

The War For Web Presence:

**Two Key SEO Tools To Increase
Search Engine Visibility**

Table of Contents

The War For Web Presence

The Battlefield.....	3
Google's Algorithms.....	3
The Weapons.....	4

Two Key SEO Tools To Increase Search Engine Visibility

Backlinking.....	6
Content.....	8
Winning Strategy.....	8

There is a battle going on. Many never see it. It is hidden behind walls of coding, buried under images and fonts, and straining to reach out to algorithms and millions of fingers banging against keyboards as far as the east is from the west. The world wide web is a diverse and evolving battlefield and the wars that take place there are waged in pursuit of a single desire: to be seen and thus heard. With the ever evolving Google algorithm, businesses of every size can win battles on any given day. That is, if they are doing the right things each and every day. The goal of this eBook is to share with you two primary areas that you can implement into your online content to win daily battles and increase your online presence. We want you to be seen *by* being heard.

The Battlefield

The internet is a home for words and pictures. Those who use it are seeking one or both at all times. Images are assigned words, or titles, that point to the content its owner believes will be sought after and considered. Though the goals for your online presence may vary, it is safe to say that any business owner stepping onto the battlefield of the web is seeking to be seen or heard. If you want visits to your site where your content is viewed, it all starts with making sure the right “people” hear what you are saying.

The last decade has been a search for which search engine is the most dominant. For example, a quick search for “search engine market share” will yield roughly 4,000 results in around three quarters of a second. Charts and graphs compete for your views alongside carefully crafted headlines proclaiming, “Your search is over! We have the information you need right here! Click on me!” If you choose to peruse the results, you will quickly see that a majority of the information is replicated. Between the major groups of material there is a diverse spread of results. The one thing that is common is Google is king.

Google’s Algorithms

Google wants you to know what makes them reliable. They made a [page](#) for it. They know the problems you face when entering the web and they have made a solid business out of controlling the floodgates of the internet.

“For a typical query, there are thousands, if not millions, of webpages with helpful information. Algorithms are the computer processes and formulas that take your questions and turn them into answers. Today Google’s algorithms rely on more than 200 unique signals or “clues” that make it possible to guess what you might really be looking for. These signals include

things like the terms on websites, the freshness of content, your region and [PageRank](#).”¹

The question then becomes “How do I compete with massive corporations who have more dollars to throw at understanding and competing in the search engine optimization field?” You might even wonder if you stand a chance against other businesses your size that may have more tech savvy personnel or free time. You are busy trying to grow your business day in and day out, right? Don’t worry. With the right weapons (SEO tools) you can not only compete in the war for web presence, but you can set yourself up to be a long-term presence in your particular field.

The Weapons

“The days of SEO being a game outsmarting algorithms are over. Today content strategy and valuable, sustainable strategies are essential, not just tricks and links.”

– Adam Audette, Chief Knowledge Officer, RKG²

How does that quote hit you? You might look at it and think there is no reason to try to compete. You will either show up

in a search or you won’t. Another way to process that quote is to see the hope it really has hidden in it. The battlefield is even. Anyone who really cares about what they do can win the war for web presence. The factor that separates the winners from the losers is simple: content value. Whereas you could throw a ton of money at looking for tricks or whatever the new trend in SEO may be, that will not prove effective long-term. Google is committed to eliminating any corrupt practice that would lead to hits for those companies who seek to manipulate the system. They identify ten key areas of the spam they wage their own war against on their [information page](#). What you need to win is valuable content. Let’s look at two simple weapons, two key SEO tools, you can incorporate in your website to put you on the frontlines.

¹ <https://www.google.com/insidesearch/howsearchworks/algorithms.html>

² <https://www.marketingcloud.com/blog/40-inspiring-marketing-quotes-from-seo-experts/>

Two Key SEO Tools To Increase Search Engine Visibility

1

Backlinking

Backlinking

"Backlinking is the most important SEO tool in the market."

- Premiere SEO expert Sam Olmstead, SEO & SEM Manager, Digital Solutions

A Backlink is a hyperlink that links from a webpage back to your own web page or web site.³ Backlinking plays into the larger process of linkbuilding. Linkbuilding is basically the process of getting other websites to point to your website. This can occur in one of two ways, a backlink or a front link. Search engines notice sites that are popular. As mentioned above, Google is out to eliminate the presence of manipulated popularity as they search for genuine and helpful content to share with their patrons. If you had a chance to look at their spam categories you will see that two of them clearly ward off content that could fit into this category of link building so it's important to know what is good link building and what is manipulative or bad link building.

