

SEO Education 101



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SEO: SEARCH ENGINE OPTIMIZATION INTRODUCTION

SEO stands for “Search Engine Optimization”, and is essentially the process of designing, building, and promoting a website with the search engines in mind. The purpose is to rank well in the search engines, which will then in turn provide you with organic search engine traffic.

Search engine optimization (SEO) is very important if you ever want to gain decent rankings in the search engine. Even though the word “SEO” can sound terribly intimidating, actually applying it to your blog is no where near as hard as it sounds. All you have to do is invest some initial time into learning the basics, and soon your blog will be better than 90% of the others out there, simply because you have SEO.

SEO encompasses not only the initial design of a website, but the promotion as well. Throughout the course of this series, we will be examining the various components of strong SEO.

Please feel free to view Video #1, to hear me talk about the introduction to SEO.

THE ADVANTAGES OF SEO

Before we go any further, I would like to talk a bit about the many advantages of SEO, and why you absolutely need to be applying it to your websites.

Advantages of SEO

- **Free Traffic!**
- **Makes your website more “friendly” and more likeable**
- **Most people don’t do it!**
- **It will increase your profits**

As you can see, there are several reasons why you should be doing SEO. To hear me talk a bit more about each of these reasons, be sure to check out Video #2.

SEARCH ENGINE BASICS

Before we start tackling SEO, I would like to first talk a bit about how search engines work. It is very important that we understand this, because SEO is essentially all about doing what we can to please the search engines.

Search engines basically gather data about every and any website they can find. Search engines send out little helpers called “spiders” that crawl the net, and store information about everything that they find. The search engines then rank the websites in order of importance, based on a variety of factors. They also penalize and reward websites, based on what they find.

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