

# **An Utterly Fantastic Way for Your Business to Get Attention is to be Number One on Google**

**In Four Easy Steps You Can**

**Increase Your Ranking  
Get More traffic  
Build Targeted Lists  
Convert Contacts to Sales**



**This E-Book has been written by the Home Based Business Guru**

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***'How to Run a Business from Your Kitchen Table'***

## **INTRODUCTION**



There are four main areas that you have to concentrate on to get your website ranked on page one of Google. The processes are not difficult but they are time consuming and you must follow the full process. This will not work if you ‘pick and choose’.

The first (and perhaps the most difficult) for you to comprehend, is that you have to communicate with both people and robots. You are used to communicating with people. Words, writing, body language all help you to get your information across. But few of us know how to communicate with a robot.

The search engine robots are programmed to look for certain words and codes. They then pick up on these, if a website is optimised with them, and use them to rank a website. It should be no surprise if your website is not ranked on page one, if you have not set your website up so that robots can find what they are looking for.

It is knowing ‘how’ and ‘what’ to do to your website that makes all the difference. Not only do you want to be ranked on page one, you want to increase the traffic to your website, you want to be able to build targeted lists from that traffic and you eventually want to make sales. So let’s find out just how easy this is.

There are four main steps in the process:-

1. Keywords
2. Social Media
3. Traffic
4. Conversion

Lets look at each one.

### **1. KEYWORDS**



The foundation to an optimised website is based on keywords. Just about every single thing you do has to be built around keywords.

#### **What are keywords?**

Keywords are the words that other people type into search engines when looking for a service or product that you are able to provide. This is really important to remember. It is not the words you think relate to your product; they are the words that others use.

There is something else to remember about keywords. A ‘long tailed keyword’ consists of two or more words strung together (like a phrase). These keywords are usually better than a single word because they often give you a clue as to what the problem is that the searcher is experiencing and thus gives you a better chance of offering the solution. Also remember when you use a keyword, it has to be exact; don’t change any part of it e.g. don’t add an ‘s’ and make it plural such as ‘Mom’ to ‘Mum’ or ‘Mums’

## Where should you use keywords?

There are a number of places and I will list them in importance.

**1. Domain names** – it is quite normal for businesses to use their business name as a domain name. Unfortunately the business name is seldom a keyword. If the domain name is a keyword; the search engines consider this to be one of the most important ranking messages that your website can provide (remember, you are talking to robots!)

If you already have a business name as the domain name and it may be on your promotional material e.g. business cards, then here is what you can do. Simply have that name point to the new domain name you are going to use that is keyword optimised.

Let me give you an example. If you click on [www.hbba.biz](http://www.hbba.biz) when it opens you will notice that the URL is not 'hbba.biz' – it is now based on the Keyword! I told you it was simple.

Just another couple of things to consider; a .com or .org is better than a .com.au because people remember .com easier. If the keyword is already taken, consider adding another word to it e.g. 'now' or 'best' – if you are targeting a local market add the geographic word to it (which of course is what has happened in the example given above).

**2. Search Volumes** – it is important to check out how many people are searching on this keyword. You can find it by going to the free Google Keyword tool. And don't fall into the trap of thinking that the higher the search volume, the better the keyword. Wrong! You will find there is way too much competition and you will never get ranked on page one. Pick a keyword with a search volume of between 1,500 and 10,000 (you can go up to 40,000 if you have to; just remember, the higher you go, the less chance you will have of being found and ranked). A keyword with a lower search volume actually helps you Target a niche market.

**3. H1 Heading** – to a robot, a heading is not simply a heading. They are looking for H1 Headings. You have to add some code to either side of your heading <h1> Heading </h1> and the heading must include the keyword.

Another important thing to remember about Headings is that you must structure them to not only grab the attention of the robots, but they must also grab the attention of the humans. The title of this report could have been:

**'How to Get Ranked Number One on Search Engines'**

Instead it reads:-

**'An Utterly Fantastic Way for Your Business to Get Attention is to be Number One on Google'**

**4. Keyword Saturation** – Now you must ensure that the exact keyword is used in your content at a saturation level of between 1% – 4%. It should be included in the first 50 words of your text and then repeated throughout the page. You work out the saturation level by dividing the number of times the keyword appears on the page by the total number of words on the page and multiply by 100.

