

WILD SEO

The Search Engine Optimization Quick Start Guide

Wild SEO – Advanced SEO Bootcamp

Everything You Will Need To Know About Search Engine, and Website Optimization for Long Lasting Results.

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Chapter 1: Introduction

Welcome to the *Wild SEO Advanced Boot Camp*. If you're like most people then you have been searching for a cost effective answer to your search engine optimization woes. You've probably searched high and low, only to come across thousands of services that will "guarantee" you top 10 rankings in every search engine known to man, along with getting indexed in 5000+ engines and directories overnight. You've seen this right?

The truth is that they could care less about the actual results they produce for you, and for every question you have, they fight back with a so called reasonable excuse. These SEO's just want your money, and that's it!

Search engine optimization isn't as simple as most people make it out to be. It's actually a bit complicated. Everyone on the face of the planet has finally tuned into the fact that SEO is a cost effective system for generating tons of traffic, and you should too! The results are very rewarding if you can successfully tap into this goldmine. It's not brain surgery complicated, but you will need more than just \$50 to have somebody get you the results you are looking for.

Before you hang your head low because you thought this may be an easier process, take one thing into account. Understand that 97% of your online competitors will never stand a chance of ranking well in search engines due to simple and careless mistakes. Most people who create websites do not account for Links, and Keywords. These 2 factors play a huge role in how the engines read, and work with your site. You may not fully understand ranking factors, but by the time you have completed reading this book, you will be quantum leaps and bounds ahead of the competition.

In this book I will be teaching you fundamental things like...

- How to use the right keywords in your pages
- Creating pages that you engines can read, and will love
- Avoiding careless mistakes that engines hate
- The importance of directories and getting other sites linking to yours
- How to track your results
- And much more!

YOU NEED TO KNOW:

I'm not going to make any assumption, but I will outline a few basic details you must know in order to take full advantage of this information.

- You must have access to a computer with an internet connection
- You must have basic knowledge of how to search using Google, Yahoo, and MSN

YOU MUST HAVE A WEBSITE!

If you do not have a website, please take advantage of my very limited offer and claim your own FREE Website. Just visit my website – [Wild SEO Websites](#) – and you will be well on your way to getting started.

If you do not have a website, and do not want to take advantage of my offer above, then there are some things you should take note of. You must know, or know somebody that can help you setup your own website, create web pages, load pages onto your web server, and work with basic HTML (the coding used to create websites)

Because you have found my site and purchased my Boot Camp, I'm confident you will not come across any problems in mastering the basic principles I teach in this book. If you do have problems, my staff is here to help!

HOW THIS BOOK IS ORGANIZED:

This book is organized in a step-by-step order your convenience. You can easily take and apply what I teach, but please remember that all of the chapters in this book are interrelated. Without fully understanding Chapter A, you cannot successfully apply Chapter B, and so on. Take your time to read through this entire book once, and then a second time. Make notes, do whatever it takes so that you can easily grasp the concepts. It will make a huge difference in how well your pages are ranked in the engines.

TRAFFIC: >> WHY YOU NEED IT

Focusing on search engine optimization for higher volume in web traffic is a no brainer. It's the most cost effective method for drawing new visitors to your website, and the main reason behind why hundreds of online companies are making \$20 Million+ every single year. Do not underestimate the power and long-term benefits of SEO because while you sleep, your competitors will battle for top positioning, and the money that comes from being #1. Wouldn't you like to see...

- More quality targeted traffic to your website
- Promotion that doesn't sleep
- Increased brand visibility
- Greater focus on unique content
- Cost effective customer acquisition
- Higher ROI = more sales
- Find ability

All in all, this just means MORE MONEY FOR YOU... IF you realize the sales potential that your website will attract by applying the information found in this book. Do you dream of owning an online business capable of netting \$50 Million per year? It is possible. SEO is your answer.

Chapter 2: Common Knowledge

In this chapter:

- Understand the difference between search engines, and search directories
- Discover where people search
- Where to place your focus
- Prepare a plan of attack

In this chapter you will find all of the basic details on how to get traffic to your website. I will assume that you have heard of the obvious search engines including Google, Yahoo, and MSN. But what about Inktomi, HotBot, Ask, Netscape, and Lycos? Don't panic, you can go ahead and forget just about all of the names that I have listed and this chapter will explain why.

The point of this chapter is to take a complicated landscape of search sites and whittle it down into a small group of search systems that really matter.

a) Search Engines vs. Directories

The term *search engine* has become the dominant term used among search systems. Right now I'm going to introduce 3 different search systems to you, each having their own distinction and importance.

1. **Search Engines:** These are the most dominant of all search systems, and are operated by scripts and codes. You may be familiar with Google and Yahoo. Also referred to as Search Indexes. What they do is collect a significant amount of information from web pages on a website and use complex algorithms to index that information.
2. **Directories:** Directories are human edited search systems, and take a ton of time to maintain and update. They contain information about a website rather than about its pages. The 2 most important Directories are [Yahoo](#), and [DMOZ](#). Each of these directories have staff members who examine all sites submitted to ensure that they are properly categorized and accurate in meeting specific criteria.
3. **Pay-Per-Click:** These systems allow advertisers to place ads on their sites such as Google, and when users perform searches, sponsored search results will typically appear on the right hand side of the free listings. Pay-Per-Click Marketing has quickly developed into one of the world's most competitive marketplaces, and will soon be a trillion dollar industry.

b) Recap of Terms

Whether you are new to search marketing, or a veteran you should acknowledge the importance of the terms below, and how they differ:

1. **Search Sites** – This is a website that allows you to search through an index or directory or websites, or perhaps both. These include Google, Netscape, AOL, and many others.

2. **Search Systems** – This is a site that has a combination of software, and people that categorize websites, and they build the index you or directory you search through at a search site. Examples include Google, and Yahoo because they produce their own search results. Where as Netscape for example, is NOT a search system but still gets its search results from Google.
3. **Search Results** - Search results don't necessarily come from the *search site* you're using, but rather they come from a *search system* instead.

c) What's The Point in Trying?

Why try? Well that's simple. You absolutely **MUST** try because search engines contain the single most important source of targeted web visitors. Take in to account that just over 50% of the entire webs visitors originate from search engines because they provide targeted search results.

With global popularity and interest in the internet continuing to grow, that proportionate value means more visitors for you, and more money! Jump on the SEO bandwagon today while it's only mildly competitive to see respectable positioning in the engines. Where as, 10 years from now it will be near impossible to tap into this goldmine because of highly competitive standards.

- The search engines represent a cheap way to reach out to people. In general you get more bang for you buck going after free search engine traffic as opposed to PPC (pay-per-click). The organic (free) results produce a higher click through rate as well.
- Over 50% of all visitors begin at the search engines. That's a ton of traffic!
- Studies have shown that people who plan on buying something, begin at the search engines
- Many of the visits that don't come from search engines come from re-visits. These people know what they are looking for. Meaning that if someone found your website through the engines before, they are likely to type your URL into the address bar, and return to your site.

d) Why People Search

There are a few reasons why people use search engines to find everything they are looking for. These reasons include trust, credibility, find ability, and compare ability. Now let's look at each of these reasons in detail:

Trust: People trust search engines because they produce accurate search results. Google, one of the fastest growing companies in the world, and the #1 search system is trusted because of its dedication to creating and improved experience for the average surfer. They pump billions of dollars into developing top of the line software, as well as focusing on increased brand awareness.

Credibility: Search Engines are a credible medium for people to follow and use because they focus all efforts of providing accurate search results. Being a search engine is a cut-throat business, and they thrive on producing the best experience possible their users.

Find Ability: If people cannot find your site, then how will they ever know you exist? Search engines help create more visibility from a business standpoint to the consumer. Where else in the world can you

have 15,000 people shopping your store at the same time? That, my friend, is the power search engines stand to offer you.

Compare Ability: Pure convenience. Search engines typically produce 10 results on a search page, listed in order of importance according to certain ranking criteria. If the average surfer is looking to buy something, they can compare prices and product information from 10 different websites in a matter of minutes.

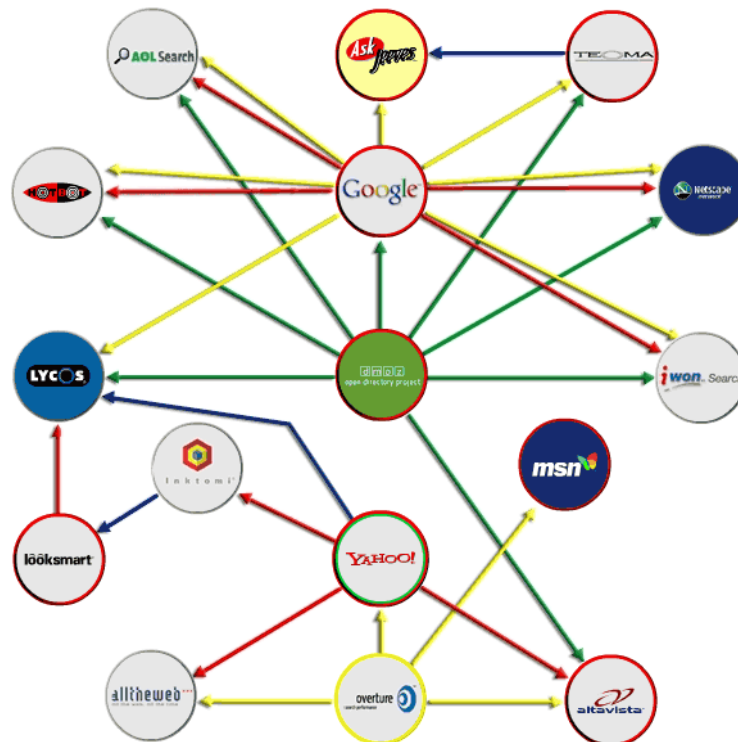
e) Where People Do Search?

You can search for website at many different places. There are literally thousands of search sites the enable you to search. However many searches come from a small number of search sites... the important ones.

The Important Search Sites Include:

1. Google
2. Yahoo
3. Altavista
4. Ask

<http://www.search-this.com/search-engine-decoder/>



LEGEND

- SUPPLIES → RECEIVES PRIMARY SEARCH RESULTS
- SUPPLIES → RECEIVES SECONDARY SEARCH RESULTS
- SUPPLIES → RECEIVES DIRECTORY RESULTS
- SUPPLIES → RECEIVES PAID RESULTS

ALL LOGOS PROPERTY OF THEIR RESPECTIVE OWNERS

The Rundown: Important Search Sites and How They Work

GOOGLE.com

Google has undoubtedly blown away all competition over the past 10 years. Making it the #1 search engine in the world, and they currently index more web pages than any other search system. The Google Spider known as *GoogleBot*, crawls the web and provides updates to Google's index about once a month.

Google by far has the best algorithm for which it uses to rank web pages. Google determines the importance of a web page based on something called *PageRank*. This trademarked ranking system is very calculated, and is the driving force behind Google's ability to turn up accurate search results.

YAHOO.com

Founded in 1994, Yahoo is one of the oldest web directories and search sites on the internet today. Yahoo's directory is 100% human edited and maintained. It also gets its search results from Google, Inktomi, and Overture. It doesn't feed any other sites

According to [Alexa.com](#), Yahoo is the #1 ranked website online based on its overall incoming traffic. With that kind of traffic, it's easy to see why Yahoo is a powerhouse for search engines and directories.

ALTAVISTA.com

AltaVista is owned by Yahoo Search Marketing (Overture), which is now owned by Yahoo. It has its own search system, but does not currently feed any other sites. AltaVista gets most results from its own index, however it does pull the top 5 results from Yahoo Search Marketing (Overture).

This is one of the biggest search engines online. The search spider used by AltaVista is named Scooter, and it usually takes several months before your entire site is indexed. Unlike Google, AltaVista will only crawl and index 1 link deep, so it takes quite a while to index your site depending on its size.

ASK.com

Formerly Askjeeves.com, ASK has gone through a complete image, and branding makeover in the past few years. They used to get their search results from Teoma, but since Teoma was owned by ASK, they rebranded and redirected to ASK.com. The Teoma algorithm is now referred to by ASK.com, as the *ExpertRank* algorithm. Ask also gets its search results from Google, and DMOZ, while feeding results to many other sites.

OTHER LESS IMPORTANT SEARCH SITES INCLUDE:

- **Lycos**
- **AOL**
- **Yahoo Search Marketing (Overture)**
- **MSN**
- **Netscape**
- **Looksmart**
- **DogPile**
- **HotBot**
- **Go.com**

THE PERCENTAGE OF ALL SEARCHES:

- 1. Google – 46.3%**
- 2. Yahoo – 23.4%**
- 3. MSN – 11.4%**
- 4. AOL – 6.9%**
- 5. ASK – 2.3%**
- 6. Netscape – 0.6%**

*Nielson NetRatings – Nov 2005

f) Narrowing Your Focus on Key Search Systems

When all is said and done, you should only focus your efforts on a few key search systems. These search systems stand out from the rest because they provide search results to almost all web searches. This handful of systems includes:

Search System	Description
Google	The worlds most important search site and most important feeder system
Yahoo	The World's second most important search system
DMOZ	One of the biggest search systems, feeding Google, AOL, Ask, Netscape, EarthLink, Lycos and over 400 other sites
Inktomi	Inktomi feeds MSN, Overture, and Looksmart. It also feeds HotBot, Goo, About, and many sites you probably haven't heard of
Ask (Teoma)	Feeds sites such as About, and Mamma.com. Very Important
AltaVista	Does not currently feed other sites, but still an important search site

As of right now, these are the only search systems that you should worry about. That's not so bad considering the fact that we have been able narrow down thousands of different search providers into just 6 that matter. In the future you may need to add MSN to the list.

Don't forget that Google alone provides 75% of all search results. Get your site listed in the systems above and your site will be seen by 97% of all searchers.

g) Your Plan of Attack

Now that we have managed to narrow down large group of thousands of search sites into a small important group of just 6, we can now focus on what you need to do with them. The next step is figuring out how to get your website into these search systems, and in front of the people using those systems to search the web.

1. Focus on Keyword Analysis
2. Create Readable Pages
3. Create Keyword Dense Pages
4. Register With Search Systems
5. Get Other Sites Linking To Yours

The following checklist will help you cover the basics and probably match your competitions efforts. But it may not be enough to get you the results you are looking for. This is a very competitive business and in some cases you will need to go above and beyond to see the spectacular results.

Pay-Per-Click Marketing is another way to get noticed in the engines. Many companies use PPC because it is easy to rank well, but can be costly because you pay every time someone clicks on your link. Using Natural search along with paid search is a powerful way to take you business to the next level and draw new prospects.

Chapter 3 – Getting Your Site Indexed

IN THIS CHAPTER:

- Are you indexed?
- Keyword Selection
- Doctoring your pages for problems
- Making sure the engines can read your pages

The main purpose of this chapter is to help you identify some problems you may be having, and get you moving on to the important stuff. Without fixing these minor issues, there is no possible way for the search engines to read your site, and rank you well.

The little changes you make can make a significant difference in how your site is ranked, as you will learn in this chapter. Saddle up and pay close attention.

a) Are You Listed in The BIG 3?

You've searched all of the major engines but still can't find your site listed anywhere. What's the wrong you ask? Well, you're probably not indexed in the BIG 3 (Google, Yahoo, MSN), and if that's the case then you are completely missing out on an avalanche of traffic.

Start With Google, then Yahoo, and MSN:

Checking to see if you are indexed is a simple process. Just open a new browser and go to www.google.com, and type the following in the Google Search box:

```
cache:http://yourdomain.com/
```

Make sure to replace "yourdomain.com" with the actual URL to the homepage of your website. When you click the search button, Google will check to see if your page is in its cache.

If no results turn up, you don't need to worry yet because it just means that Google does not have that specific page indexed. Google grabs little information from a page, but not the entire thing so it may just mean that it hasn't gotten around to that page yet.

So instead, try this little trick. Search Google for this:

```
site:yourdomain.com
```

This tells Google to find all of the pages on your website. If nothing appears then Google doesn't know about your site, and you are not indexed. If your site isn't indexed, it can't be ranked. So it's very important that you take care of this issue. Make sure you did not mistype the search command. Try again just to be sure. You can search for your site another way as well. Just type your domain name into the Google search bar and if you are indexed then Google will just return the homepage of your site.

You can repeat all of the same steps for Yahoo and MSN to see if they have you indexed.

Let's Try Yahoo's Directory:

You have to pay to get your site listed in this directory, so you may already know if you are listed in here or not. If you have purchased the domain through a private seller you may not know whether or not your page is listed, so it is a good idea to check anyways.

Complete the following steps:

1. Go to <http://dir.yahoo.com>
2. Type your sites domain name into the search box
3. Make sure the Directory button is selected, and then click on the search button
(If you site is listed in the Yahoo Directory, results will appear containing your site's information)

b) Not INDEXED Yet? TRY THIS...

You will never rank in Google, or any engine, until you are indexed. It's not time to panic yet. Getting indexed in Google is quite easy and can be done in just 24 hours!

Just follow the steps below:

1. Go to www.google.com and search for the broadest keyword you can think of that is related to you type of website. (If you have a sports related website, then enter the keyword "sports")
Next, Google will provide you with a page of accurate search results.
2. Browse each of the top 5 -10 websites that are provided, and pay particular attention to the **PageRank** of the website.

