

# OUTSMART YOUR COMPETITION With SEO



Stop Being  
Afraid By  
Being  
Educated!

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## Understanding SEO



Have you ever wondered how some webmasters manage to “own” the search engines listings in their respective niche while others fail to get ranked anywhere on Google? I bet you have. As a matter of fact, most business owners with a website (and many without) wonder what all the fuss is about SEO.

What is this modern phenomena, and how does it influence how we do business online? SEO, also known as *Search Engine Optimization*, *SEM* and *Search Marketing* incorporates the art of getting top search engine listings on the world's biggest portals such as Google, MSN and Yahoo.

It is truly an art that is only understood by very few people. Contrary to popular belief you can't trust your search marketing campaign into the hands of the first contractor who happens to knock on your door. Before you do that you are advised to read this report first and then check the background of said professional to make sure you're dealing with a reputable provider who can back-up his claims.

The best way to do this is by contacting the people who gave testimonials.

If you think you can simply oversee this thing called SEO because you fail to understand it, think again.

The following statistics, featured on the popular [SEO Book site](#) will drive home the point without further explanation:

*Patrick, a moderator on our community forums, runs a Bingo Card Creator website which recently ranked #5 in Google for bingo cards.*

- ✓ *A #5 ranking sent him 6,000 unique visitors per month.*
- ✓ *A #1 spot, using the leaked AOL search data (referenced later in this document), is worth 8.5 times what #5 is.  $6,000 * 8.5 = \sim 50,000$  uniques per month*
- ✓ *His site currently makes \$40 for every 1,000 pageviews.*
- ✓ *His estimated income from ranking #1 for [bingo cards]: \$2,000 a month.*

*You could do this type of calculation for any keyword you rank for that has significant search volume. You can use some of the other data points listed below to create similar calculations - even if you do not rank yet.*



# Google and Your Search Listings



There is no doubt that Google is the king of search engines. Fail to be listed in Google and your business is set to lose thousands of dollars in revenue. In short, SEO is synonym with ROI (Return On Investment). Fail to consider search marketing for your business and see how your competition will outwit, outrank and outplay you.

If you believe that SEO is this single entity that can be mastered and then implemented, you are wrong! Search engine optimization is so much more than that; it is a multi-faceted entity that consistently moves and change.

## The SEO Fundamentals

The basic fundamentals for a proper SEO campaign is made up of 4 major components. These are:

1. Proper Keyword Research
2. On-Page SEO
3. Link Building
4. Tracking and Testing

It's easy to get overwhelmed when you first consider an SEO campaign. Most newbies are lost as to where to start, what to concentrate on the most and when to stop.

The first thing you need to know is that if you focus on nothing else, the biggest results can be seen by concentrating on the second group, namely **On-Page SEO**. The next chapter will go into more detail about these 4 components. Pay attention please because understanding these will save you money, hassles and time.

## What is ON-Page SEO?

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On-Page SEO is the art of optimizing your website/blog for your keyword(s). It's your SEO shortcut to seeing results. On-Page SEO is often underestimated by webmasters because it is so obvious at first glance. Little do these people know that Google ranks websites based on their authority and keyword relevance.

Every day, millions of people use search engines to find products and services. Think of the potential opportunities you miss if you are not listed in Google for the search terms your clients and customers look for. Your savvy competitor knows this – he is already smiling all the way to the bank because he cashes in on the growing demand, while you hesitate to move ahead into the 21<sup>st</sup> century.

In an ideal world you want to be featured in Google's first search page listing when your customer looks for your products and services online. If he types “*New York pink widgets*” into Google, you want your website to be ranked at the top if you sell pink widgets in New York.

