



OnlineRealEstateSuccess.com

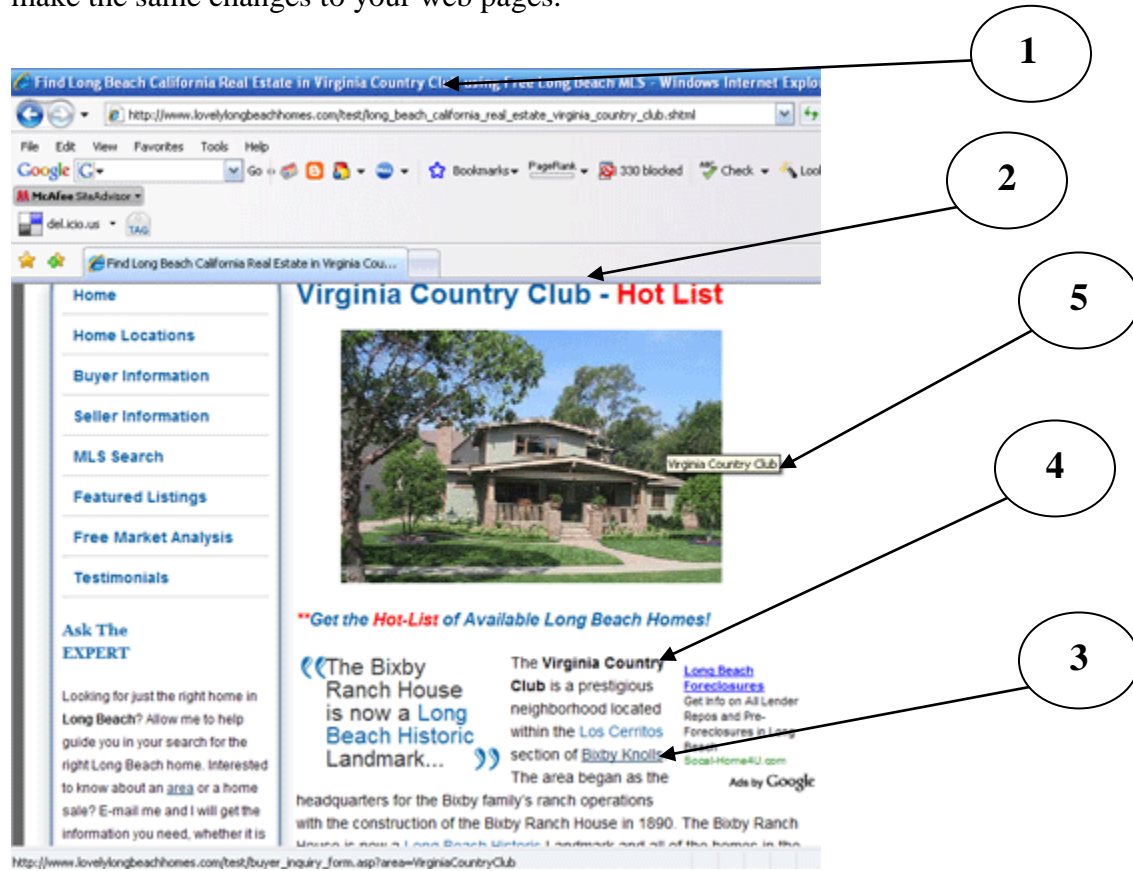
Complete Guide to Search Engine Optimization

By James and Joseph Bridges

Table of Contents

Introduction.....	3
Who are we?	3
How does a search engine work?.....	3
Search Engine Spider or Bot.....	4
Storing Information (Index).....	4
Ranking Websites (Algorithm).....	4
What is search engine optimization (SEO)?	4
Why SEO?	5
Keywords	6
Long Tail Searches vs. Short Tail.....	7
Helping the Search Engines to Understand Your Web Pages	8
Meta Tags.....	12
Keyword Meta Tag	12
Description Meta Tag	12
Submitting to the Search Engines	13
Website Popularity.....	15
Directories.....	16
Websites.....	17
BLOG Links.....	18
Rules of getting people to link to you.....	19
Tools	20
Sitemap	21
Resources	22
SEO Online Information.....	22
Directories.....	22
Check List.....	23

The following is a screen shot of a page that is on one of our websites dedicated to Long Beach homes. We will be breaking down 5 different elements on the page so you can see how you can make the same changes to your web pages.



There are many different elements on a page that we have the opportunity to change. We are going to focus on 5 different page elements that will have the most impact on our results in the search engines.

1. **Page Title** – The page title is not the very first visible area on a webpage that you may be thinking of. The page title is what gets displayed in the top most portion of your web browser when you visit a website. Your page title should be captivating and relate specifically to the content on that page. Now creating a page title may seem trivial but it is one of the biggest ways to improve in the search engines. Here are some guidelines to follow to create powerful page titles: