The 30 Minute

SEO Expert

Big Daddy Dennis

Become a

Webmaster Expert

in 30 Minutes

The Problem

There are now around 3.8+ trillion websites on the planet and your piddly website is one of these websites and is buried and never sees the light of day.

Search engines ignore you; you do not show up in the search engine for your keywords.

You spent a lot of money on your website but it's not bringing in the work and calls you expected.

Your phone does not ring, you cannot figure out why and you're going out of business!

Rule 1
*If you don't make money off your
website what's the point of having one?*

You need to ask yourself:

*What do I want from
my website?*

*What's it going to take
to make my website work?*

Your Goals Should be!

Get your keywords ranking so that they show on the 1st page of Google.

Get your phone ringing with customers and make some *moola*.

Move your business forward and expand its capabilities.

Dominate your industry. First in the City, then State, Country and finally the World.

Preface

I don't want to brag about myself but I'm an old guy and have been playing with computers for a long time. Way back when we used to write computer code it was in 1's and zeros, no internet and not even a monitor. This was when the only word processor was a typewriter and a bottle of white out. But who cares; it was a long time ago. I'm not trying to impress you with my experience but I'm doing this so when I make points in this document, I'm assuming that you have a working knowledge of HTML and WordPress and associated languages. I'm taking it for granted that you know something about the internet and development off web pages. But don't be alarmed. I've tried to make it as simple as possible for you to follow. I discuss in detail the specific things you need to do but it's really not that hard, so don't get discouraged. **You can do it.**

I wrote this guide out of frustration. My business was failing and my phones were not ringing. I was shutting down businesses and could not make it work. I thought, if only I had a higher visibility on the web. My mistake was pay to Google for Addword placement as the best way to get visibility. I spent thousands of dollars on Addword's and still it was hard to make money. So I spent even more on Addwords and still went out of business. I knew that to make it in a business I had to get to the 1st page on a search. But how? Addwords was not the answer; Addwords was a deep hole you through money down with very little return on the investment.

So why is it a 30 minute expert? Initially it's going to take you few hours to do the work, but once you get set up and going it's easy. Like anything; you must keep at it. About 30 minutes per day and your rankings will skyrocket to the top. But you must keep at it and do it every day. It's easy and when you get going it will get even faster and you can reduce it from 30 minutes to around 10 minutes per day. But to move to the top and become an expert you need to do it consistently every day and don't stop. BUT.........

Don't do anything until you know how to market the project. You must have a concrete bet-your-ass marketing plan that is going to work.   You need to understand what it is going to take so you can get to page one and have a clear understanding of your competition before you do anything. I know that it's difficult to think about marketing your project, when you're caught up on the product and company structure, checking accounts, logos and dreaming about all the money you're going to make.   But _force yourself_ to first evaluate who you are going to sell to or to market yourself or the product you have. What's it going to take to get your message out and in the hands of your potential customer. What is it going to take to get to page 1 on a search?

Next, look at the competition. You may thing you have an original idea, but you don't' Someone has already developed a website and is trying to sell the same product you are doing. I remember talking to a customer who was going to make a fortune in children fairy tail clothing. I discussed keywords with her and we looked at the keywords of the competition. She was shocked that there were 10 other companies selling the same items. She thought she had a original idea, but the reality was that there were 10 other websites up and running selling the same or similar product and ranking much higher than her keywords. (She was not even

ranking in Google for her keywords). The old rule that *there is no such thing as an original idea* is true! There are others who are ahead of you and some who have even failed at the same thing you are doing. So it's important to make sure that you are going to succeed and not fail. At your next party when someone asks you what you do for a living are you going to say you have *a successful internet company* or you going to cry because you are slowly going out of business? I've been there and I know the feeling of failure.

Big Daddy Dennis

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The Facts

Fables, half truths and downright lies.

A great looking website with flash, doodads and wiz bang animation will get you visibility.
It may look good to you and your customers, but to a search engine like Google, flash is not as impressive as good text on the pages. It's more important to have meaningful content with your keywords on the home page than to have flash. Who cares if you have all the moving pictures and animated characters when you are not found in the search?

Google Addwords pay for clicks works.
It works for Google but not you. Everyone does it, but they stop after the pain. People know that the top three listed items are paid advertisements and the skip them and move on to the organic results. One of the latest studies from Penn State University shows that on average, 70% of the people that search the web click on organic search result links on the first page. More people click on the organic listings and the maps section than on Pay For Click (PPC) sponsored search results. This gives a higher click through percentage.
I know that a lot of people use Addwords, but for starting out I would avoid them for a long time. When I was paying for Addwords it made me feel like I was playing Craps in Las Vegas. That it was like having a lot of money on the table that got scoped up really fast never to be seen again. So I'm saying; Don't play Craps in Las Vegas and don't do Addwords. Once you obtain organic ranking on keywords that is relevant to your business, it is typically harder for someone to come in and push you from those rankings.

Search engine submission is a great tool.
Do you know how many search engines that are out there? Well you know the top one its Google. But what about the others such as BING and YAHOO? And there are even more that you probably have not even thought about. Did you ever consider crainglist.org as a search engine? It's an index! Angies list, Linkedin, Facebook, YouTube. All of these companies maintain a list of websites with an index on keywords. By how do you get your website listed on them? Some of them will automatically pick your site up and list it such as YAHOO and BING, but others you need to submit the information. In some cases for you to submit your information you are going to need to pay. There are still hundreds of index search engines out there that would like to list your site on their index. You can either start looking for these sites and manually submit the information or you can pay a service to automatically list them for you. These companies call it search engine submission. They usually promise that they have a list of thousands of index's that the get you on, and for a small fee around $49 dollars they can do it for you. So for the small price I usually pay them on a annual basis to submit the information to the search engines. And it works.   What you get is a link backs to your site from these other indexes and it gives you much more visibility. And gee whiz you become more popular.

You think you are the first original one

You have this new and exciting idea to offer the doodads for sale. Everyone will want it. However, you soon realize that there is no such thing as an original idea.

Keywords on the header of the index.htm are very important. *They are longer considered by Google..*

Failures. Why doesn't it work?

