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## SEO FAQ

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### What are the specific link building actions you provide?

Actions are how we track the creation of links. An action is when one of our writers creates a blog post, or when one of our fulfillment specialists comments on an article, or any other action which results in a link to your site. Below is a list of all the actions we perform:

- **Directory Submissions:** This is the most basic form of link building. This is an opportunity for a client's site to be submitted to multiple online directories. This will allow the site to obtain inbound links from multiple online directories. Not only do people frequent these sites when they are looking for a certain business, search engines index them to determine which websites are actively being promoted. Directories are like registering with a chamber of commerce: you may not get much immediate and direct business from the chamber but you register with them just the same to establish credibility. Registering with live directories will establish credibility within the internet world.
  - **Our Process:** We submit the client's URL to websites that are built for the express purpose of promoting online businesses. Not only do people frequent these sites when they are looking for a certain business, search engines index them to determine which websites are actively being promoted.

We choose from a wide variety of directory sites that cover general businesses as well as directory sites that only promote sites relevant to the client's industry.

- **Social Bookmarks:** This is a very quick and easy social outlet made for recommending sites to friends and acquaintances and establishes a quick backlink to the client's site. Because it is social it will usually get crawled quickly. Social bookmarking is one of the most effective ways for search engines to determine which websites are really liked by people.

The easiest way to cast your vote and tell the world you think a certain site is great is by linking to it. Social bookmarks let you create links to your favorite sites, save them so you can access your list of favorites from anywhere and share them with others. The bookmarking system then recommends new sites to you based on common interests you may have with other bookmark users. Search engines see these shared bookmarks quickly.

By using social bookmarks as a means to understand the internet, search engines find sites that people use and like enough to share with their friends. They also discover how people categorize these sites and associate keywords with each.

- **Our Process:** We link the client's website where other users and search engines can see it on the social bookmarking site. This is done manually, with individual people providing different bookmarks for our various clients. Google can tell the difference between a robot and a real person, and rewards those who make the extra effort of completing link building manually.
- **Article Engagement:** The challenge is finding links from sites that are not built to list other sites, but built to be experts in their field—your client's field. A link from an industry expert is like a recommendation from an expert. While it's nice to hear your neighbor say you are a shrewd businessperson, when a local banker or investment counselor says it, it means a lot more to prospective customers.
  - **Our Process:** We fulfill article engagement in two ways:
    - We find sites that allow user-generated content that also happen to be linking to a competitor's site and we link to them also, with content that justifies why the client's site should be there.
    - We scour the web for sites that contain similar verticals and keywords to your client's site and build links there with our own content, written much the same as the process above.
- **Business Profiles:** We also create links of another sort. In order to promote the local exposure of your client's business, we create multiple citations that help search engines view a client's local listings as the most trusted and credible listings they have.
  - **Our Process:** Our main priority is to make sure the client's business is located on Google and Bing's map sections (aka their local listing pages). If the client has a business profile, we double check the information for accuracy and then see if the profile is claimed. If it isn't we take the necessary steps to ensure that this is done—this will require client participation as verification is oftentimes handled via mail. If the client does not have a profile, we will create one for them and then work to get it verified by the client.

Once Google and Bing are covered, we move on to other business profile sites, such as Yelp! Foursquare, and Manta. The lesser-known sites do not require verification so we can complete these profiles with client participation.

- **Off-site Blog Postings:** Due to the shift toward social media, search engines are placing more and more importance on the popularity of a business or website based on the size of its social

circle. When most of us think of social media, we might think of Facebook or Twitter, but don't forget the largest, oldest, and still most popular form of online social media: blogs. Blogs are one of the most effective and controllable link building actions we have at our disposal. Our team of expert writers create unique and relevant blog posts that include multiple uses of a client's keywords.

When search engines see bloggers posting regularly they know they are hearing the voice of the people, not what a computer program thinks, but what real people think and express online. Blogs are the word on the street in today's tech-savvy world. If you want to be known, you need to be blogged.

**Our Process:** Our writers create around 250 words of content that is relevant to the client's industry, is written specifically for Google's algorithm, and is current with the latest blog writing trends. The blog also includes a link to the client's site, which helps build link authority.

The writer then sends it to our editing team to provide grammatical and stylistic criticism and then it is sent back to the writer to make the proper changes. Once the blog goes past one last review by the editor, it is submitted to a blog site. These blog sites were created specifically for the client's industry, and while they cannot be found by the human eye, Google bots find them and eat them up as they peruse the internet.

- **Offsite Article Creation and Distribution:** While blog posts impart an important social validity to a client's website, articles prove a client's credibility by celebrating his/her authority. Written in a professional and educational style, articles are specific to an industry or concept and convey expertise in your client's field. Once written, they are distributed across a national network that shares this information (links and all) with thousands of participants for use in newsletters, promotions and pamphlets. The more people that pick up the article, the more links to the client's website are created.
  - **Our Process:** The process for article creation and distribution is almost identical to Offsite Blog Posting, with two exceptions: Articles are 400-600 words and provide 2 links to the client's site.
- **Offsite Content Marketing:** This action is also called guest blogging. OCM builds credibility, traffic, exposure and community. This link building type is similar to Offsite Articles. The difference comes in where the content is posted. We attempt to have the content published on private blogs with high page rank. This type of link-building takes a lot of effort in continually contacting blog sources and requesting to post on their blog.
  - **Our Process:** The blogs are written in a professional and educational style, much like the offsite articles. The blog also goes through a revision process and quality-assurance checks, and gets a link to the client's site. Once the blog is written, we contact third

party sites and ask them to post the blog on their site. This step can take some time as the moderator of the third-party site will weigh their options carefully before deciding. When the blog is approved, the moderator will post it in their site. While this is one of the most demanding in our arsenal, it is one of the most valuable forms of link building actions we provide.

