

SEO Revenge

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Introduction

Thank you again for purchasing "SEO Revenge"! We will be going over every aspect about gaining TOP search engine rankings! This is not like most SEO guides and courses where you buy one ebook and then have to another just to get the real Search Engine secrets. That's not what I'm about! I want you to receive the information you paid for, plain and simple!

After finishing this course, getting ranked in the search engines (Google in particular) will be soooooo easy! Getting traffic to your site doesn't have to be hard.

I always like to begin any material that I write with a little pep talk, you know like coaches before a football game...This is so you will actually put what you learn here to use! It makes my day to receive success stories from my students.

After reading this ebook, read it again and implement the strategies that you've learned. Do it immediately! I see so many people including myself; purchase an ebook just so it can sit on your hard drive to collect dust!

ACTION, ACTION, ACTION!

Those 3 words alone can make you gobs of money! ☺ It is the reason you are reading this ebook. Of course getting high rankings in the SERPS (Search Engine Result Pages) takes time & energy but the results can be fourfold and last for years to come!

If your monetizing your sites properly and making sure you update them periodically, say once a quarter...you are on your way to easy street, believe me!

As you can tell from the screen on the SEO Revenge home page, I don't play when it comes to getting FREE traffic! I want you to be in the same position, possessing the knowledge within this ebook is like ruling the Internet.

You can take this knowledge and use it on your own sites or you can market your services to local businesses in your area. They will gladly pay you up to \$2,000/mo just for you to perform SEO on their sites.

Most SEO firms will charge businesses up to \$4,000 to do this, look it up if you don't believe me. ☺ So there you have it, I just wanted to lay the groundwork so that you know how valuable this information is, if you put it to good use!

Search Engines Explained

I understand that many of you are coming from different levels of knowledge, some of you know little to nothing about ranking in the SERPS, some of you have a little knowledge but not enough to DOMINATE and the rest of you probably know enough about SEO to rank high for certain keywords.

With that said I want to cover the basics for that first group and as you go through this ebook you will feel the "snowball effect". This is where you will constantly pick up new ideas until you reach the end where you'll have all the knowledge you need to DOMINATE the SERPS.

Search Engine Optimization (SEO) is basically performing small tasks on and to your website so that the search engine spiders can crawl (look over) your site so they can include it in their directory, this is also known as getting indexed.

A spider is a robot that the search engines use to scour the web and check millions of millions of websites at super speeds. Since there are millions of sites being built each day, there is no way you or any company can keep up with a task such as that. These spiders index and sort web pages by relevance, so your web page shows up in the search engines when it is appropriate for the keyword you are targeting.

All activity on the web starts with a keyword! People get on the internet to search for something and they generally go the search engines to find this information. When a topic is searched in the search engines the most relevant sites will show up first! These sites have optimized their web pages to show up first in the SERPS. Web pages with the TOP rankings get all the traffic for absolutely NO cost!

Most prospects/searchers only look at the TOP 3 results of any search engine listing! So you can't be dangling at the bottom of the results page expecting to get traffic!

What are Algorithms?

Now that we know how your web page shows up in the search engines it's important to understand what an algorithm is. Well Wikipedia says...

*An **algorithm** is a finite sequence of instructions, an explicit, step-by-step procedure for solving a problem, often used for calculation and data processing. It is formally a type of effective method in which a list of well-defined instructions for completing a task...*

So basically what this is saying is, is that the search engines critique your sites based on certain criteria to see where it will rank in their results. Some of these criteria's include:

1. Location & Frequency of keywords on your web page
2. Amount of links pointing to your site

3. How your website is structure
4. How relevant & unique your content is

What is Pagerank?

I felt it necessary to include this inside this ebook because it plays an important role when you begin building links. I think Wikipedia is much better at explaining things, so here is the definition from Wikipedia:

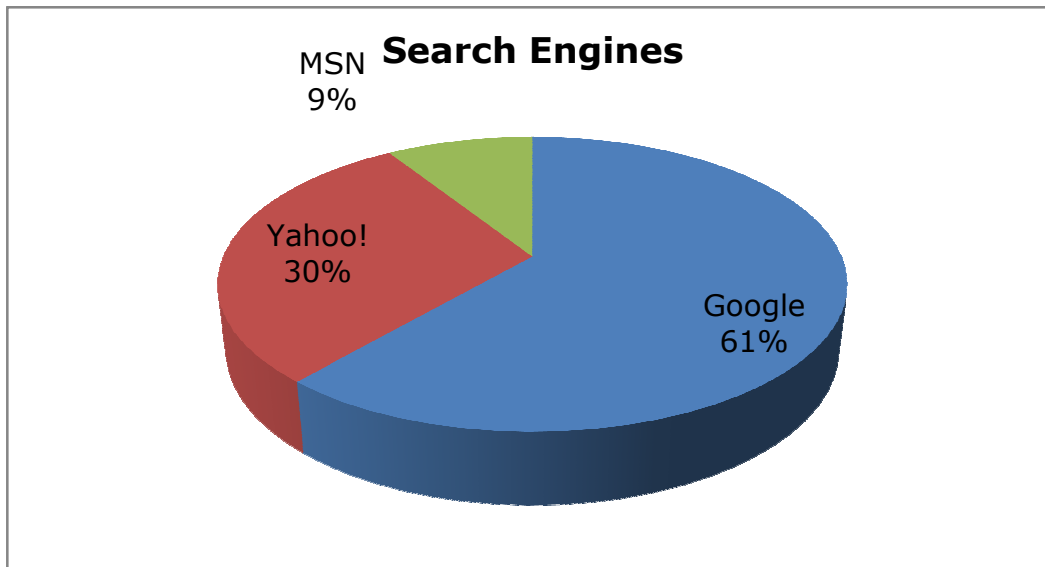
***Pagerank** is a link analysis algorithm used by the Google Internet search engine that assigns a numerical weighting to each element of a hyperlinked set of documents, such as the World Wide Web, with the purpose of "measuring" its relative importance within the set.*

A website can have a pagerank of 1 – 9, obviously the higher the pagerank the better! When your finding site to link to yours if is important to find those links that have high pagerank (PR).