- o You spend too much time (and money) on your wiz bang, flash, animation website and <u>not</u> enough time on moving it up in the rankings.
- o You spend too much time worrying about your company setup but no time on website ranking.
- o You try to do too much for ranking the keywords. Keep the list small and simple and concentrate on them.
- o You stop when you just get started. It's going to take a few months to become popluar.
- o You don't believe that it is working. Be patient.
- o You do too much black hat work. Do what Google says.
- o You change direction before the Steps are completed.
- o You hire the third word workers to do SEO work. Don't hire the *them*.

Rule of thumb

- o Do what Google says to do.
- o Google loves Google and no others. So use their products.
- o Addwords pay for clicks is not for you.
- o Add link backs from quality sites with Keyword references
- o Google loves meaningful, fresh content.
- o Only worry about Google, the others indexes will follow.
- o Don't spend a lot of money on the website development; keep it simple and professional.
- o It's going to take time, sometimes months – years to get the ranking working so be patient.
- o You have to work at it all the time. 30 Minutes per day to be an expert.
- o If you don't do this yourself, then hire a company to do it for you.

Black Hat vs. White Hat.

This refers to the difference in doing what Google say to do and what people try to trick Google and get position on the search. White Hat (the good guys) is that you follow Google guide lines and don't to some of the bad things when it comes to search engine optimization. If you do Black Hat, (the bad guys) then your are doing unscrupulous, unethical things to get to the top of page 1. I've been told that if you do Black Hat work, your site can be banned from Google forever, although I've never seen this happen, but beware, don't do Black Hat work.

So what is a search engine?

The most popular search engine is Google; that reportedly has around 90+% of the market cornered. But what is it? For those of you who are struggling to understand what it is think of the old days when we used the telephone Yellow Pages we had in our house. (Do you still have one?) This was the search engine a few years ago. Companies would list their information in the Yellow Pages under the section they wanted. For example if you were in the carpet cleaning business you would list your company under the heading Carpet Cleaners. You would be listed in alphabetical order along with the 50 or so other people in the carpet cleaning business. But you soon learned that to get the most calls you wanted to be on the top, the first company under the heading Carpet Cleaners. (SEO calls this a higher ranking) Why? Because people are *lazy* and would start at the top and move down the list. The carpet cleaner at the end of the list would never get a call and the one at the top would. So companies got creative and would then change the name of their carpet cleaning business. For example *Mandy Carpet Cleaners* (toward the bottom of the list) would rename her business *A Mandy Carpet Cleaner* Business. (Notice the letter A in front of the name.) It worked and Mandy rose to the top of the list (or on the first page). But others soon found out and *Bob Carpet Cleaning* who was originally on the top of the page, change his name to *AAA Bob Carpet Cleaning*, Next year Mandy change her name to *AAAAA Mandy Carpet Cleaning*. And every year the battle began. (Did you ever wonder why the local cab company came up with the name of AAA Cab Company? Now you know! They were not drunk or stutters.) People are lazy and call the companies at the top of the list first. Likewise people only look at the first page of the search result. The goal is to still get to the top of the list on page 1.

Internet marketing has changed the way the way people find your business

Today Google is like the Yellow Pages. The company maintains a list of carpet cleaners in their book (index) and when you key in Carpet Cleaners it gives you a list of potential carpet cleaners (around 17,900,000 websites that have carpet cleaning) and amazingly it's not in alphabetical order. Now what do you do? Adding more AAAAA's to the front of your company name? The old days of an alphabetical list are gone and if you have a carpet cleaning business you probably are buried in the list of 17,900.000 websites probably on page 4,530. You need to move to the top of the list and appear on the first page of the search results. This is called Search Engine Optimization and this paper discusses the techniques of moving you up on the list and hopefully on the first page.

First on the list is still the best

According to Google: Search engine optimizing is often about making small modifications to parts of your website that have a noticeable impact on your site's user experience and performance in an organic search results. Even though this guide talks about search engines most of what you do is what's best for the visitors of your site. The users are the ones who use your site and focusing too much on organic search may not deliver the desired results you are looking for. Search engine optimization is about putting your sites best foot forward when it comes to visibility in search engines, but your online customers are the users, not the search engines.

Become King of the Search Mountain

As a business owner, you understand the importance of getting your website listed through your most important keywords on the first page of most important search engines like; Google, Yahoo, MSN, AOL etc. After all, most web surfers do not look beyond this first page when looking for information, products, or services on these search engines. So, if you are not on the first page then you cannot drive potential new business. Being on the first page, however, can dramatically increase your sales.

Did you know?

- ✓ 91% of all purchases start first by doing a Google Search.
- ✓ Google owns 90+% of the search engine market and is the #1 site.
- ✓ Craiglist.org gets over 10 Billion visitors every month and is the #10 site.
- ✓ YouTube serves over 1 Billion visitors per day and is ranked the #3 site.
- ✓ Facebook is the #2 site.
- ✓ Google owns Youtube.

What is it going to take?

For you to be successful and get ranking towards the top, you **must become popular**. Think about it. When you were in school, who were the kids who had the highest recognition who stood out, the ones who everyone talked about everyone wanted to be with, and everyone knew? They were **the popular kids**, the ones who stood out and had a very high visibility. It was not the quiet kid in the corner, who nobody noticed and no one talked about. It was the popular kids. It's the same on the web. Why would anyone go to your website? How would anyone find you or even be interested in talking to you? If your website is not popular no one will care and you will be one of the 3.8 trillion websites that exist. You will be the kid in the corner and no one will care. Sounds cruel, but just like it was in school, unless your website popular, no one will care. So the most important goal for your website is not the look and feel and wiz bang flash you put in your website, but it's how popular your website is. So how do you become popular? Do the same as you would have in school.

1. **Become active** – join clubs, organizations, participate in school activities.
   Get your site link backs from other organizations.

2. **Published** - get written about in the newspaper and school paper.
   Do press releases, submit your articles to others.

3. **Dress** - so you got notice.
   Have the correct name and back links.

4. **Cool Name** - made it easy for people to find you and remember you.
   Pick the right web name so users can remember you.

5. Have people **talk about you.**
   Blog, Blog, and do it some more everywhere.

6. **Be vocal** and stand out.
   Do videos and get them submitted everywhere.

