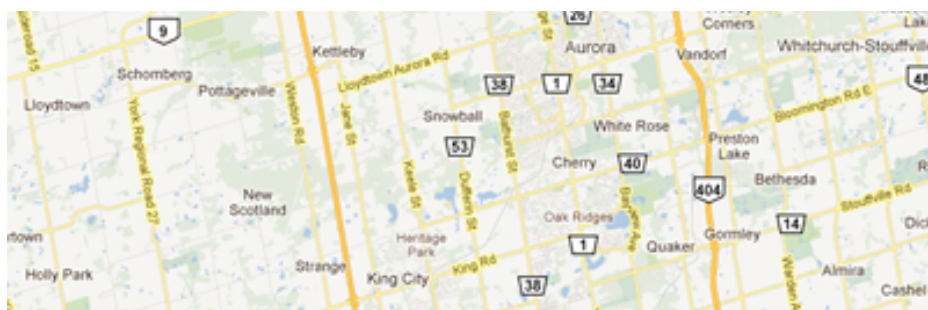




SEO ROADMAP



Simple Directions to
All of the Web's Best
SEO Resources

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INTRO

The SEO Roadmap was born out of necessity.

When I was new to online marketing one of the first things I did to make money, was to do local SEO for businesses in my community. This early venture, really paved the way and funded for most of my future work online.

I didn't know a lot when I started, so I devoured all of the info I could find online. It took countless hours sifting through the trash, figuring out what was a good resource. I often wished I had a guide to help me find the info I needed. That is why I began to create the SEO Roadmap, although at the time it was just a handy tool for myself.

This guide will help save you a **TON** of time by pointing you towards the best SEO resources available out there by answering some common SEO questions.

WHERE CAN I GET A QUICK SNAPSHOT OF THE SEO PROCESS?

I found that learning about Search Engine Optimization was kind of tough for me, because I didn't have an idea of what the entire process was like. I would be learning the beginning stages, but these tutorials would refer to future steps that were still confusing to me.

My SEO research really took off once I got a good snapshot of what SEO is as a whole. I think the best way to deliver that type of concept all at once is with an infographic. An infographic is a large picture that displays information in an easy to digest format. Since infographics can engage us so easily, they are a great way to learn.

If you want a snapshot of SEO then check out these handy infographics:

[Four Essential SEO Infographics](#)

[Visual SEO FAQ](#)

[SEO Factors](#)

[Don't Ignore SEO](#)

[SEO: The Evolution](#)

WHERE SHOULD I LOOK FOR QUICK AND EASY BACKLINKS?

There are a lot of ways to get backlinks to your site. One of the quickest though is with directory submissions. Yes, they are not nearly as powerful as they once were, but they still count. I have had success using JUST directories to rank for some lower competition local terms, so even if the value is small it is there.

Also there are tons of directories out there to submit too and most are free.

A couple tips - don't waste time on these directory submissions. If the site's CAPTCHA is acting up, just move on. If there is a charge, no matter how small – move on. If they require a link back from your site then move on as well. Conversely, some will just need a link back in general and not from your actual site. If this is the case, you can create a blogger blog and just throw the link up there.

Here are some great directory resources:

[DMOZ](#) - The first directory to submit to. The most powerful and the only one to truly care a lot about.

[Add URL](#) - A huge list of directories to submit to.

[Strongest Links](#) - Another directory list

[Directory Critic](#) - Yet another directory list

WHERE SHOULD I DO MY KEYWORD RESEARCH?

Keyword research is obviously an important step to any SEO campaign. If people aren't searching for the terms you want to rank for, why bother?

There are a number of tools out there that can help you choose the right keywords. Most of these tools will give you an estimate of how many times a term is searched, as well as other suggested keywords.

This is important, because ranking for a number of long tail (3 or more words) keyword phrases is often easier, and just as beneficial (cumulatively) as ranking for one short tail keyword.

The following tools will help with your keyword research:

[Google Keyword Tool](#)

[Keyword Discovery](#)

[LSI Keywords](#)

[SEO Book](#)

[WordTracker](#)

WHERE CAN I FIND OUT WHERE I ALREADY RANK ON THE SEARCH ENGINES?