3 Major Search Engines

When doing your search engine optimization you want to focus your efforts on the search engines that will bring in the most traffic. Obviously Google is going to be the #1 contender!

Below is the percentage amount of search traffic that the TOP 3 search engines receive:



Google = 61%

Yahoo = 30%

MSN = 9%

As you can see Google is crushing its competitors, Yahoo only receives half as much traffic as Google does.

I generally focus all my SEO efforts on Google because not only do they have the most traffic but once you show up in their results the other search engines will start catching on and you will get traffic from them also.

Bulletproof Keyword Research

Now that we've covered the basics we can really dig deep into the content!

The way I do keyword research is foolproof! The reason I say that is because most people complain that SEO doesn't work and that it takes a long time before you can see results.

That is only true when you're targeting the WRONG keywords!

If you're going for keywords that have a gazillion competitors of course you're not going to get results, the odds are against you. So what I do is focus on the low-hanging fruit.

This way I get quicker results and I'm getting traffic! These keywords have average traffic but if you're targeting 3 or 4 it can have up really quick! There is close to 20 steps in this keyword research system. It may seem overwhelming at first but it works 100% of the time!

Alright, so let's get into it!

1. Use [Google Keyword Tool](#) to do your keyword research for SEO, they are the most accurate and receive the most traffic out of all the search engines on the net!

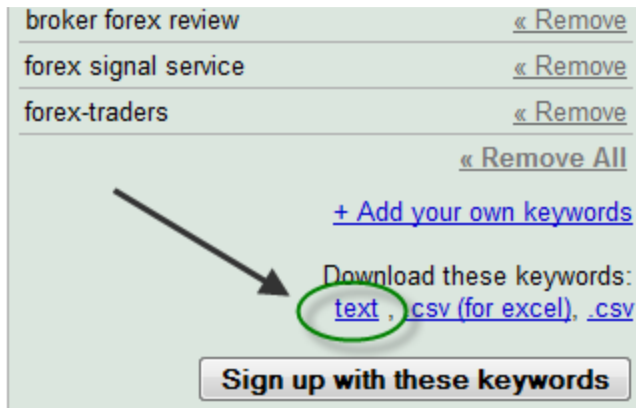
We will enter our main keyword which is "forex trading" (without quotes). You will end up with about 200 keywords.

How would you like to generate keyword ideas?	Enter one keyword or phrase per line:
<input checked="" type="radio"/> Descriptive words or phrases (e.g. green tea)	<input type="text" value="forex trading"/>
<input type="radio"/> Website content (e.g. www.example.com/product?id=74893)	<input checked="" type="checkbox"/> Use synonyms
	Filter my results
	<input type="button" value="Get keyword ideas"/>

Choose columns to display: ? Show/hide columns				
Keywords	Advertiser Competition ?	Approx Search Volume: March ?	Approx Avg Search Volume ?	Match Type: ? Broad
Keywords related to term(s) entered - sort by relevance ?				
forex trading	<div></div>	673,000	450,000	Add <<
trade forex	<div></div>	90,500	49,500	Add <<
forex trading online	<div></div>	74,000	49,500	Add <<
forex trading system	<div></div>	74,000	49,500	Add <<
forex trading software	<div></div>	60,500	27,100	Add <<
forex currency trading	<div></div>	49,500	33,100	Add <<
forex day trading	<div></div>	40,500	22,200	Add <<
automated forex trading	<div></div>	27,100	12,100	Add <<
best forex trading	<div></div>	22,200	8,100	Add <<
forex trading systems	<div></div>	22,200	9,900	Add <<
forex free trading	<div></div>	18,100	8,100	Add <<
learn forex trading	<div></div>	18,100	12,100	Add <<
forex trading course	<div></div>	14,800	8,100	Add <<

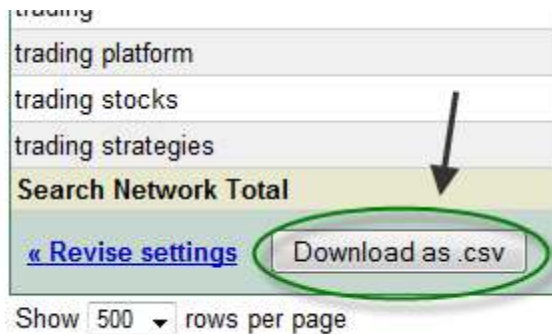
Go to the end of each section and "Add all..." you want to add all the keywords to the right side so you can export them. (You can add more search variations to come up with more keywords if you like.)

2. You want to export them as a text file shown below:



It should open as a text file, leave it opens for now.