Think about it! You have this great website with videos, flash, music and your mom loves it but you're not popular. When it comes to popularity, your mom may like it, but it's others who really count. You're not going to get elected to class president if the only person who likes you is your mom! So it goes with Google. Google likes popular sites that follow their guidelines. If you want to go to the top of the class and be elected class president, you have to be popular.

So to become popular in the eyes of Google you need to do the following steps.

Steps to fix the problem

Step 1 Getting Started

Pick a name and make it easy for people to remember

Create a compound web name. Have your web address be part of keywords.
For example, the website

The-Best-Doodads-in-Phoenix-Arizona.com

has the keywords <u>Best Doodads</u>. It also has a keyword <u>Doodads Phoenix</u> and <u>Doodads Arizona</u> and <u>Best Phoenix Arizona.</u> A bad name would be **DeBstDodadphx.com** What? Don't be creative, make it easy to read and remember.

No need to buy the relationship names yet. A relationship name is a web name that is similar to yours or may be just like yours but has the **.ORG, .NET** etc. extensions.

Pick a hosting company

Use GoDaddy.com as your hosting company. Why? I like them and I use them and in my experience, I've found them to be the best. Support is good. It's ranked as a good company. Why not Yahoo or other web hosting sites? I like Godaddy.com so use them, pay them and get over it and move on.

Step 2   Choosing the Right Keywords for Quality Traffic

What are keywords? It's the word or phrases that a user enters into the search bar on an search engine like Google. Look for phrases rather than individual words. Phrases are more specific and give more accurate results. If a user is looking for something on the internet, it's the words they key in to search bar for the internet. The Search engine will use these words to list the websites that are appropriate to the words you entered in to the search bar. Use phrases that accurately describe the products or services you offer. Phrases that are less competitive - meaning fewer websites are using the same phrase - will generally gain search engine traction quicker than a more competitive, widely used phrase. Once the best 5 keyword phrases have been chosen, they must be worked into the website. That's the goal of the search engine, to provide you with the best websites that match the words you enter in to search bar.

Determine the 5 keyword phrases you want to rank on page one,
pick them and don't change them.

What you want to do is that when the user keys in the words associated with your site, you appear on the first page of the results (rank on page1). You want to make certain that if a user or customer is looking for something in the internet, they see your website on page one.

These are the KEYWORDS that are associated with your site. Although there is a potential of an array of keywords that you can associate with your site, it's important to first focus on only 5 keywords to start. Pick the best keywords that when the user keys them into the search bar, your website appears on page 1.

So how do you pick the keywords or do a keyword analysis? It's really simple to determine the keywords for your site. Think of those Yellow Page books. What heading would you like to be under? Let's say that you have a company that sells children clothes. Your top keyword pick could be **Children Clothes**. Good idea, but the problem is that this is too generic of a keyword. Currently there are 269,000,000 websites who have an entry under children's clothes. Way too much competition. So what do you do now? You have to make the keyword more specific for example you could pick a keyword of **Phoenix Children Clothes** (4,960,000 websites) as the keyword to work with. This is better and it would be easier to get to page one.

The more specific of keyword you work with
the easier it is going to get to page one.

For example **North Phoenix Girls Children Clothes**, is a very specific keyword (five words) and you probably could get to page 1 with a little work. The more words you put in your keyword pick the easier it's going to be to get to page one.

When you have a lot of words in your keywords
in SEO terms we call this long tail keywords.

The problem is that very few people will search with a long tail keyword. A lot of SEO company's say they get you to page 1, but they do so with long tail keywords. A single work keyword such as **Clothes** is going to take a lot of work to get to page 1. Single word keywords are the hardest to move up in ranking. One trick is to add a qualifying keyword in the mix such as the location for example **Phoenix Clothes** or **Arizona Clothes**. This will make it easier to rank higher since the competition for these keywords is less.

It's a balance between the competition
and the number of times the keyword is used.

I use a keyword in my sites to test the index. I always use the keyword *Big Daddy Dennis Guns*. If you key this into Google I'm on the first page. Wow! But who cares. No one ever keys in this keyword. I'm on page one but there is no volume or usage of the keyword.

So how you do you determine volume and competition? Well there's is a great site SEMRUSH.COM will guide you on picking keywords and showing you the volume and competition (see Appendix A). However doing the following helps with keywords.

Look at competition and search volume.

SEMRUSH.COM will show you what your competitors are doing with the keyword along with the volume and competition for a keyword.

See what your competitors are doing.

I usually view the source code and see what keywords are in the title, description and keyword tags.

Play the family feud game.

This is a TV game show that ask competitors to answer the question. If 100 people are poled and asked what they thought you were selling what would be the top 5 answers? You need to ask yourself this question.

