

**How to**  
**Use SEO**  
**for business**



# Search Engine Optimization Guid

**1****What is SEO?****2****How has SEO changed?****3****Why is SEO important?****4****Who uses SEO?****5****Does SEO work?****6****Should I set SEO Goals?****7****Where can I find SEO services?**

# Introduction:

**This ebook will discuss Search Engine Optimization (SEO) as an effective tool when properly applied to business marketing campaigns. Specifically we will look at what exactly SEO is, how it has changed over the years, why SEO is important, who uses it and where SEO services are found.**



# Chapter 1: What is SEO?

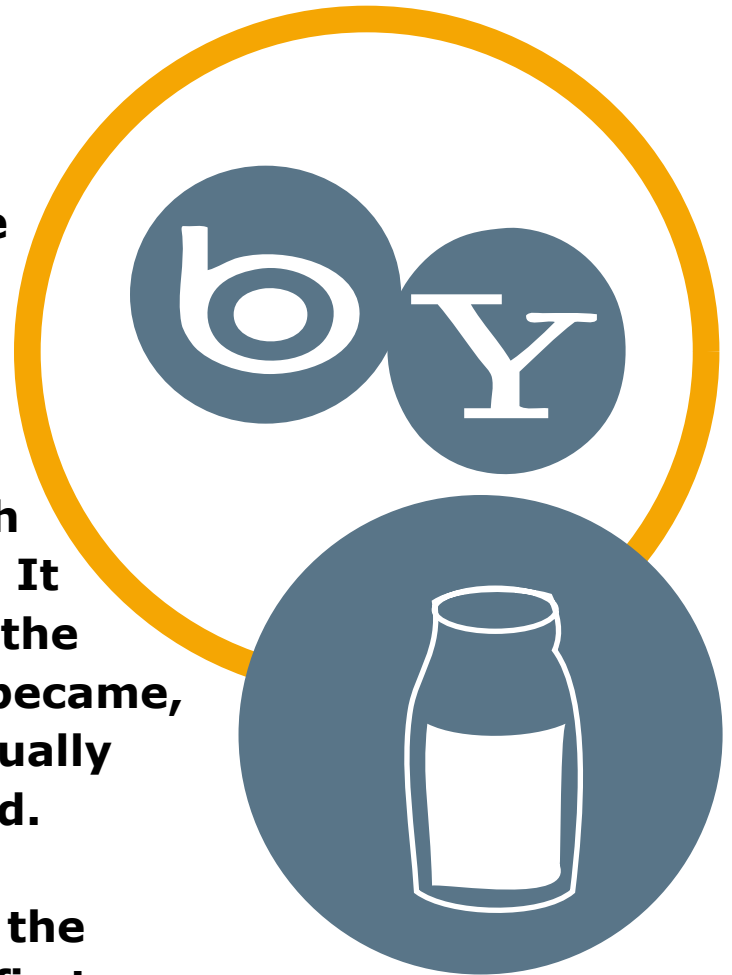
**S**earch Engine Optimization (SEO) is the practice of using keywords in search engines to optimize the views a website receives and to improve the rating of that website on search engines by generating traffic.

More specifically, SEO is an internet marketing strategy that takes multiple factors into consideration such as: which search engine is being used, what people are looking for, which keywords are being used and site visibility.



**The point of search engine optimization is to offer potential customers the best selection of products/services while using a search engine such as Google, Yahoo, or Bing. It quickly became clear that the higher ranking a website became, the more visits, and eventually more business it generated.**

**With the large majority of the public only looking at the first page of results, it has become harder than ever to obtain a coveted spot on the first page and stay there.**



# Chapter 2: How Has SEO Changed?

**D**uring the late 90's and early 2000's there were virtually no rules or regulations when it came to generating traffic through SEO to a specific website. Due to the large number of people in the business of SEO, it was also very cheap and accessible.

However, search engine owners quickly discovered that not all SEO practices were ethical and that there had to be consequences put in place if a website did not measure up to a specific set of standards.

Google has been the most vigilant about their standards and rules with the release of Google Panda and Penguin.





