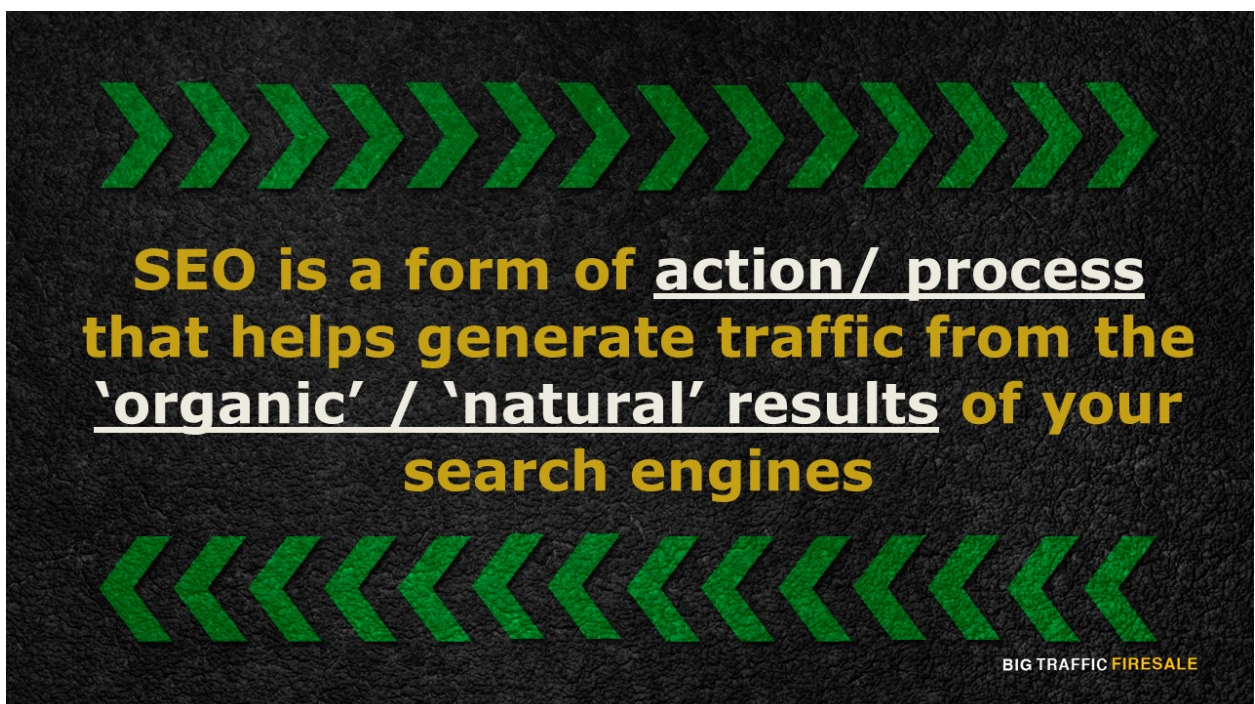


8-1 - Meet Your Optimization Friend



S1: Time for you to meet your optimization friend, the SEO.



S2: SEO is a form of action or process to generate traffic from the 'organic' or 'natural' results of your search engines.

Defining Organic/Natural Results

- ▶ 'Organic' or 'natural' – unpaid search results that appear based on the relevance or 'hit' of your search
- ▶ How? It is determined by **Google's search algorithm** to detect site that is most optimized to their criteria & your searches
- ▶ Sometimes you can even see 'snippets', as Google calls it

BIG TRAFFIC FIRESALE

S3: 'Organic' or 'natural' results are unpaid search results based on the relevance or 'hit' of your search. These results are determined by Google's search algorithm to detect the site most optimized to their criteria, and your search. Sometimes, you can even see snippets, as Google calls it, from an optimized site.

What is the algorithm behind Google search for SEO you ask? We will uncover that during our special step-by-step on how to optimize your site.

For now, here's a better picture of these 'organic' search results.

Example, look up 'how to publish your own book'

Self-Publish In Malaysia - For Writers & Authors - partridgepublishing.com
www.partridgepublishing.com/Singapore/Self-Publishing
Wide Range Of Self-Publishing Options To Suit Your Needs. Free Consultat.
Free Online Distribution · Live Chat Available · 24/7 Customer Service · Boo.
Childrens Books · E-book Publishing
How To Publish A Book

Want To Publish Your Book? - Self-Publishing Made Easy
www.chooseyourpublisher.com/Self-Publishing/Free-Guide
We'll match you to the right book publisher & get book publishing guide!
Bookselling Services · Free Publishing Guides
Self Publishing · Childrens Book Publishing · Choose Your Publisher · Poetr.