Step 3 Title and Description Tags in the Header

Have meaningful **Title** and **Descriptions** on **ALL** of your pages that accurately describe the page's content. Not just the index.htm page but put them on all of the pages and make them unique to each page. Let me say it again. Put Title and Description tags on all of the pages and make them <u>unique to EACH web page</u>. Have a long 150 word description. As you know, the description shows up on the Google search, but on the search it is truncated to two lines and is ended with a …, but it appears that Google will index beyond the two lines. So make it 4 lines and *add the keywords* to the Description. ***It's really important*** that you add the keywords to the Description, but don't overdo it. Google usually uses the description as a snippets for your pages, but sometimes Google will use relevant sections of your pages visible text instead. For example the two pictures below show the text displayed from a search result and the actual HTML code in the Header of the Index file.
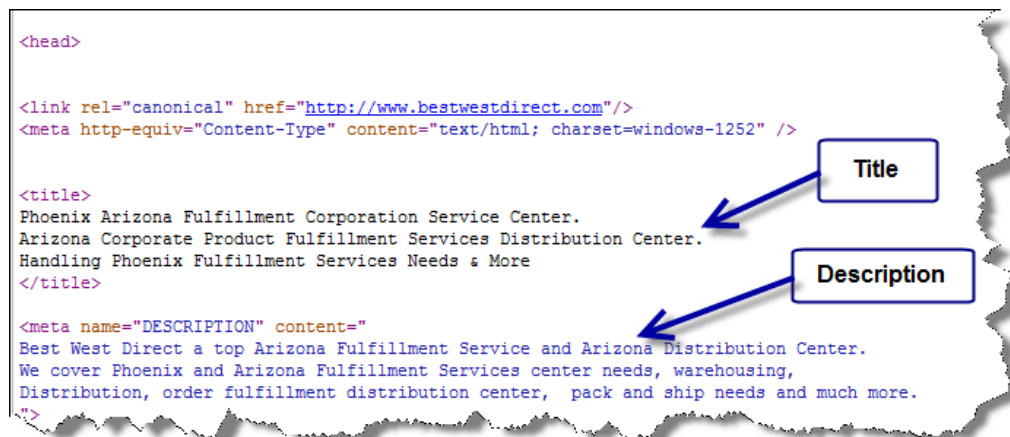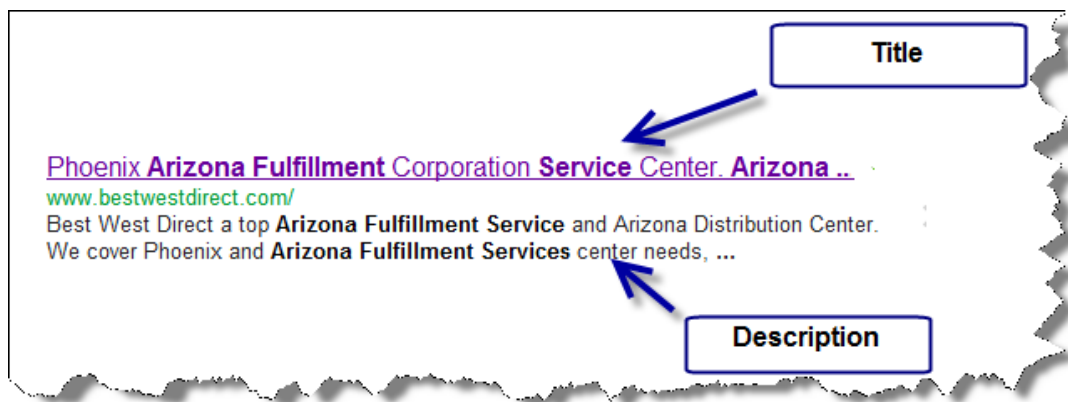
How do you write the Title and Description? I usually go to my competitor's website and view the source code and create a document of all my competitor's Title and Descriptions. By looking at my competition list I develop a Title and Description that I like. Of course I use a lot of my competitors' ideas.

Avoid extremely lengthy titles that are unhelpful to users and stuffing unneeded keywords in your title tags.

Step 4 Fix the (URL) linking of your web pages titles

Make your links to pages inside your website have meaning. Create unique, accurate page URL titles. Page URL title contents are displayed in search results.

Don't create a **contactus.htm**,   create a **contact-the-best-doodad-company-in-phoenix.htm**.

For example:
Your index.htm can still have a CONTACT US   tab, but make it link to the *contact-the-best-doodad-company-in-phoenix.htm*. How many contactus.htm do you think that exist on the web to day? Maybe trillions? How many *contact-the-best-doodad-company-in-phoenix.htm* web pages exist on the web today? Maybe one?

Another example:
Say you have a page that discusses cost and price on your website. When you create the price page don't call it *price.htm*. Call it the *price-of-doodads-in-phoenix-arizona.htm*. This page URL title has meaning. Have the tab say DODAD PRICE and point to the *price-of-doodads-in-phoenix-arizona.htm*

Write better anchor text.
Ok in the example above I told you that you could still have **a** CONTACT US   tab, but don't. Why? It's because the CONTACT US is called the **Anchor Text**. This is the text associated with the link to *contact-the-best-doodad-company-in-phoenix.htm* page.   This is also known as the link back Anchor Text, and when it comes to link back it's important to have meaningful link back text. Google uses this Anchor Text to index so index on something meaningful not CONTACT US. For example have the tab CONTACT THE DODADS COMPANY.

According to Google: *Simple and easy to understand URL will convey content information easily. Creating descriptive categories and filenames for the website cannot only help you keep the site better organized, but it could also lead to better crawling of your documents by search engines. Visitor may be intimidated by extremely cryptic URLs that contain few recognizable words.   For example: price-list-for-phoenix-dodads.pdf* is better than ***document1.pdf***.   Give your page name meaning.
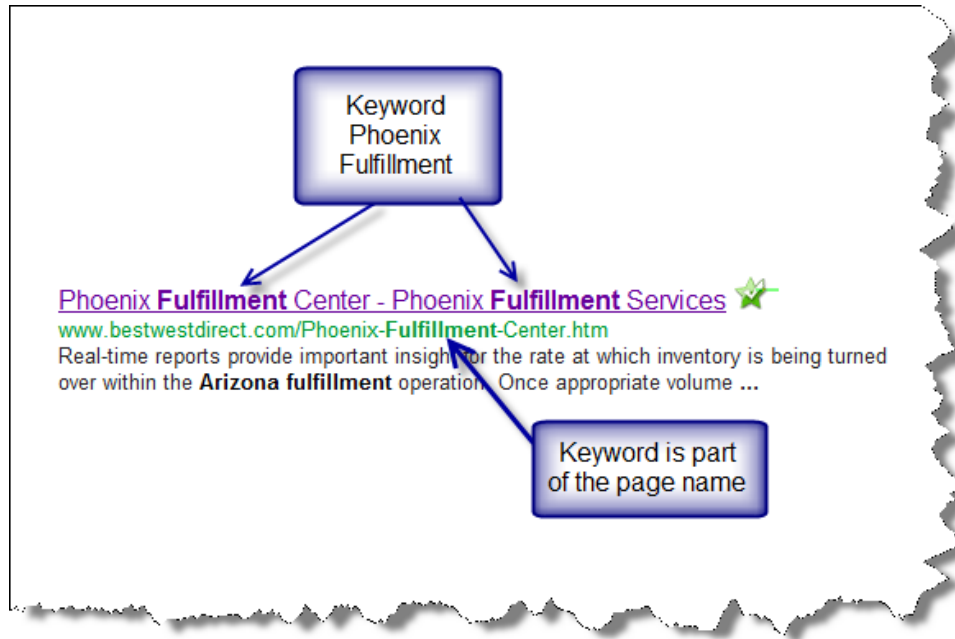
Mostly the URL to the web page is displayed as part of a search result in Goggle, below the document's Title and Description.