Manipulative link building is unnatural or spammy. It is not genuine in the sense that it did not arise organically. Google is good at what they do. They will figure out if your back links come from a spammer or if they grew out of the quality of the content. Though you might think the best way

to get a jump on moving up the ladder for search engine visibility by spreading your link to every possible candidate, take a step back and consider these three things:

1. The company you keep will reflect on you, good or bad.
2. Impatience will lead to mistakes; patience will protect your vision.
3. You are fighting to win the war for presence, not a single battle.

So what do these three things mean in context? You want the "right" company. Who in your professional network makes sense to work with? Who do you know that is a trusted resource in their field? Who puts out great content when they produce content? Who do people that shop in your field go to for answers when they have a question. This is not to say that they offer the same service. Likely the best relationships in backlinking are related in some way, but not competitive by nature. They coexist.

You will also want to wait to find these right relationships while letting organic, or natural backlinks grow through providing valuable content. You don't want to just pay to place a link on a site that everyone pays to get on. How trustworthy can these links be? They would not be there if

³ www.webopedia.com/TERM/B/backlink.html

they weren't solicited, right? You want to be on sites where the link is a public affirmation of the quality and you want those affirmations or endorsements to come from trusted reliable people. The organic backlinks will grow as word of your quality spreads. If you create great content, people will copy it for years to come. Remember all of the replication in our search for search engine market share. You might just become the original content that is replicated. Waiting patiently as you craft the right content can be hard, but it will pay off. That is how you move out of a battle mindset into a "win the war" mindset. It takes time.

2

Content

Content

"In order to show up, Google needs content to search for."

- Premiere SEO expert Sam Olmstead, SEO & SEM Manager, Digital Solutions

Clearly essential to the war to be seen is the war to be heard. Searches use words. Even the images require descriptions. Search engines rely on content and content relies on words. If you want to be seen and known, you have to be careful and precise with your words. To begin, we will look at how a blog can assist you in achieving your results in establishing and solidifying your web presence.

As you set out to write a blog or online article, establish at the forefront what words you want to present to the public in their searches. You are answering a search query. Remember that Google only allows 65 characters so this word or phrase needs to be within this limit. It needs to be clear and concise. You want to fine tune as much as possible so that it is easy to find and right to the point. I used two in this eBook:

1. Winning the War for Web Presence (32 characters)
2. Two key SEO Tools to increase search engine visibility (54 characters)

Once you choose your word or phrase you will want to make sure it translates into the content. You aren't just creating a query, you are providing the quality answer to the question the person is seeking to answer. You are the expert. You can provide the quality content they are listening and looking to find. To help the search engine out, you will want to include the phrase in three specific places.

1. The blog's heading
2. The URL for the blog
3. 1-3 times in the body of the blog including one time in a subheading if it makes sense

Go back through this eBook and see how we have done it. We practice what we preach. What's good for the goose is good for the gander so to speak. As professionals in the field, we use these techniques, among others, to accomplish the same thing you are seeking to accomplish—establish the reliability of your name.

The Winning Strategy

"The future of SEO is here: understanding and marketing to specific and defined audiences through search engines."

- Adam Audette, Chief Knowledge Officer, RKG⁴

⁴ Ibid.

You know your customers. You know their needs. You know their problems. You specialize in your field and you have answers to address their needs and solve their problems. You *are* the expert. Sharing your expertise through content is *the* way to get the ear of the customers asking specific questions looking for the help you *can* provide. Be careful to craft your content. Be specific with your words. Make sure you create an organic flowing blog. Don't force your key words or phrases. Insert them where they make sense. The goal is to provide a quality product that helps people. People tend to share helpful information. Utilize your networks to post your link where it makes sense. Be patient in the process. Don't force shares or look for sneaky ways to trick the system because the system will change to catch and correct itself. Enjoy the process. It may or may not take a while to get where you want to, but if you incorporate these two simple SEO tools you will win the war for web presence and therefore increase your search engine visibility.