

# **SEO Lies:**

## **A Report About SEO And Video Marketing**

By Rick Hodge

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# Acknowledgments

First I'd like to thank my wife for standing by my side through some of the worst of times. Without your support I would be nothing right now.

Second I'd like to thank all the mentors from all the mastermind groups and local associations I have been a member of over the years.

These include Meet up groups that are in every city, BNI, and Dan Kennedy of NO BS marketing who has shown me when I need to take action.

Honorable mentions are Mike Dillard and Ryan Deiss for all the training they have provided for me and thousands of other professionals who market on the web and off the web through direct marketing.

# About The Author

Five years ago I was right where many of you are right now. Searching the internet for very program that was "the one" OR "the magic bullet" and I literally spent over 29,365.12 before I ever really got it. I wasted thousands of hours on the internet and made my wife really pissed off at me because I did not spend more time with her and the kids. Does this sound familiar to you? You see no matter what business your in whether it is a actual storefront business or strictly online you all need one thing.....MORE CUSTOMERS!!

The one thing I can promise you is when you join our mastermind group you will learn more about how to get and more importantly, keep your ideal customers then you will ever learn in your local meetup group or BNI alone.

You see, I not only guarantee our services, but I actually will give your money back if your not satisfied. No questions, no hassles. Just results.

The reason I tell you all of this is because 90% of this came from my being able to get traffic via high search engine rankings whenever I wanted them. I want to show you how to be able to do the same. So you can enjoy the same lifestyle I'm enjoying.

First I gotta take out the trash. I gotta get rid of all those lies you've been told that are holding you back. You're being more then lied too... You're being robbed because those lies have stopped you from making LOTS and LOTS of money.

My name is Rick Hodge and I'm here to help...

# **PART 1: Demolition**

Before I can turn you into a diamond I need to cut away all the imperfections and polish your knowledge to a shine. So first lets get right into destroying the lies you've been told.

Where did the lies come from? They all came from "experts" in SEO who read something put out by Google themselves. Google is the worst place to get your SEO information from because they are the last person who wants you to be able to manipulate their search engine.

Google is in the trust business. When a visitor lands on Google they are trusting Google to give them relative information quickly. If Google fails at doing that job by letting people manipulate their search engine then they lose trust.

So it's not the "experts" fault. They thought they were getting insider information. In actuality they were being fed very clever mis-directions. It's not until you run your own tests and experiments. When you do your own research that you find the truth. Which is exactly what I have found over the last two years of studying SEO daily.

Let's start with the biggest lie of them all...

## **SEO Is Hard**

FAR FROM IT!!! SEO is so easy that it can get very boring. It's like one day when I was working in a warehouse and I spilled a giant box of tiny screws.

I swear those screws fell everywhere. I was standing in the middle of thousands of screws strewn about in a 10-foot circle. The only way to fix the problem was to start picking up each screw one at a time.

It's not hard to bend over and pick up a screw. But it sure is boring and very tedious. That's what SEO is to me. Very basic tasks repeated OVER AND OVER AND OVER AND OVER.

Anyone can write the fanciest report they want but when it comes down to it. All SEO really is, is a basic set of rules.

- keep the content relevant
- keep it unique (*to be explained*)
- keep it fresh
- and get sites to link to your content

## **SEO Takes A Long Time**

If that were true... Then why can I get first page Google rankings in less than 24

hours? Sometimes even as quick as 8 hours!

This lie will be explained keyword research. take a long time to get a competitive keywords like Repair”

## Lie #1

more when we talk about Basically, yes it could high ranking for ultra “Real Estate” or “Credit

But those types of keywords... Well they suck! Keywords like that are full of people that are doing research. You have no clue what they want to know about in regards to real estate.

Are they buying? Selling? Doing a report? Writing an article?

Heck most realtor's can't even service 99% of the people that will search that phrase because they can only work with locally owned properties (usually).

However, the smart Realtor would go after terms like “Houses For Sale in Montgomery Alabama” or “Corey Barton Homes For Sale”

With phrases like those you know exactly what the person wants to do. Which makes marketing to them and more importantly converting them into a sale so much easier.

With the methods I'm going to be showing you later in the report I'll show you how you could take not just one front page ranking for those types of phrases but multiple front page listings and whole pages – Within 48 hours sometimes.

## Lie #2

### **You Need Lots Of Content**

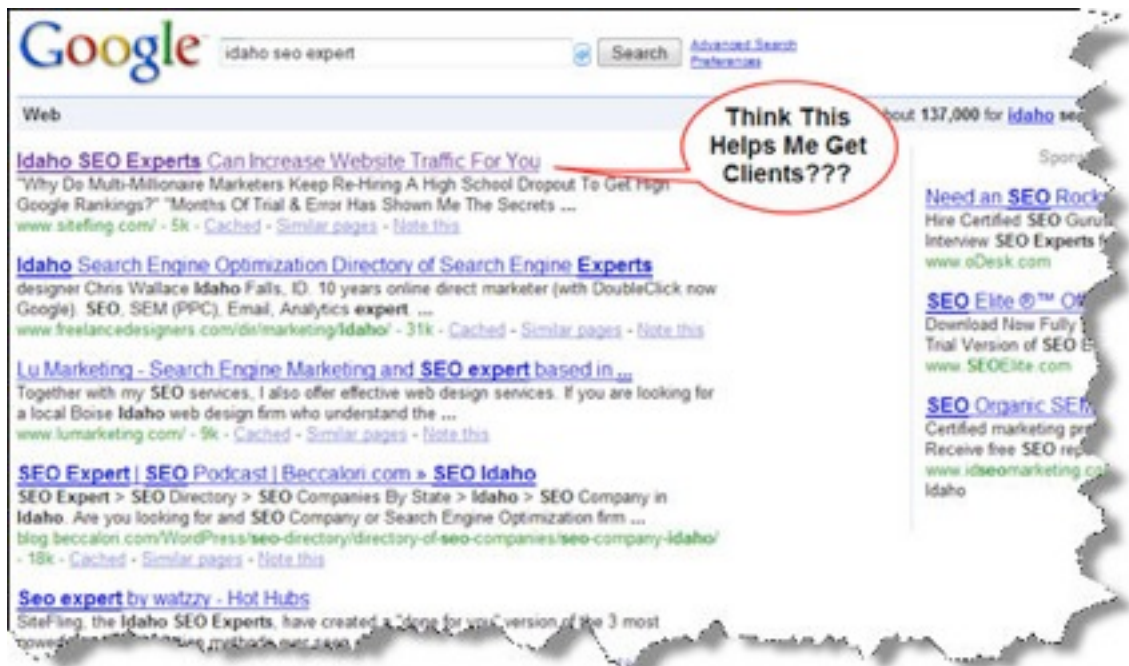
If this lie were true, then why do I have multiple squeeze pages with #1 spots in Google. These pages of mine have less the 300 words of content.