A Quick Note:

PageRank is Google's way of measuring the importance of a website through various factors such as links. The more links a website has directed towards it from other related websites, the higher the PageRank will be. (Visit Chapter 14 for complete explanation of)

What you need to do next is collect a few websites that have a PR5 or higher, and contact the webmaster of each site with a proposal to exchange links to one another. If you do this correctly and professionally, they will more than likely place a link on their website to your site.

This will get you indexed in Google within just a few days, but if you are unsuccessful in getting others to link to your website there is still another option.

What you can do is purchase links from high PageRank websites. This is definitely the fastest way to get your site indexed. Just visit a Text Link Brokering website such as:

www.Text-Link-Ads.com

www.textlinkbrokers.com

www.linkadage.com

Search through their collection of related websites and you will likely be able to purchase a PR 7 text link for 1 month at a cost of only \$150. There will be no need to renew this link after the month is up because Google will index your site almost immediately.

Simple as that... You can get indexed in Google in just 24 hour without even breaking a sweat. Once you've done this, you can focus on doing the things that help get your website ranked!

c) Choosing Good Keywords. At a Glance

One of the most important parts of getting the search engines to recognize your website is in choosing good keywords. This is where most companies go wrong, because they have no idea what keywords they should be using. These are the words that people use to search for websites at the search engines. Guessing won't do you any good. To choose good keywords you will have to do your research which is relatively easy when you are using the right tools.

I will give you an in-depth explanation of keywords in Chapters 6 and 7.

d) Your Full Site Examination

When you had your website created, making it "search engine friendly" was probably the last thing on your mind. Creating your site the "right" way can be difficult if you have no idea what to look out for. Millions of webmasters have sites that are not prepared for the search engines, and that's why they will never rank. Make a few changes in the "search engine friendly" category can be easily made, and will dramatically change your fortunes. These problems are easy to spot, and can quickly be fixed.

FRAMES:

Frames are not as commonly used as was the case a couple years ago. People have caught on to that they aren't very user friendly, and they aren't "search engine friendly" either. In case you don't know what I'm talking about, a framed website is one where the browser window is broken into two or more frames, each containing a website.

They are a big NO, and you should avoid them at all costs! Search engines don't generally index the pages found in frames because they rarely have rich keyword indexable content. Tune in to Chapter 5 for more on frames.

TITLE TAG:

Title Tags are very important because they tell the browser what text to display in the title bar, which is very important to the engines. When your site is spidered, or crawled by search engine software, this tells the engine what kind of information that your page displays, and then categorizes it accordingly. For this reason, it's a great idea to insert the keywords you intend to rank for in the title tag. Try to keep it down to one or two main keywords though.

Open up your site's homepage and then choose to "View Source" through your browser options. When you do this, an HTML Text Editor will open up, and you can see how what the HTML code looks like for your site. Take a look at what you should see at the top of the page:

```
<HTML>  
<HEAD>  
<TITLE> Your title text goes here </TITLE>
```

Some things you will need to watch out for are:

1. Making sure you have Title Tags! Make sure that they are there. Otherwise the engines will be missing out on valuable information.
2. Make sure that the Title Tag is directly below your HEAD tag. If the tag is floating midway through the page, the engines may not be able to find it.
3. KEYWORDS! Make sure that the title contains one or two keywords that you are trying to rank for. This can make a world of difference, and this little trick alone can help you achieve top positioning for such terms.

Here is a quick example of what the Title tag would look like for a Make Money oriented website.

```
<TITLE> Make Money Online, Make Money Easily on the Internet </TITLE>
```

DESCRIPTION TAG:

It should come as no surprise that the DESCRIPTION tag is the part where you briefly describe your website and what it is about. Search engines use this information to correctly index your page, and will sometimes show your description on a search results page. Google primarily search for snippets and keywords to display on a results page, but if these cannot be found your description tag comes into play.

```
<META name="description" content="your description here">
```

The Description tag is just as important as the Title tag, and should appear just below it. Make sure that the description of your site includes keywords you intend to rank for, and is no more than 250 characters in length (spaces included).

An example of a DESCRIPTION tag for a "Make Money" oriented website should look like this:

```
<META name="description" content="Make Money Online – How to make extra money at home, How to work at home and make more money, Work at home opportunity to make extra money quickly with help from our free newsletter">
```

KEYWORDS TAG: <META name="keywords" content="your keywords here">

The Keyword tag is the most important of all tags because this tells the engines exactly what terms you want to rank for. You will learn more about keyword strategies in the next couple chapters so this is something you must pay close attention to. The KEYWORD tag looks almost identical to the description tag.


```
<META name="keywords" content="your keywords here">
```

Time for an example: "Make Money" oriented website

```
<META name="keywords" content="Make money, make money online, make money at home, make money at home ebook, make money ebook, make extra money, extra money, make more money, make money quick, ">
```

Make sure that you have all of your tags gathered close together immediately at the top of the page. Also, make sure that all of the content in your tags is relevant to the actual content on your website.

e) Can The Engines Read Your Pages?

Making sure the engines can read your page is a simple process. All you have to do is look at it through your browser, and you will be able to pinpoint these problems. One of the primary things to look out for is making sure that you have actual content in text format on your page. Text is an essential element of creating a readable page, and if you can replace images for text then you should in all cases because engines cannot read image files.

Here's a checklist of what you need to do:

- Eliminate all fancy Flash animations
- Replace images with Text
- Use more relevant Keywords
- Use KEYWORDS as your Anchor Text (the "link text" that people click on)
- Use Bold and Italic Keywords
- Create more links on your site
- Create a Site Map

Chapter 4 – Make Your Site Useful to Others

IN THIS CHAPTER:

- Making your site useful and telling others
- Search engines love content
- Making your site visitor friendly

There are many technical aspects to creating a website that search engines love, but at the same time, they love a site that is useful to general visitors. Your website must serve a purpose, and it's necessary for you think about how it can accomplish that purpose.

Creating a useful site is easy but may take a bit of work. Just use your creative inner genius and you should easily be able to come up with unique ideas that will serve your sites purpose. Do this and the odds are in favor that you site will be very successful.

a) Make Your Site Useful and Tell Others

This has got to be one of the best parts about creating a website. Making it useful will ensure success with your visitors, and with the search engines. Once you have done this you need to tell as many people about it as possible and you will see an avalanche of endless traffic because people appreciate usefulness. Many websites have succeeded without using search engines as their primary method for attracting visitors.

Just look at YouTube. A large portion of this company's success came from its innovation through online video sharing and broadcasting. Which led to massive press attention, and in just under 3 years time YouTube has become the 5th most visited website on the entire internet according to Alexa.com. It all started with one brilliant idea, and a means to better serve the people who visited the website. Today, almost everyone knows about YouTube, it's a household name. I would bet that most people who visit YouTube don't rely on search engine results to find their way to the site. They make it to this website because of the incredible branding power that has been built, around a genius idea and a mission to innovate and better serve visitors.

Many successful online companies have done little to promote their website through the search engines, yet they experience incredible success. This is simply because of the other promotional efforts that have pushed them higher into the engines by creating thousands, and even hundreds of thousands of links to them from other internet users.

Despite everything you have heard from others, the REAL SECRET to creating web success is...

MAKING YOUR WEBSITE USEFUL...

There's more to it just creating a useful website, but that should be your starting block position. Many people will claim that there are huge secrets to getting ranked in the engines, but they are lying through their teeth. Let me be clear, there are no secrets... there is just information that you have not yet learned.

Take a look below at some of the most important elements to getting your website ranked high in Google:

LINKS:

Getting relevant links to your site from other similar or related websites is very important. Google puts a lot of emphasis on this and it plays a huge role in their PageRank algorithm. Not only must you have many links, but they must come from authority websites, meaning... these links must come from important websites with a high PageRank. Again, PageRank is the number given to a website determining its importance.

CONTENT:

Creating unique and original content is extremely important as well. Did you notice how I said unique and original? Yes! This means that you cannot simply copy other peoples work and paste it to your website. The most highly ranked websites online all have a steady flow of incoming content to their websites everyday. Rather than having to create this content yourself, make others do it for you. You can do this by creating discussion forums, creating a blog, creating a social networking medium, and the list goes on. Be creative, and think usefulness. The better you serve the purpose of your visitors, the better they will serve yours, and such is true when attempting to creating an endless stream of content that search engine spiders will read every single day.

RELEVANCY:

Everything on your website must be related. The articles that you publish, the content you generate, the HTML tags that you create, the incoming links to your site, the outgoing links to other sites, the keywords you use, and much more. The point is, to ensure that everything is tied into each other to create a powerhouse network in a specific niche. When creating a website stick to your niche and do not drift far from its main focus. Building a website for the search engines is like building a business in many ways. If you own a sporting goods store, and then you happen to start selling fresh fruits and vegetable, then everyone will look at you as though you are crazy. Search engines will do the same thing, because they are smart and need to see consistent website identity in order to appreciate it, thus ranking you.

