

What SEO Looks Like in 2012

By: Jenny Munn

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

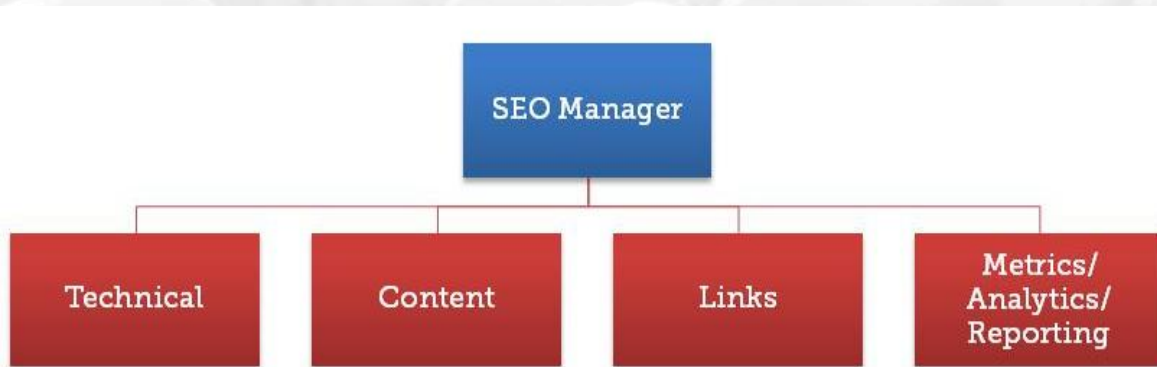
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*“SEO is Dead.
Again.”*

(no it isn't...yes it is...no it isn't)

Who Am I?





Old School SEO



OLD TESTAMENT



JENNY MUNN
ATLANTA COPYWRITER

What SEO Looks Like
in 2012

Old School SEO

Keyword Stuffing:

Search engine optimization

Find search engine optimization services. We are a search engine optimization business. Why not talk to an experienced search engine optimization company? We can write organic copy for search engine optimization. Talk to us if you need us to write **search engine optimization organic copy**. Do you need to find a freelance search engine optimization writer? Speak to a search engine optimization copywriter. We offer copywriting search engine optimization. Professional search engine optimization services offered through this site.

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Honest Review Of The Copywriting Crash Course

by [MAKE MONEY](#) [BLOGGER](#) on OCTOBER 5, 2011

If you prefer a comprehensive guide to [copywriting](#), then I would recommend you [The Copywriting Crash Course](#). Nothing is easier to show you [copywriting](#) or reinforce that which you already know about [copywriting](#) than this.

However, if you prefer a nice little [reference](#) to help keep in your desk which will help you will find specifics of [copywriting](#) quickly, however would recommend this. Unlike the other, this kind of [book](#) is much more about supplying you with recommendations on [copywriting](#). It's not at all meant to be an exhaustive [reference](#) on [copywriting](#).

This [book](#) is additionally published by John L. Anghelache, but unlike his comprehensive [copywriting](#) guide, this [book](#) is a bit more of your quick [reference](#). You'll learn valuable tips, tricks, [strategies](#) and secrets for creating ads and [promotions](#) that produce consistent profits. You'll also get a [bonus](#) audio report, critique [coupon](#) and more.

The beauty of [copywriting](#) is the [fact](#) that a lot of the main principles that worked yesterday will [work](#) today. The principles outlined on this [book](#) are timeless and always [effective](#). That is what makes it such a valuable desk [reference](#).

However, if you need info on writing copy for the [internet](#), An excellent [opportunity](#) you look elsewhere. The knowledge the following is dated, also it goes back to if the [internet](#) was young instead of as graphical since it is today. Still, this can be a nice [book](#) to possess on your desk when you wish to know something quickly about [copywriting](#) or you need [inspiration](#).

There's still a lot of valuable information with this [book The Copywriting Crash Course](#) though, so you definitely desire to read it. The truth is, nonetheless the [internet](#) remains to be deeply influenced by direct response [copywriting](#), so you still need to find out these principles.