3. Log into your Google Adwords account. If you do not have an Adwords account it is crucial that you get one setup immediately! Simple visit the Adwords [signup page](#)
4. Next, log into your Adwords account and find the "Tools" link in the toolbar. Go to "Traffic Estimator"
5. Enter all the keywords from the .txt file you downloaded from Google keyword tool. You will also have to enter what countries you are trying to get traffic from. Next, you will simply click "Continue"
6. Now the "Traffic Estimator" has given you a lot of data, but we are NOT concerned with that at this point. All you have to do now is click "Download as .csv"



7. This will return yet another Notepad file, don't worry about what it looks like you will just be copying and pasting it. Yes, it will look like this:

estimates.csv-1.txt - Notepad

Keywords	Max CPC	Search Volume	Estimated Avg. CPC
Day	Estimated Ad Positions	Estimated Cost / Day	Estimated Clicks /
lower upper upper lower lower upper lower			
upperaccount forex trading	\$50.00	1	\$11.21
\$14.01 1 3 3 4	\$40.00	\$60.00	acm
forex \$50.00 1 \$14.27 \$18.18 1 3 1	\$20.00 \$30.00	acm forex trading \$50.00 0	
\$8.63 \$10.79 1 3 0 0	\$1.00		
\$3.00auto forex trading \$50.00 1 \$5.62 \$7.03 1			
3 1 1 \$4.00 \$7.00	automated forex		
\$50.00 2 \$5.51 \$6.88 1 3 6 7			
\$40.00 \$60.00	automated forex system trading	\$50.00 1	\$3.00
\$4.49 \$5.61 1 3 1 1			\$6.08
\$5.00	automated forex trading	\$50.00 1	\$20.00 \$40.00
\$7.61 1 3 3 4	\$5.31 \$6.63 1		
automated trading \$50.00 2	\$80.00	automatic forex	
3 8 12 \$50.00 \$7.15 1 3 2			
trading \$50.00 1 \$5.72 \$7.15 1 3 2			
2 \$10.00 \$20.00	bank forex trading	\$50.00 1	\$4.00
\$6.96 \$8.71 1 3 1 1			\$6.18 1
\$7.00best broker forex \$50.00 1 \$4.94			\$6.97 1 3 0
3 1 2 \$7.00 \$20.00	best forex software	\$50.00 1	\$3.00
trading \$50.00 0 \$5.57 \$6.97 1 3 0			
0 \$2.00 \$3.00	best forex system trading	\$50.00 1	\$3.00
\$4.25 \$5.31 1 3 1 1			\$5.60 \$7.00 1
\$6.00best forex trading \$50.00 1			

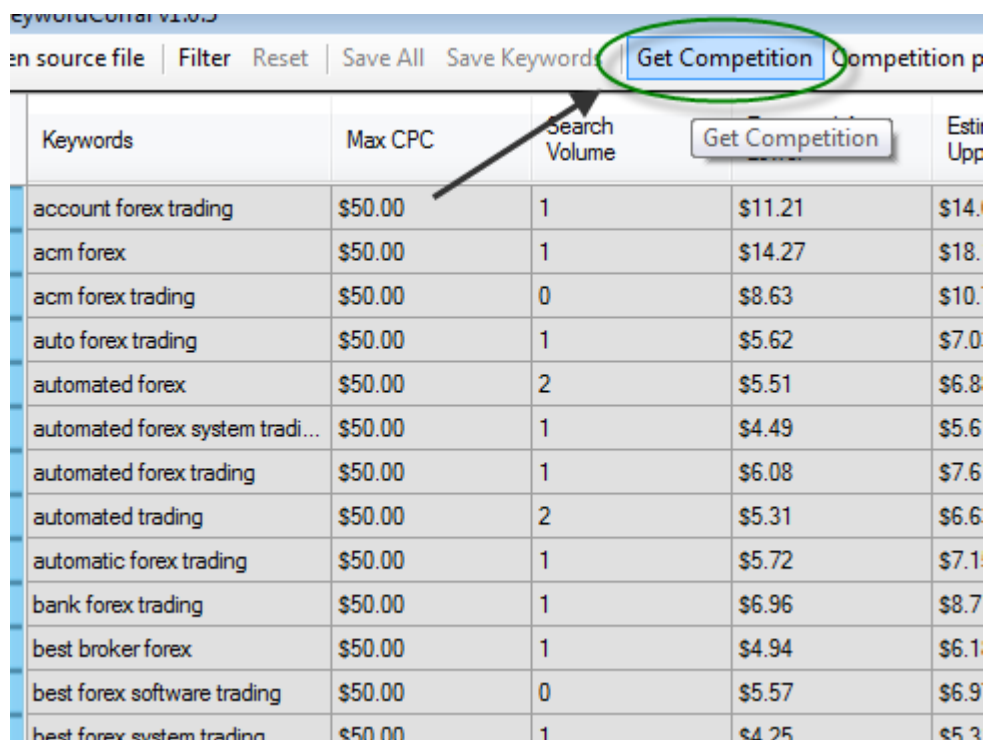
8. Next you will need to grab this free software called "[Keyword Corral](#)" so you can analyze these keywords and see which ones have low competition!
9. After you've downloaded the software save each of the notepad files to your desktop, name them something you can remember.

- Next you will open "Keyword Corral" and click "Open source file" and select the notepad file you downloaded from Google's Traffic Estimator, should be named estimates.csv

Once you do that, it will list all your keywords and now by selecting a group of keyword you can get the competition of each. Hold CTRL and click on the keywords you want to get data on.

Or you can press CTRL+A to select all.

- Next you will press "Get Competition" this will give you the amount of sites that are currently optimized in the search engines for that particular keyword.



