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Introduction

Hi Everyone

Thanks for your purchase, I really hope you get as much out of this as I have putting it all together.

SEO has changed drastically over the last 12-18 months and what might have been an option back then to rank websites is now not even worth considering in a lot of cases.

Looking around and sensing the general vibe, I think a vast majority of marketers don't really know what is working right now and the best way forward to get results in the shortest space of time.

The issue we are facing is the search engines are getting far more sophisticated and are gathering more and more data that provides them with an incredible amount of information to use to stop the loopholes and attempts to game the system which in my mind is not a bad thing.

We have an opportunity now to compete against the big guys providing we know how to set up and make sure we give the search engines exactly what they want and delivery it in the way they want it delivered.

This training report has been created to provide actionable content to make a difference and if you follow along and apply the basics you will see a guaranteed boost to your website rankings.

The first module is the biggie and this is the place to start for everyone other than people with no existing website.

It is provided in a separate pdf which is titled

Screaming Frog SEO Analysis

This module includes the FREE software download link that is going to find all of your websites technical issues and the cheat sheet will help you address these issues with actionable directions.

Now it's probably quite surprising to learn that the single biggest factor that affects a web site ranking is technical issues of some sort.

It makes sense though for the search engines not to push sites up the rankings if the site has issues that have an impact on the user experience.

There is nothing worse than landing on a website to find page not displayed, or internal server errors preventing you from getting the information you are expecting to find.

.The other remaining modules are featured in this report.

So introductions out of the way, let's get down to business.

Module 2

Website Structure

Understanding the basic aim of a website

The aim of your website is 2 fold, you want to make it easy for the search engines to find your content so they can rank it accurately.

You want to make sure the content converts visitors to customers.

It's not about getting to page 1 it's about selling your stuff to make money from as many opportunities as you can create as possible

Planning Your On Page Optimisation

Before we start to create content or set up a structure we need the basics to be taken care of. For the purposes of this report I am going to assume we are going to use a standard Word press self hosted blog.

Word press is the most used website platform in the world and is unsurpassed in ease of use and available FREE plug INS that make the whole process much more streamlined and effective.

Once you have installed Word press we need to install some essential plug ins to help with some basic functions we don't need to then worry about.

The following plug ins are what I work with and feel happy to recommend based on my own personal experience.

Word press plug ins are now available for almost anything and in the vast majority of cases you can find a free option so if you have any issues with any plug-in or think you may need more functions do a Google search for the name or function you need and you will normally find exactly what you are looking for

Recommended plug INS

These are the plug INS I use on both client sites and my own. They provide the majority of the system requirements to make sure your website is optimised fully for the search engines.

Back up

<http://lesterchan.net/portfolio/programming/php/#wordpress-wp-dbmanager>

Site Speed

<http://wordpress.org/extend/plugins/w3-total-cache/>

External linking

<http://www.semiologic.com/software/external-links/>

Related posts

<http://wordpress.org/extend/plugins/yet-another-related-posts-plugin/>

Keyword phrase internal linking

<http://www.prelovac.com/vladimir/wordpress-plugins/seo-smart-links>

On Page SEO

<http://wordpress.org/extend/plugins/all-in-one-seo-pack/>

Author mark up

<http://www.authorsure.com/>

Content curation

<http://www.target-info.com/mycurator/>

Adding keywords to images

<http://www.prelovac.com/vladimir/wordpress-plugins/seo-friendly-images>

Broken link checker

<http://wordpress.org/extend/plugins/broken-link-checker/>

Brand Building Pages Recommended

You only have 1 chance to make a great first impression so use it to your advantage.

The following pages are a great way to provide your visitors with an insight in to the real you, your values, the quality they can expect and a general feel good factor which will all add to the buying decision being positive at some point down the line.

About you

This is your chance to sell yourself to your visitors. Provide a truthful background, include personal life if you are happy to do so, we all like to buy things from nice people and this is your only chance to make a great first impression.

Testimonials

Have you every though why sales pages or TV ads etc all seem to use client testimonials, it's because they work like gang busters!

If you provide a service or sell a product and have happy clients/subscribers ask them to give you a couple of lines to sum up their true feelings towards you and your product/service.

If you have a testimonial page on your website it will be amongst the most visited.

Contact

Including, telephone number and full postal address. If you want to offer a service like the big boys **consider installing a support desk system.**

Now before you think to yourself your business doesn't really need a support desk, you will be amazed at the difference it makes to know all of your important messages are all under 1 roof.

Here is a great free support desk set up. I still use this today and it is a great addition to any professional marketer's tool box

[Click here](#) to download the support desk software

FAQ List as many possible questions as you can think of in this section. It is incredibly frustrating to have a question or issue with a site or service and have to wait for a support ticket reply. It's hard enough to get a customer, let's make sure we do everything in our power to keep them happy

Essential Legal pages required

Please feel free to click the links below and copy the content from my own legal pages changing the details as required

[Terms of Service](#)

[Disclaimer](#)

[Privacy Policy](#)

Set up your Website Categories for Authority

This is a key element of creating the correct site structure. Setting up your website using keywords as categories is not exactly the same as finding keywords that you can rank your content for.

This is the biggest mistake made when setting up a new website.

The keywords you are going to find and use for your categories will be very competitive and not keywords you would go after to rank content but this is a key requirement to set up correctly.

Of course you need to do your research at the beginning to identify an opportunity and to confirm that the broad keyword or topic has sufficient additional keywords that you feel you can rank for based on search volume and competition.

For the purposes of this report I am going to assume you have done your keyword research and you have found a niche you feel you can rank in that has sufficient potential for additional keywords to rank.

It is important to note here that using this method to set up a site and the way you will be optimising all of your content will have significantly better results with ranking more difficult keywords than you may have been used to using previous techniques.

We have already touched on making it clear to the search engines what the site is about so let's assume you are going to create a website in the dog training niche.

The first task is to identify your main keyword; this is your primary keyword and must be the keyword that best describes what your site is about.

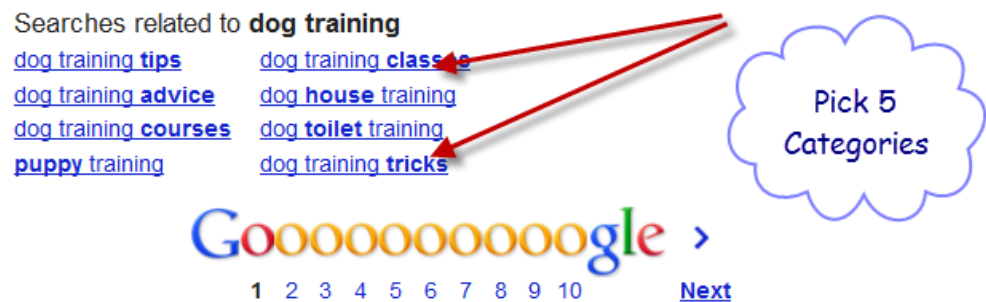
For the purposes of this report let's assume we are creating a website about **dog training**. This is what you will optimise your home page for.

Next you will find 5 additional keywords that are as relevant as possible to your primary keyword, these are known as your secondary keywords.

Again don't worry that these 5 keywords being very competitive, we are not directly trying to rank for these at this time.

If you are using word press these 5 keywords will be the first 5 categories in your site.

You will take Google's view on what they consider to be the most related search keywords to your main keyword by entering your keyword in Google search and scrolling down to the foot of the page. Here you will see a small list



These 25 topics will form the basis of the content you are going to add to your new website.

Depending on the niche you can use these topics as titles to write content or find longer tailed keywords that are relevant to these topics with less competition if it's a more competitive niche you are trying to rank for.

Silo Structure

Using a good silo structure will ensure the search engines reward you for the internal structure of your website.

Search engines award top keyword rankings to the site that proves that it the best fit for the relevancy of a subject or theme that matches the user query.

As a result the primary goal of SEO is to improve the website so that the site is about more than targeted keyword phrases – it is about the themes matching those keywords.

We have now set up the website using 1 main theme (Primary keyword) and added 5 closely matching categories (secondary keywords)

More often than not, a website is a disjointed array of unrelated information with no clear central theme.

This is a major issue

I made reference to this earlier saying a big problem to creating an authority website structure is the majority of people add keywords and topics that don't match the theme of the site closely enough.

Such a site suffers in search engine rankings for sought after keywords. Siloing a website will serve to clarify your website's subject relevance and will lay the groundwork for high keyword rankings.

It is a core building block for search engine optimization and is normally an advanced topic but I will provide the basics here without getting over technical.

The term siloing originated as a way to identify the concept of grouping related information into distinct sections within a website.

Much like the chapters in a book, a silo represents a group of themed or subject-specific content on your site.

Keyword Relevancy is key

The reason this grouping is such a high SEO priority is that search engines award "keyword" relevancy within their index based on the page and then the rest of the site with the most supporting relevant content.

Well ranked websites are founded upon the concept that a website should physically be organized like a master's degree dissertation

A dissertation has a clearly identified title, abstract, table of contents, then content laid out to reinforce the overall theme of the dissertation as a whole, all with references and footnotes supporting the subject.

Often, there are great websites hidden from widespread search engine results (SERPs) exposure because they lack an organic search engine optimization strategy or their strategy does not include enough attention to clear subject relevance or siloing.

the world's information and make it universally accessible and useful."

Google uses an algorithm to predictably measure subject relevance in order to award rankings.

By studying search results and high-ranking pages, it's possible to learn about the ranking factors of the algorithm and how to make a site the most relevant and therefore the accepted authority website in a niche

There are many characteristics of a website that demonstrate subject matter expertise, beginning with a clear understanding of theme and subject relevance.

In order to rank for keywords within Google, Yahoo and Bing, a site must provide information that is organized in a clear structure and language that search engines understand.

When a site's information has been stripped away from its design and layout, will it be the most relevant of all similarly themed sites?

If so then you have a high likelihood of achieving high rankings and will attract customers researching and shopping for products and services in turn.

