

David Peterson's Search Engine Optimization –

**A beginner's guide to getting your website recognized on
the World Wide Web. (v.2.2)**

I'm David Peterson and I wanted to create this free Search Engine Optimization guide for you because I had such a tough time getting my sites recognized by the major search engines. There is no reason for you to struggle like I did to have your website recognized by the major search engines like Google.com and Yahoo.com. After 10 years on the World Wide Web I have learned a few things that may be very helpful to you and your new website.

This beginner's SEO guide will help you understand:

1. What is Search Engine Optimization?
2. What are the major Search Engines looking for from your website?
3. How you can drive **free** traffic to your website?

I hope you will find this guide useful.

The process describe below works every time. I personally use all of the tactics described in this e-book just about everyday.

What is Search Engine Optimization?

Search Engine Optimization is also known by the acronym "SEO." It is the process of having your website recognized and ranked by the major Search Engines. As an example have you ever wondered how Google.com or Yahoo.com decides to place one website higher on their search pages than another website?

Search Engines were originally developed to help web surfers find relevant websites to view. Now the major search engines are really advertising portals that also try to produce a website match for a relevant keyword search.

In the beginning the search engines were falling all over each other looking for ways to get the most relevant sites for particular keyword searches. In 1996 I was able to get my very first website listed in Yahoo's directory for free. They even placed it in its own category all by itself. Fast forward 10 years and the

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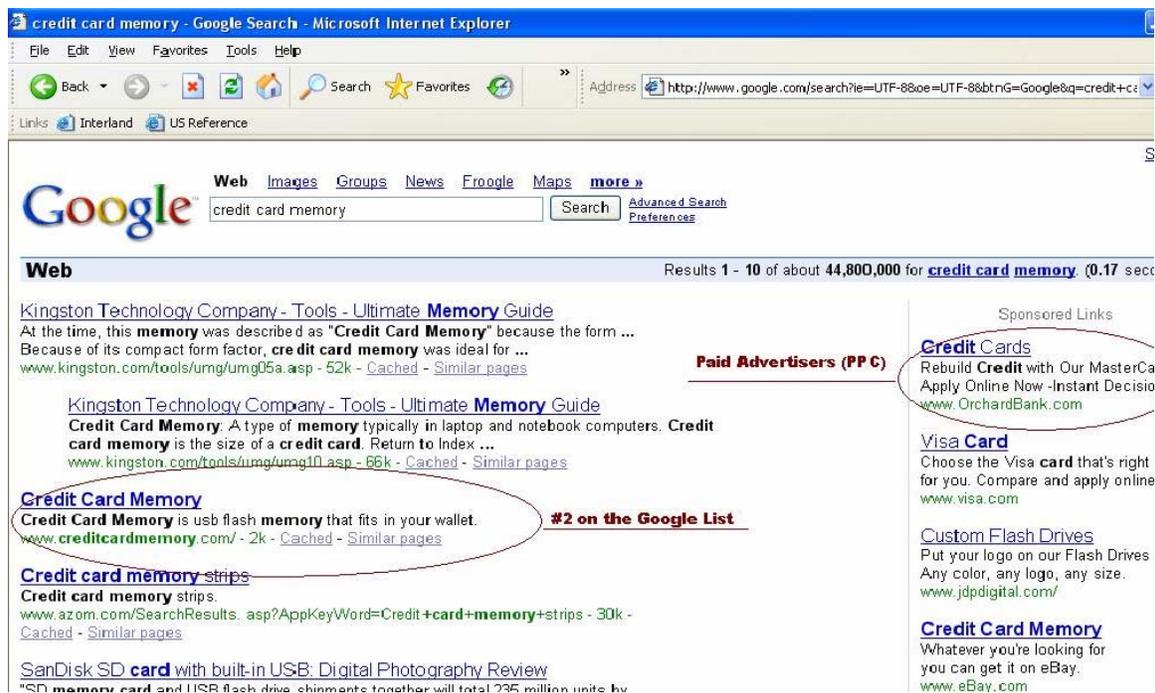
major search engines are still trying to get the most relevant sites listed for particular keywords but... the sheer number of website and the tricks these webmasters are using to get their particular sites listed makes the process a little harder to navigate than 10 years ago. The best news is the process of getting any website listed is almost completely automated.