### **There are two ways to accomplish this:**

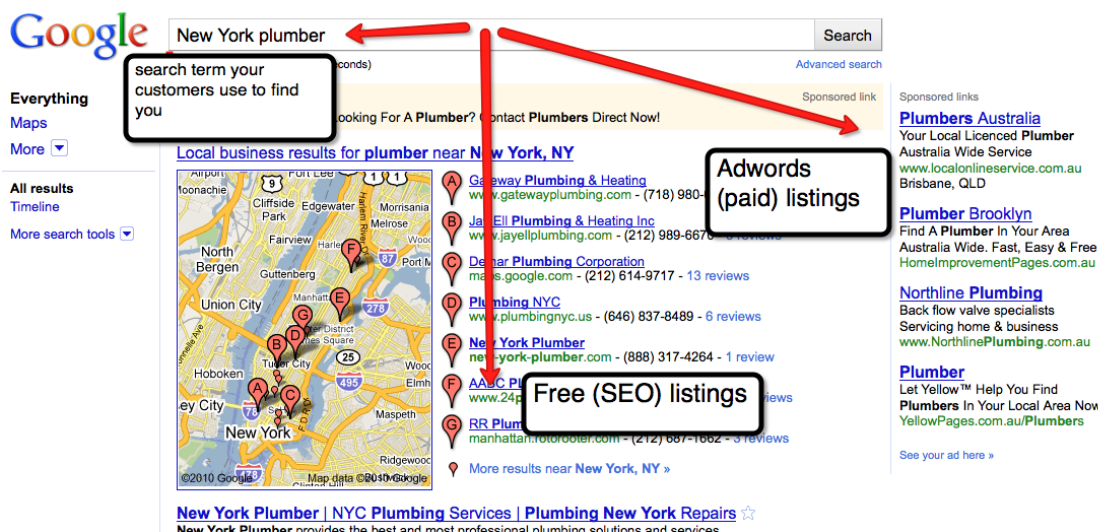
1. You can launch an expensive (and often non-functional) Google Adwords campaign, or
2. you can concentrate your efforts onto search engine marketing (which is often cheaper, while bringing far better results).

## Adwords Campaigns Are Costly for the Uninitiated

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If you have absolutely no clue about SEO and Adwords, then you should stay well away from launching an expensive Google Adwords campaign. Google Adwords ads are the ads featured in the right column of any search engine listings. They are VERY expensive, unless you know the game.

You pay for each click a potential customer makes through to your site (every time they click your ad) whether they end up buying from you or not.



## SEO Does It Best

Most businesses are advised to stick to SEO if they want a more cost-effective, but powerful way to be found by their clients. SEO, if applied correctly can often bring you long-term results with a few simple tweaks along the way. Adwords campaigns need a consistent input of your money to stay at the top. This comes at a huge cost for most businesses.

There is of course a cheaper, and IMHO a much better way to outrank your competitors. The next chapter will detail how.



## The 4 Components of Kick-Ass SEO



Search engine optimization done correctly requires a combination and balance of the 4 main ingredients outlined in the last chapter. These are:

1. Proper Keyword Research
2. On-Page SEO
3. Link Building/Backlinks
4. Tracking and Testing

**Let's look how they relate to your business...**

## 1. Proper Keyword Research

Proper keyword research is the **ultimate SEO weapon** against your competitors. Done right, this small task will put you miles ahead of your competition – all with a simple keyword research session. Ideally you want your main keyword in the actual domain name. Let's say you market *pink widgets New York*. The domain name you are targeting would use these exact keywords in the URL. It would read *www.pinkwidgetsnewyork.com* because this is the search term your customers put into Google when they seek your products.

Always **opt for the exact match domain** if possible. If not, go for the second best option which would be a phrase match domain. A phrase match domain makes use of long tail keyword searches. This has the added bonus of getting good search traffic fast because a lot of webmasters tend to overlook these in their search for higher profits.

Little do they know that once your domain ranks for a phrase match search, chances are high its ranking for the main keyword will also improve over time – especially if you do proper On-Page SEO.

So instead of using *pinkwidgetsnewyork.com* you could opt for *bestpinkwidgetsnewyork.com*, or *newpinkwidgetsnewyork.com*. You'd still have your primary keywords in the URL with the addition of an added word. The shorter you keep these, the better. Below are some possible options that work well:

- review
- new
- best
- buy
- find
- shop
- etc.

Try to think of your buyers; what would they search for when looking for your products and services online? Once you understand how their mind works, you will automatically pick the best phrases.

