Google it....Website Real Estate

20 Mistakes You Can Make With Your Website and Google

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First Edition

This book is dedicated to my adoptive mother who passed into the light several months ago. It still seems like she is here. I thank God for her. Thank You Gene H. Clyburn.
I would also like to dedicate this to my beautiful wife, my life and my soul mate. She has given me the the much needed support to become the Google expert that I am today. I love you, Monique.

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Optimize ourselves and we can optimize America. We can put American's back to work. We have to optimize our local communities. It is our responsibility, it is our duty, it is our country.

God Bless America.

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"You start to do something now, if finishing what you started has no importance to you, then what one person starts another will surely finish."

- Unknown

Top 20 Website Optimization Mistakes

After 12 years in SEO, I've seen plenty websites.

Upon studying the science of seo, one starts to notice patterns – the same basic SEO errors repeated over and over.

Most of these are easy to find and fix – the kinds of things that any decent SEO should be aware of. The kinds of things that would be found in a 10-minute "site clinic" session at a search conference.

If you have a site and don't have an SEO, these are a few of the things you can quickly go and check yourself. If you do have an SEO, they better had already brought any of these issues to your attention. If they haven't (and sadly, I see a lot of clients who have had "SEOs" for years but still have these problems), you may want to question if you have the right SEO working for you.

Here are 10 of the most common SEO mistakes.

1. **Duplicate Versions**

One of the first things I check with a site is whether there are duplicate versions of the home page.

Check out the below information from one of my clients. So far we have found seven different versions of the home page, all accessible to the crawlers and with no canonical tag on the pages.

If you are serving duplicate versions of your home page to the engines, they are duplicate content. The engines will usually figure out which version to index, but sometimes they get it wrong – and why make them think if you don't have to?

Another issue: If you have all your internal links pointing at example.com/default.aspx or example.com and the "real" version of the page is www.example.com, you're splitting the link equity between one or more URLs. You want all that linky goodness pointed at the one URL you want to rank in the engines.

One of the easiest ways to find duplicate versions is to click on the logo in your site header. Does it go to the canonical (official) version of your home page? That is, if your home page is "example.com," is that where the link from the logo actually leads? At least 50% of the sites I audit end up at something like "example.com/default.aspx" or "example.com/index.php."

Another way to look for this is to check to ensure "www.example.com" and "example.com" don't both resolve in the browser. Whichever version you do *not* want to serve to users should 301 redirect* to the one you *do* want. A great place to check whether a URL is redirecting correctly is URIValet.com. Just enter the URL and it will tell you if it's 200 (normal page), 301 (permanent redirect), 302 (temporary redirect), etc.

How do you fix it? The best solution is to 301 redirect all non-canonical versions of the home page URL to the official version you

want to show to users and to rank in the SERPS. If you can't do that, the next best solution is to at least make sure the duplicate version of the URL have the canonical tags on them pointing to the canonical or official version of the URL.

2. **Un-optimized Title Tags**

This should be a no-brainer, but I see a lot of sites where the title tag is something like "Home," "Home Page," "Brand Name" or some combination of those. One recent site I audited simply had the brand name, twice, as the title tag.

The title tag is one of the most important on-page elements for SEO. Not only does it help you rank, but it's what potential users and customers see in the SERP when they see your listing.

Unless you want to rank for the term "home page," make sure the title has something meaningful in it – ideally including one of your best keywords near the start of the tag.

3. **Duplicate Title Tags**

It's great if you have an optimized title tag for your home page, but please make sure it's not the only title tag you have on your site. Yes, it sounds silly but I've seen plenty of smaller sites with the exact same title tag on EVERY SINGLE PAGE. Unless there's only one keyword you ever want to rank for, and you only want the engines to index one page on your site, make sure you don't have a ton of duplicates.

It's easy to check for duplicate titles. The easiest way is to check Google Webmaster Tools (or Bing Webmaster Tools). If you don't have these installed, make it the first thing you do after reading this! In Google WMT it is easy to check, just go to Optimization > HTML Improvements.

You can click on the links to see which tags are duplicated and which pages they are on.

Two other great tools I like to use to diagnose this are the Moz Crawl Diagnostics Summary [http://moz.com/]and the desktop app Screaming Frog [http://www.screamingfrog.co.uk/seo-spider/].

Another common problem you can diagnose through looking at duplicate titles is duplicate content. Frequently if pages have the same title, they might have the same content, too. Click through on the links for the pages with the same titles to see the pages.

4. **Duplicate Content**

Almost every site I've ever worked on or for has had duplicate content problems. They're especially common with newer sites that are built as "platforms," when using out-of-the-box CMS systems, or when an SEO has not been involved in the architecture phase of building a site.

Finding and fixing duplicate content can be one of the most challenging parts of auditing a site. Here are a couple of simple ways to tell if you might have a problem.

A simple way to check is in Google Webmaster Tools (if you are sure your XML sitemap [http://www.sitemaps.org/] is complete and accurate).

Check out the site below, for example. According to the sitemap, it's telling Google it has about 157K pages. (You can find this in Optimization > Sitemaps).

However, Google has indexed a little over 3 million pages.

Either the sitemap is incomplete or there's a lot of duplicate content. In this case, it was a whole lot of duplicate content. (By the way, 3 million was just the pages Google hadn't already excluded for being duplicates – the site actually had about 8 million URLs when all the duplicates were added up.)

5. **404 Errors**

With 404 errors, the problem can swing in one of two directions: Too many or not enough.

Too many 404 errors can tell the engines there is a problem with the overall quality of the site. It's especially troubling when pages that have good external links pointing to them result in a 404 (this often happens with site redesigns, discontinued product categories, etc.)

For instance, here's a 404 page I found with at least 7 good external links pointed at it.

You are flushing your hard-earned link equity down the toilet if you let these pages go uncorrected. The easiest place to look for them is in Google WMT under Health > Crawl Errors > Not Found.

The other common problem with 404s is that you don't have enough of them. Returning a 301 redirect for a page or URL that has never actually existed on your site (as far as the engines know) is called a soft 404. This happens when there are broad 301 redirects created to catch wide swaths of redirects rather than coding them on a more granular basis. It's a signal of poor quality. You can find these in Google WMT under Health > Crawl Errors > Soft 404

As an aside, it makes sense to allow some pages to 404 even when they have existed on your site. It used to be common practice to redirect every single discontinued product page back to a category page or the home page. But if a product hasn't been around for long, has no links or social shares, and is a fleeting, ephemeral page, it's fine to let it 404 and tell the engines that "this page used to exist but now it's gone for good so you can ignore it."

6. **No Deep Links**

Your home page is going to naturally get the most link equity on your site. Text links in the body of your home page are the best way to flow that link equity through your site to your main product, category, or content pages.

Splash pages or home pages that are all graphics and navigation are pretty for users, but they don't get the job done for passing link equity. Find a way to get text links from your highest link equity pages to your most important pages.

A quick way to check this is to look at the Google text cache for your page. Go to your listing in the SERP, click the drop down arrow beside it (Google recently moved this), and click on Cached

Then click on Text-only Version.

Look at the page. Can you see links to all your most important pages and site sections?

7. **Too Many Links from Your Home Page**

Link equity flows like water through a site. You want to channel it and control it.

Having hundreds of links on your home page is like dumping that water in a colander. It'll flow, but each channel is only going to get

a tiny share. You can check for too many home page links the same way you looked at the text-cache for too few links. The afore-mentioned Moz Crawl Diagnostics Summary will also give you a list of pages with "too many" links.

8. **Un-crawlable Site**

If you have content you don't link to or that the engines can't crawl, your site you obviously have a problem.

One way to discover this is the inverse of the duplicate content check. If you have 100K pages in your sitemap and Google has indexed 10 pages, you likely have an issue where the site is not crawlable.

If you don't trust your sitemap, crawl the site with a tool like Screaming Frog. It won't be stopped by instructions in your robots.txt file and will crawl all the pages it can find. If there is a big discrepancy in the number of pages, you might have crawling issues.

Of course another quick way to check how many pages Google has indexed is the good old "Site:" command in Google.

9. **Unreasonable SEO Expectations**

SEO isn't easy, fast, or cheap. Gone are the days of scalable, easy tactics that exploited loopholes in the algorithms.

If you want to rank highly now, you have to deserve it. Many site owners think that SEO can make up for the fact that the site is not exceptional, but that's just not the case.

Take a good hard look at your site and your business. If you truly deserve to rank well (and drive organic traffic), SEO can help you get there.

But if your UI sucks, your design is dated, your prices are too high, your content is self-centered and boring or your customer service is lousy, fix that stuff first. Then do SEO stuff to get you where you should be.

In the old days you could be successful at SEO and generate the money to make your site great. Now you have to spend the time and money and resources to be great, and *then* you can be successful at SEO.

10. **Hiring a Crappy SEO**

I hate to say it, but this is still one of the most common SEO mistakes I see business owners making.

Whether it's because you don't want to (or can't) allocate the resources or because your SEO agency/consultant is lazy, incompetent, out-of-date, or just taking you for a ride, hiring an SEO that isn't on his or her game is the most dangerous SEO mistake of all.

Hiring a crappy SEO used to be just a waste of money at worst, but now they can bury you. I'm not talking black-hat stuff here either. Even in my short time as a full-time consultant (after many years in-house) I've talked to site owners who have SEOs who:

- Missed many of the items above
- Built large numbers of crappy, money keyword anchor text focused links from spammy blog networks and directories (Ever heard of Penguin?)
- Claim to have built links that they couldn't show the client because it would give away their "secrets"

What can you do?

If you are a site owner, you owe it yourself to know enough to do some simple checking on your own site. Learn a bit about how to check the links your SEO is building for you. Get a second opinion. No decent SEO should be scared of another SEO reviewing what they do.

At the very least, make sure you have Google and Bing Webmaster Tools and Google Analytics set up. If you find something that looks hinky, ask your SEO or find someone who can help you out.

Don't let these common mistakes kill your SEO efforts.

Tell me if this sounds familiar:

You decide you're going to concentrate on SEO for your primary traffic strategy, optimizing everything so that Google and Bing and Yahoo send you thousands of visitors per day, free of charge. So, you rush off to do your keyword research, and you find a few phrases that are bringing in massive amounts of traffic. Giddy with the opportunity, you optimize your website and get lots of links, expecting to see your website start climbing the search results.

And it does… *slowly.*

After working on it for several weeks or even months, it's certainly moved up, but you're still on page two or three. Nothing you do seems to be helping you break onto the first page, and you can't help wondering, "What's going on?"

The good news is we've all been there. SEO is one of those strategies that you can implement in a few weeks, but it takes time to master it, so you can compete for high-traffic words and phrases. You're still learning, and with a few adjustments, you can probably get that first page ranking.