If you are actually putting time into SEO, then you probably want to track your progress right?

It makes sense, if you don't know where you are on the search engines how do you know your efforts are paying off?

Quick Note: *SEO isn't an instant process, you might not see your efforts pay off right away, but if you commit to SEO, it will pay off.*

The best way to do this is to actually search on the search engines, however if you are starting out you may be way back on the pages. it wouldn't be worth the time to scroll through 10 pages of Google.

The following tools will help you figure out your **SERP** (search engine results placement):

[Google Rankings](#)

[Market Leap](#)

[SEO Centro](#)

Site Map Doc

SERP Rush

WHERE CAN I LEARN ABOUT THESE “BACKLINKS” EVERYONE IS TALKING ABOUT?

Ahhh, backlinks. Let the good times roll!

In my experience, building backlinks can be a bit of a mundane grind. That said, they are still essential. Some people seem to think that backlinks are losing their value. I am not sure if that is true or not, but what I do know is a good quality backlink from a great site is still one of the best things that can happen for you SEO wise.

Backlinks aren't all about Google and SEO either. The more backlinks you have out there, means the more people can stumble across. Backlinks not only help your SEO efforts, they can directly send traffic to your site. That is win-win.

Backlinks should be a part of any SEO strategy, and will continue to be for the immediate future. Here is where you can find some more info on backlinks:

[Get Backlinks](#)

[Hubpages Backlink Guide](#)

[Top 10 Backlinking Techniques](#)

[Backlinking Guide](#)

[Backlink Watch](#)

WHAT SHOULD I DO ON MY WEBSITE TO HELP WITH SEO?

Backlinks are really important but they are not the only thing to consider. You want to make sure that your website's on-page SEO is taken care of as well.

Quick Note: *In general you won't have to spend as much time with on-page SEO because once you do it, you will be done outside of tweaking. While backlinking should be a regular strategy.*

However, *many people (me included) include adding fresh content to your site as an SEO step, so make sure you are regularly adding unique content to your sites*

I like to think of on-page SEO as you making your site more friendly to the search engines. The following resources will help you understand on-page SEO:

[On-Page SEO Basics](#)

[2011 On-Page SEO Tactics](#)

[Basics of SEO Friendly Design](#)

[On-Page SEO for WordPress](#)

How Am I Doing So Far?

It is quite easy to figure out how your SEO efforts are doing, that is one of the great things about it. You can tell simply by analyzing your results.

Check out the search engines and see if you are climbing them! Simple as that really. However, since SEO is a process that takes time it is still helpful to get some feedback, The best way to get feedback is of course be lucky enough to know someone who is an SEO expert, we all aren't that lucky.

There are a couple of sites that will attempt to measure your SEO efforts thus far. I want to stress something here, these sites should not be taken as gospel. They will give you a general idea how you are doing, but don't lose your mind if you get a bad score.

The best use of these sites is to make sure you aren't missing or haven't messed up anything glaring. If you are interested in getting some SEO feedback, check out:

[Website Grader](#)

[Site Scorer](#)

[Pear Analysis](#)

[SEO Scores](#)

[SEO Workers](#)

WHAT THE HECK DOES THIS SEO TERM MEAN?

One thing that I found super frustrating when I was starting out with SEO, was figuring out the “lingo”. I would be reading an article on backlinks and it would mention **anchor text**, and at the time I had no idea what that meant. I would then have to stop my research, look up the term, get sidetracked and try to get back to the research afterwards.

If you are getting into SEO, then you need to know the most used terms. You need to know the difference between **noFollow** and **doDollow**, **long-tail** and **short-tail** etc...

Luckily, there are some great glossaries online that will help teach you SEO specific lingo:

[Rlrouse](#)

[SEO Glossary](#)

[SEO Moz](#)

[SEO Theory](#)

I NEED A CHECKLIST TO FOLLOW!

Some people need more guidance than others when it comes to learning. I like to get my hands dirty, discover things on my own and kind of freestyle my learning. Others want concrete details and instructions.

There is nothing wrong with either method, it just comes down to what works for you. If you need specific instructions, then you probably love check lists. What could be more straight forward?