**A sneaky hint:** Try and **target buying keywords** to see the best results!

### A Word on Domain Extensions

So many people ask me whether it is better to buy a .com extension than a .us, or a .me?

Quite frankly speaking, you want only three of the possible options because all of these have been proven to rank high consistently. These are .com (should always be your first choice), .org and .net extensions.

### Important note

If you live outside the USA you want to seriously consider using the main extension of your country. Google seems to favor these extensions in their local search engines and chances are you will outrank an identical .com domain if you target your site for these local markets.

Australians would choose .a com.au domain extension, whereas the English would use .co.uk, etc. If you're not sure about the choices [contact me](#).

## 2. Outwit Your Competition with On-Page SEO

On-Page SEO has to be understood before you can go and turn your new-found knowledge into cold, hard cash.

To make this term a little easier to understand imagine a finely-tuned engine that has several components to perform at its best. The same principles apply to On-Page SEO. It's not just ONE thing you have to put into action, but several. Don't worry, after reading this chapter you should have gained a good understanding of what to do. Let's start with title tags.

### Title Tags

The first thing you need to do is include your target keyword in the <title>**title**</title> tag of your site. I suggest you use the keyword in a sensible form and maybe even consider using a long tail keyword to match. That way you will get more traffic. The best option of course is to incorporate your main keyword into a long tail keyword that gets actual searches. You can check this with the [GAKT](#) (it's free).

Some webmasters use their keyword in their title tag (as is) which can actually repel visitors. Make them user friendly and you can't lose, as long as your keyword is in the tag. This little tip alone can increase your search click conversions by 100% or more.

### Page Headings

The next thing you need to do is use your keywords in the site's page headings. By using <H1>, <H2>, <H3> tags you can further increase the keyword relevancy of your page.

If you use WordPress make sure the theme you use has these heading tags properly coded.

Some themes don't and failing to pay attention here could lose you a substantial amount of search traffic over time. If in doubt, use an [SEO plugin](#) to help you rectify any possible issues.

If you worry about keyword density here, don't. It's more important to use the keyword in these tags and if possible incorporate long tails and keyword variations to help build your site's authority.

### Keywords in Content

Whenever you write content for your site be sure to use the keyword in the title, in the first sentence of the first paragraph, several times throughout the text and in the last sentence of the last paragraph. If you do this consistently, besides adding title and page tags you will see incredible results.

Another trick is to apply the following to your pages; every time you write new content do this once per article/post:

- **Bold** the keyword
- *Italicize* the keyword
- Underline the keyword

This will strengthen the authority of your site because when you mark keywords like this they will stand out to the bots who crawl your site. But PLEASE, don't do this excessively or you will get banned. Once each on every page is enough.

### Keyword Density

Too many people worry too much about keyword density. While it is worth a mention here, you should be more concerned about publishing quality content that is actually **user friendly**. If you use bots and automation software to publish content you will eventually be excluded from Google's index – guaranteed! Google is dedicated to clean their search engine from spam and crap and they do so aggressively all the time.

I have always done well by aiming for a density of around 2-3%. This means your keyword is featured twice, or three times for every 100 words of text. Just focus on writing quality content naturally, spike your content with keywords and most importantly use related keywords (LSI) and you will do well.

### How Long Should Your Content Be?

In recent months, search engines have started to rank long content above short, spammy-looking content simply for that reason. You are best advised to opt for at least 500 words.

I actually prefer to go higher still. This also has the added benefit that you can incorporate long tail keywords into your text without sounding spammy, or over the top.

### Optimized Images

Every single page on your domain should ideally feature one optimized image. This little On-Page SEO addition can help you outrank a competitor with his own optimized site if he fails to optimize his images.

You do this by placing your keyword into the image's <alt> tag. You can see these tags by looking at the HTML code version of your website. In WordPress you can do this from within your post and page WYSIWYG editor at the top right hand side corner.

Optimizing your images will also give you more traffic since many people use image searches on Google to find relevant content.

### Internal Linking

You'd be well advised to always use internal links where possible. When linking to your sub pages make sure to use the keyword of that page. So if you optimize that particular page for the keyword: *how to buy pink widgets in new york*, make sure to use the exact keyword to link. The resulting page would become a sub page of your domain.

