

THE BASICS OF SEO FOR YOUR BUSINESS WEBSITE

By

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INTRODUCTION

Thank you for downloading this fantastic guide— **“The Basic SEO Blueprint For Your Business Website.”**

SEO or Search Engine Optimization refers to the way of structuring a website in such a manner that makes search engines rank the site higher. It is important so that more traffic is directed to the site through searches that lead to an increase in visitors, phone calls and most importantly customers.

So, you are asking why you should optimize? Search engines are excellent ways to drive traffic to your sites. Without a proper SEO strategy, your site will appear transparent at the bottom of the search list.

Most businesses have discovered that when they create an SEO rich website, they have been able to cut down their advertising budget. If you do not create your website correctly, you will be wasting your time. You need to do a lot of research to create an excellent SEO website, but it is well worth it in the end.

The following tips in this fantastic guide on SEO for beginners should be followed by new website owners as well as more established websites for the development of their website.

Let's Begin!

LEARNING SEO FOR YOUR BUSINESS

Search engine optimization (SEO) can be a complicated process to learn for anyone who is not familiar with it. However, this process is one of the most important skills you must learn and master if you plan to make money on your business and drive more phone calls. It looks like a tall order for a novice in SEO play together, but luckily for you, there are some things you can learn about it that can help you to understand, and I hope to implement the entire process to help improve your ranking site is.

Are you searching for a various ways to put your small business online and attract new customers? Statistics show that, almost 90% of consumers perform search queries for the service they are looking for or product they want to buy BEFORE deciding whether to buy the product or service. This shows how important it is to increase your exposure online, and SEO is one of the best, yet seemingly complicated ways to do that.

You should start by creating a well optimized, highly professional looking website. Back in the days, having a website was good enough to get customers that are looking for your service. Those days are long gone, these days you need to make sure that your website is well designed and that it is both user friendly and search engine friendly.

The main point of having a website for your business is to get in front of new customers and let them know you are there. This will require your site to appear on the first page of the major search engines. For some keywords, being on the first page is not enough. Your website has to appear on top 3 results.

SEO takes time, especially for new websites, but it is worthy of the time and the money you will invest. You might have already heard from other business owners on how the internet influences sales of their products or services. The other option is having a company like YP do your SEO for you if it gets to be too time consuming. But please know that this type of strategy is an ongoing marketing

strategy that takes time. But the rewards will definitely be worth the money when you start increasing your phone calls by 25-35% each month.

If this online thing is new to you, it may sound daunting and truly a waste of time and your energy to learn and apply this type of techniques regarding online marketing. But don't worry, considering there is sufficient information on what you should do to begin the SEO process. If you hesitate on whether how beneficial this strategy is to your small business, continue reading to find out more about SEO.

How does SEO work?

A Few things you should know about Search engine optimization:

- Networking is a very important tool in an actual interaction, but this can be done online as well. Blogging and internet articles can help you to learn a lot. Being active online can help you establish positive partnerships that can help you spread the word about your business.
- Potential Clientele are searching for your product or service. Whether or not you have your own web site, most people uses internet as well as search engine to look for information. You can even post a comment on a blog and leave your contact details and you be amazed to find people contacting you and looking for he products or services that you offer.
- There are a number of traditional internet marketing strategies that are often very difficult or expensive to do any kind of changes once you start using them. The great benefits that you will come to find out through internet based marketing is that there are tons of tools to easily track and analyze exactly what parts of strategies are working and which one's are not working for you.

- According to the search result based locally. In regard to to searching locally for business clearly search engines and smart phones have pretty much replaced the yellow pages and phone book. Google has developed to the level that it will go back to local search result whether you perform a search query using a local keyword the search box or not. This is huge for small business that the focus is on target markets that are geographically incomplete.
- A lot of things have changed in past few years when it comes to SEO. But with that said Link Building is still considered Google's #1 ranking factor for business websites. The question becomes how do you obtain those links and how much time does it take?
- Content is King. This still rings true more than ever now when it comes to SEO. Google wants to know that you are providing good content to its readers and they are very scrupulous about this and will do anything to keep your site pushed down if it is not providing good content to its readers.