Of course Google WANTS you to have these giant sites with tons of great content. It helps them become more of a trust worthy search engine. So they cleverly announced to the SEO industry that the more pages of content you have the better you will rank.

They never said that it isn't possible or that they won't rank a low content page. All they said was that they would like to see more content over less.

Here's some screenshots of one page websites with very little content ranking highly in Google for my target keywords.

# Lie #3





100 million dollar challenge

Search

Advanced Search  
Preferences

Personalized based on your

Web

Results 1 - 10 of about 439,000 for 100 million dollar challenge

Did you mean: [100 million dollar challenge](#)

[YouTube - Russbob Brunpants \\$100 Million Dollar Challenge](#)

Oct 13, 2008 ... <http://contest.dotcomsecrets.com/AntoneRoundy> - Join Russell Brunson's free "100 Million Dollar Challenge" training series - this is my ...  
[www.youtube.com/watch?v=0qy30qYdzw](http://www.youtube.com/watch?v=0qy30qYdzw) - 85k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Russell Brunson Announces '\\$100 Million Dollar Challenge' Contest ...](#)

Sep 24, 2008 ... Russell Brunson will release more details on October 2 about '\$100 Million Dollar Challenge' Contest and a chance to win a brand new ...  
[www.imnewswatch.com/archives/2008/09/russell\\_brunson\\_83.html?visetFrom=2](http://www.imnewswatch.com/archives/2008/09/russell_brunson_83.html?visetFrom=2) - 27k - [Cached](#) - [Similar pages](#) - [Note this](#)

[100 Million Dollar Challenge by Russell Brunson - Home](#) - Oct 13

What if luck stumbled upon you today and at an instant, you are given that \$100 Million Dollar Challenge? A challenge that will help you jumpstart your very ...  
[100milliondollarchallenge.weebly.com/](http://100milliondollarchallenge.weebly.com/) - 11k - [Cached](#) - [Similar pages](#) - [Note this](#)

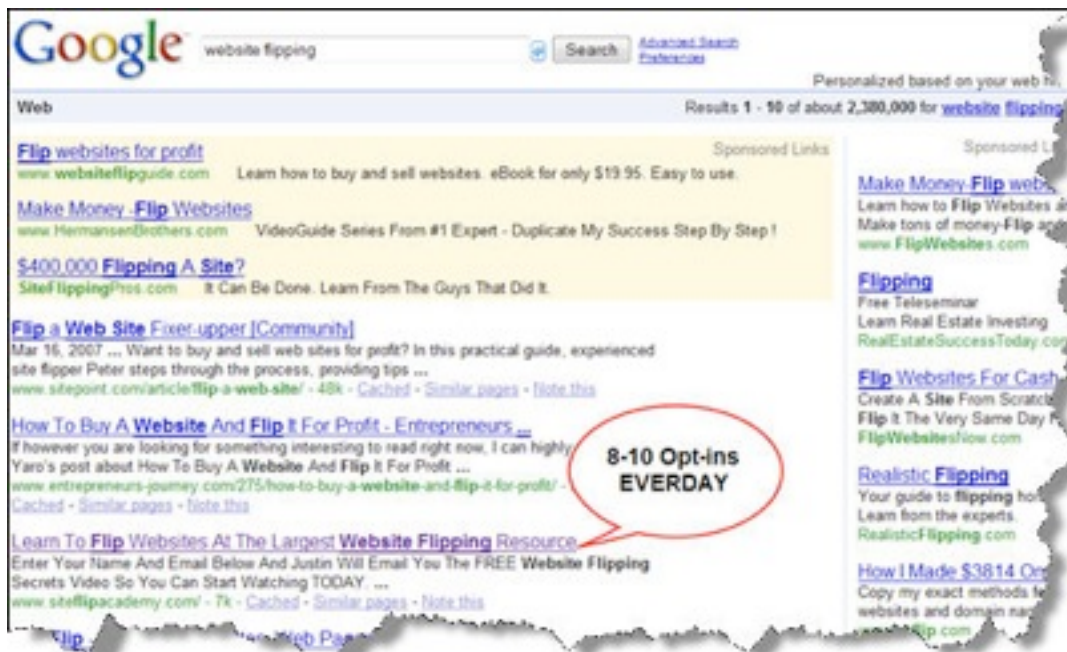
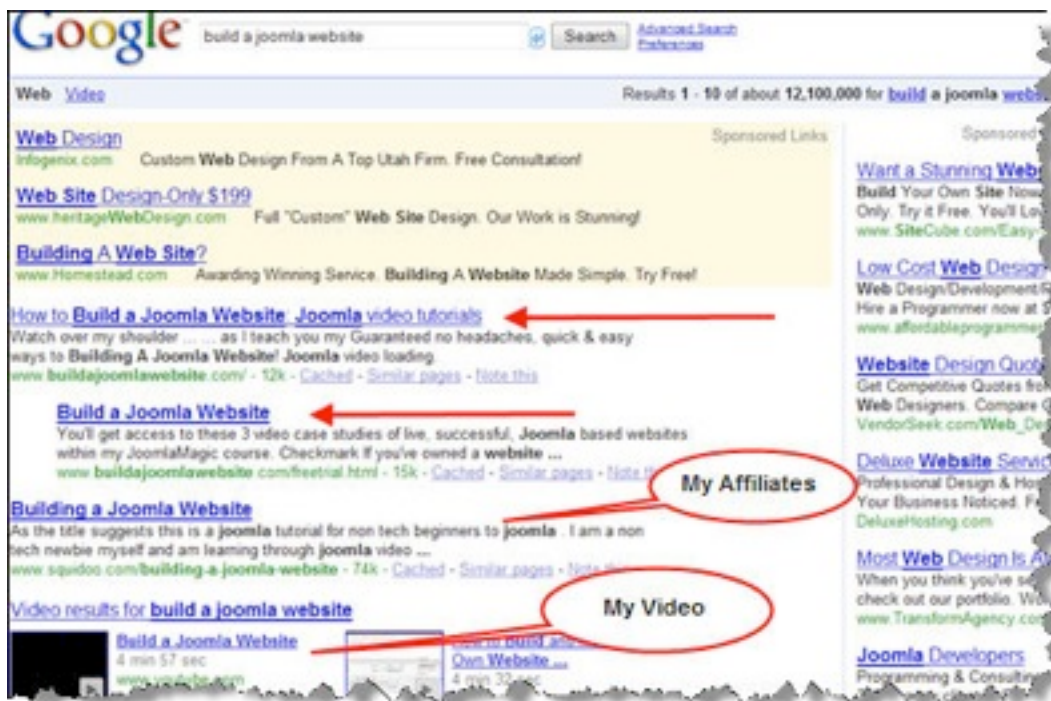
[\\$100 Million Dollars](#)

The \$100 Million Dollar Contest NOW!! First Name: . Email: . Username: . Password: . Phone Number: .

