

# How to Grow Search Visibility on Google

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## OVERVIEW

1. Google Results and Website Optimization
2. Actions to Avoid
3. How to grow search visibility on Google
4. Tips for optimizing your site
5. Building links using blog marketing and social marketing

## RESULTS ON GOOGLE

Consider a few words from Google Engineer Adam Lasnik:

"Sell widgets? Post thoughtful, helpful comments on blogs that talk about the care of widgets, traveling to see widgets, widget troubleshooting, etc. Be a part of the online community."

"If you don't make an effort to engage others or -- worse -- simply put up a flashy (or contrastingly boring-as-heck) Web site that's an island unto itself, why SHOULD others care, much less visit?"

## RESULTS ON GOOGLE

Google recognizes optimized sites that...

- Deliver quality Website content that interests your audience
- Provide interactivity with your audience
- Motivate related Websites to link to you



## ACTIONS TO AVOID

- Don't submit pages to search engines
  - If site is linked, search crawlers visit every day
- Don't depend on Meta-Keywords to drive search positions
  - Search engines ignore Meta-Keywords
- Don't stuff keywords into content
  - Use keywords naturally
- Don't use short-hand of terms
  - Fully express the phrase
- Don't use hidden text or links
  - Easy for search engines to find and penalize



## GROW GOOGLE SEARCH VISIBILITY

### How to Enhance Search Visibility on Google...

- Engage your audience with content-rich site
- Gain links from quality Websites
  - Top Web directories  
Example: Yahoo directory and Open Directory/DMOZ
  - Sites focusing on your topics
- Social Media Marketing and Blog Marketing
  - Quality content will attract links
  - Content that interests and benefits your audience
  - Give audience ability to interact



## TIPS TO OPTIMIZE YOUR SITE

1. Make your Site an Information Treasure Trove
  - Tips, How To, Expert Advice
  - News about your topic
  - Interactive Forums
  - Active Blog
2. Give each page a unique title using keywords found on that page
3. Never stop developing new pages with content that will benefit your audience
4. Think of your most important keywords and develop content around them
5. 250 to 600 word pages work best with search engines
6. Measure where your visitors came from
  - Identify phrases that visitors searched to find you
  - Develop content on-site around the phrases bringing visitors to your web pages
  - If you have no traffic reporting, install Google Analytics

## BUILDING LINKS

### Building links using Blog Marketing and Social Marketing

1. Effective link building means providing strong content that motivates readers to interact and recommend the content
2. Place Digg and del.icio.us buttons on informative pages for readers to recommend
3. Submit your Blog to Technorati
4. Email authors of related Blogs to tell them about your Blog
5. Exchange links with related Blogs
6. If you have video, submit to YouTube
7. Make it easy and fun for audience to interact on your site, i.e., surveys, forums, respond to Blog

## TIPS FOR SOCIAL MEDIA MARKETING

1. Get to know a community before becoming involved
  - For example, not every topic is relevant for Digg
    - Tech and sports are appropriate
    - Marketing and politics are limited
2. Provide information that interests and benefits that community
  - Be provocative
  - Discuss current issues
  - Use catchy title
  - Would you Digg your story?
3. Don't overdo recommending your site
4. Recommend other related sites that you respect
5. Avoid marketing! Online marketing works best when you are not marketing

# Thank You!

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