

Terry Dean Monthly Mentor Club

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I hate most search engine optimization courses.

They overload you with information...most of which you don't need or want.

It makes me wonder if they need to add all this fluff to their paid products just to bulk them up...and put a high price tag on them. If they just gave you the facts and a blueprint to follow - you wouldn't be willing to pay the \$1,000+ they want for the information.

What you want are the basics of how to generate MORE buying customers from the search engines. Not people who just click, but people who buy what you're selling.

This is true whether we cover seo, PPC, or affiliate marketing.

I'm not going into any keyword research in this issue as we've covered that in other issues.

The one element I do want to cover relating to keywords is that the clients I've worked with who focus on SEO don't make their money just from one big keyword phrase. They make their money from hundreds and thousands of keywords they rank for.

They directly targeted some of these keyword phrases, but many of the phrases only have a few searches per month. You "accidentally" rank for those just in the normal process of all the terms you

go after.

What you will find is those who go heavily after seo produce a LOT of content. Not just a little here or there, but a lot of content.

For example, some people have successfully run their businesses using article marketing. Did they send out a couple of articles a week? Nope...they did 10+ articles a day.

They don't write 1,000+ word monsters. Instead they shoot for 250 to 350 words for each article. This way they can pump out 3 articles in the time it takes someone else to do 1.

Loads of Content

I hate to say this, but SEO is more about quantity than quality. Google and the other search engines don't sit down and decide how good your content is.

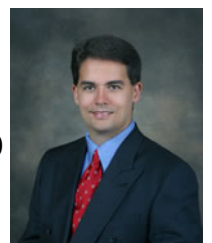
Of course you do want quality on your site to build long-term relationships and make the sale.

Although made for AdSense sites often DON'T want quality because they make money when people click ads and leave...not when they stay on the site.

Your goal is to develop a quick writing system - where you can get a good post done without laboring over it. Which ones will rank best? You

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have no guarantees here because you can't control the competition.

Also take note that while you can produce good content (and should), you can't control exactly what might become popular in social media also (which gives you additional links back for seo purposes). The best way to have a good shot at social media and seo is to simply produce a ton of content.

Money is attracted to speed. When you have an idea, act on it. Keep producing more content. Setup a DAILY writing schedule at minimum. Some of those might be posts or articles for your site. Or they could become ebooks, books, reports, etc. But set it as a pattern.

What if you HATE writing? Is there still a way you can take advantage of seo strategies? Yes, but it will require some outside effort. You could produce videos for your market (or audios). And then just embed all these videos on your site (often called video blogging). But for the moment, Google still needs text on the site. So you'll need to write an intro or have someone else produce these for you.

I also know a couple of bloggers who build a majority of their site around embedding videos they find on Youtube (produced by others). They embed the videos on their site and write short intros about them. This wouldn't be as effective as producing your OWN AUDIENCE and following, but it could get someone started.

Elements Involved in SEO

What matters to SEO? While you'll see people make pretty charts of how each element matters exactly 21.5%, I think they're going overboard...because no one knows the EXACT combinations search engines look for.

The basics are this:

1. Keywords on the Site Itself
2. Internal Links & Site Structure
3. Authority of the Overall Domain
4. Link popularity of that Specific Page
5. Anchor text of the incoming links
6. Age of Domain and Other Factors
7. Social Media Use and Popularity

If you're going for a non-competitive phrase, you can get a top position by only focusing on one or two of these elements. For example I've demonstrated to people before how to get a #1 ranking on something simple by just adding a link to their page in one of my blog posts. That one simple link with the right anchor text was enough to rank them for a noncompetitive phrase.

Pick a competitive phrase and you might need ALL 7 elements to rank on the front page.

Onsite Keyword Use

The keywords on the site itself means you're using the keyword phrase on the page.

FORGET about that old term "keyword density" everybody throws around. It's as close to garbage as they come. Instead look at simply writing content on the subject and working the keyword phrase you want into the title, the first paragraph, and once or twice later on without overdoing it.

The page title is the essential item. This is also where there is a little bit of a struggle as you want to both include the keyword phrase in the title and MAKE it appealing for visitors to click on your title.