Siloing is not all there is to creating authority and getting better ranking, but without it the on-page relevancy battle is lost which is far more important as we approach 2014 than it has ever been

The on-page process of achieving high rankings begins by having a clear understanding of a website's subject themes. We have created this structure in

our new site by identifying the closest related keywords and we have used these to form the spine of the site.

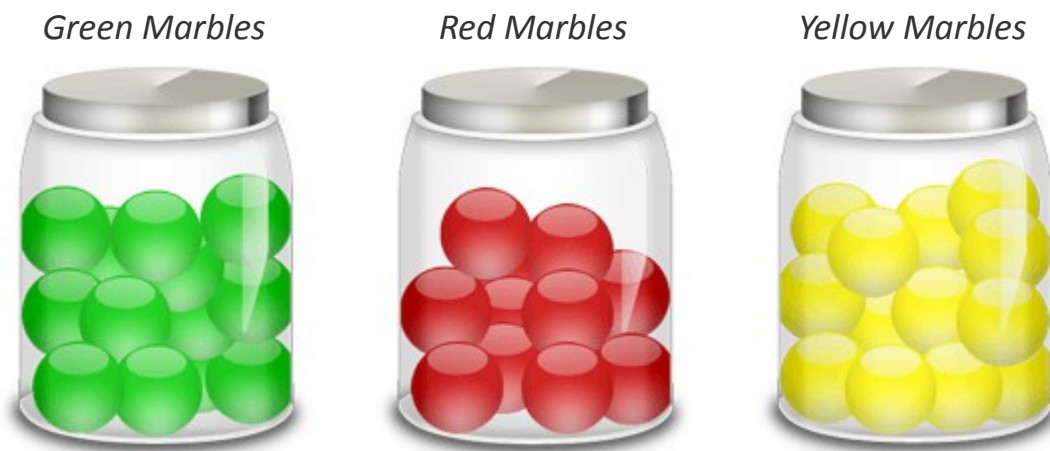
To demonstrate what siloing is take a look at the picture of a jar of marbles below and contemplate how search engines will classify the "theme" of this jar?

In the jar below we see Green Marbles, Red Marbles, and Yellow Marbles mixed together with no order or emphasis.

It would be reasonable to assume that search engines would classify the subject as a jar of marbles.



If we then separate out each group of coloured marbles into separate jars, they would be classified as a jar of Green Marbles, a jar of Red Marbles and a jar of Yellow Marbles.



However, if we wanted to include all three marbles in a single jar, we could create distinct groupings within the jar that would allow the subject themes to remain separate as Green Marbles, Red Marbles, Yellow Marbles as well as the generic term "marbles."



The first mixed up jar of marbles is a non-siloed websites.

The three separate jars represent separate sites and the last jar equates to one site with topics separated into theme-specific categories, or silos.

The goal for a site that wants to rank for more than a single generic term is to selectively decide what the site is and is not about.

Rankings can be damaged in two common ways: 1) either by including irrelevant content or 2) having too little content about a subject.

Avoid these mistakes by knowing the focus for the site and avoiding irrelevant subject matter.

Internal linking

Contrary to popular myth, haphazardly linking to unrelated (or even semi-related) internal pages will seriously dilute your main site theme ranking.

This, in turn, will lower rankings for related keywords because the search engines will not be able to identify what the site was supposed to be about.

By implementing proper siloing, site owners can ensure that their pages rank well for theme-specific keywords, as well as general site keywords. Siloed sites quickly become dominant for important keyword phrases.

Levels of siloing

You have created the basics to your authority structure and have created 5 main categories or sub themes.

As you create content it is important to expand the categories into sub categories, so using our **dog training** theme, we might have a category for

Dog training advice

Within this category you can create a sub category that could be,

Stop biting

And you may discover several other possibilities to add further sub categories to **stop biting** but the maximum number you need to aim for is 3 levels down.

If you have a topic that clearly has potential for more than 3 levels of sub topics simply create another main category and add up to 3 levels of sub categories.

In Conclusion

You must ensure all of your content is closely grouped in to categories and sub categories. Never be tempted to add content that is not laser focused and related to the main category and never link to any page internally or externally that is not closely related.

Now you have the basic site structure in place it is time to create some content.

You should always be aware that you are creating content to bring visitors to your website from the search engines and to convert those visitors to customers by buying your stuff so all of your content should be optimised for both

Module 3

On Page Optimisation

Creating your content

It is always good practice to **spend some time researching your niche to identify the topics of your forthcoming content.**

We have started this by identifying the first 25 titles or topics for your new site and you should always add content that follows on with related topics where ever possible.

It's amazing how much easier it flows when you know what the next post or page of content is going to be about.

Home page

This is generally the most important page on your site, it is the page that gets the most links and visits so make sure the content is absolutely top quality and optimise it for your main keyword using the all in one SEO Plug in.

Do not put any paid ads on for at least 3 months and after that make sure they are below the fold and no more than 20% of the page content maximum.

How to create good content

Many marketers feel they can produce great content and sit down and knock out posts or articles without really working to any game plan.

Whilst it is possible to do this, if you have a firm plan of action in front of you it is amazing how much easier it seems to be to produce great targeted content.

This section goes into great detail on how to create great content and what the search engines want to see from it.

You need to put together a basic brief of what your content needs to include and achieve. **This is great to give to your content provider or outsourcer but it works equally well to use personally** as a reference when producing your own content.

Make a list for the following and complete.

Primary Keyword: Topic of the article

Title: Include the primary keyword in the title

Sub topic keywords: Ideally a minimum of 4 related keywords found in the related search feature at the bottom of the search results page as previously featured.

Word count: always try for a minimum of 1000 words but make sure you publish content with varying amount of words, so post 1 is 1200 words; post 2 is 1100 and so on.

It has recently been proven that posts with more words rank higher for the same quality content, so if you have a 1000 word post and a competitor with the same sort of site and authority has a post of 2000 words that post will be awarded a higher rank, this is worth bearing in mind if the occasion ever arises where you can produce a real quality body of content that can extend to 2000 words without losing any overall quality

Keyword density:

No hard and fast rules here, try to get the primary keyword in the body of the article 5 times but no more than 7 times in 1000 words.

This is far less than you may have been told previously but it's all about making sure the search engines know what the content is clearly about but doing this in a natural way.

Any more than 7 and you run the risk of keyword stuffing penalty

The sub topic keywords (LSI Keywords) should be added in where ever natural

Key target phrase

Always look to add a couple of phrases that are powerful and draw immediate attention to the content.

You can identify these triggers by searching on niche related forums, yahoo answers etc. Do a search to find information on your product or service you are creating content for, find out what the biggest problem is that makes your product or service essential and use these triggers in your content.

So let's keep to the dog training theme and assume we are creating content based on a solution to **solve dogs biting**.


Here is a screen shot of the results for the key phrase


How to stop dogs biting


how to stop dogs biting


Web Images Maps Shopping Videos More Search tools

About 6,300,000 results (0.51 seconds)


Why Dog Bites Happen and How to Stop Dog Biting | Cesar Millan

www.cesarsway.com/.../dogwellness/Dog-Bites-101-Why-Bites...
 By Dr. Kristy Conn. Approximately four and a half million people are **bitten** by **dogs** in the United States every year and one fifth of them end up needing medical ...


How To Stop A Puppy From Biting Nipping ... - Dog Training

www.dog-obedience-training-review.com/how-to... - United States
 Learn **how to stop** a puppy from **biting** now - try these proven training techniques to **stop** puppy **biting**, **nipping** and mouthing problems. Educate your puppy with ...


How to Stop an Aggressive, Biting Dog | Cesar Millan

www.cesarsway.com/.../dogtraining/How-to-Stop-an-Aggressi...
 Apr 20, 2012 – Dan and Allison Rose's French bulldog Xavier has exhibited aggressive behavior including **biting** and becoming territorial. How can they turn ...


How to train your dog to stop biting people - YouTube

www.youtube.com/watch?v=sf_Y4QGc5-4
 Oct 17, 2011 - Uploaded by kathysdogtraining
 How to train your **dog** to **stop biting** people - for more information please visit www.kathysdogtraining.com.au.

Ads ⓘ

Dog Housebreaking Tips

www.foundanimals.org/dog-housebreaking
 Resources & Advice from Pet Experts on How to House Break Your **Dog**
 348 people +1'd or follow Found Animals Foundation

Train My Dog Not To Bite

www.thedogtrainingsecret.com/
 Tips, Tricks, & Proven Techniques
Stop Barking, **Biting**, Begging Today

Stop Dog From Biting Now

www.bedogsavvy.com/Stop-Dog-Biting
 Highly Effective Training Methods
 Break Your **Dog's Biting** Habits Fast

Dog Behaviour Problems?

www.petnet.co.uk/Dog-Behaviour
 Our Experts Are Here To Help You.
 Weekly Vets Surgery - Register Now

It's a competitive keyword with 6 million competing pages and lots of paid ads so it's got traffic.

Get a feel from browsing the sites listed for the common problems they are solving and any common factors more than a couple of them might be focusing on.

A couple of the sites listed above go with "the top 5 tips" so a good starting point but also identify other common issues that are being covered generally in the content.

This is essential to build your content around.

You should now have a clear overall structure for your content, you have 4 additional keywords that are very relevant to your main keyword and you have

identified some sort of common theme which is **normally centred on the problem you are solving with your content.**

If you are outsourcing your content **and there is absolutely nothing wrong with doing so** providing you are publishing the highest quality relevant unique content in your own name.

This brief will save you time and money because you should be able to get content delivered that you can use every time not just hope and pray the writer has the gist of your ideas.

Now you have got the content written to the standard you need you now need to ensure it is fully optimised for maximum authority.

Optimising content for authority

It is important to understand the competition in any niche.

We want to rank on page 1 Top 3 at least so it is essential to check out the competition and find some important information we can use to improve our own ranking.

First of all you should be using Firefox for any SEO related browsing.

This is without doubt the best browser and it has a great selection of free add on plug INS that provides essential information to help with your ranking efforts.