In many cases, all you have to do is correct a few simple mistakes to start getting some results. Here are the 10 most common SEO mistakes I've seen, as well as advice on how to correct them:

11. Not Using Analytics to See What Converts

SEO isn't only about massive amounts of free traffic. It's also about conversion.

It's easy to get caught up watching which phrases are sending you the most traffic, and then getting bummed when you can't rank for those super-competitive, high-traffic keywords. But traffic isn't all that matters. Many times, lower-traffic phrases will convert better because they're more specific, and getting first page rankings for several of them can drive quite a few sales.

The only way to find out is to track it. Use an analytics package like KISSmetrics [http://www.kissmetrics.com/] to setup conversion tracking for your keyword phrases, and then compare them against each other to see what's producing the best results. Knowing will help you better optimize your site as a whole and know which efforts are worth focusing on and which ones should be let go.

12. Not Optimizing for Local Search

If you're running a business that focuses on customers within a certain city or region, it's important to learn more about local search [http://www.davidmihm.com/local-search-ranking-factors.shtml#1]. Most search engines, including Google, handle it a bit differently than keywords that are more global.

Start by including region-specific keywords in your page titles and meta descriptions. You will also want to include an address and local phone number on your pages, such as in the header or footer,

so you'll show up in the local results. Finally, you will want to list yourself on Yelp [http://www.yelp.com/], Merchant Circle [http://www.merchantcircle.com/], Google Places [http://www.google.com/local/add/businessCenter],FourSquare [http://foursquare.com/], and other local based sites and review networks.

13. Not Optimizing for the Right Keywords

This is a big one. It's easy to fall into the trap of optimizing for:

· Global keywords, when you only offer services to local customers

· Generic keywords that attract visitors who have no interest in what you're offering

· Keywords that only bring in visitors looking for free information, not prospective customers who are interested in *buying* something

· Broad keywords that have lots of competition, maybe with several SEO experts working full-time to defend the first page ranking

It's best to be as specific as possible. Focusing on generic keywords might bring you a lot of traffic, if you're successful, but how long will it take you, and how realistic is it? Sometimes many times, you're better off going for more specific phrases, which usually lead to quicker rankings and more qualified traffic.

For example, a web designer wouldn't simply want to go for the keywords "*web design*" in the beginning. It would be easier to rank for "*web design services for Los Angeles realtors*" – keywords that would probably start producing results immediately. You could optimize for more competitive keywords as your website grows and gains authority.

14. Not Having Unique Title Tags and Meta Descriptions

It still amazes me when I see websites that have their company or website name as the title for every page throughout their website. It's such a damaging mistake.

Every page should have a unique title, and not just for SEO purposes. Your page titles are usually shared in tweets and used as the text when someone bookmarks your website, hence descriptive, unique titles are highly important.

So looking at the portfolio of a web designer, they could have web design services as their main homepage keywords, so their homepage title would be something to the effect of "*ABC Web Design Studio – Web Design Services*." Then other pages in their portfolio could focus on more specific services that are popular queries, such as:

- *WordPress Customization – ABC Web Design Studio*
- *Custom Template Design – ABC Web Design Studio*
- *eCommerce Website Design – ABC Web Design Studio*

As you can see, you can carry your company name throughout your pages while focusing on specific keywords that are specific to each page. Just put it at the end.

Meta descriptions are also important. They are a 160 character sales pitch for your page within search results.

So, make each one as unique and persuasive as possible. Your homepage and each page throughout your site should include a custom meta description that will make people want to click on your listing in search results, as well as include relevant keywords. For example:

- Homepage description: *ABC Web Design Studio offers web design services for small businesses, including WordPress customization, custom template design, eCommerce websites, and more.*

- WordPress customization page: *ABC Web Design Studio offers WordPress customizations, including custom WordPress template design, Thesis theme customization, and more.*

15. Not Using Anchor Text for Internal Links

Have you ever seen links in the body of a web page for "click here," this post," and other generic text?

From an SEO perspective, it's a waste. Sure, using a call to action as your link may increase clicks, but it also costs you the opportunity of tailoring your anchor text, one of the most important components of SEO.

For example, if you write a blog post, and you want to link to your e-commerce services page, make the anchor text "ecommerce website design services" or something similar. Also, if you absolutely *must* have a call to action, try to at least include some relevant keywords in the link. For example, "click here to learn more about our ecommerce services."

16. Using the Same Anchor Text for Every Link

Optimizing your anchor text is important, but don't use the same anchor text for*every* link to a page. It looks funny to visitors, and some people say it can also hurt you with search engines, because it looks like you're trying to "game" them.

So, mix it up. Use variations on the phrase, the name of your company, or occasionally, even a URL to make it look more natural to both visitors and the search engines. Try not to use the same keyword more than 50% of the time.

17. Focusing on Link Quantity Over Link Quality

While there are lots of easy ways to get a high volume of links, you should usually place a higher emphasis on quality.

One link from a popular blog might do more for your search engine rankings than hundreds or even thousands of low quality directory links. Yes, they're harder to get, but that's also why search engines place such trust in them. They are a more reliable measure of the quality of your website.

So, focus on getting links that:

- Are relevant to your website and industry.
- Do not have a lot of outgoing links.
- Do not contain links to adult, pharmacy, or gambling sites.

You can also use free tools like SEOquake [http://seo-quake.com/] to check the strength of the domain and incoming links to the page.

18. Using Poorly Written Content

Two popular ways of creating a large quantity of content include hiring low paid article writers and using article spinners – software that takes one article and "re-words" it to make it look like several unique articles to search engines.

Why is this not a good idea?

Sure, the content might be well optimized, but you also need to think about the impression it'll give visitors. People can tell whether or not content is unique and valuable, and if it's not, you'll lose trust, and you'll have a much harder time getting them to take action.

So, if you need to outsource content, hire writers who are capable of producing original articles that you are proud to publish on

your site. You'll probably have to pay them a lot more, but if it results in more conversions, it'll be a far better investment.

19. Not Creating Link Worthy Content

The harsh reality of link building is sometimes the most well-written content still doesn't get links.

If you want people to link to it, you need to make it exceptionally valuable. Publish top lists, video or text tutorials, and infographics.

For example, our web design company could publish blog posts on their site like:

- *Top 100 Best Designed eCommerce Websites*
- *How to Setup Widgets in WordPress*
- *A History of Web Design [Infographic]*

20. Not Taking Advantage of Great Design for Links

Is your site a custom design, or based off a popular template?

There are hundreds of CSS and other design galleries that will link to your website simply based on having a great design. You can also look for blogs that do reviews of great designs in particular industries (such as showcases of education [http://www.smashing-magazine.com/2010/03/19/showcase-of-academic-and-higher-education-websites/]and medical websites [http://www.1stwebde-signer.com/inspiration/medical-websites-in-the-realm-of-modern-design-trends/]) and ask if they will add your website to their list as well.

No, visitors from these sites probably won't convert (unless you are, of course, a web or graphic designer), but the links still help build the overall authority of your domain. It's also easy to do. If

you have a unique design, submit it to a few of the sites, and you could pick up a few easy, high-quality links.

The Science Of SEO

Although most SEO companies use strategies that are very complex and elaborate, according to recognized website broker and inspirational speaker Alex Hudson, the science of Google and the other major search engines is simple in nature.

-Albert Lowe

Many people use the term "organic" when referring to white hat SEO or placement for websites on Google, Bing, and Yahoo. Moreover, it is important to examine the essence of the "organic approach". In the opinion of many SEO experts, the beginning of this approach dates back to Sir Isaac Newtons' time period.

Specifically stated, the current algorithms or ranking formulas have roots in the "scientific method" designed by Sir Isaac. In this methodology, users take the research and data collected to target a specific purpose. This is the primary method used by search engines to index sites on the world wide web.

Every business with a Web site should make Search Engine Optimization   [http://www.businessinsider.com/10-basic-seo-tips-

everyone-should-know-2010-1?op=1] — trying to get your site as high up as possible on Google and Bing search-results pages — a part of their growth strategy.

At its most basic, "SEO" means finding ways to increase your site's appearance in web visitors' search results. This generally means more traffic to your site.

While intense SEO can involve complex site restructuring with a firm (or consultant [http://www.businessinsider.com/10-basic-seo-tips-everyone-should-know-2010-1?op=1]) that specializes in this area, there are a few simple steps you can take yourself to increase your search engine ranking.

All it requires is a little effort, and some re-thinking of how you approach content on your site.

Monitor where you stand.

You won't know if your SEO efforts are working unless you monitor your search standings. MarketingVox [http://www.market-ingvox.com/how-to-9-basic-seo-tips-037438/]suggests that you keep an eye on your page rank with tools like Alexa [http://www.alexa.com/] and the Google toolbar [http://www.google.com/toolbar/ff/index.html].

It's also important to check your referrer log regularly to track where your visitors are coming from and the search terms they're using to find your site, according to PC World [http://www.pcworld.com/businesscenter/article/144859/driving_site_traffic_with_search_engine_optimization_and_paid_advertising.html].

Keywords, keywords, keywords!

You should be conscious of placing appropriate keywords throughout every aspect of your site: your titles, content, URLs, and image names. Think about your keywords as search terms — how would someone looking for information on this topic search for it?

The title tag and page header are the two most important spots to put keywords, PC World [http://www.pcworld.com/business-center/article/144859/driving_site_traffic_with_search_engine_optimiza-tion_and_paid_advertising.html] notes.

BEWARE: Putting ridiculous amounts of keywords on your site will get you labeled as a spammer, and search engine spiders are programmed to ignore sites guilty of "keyword-stuffing." Be strategic in your keyword use.

Link back to yourself.

There is probably no more basic strategy for SEO than the integration of internal links into your site — it is an easy way to boost traffic to individual pages, SEO Consult [http://www.seoconsult.co.uk/SEOBlog/top-seo-tips/back-to-basics-for-search-engine-optimisation.html] says.

You should make it standard to link back to your archives frequently when creating new content. MarketingVox [http://www.marketingvox.com/how-to-9-basic-seo-tips-037438/] advises that you also make the anchor text search-engine-friendly: "The more relevant words point to a page, the more likely that page is to appear in search results when users run a query with those terms."

As with all other SEO approaches, be sure your links are appropriate, and be careful not to cross the line into excessive linking — you don't want your visitors to get annoyed.

Create a sitemap.

Adding a site map — a page listing and linking to all the other major pages on your site — makes it easier for spiders to search your site.

"The fewer clicks necessary to get to a page on your website, the better," advises MarketingVox [http://www.marketingvox.com/how-to-9-basic-seo-tips-037438/].

Search-friendly URLs.

Make your URLs more search-engine-friendly by naming them with clear keywords.

