

# The Persian Gulf & an intro to SEO

Feb 2011, Blog by founder of [www.PersiansAreNotArabs.com](http://www.PersiansAreNotArabs.com)



A few important definitions that you need to know before you read:

**Website:** Consists of WebPages (The terms Website and Site are used interchangeably).

**Traffic:** People and number of visitors that visit a website.

**Webmaster:** Someone that runs and manages a website. He/She is in charge of making modifications to a website and updates and uploads content.

**Backlinks:** Links that other websites link to your site. (a.k.a. incoming links)

**WebLinks:** also known as Links or URL.

**URL:** The link and address of a website. (can sometimes be called a Domain name)

**HTML:** which stands for HyperTextMarkupLanguage, is the predominant markup language for web pages. In other words websites can be built by using this code or computer language.

**Meta Tag:** A special HTML tag that provides information about a Web page. Unlike normal HTML tags, Meta tags do not affect how the page is displayed and is rather used by search engines.

**Search Engines:** Websites that people use to search for information. Such as Google, Yahoo, Bing, etc...

**Search Engine Result Page:** The list of sites that search engines show after you have searched for a term (also abbreviated as SERP).

## What is SEO?

It stands for (S)earch (E)ngine (O)ptimization and is the process and techniques for improving the ranking of a web page in search results from search engines such as Google, Yahoo, Bing, etc.

## Can you give us an example of what SEO does?

Yes, for example if you Google the terms "[Persian Culture](#)", "[Persian History](#)" or even "[Persians](#)" you will see one of my sites, [PersiansAreNotArabs.com](http://PersiansAreNotArabs.com), appears on the first page of Google.

In other words, implementing SEO technique helps your website rank better in search engines for specific terms, resulting in more traffic.

## How did this happen?

One of the reasons is that our pages have received many backlinks from other blogs and websites. These backlinks are one of the factors involved in ranking in (S)earch (E)ngine (R)esults (P)age.

## Why doesn't the site appear first when we Google the term "Persian Gulf"?

This is a fairly new page that was added to the site only a few months ago, and therefore it has not yet received enough backlinks. If you would like to help increase this page's rank please link the terms "[Persian Gulf](#)" and "[Arabian Gulf](#)" to the URL below: <http://www.PersiansAreNotArabs.com/persian-gulf/>

## What does SEO have to do with the Persian Gulf?

I realized many Iranians are concerned about how Google treats the term "[Persian Gulf](#)" and have campaigned, complained and built WebPages to fight against the term "[Arabian Gulf](#)". Many have started calling, blogging, emailing, tweeting, Facebook-Messaging or instant messaging each other on how to save and enhance the ranking of the term "[Persian Gulf](#)" on popular search engines such as Google.

## So wherein lies the problem?

The problem is, many of the concerned Iranians simply forward inaccurate and incorrect instructions which resulted in a backlash.

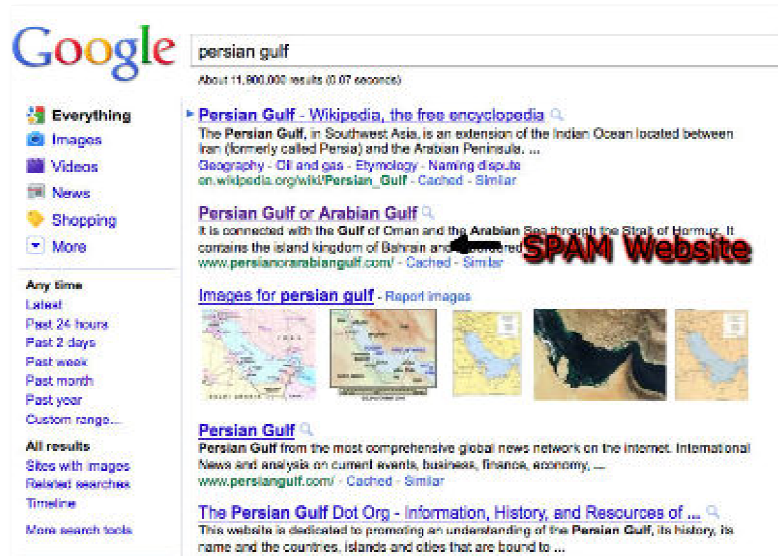
I've seen postings on blogs which encourages and asks Iranians to vote on the site PersianOrArabianGulf dot Com for the term "[Persian Gulf](#)". They think Google bases its ranking by this site's poll!

Yet, this is not true.

## First of all, why a backlash?

Many Iranians have linked to this spam-based website PersianOrArabianGulf dot com. (Please do not link to this page anymore - I will explain why later.)

These backlinks are an important factor in the way in which search engines rank these sites. Search engines have given this SPAM site called PersianOrArabianGulf dot com a high rank. This site lacks any useful information and is under control by a non-Iranian webmaster whose only intention is to make money.



## So what's true and what's correct?

1) This site is owned by a non-Iranian, who started several controversial sites for the intention of making money. Controversial sites usually receive more traffic and are easily monetized by selling ads. If you pay close attention, the website is full of advertisements and lacks any useful information. All of the blue links and banners on this website are advertisements. Simply hover over the blue links and you will see that ads appear. Each time you click, the owner of the site makes money. It's a personal website and nothing else.

Also, Google definitely does not own this site! (Recently, I read a claim that this site is operated under Google for the sake of understanding which term is correct by taking polls and using the votes!)

Google doesn't care about your votes! Google ranks sites based on SEO factors such as:

- Keywords used in the Title of a page,
- Meta Tags
- Number of times a keyword is repeated on a page,
- Number of backlinks,
- And other factors...

2) No website (including the Spam website PersianOrArabianGulf) tells Google what to do.

3) A poll is simply a script that webmasters embed on their page to take votes. Although it usually records and displays the votes correctly, it can easily be modified by the webmaster. The webmaster can reset the poll whenever desired. To trigger excitement and play around with our minds he/she can edit the numbers and modify the poll's result anytime. The numbers don't mean anything and it doesn't effect how search engines rank and treat the words.

## **Conclusion:**

As the founder of [PersiansAreNotArabs.com](http://PersiansAreNotArabs.com) and as an engineer with over 6 years of website and SEO experience I felt obligated to explain the basics of how websites are ranked specifically for the term "[Persian Gulf](#)" due the fact that I noticed many blogs, tweets and Facebook postings share information with good intentions but incorrect facts.