Lesson 16: Search Engine Optimization II

In the previous email, I introduced Search Engine Optimization (SEO) to you. I also divulged the fact that there were actually two kinds of SEO, on-page and off-page SEO. We discussed what on-page SEO was, now it’s time to talk about the more interesting and powerful off-page SEO.

As implied, Off-page SEO relies on the fact that Google ranks websites according to its authority. There is something called, “Page Rank”, which gauges this authoritativeness. The Page Rank system gives a number from 1 to 10 to each site, based on a special algorithm engineered within Google.

It doesn’t take much to realize that the bigger sites that have been around for longer will have a higher Page Rank than new sites.

The way that off-page SEO works is, you want to try and get a link from a site that has a high Page Rank. But not just any site. The site also has to be relevant to your own site. For example, if you want to sell an E-book about how to lose weight but you get a link from a site that’s promoting laptop repair, that link is going to be of little use.

The key is getting a link that is both relevant and authoritative. Naturally, this doesn’t come easily; if every person who sent an email to a big, authoritative site got a link back to their website, that site wouldn’t be very authoritative anymore. Google would frown upon them and strip them of their Page Rank.

That’s why when people write articles and post them to EzineArticles.com, the Page Rank of the individual article itself isn’t very high, while the Page Rank of the main website is high.

However, as a newbie Internet Marketer, this is one of the best ways to actually get started with Internet Marketing. If you don’t have much authority yourself, you have to just write articles and put a link in the Bio Box for the off-page SEO.

There is one more thing that’s of importance when considering off-page SEO: anchor text. This is basically the text that gets hyperlinked when there is a link to your site. If you’re promoting an Ebook on how to lose weight, you want to make sure that the off-page link has the keyphrase, “how to lose weight” bolded and linked. That will maximize your SEO chances.

There has been a lot to take in for SEO. The next lesson will go through some SEO best practices as a newbie Internet Marketer.