Now that you understand the reason why Search Engine Optimisation is an essential part of any businesses advertising, where do you start?. To get started, fortunately, there's always a bunch of information available regarding SEO and online marketing, however here are some questions to get you going.

Study the basics of SEO and find out a local consultant. It is vital that you know the basics of SEO, even if you intend to have an in house SEO specialist. This will help you to know exactly what he or she is talking about.

What Is SEO?

The first thing you should know before anything else is how SEO can truly help your business. Imagine if you can get your website to the first page of Google.

How would that change your business? Do you think you would get more phone calls? The answer is an astounding yes!

Optimizing your website for Google is an important skill that will help your website achieve better rankings in search engines like Google, Yahoo and Bing and make it much easier for people to find you. There are many techniques and processes involved in SEO, so if you can learn how it works first, it will help you understand just how much work is actually involved.

How Is Your Site Or Page Ranked?

Google™ promotes authority pages to the top of its rankings so it's your job to create pages that become authority pages. It's really that simple. The question becomes – how do I produce authority content or pages on my website that are considered authoritative by Google?

This involves writing content people find useful because useful content is shared in blogs, twitter feeds etc., Facebook, etc. and over time Google™ picks up on these authority signals. This virtuous circle creates strong and sustainable Google™ rankings.

Benefits Of SEO For Your Site

One of the most distinct advantages of SEO is that it can help improve your ranking on the search engines, thereby increasing the amount of website traffic you can generate.

For a business owner that means more phone calls, more appointments, more bidding opportunities, etc. As your site is now easier to find on the internet, it is very likely that there will be a significant change in the number of potential customers visiting your site.

SEO or Search Engine Optimization of a website is a rule rather than exception for any serious business. The most successful businesses today have a strong online presence. They understand that good visibility (as a result of a successful SEO

search engine optimization campaign) can they expect a good flow of traffic into their website. This results in better business enquiries, more sales and revenue.

Currently, the immense benefits of SEO services have made the competition in optimizing websites increase drastically. These effective methods can make a site to list among the top sites in the search engines. The high competition has also led to the rise of many different styles and methods of website optimization. In a few years many online firms have mushroomed offering various SEO services. YP has evolved to also be part of that mix. YPs SEO services are focused around driving more results and getting more phone calls.

There are tons of companies out there that now offer SEO. You have to be very careful in going with a company that makes outrageous claims that “guarantee” they can get you to the top of the search engines. There are no guarantees in life, so why would it be any different in this case? You’re a smart business owner. Think about it.

Having someone locally also helps so that you can meet with them on a regular basis to optimize the campaign and go over ranking improvements, etc. Any techniques YP uses, are designed as an ongoing campaign of optimization and is essential for the best long term results of your website.

One of the key benefits of SEO services is the excellent return on investment (ROI). Increased brand visibility, targeted traffic, and higher sales are some of the main benefits of SEO services. Another benefit is the cost effectiveness. One of the most cost-effective ways of marketing is SEO. If a website is properly designed and optimized, it stays for a long term in the rankings compared to Search Engine Marketing (SEM) option.

Other benefits of our search engine optimization are better usability, accessibility and cross-browser compatibility. These advantages will result in the benefits of SEO services such as growth in sales as well as increasing your repeat business, credibility and referral business. An enhanced SEO service can also boost your confidence and your authority. It will also help in building client loyalty.

Basic SEO

If you want to make your presence felt online, then knowledge of SEO is very crucial. It is fast gaining ground and is an important tool that is used for making your website more attractive. Competition online is very tough. You've got websites that have been up and running longer than your company has been in business. In such a situation just having a website of your own is not enough. Efforts to increase traffic to your site play a crucial role in online marketing.

A website that figures in the first three pages of the search engine search results are the ones that would be able to attract the prospective customers. SEO thus plays a vital role in diverting traffic to your website. To make a beginning online, having knowledge regarding SEO is a must. The basics of SEO for all you beginners that would help turn your business into a huge success include:

First and foremost submit the URL of your website to a search engine. Content is of prime importance, and one that is rich in keywords would make indexing and crawl by the search engine a much simpler task.

