

How to SEO Your Site

A DIY Guide For Small Business Owners

By Jenny Munn



How to SEO Your Site: A DIY Guide for Small Business Owners

© Copyright 2012, by JennyMunn.com. All rights reserved.

This is NOT a free e-book! Purchase of this e-book entitles the buyer to keep one copy on his or her computer and to print out one copy only.

Printing out more than one copy or distributing it electronically is prohibited by international and U.S.A. copyright laws and treaties, and would subject the purchaser to penalties of up to \$100,000 PER COPY distributed.

A Note to the Reader:

Would you like to reprint portions of this ebook for your blog, ezine or e-newsletter? As long as your intent is not to try to pass the work off as your own, feel free to reprint a portion of this book on three conditions 1) as is, meaning do not modify the material 2) up to 200 words 3) including the following author attribution:

Reprinted from How to SEO Your Site: A DIY Guide for Small Business Owners by [Atlanta SEO Copywriter](#) Jenny Munn. Find out more by visiting www.JennyMunn.com.

Rankings Disclaimer: This ebook provides a framework for teaching non-technical beginners a simple process to understanding SEO. It is not a comprehensive guide to everything you will ever need to know about SEO. Due to a number of reasons I cannot guarantee your results. This document contains business strategies, search engine strategies and other business advice that, regardless of my

results and experience, may not produce the same results (or any results) for you. I make absolutely no guarantee, expressed or implied that by following the advice below you will make any money or improve current profits, increase page rank, increase search engine rankings. There are multiple factors and variables that come into play regarding any given business and the competitive landscape. Primarily, results will depend on the nature of the product or business model, the conditions of the marketplace, the experience of the individual, and situations and elements that are beyond your control. As with any business endeavor, you assume all risk related to investment and money based on your own discretion and at your own potential expense.

Liability Disclaimer: Please note that this publication is based on personal experience and anecdotal evidence. By reading this document, you assume all risks associated with using the advice given below, with a full understanding that you, solely, are responsible for anything that may occur as a result of putting this information into action in any way, and regardless of your interpretation of the advice. You further agree that our company cannot be held responsible in any way for the success or failure of your business as a result of the information presented below. It is your responsibility to conduct your own due diligence regarding the safe and successful operation of your business if you intend to apply any of our information in any way to your business operations.

Table of Contents

- An Introduction to Search Engine Optimization 3**
- 3 Phases of Search Engine Optimization 6**
- Phase 1: Gain a basic understanding of SEO for the small business 9**
 - What Contributes to a High SEO Ranking? 9
 - Common SEO Obstacles 9
- Phase 1: Keyword Research 11**
 - Steps to Keyword Research 11
 - Keyword Research Tips 27
 - Keyword Research Mistakes 28
- Is Your Website Prepared For Visitors? 29**
- Phase 1: Create Title Tags and Meta Description 32**
 - Introducing Titles: Your New BFF 32
 - Introducing Meta Description 34
 - Where Do Your Titles and Descriptions Go? 35
- Phase 2: On-Page Optimization 37**
 - Where to Put Your Keywords 37

- Phase 2: The Newbie’s Insight into Google Analytics43
- Phase 2: Blogging for SEO47
 - Optimizing Blog Posts..... 49
- Phase 3: Off-Page SEO and Understanding Link Building55
 - What Exactly Are Backlinks?56
- Tactics for Off-Page SEO59
 - Link Building Tactics.....59
 - The Importance of an Active Social Media Presence63
- Adding Content Pages63
- Phase 3 Summary..... 66
 - SEO Mistakes.....67
 - SEO Rules.....67
- Conclusion 68**
- About Jenny Munn 68**