Hey There

Have You Tried Cash  
Make \$4000/Week. N  
[www.Cash1234DotCo](http://www.Cash1234DotCo)

Think This Helps  
Me Get Affiliate  
Checks???



Look I'm telling you this stuff works! Anyone can do it if they are just willing to do the "so easy it's boring" repetitive tasks that it takes. Sometimes it only requires a couple hours worth of work.

**Don't Use  
Content**

**Lie #4**

**Duplicate**

This is probably the one lie that has been holding back the most amount of people. Of course Google doesn't want the same things showing up over and over again in their search engines.

That doesn't mean that they won't let it happen!

Everyday my employees and are submitting one piece of content to hundreds of different sources. We even do this 4-5 times per day with 4-5 different piece of content. Yet, our rankings keep going up and so do our clients.

This is not blackhat either. The way Duplicate Content got started was people were putting the same article on one site over and over again. Which was tricking Google into thinking that site had lots of content.

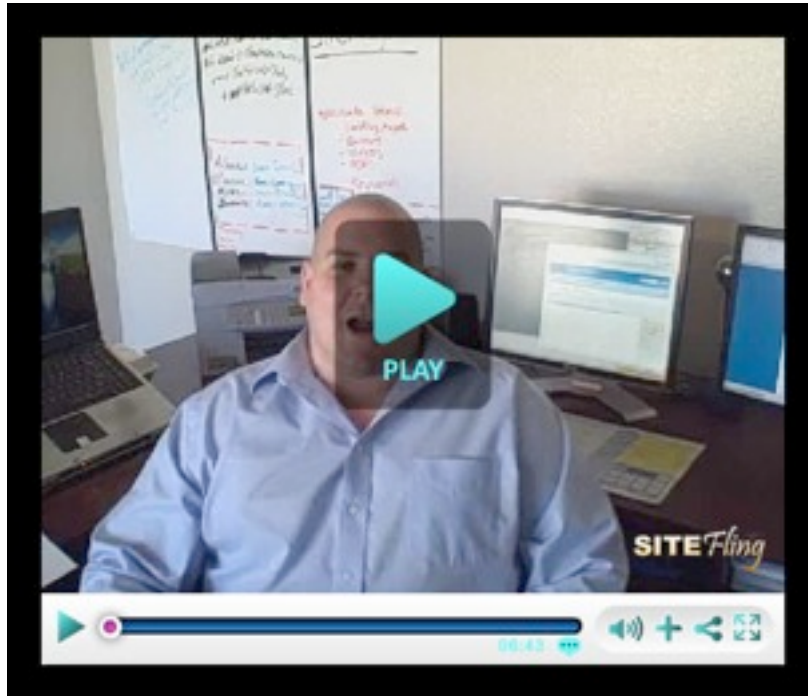
So Google announced that if anyone posted the same content twice per website then they would not count the second version.

They never said anything about putting the same content on different websites! However, some "Guru" read it the wrong way or maybe he wanted to sell an article re-writer software and started lying to everyone!

Here's what you can and can't do:

- 1.) You cannot put the same article on your site over and over and expect Google to think you're brilliant! They'll look at your site and see that it's all trickery to make your site look like it has lots of content.
- 2.) You can't take one article and use it for every keyword you ever target. It must be relevant.
- 3.) You can write one article about a specific topic and submit it to hundreds and even thousands of different websites without any penalty whatsoever
- 4.) You can write one article and have thousands of people post it on their websites (ezinearticles.com) and never get penalized.

I think I did a pretty good job of destroying the "The Duplicate Content Penalty" lie here in this report.



## NoFollow

NoFollow is a parameter Google invented to try and satisfy bloggers who were complaining about blog scores in Google. spam ruining their high PR

Most people are told that nothing for them. That not true and here's my story as to why it's not true...

### Lie #5

NoFollow links will do they don't count. This is

#### **Situation:**

Mr. A has a fancy blog with high PR and spammer A comes to the site and steals a link by making a comment. With Google's old system some of that PR leaks out to the spammers site.

#### **Reality:**

So Google says hey if everyone uses NoFollow then no more PR will leak out I promise. However, not all the search engines adopted this plan and Google is the only search engine that cares about PR - So it didn't work.

## **Point 1:**

Never did Google ever say that it would not recognize the link. It just said that it would not allow the PR to leak when they do their fancy PR equations.

## **Point 2:**

Since the other search engines and Google all spider each other and the other search engines don't follow the whole NoFollow game - Ask.com ends up spidering your link from some blog and indexes you (even though it is nofollow) and then Google spiders Ask and finds your link in their index...

## **Proof:**

Everyone in the SEO industry uses Yahoo Site Explorer to track how many links they have and see where they are coming from.

Put my friend's blog through Yahoo Site Explorer and you'll find he has over 16,000 backlinks. Most of them are all NoFollow like this one I just swiped by viewing source on one of the blogs that are linking to his blog via comment...

```
<p class="comment_author"><a href="http://successfool.com"
rel="external nofollow">Alejandro Reyes</a></p>
```

I could provide these examples over and over. Put simply, the other search engines don't care about NoFollow like Google does - So it doesn't work like Google wanted it to. And it never meant that the search engines can't see the link.

## **Edit For The Critics:**

I am not saying NoFollow is 100% B.S. - I am saying that it is not something to fear or stay away from completely. There are great uses for NoFollow on your own sites to manipulate your PR flow in-site.

I have found in my daily experiences that NoFollow links are not completely worthless like most people are saying. Obviously, a DoFollow link is more valuable than a NoFollow.

# PART 2: Foundation

Search engines like Google have software that lets them send out a bot that they call a "spider." This spider is constantly surfing the web at very high speeds. The spider is constantly scanning web content and looking for web links.

## How SEO Works

Every link that the spider finds lets the spider find and scan a new page. That's called indexing. Indexing means the spider found your page from a link somewhere, scanned your content, and added it to Google's ultra enormous database of content.

From that huge pool of content Google needs to determine how to display that information on it's search engine results pages (SERP's).

That's where the famous yet mysterious Google algorithm comes in to play. Every search engine has their own algorithm that analyzes all the content in there database and determines how it will be displayed.

That's where search engine optimization (SEO) gets started. Through years of trial and error many of us in the SEO industry have learned what parts of their indexed content the search engines place more importance on.

The two most important are your title tag (a piece of html code inside your website that tells the search engines what your page is about) and incoming links to your website. This takes us into the next chapter about what is important.

# What's Important

## 1. Title Tag

Every webpage complicated

What you see are just words and images. However, behind the scenes there is actually a complex architecture of "tags" that tell your browser how to display your web pages information.

is made up of HTML codes.

For SEO purposes there is no more important tag in your HTML then the Title tag. It's the tag that tells the search engines what your web page is about. Further more it is also the title of your listing in the search engines.

Those items circled in red are title tags. Search engines are using them as the link for people to click on in order to land on your web page. It's important to put your keyword or keyphrase as close to the front of your title tags as you can.

You can use or phrases in However, it needs characters long or engines will use Which makes the attractive.

Speaking of attractive you little bit of with your title have the best possible for your "sell the click."

For example a would look like...

**SEO | Search Optimization | Link Building | Backlinks**



multiple keywords your title tag. to stay under 65 else the search an ellipse (...). link look less

making the link have to play a balancing game tag. It needs to keyword/phrase page but also still

bad title tag

**Engine**

A good title tag would look like...

**Idaho SEO Experts Can Increase Website Traffic For You**

The first title tag may rank better in some cases. However, it will get a lower click through rate. Which the search engines are tracking on a small level as well. Plus, the real reason we are doing SEO is so people will click through to our sites right... So sell the click!

Also if you are creative and take your time writing out several different title tags you can actually fit in more keywords/phrases. The second title tag is actually one of mine and I rank #1 for Idaho SEO Expert(s).

Here's all the keywords I have a good shot at ranking for with the second title tag; Idaho SEO, Idaho SEO Expert, Idaho SEO Experts, SEO, SEO Expert, SEO Experts, Website Traffic, Increase Website Traffic.

In the SERPs right under the title tag is usually a small description of what that site is about. This information is pulled from another tag in your HTML called your meta description tag.

## **2. Meta Description**

In the old days of SEO your meta description tag and your meta keywords tag used to carry a lot more weight. Today they are used mostly just to tell people what your listing is about.

If you don't write a good meta description into the code of your website then you are leaving it up to the search engines to tell everyone what your site is about. This could result in gibberish because the search engines just pull in random text from the content on your web page to fill the description.

Having a good meta description tag can dramatically increase the amount of click thru's to your site. The best meta descriptions tell the search engine browser the benefits of them visiting your site.

For example...

Visit Our Site Now And Download A Free Report On How You Can Get More Website Traffic By Having Front Page Listings In Google. 800-758-2651

You don't have to include a phone number if it doesn't pertain to your needs. I like to add one to mine since I am wanting them to call me. By having it in my description I may get calls from people right away since usually my phone number is the only one showing on that SERP.

Changing title tags and meta description tags is called on-page SEO. Because your are manipulating parts of your actual web page to increase the effectiveness

of your search engine marketing. The other part is called off-page SEO and it's the most important part of SEO.

### **3. Incoming Links** (*backlinks*)

Earlier in this report I told you about the lie that you need a lot of content to rank high in the search engines. That I have one page websites with under 300 words of content ranking in #1 positions.

Incoming links are how I do that... Every incoming link you have pointed at your website is like a popularity vote. The more popular you are the higher you go.

Incoming links may also be referred to as backlinks or one way links. And they are by far the most powerful thing in your SEO arsenal. A handful of backlinks from the right sources could be all you need to instantly be on the first page of Google.

There are 4 main classes of links that you can get. I'll list them in order of their power and then I'll reference them by tiers from now on.

**Tier 1 Links** = Come from authority sites that are highly relevant

**Tier 2 Links** = Come from authority sites of any topic

**Tier 3 Links** = Come from any website that is highly relevant to your topic

**Tier 4 Links** = Come from any website about any topic

How do you know a website is an authority website? Well Google has a scoring system that makes it easy for us called PageRank. It's a scoring system that works on a 0 – 10 scale.

So a website with a PR score of 8 would be considered an authority site (In Google's eyes at least). The other search engines could give two craps about PR and basically you'll just have to go off of how high they rank for their main keyword/phrase.

There are thousands of ways you can get backlinks from as easy as calling up website owners and asking for them, to building a large network of your own websites on multiple servers and then linking them all to each other.

You can never know just how many backlinks you'll need. So you just have to keep getting more and more. Plus the moment you stop adding fresh backlinks the search engines will think your sites popularity has died – And your high ranking starts to die also as it sinks lower and lower.

When you are building links to your page its often hardest to find Tier 1 links. Then getting easier and easier as you go down in tiers.

There are two main roads you can take. The hard road of getting just a couple Tier 1-2 links per week. Or the easier road of getting hundreds of Tier 3-4 links per week.

They'll both take you about the same amount of time and you'll land at the same spot at the end of the tunnel. However, one will fit better with your current skill set or personality then the other. It's about doing whats easiest and fastest for you to do – Not about slamming your head against the wall trying to do things you aren't comfortable doing.

Because you are read this report you are no smart enough to know that NoFollow doesn't mean anything to us. So the easiest way to get links is to setup a Google alert on your keyword/phrase. Then every time you get a notice from that comes from a blog you go and post a comment.

Don't be a moron about it though and just post some crappy comment on their blog. If the blog owner doesn't like it they can delete it and you wasted your time. Or worse then can blacklist you.

So take a minute or two to see what they are talking about and add some value with a decent comment. After all if you took 3 minutes to do each comment for just 2 hours straight everyday that would be 40 links per day.

Which would be 320 links per week and 1280 links per month. At that pace you could very easily be taking over the #1 spot in your niche. But that's just one method. As I said there are literally thousands of ways to get backlinks.

Another of my favorites is the [www.Easy30MinuteBacklinks.com](http://www.Easy30MinuteBacklinks.com) method. Where you create one piece of free software using a free websites. Then you submit that software to thousands of software directories using automated software called pad submitters.

Each of those software download directories will give you a backlink so the downloader can find out more about the company who submitted the software.

The best part is most of those software directories have high PR in the 5, 6, and 7 range. So these are high quality backlinks. In case you were wondering, yes you can submit multiple softwares!!! ;-)

Using the automated pad submitter programs its very possible to get 300 backlinks in about 30 minutes. Thus, the reason Michelle named her course 30 Minute Backlinks.

A new friend of mine also created a brilliant little website that lets you look up back link possibilities for any keyword or phrase. It's called [Backlink Agent](#) and it's only \$20. I couldn't recommend it high enough. You can literally just sit there running searches on his site and grabbing back links from all over the web.

The last thing you need to know about back links is that the search engines are also looking at what the actual clickable text of that link says. They do this to determine what that link is relative too.

For example if you had an incoming link to your site that looked like "[click here](#)" then the search engines would think that link was relative to the phrase "click here."

If we want to get high rankings for our own keyword then we need to make sure the clickable text (anchor text) includes our 1<sup>st</sup> and 2<sup>nd</sup> tier keywords/phrases in them like this "[Idaho SEO Experts](#)"

Having our keywords/phrases in our anchor text DRAMATICALLY improves the quality and power of our incoming links. Make sure you switch it up also. Don't just use the same keyword or phrase. Use your 2<sup>nd</sup> tier keywords as well.

Before we finish up talking about what's important in SEO. I need to quickly tell you about a couple more on-page SEO elements you must pay attention to.

#### **4. Tier One Keywords**

A tier 1 keyword is a keyword in which you are trying to rank highly for in the search engines. These are in your anchor text links, title tags, and heading tags.

#### **5. Tier Two Keywords**

Your tier 2 keywords help define what your 1<sup>st</sup> tier keywords are about to the search engines. For example if your 1<sup>st</sup> tier keyword was "Fork" how do the search engines know you are talking about a fork in the road or a dinner fork?

The search engines would need to see you using 2<sup>nd</sup> tier keywords like knife, spoon, dinner, food... To determine that you were talking about a dinner fork.

Second tier keywords may also be referred to as semantic keywords, helper keywords, or LSI keywords in other books. Just some FYI

## **Keyword Density**

When you are writing content for your websites you need to show the search engines what your content is relative too. The way you do that is by making sure your keyword density is correct.

Keyword density means the amount of times your keyword or phrase shows up per 100 other words in your content.

SEO's around the world have found that a keyword density of 2% - 5% is best. I personally find 3% keyword density to be my favorite number.

A 3% keyword density for the phrase "Idaho SEO Expert" would mean that the phrase "Idaho SEO Expert" showed up in my content 3 times per every 100 words of content.

## **Heading Tag**

The heading tag looks like <h1>. They work all the way down to <h6> also. The numbers tell the browser and the search engines how important that heading is in your content.

For example a web pages main headline at the top of the page will usually be an <h1> tag while smaller subheads might be <h2> or <h3>. I have never had the need to go past <h3>.

You should make sure your keywords/phrases are in your heading tags and if you don't have heading tags you should add them where suitable. Basically, the heading tag is telling the search engines spider "hey this part is important." And the search engines say "well it better have your keyword/phrase in it then or else I may not consider your keyword as important."

Your <h1> tag is best suited for the top most headline of your page and then <h2> and <h3> tags are best suited for titles above each paragraph in your content.

There are many that will help you research. The best in my opinion are

## Keyword Research

tools out there with keyword free ones in <http://>

[freekeywords.wordtracker.com](http://freekeywords.wordtracker.com) which pulls information from Yahoo on actual keywords being searched and how many times per day they are being searched.

Yahoo is much different from Google and sometimes the per day count can be as much as 15x more on Google depending on the keyword. The tool to find actual searches being searched on Google and their frequency is <https://adwords.google.com/select/KeywordToolExternal>

That tool will show you the monthly search results (on average) for keywords on your topic. Obviously to convert daily into monthly you just multiple by 30 and to turn monthly into daily you just divide by 30. (I have had the question come up)

With both those tools you just type in the topic of your web page and it will give you about 200 related searches that users are actually typing in related to your topic.

There are two schools of thought on keyword research. One side of the industry likes to only target a handful of the most trafficked keywords. The other likes to target what we call "long tail keywords" which are the hundreds of smaller keywords.

Later in this report I will be giving you the method I use that lets me target both for getting the best of both words. If you targeted just the highest trafficked keywords you will be looking at a longer period before seeing results but your ending results would be large.

The other, long tail, method can get you lots of smaller results faster building up to one big large result in the long run. Both methods are correct it's just which one best suits your current skill set and personality.

I personally prefer long tail keywords because I can be getting results the whole way through my long term campaign. Plus, the long tail keywords are where the

buyers are at like we discussed above.

Think to yourself about your own searches. When you first typed in "SEO" where you just trying to learn about SEO or were you looking to buy something? Chances are when you were ready to buy an SEO course you would type in a phrase more like "best seo book" or even a product name like "StomperNET review"

Most real estate buyers are typing things like "homes for sale in Tampa Florida" or whatever city they are looking to buy a house in. Yet, real estate agents are constantly dumping thousands of dollars to rank for terms like "real estate" or "buy a house." That to me is a waste but it would also be stupid to neglect those big keywords if you were looking to scale your business to the highest levels.

Another important part of keyword research is to find out what your competitors are targeting. Which can be as easy as just looking at their title tags. Or as complicated as using [KeywordSpy](#) to reverse engineer every keyword your competitor is ranking for.

The first thing I do when starting a new campaign is find out who is already ranking high in that niche and then finding out what keywords they are using.

Einstein always said it was smarter to learn from the mistakes of others than your own. So I'm first looking to see what my competitors are already winning with so I avoid using the keywords that they may have already failed with.

After you have found a couple keywords to target the next thing you want to do is find out how hard they are going to be to rank on. The first way to do this is to enter your keyword into Google with "" quotation marks around it.

Wrapping your keyword or phrase in quotations tells Google to only return back the pages specifically about your keyword or phrase – Not variations of it.

Then at the top right hand side of your screen you'll see a numbers that may say something like 1 – 14,000 results for.... or 1 – 425,000 results for....

What ever number that ends up being is very important. In my daily experiences anything under 100,000 is very easy to rank on. Getting easier and easier the lower that 1 – XXXXX number ends up being.

For my long tail keywords I like to target a dozen or a couple dozen keywords with results under 5,000 possibly as high as 10,000. If your keyword is higher than 100,000 or even 1,000,000 then it doesn't matter what you do – It's going to take a couple weeks to a couple months to get a high ranking for that keyword.

Later in this report I'll be telling you about my method called The Boat that lets me rank for those high keywords by ranking for lots of smaller keywords first. Which is great because then I'm making money the whole way through the campaign.

The next thing I do to determine a keywords difficulty is to use a keyword difficulty tool. My favorite is the one made by SEOLogs.com at...  
<http://www.seologs.com/keyword-difficulty.html>

The keyword difficulty tools check how many sites have your keyword in their title tags, the anchor text of their links, and inside their URLs. The more sites that are using your keyword in those three places the harder it becomes to rank for that keyword.

**STOP!!!** Did you hear what I just said...

It is important to have your keywords or phrases in your title tags, anchor text, and URLs. SEOLogs is one of the better SEO sources on the net and have been for a long time. If they are checking those areas you can bet your booty that they are very important.

Ok so anyway, back to the keyword difficulty tool. When you type in your keyword it will return back a score based one 0 – 100. In my daily experiences I've found less then 40 to be very easy to rank on. Then in between 40 and 60 are the medium toughness keywords. With anything higher then 60 being something that will take weeks to months to rank on.

I have gotten 48's and 51's within 48 hours before though. So don't count out the 40-60 range. Just know that you have less of a chance.

Just do those three things; check the competition in Google with quotes, check your competitors keywords, and use the keyword difficulty tool. If you do those three keyword research tactics you will be able to find keywords you can rank on over and over again.