### **Which activities carry the most weight/value?**

One of the most common and important things you are going to come across when involved in SEO is “Link Building”. This can be described in multiple ways and often breaks down to how Google measures trust, and what should be done for individual websites. Below is what Boostability offers in their Link Building campaigns and how this affects our clients.

- **Link Building Defined**
  - Backlinks (also known as incoming links, inbound links, in-links, and inward links), are incoming links to a website or web page. In basic link terminology, a backlink is any link received by a web node (web page, directory, website, or top level domain) from another web node.
  
- **Link Building and Trust**
  - This is where it gets a little tricky. How can a search engine know if your site is trusted? How do they know that *others* see you as a trusted resource? The answer is simple: They look for endorsements from other websites, aka links. The way websites and webmasters endorse other sites isn't by casting a vote or telling the search engines directly, it is by creating a link. If you are building a website and you find another website you feel your customers might find useful, you can put a link to that website on your site. If someone finds your site useful, they may do the same. If a search engine finds that you have a sizeable amount of links pointing to your website from other sites, this must mean that other websites trust you. The higher the level of links, the higher level of trust and the higher you rank in the search engines, as long as your website is also relevant to these links.

### **What kind of links help the most?**

The easiest answer to this question is: all or none. What the search engines are looking for is not only a large amount of links, but also a variation. For example, if you have only blog postings links leading to your site the likelihood that you will rank from that alone is very low. The search engines are looking for a “link portfolio”. An easy way to look at this is if you were a photographer and only took photos of one singular bench, regardless of how many angles you took this photo from, your portfolio would be pretty scarce in the trust from new clients. Think of links in this same manner. Having blog posting links is just

as important as having business profile links, directory links, etc. Obviously the amount of each varies based on your industry, but having a broad link portfolio is going to be the best approach for any site looking to rank.

### **Why do we need variation?**

Going back to what the search engines are looking for, having a variety of links is going to make the appearance of our SEO work look more natural. When word of mouth is spreading both online and in person, it is not spread in one specific type of website or person. The search engines believe that when you have a variety of links coming from multiple type of sites that these links were created and are presented in a natural way online, thus adding value to the web rather than spamming. We also want to be sure that we are covering all types of search genres and increase our client's online reputation.

### **What is the purpose from having links from both high page rank and low page rank sites?**

This refers back to what the search engines are looking for, and having a more natural look to your link portfolio. When the search engines crawl your site and see only links coming from highly-ranked websites, this could set off an alarm on their algorithm that your website portfolio has been fabricated. We want to have links from quality websites, however not every good blog and great directory is going to have a high page rank. In the same mindset as having a variation of *types* of links, you must also have a variation in types of websites. Now, you do not want to have links from low quality, untrustworthy sites but you do want to make sure that you have links coming from all types of sites, regardless of their current page rank.

### **Why can't I sell everything? Why can't I use a general keyword?**

The more specific the keyword, the higher the buyer's intent. The broader you are the more competition you have. Sites with a tighter focus are quicker to climb the ranks and get exposed to buyers; they are also exposed to more buyers and fewer shoppers.

### **What is the optimal length of a title tag?**

69 characters are displayed, 250 characters are allowed. From an SEO standpoint you can use all 250 but be aware that the more words you have in your title tag, the lower your keyword density will be. We recommend a simple title tag, specific to one keyword phrase and therefore one customer group.

### **What is the purpose of the Meta description?**

The Meta descriptions nominal use is to provide a brief description of the contents and purpose of the page. The SEO use for a Meta description is to control the snippet, or the 2 lines of text that make people choose to click on your site.

### **How many characters is optimal for the Meta description?**

There are 155 characters visible, but 250 are allowed. If you want to include more than 155, you can but they will be seen as an ellipses.

### **What is the optimal percentage of keyword density?**

While opinions differ on the exact number, for overall keyword density your site content should not exceed 6 percent to avoid penalties. 4-5 percent is a good and aggressive but safe target percentage. Remember that in addition to direct keyword density, your site can be helped by including related content, not specific to your exact keyword.

### **In what places is it most important to mention your keyword?**

Everywhere, early and often. From URL to title to the entire page content. If you are applying for a job, and you have certain skills that make you a good fit for that job, do you mention it once then go on to talk about unrelated things? No. You rewrite your entire resume and cover letter so that every part points to the fact that you are a perfect fit for the position in question.

### **Why was I ranking pretty well and then immediately dropped in my rankings?**

Google frequently changes site's positions based on seemingly random fluctuations in its rules and site traffic. They also frequently change rules so if your site experiences a significant change in position that lasts more than 2 weeks, we can look into your site more closely and determine what might have changed to cause the fall.