

# **“Getting Your Web Site to the Top of the Search Engines”**

**with Steve Mertz**  
SEO Teleseminar for SpeakerNet News

## **1. How to determine if your web designer has any idea about SEO**

- A. Have them show you specific examples of their work and how those sites rank in a Google search.
- B. Ask what on-site and off-site techniques they use for SEO. Resource: <http://www.ebasites.com/Crutch>
- C. Ask how important Meta tags are in the SEO process.

## **2. How to figure out what categories you want to dominate**

- A. What 3 categories will make you money?
- B. Where are your competitors?
- C. What are your keywords? Use these resources: <http://www.resultsgenerator.com/> and <http://www.wordtracker.com/index.htm>
- D. How many competitors are in your category? Resource: Customer Service Training
- E. How many back links do the top 5 have? Resource: MSN-link: <http://www.proedgeskills.com/>
- F. How many of their pages are indexed? Resource: Google: site:<http://www.proedgeskills.com/>
- G. Resource: Google-cached.

## **3. Best tools for cracking the Google top 10**

- A. WordPress for Blogs Resource: <http://wordpress.org>
- B. Custom Template
- C. Resource Page

## **4. Optimize your page**

- A. Resource: <http://www.seo4startups.com>
- B. Resource: <http://www.ebasites.com/Crutch>

## **5. Tools to monitor your web sites & blogs**

- A. <http://www.statcounter.com>
- B. <http://www.crazyegg.com>
- C. <http://www.google.com/analytics>
- D. <http://sitemeter.com>

## **5. Page rank**