

2011

# The Best Kept Secrets of SEO Outsourcing



# Table of Contents

<b>Introduction: What Is SEO?</b>	<b>1</b>
<b>SEO Statistics</b>	<b>4</b>
<b>Chapter 2: How to Dominate the Search Engines Using SEO</b>	<b>6</b>
<b>How to Create a Successful SEO Campaign</b>	<b>7</b>
<b>Chapter 3: How SEO Outsourcing Can Save You Time</b>	<b>16</b>
<b>Conclusion</b>	<b>20</b>

# Introduction: What Is SEO?

By now, if you have a website or blog, you're probably well familiar with the term SEO used for the purpose of marketing a website online.

But the truth is that the world of SEO is rapidly changing on a yearly and even monthly basis. That's why it's critical to do your homework as a business owner to understand the latest, most up-to-date information in the search engine optimization industry.

*First of all, we will begin with the basics.*

## What Is SEO?

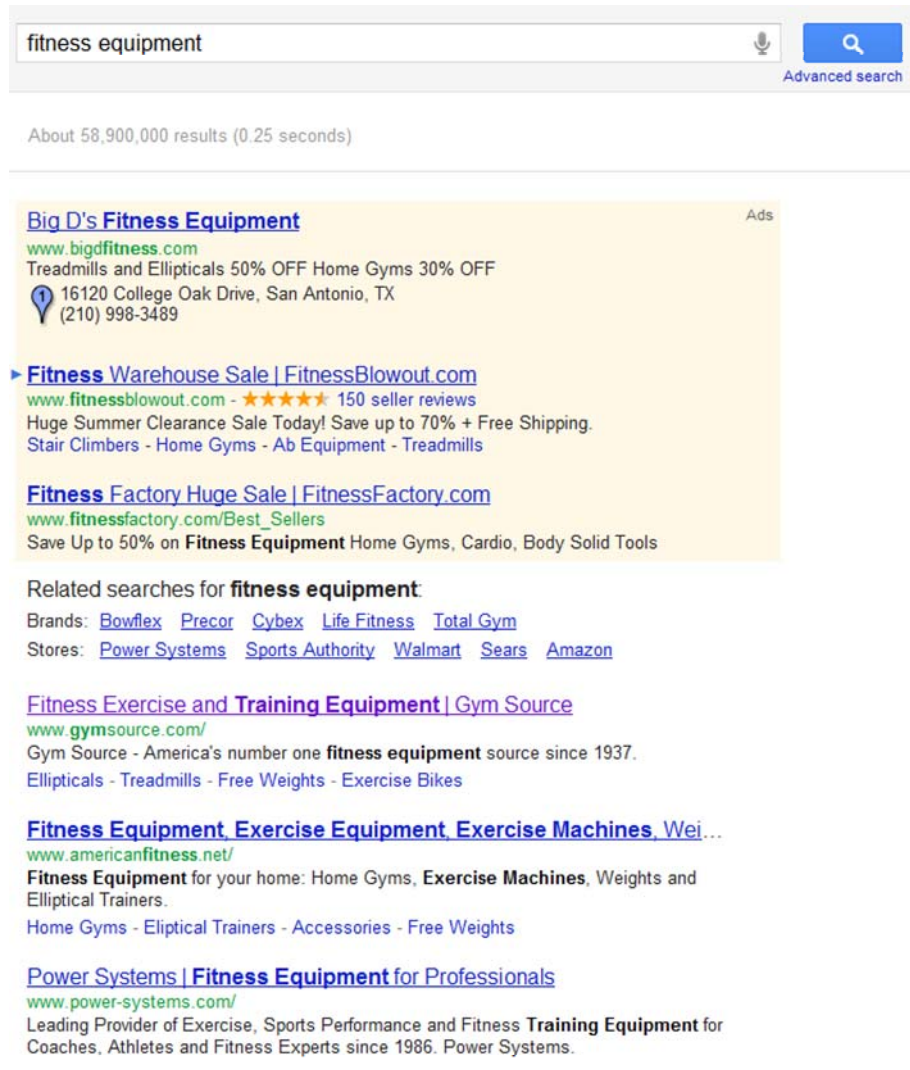
**SEO stands for search engine optimization.** This is the process used to naturally rank your website in Google's search results. These same rankings will apply to other popular search engines like Yahoo and Bing. But keep in mind that Google is the most popular search engine online today, and they dictate the world of search engine rankings.