This means working the keyword phrase in with curiosity. The keyword phrase itself is the "benefit" in this angle, but how do you mix in the curiosity to get people to click? A good help for this is to pay

attention to Adwords ads in your category. They live and die by how well they generate buying clickthroughs.

In addition become a collector of magazines that sell heavily on the newstand like Cosmo, Men's Health, etc. Tabloids like the New York Post and Weekly World News are another source (you can search online for images of their front covers).

All of these use strong titles WITHOUT making them monster headlines like most internet marketers do. The shorter the title, the more power it can put towards your title keyword phrase.

Additional meta tags everyone talks about are keyword tags and description tags. Might as well put your keywords in the keyword tags, but they're not that important. Your description is shown by many of the search engines so you do want to focus on an enticing "subheadline" to get people to clickthrough to your site.

Use the keyword phrase you're trying to rank for in the first sentence or two of your site. In addition use the phrase 2 to 3 additional times throughout the text of the page, BUT don't spam it. It needs to look natural...and a key is to still have it read well for the visitors. Write for SEARCHERS...not the search engines.

If you have a photo on the page (which you generally should), use the alt tag for the photo as a chance to include the keyword phrase again. This is another chance to get the keyword phrase in.

Again don't go nuts with this part of the ranking. You have software programs out there which analyze a page and predict all these things about the seo, but you must take into account all 7 of the possible factors.

Internal Link Strategies

Internal links mean linking to your own content. A site like a Wordpress blog does part of this naturally for you.

You can help it along by linking to your most important articles directly in your other content. So let's say you have a post about "Dog obedience schools" that is important to rank for. In several of your other posts (3 of them for example), you make sure to link back to that specific post using the anchor text of "dog obedience schools."

This is a strong reason why you should link back to the older posts on your site. You can get them additional power in the search engines through these links.

In addition, running plugins like "related posts" and "popular posts" will help you automate some of the internal linking of your site.

But don't rely simply on the software. The best links will be in content and in context links where you're discussing the subject and linking back to the post yourself.

Link Popularity of that Specific Page

What links do you have coming to a specific page on your site? This is where many people mess up with seo. They only focus on getting links to their main domain name...not the individual articles or posts.

Of course you want your domain to rank for a major term, but you also want individual pages to rank for longer tail search phrases.

One practice you should consider is developing a few links for each of your new content pages. For example, as you write new posts, you could also have articles posted to other sites that link directly

back to those individual posts instead of only your domain itself.

Authority of the Overall Domain

Think about your incoming links from two standpoints. You have the links coming to the specific page, and you have the authority of the overall domain...all the links coming into that domain.

Have you noticed how some people use a site like <http://www.ezinearticles.com> to produce their rankings? Or they setup on Blogger to get started? These sites do give you an initial advantage to ranking, but I don't recommend using them as your primary content source because you want to build your own FOUNDATION...not rely on anyone else.

The power of the domain itself is why many people buy domains that are already running. Let's say you can spend a few thousand dollars to get a domain name that is already active in your market and has a pagerank of 4, that would be an excellent deal. You would automatically be MONTHS (if not years) ahead in the game.

<http://www.sitepoint.com/marketplace>

Anchor Text of Incoming Links

If you want to rank for "dog obedience schools," make sure that is the anchor text you're using in the incoming links. This is a vital part of incoming links...and while links without good anchor text could help the overall domain authority, it will not give you the focused power of good text links.

What about varying the anchor text like you're often told? It doesn't seem to matter all that much...especially if the anchor text you're using is the title of your site (it makes sense that people link to a page using its title).

Age of Domain and Other Factors

Google (and others) doesn't expect a brand new domain to all of a sudden have a bunch of links. So if you generate links too quickly (using article spinners for example to submit to hundreds of sites the first week), you can get sandboxed...and put out of commission for a while.

In fact it seems Google is completely discounting all these low quality links until you get a few high quality links into your site (such as from other recognized blogs in your niche).

The older your domain is, the better off you are.

Another factor we're not completely sure on is whether Google is taking into account bounce rates at your site. If they're not already, they're likely to start looking at this as they already do so for the PPC results. If a site advertising in Adwords has a high bounce rate this hurts their quality scores. It only stands to reason Google may be figuring this into the search results as well, but we don't have any definite answer here.

