

# PRACTICAL **SEO** TECHNIQUES

A COMPLETE FREE GUIDE TO  
PROFESSIONAL SEO PRACTICES



SEO is only not seen as rocket science BY THOSE WHO ALREADY KNOW IT  
-Danny Sullivan

Google only loves you when everyone else loves you first.  
-Wendy Piersall

## What this Book covers?

- ◆ Basic concepts of web design and the relationship with a good designer
- ◆ Need for familiarity with usability concepts, Quick loading and Responsive web sites.
- ◆ General idea of how sites are ranked
- ◆ Recognition of dynamic issues and the relationship with a good programmer
- ◆ Local SEO
- ◆ Strengthen your web research skills
- ◆ The need for good writing skills and the relationship with a good copywriter
- ◆ Creativity and common sense
- ◆ Social Media
- ◆ Tools that support applying techniques and common sense

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Welcome!

We wrote this Book as a free PDF delivery which received over 4000 downloads, later released as a free book in iTunes stores. Techniques, technologies and search engines changed over the years and its time to revise this book too with fresh inputs. So here is our version 2.

This E-Book teaches you to apply effective techniques to your site promotion activity with a straightforward and honest approach, using some proven tools and methods, for focusing on high Return On Investment (ROI). The methods suggested in this book are proposed by many SEO experts at many occasions, and used by SEO professionals around the world effectively, for years.

Search Engine Optimization (SEO) is an art of making a website to achieve higher position in a search engine when searchers type in their queries. While looking for any content on the web, searchers enter their queries in the search engines (Google, Yahoo, Bing – to name the top 3) of their choice and submit their queries, to see the results magically appearing in just 3 seconds.

The results that appear on the very first page are the most relevant websites present in the vast search engine index. It has been proved that most of the searchers do not browse beyond 2 pages of the results. It is thus understood that if your website is not listed in the first 20 results, then it is likely not to be found.

SEO is just one area of the growing search engine marketing service industry. In the past, web site developers were clumsy about how to make their site accessible. Now, most website owners turn to it, as it is a source of free traffic. It's the most cost effective way to improve your web site's ranking and build brand awareness on the Internet. Every component of your web site should be optimized to ensure that your website submission is friendly to human directory editors and the search engine spider.

Marketing agencies are spending an increasing amount of time on search engines and social media. It's almost as though, as search engine results improved, people are more willing and eager to use them. Search Engine Optimization is more about optimizing your website to allow the prospect to find you and your message, and letting them experience it in whatever way they feel comfortable with. Search engines are probably the best way of demonstrating this new marketing technique.

## What are Search Engines?

A Search Engine is one of the most important tools that help you find information on the web. The utility of Search Engines in web search lies in the fact that they are responsible for retrieving large amounts of information very easily, using certain keywords. Potential customers will enter 'keywords' in a Search Engine and perform a search.

Search engines are huge databases, which use their own internal algorithms to decide which web pages to display when someone enters a keyword or key phrase. The idea is to produce the most relevant results, from up to 300,000,000 records. Because of the sheer size, the indexing of these records has to be computed automatically, and the most relevant results are returned to your browser. To complicate matters, each search engine has its own unique algorithm, and sometimes they use each other's listings (and a variation of those algorithms) as well.

### Oldest Search engines

- ALIWEB - The Web's Oldest Search Engine - Est. 1993.
- Lycos - launched in 1994.

Search engines index the websites on the World Wide Web and store thousands of web pages in their database.

They present a list of web sites based on the words, known as “keywords”, typed in by the user. The higher your web site is on this list, the greater chance somebody will visit it.



### Types of search engines

- Automatic Search Engines : Google , Duckduckgo, Blekko, AltaVista, Excite
- Directory Search Engines : Yahoo, AOL, AltaVista
- Pay Per Click Search : Overture, Google AdWords
- Meta Search Engines : Ixquick, MetaCrawler, Dog pile

Here is the set of URLs where you can find some archive of search engines:

- [www.20search.com](http://www.20search.com)
- [lii.org/search/file/searchtools](http://lii.org/search/file/searchtools)
- [www.netmasters.co.uk/european\\_search\\_engines](http://www.netmasters.co.uk/european_search_engines)
- [library.albany.edu/internet/engines.html](http://library.albany.edu/internet/engines.html)
- [www.searchengines.com](http://www.searchengines.com)

Best Search Engine Tools Chart

[www.infopeople.org/search/chart.html](http://www.infopeople.org/search/chart.html)

## What is Search Engine Optimization (SEO)?

SEO is the art and science of helping websites get found in major searches. The process is often complicated, timely and manually intensive. It can be a waste of time if your pages are not structured in a search engine friendly manner. Hence, SEO can be thought of as the medium one can use to communicate with a search engine, so that it knows exactly what your web site is about. It is also about achieving a high level of search engine visibility, through a wide variety of well-optimized keyword phrases, that are directly related to your business.

Search Engine Optimization refers to a variety of techniques used to improve a web page's keyword or keyword phrase on a Search Engine ranking. Search Engine Optimization is an important aspect of search marketing.

It is a technical process of manipulating a website with the aim of optimizing or promoting keyword search phrases, relevant to that website to the search engines, so they in turn, will index the site as highly relevant to that keyword search phrase. Once indexed, the search engine will list the website in its ‘natural listings’.



Increased online visibility and promotion of your website 24 hour a day, 365 days per year brings in a huge sales force, leading to a greater ROI.

### How to Identify unindexed URLs in search engine?

The unindexed URLs are easy to spot when they occasionally appear in Google's results. They have the following characteristics:

- No extract
- No page size
- And no cached copy of the page

If such websites lack the extract and/or the cached copy, they have the probability of being indexed. Only the URLs that do not contain all the three above mentioned remain unindexed.

For more information about Search Engine Optimization (SEO) click the link below

[www.bruceclay.com/web\\_rank.htm](http://www.bruceclay.com/web_rank.htm)

[www.rustybrick.com/definitions.php](http://www.rustybrick.com/definitions.php)

[www.submitexpress.com](http://www.submitexpress.com)

[www.seochat.com](http://www.seochat.com)

[www.seoimage.com](http://www.seoimage.com)

## Benefits of SEO

Search Engine Optimization is capable of providing you a strategic edge over your competitors

- Has a positive psychological impact on a visitor.
- Help you create a brand identity.
- Higher 'brand recall'.
- Increase in targeted on-line traffic.
- Better web site positioning.
- Ability to dominate over competition with your mirror sites.
- Fast, measurable ROI.
- Increased and boosted product sales, and online visibility.
- Lower client acquisition costs.
- Broader web-marketing share.
- Compete efficiently against larger competitors.
- Continuous Visibility.
- Makes the most out of the best tool for advertising.
- The cheapest marketing tool, even on the net.
- Increases your revenue. Many non-brick and mortar firms have grown only with online presence and the best example is Amazon.com.

### Key Search Engine Optimization Techniques:

- Meaningful page title
- Headings and sub-headings used
- Opening paragraph describes page content
- Quality content provided
- Frames and Flash avoided
- 200 word minimum per page
- 100kb maximum HTML/CSS size
- Descriptive link text
- Keyword research carried out
- CSS used for layout
- Quick site loading

For more information about benefits in Search Engine Optimization (SEO), click the link below:

[www.virtualsplat.com/search-engine-optimization/benefits-of-seo.asp](http://www.virtualsplat.com/search-engine-optimization/benefits-of-seo.asp)

[www.divinewrite.com/benefits.htm](http://www.divinewrite.com/benefits.htm)

[www.dipsie.com/seo/benefits](http://www.dipsie.com/seo/benefits)

[www.high-search-engine-ranking.com/search\\_engine\\_optimization\\_benefits.htm](http://www.high-search-engine-ranking.com/search_engine_optimization_benefits.htm)

[www.kruse.co.uk/seo-benefits.htm](http://www.kruse.co.uk/seo-benefits.htm)

### Preliminary preparations before SEO

**Alt tag preparation** - Your word count should be between 10-25 words, with 30-60% being your primary keywords. Do not type complete sentences for your alt text. Keep it short and sweet, and you shall do well.

