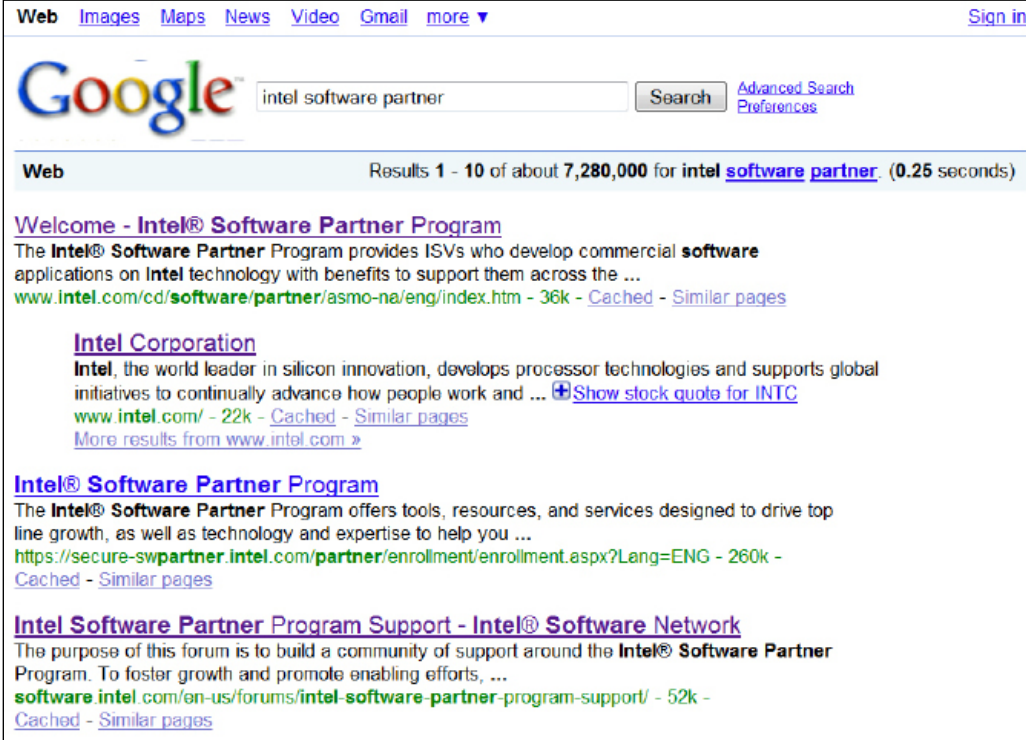


# Search Engine Optimization (SEO): Know the Basics

For the majority of Internet users, the first thing they do when they go online is go to a search engine. A key way to let your prospects and customers know where to find you on the web is to make sure that you are listed in popular search engines. Being listed by search engines is only the first step; you want your website to be "ranked" by the search engine so that it will appear as near to the top of the search results page as possible.

The following screenshot shows the Google search results page for a search on the words "intel software partner." For this combination of words, the Intel Software Partner Program website is the highest ranking result, showing at the top of the results list.



The screenshot shows a Google search interface with the search term "intel software partner" entered in the search box. The search results are displayed under the "Web" tab, showing the first 10 results out of approximately 7,280,000. The top result is "Welcome - Intel® Software Partner Program" from www.intel.com, which is the highest ranking result. Other results include "Intel Corporation" and "Intel Software Partner Program Support - Intel® Software Network".

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Google intel software partner Search Advanced Search Preferences

Web Results 1 - 10 of about 7,280,000 for intel software partner. (0.25 seconds)

**Welcome - Intel® Software Partner Program**  
The Intel® Software Partner Program provides ISVs who develop commercial software applications on Intel technology with benefits to support them across the ...  
[www.intel.com/cd/software/partner/asmo-na/eng/index.htm](http://www.intel.com/cd/software/partner/asmo-na/eng/index.htm) - 36k - Cached - Similar pages

**Intel Corporation**  
Intel, the world leader in silicon innovation, develops processor technologies and supports global initiatives to continually advance how people work and ... [Show stock quote for INTC](#)  
[www.intel.com/](http://www.intel.com/) - 22k - Cached - Similar pages  
[More results from www.intel.com »](#)

**Intel® Software Partner Program**  
The Intel® Software Partner Program offers tools, resources, and services designed to drive top line growth, as well as technology and expertise to help you ...  
<https://secure-swpartner.intel.com/partner/enrollment/enrollment.aspx?Lang=ENG> - 260k - Cached - Similar pages

**Intel Software Partner Program Support - Intel® Software Network**  
The purpose of this forum is to build a community of support around the Intel® Software Partner Program. To foster growth and promote enabling efforts, ...  
[software.intel.com/en-us/forums/intel-software-partner-program-support/](http://software.intel.com/en-us/forums/intel-software-partner-program-support/) - 52k - Cached - Similar pages

Search Engine Optimization (SEO) is a set of steps you can take to improve your ranking on search engine results pages, all with the end goal of increasing the traffic to your website. This document discusses the steps you can take to optimize your website for higher search engine rankings.

## SEO Steps

The steps to optimize your website for good search engine results are to select key pages, define key words, use meta tags, write effective web copy, and increase link popularity.

### Select key pages

The first step in your SEO project is to determine which pages on your website you want your visitors to find. For example, if you have main product pages that have several sub-pages with details, concentrate on optimizing your home page and the main product pages—not the product detail sub pages. A common name for a category page to which you direct your web traffic is “landing page.”

