

# HOW TO INCREASE RANKINGS IN GOOGLE AND YAHOO SERP'S

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WHITE PAPER



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## POSITIONING STATEMENT

Worldwide, around 70% of the Internet traffic is currently being generated through popular search engines such as Google and Yahoo. Increasing rankings in Google and Yahoo SERP's (Search Engine Result Pages) has thus become the primary need for all online operators, be it online retailers, free content, tools, software and services providers, or personal website owners. Achieving the above objective is however not an easy task and more often online operators hire professional help such as Internet Marketing and SEO (Search Engine Optimization) services. This white paper aims to substantiate the important role played by SEO service providers and how they help website owners achieve the most from their online initiatives.



## INTRODUCTION

There is no questioning the effectiveness and importance of SEO, but since Google and Yahoo keep changing their ranking algorithms on a continuous basis, actual SEO tools and techniques deployed by SEO firms may differ. The actual SEO tools and techniques used may also vary depending on the type of online business, its size, its targeted audience, and available monetary resources. However, there are some SEO tools and techniques that have passed the test of time and are still widely used by SEO professionals, the world over. We have identified some of these prominent, time-tested SEO tools and they have been discussed in the following paragraphs.

## COMMONLY USED SEO TOOLS AND TECHNIQUES

### 1. RECIPROCAL LINKING:

For some, reciprocal linking appears to have lost its significance, but it's not true because this technique is still quite effective, especially if implemented in the prescribed manner. If done correctly, this technique can prove to be a valuable asset for SEO professionals and allow them to achieve desired improvements in Google and Yahoo SERP's. For doing it correctly, SEO professionals will have to ensure that...

- links are traded only with sites having a high PR (Page Rank)
- reciprocal linking is done with sites having relevancy in Google and Yahoo SERP's
- backlinks are spider-friendly and link to pages having the right content

### 2. BUYING LINKS:

Buying links is not exactly what Google expects website owners to do, but SEO professionals continue using this technique. However, since in some extreme cases, websites have actually been reprimanded by Google for selling backlinks, it is necessary that precautionary measures be implemented while using this technique. Here's a checklist that SEO professionals can deploy to make the best use of this technique.

- check the relevancy of the site selling backlinks, see if the site is similar in nature and content
- check other sites that might appear to have purchased links, see if they actually work
- check the latest updates from Google regarding backlinks selling and purchasing (Google policies keep changing and unawareness may result in heavy penalties imposed by Google on both the seller and the buyer).

### 3. GETTING INDUSTRY REFERRALS

An easy way that also works fine with Google policies is to contact industry sources and request them to link to the targeted website. Contacted industry sources may or may not respond in the desired manner, but since the most damage they can do is say "NO", there is no harm in contacting as many sources as possible.

To get the most from efforts made and time spent on this front, it would be better if known sources are contacted such as retailers, suppliers, vendors and other entities with whom the business might have work relations. This technique works best since the primary need of relevancy is met quite easily through this technique. For example, if a business process outsourcing company uses specialized software for its customer services, it can request the software company for a link back.

#### 4. SOURCING THE RIGHT CONTENT

While determining search rankings as relevant to a query typed by an online user, one thing that almost all search engines concentrate on is the quality and relevancy of the content. This makes it necessary for SEO professionals to source the most appropriate content, having desired qualities such as uniqueness and keyword-enrichment.

It would be even more fruitful if the content is entertaining and target-oriented since it will evoke the right interest among online users. It will result in plenty of referral activity, thereby providing an easy way to increase website traffic and consequently SERP rankings and PR. If the content is really good, it might also prompt other websites to offer linkbacks.

#### 5. BLOGGING

Originally conceptualized around individual empowerment, blogging is now being widely used by SEO professionals to increase rankings in Google and Yahoo SERP's. It works because it allows users to create and add a virtually endless stream of content on the targeted website. If written really well and the right content added to make it interesting, online users will keep coming back for more, thereby helping achieve desired improvements in website traffic and PR. Promoting blogs using RSS feeds will help achieve even better results since it will increase not only site traffic, but also the number of resulting links.