For more information about Alt Tag click the link below:

[www.web-inspect.com/seo-tips-alt-tags.php](http://www.web-inspect.com/seo-tips-alt-tags.php)

[www.w3schools.com/tags/att\\_img\\_alt.asp](http://www.w3schools.com/tags/att_img_alt.asp)



### Fact: Search Robots cannot read Images:

Some cannot read the text shapes in a Image, BUT some do read the "alt=" attribute in a correctly formatted "img src=" tag i.e.:

```

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Each image must have an alt attribute. Alt attribute should contain a brief description of image, preferably described using relevant keyword set. This is extremely important when using images as links as this is what search engines will use in place of the link text that would normally be used to describe the link.

**File renaming-** File name should be renamed according to optimized keywords for search engine promotions. Internal links are important, and links with relevant keywords to website should be created for added advantage.



## No SPAM

Hidden links and text, duplicate pages and doorway pages are just a few of the "clever" tactics that can land you in the "Search Engine Slammer". After the latest Penguin update in April 2012, the sites using the above said techniques were penalized by Google.

For more information about File renaming, click the link below:

[moz.com/blog/should-i-change-my-urls-for-seo](http://moz.com/blog/should-i-change-my-urls-for-seo)

[www.dummies.com/how-to/content/name-your-website-files-for-better-seo-results.html](http://www.dummies.com/how-to/content/name-your-website-files-for-better-seo-results.html)

## Use Hyphens in URL's

In modern day SEO, even small practices can reap in big results. In 2011, Google the leader in search market clarified to the users that they consider underscores as a joiner and hyphens as a separator. The main reason for having keywords in the inner page URL's is to rank well and if that goal is affected by using underscores, it has to be avoided.

Listen to Matt Cutts, from Google web spam team on Hyphenated URL's for websites.

[www.youtube.com/watch?v=AQcSFsQyct8](http://www.youtube.com/watch?v=AQcSFsQyct8)



### Underscores vs. dashes in URLs

by [GoogleWebmasterHelp](#) • 2 years ago • 61,439 views

**Matt Cutts** explains the difference between how Google interprets underscores and dashes in a URL. Have a question? Ask it in ...

HD CC

## Link Building

Link building involves the careful selection of relevant websites to have your website's link in it. This helps both parties gain credibility, popularity, and better search engine positioning according to the ranking criteria of various search engines. Link building is crucial to your site's rankings on the major search engines, and it's one more aspect of the SEO process that we will take care of on your behalf.

Link Building, is simply exchanging links with other companies in similar industries (not your direct competition). Link building is very important because each incoming link to your website acts like a referral

and Search Engines love referrals! We have to ensure that we link with the right type of websites, i.e. Good quality with a good Google PR.

Although search engines have different criteria or algorithms in how they rank websites, popularity and relevancy are crucial. Some of the larger search engines, such as Google, will award your site a higher page ranking (PR) if you link to established and popular sites. Think of it as a vote of confidence in your site.

### Page Rank

Link Popularity

High Link Popularity Rate = High Search Engine Page Rank.

Low Link Popularity Rate = Low Search Engine Page Rank.

### One-way link building

Link building services provide you non-reciprocal one-way links that ultimately improve your rankings in search engines. Non Reciprocal one-way links are always better than reciprocal links, as Google gives more importance to Non Reciprocal links. So if you want better Link Popularity then you should always run a one-way link campaign.

One-Way Link Building  
Securely Leads to Long  
Term page Ranking

Increase your traffic  
significantly

Improve your visibility in the  
search engines by raising your  
link popularity

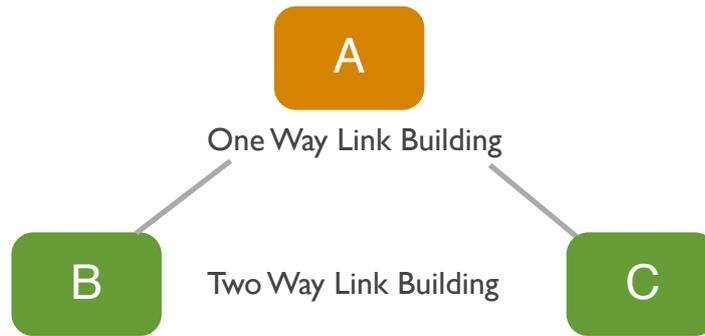
Provide an added resource to  
your website. Save you a lot  
of advertising money

### Two-way link building (Reciprocal Linking)

This method helps back-link campaign effectively. Two-way linking may act as a super booster to your incoming traffic, and net visibility. This also enhances high page rankings and top listing among the major important search engines on the very keyword(s) / phrase(s) to intend to hit high on.

Remember, a site providing a link to you must be designed as per SEO, and directly or indirectly relate to your business and services.

Back-links are confirmed by making many webmasters share / trade their site's links with other webmasters interested in the same.



Search Engine List offers you links to search engines and directories from all around the world to help you achieve top search engine ranking. Make your own website submissions.

## Orphans of Google

The following pages are orphans of Google!

- Dead links
- Inaccurate links
- Duplicates
- Pages protected by a robots.txt or no index Meta tag
- Database generated URLs
- Pages on an intranet

[www.search-engines-megalist.com](http://www.search-engines-megalist.com)

[www.website-submission.com](http://www.website-submission.com)

[www.addpro.com](http://www.addpro.com)

[www.submitexpress.com](http://www.submitexpress.com)

## Where do we submit?

We can submit our websites to directories, search engines and other related websites as two way links. As your back-links increases, the chances of improvement in keyword position will increase.

In recent times, it's not the quantity of links that speaks about our SEO, but the quality of the links. Submitting to major search engines and directories helps you to achieve popularity and traffic. While submitting to directories, one needs to be very careful about the category where the site is being submitted. It's very important that the page where you have a back-link should have related content to your business

Google generates over 67% of all search engine referrals, according to comScore reports on July 2013. (Bing 17.9% and Yahoo 11.3%)

Google is a play on the word googol, which refers to the number represented by the numeral 1 followed by 100 zeros.

Google is hypertext-based. It analyzes all the content on each web page and factors in fonts, subdivisions, and the precise positions of all terms on the page. Google also analyzes the content of neighboring web pages. All of this data enables Google to return results that are more relevant to user queries.

[www.google.com/webmasters/tools/submit-url?continue=/addurl&pli=1](http://www.google.com/webmasters/tools/submit-url?continue=/addurl&pli=1)

Google Keyword planner tool

[accounts.google.com/ServiceLogin?service=adwords&continue=https://adwords.google.com/um/gaiaauth?apt%3DNone%26dst%3D/ko/KeywordPlanner/Home%26dst%3D/ko/KeywordPlanner/Home%26ltmpl%3Djfk&hl=en\\_US&ltmpl=jfk&passive=86400&skipvpage=true&sacu=1&sarp=1&sourceid=awo&subid=ww-en-et-awhp\\_nelsontest\\_con](https://accounts.google.com/ServiceLogin?service=adwords&continue=https://adwords.google.com/um/gaiaauth?apt%3DNone%26dst%3D/ko/KeywordPlanner/Home%26dst%3D/ko/KeywordPlanner/Home%26ltmpl%3Djfk&hl=en_US&ltmpl=jfk&passive=86400&skipvpage=true&sacu=1&sarp=1&sourceid=awo&subid=ww-en-et-awhp_nelsontest_con)

Google Webmaster tools

[www.google.com/webmasters](http://www.google.com/webmasters)

Google Suggestion tool [www.google.com/webhp?complete=1](http://www.google.com/webhp?complete=1)

Keyword comparison tool [www.googlefight.com](http://www.googlefight.com)

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<http://www.bing.com/toolbox/submit-site-url>

Bing (known previously as Live Search, Windows Live Search, and MSN Search) is a web search engine (advertised as a "decision engine"[2]) from Microsoft.

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Yahoo! provides portal solutions that standardize the aggregation, integration, personalization and presentation platform your company needs, to interact directly with your employees, partners and customers.



Yahoo! switched to its own search technology in 2004 and its database indexes an estimated 4.2 billion pages. This is a small number when compared to Google; but Yahoo indexes to a depth of 500K while Google only indexes the first 101K. In some cases Google only indexes the link, not the page. [See Yahoo search help] It also maintains a site geared to children, [Yahooligans](#), which includes simplified introductions to the Internet.

[search.yahoo.com/info/submit.html](http://search.yahoo.com/info/submit.html)

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At Blekko, the mission is to create a differentiated search experience by delivering high quality, curated results and organizing content into categories. Their sophisticated search technology powers the suite of products – a web search engine, mobile app, and social news platform.



You cannot directly submit to Blekko, but you can make your site crawlable for Blekko making Scoutjet web crawler to access your website. You just need to do a minor insertion in your robots.txt

[www.scoutjet.com](http://www.scoutjet.com)

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DMOZ helps build the most comprehensive human-reviewed directory on the web. Some people say it is dead, which is quite unsure. But you can try submitting if you have time.



[www.dmoz.com/add.html](http://www.dmoz.com/add.html)

You don't have to stop when your homepage is listed at DMOZ. If you have other pages optimized for certain keywords, find a category at DMOZ where that page fits well and submit it. DMOZ editors say they prefer to add only homepages, but will add inside pages if they're good & on-topic. The more pages you have listed at DMOZ, the more customers will find your site on all the search engines that use DMOZ data.

