

## 7 Free Ways to Quickly and Easily Boost Your Website Rankings in Less Than 24 hours



For more information and advice visit:

<http://www.kellyseo.co.uk>

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## About the Author

Adrian Kelly is Professional SEO Consultant. Helping entrepreneurs, small and medium sized businesses to increase traffic, boost sales and grow online profits.



<http://www.kellyseo.co.uk> offers SEO Services, Internet Marketing Advice, SEO friendly Website Design and Re-Design.

Adrian Kelly owns dozens of profitable online businesses and is a recognised expert author online.

### **NOTE:**

**Please feel free to pass this report on to your business colleagues or acquaintances.**

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## 7 Free Ways to Quickly and Easily Boost Your Website Rankings in Less Than 24 hours

### Introduction

#### What this Report Will Do

In this report I'll give you 7 quick and easy ways to improve your website for the benefit of your visitors and the Search Engines.

I'm going to get straight into some of the easy and straight forward changes you can apply to your own website that will improve your position (rankings) with the search engines.

Depending on what industry you're in, as some are more competitive than others online, you will find that you won't have considered or applied all of the recommendations given here. And I bet that 90% of your competitors won't have either – which is good news for you.

#### What this Report Won't Do

The information won't propel your website to the number one slot in search engine results pages (SERPS). There are methods which you use that can achieve quite startling results, and grab the top slots sometimes overnight, but that's for another time and another report.

Look out for my emails as I'll be sending you some really useful information that will help your business and your bottom line profit.

You can contact me here:

<http://www.kellyseo.co.uk>

#### Exactly what is SEO?

According to Wikipedia it is described as follows:

**Search engine optimization (SEO)** is the process of improving the volume and quality of traffic to a web site from search engines via "natural" ("organic" or "algorithmic") search results for targeted keywords. Usually, the earlier a site is presented in the search results or the higher it "ranks", the more searchers will visit that site. SEO can

also target different kinds of search, including image search, local search, and industry-specific vertical search engines.

I'd agree with that definition, but what can you do that's simple, effective and can give your website a boost quickly?

Read on to discover the seven tips you can implement today and see results in a matter of days.

### **SEO Tip #1 - Discover the best keywords**

This is the most important aspect when planning your assault on the search engines.

Choose the wrong keywords and you'll get no traffic, or traffic that doesn't buy. In short, you'll have wasted plenty of your precious time and money.

A good SEO specialist will help you choose effective keywords that will turn browsers into buyers.

For helpful advice visit  
<http://www.kellyseo.co.uk>

There is a delicate balance to be had when choosing the 'best' keywords for your home page.

If you choose a very generic term, or a combination of words that aren't very specific, you can often find it near impossible to rank well. The traffic (visitors) that you are likely to generate will not be very targeted which will not be good for future sales.

The ideal balance will be homing in on keywords/phrases that will generate good traffic, are not overly competitive and will convert into sales.

You can look up keywords here:

<http://freekeywords.wordtracker.com>

<https://adwords.google.com/select/KeywordToolExternal>

## SEO Tip #2 – Assess Your Competition

You can learn a lot from studying the results from the top three search engines. Go to Google, Yahoo and MSN and type in keywords relating to your product or service.

Look at the first page results of each search engine and you should have around 30 websites listed. A quick glance at the title tags (these are usually displayed in the search engine results) and you'll quickly spot your competitors first mistake. We'll discuss the Title Tag more in a moment.

You could also take a look behind the scenes at one of the most important aspects to gaining prominence with all of the search engines – you know what it is? Backlinks.

Backlinks are incoming links to a website or web page from an external source, usually another website. The number of **backlinks** a website has is an indication of the popularity or importance of that website.

To search for the backlinks of your competitors try here:

<http://siteexplorer.search.yahoo.com>

You can search Google as well by typing the following into Google's search box:

link:http://www.your-competitors-url.com

## SEO Tip #3 – Optimize Your Title Tag

Use keyword specific web page "titles" and strategic meta tags on all pages for your chosen keywords. Try to vary your keywords so every page isn't the same.

The title of a web page is shown in the web browser bar at the top of the web page when you open it. I see so many websites that show the webmaster clearly has no idea what to write in the Title.

All so often I see websites with company names listed, welcome messages and other none-descript useless information.

Having just your company name in the title bar is OK if you're a 'Super-Brand' but not if you're just starting out and there is no Brand awareness for your products or services.

Example: <http://www.kellyseo.co.uk>

The above is a website giving advice on search engine optimization (from yours truly ;). SEO is a pretty competitive market with professional companies vying for page 1 positions in Google UK.

I have targeted keywords that I know will attract potential clients (maybe you could be my next). I have focused on three keyword phrases that you may have searched for yourself:

-----  
<title>Professional SEO Consultant | UK SEO Specialist</title>

<meta name="description" content="Professional SEO consultancy helps boost your website popularity and climb to page #1 of Google, Yahoo and MSN" />  
-----

The above Title and Description tags all include the targeted keywords.

NOTE: At the time of writing [www.kellyseo.co.uk](http://www.kellyseo.co.uk) comes up on Page #1 in Google UK in searches for [professional SEO consultant](#) and [SEO consultant UK](#).

**Title Length:** When creating titles for your home page, anything more than 70 characters are mostly unnecessary. From a search engine ranking perspective, you should limit titles to only your most preferred keywords.

## SEO Tip #4 – Optimize Your Meta Tags

This is another area that is often overlooked on many company websites. In some cases the three most important Meta Tags are not even present, or are poorly optimized.

The aim is to allow search-engine robots easy access throughout your site by correctly optimizing the most important ones:

- **Description Meta Tag:** The description Meta Tag is HTML code that allows you to give a short and concise summary of your webpage content. A description tag should generally be

around 150 - 200 characters. It is important to ensure the tag accurately describes the website page.

- **Keyword Meta Tag:** The Keyword tag is used to list keywords for your web page. These are words that are relevant to your page - words that if entered into a search engine, your site will be returned on the result page.
- **Meta Robot Tag:** The meta robot tag gives you the ability to specify whether search engines should index that page or follow the links that appear on the page.

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Does your website code contain the correct Tags?

You can easily check by going to the web page concerned and with your mouse 'right click > View Source' to reveal the html code.

## SEO Tip #5 - Optimize Your Headings

In website design the way to make headings stand out is with the Header codes. H1 is the most important and H6 the least so.

This is how they would look in html code:

```
<h1>Professional SEO Consultant</h1>  
<h2>Professional SEO Consultant</h2>  
<h3>Professional SEO Consultant</h3>
```

Search engine crawlers, programs that Search Engines use to spider/crawl the Net for information, use the Headings to assess the importance and relevance of the information.

You should include the H1, H2 and H3 headings with your chosen keywords so your content is picked up and indexed by the search engines.

## SEO Tip #6 – Include a Sitemap

Your website structure is very important to your business. If your site is well designed, the pages contained on your site can be navigated easily, will be found quickly by your visitors and indexed by the search engines.

A poorly designed website, one that is not optimized well, can do serious harm to your search engine rankings.

Having a sitemap is an easy way to avoid any confusion as to what your website contains and is a good reference point for your visitors and the search engines.

A sitemap will contain an SEO optimized link to each web page that you want the search engines to list in their index.

Sitemaps are easy to create whether you have five page website or a monster site with thousands of pages. There are plenty of free online generators that can do this for you, just do a search for 'free Google sitemap generator' and you'll have plenty of choices.

## SEO 'SUPER' Tip #7 – Create A 'How To' Article then Social Bookmark it

I've saved the best till last as this is somewhat more involved.

The following steps are not difficult and can sometimes result in major boosts in your search engine rankings.

**Note:** Abuse of this method can get your accounts deleted so use sensibly. A new website can also fall into the Google 'Sandbox' so limit your new backlink posts to 5-10 per day.

The aim is to generate 20 – 40 quality 'backlinks' from authority sites that share users 'bookmarks'. Each bookmark will link directly to your website. The search engines will follow some of the links as will people interested in your article.

This method involves:

1. Writing one informative article for your website

## 2. Bookmarking the article page with Social bookmarking services

Writing a content rich informative article, that relates directly to your product or service, will be of interest to potential customers.

The article should be written to inform and entertain potential customers, definitely not a hard sell, and thus begin the process of marketing and providing value added content.

You don't have to be a writer and there are plenty of ideas you can get by searching your competitors websites or blogs.

### **Step 1**

Write your article and then post it to your blog or website:

Example:

To write an article you would do a search for related articles to your niche articles for inspiration.

You could also look at the following article submission websites for ideas:

<http://www.goarticles.com>

<http://www.buzzle.com>

<http://www.articlesfactory.com>

<http://www.ezinearticles.com>

<http://www.articledashboard.com>

### **Step 2**

Next, we're going to utilize a semi-automated online tool that helps to place numerous 'social bookmarks' of your webpage online.

The bookmarking sites listed below at Socialmarker are high traffic sites that are indexed by all the search engines frequently.

Visit <http://www.socialmarker.com> for further explanation.

Drag the Socialmarker 'button' onto your browser toolbar.

To be able to place shared bookmarks at each of the sites you will need to open an account with them. I would suggest using a free online email address just for the registration process.

Ones you've registered with all the relevant social bookmarking sites, it should only take 15 minutes or so, you're ready to begin.



To bookmark your own website, visit your web page article and click on the SocialMarker button. You should also bookmark any other sites that are of interest to you.

## SUMMARY

All of the simple techniques shown above can and will make a positive difference to your website and long term profits.

For a successful SEO campaign, whether large or small, you need to either apply proven techniques yourself or to enlist some other help.

If you'd like to know more about me and to consider the possibility of us working together, you can contact me anytime and start winning more customers and [increasing your profits](#).

Whatever you decide, I wish you every success with your online ventures.

Sincerely

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