

Understanding your Website Index via the Site Scale Command



Did you know that you can find out what your **Website Index** is? You may be asking what a “Website Index” is. It is a **database** of all the Web Pages that Search Engines have compiled about your website – including documents, images, Graphics, and Videos. It is this Index that contains all the **Keywords** that you are serving Search Engines so you become visible; Are you serving the right Strategic Keywords that match your visitors’ searches? And are your **Meta Tags** carefully planned or are they generic?

► **Handouts** – Please do not let your phone distract you from the class

- Some of You will **benefit** by printing the **Handout** that is attached to this Training class and follow along;
- There are **blanks** that you will need to fill in – the text that appears on the screen “**Red and Bold**” is what you are supposed to transcribe;
- Please **be engaged** and **try your best to ignore any distractions** – Trust yourself and your ability to learn. The Notes you take are more important than the Handout I give you;

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► **Big Picture - Paraphrasing Jim Rohn’s Quote:**

- “Don’t wish your Business **was easier**, wish _____. Don’t wish for **less problems**, wish for _____. Don’t wish for **less challenge**, wish for _____.”

► **Time for Reflection** - Let’s take a few minutes, and write down all the thoughts that come to your mind... I am not looking for the right answers, rather focusing in stirring your thinking...

- What **progress** have you made so far in your Real Estate Career that makes you **feel good** about yourself?
- What areas of your Real Estate Business are still **unclear** or **are worrisome** to you?

Remember: In order to make progress we must identify not only our Strengths but also potential pitfalls or areas for more education.

More space available on the next page...

► **What is your Website Site Index?**

- One of the ways to measure your website's health and growth is your _____; also known as your _____. It is the measure of how many objects, pages, ideas, and content have been added to the database of Google.
- Remember: When you perform a Search you are _____ the internet you are search a list, a database, or an _____ that has been built and is offsite, in the servers of Search Engines.
- You can check your index by simply typing this in the Google Search Bar:

► **Definition of site:**

- The **site: Command**, also known as the **site: Operator**, as well as the **site: Query Operator** _____ your searches to specific websites;
- The **site: Operator** will also allow you to see how many of your pages and objects have been indexed by a search engine – Not all of them; but enough to know that you are on the right track;
- And refinements by **date, images**, and file type.

► **site: Usage #1**

site:websitedomain.com

- When used by itself next to the domain name of a website inside the Search Bar it will return an _____ and objects from the website being queried;

Note: make sure you type the operator **site** followed by a **:** then the **domain name** and _____; example: **site:amazon.com**

► site: Usage #2

site:sub.websitedomain.com

You can also use it by itself on sub-domains and drill down to see what is being indexed; this can be useful to those of you who have a Kunversion, BoomTown, or Market Leader Website.

Note: make sure you type the operator **site** followed by a **:** then the **subdomain name** and _____; example: **site:local.amazon.com**

► site: Usage #3

site:websitedomain.com Some text

What if you wanted to search for your name within a specific website; say Trulia.com you can use the Search Command of Trulia, or you can use the **site:trulia.com Jane Roberts**;

It is similar to googling yourself on everything but now you are trying to Google yourself in a _____ website; say: **site:realtor.com Lexington SC**

► site: Usage #4

Using the _____ to see when was the last time Google indexed your website and what?

This can be very useful to you as to when the crawlers _____ your content in your website; it is not fool proof but if does shed some light on your visibility;

Perform the site: Operator then click on _____ and look the various Time Blocks...

► site: Usage #5

Using the ' _____ ' Restrictor to see What Images from your website have been indexed

This can be very useful to you if you are afraid of copyright infringements or if you are searching another website that you are afraid is using your images without autho.

Perform the site: Operator then click on _____ and look at all the pics

► Keywords

_____ are stored after the Crawl!

When Googlebot, the spider that Google uses to crawl the web visits a page it looks at the **HTML Source Code** and is interested in the content and the _____ on the page; primarily the following ideas:

The _____ of the Page;

The _____ of the Page;

The emphasized words (Bold, Italics, H1, H2, etc...)

and the _____ and redundancy of the main words.

► Stuffing Keywords in your website!

Keyword Stuffing is the process of taking _____ and a stuffing bunch of them in the website for ranking purposes.

Google will _____ by simply _____ the Googlebot Spider and by showing your index on deep pages of the SERPs.

_____ and do not always repeat the phrase mechanically. As long as the words appear organically in a website they will be seen by Google.

► Search Engine Optimization!

The concept of SEO, **Search Engine Optimization**, is the concept of knowing what to _____ in such a way that the website has a chance to rank organically in the Search Results (SERP).

Google does not reveal their secret sauce, and the _____ is so complex and dynamic, that even the engineers working on it will have a most difficult time ranking a website.

► What Google Cares About?

Search Engines in General care about ranking websites based on _____ and _____;

Relevance: Does the website being crawled by Google contain the right ideas, words, and phrases that a would be searcher is looking for? - _____;

Authority: Is the Website mature enough and are other websites linked to it organically? – _____;

It is all about _____ and _____!

▶▶▶ Easy Assignment

For those of you who have a website or want to get into the thinking of SEO for your future website do the following:

Go to your Website, Your Broker's Website, or at last resort a Colleague's Website or a Competitor and **Look up the Source Code;**

Run a site scale command on your website; remember in Google Search Bar type: **site:yourdomain.com;**

Repeat the site: Command on Local Real Estate Websites and study the Indexes that come up – write down your thoughts.

▶ **Big Picture** - *Jim Rohn Quotes:*

"We must all suffer one of two things: the **pain of discipline** or the **pain of** _____."

"Days are **expensive**. When you spend a day you have one less day to spend. So make sure you spend _____."

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