

# TOP TEN SEARCH ENGINE OPTIMIZATION & SOCIAL MEDIA TECHNIQUES ©

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If you wish to work with us call (813) 944-3190

## 1. Find Out If You Have Any FATAL Issues With Your Website

Make sure your website is crawlable by search engines. Search engines have a hard time spidering flash based websites and they will often abandon these websites and not index any of their web pages. You also need to check for broken links or whether your site has the proper architecture to be indexed by search engines. If Google has trouble crawling your site, they will punish you by making your site invisible. All of your subsequent SEO efforts (time and money) will be wasted.

*If you don't know where your site needs SEO help, you are stumbling in the dark.*

**Recommendation: Have your site analyzed by an expert.** For \$59 we provide 12 -14 page SEO analysis report for your website. This is a onetime exclusive offer for LinkedIn users only. Our standard rate is \$99.

## 2. Are There Other Domains Names For Your Business?

We are constantly amazed at the number of quality domain names that are still available that have important keywords in their title. When your domain name matches the keyword phrase, doing SEO for that phrase is about 50 times easier. (*Translation: easy = good, hard = bad*)

For example: Do a Google search for "**settling an estate**" our site SettlinganEstate.com is in the #1 position in Google search. (this site has only one page of content). The price of a domain name is only \$10 and you can get bulk web hosting for peanuts.

Our company has over 25 active websites supporting one line of business; maybe you should too? If the .com extension is not available; .net and .org's are fine, Google likes these too. Besides, it is only a matter of time before all meaningful domain names are gone. It's our advice to **jump on** what you can today!

**We can do an extensive search for domain names that are strategic keyword for your business.** For \$199 we will supply you 3 of the best available domain names for your online enterprise. Think long-term, a great domain name may be the one of the most valuable asset you give your grandkids.

## 3. Keyword Research

In order to optimize your existing content and create useful links, a list of keyword phrases tailored for your business needs to be developed.

**How you build a keyword list:**

- **Brainstorm phrases**
- **Use keyword research tools** like; Google's Keyword Tool and traffic estimator & WordTracker
- **Ask a novice.** Tell a novice what you do for a living and then ask them how they would find what you do on the internet. Write down the exact keywords they enter.

Nearly everyone's clientele are novices (that is why they need you) they do not know your industry lingo. Their rudimentary vocabulary is more important than your "industry speak" because they are the ones doing the internet search.

- **Find popularity and variations** of the original keyword list
- **Create a worksheet for top keywords with traffic estimates**

**We can provide you with a list of 30 of your top keyword phrases ranked by estimated traffic size. Price \$299.**

#### **4. On page SEO Formatting & Content Optimization**

When optimizing a website, or landing pages, you need to include your keywords in the following places:

- Title Tags
- Keyword Placement within content
- On-page titles
- Navigation links
- Body copy
- Keyword text links
- Image alt text

**Your site architecture should flow from major categories to subcategories like a genealogy chart. You should use primary and secondary keyword phrases in each URL. (This is critical)**

**We provide comprehensive on-page and content formatting for \$399 a month for a minimum of 5 months. This also entails extensive inbound link building (including 100 original articles and links). Ask for a sample proposal.**

**Create a site map for easy crawling of your website. (Fee \$200)**

#### **5. Optimize Your Content**

- Each web page should have 300 - 500 words of content and use your target keywords 2-4 times
- Optimize for people first, search engines second
- Use keywords in Title, Subhead, body
- Don't obsess over keyword density
- Use keywords in links to other areas of your sites
- Add media: images, podcasts, video (format these too)

#### **6. Join Forums, Ask Questions and Create Signature Links**

There are a number of websites & Q & A forums for you to learn more about SEO. My favorites are <http://forums.digitalpoint.com> and <http://www.warriorforum.com>

After you become a member of these forums you can ask questions and contribute useful comments. Eventually, you can create a signature link and create inbound links to your site every time you post.

Also, your industry may also have forum groups in which you can post links, comments or mini articles. Search for forums on Google for your niche business area.

## 7. Write ORIGINAL Articles With Embedded Links to Your Website.

Article writing is by far, is the best method to improve your search engine rank over the long pull. Article writing also allows you to educate your prospective customers and offer them a "soft sales pitch" for your products or services.