Creating a “cool” website has never been cool, and never will be because they are rarely built for the engines. You can forget about being convinced to spend massive bucks on a “cool” flash intro to your website because it is just a waste of time and money. Forget the “cool”, and think USEFUL!

b) The YouTube VIRUS. Do You Have It?

We have already discussed that YouTube is a very useful website because it serves a purpose. Its main purpose is to create large communities where users can express themselves through online video. It is a multipurpose website through which one thing remains consistent. It sticks to its primary objective of creating communities through video. Social networking has become the fastest growing niche online because it offers people connectivity.

The YouTube VIRUS started when it placed a link below its video players to “Share Video”. This simple application is what exploded to viral effectiveness of this website. This alone enabled millions of current users can share a video to millions of non-users through a simple email message that directs them back

to the video. It's a simple concept, but it works. It drives unprecedented amounts of traffic to YouTube everyday, and it's on the backbone of where their success started. This is called Viral Marketing, and it is easily the most powerful, and cost effective marketing tactic known to man. Make it work for you!

Viral marketing is an incredibly easy tactic to implement. All you have to do is make your website USEFUL in every bit of the imagination, allow your users to easily share your site with others, and I guarantee you that they will take notice and give your site a huge boost!

Think like your visitors, and give them exactly what THEY want. You simply cannot tell your users what they want, so go ahead and ask them. You can do this by sending a poll or questionnaire to your mailing list, or by placing a poll on your website.

c) Don't Get Penalized For Recklessness

Many of the cool little tricks that webmasters use when designing their sites cause problems for the search engines. Let me quickly review a few things that will help make your site easier for visitors and search engines to work with.

LIMIT THE USE OF FLASH:

First off, forget about making your entire site in Flash if you intend to ever rank in the search engines. Secondly, never make a flash introduction to your website because they do not provide indexable content for the engines to spider. Instead, place some text on your page and use words as your weapons. Do you think a user will benefit from a flash presentation? I didn't think so. Keep page loading times small because you have less than 2 seconds to capture the attention of your visitors. Using video on your website ok, but make sure that your video pages include constantly updated content that the engines will love.

TEXT INSTEAD OF GRAPHICS:

Use text when you are creating a website. If you happen to have a Navigation or Menu on your website as many people tend to, make sure that you use TEXT! Millions upon millions of website use images when creating their navigations links which is absolutely useless. Images just take more time to download, and will suck your hosting bandwidth dry. Search engines do not read the text in images, so it just comes across as more content that cannot be indexed. Look at any major website, and you will find that they primarily use TEXT ahead of images because it speeds up loading times, and it creates indexable content.

Look at: [Amazon](#), [MySpace](#), [Yahoo](#), [CNN](#), and [eBay](#)

SAY "NO" TO FRAMES:

I have already discussed that frames create more problems than benefits. So take my advice, and please stay away from frames because they are useless to the engines, they are typically hard to navigate through, and they present many problems for web browsers

MAKE PAGES USER FRIENDLY:

Web design is consistently getting better, but the problem is that most sites are still difficult to navigate through. Make your pages easy to move through. Step into the shoes of your visitors

and think about what they need in order to easily use your website. Simple changes can be made to create a better “on-site” experience for your visitors such as:

- Creating a visible navigation menu
- Use text and text colors that are easy to read
- Make sure that all of your links work, and you have no dead links
- Make sure that visitors can access all regions of your website from each page through good navigational menus
- Create a Site Map

USE LONG LINK TEXT: (2-5 words)

It's a proven fact that using long link text creates more benefit for website visitors and search engines because it tells them exactly where the link will be taking them, and what to expect when they get there. Keep your long link text in the range of 2-5 words in length. You should always be able to tell the visitor what they need to know in 5 words or less. Creating a link with only 1 word is a terrible idea because it gives the user no information, and is less likely to be clicked.

Make sure to use Keywords in your link text, because this will tell the engines what you are linking to as well. Try to use keywords that you intend to rank for, if at all possible.

SPELL CHECK:

Make sure that you spell check and edit all of your pages to ensure that there will be no errors. Error free pages make your site appear more professional, and ensure that keywords are not wasted. Never compromise professionalism for laziness! Take the time to do things right!

Chapter 5 – The Power of Keywords

IN THIS CHAPTER:

- Keeping content and keywords niche related
- Searching like your prospect

I have given these two topics a chapter of their own because they are incredibly important, and it will create a monumental shift in the success of your business or website if you pay close attention. Staying true to your niche and using the keywords that your prospects use is one of the most important things you can take charge of and it's really quite simple. Target the right keywords and you will notice an instant spike in your cash flow.

a) Relevancy: Why it is Your “Life-Blood”

Relevant keywords and content are an absolutely critical part of your quest to achieving top rankings in search engines. Your content should always be uniquely focused around the products or services that you are promoting.

So let's say that you are selling a “weight loss” product on your website. Make sure that all of the content and keywords are closely related to your product and the weight loss niche. Create pages where you promote the heck out of your product, such pages could include, benefits, testimonials, video proof, a blog, a discussion forum, an archived newsletter area, and so on. All of this content will get spidered and indexed by the engines, so make sure that your KEYWORDS are directly related to your product/service and your niche.

If you had a weight loss product called “FatBurn”, the links on your website should look something like “Lose Weight with FatBurn”. This is just a silly example but please make sure that all keywords in the Body of your webpage, in your Meta Title, and in your Link Text, are closely related to the primary topic/niche you are in, as well as the product/service you offer.

As I mentioned in an earlier chapter, having a sporting goods store where you also sold fresh fruits and vegetables would be a joke to your customers. Such is the case when it comes to creating a website with relative keywords and content.

Search engines heavily base their algorithms on relevancy, thus determining the importance of your website. Don't let relevancy bite you in the behind. Make it a key focus!

b) Think “SEARCH” Like Your Prospects

The easiest way to choose keywords is to search just like your prospects. Choosing keywords has become a lot easier as of lately thanks to superb software that has been developed to show webmasters exactly what keywords and key phrases visitors are searching for at the engines.

It's one thing to guess what words people are searching for, and another to see exactly what your prospects are searching for. Some keywords you guess may be right, while you will probably forget quite a few, so it's best to know for sure. Keyword analyzing software will tell you the most

searched terms, and give you accurate details on how many searches these keywords receive each month.

I entirely recommend that you use a good Keyword Software Tool to do your analysis. This way you're able to do things right the first time. Target the right keywords and you'll never look back. Tune into Chapter 6 where I give you a list of valuable keyword tools that you can use to your advantage.

Chapter 6 – Beginning Your Keyword Assault

IN THIS CHAPTER:

- Thinking of keywords
- How to pick the right keywords
- Helpful tools

When you go to a search engine to find something, you enter a few words, click “search”, and then the search engines searches through its entire index to find accurate results. Simple enough, right? Wrong! It is actually a very complicated process and the search engines take many things into consideration when providing a results page. These characteristics include:

- Is the keyword phrase in bold text format?
- Is it in italics?
- Is the keyword in larger text than the rest of the page?
- Does your site include keywords in the heading text (<H> tags)?
- And many other hidden secrets that the engines will not share...

Even though this is a complicated process, one thing still remains consistent: if the search engines cannot relate your website to the words that somebody searches for, then your website will not appear on the results page.

Picking the right keywords plays a paramount role in getting you listed on a results page. If you’re not showing up, then you are missing out huge on the free traffic that you could be getting. First show up, and then improve upon that, but at least show up!

You have to do a keyword analysis to see what words other people are searching for on the internet. If you skip this step you are just wasting your time. You wouldn’t try to solve a math equation without using a formula would you? I didn’t think so. This is no different, and you do not want to optimize your website for a few keywords only to find out that another keyword could have gotten you 5 times the amount of traffic as your current keywords. It’s common sense. Aim to get as much traffic as possible and target the right keywords.

a) Keywords You Already Know

One of the first things you should do is open up a word processor or text editor, and start typing up the keywords that immediately come to your mind. Create a good list of 20-30 relevant keywords or phrases that you think a lot people search for. Study your list over a few times, then add a few more, and try to include combinations or variations if you can. When you begin your actually keyword analysis you will realize that many of the terms you listed are not searched often at all. But that’s okay because this was just an exercise to get you thinking like your prospects.

b) Optimize the Right Keywords – The Tutorial

Let me show you EXACTLY HOW to do your keyword research and analysis. If you do this incorrectly then you are doomed for SEO failure.

STARTING OUT:

I'm going to give you many examples, so let's say that we have a "weight loss" related website that gives away a free weight loss guide. Now that we know what our site is about, we need to do some keyword research. You can start off by downloading a great keyword tool. Best of all, its free!