Google uses an unknown algorithm to rank all blogs, websites, and webpages in the search results. This is an algorithm that top SEO experts and online businesses have spent years attempting to crack, with no luck so far.

Since no one knows the exact algorithm that Google uses for search engine rankings, SEO is an educated guess at best.

*But not to worry!* Proven SEO tactics can be used to manipulate the Google search engine ranking algorithm successfully to help a blog or website rank high in the search results for specific keywords.

**To give you an example of search engine results, here are the top rankings for the keyword “fitness equipment” on Google:**



*At the very top of the page, you'll notice the paid search results, which are advertisements.* Keep in mind that the paid search results are not natural rankings earned through search engine optimization. As an online business owner, you can

pay to place ads in the top search results, similar to this example. These paid ads will be more visible to customers searching for a specific keyword. The ads are more likely to be clicked on so that a customer will visit your website.

**However, top paid advertisements in the search engines can get quite expensive over time.**

*Many small business owners and online startups can't afford this type of advertising cost month after month. As you may have guessed, the logical solution is to put effort into SEO so that your website will naturally rank at the top of the search results to receive constant traffic from the search engines.*

The top three websites ranked for the keyword “fitness equipment” receive the most traffic for this keyword search. Of course, the number one ranked website receives the most traffic of all. But not every business can make it into the number one slot when it comes to SEO.

By even making it to the first page of the search results for your targeted keyword, you are guaranteed to experience a significant increase in both sales and traffic to your website.

When you're able to maintain these rankings over the long-term, you can ensure your online business's success thanks to constant streams of traffic visiting your website from the search engines.

### **So how do you get your website to rank high in the search engines?**

In order for a website to reach the top results in the search engines, it needs a large amount of links pointing back to it. These links are seen as “votes” in the eyes of Google. There are a number of different tactics that you can use to build back links to your website. But the rule of thumb remains the same in search

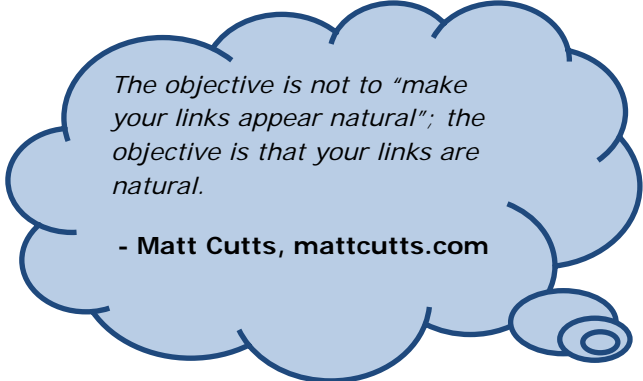
engine optimization: *the more links that you have pointing back to your website, the better.*

For this reason, you have probably heard stories of online business owners using unethical tactics to gain links back to their website to manipulate search engine rankings. When SEO was first introduced years ago, this was a common practice, otherwise known as “black hat SEO”.

**But, today, Google continues to get smarter and smarter.**

If a website is using unethical tactics to manipulate the search engines, like paying for links or link spamming, Google is likely to find out right away. And once Google finds out, a website can be penalized for their unethical actions. In some cases, this means that a website’s rankings are wiped from the search engines completely.

This type of penalty can be devastating to a website since all of their hard work gaining back links and improving rankings will have been for nothing. That is precisely why it is important to use “white hat” SEO tactics to naturally earn back links and rank your website high in the search engines for the long-term.



*The objective is not to “make your links appear natural”; the objective is that your links are natural.*

- Matt Cutts, [mattcutts.com](http://mattcutts.com)

## **SEO Statistics**

In the next chapter, we’re going to discuss exactly how to use SEO to dominate the search engines. But before we progress, it’s essential to understand the

reality of SEO on the Internet today to fully comprehend how search engine optimization can benefit your online business:<sup>1</sup>

- 
- 42% of Internet users click on the top search engine ranking. 8% of users click on the second ranking, and click-through rates continue to drop from there.