Article websites like [www.ezinearticles.com](http://www.ezinearticles.com) have high page rank and a good following. When you write and title your article with your keywords that article gets indexed and listed by Google. To see how articles are found do a Google search for "**Why you need a probate attorney**" my article is in the 2<sup>nd</sup> or 3<sup>rd</sup> position.

Some drawbacks about writing polished articles is that they are very time consuming and they do not allow you to use your keywords as a link. To get ranked high in search engines for lots of keywords, you will need 80 to 100 or more links and articles. Links that are most valuable use your targeted keyword phrase as the text link.

**One of the most popular and productive services we provide is article writing. We write original articles about your business and use your selected keyword as the link to your site. These articles are posted to a private blog network, that have a page rank of 2 to 5. Our prices are the best bargain in the industry. 30 original articles costs only \$199. That just \$7 per article post!**

Visit here for more details: <http://www.estatesettlement.com/SEO2.php>

## 8. Join Niche Link Directories

There are tens of thousands of directories out there for you to submit a description to your website to and to get a link. The key strategy is to find directories within your business area. You should focus on joining directories that are related to your business or products. Google favors links from authority website that are relevant to your industry and actively use the keywords you are seeking.

An example of a directory site we own is: [www.EstatePlanningAttorneys.org](http://www.EstatePlanningAttorneys.org) Obviously, this is a great link for an estate planning attorney. For an attorney in this practice area, this link is likely worth 30 times more valuable (in Google eyes) vs. a normal directory link because it is more relevant and scarce.

A common error made by most people who join link directories is to cut and paste the same content into multiple link directories. Unfortunately, if you do this 50 times, Google will only give you "credit" for one link because there is only one original description.

Also, remember your time and energy is worth something. You may wish to outsource this tedious work. Don't get hooked on free link sites. Take it from me, if there is nothing "in it" for the directory owner. They can and will delete your link any time they wish.

## 9. Use Social Media Creatively

Twitter, LinkedIn and Facebook were created to help you build your business. But the sad fact is, that very few people have a clue on how to monetize their time. **My #1 rule is don't make joining social media sites an act of charity or a source of entertainment.** If you like working for free, then give me a call at 813 944-3190 your hired!

My favorite social media site is LinkedIn because it is understood that "this is a place to talk business". But I also do see circumstances, where Twitter and Facebook can pull in prospects and business activity.

I have written an extensive report on **"How to Turn LinkedIn Contacts into Business Relationships"** see link <http://tiny.cc/UsingLinkedIn>

After you read this report my best advice is to write an educational article that helps your target audience within a specific LinkedIn group related to your business. The key is to give the group a useful tip and a reason for them to do business with you. (*Like I have done with you.*)

## **10. Give out Freebies, Build EFFICIENT Relationships with NEARLY Everyone**

Giving out freebies can be an important element in your marketing plan. Just don't make "gift giving" your entire business plan. It's true that many people will take your goodies and then hide in the shadows, it's a fact of human nature... don't get too aggravated.

Your goal should be simple. To educate your customers enough so they can make their own conclusions on how they should spend their time & dollars. Most people vastly underestimate the time they spend accomplishing a task.

For example: For you to get really good at implementing SEO strategies it may take you a full year of study. With a fair amount of "trial and error" along the way. But is that the most efficient use of your time? Are you trading in your \$100 - \$200 an hour job for one that pays \$8 an hour? It's your money, it's your time and it's your decision.

Also, when you execute your business plan personalize all the things your customers see. Automate all the "back office things" they don't see. Your marketing and product delivery has to be extremely efficient and scalable for you to make a living in the online world. People are very price sensitive nowadays, to achieve low price points you will need big volume and a screening process to weed out the tire kickers.

### **Final thought...**

It is common to "label" other people who do what you do is a "competitor". Try not to do this. Some of my best customers are large SEO companies that charge a rate 3 to 5 times my rates. They outsource clean and reliable SEO work to me and I love it. It's a total win-win. If I acted defensive and competitive with these folks we would have **never** had a productive relationship. When you come across a "competitor" try to give them something useful too. Sometimes, just a kind word can work like magic when it is not expected.

**To learn and not to do... is really not to learn** – Confucius, 500 BC

**Remember, your goal is to DOMINATE your market!**

*Personally and Professionally Yours,*

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**Call us at 813 944-3190 to order our services, we accept payment via paypal.**

**Bonus: Purchase our services & get a FREE 30 minute consultation.**