

SEO

HUNTERS

We've got you covered!



Steve Hawkins

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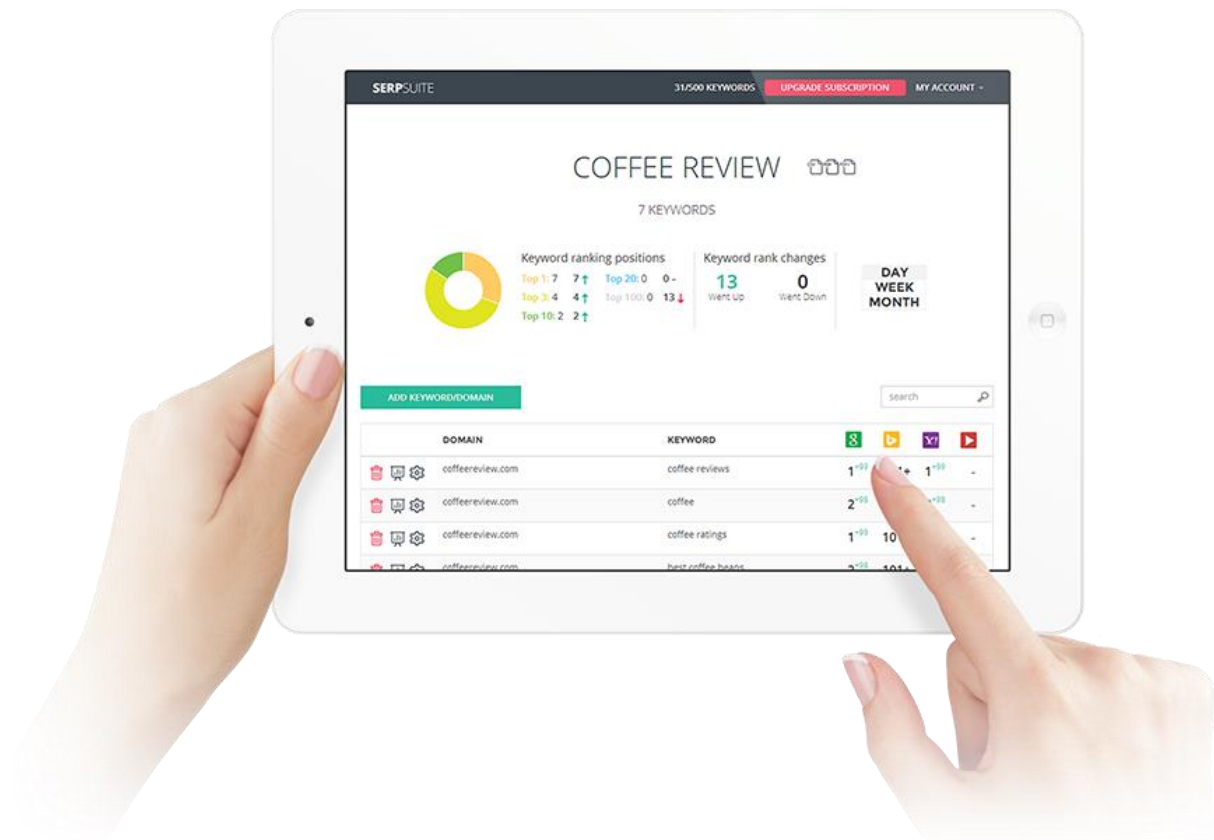
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Duplicate Content

A lot of people online know about duplicate content and how it can affect your sites; but a lot more people don't.

Duplicate content is where a lot of the information on different pages on your site is duplicated on other pages on your site OR when the content on your site has been taken from other sources and simply copied onto your site.

There are some cases when you don't have either and all your content is unique but you still have duplicate content? But how can this be so?

Some site may have tags, categories or archives that get indexed as separate pages on your site. So if an article or product is posted to one is can be linked via a category or archive and therefore is classes to have separate pages with the same content at different locations within your site.

So you could unknowingly have duplicate content on your site and not realise this.

Checking for duplicate content

We now know that we could have duplicate content on our site but how do we actually check this?

Here are some areas that are common places on sites that unknowingly generate duplicate content and ways you can fix them.

1. Are your TAGS set to no index / no follow?

2. Are your Archives set to no index / no follow?

3. Are your Categories set to no index / no follow?

If your tags, archives and categories are not set to no index / no follow then I can guarantee that you will have duplicate content on your site.

