



Office: (910) 599.3097 Fax: (910) 790.0127 • 2703 Bow Hunter Drive  
Wilmington, NC 28411

ty@perspectiveim.com • www.perspectiveim.com

Handout For MetroMom TeleSummit  
“Optimizing Your Site For Greater Qualified Traffic”

Please visit my blog and **subscribe to it's feed** for many SEO tricks and updates:  
[www.RedVwBus.com](http://www.RedVwBus.com)

- **Content** is still king. Use original content not scraped (No Plagiarism. Google has a filter that detects this) Go to [www.CopyScape.com](http://www.CopyScape.com) to check.
- **Keyword density level** of 2% every 100 words. This means use your keywords, phrase only twice every 100 words, it's that simple! Using it more appears “spammy” and unreadable.
- **Image alt tags** – Do you have images on your site? Do you have keywords describing them in the Alternate tag field?
- **Blogging** – “Quick Power Points For Writing Blog Post's” Go to my blog [www.RedVwBus.com](http://www.RedVwBus.com) and you will find this post.
- **Analytics** – HUGE!!

Top three SEO time-saving tips that will improve your home page ranking

1. **Keyword research** – You need to know what people think, and type!

These tools will help you.

SEOBOOK <http://tools.seobook.com/> FREE!

Google <http://www.google.com/sktool/>

[www.Wordtracker.com](http://www.Wordtracker.com) - \$59 / mo.

Competitors. Make sure you look at your top competitors, what words are they using?

2. **Title tags & Meta Tags** – These are critical to your ranking.

**Title** – No more than 70 characters with spaces, using key phrases, best ones first in the tag.

**Meta Description** – 150-160 characters with spaces. This is a snippet to describe what is on the page.

How do you make changes to these tags? Talk to your web design person, or perhaps learn Dreamweaver. These edits are easy.

How do I know how many characters? Use MS office – Click “Tools” tab, immediately see “Characters w/ spaces.”

3. **Backlinks** - These are sites that link TO YOU. They are a “Vote Of Confidence” and very important for search engines to trust, and rank you. If good sites link to you, then they factor that in. Use [www.backlinkwatch.com/](http://www.backlinkwatch.com/) to see how many links you have, and the text they use to link to you!

**Trade Secret:**

Canonical issues – Take a look at the video (Top right) on my blog <http://www.redvwbus.com/> (Takes care of multiple home pages. This issue appears on 80-90% of sites!