To install this essential Firefox SEO plug-in

[please click here](#)

We are going to use another Firefox plug-in called **link gopher**, you can download it by [clicking here.](#)

This plug in finds back links and domains linking to a website.

We can then use this information to drill down a little deeper to identify linking opportunities to enable us to add our all important out bound links in all of our content.

Here is a screen shot of a result for dog training to use as an example.

13. [Dog Training in Rotherham | Reviews - Yell](#)
www.yell.com/s/dog+training-rotherham.html
15+ items – Find **Dog Training** in Rotherham on Yell. Get reviews and ...
Lisa Park **Canine ...** Mobile 07869 214363 01709 912729
PJ **Dog Training** 5, Saddler Avenue Sheffield S20 7LF

SEOquake | 🇬🇧 PR: 2 | 🌐 I: 27,800,000 | 🇬🇧 L: 0 | 🇬🇧 LD: 213673 | 🇬🇧 I: 4,140,000 | 🌐 Rank: 3300 | 🇬🇧 Age: n/a | 🌐 whois

14. [Sit Dog Training Home Page](#)
www.sitdogtraining.co.uk/
Master Trainer with the Guild of **Dog Trainers**. Sue with her dogs Cleo & Malic. Sue is a Professional Pet Dog ObedienceTrainer and Behavioural Consultant ...

SEOquake | 🇬🇧 PR: 1 | 🌐 I: 269 | 🇬🇧 L: 3 | 🇬🇧 LD: 3 | 🇬🇧 I: 14 | 🌐 Rank: n/a | 🇬🇧 Age: n/a | 🌐 whois | 📄 source | Sitemap:

This is the screen shot of the links provided by link gopher

<http://www.sitdogtraining.co.uk/#>
<http://www.sitdogtraining.co.uk/Agility.htm>
<http://www.sitdogtraining.co.uk/Articles.htm>
<http://www.sitdogtraining.co.uk/Behavioural%20Consultation.htm>
<http://www.sitdogtraining.co.uk/Events.htm>
<http://www.sitdogtraining.co.uk/Gallery.htm>
<http://www.sitdogtraining.co.uk/Good%20Dog%20Obedience.htm>
<http://www.sitdogtraining.co.uk/Puppy%20Training.htm>
<http://www.sitdogtraining.co.uk/Testimonials2.htm>
<http://www.sitdogtraining.co.uk/aboutme.htm>
<http://www.sitdogtraining.co.uk/contact.htm>
<http://www.sitdogtraining.co.uk/links.htm>
<http://www.sitdogtraining.co.uk/my%20services3.htm>
<http://www.sitdogtraining.co.uk/news.htm>
<http://www.sitdogtraining.co.uk/videos.htm>
<http://www.youtube.com/user/binkerduster/videos>
<https://twitter.com/#!/SitDogTraining>

Domains

<http://www.c-o-u-n-t.com/>
<http://www.facebook.com/>
<http://www.godt.org.uk/>
<http://www.sitdogtraining.co.uk/>
<http://www.youtube.com/>
<https://twitter.com/>



Check for
keyword in
site

Identify related keywords within your article you have just produced. **Ideally you are looking for 6-8 keywords** as closely related to your main keyword as possible.

Check the sites that are linking in to the website that is ranking for your keyword.

You need to do a search from within that site if they have an internal search function or just browse around the categories to try to find a post or article on

the topic of your related keyword you are going to use in your outbound anchor text link.

So for example if you were going to use the word **dog trainers** which is a word in your article to link out from you would look for that keyword as a topic or article in the site you are looking to link to.

Here is one of the sites listed under “domains” in link gopher. After browsing the site I find this page talking about “dog trainers” so this is a perfect page to use to link out to.

In real life you will want to find high the highest PR sites as possible for maximum authority but this provides an example of the methodology.



The screenshot shows the homepage of 'The Guild of Dog Trainers'. The website has a dark blue header with a gold crest on the left and a navigation menu on the right. The main content area is white with a large image of three children interacting with a German Shepherd dog. To the right of the image is a text block titled 'Introduction' which describes the Guild's mission and values. A vertical sidebar on the left contains a list of links. The entire page is framed by a yellow border.

The Guild of Dog Trainers

MEET THE EDUCATIONAL ADVISORS
BALANCED, INTELLIGENT DOG TRAINING
EDUCATIONAL MATERIAL (GODT MEMBERS)
JOIN THE GUILD OF DOG TRAINERS
BENEFITS OF MEMBERSHIP
EDUCATION COURSES
FILM INFORMATION
VALUES AND PHILOSOPHIES
GUILD RULES

HOME GUILD TRAINERS COURSES MERCHANDISE JOIN LINKS CONTACT

Introduction

The Guild of Dog Trainers supports expertise in a range of disciplines and recognising individuals' excellence in their field.

The Guild of Dog Trainers is an independent professional body whose values include being committed to maintaining and improving the quality of dog training, behaviour and companion dog ownership in Britain.

We aim to sustain and increase public confidence in the assessment of dog training standards and practices, present and future and to inspire and to help those who are to be educated and tutored in dog training to ensure future success within our profession.

Always do a search for the main keyword again to ensure the site you are using as your outbound link target isn't ranking for the primary keyword.

If it is go and find another site with related content that isn't because all you will do is make their ranking stronger and they will be a direct competitor.

We will do this for each of the top 6 - 10 websites ranking for our keyword or go down the results until you have found at least 6 sites with related keyword content with the highest PR as possible.

This is a real strategy that works like gang busters

Instead of linking directly to the top 10 websites ranking for your keyword which can only increase their ranking power you are linking in to a website that is providing them with link juice but not ranking for the keyword.

You are creating a tight article that is providing the very best information based on the keyword you are trying to rank for.

You then link out to 6 – 10 websites that **provide the EXACT same information in detail** for the keyword you have used to link out to which is of course closely related to the main keyword.

When the search engine spiders follow your links it is clear the information is closely related and of high authority in that particular niche because **you have selected only the highest PR sites to use for your outbound linking structure.**

They will follow the links through to your main competitor's website **which is ranking for your exact keyword** and this structure builds up on site authority very quickly

Using Images to drive traffic

With the popularity of Facebook and more recently Pinterst and Instagram, images are big business. Info graphics are on fire if you believe the hype but there is a genuine growing demand for images to be correctly optimised.

Now whatever you use images for, you need to be aware of the increased traffic potential from Google image search. We all care about how we rank our content on Google, now is the time to think about how we rank our images.

It is a fact that image based content is growing at the fastest rate of any content type including video so it's time to optimise those images and get some free additional traffic.

Google can index image types formatted as BMP, GIF, JPEG, PNG and WebP, as well as SVG. But how does Google know if an image is about wine and not about beer

Google is very transparent with how it determines what images to return in response to a search query:

When the Google algorithms index images, they look at the textual content on the page the image was found on to learn more about the image.

They also look at the page's title and its body; they might also learn more from the image's file name, anchor text that points to it, and its "alt text;" they may use computer vision to learn more about the image and may also use the caption provided in the Image Site map if that text also exists on the page.

Specifically they recommend that you (meaning your web developer) ensure that:

They can crawl both the HTML page the image is embedded in, and the image itself;

The image is in one of the supported formats: BMP, GIF, JPEG, PNG, WebP or SVG.

Additionally, they recommend:

That the image file name is related to the image's content;

That the alt attribute of the image describes the image in a human-friendly way;

and finally, it also helps if the HTML page's textual contents as well as the text near the image are related to the image.

You may know the importance of submitting site maps to Google to help them index your site's text content, but you also can (and should) submit Image site maps as well.

Many have experienced the disappointment of finding their own images outranked on Google image search by someone else who has used the same image. Employing the techniques here can help Google determine your use is the most authoritative, and rank your image higher.

Business on the internet is all about capturing that relevant traffic, and it's definitely worth your effort.

A great starting point to check all of your existing images is using the free software that is included with this report. You can run a report and find all of your images to check the alt tag, title and description in a matter of minutes.

Fast indexing using Social Media and Google

We all want our content indexing ASAP and sometimes it seems for ever before we can finally see it in all its glory.

As you build your sites authority the time it takes for Google to pick up your new content and get it listed in the results can be down to 30 minutes or less but here are a couple of tips to get your content ranked in double quick time before you have superstar authority status

You should have your social media accounts set up in Facebook, Twitter and Google+. Make sure you have created a full profile for each. I show you how to create your G+ profile and a couple of tips to boost the authority but make sure you also complete Facebook, Twitter and Pinterest, (even if you don't intend to use Pinterest straight away it provides a "do follow" link so all good)

Once you have created the profiles submit to this URL

<http://google.com/addurl>

This will get these profiles indexed very quickly.

Next step is to create a Google web master tools account.

Google has a tool called "fetch as Google bot." This tool will let you crawl an orifice page on your site with Google's own Google Bot.

This tool is specifically designed for helping sites get indexed faster than "usual."

After you successfully fetch your page, you'll be given the ability to submit it to Google's index. I've found that submitting a single URL, instead of "a URL and all its linked pages" will get processed faster.

Once you have completed this submit your content URL to all of your social media accounts, this normally ensures your content is indexed and listed in the search results within 24 hours.

Module 4

Social Media Engagement

Using Social media correctly is a big issue for many marketers. We have all found out that liking, re-tweeting and sharing other peoples content is not enough, in fact it's pointless and a complete waste of time.

We all hear that we should be using social media and Google want to see engagement and authority but for a lot of marketers this is just a mystery so I have put together a simple plan to set up a social media hub and how to get the most from it.

Before you start to create content you will need a social hub to syndicate your content and provide a base to grow your following and engage with the major influencers within your niche.

Setting up your social media authority hub

In this section I will provide the details and set up procedures for the sites and services you need to set up before you publish any content.

Once set up we will explore the methods we need to apply to make sure you are getting the most out of your efforts to quickly become the authority in your niche.

To create a new website that can attract authority influencers needs to be highly visible within various social media sites.

The following sites need to be set up if you don't already have accounts so you can start to build up your circles of followers ready to start to publish and syndicate your content.



