

## *Getting To the Top Organically!*



### **Rule #1: Check your Competitors**

Who are your competitors? Do you know? If you don't, you may want to go online and do a search for your product or service. Who is on the first two pages? That is your target. Those are the companies that you want to compete with. Because right now, they are getting your customers. Take a look at their website. Notice the copy. Analyze their business. Are they successful? What are they not doing right? Look for the holes. You're going to meet the needs of their customers (that they are not fulfilling) so they become YOUR customers.



### **Rule #2: Research your Keyword Phrases**

Remember, Keyword Phrase research is critically important. It can also be a little tricky. Do you know what keywords or keyword phrases your customers search for when they look for you? Are you sure? See what your competitors are using. You can do this by right clicking on their home page, selecting "View Source" and then checking their keyword meta tag. Next, go on to Overture.com (Owned by Yahoo), click on "Visit the Advertiser" section, and use their Keyword Selector Tool. Its great - and its free.



### **Rule #3: Write Good Copy**

Now it's time to start writing. Or re-writing. And if you can't write, you can hire a website copywriter to do it for you. The bottom line is to write about benefits, not features. Don't tell them how great your company is. They will discover that for themselves when you overwhelm them with your service and deliver the perfect product that meets their every need. Make the copy to the point and snappy. Make it sure it has impact, and asks the potential customer for their business.



#### **Rule #4: Integrate Your Keyword Phrases**

After you figure out which keyword phrases you want to use on your site, you need to integrate them into the copy of your site. Think Home Page and Services page as the most important pages to use them on. Essentially, you want to them to make up 5% of the total words on the page. It's not that hard actually. Just don't use them all over the place like some stupid copywriters do - you could get de-listed from the search engines. Definitely use them in your headlines and sub headlines. That will get you extra points, so to speak.



#### **Rule #5: Check your Links, Build if necessary**

Do you have any inbound links pointing to your site? If not, no amount of awesome copy is going to get your site high rankings. Links are very important. And even more so for Google. Go to [linkpopularity.com](http://linkpopularity.com) and see what you have. Also check your competitors. If they have more than you, you need to get some high quality links. You can either do that yourself or hire someone to do it for you. It can be time consuming and expensive. But you must do it. It makes you look important to the search engines. A good way to do it is to make sure you are listed on directories, including DMOZ and industry related sites. Go to [incominglinks.com](http://incominglinks.com) to see which ones you should be listed on. Then write articles and submit them to article submission sites. That could potentially give you hundreds of links for free.



#### **Rule #6: Use Go Rank's Analytical Tools**

GoRank.com is a fantastic free resource for SEO. They have a Keyword Density Analyzer, Link Popularity Analyzer, Top 10 Keyword Analyzer, Research, News and lots of other great stuff. It's a great tool and something I use every day. It will help you in your SEO copy efforts.



#### **Rule #7: Submit to the Search Engines**

After you've ensured that your website copy and all the other important SEO considerations have been completed, it's time to submit to the Search Engines. Do it manually. Go to the search engine and do it yourself. Definitely don't pay someone to do it for you. You may have to resubmit a few times, but eventually, your site will get noticed.



### **Rule #8: Tweak the Copy as necessary, Add New Content**

After your site has been up for a while, go back and take a second look. Ask friends and customers what they think of it. Can anything be improved? You'll be surprised what you may hear. If something isn't working, fix it. Make it sound better. The other thing that you should also be doing is adding content regularly. Build free resources into your website. This will make your customers and potential customers happy, and it will make you appear to be more important in the eyes of the search engines. Adding articles to your site is a great way to give your customers new, free content. Write about things that they would find interesting.



### **Rule #9: Partner with a Great SEO Firm (like us!)**

You may want to also consider partnering with a great Search Engine Optimization firm. There are probably a hundred very good ones out there. There are also 1000 bad ones. For the good ones, check-out [TopSEOs.com](http://TopSEOs.com) and [MarketingSherpa.com](http://MarketingSherpa.com). They both list reputable firms. Whoever you go with, make sure they have a list of client success stories complete with stats to back it up.



### **Rule #10: Measure Your Success!**

Finally, measure your success (or progress). Get a software program that will provide you with some web metrics as it pertains to your site. Your hosting provider may offer some of these tools for free. There are quite a few others as well. As you can see, Search Engine Optimized copy is only part of the overall SEO story. There is a lot to it, so make sure you cover every area. After all, we want to get your web site to the very top!