



Lifelong-Learner.com

Because Graduation is just the beginning...

Unlocking the Mysteries of SEO:

**Search Engine Optimization Basics For Every
Website Owner**

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<http://www.lifelong-learner.com/seo-training/unlocking-the-mysteries-of-seo.php>

The Mechanics of Search

Evolution of search

How Google Ranks a Page

Can You Make Yourself Popular?

How Does Google Read a Page?

Google likes relevance and freshness

What is pagerank and what does it really mean?

Search Engine Optimization

SEO Factors

Successful SEO

Keywords

Competition

On-page factors

Page title

Meta Keywords

Meta Description

Keyword Density

Off-page factors

Internal Links

Reciprocal Links

One-Way links

Powerful One-way Links

Forums, Online Groups (Yahoo & Google)

Bookmarking

Viral marketing

Off-site Blogs - “Article Marketing”

Content Is King

Regular, Fresh Content

Where does all this content come from?

How do you keep on top of cutting edge news and other bloggers?

SEO Course Feedback

1) Was the material presented in a clear, understandable way?

Not clear at all 1 2 3 4 5 Very Clear

2) Was the material presented in an organized way?

Not Organized at all 1 2 3 4 5 Very Organized

3) Did the course cover what you expected it to?

4) What were you hoping to achieve from this course?

Help Existing Business

Start New Business

Start Affiliate Business

Other: _____

5) Did the course meet your expectations/will it help you achieve your goals?

6) Is there a topic you would like to hear more about?

7) Would you be interested in another, more in-depth session?

8) Would you be interested in an ongoing course?

9) Would you be interested in learning about Affiliate Marketing?

10) Other Comments:

Resources

Keyword Research Tools

- [Google AdWords keyword tool](#)
- [Wordtracker](#)
- [Market Samurai](#)

Powerful One-way Links

- Digg.com
- Reddit.com
- StumbleUpon.com
- Del.icio.us
- Propeller.com
- Furl.net
- Spurl.net
- Faves.com
- Blinklist.com
- Google Bookmarks
- Twitter.com
- Forums, Online Groups (Yahoo & Google)
- Yahoo Answers, Guest books, wikis

Off-site Blogs - "Article Marketing"

- blogger.com
- wordpress.com
- squidoo.com
- hubpages.com
- weebly.com
- ezinearticles.com (read TOS carefully!)
- knol.google.com
- 360.yahoo.com
- SquareSpace.com

Make sure to use these sites responsibly - "With great power comes great responsibility."
Read the TOS - Terms of Service - for each site and know what you are and are not allowed to do.

Some sites will make it easier to post links back to your site, of course easier is always less powerful. If anyone can do it, it makes it harder to tell who is providing good content and who is marketing. You do have to work harder for certain sites, such as EzineArticles, Squidoo, or Hubpages, but you'll get this back in extra "Google-juice."