**5. Meta Tags** – these used to be extremely important when designing a website, but are now bottom of the list. Things are always changing on the Internet. But it is still important to have your meta tags search engine optimised. It is the ‘whole package’ that is important to the robots. *Images* should have the keyword show when scrolled over; the *page title* should be keyword rich (be careful not to go over 65 characters as the search engines only read this number of characters which include spaces); and have your *anchor text* keyword based when possible.

There is some discussion on whether you want to provide links that allow people to leave your website. The simple answer is ‘yes’ when it leads them to a website of authority which has a page ranking of 5 or over. If you are looking for a good site to link to, try Wikipedia. This is an encyclopaedia and Google thinks highly of websites prepared to add value when giving information to their readers / users. Government or education sites are also highly desired linking websites.

## **2. SOCIAL MEDIA**



We hear a lot about Social Media and not all of it is good – but it is all f.r.e.e! Today I am just going to talk about Blogs. One of the great things about blogs is that search engine robots check them out every day, unlike websites which may only get looked at every couple of months.

### **What is a Blog?**

It really is a website. There are two good systems available (and both are free). One is Wordpress the other is Blogger. I have used both and I think Wordpress is easier to use.

You need to follow all the keyword rules for your blog as you do for your website. Often a website is designed not to contain articles – the text is much more succinct. This is where you can use blogs to provide that additional and value packed information.

When you are starting, not too many people will read your blogs – but that doesn’t really matter, because the robots will read them.

### **How Does a Blog Increase Ranking on Your Website?**

There are two main things to remember when setting up your blog to increase the ranking of your website:-

1. Use the same URL as your website e.g. [www.homebasedbusinessaustralia.org/blog](http://www.homebasedbusinessaustralia.org/blog) then as the robots read them they will be ranking your website too.
2. If you place a post in your blog every day for 30 days (you can ease off later to once or twice a week) you will get noticed by the search engines and your ranking will quickly increase.

Another thing to consider is where to find the information for your blog.

1. You can write it yourself
2. You can go to forums on similar topics and use some of the banter that takes place there (in your own words, of course)

3. You can go to an article directory where you are allowed to use the articles written by others

### **3. TRAFFIC**



Originally the Internet was developed to provide f.r.e.e information to be shared amongst university students. Over the years the sharing of f.r.e.e information is still a cornerstone of what sets the Internet apart. Of course there is a ton of product for sale, but if you wish to succeed as an Internet Marketer, you have to have digital product available for f.r.e.e

E-Books (such as this report) have become a major product as f.r.e.e bonus incentives. Google questions is it ‘really f.r.e.e’ if you are asking for a name and email address to send it to; but I wonder just how they are to get this bonus without those details.

OK – so you are now ranked on page one of Google – now what? Well, the traffic to your website should have increased, but how do you know if it has or not? This is where you should have a statistics package attached to both your website and your blog. A really good f.r.e.e statistical package is Google Analytics.

#### **Statistics**

You will find a graph that tells you how many visitors you will get to your websites each day. A pie charts tells you the percentage of where the traffic is coming from e.g. search engines, other sites or directed via links. You will know how many bounces you get (people who leave immediately, probably because they realised this was not what they were searching for); how many are new (they have never visited your site before); how long they stay on your site (30 seconds is the average – if they stay for 2-3 minutes, that is exceptional); which pages are the most frequently visited; and a map shows you what countries your visitors are coming from (you will even see how many and from which cities); and much, much more.

#### **Building a List**

You may have heard the saying “the money is in your list”. This is quite accurate. You will not make sales if you do not have a list of potential buyers. These leads, or prospects are more likely to purchase from you if they are already interested in your product or service; this is called a ‘targeted list’ for a niche market.

It is the traffic to your site that makes up this list. They leave their name and email address and this enables you to promote your product to them. You need to know how to get the list and then how to market to them.