Social Media Use and Popularity

Twitter has the do not follow tags in their links, so they don't affect you directly. But all you have to do is look as Google is building on the social side and we know Google is going to be factoring in social media in some way into their strategy.

One position I've directly seen social media affect you is when you build relationships with other webmasters. Something that appears in social sites is much more likely to be linked to from other blogs. It's part of their "news."

This is one of the reasons you see me involved and regularly testing different social sites as I'm watching

this seo factor even though the social visitors themselves haven't paid off.

Offsite Linking Strategies

Obviously what you do on the page itself is only one piece of the overall puzzle. A major portion of your ranking comes from the overall authority of your domain and the anchor text of incoming links to that specific page. This means our primary focus in seo is on link building.

From the content creation point of view, the better the content on your site, the more people want to link to you. In addition, the MORE content on your site, the more chance you have to hit what people want...and get more links.

But all links are NOT created equal.

I like to think of links from several different categories:

Level 1: This are in-content links from high quality sites in your same niche.

Level 2: In-content links from high quality sites in another niche or lower ranked sites in your own niche (maybe not as old, big, or highly recognized but still good sites).

Level 3: These are links on good quality sites but NOT inside the content itself - such as links in sidebars, blogrolls, profiles, etc.

Level 4: These are mass links which are lower quality and may not even be counted if you don't have some of the higher quality links also.

The last thing I want you to do is get all hung up on these "levels." They are simply here for your reference and to keep you from ever being ripped off by people guaranteeing you a specific ranking.

Getting ranked on a low competition term is easy. Even a few links from level 4 will do it. But in competitive markets you have to go beyond this. Almost ALL of the paid linking services you can hire fit in level 3 and level 4 links.

This means the best links are often the ones you or your own outsourced teams go after. Then use those linking services as support for what you're already doing on your own to rank well.

One quick mention about duplicate content. You often hear about the duplicate content penalty. This simply means Google doesn't show ALL the results from a term if there is duplicate content. So if I post an article to my site and then post it on a bunch of article directories, many of the sites will not show up for this article.

How do I assure that my site is one of the sites listed? Get it up on your site first - and then have the other sites you submit to link directly back to your page where this content is posted.

I have no problem running content on my site and then one or two other sites linking back to it. If I want to submit that same article to 100s of article directories I would rewrite it or have the article "spun" (which simply means you use a manual or automated tool to change out the content of the article).

Blogging Relationship Plan

The primary reason I developed those linking levels for you to think about is to get you developing the RIGHT links first. There isn't any level sign up at Google (at least that I know of). It's for our own mindset.

The best links I can develop are high quality sites in my own market who link directly to me in their

content. This means if I search for my keyword phrases or related keyword phrases, then the best links for me would be sites coming up in the front page of the search results.

Since many of those sites likely won't link to you, the best strategy here is to specifically look for blogs which are coming up in the front few pages of Google. Bloggers are much more likely to share the "link love."

You can't go it alone. Build relationships with others in your niche. In a majority of markets, you'll likely see the same issue going on in the internet business market...that is little cliches developing. We have the seo people, the guru people, the affiliates, and so on. You can notice how bloggers regularly link and comment about the same people.

In some markets you may find it tough to get ANYONE to team up together. They're still stuck in that old mentality of everyone being cutthroat competition. In those cases you might have to expand out further. For example, if you sell to real estate agents, maybe none of the other real estate coaches will participate with you.

You then would try to work with real estate agents themselves who have sites or possibly even trainers for other industries (mortgage brokers for example are a very related subject).

Begin thinking of these other site owners as PARTNERS with you. You grow together or you die together.

Here are some ways you're going to begin participating in your online community:

- Link to others when they post good content (this brings reciprocity to power where others link back to you). Share the links first with others.

- Post comments regularly on these other sites you're participating in. Put all of them in your RSS Reader (like Google Reader) and look for opportunities to participate in their discussion.

- Trade blogroll links with each other. You link to them in your blogroll and they link to you. You can start this off by linking to them and then letting them know by email.

