"THE SEARCH MARKETING CONFIDENTIAL REPORT"

Super Stealth Search Marketing Techniques
To Improve The Performance Of Your Online Business

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"The Search Marketing Confidential Report"

How To Quickly INCREASE The Performance Of Your Site, To *Sell More*, By Increasing Your Traffic Volume And Conversion Rate Using simple "Hidden" Techniques Experts and Professionals Keep To Themselves – That You Can Use Immediately To Make More Money...

Dear Friend,

Can I be frank with you?

Do you fear that your lack of online marketing knowledge and resources is leaving you in the dust of your online competitors who are making all the sales you should be?

To take this question more seriously, at a deeper level, let's, for a moment, revisit the thought of *why* you wanted to start an online business in the first place?

Is it so you could experience the *feeling* of being your own boss and to be financially independent? Is it so you could afford to send your children to College/University? Is it to provide the lifestyle desired and enjoyed by you and your partner? Is it the excitement of experiencing the presence of a sacred place on earth, visiting a global city, watching a show, or how about an NHL Stanley Cup Game 7 final where you're sitting right behind your favourite teams bench?

Why did you start an online business?

Is, today, your online business where you wanted it to be?

If not, do you think your online business could be in a better state… a much BETTER state than where it is right now?

If you're *Truly* serious about your online business, there's something in here you need to know…

Your Direct Competitors
(The Ones Stealing Your Sales)
Know & Are Applying Something
You Do Not.

No matter where you go online, there is something a lot of people out there are talking and twittering about. It's something you just can't get away from. It's literally EVERYWHERE on the internet!

… And the truth, the honest truth is…

If you don't embrace it now, it'll cost you.

What Is It?

It's the concept of Search Engine Marketing (SEM), THE most popular and highly sought after commodity in the online marketing space. It's what ultimately separates website success and website failure.

What About It?

Did you know, on average, according to peer reviewed research, online marketing companies charge $4,500 (USD) per month to conduct and manage a SEM campaign?

This adds up to **$54,000** (USD) per year! You might ask, *"What are they getting in return for their investment?"*

The answer: Valuable leads, customers, and clients through **Tens**, **Hundreds** of **Thousands** even **Millions** of website visitors.

While many online businesses are happy to pay this expense, what about the small-medium sized businesses that do not have such amounts of capital to invest in their online marketing campaigns?

Well, sadly, they're likely to be left behind and crumble to market domination from their competitors.

It happens to many online businesses and it doesn't matter what market their in and how good and competitive their product or service is. But that doesn't mean it has to happen to your online business.

Many successful online businesses succeed because they have an effective **SEM Strategy**. And this trend of implementing SEM techniques and strategies is still GROWING in demand.

For instance, how much would it be worth to you and your business to not have to spend $540,000 (USD) over the next ten years?

Ask yourself this…

How can you take your business and CAPATIALISE on this growing trend without having to pay tens of thousands a year to an online marketing company?

How much would it be worth to you and your business to know *highly effective* SEM "tricks" and techniques to grow your business to a level far higher than where it currently is today?

How much would it be worth to you to sell your online business in the next 2-5 years for **2 million!**… **3 million!**… **7 million!**… even **20 million!** Dollars ($), Euros (€), or Pounds (£).

How much would it be worth to you and your business to experience the SAME results aggressive online businesses are paying tens of thousands of dollars for each year – *for* **FREE?**

That's a question I'll leave you to answer.

The Challenges Before You

You may have already found, if not already, that online marketing decisions can be challenging. Choosing the RIGHT online marketing approach requires the ability to *analyze* and *assess* information quickly in order to avoid **costly** mistakes that could put you out of business.

As business owners, we understand the wealth of information on the web can easily become overwhelming.

But, there's a misconception about all the information out there on, or relating to, online and search engine marketing.

I think most of what you can find out there on the web on SEM is really good information. However, it's all over the place!

It's one thing to know how to find good quality information; it's another to determine **HOW** to use it.

Knowing effective techniques is great, but it's not enough – it's not where the power is.

"The power is in the right combination of techniques systematically organised to formulate a robust and highly effective strategy"

How SEM - The Most Sought After Commodity In Online Marketing, Can Be The Solution To Your Online Business Problems.

Kudos to you! If you've read up to this point, you're obviously serious about the success of your online business. But it can be tough out there huh? Well, I understand your pain and how frustrating it can be.

It's a competitive war zone out there but it doesn't have to be difficult.

This confidential report will show you how to use simple, yet Powerful, techniques to really BOOST your search engine ranking performance so you can be more profitable.

But first, there are some important questions you need to ask yourself…

Is your online marketing campaign working for you? Or are you really fooling yourself pouring money into something that is creating no real value to you or your customers?

How can you overcome the online marketing challenges many small-medium online business face every day on the web?

How can you take your business and rise above your competitors to acquire all the online traffic and customers your business deserves?

Well there are many ways, and to be honest there really is no right or wrong answer, but there are differing approaches that will determine different results.

The approaches are *strategic* and *non-strategic*. Being strategic, especially in the sense of online marketing, means not only to have the right or even best techniques but to also have the right packaging of techniques systematically organised in a type of step-by-step process.

Think of it as a type of online marketing "model" that others with the same needs and goals can follow to achieve similar if not FAR greater results.

If you have an online business that is not achieving the results you feel it should deserve, it may be lacking an online marketing strategy.

To help you in that respect, this comprehensive report equips you with the techniques and strategies to give your online business the visibility it deserves.

If you sell products (i.e. information or physical goods) or services on your website or blog and need a proven and effective strategy to sell more and make more money online, then **THIS Report is for You.**

Why Is SEM So IMPORTANT To Your Online Business?

Research shows that in 2006 North American online advertisers spent **$9.4 BILLION** (USD) on SEM, which has *surpassed* the growth of traditional advertising and other online marketing channels.

The demand for Search Engine Marketing (SEM) services such as Search Engine Optimisation (SEO) and Pay-Per-Click (PPC) advertising and campaign management is higher than EVER before.

According to emperical research, many high profile SEM related companies charge as high as $6,000 (USD) a month for an SEO campaign and as much as $4,000 (USD) a month for a PPC campaign. Combined this is a total of **$10,000** (USD) a Month for a packaged SEM campaign – that's **$120,000** (USD) a year!

Now those are BIG numbers serious and aggressive online (including e-commerce) businesses are spending to get visitors to their website.

What's This Got To Do With You?

What if you could get the SAME results WITHOUT having to spend hundreds of thousands of dollars?

In the past, we've had a full server (100's) of website owners come to us with their online business and e-commerce website who were happy to pay us around $8,700 (USD) a month.

While we appreciated their on-going business and the income it was providing, we gave them a copy of the confidential report you're reading now.

They learned the "tricks" and techniques and implemented the strategies and today, we're pleased to see them still making Millions in online sales.

"There's something about helping a business grow that means more to me than any combination of numbers in any currency."

And while over the years I've learned the core frustrations of online business owners it's been frustrating to me to not have the time and skilled people to help all the online business owners that approached us for our services over the years.

However this report is the answer to that frustration and (I hope) to *your* biggest online marketing problems.

Tell Me More...

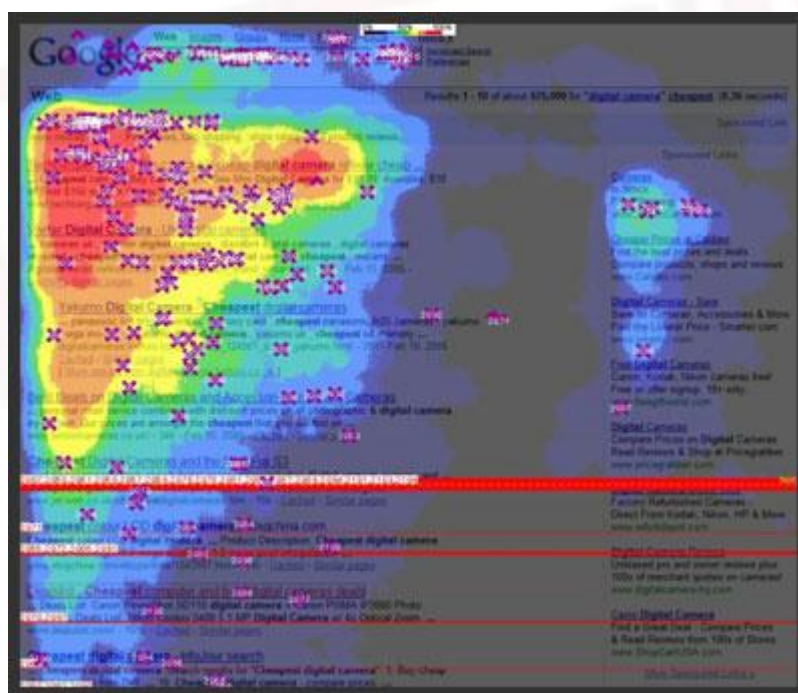Over all other forms of online advertising why, SEM?

According to empirical research from Forrester analysts and online marketing experts in the industry, there is a consensus that SEM **dominates** other forms of online marketing.

Remember that, SEM refers to a set of online marketing practices that incorporate the components of Search Engine Optimisation (SEO) and Pay-Per-Click (PPC) advertising.

While both aim to achieve the same results their methods and models to achieve this are distinctively different.

Simply put, when submitting a query to a search engine (i.e. Google) it will go out and scan its entire index while putting to work its algorithm to return the most relevant results based on your search query – all in a matter of milliseconds!

When the results are returned, on the **left** hand side of the Search Engine Results Page (SERP) is what is referred to as the "Organic" or "Natural" search listings and on the **right** hand side of the SERP is where you will see the "Paid" search listings.

This 'heat map image' using eye tracking technology has recorded a group of users' eye behaviour when using the Google search engine.

On the colour spectrum, the intense red represents the most common area (organic listings) the users eyes are anchored to whereas on the other end of the spectrum, the lighter blue represents the lesser common area of viewing. The thickest red line represents the page 'fold'.

What You're Going To Learn – <u>Right Now</u>

In just a few moments what you're going to learn is the most PROVEN and EFFECTIVE "tricks" and techniques, that SEM experts and professionals use, that you can implement right away to *tweak* your webpage's so they get **'SEEN'** by your target market.

So let's get started…

First we're going to begin by giving you an easy to follow keyword targeting model. In real estate they say "location!", "location!", "location!" right? Well, in online marketing it's more like…

"KEYWORDS!"

"KEYWORDS!"

"KEYWORDS!"

Now it doesn't matter if you're conducting an SEO or a PPC campaign. Both **MUST** begin with a keyword targeting strategy.

This will help you to identify the RIGHT keywords to target for your online marketing campaign.

This fundamental component is the foundation of any SEM campaign, SEO or PPC strategy. Before embarking on any type of optimisation, keyword research must be conducted.

So what is Keyword research?

It's the process of identifying words or phrases that are related to the theme of your website or webpage(s) and, analysing the volume of traffic the word(s) or phrases each attract.

It's about finding the most <u>popular</u> and <u>relevant</u> keywords and/or phrases your target visitor's queries when they search for information, products or services you offer. It's prime objective being to **Target** and **Optimise** the RIGHT keywords.

The reason why keyword research is important is because targeting the wrong keyword(s) or phrases puts the investment of time, money and other resources to obtain the desired results at substantial risk.

Getting It RIGHT The First Time

Ok, so you select the top 5 most popular keywords in your market/niche then begin optimising/bidding for each… **Wrong!**

If it were that easy, anyone could be a keyword research King (*or Queen*)!

If the keyword research process is done correctly then after optimising your pages for SEO or PPC campaigns, after a period of time you should begin to see, better performing, measurable results.

Keywords can vary in length so assessing whether a keyword or phrase is worth targeting depends on a number of variables, such as, its relevancy, amount of traffic, the number of competing webpage's and its length.

When it comes to keyword size a SEM expert once said:

"*It's not how big it is, it's who's using it* "

There are many number of variables to consider when conducting keyword research, so for the purposes of this report we will briefly discuss the difference between 'short-tail' and 'long-tail' keywords.

The Tail Of Keywords

Short-tail refers to keyword strings of between 1-3 words, whereas *long-tail* refers to keyword strings containing 4 or more words.

Other SEM professionals argue this rule; however across the spectrum this is relatively accurate.

The nature of short-tail keywords is that they are broad subject terms, have a LONGER life expectancy, harvest LARGE volumes of traffic and are highly competitive.

Whereas the nature of long-tail keywords is associated with; very specific subject items, have a shorter life expectancy, harvest smaller volumes of traffic and are LESS competitive, they are EASIER to rank for and typically have BETTER conversion rates.

As you can see, both short-tail and long-tail have their advantages and disadvantages so as general rule, businesses with larger amounts of capital to invest can target short-tail keywords.

Just remember competition for short-tail keywords is extremely fierce, whereas I highly recommend medium to small sized enterprises with less capital to invest target long-tail keywords.

Longer search phrases are associated with better targeting and increased consumer *desire*.

They often relate to very specific subjects or items. Generally speaking the more specific the users search the **deeper** they are interested in what they are searching for.

Most good keyword phrases are generally between 2 to 5 words.

Longer keyword terms will usually have less competition and will be far more effective in converting visitors into customers. This is one of the underlining secrets of SEO.

The "trick" is to optimise different pages of your website to target different long-tail keyword phrases.

Getting Started With Keyword Research

The goal of keyword research should be to select terms that will generate highly targeted traffic to your website.

Below is a highly effective keyword research model that you can use and refer to anytime you like.
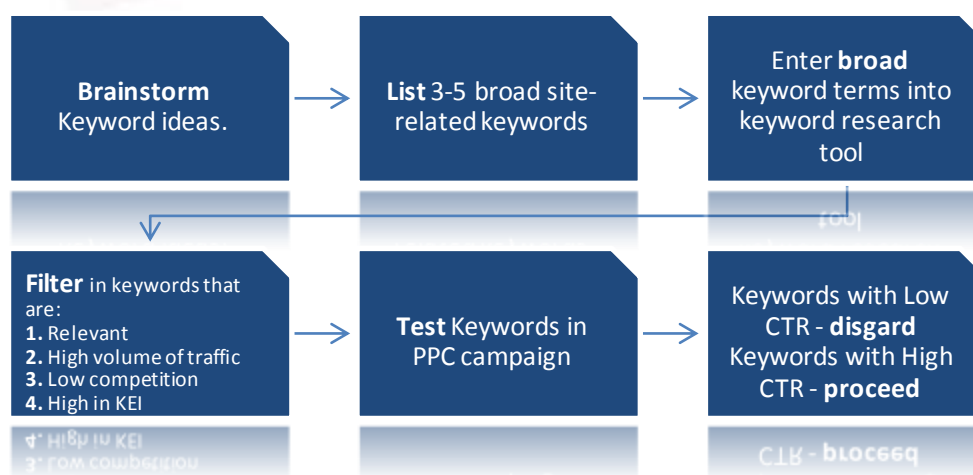
Most SEM and SEO software available on the market integrate a keyword research tool into their applications which are able to achieve similar and fairly accurate and detailed results.

If you look, you'll find, there are many keyword research tools available (web based & downloadable software) some free, others you will have to pay for.

When clients ask us to recommend a keyword research tool we answer giving them Web CEO. As a free download, it's the most *fastest*, *comprehensive*, and *accurate* keyword research tool that integrates **Universal** and **Google** search results.

It's important to not limit your search results to Google's database, as keyword trends differ and other search engines will index your webpage's.

Keyword Research Model

Brainstorm Keyword ideas.	→	**List** 3-5 broad site-related keywords	→	Enter **broad** keyword terms into keyword research tool
Filter in keywords that are: 1. Relevant 2. High volume of traffic 3. Low competition 4. High in KEI	→	**Test** Keywords in PPC campaign	→	Keywords with Low CTR - **disgard** Keywords with High CTR - **proceed**

SEO Powerhouse Techniques

Whether you're getting into SEO for the first time or you use the term more often than your best friends name, then there is one thing to remember here.

To thrive in the SEM industry you have to view changes as new and exciting things that add flavour to SEO and PPC while keeping a strong focus on the basics.

Below is a list briefly describing the SEO parameters that are **critical** to the optimisation of on-page factors. To begin, we'll discuss the four key elements

The 4 Most IMPORTANT Key Elements That Will Help Transform Your SEO Performance

The following elements, *prominence*, *density*, *frequency* and *proximity* will be briefly discussed in their importance to on-page optimisation factors.

Keyword FOCUSED content should be any webpage's main purpose when writing page copy, formatting the structure, and publishing the document.

These four key elements are also the principals of focused optimisation and if done correctly can achieve optimum performance for your web content.

Keyword Prominence

Prominence is a measure of a keyword by indication of how close the keyword(s) are to the beginning of the analysed page area. The closer your keywords are to the beginning of your document the higher their importance is regarded by the SEs.

Hidden trick #1

Place the highest priority keywords you are targeting at the very <u>beginning</u> and <u>end</u> of the copy.

It's important to note that the location of WHERE keywords are on a webpage can affect SE rankings.

If you are using tables ensure the keyword(s) are placed within the top left cell and the bottom right cell. This is because SE spiders analyse source code in this order placing more importance in these areas.

Think of it like our memories, if we are shared a story we can remember the beginning and the end but the middle is more blurred. A SE spider is similar in its ways.

A lot of websites have been designed with the navigation bar located near the top left of the page. A reason why many web designers have done this is because people surfing websites have become accustomed to finding the navigation in this area.

In terms of SEO this can divert SE spiders from taking into account what is really important. One trick used in SEO is the *'blank cell'* technique, this forces the SE spiders to see the body content before the navigation.

The use of the blank cell technique allows the SE spiders to distribute weight to the keywords in the order of the actual page source code and not the visual display of the page.

SE spiders analyse page content from the 'top left' to the 'bottom right', therefore having a blank cell in the top left of the table will force the SE spider to the rest of your webpage before returning to your navigation.

Keyword Density

It's a measure of how often a keyword is found in a specific area of the webpage against all other keywords (i.e. in the header section of the HTML script, keyword density would be calculative of elements such as the title, heading, descriptions, and page copy to the keywords).

Keyword density is calculated as the number of words in the key phrase multiplied by frequency and divided by the total number of words (including the keywords).

This means that density is simply a ratio of keywords to the total content of the analysed area. So increasing keyword density can be done by adding (to a certain point) more keywords or reducing the total number of words in the analysed page area.

Keyword Frequency

This is another element SEs use to measure keyword importance.

Keyword frequency is a measure of how often a keyword appears amongst other words. In other words keyword frequency is the number of times a keyword is used in the ANALYSED area of the web page.

If a keyword is repeated seven times in the analysed area it receives a frequency rate of seven regardless if the same page has seven thousand words or only the seven keywords and nothing more.

The theory is that, the more times a keyword APPEARS within a webpage the more **relevance** a SE is likely to give the page for a search with those keywords.

Keyword Proximity

As another ranking factor many SEs account for keyword proximity. This refers to how close two or more keywords are located on a page.

If our keywords were 'Anaheim Ducks Jersey' then within the page content it could read:

"Find the largest collection of authentic **hockey** jerseys at the official **Anaheim Ducks** store**"**

You see, try to use the keywords as naturally as possible in your sentences while keeping them within close proximal distance from each other when optimising your page copy.

When writing your keyword focused page content it is important, when taking into consideration these four key elements, to make your sentences and paragraphs sound LOGICALLY COHERENT as possible.

It's important to avoid the combination of adding keywords and phrases in an excessive number and too closely as they can raise the SEs red flag as a sign of unnatural (and thus potentially low quality) content.

Congratulations! You just got through the keyword section so you're well on your way to being a Master of SEM techniques.

Next, let's give you some "tricks" you can use right now to improve the fate of your online business.

Powerhouse SEO Fundamental Variables, Small Changes That Can Make A BIG Difference!

Powerhouse technique #1: Keyword in URL

If you're starting out and haven't registered your domain yet, to get a head start on your SEO strategies, try to incorporate your HIGHEST targeted keyword in the URL.

URL's containing your keywords can help your SE rankings for those keywords.

Why is this important?

File paths create the extension of a website so if your webpage's are targeting different keywords it is necessary to include those keywords in your file paths and folders.

When results are returned by a SE the users search terms are highlighted or bolded in the Search Engines Results Page (SERP). As the user scans the results page the words highlighted or bolded are able to quickly capture the user's attention.

<mark>Powerhouse technique #2:</mark> Keyword in domain name:

If you have already registered a domain name and have an established site linking to it ensure the above techniques are at least considered in your SEO.

If registering your domain name, depending on availability, try to incorporate as much as possible the most important keywords.