Keywords	Max CPC	Search Volume	Get Competition	Esti Upp
account forex trading	\$50.00	1	\$11.21	\$14.0
acm forex	\$50.00	1	\$14.27	\$18.0
acm forex trading	\$50.00	0	\$8.63	\$10.0
auto forex trading	\$50.00	1	\$5.62	\$7.0
automated forex	\$50.00	2	\$5.51	\$6.8
automated forex system tradi...	\$50.00	1	\$4.49	\$5.6
automated forex trading	\$50.00	1	\$6.08	\$7.6
automated trading	\$50.00	2	\$5.31	\$6.6
automatic forex trading	\$50.00	1	\$5.72	\$7.1
bank forex trading	\$50.00	1	\$6.96	\$8.7
best broker forex	\$50.00	1	\$4.94	\$6.1
best forex software trading	\$50.00	0	\$5.57	\$6.9
best forex system trading	\$50.00	1	\$4.25	\$5.3

It make take awhile to pull the data from Google, so just sit back and wait for the results. ☺

12. Now you have data on your competition, be sure to sort by competition. Anything under 6,000 means it is easy to rank for, see screenshot below:

	Keywords	Estimated Cost / Day Upper	Competition
	forex trading secrets	\$4.00	4,310
	forex trading training	\$30.00	4,390
	cms forex	\$30.00	4,520
	learn to trade forex	\$20.00	4,570
	forex trades	\$20.00	4,880
	fx trader	\$40.00	5,020
	forex market trading	\$20.00	5,230
	currency trade	\$170.00	5,260
	spot forex trading	\$6.00	5,270
	forex trading forum	\$5.00	5,530
	forex chart	\$70.00	5,540
	currency trading software	\$30.00	5,810
	forex systems	\$80.00	5,910

This means that less than 6,000 websites are optimized for that keyword! This is easy Pickens compared to 1,000,000.

13. Now we want to create filter, that weeds these 6,000 and below keywords out. Simply click "filter" and set competition like so:

Estimated Avg CPC Lower Estimated Avg CPC Upper

Estimated Cost / Day Lower Estimated Cost / Day Upper

Ad Positions Lower Ad Positions Upper

☒ Competition Score ☐ Keyword Count

no more than 6,000

Stackable Filters

On	FilterName	Value

Select a row and hit DEL to remove it from the list

Then click "Apply Filter" at the top.

14. Save keywords by selecting the button at the top. It will save it as a .txt (notepad) file, save it on your desktop for easy reference.

CPC	Search Volume	Est Low
00	2	\$4.4
00	1	\$6.3
00	2	\$4.1
00	1	\$4.8
00	1	\$5.9

15. Return back to "Google Keyword Tool" and copy & paste the keywords you just filtered from "Keyword Corral".

Make sure you filter your Google keyword results to "Don't show ideas":

How would you like to generate keyword ideas?

☒ Descriptive words or phrases
(e.g. green tea)

☐ Website content
(e.g. www.example.com/product?id=74893)

Enter one keyword or phrase per line:

best forex software trading
interbank forex trading
forex trading station

☒ Use synonyms

[Close filter options](#)

Don't show results that contain the following words or phrase

☒ Don't show ideas for new keywords. I only want to see data entered.

☐ Include adult content in my keyword results

[Get keyword ideas](#)

This way you only have results for the keywords you identified with low competition.

16. Now these are the results that we come up with and their looking pretty good!

Show/hide columns				
Keywords	Advertiser Competition	Approx Search Volume: March	Approx Avg Search Volume	Match Type: Broad
Keywords related to term(s) entered - sort by relevance				
forex systems	<div><div></div></div>	33,100	14,800	Add
currency trade	<div><div></div></div>	27,100	18,100	Add
foreign currency trading	<div><div></div></div>	22,200	14,800	Add
forex free trading	<div><div></div></div>	18,100	8,100	Add
currency exchange trading	<div><div></div></div>	12,100	6,600	Add
forex courses	<div><div></div></div>	12,100	5,400	Add
forex demo account	<div><div></div></div>	12,100	4,400	Add
account forex trading	<div><div></div></div>	9,900	5,400	Add
currency trading software	<div><div></div></div>	9,900	4,400	Add
forex managed account	<div><div></div></div>	9,900	5,400	Add
forex market trading	<div><div></div></div>	9,900	5,400	Add
forex pips	<div><div></div></div>	9,900	4,400	Add
forex real time	<div><div></div></div>	9,900	5,400	Add
forex trading training	<div><div></div></div>	9,900	5,400	Add
learn currency trading	<div><div></div></div>	9,900	6,600	Add
scalping forex	<div><div></div></div>	9,900	5,400	Add
day trade forex	<div><div></div></div>	8,100	2,900	Add
forex managed accounts	<div><div></div></div>	8,100	4,400	Add
free forex training	<div><div></div></div>	8,100	3,600	Add
fx trader	<div><div></div></div>	8,100	4,400	Add
learn to trade forex	<div><div></div></div>	8,100	4,400	Add
automated forex system trading	<div><div></div></div>	6,600	2,900	Add

As you can see these low competition keywords are getting TONS of traffic and barely anyone is optimizing for them! That means you can go in and gobble up some of that traffic from Google!

I would generally choose the first 5 keywords, so in this example I would choose:

Keywords	Searches per month
Forex systems	33,100
Currency trade	27,100
Foreign currency trading	22,200
Forex free trading	18,100
Currency exchange trading	12,100

That's over **112,600 searches per month**, if you're able to capture just half of that traffic; that's over 60,000 visitors per month! It won't be hard either since we've identified these keywords as having low competition.

17. Now you would simply build links around those keywords with low competition to get easy rankings in the search engines!

I hope I didn't confuse you up there but that is the same science I use to rank in the search engines within a matter of weeks!

The only thing you have to do to rank for those keywords is build links with those keywords as anchor text. Anchor text is the clickable text that leads a person to your website!