Certainly you can argue that a lot of times when you use a major search engine for a particular keyword search you get irrelevant returns or just advertisements. However for the most part the search engine systems work – or better yet you have to learn how to make the systems work for you.

There are three different ways to be listed on a major search engine. You can:

1. Hire an outside firm to optimize your website pages. These types of companies also work on getting other relevant websites to hyperlink into your website.
2. You can do it yourself by using this guide and then submitting your website page(s) to the search engines.
3. Buy your way on to the Search Engines by using [PPC Advertising](#). (See the e-book [Been There – Done That](#) for an explanation of this type of advertising.)

Take a look at the example below for a description between Search Engine Optimization vs. PPC Advertising:



The Google listings on the left are the relevant website pages served up by Google for the keyword search “credit card memory.” Notice #2 on the list is <http://www.creditcardmemory.com>. That is one of my websites that is using the SEO program described in this guide to be listed in Google.com.

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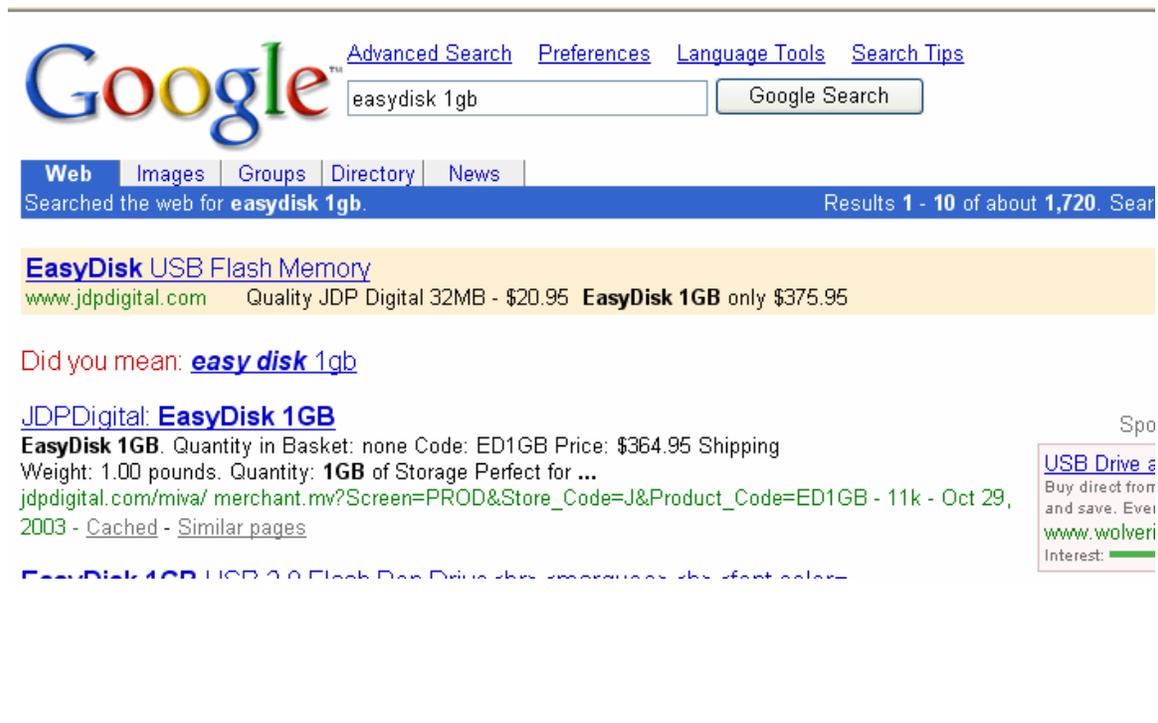
The listings on the right of the page are [PPC Advertising](#). PPC Advertising is an acronym that translates as “**Pay for Click**” Advertising. The 4 shown here on the right are all paying Google.com some money each time you click on them. That's right... Every time you click on one of those links on the right Google.com makes money. . (See the e-book [Been There – Done That](#) for an explanation of this type of advertising.)