#### **Bonus**

To get visitors to leave their contact details you have to offer them something for f.r.e.e so that they will leave their details so that you can send it to them. The f.r.e.e product must be something of perceived value (such as this report) and something that provides a solution for problems the visitors to your site may be experiencing. Use your keyword to ‘key’ you in on what to offer as a bonus. If they have made a search on the keyword that your site is built around, and have come

to your site because of that keyword, then obviously a product that offers solutions relating to the keyword will be of interest.

Just what to offer as the bonus, is the question. It used to be that people offered a newsletter – but that has lost its appeal. In some cases people think that a newsletter is more of a nuisance than a bonus. An e-book (or report) can be of more interest. But what really seems to get the attention of visitors is a Mini Course.

**Mini Course** – normally runs for seven days, with visitors receiving one session of the course each day. Each session needs to be informative and of value and not too long. There can be subtle links in each session to a related product that is for sale (these links normally direct readers to a Landing Page – we will talk about Landing pages shortly). On the 8<sup>th</sup> day you can have a more aggressive sales pitch for your product for sale. Then you may decide to send out more information once a month...just to keep in touch with your list.

### **Opt-in Box**

This is where the visitors to your site can leave their details. There are two types of Opt-in boxes and you should probably use both on your website.

This is a small box in a prominent position (top right hand corner) and shows on all pages. It just briefly describes the bonus and has fields for name and email. The second box is larger. It contains more details of each of the seven days of the mini course; there is a graphic; a short quote from you saying why you would give away something so valuable for free; a statement re your privacy policy and fields for name and email address to be left. This larger box can be on every page or selected pages.

If you are getting traffic, you will get people to sign in for your bonus. It can be slow at first, but it will build up. If no one is signing up, then perhaps what you are offering is not of interest to the visitors, and you may need to develop something different.

### **Backlinks**



You no doubt have heard that it is valuable to have links from other sites to your sites. You may actually be requested to provide a reciprocal link for your site to another (and vice versa).

Always say ‘no’ to such requests. Google does not consider these to be legitimate links because they are seen as contrived (you scratch my back, I’ll scratch yours).

What search engines are looking for are backlinks i.e. one way links back to your website. This is considered to be so important that hundreds of Directories have been set up to provide a channel for you to achieve this. You simply write an article of interest, based on your topic and include a signature which includes your website URL. Some Directories allow you to put two or three anchor text links to your website in the body of the article (these work well). Then submit your article to the directory. When it is published you have got a backlink.

Two such directories are [www.ezinearticles.com](http://www.ezinearticles.com) or [www.articlecity.com](http://www.articlecity.com)

There are also many Blogs that will accept your articles. Simply Google a search for suitable ones for your product type.

### **Unique Content**

One thing you have to be aware of is that search engines (and many Directories) only want articles that have at least 50% unique content. If you put the same content onto a page on your website and then put it on your blog (or in a Directory) Google will only count it once. And even worse, you could get a 'Google Slap' which means that they could make sure that you do not get ranked very high.

Once you have written the original article and submitted it, you need to change the words and sentences around so that it reads differently if it is being submitted elsewhere. This is called 'spinning'. Remember our earlier discussion; you have to write for robots as well as people.

There is a group of people who think that re-working a theme is somehow unscrupulous. But it is not. Think of some famous artists who have used the same theme a number of times e.g. Sydney Nolan with the Ned Kelly theme. It is entirely acceptable to 're-do' a theme, making it different each time.

There is actually software available to help you both with your writing and spinning.

**1.** This writing software will actually search the web looking for sentences that contain the keyword you have inserted. You can delete unwanted sentences; tweak existing sentences; and mesh sentences into valid paragraphs until you have an article. It takes me between 20 minutes and an hour to write a 400 - 500 word article. I think it is actually a great tool, and even though I am a writer, I find it invaluable (especially if I have to write an article on a subject that I have little or no knowledge about). Check it out <http://tinyurl.com/y96mow4>

### **I use two types of spinning software.**

**1.** The first is like a thesaurus on steroids! Put a sentence into it and it gives you dozens of alternatives for words and phrases. I use this every single time I am spinning an article. Find out more here <http://tinyurl.com/yaf4p2o>

**2.** This program is designed for those who are seriously using articles to dramatically increase their backlinks. It takes some time to prepare an article as first you have to write 2 alternative sentences for each original sentence; then you have to use the thesaurus to find a number of alternative words within the sentences; and finally you have to add some simple code.