Visit and download: www.goodkeywords.com

Once you have downloaded, installed, and opened this tool, you should click on "keyword suggestions". Next you can enter the term "weight loss" in the search bar, and press enter. You will see that this tool displays 100 related keywords in order of most frequently searched, including the number of searches last month.

We can see that "Weight Loss" is ranked #1, and was searched 647,612 times last month in the US Overture search engine. As a general rule, Google gets 3 times the amount of activity of Overture. Just multiply the number of searches by 3 and that will give you estimate of the Google searches for that term.

Let me guess, you're probably thinking about optimizing your website for the #1 term, "weight loss" right? NO! And once again ... NO! When you are first starting out, the last thing you want to do is target one of the most competitive terms on the planet. I made the exact same mistake years ago, but it got me nowhere fast. I came to realize that getting tons of top rankings in the areas of little competition was the best thing to do.

Just look at the competition on Google, for the term Weight Loss. There are 92,200,000 competing websites. That's an awful lot of websites to compete with.

Alright, let's find some keywords that we can actually rank for.

Go back to the Keyword tool and scroll down the list of suggestions. As you can see, "free online weight loss program" is one of the lesser searched key phrases with only 1,888 searches last month. Less searches means less competition right? Take a look...

According to Google, there are only 4,920,000 competing websites for this term so that means it should be relatively easy to grab this term. Pick 3 to 4 more terms, and then go to Google and check out the competition to see exactly how hard it will be to optimize our site for the keyword.

NEXT ON THE LIST:

Now that we have chosen our keywords we can optimize our website for "free online weight loss program" because this term is so closely related to the topic of our website.

At the current time, the #1 listed website in Google for the term "free online weight loss program" is <http://www.startyourdiet.com/>. One of the first things you can do is check the PageRank of this website and you will find that it is only a PR4 website.

- [DOWNLOAD THE GOOGLE TOOLBAR](#)

This is good news for us because a PageRank of 4 will be easy to obtain. The ONLY way to do this is to get more links to your website. Remember, the incoming links must have a high PR if you hope to increase your own PR. I will show you how to build links in Chapter 15.

c) Analyze Your Competition – Tutorial Part 2

The easiest way to check up on your competition is to visit their website, and open up the source code. This will show you all of the keywords that they are trying to rank for, and what they may or may not be doing wrong. Having a look at the competitions “Onpage Optimization Factors” will give you a slight edge.

Taking a look at the source code, there are a few things that we need to look for.

- Whether or not they use <h1> header tags and placing the right keywords in those tags
 - Whether or not they use the main keywords in the <TITLE> tag of the website. Adding the right keywords in your title tag can get you immediate results.
 - Whether or not they have bolded, underlined, or italicized the keywords throughout the main body of the webpage. Bolding your keywords is something you should do right away in the copy of your website.
 - Whether or not they are using <alt> image tags and including the keywords within the tag.
 - Whether or not they have placed the keywords at the beginning and very end of our sales copy.
- We want to do both

With all of these “onpage optimization factors” in mind, it will be easy to create a comparative study between our site, and our competition. Whatever they have done, we can improve upon it. Ultimately putting us ahead of them and getting a higher ranking.

Continue to repeat these steps for the other keywords you have picked. You will be well on your way to seeing top rankings in no time at all.

d) Picking through Combinations

Sometimes it’s a good idea to target terms that appear lower on your list rather than the ones up top because the lower ones include the upper ones. Attempt to rank for key phrases with less competition providing they include the main keywords within the phrase.

Take a look at this keyword list:

Make money
Make money online
Make money now
Make money quickly now
Make money quickly online at home
Make Money quickly from home
Make money at home while you sleep

Looking at the list above, if you optimized your website for the term “Make Money Now”, you would actually be targeting 2 different terms. Make Money, and Make Money Now. This is a little trick that you can play around with. Switch up your combinations while staying relevant to your content and you will stand a great chance at getting ranked for multiple terms.

e) Forget About Trying to Rank for Super Broad Terms

My focus in this chapter was to explain that relevancy plays a huge role in how the search engines index your pages. Remember this because sometimes it’s easy to get sidetracked. When you happen to come across terms that have nothing to do with your related niche, yet they have low competition, and high searches... just stay clear. If you intend to rank for these distant terms, please just create another website and go through the steps of getting ranked for it. If you start modifying your on page optimization to try and nab these less targeted terms, you will just mess up a good thing. It’s really not worth it so please take my advice. Been there, and done that!

Chapter 7 – Your Pages – How to do it the **RIGHT** Way!

IN THIS CHAPTER:

- Starting with Basics
- Getting your site read
- Keyword stuff

In this chapter I will be showing you how to create pages that search engines can read and index. Before you create your site you should be aware of the problems you may face and how to avoid them so that search engines don't penalize you. There are a lot of different ways to make your website work, so let's get to it!

a) Creating Pages the **RIGHT** Way

When creating your pages there are a few main elements that need to be recognized. First we need to have a look at the *text* that we use, as well as the basic structure and function of the page itself. Read below for all of the details

FILE NAMES:

Keep your file and folder names short so that it's easy to transmit data using email, or ftp. Long file names tend to look spammy when search engines spider your sites, and they could possibly ignore your pages. Once again, keep your file names short but sweet, and keyword rich.

Another thing you can do is create descriptive file names using dashes. Rather than using *WL123.jpg*, you could use *discount-weight-loss.jpg* as your file name. Be careful not to use too many dashes because search engines could penalize you for this.

<TITLE> TAG:

This is one of the most important components as far as the search engines are concerned. Place useful keywords in the beginning of the title tag, and I can guarantee that you will be better off than 97% of your competitors who lack to do so.

DESCRIPTION TAG:

The META Description tag is pretty important because it tells the search engines what your website is about if they cannot find keywords in your page. In 250 characters or less you should write a keyword rich description of your website and its purpose. Do not overload on keywords otherwise you will be penalized for spamming.

KEYWORD TAG:

The META Keywords tag used to be very important, but since has become almost irrelevant. You can add 10-12 of your closely targeted keywords here, but don't spend too much time on this tag. Once again, make sure that all of your keywords are content relevant, and included in the body of your page.

IMAGE “ALT” TEXT:

ALT tags are of little importance anymore but they do allow you to tell the engines more about your site. The ALT tag allows you to describe an image, and when you roll your mouse over the selected image, a text box will appear with your description within it. Moderately include keywords here.

AVOID FLASH:

We have already been through this in previous chapters. Avoid flash intros at all costs. If your web designer somehow convinces you to pay him for this feature, turn around and slap yourself in the face. Flash just creates a mess of content that cannot be read or indexed by search engines.

CREATING LINKS:

When you create internal links within your site, make sure to put a lot of focus on your anchor text. This is the link text that appears. Use descriptive links containing keywords found in your <title> tag, if at all possible because this may improve your positioning.

Links are important to your web success because they help spiders find other pages on your site, and they tell search engines which page you are pointing towards. All of your pages should have a text link navigational structure, and they should include links within the body as well. Make sure that the links in your link text, match up with the links that are listed in your <TITLE> and META tags. Link Text is incredibly powerful, and in Chapters 14 and 15 you will learn how to use this to sky rocket your PageRank, and get you ranked almost overnight.

BODY TEXT:

The more content you provide on your pages the better. You stand a far greater chance of getting ranked high for a specific term, if your content on that specific page is completely optimized for that specific keyword and vice versa. There is no limit to how much content you should have on a single page, but if you're going to have any content at all, make sure it's unique and original! One article per webpage is sufficient, but any more than that and you should create a new page.

b) Choosing the RIGHT Domain Name

When choosing a domain name you should keep in mind that this is something that will brand your business if you do it properly. You need to pick a unique name that will make your business stand out from everything else on the market. If you are selling a product or providing a service, choose something that your target audience will respond well to.

DON'T DO THIS:

Keywords in a domain are important, but don't compromise the integrity of your domain by making it long and full of hyphens. This is a BAD domain name: buy-cheap-discount-movie-tickets-online-today.com

WHAT TO DO:

There are many factors that come into play when choosing a domain name, but furthermore you should be thinking about the future of your business and building a brand around your name. A successful domain name will include a relevant keyword and be:

1. **Short:** If you have a long domain then people will almost always forget it. Another problem with long domains is that people do not appreciate taking the time to type your domain URL into their browser. Put your prospects first and give them a short domain that is easy to spell, and can be easily remember.
2. **Easy to spell:** Short names are usually easy to spell, and easy to remember. Don't trick your prospects by misspelling your name. This may make it difficult for you to get return visitors.
3. **Easy to remember:** Memorable names are short and unique. If you hear a 2 word domain you will probably remember it, where as if you domain is 10 words you will forget it. Guaranteed. Keep it short but sweet!