Selection of keywords is crucial for SEO. You could select few of your important keywords that describe your product or services best. With a little bit of research, you would be able to find keywords that are searched for by prospective customers. Make use of all these keywords while formulating the content for your website. A keyword rich content would facilitate a high ranking by the search engine thus, adding to your overall business and profitability.

So let's get into the nitty-gritty of SEO.....

Keyword Research

The first step in any good SEO strategy is to do some good old fashioned keyword research. Here's what you should be looking for:

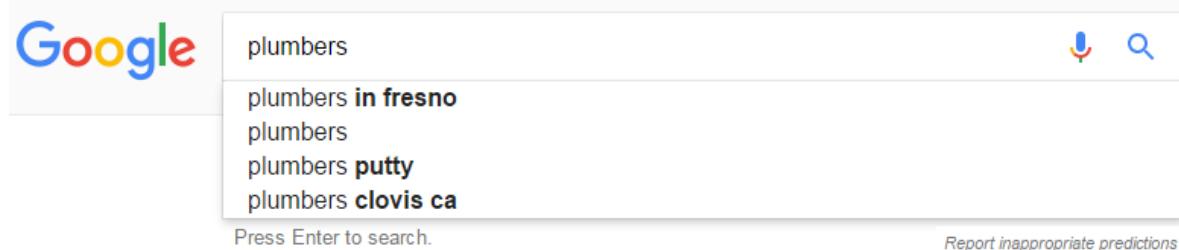
1. Competition – How competitive is a keyword? How many websites are there for the keyword I want to rank for?
2. Traffic – How much traffic does each keyword have? You ultimately want the highest searched keywords in your industry each month with the least amount of competition.
3. Long Tail Keywords – what other variations of your industry keywords can you rank for if the main ones are too hard?

If you try to rank for the word “Plumber Fresno ca”, you are going to have a tough time since there are more established sites that have been there much longer than you. This is not to say you can’t bump someone down the page from the first 3-5 organic listings on Google, I’m just saying it might take a little longer.

On the other hand, if you try to rank for keyword terms in your industry that are less popular like “how to fix a leaky faucet”, you may have better luck. Or you can also go after longtail keywords such as “plumbers near me in Fresno ca” and have a much better chance.

With that said there are a few tools that I use to do my keyword research.

1. Google Suggestion Tool



2. Uber Suggest (<https://ubersuggest.io/>)

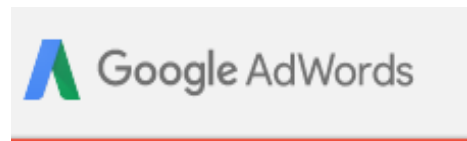


Meet the keyword research tool on steroids, Ubersuggest

Ubersuggest takes any keyword you give it and immediately gives you an almost unlimited list of alphabetized and numerical keyword variations of your original keyword.

You can even take it further by adding “bounce house ab, ac, ad” to uncover more keywords that you could potentially bid on or use for SEO purposes.

3. Google Keyword Planner



Of course this one is on the list!

The Google Keyword Planner can be tricky and you have to use it with a grain of salt. Don't make the mistake of using this as your ONLY tool. The problem with this tool is that it only shows you keywords that are VERY closely tied to the keywords you gave it.

Don't get caught in this trap! No wonder why so many keyword are almost impossible to rank for – because everyone is using Google's Keyword Planner! Go for something different. Go for something unique!

I'm not saying don't use this tool. I'm just saying don't rely on it as your only source of research.

You must have an AdWords account to access it, and that doesn't mean you have to pay anything to use it, it's still free.

The Google Keyword Planner will show you some pretty neat stats like average monthly searches, competition level (high, medium, or low), the average cost per click, and more.

It doesn't give you exact keyword suggestions like Ubersuggest, but it actually takes it a step further and suggests more synonyms and variations than many other tools available.

4. **Wordstream** (<http://www.wordstream.com/keyword-research-tool>)



Wordstream is a great tool as well and anyone can use it. They have a free version of this one as well.