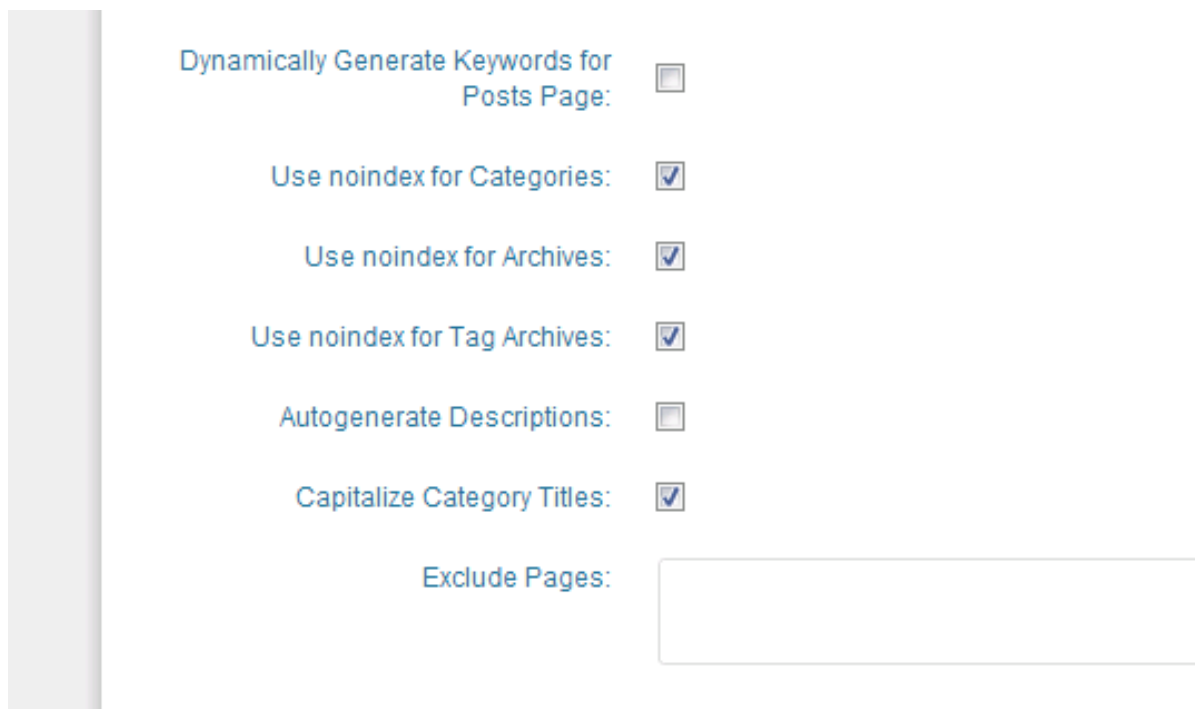
If your site is html you will need to manually change the links on the site which can take up a bit of time BUT this is a task you 100% need to do.

If you use wordpress you can do this in a few steps using a plugin called 'all in one seo'. You can download the plugin from here:

<http://wordpress.org/extend/plugins/all-in-one-seo-pack/>

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Install the plugin within your wordpress plugins area (if you don't know how to do this check the wordpress training series) and open the setting area which will look like the following:



Note how I have 'ticked' the three options

- Use noindex for archives
- Use noindex for Categories
- Use noindex for tag archives

These three options will block the category, tags and archive area from indexing the content we have elsewhere on the site therefore removing the duplicate content penalty in one fail swoop.

Duplicate Images

Did you know that some of the images on your site can also cause a onpage penalty for duplicate content? Well they can...

Here is what you need to check for your images and what you need to change if required.

1. Make sure the Meta data has been stripped from any images on your site and if the images are stock images or duplicate images then make them unique to your site by adding text inside the image and put a border round the image as this will help reduce the level of penalty the site is receiving for duplicate images.

There is a freeware tool called '**BatchPurifier LITE**' you can use to do this:

<http://digitalconfidence.com/downloads.html>

2. Please remember to also name the images field within the ALT tag and do not keyword stuff this tag as this will cause a further penalty for the site.

Within wordpress you can do this direct when you add in a new image to a post but if you're using plain html you relevant text will look similar to the following:

```

```


Sitemap

A site map is a list of all your files and post that you have created on your site. This could be seen as a map of your site to allow google to navigate the site more easily and identify all area on the site.

It's advisable to generate and submit a xml sitemap to google webmaster tool when checking for duplicate content on your site.

There are options in webmaster tool that can be used to verify no duplicate content is present.

If you do not have a site map you can generate one for you site in the following 2 ways:

Html Sites

You can use a very useful and free online tool to generate a site map for your site.

<http://www.xml-sitemaps.com/>

Step 1) Enter your full website URL and some optional parameters in the form below.

Step 2) Press 'Start' button and wait until the site is completely crawled.

Step 3) You will be redirected to the generated sitemap details page, including number of pages, broken links list, XML file content and link to a sitemap file. Download the sitemap file using that link and put it into the domain root folder of your site.

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Step 4) Go to your [Google Webmaster account](#) and add your sitemap URL.

Wordpress sites

Using wordpress is much simpler and you simple install a sitemap generator plugin

As with the 'all in one seo' plugin, you simple install the following

<http://wordpress.org/extend/plugins/google-sitemap-generator/>

Once installed it will show data similar to the following:

XML Sitemap Generator for WordPress 3.2.9

Thanks for using this plugin! You've installed this plugin over a month ago. If it works and you are s support and development of this *free* software! *Sure, no problem!*

Result of the last build process, started on April 15, 2013 12:35 pm.