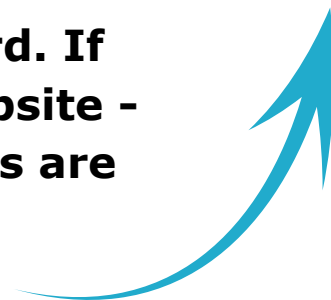
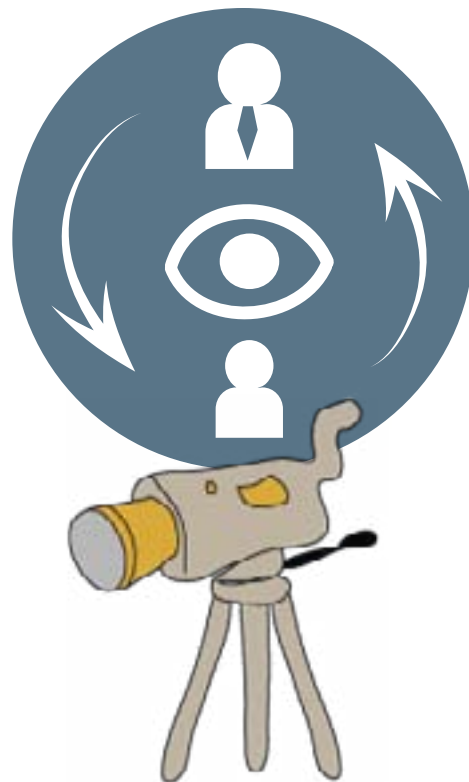
**The names 'Panda' and 'Penguin' are code names for algorithms put in place to regulate and penalize any websites that do not follow Google's Webmaster Guidelines.**

**Now, properly executed SEO has become a rare skill because not all optimizers can get the same results through ethical practices. Fake traffic is still a huge problem and many business owners are unaware that they can be penalized for using such services. This is why researching a legitimate SEO company is essential, otherwise a website can be completely erased from a search engine's directory and many businesses have had to start up new websites from scratch.**



# Chapter 3: Why is SEO Important?

**M**any business owners underestimate the power of effective SEO. It is ultimately an investment; in order for traffic to be generated organically (that is, no one is being paid to visit your website) there is a lot of advertising, social media work, and amping up of the website involved. By adding certain features to your website, search engines “reward” you. If you have an E-commerce site, it’s a reward. Explanatory video on your site? Reward. If your social media is linked to your website - you guessed it, it’s a reward. Keywords are essential as well.



**O**ne must know their target audience and know which words would be used to look up their business. If it's too general, it'll be hard to stand out from the competition. If it's too specific you won't be reaching a large enough audience to generate any profit. The key is to find which words are general for the public but specific to your business. For example, if the only word you are choosing to use a a way to optimize your website is "hairstresser" you'll have over 7 million people looking for you - but the chances of them actually finding you are extremely thin even with the best optimization.



**However, if you can tune into specific phrases that apply to your business you'll have better luck. Perhaps you're running a hairdressing academy. Optimizing a search for "hairdresser school" gives you roughly 18,000 searches a month. Adding a city to your optimization helps even further. "Hair school New York" will come up with almost 2,000 searches per month.**

**This is the best combination of keywords for optimization. On the other hand, being way too specific can have a backlash. "Hair School on 15th Street New York" is extremely specific and if anyone is searching with these phrases it's a very small handful of people, Balance is key.**



# Chapter 4:

# Who Uses

# SEO?

# Everyone!

WWW.?

**S**EO isn't just for large businesses or start-ups; it's for anyone with a website. A lot of bloggers use SEO to gain more readers and followers, the same goes for online magazines and podcasts. The key to using SEO properly depends on the type of website one has. The content and purpose of a website are huge deciding factors in how much SEO is needed and of course, which keywords are best for optimization.



**For example, if a retail store was trying to improve the visibility of their E-commerce website, there would be very little need to also optimize the searches for that website's blog. However, if a blogger was trying to obtain more readers, they would be constantly updating their blog and optimizing their search rankings. SEO is a great and versatile tool that anyone can use to their advantage as long as they know what to do with it.**





# Chapter 5:

# Does SEO Work?



**S**earch Engine Optimization is a very effective tool and a legitimate SEO company will simultaneously offer many other compatible and useful services that go along with SEO such as content development, reviewing of your site structure, and management of online marketing campaigns.





**A common misconception is that SEO works on it's own. While an SEO company may be able to help improve your ranking on search engines, the next step is maintaining a high rank. This is done by updating content and making your site interesting so that people come back to it consistently. SEO is pointless if your website is boring and uninformative. Really good SEO companies will offer SEO training so that you can maintain your rank on your own after they have provided you with their services.**



