Search Engine Optimization (SEO) for Pet Online Marketers:
It can break you … or make you.

These days … pet internet marketing is huge. Web experts say smart SEO strategy is key to internet marketing success. That's why it's such a biggie for you.

A little background

Just how big is the pet online marketing industry? Recently Google announced it has indexed X,XXX,XXX individual web pages. About <u>XX.X million</u> of them are <u>related to the pet industry</u>, including:

- pet products, services or blogs
- pet care facilities
- pet businesses for veterinarians

- pet welfare & adoption organizations
- pet naming & breed-selection tools
- other pet businesses & organizations

So you have a lot of competition. Get a low search engine ranking and no one's going to find your pet product or service amongst all the others available on the Web today. A high ranking is critical to bringing prospects to your website. That's where smart pet SEO strategy comes in …

How it works

Search engines like Google (and others like Yahoo and MSM) find and rank your website using certain formulas. Good SEO strategy taps into these formulas … tweaking your website in ways that put you on the first page of search engine results.

The idea is to weave carefully-chosen, naturally-fitting keywords related to your pet product or service into your website content.

Keywords are the word combinations your prospects type into a search box to find solutions to the pet-related needs or problems they're having. Search engines then use those keywords to locate your website.

The trick, then, is to discover these keyword combinations in the first place. Because you don't choose them. Your prospects do. <u>And knowing them is the ticket to your pet SEO success</u>.

Let's say this again because it's so important:

> *The ticket to your SEO success is discovering the keywords your prospects use*
> *when searching for answers to their pet-related needs.*

An example of keywords

Let's say your website sells a product that solves hairball problems in cats. Your prospect's cat has a terrible hairball problem your product would solve. How does she find you? She goes to Google. In the search box she may type a keyword phrase like "hairball problems in cats," or "cat hairball problems," or "cat hairball remedies." There are a lot of combinations she could use while searching for a solution to her cat's problem.

Your job is to discover the most popular keyword combinations she and others like her are using. Once you've done this you can weave them into your website content. Then, when a prospect does her search, your website will rise to the top rankings of her search results and she'll be able to find you.

ORIGINAL COPY: Before SEO rewrite

Search Engine Optimization (SEO)

This is the biggie—what some Web experts feel is the most critical component of your Web marketing efforts. You may already have heard or seen the phrase SEO because this strategy has become HUGE. So let's dive in and see what this mysterious science is all about.

As we mentioned earlier, search engine marketing is based on algorithms and formulas that search engines use to determine how to rank Web sites. SEO professionals concentrate on improving Web site effectiveness by strategically tweaking the content on your site.

SEO is the industry term for enhancing the code and content of your Web site so it ranks higher in the search engines (Google, Yahoo, MSN, etc.), helping more people find your website.

This is also referred to as "organic" because search engines find your Web pages naturally through the keywords on your pages. Let us explain.

The foundation of successful SEO is in knowing which keywords your prospects use in search engines to find solutions to their needs.

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Here's what we mean by keywords.

If you want to fly to Kenya for a fabulous jungle safari, you'll probably go to the Google search engine and type in the keywords: "flights to Kenya" or "cheap flights to Kenya" or "Kenya flights" or something similar. These keywords are very likely to be used by other people looking for flights to Kenya. So, these keywords will also likely be used by the airlines offering bargain flights to Kenya.