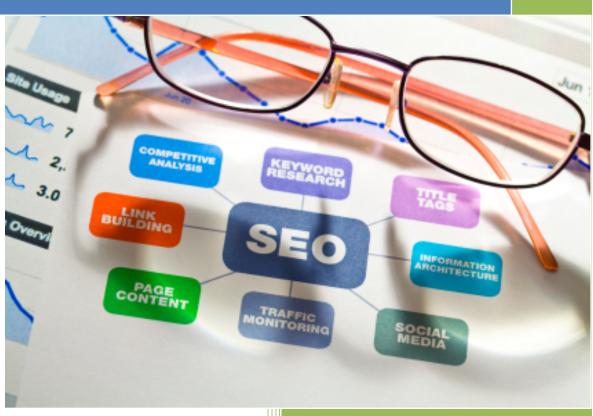# SEO Issues for 2014

It isn't Rocket Science!

You can read various promises of success, SEO secrets revealed, and a host of opinions from all walks of life. So how do you know who is telling the truth and what you must do to SEO your websites content?

SEO Issues for 2014

SEO, or search engine optimization, is a rather common "buzz" word you read almost anywhere you go on the internet. You can read various promises of success, SEO secrets revealed, and a host of opinions from all walks of life. So how do you know who is telling the truth and what you must do to SEO your websites content?

That's easy, just listen to Google.

The simple reason why is because Google will supply well over 70% of your website's traffic. Numbers like that is all the SEO "proof" anyone needs. And to make SEO fairly simple to understand, Google created the Google SEO Starter Guide. You can't get a more reliable source of "authentic" SEO information.

Page 2 of the Google guide has this to say:

"Focusing too hard on specific tweaks to gain ranking in the organic results of search engines may not deliver the desired results. Search engine optimization is about putting your site's best foot forward when it comes to visibility in search engines, but your ultimate consumers are your users, not search engines."

1. Our goal here is to help you understand the importance and basics of SEO.

2. It is <u>not</u> our goal to teach you "secret" or "surefire" successful SEO techniques, or to coax you into "our" way of thinking.

3. Our main goal is to convince you to listen to Google. So we direct you to the Google video tutorials that will help you understand SEO the most and the fastest.

4. For the best learning experience, watch the videos in the order presented below.

How Your Website is found on Google

> There are billions of web searches in the U.S. each month. Discover how your website can be found by customers looking for the types of products and services offered by your business. http://www.youtube.com/watch?v=5NK7jzGUnlw

5 Smart Ways to Promote Your Business Online

> Organic search, paid search ads, social and email marketing will get your business noticed online. Learn five ways to grow your business online.
> http://www.youtube.com/watch?feature=player_detailpage&v=m9YqFWjFMzs

Serve On-the-Go Customers via Mobile Phones

Consumers are always on the go, which means they often search for products and services from their mobile phones. Learn how to optimize your website for search results, no matter where someone is.
http://www.youtube.com/watch?feature=player_embedded&v=4tzhlez6w2o

Connect with Local Customers Online

One out of every five searches on Google is local, which means the searcher typed "city or town + something they want." Increase your local business by learning how to connect with these potential customers.
http://www.youtube.com/watch?feature=player_detailpage&v=nAzPzJ0liDc

Local - the What, the Why, the How

Learn how to use online marketing and find new ways to attract local customers online.
http://www.youtube.com/watch?feature=player_detailpage&v=7uHmt_X7Pd8

Learn How to Engage with Your Audience Using Social Networks

Learn the real-world implications that social medias can have on your business, and how to engage your audience and future users.
http://www.youtube.com/watch?feature=player_embedded&v=7Z3MJ5kgi6M

Creating Great Content that Performs Well in Google Search Results

What does it mean to create great, user focused content? How do you get started, and what are some great questions to ask yourself?
http://www.youtube.com/watch?feature=player_detailpage&v=y8s6Y4mx9Vw

Learn about the Google Webmaster Tools Message Center

The Message Center is one of Google's primary partnerships with webmasters. Learn more about what this feature offers, and why it is important for you and your users.
http://www.youtube.com/watch?feature=player_embedded&v=SJ4qOz23k9U

Understand What Works through Measurement

Understanding how people find and use your site is an effective way to bolster your online presence. Learn how Google Analytics can improve your website traffic and increase sales.
http://www.youtube.com/watch?feature=player_detailpage&v=c88_FvEL1T8

Bing, Yahoo, and the other Search Engines

So how important are the "other" search engines? Bing, Yahoo, MSN and the others will not supply the organic search engine traffic that Google can, but the other search engines should not be ignored or thought less of because of less popularity than Google. **Why?** Because a new client, a great lead, or new business can just as easily come from the less popular search engines. But the good news is, if you're good with Google, the rest of the search engines tend to follow Google's lead.

