

# SEO Education 101



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SEO stands for “Search Engine Optimization”, and is essentially the process of designing, building, and promoting a website with the search engines in mind. The purpose is to rank well in the search engines, which will then in turn provide you with organic search engine traffic.

Search engine optimization (SEO) is very important if you ever want to gain decent rankings in the search engine. Even though the word “SEO” can sound terribly intimidating, actually applying it to your blog is nowhere near as hard as it sounds. All you have to do is invest some initial time into learning the basics, and soon your blog will be better than 90% of the others out there, simply because you have SEO.

SEO encompasses not only the initial design of a website, but the promotion as well. Throughout the course of this series, we will be examining the various components of strong SEO.

Please feel free to view Video #1, to hear me talk about the introduction to SEO.

The title tag is very important. When creating a webpage, the title tag is a single phrase that represents what your page is about. Search engines look to the title tag to understand what the page is about, and it is important that we use it as a way to communicate it to them as clearly as we can.

The title tag for each page can be found towards the top of each HTML page that you create, between the <head> tags. It looks like this: <title>Dog Training Tips For Dog Owners< title>

I would strongly suggest that you are including the keyword phrase that you are targeting in the title tag. Please review Video #6 for further details on title tags.

Meta tags are used to give the search engines additional information about each page you create on your website. It is important to understand that this information is only seen by the search engines, and not your actual visitors. The meta tags also appear towards the top of each page, between the <head> tags. The most important meta tags include: Description Meta Tag This tag gives you a chance to describe what your page is about.

It can be longer than the title. Here is an example of the syntax: <Meta Name=“Description” Content=“Information on dog training. Includes help with barking...”> Keywords Meta Tag This tag gives you a chance to list several keywords that are found and discussed on your page. Here is an example of the syntax: <Meta Name=“Keywords” Content=“dog training tips, dog training, dog training information, ...”> Robots Meta Tag This tag is an example to tell the search engines if you don’t want them indexing or spidering a section of your website. By default, search engines spider everything, so you will only use this tag if you want to keep them away from something. Here is an example of the syntax: <Meta Name=“Robots” Content=“Nofollow”> In the early days of search engine ranking, meta tags were very important. They are significantly less important today, though I certainly feel they remain an important part of search engine optimization, and recommend that you take the time to create them for each webpage that you publish. Please review video #7 to learn more about meta tags. THE IMPORTANCE OF ANCHOR TEXT Whenever you create a link to one of the pages on your website, whether it be from another page on your site, or somewhere else across the internet, you will have the opportunity to use optimized anchor text. When a search engine spider comes across a link, they depend on the link’s anchor text to tell them what the linked page is about. Using the keywords that you want to rank for in your anchor text is extremely important!

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