Having a short domain name places more **weight** on the words and is easier for people to refer to and remember.

Additionally SEs place importance on the words in the domain name as they assume the ASSOCIATION with it.

Also people who may want to naturally link to you are more likely to link to you by your domain name RATHER than your keywords. So having your keywords in your domain name is a two bird's one stone scenario.

Now You're Using Your <Head>

When web designers/developers or SEO'ers mention the 'Meta Tags' they are referring to the Meta Keyword and Description tags located near the top of your webpage in the HTML <head> section.

These tags are embedded into the HTML source code and are not visible to the user. The main purpose for this information is for online directory and SE listings.

<mark>Powerhouse technique #3:</mark> <Title> Tag

A collection of your MAIN keywords should be included here, your highest priority keywords closest to the beginning.

Try to cut out any UNNECESSARY keywords such as "and" by replacing it with an "**|**" and keep the title as short as possible as '*SEs distribute the weight by the number of keywords*'.

'Weight' referring to the percentage each keyword is given by a total of 100%, the strength of each word. If your keyword title is one word it holds 100% weight. If you have 4 words in your title, then each word is then weighted at 25%.

Remember that *"The goal of a page title is to give SEs and readers a brief description of what the page is exactly about"*

<mark>Powerhouse technique #4:</mark> Header tags, <Hx>

Highest priority keyword(s) should be placed in <H1> tag, second highest priority keyword(s) should be placed in <H2> tag and, third highest priority keyword(s) should be placed in <H3> tag.

If possible, depending on the dynamics of your webpage, try to place the <H1> header tag at the top left of your page. If using <Hx> with different font styles ensure to use appropriately.

Powerhouse technique #5: Meta <Description> Tag

In many SEs this information is displayed below your link in the SEs results page, giving searchers a snippet of what your webpage is about. It should be less than 200 characters and SHOULD contain your keyword(s) only once.

In other words your description should be between a sentence to a paragraph and should not appear to be 'keyword stuffed', this means repetitively adding your keywords. Do this and you risk being penalized!

For searchers, the information you place in your description tag will be the FIRST opportunity of contact with potential visitors. Therefore make your description a compelling solid quality piece of information that will **capture** a user's interest as they scan the search results.

A well crafted good search presentation for your most popular keywords may gain more traffic than if your link were in first or second placement.

Powerhouse technique #6: Meta <Keywords> Tag

Begin by adding your most important keywords at the beginning continue adding from highest priority to lowest priority keeping it less than 10 words.

Add each keyword only once as adding your keywords in the Meta description tag excessively is regarded as keyword stuffing.

This is an old trick SE spammers used to get high rankings, fortunately today the SEs are far more intelligent and penalise webpage's for this type of activity.

Every word included here should also be in the body of the webpage, if not the webpage is at risk of being penalised by the SE for irrelevance.

Hidden Tip #1: Meta Tag Relevancy

Meta Tags are an essential element of SEO but not largely significant. For many SEs there are typically more important variables to consider, such as link popularity, link reputation, page title, and page copy.

Hidden Tip #2: Bold/Underline/Italicise

Often at times making small changes such as **bolding**, underlining and *italicising* keywords throughout a webpage's content is overlooked, however most SEO professionals agree that this element is still relevant for optimising webpage's.

Hidden Tip #3: <Alt> image tags

This can go as far back to the image manipulating software, where the image was published. For your main images that are closest to the top left of the webpage, it is

important to incorporate the keyword(s) into the name of the file and incorporate the keywords into the <alt> tags of the same image in the HTML source code.

Hidden Tip #4: Page Content

"Content is King" that's the catch phrase in the SEM world.

What this means is the *quality*, the *age* and the *frequency* a webpage is updated is a PRIME variable considered by most SEs and EQUALLY important by the users visiting your website.

Your CONTENT will determine how long you keep a user on your website and how often they will return. It's about writing *keyword rich* page copy centred on a specific theme and structuring that data such that it makes sense to a SE.

Hidden Tip #5: Optimising page copy

You'll find that much of this document refers to a web**page** rather than to a web**site**. The reason for this distinction is that each page is its own 'unit' which has its own ranking potential and its own relevant keywords.

It is the **webpage** that is responsible for its presence on the web and how well it ranks for certain keywords.

Normally a homepage is the most popular page of a website as is it the primary point of destination to other areas of a website and the one that will have the most inbound links pointing to it.

Because the homepage is normally the page that ranks the highest of all the other pages of the website it is therefore the best page to optimise for the most competitive keyword(s) or phrases in your market/niche.

Hidden Tip #6: Keyword Density in body content

Keywords in the body of your content should account for 5-20% of the total words on the page. Some SEO analysts have reported subject sensitivity where the keyword spamming threshold as a percentage can vary depending on the topic.

Hidden Tip #7: Freshness of Webpage

Google's patent claim numbers [6], [7], [12], and [13] all suggest that changes to a webpage overtime is deemed satisfactory. This indicates that the webpage is frequently monitored and updated with new information.

Hidden Tip #8: Freshness content ratio

Google's patent claim number [8] and [9] suggests fresh content on a frequent basis by adding new pages or the ratio of old pages to new pages (freshly updated pages) is required to sustain SE rankings.

Hidden Tip #9: Update Frequency

Pages should be updated frequently to ensure frequent spidering from SE bots and to establish a new cache.

Hidden Tip #10: Navigation

A well organised internal navigation system only makes sense to both users and SE spiders.

For users a well structured navigation system eliminates the possibility of 'user frustration' so that users are able to quickly find what they are looking for.

For SE spiders a sites internal navigation system allows effective crawling throughout a site and indexing of content.

Text links are best at encouraging spiders to do a "deep crawl" which begins at the homepage and continues throughout the site until the spider has indexed every page.

Remember that spiders can only index every page that they can find, therefore to maximise the possibility of a spider to deep crawl your website ensure text links are used appropriately.

To do this, include a **site map** with text links that lead to every page you want indexed by the SEs.

Hidden Tip #11: Site Maps

The larger the site becomes the more complex its internal linking structure also becomes.

As this occurs, both users and SE spiders tend to get disorientated or misdirected from where they were to where they are supposed to be.

Site maps are an answer to this void by providing both users and spiders their current location in relation to where they've been and where they need to go.

Visitors looking for a particular thing get irritated if they can't find it quickly.

 The purpose of site maps is for its *'usability'* for users, *'accessibility'* – the successful transition from one page to another and, *'search engine promotion'* for optimum search engine inclusion.

Hidden Tip #12: Depth

Think of a website like an organisational structure, with a flat structure internal communication can become more effective and more efficient. The same can be thought of with a website's structure.

It's good practice to develop your website so that users are TWO clicks away from the homepage to the desired page.

Too many clicks can frustrate or annoy a users experience on your website and as a result, before finding what they came for, they may leave.

Clicks from the homepage should be no longer than **[4]** any more and it would be wise to use a 'cookie crumble system' enabling users to orientate themselves back to any previous page.

