

Basics of Search Engine Optimization

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For the basics of search engine optimization we will stick with on-page optimization. By "on-page optimization" I mean things that can be actually to your web page. If you are new to search engine optimization, you may be thinking, "of course I want to do things to my web page, who else's web page would I be working on?" Well don't worry; we will get to that in later articles. So, let's get started with some basic things you can do to get your web site to rank higher in the search engines.

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Keywords:

This is something that I feel is skipped in a lot of articles I have seen written about basic search engine optimization. So, first you must know your keywords! Which words or phrases do you want to come up in Google for?

If you own a web site, you may overlook this step in the SEO process because you just assume you know your topic, however coming up with the proper keywords to target for your web site has to do with what people are out their searching for. Big companies put a lot of time into doing extensive keyword research in order to figure out which words and phrases they should be targeting. So collect a list of your major keywords. For more information on keyword research, see my article: [SEO And Keyword Research](#)

Title Tag:

The title of your web site is what appears in the top of the browser. You will find it in the HEAD section of your HTML code formatted like this:

```
<title>Web Site Title</title>
```

Believe it or not, the title of the web page is crucial in your search engine optimization. This is where you want to put your top few keywords. If you don't believe me, type a popular search term into Google such as "Web Design." How many of the sites that come up on the first results page have "Web Design" in their title? My guess is every single one.

Most likely you have different keywords you are targeting for different pages of your web site. So, make sure you vary the titles of different pages within your site accordingly.

Remember not to overload your title with keywords or you will come off looking like some spammy, porn site. With a bunch of words mashed in there, all the words will only filter each other out. Keep your title to about 65 characters at the max.

Meta Data:

Here is another place in the HEAD section of your HTML code to throw in some information for the search engines. Remember that list of keywords you spent all that time putting together? Well, whip them out and lets use them. Format your meta keywords like this:

```
<meta name="keywords" content="dogs, dog training, puppy trainings, puppies, teach dogs, teach puppies, dog behavior">
```

When you write your keywords, do not write more than about 250 characters.

Also you want to add a description. Now, Google doesn't always use the description tag however sometimes they do, and most search engines do use your description. So why not add one in? Also, most of the time, when people are searching for your site, they will see this description on the search engine results page. If it is written in a way that looks like spam, they may not even visit your site. So make it sound interesting to a human not Google's web crawlers.

Format your description like this:

```
<meta name="description" content="Welcome to the wonderful world of Dog Training. At Dog Trainers Experts, we strive to turn your furry companion into the best heaved friend you ever had. Come on in and check us out!">
```

Keep your description to about 150 characters.

Header Tags:

You should always get in the habit of writing out titles for different sections of your web site content. Put important keywords in these titles and surround them by header tags.

Here are your options:

```
<h1>Search Engine Optimization Advice 1</h1>  
Search Engine Optimization Advice 1
```

```
<h2>Search Engine Optimization Advice 2</h2>  
Search Engine Optimization Advice 2
```

```
<h3>Search Engine Optimization Advice 3</h3>  
Search Engine Optimization Advice 3
```

```
<h4>Search Engine Optimization Advice 4</h4>  
Search Engine Optimization Advice 4
```

```
<h5>Search Engine Optimization Advice 5</h5>  
Search Engine Optimization Advice 5
```

```
<h6>Search Engine Optimization Advice 6</h6>
```

Search Engine Optimization Advice 6

Google and other search engines will look at words within your header tags as being more important than other words on your web page.

*Note: A lot of people do not like to use header tags simply because of their physical appearance on a web page, however with simple CSS coding you can make words between header tags look however you want.

Content:

The idea of having content on your web page is pretty straight forward I think. If people are searching for "dog training," the more times it says "dog training" within the content of your web site, the more likely you will be to come up for that search term.

However, once again, we are always trying to avoid being punished for spam by the search engines and come off looking like a shady site to the public, so don't overdo placing your keywords within your content.

How do we measure this to know how much is too much? It's called keyword density. If you take the amount of times you use "dog training" on your web page divided by the number of words on your page, you will get a percentage. This is the keyword density for "dog training" on your web page.

Keyword density is a sticky subject. Everyone has their own opinion on what it should be and no one really knows what Google or any other search engine will consider spam. It isn't information that is given to the public. I would advise to be safe and never exceed about 10% keyword density for a particular phrase. Even so, to the human eye, 10% can seem to be a bit overkill. So, you really shouldn't ever exceed 10% anyway.

Alt Text With Images:

The alt text is a description you can give to images on your web page. Actually, it's especially useful for the blind. Speech synthesizers and Braille readers will describe an image based on this description.

While I'm sure you are eager to help those in need, you may be wondering why I am talking about the alt description. Well, the answer is simple. This is another place to sneak in your keywords. If you are going to add an image to your page coded like this:

```

```

Why not sneak in some more keywords for those hungry, little Google crawlers and format your images like this:

```

```

These image descriptions do not make a huge impact, however they do help, and there really isn't any reason not to use them.