- Look for opportunities to guest post for others. You write an article/post for one specific blog, and you reap both the incoming links and the traffic from it.

Guest Posting Plan

Surely you've heard of article marketing. You've likely even done some of it. But have you realized that it's pretty dead for generating real qualified buyers? Sure, you can get some good incoming links from it. And if you can write like a crazy person you can get some good traffic from it (article marketers often do 10+ articles a day).

A much better solution is guest posting for blogs who already have your target audience. You get a very high quality link from the blog you post in plus you generate real LIVE visitors from the article.

In fact, guest posting has really replaced article marketing in opinion as the quick free way to generate traffic to a site.

Bloggers need a lot of high quality content. You can provide it them if you're willing to do the legwork.

Step one is to find a list of bloggers who have your target audience. Start with the section before this. Search Google for "keyword blog" where you put your market's keywords in with blog.

Look at the blogrolls of each of those blogs you visit

to find additional blogs. Since one of your primary goals is search engine optimization, look for those with a good pagerank. Lately I've been using the free <http://www.seoquake.com> tool inside Firefox to check pagerank of sites I visit.

As you visit each of these sites, make a list of the ones publishing good high quality content. Look for their contact information. And do a quick search on their sites to see if they say anything about guidelines for guest posting.

Step two is to contact the blog owners. Don't contact the whole list at once. You'll be writing exclusive content for each one, so you've got to have time to do excellent pieces for each.

Go through their past posts. Make comments on a few of the past posts - especially looking for places where you could expand out your comment into a full post (for your upcoming guest post).

Then contact them by whatever method they make available on their site (sometimes a contact form, email address, or even a support system).

You could submit a completely finished blog post, but in most cases I would simply suggest several possible post titles instead. I personally would only submit a full blog post if I need the person I was providing it to, and if for any reason they didn't use it I could use it on my own site.

Step 3 is to write the content and submit it to them. So where do you get the ideas for all these blog posts?

1. Case Study

This is probably the closest to a guaranteed slam dunk. If you've followed one of the systems they talk about on their blog, then tell your exact story. Become a case study for what they teach. You can

pretty much get any blogger's attention (no matter how busy) with this technique.

2. Comment Expansion

As you're reading their old posts to get to know them, you'll also be making comments on a few of them. Look for comments you can expand out into a full post. BUT don't start a controversy with the blogger. While comments could disagree at times, you would never want to submit a blog post that disagrees. You're there to enhance their content.

3. List Idea

On my own blog, the most viewed posts are either step-by-step guides or lists of ways to do something. For example, 21 ways to increase the value of your products is one of my popular posts. Put together a powerful list of ideas.

4. Story

This is similar to #1, but not quite as involved. Do you have a story that illustrates a message they're sharing on their blog? You may not have all the numbers or exact test results like you would in a case study, but you can share their message from your story.

5. Mistakes

Look at some of the popular posts if they have a list of popular posts or look at the recent articles on the blog. Are there common mistakes beginners make when trying to follow those steps? If so, that's perfect for a guest post where you enhance the blog owner's content and message.

As you can see, a key principle here is to know what the blog owner teaches...and then find ways to drive the same message home through your own experiences.



Since we're simply suggesting titles when we contact the bloggers, that means we need to work hard on our title concepts.

First look back at any previous posts on your own site and which ones are most popular to see the titles which work for you. Next check again on the blogger you're contacting to write for and see how they commonly write their own titles and which ones are in the most popular section (if they have one).

Then make it a practice of reading the cover blurbs from newstand magazines to see what types of article titles grab your attention. A quick visit over <http://www.magazines.com> is good for this also.

At the bottom of every article they should give you room to do a quick bio. Your goal here is to get the anchor text you're trying to rank for into this space.

Another insider tactic: When you contact bloggers you could also suggest a way for them to make money from your guest post (good content + money is better than just good content).

If you have your own product (if you don't, get one immediately), you can also use their affiliate link to promote your product at the bottom of the article.

In this case you would want to show TWO links at the bottom of the post...making sure to run the affiliate link first (the affiliate link is for sales while the 2nd link will be the one to your site with the correct anchor text).

