



Module 1: Basic SEO Skills

SEO definition= Search Engine Optimization.

Your goal is to make your website look like it is all about your keywords.

For carpet cleaning companies, your keywords are, "Carpet Cleaning YourCity." So everything you do with your website needs to tell Google your site is about "Carpet Cleaning Yourcity."

NEW: A research keyword that is second best to use is "Carpet Cleaners Yourcity."

Note: Realize more people search for cities without the state abbreviation. In most cases, leave out the state abbreviation. The only time you'll want to use your state abbreviation is when you're targeting a city located in many different states like "Springfield." Or, you may want to target a lesser used keyword in Google Adwords by adding the state abbreviation.

Two ways to ask Google to give you favor:

1. Keywords in your site- this will be discussed in detail next week.
2. Links coming to your site- this you can start to work on a little NOW!

Google (when we talk about Google we're talking about Yahoo and other directories too) looks over your site and decides if it is valuable based on your keywords and incoming links. If your site is about "carpet cleaning yourcity", it will get ranked higher. If your site has incoming links related to "carpet cleaning yourcity" you gain points in Google's eyes.

We're after earning points with Google. There isn't just ONE thing you can do that will take you to the top. It's a series of these things over time.

Google also looks at the age of your website and your domain name.

Having a domain name with your keywords like www.CarpetCleaningPensacola.com will give you points. But again, it won't make or break your search engine optimization.

Here are 15 EASY things you can do today.

Take action. Do something!

1. **Sign up for Google maps** at www.Google.com
2. **Post to a few blogs.** Most blogs will work. Preferably related to cleaning or your city.
3. **Join a local bulletin board.** Any bulletin board that allows you to post your domain name.
4. **Join an industry related bulletin board.** www.TruckMountForums.com www.ICSmag.com www.TheRugHub.com
5. **Create a LinkedIn profile.** Go to www.Linkedin.com and then look me up to link to me!
6. **Create a Facebook page** for your company at www.Facebook.com
7. **Write an article about cleaning.** Submit it to www.Ezinearticles.com
8. **Submit your site to a paid directory.** Go to www.Linkopedia.com (it's \$9.99 for the year)
9. **Submit your site to a free directory.** Go to www.illuminate.com
10. **Submit your blog to Blog Top Sites.** Go to www.blogtopsites.com/home-garden
11. **Register for www.Merchantcircle.com** but don't give in to the temptation to pay for the listing
12. **Put a classified post on Craigslist** at www.Craigslist.com
13. **Put a classified post on Kijiji** at www.Kijiji.com
14. **Place a free listing on Hot Frog** at www.Hotfrog.com
15. **Place a free listing on Matchpoint** at www.Matchpoint.com

Action Item: Spend a couple hours in the next week doing 5 of these things. The rewards will pay off over time.