SEO Consult [http://www.seoconsult.co.uk/SEOBlog/cheap-seo/are-your-urls-friendly.html] explains: "For instance, it's easy to understand what 'www.puppyfun.co.uk/puppyhealth/vitamins' would contain. It's less easy to understand if the in-house classification system of the business is used, for example 'www.puppyfun.co.uk/11789/s201.htm'. A dynamic URL is similarly off-putting, even if it contains recognizable words: 'www.puppyfun.co.uk/search/?s="health"'.

Avoid Flash

Flash might look pretty, but it does nothing for your SEO. According to the Search Engine Journal [http://www.searchenginejournal.com/55-quick-seo-tips-even-your-mother-would-love/6760/], "Frames, Flash and AJAX all share a common problem – you can't link to a single page… Don't use Frames at all and use Flash and AJAX sparingly for best SEO results."

"If you absolutely MUST have your main page as a splash page that is all Flash or one big image, place text and navigation links below the fold," the post continues.

Image Descriptions

Spiders can only search text, not text in your images — which is why you need to make the words associated with your images as descriptive as possible.

Start with your image names: adding an "ALT" tag allows you to include a keyword-rich description for every image on your site. Perfect Optimization explains an easy way to do this. [http://www.perfect-optimization.com/image-alt-tags.htm]

The visible text around your images is valuable for SEO: Market-Position [http://www.marketposition.com/blog/archives/2006/12/seo_for_images.html] suggests adding captions to all your pictures and being descriptive with the text in immediate physical proximity to your images.

Content

Your content needs to be fresh — updating regularly and often is crucial for increasing traffic.

"The best sites for users, and consequently for search engines, are full of oft-updated, useful information about a given service, product, topic or discipline," MarketingVox [http://www.market-ingvox.com/how-to-9-basic-seo-tips-037438/] explains.

One way to ensure that your site gets new content on a frequent basis is to integrate a blog. "Get the owner or CEO blogging. It's priceless!" the Search Engine Journal [http://www.searchengine-journal.com/55-quick-seo-tips-even-your-mother-would-love/

6760/] suggests. An executive blog is an excellent way to reach out to your clients, create more opportunities for internal and external linking, while giving your site a more personal voice.

Social Media Distribution

A CEO blog is just one element of social media distribution, an important SEO strategy according to SEO Consult [http:// www.seoconsult.co.uk/SEOBlog/top-seo-tips/page/3]. You should be distributing links to fresh content on your site across appropriate social networking platforms.

Whether displayed on your company's account, or recommended, re-tweeted, and re-distributed by someone else, this strategy exponentially multiples the number of places where visitors will view your links.

Link to Others

An easy way to direct more traffic to your site is by developing relationships with other sites.

PC World [http://www.pcworld.com/businesscenter/article/ 144859/driving_site_traffic_with_search_engine_optimiza- tion_and_paid_advertising.html] suggests that you personally ask the webmasters of well-respected sites if they'll include a link to your site on theirs. Be sure to return the favor — then everyone wins!

Make certain that your partner has a good web-reputation, of course. MarketingVox [http://www.marketingvox.com/how-to-9- basic-seo-tips-037438/] warns against getting tied to a "link farm" whose bad SEO habits could bring you down.

Why should this matter to you?

SEO is a science by definition...

Science (from Latin [http://en.wikipedia.org/wiki/Latin_language] *scientia*, meaning "knowledge") is a systematic enterprise that builds and organizes knowledge [http://en.wikipedia.org/wiki/Knowledge] in the form of testable explanations and predictions about the universe [http://en.wikipedia.org/wiki/Universe]. In an older and closely related meaning, "science" also refers to a body of knowledge itself, of the type that can be rationally explained and reliably applied. A practitioner of science is known as a scientist [http://en.wikipedia.org/wiki/Scientist].

SEO & The Scientific Method

Science is a systematic and logical approach to discovering how things in the universe work. It is derived from the Latin word "scientia," which translates to knowledge. Unlike the arts, science aims for measurable results through testing and analysis. Science is based on fact, not opinion or preferences. The process of science is designed to challenge ideas through research. It is not meant to prove theories, but rule out alternative explanations until a likely conclusion is reached.

The Scientific Method

When conducting research, scientists [http://www.live-science.com/4574-greatest-mysteries-scientist.html] observe the scientific method [http://chemistry-sets-review.toptenre-views.com/chemistry-sets-teaching-the-scientific-method.html] to collect measurable, empirical evidence [http://www.live-science.com/21456-empirical-evidence-a-definition.html] in an experiment related to a hypothesis [http://www.livescience.com/21490-what-is-a-scientific-hypothesis-definition-of-hypoth-esis.html] (often in the form of an if/then statement), the results aiming to support or contradict a theory [http://www.live-

science.com/21491-what-is-a-scientific-theory-definition-of-theory.html].

The steps of the scientific method go something like this:

Make an observation or observations.

- Ask questions about the observations and gather information.
- Form a hypothesis — a tentative description of what's been observed, and make predictions based on that hypothesis.
- Test the hypothesis and predictions in an experiment that can be reproduced.
- Analyze the data [http://www.livescience.com/20896-science-scientific-method.html] and draw conclusions; accept or reject the hypothesis or modify the hypothesis if necessary.
- Reproduce the experiment until there are no discrepancies between observations and theory.

Some key underpinnings to the scientific method:

- The hypothesis must be testable and falsifiable.
- Research must involve deductive reasoning, not inductive reasoning. Deductive reasoning is the process of using true premises to reach a logical true conclusion.
- An experiment should include a dependent variable (which does not change) and an independent variable (which does change).
- An experiment should include an experimental group and a control group. The control group is what the experimental group is compared against.

Scientific Theories and Laws

The scientific method and science in general can be frustrating. A theory is almost never proven. A few theories do become scientific laws (such as the law of gravity) and laws are generally considered

to be without exception — though in fact even some laws have been modified over time after further testing found discrepancies.

This does not mean theories are not meaningful. For a hypothesis to become a theory, rigorous testing must occur, typically across multiple disciplines by separate groups of scientists. Saying something is "just a theory" is a layman's term that has no relationship to science, because in science, a theory is something that is very well supported by observation and experimentation.

A Brief History of Science

The earliest evidence of science can be found in prehistoric times, from the discovery of fire [http://www.livescience.com/19425-earliest-human-fire.html], invention of the wheel [http://www.livescience.com/6294-town-invention-wheel-revealed.html]   and development of writing. Early tablets contain numerals and information about the solar system [http://www.space.com/56-our-solar-system-facts-formation-and-discovery.html].   Science became decidedly more scientific over time, however.

1200s: Robert Grosseteste develops the framework for the proper methods of modern scientific experimentation, including the principle that an inquiry must be based on measurable evidence that is confirmed through testing.

1400s: Leonardo da Vinci [http://www.livescience.com/39355-leonardo-da-vinci.html] begins his notebooks in pursuit of evidence that the human body is microcosmic. The artist, scientist and mathematician also gathers information about optics and hydrodynamics, but none of his scientific works are ever published.

1500s: Nicolaus Copernicus [http://www.space.com/15684-nicolaus-copernicus.html] advances the understanding of the solar system with his discovery of heliocentrism, the model in which the Earth and planets revolve around the sun, which is the center of the solar system.

1600s: Johannes Kepler [http://www.space.com/15787-johannes-kepler.html] builds upon these observations with his laws of planetary motion. Galileo [http://www.space.com/15589-galileo-galilei.html] improves on a new invention, the telescope, and uses it to study the sun and planets. The 1600s also saw advancements in the study of physics as Isaac Newton [http://www.livescience.com/20296-isaac-newton.html] developed his laws of motion.

1700s: Benjamin Franklin [http://www.livescience.com/549-ben-franklin-quirkiest-ideas.html] discovers that lightning is electrical. He also contributes to the study of oceanography and meteorology. The understanding of chemistry also evolves during this century as Antoine Lavoisier, dubbed the father of modern chemistry, develops the law of conservation of mass.

1800s: Milestones include Alessandro Volta's discoveries regarding electrochemical series, which leads to the invention of the battery. John Dalton also introduces atomic theory, which states that all matter is composed of atoms that combine to form molecules. The basis of modern study of genetics advances as Gregor Mendel [http://www.livescience.com/7537-monk-peas-changed-world.html] unveils his Mendel's laws of inheritance. Later in the century, Wilhelm Conrad Röntgen discovers X-rays. George Ohm's Ohm's law provides the basis for understanding how to harness electrical charges.

1900s: The discoveries of Albert Einstein [http://www.space.com/15524-albert-einstein.html], who is best known for his theory of relativity, dominate the beginning of the 20th century. Einstein's

theory of relativity is actually two separate theories. His special theory of relativity, which he outlined in a 1905 paper, "The Electrodynamics of Moving Bodies," concludes that time must change according to the speed of a moving object *relative* to the frame of reference of an observer. His second theory of general relativity, which he published as "The Foundation of the General Theory of Relativity" in 1916, advances the idea that matter causes space to curve.

Medicine forever changes with the development of the polio vaccine in 1952 by Jonas Salk. The following year, James D. Watson [http://www.livescience.com/40380-james-watson-biography.html] and Francis Crick [http://www.livescience.com/40068-francis-crick.html] discovered the structure of DNA [http://www.livescience.com/37247-dna.html].

2000s: The 21st century sees the first draft of the human genome completed, leading to a greater understanding of DNA and advancing the study of genetics and its role in human biology and as a predictor of diseases and other disorders.

Editor's Recommendations

- Creative Genius: The World's Greatest Minds [http://www.livescience.com/16429-genius-greatest-minds-jobs-einstein-hawking.html]
- 'Just a Theory': 7 Misused Science Words [http://www.livescience.com/28347-most-misused-science-words.html]
- What is a Scientific Hypothesis? | Definition of Hypothesis [http://www.livescience.com/21490-what-is-a-scientific-hypothesis-definition-of-hypothesis.html]

Einstein Adwords

- "Any intelligent fool can make things bigger, more complex, and more violent. It takes a touch of genius — and a lot of courage — to move in the opposite direction."

  "Imagination is more important than knowledge."

-

- "Gravitation is not responsible for people falling in love."

- "I want to know God's thoughts; the rest are details."

- "The hardest thing in the world to understand is the income tax."

- "Reality is merely an illusion, albeit a very persistent one."

- "The only real valuable thing is intuition."

- "A person starts to live when he can live outside himself."

- "I am convinced that He (God) does not play dice."

- "God is subtle but he is not malicious."

- "Weakness of attitude becomes weakness of character."

- "I never think of the future. It comes soon enough."

- "The eternal mystery of the world is its comprehensibility."

- "Sometimes one pays most for the things one gets for nothing."

- "Science without religion is lame. Religion without science is blind."