This brings up a major point. If you are using [PPC Advertising](#) then you are guaranteed a RELEVANT search engine spot, even a top spot if you have the money. However, if you are using SEO to get your site listed then you have to keep working at the Search Engine Optimization Process to **STAY** listed.

That's right; the major search engines don't have to list your site. In fact if you don't keep up with your website and constantly work on your website rankings then you may lose your spot! It happens all of the time.

As an example this is version #2 of this e-book. The first version was written in 2003. Here is one of the examples I used in that 1st e-book version.

....Type into Google the search term “**easydisk 1GB.**” Here are the results...



If you were to do the exact same search today you will notice that my site [JDPDigital.com](#) is no longer listed in the search engine for this keyword search.

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As it turns out I noticed that during the research for this second version of **David Peterson's – Search Engine Optimization Guide** that I had mistakenly taken this page down and the Google search engine spider noticed that change. Thus I am no longer listed using this particular term.

How much will Search Engine Optimization cost you?

A few paragraphs ago I mention that you could hire an outside consultant to do your Search Engine Optimization. If you were to hire an outside consultant to do your SEO program the starting cost would be around \$3,000. Also they will require a monthly or yearly maintenance program as well. Remember you have to stay listed on the search engines and that takes work. That \$3,000 is probably worth it if you don't plan on using this SEO Guide.

One way or another, if your business relies on the World Wide Web then your business will have to be found on the World Wide Web. Either you do the SEO program or you hire someone to do it for you.

If you use my process you don't have to spend a dime on Search Engine Optimization.

To recap this chapter, Search Engine Optimization, or SEO, is the process of having your website recognized and ranked by the major Search Engines. What are the Search Engines looking for from your website?

What are the major Search Engines looking for from your website?

It can be a bit of a mystery for getting your website on the search engines. Even worse how do you get yourself a high ranking on the major engines?

Here are two very important questions:

1. Do you need to be #1 for every search term?
2. Will you be found if you are #50 on page #5 of a particular engine?

The answer to both questions is **NO!**

Answer – Question #1

No, you don't have to own the #1 listing to receive website visitors. Depending on the search term it could be very difficult to be number 1 or even number 10. You should strive using these following techniques to be on the first page for every optimized search term. You should be willing to optimize multiple terms. Willing means that you will take the time to optimize a web page for every keyword search term that you need.

Answer - Question #2

No, if you are number 50 on page number 5 of the search engines you will not attract enough website visitors to produce sales. In fact if you are that far down in the search engine rankings then probably the only people looking at those listing are other SEO companies or other vendors trying to find people like you **to sell too!**

Search Engines are looking for relevant websites to deliver for each word or phrase that is searched. Search engines survive by selling [PPC Advertising](#) however Google.com got to be the #1 search engine used today by delivering proper search returns for those keywords.

Google.com was so good at delivering relevant search term results that when I wrote v.1 of this SEO guide Yahoo.com was actually using Google.com to power its engine. Yahoo has since stopped this practice and uses its own algorithm to deliver relevant search results.

The word **relevant** cannot be over emphasized. Search engines want relevant websites – PERIOD. They cannot survive if they keep serving up ad after ad with no results leading to the pages that the web surfer actually wants to look at!

The bottom line, Search Engines needs you to make your website pages relevant to particular keyword search strings. To be relevant you need the following...

1. You need the **URL** of your website to be relevant.
2. You need the **Title** of your website to be relevant
3. You need the **Description** of your website to be relevant.
4. Finally... Your website page has to have **CONTENT** that is relevant to the particular search string.

Content is King on the World Wide Web.

This is how can you drive free traffic to your website using my SEO process!

I have spent countless hours trying to get my search engine rankings up. You can do this on your own and save yourself \$1,000s if you have the following:

1. **Patience** – this is a tough one, but search engines are on their own timetable. Do not expect results right away. In fact you should be looking at 90 days. That's why I put this at the #1 spot. You have to have more patience than money. If you don't have patience **STOP** and click here for [PPC Advertising](#).

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2. **You have to control your own website** - Search Engine Optimization is not about who has the prettiest site. It's all about adjusting your individual website pages to make them relevant.
3. **You have to realize going in that this will take work on your part.** - Not only will you have to work to get a higher ranking a lot of times this work is very tedious.
4. **You have to follow-up with your work** - As soon as you see your pages being hit you need to begin adjusting the pages to fine-tune the search results.

