



Search Engine Optimization

A Guide for Businesses



Growing your online income streams

WebSprout
Consulting

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About This Guide

This guide is written to educate Business Owners on the importance of Search Engine Visibility and why we should start using Search Engines to attract targeted visitors to our website to generate sales and leads passively.

I have also included **3 techniques and pointers** that you can use **right away to optimize** your website without any professional help. The 3 techniques illustrated in this guide are some of the important factors that Search Engines (Google, Yahoo and Bing etc) consider when ranking your website.

You can also find a list of official references that are released by the Search Engines stating what can you do to make sure your website does not violate their guidelines.

This guide also concludes with optimization services provided by my company, WebSprout Consulting. Do not hesitate to [contact me](#) if you need more information about our services or Search Engine optimization.

Enjoy the guide!



KC TAN

Internet Business Optimizer,

[Certified Google Web Analytics Professional.](#)

[Founder, WebSprout Consulting](#)



What is Search Engine Optimization (SEO)

Commonly abbreviated as SEO, Search Engine Optimization is a technique performed by Search Engine Specialists to help your website to **rank on Search Engines** so that your **prospects are able to find you**. SEO is also known as Natural / Organic ranking.

It is also important to highlight that SEO is different from PPC (Pay-Per-Click), which is the displaying of your company advertisement on Search Engine results. The following is a screen shot to show the difference between SEO and PPC in a Google Search Results.

The screenshot shows a Google search for 'algebra'. At the top, there are navigation links for 'Web', 'Images', 'Video', 'News', 'Maps', and 'more...'. The search bar contains 'algebra' and a 'Search' button. Below the search bar, it says 'Results 1 - 10 of about 36,400,000 for algebra [definition]. (0.07 seconds)'. The results are divided into two main sections: 'Sponsored Links' and 'Web'. The 'Sponsored Links' section contains two ads, both labeled 'PPC' in large blue letters. The first ad is for 'Algebra for Dummies' from www.mathmadeeasy.com, with the text 'Guaranteed Higher Algebra Grades. A Proven Algebra Tutoring Method.' The second ad is for 'Algebra Homework Help' from www.TutorVista.com, with the text 'K-12 & College Math Tutoring. Algebra Geometry Calc. Free Trial!'. The 'Web' section contains several organic search results, with the word 'ORGANIC SEO' overlaid in large blue letters. The first organic result is 'Algebra Homework Help, Algebra Solvers, Free Math Tutors' from www.algebra.com. The second is 'Algebra help - Online Algebra Help' from www.algebrahelp.com. The third is 'Algebra - Wikipedia' from www.wikipedia.org. The fourth is 'Practical Algebra Lessons' from www.purplemath.com.

Advantages of SEO over PPC



The key advantage of using SEO over PPC is that you **do not have to pay for any clicks** that result from the organic ranking. Search Engines rank pages according to relevancy and if your page has a high organic ranking, you will enjoy free targeted traffic from the search engines regularly.

Things to note: It takes time to see the full effect of SEO. Typical time frame ranges from 3 to 6 months. After this initial period, you will be able to enjoy free high ranking listing.



Why is Search Engine optimization Important?

Targeted Visitors

Search Engine Optimization can bring you highly targeted prospects who are looking for your services or products.

Imagine if you are providing accountancy services to companies and you have engaged a Search Engine specialist to help you rank (on first page) when someone search for 'accountancy services', you will be highly exposed to your target market when they do a search in Search Engines.

SEO is by far the most effective marketing channel as compared to other interruptive marketing channels.

Affordable

Surprisingly, it is not expensive to engage SEO services (at least with WebSprout Consulting!). Someone can pay \$1000 every month for PPC or advertise on newspaper month after month but SEO services is a short-term project that delivers high ranking results (listing in Search Engines).

Most SEO projects require less than \$3,000 in total and no more than 6 months to achieve permanent results.



3 power tips to help you rank faster and higher

1. Is your website indexed by the Search Engines?

The first and foremost thing is that you should check if your website has been indexed by the Search Engines. If your website is not indexed, no matter how you optimize, your website will never be found in the Search Engine listing.

To check, just go to any of the Search Engines, I will use Google as an example. Key in **site:<http://www.websproutconsulting.com/>** into the search box and see if it returns any results. In this example, I am checking if my company website has been indexed by Google. So key in your domain name instead of mine to see if your website is indexed.