If you don't yet have an account set up this is the most important profile you will have and this will account for the majority of your social interactions.

To access the page to set up your account click the **+ link** located in the Google tool bar in your Gmail account



Please take time to create a full and attractive profile and upload a good quality head shot of yourself.

If you have any image suitable for the banner please also upload this or consider getting a banner image created on fiverr.

Make sure you complete the “about” section adding your bio which needs to be informative and interesting.

Add all of your YouTube videos and any suitable photos, these can be family shots which always help to get a feel for the type of person you are.

Add links to every other social media site that holds a profile of you and add in your websites and any other websites you contribute to.

Tip for Adding Authority to Your G+ Profile

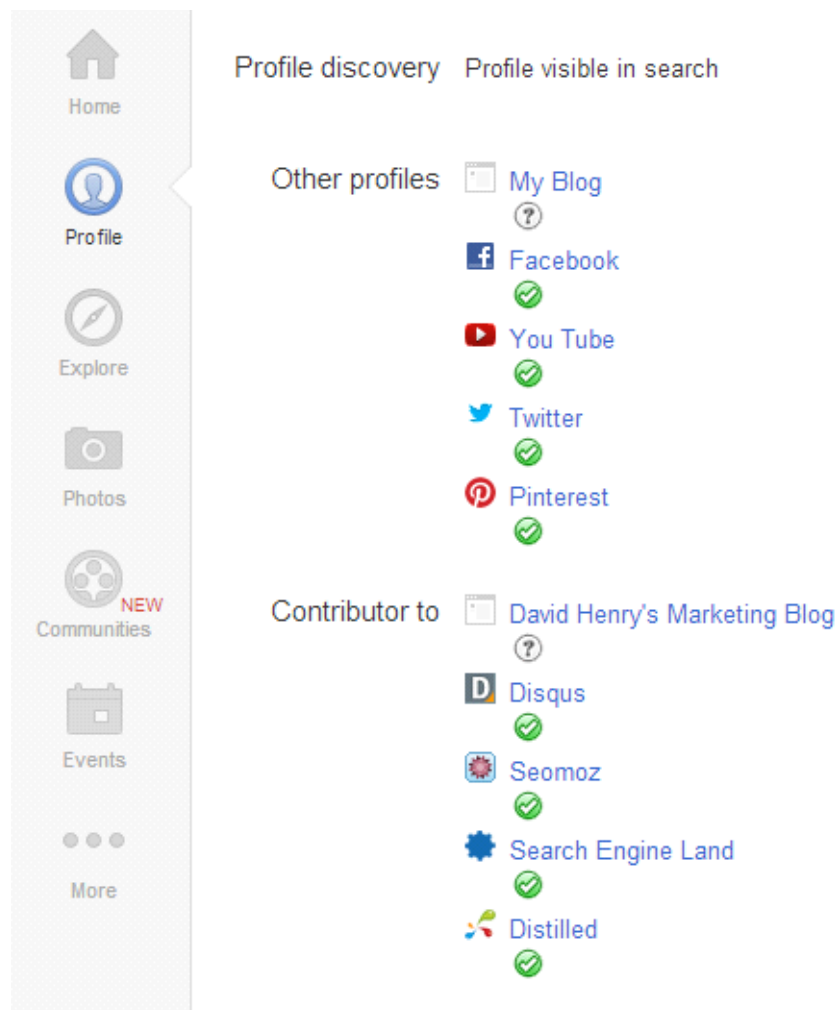
When you are setting up your “**Contributor links**” in your profile spend a couple of minutes and **search for the main blogs in your niche**. Most topics now have a wealth of related blogs that post regular articles that allow comments.

Go through and copy the URL of these blogs that allow comments and **add the link and name in your contributor section**.

People will be constantly checking your profile when interacting with you so it doesn’t harm your cause to be associated as a contributor to the leading players in your niche.

Just make sure you do add a worthwhile comment to each blog that sticks and is published, technically you have now contributed to the site, and you will be amazed at how this can influence your readers.

Here is a screen shot of my profile and contributor to section.



Setting up author mark up

This is an essential requirement now for any marketer. Social media is all about putting yourself out there, producing quality content in the hope of it being picked up and syndicated, in all of our wildest dreams we want to create a video, info graphic, blog post or whatever that goes ***Gangaham style***, whilst this is doubtful you must be instantly associated to any work you produce and any work you do produce must be credited to you using author mark up and your G+ profile.

How to set up Google Authorship

Google authorship mark up does require specific data in the profile which you will probably not have added when setting up your basic account following the instructions above so this guide will walk you through setting up your profile for authorship mark up.

You have 2 options to manually set up authorship or use a free plug-in. I have provided a step by step plan to do both below but I do recommend using the plug-in to ensure everything is set up correctly in the least amount of time.

Manual Set Up

2 Options,

(Option 1 with email address of your website, 2nd option using free email address like Gmail or yahoo)

Option 1



Link your content to your Google+ profile using a verified email address.


Check that you have an email address (for example, levy@wired.com) on the same domain as your content (wired.com).


Make sure that each article or post you publish on that domain has a clear by-line identifying you as the author (for example, "By Steven Levy" or "Author: Steven Levy")


Visit the **Authorship page** and submit your email address to Google in the box provided. Click sign up for authorship and you will be directed to your Google + profile page.


<https://plus.google.com/authorship>






Home



Profile


Explore


Photos


Communities


Events


More


Link your Google+ profile to the content you create

Make your content feel personal

[Inside Google+ — How the Search Giant Plans to Go...](#)
[www.wired.com/epicenter/2011/06/inside-google-plus.../1](#)
by [Steven Levy](#) · in 838,229 Google+ circles · [More by S...](#)
Jun 28, 2011 — Follow [@stevenlevy](#). Google, the world's company, is formally making its pitch to become a major networking.

Understand how your content appears in search

This page shows search statistics for pages for which you are the verified author. [Learn more about verifying authorship.](#)



Pages: 1,342 Impressions: 24,000,000 Clicks: 700,000

You can link content you publish on a specific domain (such as [www.wired.com](#)) to your Google+ profile.

1. Make sure you have a profile photo with a recognizable headshot.
2. Make sure a byline containing your name appears on each page of your content (for example, "By Steven Levy").
3. Make sure your byline name matches the name on your Google+ profile.
4. Verify you have an email address (such as [stevenlevy@wired.com](#)) on the same domain as your content. (Don't have an email address on the same domain? [Use this method to link your content to your Google+ profile](#))

Submitting this form will add your email address to the [Work](#) section of your profile, which by default is viewable only by your circles. You can keep your email private if you wish. It will also add a public link to the domain of the email address to the Contributor to section of your profile.

Signup for Authorship

Submitting this form will add your email address to the Work section of your profile, which by default is viewable only by your circles. You can keep your email private if you wish. It will also add a public link to the domain of the email address to the Contributor to section of your profile.

Here you can see my work email and my domain has been added to this section, David Henry's Marketing Blog

The screenshot shows a social media profile interface. On the left is a vertical sidebar with icons for Home, Profile, Explore, Events, Photos, Communities, and a 'More' section. The main content area displays the following information:

- Email:** david@onlinemoneyclub.co.uk (with a 'Verify' link)
- Address:** 5 spencer green, whiston, rotherham, UK
- Work Email:** david@onlinemoneyclub.co.uk (with a 'Verify' link)
- Relationship:** In a relationship
- Birthday:** December 30
- Gender:** Male
- Profile discovery:** Profile visible in search
- Other profiles:**
 - My Blog (with a 'Verify' link)
 - Facebook (with a green checkmark)
 - You Tube (with a green checkmark)
 - Twitter (with a green checkmark)
 - Pinterest (with a green checkmark)
- Contributor to:** David Henry's Marketing Blog (with a 'Verify' link)

No matter how many articles or posts you publish on this domain, **you only need to do this process once.**

To see what author data Google can extract from your page, use the structured data testing tool <http://www.google.com/webmasters/tools/richsnippets>

Copy any of your URL'S and paste in to the tool above, if everything is set up correctly it will display your image in a mock result.

Here is my example below; if everything is set up correctly you will see the search result and the status of the author as Verified

Webmaster Tools

[Home](#)[Structured Data Testing Tool](#)

Structured Data Testing Tool

URLHTML

PREVIEW

Examples ▾

Help with:
Troubleshooting
Help Center

Google search results

Google Custom Search

Preview

Google Announces the much awaited "Disavow Links" tool in Google ...
onlinemoneyclub.co.uk/.../google-has-changed-seo-forever...
by david henry - More by david henry
The excerpt from the page will show up here. The reason we can't show text from your webpage is because the text depends on the query the user types.

Author

Verified

Linked author profile:
Google profile:
Author name:

<https://plus.google.com/107855237832342292001/posts>
<https://plus.google.com/107855237832342292001/posts>
david henry

Option 2

This is the option you need to take if you don't have an email address with a domain and you are using a free account like Gmail or yahoo etc.

Create a link to your Google+ profile from your web page, like this:

```
<a href="[profile_url]?rel=author">Google</a>
```

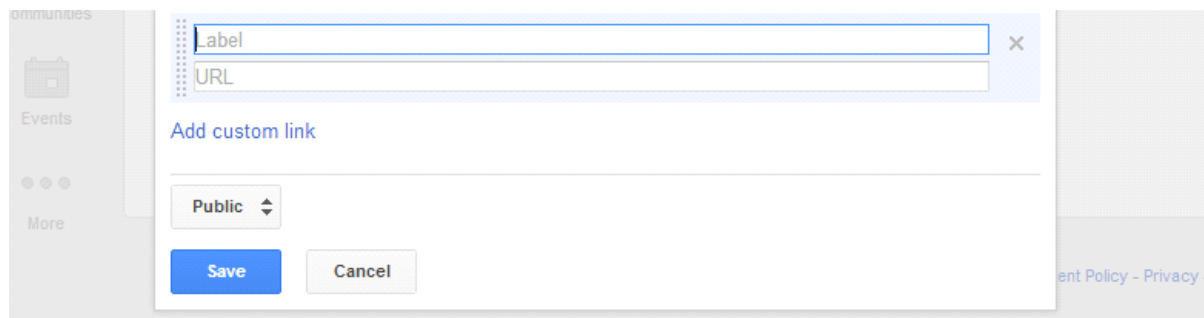
Replace [profile_url] with the Google+ profile URL, like this:

```
<a href="https://plus.google.com/109412257237874861202?rel=author">Google</a>
```

Your link must contain the ?rel=author parameter. If it's missing, Google won't be able to associate your content with your Google+ profile.

