



Search Engine Optimization

David Simms

President, ElectionsOnline

Interactive Services Supervisor, D.C. Bar

[Search Engine Optimization]

- Keyword-to-content ratio
- Web editing
- Content-to-code ratio
- Dynamic links
- Google Sitemaps
- robots.txt files
- Keywords in links
- <H> tags
- Keywords in <title> tags
- Bold text
- Google's webmaster tools

[Search Engine Optimization]

- Keyword-to-content ratio
 - Study your traffic reports to determine those keywords which drive the most traffic to your site. Then edit your site to ensure they are near the top of the target page and the target page is not overwhelmed by other, less relevant, content.

[Search Engine Optimization]

- Web editing
 - Users aren't the only ones that will thank you for good web editing. Spiders will too.
 - Example—
 - Bad: “If you have further questions, contact us at user@domain.org for assistance.”
 - Good: “[Contact us](#)”

[Search Engine Optimization]

- Content-to-code ratio
 - Got tags? They've long since been deprecated and you should use CSS instead. They bloat the amount of code on page hurting your code to content ratio.

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- Dynamic links
 - Spiders can't crawl via dynamic links such as those generated by javascript and flash. If using such links, ensure you also have a text-only site map the spiders can access.

[Search Engine Optimization]

- Google Sitemaps

- www.electionsonline.us/sitemap.xml for example tells Google where to begin crawling even without a site map linked to from anywhere on the site.

[Search Engine Optimization]

- robots.txt files
 - For areas you do not wish to be crawled by spiders, set the disallow command in robots.txt.

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- Keywords in links

- Wrong:

- `Click here` for more CLE courses.

- Right:

- `More CLE courses`

[Search Engine Optimization]

- `<H>` tags
 - Text between `<H>` tags is given considerable weight so always use them for page headings. Then use CSS to format content in `<H>` tags to your liking.

[Search Engine Optimization]

- Keywords in <title> tags
 - Like <H> tags, <TITLE> tags are given considerable weight, so make sure your hot keywords are set in the title.

[Search Engine Optimization]

- Bold text

- While text in <TITLE> tags is extremely important and text in <H> nearly as much so, text in tags is also given more weight—just don't overdo it.

[Search Engine Optimization]

- Google's webmaster tools

- www.google.com/webmasters/

- www.google.com/support/webmasters/



SEARCH ENGINE OPTIMIZATION



STATE BAR OF ARIZONA

SEO - GOING BEYOND THE CODE



SEO - GOING BEYOND THE CODE

Why should Bars care about their search engine rankings?

1. Drives traffic to voluntary Bar web sites to assist in increasing membership.
2. Additional site traffic will show in your web site statistics and can bring you more advertisers to help bring in additional non-dues revenue.
3. Makes your site easier to find for your members and any other entity you serve.



SEO - GOING BEYOND THE CODE

1. Using free and pay-for-service online tools to optimize your site.
2. Cross-linking with other web sites with relevance to your site.
3. Getting your site mentioned frequently on news and popular blog sites relative to your industry.
4. Update, update, update!
5. Publishing press releases on the web.



SEO - GOING BEYOND THE CODE

ONLINE SEO TOOLS

SEO - GOING BEYOND THE CODE: ONLINE SEO TOOLS

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SEO Tools	SEO Services	15 Minute SEO	SEO Tutorial	SEO Articles	SEO Quiz	SEO Forums	SEO Comics	SEO Puzzle	Newsletter NEW	Web Tools	Text Links
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Ads by Google

[Search Engine Marketing](#)
[Seo Consultants](#)
[Free Seo Tool](#)
[Keyword Density Analyzer](#)

SEO Tools

[Similar Page Checker](#)
[Search Engine Spider Simulator](#)
[Backlink Anchor Text Analysis](#)
[Backlink Builder](#)
[Backlink Summary **NEW**](#)
[Keyword Density Cloud](#)
[Search Engine Friendly Redirect Check](#)
[Kontera Ads Preview **NEW**](#)
[Link Price Calculator](#)
[Reciprocal Link Checker](#)
[Check Yahoo WebRank](#)
[Domain Stats Tool](#)
[Domain Age Tool](#)
[Keyword Playground](#)
[Website Keyword Suggestions](#)
[URL Rewriting Tool](#)
[Keyword-Rich Domain Suggestions](#)
[Website to Country](#)

Top 10 SEO Mistakes

Seo Tools

[Similar Page Checker](#)

Search Engines are known to penalize websites that contain Duplicate / Similar content. Your content could be similar to other websites on the Internet, or pages from within your own website could be similar to each other. This tool allows you to determine the percentage of similarity between two pages

[Search Engine Spider Simulator](#)

This tool Simulates a Search Engine by displaying the contents of a webpage exactly how a Search Engine would see it. It also displays the hyperlinks that will be followed (crawled) by a Search Engine when it visits the specified webpage.