[Click here to see how the above example looks like in Google](#). The returned results show that my website is indexed. If you do not see any results returned, then your website is not been indexed. Contact us to find out how we can help you to have your website indexed.



2. Check your web page titles in great details!

The second tip is on your web pages. You must make sure that all your web pages has different page titles – use titles that describe the page. This is important because Search Engines use titles tag a lot to allocate your the relevancy when someone searches something online.

If all your web pages use your company name as the page title, it would be difficult for Search Engine to give you high relevancy for other keywords that you may want to focus.

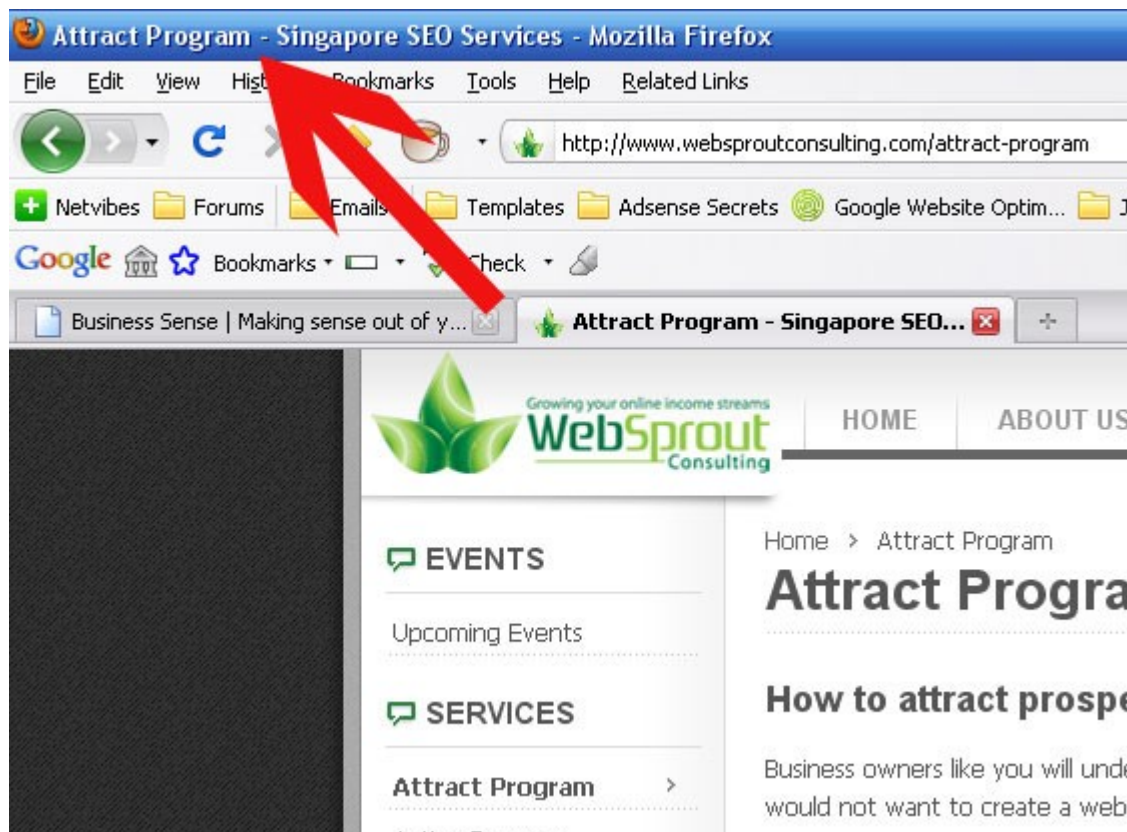


Illustration 1: Use different titles on every web pages in your site



3. Avoid 100% flash driven web design

Till date, Search Engines are still not able to index the content of your flash animations. Hence, if the whole of your website is created using flash, it is not possible for Search Engines to index your website.

Our suggestion is to adopt a semi-flash animation approach. For example, you can have a section of your web page showing the flash animation while other sections still powered by normal HTML and images.

On the 30 Jun 2008, Google announced that they have improved their capability of indexing flash content but there are still several limitations. [Refer to the full update by Google here](#).