To become an ODP Editor for permanent listing in Dmoz directory, click the link

[www.dmoz.com/help/become.html](http://www.dmoz.com/help/become.html)

For More Information, please read

[www.quicksprout.com/the-advanced-guide-to-link-building](http://www.quicksprout.com/the-advanced-guide-to-link-building)

## Google Penguin, Panda and Hummingbird Updates – What you should know.

In 2012, Google rolled out its major update called the Penguin update. The update was to penalize websites that have not followed Google's quality guidelines, and sites having spammy back-links.

The update was rolled out on April 24th 2012 and around 3.1 % of the search results were affected. The following are the kind of websites got affected due to this major algorithm update:

1. Sites having irrelevant back-links.
2. Sites having poor quality back-links.
3. Sites that are over optimized.

The whole dynamics of SEO changed after the Penguin update and the concept of page rank link building completely switched over to quality link building.

In 2013, Google updated the algorithm and the few sites that were wrongly affected in the previous Penguin algorithm got back the results.

[moz.com/blog/7-achievable-steps-for-great-seo-after-the-penguin-update](http://moz.com/blog/7-achievable-steps-for-great-seo-after-the-penguin-update)

In October 2013, Google released its next version of Penguin update known as Penguin 2.1 and after the release of this algorithm update, it is evident that quality content is the top-most benchmark that Google considers to rank websites.

Some of the quick tips to escape the holds of Google's latest algorithm updates:

- Have great content. Google released Panda take out sites with bad content out of the game and later released series of Penguin updates and Hummingbird to rank sites based on the content.
- Check your back-link profile. Clean up your bad links.
- Do not over optimize your websites.
- Use Google disallow links tool to nofollow your bad inbound links.
- Do not have too many outbound links.

## Best Practices of Link Building

After several algorithm updates post Penguin 2011, there are certain semantics webmasters need to follow with respect to Link Building:

- Submit to quality websites; page rank may be used as an initial benchmark.
- Submit to relevant websites and directories.
- Link Building is not just about quantity, it's about the quality of back-links. A professional link builder must be able to value a back-link, and should be able to evaluate whether the page is worth enough for providing a back-link to the site he / she is promoting.
- Never submit to link farms. Link farms are nothing but a bunch of directories hosted in a single IP.
- Submit to industrial and niche related directories.
- Submit to .EDU, .ORG directories and websites. These are valuable back-links.
- Have prominent existence across various social media, local websites.
- Mix up your anchor text while submitting in websites.

## Local SEO

In recent times, things are becoming more localized with almost all search engines. People are looking for location particular information. In 2010, Google released the product Google Places and the scenario completely changed after that. The moment Google Places was introduced, all the search listings were based on the location being searched. The advantage with Google Places is that the listings will be above organic search results. Not only that, but your business phone number too will be displayed along with your listing.

The stunning fact is "YOU DO NOT NEED A WEBSITE TO RANK WELL IN GOOGLE PLACES".

In 2012, Google changed from Google Places to Google Plus Local, where the business information can be updated in the social media platform of Google, known as Google Plus. Not only Google, other search engines also have their own version of their local listing.

Following are the advantages of having your websites listed in local listings:

1. If your target audience is location based, this is the best platform to promote your business.
2. The local listings will be displayed above organic, and sometimes, blended results will be displayed in terms of Google.
3. Your business information will be directly visible on the search results.

- Ratings and reviews about your business will be available on your local listings, and your customers will have a good impression about your business, even before they come to you.
- Not just your local SEO page, but you may also get leads from many third party local resources where you have registered your local business.

This is how local listing of Google looks like. It's better known as Google Plus Local (earlier Google Places).

The screenshot shows a Google search for "troy michigan attorneys". The search results include several local listings with their addresses and phone numbers. A blue box highlights a specific listing for "Troy Michigan Law Firm" with a score of 30/30 and 40 Google reviews. A blue arrow points from this listing to a map showing the location of the law firm in Troy, Michigan. A text box on the map says "Example of the Zagat rating scale incorporated into Google Local Search results." The map shows several other law firms marked with red pins and letters A through D.

## Keyword Analysis/Research

Keyword analysis is the process of scrutinizing prospective keywords to select the right ones for the website. It is the stepping-stone to the success in the Web world. Find the right word helps you taste success. This analysis process captures all the keyword phrases that are important to your business, products, and services.

Keyword research is to identify the search terms that your potential clients will be using on the search engines. The next step involves determination of the competitiveness of these keywords and start constructing the primary and secondary keywords and key phrases to target your customers. By using free tool like Overture and WordTracker, keyword analysis on search terms can be done.

Compare the number of results for two competing keywords. Web development keyword more popular than web design. Compare more keywords by using Google-fight [www.googlefight.com](http://www.googlefight.com)

Google has its own tool which provides the search count of keywords.

[adwords.google.com/keywordplanner](http://adwords.google.com/keywordplanner)

The screenshot shows the Google Fight tool interface. At the top, it says "Results on Google :". Below that, two boxes show the search results for "web development" (1,300,000 results) and "web design" (864,000 results). At the bottom, there are two input fields for "web development" and "web design", and a "Make a fight" button.

### Secrets on Keyword Analysis/Research

- Consider domain names.
- Visit your competitor's web pages, and look in the title and Meta tags.
- Search for brand names.
- Consider synonyms.
- Think of singular and plural keywords.
- Use hyphenation and variations.

Keyword research/analysis can be done with the help of Overture and Word Tracker

### Overture Keyword Selector Tool

Overture Services, Inc., a wholly owned subsidiary of Yahoo! Inc., is a global leader in commercial search services on the Internet.



Overture pioneered commercial search by aligning the interests of consumers, its 100,000+ active, paying advertisers, and its worldwide distribution partners, including major Web portals, ISPs and other heavily trafficked destination sites.

The company offers a full suite of Internet search products and search-related services. Overture is based in Pasadena, Calif.

By using the Overture tool for the keyword “web development”, it appears to be one of the most searched keyword.

[inventory.overture.com/d/searchinventory/suggestion](http://inventory.overture.com/d/searchinventory/suggestion)

Searches done in August 2005	
Count	Search Term
1503062	web design and development
573121	web development
36676	web site development
6620	small business web site development
5134	ecommerce web site development
4962	web site design development
2920	web application development
2838	web development company
2771	web page development

Searched Keyword

### WordTracker Keyword Selector Tool

WordTracker helps website owners and search engine marketers to identify keywords and phrases that are relevant to their business, or their client's business, and that are most likely to be used as queries by search engine visitors.



Marketers can also determine how many competing sites are using similar keywords, and can identify the phrases that have the greatest traffic potential.

Search (Dig)	Search (More Info)	Per Hour (Avg.)
web development	web development info	0.64
web site development columbus ohio	web site development columbus ohio info	4.06
web site development	web site development info	0.57
web development company	web development company info	3.81
ecommerce web site development	ecommerce web site development info	0.22

Searched Keyword

WordTracker is a privately owned company with its headquarters in London, UK.

By using WordTracker tool for the keyword "web development", it appears to be one of the most searched keyword  
[www.wordtracker.com](http://www.wordtracker.com)

## Using Meta tags on WebPages

Each page should have a unique set of keywords and description stored as Metadata. Some search engines use Meta tags, as a contributing factor to improve page ranking, and some don't.

Title (<Title>):

The title tag is the most important Meta tag, and all too often, is not utilized properly. As with the description tag, the title tag is what will attract visitors to your website. When web surfers query a search engine, the results are based on relevance. When the websites are listed, they are usually listed in the following manner:

(The title is highlighted with blue)

Your web page title will be displayed here - The description of your website will be displayed here...



Click here for more referrals to build effective Page Titles!

[www.webseo.com.au/title.html](http://www.webseo.com.au/title.html)