- "Anyone who has never made a mistake has never tried anything new."

- "Great spirits have often encountered violent opposition from weak minds."

- "Everything should be made as simple as possible, but not simpler."

- "Common sense is the collection of prejudices acquired by age eighteen."

- "Science is a wonderful thing if one does not have to earn one's living at it."

- "The secret to creativity is knowing how to hide your sources."

- "The only thing that interferes with my learning is my education."

- "God does not care about our mathematical difficulties. He integrates empirically."

- "The whole of science is nothing more than a refinement of everyday thinking."

- "Technological progress is like an axe in the hands of a pathological criminal."

- "Peace cannot be kept by force. It can only be achieved by understanding."

- "The most incomprehensible thing about the world is that it is comprehensible."

- "We can't solve problems by using the same kind of thinking we used when we created them."

- "Education is what remains after one has forgotten everything he learned in school."

- "The important thing is not to stop questioning. Curiosity has its own reason for existing."

- "Do not worry about your difficulties in Mathematics. I can assure you mine are still greater."

- "Equations are more important to me, because politics is for the present, but an equation is something for eternity."

- "If A is a success in life, then A equals x plus y plus z. Work is x; y is play; and z is keeping your mouth shut."

- "Two things are infinite: the universe and human stupidity; and I'm not sure about the the universe."

- "As far as the laws of mathematics refer to reality, they are not certain, as far as they are certain, they do not refer to reality."

- "Whoever undertakes to set himself up as a judge of Truth and Knowledge is shipwrecked by the laughter of the gods."

- "I know not with what weapons World War III will be fought, but World War IV will be fought with sticks and stones."

- "In order to form an immaculate member of a flock of sheep one must, above all, be a sheep."

- "The fear of death is the most unjustified of all fears, for there's no risk of accident for someone who's dead."

- "Too many of us look upon Americans as dollar chasers. This is a cruel label, even if it is reiterated thoughtlessly by the Americans themselves."

- "Heroism on command, senseless violence, and all the loathsome nonsense that goes by the name of patriotism — how passionately I hate them!"

- "No, this trick won't work…How on earth are you ever going to explain in terms of chemistry and physics so important a biological phenomenon as first love?"

- "My religion consists of a humble admiration of the illimitable superior spirit who reveals himself in the slight details we are able to perceive with our frail and feeble mind."

- "Yes, we have to divide up our time like that, between our politics and our equations. But to me our equations are far more important, for politics are only a matter of present concern. A mathematical equation stands forever."

- "The release of atom power has changed everything except our way of thinking…the solution to this problem lies in the heart of mankind. If only I had known, I should have become a watchmaker."

- "Great spirits have always found violent opposition from mediocrities. The latter cannot understand it when a man does not thoughtlessly submit to hereditary prejudices but honestly and courageously uses his intelligence."

- "The most beautiful thing we can experience is the mysterious. It is the source of all true art and all science. He to whom this emotion is a stranger, who can no longer pause to wonder and stand rapt in awe, is as good as dead: his eyes are closed."

- "A man's ethical behavior should be based effectually on sympathy, education, and social ties; no religious basis is necessary. Man would indeeded be in a poor way if he had to be restrained by fear of punishment and hope of reward after death."

- "The further the spiritual evolution of mankind advances, the more certain it seems to me that the path to genuine religiosity does not lie through the fear of life, and the fear of death, and blind faith, but through striving after rational knowledge."

- "Now he has departed from this strange world a little ahead of me. That means nothing. People like us, who believe in physics, know that the distinction between past, present, and future is only a stubbornly persistent illusion."

- "You see, wire telegraph is a kind of a very, very long cat. You pull his tail in New York and his head is meowing in Los Angeles. Do you understand this? And radio operates exactly the same way: you send signals here, they receive them there. The only difference is that there is no cat."

- "One had to cram all this stuff into one's mind for the examinations, whether one liked it or not. This coercion had such a deterring effect on me that, after I had passed the final examination, I found the consideration of any scientific problems distasteful to me for an entire year."

- "…one of the strongest motives that lead men to art and science is escape from everyday life with its painful crudity and hopeless dreariness, from the fetters of one's own ever-shifting desires. A finely tempered nature longs to escape from the personal life into the world of objective perception and thought."

- "He who joyfully marches to music rank and file, has already earned my contempt. He has been given a large brain by mistake, since for him the spinal cord would surely suffice. This disgrace to civilization should be done away with at once. Heroism at command, how violently I hate all this, how despicable and ignoble war is; I would rather be torn to shreds than be a part of so base an action. It is my conviction that killing under the cloak of war is nothing but an act of murder."

- "A human being is a part of a whole, called by us _universe_, a part limited in time and space. He experiences himself, his thoughts and feelings as something separated from the rest… a kind of optical delusion of his consciousness. This delusion is a kind of prison for us, restricting us to our personal desires and to affection for a few persons nearest to us. Our task must be to free ourselves from this prison by widening our circle of compassion to embrace all living creatures and the whole of nature in its beauty."

- "Not everything that counts can be counted, and not everything that can be counted counts." (Sign hanging in Einstein's office at Princeton)

CHAPTER 7

Purpose

Search engine optimization done right requires a well thought out strategy, relevant content and consistent effort. Is it rocket science? No. Is it easy? Absolutely not. The key to success is focusing on the business goals. If the goals are clear and the potential upside to a successful online marketing effort is quantified, then you can build a marketing strategy that is optimized for ROI. Building relevant traffic will result in more conversions – however your business defines conversion. The search engines (and the people behind them) are trying to make search results as relevant as possible. Although there are some proven tools of the trade, there are no silver bullets, and tricks of the trade are simply that – tricks and do not to work long term. Basically, your online marketing strategy should be one of relevance. Your site's relevance should really be developed at the page level, as each of your pages should have a single purpose.

How to improve your site's relevance?

Content. Yes, content is still king… at least a prince. Solid content drives good inbound links to your site and quality inbound links are a vote of confidence that the search engines tally. Remember,

you can have the best content on the web but if you don't promote it, no one will know… including the search engines.

Keywords.   Already have a list of 2,790 keywords you are optimizing for? Don't kid yourself, the 80/20 rule absolutely applies here (or, in some cases, 95/5 rule). Much has been written on developing a target list of keywords. Work with your online marketing firm or use some of the tools such as WordTracker or Google Keyword Tool.

Anchor text. When links to your site use anchor text that is relevant (in your list of targeted keywords), the search engines read this text as pointers to relevant content. The more certain terms are used as links to your site, the more important your page becomes in the search results for those terms. Again, not rocket science but, all too often, we find inbound links using terms that lack any relevance to the page's purpose.

Promotion within your niche. Blogs, associations, schools, networking groups and directories. Think about all the players in your industry. How can your site contribute to their efforts? Is there an opportunity to provide some content to a trusted industry site that would result in a link back to your site? This targeted approach pays off in a big way in online marketing. These are some strategies that simply don't change with changes in the search algorithms. Stay true to the goal of becoming relevant in your niche and, in the long run, you will be pleased with the results.

Research (Do your homework…)

It all begins with words typed into a search box.

Keyword research is one of the most important, valuable, and high return activities in the search marketing field. Ranking for the "right" keywords can make or break your website. Through the detective work of puzzling out your market's keyword demand, you not only learn which terms and phrases to target with SEO, but also learn more about your customers as a whole.

It's not always about getting visitors to your site, **but about getting the right kind of visitors**. The usefulness of this intelligence cannot be overstated - with keyword research you can predict shifts in demand, respond to changing market conditions and produce the products, services, and content that web searchers are already actively seeking. In the history of marketing, there has never been such a low barrier to entry in understanding the motivations of consumers in virtually every niche.

How much is a keyword worth to your website? If you own an online shoe store, do you make more sales from visitors searching for "brown shoes" or "black boots?" The keywords visitors type

into search engines are often available to webmasters, and keyword research tools allow us to find this information. However, those tools cannot show us directly how valuable it is to receive traffic from those searches. To understand the value of a keyword, we need to understand our own websites, make some hypotheses, test, and repeat - the classic web marketing formula.

A basic process for assessing a keyword's value: Ask yourself…

Is the keyword relevant to your website's content? Will searchers find what they are looking for on your site when they search using these keywords? Will they be happy with what they find? Will this traffic result in financial rewards or other organizational goals? If the answer to all of these questions is a clear "Yes!", proceed…

Search for the term/phrase in the major engines

Understanding which websites already rank for your keyword gives you valuable insight into the competition, and also how hard it will be to rank for the given term. Are there search advertisements running along the top and right-hand side of the organic results? Typically, many search ads means a high value keyword, and multiple search ads above the organic results often means a highly lucrative and directly conversion-prone keyword.

Buy a sample campaign for the keyword at Google AdWords and/ or Bing Adcenter .

If your website doesn't rank for the keyword, you can nonetheless buy "test" traffic to see how well it converts. InGoogle Adwords [http://adwords.google.com/], choose "exact match" and point the traffic to the relevant page on your website. Track impressions and conversion rate over the course of at least 2-300 clicks.

Using the data you've collected, determine the exact value of each keyword.

For example, if your search ad generated 5,000 impressions, of which 100 visitors have come to your site and 3 have converted for total profit (not revenue!) of $300, then a single visitor for that keyword is worth $3 to your business. Those 5,000 impressions in 24 hours could generate a click-through rate of between 18-36% with a #1 ranking (see the Slingshot SEO study [http://moz.com/blog/mission-imposserpble-establishing-clickthrough-rates] for more on potential click-through rates), which would mean 900-1800 visits per day, at $3 each, or between **1-2 million dollars per year**. No wonder businesses love search marketing!

Even the best estimates of value fall flat against the hands-on process of optimizing and calculating ROI. Search Engine Optimization involves constant testing, experimenting and improvement. Remember, even though SEO is typically one of the highest return marketing investments, measuring success is still critical to the process.

Going back to our online shoe store example, it would be great to rank #1 for the keyword "shoes" - or would it?

It's wonderful to deal with keywords that have 5,000 searches a day, or even 500 searches a day, but in reality, these "popular" search terms actually make up less than 30% of the searches performed on the web. The remaining 70% lie in what's called the "long tail" of search. The long tail contains hundreds of millions of unique searches that might be conducted a few times in any given

day, but, when taken together, they comprise the majority of the world's demand for information through search engines.

Another lesson search marketers have learned is that long tail keywords often convert better, because they catch people later in the buying/conversion cycle. A person searching for "shoes" is probably browsing, and not ready to buy. On the other hand, someone searching for "best price on Air Jordan size 12" practically has their wallet out!

Understanding the search demand curve is critical.

Google's AdWords Keyword Tool provides suggested keyword and volume data.

