

SEO Tips

These tips do not guarantee success and are based on the opinion and experience of the author.

1. Always remember, **SEO and Internet Marketing is a marathon, not a sprint**. Optimization techniques take both time and persistence. Beware those selling easy and quick solutions.
2. **Focus on the fundamentals** of SEO and what you *can* control.
3. Integrate your website and social media – each will help the other and your search rankings will improve.
4. Use and review website analytics. Google Analytics is a great choice that is free. **You can't improve your site if you can't measure its performance!**
5. Some useful links to learn more:
 - a. http://static.googleusercontent.com/external_content/untrusted_dlcp/www.google.com/en/us/webmasters/docs/search-engine-optimization-starter-guide.pdf
This is Google's Search Engine Optimization Starter Guide. This guide is full of illustrations and is a great resource for beginners. You can print it out and read at your leisure.
 - b. <http://www.seomoz.org/beginners-guide-to-seo> - SEOMoz Beginner's Guide to SEO
SEOMoz is a great resource and their recommendations are sound. This is a great guide to get you started understanding SEO.
 - c. <http://searchengineland.com/> - Search Engine Land
Great source of search information! Danny Sullivan and crew have been working with and writing about SEO for many years. Definitely one of the best resources around.
 - d. <http://www.seroundtable.com/> - Search Engine Roundtable
Another good resource that has been around for years.

Good luck with your SEO efforts! SEO can become very addictive as you see the results of your hard work. Don't forget that the rules of the game change frequently (remember Caffeine and Panda/Farmer?) but the fundamentals rarely change. So, root your strategy in fundamentals and follow the changes but avoid the hype.

Happy Searching!

Heidi Harner Morrill
864-335-9393
Heidi@MorrillTech.com