- 62% of Internet users will click on a link in the first page of the search results.

- Only 23% of Internet users will move to the second page of the search results.

- 80% of Internet users with unsuccessful searches will use keyword refinement to locate what they are looking for.

- 77% of Internet users choose organic search results over paid advertisements when searching.

- 67% of Internet users choose organic search results over paid advertisements when purchasing.

- When an Internet user is purchasing, organic click-through rates yield a 25% higher conversion rate than pay-per-click advertising.
- 

*Stay tuned!* Next, we're going to teach you how to use expert SEO tactics to dramatically improve your search engine rankings.

# Chapter 2: How to Dominate the Search Engines Using SEO

As we just discussed, the majority of Internet users will click on the first link in the search results when searching based on a specific keyword. This makes it more important than ever to use proven SEO tactics to rank your website high in the search engines to receive steady traffic.

In a recent study conducted on search engine results click rates, it revealed that 95% of all natural search engine traffic came from the first page of the search results in all three major search engines: Google, Yahoo, and Bing.<sup>2</sup>

This data was collected from 8.9 million queries throughout several months, representing 10 major websites with a solid Internet presence. In light of this study, there are several things that we can learn in order to shape and define your search engine optimization campaign.



Within the study, click-through rates and traffic percentages for the first three pages of the search results were scored in the three search engines listed above. It was interesting to note that the click-through rates and traffic percentages were closely rated from search engine to search engine.

Google provided the highest return at 95.8% from the first search result page. Yahoo scored at 95.2%, and Bing scored at 95%.

**These numbers have risen by 5% from a 2006 AOL search data survey.** These percentages are much higher than what previous studies have indicated about click-through rates on the first page of the search engine results, estimated to be roughly 80%.

The data from all three search engines showed that over 8.5 million natural clicks came from the first page of the search results. Only 232,000 natural clicks came from the second page, and 180,000 natural clicks came from the third page.<sup>2</sup>

**This means that the majority of your traffic will come from the first page of the search results, bottom line.**

As an online business owner, it's important to focus your SEO campaign on gaining first page rankings. Otherwise, there may not be any chance of successfully sending traffic to your website - unless you also invest in search engine advertisements or have a booming social media presence.

*So how is this done exactly?*

## **How to Create a Successful SEO Campaign**

If you've done any online research on SEO lately, you may have ended up more confused than you started. This is because there are many different self-proclaimed SEO experts posting their advice on the Internet for free.

But before you believe everything that you read, you must understand that the SEO industry is constantly changing. *Information that may have been relevant several months ago may no longer be valid today.*

This is why it's imperative to understand the basics of SEO and stay continually educated as a business owner to use the most relevant tactics in the industry. If you're using outdated or ineffective SEO tactics, you are only wasting time and money on your SEO campaign.

- **A Search Engine Friendly Website**

Search engines crawl the Internet and read webpages to determine search results. At the most basic level, it's important that the webpages of your website are designed to be friendly to both human visitors and search engines alike.

If you're not experienced in web design, it is helpful to hire a web designer and/or programmer with SEO knowledge. This will ensure that your website is designed in a way that it can be easily read and indexed by search engines so that you will rank naturally for your most popular keywords.



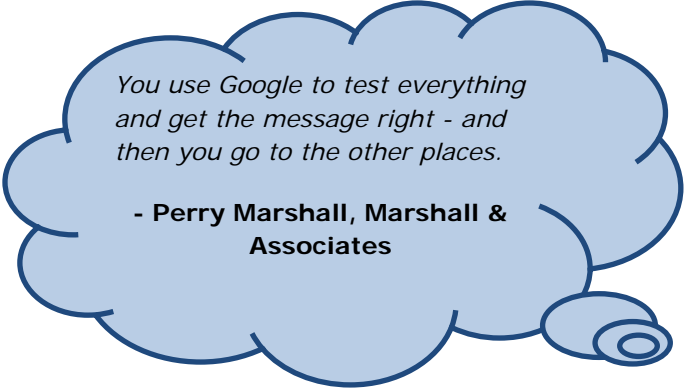
In order to rank in the search engines, the content on your website must be in HTML format. Search engine spiders cannot read flash, images, or other forms of non-text content, meaning that they will see a page on your website as completely blank page if it's not written in HTML.