  Resources

Where do we get all of this knowledge about keyword demand and keyword referrals? From research sources like these listed here:

-
- Google Insights for Search [http://www.google.com/insights/search/]
- Google Trends Keyword Demand Prediction [http://www.google.com/trends]
- Microsoft Advertising Intelligence [http://advertising.microsoft.com/small-business/adcenter-downloads/microsoft-advertising-intelligence]
-

Google's AdWords Keyword tool is a common starting point for SEO keyword research. It not only suggests keywords and provides estimated search volume, but also predicts the cost of running paid campaigns for these terms. To determine volume for a particular keyword, be sure to set the Match Type to [Exact] and look under Local Monthly Searches. Remember that these represent total

searches. Depending on your ranking and click-through rate, the actual number of visitors you achieve for these keywords will usually be much lower.

Other sources for keyword information exist, as do tools with more advanced data. The Moz blog category on Keyword Research [http://moz.com/blog/category/3] is an excellent place to start.

What are my chances of success?

In order to know which keywords to target, it's essential to not only understand the **demand** for a given term or phrase, but also the **work required** to achieve those rankings. If big brands take the top 10 results and you're just starting out on the web, the uphill battle for rankings can take years of effort. This is why it's essential to understand keyword difficulty.

YouTube it…Its only the 2nd biggest engine in the world and owned by the 1st. Google…

YouTube it…

You may think of YouTube as simply a place for funny cat videos or somewhere to catch the latest music videos. However, YouTube can be a powerful and effective marketing tool for businesses of all sizes. YouTube is easily accessible, free and reaches an astonishing number of people around the world—so why aren't you taking advantage of it? When used correctly, YouTube is well worth the time and effort because you'll quickly see its positive effects on your business.

How Does YouTube Work?

YouTube is a video sharing site that allows users to watch, upload and even share a range of video content [http://kick-fire.com/video-marketing/]. Google purchased YouTube in 2006, so it is now part of the vast Google social media empire. As of 2013, approximately 1 billion new, unique users visit the YouTube Site every month and just over 80 percent of those visitors are from

outside the United States. Research shows that no television network or cable channel reaches more 18 to 34 year olds than YouTube does, and more than 6 billion hours of video are watched every month on YouTube. It's the second largest search engine and it's definitely worth utilizing in your marketing efforts. *(Source: YouTube.com [http://www.youtube.com/yt/press/statistics.html])*

For businesses, users create a channel, which is a collection of videos about your business or other relevant topics to your customers. Each video is optimized with key words that help others find you, and you can also include links to your other social media accounts. You can integrate the videos you make or share to all your customers by linking to Facebook, Google+ and so forth.

5 YouTube Tips for Businesses

To get the most out of YouTube, here are the top 5 tips for businesses like yours to harness the power of this popular social networking phenomenon.

Tip #1. Create Your Unique Channel

Your YouTube channel shows the world what your business is all about and should enhance the brand you've worked so hard to promote. On YouTube, you can create a customized channel that can include your logo, complimentary colors, links to other social media, SEO keywords [http://kick-fire.com/local-seo/] and even your contact information. Visitors can search your channel's content quickly and easily.

Tip #2. Create Your Videos

You don't have to have a huge video budget to create videos to promote your business on YouTube. Whether you hire a profes-

sional videographer or use one of the many apps or computer camera programs out there, posting videos about who you are and what you offer will get customers interested. Focus on clear, interesting content that will bring value to your customer's lives. Ideas include recording customer testimonials, promoting a new sale, introducing an event you are sponsoring or launching a new product or service. Don't forget to create a "call to action," which invites each viewer to engage with your channel, whether it's leaving a comment, sharing a video or clicking on your website.

Tip #3. Share Your Videos

It's not enough to simply post some videos onto your channel. Because YouTube is a social media network, to make it work best for your business, you need to share your videos with others and engage with others on their channels. Look for channels that compliment your own business, such as industry leaders, how to videos, local charities you support and even keep tabs on competitors.

Tip #4. Cross Promote Your Videos

YouTube makes it very easy to cross promote yourself on various social media [http://kick-fire.com/social-media-marketing/] platforms. For example, if you post a video about the local charity you support, you can post a link to that video on your Facebook page, to your Google+ account, tweet it on Twitter and more. By embedding the video into your other social media outlets, you're passing the content on to a wider range of current and potential customers and providing them with yet another value-added reason to follow what you and your business have to say.

Tip #5. Use YouTube's Easy Analytics Tools

There's no reason you can't figure out how to read and understand the analytical information that YouTube provides each user. Every time you upload a video to your channel, YouTube keeps track of a range of data on viewers, including how they arrived there, demographics of viewers and how many times it's been watched. This data can help you hone in on what kind of content your customers really respond to and where they are coming from to view what you post.

Choose KickFire For Your Social Media Marketing Needs

If you don't have the time, knowledge or resources to set up and maintain a YouTube account or other social media marketing campaign for your business, consider Google Max, a Texas-based marketing and consulting company that will take care of all your needs and help you light up your business.

Facebook + Linkedin = Google Plus | A must for any serious business owner...

I work for a company that specializes in Expert SEO for small businesses. This means that Google runs my life. My email is Google. The company I work for has gmail. Our documents are in Google Drive. Our lives revolve around keeping up with Google algorithm changes and Google+ Local's latest and greatest ideas affecting our clients. Because we focus a lot on Google SEO, I often find myself explaining to our clients why their presence on Google+ is so important. People outside the industry tend to think it's just another social network (and one that no one is using). The truth is, whether the network is popular or not, Google loves it when you play in their sandbox. Investing even a little bit of time and energy into your business page on Google+ can mean improved local search visibility, especially for a small to medium-sized business. With search engine algorithms constantly evolving and becoming more intertwined with social media, the lines denoting where SEO stops and social begins are becoming blurrier by the day.

Read more below about what makes Google+ worth a slot in your business or non-profit's social media strategy for 2014.

Google Search Visibility

Anyone who has something to sell would be crazy to pass up an opportunity to get their brand in front of qualified leads, right? Search engine optimization is all about getting your website found by your potential customers, and Google's got the majority of the market share when it comes to search. Each post has a unique URL and when the content generates interaction, can potentially rank in search results! Google's also moving toward integrating social and more visually engaging information. Hashtag searches on Google integrate recent Google+ posts that utilize that hashtag!

Google+ Factors In Local Carousel Results

Many people have noticed the "Local Carousel" appearing in local search results of late. Mike Blumenthal, local search optimization expert, compiled a list of keywords that trigger Google to display the carousel in search results. The carousel has impacted search traffic for many websites. Ranking factors for the carousel are quite different from organic search results. Search Engine Journal reported that Google considers its own factors, such as the number of +1s on the Google+ Business Page, to be most influential in determining ranking order. Similarly, a study done by Digital Marketing Works (DMW) last year concluded that "the quality and quantity of Google reviews are the single most important variable determining inclusion and ranking" in the local carousel. From a searcher's perspective, other activity on the Google+ Business Page can contribute to click-through factors in the carousel. Photos and reviews can impact the way a Google+ Page looks when it shows up in the carousel. (A Google+ Page needs around 4 reviews in order to get those fancy stars to show.) User uploaded photos also tend to display in the carousel, which indicates that pages with which users are interacting and engaging are treated a little better!

Google+ Local Carousel in Search Results Authorship and Publisher Markup Authorship

Publisher markup can increase your reach on search engines now that semantic markup has been adopted by the major search engines. Authorship Google+ Pages and personal profiles can be connected with a website to generate even greater reach on search engines using Publisher and Authorship markup, respectively. As a result, your headshot and Google+ profile stats can show in the search engine results page (SERP) when content you've authored ranks!

Google Authorship in Search Results

Google+ Authorship connects a Google+ personal profile to an individual webpage, blog post or article. It's great for gaining exposure and building a personal brand, especially if you're in an industry that makes you the face of your business. You should consider creating a Google+ profile for yourself and connecting it to quality content you write or distribute online, especially if you are a: Doctor, Lawyer, Realtor or Insurance agent. Consultant Connecting authorship with the content on your entire site is not as valuable as using your authorship on quality content you contribute to other websites or your own blog. Google recently purged its algorithm to limit the amount of times authorship snippets showed in the SERPs.

Publisher Google+

Publisher connects a Google+ Local page to your website. People searching Google for your business name or other brand signals will be greeted with a "Knowledge Graph" of information pulled from Google+ about your business.

Google+ Publisher Markup Knowledge Graph

When Publisher is implemented correctly, branded searches may show your visual branding, the number of Google+ followers you have, recent Google+ posts and even reviews. If a page does not actively post content to their page, you may see competitors listed at the bottom of the knowledge graph. All the more reason to keep posting and edge out the competition!

Integration With Other Platforms

Integrating with other platforms like YouTube and Gmail is another great way to get exposure via Google+. YouTube processing over 3 billion searches a month, YouTube became the second largest search engine in the world in 2013 — and I'm sure you've heard that Google also owns YouTube. Creating a channel on YouTube now means you have a Google account, whether you like it or not! Search and social experts will tell you it's best practice to have all of your Google networks (YouTube, Google+ Local or Business and Google+ Author Profile) all in the same Google Account to increase trust. If you have videos on YouTube and aren't yet on Google+, seize the day! Connecting the two helps ensure your videos are predominantly featured on Google+ and vice versa.

Gmail

Something I've actually never noticed until recently (seriously? I live in Gmail, how is that possible?) is Google+ integration in Gmail! When I received an email from HootSuite, the cute little owl caught my eye to the right! Google+ pages are now integrated into Gmail, including a follow button and recent posts.

Gmail/GooglePlus Integration

Quick & Easy Tips For Google+ Business Newcomers

- Design cover photos with responsive design in mind! Without the proper design elements and dimensions in mind, cover photos can look funky due to Google's responsive design on Google+ pages.
- Use hashtags in your posts when you've got a buzzworthy topic! Google+ will also automatically include hashtags when appropriate, so think about keywords when writing your content and updates.
- Encourage reviews from your customers on Google+. Reviews increase the authority of your Google+ page and increase the likelihood of ranking well in the local search carousel.
- Unlike Facebook, Google+ allows you to upload animated GIFs. If your audience is into that kind of stuff, do it!
- Stay active and add influential people and pages to your circles. +1 and comment on other people's and pages' content on Google+ and often they will reciprocate. The more activity and engagement you receive on your content, the more cumulative +1s you receive, and the better Google treats you in search results!
- Make sure to connect your page with your website. If you make it easy for people to know you're on Google+ and connect with you, the +1s will come!

Gravity, Google & Sir Isaac Newton

1: "If I have made any valuable discoveries, it has been owing more to patient attention than to any other talent."

