



Search Engine Optimization Tools

Webinar Takeaway

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Thank you for attending Geonetric's Webinar, "Rise to the Top of Search Engine Rankings." During the Webinar, we discussed methods to improve your organic search engine placement. This takeaway document includes a list of tools to help you get started with your search engine optimization efforts.

General SEO Tools

Here are a couple of recommended general purpose tools for anyone working on SEO initiatives. Both of these options include an assortment of tools to help you understand how search engines (particularly Google) are looking at your sites and provide options for helping you steer the search engines in the right direction.

SEO Book <http://tools.seobook.com/firefox/seo-for-firefox.html>: SEO Book is a good site for both tools and insights into the search engine game. This link takes you to their toolset for Firefox.

Google Webmaster Center <http://www.google.com/webmasters>: Google's tools for Webmasters includes features for ensuring Google is getting to all of the pages on your site that you want it to see. It also helps you find other sites that are linking to you, and gives you tips for making your site Google-friendly.

Keyword Suggestion Tools

One of the great challenges that we discussed in the Webinar is finding the right to optimize. These recommended tools take slightly different approaches to providing the insights needed to make educated keyword decisions.

SEO Book <http://tools.seobook.com/keyword-tools/seobook/>

Wordtracker <http://freekeywords.wordtracker.com/>

Google Adwords <https://adwords.google.com/select/KeywordToolExternal>

Yahoo Small Business <http://sem.smallbusiness.yahoo.com/searchenginemarketing/>

Keyword Density Tools

These tools help you analyze how you're using keyword phrases within the pages in your site. While these need to be used with caution, they can help you focus individual pages around the themes that you're hoping to promote.

SEO Book <http://tools.seobook.com/general/keyword-density/>

SEO Chat <http://www.seochat.com/seo-tools/keyword-density>

Rank Checker

Google won't provide you with a single definitive number for your pagerank; however, there are many services that do a good job of estimating pagerank values (the general credibility rankings for pages in the eyes of Google).

SEO Book.com <http://tools.seobook.com/firefox/rank-checker/>

Smart PageRank <http://www.smartpagerank.com/>

Google Webmaster Guidelines

You need to be careful when optimizing your site for Google, because you don't want to do anything that will get your site blacklisted from the tool. It's a good idea to familiarize yourself with Google's Webmaster guidelines, a useful (but not exhaustive) list of what is and is not acceptable practice.

Webmaster Guidelines <http://www.google.com/support/webmasters/bin/answer.py?answer=35769>

Large lists of other tools maintained by other people

If you want more resources to sink your teeth into, have a look at some lists of SEO tools that others have put together.

DMOZ http://www.dmoz.org/Computers/Internet/Searching/Search_Engines/Google/Tools/

Smashing Magazine <http://www.smashingmagazine.com/2007/06/05/google-pagerank-what-do-we-really-know-about-it/>

And remember ... our Webinar series on search continues in February with *Drive Visitors to Your Site with Paid Placement*. We'll look at search engine marketing (SEM) and other pay-to-play techniques to grow targeted site traffic. To register for the upcoming Webinar, visit www.geonetric.com/webinars.