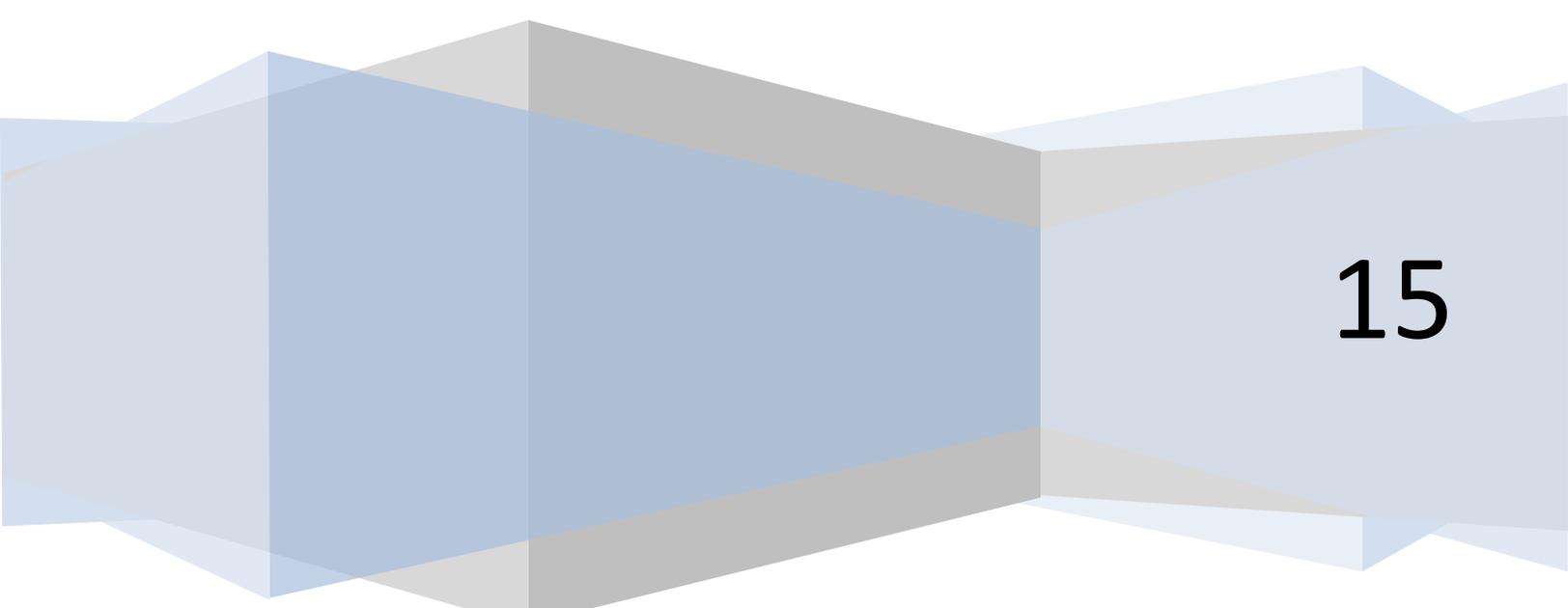


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SEO Guide White Paper



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Introduction

Search engine Optimization (SEO) is the process of optimizing your website for a better positioning on specific searches in the search engines. For example, when someone searches in Google for “plastering mount dora”, the SEO goal would be to have your website to show up within the first ten results, so you could potentially procure additional leads that would not normally have found you through other means.

The search engine goals are to provide the most relevant results to the people who are searching. By doing this, they take the overall authority of each website they encounter (indicated by content, people linking to it, and social signals such as likes) and combines it with the most relevant websites related to the search the “searcher” typed in.

There are 5 main aspects that affect how Google ranks your website.

Content (Relevancy) + Structure + Linking + Social + Overall Authority

Ranking in Google requires some ongoing work, but it can find new leads that you wouldn't have normally gained. If you are going to put the work into it, it needs to be consistent. Don't worry; once you get the gist of it, it becomes much easier.

Note: This guide cannot guarantee ranking for your website, as there are many factors that go into ranking. However, if you carefully follow what I describe below, you have the best chance to rank, just like my other SEO clients do every day.

The holistic service that I provide to most of my SEO clients help fast-track this process, but I think you can get a good start with what is

provided here. We could potentially talk about our services in the future, but I don't think it is most efficient for you now.

Below I will write a summary of how each part of the equation is relevant and some action items for each section. I will take each action item and put it in a simple "to-do" list for you at the bottom.

CONTENT

Adding new content to the website helps Google understand the purpose of your website, your company's services and products, and in turn, to rank you for those relevant searches. When it comes to content, I would recommend it becomes easier to focus on a few specific services or products. Relevance, to your users AND Google are important.

The 300 Foot view: The goal for your website is to create a new "article", or "blog post" regularly to your website. This gives Google a reason to stop by more often, gives you higher authority, and can push you higher in rank. To paint a picture: Imagine a potential consumer (whether a builder or an individual with a home) wanting to remodel his home with a more decorative feel. In this day and age, he will go to Google to find answers on how to install plastering products. Then, theoretically, he comes across your website with an article explaining the top five things to avoid when installing plastering. After reading, he understands that he will need your services and calls you. Now imagine 50 people doing the same thing every month, and so on.

From the above use case, you should get an idea for the type of articles you should be writing about (information that a consumer might want

to know more about) with the keywords that we found out were the most profitable. You can also write articles concerning the experience of the company; employees etc., but make sure to write those type of “PR” articles less frequently. Provide as much value as you can for FREE without giving everything away. Note: when writing articles, use the keywords that we determined were the most profitable in your sentences. Don’t overdo it, but make sure at least one of those words is in each article.

In addition, having new content frequently posted is also a great sign for the website.

STRUCTURE

Building your site with a certain structure can help Google and other search engines understand the levels of importance of content on your site.

For example, say you have 3 main selling points for you company that you want portrayed to the consumer, you will want this information on the home page, front and center. You also want information very accessible. Phone numbers, emails, links to other pages (navigation).

Linking: Whenever you write an article, try to link, somewhere in the article, to another page on your website. Such as [“check out our services page”](#). There is more on the importance of linking in the Linking section.

LINKING

A backlink is a link online that points to your website. These links can be from anywhere. Say, for example, if Wall Street Journal writes a piece on you and puts a link on their website that connects to your site; that is considered a backlink. Keep in mind, not all backlinks are equal, since different websites have levels of authority. Typically, the more valuable links (from other websites) are harder to get.

SOCIAL

Google now looks to Social media sites such as Facebook and Twitter to calculate, in part, the authority of a given company (website). For example, by having more “Likes”, more comments, and shares to your Facebook profile, Google sees your profile as an attractive site that is active, and, as a result, gives a higher authority to it.

Overall Authority

If you follow the above sections, your overall site authority will naturally rise.