

# 3 SIMPLE STEPS TO IMPROVE YOUR SEARCH ENGINE RANK

YOUR FREE GUIDE TO INCREASING YOUR SEARCH ENGINE  
RANKINGS WITH 3 SIMPLE STEPS



MOD*assic*  
M A R K E T I N G

People often ask “How can my web site be #1 in Google?” The truth is if your web site isn't the number one resource for that keyword it likely isn't going to be #1 in Google. It's no shock that people naturally look for the easy way out and in the process have wasted a lot of time, money and bandwidth looking for SEO secrets.

When it comes down to it there are only 3 things you need to do to improve your search engine ranking, and they aren't secrets at all...

# 1. Good Design.

At MODassic Marketing you'll notice that we file our SEO services under DESIGN. This is because the only "tips and tricks" that really matter for SEO are all basics of quality design and not really tricks at all. Some basic design elements such as how your pages are laid out, where and how images and text are used and how your pages interlink play a very important role in how both users and search engines view your site. More importantly good design is all about communication... properly communicating and directing your visitors (and robots) to the information they are looking for.

Good design doesn't stop at creating an empty web template. As beautiful as that template may be it's the copy and content that fills that template that makes for a brilliant design and effective communication.

## 2. Develop content.

Face it, Google is smarter than you. If you are looking to trick people into clicking on your web site by first tricking Google into thinking your site is important, you will lose. Instead of wasting your time looking for SEO tricks and secrets simply develop interesting and relevant content on your website that offers something for people searching for your keywords. Content and information is what people are Googling for.

## 3. Linking.

Ask anyone who the best company in their industry is. They will say they are. Then ask them who the #2 company in their industry is. The company who shows up as #2 on most peoples list *is* the best company. That is exactly why linking plays such a large part in determining search engine ranking. If you say your site is important it doesn't matter, but if a lot of people say your site is important than it probably is. There's no "trick" to link building so steer clear from link buying campaigns. Simple online networking with complementary businesses, consumers, and blogs will greatly increase your number of links. If you have content of interest, like we mentioned in step 2, people will link to it.

# With these 3 things in mind

we strongly advise against wasting your money hiring “most” SEO companies. This isn’t because we don’t believe in SEO, in fact we provide SEO services for most of our clients. It’s that real and effective SEO is different than most SEO companies make it out to be.

In fact, it is often the strategy of many companies to make SEO seem extremely technical and above their clients head. This gives them the freedom to charge an ongoing monthly amount while not really doing any work. They explain to the client that what they are doing is “all in the code” and behind the scenes.

Granted there are important things that need to be done “in the code” such as setting up proper canonicalization (which just means making the ‘www’ and non ‘www’ version of your site the same), knowing which metas effect SEO, 404 pages, redirects, etc but these are simple one time fixes, not ongoing adjustments.

Be wary of SEO companies looking to charge ongoing amounts that aren’t delivering real content and adding value you and your site’s visitors can see.

We understand that small business owners are busy running their business and don't always have the time for developing content, online networking and often don't know if their sites design is helping or hurting their ranking. That is why we provide a free evaluation of your current site, fix any "in the code" problems and provide real SEO in the form of content development, design and PR.

At MODassic Marketing we help you develop and publish content and get your content out there through social networking and PR and make sure your site design is properly communicating to both users and robots!