Step 5 Develop meaningful pages that follow these guidelines
Offer quality content and services; users know good content when they see it (and so do search engines). Consider writing a new and useful service that no other site offers. Provide high-quality content on your pages, especially your homepage. This is the single most important thing to do. If your pages contain useful information, their content will attract many visitors and entice webmasters to link to your site. In creating a helpful, information-rich site, write pages that clearly and accurately describe your topic. Think about the words users would type to find your pages and include those words on your site.

- o   Write easy to read text
- o   Stay organized around the topic
- o   Create fresh, unique content
- o   Create content primarily for users not search engines. *But search engines like the following:*

Make your content reflect the keywords.

- o   Meaningful text 1,200 words utilizing keywords.
- o   Use heading tags appropriately H1, H2, H3
- o   Have a brief descriptive and alt text for images,
- o   Use descriptive Anchor Text to links to other pages on your site.

What do you do if you have a lot of keywords you are trying to rank for? Create a page with Title and Descriptions unique to the page and write meaningful text for each keyword.

How do you do this? Run your index.htm (and all of your pages) through the **SEOPressor** you purchase. More specifically I copy the raw HTML code from the Body portion of the index.htm and paste it into SEOPressor (see Appendix A) and massage it using SEOPressor. Then when I'm happy and have a 100% score, I copy the raw HTML code back to the body of the index.

It's kind of like a hierarchy.

From your text you develop a short Header Description. And from the Header Description you develop the Header Title.

Content ==> Description ==> Title

Keywords flow through the hierarchy.

Step 6 Make your site easy to navigate
Navigation is very important for search engines and users. The navigation is helpful for users to find the content they want easily. It also helps search engines understand content the webmaster thinks is important.

Prepare two sitemaps; one for users, one for the search engines. Add a site map file on your server, Sitemap.xml and put a user site map on a separate page. A user site map is a simple page on your site that displays the structure of your website, and usually consists of a hierarchical listing of the pages on your site. A search site map, is a XML Sitemap file (Sitemap.XML), which you can submit through Google's Webmaster Tools. Site maps makes it easier for Google to discover the pages on your site. If you hosted your site on GoDaddy, then through the domain manager you can automatically create and upload the site map.

Use text for navigation and avoid using drop down menu or Flash to navigate. It's easier for the search engines to discover your pages using text links; this will improve the accessibility of our site**.**

Step 7 Optimize your use of images
Use brief, but descriptive filenames and alt text. When you place an image on your website make sure the image name has meaning:

For Example: Don't place an image with a file name of **Image1.jpg**; call it **The-Best-Yellow-Dodad.jpg**. Have your file name of your image have meaning.

Use the **_alt text_** option for the image. The alt text is the text displayed when the mouse pointer is placed on the image. Why? If a user views your site on a browser that doesn't support images or is using alternative

technologies such as a screen reader, the contends of the alt attribute provides information about the pictures.

Step 8 Add WordPress to your website

If you hosted your site with GoDaddy adding WordPress to your site is easy. Follow the instructions. BUT when you make your directory name it WordPress. Use the WordPress logo and link it to your blog. It would be for example: www.The-Best-Doodads-in-Phoenix-Arizona.com/wordpress

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Add the Word Press Log to your footer so it appears on each page. Link it to your word press blog on YOUR site.

Add a plug-in to your WordPress Blog called SEOPressor. It helps you write the blog in a format that the search engines love. To learn how to write blogs see Appendix A.

When you name your blog keep in mind that Google will index on the title and subtitle of the name of your blog. Don't keep the default *Just Another Just another WordPress site*. For Example call it ***Best Doodad Company in Phoenix Arizona***.
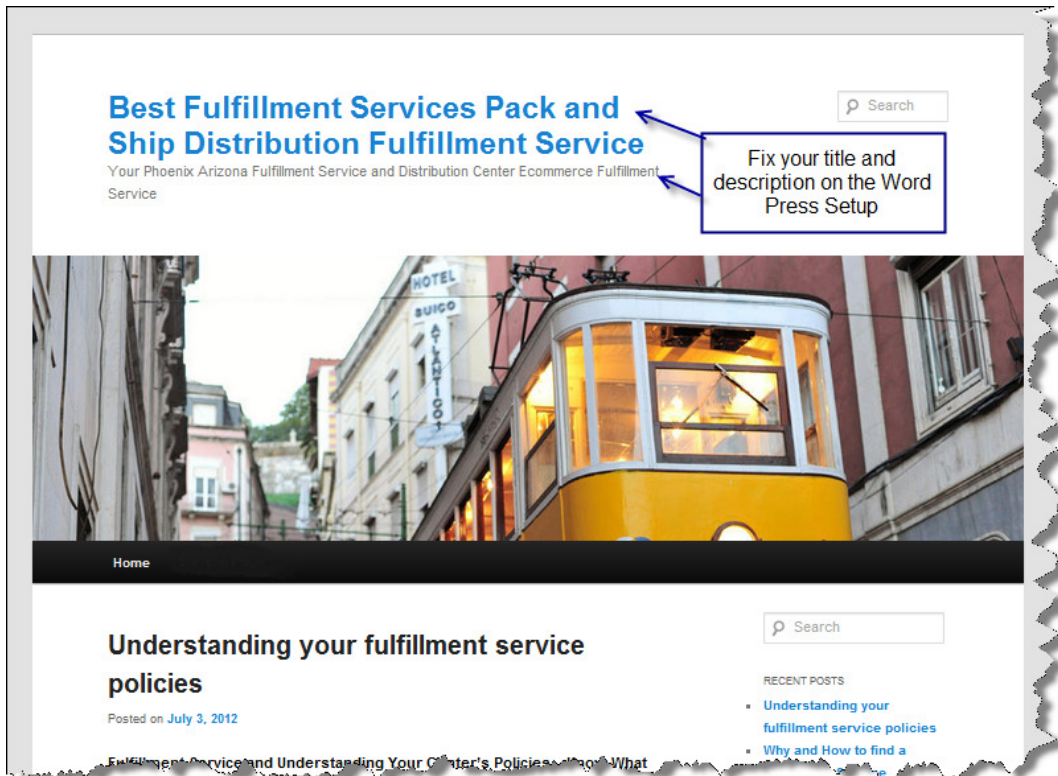
Step 9 Blog, blog, blog and then blog some more.