- Isaac Newton

2: "I do not know what I may appear to the world, but to myself I seem to have been only a boy playing on the sea-shore, and diverting myself in now and then finding a smoother pebble or a prettier shell than ordinary, whilst the great ocean of truth lay all undiscovered before me."

- Isaac Newton

3: **"Build more bridges and less walls…"**

- Isaac Newton

4: "Yet one thing secures us what ever betide, the scriptures assures us the Lord will provide."

- Isaac Newton

5: "No great discovery was ever made without a bold guess."

- Isaac Newton

6:   "To me there has never been a higher source of earthly honour or distinction than that connected with advances in science."

- Isaac Newton

7: "To every action there is always opposed an equal reaction."

- Isaac Newton

8: "Tact is the art of making a point without making an enemy."

- Isaac Newton

9: "Errors are not in the art but in the artificers."

- Isaac Newton

10: "Trials are medicines which our gracious and wise Physician prescribes because we need them; and he proportions the frequency and weight of them to what the case requires. Let us trust his skill and thank him for his prescription."

- Isaac Newton

Consider how these 10 commandments by Sir Isaac Newton relate to gravity, Google, and the scientific method…

Google+Android Devices = The Future

SOCIAL MEDIA MOBILE DEVICE MANIA

In this chapter some of our Google scientists want to point out how social media is re-shaping the web. In the early days of Googles' inception there was no such thing as Facebook, Twitter, Instagram and Google+ Circles, however in recent years the importance of social media in Google ranking factors has become increasingly relevant to search results. Furthermore, we have noticed that the current and most likely the future of social media is bright, in the eyes of Google. Moreover, it will be interesting to see how the Google+ Circles Campaign will be in the near future. Consequently, with the blend of social media sites and mobile devices, our scientists predict an inseparable marriage between social media and mobile devices. It's possible that with the future developments of Google, Google Inc will perform the ceremony. This trend will be very important for SEO consultants and businesses. If your business isn't mobile then you may be left in the past. Mobile devices include all mobile phones, tablets, iphones, ipads, and ipods. We service the entire United States and International businesses.

SEO Company, SEO Service, and SEO Consultant.

June 15, 2014 Google Science SEO Firm

CHAPTER 13

Google Analytics + Conversion Results

1. Sign up for a Google Analytics account

Google Analytics is one of the best website management tools [http://www.businessnewsdaily.com/6027-how-to-use-google-analytics.html] a small business can have in its arsenal. It's a robust Web analytics and reporting tool that can provide key insights into how your website is performing and what you can do to meet your goals. You can track everything from how much traffic your website is getting to where that traffic is coming from and how visitors are behaving. You can even monitor social media activities, track mobile app traffic and integrate other data [http://www.businessnewsdaily.com/6027-how-to-use-google-analytics.html]   sources.   Best of all, Google Analytics is free. Here's how to use Google Analytics for your website.

To use Google Analytics, you will need a Google account [http://www.businessnewsdaily.com/6027-how-to-use-google-analytics.html]. Go to google.com/analytics [http://www.google.com/analytics/]. Click on Sign in or Create an Account on the upper left corner. If you're already signed in, click on Access Google Analytics.

Next, click on the Sign Up button. Choose whether you would like to use the Universal Analytics (beta) or Classic Analytics platform. Classic Analytics is the old version of Google Analytics and has basic features like visitor tracking, even tracking, AdWords integration and advertisement tools. Universal Analytics includes additional features like custom metrics, online/offline data sync, multiplatform tracking and more. Note that Classic Analytics users will eventually be automatically upgraded to Universal Analytics.

Finally, fill in the required information — account name, website name, URL, industry, time zone and data-sharing settings. Click on Get Tracking ID to finish setting up your account.

2. Google Analytics on your website

A tracking code is required to track your website [http://web-hosting-review.toptenreviews.com/?cmpid=ttr-bnd]. You'll be taken directly to the Tracking Code section after setting up your account. The tracking code must be on every page you wish to track. There are several ways to do this:

- Copy and paste the code directly into your website template.
- Create a "analyticstracking.php" file with the code and add <? php include_once("analyticstracking.php") ?> after your template's <body> tag.
- Check your Web host, website builder [http://www.business-newsdaily.com/5108-easiest-website-builders.html] or blog platform for Google Analytics integration. For instance, there are several plug-ins on WordPress that will automatically add the tracking code to every page. Others — such as Blogger and Squarespace [http://www.businessnewsdaily.com/5484-how-to-use-squarespace.html]— require only your Google Analytics Web Property [http://www.businessnewsdaily.com/

6027-how-to-use-google-analytics.html]   ID   or   Account Number, a string of numbers prefixed with the letters UA that identify your website.

3. Start tracking

One of the best things about Google Analytics is that it offers a wide range of metrics that users can customize to fit their needs. All of Google Analytics' features can be accessed and configured from the left sidebar. Here are three features that matter most to small businesses [http://www.businessnewsdaily.com/6027-how-to-use-google-analytics.html].

Organic Search Sources

This is where you'll find which search terms visitors are using that led them to your website. Google Analytics automatically scans more than 20 major search engines, such as Bing, Yahoo, MSN, AOL and, of course, all of Google's properties. It also includes searches from international search engines like Baidu, as well as searches from websites like CNN and About.com.

Organic Search Sources is accessible under the Traffic Info section. Here, you can add other search engines not currently on Google Analytics' default list. You can also sort search engines, as data is based on how search engines appear in your settings.

Custom Definitions

This section consists of three parts: Custom Dimensions, Custom Metrics and Custom Data Sources. This is where you can configure metrics based on your own categories that are not included in the default settings. For instance, if you own an online store [http://www.businessnewsdaily.com/5968-ecommerce-solu-tions.html], this section allows you to track traffic based on things

such as size, color and product SKUs. You can also integrate external data sources, such as your customer relationship management (CRM) software [http://www.businessnewsdaily.com/6027-how-to-use-google-analytics.html]. Just click on the New Custom Dimensions, New Custom Metrics or New Custom Data Sources to get started.

Social Settings

It's not enough to simply run a social media marketing [http://www.businessnewsdaily.com/5782-social-media-mar-keting.html] campaign. It's imperative that you track your results, too. Google Analytics can help by integrating social media into your tracking metrics. Although you can't add your Google Analytics tracking code to your social media accounts, what you can do is add them under Social Settings. For instance, if you own a YouTube channel, you can track activities by adding your account using your YouTube URL.

4. Add users

Want other members of your team to be able to view your Google Analytics account? All you'll need are their email [http://www.businessnewsdaily.com/6027-how-to-use-google-ana-lytics.html] addresses. Go to the User Management section, add them, and set permissions. You can limit users to reading and analyzing traffic, or give them admin-level access to do things like edit your settings. Adding users also makes it easy to present reports and collaborate.

Studying Larry Page

Larry Page

Scientist | Inventor | Business Man

Nationality: American

Born On: 26 March 1973 AD

Zodiac Sign: Aries

Born In: Lansing, Michigan, U.S.

Father: Carl Page

Mother: Gloria

Siblings: Carl Victor Page, Jr.

Spouse: Lucinda Southworth

Education: East Lansing High School (1987 – 1991), Montessori Radmoor (1975 – 1979), Stanford University, University of Michigan

Founder/Co-Founder: Google Company Name

Discoveries / Inventions: Google Search Engine

Awards: 2004 - Marconi Foundation Prize
1999 - Technical Excellence Award
2000 - Webby Award & a People's Voice Award

Larry Page, born as Lawrence Page, is an American entrepreneur and computer scientist who, along with Sergey Brin, co-founded Google Inc., the search engine giant that offers a wide range of internet products and services. Google began as an online search firm and gradually expanded its operations to other internet related areas. As the son of computer professionals, Page's fascination with computers began at an early age. As a child, he showed keen interest in technology, business and innovation. While studying Computer Science at Stanford University, he met Sergey Brin with whose assistance he created a search engine that returned results based on relevancy. Page and Brin launched the company under the name 'Google Inc' in 1998. They both served as the co-presidents until 2001 when Eric Schmidt was appointed as Chairman and CEO of Google. In 2011, Page officially became the CEO of Google while Schmidt continues to serve as executive chairman. Page is also a member of the Board of Directors of the company. He has an interest in renewable energy technology and philanthropy. Google.org, the philanthropic branch of the company, was set up in 2004. It basically deals with issues of climate change and renewable energy.

Childhood & Early Life

- Larry Page was born to Carl Page and Gloria in Michigan. Both his parents were computer science professors. He was raised without religion.
- His childhood home was full of computers and science magazines, and that increased his fascination for technology at an early age. He was also interested in business and innovation, and by the age of 12 he realized that he wanted to start a company.
- He graduated from East Lansing High School in 1991 and pursued a bachelor's degree in computer engineering from the University of Michigan. Later, he enrolled for his Master of Science in computer science from Stanford University.

Founding and Growth of Google

- During his PhD at Stanford, he met fellow researcher Sergey Brin while working on a research project in 1995. By 1996 they had built a search engine - initially called 'BackRub'. It was operated on Stanford servers for many months.
- Page and Brin decided to incorporate their project as a company. Sun Microsystems co-founder Andy Bechtolsheim played a major role in financing the company as he wrote a check for $100,000 to the entity that had not even come into existence as yet.
- In September 1998, the project, now renamed as 'Google', was officially incorporated as a company. Eric Schmidt was appointed as the CEO in 2001 while Page and Brin became the presidents of products and technology, respectively.
- In 2004, Google launched Orkut, a social networking site, and introduced Google Desktop search. The same year, Google held its Initial Public Offering (IPO) which made Page and Brin millionaires. The philanthropic wing of Google, Google.org was formed to contribute towards social issues and causes.
- The year 2005 was quite productive for Google. Google Maps, Blogger Mobile, Google Reader, and iGoogle were released that

year. The next year, Google acquired Youtube and introduced the chat feature in Gmail.

- Google entered into a partnership with China Mobile and Salesforce.com in 2007. The company also signed partnerships to make Google Apps for Education freely available to thousands of students in Kenya and Rwanda.
- In 2008, Google launched Google Sites and a new version of Google Earth. Google Health, a personal health information centralization service, was also released in the same year, but the service was discontinued in 2011 when it was unable to achieve the desired impact.

- Picasa for Mac was launched in January 2009 followed by Google Latitude and the latest version of Google Earth. Google Ventures, a venture capital fund for supporting new technology companies, was also introduced the same year.
- In 2010, Google acquired Aardvark and Picnik. The Google Apps Marketplace, a new online store for integrated business applications, was launched to enable customers to easily manage cloud applications.

- In January 2011, Larry Page was made the CEO. Eric Schmidt, the former CEO, continues to serve the company as Executive Chairman. Google acquired Admeld and Zagat with a view to provide improvised services to its clients.

