

# SEARCH ENGINE OPTIMIZATION



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6 UNCOMMON SEO TECHNIQUES EXPLAINED  
THAT BOOST YOUR PROFITS

You want Google, Yahoo and other search engines to find you to improve your ranking on search engine pages. That improves your leads and increases your sales and profits. But SEO is a complex process. To simplify the process, here's an SEO Checklist with 6 uncommon techniques to get started today.

# Search Engine Optimization

## 6 UNCOMMON SEO TECHNIQUES EXPLAINED THAT BOOST YOUR PROFITS

Do you need SEO help? Not sure where to begin? Some companies resort to outsourcing SEO due to the perceived complexity. However, improving your search engine rankings is not a bridge too far. Though SEO may be complex, it's not rocket science, and you can initiate your own program in-house.

To help you, I've prepared an SEO checklist that will put you on a clear path to improved search engine rankings.

This power of this checklist lies in its focus on SEO techniques your competition has ignored. By focusing on under-exploited areas, you face less competition. Therefore, you stand a better chance of making noticeable gains.

Voila! That sounds like an opportunity.

You still might decide to outsource SEO, but at least you'll get a head start.

### SEO Checklist – Six Uncommon SEO Techniques Explained:

- 1) **Inner Page Linking** – Sound boring? Maybe that's why it's an under-used SEO tactic. But it's effective. Remember, search engines look for relevant content. Ann Moseva of *Marketing Profs* says a well-structured website with the right keywords and internal links improve find-ability. As you write more content you'll create more internal links. This makes it easier for Google to index your site, improving your search rankings. Write more content and develop your internal linking structure.



- 2) **Build Resource Centers** – Set up a section on your website for articles or varied educational content that includes keyword-rich content, photos, audio, and videos. The latter three offer excellent opportunities to add tags that identify them for search spiders. In other words, they act as bait for search spiders. This makes your site more link-worthy, so it's more visible and findable. Prospects as well as search engines can now seek organized and informative content more easily.
  
- 3) **SEO for Blogs** – This might seem common, but did you know blogs are designed with search spiders in mind, making blogs search friendly? Many SEO content writers ignore this. As you cite other blogs, even if just a in a list, you'll attract the likes of Google and Yahoo! Don't forget the content. Your content, titles, tags and URLs should contain keywords spiders seek. Rekindle your content's attraction quotient with SEO for blogs.
  
- 4) **Socialize with Google+** – Ignite your content distribution with Google+. According to Rand Fishkin, Google+'s search-ability rivals Twitter's. In an informal test, Rand compared the two social media sites. Although Twitter brought in more traffic, Google+ achieved a higher click-through-rate (CTR). Add to that Google's deep pockets and social media's explosive growth, Google+ has a bright future. As Rand put it: "...the outsized benefits ... are pretty clear". Leverage the "early mover" advantage by employing Google+.
  
- 5) **Google Authorship** – This remains an uncommon and under-used approach in achieving SEO best practices. Google+ constantly searches for quality content. With Google Authorship, as a content writer you get credit for your articles, blogs, etc. And it protects your content, increasing your credibility. As you write more content, your Author Rank will improve, and you'll see a rise in your website's search rankings. Check it out – it's a powerful tactic with huge potential.
  
- 6) **Integrate with Content Marketing** – SEO content writer strive to make their content work hard, making search engines' job of finding you easier. Repurposing content



and maximizing distribution via social media sites works well in “optimizing” your marketing efforts. But when you add SEO to the mix, you’ll achieve SEO best practices. Your leads, sales and profits will increase quickly. Bring it all together with a holistic approach, so the whole is greater than the sum of its parts.

In a nutshell, these are my six uncommon SEO techniques explained. If you need SEO help, this SEO checklist should kick-start your program. Begin with something simple, like SEO for blogs.

If you don’t have an experienced SEO content writer, or your staff’s busy with other projects, then you might consider outsourcing some SEO work.

To outflank the competition and boost your profits take advantage of these six techniques before they become SEO best practices.