Hidden Tip #13: Naming File paths

When naming your files (i.e. HTML) and your folders try to keep them short and relevant to the theme of your website, this is because shorter file paths are EASIER to transmit between files whereas, lengthy file paths may look spammy to search engine editors or searchers looking through search results.

Powerhouse technique #7

Try to include keywords into your file paths and folders

Powerhouse technique #8

Keep file paths and folders all LOWER CASED as some directories do not handle upper cased file names.

Powerhouse technique #9

Separate words with a [–] (hyphen). 1-2 hyphens are acceptable. 4 or more should be avoided as the URL begins to look like spammy.

Powerhouse technique #10

DO NOT leave blank spaces between file paths

Powerhouse technique #11

Avoid using [_] (underscore) for ALL file paths as SEs will NOT be able to parse apart the individual words in each file name.

If you already have a website developed there is probably little reason to change your file paths.

SEO file paths are not significantly important, however if you're developing a new site, carefully naming your file paths is well worth the time and effort.

Hidden tip #14: File size

A common rule between some SEO experts and Web Developers is to keep the page size no larger than 100KB.

As more people move towards broadband technology this rule will become less relevant, however for the time being it is necessary to take into consideration people with slower internet connections.

Generally a user will wait **5-8** seconds for a page to load; any amount exceeding this time frame is at RISK of loosing a visitor forever.

For this reason it becomes pointless in many cases to have a dynamic webpage with interactive elements that requires a large amount of data transfer.

Powerhouse technique #12: Internal linking structure

When linking to pages within your website and other documents it is good practice to use the keywords you want to rank well for in your 'anchor text'. Instead of linking to your homepage with 'home'

home

Or instead of linking to other internal pages with 'click here'

click here

Use the KEYWORDS you want the linking page to rank well for in the anchor text such as 'keywords'

keyword(s)

Avoid artificial ranking manipulation as you will risk having your site removed from a SEs index. Some competitors may turn you in and get you de-listed as-well.

Hidden Tip #15: Outbound links

These are links that are located on your webpage that **redirect** a user to another location on the web.

Outbound links normally redirect a visitor (user or spider) to another server location with a different IP address.

Link only to GOOD sites, no less. Websites that you should avoid linking to are 'link farms'. SEs will penalise your website for linking to sites such as these.

Be careful with your outbound links as they can and do go bad, resulting in *site demotion*. Outbound links are a website owner's responsibility therefore careful control must be monitored.

Outbound links should be on **topic** and **descriptive**. This creates a win-win situation for both parties. For the receiving party this is very significant for increasing SE rankings.

Hidden Tip #16: Link Validity

Periodically review links to ensure they are valid (i.e. working correctly and do not redirect to link farms).

Hidden Tip #17: Broken links

Broken links can really loose your sites credibility, reduce visitor duration time and the number of returning visitors.

All inbound and outbound links should be checked frequently to ensure all links are working correctly.

There are a number of free link checking websites and programs out there that will automatically check your links and tell you where the broken links can be found (if there are any).

How Knowing The Most COMMON SEO Myth Can Set You Apart From Your Online Competitors

The most common myth with SEO is that it is a "set and forget" process; this is far from the truth.

SEO is an *on-going* process, achieving a top ranking is definitely part of the SEO process, however it's just part of it.

The other part is to monitor and maintain top search ranking positions.

There will always be competitors and the SEs will always be changing their algorithms so, for these reasons, it's necessary to monitor and tweak certain things as the industry changes.

Getting to the top of SE rankings is almost like an **offensive** strategy encountering all possible challenges, but even with great SEO results achieving top placement shifts the offensive to a **defensive** strategy where you are now defending your results, your placement.

Remember: SEO is an ongoing process that requires monitoring and maintenance and avoid falling into the "set and forget" trap. Below are a few points to remember:

- Monitor your industry and market to maintain awareness of changes.
- Respond accordingly to changes and updates.
- Monitor your results to ensure you are getting the rankings you are expecting.
- SEO often requires testing the optimisation of features and characteristics in a process of trial and error in order to obtain the desired results.
- Optimise new pages and ensure site maps and XML sitemaps are updated to facilitate these changes.

Hidden Tip #18: Comparative analysis

If you want to find out how much content your sites need to get top rankings then compare the strategies of what your competitors are doing and copy their strategy.

If they hold the top ranking then obviously they are doing something right.

ALIGN your strategy with theirs by checking out your competition with a nifty trick that allows you to identify approximately how many pages a specific site has about a specific keyword phrase.

In your Google toolbar or the search box on Google.com type in;

Site: website.com keyword here

How To INCREASE The Performance Of Your Website With "Off-Page" Optimisation Techniques

One of the biggest misconceptions made by SEO amateurs is that they believe adjusting 'on-page' parameters alone getting keyword density right or moving keywords around the page and inserting them into the Meta tags will be enough to really move up in the SEs.

However, this is by far the case, on-page optimisation IS a key process, but this alone will NOT be effective enough to achieve **long term** results.

It is the OFF-PAGE optimisation factors that will really BOOST SE rankings and have a long term effect. This is a more difficult process but also one that will gain the best results. Below is a list of factors SEs analyse when ranking a webpage.

1. Which websites link to your website
2. The number of websites linking to your website
3. The Google PageRank of the website linking to your website
4. The page title of the website linking to your website
5. The anchor text used in the link linking to your website
6. The number and type of links linking to the website that's linking to your website
7. The number of outbound links on the webpage that your link is located on
8. Wether or not the websites linking to you are deemed by Google as an authority website site.

Hidden tip #19: 'Anchor' text

'Anchor' text is the actual text on a webpage that contains a link (i.e. the link to your website).

Anchor text must not be overlooked, as this is one of the MAJOR factors that strongly influence how well your website ranks for specific keywords.

Therefore it is very important that your anchor text CONTAINS your **highest priority** keyword(s) or a variation of them.

Google's patent number [70] states that the frequency change of the anchor text should not be too excessive. Too high a frequency of change equals lower importance.

Hidden tip #20: Anchor text variation

A common mistake among webmasters is to use the exact same keyword(s) for all inbound links, despite where they come from. This is harmful to your rankings as this can be seen as manipulative rank strategy.

The best way to avoid this mistake is to VARY your anchor text with several different keyword phrases that contain some of your most important keywords from different sites.

SEs favour this type of activity as it is seen as less aggressive and more likely a natural SE ranking strategy.

For example let's refer to some "ice hockey" keywords.

- Reebok ice hockey
- Reebok ice skates
- Ice hockey equipment

Hidden tip #21: Vary IP Location

Internet Protocol (IP) location refers to the physical location of a server interconnected to the internet and the World Wide Web (www).

SEs such as Google favours websites that have many links on many DIFFERENT IP addresses.

This is because if the inbound links were all from one IP address people would have more control over their rankings.

Thus it only makes [fair] sense that a SE like Google gives priority to websites that have links on many different IP addresses rather than links on all the same IP addresses.

This helps to eliminate the possibility of people controlling the SEs.