**Search engines also need to be able to access a crawlable link structure in order to find the other pages of your website.**

You would not believe how many websites make the mistake of hiding or confusing their navigation so that search engine spiders can't access all of their webpages. This makes it difficult and even impossible to get all of their webpages ranked in the search engines if they cannot be crawled by Google. Basically, confusing website navigation means that a Google spider will hit a dead end and will not read and index all the pages on your website.

In the eyes of Google, these webpages will not exist. *So how can you expect for your customers to find them in the search engines?*

Make sure to work with a skilled web designer or programmer who has a firm grasp of how to design an SEO friendly website. This will ensure that all of your webpages are indexed in the search engines.



*You use Google to test everything and get the message right - and then you go to the other places.*

**- Perry Marshall, Marshall & Associates**

- **Keyword Research**

After you've gotten your website taken care of, keyword research is the next important step in your SEO campaign. As you saw in the previous example, keywords are what customers use to search to get to your website.

**In order for your website to rank naturally in the search engines, it must be optimized for specific keywords.**

To make the process simple, you can use a tool like the Google Keyword Tool to plug in your most popular keywords and determine how often they are searched globally and locally on a monthly basis.

Download		View as text		More like these		Sorted by Relevance		Columns	
<input type="checkbox"/> Search terms (1)									
<input type="checkbox"/> Keyword	Competition	Global Monthly Searches ?		Local Monthly Searches ?					
<input type="checkbox"/> ☆ fitness equipment	<div style="width: 100%; height: 10px; background-color: green;"></div>	550,000		301,000					
Go to page: 1 Show rows: 50									
<input type="checkbox"/> Keyword ideas (100)									
<input type="checkbox"/> Keyword	Competition	Global Monthly Searches ?		Local Monthly Searches ?					
<input type="checkbox"/> ☆ used fitness equipment	<div style="width: 100%; height: 10px; background-color: green;"></div>	33,100		27,100					
<input type="checkbox"/> ☆ home fitness equipment	<div style="width: 100%; height: 10px; background-color: green;"></div>	22,200		14,800					
<input type="checkbox"/> ☆ commercial fitness equipment	<div style="width: 100%; height: 10px; background-color: green;"></div>	9,900		6,600					
<input type="checkbox"/> ☆ cheap fitness equipment	<div style="width: 100%; height: 10px; background-color: green;"></div>	5,400		2,900					
<input type="checkbox"/> ☆ gym fitness equipment	<div style="width: 100%; height: 10px; background-color: green;"></div>	60,500		33,100					

In order to have a successful keyword research campaign, you must optimize for both long tail and short keywords. Long tail keywords are several words long and are much more specific, like “real estate San Diego” if you are in the real estate industry.

Short keywords are much broader and more popularly searched, yet they are more difficult to rank for since they have heavy competition. An example would be a broad keyword term like “real estate” if you are a real estate agent. *Can you imagine how much competition the keyword “real estate” might have in the search engines?*

It may be almost impossible to rank for such a broad keyword, which is why a successful keyword research campaign should include both long tail and short keywords. It’s your ultimate goal to rank for short keywords, while ranking for long tail keywords in the meanwhile.

**Ranking for a more specific long tail keyword will give you immediate search engine rankings and a quick burst of traffic.**

You will also be able to tap into a niche market of interested customers searching for that very specific keyword. These customers will be more likely to click on your search engine listing to visit your website and purchase a product if you have exactly what they are looking for.

**Begin by creating a list of your top 10 keywords, both long tail and short.** Plug these keywords into the Google Keyword Tool to determine their popularity and if they are worth ranking for.

When you use this keyword tool, you'll often discover that what you assumed was a popular keyword may not be profitable at all. You can also use the keyword tool to uncover related long tail keywords that you may not have thought of before to improve your search engine rankings.

- **Building Back Links**

As we already established, links are the votes that will lead back to your website. Search engines crawl the Internet and track links from webpage to webpage to find your website and determine your search engine rankings.

Of course, Google uses an exclusive algorithm to govern how links affect search engine rankings. But one thing is for sure. Gaining back links is a vital component to naturally improve your rankings in the search engines to increase traffic to your website.

