SEO: A Must For Making Money Online

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Definition

Search Engine Optimization (SEO) is the process of improving the volume and quality of traffic to a web site from search engines via "natural" (organic or algorithmic) search results. (Wikipedia)

Natural Search Result

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Current State of Search

- Today, Google knows about more than 1 trillion web pages, and they find 2 billion new ones every day.

- Search engine results continue to get better every year.

- Good or bad…we are what search engines say we are.

- If people can't find you, you don't exist!

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Why SEO?

- When done correctly, your blog will get high volume of targetted traffic 24/7/365.
- With high volume of targetted traffic, anything is possible to make money.
  - Clicks on Adsense ads
  - Clicks on affiliate links where targetted traffic buy the products you endorsed
  - Direct advertisers will contact you to buy ad space = $$$

How Search Engine Works

- Robots or spiders crawl the internet everyday searching for new web pages by following thru the links.
- All web pages are "copied" and stored to a central search engine database called the "index".
- When someone search on a search engine, all of the sites that might be relevant are brought to the forefront following a very complex ranking algorithm.

Search Engine Ranking Factors

- Keyword Use in Title Tag
- Overall Popularity of Site – "Trust" & "Authority"
- Inbound Links
- Age of Site
- Internal Link Structure
- Keyword Use in Page Content
- Outbound Links to Quality/Relevant Sites
- Age of Page
- Keyword Use in Heading Tags (H1, H2, H3)
- Age of Link
- Site Speed

Concrete Steps

- Create A Search Engine-Friendly Blog
  - Keywords In The Title Tag
    - \<title\>Your Keywords Here\</title\>
  - Uses Header Tags For Title
    - \<h2\>Your Post Title Here\</h2\>
  - Content Loads First Before The Sidebar
  - Keyword-Rich Permalink URLs
    - http://www.macuha.com/?p=1234   X
    - http://www.macuha.com/make-money-online/
  - Related Post Plugin

Concrete Steps

- Blog About What People Are Searching For
  - Gadget reviews
  - Upcoming events
  - How To's
  - Solution To Problems
  - Useful Information
  - Game cheats / secrets
  - Current events / scandals / Hot news

Concrete Steps

- Link Building
  - Directory submission
  - Blogroll exchange links
  - Permalink exchanges
  - Social Bookmarking

Final Notes

- SEO takes time.
- Be patient.
- Read the Guerilla blogging e-book. Just google "guerilla blogging e-book" to get it for free.

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THE END

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