The formula for keyword research alone was worth the price of this ebook, hands down!

On Page SEO

This is where SEO starts, plain and simple; if your site is not optimized for the keywords you are targeting, you've lost the battle before you've even started.

In this chapter I will be pointing out the key features your site needs so that your site looks professionally optimized to the search engines! On page factors are just as important as building links and other aspects involved getting your site to the TOP!

Title & META Tags

Your Title and META tags are the first thing the search engine spiders see when visiting your site! Be sure that your home page TITLE tag is related to the keywords you identified!

Using the "forex" example from the keyword research chapter this is how it would be done!

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN"
"http://www.w3.org/TR/html4/loose.dtd"><html><head>

<title>Forex Systems..Currency Trade..Foreign Currency Trading</title>

<meta content="forex systems, currency trade, foreign currency trading,
forex free trading, currency exchange trading" name="keywords">

<meta content="Join the Currency Trading Revolution! Learn what it Takes To
Compete in this Trillion Dollar Industry!" name="description">

<meta content="10 days" name="revisit-after">

<meta content="index, follow" name="robots">

<meta content="All" name="Robots">

<meta content="index,follow" name="googlebot">

<meta content="global" name="DISTRIBUTION">
```

As you can see I added the TOP 3 keywords to the title and the 5 keywords to the META keyword area. There are some other SEO META tags that I included so that your sites get indexed faster!

Here is the META tag sequence I use on all my sites that gives me top rankings! Feel free to use as a template!

```
<title> Title Goes Here...</title>

<meta content="keyword 1, keyword 2, keyword 3, keyword 4"
name="keywords">

<meta content="Your description goes here..."
name="description">

<meta content="10 days" name="revisit-after">

<meta content="index, follow" name="robots">

<meta content="All" name="Robots">

<meta content="index,follow" name="googlebot">

<meta content="global" name="DISTRIBUTION">
```

Important Pages to Include

Here is a list of pages that you must include on your website. The spiders (search engine bots) will go to crawl your site and will be looking for these pages, you can simply put them in the footer or wherever you like.

1. **Contact page** – It's crucial that your prospects/visitors have a way of contacting you.

2. **Disclaimer** – If you sell products or information in particular on your site, it is a good idea to use a disclaimer to keep your visitors, in the “know”.
3. **Privacy Policy** – Spam used to be a big issue and mostly everyone hates it! Let your visitors know that you will keep the information you gather from them safe, i.e. their email address.
4. **Sitemap** – This makes it easy for the spiders to scan your site, making each page on your site available for anyone to see. It gives your webpage more structure. I will go over how to create a sitemap further in the ebook.
5. **Five pages of Content** – Google and other search engines look at how much quality content you have on your website that is relevant to the keywords you are targeting. Be sure to have at least 5 articles/web pages with quality content on them.

Creating a Sitemap

These days creating a sitemap is very easy; there are FREE automated tools that will do this for you. You want to have a sitemap on your site because it will make scanning your site a lot faster, thus indexing you're all your webpage's a lot of faster.

The spiders will visit your sitemap and see all the pages that your website includes, instead looking at the one by one.

So here's how to create the file...you would simply go to:



www.xml-sitemaps.com

You would simply enter your website URL and it will return an XML file that you would upload to your server to appear on your site! This is too easy NOT to do it!

Robots.txt File

I don't want to go all nerdy on you and throw a whole bunch of techie stuff your way but it is important to know what your site needs. As more and more people catch on to the power of marketing on the internet, the more valuable this information becomes!

So what is a robots.txt file? It's basically a text file that's created with notepad or any compatible text editor. You can add certain web pages on your site that you DO NOT want the search engines to crawl.

The reason for this could be to keep your download page for your customers from showing up in the SERPS or showing duplicate content on your site. This way it won't seem like your spamming the search engines with non-sense.

Even if you don't have any web pages that DO NOT want to show up in the SERPS it is a good idea to have one uploaded and on your site so the search engines know that you're playing by the rules!

So here's how you create a "Robots.txt" file, these are very simply to make despite the name. 😊

Like I stated before you would simply open notepad or your favorite text editor. This lines you will enter in this text file are as follows:

```
User-Agent: [Spider or Bot name]  
Disallow: [Directory or file name]
```

It's pretty much self explanatory; you tell which spider, i.e. Google, MSN or Yahoo not to crawl the "Disallow" listed sites. That's all to it, too easy right?

Let me give you a few examples so you know exactly how this should look when you create your robots.txt file.

Let's say you DO NOT want the Google bots (spiders) from crawling a particular page on your site. This is how it would look:

```
User-Agent: Googlebot  
Disallow: /members
```

If you want to allow the spiders to index everything on your site and just want to have the robots.txt file on your site for good measures. This is how it would look. Feel free to copy/paste for your own use!

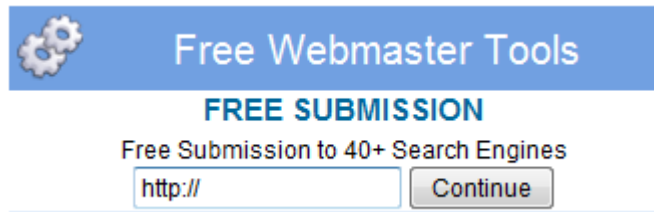
```
User-Agent: *  
Disallow:
```

Submitting Your Site to the SERPS

This is the first step to getting your site recognized by the search engines! There are free and paid ways you can submit your site to 100s of search engines with the click of a button.

1. The Free Way – www.submitexpress.com

Here you simply input your sites URL and it will submit to over 40+ search engines. It doesn't get any easier than that!



The image shows a web form titled "Free Webmaster Tools". It features a blue header with a gear icon. Below the header, the text "FREE SUBMISSION" is displayed in bold. Underneath, it says "Free Submission to 40+ Search Engines". There is a text input field containing "http://" and a "Continue" button.

2. The Paid Way – www.submitedge.com

SubmitEdge offers a variety of link building services and they are worth checking out! You can submit your site to 200+ search engines for \$29 with no work on your part.

Package (Limited Period Offer)

200+ Search Engine Submissions to Major Search Engines 5 Days

~~\$49.00~~

\$29.00

The package is designed to submit your site to 200+ major Search Engines including Google, MSN and Yahoo.



[Buy Now](#)



[Buy Now](#)

If your budget permits, this is a GREAT idea, it gets those spiders crawling your site!

Super Linkbuilding

Building links is also known as "Off-Page SEO". It's all about the links, in most cases; the site with the most links will win in an SEO battle! Provided that the site is optimized for that certain keyword and followed all the On-Page SEO criteria.

How to Build Links & Use Anchor Text

You want to build your links in a way that looks natural to the search engines. I would say about 10 – 20 links per day will do.

Now about your anchor text, for those who don't know what anchor text is, here is the definition right from Wikipedia:

The anchor text, link label or link title is the visible, clickable text in a hyperlink. The words contained in the Anchor text can determine the ranking that the page will receive by search engines.

You want to alternate your keywords for anchor text (if that made sense 😊) so the keyword usage for anchor text would look something like this:

Keyword #1: Use 70% of the time for anchor text

Keyword #2: Use 20% of the time

Keyword #3: Use 10% of the time

Keyword #4: Use 5% of the time

Keyword #5: Use 5% of the time

Now you don't have to go by those numbers exactly but close to it will make sure that the search engine bots don't recognize your site for spamming for one keyword, with the sole intention of ranking for a certain keyword.

Now to the fun stuff! Below you will find close to a dozen ways to build links! I go over where to find these links and some tips and tricks for each!

Forums

Many people overlook the power of forum marketing but it has so many benefits it's not even funny. I say the only downfall is that it takes a long time to do this right!

Forum marketing is one of the many ways to generate a lot of Backlinks to your website; it can also send a lot of traffic to your site, which will help you, get more sales or email subscribers.

There is definitely no shortage in niche communities, you can find a forum in just about any niche you can think of these days! I found one a few weeks ago on Bee Keeping; I mean who would of thought? 😊

You can instantly build a good reputation in these communities and reach out to your prospects with just a few forum posts and a very enticing signature that shows them the links to your website.

Remember to start off slow when jumping into a conversation at these forums because the advocates in the group will notice your trying to sale something from the start! It's important to be discreet and find some common ground with people!

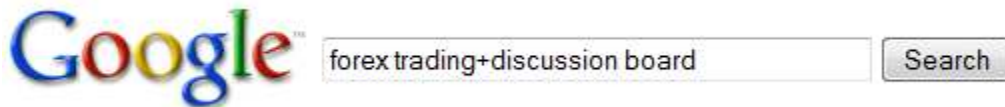
You don't want to bust onto the scene, spamming the threads with a lot of "me, too!" responses, because it won't be long before you find yourself banned or simply ignored.

Be helpful, share tips, resources and information, and approach forum marketing in a similar way that you would approach social networking, by offering help and slowly building awareness of your brand.

This is how you will search for forums in your niche market. You would simply do a Google search like so:



Or



Just replace "forex trading" with your main keyword and dozens of forums will pop up for your niche!

When creating your signature box, be sure to feature a free report or resource to entice people to click your link in the same way that you would create your article marketing resource boxes.

The easiest way to direct traffic to your website from a forum is by offering something of value, at no cost.

Focus on building a list of active subscribers that you can follow up with in the future with both free content, balanced out with promotional offers.

To locate some of the TOP forums with a lot of traffic, simply visit:

www.Big-Boards.com They show you how many members and posts a particular forum has, to make sure there is a lot of traffic there. This is a very good resource for Forum Marketing.

Blogs

I outsource my blog commenting, if I want to do it in mass. If I'm in the internet marketing niche, I usually spend a few hours writing the comments myself because you want to say something meaningful in your comments.

This is for 2 reasons:

1. So your comments will get approved
2. You build a solid online reputation

Of course there is software to automate you finding blogs that will give your sites some good Backlinks!

Commenting Software

My highest recommendation is www.commentkahuna.com allows you to search for blogs and posts on a topic. To the left is a list of features I pulled from their sales page.

- ➔ **Generates a TON Of Free *Highly-Targeted* Traffic!**
- ➔ **Boosts Your Search Engine Rankings**
- ➔ **Gets Unlimited Free Backlinks** From High Authority Niche Blogs
- ➔ **It's FREE, Fully Functional** -- Plus, it blows away software that currently sells for \$97-\$147!

Web Directories

You can grab quick links by submitting your site to web directories. This can build tons and tons of links to your site at the click of a button or you can outsource this. I'm advocate of automation, I use software called "Auto soft" by GSA, and it costs \$49/mo or \$150/yr. This is GREAT software to have if your budget allows. You can download a free trial at their website:

<http://www.gsa-online.de/eng/softsubmit.html>

As I mentioned in an earlier chapter, you can also outsource this to www.submitedge.com they do all kinds of SEO work for building links to your site. If you're short on time or

SEO Submission Services

- 🔍 Directory Submission
- 🔍 Article Submission
- 🔍 Social Bookmarking
- 🔍 Search Engine Submission
- 🔍 Guaranteed Google Indexing
- 🔍 DMOZ Listing
- 🔍 Blog Review Service
- 🔍 Press Release Distribution
- 🔍 Squidoo Lens Creation
- 🔍 Link Baiting Service **NEW**
- 🟢 Complete Link Building Solution All in one Package
- 🟢 Guaranteed and Permanent Links from 400 Directories

simply don't feel like doing the manual work. This is a company that I recommend!

To the right is a list of services that they perform, they pretty organized and give you reports and so forth for the work they performed for you.

SEO doesn't have to be hard, link building is pretty much the only task associated with SEO that dampers my mood sometimes. ☹ With services like these, I can focus on other aspects of my business!

Software Directories

This is a method I picked up last year and it has helped my sites rank very fast in the search engines. When you list a software application on a software directory website, most of the time they will give a link back to your site for more information about the software.

Most of these software directories have a pagerank of 2, 3, 4 and 5. Once you tap into some of their link power, it will skyrocket your site!

So you're probably thinking how can you create a piece of software for each of your sites?

NOTE: This is a method I learned from www.30minutebacklinks.com if you want FULL step by step videos on how to implement this strategy, simply visit the website.

Here I will show you how I create software and submit it to the different software directories so that you will gain some high Pagerank Backlinks.

We will be creating simple toolbars that people can use in their internet browsers. These toolbars can be branded with your website and a link can be embedded within the toolbar also.

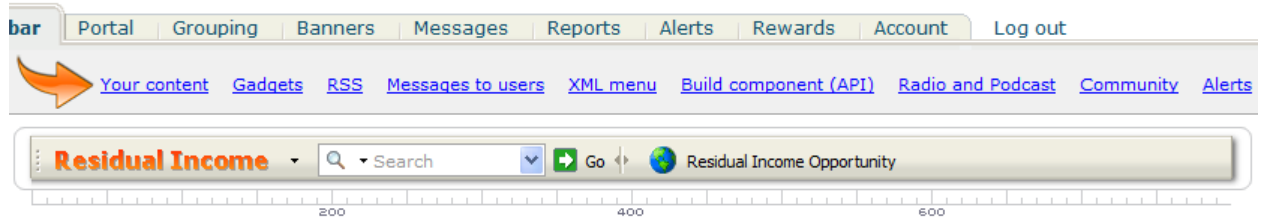
People will go to these high traffic software directories looking for free software and they will find your toolbar, but most importantly you will gain a link to your site!

So here's the step by step:

1. First we want to create the toolbar, which we will do at www.conduit.com



2. When you get there simply go to "Get Started" it should be in the upper right hand corner. Next, you will sign up for an account and make sure the name of your toolbar is the keyword you are targeting
3. After completing the form, create your toolbar...I usually just add the keyword I'm targeting and a link to my site in the toolbar, like so:



As you can see I'm targeting the keyword "Residual Income Opportunity" and that's how simple your toolbar can be.

4. Now that you've created your toolbar, you want to download your toolbar for Internet Explorer and Firefox. Simply click on "Account" in the menu bar and look for your "Hosted Domain" this is where your toolbar will be hosted.

For example my URL is:

<http://ResidualIncomeOpportunity.OurToolbar.com>



Right-click on "Download Toolbar" for the Firefox version, if you are using Firefox. Do the same to download the Internet Explorer version.

5. After downloading you want to create a PAD file so you can submit to the software directories. I would go over how to do this but I want to stay on the topic of getting TRAFFIC!

NOTE: If you want a full step by step on how to implement this link building method from beginning to end visit: www.30minutebacklinks.com

3 Way Link Networks

There's a lot of skepticism about if 3 way link networks work or not. Some of you are probably asking..."What is a 3 way link network?"

Simply put, you will input your site into a network where other sites can link to yours and vice versa. This builds links on each other's pages but you will never link to the same site (hope that made sense☺). So all the while your site is continuously building Backlinks without you lifting a finger.

The 3 way link networks that I recommend is: www.3waylinks.net



**Arm Yourself With
My Top-Secret Linking Technology
That Has Already Achieved 2,360+
Page One Rankings In Google
For People Just Like You!**

This network was built by a very good SEO expert and internet marketer named Jon Leger. I have over a dozen sites in their network, all gaining good Backlinks!

Social Bookmarking

This is an easy way to get Backlinks to your site, it's been around for a while most of the buzz is dying down, but it is still effective if you choose the right sites to bookmark your site to.

It's not a good idea to spam the social bookmarking sites but you want to create as many accounts as you can.

Create accounts and follow the instructions for each social bookmarking service. You can't make a mistake here. All you want is to have your site "in there". You can't specify anchor text; so it's strictly just your site, a description and some tags.

I list some software in a chapter below and plus I give you guys a solid action plan, so there is no worries! 😊

Articles

We all know about submitting articles to article directories, you would simply create an informative article based around the keyword you are targeting.

You want to submit your article to the TOP 7 article directories because they have high pagerank and can build the authority of your site!

Here are the TOP 7 article directories and their pagerank!

1. EzineArticles – PR6



www.ezinearticles.com

2. Amazines – PR4



www.amazines.com

3. Article Alley – PR5



www.articlealley.com

4. Article City – PR5



www.articlecity.com

5. Article Click – PR5



www.articleclick.com

6. Article Rich – PR2



www.articlerich.com

7. Article Trader – PR3



www.articletrader.com

Now submitting articles to these article directories is fine and dandy but you always want to maximize your efforts and spread your content to as many sites as possible so you gain more authority on the web!

There is a new form of article marketing that just jumped on the scene last year. There are several networks these days that will take your article and post it to hundreds of blogs/websites.

The great thing about this you can spread your links and content across hundreds of related blogs, which looks good in Google's eyes. The key here is to write quality articles so that these blog owners will approve of your content. They will most likely approve, since they need more content on their blogs.