*However, not all links are created equal.* As we mentioned with black hat SEO tactics in the previous chapter, some unethical Internet marketers once used and still do use link spamming. This means that they may publish a page of content on their website or in an article directory that is loaded full of links, using their keywords to point back to their website.

This type of link spam is frowned upon and is also quite ineffective. Once Google detects this spam, it is likely that a website will be flagged or penalized by the search engines. And what the spammers are missing out on is the fact

that *trustworthy* links are more valuable than spam links any day of the week. The point is to get natural links back to your website from reputable sources and trustworthy websites.

**When Google sees a trustworthy website linking back to your website, the link becomes even more valuable and authoritative to improve your rankings.**

For that reason, it's important that your website and all of the content that you produce caters both to the search engines and to your readers. If the content that you are producing is not attractive and interesting to visitors to your website, then why would they want to pass it along and link to it on their own websites or in social media?

The best way to get natural, authoritative links pointing back to your website is to produce quality content. This will build up the reputation of your website so that people will want to link back to it.



**There are several methods that you can use to build back links to your website:**

- **Natural Links:** With time, other websites and webpages will naturally link to your company or your content online. These links happen automatically and help to build awareness surrounding your brand in your niche market.

- **Manual Links:** If you e-mail bloggers in your industry with content to link back to your website or pay for an advertisement that links back to your website, this is a manual back link. It is also important to publish content online that will link back to your website since content is seen as valuable in the eyes of Google. Publishing articles, blogs, and guest blogs are excellent ways to generate back links to your website.
- **Self-Published Links:** There are a number of websites and forums that will reward visitors with a link back to their website for commenting, participating in the forum, or signing a guestbook. These links normally have minimal value but can build up over time to impact your search engine rankings. However, it's important to use forums and blogs wisely since abusing links in these arenas can be considered spamming.

Now that you understand the basics of what it takes to create a successful SEO campaign, here are some important best practice tips that you can use to drive your campaign even further to dominate the search engines:

1. **Create exceptional content.** There is no way that you can expect to dominate the search engines by doing absolutely nothing. You need to take the time to create high-quality content that will attract the attention of both readers and the search engines. *Remember, content is what makes the Internet go round.*

Google recognizes content as a valuable source of information that links back to your website. Readers recognize content as valuable information that you are providing to them to support your brand reputation. It's win-win! When you begin to publish exceptional content on the Internet, it is likely to be circulated and linked to by multiple websites and blogs - meaning higher search engine rankings for you as a result.

2. **Link to valuable content.** In the world of search engine optimization, it is essential to give as much as you get. If you make your website a resource of valuable information that points visitors to other relevant sources on the Internet, it will draw traffic. You can set yourself up as an authority in your niche by providing your website visitors with other trustworthy resources outside of your website.

3. **Include keywords in your articles.** Once you have your keyword list solidified, use keywords in the titles of your articles and a few times in the content.

But it's important not to overdo it when it comes to the keyword density of the content that you publish online. If you overdo it, you will be known as a spammer using keyword stuffing.

4. **Create a sitemap for Google.** As we discussed in the previous section, if your website is not clear and easy to navigate, then Google search engine robots will hit a dead end and leave your website immediately. The same goes for customers.

*To make it easy on customers and spiders alike, create an easy-to-read sitemap for all of the pages on your website.* This can often be achieved through blog plug-ins that will do all of the hard work for you and update the sitemap every time that you add a new post or page of content to your website.

5. **Interlink your articles.** As you begin to publish articles and blog content online, interlinking is a powerful method that will join all of your published content together.



Interlinking will increase page views on your website since it will entice visitors to click from one article to the next. If you publish content on outside sources as well, it's helpful to link to related content on your website to encourage readers to visit.

6. **Constantly publish fresh content.** Publishing fresh content on a regular basis is one of the best ways to improve your rankings. Make it a priority to add valuable content to your website regularly and publish blog content several times per week.