The bottom line are these claims [book The Copywriting Crash Course](#) is a great [crash course](#) in [copywriting](#). After you have this secret in your possession: you may never concern yourself with writer's block again... you'll slash writing [time](#) by at least half... your ads will be up to 300% more effective... you will know how to [model success](#) to [put](#) the odds on your side... and... you will have a repeatable process for crafting the most powerful direct response [advertising](#) to your online or offline [promotions](#)!

[MAKE MONEY](#)

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JENNY MUNN
ATLANTA COPYWRITER

What SEO Looks Like
in 2012

You Know Your SEO is Old School When...



- You're still cloaking and hiding popular keyphrases in black font in your black background (that have nothing to do with your site)
- You're analyzing keyword density
- Your linkbuilding strategy solely involves leaving comments on other blogs

Old School SEO



- Stuffing meta description and keyword fields with keywords
- Worrying excessively about dofollow and nofollow links
- Worrying too much about pagerank

Old School SEO



- You work in a bubble and don't reach out regularly to authority figures, influencers, colleagues, fans or a community
- You're not a Google Analytics/Google Webmaster Tools Fanatic



2012 SEO: What *Should* You Be Doing?

2012 SEO – What Should You Be Doing?

- Adopt and adapt (and try to keep up!)
- Build a blog/website that people want to link to
- If your focus has always been content and quality, there will hardly be anything to change



2012

2012 Tips and To Do's

- It's All About the Title
- Become One with Keyword Research
- Understand Linkbuilding
- Social Strategies
- Conversions
- Blog Promotion

2012 Tip: It's All About the Title



- You have to have a good title
- Don't try to be clever or cute
- Social media friendly
- Serve up a different title tag

2012 Tip: Become One with Keyword Research



The right keyword research will help you easily reach your market at the exact moment they're searching for what you offer

2012 Concept: Linkbuilding



- You can't live in a bubble
- Make news or make friends
- Think of linkbuilding as "community building"

2012 Concept: Social Strategies

- Going forward, your “Social Media Rank” will be even more important than PageRank ever was.
- Every Facebook share, Tweet & Retweet, +1, etc will play a role in how well your pages rank in the major search engines.
- And even more important? Your Click Through Rate in the search results.