Major Works

- Larry Page's biggest work is the formation of Google. Google, founded in 1998, is world's leading search engine, serving millions of users worldwide. Besides search, Google offers many other products and services like Gmail, Blogger, Google Maps, Picasa etc.

- The charitable arm of the company, Google.org, was formed in 2004. The organization is dedicated to finding technological solutions to help address global challenges like hunger and poverty.

Awards & Achievements

- In 2002, Page and Brin were named in the MIT Technology Review TR100 for being among the top 100 innovators in the world under the age of 35.

- The World Economic Forum named Page as a Global Leader for Tomorrow in 2002.

- Page and Brin received the prestigious Marconi Foundation Prize (2004) which is given to honour significant contributions in science and technology. They were also elected Fellow of the Marconi Foundation at Columbia University.

Personal Life & Legacy

- Larry Page married Lucinda Southworth, a research scientist, in 2007. They have one child.

Trivia

- His wife is the sister of actress and model Carrie Southworth.
- Even though he enrolled for a PhD in Stanford University, he could not complete it because of his business ventures.
- His brother Carl Page Jr. is also an internet entrepreneur.

The John Mitchell Story

J ohn Mitchell was a master of imagination in Einsteins words. You too must be able to master your imagination and see the invisible star. You must be able to see that with our coaching you can buy a domain for .99 cents and sell it for $30.8m, like priva-tejet.com.

John Mitchell discovered black holes and was the 1st scientist to realize that the black space we see at night is actually a black star. That's right, a black star millions of times bigger than our sun with rays so bright that they appear to be black.

A black hole is a volume of space where gravity is so strong that nothing, not even light, can escape from it. This astonishing idea was first announced in 1783 by John Mitchell, an English country person. Although he was one of the most brilliant and original sci-entists of his time, Mitchell remains virtually unknown today, in part because he was a black man.

Mitchell was born in 1724 and studied at Cambridge University, where he later taught Hebrew, Greek, mathematics, and geology. No portrait of Mitchell exists, but he was described as "a little

short man, of black complexion, and fat." He became rector of Thornhill, near Leeds, where he did most of his important work. Mitchell had numerous scientific visitors at Leeds, including Benjamin Franklin, the chemist Joseph Priestley (who discovered oxygen), and the physicist Henry Cavendish (who discovered hydrogen).

The range of his scientific achievements is impressive. In 1750, Mitchell showed that the magnetic force exerted by each pole of a magnet decreases with the square of the distance. After the catastrophic Lisbon earthquake of 1755, he wrote a book that helped establish seismology as a science. Mitchell suggested that earthquakes spread out as waves through the solid Earth and are related to the offsets in geological strata now called faults. This work earned him election in 1760 to the Royal Society, an organization of leading scientists.

Mitchell conceived the experiment and built the apparatus to measure the force of gravity between two objects of known mass. Cavendish, who actually carried out the experiment after Mitchell's death, gave him full credit for the idea. The measurement yields a fundamental physical quantity called the gravitational constant, which calibrates the absolute strength of the force of gravity everywhere in the universe. Using the measured value of the constant, Cavendish was able for the first time to calculate the mass and the average density of the Earth.

Mitchell was also the first to apply the new mathematics of statistics to astronomy. By studying how the stars are distributed on the sky, he showed that many more stars appear as pairs or groups than could be accounted for by random alignments. He argued that these were real systems of double or multiple stars bound together by their mutual gravity. This was the first evidence for the existence of physical associations of stars.

But perhaps Mitchell's most far-sighted accomplishment was to imagine the existence of black holes. The idea came to him in 1783 while considering a hypothetical method to determine the mass of a star. Mitchell accepted Newton's theory that light consists of small material particles. He reasoned that such particles, emerging from the surface of a star, would have their speed reduced by the star's gravitational pull, just like projectiles fired upward from the Earth. By measuring the reduction in the speed of the light from a given star, he thought it might be possible to calculate the star's mass.

Mitchell asked himself how large this effect could be. He knew that any projectile must move faster than a certain critical speed to escape from a star's gravitational embrace. This "escape velocity" depends only on the size and mass of the star. What would happen if a star's gravity were so strong that its escape velocity exceeded the speed of light? Mitchell realized that the light would have to fall back to the surface. He knew the approximate speed of light, which Ole Roemer [http://www.amnh.org/education/resources/rfl/web/essaybooks/cosmic/p_roemer.html] had found in the previous century. So it was easy for Mitchell to calculate that the escape velocity would exceed the speed of light on a star more than 500 times the size of the Sun, assuming the same average density. Light cannot escape from such a body, which would, therefore, be invisible to the outside world. Today we would call it a black hole.

Mitchell got the right answer, although he was wrong about one point. We now know, from Einstein's relativity theory of 1905, that light moves through space at a constant speed, regardless of the local strength of gravity. So Mitchell's proposal to find the mass of a star by measuring the speed of its light would not have worked. But he was correct in pointing out that any object must be invisible if its escape velocity exceeds the speed of light. This concept was so far ahead of its time that it made little impression.

The idea of black holes was rediscovered in 1916, after Einstein published his theory of gravity. Karl Schwarzschild then solved Einstein's equations for the case of a black hole, which he envisioned as a spherical volume of warped space surrounding a concentrated mass and completely invisible to the outside world. Work by Robert Oppenheimer and others then led to the idea that such an object might be formed by the collapse of a massive star. The term "black hole" was itself coined in 1968 by the Princeton physicist John Wheeler, who worked out further details of a black hole's properties.

The most common black holes are probably formed by the collapse of massive stars. Larger black holes are thought to be formed by the sudden collapse or gradual accretion of the mass of millions or billions of stars. Most galaxies, including our own Milky Way, probably contain such supermassive black holes at their centers.

Astrophysical theory allows black holes to come in many sizes, and the size of a black hole is simply proportional to its mass. Thus, a black hole with the mass of the Earth would be about an inch across, one with the mass of the Sun would be a few miles across, and one with the total mass of the Milky Way Galaxy would be about a light-year across. The larger a black hole, the lower its average density, and it is conceivable that our entire observable universe is a supermassive black hole within a larger universe.

Mitchell suggested that we might detect invisible black holes if some of them had luminous stars revolving around them. In fact, this is one method used by astronomers today to infer the existence of black holes. We have observed numerous systems in which matter, whether gas clouds or entire stars, is moving so fast that only the concentrated mass of a black hole could be responsible for it.

While black holes strongly influence the space immediately around them, the notion that they behave like cosmic vacuum cleaners, sweeping up everything in the neighborhood, is a popular fallacy. If the Sun were somehow collapsed to form a black hole, the orbital motion of the planets would be unaffected. The central mass would remain the same, so the planets would feel the same gravity as before. What distinguishes a stellar black ho le is its very small size and high density. This allows other bodies to get very close to the center of mass, where the gravity is extremely intense. But it does not increase the pull of gravity far away from the mass.

When John Mitchell conceived of black holes in 1783, very few scientists in the world were mentally equipped to understand what he was talking about. It is not surprising that the concept sank into complete obscurity and had to be rediscovered in the twentieth century.

CHAPTER 16

Website Real Estate

A website can be a simple thing to set up, but picking a name for your page or for your business can be tricky if you're doing it based on web addresses that haven't been claimed already.

It's no surprise then that all of the best, usually single word, domains are already taken – but how much do people pay for them?

Now, I know what you might be thinking, and no Sex.com isn't the most expensive sale in this list, although it does feature pretty high up. What is? Read on to find out.

We've tried to keep the sale values accurate, and as such, haven't included the sale of domains like Yellowpages.com (which went for over $100 million) and Insure.com (at $16 million) but also included other assets.

Interesting other additions that nearly made the list included Israel.com, which had been rumored to have been sold for $5.88 million in June 2008, but the sale apparently fell through [http://domainnamewire.com/2008/06/02/israelcom-has-not-sold/]. One

of the conditions of the sale was that the new owner would be pro-Israel.

Here are the Top 15 Most Expensive Domains

15 & 14. Korea.com and SEO.com

Korea.com [http://www.korea.com/] is the most expensive national domain on the list, and was purchased in January 2000 for *$5m.* SEO.com [http://www.seo.com/] on the other hand was purchased for [http://adsensehut.crazenut.com/seocom-was-sold-for-5-million.php] the same amount by the venture capitalist firm WashingtonVC [http://www.washingtonvc.com/] in 2007.

13. Toys.com

Toys.com [http://toys.com/] was snapped up [http://news.domain-monster.com/toys-domain-sold/] by the childrens toy retailer ToysRUS in March 2009 for *$5.1 million.* A lot of money by most measures, but not even enough to get it into our top 10.

11 & 12. Casino.com and Slots.com

Though years apart and with completely different purchasers, the Casino.com [http://www.casino.com/]and Slots.com [http://www.slots.com/] domains both managed to fetch *$5.5 million* a-piece when they were sold in 2003 and 2010, respectively.

10. Beer.com

Beer.com [http://www.beer.com/] sold in 2004 for *$7 million* to Thought Convergence [http://www.thoughtconvergence.com/] but if you were hoping to pay it a visit for some hoppy entertainment, disappointment awaits. Today the site is nothing but a blank page.

9 & 8. Business.com and Diamond.com

Business.com [http://www.business.com/] and Diamond.com [http://www.diamond.com/] are the ninth and eighth most expensive domain name sales, with both reaching a not insubstantial *$7.5 million* asking price.

7. Fb.com

Fb.com [http://thenextweb.com/shareables/2013/08/13/15-of-the-most-expensive-domains-of-all-time/www.fb.com] was snapped up by the ever-growing social networking monster that is Facebook in 2010 for *$8.5 million.* Well, you do have to protect the most obvious contraction of your businesses name, don't you? You can guess where it points now, but it's also used as the domain for Facebook employee email addresses as "@facebook.com" addresses are available to the public.

6. Porn.com

You can probably take a good guess at what you might find on Porn.com, and that fact alone is precisely why it fetched a whopping *$9.5 million* when it sold in 2007.

5. Fund.com

Perhaps less familiar than some of the others on this list, Fund.com [http://fund.com/] is reportedly [http://en.wikipedia.org/wiki/Fund.com]a site for a (surprise, surprise) financial services company. However, at the time of writing, there's nothing at the Fund.com address, which makes it *$9.99 million* well-spent in 2008.

4. Hotels.com

Hotels.com [http://www.hotels.com/] was bought for "around" *$11 million* in 2001; it seems the new owner couldn't recall the exact price he had paid for it in an interview with the BBC [http://news.bbc.co.uk/today/hi/today/newsid_9765000/9765923.stm]. Easily done, though, eh. A million here, a million there.

3. Sex.com

Quite unsurprisingly, Sex.com is well-known for being one of the most expensive domain name purchases of all time, and given how much traffic searches around the term drives, it's little surprise.