# Chapter 6:

# Should I Set SEO Goals?

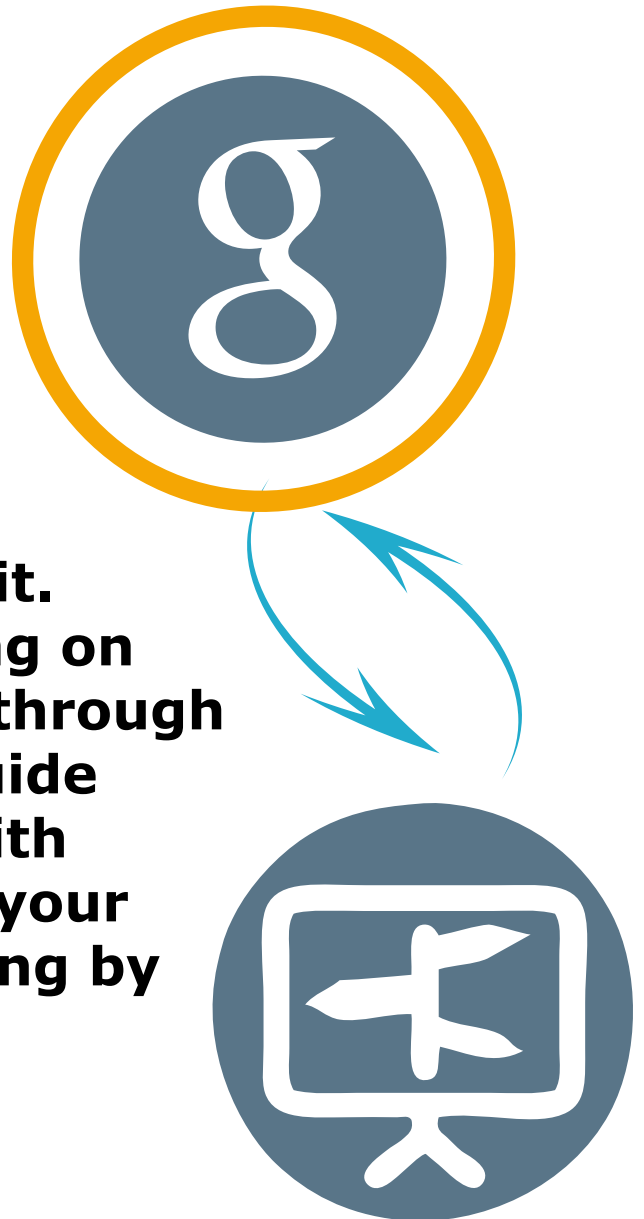
**Yes!** Setting goals for what you'd like to achieve through SEO is a great way to track your progress and successes. Start small and work your way up. For example, if one has a start-up, the first goal wouldn't be something as grand as getting to Google's 1st page. A start-up would benefit more from increasing its presence via social media that can be linked back to the website. Another goal to set with SEO is not just reaching a certain rank or page, but also maintenance.



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**It's important to stay realistic. Search engines are changing their standards every day and at any moment your site could take a hit. Make sure you're staying on top of changing trends through Google's Webmaster Guide and keeping in touch with your SEO team to keep your website clean and abiding by all the rules.**



# Chapter 7:

# Where Can I Find SEO Services?

**R**ecall that in Chapter 3 we discussed the difference between fake and organic traffic. This is essential to keep in mind when researching a company to help you follow through with your SEO needs.

While it is possible to improve your search engine rating on your own with a few simple tips, it's nearly impossible to make it to the 1st page on your own. This is why a good SEO team needed. Some things to in a SEO company are:



**is  
look for**



## ● Pricing

**Remember that SEO is an investment and that it will be fairly pricey - however with the increase in sales that you are sure to experience from your improved SEO will quickly pay back that investment. If a company is offering you a surprisingly low rate for maximum results, they are not a legitimate SEO business.**

## ● Timing

**A professional, well trained, SEO company will be able to organically bring your page's ranking significantly higher within 3-4 months. Anything longer with little to no results means you've been scammed.**



## ● Vague

**If an SEO company cannot walk you through their process step-by-step and are remaining vague about their services, chances are that they are an unethical company. These companies will also make grand guarantees and often sell keywords in a search engines address bar versus actual keyword optimization. Make sure to ask the people you are considering working with to be very clear about what they can do for you.**



## ● Service

**If a SEO company is treating you like a number and not as a valuable client, look elsewhere. It is important that the people you are working with understand your needs and can cater to them accordingly. Not everyone fits a template and if a SEO company treats you this way, they are certainly not the right company to work with.**



# Conclusion :

By reading this ebook and improving your knowledge about the world of Search Engine Optimization, you've done what many business owners fail to do, which is obtaining all the information needed before making a huge decision. Now you can feel confident going forward in your search for quality SEO services and continue down the road to success with your business.



**Thank you for downloading our SEO ebook,  
we hope you find this information useful,  
feel free to contact us if you need any help!**