Another thing I have found to work really well is to use the long tail keyword on sub pages and link it back (anchor text) to the home page (also called index page). This can get you a double listing on Google. More on those later in this eBook.

### Outbound Links

Outbound links are links you point to pages outside your domain. In order not to dilute your Google juice you want to make these <nofollow> using the appropriate tag. The more <dofollow> links you use to point to websites outside your domain, the more "juice" you will lose in the process.

It's the fastest way to **dilute your site's existing authority**.

### 3. Link Building/Backlinks

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Backlinks are to your website what blood is to your heart. Without them your Google rankings will be non-existent. A backlink is an attribution from any other website to yours. It is a live link and usually looks like this: [click here](#) if you want to read more about search engine marketing.

The highlighted blue part in that last sentence is what we call a backlink, or hyperlink. However, there is something inherently wrong with that link. Do you know what?

#### It isn't optimized for search engines!

Let me explain; any incoming hyperlink (backlink) that points to your site like this is using “**anchor text**” (anchor text is using the actual keywords that are highlighted in that URL), in the previous case, the anchor text used is “*click here*.” Search engine specialists target the keywords you want to/need to rank for in Google as their anchor text. Going back to the *New York pink widgets* the anchor text would be [pink widgets New York](#). This is what gives you search engine juice, meaning the more of these type of links point to your site (with various variations), the higher your site will rank for the search term. This is the true power of SEO.

However, SEO is much more than that. It also incorporates necessary elements on your website. These must then be crafted to engage your readers to act on the information they read (i.e. they click the **Buy Now** button or the **Contact Us** button to enquire about your services/products.

SEO is a complex art that is hard to learn for people with no experience. It takes years, and a true understanding of Google and people in general to master this art. Dealing with a reputable provider can make you a lot of money while saving you a ton of it in the process.

### Tracking and Testing

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Without tracking and testing your results you will never know what works, and what doesn't. Sadly, this is one of the downfalls for many webmasters. They simply can't be bothered to analyze their stats. But you should!

- How else would you know where your visitors came from?
- How would you know what keyword brought them to your site?
- How would you know whether they stayed and kept reading, or whether they clicked away within seconds?



Not knowing your stats is like walking in the dark, bumping your head against the wall, the door, other people, etc.

Thankfully there is tracking software you can use to monitor your stats. Below are a couple to get you started:

- [Google Analytics](#)
- [Stat Counter](#)

Both are free.

Make an educated effort to check your stats at the end of the week to see what type of marketing has worked for you. Simply do more of the things that work, and less of the ones that don't and you have a surefire recipe for success.

## Don't Forget Humans While Feeding the Search Engines

One of the potential issues business owners can face is the Google slap. If Google dubs your content as crap, they will delist your website from their search engine. This means no one can find you. Contrary to popular belief it isn't duplication that's the issue, because if it were, popular news sites like CNN and the likes would simply disappear because many of them featured aggregated data published on hundreds of sites across the Web.

You should focus your worrying about publishing content that is readable by humans and not stuff your keywords in there for SEO sakes. It won't work that way.

A website that consistently features great articles with a little SEO will outrank one with stuffed keywords and crappy content any day. Focus on building your business reputation instead and over time you will be considered an authority site.

## Sneaky Tip to Get Indented Listings

[Apple - MacBook - The \\$999 notebook.](#) ☆

The **MacBook** laptop features an Intel Core 2 Duo processor, amazing NVIDIA graphics, a large hard drive, and support for up to 4GB of memory for \$999.

[MacBook Pro - MacBook Just \\$999 - MacBook Air](#)

[www.apple.com/macbook/](#) - [United States](#) - [Cached](#) - [Similar](#)

[Apple - MacBook Pro - Meet the new MacBook Pro family.](#) ☆

The 15- and 17-inch **MacBook Pro** feature the fastest dual-core processors ... The battery in the new 13-inch **MacBook Pro** lasts up to 10 hours (8 to 9 hours ...