*Fresh content means that you become more relevant in the eyes of the search engines to improve your rankings.*

7. **Don't forget about local searches.** If your business serves local customers, don't forget to add your state, city, or zip code to the keyword terms that you are targeting. It's often much easier to rank for local searches, which will help customers in your area to find your business easily in the search engine results.
8. **Focus on quality over quantity.** One valuable, authoritative link can boost your rankings more effectively than dozens of poor quality links. In fact, these poor quality links could actually hurt you rather than help you.
9. **Don't forget about anchor text.** When you do link back to your website in your published content, use anchor text. Anchor text means that a keyword will link back to your website; Google will recognize the keyword to impact your search engine rankings.
10. **Integrate social media marketing.** By having a social media presence on websites like Facebook, Twitter, and Yelp, you will build your online brand reputation. And when you are present and active in social media, other social media users are more likely to link to your content and visit your website as a result.

# Chapter 3: How SEO Outsourcing Can Save You Time

If your head is spinning from all the information you have learned so far, not to worry. Fortunately, there are reputable search engine optimization companies that can handle this heavy workload for you.

**Granted, it's important to understand the basics of SEO as an online business owner.** But in many cases, it is a more valuable investment of your time and money to outsource search engine optimization to a third-party company. This will leave you time to focus on what is most important: *managing and growing your business successfully.*

**Here are some of the benefits that you can expect from SEO outsourcing:**

- **Trust your SEO campaign to experts who know what they are doing.** For many online business owners, it may take weeks or even months to master the basics of SEO. And on top of that, you have to stay up-to-date with all of the latest, most relevant information in the industry.

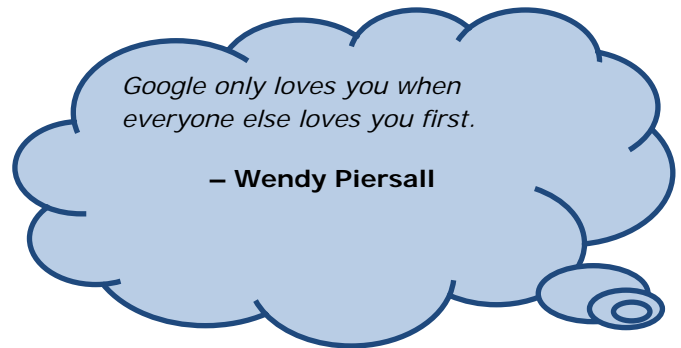
This process can be incredibly time-consuming and difficult to master if you are already running a business full-time. When outsourcing SEO, you can place your campaign in the hands of skilled professionals who know what they are doing to improve your search engine rankings for you.

- **Avoid wasting time and money.** If you don't fully understand the basics of SEO, it is highly likely that you will waste time and money when executing your campaign. You may spend hundreds or even thousands of dollars hiring freelance writers to write articles for you. But if you don't know how or where to publish these articles most effectively, then you will not be getting the most value out of the links that you gain.

Trusting skilled professionals to execute your SEO campaign for you will ensure that the time and money spent on search engine optimization is not wasted.

- **Increase traffic to your website.** In many cases, an SEO firm will be able to help you quickly rank for long tail keywords to increase traffic to your website.

While it does take time to rank for broad keywords in your industry, a quick increase in rankings for long tail keywords will improve traffic and visibility to your website to increase sales.



- **Save money on outsourcing.** Instead of hiring an SEO professional to work in-house, you can save money by outsourcing to a third-party company.

The main reason that outsourcing SEO is so popular is because it is an inexpensive way to get search engine optimization support and guidance from a company that knows what they are doing. Instead of paying a yearly salary to an individual employee trained in SEO, you can utilize a team of employees for a fraction of the cost.

As a business owner, you can outsource your entire SEO campaign to a third-party company. This is an invaluable way to save time and money as you increase your search engine rankings.

However, many online business owners choose to outsource portions of their SEO campaign. As an example, you may hire a freelance writer to write quality content for you that can be published online.

Or you may choose to hire a social media consultant to manage your social media profiles for you to increase exposure and build back links to your website. You can also hire freelance web designers, programmers, and tech professionals to build and design a search engine friendly website.

Of course, not all SEO companies are created equal. It's important to research any company that you are considering outsourcing to *before* giving them your business. Since SEO is such a popular industry, there are more and more SEO consultancy firms popping up than ever before. Many of these consultancy firms make big promises that they are hardly ever able to deliver.

**That is not to say that outsourcing to an SEO firm is a bad decision.** Quite the opposite! But before outsourcing, it's imperative to put thought into the firm that you will use to make sure that they can meet your unique needs as an online business.