You just then have to do the work, like the method I talk about later called "The Boat." For me that is pretty much the end of keyword research relating to SEO. However, I feel obliged to mention the MSN commercial intent tool.



We already past chapters we find our we need to put them in our title tags, URLs, heading tags, and anchor text. But now we need to actually build our webpage and there are more then just those elements to consider.

# Building Your Page(s)

know from that once keywords

For example a web page might have paragraphs, images, navigation menus, and just a variety of other things.

What does a well optimized landing page look like?

[www.WrightLawnCare.com](http://www.WrightLawnCare.com) by [BJ Wright](#)

This is a built and by a friend local her in also worked Brunson at didn't use own landing two reasons to protect niches and always rules because I testing new

Now lets



landing page maintained of mine. He's Idaho and for Russell one time. I one of my pages for 1.) I wanted some of my 2.) I don't follow the perfectly am always things.

investigate

this page BJ has created. First of all let me tell you about this company. Wright Lawn Care is BJ's brothers lawn care service. I use him during the summers. However, what is brilliant is BJ used SEO and common Internet marketing techniques to land 30 new accounts within just over 2 months!

BJ is an awesome Internet marketer that hardly anyone knows about because he just does his on thing. Learn more about him at [www.SEOIntern.com](http://www.SEOIntern.com)

Now back to tearing apart the brilliance in this landing page...

### **Item #1: Title Tag**

The exact title tag they are using at the time of this writing is "**Boise, ID Lawn Care Services - 1st Mowing Is Free!**"

You'll see that he is targeting his keyword perfectly and doing a search for "Boise Lawn Care Service" will show you that he is in fact [ranking #1](#). But what you should also notice is that the title tag is very attractive to click on also.

No one else on that page is saying 1<sup>st</sup> Mowing Is Free which further more increases the traffic he's getting from that #1 listing. Even if he wasn't #1 and had the most attractive link on the SERP then he could be getting more traffic then the person in the #1 position. Very important!

### **Item #2: Navigation Menu**

The importance in the way he created his menu is that he is using tex-based buttons and not images. The search engines can't see images so it's important to use text. You can hire a designer to create buttons like BJ's where they look like buttons but really they are text

The other important element is that he is using his keywords in his button text. This further helps the search engines determine what your site/page is about.

The better job you do at helping the search engines determine what you are relevant too – The better chance you have at ranking for those terms.

### **Item #3: Heading Tag**

You'll see here in his top most headline he is using his keywords. Then he does it again in the second heading on his page.

## **Item #4: Paragraphs**

If you take the time to read the paragraphs he has on his page you'll notice he is using both his tier 1 and tier 2 keywords inside his content.

## **Item #5: RSS Feed**

This part is actually a little tricky but \$50 to an outsourcer on scriptlance.com will get the job done quickly.

What he's doing is showing the search engines that he has fresh content updating regularly on his page. This tells the spider to keep coming back to his page which then tells the search engines that this is a website that is constantly delivering new information to his audience.

What happens when a spider comes to your page for the first time is it scans your page. Then decides to come back in a few weeks to see if anything is changed. That is because the search engines want to always have the freshest content in their database.

So when that spider comes back, if it doesn't see any changes it sets it timer for longer next time. It keeps getting longer and longer if you don't update your page. Until the point where they just decide your page is dead and not worth a listing.

That is why sites like Digg.com and Squidoo.com rank so well. The spiders see new things every time they come back. In fact they just sit at the site now indexing everything as it comes in. that situation tells the search engines that it is a very valuable site with constant new information. You want that for your sites!

The content is actually coming from his blog and you'll see the headings link to his blog. So it also helps drive the traffic that lands onto his page deeper into his site. The more time a visitor spends on your site the more of a chance you have at converting that visitor to the action you want them to take.

## **Item #6: Footer Links**

The last place the search engines check for content about your sites is right before they finish scanning your page. It's important to have the last words on

your page tell the search engines exactly what you are relevant too.

This way the first thing they see is what you are relevant to in your title tag and then the last thing they see is again, exactly what you are relevant to in your footer code.

With this format it's impossible for the search engines to spider your page and not know exactly what you are relevant to.

Before you can even think about getting ranked you first need to get indexed. If your site hasn't been seen by the search engines there is no way it can possibly get ranked.

So many people over think this step. All you need to do to get indexed is put a link in front of one of the search engines spiders. They'll then scan and index your page. (Indexing alone will not give you rankings)

## Getting Indexed

If you know where engine spiders hang out then all you have to do is show them your link and BOOM your indexed. Where do the spiders hang out? the search

Spiders hang out where ever there is constant sources of fresh sources. Or even more so, wherever there is a constant source of new links for them to index. The highest source of fresh new links I can think of is at social bookmarking sites and content sharing sites.

Whenever I need something indexed I just submit it to Digg.com - Usually that works within minutes to a couple hours. If it doesn't then blast your web page address out to StumbleUpon.com, Propeller.com, Mixx.com, and Mister-Wong.com.

To check if your site is indexed just type the full URL into Google like this... <http://www.yoursite.com> and if it doesn't show up in the search listings then it's not indexed yet.

There are literally thousands of different ways to get backlinks. For sake of not creating a 600 page ebook and having to write for the next year and a half of my life I'm just going to cover my favorite and most effective ways for you.

### Blog

This is by far the most simple in my eyes. My employees are instructed that at anytime if they have no work to do they are to do this method for our own sites.

## Getting Backlinks

### Commenting

most simple in employees are

How it works is you just look for blogs that are related to your websites topic. Then you leave a comment on a few of their blog posts. For those of you that have never done this before here's how it works.

- 1.) Go To <http://blogsearch.google.com>
- 2.) Type in the topic of your website
- 3.) Click on the first title that comes up
- 4.) Read a snippet of their blog post
- 5.) Leave a comment about the snippet you read

When you leave your blog comment there are a couple things to remember. Usually the comment form has four fields; Name, Email, Website, Comment. Make sure you fill each one out. In the "name" field you will want to put your keyword. Because that's going to create the anchor text with the website you entered as the address where people will go when clicked.

When you leave your comment make sure you leave something of value. Otherwise when the owner sees the comment they'll just delete it. That's why I tell you to read a snippet of the blog post. So you can leave a comment that actually relates to what the author is saying.

It takes a little bit longer (like 30 seconds) but will do wonders for the long term of your link building campaign because more of your links will stick around.

Now as I said above that we don't really need to worry about nofollow links because the link is still counted. However, if you want higher quality links that pass along a tidbit of their linkjuice you can use these resources...

<http://www.dofollowblogs.com/> (Directory of DoFollow Blogs)

<http://www.inlineseo.com/dofollowdiver/> (DoFollow Blog Search Engine)

## **Widgets**

In today's state of the Internet a widget is understood as a thing that someone puts on their website to either give it extra functionality or more credibility.