Publish Your Book In Malaysia - Free Publishing Guide
www.searchingforpublishers.com/publishbook/SignUp
We Find The Most Suitable Publisher For You. Sign Up Now And Get Publis.
Publish Now · Keep Rights To Your Book · Personal Book Consultant · No.1

Self Publish Your First Book - We'll Help You Get Published
www.newwriterpublisher.com/self_publishing/sign_up
Tell us what you need and how you want to self publish your book. Sign up.
Free Online Distribution · 24/7 Customer Service

PUBLISH YOUR BOOK IN SIX EASY STEPS!

1. Write, edit and format your book.
2. Choose your book size, paper, and binding.
3. Enter your title and author name.
4. Upload your formatted book file.
5. Create your book cover.
6. Publish.

Self Publishing - Lulu.com
www.lulu.com/create/books/

First 4 results have 'Ad' labelled – these are paid traffic, 'non-organic' result

- ▶ Snippets –extract a portion of what user may expect from your site
- ▶ Lasted longer than paid traffic ads
- ▶ A recognized page by Google as a form of organic search results thanks to SEO

BIG TRAFFIC FIRESALE

S4: Say for example, you look up in Google browser on 'how to publish your own book' or simply 'publish your book'. You will see up to 10 search results from the first page.

As you can see, the first 4 results have 'Ad' labeled besides their link. These are paid traffic ads, or simply 'non-organic' result. Further down, as mentioned before, you may even see snippets linked to a site.

According to Google, snippets are programmed to extract a portion of what users would see on your site. This featured snippet helps boost the users' attention to your site. This is what most online marketers are aiming for because it lasted longer than paid traffic ads. A recognized page by Google as a form of organic search results, and it is all thanks to SEO.

Example of a snippet from Google search result

PUBLISH YOUR BOOK IN SIX EASY STEPS!

1. Write, edit and format your book.
2. Choose your book size, paper, and binding.
3. Enter your title and author name.
4. Upload your formatted book file.
5. Create your book cover.
6. Publish.

Self Publishing - Lulu.com
www.lulu.com/create/books/

- ▶ This is a snippet from Lulu.com on 'Publish your book in six easy steps'
- ▶ Just a gist of what this website is offering and it has successfully grab attention
- ▶ Clicking this link would add traffic to Lulu.com

BIG TRAFFIC FIRESALE

S5: For example, this snippet from Lulu.com on 'Publish your book in six easy steps'. The information given is just a gist of what this website is offering and it successfully grabs users' attention. Clicking this link would add traffic to Lulu.com.

Aiming For First Page Of Google Search

- ▶ Aim for that first page results – it means your page has successfully 'grab' Google's 'attentions'
- ▶ Users' clicks to your pages are your traffic.
- ▶ According to Google, 70% of users wouldn't even click the second page of their search results
- ▶ They would retype their search using different relevant keywords



BIG TRAFFIC FIRESALE

S6: Most online marketers and online business owners would love to see their products or services to be in the very first page of Google's search result, or


even better, the featured snippets.

Who doesn't?

That would mean your page is successfully optimized to grab Google's 'attention' and put them on top of their search list. The clicks you received from users are all that matters. Their clicks are your traffic.

Research shows that 70% of Google users wouldn't even click the second page of their search results. If they can't find it in the first page, they would retype their search using different relevant keywords. Thus, the cycle continues.

Summarizing SEO

- ▶ It is a process of unpaid organic result from your browser – Google search engine
- ▶ Driven by Google's complex search algorithm or criteria that enables your site to be 'found' by users.
- ▶ SEO allow businesses to thrive by generating traffic using users' click – the more click you receive more traffic will be generate to your site
- ▶ To do so you will need an effective 

BIG TRAFFIC FIRESALE

S7: Let's do a small recap of SEO. As mentioned, it is a process of getting that unpaid organic result from your browser, in this case Google search.

These search results are driven by Google's complex search algorithm or criteria to be 'found' by users. Given your website is search engine optimized of course.

SEO allows online businesses to thrive by generating audience, or traffic, using

the users' click. The more clicks you receive, more traffic will be generated to your site. To do so, you will need an effective optimization.