Beginners S.E.O
Lesson 6: Launching an effective SEO Campaign on your website

Step one: The tools
Now you may want to start an organized orderly SEO campaign for your website. Aside from lessons one through 5 for reference, there are some resources and tools you'll want to have at your disposal from the start. At a minimum these two applications:

A. **Google Analytics-** Google has a cornucopia of SEO analysis tools inside of their analytics platform. You can perform keyword comparison, analysis, traffic projections, analyze visits to your site by page, and even figure out how long a person stays on a certain page. All you have to do is visit http://www.google.com/analytics and click on "Sign up now" under the 'New to analytics" tab. It's free, and it's effective.

B.**WEB CEO**- there are paid versions of this highly helpful tool, but you can start with a free download by visiting http://www.webceo.com . With this program you can perform keyword and site history as far as how much traffic, volume, a site or a term gets. Compare your website against others in a competitor analysis grid. Even look at how your site ranks or if it ranks at all on the top 20 keywords you want to go after.

Step 2- Where oh where do I start?

Well now that you have the tools, you can start with some basic questions that you will use these two programs to acquire answers for.

1. **What are my site goals?** Am I after a conversion or monetary goal of the sale of services, or is it only traffic I am after…or both. Is there simply just one page I need to get online visitors to at the end of the day? Once you define your true goals, you can enter this data, track it, and analyze how effectively you accomplish it by entering goal values into the tools above. Google has a host of free videos and tutorials on how to use their analytics, and they are constantly rolling out new tools and capability to it.

2. **Do I have competition?** If you are a property management company, more than likely you have at least a few competitors. Using Web CEO and Google to see how you stack up against them in organic rank, keyword search volume, and overall position will help you gauge how much you need to accomplish. The war is often won not by who has the overall "Better" website, but who makes "Better Use' of the content and source on their website. Once you figure out who you are competing with and how much distance is between you and them, then you can start making strides towards closing the gap.

3. **How are people using my site?** Bounce rate is an important concept that both Analytics and Web-Ceo can tell you. You can have all your SEO ducks in a row, great Meta tags, perfect keywords, tons of relevant content…but if you neglect the user experience, it may all be in vein. Think of it as if you had a giant shopping

mall with all the right advertisement and flashing lights and signs to get people in there….but as soon as they walked in, there were not individual clearly labeled stores like Sears and Belk…but just ALL the merchandise from every store stacked in boxes on the floor for miles and miles. This is the unfortunate reality of many websites, who pile in content and do all the right SEO, but don't leave the user with any clear path or organization to the content housed within a site. The result is, within 30 seconds or so, they look around, and they leave; because they have no idea where to go or how to find what they are looking for.

Site organization comes down to basic writing and organization skills. Make your points, goals and areas clearly labeled and easy to navigate. Your website should not make anything a mystery in terms of a visitor doing exactly what they came to do, whether it be buy something immediately, or research you or your service by hopping around from page to page for hours.

Step 3- A Plan of Action

Now that we have the tools and you've done a basic assessment of things, we can start making some adjustments.

A. **Meta Keyword/Title Tags:** One of the 1st things we do for a new AtHomeNet site (or an old one that makes a request to support), is to add keywords, title and page tag. If you don't supply them, we insert some generalized ones, but this is not something you should not take lightly. Management companies can use the tools above to determine search volume for important keywords. Do some Google searches for yourself; imagine you are a potential customer. Collect the relevant keywords, and plug them into Web-Ceo or analytics to figure out search volume etc. If those words are high traffic, consider sending those in to Support@AtHomeNet.com for inclusion in your keyword tags. Give your page a relevant page title. If it's the Jensen Management Company, make sure your page title tag is *Jensen Management Company Homepage* for your homepage. A good but brief keyword rich description tag is always helpful. These are limited to around 150 characters so don't go over-board. "**California Community & HOA Management Specialists- Jensen Management."** would be a good example. As we discussed earlier, Google uses these tags to classify your website in search results; so whenever you can incorporate keywords, it's a good thing.

B. **Other Site Tags-** Since now in modules you can add customized keywords tags per page created, the more you use the tools above to find the strongest words, the better the behind the scenes of your website will be. When you create a module page to highlight a specific service, take a little time to do the keyword and search volume research. Sometimes it can be the difference between # 1 and # 10 in organic listings.