Powerhouse technique #13: IP variations

The *key* is to then try to have many links with your target keywords pointing to your site from many different IP locations.

Key Concept: **PageRank™ (PR)**

Named after Larry Page himself and patented by Google. This technology calculates all the off-page optimisation factors Google's SE is aware of.

It would be unnecessary to describe the details of how PR works but for the purposes of this report, in its simplest form, PR is a representative number between 0 and 10 which ranks the importance of a webpage.

The higher the PR the more importance Google regards your webpage, whereas the lower the PR the less Google regards your webpage.

Hidden Tip #22: High PR links

Obtaining links from webpage's with a HIGHER PageRank increases your SE rankings and your Google PR.

PR is a numeric value representing how important a page is on the web. It represents a measurement of Google's importance of a particular webpage.

It is based on the number and quality of links to your website.

Each inbound link to your website is casted as a vote towards its importance. The more votes (inbound links) your website receives the more important your website becomes and the higher your website ranks in the SERPs.

While it is not the only factor, PR is one of the most important factors determining the importance of a website within Google's index.

If a webpage has a low PR then it is safe to assume that the page has not had a significant amount of off-page SEM techniques applied to it.

The Power Of Links

Hyperlinks create direct pathways from one source to another; they enable both a user and a spider to move from one virtual location to another.

Every link, including your internal linking structure, outbound and inbound links represents an opportunity to boost your SE rankings.

You now know that the anchor text of the link pointing to your webpage is a prime factor determining your SE ranking for a particular keyword or phrase.

Hidden Tip #23:

It is possible for a website with a large number of inbound links containing a variation of the targeted keywords, without on-page optimisation, to rank higher than a webpage which has all the on-page optimisation factors and a little to no inbound links containing the same targeted keyword or phrases.

While certain techniques may weigh better than others based on your industry and level of competition, there is no questioning the power of links.

Inbound links:

Generally the more incoming links (back-links) a webpage receives the higher it ranks in the SEs.

SEs such as Google places a heavy amount of weight on the inbound link quantity and quality of a link.

Remember inbound links should contain a variation of your keywords in your anchor text.

The key with inbound links is to obtain as many as possible with as many different IP locations containing your anchor text.

Many keyword rich inbound links from many different sites (various IP addresses) is the single best way to improve your rankings across all SEs especially Google.

Google places importance of the link depending on the popularity of the referring page as popularity represents desirability and respect.

Reciprocal links:

SEs don't give as much weight to reciprocal links as they used to yet the technique is still valuable if done correctly.

"Reciprocal links" is simply the exchange of links between websites, where website A agrees to place a link on its website to website B and website B agrees to place a link on its website to website A.

The overall value of reciprocal links has declined over the years, however many SEO experts agree they can still help towards achieving a top ranking – the key is **'Relevancy'**.

A reciprocal link will be FAR more valuable if it is from a highly RELEVANT site, meaning the sites webpage linking to you must be, at least, 'relatively' the same.

While MOST Webmasters Get This Wrong, Find Out How You Can Ensure A High Level Of Relevancy...

Hidden Tip #24

- Determine whether the link(s) to your website are 'spider friendly' that is, when a spider makes its crawl that it flows through the website accordingly.

Hidden Tip #25

- The link to your site resides on a page that has as FEW links as possible; more than **30** links per page may be bordering on a type of link farm.

Hidden Tip #26

- Lastly the link should be contextualised meaning that the page that the link is on should relate to the content of your link and your webpage it's linking to.

WARNING...
Linking Can Be A Sensitive Activity - Do It Wrong & You'll Get Penalised!

Hidden Tip #27: Age of link

Google's patent number [69] states that the older the link the better it is.

Speed of link popularity

Acquiring as many links as possible to your website is a key component of off-page optimisation. However, the process of link acquisition should be conducted as NATURALLY as possible.

For new websites, if the speed of link acquisition is deemed too fast, SEs will be speculative regarding such type of activity as artificial.

If this occurs your website is likely to be PENALISED or inbound links will simply be Ignored.

What Is Pay-Per-Click (PPC) Advertising & Why Is It Important To My Online Business?

Forbes magazine had reported that PPC ad sales are expected to increase to $8 Billion by the year 2008. That number has been far exceeded and today…

- PPC is the other major method for using SEs to drive traffic to your website.
- PPC has become the FASTEST growing marketing tool
- PPC allows your site to get INSTANT and measurable traffic
- PPC helps to get prime EXPOSURE on Google, Yahoo!, Microsoft and other major advertising networks much faster than SEO
- PPC SEs offer a way for advertisers to buy their way up to the top of the search results for any term they wish
- With proper management and a clear focus, PPC SEs can offer some of the most TARGETED and ECONOMICAL advertising on the internet
- PPC models are one of the most favourable methods of quickly acquiring targeted visitors to a website.
- PPC campaigns, however, are not perfect…

According to Wikipedia:

"PPC is an advertising model used on search engines, advertising networks, and content websites/ blogs"

The three largest network operators are Google AdWords, Yahoo! Publisher Network and Microsoft AdCenter.

When an ad is displayed advertisers pay only when their ad is clicked on by users. Advertisers bid on keywords which is determined by what their target market is entering in the search queries.

Without *constant monitoring* an advertiser can incur advertising costs that spiral out of control, focusing on terms that don't convert well for your product or services, or falling WAY down in position during a bidding war.

However, PPC advertising can be a great help to a site's success, but ONLY with close supervision and thorough knowledge of the unique characteristics of each PPC SE.

Simply put…

"An advertiser only pays the clicks that they receive"

Most importantly there is **no limit** to the amount of traffic an advertiser can receive as this is more dependent on their capital of investment.

How You Can Use The SPEED of Pay-Per-Click (PPC) Advertising To Generate Revenue Right Now…

Setting up a PPC campaign begins by conducting keyword research and selecting the appropriate keywords that best target your market. Once a new campaign has been set up, it can be getting be clicks within a few hours, instead of waiting weeks for organic search results.

It involves designing small text ads and choosing a bid price for each keyword or phrase.

PPC ads placed in a search engines network are called "sponsored links" or "sponsored ads" normally three are placed above the left side of the organic search results while an additional ten appear down the right side of the search results page.