What Is WordPress and Why Should I Care?

WordPress started in 2003 as a blogging system but has evolved to be a full content management system (CMS) and much more through the thousands of plugins, widgets and themes. WordPress is limited only by your imagination, and is used by more than 18.9% of the top 10 million websites as of August 2013. http://vimeo.com/65932220

<u>More Google Help</u>

How to Set Up an AdWords Account

Learn how to set up your AdWords account step-by-step and start advertising today. See how to create your first ad, select keywords and manage your advertising budget. http://www.youtube.com/watch?feature=player_detailpage&v=KyfaSuO7m6E

How to Choose the Right Keywords

Learn how to select keywords that get your ads in front of thousands of potential customers. Get tips on creating keyword lists; find out how negative keywords can help you reach the right audience and how to discover new keywords with the Keyword Tool. http://www.youtube.com/watch?feature=player_detailpage&v=EXqWWC6v1is

AdWords Writing Tips: Ads That Attract Customers

Three tips to write AdWords ads that attract customers. Learn how to write ads that will catch your customers' eyes and clicks. http://www.youtube.com/watch?feature=player_detailpage&v=hlI_ji7uuMQ

Finding Your Site on Google

Learn how to find if your site is in Google's search results already, and if it's not, how to get it included.
http://www.youtube.com/watch?v=uNZJMZ0hi1Y&list=PL3ABD5CD91559A1DC&feature=player_detailpage

Using Sitemaps to Help Google Find Content Hosted on Your Site

Sitemaps help Google and other search engines discover your content so we can serve it to users for relevant queries.
http://www.youtube.com/watch?feature=player_detailpage&v=TxahHF_MD2Q&list=PL3ABD5CD91559A1DC

Understand which Google Searches are Driving Traffic to Your Site

The Search Queries page of Webmaster Tools provides great, actionable data about your site. Understand the terminology you might see there, and how to interpret the data.
http://www.youtube.com/watch?feature=player_detailpage&v=Vmb_gO3Q_HM&list=PL3ABD5CD91559A1DC

Free Resources

Google SEO Starter Guide
http://static.googleusercontent.com/media/www.google.com/en/us/webmasters/docs/search-engine-optimization-starter-guide.pdf

Google Webmaster Tools
http://www.google.com/webmasters

WordPress Video Tutorials
http://www.yourwpsuccess.com/tutorials

Top 27 Free & Premium WordPress Plugins

Author Sure

Show your face and build your brand in Google search results. Or in SEO-speak, make sure your AuthorRank is contributing to your PageRank. Uses rel=author, rel=me and rel=publisher links to connect your posts, archives, authors pages, Google Plus profiles and Google Plus pages. http://wordpress.org/plugins/authorsure/

BackUpBuddy - $

The value of your business website is likely higher than the cost to build it. Example, what would a single day without your website cost your business; what about a month? All websites should be "backed-up" or copied frequently in case of loss. That loss can be from a server error, malware and or hackers. With BackupBuddy you can replace your website in hours, NOT days. http://www.yourwpsuccess.com/backup

Broken Link Checker

This plugin will check your posts, comments and other content for broken links and missing images, and notify you if any are found. http://wordpress.org/plugins/broken-link-checker/

Cincopa - $

A great system for most audio and video promotions and you don't need any special skills to use it. http://www.yourwpsuccess.com/cincopa

Contextual Related Posts

Contextual Related Posts is a powerful plugin for WordPress that allows you to display a list of related posts on your website based on the content of the title and/or content of the posts which makes them more relevant and more likely to be of interest to your readers. https://wordpress.org/plugins/contextual-related-posts/

Digg-Digg

Your all in one share buttons plugin. Add a floating bar with share buttons to your blog. http://wordpress.org/plugins/digg-digg/

Flare Theme - $

We chose this theme for our main company website because it fit our color choices and has great features. To best realize this themes great set of features, see the DEMO. If you want to create your own content it uses the same editor as all themes do. But any severe changes in looks will require you to learn a bit of programming. http://www.yourwpsuccess.com/flare

Google Analyticator

Google Analyticator adds the necessary JavaScript code to enable Google Analytics logging on any WordPress blog. This eliminates the need to edit your template code to begin logging. Google Analyticator also includes several widgets for displaying Analytics data in the admin and on your blog. http://wordpress.org/plugins/google-analyticator/