The above are the 3 techniques that you can use to improve the ranking of your targeted keywords. You can contact us for a more specialized and complete optimization service.

I have included 5 reasons below why our services are different from other existing optimization companies.



5 reasons to use our Search Engine Optimization services

1) 100% Money Back Guarantee



We are the only Internet Business Optimization company that gives total assurance to all our clients. We do not want a single cent from our customers if we do not show any results.

With our refund policy, if you **did not find any improvements** with the keywords ranking in the **first three months** of optimization, we will **refund you 100%** of the project fee.

2) Fully In-House Knowledge & Expertise



We only deploy fully certified Google Web Analytics Professionals to meet you during the monthly review session. All the Consultants who speak and assist you have been tested and certified through Google's tests.

We do not out-source professional services like Optimization and Web Analytics advice to third parties.



3) Face-to-face Review Session

We arrange **monthly review session** with our client to review and discuss about the progress of the optimization. During this one-hour review, we often helped our client to highlight goals for their web pages so as to better justify other marketing efforts.

4) Beyond Optimization

During the review session as mentioned above, we include details such as the top landing pages, exit pages, website referrals and keywords referrals. We also help you to **set up conversion tracking** so as to measure the effectiveness of your marketing effort.

5) Learn As You Pay



The mission of WebSprout Consulting is to **empower Entrepreneurs** like you with the knowledge of web conversion and the skills of web analytics. It is through our education model that you will learn important skill set that help to maximize the returns for your marketing activities.

At the end of the first three months, you will be able to use simple tools to measure and track the effectiveness of every single advertising channel.



Pricing model

1. Website Tweaking (One-Time)

Every SEO project will start with this tweaking process (optimizing the tags, titles, META description etc) so as to ensure that the Search Engines will index and allocate rankings properly to your site.

This one-time tweaking process will cost \$500 to \$1,500 depending on the website complexity. This fee is refundable if we do not fulfill our criteria under our Money Back Guarantee (Please refer to previous section for more details on this).

2. Optimization Process (Monthly)

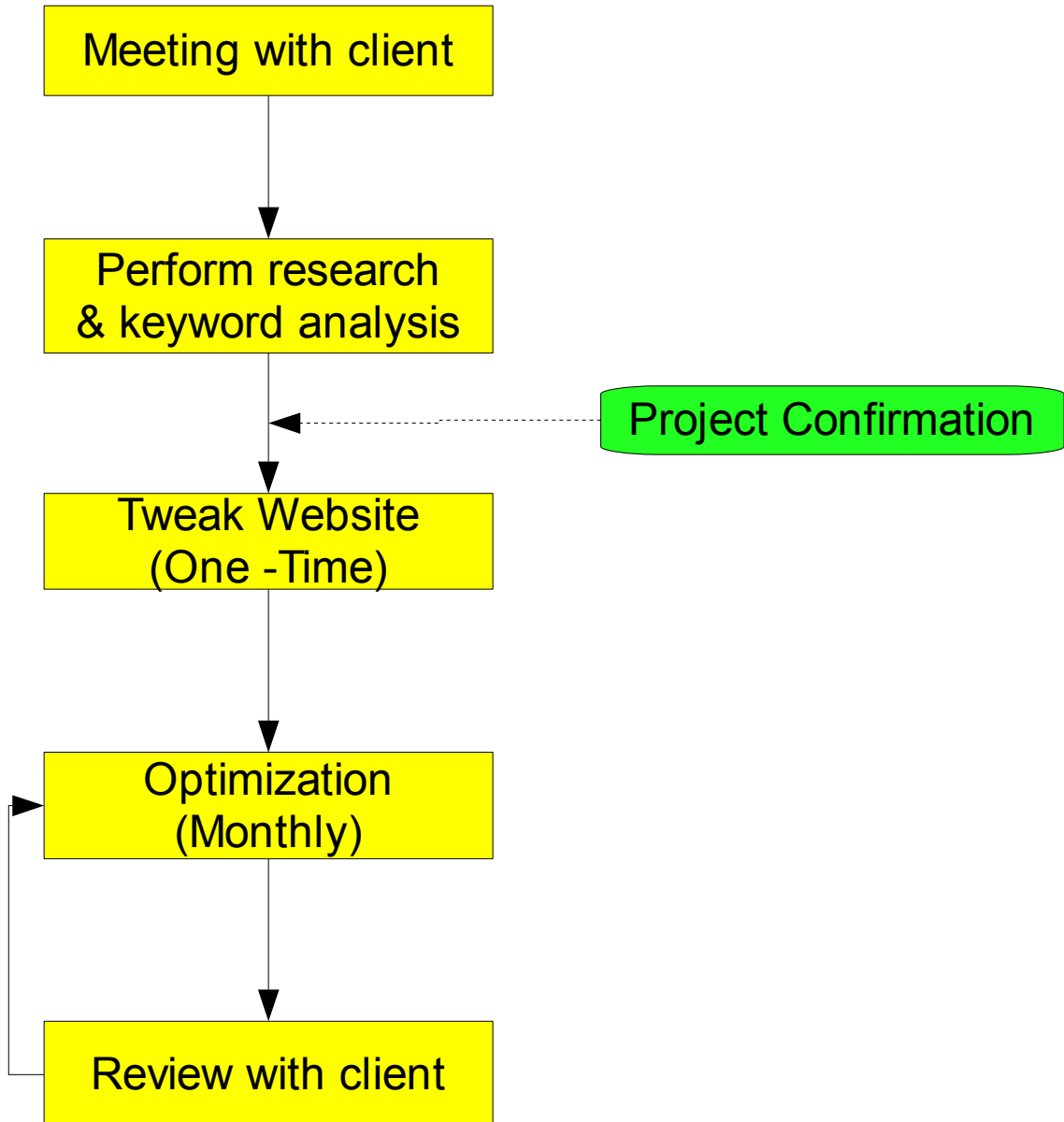
After the website tweaking, we will proceed with the monthly optimization process to help you rank your website on the Search Engines. What we do during this process is to help you build up authority in the Search Engines. This powerful method will increase your page importance permanently.