Step by Step instructions:

My method of getting my site noticed is pretty simple. I want to use terms or keywords that are not heavily advertised. Then I optimize my web page(s) for those terms to make them relevant. That's it! Works every time! Don't try to outsmart the search engines just follow the steps.

Step #1: Let's find some keywords and phrases

This step is relatively easy. Yet this step takes the **most** time and thought. We want to know which keywords are available. For this I'm going to use two free services. These are:

1. [Yahoo Advertising](#) (formally Overture.com) – “**Term Suggestion Tool**” [click here](#).

Keyword Selector Tool

Not sure what search terms to bid on?
Enter a term related to your site and we will show you:
◆ Related searches that include your term
◆ Estimated number of times that term was searched on last month

Get suggestions for: (may take up to 30 seconds)

Note: All suggested search terms are subject to our standard editorial review process.

- a. This keyword selector is the tool that tells us how many times per month your keyword or phase that you need is searched. It also lists all other keywords that appear to be relevant to the search. There could be 50 other terms that get some relevant traffic.

2. Google.com or Yahoo.com – The main search page.

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- a. Once I know the keywords from using the Keyword Selector Tool I then go to Google to see if these terms are available for a SEO Program. I like to work with Google because it is the biggest search engine. I do also check the main search page at Yahoo.com as well.
- b. What you need to be looking for is the fact that some keywords are just too "used" so it may be a waste of time trying to get them. Below I explain in more depth how to know if a term is too "used."

Case Study: Spyware-Killer.com (2003)



Spyware-Killer.com was a website that I setup as an affiliate program early in this decade. As an affiliate I was selling someone else's product on my website. An affiliate program is a nice way to earn money without holding inventory.

Spyware-Killer.com no longer exists. The site is up and you can still purchase the product however, this is a perfect example of how the World Wide Web has changed. You can now get Spyware Killing software for free all over the web. At the time it was a nice revenue stream!

Spyware-Killer.com represents Nuker Spyware as an affiliate. Nuker is an excellent product. In 2006 it is just not a product that is easily sold from a pure SEO type of advertising.

All of the examples below happened in 2003. None of the terms will show up exactly like this in 2006! You have to keep up and work hard on your SEO program to stay on top.

For this case study in 2003 the initial term we wanted to look for is "spyware".

Searches done in September 2003	
Count	Search Term
249351	spyware
20551	spyware remover
17690	spyware removal
13224	free spyware
11548	spyware removal utility
10042	remove spyware
9341	blaster spyware
9013	free remover spyware
8534	nuker spyware
7723	anti spyware
7488	free removal spyware
3549	spyware killer
2904	spyware detector
2627	adware spyware
2319	spyware software
2296	spyware detection
2067	spyware blocker

1. Use the **Keyword Selector Tool** at [Yahoo Search Marketing](#). Type in "spyware" into the box and you would have gotten these results on the left:

- Notice that the term "spyware" was searched 249,351 times that month in 2003 (In 2006 the same term was search 555,532!). That was and still is a big number. The term "spyware" would probably be hard for you to get.

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- The Yahoo tool gives us variations of the search term. Also how many times that term is searched in a month. You need to look carefully at all the terms and decide to optimize your website with relevant content for one or more of those terms. Go to either Yahoo.com or Google.com and begin inspecting every keyword search term that you think is relevant:

This is what you immediately want to look for:

- **Title**
- **The brief description**
- **The URL given.**

As an example let's look at the key word phrase "**nuker spyware**". You will notice in 2003 that the search phrase "nuker spyware" was searched 8,534 times a month.