Using a PPC program to place your ads on third party websites, with a topic similar to your keywords, is referred to as *content matching*.
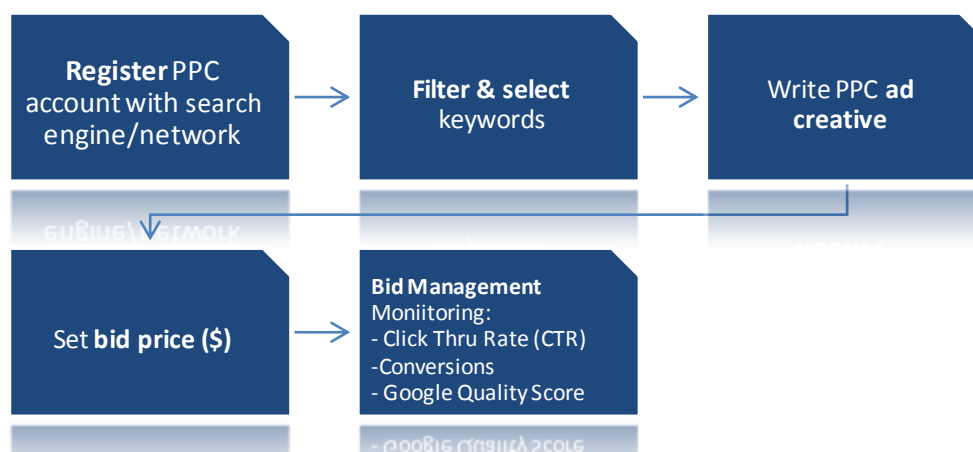
The key benefit of PPC advertising is the **Response Time**.

Unlike SEO, PPC can obtain results almost INSTANTLY.

Generally amongst SE advertising networks the more an advertiser bids the HIGHER their ad will appear in the search results.

Google however has included several other variables that are assessed when ranking a paid advertisement within its search network based on the relevancy or importance that Google accounts for a webpage.

This move has decreased the power advertisers have with larger amounts of capital to invest, in another step towards providing its users more relevant search results.

How To <u>Pay Less</u> & Win
The Bidding War
By Understanding These Concepts...

Due to the large number of people from around the world beginning their online experience at Google, everyday millions of advertisers flock to Google's AdWords program to begin or monitor ad campaigns to intercept on Google's channelled traffic.

Hidden Tip #29: Click Through Rate (CTR)

CTR can also be referred to as 'Click Through Rate' both meaning the same thing. Essentially, it is the percentage of visitors who click on a PPC ad *compared* to the number of ad IMPRESSIONS.
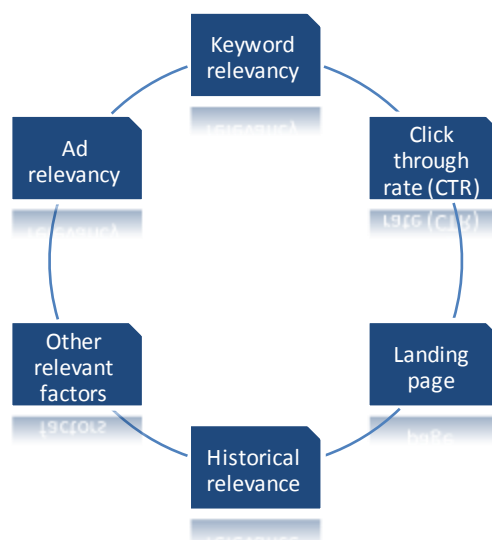
It's important to note that CTR can effect the position of an advertiser's ad as well as the bid price.

For example; Google's AdWords program assesses the CTR of all ads placed within their network which assists to determine how high an ad is placed.

Ad networks such as Google's AdWords deem ads with high CTR to be more relevant. Therefore an important part of campaign management is to TEST and OPTIMISE the ads to **maximise** the CTR.

The increasing addition of variables that need to be accounted for not only for SEO but also PPC campaigns makes it increasingly difficult for advertisers to gain top placement over competitors. Soon (if not already) PPC management will be forced into the hands of third party professionals who have the expertise to effectively and efficiently execute.

Hidden Tip #30: Google's Quality Score

Google's Quality Score takes into account 'loading time', this means landing pages with large file sizes are at risk of being penalised or worse yet EXCLUDED from the competition of paid ads.

With Google's plan to subject advertisers to landing page load time assessments, landing pages will have to be optimised to increase its speed of delivery.

Therefore it is important to keep in mind when designing landing pages to keep its file size as **minimal** as possible.

It comes to no surprise the large number of small to medium sized businesses out there that are having difficulty with their PPC ad campaigns.

Every time major SEs announce a new change that will affect search results the SE forums erupt with negative feedback and comments, most in the form of anger or fear.

Understandably, it can be a STRUGGLE for many sites to visibility appear from the Millions already out there competing for traffic.

Increasingly, businesses are turning to specialised SEM companies to conduct and manage their PPC campaigns because of their expert knowledge and technical 'know-how'.

Still, it is possible, even for the smallest advertiser, to run their own campaigns.

If doing so I advise strongly to follow Google's PPC guide lines optimising your landing pages to balance paid inclusion and optimal conversion performance.

Hidden Tip #31: Bid Management

Once your PPC ad campaign is set up it is important to monitor the performance of your ad for several reasons.

In SE advertising networks such as Google's, if all other factors are equal, an advertiser only has to be $0.01 higher than its competitor to gain the top placement.

Therefore if an advertiser is paying more than this for the top placement, they are paying more than they really need to.

Hidden Tip #32: Conversion Rate

Another reason for monitoring your PPC ad performance is to analyse conversion rates.

If you are testing two similar yet different keywords where one is converting at a higher rate than the other, then as an advertiser it would make sense to channel more capital into the keyword that is converting higher.

The idea is to then spend less on the keyword that is converting at a lower rate or make adjustments to its ad or landing page, and test for other keywords.

Hidden Tip #33: Setting up a PPC campaign

Each advertising network has its own unique process of setting up a PPC ad campaign, by following their step by step system practically anyone can setup a PPC ad campaign.

The trick, however, to setting up an effective and successful ad campaign is about the FEATURES associated to it and its CHARACTERISTICS.

To find out more about setting up your PPC campaign, Dave Davies from WebProNews.com provides a comprehensive description of how to set up a successful PPC campaign.

http://www.webpronews.com/expertarticles/2008/03/27/seo-step-seven-of-ten-ppc

Ok, so let's get into some practical steps to creating a highly successful PPC advertising campaign.

Powerhouse Technique #14: Optimising your PPC ads

One of the reasons why Google has become the top SE in the world is not only because of its enormous database of web files, but because of the highly relevant results it returns on a users query.

It is a combination of Google's complex algorithm and highly sophisticated hardware which gives this IT giant the edge over other competitors. Its popularity attracts many types of people, thus it is still the most favourable choice for online media (PPC) advertising.

Although Google has made slight adjustments to fine tune the way its search results display paid advertisements, running a SE PPC campaign is relatively the same amongst the SE networks.

Google's distinctive ranking strategy of paid advertisements aligned with its mission statement to "provide the most relevant search results" not only to its organic listings, has made unique changes in order to best serve its users – focusing more on the ad quality rather than the quantity of its paid listings.

How are these changes going to affect an advertisements ranking? In a blog post at Google's Testing Blog Alex Icev talked about the team process involved with ranking the quality of search results and how relative variables will also be implemented into the advertising model. Icev stated:

"The idea was that we would penalize
the ranking of paid ads in several circumstances:
Few users were clicking on particular ads,
an ad's landing page was not relevant, or
if users don't like an ad's content.
We want to provide our users with absolutely
the most relevant ads for their click."

Powerhouse Technique #15: PPC testing for SEO

Before launching into a major SEO campaign it would be wise to first test how well the keywords you have chosen drive traffic to your website.