Depending on what are the keywords involved in optimization, the typical range for monthly optimization investment is between \$300 to \$1,000 for most projects. There is a minimum commitment of 3 months for this optimization due to the nature of time taken for Search Engine to show our optimization results. Beyond these 3 months, you can choose to discontinue the optimization at any point of time.

Most of our clients' (90%) targeted keywords are in the first page within the first six months.



Process Flow





Portfolio 1 – CSSTemplates.net

The screenshot displays the CSSTemplates.NET website. At the top left, there is a logo and the text 'CSSTemplates.NET Cascading Style Sheet Templates'. Below this, there are several service links: 'Singapore Web Design', 'You'l luv our Web Designs', 'Freelance Work', and 'CSS Design'. A central banner reads 'Free CSS Templates' with a 'TOP 10' badge and a description: 'Download the top 10 CSS templates here that are carefully selected by us. You will get to receive other freebies such as Icons, headers and useful tools. Made possible by CSSTemplates.NET.' To the right of this banner, it says 'More than 3,000 Free CSS Templates!'. On the right side of the page, there is a 'Site Navigation' menu with buttons for 'Free CSS Templates', 'Premium Templates', 'Submit Templates', 'Logo Design Services', 'CSS Quick Guide', 'CSS White Hacks', 'CSS Template Books', 'CSS Resources', 'CSS Library', and 'Useful Sites'. Below the navigation, there is an 'Ads by Google' section and a 'Random Free CSS Templates (User Submitted)' section showing a preview of a template titled 'Medea' with its description and a 'View Demo' link.

Website URL: <http://www.csstemplates.net>

Target Keywords: CSS Templates, Free CSS Templates

Target Countries: International

Keywords ranking: No. 5 in International Google

Monthly Unique Visitors: More than 20,000

Time Taken: 20 months



Portfolio 2 – MatchTutor.com.sg

Website URL: <http://www.matchtutor.com.sg>

Main Target Keyword: Tuition Coordinator

Target Country: Singapore

Keywords ranking: No. 1 in Singapore Google & Yahoo

Monthly Unique Visitors: More than 5,000

Time Taken: 4 months



Portfolio 3 – A1 Business Pte Ltd

Website URL: <http://www.a1-online.net>

Target Keywords: Virtual Office Address

Target Countries: Singapore

Keywords ranking: No. 5 in Singapore Google

Monthly Unique Visitors: More than 1,000

Time Taken: 5 months



Portfolio 4 – Irwin's Study

Home About Irwin Tutors Classes Timetable Careers Contact Us

News!