Most recently sold in 2010, Sex.com reached a cool *$13 million* according to data supplied by the domain name marketplace Sedo [http://sedo.co.uk/uk/home/welcome/].

2. PrivateJet.com

PrivateJet.com [http://www.privatejet.com/] came close to being the most expensive sale of all time, but was pipped at the post by a cool $5m or so. How expensive exactly was PrivateJet.com when it was sold in 2012? Very, *at $30.18m [http://www.prweb.com/releases/2012/2/prweb9204576.htm]*.

1. VacationRentals.com

The most expensive sale, however, actually wasn't for a gambling or porn site. Instead, it was the purchase of VacationRentals.com [http://www.vacationrentals.com/] in 2007 for a cool*$35m*. Even more incredible than the price was from new owner Brian Sharples, founder of HomeAway [http://www.homeaway.co.uk/], that he had bought the domain to stop Expedia from getting it.

Website Brokers 1 (800) 497-1020

Know Your Competition (The Art Of War)

Business is war and the competition is the enemy—right? Wrong. Though competition is a fundamental aspect of being in business, savvy entrepreneurs know that viewing competitors exclusively as adversaries is shortsighted and potentially damaging. A better strategy is to build alliances with your competitors and let them help you become better and stronger. Here's how:

Know who your competitors are. This sounds basic, but it's a mistake many business owners and salespeople make. If you have a retail store, your competitors are obviously other retailers who sell similar merchandise (both online and brick-and-mortar). But that's not all. You're also competing with the businesses that are meeting the needs of your customers with products and services you don't offer and haven't thought about offering, and the businesses that might make your products obsolete. You need to know who all your competitors are—not just the obvious ones, but the ones flying under the radar as well.

Find out everything you can about the competition. Don't get blindsided; pay attention to anything your competitors do. Set up intelligence files for each competitor. Look for articles about them in

trade journals, newspapers and magazines. Study their websites. Use programs like Google Alerts [http://www.google.com/alerts] to track what's said about them online. If possible and practical, shop them secretly on a regular basis to observe their operations firsthand.

Develop relationships with your competitors. Once you've researched your competitors, reach out to them. Join industry and business networking associations so and get to know the people who own and work for competing companies as individuals. You never know where those relationships might lead.

Be prepared to cooperate and collaborate when necessary. If something is going to have a strongly positive or negative impact on your industry, reach out to your competitors so you can join forces and take appropriate action. For example, you may want to unite to oppose or endorse pending legislation that could affect your companies.

Depending on your particular business, you may also find that competitors can serve as backup resources. For example, you might get an order that's too big for you to fill alone. If you have excellent, reciprocal relationships in place, you might be able to outsource part of the work to a competitor. Or if a competitor suffers a disaster of some sort that prevents that company from serving its customers, you can step in and help out. Not only is that good business; it's also the right thing to do.

Let your competitors make you better. When a competitor is beating you, do your best to figure out why—but don't use that as an excuse to accept defeat. Once you understand what your rival is doing that the market prefers, figure out what you could change to make you even more attractive than the competition. Don't simply copy everything your competitors do; take their best ideas, test them for effectiveness and improve on them.

Resist the urge to compete on price. It's tempting to cut prices to gain market share, but it's a strategy that doesn't work in the long run. There will always be a cheaper product, trying to undercut every competitor is a race to the bottom. Instead, focus on providing greater value.

- If you're not convinced holding firm on price is the way to go consider the arguments of " Get Past the 'Budget' Roadblock [http://www.entrepreneur.com/sales/closingthesale/ article203872.html] ."

Be prepared for the competition to play dirty. Fair competition is great; It forces everyone to give it his or her best. But all competitors don't play fair. There are always people who think that the best way to build their company up is by tearing others down or cheating in some way. When that happens, a fitting action in response is necessary. Don't delay legal action if it's appropriate.

The internet is a common place to find competitors pulling dirty tricks. Monitor what's said about you online and have a proactive online reputation-management plan in place in case you become the target of an internet attack.

- Keep your brand and reputation under control with, " Are you Losing Control of Your Brand Online? [http://www.entrepreneur.com/marketing/branding/webbrandingcolumniststarrhall/ article203876.html] "

Competition is a natural part of being in business in a capitalist economy. You must be vigilant if you are to maintain and grow your market share, so let that work to your advantage. Your best competitive tactic comes from Sun Tzu, a Chinese general and military strategist from around 400 B.C. Tzu said, "Keep your friends close and your enemies closer"—and if you happen to turn an enemy into a friend, all the better.

Hudsons' Target

SEO Expert, Alex Hudson of http://www.Googlemax.net [http://www.googlemax.net/] is confident that his plan to optimize over 1200 American businesses in 2014 will have a dramatic impact on local, state, and federal tax rolls and more importantly, local citizens. Optimized businesses in the United States, simply means an optimized future for America, and a possible $1.7 billion dollar increase in traffic and general sales tax.

SEO Experts | Website Positioning | Social Media Marketing

If we want to optimize America, then we have to start with American businesses…Call 1 (800) 497-1020

(PRWEB) March 26, 2014

SEO experts, from http://www.maxsearchpro.com [http://www.maxsearchpro.com/] and http://www.googlemax.net [http://www.googlemax.net/] agree that from the data collected in 2013 that less than 10% of American businesses were optimized on the internet. More importantly it showed that some American businesses do not have a website at all.

This according to Hudson is a shocking statistic. Hudson states, "in my day, if you wanted to find a business you just looked in the Yellow Pages or dialed 411 on the rotary phone." But, this is the year 2014, and when people are searching for businesses they Google it, or Bing it, Yahoo it, Yelp, or Facebook it.

According to Hudson, "if you have been following the Google blog on http://www.googlemax.net [http://www.googlemax.net/] consumers know that http://www.Google.com [http://www.google.com/] owns YouTube and stock in Samsung." People also know that users prefer Android over Apple 3 to 1. If people follow Google they will also find that over 81% of people google something before they buy.

Hudson says essentially, "if your business is not on the web, or your website is not mobile, then you might be left in the past." This is the age of technology. It may be important to blend old fashioned business principles with modern day marketing to achieve the highest conversion ratios and the highest consumer satisfaction.

The numbers illustrate several reasons why America must optimize the businesses in it's own backyard or be overrun by foreign companies that masquerade as American websites . The Governors and Mayors of this great country cannot wave a magic wand and optimize the country. It is the responsibility of every red blooded American business owner to optimize their little piece of the United States. With a combined effort we can put American citizens back to work.

Hudson states that the only way to optimize your business is to create a completely organic visibility campaign online. Then businesses must create compelling content. After, the content is rich and informative then it's time to use social media marketing to gain popularity and white hat link development.

CHAPTER 19

Real Help is Finally Here!

SOCIAL MEDIA + [http://www.googlemax.net/seo-tools.html]**OPTIMIZE** **[http://www.googlemax.net/seo-tools.html]D WEBSITE =** **MORE CUSTOMERS [http://www.googlemax.net/pricing-1.html]!!**

Call 469.570.2972 Googlemax SEO [http://en.wikipedia.org/wiki/Search_engine_optimization]firm specializes in the max optimization for websites on Google [http://www.google.com/], Yahoo [http://www.yahoo.com/], Bing [http://www.bing.com/], MSN [http://www.msn.com/], SuperPages [http://www.super-pages.com/], YellowPages [http://www.yellowpages.com/], Yelp [http://www.yelp.com/biz/googlemax-seo-dallas-red-oak] and other search engine directories. We also focus on insuring that your business has max visibilty on all mobile devices and GPS systems. With our technologies and seo assistance you can unlock the power of Google [http://www.google.com/]. The SEO Experts.

We offer a 100% no hassle money back guarantee. That's right, pay for performance, not promises. The Search Engine Positioning SEO Dallas Company.

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Includes 3 key word phrases

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Tier 1 Business $999.00

Tier 2 Business $1650.00

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Press Release

SEO Expert announces 100% Money Back Guarantee for 2014. Can Search Engine Optimization Companies help save American business from sudden death, with Google's help?

(PRWEB) March 20, 2014

What is SEO? Search engine optimization, can it save the local economy? And what does website positioning mean? It means that the website is being enhanced with premium content, social media, natural interest and organic connections. Simply stated, SEO is short for "get more traffic and visibility to your business", so you can concentrate on conversion.

*http://en.wikipedia.org/wiki/Search_engine_optimization
Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results. In general, the earlier (or

higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users. SEO may target different kinds of search, including image search, local search, video search, academic search,[1] news search and industry-specific vertical search engines.

As an Internet marketing strategy, SEO considers how search engines work, what people search for, the actual search terms or keywords typed into search engines and which search engines are preferred by their targeted audience. Optimizing a website may involve editing its content, HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines. Promoting a site to increase the number of backlinks, or inbound links, is another SEO tactic.

The plural of the abbreviation SEO can also refer to "search engine optimizers", those who provide SEO services.

How can businesses rebuild the local economies? Well it's not going to be an easy and simple task, but with the concerted effort of local owners and city governments we can optimize America and put the people back to work. It takes millions and billions of dollars to fund cities and agencies. The cities get the majority of the operating capital from the tax role collected from businesses and home owners. Cities also receive monies from employee and employer taxes. But that 's only if the people and businesses are thriving.

Hudson says "it's time to optimize America." It's time to optimize all the American made businesses, and optimize our ability to overcome a historic recession. Google, Bing, Yahoo, Facebook, Yelp, Twitter, and Instagram are the future of business for both digital and brick and mortar store fronts. People don't use the yellow pages and 411 to make buying decisions like the olden days, instead they "Google it."

Less than 10% of businesses on the internet have basic elements correct. In addition, some businesses don't even have a website. Hello people this is 2014. The 1980s called and said they want "your business back." The internet is not a fad, instead its responsible for over 71% of peoples pre-purchase decisions according to Alex Hudson of Googlemax.net..

If businesses look for an SEO expert or company to optimize their business on Google and friends, then there are 5 factors you want to consider according to Forbes.com contributor, the Young Entrepreneur Council. In an article dated July 2012 the YEC states that there are "5 to do's before choosing an SEO company."*
http://www.forbes.com/sites/theyec/2012/07/09/5-to-dos-before-choosing-an-seo-agency-for-your-startup/
If business owners want to get a 90 Day No Hassle 100% Money Back Guarantee, then they need to call 1 (800) 497-1020 or visit http://www.googlemax.net [http://www.googlemax.net/]

Everybody knows, "good service isn't cheap and cheap service isn't good…"

CHAPTER 21

Credits & References

We would like to thank all those that contributed and participated in the development of this book. If you aren't certain that these principles work, then you can just Google it…

For your own self edification.

Special thanks to:

Google.com

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