5. **SEM Rush** (www.SEMrush.com)



6. **Buzzsumo** (<http://buzzsumo.com/>)



This is by no means a comprehensive list of keyword research tools, but I wanted to get you started down the right path in discovering some new and exciting keywords that are related to your industry.

On Page SEO Basics

So let's start with the basics of On-Page SEO. So what exactly am I referring to when I say "On-Page" SEO. Well, it's the exact opposite of "Off-Page" as you can

imagine. It's everything you can do to your website that on-the-page in order to help it rank as high as possible on Google. There are a ton of things you can do, but again, without overwhelming you today, I am just going to refer to the basics.

Meta Tags- What are they?

Meta tags are snippets of text that describe a page's content; the meta tags don't appear on the page itself, but only in the page's code. We all know tags from blog culture, and meta tags are more or less the same thing, little content descriptors that help tell search engines what a web page is about.

Meta tags, especially the meta description tag, used to be a much larger part of an SEO campaign strategy. Today, meta tags don't mean much except to help Google identify what your website is about.

Here are the most important ones to pay attention to:

Title Tags

Make sure to always include your target keywords in the BEGINNING of your title tag.

For example, let's say you want to rank for the keyword "florist in Fresno" and you had two headlines to chose from:

Headline 1: Florists in Fresno: 10 reasons why you need to use us over our competition.

Headline 2: 10 reasons why we are the best florist in Fresno.

Google would see the first headline as MORE about the topic of Florists in Fresno than the second headline.

Description Tags

Even though these don't pull much weight anymore, as mentioned above, it's much better to have a description tag than to not have any at all. Make sure all of your pages include a description tag.

Keyword Tags

Don't even bother.....LOL! Google is "indifferent" according to this great article by MOZ. Check it out! <https://moz.com/blog/seo-meta-tags>

Alt Image Tags

Alternative Image tags as they are known, are used to describe to the search engines what your pictures are about. These also have little weight as SEO factors, but again should still be practiced.

H1 and H2 Tags

Your header tags are a little more important and you should be using them in chronological order as such:

- `<h1>Types of Meta Tags</h1>`
 - `<h2>SEO Tags</h2>`
 - `<p>content</p>`
 - `<h3>Title Tag</h3>`
 - `<p>content</p>`
 - `<h4>Do's</h4>`
 - `<h5>Use Keywords</h5>`

Like anything else, make sure you are utilizing your keywords in your header tags. Make sure to use 1 H1 tag on each page. But please make sure you don't use any links in your H1 tags. Some people do this, but it distracts from the main purpose. Stick to text only.

SEO Friendly URLs

Make sure your URLs on your website are short and friendly for the search engines. I've seen this far too many times when people using Wordpress as their blogging platform or website. And always try and use your keyword that you are optimizing for in your URL.

Use Outbound Links

If you want to be an authority on a subject, it makes it sort of look like an authority when you are referencing other materials. You're not being selfish and you're not trying to hide anything from Google. Think of it as the same when you are reading a book and they reference a statistic or some piece of data information. They can't just randomly state a fact without backing it up right? It's the same thing with outbound linking.