Your [sitemap](#) was last built on April 15, 2013 12:35 pm.

Your sitemap ([zipped](#)) was last built on April 15, 2013 12:35 pm.

Google was **successfully notified** about changes.

Bing was **successfully notified** about changes.

The building process took about **0.34 seconds** to complete and used 49.75 MB of memory.

If you changed something on your server or blog, you should **rebuild the sitemap** manually.

If you encounter any problems with the build process you can use the [debug function](#) to get more int

There is a new beta version of this plugin available which supports the new multi-site feature of Wo functions! [More information and download](#)

You can click the 'rebuild the sitemap' link to generate the sitemap for your site.

Meta Descriptions

Meta Descriptions, which are HTML attributes that provide concise explanations of the contents of web pages, are commonly used by search engines on search result pages to display preview snippets for a given page.

Code Sample

```
<head> <meta name="description" content="This is an example  
of a meta description. This will often show up in search  
results."> </head>
```

Optimal Length for Search Engines

Roughly 155 Characters

Meta description tags, while not important to search engine rankings, are extremely important in gaining user click-through from search engine result pages (SERPs).

These short paragraphs are webmasters opportunity to advertise content to searchers and let them know exactly what the given page has with regard to what they're looking for.

The meta description should employ the keywords intelligently, but also create a compelling description that a searcher will want to click.

Direct relevance to the page and uniqueness between each page's meta description is key. The description should optimally be between 150-160 characters.

Meta tag rules:

1. Make sure that your META descriptions are varied on each page of your website otherwise you will be suffering from a duplicate content penalty.

Your descriptions should not be keyword stuffed and they must read naturally so try and put the keyword at the beginning and close to the end if possible.

2. The next thing we all need to do is make sure our Meta descriptions are not too short or too long as this can also affect your overall score.

Google considers anything less than 50 characters too short and you should aim for between 150-160 characters max.

3. Title Tags also need to be checked. But first we need to understand how Google measures titles.

Most people think titles are measured by character limits similar to the Meta description but in fact they are not.

Google measures title tags in pixels not characters; so all your titles should first be put into excel and the Column width be set to 520 pixels.

Then you need to set the font to Arial + font size to 12.

This is basically how google tests title tags. Never have a title less than 350 pixels and never more than the 520 pixels and you will be fine.

You can download a handy free tool called screaming frog to reduce the work involved here at:

<http://www.screamingfrog.co.uk/seo-spider/>

Content

We all become lazy at times and what could be easier than scrapping or copying some content and adding it to our sites?

A lot of use are guilty of this and even though we add In the source of the article to give the author credit this will incur a duplicate content penalty and is a BIG NO NO on our money sites. If you creating links from buffer sites or 3rd part site then this isn't an issue. But for money / main sites we must **Never** use non unique content.

You must also ensure that you content reads extremely well and is minimum 500 words. If possible you should be using 700 words as a minimum for your money site content.

Link your content to your Google profile

Some site content does also get scraped and this can happen to your money sites articles etc. If possible you need to add in google+ author link to your g+ account which will ensure that you get credit for any article you write regardless of where it is posted.

You can do this by adding in the following html author tags

- 1) Create a link to your Google profile from your webpage, like this:

```
<a href="[profile_url]?rel=author">Google</a>
```

Replace [profile_url] with your Google Profile URL, like this:

```
<a href="https://plus.google.com/109412257237874861202?rel=author">Google</a>
```

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Your link must contain the **?rel=author** parameter. If it's missing, Google won't be able to associate your content with your Google profile.

For any content on your site to be original it must be first to be indexed in Google and this is why it is very important to link your Google Authorship to your articles/information when publishing them on the site.

Footer

Many of us overlook the footer on our websites and the footer text can cause major duplicate content issues if setup incorrectly.

For example if we have a lot of static content in the footer, this could out way a portion of the unique content on the page. If this happens you can end up with duplicate content through the whole site so you need to amend the footer asap.

Remember that your footer should have your copyright and the current year. If the year is not the current year then change it.



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<https://www.facebook.com/groups/mastermindseo/>

Recommended Tools and resources:

Link Alchemist:

Don't let wasted links kill your rankings.. Link alchemist created thousands of links to ensure that the 80% (for an average website) of your links to your website help your site rank better..

[Click To Find out more here](#)

Seo Link Robot:

Fantastic tool and simply the best and cheapest in its class Create accounts, post articles to account, web 2.0, article directory, rss feed submission, social Bookmarking + much more but more importantly better value cost wise than all of its competitors..

[Click To Find out more here](#)

Doc Marketing Robot:

Create diverse high pr document sharing links by auto creating accounts / PDF's and auto drip feed posting to pdf sites. High quality links

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