Social Strategies

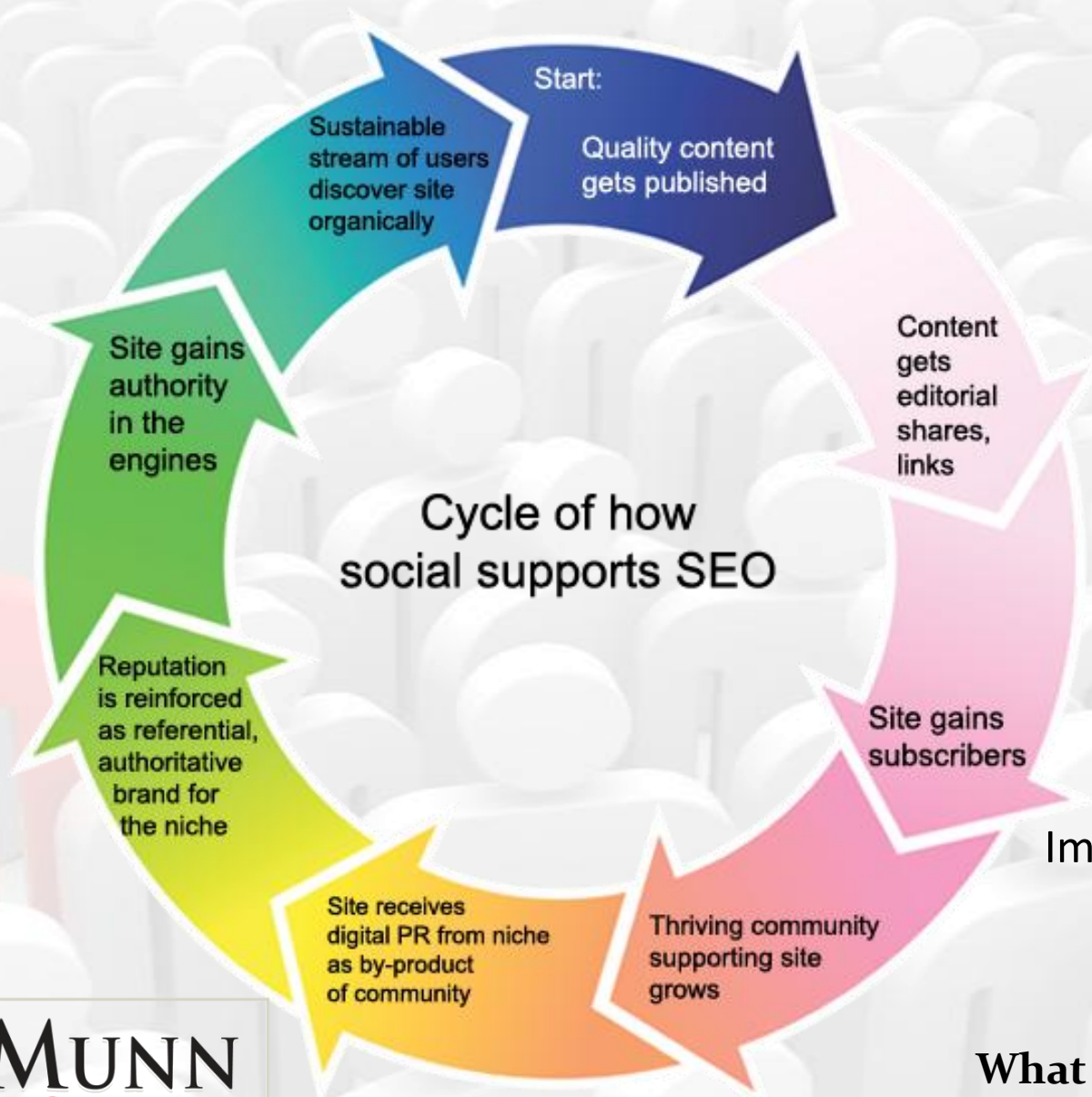
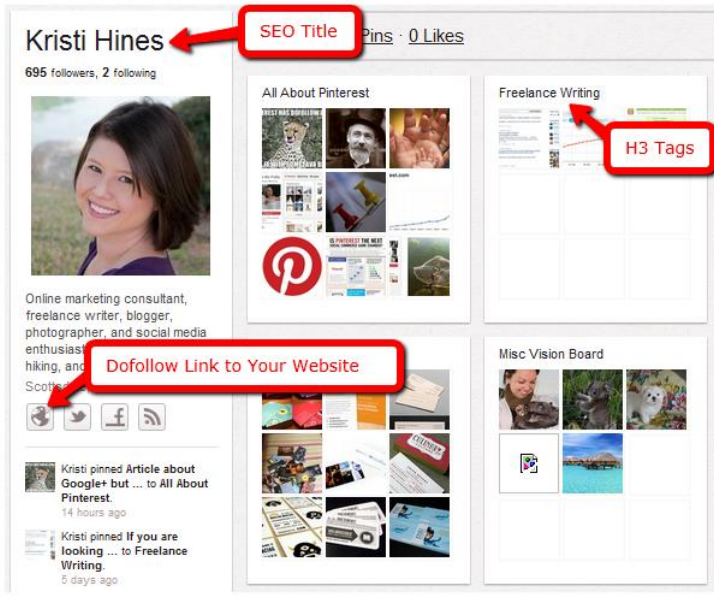


Image: Marketing Easy Street

**What SEO Looks Like
in 2012**

Social Strategies: To Do



- Make sure you have social media buttons on every page of your blog/website so that your readers can easily share, like, tweet, stumble or vote-up your content FOR you.
- Keep an eye on Google+ and Pinterest

Image:

<http://blog.kissmetrics.com>

What's the purpose behind SEO, anyway?



- Really, if you're going to spend the time doing SEO and getting traffic, you really need to know what the call to action is. What do you want your audience to do?
- How can you get them in your sales funnel?
- What's next?

2012 Concept: Blog Promotion



- You can't launch content and hope for the best in 2012; you have to actively get out there and promote your content and ideas
- If you're proud of your work that shouldn't be a problem.

Final Words: How to Get Started with SEO



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ATLANTA COPYWRITER



seomoz.org
The Web's Best SEO Resources

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What else would you add to this list?

Jenny Munn, Freelance Copywriter
Author, *How to SEO Your Site: A DIY
Guide for Small Business Owners*



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