PPC campaigns are effective for doing this as they can provide a frame of reference to the volume of traffic you can expect to generate for particular keywords.

Depending on the amount of capital you have to invest PPC really is a short-term strategy although costs are required to receive results.

SEO, however, is more a long-term strategy as organic search results do not incur costs and a webpage's ranking is more dependent on its on-page and off-page optimisation. Both strategies are useful for obtaining traffic from the SEs.

Testing keywords on a PPC ad campaign can save on time and frustration One of the most common mistakes webmasters make when implementing SEO strategies is to optimise for the WRONG keyword(s).

As we have discussed SEO is a complicated process and can take a longer period of time before any results can be measured.

Do not make the mistake of optimising the wrong keywords and finding several months later in a statistical analysis that you have just wasted your time and resources.

If unsure about the keywords you are targeting, test!

Find the keywords that best drive traffic to your website and generate the highest conversions, and then optimise your pages for those keywords.

As your website grows, continue this process, testing keywords and optimising the new and relevant pages to those keywords.

PPC can also be used to tweak landing pages, once a steady flow of visitors are redirected to your landing page you can make adjustments to the page elements testing the page for optimal performance.

Analyse And Manage The Quality Of Your Site – Keeping Your Top Search Engine Ranking

Now you are equipped with some of the most effective SEM tricks and techniques I hope, now, you will implement them into your next SEO or PPC campaign, if you haven't already.

The final stage of the SEM process, whether it's SEO or PPC, is about tracking the performance of your campaign. It's important to note, the final stage is an on-going process.

Why is monitoring my search marketing performance important to me?

If you want to know when to cut costs in one area that's not providing sufficient amounts of revenue, and when to *accelerate* the performance of a keyword that's bringing in a high level of ROI, then monitoring your metrics is an important facet of your online business.

Metrics important to the growth of your online business include:

1. **Campaign Metrics**
   - Click-throughs
   - Impressions
2. **Conversion Metrics**
   - Online purchases
   - Online registrations
3. **ROI Metrics**
   - Generation of leads
   - Profit per user
   - Lifetime revenue per user

Management of your search marketing campaign will also include:

- Submitting your webpage's to a growing list of search engines and directories
- Searching relevant and high authority link exchange websites
- Management of your (including multiple) paid search campaigns
- Analysing your website's performance
- Analysing your webpage's rankings
- Monitoring your inbound links, ensuring linking partners are still linking to your site
- Monitoring your visitor traffic
- Monitoring your search engine rankings
- Analysing link popularity of your site and your competitors
- Monitoring your site uptime

- Managing the quality of your site (i.e. broken internal links, missing or not loading images, untitled pages and so on…

At this point, especially if this is all new to you, you're probably thinking how the 'heck' am I going to be able to do all that?

Well, there are free web-based platforms that can help you with these efforts. Some can facilitate with a few of the above, others with maybe one or two.

What you need, however, is software that integrates all these functions and more to help you with your SEO and PPC campaign management.

If you're interested in saving hours and thousands on conducting and managing your SEM campaigns, then I highly recommend downloading a copy of Web CEO.

It's a comprehensive downloadable software program containing a suite of **sophisticated and powerful** SEM tools to effectively and efficiently optimise a website for search engines including:

- Keyword research
- SEO
- Webpage editor
- Search engine submission
- Link partner finder
- PPC campaign manager
- Rank checker
- Link popularity analyser
- Web analytics
- FTP Uploader
- 'Website quality audit
- Website monitoring' and more

Web CEO's software suite is designed for web promotion and SEO which helps to make your site PROMINENT in search engine results.

The software has the capabilities to highly automate your SEM and optimisation efforts and teaches you the best SEM and SEO practices.

Web CEO Software can do all the work for you quickly and easily and provides professional quality reports.

Web CEO is used by a range of large international companies such as; IBM, Nissan, Motorola, Deloitte, Price Water House Coopers and more.

Its advanced features are designed to meet the highest demands of web performance which can be taught - facilitated by video and PDF tutorials.

You can find a more in-depth and comprehensive review of Web CEO and all its advanced features at the Web CEO review lens.

Keep Up Your Momentum
The Fastest And Easiest Way

This report has equipped you with some powerful techniques and strategies that, if implemented correctly, will cause DRAMATIC improvements to your online business performance. But it shouldn't end here.

By reading this far, you've cemented yourself a solid foundation for exponential growth! And you're now ready for the next step that will accelerate your businesses online performance and profitability even further.

Here's what to do now.

The next step you need to take **RIGHT NOW** is to get a free copy of Web CEO. Its combination of tools and advanced features truly makes it the most powerful Search Marketing software available.

If you download it now, literally, in a few minutes you can have a full professionally processed easy to read website report that will save you hours if you were to do it manually. And it can do most of the SEO process for you today!

The other step you need to take **RIGHT NOW** is to grab your free copy of the "7 Deadly SEO Mistakes" to 'lock in' your Search Engine rankings fast.

You've learned the SEM what to do's, now you need to know what 'not' to do. And this is what 90% of website owners make. By grabbing your free copy you'll find out the SECRET to avoiding the most common and COSTLY mistakes.

You'll also learn how important small, yet critical changes, can TRIPLE your sales with the same volume of traffic. Plus have instant access to much more free SEO tips, tricks, and videos.

Above all else of this report you need to get these two powerful resources the free SEM software and the free SEO information. Combined, you'll have the all powerful resources you need to triple your traffic and triple your revenue.

If you don't get these resources now, it will **cost you**. And if you don't do it today you'll never do it.

You're Probably Thinking...

So which is a better alternative to chose from – SEO or PPC?

Well the answer is *'it depends'* on what your goals and objectives are and the time frame set to achieve them as well as capital for investment and access to the right technology.

A major difference between SEO and PPC when a user views a SERP is that most of the time people view the organic results first BEFORE they look at the paid or 'sponsored' listings.

Although paid listing are worth making in terms of click through rates organic search listings still outperform.

Get STARTED!

Your thoughts on Search Marketing are obviously of interest and importance to you otherwise you wouldn't have downloaded this confidential report let alone read to the final word.

I congratulate you for your persistence and time in getting where you are today with your online business. Keep this up and you'll guarantee your success; however that is defined by you.

Getting to HERE, you obviously have more than a trace of the characteristics it takes to make great things happen. Just don't let it go to waste.

You've been given a list of tips, tricks, techniques, and models that are yours to keep and use at your disposal at anytime you wish. But remember, it's up to you to make things happen.

I feel this report has put you and I on a journey to the destination of far greater things and I hope in the future I can share more of my knowledge and expertise with you.

So to finish here I'd like to leave you with this…

Knowledge is not power,
Applied knowledge is power.

Thanks for your time, and I'll talk to you again soon,

P.S. If you would like to get updated versions of this report, as we're always adding more new information and best practice techniques and strategies, get on the 'confidential' list to be one of the first to download your free copy at:
http://www.amanticode.com