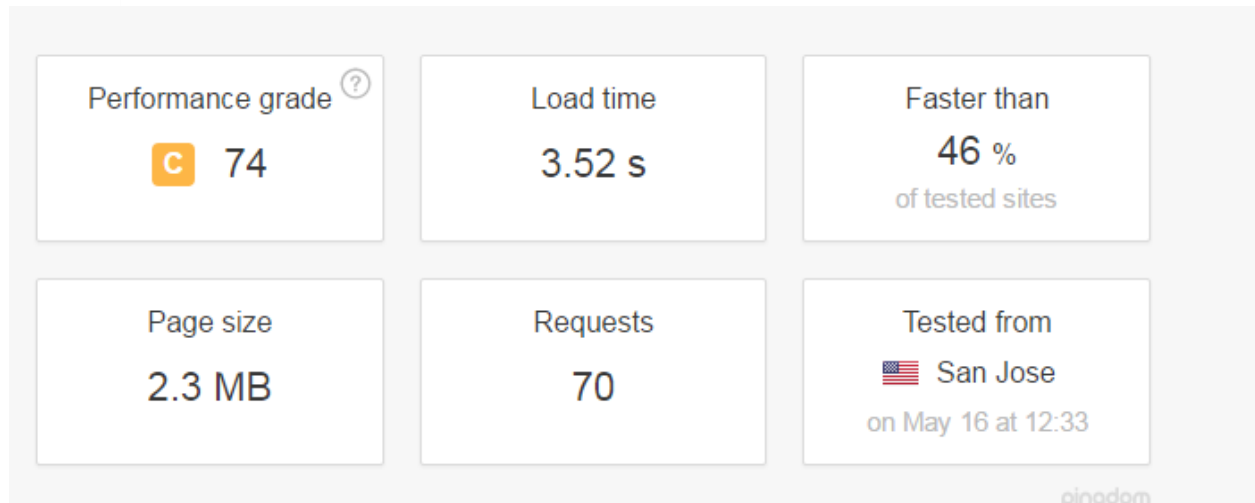
Every link that you put out is actually an opportunity for outreach, and it is as simple as putting that in your editor, and, of course, adds value to your content.

The Need for Speed – speed up your page loading times

Page load time has become an increasingly important factor in how Google will rank your website. If you think about it, it makes sense. Would you want to stay on a website that doesn't load fast enough? The bounce rate would be fantastically high! Yikes!

So how do you make sure your website is loading fast enough? Well, there are several tools you can use to test your website:

Pingdom has a great tool you can find here: <https://tools.pingdom.com/> It's simple to use. You just put your URL in the blank fields and the city you are closest to and presto! You get something that looks like this:



Google Page Load Test <https://developers.google.com/speed/?csw=1>

This is a great tool that you can use as well to test the load times of your website. It's just another alternative to the one above. In this section you'll notice that it gives both mobile and desktop versions.

http://www.fresnocitycollege.edu/ **ANALYZE**

Mobile Desktop

Poor
51 / 100

This page is not optimized and is likely to deliver a slow user experience. Please prioritize and apply the recommendations below.

Possible Optimizations

- Optimize images
› [Show how to fix](#)
- Leverage browser caching
› [Show how to fix](#)
- Eliminate render-blocking JavaScript and CSS in above-the-fold content
› [Show how to fix](#)
- Prioritize visible content
› [Show how to fix](#)
- Enable compression
› [Show how to fix](#)

As you can see after testing Fresno City College's website, they need a little work with their page load times!

Anchor Text

Anchor text has been a very long time. It's that clickable text in a link. Again, this is one of those on page SEO techniques that you don't want to mess up. Google can penalize you horribly if you use SPAMMY anchor text tactics. Before the Penguin update came out in 2012, anchor text was the easiest way for Google to understand what your site was about. Now it's the best way for Google to penalize you.

There are different types of Anchor Text:

1. Branded anchor text – example: One of the best companies for digital media is [YP](#).
2. Generic anchors – generic anchors are ones that read “[click here](#)”, “[sign up now](#)”
3. Naked Link anchor text – just as it sounds....the link is nothing but the link itself such as www.thepenprofessional.com
4. Keyword Anchor text: To view the best [pet groomers](#) in Fresno click here.

The trick is to not appear spammy with your anchor text. Using Latent Semantic Indexing (LSI) as a strategy for developing a strong anchor text campaign is the formula that I like to use. It basically means that I'm just using a variation of the keywords I want to rank for, instead of an exact match keyword, for my anchor text.

There are many more anchor text example I can give you, but for the purposes of this ebook, we are sticking to the basics. Just remember not to use exact match keywords for your anchor text and you should be ok.

Use Highly Visible Social Sharing Buttons



Social media is one of the best ways to build authority on the internet today. I'm sure you probably even have a Facebook business page for and a Linked In page for yourself as the owner or marketing manager of your business.

But why are having social sharing buttons on your site important? Well it's simple. Just like this section implies, you want to make it as easy as possible for your audience to be able to share your website with others. The more social shares you have the more authority your site has in the eyes of Google.

