



## Some simple SEO tips to better your website rankings

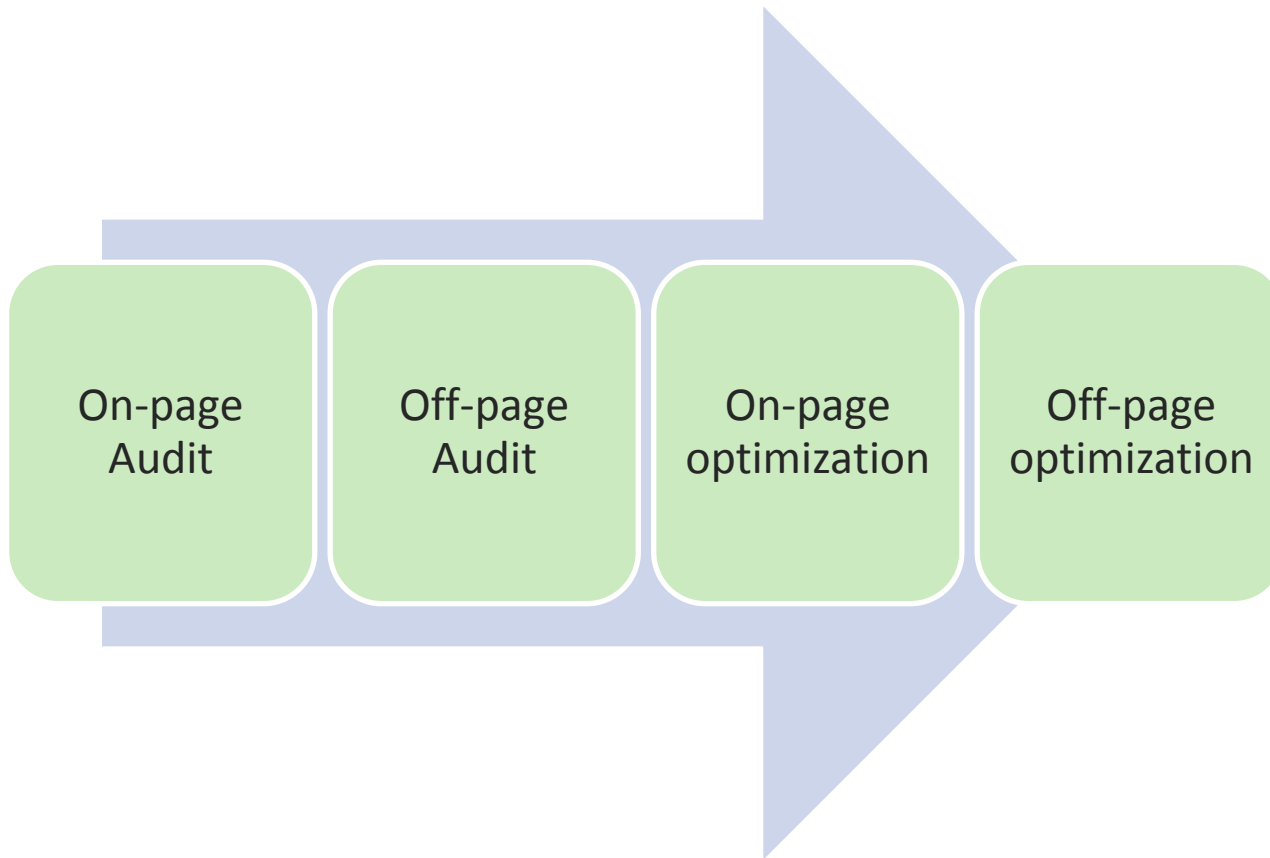
*Are people able to find your business? Being ranked higher by search engines is the key to success. While this is a gradual process and it takes time to build reputation, a combination of on-page and off-page SEO techniques used can help you climb the search engine rankings quickly. Here are some simple SEO tips to get you started*