A blog post on your own site letting your visitor know that you added something new is a great way to get the word out about new content or services. Putting effort into your blog on a **constant continual basis** is the best way to promote your site and move you up in the organic search.

- o Add the blogs to your website.
- o Make the blogs so Google likes them.
    - Use SEOPressor – get a 100% Grade.
    - Make them meaningful.
- o Add blogs daily.
- o Add pictures and videos to your blog.
- o No need for original content, but make it look different. (Ok I did not say this.)
- o And - very important - add link back to your website using keywords.

Step 10 Add your company to Google Places.

Very important that you do this. Get a score of 100% when you create Google Places. Plus make sure you add videos to this site. Why is this so important? Remember Google loves Google, and by adding your company you are using **three products** of Google - *Google Maps, YouTube, Google Places*. Google will love you for doing this.

Step 11 Create a Google Blogger account

>Add your blogs to Blogger (manual process, Remember Google loves Google)

Step 12 Create a YouTube account – channel for your company

>Add videos about your company to YouTube.

>Imbed the videos in our website.

>Imbed the videos in Google Places

When we create videos for our clients, when have a professional camera, lights and sound system. The videos look good in high definition. But don't let the cost of the camera equipment keep you from creating videos. YOU MUST DO VIEDOS TO PROMOTE YOUR SITE. The IPad captures great videos and it's easy to edit with iMovie. If you do not have an IPad then find an inexpensive camera to capture your videos. The Windows Move Maker is a free application, easy to use and best of all it's free with Windows. The goal is to make videos and get them posted on your website, YouTube channel, so quality is important, but get them done.

Step 13 Create an account at Wordpress.org

>Copy your blogs from your WordPress blog site to Wordpress.org (it's an export-import task, easy)

Step 14 Blog on other quality blog sites.

>Activerain.com - real estate.

>Typepad.com – gets ranking.

It appears, but I cannot quantify the results, that Google will look at all blogs on the internet, but the pay more attention to the blogs that require you to pay to add your text. Seems logical to me, if you are willing to pay for your blogs, then the writers are going to write meaningful content.

Step 15 Add your company to other directories.

>Get link backs from others.

Step 17 Other things.

I've been told by other experts that it's important to handle other website issues, but I don't know if this will work or help. However here they are.

1. Have a footer.htm on your website with a sitemap.htm, privacy.htm, antipiracy.htm, contatus.htm.
2. Look at tags in you header such as….next..
3. Adding Google analytics, Google +1
4. Be careful where you blog. Some sites are flagged as bad by Google.
5. Use Google Web Master to verify your site and submit your sitemap.xml.

Of all the best things

What is the best thing to do from the steps above to get better ranking? Probably the best one step you can do to improve the ranking is not listed. It's something that you cannot do or fix so I did not list it. It's out of

your control. And from my experience, the best ranking factor that moves you up the list is the **_AGE OF YOUR_** **_SITE_**. It means how long have you been around? It appears that Google will index you, but the overriding factor in rankings is the age of your domain. More importantly how long has your website been out there? This means your physical website with index.htm and pages, not a parked site. Google does not like the new kid on the block. They are too busy looking at others and when you grow up, then Google maybe interested. It's kind of like life; the youngling doesn't get any attention until they grow up. Can you blame Google? How many sites come and go without doing anything? Why should Google spend the time, indexing you? Let's see if your around in a few months and then we'll talk.   However, it does not take long, and my experience is that it's around 6-12 month.

What about Link Backs?
A link back is when another website, other than yours, links to your website. For example, another website has a article about the **Best Doodads** and they say in the article "if you want the best doodad company `click here`". When the user clicks on this spot, your website is displayed. It links back to your website. What other website? Your Google Blog and your Word Press Blog and other blogs. Got it?

You write about yourself and put them on your own blogs.

Write, blog, write, blog and write and blog some more. Spend 30 minutes per day working on the blogs and post quality and meaningful content. **But very important, make sure you add link backs to your site in these blogs** (See Appendix B).

What's the value of a link back? Most SEO companies thrive by promoting link backs to your site. In general terms there is a consensus that the more link back you have pointing back to your site the higher you will rank for your keywords. This is true. But it's important that you have quality link backs. Recently Google released an new search engine program that looks to see if you have an overabundance of link backs. Does it make sense that you have 25,000 link back to your website? Reportedly SEO companies have indicated that if you have an unrealistic number of link backs they your website is *penalized*. So the old day of massive link building are gone. What do you do now? Do what Google says 'add quality meaningful content' to your website AND to blogger and your blog site.

Keep in mind according to Google their *algorithms can distinguish natural links from unnatural links. Natural links to your site develop as part of the dynamic nature of the web when other sites find your content valuable and think it would be helpful for their visitors. Unnatural links to your site are placed there specifically to make your site look more popular to search engines. Make your site easily accessible. Build your site with a logical link structure. Every page should be reachable from at least one static text link.*

Don't fill your page with lists of keywords, attempt to "cloak" pages, or put up "crawler only" pages. If your site contains pages, links, or text that you don't intend visitors to see, Google considers those links and pages deceptive and may ignore your site.

Don't feel obligated to purchase a search engine optimization service. Some companies claim to "guarantee" high ranking for your site in Google's search results. While legitimate consulting firms can improve your site's flow and content, others employ deceptive tactics in an attempt to fool search engines. Be careful; if your domain is affiliated with one of these deceptive services, it could be banned from our index.

Don't use images to display important names, content, or links. Our crawler doesn't recognize text contained in graphics. Use ALT attributes if the main content and keywords on your page can't be formatted in regular HTML.

Don't create multiple copies of a page under different URLs. Many sites offer text-only or printer-friendly versions of pages that contain the same content as the corresponding graphic-rich pages. If your site has identical content that can be reached via different URLs, there are several ways of indicating the canonical (preferred) version of a page.

How fast are your website and blogs indexed?
It's usually fast, within a couple of hours on Blogger and YouTube. I've seen a posted YouTube video indexed by Google and show up on Google search in 30 minutes.