Internal Linking

Internal linking is still a big deal. Linking to pages within your site and creating an internal linking structure that increases page views and visits is awesome! I know you might not understand how to do this right now, but in later blog posts I will show you how to do this.

Pertinent And Unique Content

I can't leave the subject of on-page SEO without talking about content. It involves making certain the content on your website is relevant and unique. So, what does that mean?

Relevant content in the eyes of Google means keeping the page content in line with the title of your page. For example, if you have a page title about selling ingredients to bake a great cake then make the content about the ingredients and how to work with them. Don't wander off on to information about cooking utensils. Perhaps make another page for tools.

Unique content simply means do not copy what somebody else has already written. Your content must be written by you. It must provide value to the visitor. That's not to say that you cannot re-work information that is already online but your re-working of it must add something different. It might be a new way to use the ingredients. It might be a more understandable explanation or give tips to get even better results.

All over the internet, Google finds information that has been copied from elsewhere. Your reward for copying is a failure to get your pages ranked by the search engines, and without good ranking, they will not show up in the searches you are trying to rank for.

Get the natural part of SEO correct and you will see an immediate improvement in your page ranking on the search results. Then you will be ready to master the more complex processes that really can increase Google ranking for you

Off Page SEO Basics

Off-page SEO is the act of optimizing your brand's online and offline footprint through the use of content, relationships, and links to create an optimal experience for prospects and search engine crawl bots. It typically leads to gradual increases in positive brand mentions, search rankings, traffic to your site, and conversions.

Many things fall under this umbrella such as content marketing, blogging, positive press releases, positive reviews online, responding correctly and promptly to negative reviews, monitoring your brand, getting your blog posts or website shared on Facebook, LinkedIn, Twitter, Pinterest, etc. , interacting in groups in such places as Linked In and finally link building.

But remember, the primary goal is to create authority using all of these strategies. Remember earlier in the ebook I talked about how Google will rank your site higher than your competitors based if it perceives your site as more authoritative? Well now is your chance.

Below you will find a brief introduction on each tactic described above. There are literally hundreds of ways to get creative when it comes to "off page" SEO but hopefully this helps you to understand a little bit more about what is referred to "off-page" SEO.

Link Building

Let's start with link building. I won't go into much more than this in this section because it is the most vital part of your SEO strategy and there are hundreds of ways you can build links, literally. And in this section I will give you some of the strategies that have been proven to work in the past.

First of all, there are tons of tools to analyze your backlink profile. One of my favorite free versions is from MOZ <https://moz.com/researchtools/ose/> . But if

you want a more advanced version my favorite tool is SEO Powersuite (<https://www.seopowersuite.com/>)

There are SEO experts who would be able to help you. The experts are familiar with the concepts and understand the requirements correctly. It is advisable to employ the services of experts like YP who would be able to guide you in the right manner.

Just to give you an idea of some of the link building strategies out there, here is a list of some of my favorite ideas:

Company Directory Listings (Link Value: Medium)- Hotfrog, Angies List, Manta, YP.com

Free Web Directories (Link Value: Low)

Profile Links (Link Value: Moderate)

Research Competitor Links (Link Value: High)

Resource page Links (Link Value: Moderate)

Article Directory (Link Value: Low) – ezine articles

Blog Directories (Link Value: Moderate) – Alltop.com

eBook Directories (Link Value: Moderate) - <http://www.e-booksdirectory.com/submit.php>

Infographic Submissions: (Link Value: Moderate) CoolInfographics.com

Paid Directories – BOTW, Joe Ant, Business.com

Press Releases (Link Value: Low) - PRNewsWire.com

Video Submissions (Link: Moderate) – Vimeo

The list goes on and on.....

But I know what you are thinking at this point – how would I ever have time to do all this link building on my own? Well, that’s the one problem with businesses trying to do this all on their own. This is where the help of a professional organization like YP comes in. Our team will do all of this work for you so that you don’t have to worry about the hard stuff.

How Can I Get Help With My Listings?