In almost all cases you should get the *.com* version of a domain name. It's very important for branding purposes. Try to avoid buying a *.net*, *.org*, *.ca*, *.co.uk*, etc domains because we have been brainwashed to think only about *.com* sites. If you are planning to promote your website through the radio, tv, billboards, etc, it looks much more professional to have the *.com* version. You need it!

BUT... if you already own the *.com* version, you should absolutely buy all other extensions. This allows you to redirect all of those other domains to your main *.com* website. It also prevents others from creating a bad name for you and your site if searchers happened to find a page with the same name but a different extension. You don't want any imposters do you? You sure don't.

BRANDING YOUR NAME:

Throw a keyword or two in your name because this can help explain to people what you website is actually about. But you can only take this so far. If your domain exceeds 3 words in length, you can almost be sure that most people will forget it.

Another way to create a memorable name is by creating your own word. I know that most words are probably taken by now, but if you spend some time thinking you may find a gem. Take a look at the names of companies who have done a great job of branding: Yahoo, Google, MySpace, YouTube, MSN, Amazon, and eBay. See what I'm talking about?

Often times you will find that it is easier to sell something to somebody when they already know about it. That's why it is a good idea to create a 3 word domain in which you include your keywords. This has proven to increase click-through rates, and it has been proven to more easily get inbound links to it. Maybe the keyword filled domain is your best option.

WORD OF MOUTH WORTHY:

Do you honestly think that people will tell others about your site based on the domain name alone? If you cannot positively answer this with a big "YES", then you should get back to the drawing board. People should absolutely be able to recommend your domain to others without thinking twice about it.

REGISTERING YOUR DOMAIN:

I buy all of my domains through <http://www.GoDaddy.com> because of their cheap prices. They also provide exceptional customer support.

c) Choosing the RIGHT Hosting Company

You need to consider many issues when choosing a hosting company, most of which have nothing to do with search engines. Make sure to choose a host that is capable of exceeding the amount of traffic that you expect to see visiting your site. There is nothing worse having your site down because of bad hosting, all the while visitors stream to your site and see that you are down. It's very unprofessional. Hosting is something that is definitely worth spending good money on because losing customers due to "down time" should never be acceptable.

RECOMMENDED HOSTS:

I use <http://www.GoDaddy.com> to host all of my websites. They are ranked as the #1 domain name and hosting provider online. They have provided me with reliable service and excellent customer support.

DEDICATED vs. SHARED HOSTING:

I personally recommend using a dedicated server if you plan on getting lots of traffic to your website. I have used dedicated servers for years now and have only experienced "down time" once.

If you are just starting out and don't expect to see a whole lot of traffic right away, then it's your best bet to go with a shared host. If your traffic increases over time then you can always switch to the dedicated server.

FREE & CHEAP HOSTING:

This is just a bad idea. You get what you pay for, and the rule stands to be true with free, or cheap hosting. If you take your business seriously, and I do, then I strongly advise that you take time in finding a good host that you can be sure will best serve your needs 24hours a day, 7 days a week, 365 days a year.

d) Optimize Each Page for 1 OR 2 Keywords

If you would like to get your website ranked for many different terms, then put emphasis on optimizing each page of your website with a different strategy. You can easily do this by changing keywords listed in the <TITLE> tag of each page. The TITLE is a very important component of a web page, so adjust it according to which keyword combinations you intend to rank for. Once you have done this, make sure that your keywords in the body of your page correspond to the ones found in your HTML tags. You can do this over and over again throughout your site on each page, and this can significantly improve your chances of being ranked.

e) Keyword Density. Don't Overdo It

Keyword density simply refers to the ratio of keywords to the total number of words on your pages. This is important, but you can certainly overdo it. I have seen pages that are 75% keyword dense and they are in place to try and fool the engines, not serve a purpose. I hate seeing these pages because

they do nothing to create a better experience for the average surfer! Search engines can detect these pages and will likely not show them on a search results page.

Make sure that you have just enough keywords or phrases on your pages so that the engines will favor you, but keep your density well under 50%.

f) Placing Your Keywords

When somebody does a search for “weight loss” and the search engine finds two pages each containing the same keywords, which site will it display: The site with 1 page completely optimized for “weight loss”, or the site with hundreds pages optimized for the same term? The answer should be obvious. Of course search engines will display the page with multiple pages because it is most RELEVANT. Do you finally see why I’m saying that relevancy is important?

Creating a relevant website with the same keywords on nearly all of your pages is a quick and easy way to get ranking power. This also gives you the power of relevancy, giving you an edge over your competitors. You’re not likely to grab a top position with just 1 optimized page, so optimize hundreds if you have to.

Chapter 8 – Killer Content Is KING

IN THIS CHAPTER:

- Creating content yourself
- Finding free content
- Paying for content

When we say content, we are referring to all of the words and information on your pages. Content rich pages have lots of words. Search engines love pages with lots of words on them. Words are made up of TEXT, which can be easily indexed providing you include your targeted keywords in the body of your page. This is a great place to start because it takes little or no effort to create and optimize your content. There are other forms of content, but you shouldn't focus primarily around them because they do not provide content that can be read by search engines. They include: video, audio, pictures, flash animations. Just stay away from these forms of content for now.

When doing your competitive analysis and research you may happen to find many other high ranked websites that have tons of textual content in the thousands of pages, and optimized keyword that you would like to target as well. Don't have a heart attack on me because there are still ways in which you can compete. It may seem like the David and Goliath scenario, but you still stand a chance of out ranking your competitors. Keep reading to see why.

a) Creating Your Own Content

The obvious way to create more content is to do it yourself. For small business owners this is easily the most cost effective solution to getting more content. The fastest way is to start writing articles about subjects that you already know about (make sure they are related to your website topic). Many sites rank well thanks to webmasters writing their own content. Writing is very time consuming but If you are able to write a decent article every week it can add up to a whole lot of content very quickly. Keep these few things in mind:

- **Writing Takes Time:** If you don't have the time or patience to write unique and original content, then its probably best that you find somebody else to do it for you
- **Quality of Content:** If you are unable to write a quality article that you know other people will enjoy then this probably isn't for you.
- **Spell Check:** There is nothing worse than reading somebody else's content and seeing careless spelling errors all throughout the document. Errors come across very unprofessional, and comical. Take time to manually spell check your work!

PUBLISHING ARTICLES:

One of the easiest ways you can find content is to do a Google search for articles related to your websites topic. Next, gather a bunch of different articles you have found and write quick summaries of each articles while referencing the content and message. Make sure that you include a link to their pages citing their work. Do not directly copy their content unless you have permission, infringing on somebody else's copyright is a big "no-no".

All you have to do is uniquely summarize the articles and include a link back to them. Simple enough. You may even want to approach the site owners and ask them kindly if they will provide a link back to your site. This is called reciprocal linking.

Your primary goal should be to get links in to YOUR website rather than giving them out. Linking to other websites will divide your most valuable asset which is PageRank. Only give links when you have to, but if other people are willing to link back to you, it's ok. And make sure they use your intended keywords as their anchor text!

PUBLISHING REVIEWS:

Writing reviews is very similar to that of publishing articles. They can be short and to the point, but make sure they include targeted keywords. Make sure they are closely related to the topic of your website.

PUBLISHING TIPS:

Use your creativity and you will find a thousand and one different mediums to publish your own unique content.

b) Getting Others to Create Your Content

The easiest way to get new content to your website is to create a media that will allow others to publish it for you while you sleep. Such has been the case with a very popular and useful website known as www.ezinearticles.com. This website has tons of members (all free), and they have published over a million articles like clockwork. Talk about content!

What's their benefit you ask? Well if a member publishes an article, they can include a signature tag which directly links back to their own personal website. They can even use anchor text of their choice. This is a huge bonus for any webmaster looking to boost their PageRank.

On the other hand, the webmaster of this website truly benefits from the work of his members and I'm sure he loves every minute of it. Free content from others, added with a bit of "on page optimization" to the topic related keywords and he's got himself a winner. He does this by the way, and just so happens to be ranked for thousands of terms in Google. This could be you if you play your cards right!

As I mentioned earlier ... If your website is useful the people will absolutely find a way to make the most of it. And such is true in the case of EzineArticles.com

PAYING SOMEBODY TO WRITE FOR YOU:

If you are unable to force somebody to publish articles for you, then offer them money! One thing you can do is outsource your content development to website such as:

Elance.com

Guru.com

RentaCoder.com

Freelance.com

Many different freelance websites exist like the ones shown above. All you have to do is sign up to become a member (free), and you can post a project task on the bulletin board which explains the details of what you need a professional to do for you. You set a certain project budget, and professional contractors will comment and bid on your project giving you many options to choose from.

