

the *smart* planner™

SEO SOS

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This means that you can't sell it, change it or pretend you wrote it yourself.

It also means that you are free to share it, email it, forward it, blog it, tweet it, mull over it or print it out and hang it on your fridge.

If you post any part of this ebook on the Internet, please link back to www.thesmartplanner.com.

That's it for the rules. Go to town.

thesmartplanner.com

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1. Blog titles have more SEO weight, so write them like a newspaper (succinct and informative) rather than a magazine (cute and clever).
2. Self host or redirect to a custom domain instead of the default subdomain. Use this link when you leave comments on other sites.
3. Include keywords in your writing. Ex: wedding dress instead of dress. Writing in advance helps with editing so that it's natural.
4. Update consistently & often. A blog with fresh, regular content is rewarded with higher ranking much more than a stagnant one.
5. NEVER abbreviate your company name! If I wrote TSP instead of The Smart Planner, Google would see me as a teaspoon. Spell it out.

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6. Individual page links should end in keywords, not numbers. Ex: thesmartplanner.com/index.cfm?postID=447 is NOT helpful to you.
7. Don't copy and paste full posts from other sites. Google already recognizes the other as the original author and may penalize you.
8. Make sure the alt text on your images is filled in appropriately for what the photo is. This will help in Google image searches.
9. Write one topic per post. It is better to have several shorter, focused posts than one long one that's all over the map.
10. Register your custom domain for more than a year. Google gives more weight to those who plan on sticking around.

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11. Write! Photos are great, but text gives more data for search engines to crawl. If you're image heavy, include written copy too.
12. The anchor text people use to link to you is important. Use your keywords, but in a natural and readable manner.
13. Make sure your meta tags are filled out with your keywords and don't use too many. Your web designer can help you with this.
14. Spell check and check for homonym errors so that Google indexes it under the words people search for and it's not buried under errors.
15. Be patient, things don't happen overnight. Keep a long term goal for your blog in mind as you write and make improvements.