**When making your selection, avoid these common SEO outsourcing mistakes:**

- **Don't go with the first SEO firm to promise you top ranking on Google.** This is often difficult or impossible to achieve, depending on your targeted keywords. Instead, choose a company that promises realistic, effective results for your campaign.
- **Don't use a quick fix SEO firm.** A company must be willing to commit to creating a detailed campaign that will support your business for the long-term.
- **Don't ever use a company that develops your website in Flash,** since it can't be read by the search engines.
- **Don't use a company that uses unethical tactics to improve rankings.** This includes embedding hidden links or text in your website to boost your

keyword rankings, otherwise known as link spam. This practice leaves you at risk to be penalized by Google.

- **Don't use a firm that will require you to invest in a majority of paid links.** Paid links can provide a temporary boost in search engine rankings but are not effective or reliable for the long-term.



- **Don't buy into unrealistic expectations.** Contrary to what many SEO consultancy firms may want you to believe, search engine optimization hardly ever provides instant results. You need to be willing to put effort into a long-term, successful campaign to achieve organic search engine rankings that will support your business well into the future.

**With the above tips in mind, you can make a wise decision when it comes to SEO outsourcing.** It's important to work with a company that can optimize your site and provide you with a clear-cut plan as to how they will improve your rankings through both on-page and off-page optimization.

The right SEO consultancy firm can critique your existing website to determine its strengths and weaknesses. They can then develop a strategy that will raise your website from anonymity to visibility in the eyes of your customers - through natural search engine rankings.

The right SEO consultancy firm will work with you as a partner to educate you and your staff in the ways of search engine optimization. *This outsourcing relationship will set you up for future success as an online business owner!*

# Conclusion:

*SEO provides you with the perfect opportunity to naturally rank your website in the search engines for a fraction of the cost of paid advertisements. Not only will this enable you to reach out to new customer demographics, but improved search engine rankings will ensure that your website gets steady traffic well into the future.*

**For the affordable support that you need to create a successful SEO campaign, consider ZenoSEO.** ZenoSEO is a reputable, dependable, and affordable SEO consultancy firm that provides SEO outsourcing for small and large businesses alike. This is your chance to put your SEO campaign in the hands of professionals who know what they are doing.

**ZenoSEO will use their industry experience to guide you each step of the way in your search engine optimization campaign.**

Once you have created a solid SEO campaign, this is the perfect opportunity to improve the reputation and visibility of your website. You can expect to see a steady increase in both rankings and website visitors in a short amount of time - simply by using proven SEO tactics that will naturally improve your website's position in the search engines.



As an online business owner, if you're not using an effective SEO strategy, then you will be left behind. SEO is Internet marketing at its best - enabling you to naturally attract more customers to your website!

## ***About Us:***

Fitness Watchers came to life for one reason -

As a nutrition expert, our founder Moaz Alderfasi was tired of all the hype about weight loss and dietary supplements he saw in magazines and on TV and across the Internet. He cringed at the unrealistic claims out there designed to hook in customers and take their money: showing before and after pictures, outrageous promises, and downright lies.

Weight loss is a multi-billion dollar industry, and too many corporations want a piece of the pie regardless of the consequences to the consumers, the truthfulness of their statements, or the quality of the products they are trying to sell. But how do you warn the average customer of all the scams? How can you ensure they will only visit reputable sites or buy sound products at the best price?

So, Moaz and a few of his post-graduate colleagues brainstormed.

*"What if we developed one website that led people to only the best products, best service, and best information? One website that can point them to only **high quality** weight loss products and reliable claims backed by clinical studies?"*

Fitness Watchers was developed with the customer's advocacy in mind. Our experts do the research and stay on top of the latest information and products out there. Our members reap the benefits. They can be guaranteed access to only the best, the most accurate and the most truthful information, and products about health, weight loss, and body building.

Our CEO and founder, Moaz Alderfasi graduated from the College of Food and Agriculture and has worked for the Food and Drugs Authority since 2006. He achieved his Master's degree in Food and Nutritional Science from Curtin University of Technology in Perth, Australia in 2010.

Natural is his passion, spreading knowledge is his goal.

Always remember, *We Watch Your Back!*