Description (<meta name="Description..."):

The description tag is the next most important Meta tag. As with the title, your description will typically be listed in the search engines. The description is highlighted in red above. Like the title tag, you will have to tread the fine line between creating an effective description that will attract visitors and rank well in the search engines for your keywords.



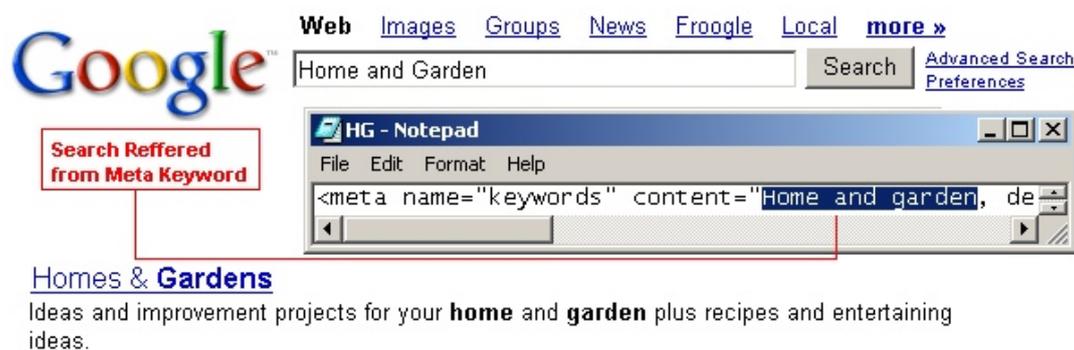
Click here for more referrals to build effective Descriptions!

[www.webseo.com.au/description.html](http://www.webseo.com.au/description.html)

Keywords (<meta name="Keywords..."):

Due to abuse by many websites in the past, search engines have reduced the importance of the keywords meta tag when ranking a web page for keyword relevance. Many have actually decided to not even consider the keyword tag altogether, Google being one of them. While it has reduced in significance, directories like Yahoo still place a significant importance on this meta tag, so you should include it in your web pages.

In 2011, Google announced that this tag is not as important anymore as it was earlier. Whereas the Meta Title and description tags are still vital.



Click here for more referrals to build effective Keywords!

[www.webseo.com.au/content\\_keyword.html](http://www.webseo.com.au/content_keyword.html)

Copyright (<meta name="Copyright..."):

The copyright Meta tag, as with the rest of the Meta tags to be discussed, are hidden. They are not viewable in the search engine results or your web page. The copyright Meta tag is essentially an opportunity for you to enter your company name in the Meta tags. Some engines will read this tag, which could result in you ranking higher for your company name in the engines than you would otherwise receive.



Robots (<meta name="Robots..."):

The robots tag is a set of instructions for the search engines when they visit your website. You can tell the search engines to index all of your web page, only the ones promoted, or none of your web pages. This is an important tag in the event you have pages that you do not want indexed on the search engine



Click here for more referrals to build effective Robots!

[www.webseo.com.au/robot.html](http://www.webseo.com.au/robot.html)

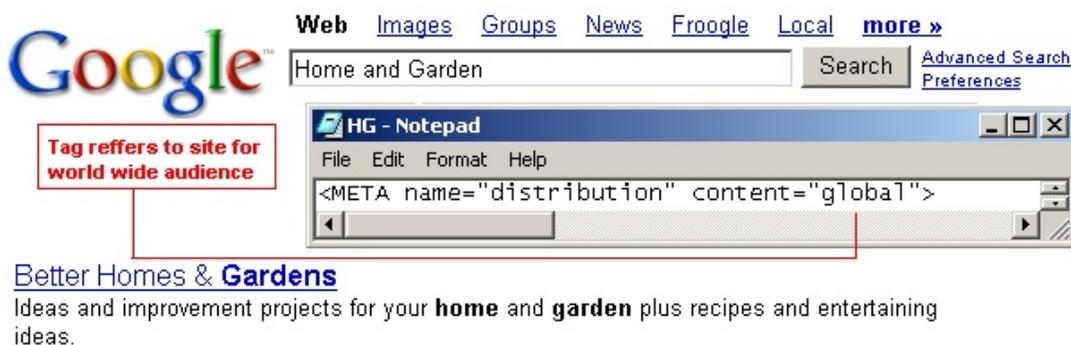
Rating (<meta name="Rating..."):

The Ratings meta tag will tell the search engines a little more about your website, whether it is acceptable for all the audience or only for adults.



Distribution (<meta name="Distribution..."):

The distribution tag will tell the search engines if your website is intended for a worldwide audience or not. While most websites are meant to be viewed by everyone, few include this meta tag on their web page.



Create your website's meta tag instantly to achieve a higher search engine ranking. Our Generator includes the title tag, description, abstract, keyword, and robot meta tags.

[www.webseo.com.au/generator.html](http://www.webseo.com.au/generator.html)

**Using Meta tags wisely to attract search engines & visitors** - Meta tags help search engines to classify your website by providing a brief summary about that particular page. Most of the major search engines support important Meta tags (title and description). Meta tags helps to provide a brief summary of the page; most of the search engines take the information from title and description tag for search engine listing.

## Google Authorship:

In 2013, Google announced Authorship. Webmasters can add their names as authors and they can own content. Under every search result the name of the author will be displayed.

This is how Google authorship looks like:

[How Blogging Helps SEO | Resources on Web, Mobile, SEO ...](#)



[blog.macronimous.com/how-blogging-helps-seo/](http://blog.macronimous.com/how-blogging-helps-seo/)

by Benny Alexander - in 91 Google+ circles

Oct 7, 2013 - Effective ways of writing blogs that help your SEO strategy.

You +1'd this

This will provide trust for readers that they are reading web articles from legitimate authors.

It would be more appropriate if you add Authorship to blog sites or if you are a solo entrepreneur. Google gives the simple steps to follow: [support.google.com/webmasters/answer/2539557?hl=en](http://support.google.com/webmasters/answer/2539557?hl=en)

Google says “The easiest and most reliable way to enable Authorship information in Google search results is to provide a [verified email address](#) on the same domain as your content. If you don't have an email address on the same domain, however, you can associate your content with your Google+ profile by following the steps on this page”.

## Importance of Content optimization

Content has become one of the most important factors to do well in SEO post 2011. In recent times, Google, the market leader in the search industry, had the biggest task of wiping out spammy websites from the search results.

On October 4th 2013, Google rolled out Penguin 2.1, which is an advanced version of earlier Penguin updates, and this has made content optimization as one of the most important factors of Google.

The first 100-200 words on the page are regarded as very important by the search engines. All the keyword group oriented content should be concentrated in this area. This does not imply that keywords and keyword phrases should not be used throughout the page.

For optimum results, the body text should be approximately 400-800 words.

If appropriate, the body of the page should include images with captions and alt tags, accurately describing the image.

Some relevant keyword groups are found on the home page, but more keywords should be added to optimize the home page content better.

**Writing keyword-rich optimized content on pages by adding relevant keywords to the site content** - Once you have established the keywords for which you should optimize your site for the search engines, it is time to figure out how you can get a high ranking in the search engines for that keyword-rich content

Click here for more referrals to content optimization

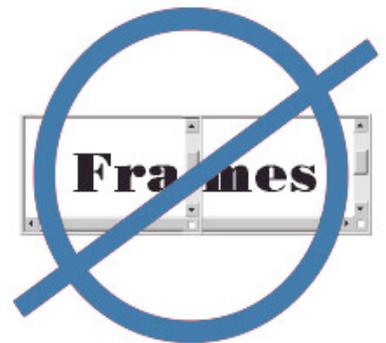
[www.epiphanyolutions.co.uk/free-search-engine-optimisation-tools.html](http://www.epiphanyolutions.co.uk/free-search-engine-optimisation-tools.html)

[www.beanstalk-inc.com/articles/search-engine-positioning/content.htm](http://www.beanstalk-inc.com/articles/search-engine-positioning/content.htm)

[www.epiphanyolutions.co.uk/content-optimisation-explained.html](http://www.epiphanyolutions.co.uk/content-optimisation-explained.html)

## Avoid frames in your site

"Frames tend to cause problems with search engines, bookmarks, and emailing links, because frames don't fit the conceptual model of the Web." Hence, search engines face problems while crawling through sites that use frames (i.e., where part of the page moves when you scroll but other parts stay stationary). Google advises not using frames.



**Unavoidable frame usage** - An alternate method is that you can enter your relevant text within the NOFRAMES area of a framed page, that most search engine spiders will read.

However, don't expect to achieve high rankings while optimizing the NOFRAMES area. Optimizing a NON-framed page will often achieve better results.

## Navigation links

"A site which is easy to navigate means exactly what it says"? 'Easy to navigate' means effective web site navigation. A person might lose focus if he is not able to find the details that he is in need of. There is more reason than one to make your site easy to navigate though. The main website navigation links should be available at the head and foot of each web page. It is commonly called as 'headers' and 'footers'.

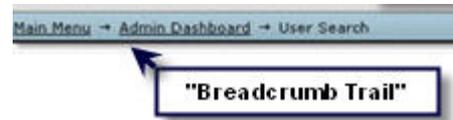
There are many interesting linking structures and ideas to have an effective linking process, but an apt idea is to have at least two separate routes - one for the users, and another for the search engines. Some good ideas for effective web site navigation are:

- Topic related hyperlinks inside the basic page text.
- Placing text links to the most important pages in the footer.
- Using tabs if they make sense for your site design.
- Use text wherever possible.
- Use breadcrumbs navigation to help search engines "see" the site structure.
- Build a separate sitemap page. It is good for both users and search engines.

## Breadcrumbs Navigation

This site uses breadcrumbs right under the tabs. People like the sense of control and seeing where they have been.

Using breadcrumbs also gives you a non-intrusive excuse to have many keyword rich links pointing to each page of your site.



## Contextual Navigation

You can always find something else to link to on the text of each page. You can have an example or a more in-depth explanation. If nothing else, think what questions your user may have, and answer those on these hyper links.

You may not easily be able to capture all of your pages this way, but you should get most of them, because ideally, your topics should stream together. This is widely called as the cross linking of pages.



## Footer Text Links

Most people do not find text links at the bottom of the page offensive. Many sites have a navigation scheme on the side, but are limited as to what words they can fit in the text of side column navigation.



Footer text links can allow you to use optimized text throughout your site to help search engines define what exactly different pages are about.

## Using a Logo for Navigation

Having a logo does a good job of branding. Frequently, the space used for a logo can be used for dual purpose.

Many websites use the logo as a link to the home page (as this site does).



It is a good practice to have multiple types of navigation on a web site. Text links are best for helping search engines determine what a page is about. Frequently, on many sites, one type of navigation is for users and the other is for search engines.

Robots.txt

META robots tag is used to tell search engines which pages they should index.