Almost every widget now has an embedded link back to the creators website. If you create a widget that becomes popular you can have thousands of back links overnight naturally.

Think about what the websites in your niche would like to have on their websites that would make them just a little bit better. For example the "HackerSafe" symbol you see on websites gives them credibility and HackerSafe the company

gets a back link (Plus thousands of dollars for the right to use the logo).

Another easy widget idea is to create a quiz for your niche and whenever anyone takes that quiz they can display their score by placing a widget on their site with their score on it.

If you need more widget ideas just check out these widget directories and think of how you can create something similar to any of those already listed but specific to your niche.

<http://www.widgetbox.com/>  
<http://www.google.com/ig/directory?synd=open>

Getting a widget created can be very cheap if you use Scriptlance.com to find a programmer. I've had my own widgets created for as little as \$50, which you could never buy even just 100 quality back links for \$50.

## **Templates**

There are hundreds of different template sites out there. Ranging from HTML templates, Flash templates, Wordpress templates, Drupal, Joomla, Dolphin, and just so many more.

You can create a niche specific template for these template directories that others will then use to create websites in your niche with later on. At the bottom of your template (in the footer code) you'll place a link to your website with your keyword or phrase as the anchor text.

You usually get to leave a terms and conditions report or disclaimer with every template you submit to directories. In that terms and conditions report you tell people that they may not remove your link or their license to use your template is voided. Some people even place a notice of this as an HTML comment in the code of their website.

You can also offer them to take off the footer link for a certain charge. That way the template buyer has the option and those charges could fund the creation of more templates and widgets!

## **Software Directories**

My good friend online, Michelle MacPhearson (an SEO Goddess), has created an awesome course called [Easy30MinuteBacklinks.com](http://Easy30MinuteBacklinks.com)

Now, I just give the course to my employees and then they just do this method

for me. Her course is that step-by-step that overseas people can just login, watch the videos, download the tools, and off they go.

It involves creating free softwares like screensavers, rss readers, web toolbars, and a few other items. Then submitting those softwares to download directories and software directories.

Each of these directories gives you a back link so that their visitors and downloaders can visit the company who created the software for more information.

Her methods are 100% free and literally take as little as 30 minutes to get a couple hundred back links. Her course is \$100 and it's for sale on clickbank. I would feel like I am hurting a good friend if I told you everything in her course here. So I won't...

I will tell you this though, I have gotten over 15,000 back links at the time of writing this report with her methods. My employees are still using it so with time that number will double, triple and quadruple.

I don't care where you go – You'll never find a cheaper way to get 15,000 back links. I paid \$100 and that works out to about 0.006 cents per back link!

I don't want you feeling like I am forcing you to go buy her course either. So I'll give you a bit more information.

The software directories require you to use what is called a pad file. This pad file is how they get all the information about your software that they need to create your listing.

You then use a pad submission program to submit those pad files to thousands of directories. I personally like Promosoft the best out of all the pad submitters that I have bought for myself and my employees.

So you use free websites and software to create free websites. Even as simple as turning your sales page into a PDF and then using a PDF to EXE converter! Once you have the software created you create a pad file about the software. Then submit that pad file using a pad submitter.

As I've already said... this method is QUITE successful. My employees do at least one for me everyday. What is really cool is that these software directories usually have very high PR and can take front page rankings with your listing on low competition keywords.

## **Social Profiles**

Pretty much everywhere you go online today you have to register for an account first and create some sort of profile. Well did you know that most of these profiles give you a back link! I bet you want some more profiles right now.

Here's a list of social profiles that give you a back link...

Fast Company (<http://www.fastcompany.com/user/register>)

1. Flickr (<http://www.flickr.com>)
2. Naymz (\$4.99/month) (<http://www.naymz.com>)
3. StumbleUpon (<http://www.stumbleupon.com>)
4. Digg (<http://www.digg.com>)
5. Linked In (<http://www.linkedin.com>)
6. Twitter (<http://www.twitter.com>)
7. Answers.com (<http://www.answers.com>)
8. FaceBook (<http://www.facebook.com>)
9. eZine Articles (<http://www.ezinearticles.com>)
10. Insider Pages (<http://www.insiderpages.com>)
11. HubPages (<http://www.hubpages.com>)
12. Squidoo (<http://www.squidoo.com>)
13. Newsvine (<http://www.newscine.com>)
14. Designfloat (<http://www.designfloat.com>)
15. Yelp (<http://www.yelp.com>)
16. Nowpublic (<http://www.Nowpublic.com>)
17. Crowdvine (<http://www.crowdvine.com>)
18. Webnews (<http://www.webnews.de>)
19. Yigg (<http://www.Yigg.de>)
20. Slideshare (<http://www.slideshare.net>)
21. Kiva (<http://www.kiva.com>)
22. My Blog Log (<http://www.mybloglog.com>)
23. Viddler (video) (<http://www.viddler.com>)
24. Go Articles (<http://www.goarticles.com>)
25. You Tube (<http://www.youtube.com>)

For more social profile links check out these lists...

<http://www.socialseo.com/500-contest-post-online-profiles-that-offer-back-links.html>

<http://www.earnersblog.com/social-profile-bumping/>

<http://www.searchenginepeople.com/blog/22-dofollow-social-media-sites->

[offering-profile-links.html](#)

## **Forums**

Almost every forum nowadays lets you have a signature box. Which means you have an area under each of your posts in the forum where a box of whatever text you want will show up.

This is a great place to put a link back to your site with your keyword or phrase as the anchor text. The best part is that the more forum posts you make the more back links that will be created.

Just like with the blog posts, if you make spammy forum posts that add no value to the community then the owners will delete your posts and your time will be wasted

The way I train my employees on this is to just make forum posts in the introduction areas that most forums have for new users to make their first posts. So my employees just surf around looking for new people posting introductions and then they say hi back to them wishing them the best... BOOM... Another back link just like that!

It should be mentioned that just because I have employees doesn't mean you need to have employees. You can do all of this stuff on your own. I just like to get a lot more of it done and faster so I hire people so I can leverage their time.

That ends my favorite and most effective back linking strategies. It also ends part 2 of this report. Now we are going to take a look at my overall plan. This way you can see how I am putting all of these things together to get immediate traffic, sales, and long term success with high competition keywords.

# Part 3: The Boat

## Theory

Before I get into the tactics of my method I call "The Boat" I want to give you an overview of the whole strategy. I find that if someone tells me what I'm getting into just before they show me how to do something I understand the steps better.

So The Boat is a method I created out of all the SEO knowledge I've ever accumulated. I've read countless reports, blog posts, forum posts, and watched hours of videos and seminars on the topic of SEO. The Boat is my outcome from all of those lessons.