“Do all of these steps and check them off as you go!”

Simple, easy to follow and perfect for people who are craving direction. Here are some SEO related checklists that you can follow:

[60 Essential Checks](#)

[Complete SEO Checklist](#)

[High Priority Checklist](#)

[Onpage SEO Checklist](#)

Is There Anywhere I Can Discuss SEO With Other People?

There will come a time when you just need to get some feedback from real people. You will want to figure out if your methods, are being used by other people. You will also want to ask questions about techniques, get feedback on your actual site and just bounce ideas off other people.

Most likely, you won't have a person in real life to do this with, and even if you do, getting to hear a large variety of opinions can be very helpful.

The easiest way to do that is to join a web forum. There is a web forum or message board for just about every topic on earth. SEO is no different. The following forums will help you get your SEO questions answered:

[Digital Point](#)

[High Rankings](#)

[IM Talk](#)

[SEO Chat](#)

[SEO Forums](#)

[SEO Guy](#)

[Site Point Forums](#)

[V7 Network](#)

[Web Pro World](#)

[Webmaster World](#)

WHERE DO I GET THE LATEST INFORMATION ON SEO?

Here is a tip within a tip - Google loves blogs. If you build your website with blogging software it will be easier to rank higher. The two main reasons are blogs tend to be updated more often, and they are easier to add content to so you can build your site up fast.

This is also why they are perfect for gathering information. Since good blogs are updated regularly - they are a great source of SEO information. The world of SEO is constantly evolving, and following key blogs is one way to keep on top of things.

If you would like to stay on top of all the latest SEO information, then make sure you follow a couple of these blogs:

[David Mihm](#)

[Distilled Blog](#)

[GrayWolf](#)

[Huge Guzman](#)

[Pole Position Marketing](#)

[Practical SEO](#)

[Russ Hudgens](#)

[SEER Interactive](#)

[SEO Blog](#)

[SEO Book Blog](#)

[SEO By The Sea](#)

[SEO Chat Blog](#)

[SEO Design Solutions](#)

[SEO Moz](#)

[SEO Theory](#)

BONUS #1 - ARTICLE DIRECTORIES

[A1 Articles](#)

[Acme Articles](#)

[Amazines](#)

[Article Alley](#)

[Article Bin](#)

[Article Biz](#)

[Article Blast](#)

[Article Buster](#)

[Article City](#)

[Article Click](#)

[Article Compilation](#)

[Article County](#)

[Article Cube](#)

[Article Dashboard](#)

[Article Feeder](#)

[Article Friendly](#)

[Article Geek](#)

[Article Pool](#)

[Article Pros](#)

[Article Rich](#)

[Article Slash](#)

[Article Snatch](#)

[Article Sphere](#)

[Article Trader](#)

[Articles Base](#)

[Articles Factory](#)

[Associated Content](#)

[Bright Hub](#)

[Bukisa](#)

[Buzzle](#)

[Content Articles](#)

[Easy Articles](#)

[Ehow](#)

[Evan Carmichael](#)

[Ezine Articles](#)

[Ezinemark](#)

[Gather](#)

[Go Articles](#)

[Helium](#)

[Hub Pages](#)

[Idea Marketers](#)

[Info Barrel](#)

[Information Bible](#)

[Isnare](#)

[Knol](#)

[My Free Article Central](#)

[Pub Articles](#)

[Search Warp](#)

[Self Growth](#)

[SelfSEO](#)

[Site Reference](#)

[Snipsly](#)

[Sooper Articles](#)

[Squidoo](#)

[Submit Your Article](#)

[Suite 101](#)

[The Free Library](#)

[Triond](#)

[Ultimate Article Directory](#)

[Upublish](#)

[Web Source](#)

[Xomba](#)

BONUS #2 - URL DIRECTORIES

[A2Z Web Directory](#)

[Aaum!](#)

[About Directory Web Resources](#)

[Ad Walker](#)

[Add Link](#)

[Adora](#)

[Agri Education](#)

[All States US Directory](#)

[AOL Directory](#)

[Arxiugavin](#)

[Astral Directory](#)

[Bali Directory](#)

[BE41](#)

[Best Directory 4You](#)