```
<META NAME="ROBOT" CONTENT="Index, Follow">
```

Make sure you have a robots.txt file in the root of your web server. This will tell the search engines to index your site and which pages they should index. Well-behaved spiders will always check this file first.

Standard contents for this file are as follows:

User-agent: \*

Disallow:

Enjoy making robot.txt file with this tool

[www.i-hit.com/all-in-one/tool-robots.txt-generator.htm](http://www.i-hit.com/all-in-one/tool-robots.txt-generator.htm)

The robots.txt file will enable you to instruct the web crawlers where they can and cannot go on your server. The most popular usage is to prevent search engines from spidering content such as 'include' folder, CSS file, image folder, administration, or payment pages that you do not want to appear in search engine listings.

If you don't want search engines to cache the page, because the site contains time sensitive information, this can be achieved simply by adding the "noarchive" directive.

## Broken links & Custom Error page

A link that fails its very purpose, or in other words, a link that doesn't lead the user to the destination page when clicked is termed a 'broken link'. Broken links hurt "Brand Identity" as well as "Search Engine Placement", and also prevent websites from attaining top Google keyword placement. Broken links and server downtime also create search engine placement issues by preventing sites from being found early on the search engines. Broken links, server downtime, or server maintenance interferes with search engine spiders as they attempt to crawl websites and further contribute to search engine placement difficulties.

Custom Error pages can be used to redirect the user to your homepage or a sitemap in the event of a dead link. This will keep visitors on the site rather than them assuming that you are no longer in business.

For instance, the address [www.macronimous.com/type-anything-here](http://www.macronimous.com/type-anything-here) generates a 404 error, where it could automatically redirect to the home page.

First, open up Internet Service Manager and right click on the website that you want to set the custom 404 Error for. Click on Properties and then choose the Custom Errors tab. Scroll down until you get to the 404 HTTP Error. You'll notice on the right that it has the filename that is associated with the 404 status listed. You can edit this file directly, if you like, or choose a new file (by choosing 'Edit Properties').

404 Error Page with IIS:

For further referral, Creating a Custom 404 Error Page click the below link

[www.4guysfromrolla.com/webtech/061499-1.shtml#postadlink](http://www.4guysfromrolla.com/webtech/061499-1.shtml#postadlink)

Using your own 404 page with Apache

Use a text editor to create the file '.htaccess' (without the quotes) containing the following line:

Error Document 404 [www.yourdomain.com/custom404page.htm](http://www.yourdomain.com/custom404page.htm)

This assumes that your custom 404 page is called 'custom404page.htm'. If you create the '.htaccess' file on a Windows machine, then check that Windows has not added a file extension.

Upload '.htaccess' and 'custom404page.htm' to the server.

For further referral, Creating a Custom 404 Error Page :

[www.cryer.co.uk/resources/javascript/html3.htm](http://www.cryer.co.uk/resources/javascript/html3.htm)

[www.4webhelp.net/tutorials/misc/errors.php](http://www.4webhelp.net/tutorials/misc/errors.php)

[www.yourhtmlsource.com/sitemanagement/custom404error.html](http://www.yourhtmlsource.com/sitemanagement/custom404error.html)

[www.thesitewizard.com/archive/custom404.shtml](http://www.thesitewizard.com/archive/custom404.shtml)

There is a bug in the custom error page that you should be aware of. If you are within a different directory, then the 404 error redirects to the browser will become lost. For example, you are in /sale/page.htm and you link to a bad link taking you to /default.htm because of a custom error, the browser will think that you are in /sale/default.htm. You can avoid this problem by redirecting to /404.asp with the contents of 404.asp being this:

Bug Free 404.asp