This is one of the best ways to outsource any projects you have because of convenience. If you have money to burn, you should give this a shot because it's well worth it!

c) Buying Content

Buying content is different than paying others to write it for you because you are simply buying the rights to use prewritten material. The problem with buying content is that most articles become easily outdated. Another problem is that the content isn't unique or original in the least bit. For all you know, hundreds of other people could have paid for the same content as. When you pay for something you should make sure it's worth your while, and you will benefit from it.

If you are going to be spending money, spend it in the right places. Prewritten articles with resale rights are not the way to go. Pay a talented and creative individual to create something unique that search engine spiders will love to read. One more thing, our visitors love useful content so make sure you deliver something that has personality, and they can learn from.

d) Keeping Your Content Relative

It's easy to get caught up in the swing of things and want to create more content than is useful for your particular website, but I advise you not to. When you create content outside of your strengths (your specific niche), you are confusing the search engines. Stay true to the surrounding topics of your niche because there will always be an endless stream of related things that you can publish. You may have to think hard before you write, or pay somebody else to do it, but that's what makes your content original and unique.

If you focus on your solely on your niche alone, the chances are you will become an expert and others will start to take notice of that. When you are an authoritative personality in your field of expertise, getting others to do favors for you is quite easy. Things just seem to gel together.

The Jack of all trades was the master of none. Conquer your niche, master it, define it, and create a new standard!

e) Newsletter & Blog Archives

If you don't intend to publish a newsletter and blog, then you are really leaving a lot on the table. These are both superior content rich sources, and can do a lot of good for getting your site ranked and building your credibility.

NEWSLETTER ARCHIVES:

Let's just say that you do publish a very content rich newsletter that is useful and helpful to your subscribers. One of the best things you can do is to create a page dedicated to archiving your previous newsletter posts. This gives your website a ton of rich content for the search engines to spider, and it also offers your visitors a chance to review some things they may have missed. This is especially helpful for new visitors to your site, and looking to learn more, and possibly subscribe to your newsletter.

Another thing you can do is give publishing rights to other webmasters looking to post your exact content on their site as articles. BUT, there must be certain conditions. If you do this, you must require them to create a link to your website containing the anchor text of your choice. And they must properly cite your website and name. This is the hidden goldmine in publishing useful newsletter because it will just add more power to your PageRank.

A perfect example of a website that does this is the Internet Marketing Center. They own marketingtips.com, and continually publish valuable information that their readers may want to publish on their sites following such linking conditions

BLOG ARCHIVES:

Blogs are another great source of content that get a lot of attention from search engine spiders because updates are frequent, and the content is always unique. Make sure to archive your blog content, which most blogs do. Again, this will add more power to your website's ranking ability.

f) A Resources for Free Content

Government based websites are a great place to find free content. Believe it or not, a portion of your tax dollars (millions) is used to create reports and studies based on many different subjects. The information you can find on these types of sites is almost always informative and very detailed. You might as well have a look to see if you can find information related to the topic of your website. You just might be able to use it!

g) Syndication – RSS (rich site summary)

Content syndication refers to the sharing of content through a feeder website. If you have lots of content on your website than this may very well be a good idea for you. It has been taking the internet by storm, and is a great way to attract a lot of attention to your website. RSS allows people to easily stay informed of your site updates without actually visiting your site. In order to give people this option, you must syndicate your content!

What you need to do is download an RSS aggregator (the software that takes the information feed, and drops it into another website) and install it on your website. When you do this, it allows other people to subscribe to your content and get the latest updates.

RSS Providers:

Digg.com
Technorati.com
Del.icio.us

Furl

This may be a bit technical for you, so I would advise getting a technical person to do this work because they should find it rather easy.

h) Press Releases

Press Releases contain content that you can swipe and use for your own if you like. None of this content is copyrighted so feel free to use it. This is exactly what the publisher of the press release would want you to do, copy it, and past it on your own site. Because the point of a press release it to create as much buzz as possible, and have others react to what was said. Make sure that the topic and keywords are relevant to what you are targeting otherwise this content will be useful to you.

Chapter 9 – Submitting to the Engines (Waste of time)

a) Search Engine Submission TAKES TOO LONG!

Submitting your website to the search engines is like sitting in the waiting room of a doctor's office waiting to hear your name called. It's a long, boring, and even painful process that can seemingly take forever. And 4-6 weeks is a long, long time to wait. In fact that's exactly how long it takes the engines to index your website if you manually submit it. That's why I suggested in an earlier chapter that it is best to buy a high PR text link for immediate inclusion. Take my word for it.

The internet is a night and day business. Things change from one second to the next. Who has more than a full week to wait for indexing, only to find out that you aren't ranked as well as you thought you were? I sure don't, and you should not accept this either!

The best way to get listed in the search engines is to create and execute a relevant inbound linking strategy that points to your website. You will learn more about links and linking strategies in Chapter 14.

Chapter 10 – Submitting to the Directories (Good Use of Time)

In the last chapter I blatantly explained that search engine submission was a waste of time, so in this chapter I'll tell you all of the reasons why directory submission is a good use of time. I'm also going to show you which directories you should be working with. Most directories are easy to work with because there are so few of them, enabling you to narrow your focus.

a) Why it is Important

Directories work a lot differently than search engines because they include a huge database of submitted websites that are all carefully categorized by human editors based on relevancy. There is no way to trick, or fool a directory because each site is individually reviewed and well documented before it is added to the database.

One of the key reasons why directories are so important is because they provide data to a search engine when it provides its search results page. Directories act as the feeder, and search engines transmit that data to the user in form of a search results page based on search engine algorithms and ranking formulas. Another thing you should know is that links in directories provide "context" to search engines because they are a reliable source, and can be trusted to provide accurate information.

If search engines get their information from directories, why not get listed there first? Precisely, this is exactly where you should start.

b) List of Directories

There are only a handful of important directories that should worry about because they feed information to 99% of the search engines you will ever use. Let's look at the primary Directories you should focus on:

DMOZ – The Open Directory Project:

This is a free directory and quite possibly the most important one online. It is certainly the biggest. The only downside is that inclusion may take several weeks or months because DMOZ editors work freely and have no obligation to list your site.

Make sure that when you submit your site, you follow their guidelines. Take your time to choose a suitable category, and make sure that you submit for the right region and language. If you do all of this correctly you should get indexed within 30 days. If not, then resubmit your website. You need inclusion into this directory so keep on trying! The added bonus is that when you are finally listed, your site will receive dozens of inbound links because of it.

Follow the steps below to submit your website to the Open Directory Project:

1. In your browser, go to www.dmoz.org
2. Find a suitable category to list your website in

3. Click the “Suggest URL” link found at the top of the page
4. Follow their instructions

YAHOO! SEARCH DIRECTORY:

Yahoo will still rank you for terms even if you choose not to submit to their directory. The added benefit of listing in Yahoo’s directory is that you stand a chance of actually ranking higher in Yahoo because of it. And you will also get a number of inbound links to your website.

Yahoo Directory is a paid directory, and they charged a one time fee of \$299 to list commercial websites. Inclusion is almost immediate because you are paying for it. Once you submit your request, a human editor will verify your website and then you will be all set. Non commercial sites receive are free.

Follow the steps below to submit your website to the Yahoo! Search Directory:

1. Get your credit card ready
2. Find a suitable category to list your website in
3. Click the “Suggest a Site” link found at the top of the page
4. Follow instructions, and enter a website description, contact information, and billing information

c) FREE vs. PAID Directories

Getting your links added to reputable directories is a great way to increase your link popularity and improve your PageRank. Take a look at just some of the directories you can find online:

FREE Directories	PAID Directories
1. Open Directory Project	1. Yahoo
2. Net Insert	2. Able Seek
3. eZillion	3. Linkopedia
4. Abilogic	4. Sun Steam
5. Big All	5. Best of the web
6. Tsection	6. Business.com
7. Vxbox	7. Gimpsy
8. Re-Quest	8. Site Sift
9. Joe ant	
10. Linketeria	
11. Skaffe	
12. Most Popular Sites	

Now that you can see which directories you should list in, you can begin your own research to see if there are others that may be helpful to you. Go to DirectoryArchives.com and you will find lists of directories that may be useful for your specific website.

d) Directories and Inbound Linking

Submitting to one directory alone will not do the job for you. You will need to submit to several. Keep in mind that if your domain is keyword rich, then the chances of getting other relevant sites linking to you is very probable. If each directory represents 12 inbound links to your site, then you would want to submit to as many directories as possible. This is a good way to start building a strong linking campaign with little cost.

f) How to Find 2nd Tier Directories

The easiest way to find specific niche related directories is to search for them! Let's continue with the "weight loss" example related website. Open your browser and go to Google. Next you should enter the following search into the search box:

"Weight Loss Directory"

Click the search button and this should pull up a ton of weight loss directories that you can list your website in.

e) Submit 2nd Tier Directories & NO Link Swapping

There is a directory for just about every subject you could imagine. Now these directories don't get nearly the amount of traffic that Yahoo would get, however they do manage to get consistent streams of traffic. The great thing about linking to small directories is that you will be listed closer to the root page, and in return this may help to improve your link popularity.