[www.apple.com/au/macbookpro/](#) - [Cached](#) - [Similar](#)

[+ Show more results from www.apple.com](#)

Indented listings are the secret weapon of many SEO service providers because they strengthen your website's authority without much extra work. You too can benefit from them by applying the tricks outlined in this chapter.

The above result was generated by doing a simple search for **MacBook**. Getting listings like these in the search results can virtually double your traffic with little effort.

### Wouldn't you like to benefit from this?

The good news is that you can!

If you are ranking on the first page of Google for a keyword that brings you good business, you want to optimize this traffic by targeting an indented listing.

These also help if you have a very stubborn competitor who is simply too hard to outrank for its number one position. Having said this, you don't have to. Aim for an indented listing for positions two and three instead and you can probably double your existing traffic quite easily (provided the search queries are there).

It's like getting more real estate without building another building. All it needs is a few simple tweaks and some hardcore SEO knowledge and you're in the running to claim your spot on Google.

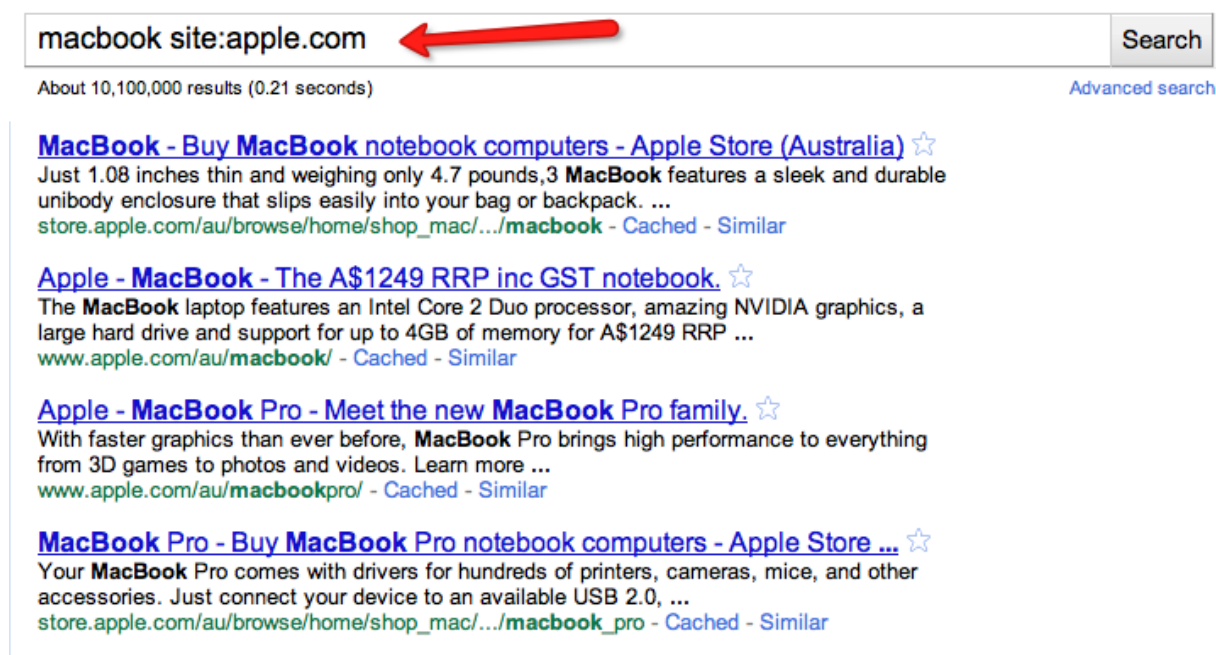
## The Sneaky Search Key to Determine Possible Listings

By using the following search key you can find your site's pages that are already seen as relevant by Google for that particular search term (keyword). Here is what you do:

Type the following into Google's search box **without** quotation marks:

"keyword site:yoursite.com"

The resulting pages are the ones suited to the task at hand, namely to achieve an indented listing. The higher up your page is in the results page, the more suited it is thought for by Google. By doing the same MacBook search let's see what Google thinks most appropriate.