```
<%  
Response.Redirect ("/default.htm")  
%>
```

This double redirect will avoid the problem. Secondly, crawlers, the automated programs that crawl your web site, may become lost, if you redirect to the home page when there is a 404 error.

## Avoiding "Under construction" page

If you're not quite ready to show what end user is looking for, then don't post an 'under construction' page. Develop it fully before posting it. If you post links to an under construction sign and you're almost certain to annoy busy and impatient web surfers.

Search engines warn that submission of 'under construction' pages might cause the removal of sites from the search list. Search engines are interested in delivering a complete product, rather than an incomplete product, to please their customers. Google and other search engines will not index web pages without content or 'under construction' page.



To avoid such warnings from search engines or to handle such problems, it is better to post your business name and contact information on a home page that says "Coming Soon". Let people know how to get in touch before the site is up and running, and a rough timeline by when the site is scheduled to make its debut. But even there, go easy on the animated earthmovers and the spinning 'under construction' signs.

No content or information on the site is a terrible mistake. The lack of content will make users leave immediately out of the site. Presence of content means something people would want to see or read, not just a string of clipart or GIF animations, or UNDER CONSTRUCTION signs

### Competitor analysis

Never have the illusion that what we do is always correct. Sometimes your competitors may follow certain things which make their sites more appealing to search engines than your site. In this regard, competitor analysis is very important.

To gain competitive advantage in the current trend in business, you ought to have a complete competitor analysis done. It helps in identifying opportunities and capitalizing on them.

Competitor analysis is a central part of Search Engine Optimization in determining the most appropriate technique your site should be aiming for. In order to understand your positioning within your marketplace on the web, you need to know how your top competitors are doing - and what they're doing - when it comes to Search Engine Optimization (SEO) strategies.

You try to identify the answers to the following questions:

- Where is your competition on the Internet?
- Which competitors are most popular on the Internet?
- Which competitors are less popular on the Internet?
- How is the link popularity of your website against your competition?



And you get a clear picture of your position, and the steps to be taken to sustain in the competitive market.

Giving keywords to major search engine like [Google](#), [yahoo](#) and [BING](#) can carry out competitor Analysis.

### Basic principles of Competitor Analysis

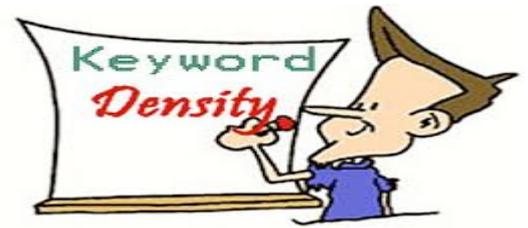
- Find out organizations offering the same product or service now.
- Find out organizations offering similar products or services now.
- Find out organizations that could offer the same or similar products or services in the future.
- Find out organizations that could remove the need for a product or service.

### Keyword density analysis

Keyword density refers to the ratio (percentage) of keywords contained within the total number of index-able words within a web page. The preferred keyword density ratio varies from search engine to search engine.

Keyword density can be achieved by adding keywords to the home page. The density rating tells you if you use your keywords continuously throughout the web page. You will want to have 70-80% of your primary keyword usage in the first half of the body.

This means that you will have between 20-30% in the second half, which adds to the continuity of the web page. Overuse of keywords within a page will result in a "high density" rating that will lower the ranking of your page.



In your website if you had 1000 words, and your keyword appeared 10 times, then you would have a keyword density of 5%. Important is keyword density must not increase more than 2%. Keyword density will vary from search engine to search engine because some search engines index "stop words", while others do not (Stop words are words like "a", "at", "the", etc.)

Would you like to know the average keyword density of top ranking pages on the major search engines?  
[www.webconfs.com/keyword-density-checker.php](http://www.webconfs.com/keyword-density-checker.php)

## Back-link Analysis

Quality back-link is one of the most important factors in Search Engine Optimization.

It is not enough just to have a lot of back-links; it is the quality of back-links along with the quantity that helps you rank better in search engines. As mentioned earlier, the Penguin algorithm update by Google in 2012 mainly penalized sites having poor back-links.

A back-link could be considered as a quality back-link, if it links to your website with the keyword (key phrase) that you are trying to optimize for, and the theme of the back-linking website is the same as your website.

These tools help you determine the back-links of your website and link text used by your back-links to link to your websites.

[www.webuildpages.com/neat-o/](http://www.webuildpages.com/neat-o/)

[www.webconfs.com/anchor-text-analysis.php](http://www.webconfs.com/anchor-text-analysis.php)

## Back-link Builder

Building quality back-links is one of the most important factors in Search Engine Optimization. This tool searches for websites of the theme you specify that contain key phrases like "Add link", "Add site", "Add URL", "Add URL", "Submit URL", "Add Article" etc.

[www.webconfs.com/back-link-builder.php](http://www.webconfs.com/back-link-builder.php)

## Google Sitemap

Google Sitemap is created to improve the visibility of your URLs on Google. Google Sitemap is an easy way for you to submit all your URLs to the Google index and procure detailed reports about the visibility of your pages on Google.

For more details click below URL,  
[www.google.com/webmasters/sitemaps/login](http://www.google.com/webmasters/sitemaps/login)

Here are 4 simple steps to build your Google Sitemap online

- Enter your full website URL and some optional parameters in the form below.
- Press 'Start' button and wait until the site is completely crawled (the progress will be indicated)
- You will see the generated sitemap details page, including number of pages, broken links list, XML file content and link to a compressed sitemap. Download the sitemap file
- Inform Google about your sitemap location using the HTTP request, like this:  
[www.google.com/webmasters/sitemaps/ping?sitemap=http://www.Yourdomain.com/sitemap.xml.gz](http://www.google.com/webmasters/sitemaps/ping?sitemap=http://www.Yourdomain.com/sitemap.xml.gz)

This website is to let you create a sitemap in XML format that can be submitted to Google, to help them to crawl your website better. The below URL builds your Google Sitemap online  
[www.xml-sitemaps.com/index.php](http://www.xml-sitemaps.com/index.php)

### How does Google Sitemap work?

Google Sitemap is created using XML (Extensible Markup Language).  
Here is the sample Google Sitemap code:

```
<url>  
<loc>http://www.yoursite.com/</loc>  
<lastmod>2005-07-15</lastmod>  
<changefreq>monthly</changefreq>  
<priority>0.5</priority>  
</url>
```

Here is a breakdown of what each line represents:

Location - name of your WebPages i.e. [www.yoursite.com](http://www.yoursite.com/)

Last modified - when you last modified the page.

Change frequency - tells Google how often you modify that particular page, whether it's never, weekly, daily, hourly, monthly or yearly.

Priority - sets the priority you want Google to place for that page on your site. You can prioritize your pages: 0.0 being the least, 1.0 being the highest, 0.5 is in the middle.

## ROR (Resources of a Resource) structured feeds

ROR promotes the concept of structured feeds (which is related to the concept of structured blogging), enabling search engines to complement text search with structured information to better understand the meaning. ROR information is typically stored in an ROR feed called `ror.xml` placed in your website's main directory. Unlike Google Base, all search engines can easily access ROR feeds: at

[www.your-website-name.com/ror.xml](http://www.your-website-name.com/ror.xml)

ROR is a rapidly growing XML format for describing any object on a website (sitemaps, products, services, menus, images, reviews, contact info, business info, etc), so that search engines can better understand its content. ROR file can be created in both RDF (Resource Description Format) and RSS (Really Simple Syndication) format

Below URL builds your ROR XML file online in RDF/RSS Format

[www.rorweb.com/rormap.htm](http://www.rorweb.com/rormap.htm)

### What is ROR?

ROR (Resources of a Resource) is a rapidly growing independent XML format for describing any object of your content in a generic fashion, so that any search engine can better understand that content. RORweb.com is the official ROR website.

To submit your ROR feed or ROR Sitemap, use the form below:

[www.rorweb.com/ror-submission.htm](http://www.rorweb.com/ror-submission.htm)

## Google Analytics

Google analytics was introduced in the year of 2005 and it's easily one of the most SEO friendly tools available in the industry. This is because it's an offering from Google, the market leader in the search industry. It provides various insights from visitors, page views, demographic stats of the visitors, conversion tracking and many more insights.

And the best part of Google Analytics is it's free. Here is the link of Google Analytics.

[www.google.com/analytics](http://www.google.com/analytics)

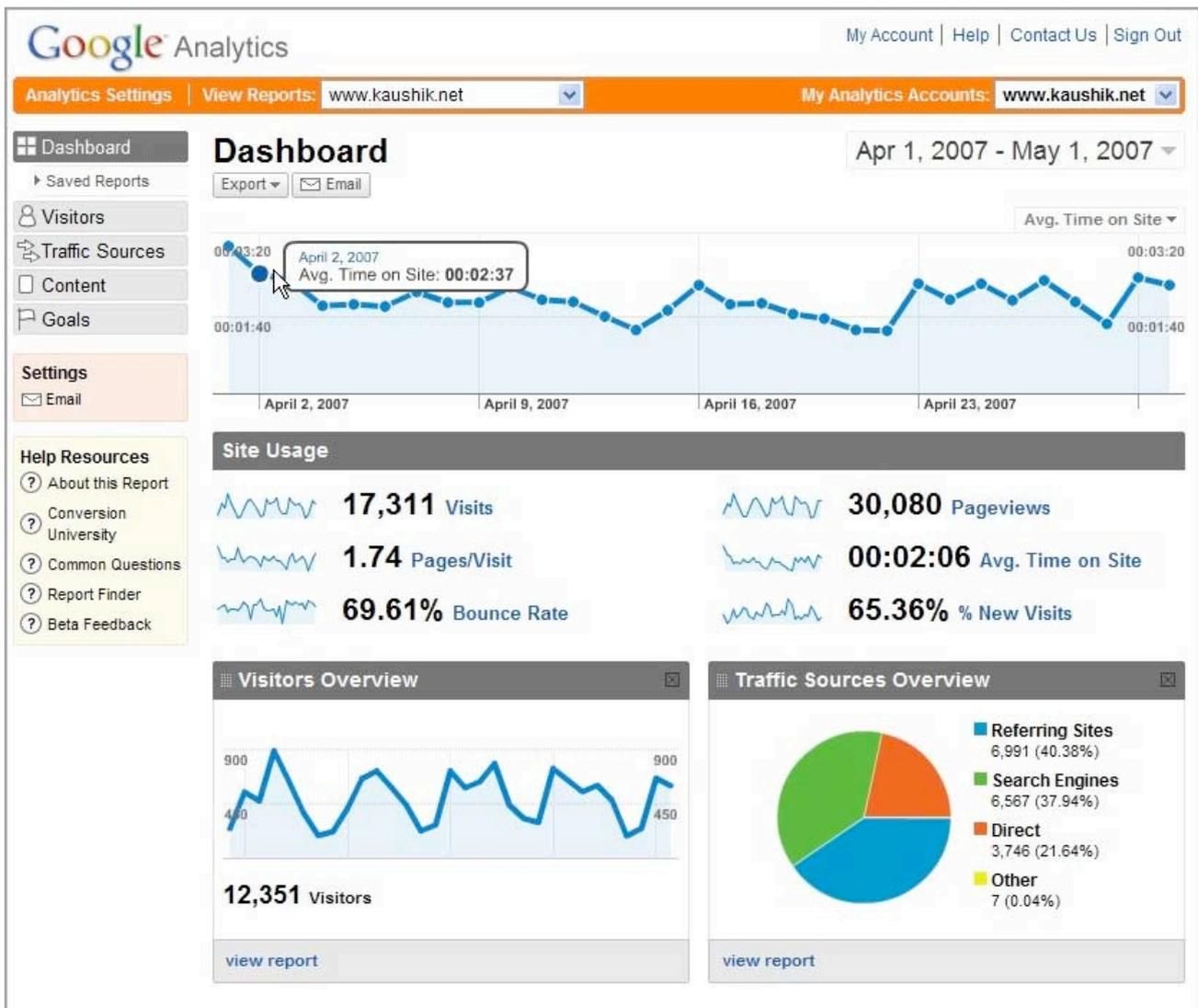
Similar to other Google apps like Gmail or Google Plus, you can access Google Analytics with a valid Google username and password. Insert a simple piece of our code on your web page and you will be able to analyse and monitor all the visitors to your website in real-time and past period stats.

To see your website's statistics in Google Analytics, you need to login to Google Analytics and add you website. After that you will need to select the category of your website and the time zone. Then Google Analytics will provide you a snippet of JavaScript code and you need to add the code within the <body> and </body> of your HTML content.

Google Analytics can also show you the real time statistics of your website. You can also compare the traffic stats of one period to any previous time period.

You can also share your Google Analytics stats across various users and can export data in any format you require.

This is how a Google Analytics dashboard will look like:



### Why Google Analytics?

- No programming to do
- No servers to maintain
- No software applications to install
- Can monitor traffic to your website
- Can know about referrals to your website
- Can find out page loads on your website
- Can find out conversions
- Can find out revenue generated

For more stats tools;  
[www.openwebanalytics.com](http://www.openwebanalytics.com)  
[www.adobe.com/solutions/digital-analytics.html](http://www.adobe.com/solutions/digital-analytics.html)

Some older tools:  
[www.statcounter.com](http://www.statcounter.com)  
[www.onestat.com](http://www.onestat.com)

[www.activemeter.com](http://www.activemeter.com)  
[www.showstat.com](http://www.showstat.com)

## Responsive Web Design and SEO

Responsive web design, RWD in short is a technique to make your site appearing in difference sites effectively by considering the screen sizes using CSS3, JS and HTML5. Using them the site is made with proportion based grids called fluid grids, CSS3 media queries and dynamically resized images. Google and other search engines started linking this 'First-First' approach. As a result Google started mobiles sites appearing on searches made with mobile devices. So, it's time to think about an RWD facelift for your old site.

You can also consider using frameworks like Twitter's [Bootstrap](#) or [Foundation from Zurb](#) Or [Less Framework](#) for easy layout designing and grid positioning.