If you ever find that you are being asked to swap links with a directory you should decline, unless you really like that site. Directories are intended to list sites, not the other way around. Say NO to anything that will compromise your link popularity. Case closed.

Chapter 11 – Links & Linking (Part 1) - The Reason Behind Everything

IN THIS CHAPTER:

- Understanding the value
- Basics things...
- Using keywords in links

In this chapter I take the confusion out of links and how they work. I also show you how they can greatly help you rank well for almost any term you want.

A lot of people seem to be very confused about links and linking strategies. Do they work? Do the engines actually care about links? Is it worth it? The answer is a big fat YES! The engines do care, and there are many different types of links and strategies that you must be aware of if you are looking to begin a successful campaign.

Upon mastering the next 2 chapters, you will be more informed than 99% of your competition, and obviously that gives you the killer edge you need in order to build a successful linking campaign. Keep reading...

a) Links & Link Popularity

WHY LINKS ARE GOOD:

Links are a huge factor and in many cases they make the difference between being indexed, and not being indexed at all. And between being ranked well, and not being ranked at all. Search engines heavily rely on links to provide them with information regarding your site. Things such as:

- Links make your site readable
- Search engine determine the value of your page by the number of incoming links
- Links bring visitors to your website
- Links provide information about the pages they are pointing towards

Inbound Links:

These are the links that point to your website, from another website. They are extremely important because they help give your web pages value. And value is a primary ranking factor for the search engines. Try to only get relevant PR4 links and higher, anything less is worthless to your page's value and may actually hurt you

Outbound Links:

These are the links that point from your site, to other peoples sites. Be very careful with who you link towards. By linking to other websites, you will be sharing PageRank value with them and this could decrease yours. Treat your outbound links like you should treat your money. Be very wise in your spending.

Reciprocal Links:

This is when 2 webmasters exchange links to each others websites. Initially this is a great way to build a base for value, but this will only take you so far.

Anchor Text:

This is EXTREMELY important. Anchor Text refers to the text that composes a link to another website. Take a look at the example:

```
<a href="http://www.wildseo.com">Search Engine Optimization</a>
```

The words "Search Engine Optimization" are the anchor text. Search engines often look at anchor text to determine what the link is pointing to. So it's a good idea to always include relevant keywords you intend to rank for in your anchor text. If other people are linking to you, tell them which anchor text to use. It will only help you.

LINK POPULARITY:

Link Popularity is the measure of quantity and quality of websites that link to your website. It plays a huge role in the visibility of your website among a search results page. Basically put, if you want to rank well for a specific keyword then you will need a ton of websites linking to you and they must have high link popularity as well. Link popularity also refers to the importance of a site.

SOME NOTES:

- One way links always count for more than reciprocal links
- Only link to sites you can trust
- Get your site listed in primary directories
- Get links to your site from other high PageRank sites
- Use appropriate anchor text with relevant keywords
- Your homepage needs links to all sub pages for popularity transferring

b) PageRank Explained

If you are serious about improving your site's relevancy in Google, then you absolutely must understand what it is, how it works, and how to make it work in your favor.

Compared to all other search engines, Google's ranking algorithm is far superior. The name of this algorithm is called PageRank, and it is used to rank websites according to a calculated value determined by the number of incoming links to a website. PageRank is measured on a scale of one to ten. The larger the number, the better your site will be ranked.

The Original PageRank Paperwork: <http://www-db.stanford.edu/~backrub/google.html>

By: Sergey Brin and Larry Page

First off, PR is important to you because Google is the #1 search engine online. Secondly, this matters to you because having a #1 position in Google for your targeted keywords will send you a ton of traffic. That's great news, and what's even better is that Google is one of the most reliable companies online so optimizing your link strategy to improve your PR will continually help you. This will help improve your rankings in other search engines too because they use similar algorithms.

CHECKING FOR PAGERANK:

There are a number of useful tools that you can use to determine the existing PageRank of any website online. These tools come in handy and can help you to structure a great linking campaign. Take a look...

- [Download](#) The Google Toolbar
- www.prchecker.info

PAGERANK & RELEVANCY:

The entire PR philosophy is tightly focused around building RELEVANT incoming links to your website. The more the merrier. As I have explained through this entire book already, building a relevant website is one of the best things you can do because it plays a dramatic role helping Google to determine your PageRank. Relevant content, relevant tags, relevant keywords, relevant anchor text... I'm sure you get the point.

AVOID LINKS WITH LOW PAGERANK:

When another website links to you it shares some of its PageRank. Well if a PR3 website links to you, it won't have much of a direct impact on your site. Where as, if you will notice direct results if a PR 6 website linked to you. Get an abundance of these links to your website and you will easily rank well. If you intend to purchase inbound links, just make sure you buy ones that include keywords in the anchor text, and contain a PR of 4 or higher.

c) Link Aging

The longer other people have casted links to your website, the better. Search engines need time in order to properly appreciate links. Try to keep links to your website from authority domains for years on end, and you are likely to become an authority domain as well. Authority domains have high link popularity and easily rank well in the engines for competitive terms.

Chapter 12 – Links & Linking (Part 2) – Getting Links to Your Site

IN THIS CHAPTER:

- Getting other to link to you
- Reciprocal linking
- Leaving signatures and RSS

One of the biggest problems facing every website owner is trying to find out where, and how to get more incoming links to their sites. I have to agree that it is a very difficult task, but the first thing you can do is look for links within your specific niche. Getting relative links are the ones that count for the most. If you cannot find links with a high PR, then you should absolutely make sure that you get links that are of the same subject matter as your website.

Use the information in this chapter to build links and you will start to see a gradual difference. You will notice the amount of traffic coming to your site will increase, and your search engine positioning will increase.

a) How to do it. The Systems & Methods

Links are powerful and have a voice that needs to be heard. You need to tell your links what to say! By this, I mean that you need to have descriptive links that include your primary keywords as the first words in your link text (anchor text).

CONTROLLING HOW OTHERS LINK TO YOU:

Control your links and the anchor text in them otherwise people will create links to your website that have no keywords relevance

- Provide a “Link to Us” webpage on which you provide suggested links to your site. Make sure to include the HTML format so that people don’t mess it up by doing it themselves.
- When ask people to link to your website, make sure that you provide them with the actual link you would like them to use. Don’t let them choose, because this will throw off your entire linking/keyword strategy.
- Always double check your links to make sure they contain the proper keywords and anchor text.
- Automate your campaigns with Linking Software. Checking up on links is a real hassle so find a good software that will automate this process for you.

Real quickly, here are some additional methods for getting links to your website:

- Make it clear that you want links
- Register with directories
- Beef up your marketing campaigns

- Ask your friends, family, and co-workers
- Publish press releases
- Ask other related sites for links
- Give away free gifts and content
- Make your website USEFUL
- Create a blog
- Publish a newsletter
- Publish articles
- Become an editor for directories
- Create unique content
- Buy links
- Ask to be used as a testimonial
- Create an interactive tool
- Ask companies you do business with
- Use linking software

b) Use Automated Software to Your Advantage

Building links is a very tedious, and laborious task that's adds up to be a heck of a lot of painful work. To ease the pain, you should try using some automated software. Software will help you to contact other website owners, and even generate linked pages for you. The software will also show you when the link is placed and which anchor text is being used, as well as when the link is removed. It stores all of your data within a campaign file and alerts you when you need to take note of things.

I would like to personally recommend you to Brad Callen's SEO software program. It stands out from the crowd and is one of the premier link building software tools available on the internet. It is called SEO Elite, and I highly recommend you take advantage of his offer before he raises the prices.

c) Leaving Your Signature

Have you ever noticed that content sharing websites allow you to leave your own personal signature and a link back to your website? As I mentioned earlier, EzineArticles.com is a brilliant example of helping people build links to their website through content generation. Once you post your content to a website, you then have the option of providing a link back to your own website, including the anchor text of your choice. This is quite handy.

The same applies when you post comments on somebody else's blog. Usually you will be allowed to leave a link to your website, but changing the anchor text isn't an option. This is still a great way to get links to your website.

You will find that these types of content sharing websites and social media websites all allow you to post personal comments and links back to your website. Use sites like MySpace, FaceBook, eBay, and Amazon to your advantage. This is a great way to build a separate linking campaign for free. Just make sure that you only post one link per website because search engines only want you to have one link per IP address. Any more, and it will look like you are spamming or trying to cheat.