The screenshot shows a Google search interface. The search bar contains the text "macbook site:apple.com" with a red arrow pointing to it. To the right of the search bar is a "Search" button. Below the search bar, it says "About 10,100,000 results (0.21 seconds)" and "Advanced search". The search results are listed below, each with a blue link, a star icon, a snippet of text, and a green link to the source page.

**MacBook - Buy MacBook notebook computers - Apple Store (Australia)** ☆  
Just 1.08 inches thin and weighing only 4.7 pounds,3 MacBook features a sleek and durable unibody enclosure that slips easily into your bag or backpack. ...  
[store.apple.com/au/browse/home/shop\\_mac/.../macbook](http://store.apple.com/au/browse/home/shop_mac/.../macbook) - Cached - Similar

**Apple - MacBook - The A\$1249 RRP inc GST notebook.** ☆  
The MacBook laptop features an Intel Core 2 Duo processor, amazing NVIDIA graphics, a large hard drive and support for up to 4GB of memory for A\$1249 RRP ...  
[www.apple.com/au/macbook/](http://www.apple.com/au/macbook/) - Cached - Similar

**Apple - MacBook Pro - Meet the new MacBook Pro family.** ☆  
With faster graphics than ever before, MacBook Pro brings high performance to everything from 3D games to photos and videos. Learn more ...  
[www.apple.com/au/macbookpro/](http://www.apple.com/au/macbookpro/) - Cached - Similar

**MacBook Pro - Buy MacBook Pro notebook computers - Apple Store ...** ☆  
Your MacBook Pro comes with drivers for hundreds of printers, cameras, mice, and other accessories. Just connect your device to an available USB 2.0, ...  
[store.apple.com/au/browse/home/shop\\_mac/.../macbook\\_pro](http://store.apple.com/au/browse/home/shop_mac/.../macbook_pro) - Cached - Similar

As you can see, the top result is deemed the most appropriate by Google for this particular search term. Meaning you would pick this page for a double listing (indented).

### But How?

I'm glad you ask. Read on to find out how to do this...

Here's what you need to do step by step:

- The first step is to go to this [keyword density website](#) and find the density of your keyword on the page that is already listed on Google for that keyword.
- Now you want to pick the best-suited page by choosing one from the search you did earlier (keyword site:yoursite.com). The right page would have a similar density than the one already ranking on Google. Alternatively you can also create a page from scratch and then aim for a similar keyword density.
- Make sure your page's title tag density is similar to the new page you are trying to rank for the indented listing. It's important you choose a DIFFERENT, but related keyword to the one on the first page (already ranking) (long tails work well).
- Last, but not least for this to work you must link both pages together by using your keyword on both pages (i.e. page one links to page two with keyword *Macbook*, and page two links to page one with keyword
- Now build a handful of backlinks to your new page (2<sup>nd</sup>) and see the magic unfold.

### **Important Note**

You need to build backlinks to the new page until it is ranked on page one of Google's search results for that keyword. Once it does, Google will automatically match your second page listing with the first and create an indented listing for you. Even if you are ranking on page one, position two right now. This is the true power of using this "secret" to your advantage.

### **Identical Domains Only!**

One thing you have to keep in mind is that these tricks only work if you target identical domains. If you have both versions of <http://> and <http://www.> on your domain then trying to match one with the other will fail. Doing this could actually harm you more than help.

## How to Overcome Your Fear Factor – DIY



If you are currently afraid of implementing search engine optimization strategies into your business, please don't be. I think you find that by reading this report you have already gained a much better understanding of SEO, and learned how powerful it is for business owners worldwide.

If you are unclear about any of the explanations within this report please shoot me an email to: [mclough4@comcast.net](mailto:mclough4@comcast.net)

I'm always happy to hear from people like you to help them get a better understanding of SEO.

The simplest and most cost-effective way to tackle this thing called SEO is to DIY. You can find a large amount of online tutorials in PDF form (such as this one), videos and articles to get you started. While you will never become an SEO expert, you can certainly do a lot by studying and applying the defining principles of this art.

I suggest you start of small by learning the basics of SEO (after reading this short guide you should have gained a good head start), then start applying what you have learned to your website. Try and stick with reputable websites to gain your knowledge from.