Add a reciprocal link back from your profile to the site(s) you just updated.

Edit the Contributor To section.

A screenshot of a web interface showing a dialog box for adding a custom link. The dialog box has a title bar with a close button (X). Inside, there are two input fields: the first is labeled 'Label' and the second is labeled 'URL'. Below these fields is a link that says 'Add custom link'. Underneath that is a dropdown menu currently set to 'Public'. At the bottom of the dialog are two buttons: 'Save' (in blue) and 'Cancel' (in grey). The background shows a sidebar with 'Communities', 'Events', and 'More' options, and a footer with 'Terms of Service - Privacy Policy'.

In the dialog that appears, click Add custom link, and then enter the name of the website under label and the website URL.

If you want, click the drop-down list to specify who can see the link, unless you have any particular concerns regarding privacy, select public

Click Save.

To see what author data Google can extract from your page, use the structured data testing tool.

<http://www.google.com/webmasters/tools/richsnippets>

Copy any of your URL'S and paste in to the tool above, if everything is set up correctly it will display your image in a mock result.

Option 3

Use the free word press plug in **Author Sure** which is included in your download **(Recommended)**

[Click here](#) to download the Author Sure zip file and save.

From your word press dashboard upload the zip file and activate.

Setting up the plug in

On your Word Press site go to "Your Profile" page and enter the URL of your Google+ Profile in the box next to the Google+ icon

Category and Tag Archives Settings:

These settings determine how you manage authorship of your category, tag and any other taxonomy archive pages.

☐ None - choose this option if you don't want an author to appear in the search results for category and tag archive pages. Instead the publisher logo will be displayed if you have set up one.

☒ Top - choose this option to have the author credit appear at the top of category/tag archive pages.

☐ Bottom - choose this option to have the author credit appear at the bottom of category/tag archive pages.

Author Name Prefix:

The word or words that precede the author name on the archive pages. (e.g. "Author:")

Primary Author: Choose the default author to be used on the category and tag archive pages. Note that you can override this setting on individual archive pages.

For example, John may be the primary author for the site, but Jane is the chosen author for the psychology category and Rachael for the the Chemistry category.

Show Archive Intro?: ☒

Check the box above if you want the plugin to give you the opportunity to include a paragraph at the top of the archive page that precedes the list of posts in this archive. Your WordPress theme may already give you this facility but if it does not then please use this option as it can help you improve your archive pages from both human readership and SEO standpoints. After you home page, your category and tag pages can be the next most visited pages on your site so its pays dividends to put some work into them.

AuthorSure Home Page Settings (rel="publisher")

Google Page:

Enter your Google Plus page ID here if your have set up a "Google+ Page" for your organization or product, and AuthorSure will put a rel="publisher" link to the specified Google+ page on your home page, <http://onlinemoneyclub.co.uk>.

On Google+ click on your Profile icon then click the Edit Profile button then click in the "Contributor To" section and add a link to your Author page on your Word Press site - your author page URL will be something like <http://www.site.com/author/user>

Verify a few of your posts on the Word Press site by pasting their URLs into the Rich Snippets Testing Tool,

<http://www.google.com/webmasters/tools/richsnippets>

If the tool says they are verified then your pages are eligible for display of author information in the SERPs

If you would like more help in setting up this plug in please visit the site directly, they have great info and free video tutorials here

<http://www.authorsure.com/free-video-tutorials>

So you have 3 methods to set up your Google + profile page to work with rich snippets which if set up correctly will ensure your image is displayed on all of your search results. (Very powerful)

All of your new content published either independently or from your word press blogs with the plug in installed will pass author rank credit and link to your Google + profile page.

Other Social Accounts to set up

May seem pretty obvious but it's always worth making sure we all have the accounts set up correctly for purpose



Create a page on Facebook for your business. You can get the instructions by clicking on create a page in your admin. The last thing you want is to connect your business with your personal profile and make sure any links to your profile is linking to your business page not your personal page.



Unless you use Twitter on a regular basis for personal use keeping up to date with friends you are OK to use your Twitter profile in your profile linking.



Great networking opportunity and do follow profile back link. Make sure you search for all of the relevant groups that are relevant to your niche and set up email alerts' to keep up to speed on any threads you might want to participate in. This is a great method to identify the key players in your niche and joining a group gives you the perfect opportunity to build up a rapport.

In my opinion, this is the most productive network around, you can get tangible results from using LinkedIn and it is highly recommended you spend as much time as you can allocate to this network



Great source to keep track of your social interaction. [Register here](#) and add in all of your accounts and they will reward you with your Klout score. This service hasn't really got in to the main stream yet but when it does and Google take notice of this score you will be set up and ready. Once you have added your accounts it works in the background and it gives you a great back link too from a PR 7 site

The accounts above are the minimum you need to set up to ensure you are as visible as possible and set up correctly to syndicate your own content and share others.

Setting up your RSS feeds



There is a great selection of free services around, just type in free readers in Google and take your pick.

To start to add feeds copy the RSS feed URL of the site you wish to keep track on and click on subscribe and paste in your URL in the field provided.

Understand Social Bookmarking

Social Bookmarking is a service that allows you to bookmark content, share it with the world and get recommendations about content that you might like based on what other people with similar interests as you have shared.

This is the basic explanation but it goes much deeper and provides a great opportunity for content to go viral very easily.

Some of the popular sites are **digg, delicious, reddit and stumbleupon** but before you start to use any of these services spend some time getting a feel for what is being shared.

You will find a lot of geeky types engaging in conversations and generally interacting with each other but don't let that put you off, it's these types of people who like to bookmark and share great content and it's from these quality links that we gain ranking for our main money pages.

The most effective content that is shared the most is breaking news or trending topics, I have provided details on how to set up reader feeds to tap into this source of great traffic and I recommend installing a great free plug to help you uncover the very latest breaking news from all of the main bookmarking sites.

[Download Social Media for Firefox](#)

Update: Not compatible for version 18

This plug in shows the number of Diggs, Reddit Votes, Stumble Thumbs and or Reviews, and Del.icio.us tags, Tweets, Sphinn's, Mixx, and Tip'd votes so you can quickly see how popular certain content is.

Also scans said social sites to show you what content hasn't been submitted to other social news sites **so you can be the first to add it.**

Now supports Bit.ly too. Go to social news sites and hit the Manual button and it will update each story to show you how many votes each of them have at other social sites.

This helps you identify what hasn't been submitted so you **can build powerful accounts that share HOT content.**

This is highly recommended and a great way to get your site bookmarked and shared because you are seen to be the "go to guy" for the latest news

If you want to turbo charge your bookmarking and micro blogging links take a look at Socialadr, I use this service personally and highly recommend it.



Socialadr offers a unique social media marketing service. Your web pages are promoted to a mix of the most popular social networking, micro blogging and bookmarking sites which results in thousands of real links from real peoples social media accounts.

The system is web based and takes a couple of minutes to add a post. They offer a free service which does require you to bookmark other members

content which does take some time but the paid options start from \$15 per month which is sufficient to promote 1 websites content.

You can add up to 10 URLs and this provides 420 back links which are drip fed over a 1 month period from thousands of real peoples social media accounts so this provides the perfect back link profile.

To set up your free account [please click here](#)

Module 5

Back Links For Traffic

This module is going to show you what back linking means in today's world of SEO.

It is a very different proposition to what it was in the bad old days of blasting 1000s of worthless links but in a positive way for everyone looking to build a professional business not a short term churn and burn type operation.

It's not about manually building links anymore

I am a big believer in finding out what the successful guys do and try to emulate it. It is a fact that the vast majority of major websites in any niche have never built a manufactured back link.

I have studied a lot of the major websites and blogs in a range of niches. There is one recurring theme that they all share and that is they don't have huge

teams of SEOs sat building back links, in fact 99% of them don't have ANY SEO teams whatsoever building back links but yet when you check the back link profiles they all have thousands and thousands of highly relevant, authority links.

Earn link is the new back link

Rather than spending time and money trying to game the system they have all discovered that if you produce world class content that is laser targeted to a particular demographic, people will want to link to it TO IMPROVE THEIR OWN RANKING.

Remember from the on page module I discussed the importance of linking out to authority websites in your niche that can demonstrate authority and traffic.

There is no better way of associating with the right type of websites in the right sort of neighbourhoods than linking out to the major influencers in your own niche.

Whatever niche you are in I will guarantee the leading website will be a PR 6+ with thousands of links pointing to it, none of which they have built manually!

The overall aim therefore is to become that website and create the same sort of quality content and create the same sort of following.

Easy said than done I grant you but by following theses sound basic principles will you will create a very solid foundation in which to grow.

More and more emphasis and importance is being placed on where the link is coming from and how it has been generated.

If Google can see a footprint in Google+ resulting in a link from an authority or niche related website the value of that link is far greater than a link from a non related blog comment or profile link.

It is therefore essential to only build back links from niche specific or high authority websites.

Now something that I have not seen taught from any SEO Consultant or “guru” is the creation of a linkable asset.

I have just touched on earn link is the new back link. If we are to try to attract natural links it makes sense that we need to create something of genuine outstanding quality that marketers in your niche want to link to your website because it is providing them with some real quality that is of value to their readers.

It's quite a simple strategy when you boil it down but something not many people have got a grasp of.

“What's in for me” Back links

In today's extremely competitive world of online marketing we shouldn't rely on anything as a given fact.