Gravity Forms - $

The simplicity in building most any type of high quality website form you will ever need is the main reason we choose and use Gravity Forms. http://www.yourwpsuccess.com/gravity

Mail Chimp

The easiest and most popular newsletter system we have ever used and it's free until you have thousands of subscribers. http://www.yourwpsuccess.com/mailchimp

My Category Order

My Category Order allows you to set the order in which categories will appear in the sidebar. Uses a drag and drop interface for ordering and adds a widget with additional options for easy installation on widgetized themes. http://wordpress.org/plugins/my-category-order/

My Link Order

My Link Order allows you to set the order in which links and link categories will appear in the sidebar. Uses a drag and drop interface for ordering, and adds a widget with additional options for easy installation on widgetized themes. http://wordpress.org/plugins/my-link-order/

My Page Order

My Page Order allows you to set the order of pages through a drag and drop interface. The default method of setting the order page by page is extremely clumsy, especially with a large number of pages. http://wordpress.org/plugins/my-page-order/

Pro Framework Theme - $

A theme is required to interface and build with WordPress. Many are free but for business it's best to purchase a theme that best suits your needs for functionality and looks. If you intend to do any work on your website yourself now or later, this is the most beginner user friendly theme I have ever used and is my first recommendation because no programming is required to use it. http://www.yourwpsuccess.com/framework

Redirection

Redirection is a WordPress plugin to manage 301 redirections, keep track of 404 errors, and generally tidy up any loose ends your site may have. This is particularly useful if you are migrating pages from an old website, or are changing the directory of your WordPress installation. http://wordpress.org/plugins/redirection/

Slide Show - $

Add image slideshows with customizable transitions or animated effects. Slideshow creates image slideshows that can be added to widget areas or to posts and pages via shortcodes. http://www.yourwpsuccess.com/slideshow

Subscribe 2

This automated system sends a list of subscribers an email notification when new posts are published to your blog. All it requires is an email address to send notices to and it's free. Use in addition to a newsletter system like MailChimp. https://wordpress.org/plugins/subscribe2/

Sucuri Security - $

Website security is required because "hackers" do exist and will at some point attempt to "hack" your website or attempt to install "malware spam" you don't want your visitors to see or to have it take your website out of business until it's repaired. If a hacker gets through SUCURI systems installed, SUCURI fixes the problems in less than 4 hours most of the time. http://www.yourwpsuccess.com/sucuri

Tipsy - $

Enhance text with multimedia-rich pop-up tips. Tipsy adds clickable pop-up tips that can include text, images, videos or embedded content. Add Tipsy tips to posts, page or

widget content and create unlimited groups with different settings, style selections and optional preset content. http://www.yourwpsuccess.com/tipsy

Video Showcase - $

Videos are great marketing tools but the standard video "box" look can be enhanced super easy. See the DEMO, especially for Video Showcase. http://www.yourwpsuccess.com/videoshow

Vimeo Video - $

VIMEO offers the best video hosting, storage and maintenance services available. Using this system means your videos are not physically stored with your website files which speeds up page delivery time for people with slower internet speeds. I also recommend using Google's YouTube system but only for the mass marketing that this popular system offers for free. http://www.yourwpsuccess.com/vimeo

Widget Context

Widget Context allows you to show or hide widgets on certain sections of your site — front page, posts, pages, archives, search, etc. It also features section targeting by URLs (with wildcard support) for maximum flexibility. https://wordpress.org/plugins/widget-context/

WordPress Video Tutorials - $

CannonFire websites offer SEO video tutorials to support your SEO efforts anytime you want them. These videos include Yoast SEO above and all WordPress video tutorials which are installed directly in your WordPress dashboard. http://www.yourwpsuccess.com/tutorials

Yoast SEO

This is the easiest and most effective SEO tool we have ever used and have great success using it with Google. It must be in use on your website to use any other SEO products mentioned below. https://yoast.com/wordpress/plugins/seo/

Yoast Video SEO - $

Video search engine optimization (SEO) is equally as important as your websites text content SEO efforts. This plugin system for WordPress makes it simple, less expensive and is very effective. https://yoast.com/wordpress/plugins/video-seo/

Yoast Local SEO - $

Google Local search engine optimization (SEO) is equally as important as your websites text and video content SEO efforts. This plugin system for WordPress makes it simple, less expensive and is very effective. https://yoast.com/wordpress/plugins/local-seo/

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