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Google SEO

Secrets Revealed



110 TIPS ON HOW TO GET YOUR SITE RANKED AT THE TOP OF GOOGLE SEARCH RESULTS!

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Introduction

“If you can become an expert on how to place sites at the top of Google search results, then you will have people looking for you.”

This is what my friend Michael told me at the SEO company I used to work for. Since then, I have worked hard to master not only standard SEO techniques, but ways to help my clients’ sites rank at the top of Google search results.

Now I’m sharing what I’ve learned in the simplest way for those who also want to use Google to advance their business or their passion in the online world.

The eBook you’re about to read illustrates how you can implement optimization and link-building techniques with minimal financial investment to get any Web site ranked at the top of Google search results.

That being said, placing your site or that of your clients at the top of Google is not an easy

task. It requires commitment from you, hours of work and some financial investment.

In this book, I'm staying away from any advice that I have not seen its positive effects already. What you see here are tried-and-true SEO techniques that have worked for every single client of mine, as well as on my own sites.

The book is an easy read, yet it contains almost every single trick you ever need to know to rank your site at the top of Google.

It's true that SEO in general and Google SEO in particular change constantly; but most of the techniques I'm about to share are going to work for many months- if not years- to come. The reason is that I am not about to show you how to "trick" or "spam" Google. In contrast, I'm about to teach you the foundations of what Google algorithm has been built upon. What I will show you are what Google has liked or disliked for many years - but very few people are aware of.

I have no connection to Google whatsoever, but I've been able to "reverse-engineer" their algorithm to a great degree. This has resulted in understanding what Googlebots (algorithms, spiders) are looking for in regards to ranking sites based on their relevance.

Why Am I Sharing the Secrets?

This book is not intended for large or small businesses which have budget for SEO. Professional companies simply don't have the resources or the time to learn (X)HTML and SEO to get their sites ranked at the top of Google. At the end of the day, they're better off hiring me than going through the learning curve.

The intended audience is those who are either at the early stages of their business endeavors or are Webmasters who want to step into the SEO world – simply because they feel they can help their clients better and/or make a better profit.

So, in some ways I feel obligated to help this community and save them lots of time and energy in attempting to “reverse-engineer” Google themselves. That’s what I can give back.

Is This For You?

Every site owner, Webmaster or SEO student can learn from this book. Even if you’re a longtime SEO guru, you may benefit from some of the optimization or link-building techniques I’ve discussed in this book.

Having a basic knowledge of HTML is necessary to fully understand the concepts.

If you’re a small business owner and you are determined to bring your business to the top of Google search results without any help from SEO companies, help yourself by reading this book. Just read it carefully and follow its instructions to the finest details – otherwise, you’ll risk getting your site penalized or completely banned by Google for SEO malpractice.

What You Get With This Book

By purchasing this eBook, you will have access to it for the next year, including any updates I make during the year.

What You Will See in a Nutshell

The book is divided into the following chapters:

Keywords Identification is a description of how to best select your keywords. I'm introducing a few tools you should use to best identify which keywords are suited for your SEO campaign. This is where the foundation for the rest of the book is based. Even if you have a strong feeling about what your keywords are, still read this chapter and follow its tips. You may find new keywords that are better suited than what you've already chosen.

Optimization is a very detailed chapter on the optimization techniques that work for Google. I'm staying away from optimization tips that will not greatly benefit your SEO campaign. I

believe this is the best manual you can have on how to optimize your site to rank at the top of Google. All the techniques are tested individually and have some level of benefit for the overall ranking of your site.

We've used the same techniques in optimizing our own sites, as well as those of our clients and we've seen their results over and over again.

Optimization Don'ts focuses on optimization techniques that most likely will trigger Google to decrease your site's rank or completely ban it from the first 10 pages. "What not to do" is certainly more important than "what to do" when it comes to Google.

Links, Links and Links is about different types of links your site could have - within the site, inbound links, and outbound links.

Organic Link-building is the key to ranking your site at the top of Google search results. It covers the techniques and methods of natural link-building efforts that work for Google.

They also are the most helpful and cost-effective ways of naturally growing the number of inbound links to your site.

Link-building Don'ts is important so you understand where not to waste your energy and money. Arguably, it is not as important as the **Optimization Don'ts** chapter because you don't have control over who links to your site and in what format.