[Bio Watch Med](#)

[BL Free](#)

[Burb Blog Directory](#)

[Colorado Directory](#)

[Cultu TU](#)

[Data Soft System](#) – websites and articles

[Deshi Web](#)

[Directory Stop](#)

[Diverse List](#)

[Dmoz](#)

[Dynn](#)

[Ebba](#)

[En Forum](#)

[FATM](#)

[Free Website Directory](#)

[Global Online Business Directory](#)

[Gozoof](#)

[Hit Web Directory](#)

[Human Edited Web Directory](#)

[IFCC FBI](#)

[IM Talk Submitter](#)

[Info Listings](#)

[Jaydee](#)

[JSum](#)

[Kiwi Dir](#)

[Kovex Directory](#)

[Link Connection](#)

[Link Dir 4 U](#)

[Link Pedia](#)

[Little Web Directory](#)

[Lurpo](#)

[Magellan](#)

[Mainostoimistot](#)

[Media HP](#)

[Mee Link](#)

[My Directory](#)

[Myriad Webs](#)

[Open Directory](#)

[PiSeries](#)

[Plenty Links](#)

[Pop Net](#)

[PR Web Directory](#)

[Puppy URL](#)

[PxDaj](#)

[Retail Axis](#)

[RoAsk](#)

[SEO Directories](#)

[Simple Directory](#)

[Spicy Page](#)

[Sports Blog](#)

[Sports Directory Blog](#)

[Starting Point](#)

[Step Mind](#)

[Submit Blog Now](#)

[Submit Link](#)

[Submit URL](#)

[Summer Rain](#)

[The Directory](#)

[TheDirectory](#)

[Top Blog Area](#)

[Top Blogging](#)

[Top Sites](#)

[Tower Search](#)

[TurnPike](#)

[U Will Find](#)

[URL Broadcast Daily](#)

[Vis Team](#)

[Web Directory](#)

[Web4 Link](#)

[WebPage Star](#)

[Website Joint](#)

[Xeem](#)

[Yahoo Site Explorer](#)

[Yoo Findit](#)

[Your Joker](#)

Zopso

BONUS #3 -RSS & PING SUBMISSION SITES

[4 Guys Formula](#)

[9 Rules](#)

[Ana Tech](#)

[Automotive Directory](#)

[Blo.gs](#)

[Blog A Rama](#)

[Blog Digger](#)

[Blog Search Engine](#)

[Chordata](#)

[Feed 4 All](#)

[Feed Burner](#)

[Feed Cat](#)

[Feed Listing](#)

[Feed Mailer](#)

[Feed Plex](#)

[Feed See](#)

[Feed Shark](#)

[Feedage](#)

[FeedAgg](#)

[Feedgy](#)

[Feeds 2 Read](#)

[Gabbr](#)

[Globe of Blogs](#)

[Golden Feed](#)

[Ice Rocket](#) – add blog too

[Its My News](#)

[Jordo Media](#)

[Keegy](#)

[Leigh RSS](#)

[Med Worm](#)

[Million RSS](#)

[ooBdoo Network](#)

[Ping O Matic](#)

[Plazoo](#)

[RDF Ticker](#)

[Read a Blog](#)

[Red Tram](#)

[RSS Buffet](#)

[RSS Chomp](#)

[RSS Directory](#)

[RSS Feed Directory](#)

[RSS Feeds](#)

[RSS Micro](#)

[RSS Motron](#)

[RSS Mountain](#)

[RSS Root](#)

[RSS Stop](#)

[RSSFeeds](#)

[Rub Hub](#)

[Solar Warp](#)

[Source Forge](#)

[Twiggly](#)

[Xmeta](#)

BONUS #4 - BLOG SUBMISSION SITES

[AB Blog](#)

[All For Blog](#)

[All Top](#)

[Best of the Web Blogs](#)

[BL Logs](#)

[Blog AZ](#)

[Blog Bunch](#)

[Blog Collector](#)

[Blog Digger](#)

[Blog Dir](#)

[Blog Dire](#)

[Blog Directory](#)

[Blog Directory Submission](#)

[Blog Directory WS](#)

[Blog Dirs](#)

