

How Do Search Engines Know What to List?

Search engines like Google have scanned every web page on the internet and keep a database that indexes all the words on each page. Think of the internet like a giant encyclopedia and the search engine like the index at the back of the book.

When someone searches for "Pain Management in Los Angeles" or "Couples Therapy near San Francisco," search engines look in their databases for the pages that are most relevant to these terms.

If you offer hypnosis for pain management and your office is in Los Angeles, you should appear somewhere near the top of search engine listings. But if there are twenty other people offering help for pain management in L.A., then how do you ensure that YOUR site comes before the other twenty?

This is where optimization comes in. In the following pages you will learn how to:

1. Identify your ideal client/s and create content (text) that includes the **keywords** they would be likely to search for when they need your help.
2. Understand how to **emphasize** those words on the pages of your website so search engines recognize their importance and relevance.
3. Understand **where** to put those words on each page to boost importance and relevance.
4. Use listings on other websites to link back to your site telling search engines that your site is important (also called **off-site optimization**).

The following pages include some exercises to help you clarify your writing as well as the steps you'll need to follow to optimize your site. Go at your own

pace.

If you're feeling excited and motivated, you may want to do a lot. If you need time for your thoughts to percolate, then do small chunks. Have fun. This can be creative, juicy work. You may come away from the process feeling even stronger and more confident in your profession, deepening the clarity of your purpose and gaining a new marketing skill at the same time.

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