# Build Organic Traffic Search Engine Optimization (SEO) is the Key to Targeted Traffic

**"Search Engine Optimization" (SEO)** is crucial to getting your content found by search engines - as your target audiences search the internet.

**SEO is a complex and often confusing process.** Since search engines don't publish the details of their search 'algorithms', SEO analysts must scrutinize any available documentation, such as search engines' patent applications, for insider information. They also do real-time tests with controlled websites in order to gauge the effect of changing one element at a time.

## Writing Content for SEO

When you write content for online use, whether it's for your website, blog, or posts on other sites, be sure that you incorporate the *most important factors* in search engines' algorithms. That includes the often time-consuming task of creating relevant, high quality inbound links ("backlinks") which are crucial to high-ranking SEO (getting to first page Google).

To rank high, your content should include *strategically placed* long tail niche keywords *and keyword variations*, as well as many other SEO tactics that help search engines and searchers find it. For much more expert detail, a link to the web's most popular SEO Guide is offered at the end of this article.

## Search Engines' Goal

Search engines' ultimate goal is to make it easy to find high quality information that is relevant to the search topic. Search engines are very sophisticated, and their algorithms for search are highly confidential. Many SEO professionals study search engine behavior and offer these tips for what the search engines deem important when ranking websites' content:

*"The fact is that links still form the backbone of the internet and of Google's algorithm - and that isn't going to change for a very long time."*

Source: James Agate 7-16-14
http://moz.com/blog/link-building-survey-2014-results

*"Imagine the World Wide Web as a network of stops in a big city subway system…*

*…each stop is its own unique document (usually a web page, but sometimes a PDF, JPG or other file). The search engines need a way to "crawl" the entire city and find all the stops along the way, so they use the best path available – links."*

-MOZ.com

## Link Building – the cornerstone of SEO

It's brutal, tedious work. So when a survey of hundreds of professional SEOs agree on the relative importance of elements, we can fairly comfortably rely on their findings. The following questions were published from just such a survey. When you build your inbound links, keep these survey results in mind:

**Which link building tactics do you believe to be most effective?**
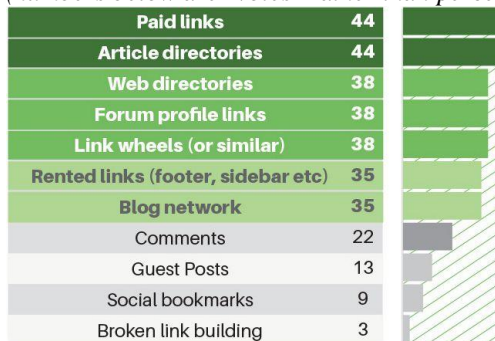*(numbers below are "votes" rather than percentages)*

| Tactic | Votes |
|---|---|
| Content + outreach | 91 |
| Infographic promotion | 54 |
| Broken link building | 47 |
| Local citations/Business directories | 32 |
| Resource Pages | 25 |
| Paid links | 19 |
| Translating existing content | 13 |
| Competitions/Giveaways | 6 |
| Video submissions | 6 |
| Press release submissions | 6 |
| Blog network | 6 |
| Guest Posts | 6 |

*Source: James Agate 7-16-14*
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**Which link building tactics do you consider to be harmful to a site?**
*(numbers below are "votes" rather than percentages)*

| Tactic | Votes |
|---|---|
| Paid links | 44 |
| Article directories | 44 |
| Web directories | 38 |
| Forum profile links | 38 |
| Link wheels (or similar) | 38 |
| Rented links (footer, sidebar etc) | 35 |
| Blog network | 35 |
| Comments | 22 |
| Guest Posts | 13 |
| Social bookmarks | 9 |
| Broken link building | 3 |

*Source: James Agate 7-16-14*
*http://moz.com/blog/link-building-survey-2014-results*

## How to Find Keywords for Your Social Media Niche

Make a short list of keywords and phrases. Then start with one base keyword/phrase. Use the following free SEO tools to narrow down and find niches. Also find suggested keyword extensions and alternatives. Choose the most fitting for your audience. Then use Google's Adwords tool to get the number of monthly Google searches based on your parameters.

1. http://www.wordstream.com/keyword-niche-finder  (free SEO tool) – input broad term to get the most profitable keywords for the topic.
2. www.ubersuggest.org – (free SEO tool) – input base term and get list of suggested keywords
3. https://adwords.google.com – (free SEO tool – and you need a free Google Adwords account to access it) input suggested keywords to find search volume averages on Google search tools.

## Use Keywords in Your Content Posts

After you have a list of long tail keywords, you'll want to insert them into your online content – website, blog, profiles, articles, press releases – everything you post, with a link to your site:

- Keywords in the domain name and all page URLs
- Keywords in Titles and Subtitles – place first when possible
- Keywords AND KEYWORD VARIATIONS in the content pages
- Add emphasis to keywords- such as italics, bold, and highlighted

*Tip:* When posting on others' sites, *always* include links back to your site (backlinks) with KEYWORDS.

## SEO Guide

One favorite guide to SEO has been ***downloaded FREE over a million times***. Offered by MOZ.com, "The Beginner's Guide to Search Engine Optimization (SEO)" is an in-depth tutorial on how search engines work. It covers the fundamental strategies that make websites search engine friendly.

## The world's most-read guide on SEO covers:

- How search engines operate
- How people interact with search engines
- Why search engine marketing is necessary
- The basics of search engine friendly design and development
- Keyword research
- How usability, experience, & content affect rankings
- Growing popularity and links
- Search engine tools and services
- Myths and misconceptions about search engines
- Measuring and tracking success

**Download your copy here:**
https://moz.com/beginners-guide-to-seo

**About the Curator:**

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- Amazon.com
- Barnes & Noble