You might think leaving a well thought out comment on a high PR Authority blog would be enough to get your comment approved and therefore a back link established.

Now at this time, it is generally enough on the majority of blogs, however you will still find the top Authority blogs are looking for outstanding content at the end of the link so if you are linking back to a standard blog post you might struggle.

We need to be aware of the trends and the future requirements to ensure you will always be able to build high authority back links and the one thing you need is a linkable asset.

I am going to go through the structure and methodology of creating a linkable asset that if created correctly can provide you with incredible value for years to come.

After all you are hoping to get links from other high quality websites in the same niche as yours; you therefore have to provide something of outstanding value for a webmaster to want to link to.

We all have to be vigilant now

I think it's fair to assume we all know we must link out to relevant websites with authority. Now here is the kicker, so do all the other authority websites so if you have nothing to offer them in terms of valuable content you will struggle to get links.

This will become more and more important so setting up a structure now is essential.

So what is a linkable asset?

Put very simply it is some form of content that a webmaster will find of value to pass on to their own readers, this is the first hurdle to overcome, without the webmaster on board and buying in to your theme you are not going to get results.

We all have lots of potential linkable assets

You have a website with content which can be in the form of videos, posts, pages of information etc and you have expertise in your chosen niche. Ask yourself what you have to offer or what product or service could you put together from your existing content to create a valuable linkable asset.

The word asset is very important because done correctly, this linkable asset can produce quality inbound links for years to come providing it offers value to your visitors.

To create a linkable asset ask yourself 3 main questions

Question 1

In what way will my linkable asset benefit my business?

You are obviously looking to build quality inbound links but what else are you hoping to achieve by creating this asset,

- You could be looking to get subscribers to opt in to your list
- You may be selling a product directly
- You may want to conduct a survey
- Or just provide some cutting edge content in the hope of engaging the reader to take some form of action

So the first step is to clearly define your objectives beyond the link building step.

Question 2

Why would anyone want to link to me, what's in it for them?

Your linkable asset therefore has to provide real value to the webmaster you are hoping to link to, can they see obvious value in your content, is it going to increase their reputation and standing in the community by linking to you and can they see future potential for their own business by engaging with you to build up a relationship.

You could post an amazing reply to a very complex question posted in a professional forum or comment on a high traffic blog with the best response ever but if you have not provided the webmaster with something worthy of adding their backing to you will struggle to build links.

Question 3

What's in it for the end user?

You are creating this linkable asset to engage with people and build relationships. You therefore need to make sure you provide some actual content that is providing a missing bit of the jigsaw. You might consider any of the following to help you create this work of art

- Is there a gap in the market that could be exploited?
- What information is provided in the public domain but not that well that you could improve on?
- What is very popular in your niche but not really explained very well

Take a step back and consider what you wanted when first starting out, what information was not easily found but much needed and you should be able to come up with a couple of strong ideas.

Once you have the concept for this linkable asset the next step is to create it. This is where you get back to basics and let your passion and enthusiasm shine through.

What got you into this business in the first place, do you think saving money is key, it may be helping to protect the environment, problem solving, product creation, the list is endless but the passion you undoubtedly had when first

starting out (and hopefully still have) needs to be evident in your content, whatever that content might be.

The options are enormous, you could create a simple video showing the top 6 ways to achieve something others find difficult in your niche, it might be a funny clip, a “how to guide”, a new strategy to increased sales of your product, the only thing it has to be is unique to you, professional to attract other webmasters in your niche and of genuine value to the end user.

Your aim now is to create this piece of content and get as many eyes to it as possible, you will syndicate it using social media and drive traffic to it publishing related posts, videos etc.

For immediate direct interaction you should be using blog commenting on high traffic blogs from major influencers in your niche and I have just created a brilliant software that will provide a real solution to finding "do follow" blog commenting and guest post opportunities.

You now have created a piece of content that if evergreen in nature can produce high value links for years to come. The viral effect will multiply and just a couple of pieces of this type of content can drive your websites to the top of the SERPS very quickly.

If this exercise took you a full day to complete, it might just turn out to be the best day's work you have done so I hope you look at your link building efforts in a slightly different light and get those assets working for you.

The number 1 back link that creates immediate authority

It is important to understand what we should all be trying to achieve.

I have discussed why less is more and how we have to engage with authority.

Google has become far more sophisticated especially after the launch of the disavow tool

This tool has resulted in them gathering more data than they have ever had and this has made them much more efficient in finding loopholes and dodgy practice.

They have openly admitted they want to see social engagement as proof and a sign of the quality of the content rather than back links from non related sources.

I have been asked on several occasions what the best back link method is. There are still services being sold to provide forum profile links, directory listings, social bookmarking and the list goes on.

There is however only 1 strategy you should be considering if you want to give yourself any chance of becoming an authority and building your brand

Do Follow Blog commenting

This should form the central hub of all of your social media engagement. It should act as the introducer and it should be the one strategy you concentrate the vast majority of your promotional efforts on.

Before we get any further in, I don't mean going out and buying 1000 auto approve blog comments for \$50 because that will get you de indexed almost now.

Let's look for a minute at the bigger picture and what we are all trying to achieve.

We have established need to demonstrate authority in our niche and we need to associate with the major influencers to achieve this.

Great in theory but how do you actually achieve it

Now many marketers live in hope of finding the next big push button software that is going to solve all of their social media engagement with one click.

Don't get me wrong, there is a selection of great software available that can reduce the time required to do all sorts of tasks and functions...

But you must manually engage not use automated software. Your aim is to establish authority with other like minded marketers, you want to share your content and you want to be seen and heard in your niche, commenting in groups, sharing other great content and generally being active.

This takes real interaction and the easiest way to start this process is by simply commenting on highly relevant, high PR blogs of as many of the major players in your niche as you can find.

Now consider this, bloggers are extremely sociable people and spend lots of time and effort to produce world class content that they want to go viral in as big a way as possible.

Let me ask you a question, if you found 2 identical blogs that both produced really good quality content, how would you chose the most influential one if asked to make a decision

The first factor I would look at would be the number of comments per post, after all this is what they are judged on.

If they have thousands of followers that leave comments and the commenter's are from related industries/niches, Google is going to really push that content because clearly the post is very relevant and of great interest

This is the reason blog commenting now should be your main method to uncover the movers and shakers in your niche. These are the holy grail of contacts and they are publishing content AND OPENLY INVITING YOU TO ENGAGE WITH THEM

You can share, re-tweet, like and +1 as much content as you want, it will get you nowhere in the scheme of things because of the sheer size and volume of content being syndicated daily.

Now do you think you might just have a slightly better chance of opening some dialogue or getting a genuine opportunity to email someone if you have read a post they have published and left a really helpful take on the subject, or asked a clever question that requires others interaction and they have actually approved it? Of course you will.

Now in addition to opening up opportunities to build your brand and authority it also has 2 further major advantages.

It provides a tremendous boost to rankings

Google have told us they don't want to see back links for the sake of it. They want to see relevant topical links from as many genuine websites as possible.

Google now assign a high level of trust and rank to high PR Authority blog comments because they are self policing.

Google know the webcaster has worked really hard to get their website ranking and the last thing they are going to do is jeopardise this ranking and authority by approving worthless comments.

They can then assume the commenter is also providing topical, relevant content and they reward them with higher rankings also, makes perfect sense when you think about it and so easy to achieve.

Drives targeted traffic

The second major advantage to blog commenting is it can produce tons of targeted traffic for months if not years to come almost instantly and for a few minutes work

We have discussed bloggers being sociable people with thousands of followers, if you can get a comment on post and you leave a well thought out comment or question its is human nature for a large number of the visitors reading the post and comments to want to go and either find more information about the question raised or just to find out more about the commenter in general, I do it all of the time and it's amazing what you can find 2 and 3 links deep.

This creates a natural footprint

If you spend any amount of time using this strategy you will quickly build up a very natural footprint EXACTLY how Google want to see engagement.

You have found a high PR relevant niche that clearly demonstrates authority. Spend some time browsing through the site and look for other posts that will may also provide an opportunity to leave a well thought out comment. This strategy is even more powerful if you deep link directly in to your newly created linkable asset or related post on your own blog.

Now the good news is this strategy can be done totally for free. Here is a search string to type into Google that will provide you with a list of results you can start to work through to make these connections and the good news is they are all “do follow” blogs

CommentLuv blogs

Type the following search strings into the search box of Google and replace “keyword” with your actual keyword.

- Your Keyword & “title=“CommentLuv Enabled””
- keyword +“Commentluv Enabled”
- keyword +“Enable Commentluv”
- Find KeywordLuv enabled blogs in your niche ->
- YourKeyword & “Enter YourName@”
- Yourkeyword +“KeywordLuv”

FREE Authority Back link Boost for all websites

Here is a quick short cut to getting some instant authority which will provide a nice push for general rankings.

You will find a step by step guide to getting 8 high PR 6 – 9 Links that are all “do follow” I have seen services charge a fair old price for these type of links so consider this an unadvertised bonus.

The websites are not niche specific but do carry lots of general authority and are the sort of websites we could all link to naturally so well worth the 30 minutes or so it takes to set them all up.

Simply follow the steps listed below and you will feel the full power of just what this quality link can do for you.

PR9 Do-Follow Back links

mozilla.org

Mozilla.ORG is very well respected website which has been attributed with the highest Page rank possible, PR 9!

Please follow this simple set up.

Sign Up for Free Mozilla Account

- Fill out the details and submit Sign Up form.
- Click on Verification Link at your email account from Mozilla to activate your account, after submitting form.
- After activation, log-in to Mozilla with your credentials and visit your profile page.
- Put your short bio with your website's link.
- Add you photo

Click to save and you have a PR 9 back link!

Adobe.com

Another highly respected website, Adobe.com is yet another PR9 Website to get do-follow back links to your website or blog.

Follow the steps here

Create your account at Adobe.COM

- Verify it by clicking on confirmation email.
- Spend some time to create a proper profile, make sure you enter all of your details and add your image.
- Adobe have removed the possibility of adding a back link in your profile section
- Here is what to do to get a back link
- Visit the Adobe Forum, ask for help for an issue you have with your website or might have had in the past (Or you might find other people have had a particular problem on the forum who have a link in the post)Make sure to add your full URL in the post on the forum.

