Lesson 15: Search Engine Optimization I

In the previous few modules, we talked about both free and paid forms of traffic. These people will come wherever they are and be redirected to a site you own. Search Engine Optimization makes a lot of traffic possible in the first place, especially Article Marketing.

The Internet is constantly growing. Pages and pages of content are being added to it every second, non-stop. The search engines’ jobs are basically to get all this content and to arrange it so that the most relevant content is at the top of each search. They want the user of their search engine to get the best help possible there is to offer online.

Search Engine Optimization is about getting your website or webpage listed as high as possible in the SERPs (Search Engine Results Page). As you could probably figure out, the higher the page is ranked, the greater the share of the traffic you receive.

Because the landscape of the search engines are constantly changing, SEO must adapt. It’s impossible for your site to stay ranked on the first page forever, unless you make sure it always stays relevant.

There are two forms of SEO to take notice of: off-page and on-page SEO. In simple terms, on-page SEO is basically how the words on the page are arranged and off-page SEO is about who’s linking to your website and how authoritative they are.

Google has “spiders” that “crawl” your site to see how relevant it is. When the spiders crawl over your webpages, something they take notice of is how frequently the words on your page are repeated. One would assume that a site that repeats the phrase, “how to lose weight” more times than another site would be more “relevant” and have more information in that topic. Thus it would be ranked higher.

Of course, this would be a terrible loophole that could be exploited like crazy; one would just write “how to lose weight” 500 times to be ranked easily for that keyword. Not the case. In fact, if the keyword density is too high, the webpage won’t even get ranked for that keyword.

It is also believed that the “spiders” also tend to “crawl” your webpages from top-left to bottom-right. So if you have your keywords sprinkled in roughly a diagonal line from top-left to bottom-right, you will have a higher chance of being ranked for that keyword.

In the next module, we will talk about off-page SEO.