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# Search Engine Optimization (SEO) Process

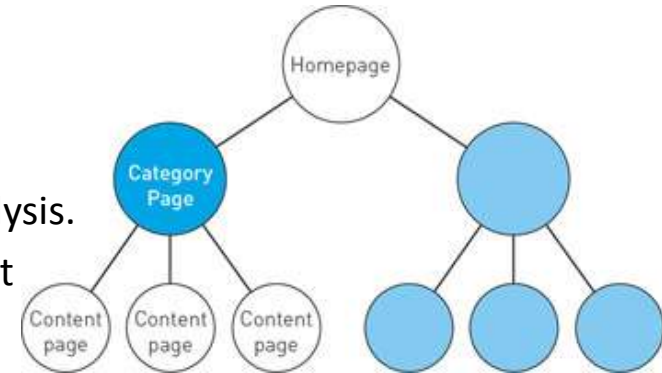


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# 1 On-page Audit

Start with an on-page audit. This will typically include

- Site structure analysis
  - Home page, category page and sub category page analysis.
  - URL analysis, is it accurately depicting the page content
  - Internal Linking and Anchor Text's analysis
- Meta Tags Analysis
  - Is the Title of the page accurately depicting what's within?
  - Is the description well entered in-line with the keywords identified . Does it follow standard rules? (max characters)
- Content Analysis
  - Relevance & value of the content
  - Keyword density
  - Images & their respective alt image tags
  - Presence of duplicate content
  - Duplicate titles & Duplicate descriptions



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# 1 On-page Audit ..contd

- Technical Analysis
  - Page load time, Total page size under 150k, Text to HTML ratio, XML sitemap, Robots.txt, Canonicalization, 301 redirect issues , 404 errors, presence of flash and i-frames, and compliance with the syntax. The right steps taken here will make sure that the crawlers regularly index your content
- Keyword Analysis
  - Search volume – have the right keywords been chosen
  - Bid volume – is it manageable?
  - Ranking across Search Engine Result Page (SERP)
- Competitor Analysis
  - Page rank, Ranking on SERP's, Backlink Analysis, Content Analysis



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# 2 Off Page SEO Audit

Here, the focus is to determine the popularity of your website (Off Page SEO) by

- Determination of Page Authority and Domain Authority
- Domain registration with different search engines
- [Backlinks](#) to your website
- Social media presence
- DMOZ & Yahoo directory submissions
- Indexed pages in Google



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# 3 On-page optimization

Search engine rankings are a result of both on-page as well as off-page SEO. On-page is completely in your control and you should do your best here

On Page Optimization will improve the health of your website making it easy for the search engines to crawl your website without any errors and indexing of your pages.

- Identifying the Keywords through Keyword Research
  - Identifying keyword phrases that have good search volumes in the target market, and where there is a reasonable chance to score well over a period of time. These include 1<sup>st</sup> tier, 2<sup>nd</sup> tier and 3<sup>rd</sup> tier keywords
- Site Structure
  - Creation of the site structure including
    - Home page
    - Category pages
    - Sub Category pages
  - Internal linking strategy
- Meta tag optimization – Setting the Titles, Descriptions as per norms
- [Content optimization](#) – Having reasonable keyword density to be ranked as a prominent page for the selected keyword
- Technical page optimization



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# 4 Off-page optimization

Apart from on-page optimization, you need to focus on off-page optimization to build reputation and dominate the search results.

A link building strategy will help you in driving higher traffic to your website and dramatic improvements in lead conversion rates

- Ezine articles submission
- [Article directories submission](#)
- Blog network submission
- Directory submission
- Web 2.0 submission
  - Facebook
  - LinkedIn
  - Twitter
  - Social bookmarking
  - Squidoo
  - Hubpages

You might also want to read [Planning for a content dashboard](#) or [Analyzing your marketing campaigns effectively](#)



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## More info at

[Beginners guide on SEO](#) by SEO MOZ



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