In a couple of days you will see the link is live in the forum passing do follow link juice which again is very powerful.

PR8 Do-Follow back links

ted.com

ted.com is a PR8 website with innovative videos, research etc. The website can give you a do-follow back link.

Sign Up TED.COM

- After activating, Click profile -> Edit Profile.
- Complete the profile section making sure you complete as many fields as possible and always add your picture or avatar. You can even link back to

your site using your main keyword which is an added bonus and provides even more link juice. (Add keyword and hyperlink to your site URL)

- Can add up to 3 websites with anchor text keywords
- That's it, all done and another very powerful high authority back link.

FileZilla-Project.org

The biggest provider of free ftp software and a highly respected trusted website

Sign up to <http://forum.filezilla-project.org>

- Activate account with email verification
- Log in and click on user control panel. Click on profile and complete the section as before, making sure you complete as many fields as possible and add your image
- Simply insert your back links in your profile and you have another high PR authority back link

Blogger.com

Get a back link from Blogger.com (PR8). Blogger is a popular blogging website owned by Google. This part of the task does not involve setting up a blog; it is simply a way to get a back link.

If you don't already have a Google account create one.

- Login to Blogger.com with your Google account
- Click on "Edit Profile"
- There is a space to add our website but this is a no follow link (not counted as a back link). BUT, if you edit the "About Me" section you can add your website and anchor text and get a back link. For example, my name is David and I live in England. I am the owner of David Henry Marketing

David Henry Marketing

- Click on "Save Profile"

PR 7 Do Follow Back Links

Stat Counter

Get a back link from StatCounter.com (PR8) – statcounter is a popular website tracking tool. In this method we are going to get a back link from the statcounter forum.

- [Please click here](#) to visit the Statcounter Forum and register
- Login and click on your username, then click on "user cpanel" and then on "edit your details"
- Enter your website URL in the "Your Home Page" box
- Scroll down and click "Save Changes"

Please note: Due to spammers the forum have now set a period of time before you are allowed to update your profile and add your back link. If you can make a post or 2 in the statcounter forum you will get your profile access. Whilst this is not ideal, it is still worth the effort for a valuable do follow back link. If you do post make sure that your post is useful and either respond to someone's comment or ask a question related to statcounter.

- Click the "Save Changes" button and check everything looks ok by clicking the "see my public profile" button.

PR6 Do-Follow Back links

Eventful.com

Not many people have come across Eventful.com. It is a very popular social news and celeb style site and it has achieved PR6

- Sign up to [Eventful](#) here
- Verify Account by email.
- Log in with Facebook or account login
- Add selections in categories listed.
- Click on Profile and add your details, again making sure you add as much info as possible by clicking on “add more info”
- To add your back link please use this code which is basic html. `Your Keyword` So in my case I would add the link like this: `visit my marketing blog`

Complete this process to enjoy a PR 6 back link

goloco.org

Visit Go Loco

- Click to create your account.
- Complete your profile and add your website URL and your keyword in the field provided.
- Very simple and another high powered back link.
-

How to find your competitors back links

The final section in the back link module will show you another FREE software that you can use, this time to uncover a list of the back links being used by your competitors.

I am a big believer in finding out what the successful guy is doing and copy it, no need to reinvent the wheel so make sure you put it to good use.

Majestic SEO

Majestic SEO has by far the largest index of its kind publicly available. It has by far the freshest data of its kind with an index that updates several times a day. Majestic's Site Explorer is incredibly fast and tens of thousands of users rely on Majestic SEO as their link data source of choice

You will need to sign up for an account and they do offer paid solutions but the free level is fine for general website queries.

Here is the link to sign up for an account.

<http://www.majesticseo.com/>

Module 6

Building you Authority

Here is a quote from Matt Cutts, the head guy at Google for updates and nasty shocks in general. Here is what he said about the last Penguin update in May 2013.

We are trying to detect when someone is an authority in a specific space and trying to make those authorities rank higher.

So with that said, let's look at what you can do directly to affect this in a positive manner.

This module covers building authority but the entire report has been focused on building authority.

We have covered how to set up a website to display authority to the search engines, we have discussed methods and strategies to use Social media and become the "go to guy" in your niche, the back link module focused heavily on using high PR blog commenting to actually find the authority websites in your niche and then start to build the relationship so I will finish the report on some strategies to use to really take this to the next level.

Connecting with Influencers

Still the biggest obstacle stopping budding marketers get to the next level.

We have discussed the importance of using G+ to find and connect with as many influencers as possible.

Google+ lists **17 different notification triggers** that can help you connect with influencers in your industry.

Depending on your account settings these notifications can be in the form of email, phone, SMS or the frightening red tool bar warning when things may not all going swimmingly in your webmaster tools or analytics accounts.

17 actions that trigger notifications:

This is almost a **“best practice” guide** to engagement at its best and should be followed daily if possible. Print this section out and stick it up near your desk, make a daily routine and print it out and try to follow it, you will be amazed at the traction you can get in a short space of time.

1. Mention them in a post
2. Share a post with them directly
3. Share a post and you're in a circle they subscribe to
4. Comment on a post they created
5. Comment on a post after they comment on it
6. Add them to a circle
7. Suggest new people to add to their circles
8. Tag them in a photo
9. Tag one of their photos
10. Suggest a profile photo for them
11. Comment on a photo after they comment on it
12. Comment on a photo they are tagged in
13. Comment on a photo they tagged
14. Start a conversation with them
15. Send them an invitation or update an event

16. Remind them about events
17. Any activity on events they created

Several people have introduced themselves to me on Google+ by "gently" using the methods above.

Be warned: Never use the above methods to spam the hell out of someone, nobody likes it and nobody responds to it!

Strategy for Establishing Authority

Identify the industry leaders

This is the first step to setting up your authority hub of major influencers. Our aim here is to go out and find the top 50 websites or blogs in your niche.

Do a search in Google using your niche keyword + blogs **to identify the top 50 and visit each one.**

Look for the RSS feed link and click it, copy the URL and click **“subscribe to feed”** in a reader. Paste the URL of the feed into the reader.

If you used Google reader and have not found a replacement take a look at, this is what I use and it seems fine.

You now have a feed set up to automatically send you all of this particular websites latest content they publish.

You will need to do this with as many of the major authority websites and blogs within your niche as you can find to ensure you have almost instant access to all of their breaking news and updates.

(A typical reader normally works with a 20 – 30 minute delay from a story being published to you getting the feed)

Check in at your reader at least a couple of times a day and do a quick scan of the latest content.

If you see anything you find interesting simply copy the URL and share it in your **Google+ feed**.

Always leave a personal view on the content and try to add value to each post.

Identify the individual influencers in your niche

In every niche you have the major movers and shakers.

These are the people who seem to be everywhere, they pop up on forums, guest posts and are mentioned several time per day in various content.

Follow these individuals and set up an RSS feed for them individually.

Make sure you spend as much time as possible to comment on all of their content.

Create your own posts and refer back to them as reference points for further information and generally be very active around all of their content.

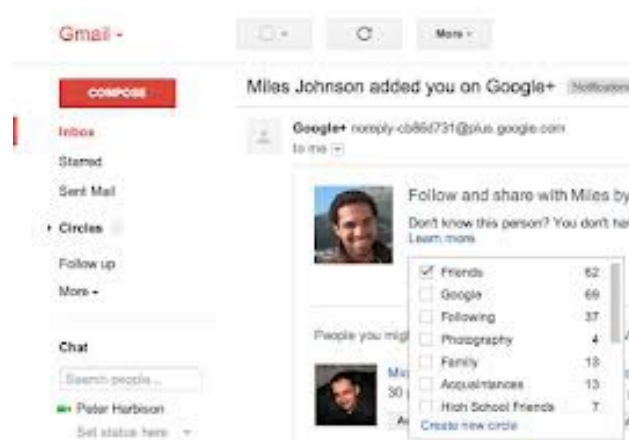
Here is a screen shot of one of my email feeds I have set up to target the SEO niche.

<input type="checkbox"/>	<input type="star"/>	<input type="dropdown"/>	Annette De Manna (Google.	Annette De Manna shared a post on Google+ - Annette De Manna shared a post. die aktuellen Meldungen auf einen Blick KI		6:39 pm
<input type="checkbox"/>	<input type="star"/>	<input type="dropdown"/>	Chris Pirillo (Google+)	Chris Pirillo shared a post on Google+ - Chris Pirillo shared a post. Are you a fan of the stylus? Do you want an Apple device		6:30 pm
<input type="checkbox"/>	<input type="star"/>	<input type="dropdown"/>	Nino Rostomashvili (Goog.	Nino Rostomashvili shared a post on Google+ - Nino Rostomashvili shared a post. Frozen Baikal Lake and the Ice Cracks, F		6:27 pm
<input type="checkbox"/>	<input type="star"/>	<input type="dropdown"/>	Cliff Roth (Google+)	Cliff Roth shared a post on Google+ - Cliff Roth shared an album. Cliff Roth shared an album with you. Here is +Scott Feierstr		6:25 pm
<input type="checkbox"/>	<input type="star"/>	<input type="dropdown"/>	Search Engine Land (Goog.	Search Engine Land shared a post on Google+ - Search Engine Land shared a post. Search marketing whiz +Brad Geddes		6:24 pm
<input type="checkbox"/>	<input type="star"/>	<input type="dropdown"/>	Raymond Kirk Ramos (Goog.	Raymond Kirk Ramos shared a post on Google+ - Raymond Kirk Ramos shared a post. Raymond Kirk Ramos shared Philip		6:22 pm
<input checked="" type="checkbox"/>	<input type="star"/>	<input type="dropdown"/>	Chris Luper (Google+)	Chris Luper shared a post on Google+ - Chris Luper shared a post. Chris Luper shared TechCrunch's post with you. TechCrur		6:22 pm
<input type="checkbox"/>	<input type="star"/>	<input type="dropdown"/>	Engadget (Google+)	Engadget shared a post on Google+ - Engadget shared an album. Engadget shared an album with you. Here's a look at some		6:21 pm
<input type="checkbox"/>	<input type="star"/>	<input type="dropdown"/>	M Monica (Google+)	M Monica shared a post on Google+ - M Monica shared a post. Monday morning.... You're receiving this notification because		6:20 pm
<input type="checkbox"/>	<input type="star"/>	<input type="dropdown"/>	Brian Rose (Google+)	Brian Rose shared a post on Google+ - Brian Rose shared a post. "But Watson couldn't distinguish between polite language :		6:20 pm
<input type="checkbox"/>	<input type="star"/>	<input type="dropdown"/>	Doug Champigny (Google+)	Doug Champigny shared a post on Google+ - Doug Champigny shared a post. Doug Champigny shared Mashable's post with		6:18 pm
<input type="checkbox"/>	<input type="star"/>	<input type="dropdown"/>	Raymond Kirk Ramos (Goog.	Raymond Kirk Ramos shared a post on Google+ - Raymond Kirk Ramos shared a post. Raymond Kirk Ramos shared Gerd		6:18 pm
<input type="checkbox"/>	<input type="star"/>	<input type="dropdown"/>	Nino Rostomashvili (Goog.	Nino Rostomashvili shared a post on Google+ - Nino Rostomashvili shared a post. France - French castle You're receiving th		6:15 pm
<input type="checkbox"/>	<input type="star"/>	<input type="dropdown"/>	TechCrunch (Google+)	TechCrunch shared a post on Google+ - TechCrunch shared a post. "You have to make wonderful use of those hands now." 1		6:14 pm