You are indexed fast, however if you change the heading descriptions it seems to take forever to get **re-indexed**. So I live by this rule: Make sure you webpage, blog, YouTube Video is optimized before you first post it.

What works best?
I proposed a question at the last SEO conference I attended. The question was: *If you could do one thing to increase your visibility in the rankings, what would it be?* The Question received a lot of responses from the experts. They all seem to know what Google wants, but I've found a secret. The secret is: *no one knows what Google wants* to obtain rankings and everyone has some **ideas**, but no one knows the answer, only Google does and they won't tell you. However Google does give some general guidelines of what to do. So based on what I've experienced and heard I'm recommending that you do the following to get the ranking for your keywords.

Order of Importance:

1. Pick the correct compound web name.
2. Pick your keywords 5 at a minimum
3. Fix your website Title, Title, Descriptions, Page Names, Content
4. Post on Blogger
5. Add your company to Google Places
6. Post on blogs on your sites WordPress blog

7. Create videos and post to YouTube
8. Work on link backs
9. **Blog every day at least 1 article and post on Blogger and <u>your sites blog</u>.**

Ok, if you made it this far in the document I'm impressed. The above information is what I've learned over the past few years about getting to the top and on page 1. It will work for you Guaranteed! I know it will because I have a confession I'm not a genius. All of the above materials is what Google has been saying for years. I did not come to these steps on my own, but only after Google pounded this into my head in countless seminars and articles. If you do the above steps you'll become popular and Google will love you! Guaranteed! You finally might even think of running for class president.

Quality guidelines - Bad SEO Practices

Don't do the following:

- o   Add hidden text or hidden links.
- o   Use cloaking or sneaky redirects, shadow or ghost domains
- o   Send automated queries to Google.
- o   Load pages with irrelevant keywords.
- o   Create multiple pages, sub domains, or domains with substantially duplicate content.
- o   Create pages with malicious behavior, such as phishing or installing viruses, trojans, or other badware.
- o   Create "doorway" pages created just for search engines, or other "cookie cutter" approaches such as affiliate programs with little or no original content.
- o   Put links on your website to other unknown sites
- o   Offers to sell your keywords

If your site participates in an affiliate program, make sure that your site adds value. Provide unique and relevant content that gives users a reason to visit your site first.

Unethical SEO Companies

I suggest that you handle your own SEO Optimization, but if you feel that it's not in your capabilities, hire and SEO company to help. Some unethical SEOs through their overly aggressive marketing efforts and their attempts to manipulate search engine results in unfair ways have given the industry a black eye.

Remember SEO is not using trickery to fool the search engines to **increase web traffic**. It is not using spamming techniques that will only increase your chances of being eliminated from search results altogether. It does not involve the use of throwaway domains or shadow domains. Such tricks will cause your company to be removed from the search engines completely and at best it may only work for a short time anyway. Ultimately, it is not worth the risk of using trickery or shortcuts in this arena! Practices that violate Google guidelines may result in a negative adjustment of your site's presence in Google, or even the removal of your site from our index. Here are some things to consider when looking at an SEO Company:

- **Guarantee a #1 ranking on Google.**
  There is no magic key to get you to page 1. Google is very tight lipid about their index program and no one can guarantee page 1. There is no priority submit for Google. In fact, the only way to submit a site to Google directly is through Goggles ADD URL page or by submitting a Sitemap to Google Webmaster Tools.

- **SEO firms that send you spam email out of the blue.**
  If their offer is so great why are they sending it to you? Most of these companies are going to offer amazing services and you will never meet them. For all of I SEO PHOENIX clients we meet face to face and never through spam emails.

- **Company is secretive or won't clearly explain what they intend to do.**
  Ask for it in writing! Get a detail list of the actions the SEO company will perform for you. Ask for examples of past work. Most unethical SEO companies will give vague descriptions the task to move you to the top and will give you unrealistic promises and results. Ask for explanations if something is unclear.

- **Owns shadow or ghost domains** or doorway pages
  Some SEO companies say they own or control thousands of "shadow" domains and will include you as link back from their vast farm of domains. The creation of "shadow" domains that funnel users to a site by using deceptive redirects. At the end of the contract the SEO may point the domain to a different site, or even to a competitor's domain.

Another bad practice is to place "doorway" pages loaded with keywords on the client's site somewhere. This is sometimes called a link farm. Vast pages of link back to various websites based on keywords.

- **Avoid link building schemes or index submission SEO Company**
  Linking your site back to the SEO Company only benefits the SEO company not you. Avoid SEOs that talk about submitting your site to thousands of search engines. This is an old scam and does not work.

- **Danger – Beware - Danger.**
  Know who you are dealing with. A lot of SEO companies that promise you results are not even located in this country. They promise you tremendous results at a low fee but you never see them or can find them. Only work with companies that have something to lose if they take your money and fail to deliver on their promises.   We've encountered firms calling themselves SEOs who follow practices that are clearly beyond the pale of accepted business behavior. Be careful.

- **Beware of long tail keywords**
  It's easy to get you to page one on a keyword phrase that contains may words or is very specific. You need to look at the search volume for the keyword phrase you are trying to dominate. If there is little or no volume, then getting to page will requires little work.

- **Be sure to understand where the money goes.**
  Some SEOs will promise to rank you highly in search engines, but place you in the advertising Google Addwords rather than in the organic search results. Google pay-for-click only works while you pay. Once you stop paying for the service your ranking go back to the original position. Pay-per-click does not change the ranking of your website or your keywords. Once you stop paying, it's over and you go back to where you were before. Once the shady SEO company convince you that have the magic key or the inside track to Google they will take your money and cancel the program.

APPENDIX A   Monitor our work - get the tools.

Most of these tools listed here provide a free trial without giving them your credit card. If you purchase Raven Tools then you get MajesticSEO.com and SemRush.com data.

RavenTools.com $99/mo

This will help you monitor the ranking of you keywords and compare your keywords with your competition. It produces reports in PDF format that you pass to your friends. If you purchase Raven Tools then you get MajesticSEO.com and SemRush.com data.

MajesticSEO.com $49/mo ? a UK company, they charge pounds (whatever that is).

This company will show you all the websites that are linking back to your site and the Anchor Text used for the link back.