Here are a few article syndicate networks:

- www.articlemarketingautomation.com
- www.syndicatekahuna.com/providers
- www.1waylinks.net

Yahoo Answers

<http://answers.yahoo.com>

This is another quick and easy way to build links to your site, I personally don't use this method anymore because it requires more work and plus yahoo changes their terms, like every week!

Be careful with this though, Yahoo is prone to catching on to, too many posts, i.e. your questions/answers.

Squidoo

www.squidoo.com

Everyone knows about Squidoo, how well their pages rank in Google, take the power of these pages to get your own site ranked in the SERPS!

Setup your profile and create Squidoo pages based around your keywords so that your pages will not only give you a link back but also rank for the keyword you are targeting.

EDU Links

.EDU and .GOV links are like gold because Google loves them! This shows that you are linking to a reputable site and therefore builds your authority

Many .edu web pages are blogs created by college students from the school. You can do a simple Google search, like so:



You can copy/paste this code into Google search and find a bunch of related .edu blogs to comment on. Be sure to make your comments informative or entertaining!

site:.edu "your niche" + blog

Here is an example of a college blog:

<http://users.cis.fiu.edu/~mpill001/finance-info/2008/08/the-different-options-you-can-avail-to-learn-forex-trading/>

If you visit that link you will find a nice blog setup where you can comment on that post and receive a POWERFUL .edu backlink to your site!

LinkedIn

www.linkedin.com

This is another easy way to build "do follow" links on a high page rank site! You would simply create a profile and list your sites in your profile with your keyword as the anchor text!

Flickr – *The Secret Sauce!*

www.flickr.com

I call this the secret sauce because not too many know that you can get high page rank, do follow links from Flickr and other photo sharing sites!

To gain a link from Flickr you would simply upload a picture and make the alt text your target keyword. That is too easy, NOT to do! If you look all the MySpace graphics sites that are making six figures with the Google Adsense, you will notice that all of their links come from photo sharing sites!

List of Safe Automation Tools

It's important to use as many automation tools as possible. You can only do so much and if you have software automating some of your tasks, you can get more stuff done and increase your PROFITS!

Here is a list of tools that I use and why I use them!

1. SENuke – www.senuke.com



This is my #1 recommendation! This software is heaven sent; you can submit your content to over a dozen social networking, web 2.0 sites with the click of a button.

Not only that...it will also social bookmark any content you may have and submit your videos to the major video sharing sites. If you were to buy any software for your search engine efforts it would be this!

2. Bookmarking Demon – www.bookmarkingdemon.com



This is an automated social bookmarking tool; it creates accounts and submits your sites to social bookmarking sites all on autopilot! Be careful with this though; do not abuse its power!

3. JetSubmitter – www.jetsubmitter.com



This is server based software that will submit unique articles to over 600 article directories. The great thing about this is you don't have no interaction with the submission of each article it works on the web in the background.

One other perk is that it will submit a different version of your article to each article directory. Visit the site for a FULL video explanation!

4. ArticlePostRobot – www.articlepostrobot.com



This software submits to all the TOP article directories and then some, but it is pretty pricey. I included in this list so you can pick and choose which software matches your business!

I recommend using JetSubmitter, hands down!

5. CommentKahuna – www.commentkahuna.com



In the blog commenting chapter I explained how valuable commenting on other blogs can be for you SEO efforts and branding awareness.

This software finds and automates most of the commenting for you, so you can get more done, FASTER!

6. Need An Article – www.need-an-article.com



Okay so this is not so much an automation tool by it's an outsourcing resource where you can get articles written in most cases less than 24 hours! These are written by humans and not robots, so the quality is usually GREAT!

Tracking Your Results

It is very important to track your results so that you can not only gain the motivation to keep going but to see where your traffic is actually coming from!

You may be ranking for keywords and have no idea, I usually check my stats to see where most of my traffic is coming from and I will come up with ways to increase the traffic from that source. If you're not tracking your results how will you know how to improve the SEO on your site?

To track all your traffic I recommend:

Google Analytics – www.google.com/analytics

This is hands down the BEST tracking software you will find on the net and plus it's FREE. If you're not using Google Analytics, there is something terribly wrong. This should be in every internet marketer's toolbox!

You're Action Plan!

If you didn't get anything out of this ebook, it will be this action plan, after reviewing it you never think that SEO is hard task!

This is the same process I go through when setting up a new site! If you follow this brain dead simple process you will be ranking in the SERPS in no TIME!

1. Keyword Research
2. Check Your On-Page factors
3. Create a Linkbuilding campaign – choose from the huge list of Linkbuilding methods I outlined in this ebook!

Well there you have it! I hope you've enjoyed this ebook, but most importantly I hoped you learned something. I spelt the beans on all my SEO and Linkbuilding techniques.

If you follow all of these techniques to a "T" and add your own flavor to it, there isn't any keyword that you cannot rank for!

To YOUR Success,

SEO Resources

I just wanted to list some websites and blogs you can use to increase your SEO knowledge. You will never know everything there is to know about SEO, but you can sure TRY! 😊

It's important to continually grow your expertise in this area!

If you want to learn more about SEO, here are a few notable sites:

<http://www.seobook.com/blog>

<http://www.seomoz.org>

<http://searchengineland.com>