Your business needs sharp, accurate and consistent business listings wherever buyers are searching right now, but doing it yourself takes focus and time you probably can’t spare.

Worse yet, listings you create yourself may change without warning and send you back to square one. Over time, missing or inconsistent listings can cost you customers, decrease your organic search ranking and damage your brand.

With ypPresence Plus, you can publish an engaging and consistent profile to 60+ top search sites, social networks, maps and mobile apps, and monitor your reputation and social health from one easy dashboard.

Again, it’s all about efficiency and monitoring things from one location.

Blogging

I know. I know. People are tired of hearing me say that blogging is one of the best things you can do to build authority and drive traffic to your website. You have to realize that your static website is not the only way to drive traffic to your business. You must remember to look at the larger picture. Think about building an internet presence. Think about all the ways that you can do this.

Setting up a blog is free and very easy. You can start your own blog at www.Wordpress.com . This is one of the most popular platforms right now. It’s easy to use and is great if you’re new to this type of marketing.

Reviews

As you've probably guessed and experienced already, reviews about your business are vital to its health. One bad review can scare away people who may be considering using you to buy your product or use your service. This is why monitoring your reviews online using tools like YPs Online Presence Manager are so important to your business.

Social Media Engagement

Make sure to have a Facebook and LinkedIn account at the very minimum. You want to reach your target audience in every way possible. But not only do you want to communicate your message using these mediums, you also want to find out what others are saying to you. The following is a list of tools you can use to help monitor your reputation online as well:

- Hootsuite <https://hootsuite.com/>
- TweetReach <https://tweetreach.com/>
- Klout <https://klout.com/home>
- Social Mention <http://socialmention.com/>
- Twazzup <http://new.twazzup.com/>
- TweetDeck <https://tweetdeck.twitter.com/>

Social Bookmarking Sites

When you use social bookmarking sites such as Delicious (you can check out my profile here <https://del.icio.us/seoqueen44>) it helps to drive more traffic to your blog posts, websites, any published content that you have on the web.

Directory Submissions

Many people may say that directory submission is dead! I believe that it isn't as you are increasing the likely hood of people seeing your website. It is purely based on how effectively we are selecting those directories and how efficiently we are choosing the category for submission. You could submit to general directories, but for maximum effect, you are better off submitting to **niche directories**. Of course, I agree that it gives quite delayed results, but it is worth doing it.

Forum Marketing and interaction

Find forums online that are related to your sites niche and get involved within that community. Reply to threads, answer peoples questions, offer advice, etc. This all helps to build up your reputation as someone who is an expert within that niche. If you can use "do follow" forums so that you can include a link to your site within your signature, which helps search engines crawl your site. Although these won't be high quality links, but it will help.

Video Marketing

Just like photo sharing, if you have any videos that you have used on your site, then you can submit them to sites like; YouTube, Vimeo, etc. allowing people to find your content in other ways.

Photo Sharing

If you have used any of your own photos or images on your site, then you can share them on many of the major photo sharing websites like Flickr, Picasa, Photo Bucket, etc. Other people will be able to see them and comment on them, hopefully following a link to your site.

All of these Off page SEO strategies should be a continuing part of your SEO efforts, whether or not you are hiring someone to do SEO, or whether you are doing it yourself. An appropriate mix of all the above mentioned would help you attain a high search engine ranking for your web page. This, in turn, would mean more traffic and greater profitability to your online business.

Technical SEO Basics

Most business owners never really have access to the technical side of SEO because their sites were not created internally by their own webmaster. This might be the case for you as well. Companies that have used a company such as YP to create their website don't have much control over these factors so all I want to do today is list them so you are aware of them and give you some tools to accomplish these tasks if you happen to own and manage your own website internally.

One of the best tools I can possibly recommend for checking technical SEO on your site is [Screaming Frog](#). This tool allows you to index all of your site's pages to determine any errors or crawling issues that Google may have with your site.