[Backlink Anchor Text Analysis](#)

It is not enough just to have a lot of backlinks, it is the Quality of backlinks along with the Quantity that help you rank better in Search Engines. This tools help you determine the backlinks of your website and the link text used by your backlinks to Link to your wesbite.

[Backlink Builder](#)

This tools help you build a LOT of quality backlinks, it searches for websites of the theme you specify that contain keyphrases like "Add

webconfs.com

<http://www.webconfs.com/>

SEO - GOING BEYOND THE CODE: ONLINE SEO TOOLS



The screenshot shows the SEOToolSet website interface. At the top, there is a navigation bar with tabs for TOOLS, TRAINING, CERTIFICATION, INFORMATION, SUPPORT, and COMPANY. Below this is a search bar labeled "Search Site". The main content area features a section for "FREE SEO TOOLS BY SEOToolSET™" with a "CHECK SERVER" tool. The description for "CHECK SERVER" states: "Check server issues that may prevent spiders from crawling your website and prevent search engines from ranking it well. This tool checks for redirects, robot disallows, cloaking, virtual IPs, blocklists and more. Even if your content is perfect, a bad server can keep your website from reaching its full potential in the search engine rankings." Below the description is a form with a "Webpage:" label and a text input field containing "http://www.". A "Check Server Header" button is positioned below the input field. To the right of the "CHECK SERVER" tool is a "Member Login" section with "Login:" and "Password:" labels, input fields, and a "Login" button. Below the login section is a "Subscribe to SEOToolSet™" section with a "SUBSCRIBE" button. At the bottom left, there is a "VIEW PAGE SOURCE" section with a description: "This tool allows you to view the source code of any available file on the web." Below this is a form with a "URL:" label and a text input field containing "http://www.". A "View Source" button is positioned below the input field.

SEOToolSet

Free SEO tools at http://www.seotoolset.com/tools/free_tools.html

SEO - GOING BEYOND THE CODE: ONLINE SEO TOOLS

The screenshot displays the seomoz.org website interface. At the top left is the seomoz.org logo with the tagline "Read SEOMoz. Rank Better.". To the right is a navigation menu with links for Home, Blog, YOUmoz, Articles, SEO Tools, About / Contact, PRO Content, SEO Services Marketplace, Events Calendar, and SEOMoz Store. Below the navigation is a search bar for "Search SEOMoz" and a login section with fields for "Email:" and "Password:", a "Remember me" checkbox, and "Register" and "LOGIN" buttons. A dark banner below the navigation reads "SEOMoz SEO Tools". The main content area features four tool cards:

- Trifecta**: Measures metrics to estimate the relative popularity and importance of Page, Blog or Domain. Trifecta replaces SEOMoz's Page Strength tool. (Icon: white horse silhouette on a black background)
- Term Target**: Helps determine how targeted a particular page is for a specified keyword by analyzing a variety of factors. (Icon: circular arrow)
- SEO Toolbox**: (Icon: wrench and screwdriver)
- Backlink Anchor Text Analysis**: (Icon: person silhouette)

seomoz.org

Professional hub for search marketers that provides education, tools, resources and paid services.

Free tools available at <http://www.seomoz.org/tools>

SEO - GOING BEYOND THE CODE: ONLINE SEO TOOLS



SEOBOK
SEO training web site

join upgrade blog tools forums training videos aff about support

Learn. Rank. Dominate.



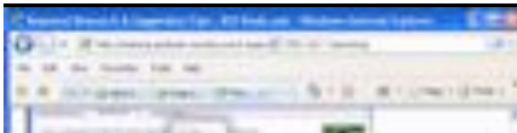
Want to Learn SEO Today?