#### 6. USING SOCIAL MEDIA MARKETING

When promoting a site and increasing backlinks are the main objectives, nothing works better than social media marketing. Social media marketing involves the posting of relevant and interesting content and waiting for users to bookmark that article or blog using popular online bookmarking sites such as digg.com, del-icou.us.com, stumbleupon.com etc. The more the number of readers, more will be the value of the backlink and website traffic.

Social media marketing also involves creating relevant profiles on popular social networking sites such as MySpace and Facebook. SEO professionals can also upload relevant photos and videos on sites such as Flickr and YouTube in order to increase online presence, get backlinks and motivate online users to use products and services as available on the targeted website.

#### 7. ARTICLE SUBMISSIONS

Sourcing the right content has become vitally important and that explains the prevalence of sites providing free content such as ezinearticles.com. Posting articles on these sites provides an easy way of getting links and diverting traffic to the targeted website. If the submitted content is really good, it will

generate the right interest among users, leading to plenty of referral activity and postings on online bookmarking sites.

## 8. PRESS RELEASES

Through press releases, SEO professionals can easily avoid the risk of spamming since it can be used for communicating everything from product launches to new milestones achieved, annual reports, and many more. However, it is necessary that press releases be posted online using popular services such as those provided by PRWeb. Submitting press releases on free press release sites might not help achieve desired results because most of them do not have options for backlinks and they are not popular amongst those looking for the relevant news.

Postings on PRWeb may appear a bit costly but considering the wide-ranging benefits that it provides such as an increased presence on Google and Yahoo, there is no denying that they are really worth it. If the content is really newsworthy, it will also motivate online users to refer it to others or bookmark it on online bookmarking sites.

## 9. POSTING COMMENTS

Comments Posting is the latest addition in the SEO's arsenal. It involves scanning blog and article postings, locating something useful and relevant and leaving a comment along with a link to the targeted website, if such an option has been provided. Here, it is necessary that comments themselves contain some interesting points or something that adds more value to the original content. Commenting just for the sake of it will not help since webmasters usually know the difference and will delete the entry if found inappropriate.

## 10. FORUM PARTICIPATION AND POSTINGS

This is yet another useful technique that's becoming hugely popular among SEO professionals. It involves starting a new thread on relevant forums or replying to already existing threads. Here it is necessary that links and other details of the targeted website not be provided right at the outset. First, the target should be to achieve the status of a reputed forum member. Once that has been achieved, links of the targeted website can be included while posting questions and answers.

## 11. DIRECTORY SUBMISSIONS

Directory submissions provide an easy way of getting valuable inbound links. Here, both paid and free options are available and the SEO's decision depends on available monetary resources and individual

rankings of available directories. Postings done on the major directories can help achieve the desired goals for inbound links.

## 12. LINK BAITING

If a website has room to launch contests, provide something useful free of cost, include a highly controversial topic, or anything else that might help attract user attention, then link baiting will prove to be a highly effective tool. The main objective is to provide something really unique and useful so as to motivate each and every user to naturally link back to the website providing the goodies. It works quite well most of the times, although finding something really interesting and offering it completely free might pose a challenge.

## SOME GENERAL TIPS AND SUGGESTIONS FOR SEO'S

- Perform a background check on the site providing the link and ensure that it is not one that has been blacklisted or uses Black Hat SEO techniques
- If increasing link volumes is the primary objectives, check out what other sites have been provided links by the same website
- Check out if the site providing the link is spider-friendly and ensure that it does not have codes that block popular search engines such as Google and Yahoo
- Page Rank (PR) might be an important criterion for selecting backlinks, but do not make that the sole criterion because a page that has PR 0 today can easily achieve PR 5 or more in the future. Concentrate more on relevancy and quality

## CONCLUSION

When used in the prescribed manner, these SEO tools and techniques can certainly work wonders towards improving rankings in Google and Yahoo SERP's. However, since there is no replacement for innovation and creativity, especially in dynamic sectors such as Internet marketing, it would be better if SEO's do not limit themselves to the tools and techniques discussed above. SEO's need to be constantly on the move and develop a habit of thinking out of the box to be able to comprehend fast paced changes in the virtual world and devise effective solutions that will help websites achieve targeted goals and objectives.