2. In 2003 had you gone to Google.com and typed in **nuker spyware** into the search block you would have received these results:

Google [Advanced Search](#) [Preferences](#) [Language Tools](#) [Search Tips](#)

nuker spyware

[Web](#) [Images](#) [Groups](#) [Directory](#) [News](#)

Searched the web for **nuker spyware**. Results **1 - 10** of about **7**

Did you mean: [nuke spyware](#)

[elite hacking passwort cracker nuker spyware trojaner sms bombing ...](#)
elite hacking passwort cracker **nuker spyware** trojaner sms bombing
assembler virus ware. musik tauschboerse elite hacking passwort ...
[filesharing-download.ath.cx/](#) - [Similar pages](#)

[filesharing hacking passwort cracker nuker spyware trojaner sms ...](#)
filesharing hacking passwort cracker **nuker spyware** trojaner sms bombing
assembler virus ware. filesharing hacking passwort cracker ...
[filesharing-download.ath.cx/](#)
[filesharing-hacking-passwort-cracker-nuker-spyware-trojaner-sms-bombing-assem...](#) - [Similar page](#)

[Nuker Spyware and Adware Killer](#)
Nuker can stop **Spyware!** **Nuker** can stop Adware! **Spyware Nuker** is the most trusted name in the **spyware** killer business. The **Nuker** ... **This was my site in 2003**
[www.spyware-killer.com/nuker.shtml](#) - 13k - [Cached](#) - [Similar pages](#)

[Spyware Nuker - Spyware Nuker Free PC Scan!](#)
spyware nuker, spyware nuker, spyware nuker download, **spyware nuker** trial, free **spyware nuker, spyware nuker** scan. **SpyWare Nuker!** ... **SPYWARE NUKER!** ...
[www.webtechgeek.com/SpyWare-Nuker.html](#) - 8k - [Cached](#) - [Similar pages](#)

Detector IRC Nukes **Sovware** Detector IRC **Nuker Sovware** Nukes IRC ...

This is what you should be looking for when reviewing a keyword search term or phase:

1. How many sites listed on the 1st page of results have the actual keyword in the title? Notice the top three results have the term "nuker spyware" in the title. The 4th that you can barely see contains the term as an afterthought.
 - **Focus** on the titles of the sites. It is a very quick reference to know if you have a chance at getting your website any search engine traffic.
2. Looking at the descriptions under the titles you will notice the #1 listing looks legitimate. The #2 got there through this search engine optimization program. The #3 listing looks bogus. The #3 listing is doing **Search Engine Spam**... basically that website page is just repeating the keyword for the sake of the search engines. Search Engine Spam will get you de-listed as soon as you are caught.
 - Heading tags (<H1>... </H1>, <H2>... </H2>, etc – described below.) typically make up the description for the search engine. However some search engines just place the first few words that it sees on a website as the description.
3. Notice that the page URL also contains the search term. In our own example the URL is <http://www.spyware-killer.com/nuker.shtml>. This URL is created when you save your website page.
 - When you create a website page make sure you **SAVE** the page as close to the Keyword Search Term as possible.
4. Many SEO guides would like to see your **domain name** actually contain the keyword search term. To me this is not as important as the title or the description.
 - Example: it's not unusual (but probably would be considered Search Engine Spam) to see something like <http://www.spyware.com/nukerspyware/nukerspyware/nukerspyware.htm>. In this example the website is trying to use the domain name and page name as a search term. If you get caught spamming like this you may be de-listed.
5. After reviewing the Titles, Descriptions, and URLs on the search engine results then click the actual links to see if the page content contains the keywords. **Content is King on the web!**
 - The search engines are looking for relevant content. How many times is the keyword mentioned on the page? Also is it written like Spam or is it part of the legitimate content of the page?
 - Repeating a word over and over again on a web page does not make it "content." Your website still has to read well. The bottom line when creating a web page is that **the keyword should be the focus of the entire page.**
6. At the time of writing this e-book only the top 3 or 4 listing contained the term "nuker spyware." I probably would not have attempted this term with

the results given today. In 2006 almost all the results on the 1st page contain that term.

*You have to go through each term to find the ones that are not optimized properly. **They are there...** you just have to find them. Once found you have to setup your page to be read by the Search Engines' Spider.*

How to setup your web page:

When setting up your web page for a particular keyword you have to think in terms of what the Search Engine **Spider** is looking for. A "Spider" is a search engine machine that goes from hyperlink to hyperlink reading pages as it goes along. It is the mechanism that the Search Engine uses to find your page and classify where that web page should be ranked in that search engine.

