

SEO Video Outline

1. Driving people to your site (ranking high in Google and other search engines)
 - a. Choice of a domain name
 - i. Unusual/unique name
<http://www.bluepelicanjava.com>
 - ii. Descriptive name
<http://www.beeswaxco.com>
 - b. Meta tags, keyword placement on home page
 - i. The title tag (6:58,15)
<http://www.beeswaxco.com>
 - ii. Density of keywords
 - iii. Using online tools to determine keyword density
 - iv. Making use of the h1, h2, tags
<http://www.beeswaxco.com/floater.htm>
 - c. Compelling descriptive text that displays in the search engines
<http://www.bluepelicanjava.com/gridWorld.htm>
 - d. Getting other sites to link to you... especially related sites
 - i. Interesting, noncommercial articles that a "researcher" would find interesting.
<http://www.fainshoney.com/honeyProduction.asp>
<http://www.beeswaxco.com/howBeesMakeWax.htm>
 - ii. Outstanding photos that others would find interesting and informative.
<http://www.beeswaxco.com/howBeesMakeWax.htm>
 - iii. Offer something free (usually a download) that others would find valuable
<http://www.fainshoney.com/ribbonCaneSyrup1.asp>
<http://www.beeswaxco.com>
 - iv. Link exchanges with **related** sites
<http://www.fainshoney.com/links.htm>

- v. Provide information in the form of lists that come alive with a lively visual presentation, but without being gaudy.

<http://www.beeswaxco.com/recipes.htm>

- vi. Gimmicks

- 1. Java script

<http://www.fainshoney.com>

- 2. Slide show

<http://www.beeswaxco.com>

- 2. Making a visitor want to buy once he is at your site... visual appeal

- a. Professional looking, interesting layout. This can also help persuade others to link to you.

- i. Top banner/overall consistent design (10:00, 68mb)

<http://www.fainshoney.com>

<http://www.beeswaxco.com>

- ii. Have items “spilling” off the banner (7:05, 38mb)

<http://www.fainshoney.com>

<http://www.beeswaxco.com>

<http://www.refugioisd.net>

<http://www.bluepelicanjava.com/videos.htm>

- iii. Templates

- b. Interesting , informative text associated with “buy now” buttons.

- i. Informative, humorous, poetic, or sophisticated text (6:40, 97mb)

<http://www.fainshoney.com/ribbonCaneSyrup1.asp>

<http://www.springsofcoldcreek.com/bedroom.htm>

<http://www.fainshoney.com/lemonHoney1.asp>

- ii. Make use of drop caps, full justification, etc. (5:32, 53mb)

<http://www.fainshoney.com/familyStory.asp>

iii. Text should include keywords. Individual pages besides the home page can also rank on Google.

<http://www.fainshoney.com/ribbonCaneSyrup1.asp>

c. High quality, interesting pictures associated with the text

i. Multiple pictures of the same item

1. Different angles

<http://www.beeswaxco.com/floaters.htm>

<http://www.beeswaxco.com/specialtyPillars.htm>

2. Different contexts

<http://www.beeswaxco.com/beeHiveCandles.htm>

<http://www.beeswaxco.com/floaters.htm>

ii. Faded edges

<http://www.springsofcoldcreek.com/garden.htm>

iii. Fading into "mist"

<http://www.beeswaxco.com/candleHolders.htm>

<http://www.wickmanproducts.com/wickdipper.htm>

iv. Text wrapped around pictures

<http://www.fainshoney.com/familyStory.asp>

v. Reduce size of pictures to the actual display size

vi. Sharpen and enhance (contrast and brighten) after picture is reduced to its final size.

vii. Use PhotoShop filters to straighten out Keystoning and other lens distortions

3. Shopping Carts

a. Commercial cart services

b. PayPal "free" shopping cart

4. Advertizing

a. Adwords on Google