You can see an example of how I did this on a recent "interview" guest post I did:

<http://welly-mulia.com/internet-marketing-lessons-from-a-legend>

Another note here about making this an enticing offer to the blogger you're working with. If you link

over to any affiliate products in a guest post, you should use their affiliate links...not your own. You're there to build their business. The best affiliate link of course is to your own product.

Remember, they have a big audience already. We want both the traffic and the quality link to our site. Contact several bloggers. If you get a response, do the posts. If you don't get a response, then move on with your post ideas to the next set of bloggers.

This strategy is much more effective than simply contacting a bunch of people and asking them to "promote your product" like the other hundred requests they had this week. Everyone needs content - and you're the one to provide it to them.

Note: This strategy will be much more effective if you already have your blog up and good content posted to it. They will want to see examples of your other content before having you write for them. Simply point them over to your site.

Article Submission Plan

Does article marketing still work? Yes, but it's not nearly as effective as it used to be.

I find my blog guest posts are often longer articles near the 1,000 word level as I'm providing very specific training and information. You have one shot to make a good impression.

But my articles are 400 words or less. The goal here isn't a single great article...it's dozens of articles you can pump out quickly.

It's similar in concept to a built for AdSense website. It's not your goal to keep the visitors on the article. It's simply to get them to click on through to the next page (the resource box links them to your website).



Here's the issue people don't realize when it comes to articles and article directories. A large number of links from the same IP address eventually loses its power.

Your first 5 links from ezinearticles.com gives you a certain amount of "link juice" for example. Having 50 links from them is not 10 times as good. At that point they've lost a good portion of their power.

So your goal is to get articles not only on the best article sites but also on some of the other top article directories:

<http://www.ezinearticles.com>
<http://www.goarticles.com>
<http://www.articleddashboard.com>
<http://www.amazines.com>
<http://www.ideamarketers.com>
<http://www.isnare.net>
<http://www.searchwarp.com>
<http://www.articlesbase.com>
<http://www.easyarticles.com>

Focus your attention on the best directories such as ezinearticles and goarticles. These directories aren't just for links. They also generate actual visitors to your site from their results.

After you submit your article to these directories, you can have an outsourced worker manually submit your article to a couple of the other directories. Rotate which other directories you're submitting each article to get maximum effectiveness (without being seen as too much duplicate content).

If you want to do mass submissions, remember these links won't be NEARLY as effective as the one off links you manually produce, but I still use them (wait at least a couple of months before using them on a brand new site).

The software I use is the Magic Article Rewriter and Submitter: <http://www.myarticletraffic.com>

If you want to rewrite or reuse content from your blog, make sure you've had it posted there for a few days first (so the search engines have indexed it from there). Then submit it to article directories linking directly back to this article on your site. This is another clue that you are the original source of the article.

Media

Here is where that quality rule wins out again. If you can get respected news media sites to write about you and link to your site, you win the search engine game.

Below are two websites that allow you to register to be an expert source who helps reporters with their articles. Each day they send out an email (or multiple emails) of reporters who are looking for expert advice.

Register with these sites and then skim through the emails each morning for projects you help with. Contact the reporter directly:

<http://www.helpareporter.com>
<http://www.reporterconnection.com>

If you want to follow specific media outlets, check out the new media sources who are on Twitter (follow them and respond when they mention something you can help with):

<http://mediaontwitter.com>
<http://journalisttweets.com>

You should also plan to do regular press releases. I advise a minimum of once a month, but I've also worked with people who send out press releases WEEKLY.

The king of press release sites is <http://www.prweb.com> but other lower costs ones such as <http://www.webwire.com> are gaining ground (rotate your press releases so one month you may submit to Prweb and the next to another site instead). After you purchase your press release you should get on their email list, which they regularly send out special discounts to (such as 2 for 1 submissions).

You can also submit your press release to the free press release sites. I use Pressbot available at <http://www.incansoft.com/IS0027.php>

Social Bookmarking Links

These links are part of the low quality links sector, but there are still many of them that are do-follow. To find some of the do-follow social bookmarking sites, check out:

<http://www.socialmarker.com> (click on do-follow)

OR

<http://www.caroline-middlebrook.com/blog/do-follow-social-bookmarking-sites/>

To automate this, you can use a site like:

<http://www.onlywire.com>

Or pickup software like:

<http://www.socialbot.org>

I don't like just submitting my own sites to the social bookmarking sites because then you end up looking like a spammer.