Generally you can actually see what the post or share is about without clicking in so you can quickly scan the results and add a comment or share for any relevant information in seconds directly from your Gmail account

Once you begin to build this activity up **you will be amazed at how quickly some of these industry leaders identify you and add you in to their own networks.**

Grow your following daily



Once you have connected with the major influencers within your niche **you can identify any other people you may want to engage with** within your niche by viewing all of the people who have your target in their circles.

You have the ability to click into each person's profile to check them out but a lot of the time you can see from the list that they are in your niche simply by the tag line they use.

When you see anyone in your niche simply add them to your circles.

There is no guarantee this person will add you back to their circles and it is not like Twitter where almost half of the people you follow automatically follow you back but it ensures you get their feeds and have the ability to **share or G+** their content.

This provides you with an opportunity to get noticed and hopefully added to their circles.

We are all trying to achieve the same goal.

It makes perfect sense for them to want to follow you because you are demonstrating to them you quite clearly are an authority within your own niche because of all of your activity and high quality content.

Once you achieve this you can develop really a really good base of people who will all syndicate your content once they actually take time to read it.

Trending topics

Very important part of the overall strategy is to be ahead of the game and up on the latest news as much as possible.

Create feeds for trending topics within your niche. The easiest way to get loads of traffic is to jump on a trending topic in your niche and start to share the content.

Create your own take on this content and generally be very visible.

The search engines need visitors and page views to sell their advertising.

They love current relevant topical news and are more than happy to rank fresh content very highly even for a new web site.

Becoming consistent in breaking this type of news story in your niche before many others will provide a massive boost to the perceived authority of your new site to both Google and your followers in your circles.

Please focus on this strategy; it is the most important single function that provides the most value to your ranking prospects.

To become an authority takes effort and enthusiasm, you will know of someone right now who seems to be here there and everywhere but this is no fluke or coincidence, they are working the system and getting great returns, this has to be your overall aim.

Content Curation

I have included a great plug in that lets you set up automated content curation for up to 2 keywords absolutely free of charge.

The content it pulls in is put in to a training area you create in your blog ready to be published if you wish.

If you want to set up more keywords there is a monthly charge starting at \$10 but the free option works perfectly well for me.

You can also add a couple of clever tools to your toolbar from this plug-in that allows you to “get it” and “source it”.

This enables you to curate any interesting content you come across and create a page on your blog with this content featured.

It ensures the link is in place back to the original source and you can **simply add your own take and upload it to your Google + feed.**

Curation is getting more and more popular, set up correctly, it can take a lot of the manual, time consuming tasks away but keep you in the public eye.

And Finally...

I hope you have enjoyed the content and can see how these strategies can have a major positive impact on your website rankings.

Up to this point we have focused on creating a website that is constructed exactly how the search engines want to find it, we have discussed creating content, using social media and blog commenting to build relationships and establish authority.

If you set all of this up correctly you will gain enormous on line authority and see a major boost to your rankings.

The final section of this module will show you how to use an extremely powerful platform to syndicate all of your content using over 60 individual platforms and all for FREE and this is a very powerful strategy that can get incredible results

I touched on the fact that sharing, re tweeting etc is of no benefit if its only 1 traffic and there is little point in creating content to blast out through your own social platforms if you have no connections.

The good news is by following this training report you should have lots of connections and be set up with a website and structure to build on.

Now is the time to put our content syndication in to overdrive.

Content Syndication with ITITTI

We have discussed in detail how to use **Google+** to create engagement and authority by attracting the major influencers in your niche.

We need to use as many strategies as possible to get your fantastic content out for the world to see and syndicating this content is the obvious answer.

The problem we all have when first starting out with a new site is you have no readers or contacts to leverage so you have to adopt a DIY strategy in the early days until your content is being shared sufficiently to attract other blog users and services to want to pick it up.

You can find RSS aggregators and blog directories to submit all of your content to **in the report included in the download** and I have a great method that once set up can automate all of your content syndication.

We are going to use a website called IFTTT (IF this then that)

IFTTT allows you to connect multiple channels such as Twitter and Facebook together through the use of triggers and actions.

Currently there are over 80 different channels to choose from, ranging from [bitly](#) to [YouTube](#). Each of these configured connections is called a '*recipe*' which can also be shared with other users.

For example, a *recipe* may be **"If my Facebook profile picture is updated, then update my Twitter profile picture"** where the trigger is the

Facebook profile picture being updated, and the resulting action is updating the Twitter profile picture.

Another recipe may be **“If someone has tagged me in a Facebook photo, then send that photo to my Dropbox”**. It is amazing to see the endless possibilities that are available with IFTTT but we are only going to focus on the social media channels.

Once you have created an account with IFTTT, the first step is to set up and activate your channels. This is the basis of all your recipes and forms the foundation for the automatic syndication of your content.

The very first channel we will activate is your blog.

Select the blogging platform that your blog is based upon – there are a few options available including Blogger, Posterous, Tumblr and WordPress. In your case it will be a self hosted Word Press blog.

Note that you can activate either a Word Press self-hosted blog or a WordPress.com blog.

After selecting your blogging platform, follow the steps and add in the appropriate details to activate your blogging channel. You should see the following screen below.

Activate the WordPress Channel

◀ WordPress



Hosted blogs (version 3.x) and WordPress.com blogs will work with the ifttt WordPress channel.

Please enable XML-RPC support in your WordPress dashboard under Settings > Writing > Remote Publishing.

Blog URL

Username

Password

Activate

Now select the channels you want to activate, for this example I will add Twitter and Facebook below

Twitter Channel

◀ Channels



Twitter is a social networking and microblogging service that enables its users to send and read messages known as tweets. Tweets are text-based posts of up to 140 characters displayed on the author's profile page and delivered to the author's subscribers who are known as followers.

Activate

Facebook Pages Channel

◀ Channels



Facebook Pages allow an organization, business, celebrity, or band to maintain a professional presence on Facebook.

Activate

Create your recipes

Now the channels have been activated, it is time to connect these channels together using recipes. Click on 'Create' on the top menu. Then for the 'this' selection, add your Word Press channel activated previously. You will now see two trigger options that will initiate this recipe. In this case, we will select any new post.



Choose a Trigger

step 2 of 7


back ▶

Any new post

This Trigger fires every time you publish a new post on your public WordPress blog.

New post with tag or category

This Trigger fires every time you publish a new post on your public WordPress blog with a specific tag or category.

 **Choose an Action** step 5 of 7 back ↩

Post a tweet
This Action will post a new tweet to your Twitter account.


Post a tweet with image
This Action will post a new tweet to your Twitter account with a linked `pic.twitter.com` image. NOTE: Twitter limits you to a total of 30 tweets with images per day.

Add user to list
This Action will add a user to a Twitter list you specify. NOTE: Twitter only allows 20 lists per user and 500 users per list.

Update profile picture
This Action will update your profile picture from the image URL you specify and optionally tweet about it.

Update bio
This Action will update your bio and optionally tweet about it.

Note that you can customize the way the tweet appears on your Twitter feed. For example, you can select different values from your blog post such as the title, URL, post date, content and even the URL of the first image appearing in the content. In addition, you can also add your own wording to the tweet.

 **Complete Action Fields** step 6 of 7 back ↩

Post a tweet

What's happening?

PostTitle PostUri

WordPress Ingredients
Data from the Trigger

Select an Ingredient

Create Action

Now once you have created this action, you should see a screen similar to the one below. As you can see, each of your personal recipes is checked once every

15 minutes in order to be run. This is perfect for you as your new blog post will be picked up and syndicated very quickly!

Personal Recipes are a combination of a Trigger and an Action from your active Channels.

Create a Recipe

Filter ▾

if  then



Automatic blog post to Twitter



created less than a minute ago
never triggered

Quick reminder: Personal Recipes are checked once every 15 minutes. When you turn a Recipe off then back on, it resets as if you had just created it.

Now it is simply a matter of following the above process and creating a recipe for each of the other social media channels. Once this has been done, you now have multiple recipes that will syndicate any new blog post content automatically.

Spend some time browsing the site and look at the different recipe examples listed. With some creative thinking you can arrange all manner of automation to get your content out to the masses.

So this brings me to the end of this report. I hope you have taken several points on board and hope you get time to put them in to action.

To Your Success

David Henry