[Blog Explosion](#)

[Blog Hints](#)

[Blog Intro](#)

[Blog Listing](#)

[Blog Popular](#)

[Blog Pulse](#)

[Blog Rate](#)

[Blog Roll](#)

[Blog Search Engine](#)

[Blog Top List](#)

[Blog Universe](#)

[Blogappedia](#)

[Blogged](#)

[Blogger HQ](#)

[Blogging List](#)

[Blogo Wogo](#)

[Blogoculars](#)

[Blogotion](#)

[Blogs](#)

[Blogs Canada](#)

[Blogs Collection](#)

[Blogs Ranker](#)

[Blogs Rater](#)

[Blogs That Follow](#)

[Blogville](#)

[BlogZ](#)

[British Blog](#)

[Buzzer Hut](#)

[Ckalari](#)

[Conseillemo](#)

[Crayon](#)

[Delightful Blogs](#)

[Demand Media](#)

[Directory Blogs](#)

[Droool](#)

[Eze](#)

[Flookie](#)

[Fuel My Blog](#)

[Get Blogs](#)

[Globe of Blogs](#)

[Google Blog Search](#)

[Grokodile](#)

[LS Blogs](#)

[My Blog 2u](#)

[My Blog Directory](#)

[My Blogs](#)

[NYC Bloggers](#)

[OnTop List](#)

[Photarium](#)

[Photo Blog Directory](#)

[Planet USA](#)

[Quick Blog Directory](#)

[Regator](#)

[Swoogle](#)

[Total Blog Directory](#)

[URLZ](#)

[Web World](#)

[Webloogle](#)

BONUS #5 - SEO ADD-ONS FOR FIREFOX BROWSER

[Fire Bug](#)

[Foxy SEO Tool](#)

[Google Enhancer](#)

[Moz Toolbar](#)

[Rank Checker](#)

[Sen SEO](#)

[SEO Doctor](#)

[SEO for Firefox](#)

[SEO Link Analysis](#)

[SEO Quake](#)

[SEO Toolbar](#)

[Swoosty SEO Tools](#)

BONUS #6 - FREE SEO SOFTWARE

[Alexa Rank Checker](#)

[SEO Power Suite](#) – has free version

[SEO Surf](#)

[Serp Attacks](#)

[Traffic Travis](#)

BONUS #7 - TRAFFIC MEASUREMENT SITES

Guess what? Traffic can effect SEO! You need to track traffic so you know if your SEO is effective, what your bounce rate is and where your traffic comes from. All useful SEO facts!

[Awstats](#) – already installed on many hosting sites

[Google Analytics](#)

[Google Website Optimizer](#)

[Piwik](#)

[Site Meter](#) – free and paid options

[Stat Counter](#)

[Webalizer](#)

[Woopra](#)

BONUS #8 - MISCELLANEOUS SEO RESEARCH TOOLS

[Alexa](#)

[Archive](#)

[Backlink Analyzer with Page Rank](#)

[Backlink Checker](#)

[Backlink Report](#)

[Bing Webmaster Tools](#)

[Compete](#) – free and paid versions

[Domain Tools](#)

[Find Broken Links](#)

[Free Backlink Checker](#)

[Google Search Insights](#)

[Google Traffic Estimator](#)

[Google Trends](#)

[Google Trends for Websites](#)

[Google Webmaster Services](#)

[Index Rank](#)

[Keyword Research Gadget](#)

[Link Analysis Gadget](#)

[Majestic SEO](#)

[Open Site Explorer](#)

[Search Status](#)

[SEO Logs](#) – check how difficult your keyword will be to rank for

[Spy Fu](#)

[Trend Reports](#)

[Xinu](#)

[Yahoo Clues](#)

BONUS# 9 - MISCELLANEOUS BACKLINK TOOLS

[Back Links Builder](#)

[Free Back Link Tool](#)

[Search Optimization School](#)

[Social Monkee](#)

[Yahoo Site Explorer](#)

BONUS #10 - PAID SEO SERVICES

[Buzz Stream](#)

[Hit Wise](#)

[Lotus Jump](#)

[SEO Book Training](#)

[SEO Clarity](#)

[SEO Moz](#)