Improve your rankings, traffic, and profits today.

The SEO Book Training Program offers you:

- Over 100 training modules, covering topics like: keyword research, link building, site architecture, website monetization, pay per click ads, tracking results, and more.
- An exclusive interactive community forum
- Members only videos and tools
- Additional bonuses - like data spreadsheets, and money saving tips
- Every order comes risk free, and with the best selling SEO Book as a free bonus

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in the discussion?

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Click Here.



SEO - GOING BEYOND THE CODE

CROSS LINKING



SEO - GOING BEYOND THE CODE – CROSS LINKING

1. Identify sites that are relevant and/or associated with your type of business/organization.
2. Contact their webmaster or marketing department to arrange cross-linking.
3. The more web sites you can get to agree to cross-link with you the better. This means more traffic is driven to your web site which means higher rankings for your site.



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UPDATE, UPDATE, UPDATE!



SEO - GOING BEYOND THE CODE

Did you know that every time you update a page on your web site it helps your site get a higher ranking?

This is a true fact, especially where Google is concerned. Not only does frequent updating get you a higher ranking it will also assist search agents with finding your page as new or newly updated.

So be sure to update your site as frequently as possible.



SEO - GOING BEYOND THE CODE

PRESS RELEASES



SEO - GOING BEYOND THE CODE – PRESS RELEASES

1. Press releases on the web create new web content that triggers higher search engine placement.
2. Create a press releases section of your own web site and update it frequently with current news about your organization.
3. PR web sites that specialize in online press releases can help in taking the press releases outside of your own site and onto various web sites of relevance.

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Industry Categories News by Country News by MSA Today's News Browse by Day PR Trackbacks™ Featured Videos ViewNews™

PRWeb, a leader in online news and press release distribution, has been used by more than 40,000 organizations of all sizes to increase the visibility of their news, improve their search engine rankings and drive traffic to their Web site.

Search GO

LOGIN

<< username >>

<< password >>

Login

Lost Password? Click Here

REGISTER FREE

Recent Headlines

YAHOO! News View Recent User Press Releases on Yahoo News, Ask.com, Feedster, Topix.net, Excite News, Google News & eMediaWire. [add to YAHOO!](#) [XML](#)

★★★★★★★★ [All-in-one Audio/Video Converter, Editor, Burner, Ripper, and Recorder Software](#)
Blaze Media Pro v8 has been released, offering a complete all-in-one solution for audio and video conversion, editing, CD/DVD burning, CD/DVD ripping, and much more. The software is powerful, yet very easy to use, making it an excellent choice for the vast majority of users. The software offers features for performing a massive assortment of operations for such formats as CD, DVD, MP3, WAV, WMA, OGG, MPEG-4, AIFF, M4A, AAC, AC3, FLAC, ALAC, AVI, MPEG-1, MPEG-2, WMV, MOV, Flash, iPod, PSP, and 3GP. 2008-07-30

★★★★★★★★ [DLC International Announces Their New Summer / Fall NERC Training Schedule](#)
With onset of the NERC requirements, knowing how to prepare for an audit is vital. The classes presented by DLC International takes all of the guesswork out of how to become compliant as well as prepare for an on-site and/or table-top audit. 2008-07-30 ([Friend of PRWeb: 28](#))



★★★★★★★★ [Become 'Lawsuit-Proof' With an Offshore Trust - Offshore Company CEO and Asset Protection Specialist Kevin Wessell Explains How](#)
Kevin Wessell, a renowned and highly respected expert in the field of asset protection and estate planning, and who heads Los Angeles - based [Offshore Company](#), said today that The Cook Islands (South of Hawaii) provides what he believes to be the best offshore asset protection trusts available today. If you want to protect your assets from being taken away by a lawsuit, this is your best strategy.

PRWEB IN PLAIN ENGLISH



PRWeb

<http://www.prweb.com/>

Online press release site.

•Reach 100,000 contacts

•Increase traffic to your

•website

•Optimize your ranking in search engines like Google

•Guarantee placement of your press release on top sites like Yahoo! News

•Post your release to media outlets like USA Today

•Track how many people view your headline and read your release





SEO - GOING BEYOND THE CODE

Jenn Moreira
Director of Web Services
State Bar of Arizona
jenn.moreira@staff.azbar.org
602.340.7261