When looking at your search engine competition you must focus on the web page content but also how the page is setup. Does your search engine competition stress the keyword in a Heading? My pages are typically set up with successive headings. I'll start with the <H1> tag, then the next paragraph will be a <H2> or <H3> tag. There is no way a search engine "spidering" its' way through my site will miss what I'm trying to say. Keywords within the heading tags are treated as important.

- Tip: I know that I can be successful with a high SEO ranking when I see the top three results of any search engine contain a lot of beautiful pictures. Search Engines do not read pictures! The best they can read is a pictures' "<alt> tag" explained below.

To setup your page, focus on the backend HTML first. We are going to use the same "nuker spyware" example above.

In the HTML there is a section called a **Head** "<head>...</head>." Within this head section there are some important parts that need to be filled out called tags. Here are the main tags in this section:

1. The "Title" tag. (Placed in **PINK** Below)
 - a. This is the actual Title of your individual web page. It should reflect the exact keyword search term or phrase you need.
2. The "Meta Description" tag (Placed in **GREEN** Below)
 - a. This is where you describe what this particular web page is about. Use your keywords here.
3. The "Meta Keywords" tag (Placed in **YELLOW** Below)
 - a. This is where you would list your keywords in order of importance.

Review the example of the HTML section:

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```
<head>
<meta http-equiv="Content-Type" content="text/html; charset=windows-1252">
<meta name="GENERATOR" content="Microsoft FrontPage 4.0">
<meta name="ProgId" content="FrontPage.Editor.Document">
<meta name="keywords" content="nuker, spyware, spy ware, adware, ad ware,killer, internet privacy">
<meta name="description" content="Nuker protects your privacy from spyware while you are online.">
<title>Nuker Spyware and Adware Killer </title>
</head>
```

In the **Head** section the only one I really concentrate on is getting my "title" right. With all things being considered equal that is the most important part of the page.

The **Meta Tags** are not as important at the moment. That is because web designers used to abuse the Meta tag system. Designers used to stick in irrelevant keyword search terms which made the Meta crawling search engines return bogus results.

The only other section when working with the HTML that you need to concentrate on is the "**alt**" tags for your pictures.

The "alt" tag tells the search engines what the picture is about. If you hover over a picture when using Internet Explorer it will display what is written in the "alt" tag.

HTML of an "alt" tag

```

```

The small square in the picture below is actually what the alt tag does when hovering with your mouse. Notice how it matches what is written within the HTML alt tag above.

The search engines can read this. Use your keywords in the alt tag.



How to setup your website page while writing the content:

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convert those visitors into sales. That is another story. Read [Been There – Done That](#) if you are falling into that mistake.

Conclusion:

That's it! Except I do all of the above steps for every search engine keyword term I feel I can make progress with. You can't just do one keyword; you have to do as many keywords as possible.

The Nuker Spyware example above is real. I kept the site up until around the end of 2004. During that time I earned about \$2,000 without spending a dime on advertising. I only brought the site down when it became apparent that it was going to take a lot of my time to stay on top using only Search Engine Optimization techniques.

It's not a money issue. The SEO Guide described above doesn't take any money at all it just takes time. Oh – and patience. ***The one thing I have learned in my years of doing this is that search engines need your site.*** If you give them the relevant content using the right keywords they will find you.

Tip: The search engine process is fairly automated. If you have other busy websites pointing to your web pages with hyperlinks then eventually the search engine spiders will find you. A lot of times I just wait on them to find my specific pages. The engines will find you through their spidering mechanism.

However, if you don't have any busy websites linking to you then you need to submit your site manually. To submit manually go to the following pages:

- For Google.com go [here](#).
- For Yahoo.com go [here](#).
- For MSN.com go [here](#).

Finally this guide is meant to be an introduction for the beginning Webmaster. Certainly there are a lot of other topics that can be covered in a Search Engine Optimization Guide. However, if you are a beginning Webmaster this is an excellent place to start. In less than 90 days you will see your hard work pay off!

Good luck with your SEO program!

If you are new to the World Wide Web and are looking for business opportunities then read David Peterson's [Been There – Done That](#). There are 15 mistakes that you need to avoid – or you will go broke making them!

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Been There - Done That
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Avoid these 15 new home-business
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