FREE Writing Workshops
in Dec 2009 to improve your GP and English!
Call us for details NOW!
Call Us Now!

The Founder
Irwin is a dynamic, dedicated and passionate teacher, who has taught in a number of schools including Temasek Junior College and Ping Yi Secondary School.
[Read more...](#)

Free Lesson!
Structure of Classes
Classes are offered for all subjects, at Secondary and JC levels. **Click here to sign up for a FREE Trial Lesson now!**
[Read more...](#)

His Team of Tutors
Irwin has a team of carefully-selected, talented and committed tutors for his students.
[Read more...](#)

Timetable of Classes
Here is the timetable of all our **current** classes. Do check back as new classes are added.
[Read more...](#)

Photo Gallery

Testimonials
"The way Irwin delivers his lessons is very different and interesting, unlike the usual classroom experience."
[Read more...](#)

Contact Us Now!
Location:
Bk-474, Tampines Street 43, (near Tampines JC), #01-114, (above 'Canadian Pizza') Singapore 520474

Website URL: <http://www.irwins-study.com>

Main Target Keyword: GP Tuition (*Means General Paper Tuition*)

Target Countries: Singapore

Keywords ranking: No. 1 in Singapore Google

Monthly Unique Visitors: More than 300

Time Taken: 3 months



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Portfolio 5 – Scoopy's And Cream!

CAFE **HOME** **ABOUT US** **FLAVOURS** **CATERING SERVICES** **CONTACT** **PARTY!**

MADE IN SINGAPORE!
Welcome to Our Humble Homepage.
EXPERIENCE ONCE AGAIN THE SIMPLE JOY THAT ICE CREAM BRINGS!. GET TOGETHER WITH FRIENDS & FAMILY TO HAVE AN ICE CREAM PARTY!

OUR COMPANY BELIEVES:
*The simple things in life brings the greatest happiness.
*Special moments are to be celebrated & always remembered.
*Life can be one big colourful party, when you want it to be.
Our Services include ice cream catering & helium balloon services for any of your special occasions for example:
*Parties big & small (get togethers, birthdays, graduations, weddings etc)
*Events (church,family days,charity sponsorship,company tea parties & retreats, v.i.p reception, new product launch, celebrity parties etc)
Our clientele e.g (UOB company family retreat, HSBC ice cream treat for staff, Church annual gathering, WaWa artistes & more)
So Chill Out & Have Fun

SCOOPY'S PARTY PACKAGES!
For all your party needs, we provide mini ice cream cups, ice cream wooden sticks, party accessories & even helium deco balloons. View our party packages here.

BE A FAN OF S&C ON FACEBOOK!
One fine day, Scoopy the Penguin brought along with him, his favourite Ice Cream Recipes from all over the Globe, From Europe to Asia, & now Sunny Singapore which is now his HOME 🐧

WHO WE ARE?

"Enjoy the Moment"

Website URL: <http://www.scoopysandcream.com>

Main Target Keywords: Ice Cream Buffet

Target Countries: Singapore

Keywords ranking: No. 1 in Singapore Google, Yahoo and Bing

Monthly Unique Visitors: More than 1,000

Time Taken: 6 months



Official References

With all the information about Search Engine Optimization floating around the web, it is easy to be misled by unauthenticated sources when you are looking for genuine service provider. Hence, I have included the official guidelines from all the major Search Engines for your reference.

The following are the most important official publications from the Search Engines themselves regarding Optimization.



Google Webmasters Guideline



Yahoo! Search Content Quality Guidelines



Bing (from Microsoft) Guidelines for successful Indexing



Help us spread the words!

I hope this guide has helped you to gain a better understanding of how Search Engines play an important role in Online Marketing. Do drop me an email or give me a call anytime for inquiries about how to achieve the optimal results to market your business on the web.

I thank you for your time and would appreciate if you can help to forward this guide to your Business Associates whom you think will benefit from our services.

You can also visit our [company website here](#) to find out more!

To your success!

Yours Faithfully

K.C. TAN

Founder, [WebSprout Consulting](#)