

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

Web [Mga Larawan](#) [Groups](#) [Mga Blog](#) [Pagsasalin](#) [Directory](#) [Gmail](#) [higit pa](#) ▼

Google [Masusing Paghahangad](#)
[Mga Kagustuhan](#)

Hanapin sa: web mga pahina sa Filipino mga pahina mula sa Pilipinas

Paid Results

Web Resultang 1 - 10 sa halos 2,590,000 para sa **cheap manila hotels**. (0.25 segundo)

<p>Cheap Hotels Philippines www.Hotels.com Book your accommodation online with the Hotel Experts & Save up to 70%!</p> <p>Manila Hotels Cheap www.AsiaTravel.com/Philippines Instantly Confirm Next Day Rooms & Safely Pay Hotel Only On Check-out!</p> <p>Cheap Manila Hotels HotelsCombined.com/Manila Compare over 110 hotels in Manila Search 27 websites at once to save</p>	<p>Mga May-sponsor na Link</p> <p>Mga May-sponsor na Link</p>	<p>Hotels in Manila Discount Rates - Hotels in Manila 10,000 Reviews, Instant Confirm Agoda.com/Manila-Philippines</p> <p>Cheap Manila Hotels Find & compare the cheapest hotels by clicking on their price Today! www.wego.com/hotels</p> <p>Tingnan dito ang iyong ad »</p>
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Natural or Organic

Manila Hotels - Cheap Accommodation Deals in Manila - [[Isalin ang pahinang ito](#)]
Manila hotels from as low as \$37. With 63 hotels in Manila you'll find the perfect accommodation for your Manila stay.
[www.hotelclub.net/hotel.reservations/Manila.htm](#) - [Naka-cache](#) - [Katulad](#)

Affordable, Cheap Manila Hotel | Accommodations at Lotus Garden ... - [[Isalin ang pahinang ito](#)]
Lotus Garden Hotel, an affordable, cheap Manila hotel, features 80 guest rooms all designed with the guests' comfort in mind. This affordable, cheap Manila ...
[www.citygardenhotels.com/lotus/accommodations.php](#) - [Naka-cache](#) - [Katulad](#)

Hotels in Manila Philippines from Budget to Five Star. - [[Isalin ang pahinang ito](#)]
The choice and quality of hotels in Manila Philippines can range from top end 5 star hotels to cheap and clean Pension Houses. You can also get some very ...
[www.philippines-travel-guide.com/hotels-in-manila-philippines.html](#) - [Naka-cache](#) - [Katulad](#)

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!

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.



THE END