SemRush.com $69/mo

Keyword analyzer. Will show you the volume and competition of keywords along with the keywords your competitors are using. Very powerful tool to help you pick your keywords.

SEO Ranker   One time $2.99

This is an IPad application and is only a one time purchase of $2.99 and runs on your IPad. It provides real time ranking results of your keywords. At a minimum, you should get this. This gives you a reason to purchase the IPad you always wanted.

SEOPressor $99

This is an add-in or plug-in you install on your WordPress blog on your website. It helps you create the blog by guiding you through the correct format for headings, keywords, images. It give you a score of your blog and you are trying to get a 100% score. Additionally, it automatically emphasizes your keywords by underline, bold and italicize your words.

iMove   free for IPad

This is an application you can download and install free on your iPad. Its easy to use and you can create shoot, edit and publish your videos easly with this application. Of course is an Apple application and it works great.

Windows Movie Maker   comes free with Windoes

This is an application that usually comes with the windows operating system and is free. The program is great, easy to use application that can edit and publish your videos.

APPENDIX B The Blog

Blogging what is it?

Blogging is a short article around 400-600 words that is posted on blogging sites/bulletin boards. It can be your site or any site that will accept your blog.

How do you do it?

I usually use MS Word to write the blog. To write a good blog you must do the following:

1. Focus in on one of the 5 keywords you are trying to rank.
2. Include keyword in title.
3. Start the blog with the keyword.
4. End the blog with the keyword.
5. Focus on one keyword for the blog, don't try to incorporate all of you keywords.
6. Have at least 2%-3% of the total words consisting of the keyword. Around 12 times in the blog.
7. Bold, underline and highlight keywords.
8. **Link back to your site using the keywords. Two link backs per blog.**
9. Have 2-3, but no more, link backs to your site on the keywords.
10. Use pictures and link them back to your website. Minimum of 1 max of 3 pictures. Make sure the name of the picture is the keyword not image01.jpg call it the Best Doodad in Phoenix.jpg. Add the ALT tag to the picture.
11. USE H1, H2 and H3 headings.
12. Keep it around 400-600 words.

How do you add an link back?

It's important that you write an article that has meaningful and fresh contact. But the most important part is to provide the reader with a link back to your website for specific keywords. When I write my blogs, I use MS Word to create the blog. The way you do this in MS Word is to highlight the keyword and right click on the keyword and chose the hyperlink tab. Next in the Hyperlink Pop Up, key in the web address of your site on the bottom. Notice on the top of the Hyperlink Pop Up the text to display area. This is the keyword you are using to link back to your website.   Once you are done, click save, the text will change to blue with an underline of the words. This is the hyperlink to your website with the keyword. Do this to two keywords in the blog. I know that you would like to do it 20 keywords, but keep it to two or you be flagged as a spammer.

Below is the screen of the Wordpress Blog with the plug-in SEOPRESOR program. The goal is to write a blog so that the text is user friendly and is formatted correctly. The plug-in helps you by giving you a score based on the important items of headings, keywords, length and images. Try to get to 100% score on each blog.

Below is the actually HTML code that is created when you develop the blog.

APPENDIX C Blog Examples

Overall score is: 93.33%

Length of blog is: 281 Words (would be 100% score if it was longer)

Keyword density is: 2.3%

Keyword emphasized is: Beretta Firearms (2 link back to the main website)

The Rules of Gun Safety, as Told by the NRA, as Applied to Your New Beretta Firearms
Posted on **May 18, 2012**

Beretta Firearms says there are thousands of gun accidents every year
and some of them are even fatal. Should guns be illegal? No! Cars kill and maim thousands more people per year. But, to make sure you don't become a victim (and make it look bad for everyone else who enjoys guns, follow ALL, not some of these rules, as written by the *National Rifle Association* (you know, the NRA).

Always keep the Beretta Firearms gun pointed in a safe direction
– this is rule numero uno in gun safety. A safe direction simply means the gun is pointed somewhere that if it is magically or unintentionally fired, it wouldn't hurt anyone or anything. Don't just point your *Beretta firearms* everywhere! Use common sense! The ground is a good place to start with.

Always keep your finger away from the trigger until ready to shoot. Either rest your finger on the trigger guard or along the side of the gun. Until you are actually ready to fire, don't even think about touching the trigger. This is how accidents occur!

ALWAYS KEEP THE BERETTA FIREARMS UNLOADED UNTIL READY TO USE.
Whenever you pick up a *Beretta Firearms*, whether it be the Beretta cx4 storm or the Beretta px4 storm, you want to immediately engage the safety device. If the Beretta Firearms has a magazine (not the kind you read, dummy) remove it before opening the action and looking into the chamber or chambers, which should also be clear of ammunition. If you do not know how to open the action or inspect the chambers, leave the gun alone and get help from someone who does.

The New Berretta Nano

Overall score is: 93.33%

Length of blog is: 266 Words (would be 100% score if it was longer)

Keyword density is: 3.02

Keyword emphasized is: Fulfillment Services   (2 link back to the main website)

Outsourcing fulfillment services works better for everyone

Posted on **May 15, 2012**

Fulfillment Services in your everyday life, you outsource nearly everything, more than you probably realize. The window washers, the painters, the mailman, the trash collector, the janitor, not to mention the consultants, telephone repairmen and cable man – these are all people that *fulfillment services* exist within their own companies and are outsourced to meet your needs. So why not apply that to shipping services as well with order fulfillment services?

You simply order fulfillment services something off a website
You simply order something off a website, something everyone is familiar with and they pack and ship it directly to you or your customers. That way there's no need for a large fulfillment services warehouse to maintain with utilities, union fees and workers that may not be kept busy without constant orders. You have someone else do all the hard work and thought and then you just go back to doing your business the way you know best.

This theme has become popular among every company you can think of – from Wal-Mart to Sam's Club to Domino's to the little old hairdresser down the street. In fact, this is why people like to shop at Costco. They actually want to feel like the trough fed utility workers that run forklifts all day inside dim warehouses. It's fun!

FULFILLMENT SERVICES ORDER PROCESSING
If you want your customers to feel similar to you, it might be time to get on board with the new way people are running their companies – from a fulfillment services outsourced warehouse.