## Potential Show Stoppers

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Even with your best intentions there are some potential show stoppers that could freeze you to the spot before you even get started. These are:

- problems,
- lack of time,
- lack of knowledge,
- wrong implementation

If you fear these issues might be your show stoppers you are best advised to work with a reputable contractor who can take you by the hand and coach you, or even better, do it all for you.

### What type of business can benefit from SEO?

The answer is **EVERY business with a website** (and even those without)!

Whether you are a Lawyer, Electrician, Plumber, Hairdresser, Restaurant, Store, Dentist, Chiropractor, Contractor, CPA, Financial Planner, Real Estate Agent, Mortgage Originator, etc. you can benefit from top search engine listings in your city or town.

Local search engine listings are a great way to boost your sales. Since most of your customers are probably local this also makes sense. But even if you are servicing a global clientele you can benefit from targeted local listings.



## Avoiding SEO Sharks



SEO sharks are the guys who contact you out of the blue, stating they can help you fix your search engine rankings and then have nothing to back up those claims with. I'm not saying that all cold call marketing stunts are rubbish because that would be lying.

Many of you resort to cold calling potential clients to rustle up more business, especially if business is slower than usual.

The key to knowing whether or not you are dealing with an SEO shark is by being able to see their track record. Can they prove their expertise to you? If so, go ahead, you will be in good hands.

In the fast-paced world of the Internet it is more important than ever to see proof. If in doubt, go walkabout. Unless there is absolute trust between you and the contractor, you should never feel pressured to outsource your search engine marketing tasks.

Too many people claim they know how they can help you when in fact they can't. It is simply their wish to sign you up as their client in order to make an easy dollar or two.

Make no mistake, SEO is not easy because no one can promise you that you will rank in the search engines at a certain point in time. If they do – run, and keep your money.

Due to the ever-changing magnitude of the search engine algorithms it is impossible for anyone to predict how your website will rank. At best, a contractor can give you an approximate estimate. If you expect wonders you need to book a ticket to Disneyland instead. Getting your website ranked takes time, more so if the site is brand new, or if you are trying to rank against established authority sites/competition.

So many factors play into the game, below are a few of them to show you how comprehensive search engine optimization is:

- The age of your website
- Your domain name (is it keyword rich)
- How well your site is optimized for SEO
- The amount of backlinks you have pointing to your site
- Your competition
- The demand for your services/product
- The age of your domain (yes, there is a trick that could make all the difference)
- The quality of your content
- etc.

## A Note on Social Media Marketing



Social media sites have really taken the online world by storm – or like a hurricane to be exact. Sites such as Twitter, Facebook and LinkedIn have fast become the number one place to hang out for businesses large and small.

If you are not plugged in into this phenomena with your own Twitter stream or Facebook Fan Page you are seriously missing out on massive marketing potential.

I have seen businesses being built with Twitter and Facebook alone; little start-up companies who came from nowhere managed to brand themselves with a Facebook Fan Page and today they earn a very healthy income indeed.

## Social Media Success Stories

The following success stories have been taken from [Search Engine Watch](#).

*Gary Vaynerchuk how grew his family business from \$4 million to \$50 million using social media. Gary's eccentric personality and offbeat oenophile knowledge have proven a natural path to success with his Wine TV Library.*

*During Barack Obama's rise to the White House, he garnered 5 million fans on social media and 5.4 million clicked on an "I voted for Obama" Facebook button. Most importantly this resulted in three million online donors contributing \$500 million in fundraising. An astounding 92 percent of the donations were in increments of less than \$100.*

*BlendTec increased its sales 5x by running the often humorous "Will it Blend" Videos on YouTube, blending everything from an iPhone to a sneaker.*

All the above savvy entrepreneurs (one of them now President of the USA) managed to reach incredible success with social media marketing, either by accident or by design.

If you want to increase your marketing ROI without spending a fortune, then social media marketing is a must-do. The best way to get started is by building your own Facebook Fan Page for your business and signing up for a free Twitter account.

If you need help to get started, let me know.