### Define key words

Your next step is to draw up a list of key words and phrases for each of the pages you have identified. Use the same vocabulary that your customers use, thinking about what a customer would enter in a search engine to find products such as yours. Be specific, and use multiple forms and even misspellings of your key words; for example: photos, photographs, photography, photograph. You will use these key words in your <meta> tags and web copy, but also consider other places you can use them—such as in the “alt” text on your pages, the name of your HTML file, or folder names in your directory on your web server.

*Note that you should not use competitor product names in your list of key words.  
For more tips see <http://www.developer-resource.com/how-to-select-good-keywords.htm>*

### Use meta tags

Inside the <head> section of every web page you can have one or <meta> tags that hold information specifically for search engines to use. The most common of these <meta> tags are Keywords, Title, and Description.

**Keywords:** Here you will place the list of your key words and phrases separated by commas and enclosed in quotation marks. These words should match what you think your customers would enter into a search engine to find your website.

**Example:** <meta name="keywords" content="snapshots, photo software, picture organizers">

**Title:** This is the title of your page as it will show in the information bar at the top of most web browsers. This text is also used by most search engines as the title of your page on the search results page.

**Example:** <meta name="title" content="Juniper Photo Retouch from Ajax Software">

**Description:** This description of your page will be displayed beneath its title in the search engine results listing. This description should be concise and specific as possible.

**Example:** <meta name="Description" content="Edit your photos on the fly with Juniper Photo Retouch. Fix the contrast, crop, and upload to your favorite photo-sharing website.")

The following figure shows the title, description, and keywords <meta> tags that are in the source code for the Intel Software Partner Program website.

```
<meta name="title" content="Welcome - Intel® Software Partner Program">

<meta name="description" content="The Intel® Software Partner Program provides
benefits to ISVs who develop commercial software applications on Intel technology
with benefits to support them across the entire product planning cycle.">

<meta name="keywords" content="ISV, Intel, development help, software
development, software partnership, independent software vendor, software
business, small software company, ispp, issp"
```

## Write effective web copy

After looking at your meta tags, web search engines also look at the copy that is on your web page. This is the way the search engines determine if the key words honestly reflect the page content, which affects your page rank. Once you add <meta> tags to your web pages, refresh your web copy to include your key words and descriptions. A general rule is that about 5% of your copy should reflect the content of your <meta> tags.

The following text shows the copy on the main page of the Intel Software Partner Program website (as the time this document was written). Note how the copy on the page reiterates its <meta> tags.

As a program member, starting your **software** project is your first step towards taking advantage of the valuable benefits and resources of the **Intel** Software Partner Program. Use the links below to start your **software development** project, plan your business and begin marketing and selling your software solution. Quickly access your other **software** projects from the links on this page or from your member dashboard.

Participation in the **Intel**® Software Partner Program provides **independent software vendors**, who develop commercial software applications on Intel technology, with a portfolio of standard and premium benefits to support them across the entire product planning cycle - from planning, to developing, to marketing and selling of their application.

## Increase link popularity

Another way that search engines rank your site is by link popularity. In the vast databases kept by the search engines, they tally how many other web pages have links to your page. The more pages that link to you, the more popular your page is and the more favorable your rank will be.

**Link to yourself:** Within your own website, link to your landing pages. In the text of these links (the underlined part), use specific names that match one or more of your key words. For example, instead of saying "About Us," your link should say "About XYZ Company."

**Links from other pages:** Making sure your page is linked to from other pages is referred to as "link building" and is weighted more heavily by the search engines than links from within your own website. Look for industry listings, like-minded blogs, directories, and other places where it would make sense for there to be a link to your page.

## What Not To Do

There are some tricks that some marketers have developed to get better ranking on search engines, however these techniques inevitably backfire and result in being excluded from search engines altogether. Following are some things that you should not do:

**Repeated words:** Do not intentionally repeat your keywords and phrases redundantly in your <meta> tags or in your web copy. Some duplication can't be avoided and is acceptable, such as in the following example: "yarn, string, kite string, crochet yarn, knitting yarn, embroidery string."

**Unrelated words:** Some marketers use popular key words in their <meta> tags to draw visitors to their websites, even if their web pages have nothing to do with the key words. For example, if your website is about knitting, don't include key words having to do with investments or medications.

**Inappropriate words:** Another trick that can backfire is to use your competitors' company and product names.

## What's Next?

Getting your website online is an important step, but don't stop there. Your next step is to help people find it. List your URL (web address) on your ads and other marketing materials, and make sure your website is optimized so it will appear high on the list when people use search engines such as Google or Baidu. If you do nothing else, at least make sure that the main pages on your website—the ones that you most want people to see—have the <meta> tags completed for the title, description, and key words.

SEO is only one of many tactics that are included in Search Engine Marketing (SEM). Once you've optimized your website for better search engine ranking, there are additional things you can do to promote your website. Other SEM tactics are purchasing ad space on search engine pages, bidding on key words (such as with Google\* AdWords), submitting press releases and articles to PR and other websites to increase the links to your website, and participating in blogs and forums.

As long as your website is engaging and provides a smooth user experience, attracting more visitors may go a long way toward increasing web-based sales. For more information about SEO and SEM, take a look at some of the following resources\*:

**Search Engine Watch** (<http://searchenginewatch.com/>)

A portal with articles, white papers, surveys, tutorials, and other resources on SEO and SEM.

**SEOMoz** (<http://www.seomoz.org/>)

Provides articles and tools for SEO, many of which are free. Includes articles for beginners.

**ISEdb** (<http://www.isedb.com/>)

A resource with articles and tips on SEO, including an extensive directory of vendors who provide SEO services.

*NOTE: This document was written for a client who prefers not to publicize its vendor relationships. For that reason I removed the client company's branding and copyright notice from this document.*

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