Basically The Boat is your landing page and it is optimized for your tier 1 keywords. The high traffic stuff. Then you have all your second tier keywords, the long tail stuff, and those are your fishing poles. Finally your bait are web 2.0 properties that rank on the first page of Google for each of your fishing poles.

Here's what it looks like in a mind map...

What happens is you start ranking very heavily, sometimes full pages in Google, for your long tail keywords. Then as you build your boat bigger and bigger you start catching more and more fish (visitors). Eventually your landing page starts ranking for your bigger high traffic keywords or phrases and you start dominating



your niche organically.

Now at first each fishing pole may only bring in only 2-5 visits per day. As you start adding more fishing poles that multiplies. 10 fishing poles (keywords) catching 5 fish (visitors) per day equals 50 fish (visitors) per day. You keep scaling that up and you get to where you have 100 fishing poles bringing in 5 fish per day and that 500 fish per day.

It's not just about the fishing poles though. Just like in the fishing industry the more fish you catch the more popular your boat becomes and you start becoming the leader in your industry.

Lets cut out all the metaphors for a minute and have some real talk. Let's walk out this theory using tomato growing as our example niche. You optimize your landing page for the big keywords like "tomato growing," "growing tomatoes," and "tomato growing tips."

Then you start targeting your long tail keywords like "how to grow tomatoes," "growing tomatoes upside down," "growing tomatoes indoors," "growing tomatoes on your patio," and "growing hydroponic tomatoes."

By targeting we mean using web 2.0 properties like Squidoo, Hubpages, Weebly, Blogger, Digg, Mixx, Propeller, and the like. We use these properties because they already have authority in Google that lets them get special SEO boosting powers over normal websites. If we place our content and links on these sites and get top rankings or even dominate whole pages in Google, then visitors will land on these properties. Once they are on these web 2.0 sites we want them OFF of them as soon as possible and onto our landing page.

The conversions (sales and opt-ins) happen on our landing pages. So it's all about using web 2.0 like a weapon to steal traffic from Google. It's 100% legal, ethical, and in no way is it considered blackhat. To the outsiders it just looks like we are sharing content with the world through web 2.0 like everyone else.

The best part about this method is you can rank for the second tier keywords very quickly. Sometimes even taking whole pages in Google. This brings us immediate traffic. Then as you keep growing it the traffic gets bigger and bigger. You start dominating all the second tier keywords and everywhere your target searchers go they keep bumping into you. Plus since you are using web 2.0 you'll be outranking your competitors most of the time.

So as you grow you start shrinking your competition, which adds even more growth to your presence. Eventually Google starts seeing all these web presences linking to you about all your second tier keywords and begins seeing your landing page as the overall authority for your main topic.

That's when you start ranking for your keywords like tomato growing and growing tomatoes. Now you're getting all that traffic plus from all your other keywords that you built up and it all turns into a fire hose of web visitors. And the whole time you were getting traffic, sales, and opt-ins. Instead of just trying to go for the big keywords first and waiting until that ranking finally came.

That is powerful right!!

## **Parts Of The System**

### **The Boat**

Your boat is really the whole process, which includes the landing page, keywords (fishing poles) and web 2.0 properties (bait). Refer to the chapter above called Build Your Page(s) to learn how to build and optimize your landing pages.

### **Fishing Poles**

Your fishing poles are your keywords. It's important to switch your mindset away from what every "guru" is screaming at you about getting lots of traffic when you do your keyword research. We want very targeted very low competition keywords. That way we can dominate each of them and scale our system.

If when you go to do your keyword research you are still thinking, "which one of these keyword has the most traffic – You'll probably fail in the long run." To be successful at this your thought should be more like "which one of these keywords suggests that the searcher wants to take a specific action."

For example if I saw "how to grow tomatoes" and "buy tomato growing books" I would choose the second phrase over the first. Even if the first hand hundreds more people searching for it. That is because the second term is a buyer instead of a researcher.

I win in niche markets not because I have the most traffic but because I have the most buyers coming to my websites. That is why my little 5,000+ subscriber email list does better then some people with lists 5 – 10 times the size of mine. MORE BUYERS! MORE BUYERS! MORE BUYERS!

After all that is the real reason you want floods of traffic right... Not just to tell people hey I had 3,000 visits today... But to say hey I filled my bank account with orders today.

All the traffic in the world will not fill your bank account with even one dollar. However, just one sale will add more money to your bank account than was there before. This mindset is so important and it separates the sheep from the wolves.

## **The Bait**

Your bait is what you use to lure people into your boat from the search engines. Here is a list of all the bait (web 2.0 properties) that I use.

1. Weebly.com
2. Digg.com
3. Blogger.com
4. FeedAgg.com
5. FeedAge.com
6. Squidoo.com
7. Propeller.com
8. Hubpages.com
9. Wetpaint.com
10. Youtube.com
11. Kewego.com
12. LiveVideo.com
13. DailyMotion.com
14. Wordpress.com
15. Tumblr.com
16. Scribd.com
17. Download3k.com
18. PodcastAlley.com
19. uncutvideo.aol.com
20. vids.myspace.com
21. Viddler.com
22. Google Video
23. Buzzle.com
24. ArticleDashboard.com
25. EzineArticles.com
26. AssociatedContent.com
27. ArticleBase.com
28. Revver.com
29. MetaCafe.com
30. Flickr.com
31. Clearblogs
32. Ehow.com
33. Zimbio.com
34. Bumpzee
35. Quizilla

It's important to remember the same basic on-page optimization skills when you

use these web 2.0 properties. If they let you create a URL like squidoo.com/yourlens then make sure you put your keyword or phrase in that URL.

If they let you create a title and sub-titles then make sure your keyword or phrase is in those. As well as inside your actual content, don't forget to have the same 3% keyword density that we talked about.

If you'd like to learn more about how I'm specifically using these sites then go to our free coaching session and get your free consultation.. We also have a weekly webinar where we teach you how to about the tools we use and how to implement a winning strategy for YOUR business.

It's totally free as well as the initial 30 minute coaching session to see if we are a good fit for your business.

Our Mastermind sessions start as low as 47.00 month and you get (2) 30 minute sessions with me or one of my associates on any thing you need done in your business. And remember, you are backed by our 100% guarantee. I will even do the mastermind and give you exclusive access to our online mastermind group.

## **Ending Note**

IF all you get out of this report is that you need to borrow the built in authority of web 2.0 websites, have consistently updated content, and get as many back links as you can – You'll beat out 95% of your competitors.

That really is all there is to SEO. Anyone who tells you otherwise is probably trying to sell you something. (That comments gonna get a lot of people mad at me... HAHHAHA)

My employees and I are here for you. When you need help please don't hesitate

to call us at 724-263-8812. We'll do our best to help everybody that we have time to help.

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