## It's A Matter Of Attitude and Skill!



Ultimately you need to decide which price you want to pay. There is always a price to pay, usually it is either the price of discipline, time, or the price of a product/service you buy. You can choose to do it all yourself and spend months learning about SEO whilst wondering whether you haven't left out the most important aspect of it, or you can place your website ranking into the hands of a capable SEO specialist who knows what you need to give you the best possible chance of ranking high. Once you do, you will probably have to employ extra staff to deal with the influx of work.

When you deal with a professional, you save money because time is money. You are much better off leaving SEO to the professionals while concentrating on the tasks you excel at to increase your bottom line.

Your attitude will go a long way in seeing your website rank at the top of Google. When you understand the amount of skill it takes to do so, you truly realize the gift your are given by your SEO specialist. A gift that can make you very rich!

With that said I hope you are a little closer to understanding this far-reaching machinery called SEO. To truly understand it takes years of continuous education which is usually fuelled by a burning desire to master the concept.

I trust you learned a thing or two about the topic at hand in this short report and would be delighted to help you with your SEO needs. I have helped dozens of clients like you to get better search engine rankings and am happy to show you proof of that.

If you are stuck for time, knowledge or resources to implement SEO into your business, feel free to get in touch with me today.

**My business services include:** SEO, Content Creation (articles, blog posts, sales copy, newsletters, press releases), and Social Media Marketing (FB, Twitter and other social media).

Please get in touch with me today to find out how I can help you tomorrow.  
I look forward to hear from you.

*Michael Clough*

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Visit my website: [www.OptimisationSEO.com](http://www.OptimisationSEO.com)

#### **Extra Bonus SEO Pointers:**

1. Write the site content repeating the keywords you want Google to find. This is **THE** single most important improvement you can do for SEO. Have a bonafide popular site, and Google will rank you number one, regardless of all the other suggestions.
2. Submit your site to all the search engines ONCE:  
[http://en.wikipedia.org/wiki/List\\_of\\_search\\_engines](http://en.wikipedia.org/wiki/List_of_search_engines)
3. Optimize meta-tag site description so that it makes best use of the first 150 characters because that's all Google uses.
4. Use as many important keywords as possible in the page title, but keep it 150 characters or less, usually much less.
5. Put as much content on the home page as possible.
6. Avoid flash and java and other apps in the home page especially -- because Google often can't follow that crap to other pages.



7. Try to directly link the most important pages off the home page with old-fashioned html, because Google often doesn't drill down more than one level.
8. Make sure the second tier of pages all have distinct and different titles and meta tags. Do NOT repeat titles or meta tags.
9. Again, repeat your keywords as much as possible on the second tier of pages.
10. Register your domain for multiple years.
11. Make sure your site is verified in Google through Webmaster tools. If your site won't validate, email Google and ask why. But they usually tell you in webmaster tools why they're not verifying you. If you break Google's rules, they won't verify you.
12. Validate a correctly formatted site map and resubmit the site map to Google for every single site change even if it's one word.
13. Make regular site changes so Google sees your site as a vital, frequently updated web site. Update the sitemap as necessary and resubmit.
14. Do NOT use links off your site to other sites.
15. Do not use link farms.
16. Do not keep submitting your site to Google.
17. Do not use zero second refreshes from other "shill" sites to the main site.
18. Continue to add and expand your site with more keywords. The more mentions of your important keywords, the higher Google will rate your site in those categories, pure and simple. Who cares if no one reads the pages? Google does.
19. Watch your hits and page rankings through Google and adjust accordingly.
20. Watch for dead links in webmaster tools and fix if necessary.
21. Use "real" PR to make as many people aware of your site as possible.
22. Try to get your site linked off other sites by emailing those sites and telling them what a great site you have and why it's so important that they link you.
23. Join every forum and comment on every blog that has to do with your product or site. Reply with a link any time anyone mentions your product or a competing product. But be low key and ALWAYS id yourself as the site owner/employee. Back off immediately if people complain you are ruining discussions.
24. Stop trying to find a get-rich-quick traffic solution and spend your time instead doing and redoing 1-23.