You then put the coded article into this program and it will spin hundreds of articles for you (you can use them in your chosen directories); and, most importantly, it drip feeds these 'unique' articles to a series of blogs, obtaining hundreds of backlinks for you. The uniqueness of these articles is often between 200% and 600%

In 2 months I have submitted 5 articles and have had them published in 363 blogs That is 363 backlinks for my website in just two months. The search engines certainly notice that sort of activity. To find out more about this program, visit <http://tinyurl.com/27ar5rz>

#### **4. CONVERSION**



Once you get traffic signing in via your Opt in Box, you need to convert the traffic to sales. The main way to do this is by directing visitors to a Landing Page.

##### **What is a Landing Page?**

Simply, it is a website that is dedicated to selling ONE product. If you just provide a page on your main website to sell from, you allow the visitor to have their attention diverted to all the other interesting things happening on your website. You want them to concentrate on what you are offering for sale.

There are three types of Landing Pages:-

1. Long landing pages
2. Short landing pages
3. Mini website landing pages

The best way to describe these Landing Pages is to have a look at them. Each has a system of layout and what is actually covered in the content. Of course you can change this around if you wish, but the layout described below has been tested by many thousands of internet marketers and is a proven formula.

**1. Long Landing Page** – should include a personalised statement; bullet points to describe problems it offers solutions for; testimonials; guarantee; bonus; summary bullet points and cost.

You can see a sample here <http://www.startups.solutionsatworknow.com/>

**2. Short Landing Page** – personal endorsement and bullet points to describe problems it offers solutions for, plus the cost.

I use short Landing Pages for Affiliate Product. We won't be covering details re Affiliate Product in this report; suffice to say that the Affiliate also provides a long landing page and my short one links to their longer one; therefore I do not include the cost on mine as they cannot actually purchase from mine. Google will not accept you simply linking from your website directly to the Affiliate's landing page (particularly via Adword Advertising) thus you have to have your own landing page in between.

This sample is one such page <http://www.xsp2.solutionsatworknow.com/>

**3. Mini Website Landing Pages** – You simply divide your long landing page concept into 4 or 5 separate, shorter pages. You do have an opportunity for more graphics, images, video etc in this type of Landing Page.

You can view such a Landing Page at <http://dogtrainingacademy.com/>

**Autoresponder** – you will not be able to make this process work unless you have an autoresponder. One of the best around (and used by most serious Internet Marketers) is relatively cheap, costing US\$19 per month for 500 names. Find out more <http://tinyurl.com/p6wu9h>

It is through the autoresponder that your lists are formed and that email information is automatically sent to those who sign in via your Opt in Box

## **CONCLUSION**



Check out the **MindMap** to get an overall visual picture of the process this report discusses on how to have your website ranked on page one of Google; and how to encourage the increased traffic to purchase product form you.

### **Summary**

- \* You have to have your website keyword optimised
- \* You need to use a Blog to increase your exposure to the search engines
- \* You need to develop some f.r.e.e bonus product
- \* You need Opt in Boxes for visitors to leave their details and claim their bonus
- \* You need Landing Pages to promote and sell your product
- \* You need an Autoresponder to ensure a quick and easy communication between you and your customers
- \* You need to develop backlinks

### **Relevancy**

One last thing to keep in mind. Any information you give on your website or blog; as f.r.e.e bonus product; in newsletters or Mini courses; in articles etc – it must always be of value and relevant. The search engines look closely at these two points.

So, good luck with your website. A website should work for you. If you want additional support you can join [www.homebasedbusinessaustralia.org](http://www.homebasedbusinessaustralia.org) (it does not matter if you live in Australia or not; we have one member in Alaska!)

Warm Wishes

*Barbara Gabogrecan*



*Think outside the box*