## Loading speed and SEO

Google considers a site's loading time for ranking since 2010. It's not very clear what exactly the "speed" should be, However [Google's pages speed insight tool](#) is a good place to start. Another tool is from Pingdom (Here is our try: [tools.pingdom.com/fpt/#!/eDZz5O/www.macronimous.com](http://tools.pingdom.com/fpt/#!/eDZz5O/www.macronimous.com)).

[Yahoo's Yslow](#) is another tool every SEO should know. You can download the browser element and test the site for loading speed.

Basically the recommendations comes as to remove Render-Blocking JavaScripts, enabling Browser cache, Optimizing images and Minifying JavaScripts & CSS. Try them, you could be in a safer place.

## Conclusion

SEO is a never-ending process. It's hard to keep up with the different techniques that are used to boost a site's ranking on search engines. Laying the groundwork for SEO will help once a site starts to get indexed. Doing so before the site is indexed will aid tremendously in the sites ranking. Effective SEO strategy can reap significant dividends and is important for long term and strong ROI. The impact of SEO is undisputed. Effective programs drive traffic and show analyzable and tangible returns.

Always keep in mind that SEO is an ongoing process and can be incorporated into your annual online marketing budget, along with things like regular website updates, newsletter mailings to site subscribers, and online and offline media planning.

Always be aware of the experience of your top, loyal customers and their needs, since you don't want to lose what you have, to attract more customers.

The optimization of your web site results in the *increase in the number of targeted visitors, improvement in your sales and customer loyalty, and of course, increases the brand recognition.*

Some valuable but free tools, which you can use:

Spider Simulation - [www.submitexpress.com/analyzer](http://www.submitexpress.com/analyzer) (See what the spider sees on your website)

Dead Link Checker - [www.dead-links.com](http://www.dead-links.com) (Doesn't crawl links within Frames or JavaScript)

Keyword density Analyzer - [www.promotefirst.com/resources/seo-tools](http://www.promotefirst.com/resources/seo-tools)

Google Site map creation - [www.xml-sitemaps.com/index.php](http://www.xml-sitemaps.com/index.php)

Finding perfect set of keywords - [www.goodkeywords.com](http://www.goodkeywords.com)

Get Keyword ideas: [ubersuggest.org](http://ubersuggest.org)

Delete Duplicate Keywords - [www.globalpromoter.com/seo-tools/delete-duplicate-keywords.cfm](http://www.globalpromoter.com/seo-tools/delete-duplicate-keywords.cfm)

Advanced Robots.txt File Generator - [www.globalpromoter.com/seo-tools/robots-txt-file-generator.cfm](http://www.globalpromoter.com/seo-tools/robots-txt-file-generator.cfm)

Keyword Difficulty Checker - [www.searchguild.com/cgi-bin/difficulty.pl](http://www.searchguild.com/cgi-bin/difficulty.pl)

Rocket Rank - [www.rocketrank.com](http://www.rocketrank.com) (This will check the top 20 of the following SE's)

Page visit finder- [www.statbrain.com](http://www.statbrain.com) (find out how many visits your site has)

Ton of free Tools: [smallseotools.com](http://smallseotools.com)

Must watch videos: [www.youtube.com/user/GoogleWebmasterHelp](http://www.youtube.com/user/GoogleWebmasterHelp)

Quick site health analysis: [www.similarweb.com/website/macronimous.com](http://www.similarweb.com/website/macronimous.com)

### Disclaimer:

We tried to give the facts and information to the best of our efforts, research and experience. Macronimous holds no relationship with any Search Engines or any of the third party tools, we are not getting paid from them either. This E-Book is a free helping tool, and not an e-marketing authoritative hand book. Most of the information and statistics are based on many research papers done on various occasions by various people, and we do not hold any responsibility on the accuracy of the facts. We also do not hold any responsibility of the external links; there may be invalid, dead links etc.

## Who are we?

We are a web development and SEO Company working with clients over 15 years (yes, since Lycos, AltaVista days and even before Google was seen).

We are experts in SEO, helping clients across the globe to make their website a business gateway.

We learn each day; closely watch what is happening around the world of SEO (listening to Hummingbird right now) and enjoy each day working with search engines, content, META tags and social media.

We share what we like and learn, so check <http://blog.macronimous.com> and if you are interested in what we are into, visit [www.macronimous.com](http://www.macronimous.com)

If you find this book useful, drop us a few lines to [seobookfeedback@macronimous.com](mailto:seobookfeedback@macronimous.com), leave reviews and ratings in stores. We thank you again.

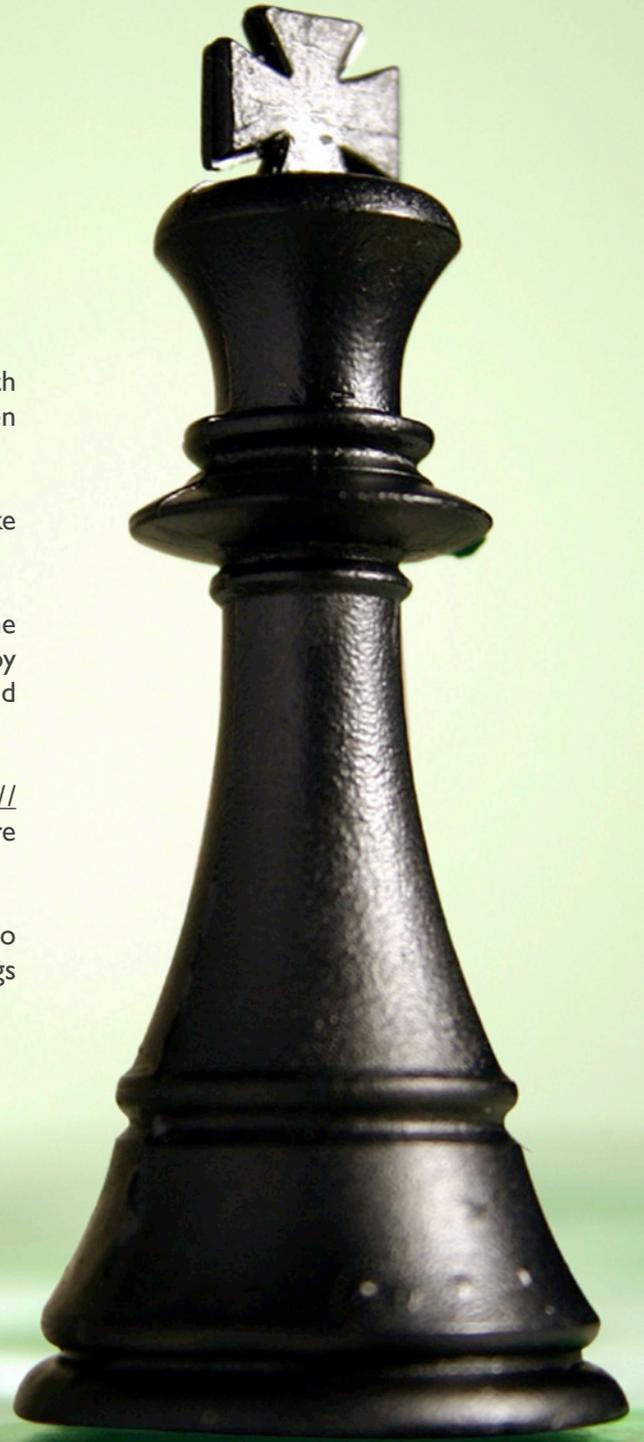


Image credentials:  
Liany Cavalaro, Marcelo Gerpe and joana franca. Images taken from sxc.hu