So here's a plan to get around this and submit good quality content that still benefits you.

Part of your daily research plan should be subscribing to blog RSS feeds in your market. Each day when you post content to your site, also visit other blogs who have posted good content. Pick around 5 of them and post a comment.

Submit your comment to the social bookmarking sites. Then also bookmark each of the 5 blog posts you've posted comments on.

You're bookmarking other content other than your own while still giving yourself a boost since you're commenting on those articles (your comment may get clickthroughs even if it is no-follow).

Turn Posts Into Videos

You took the time to come up with great content for your own site. Now multipurpose the content into a video also.

You could set up a simple webcam like my Logitech Pro 9000 or you could use software like <http://www.articlevideorobot.com> to turn your articles automatically into videos.

Either way you can use the same content from your articles as a video presentation (your script is all done). Now submit it using the free <http://www.tubemogul.com> software making sure to use your website link at the beginning of your description of the video.

Most video sites are no-follow on the links, but you can generate extra traffic back to your site with just a few minutes of work on sharing the message of your article.

Profiles and More

One linking strategy that's become very popular is setting up public profiles on forums and social sites. Then participating in the discussion.

A popular list that is being sold is called Angela's links where for \$5 a month she sends you over a set of 30 places you can setup a profile like this each month. I tried out a membership and the problem I saw with it was that there was a rush of everyone

using the links listed immediately...so they were often deleted out of the systems.

A more simple strategy to reveal a whole bunch of these links that have been effective over time would be to do a backlink check on one of her high ranking articles. She has a front page listing on Google for “backlinks” at:

<http://www.goarticles.com/cgi-bin/showa.cgi?C=1151743>

Put that link into <http://www.backlinkwatch.com> and look at the backlinks they register. You could also use <http://siteexplorer.search.yahoo.com> for this purpose.

You’ll find she not only used profiles, but a lot of blog comments as well. Take note of the above as I just revealed to you what you can do to any site beating you in the rankings (look up their incoming links to see who is linking to them).

Profiles, blog comments, forum posts, etc. are all ways you can produce some extra incoming links for your site.

Linkwheels and Beyond

A linkwheel is simply where you set up additional properties on web 2.0 sites. For example, you have your main blog. You also go over to Blogger and setup a blog there. You post a few articles on the site all linking back to your main blog. You then setup another site at Wordpress.com. The same pattern takes place here.

The blogger site links to wordpress. And you continue the process with other sites such Squidoo, hubpages, and so on. The key here is building unique content on all these sites...and then ALSO generating links to them using some of the other link strategies (like submitting out a mass article

submission pointing to each of the sites in your linkwheel). In other words, get them some link juice and transfer it on down to your site.

What’s most important to get effectiveness from this type of strategy is to post additional content on a web 2.0 site. Get a few links to that site using one of the other link strategies. Then link that site into your main site.

You can make this as complicated or as big as you want to dominate the keyword phrases you’re after. Just keep putting up additional “minihubs” of content that link back to your site.

Link Services Reviewed

There are also NUMEROUS linking services. I’ve tested several of them:

<http://www.linkvana.com> - The most expensive but also the most effective one I’ve used.

<http://www.FreeTrafficSystem.com> - This is also a blog network you submit to and it has helped - but not nearly as effective as Linkvana.

<http://3waylinks.net> - Wasn’t happy with the sites I was required to link to (kept getting questions about them). Wouldn’t recommend.

A couple of additional ones I have not tested:

<http://www.linkvader.com>

<http://1waylinks.net/>

Your Linking Plan & Videos

We’ve covered a lot of linking strategies in this newsletter...and it’s possible you’re confused at this point about which strategies to follow. Please watch this month’s videos where I explain a few of these strategies in more depth in addition to giving you a couple of possible linking plans to follow.

<http://www.mymarketingcoach.com/silver/links.html>