Below is a list of some of the technical things you should be paying attention to:

Check Indexing

Make sure important resources are crawlable

Get rid of duplicate pages

Prevent pages from getting indexed that have no SEO value

Fix Broken Links

Keep your site map up to date

Get Mobile Friendly

Page Load Times

There's a really cool tool I use to check basic technical issues as well. You can find it at <http://www.browseo.net/>

WAYS TO COMBINE SEO WITH OTHER MARKETING STRATEGIES

SEO has been around awhile now. I know you've heard of it and wondered how you can implement some of it on your own site. It gets tough at the same time because things change so much and so fast that it's hard to keep up with. Most people just hire a company to do their SEO because it takes so much time and effort and frankly, you should be spending time running your business, not handling SEO right?

I've given you a lot of tips in this ebook but in reality SEO works even better when combined with a number of other marketing and advertising strategies. In this article you will read about 4 other marketing strategies that work well with SEO and also learn about their main advantages and disadvantages:

SEO and Paid Advertising

Paid advertising, in particular, Pay Per Click (PPC) advertising like Google AdWords, Yahoo and Facebook Ads, is a great strategy to produce immediate results. It can start to produce results from day 1. However, you need to consider that pay per click campaigns typically hit a ceiling in form of the budget that is being set - it simply cannot be leveraged beyond the minimum cost per click.

That's where it works well in tandem with SEO, because an SEO strategy can produce long-term leverage based on some of the information collected by the PPC campaign (keywords, ad copy, traffic numbers, etc). When the results of the SEO campaign start to kick in, the budget can slowly be re-directed to SEO as it is more leveraged and can therefore lower the cost per lead.

SEO and Video Marketing

Online video marketing is a great way to build an emotional connection with your audience and improve your presence online. For example, you can film a presentation or an event and then share it online. Now you can connect with your audience without actually having to be there. A disadvantage of video marketing can be the high cost associated with high quality and well produced videos. YP can

provide you with a video commercial that can be leveraged on YouTube, embedded into your website and used to even send email promotions out to potential clients.

In any case, you can have the best quality and well-produced videos on your website, but if nobody sees them they are not going to create an impact for your audience. Therefore creating an optimization campaign that increases your rankings and exposes your videos to more people will help you get a better return on investment from your marketing budget. On the other hand, if you've created an online video channel, such as YouTube or Vimeo, to increase exposure for your videos, you can optimize each video so that they show in the search engine and video search results. As a result your videos, your website and your business get even more exposure!

SEO and Social Media

Although many businesses are now starting their own social media campaigns, it remains difficult to prove a good return on investment (ROI) with social media. In many situations, the return is measured in "brand engagement" and "business exposure". Although undoubtedly important, it is difficult to calculate a return.

However, combining social media with SEO helps to increase the visibility of your business beyond the enclosed social media networks and allows customers to find your business based on keywords rather than connections. That said, SEO and social media work well together, because most search engines, including Google, now consider social evaluation an important vote of confidence for your website.

SEO and Public Relations

Public relations, whether focused online or offline is all about letting people know about your business, creating your brand and adding credibility. Gaining coverage in mainstream news publications, and creating an online buzz with bloggers and social media is a great way to get increase your profile. Often, an increased profile will generate an increased search volume of your business or your industry. And of course you want to be the business that is found.

That's why SEO and Public Relations are the perfect marriage. They combine to get your business and brand in front of even more people and they work together to leverage the credibility you receive from news coverage, keynote speeches, and other public events. These are four ways of effectively combining SEO for small business with other marketing techniques.

CONCLUSION

Learn how the system as a whole SEO is your first step to managing your online business or website, especially for a business owners like you. Understanding how it works can help you determine what additional steps you must take to fully realize and enjoy all the referencing process of transforming your business into a complete success online.

SEO is as simple as steps one, two and three. Start with these, and you'll start getting good results in a few months. If you're a real authority in your niche, you might not even need to go beyond these steps to get discovered. Once the benefits of optimization kick in, people interested in what you have to offer will naturally flock to you and even spread the word about you.

You can do a lot more with keywords, but you should first have a basic understanding of how root keywords and their relevant keyword phrases are essential to optimizing your web pages when getting started with SEO for beginners.

Thank You Once Again For Downloading This Fantastic Guide!

Contact me with questions

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