

An Easy to Follow SEO Blueprint – Part I of III

Nothing's Better Than FREE Traffic

By Fernando Ceballos & Raymond Fong

Last March, Ray and I shelled out \$4,000+ to attend Yanik Silver's Underground Online Seminar, which fortunately for our bank account, was being held in Downtown Los Angeles, right down the street from Placita Olvera (the small town, which eventually grew into L.A.). If you are ever make it out to Olvera Street, make sure to get some tacos and margaritas. Delicious!

Anyway, during that weekend we got to hang out with internet marketers, whom up until then, were just faces on sales pages. That weekend was like watching sales letters come to life....

"Oh, there goes Mike Filsaime."

"Hey, is that Tom Bell?"

"Whoah! Did Yanik Silver actually do that?"

Needless to say, it was fun. But we did go there to learn a few things (not just party with Mini-Kiss), and we sure got a brain-full of information.

One of the exciting parts was getting to talk to a woman by the name of Nancy Andrews. If you don't know who Nancy is, she's one of the leading experts on SEO in the world. Some would say she is THE expert on SEO.

Well, both Raymond and I got to ask Nancy a few questions during a panel discussion. During that discussion, we asked Nancy, "Is there an SEO blueprint you follow or a series of steps you recommend people take, as part of the process of doing SEO?"

This question kind of stunned her for a second.

(She later told us that she was about to do a product launch for her new coaching program "Live Blueprints", and she thought we had been planted to allow her to plug her launch. We had no idea about her launch, but I'm glad she told me about it because we ended up joining the coaching program.)

Her answer to my question was right in line with what we'd been doing for various websites we've been working on, and we recently just submitted an SEO Proposal to a multi-million dollar company, which is very well known in the business and MLM world, using some of the advice we got from Nancy that weekend, as well as using some of the awesome research tools from Russell Wright at Theme Zoom.

Unfortunately for you, her coaching program is no longer available and even if you got in on time, it would have cost you about \$2,000 to get in, plus \$97 per month fee. And forget about getting on Russell Wrights Theme Zoom member's list! That would run you about \$1,000 per month to get

involved, plus the massive learning curve you would have to go through to be able to use Russell's very complex teaching and research tools.

But the good news is that Raymond and I have distilled the knowledge we've gained from Nancy, Russell and our own experience into 3 easy to follow training articles, the first of which, you are reading right now.

If you are a complete newbie to SEO, I would strongly advise you pick up a copy of Traffic Formula, because Mike Dillard and Tim Erway have laid out a great chapter and audio on SEO.

What these segments will focus on will be on some new strategies, which have been developed as a result of Google tinkering with their search engine or old things which need to be emphasized because they are not being done.

The training segments in this series will be divided as follows:

- 1) On-Page Search Engine Optimization Essentials
- 2) Advanced On-Page Optimization Strategies
- 3) Link Building the Easy Way

So, this being the first in the series... here we go...

On Page SEO Essentials

Ok, this might seem like something very basic, but I guarantee that most of you are not doing this and it's keeping you from getting some very easy rankings on Google. What is it?

You need to have Unique **TITLE tags and meta tag DESCRIPTIONS** for each page on your website. Don't get lazy!

Come up with targeted keywords for each page on your site, and place them inside the TITLE tags of your page's HTML code.

Also, come up with some compelling sales copy for your meta tag DESCRIPTIONS, so that it's relevant with the keywords in your TITLE tags.

(Note: Google it if you don't know what TITLE tags and meta tag DESCRIPTIONS are.)

Recently, we added some pages to the AMF website. One of the pages we added was about my encounter with Eben Pagan at one of his seminars. A couple of weeks later, we are getting leads for people searching for "Eben Pagan Copywriting". In fact, here's the actual top 10 Google listing it came from:

[Copywriting for MLM | Eben Pagan Copywriting Secret | Print ...](#)

Prospecting Made Easy with Your Online Self Funded Proposal for ANY Small Business Owner, including MLM, Real Estate, Insurance, Sales & Professionals.
www.attractionmarketingformula.com/copywriting.php - 15k -

It turns out we have 5 of the top 10 spots for the search “Eben Pagan Copywriting”, including the page from the AMF site. This is all by using the right title tags. No link building.

By using different keywords for each of the pages on your website, you’ll increase your chances of getting long-tail keyword traffic through the search engines.

The next On-Page SEO tip is to **make sure you have enough content on your website.**

A lot of people kind of over look this, but it’s very important. If you are using a design template for your website (like we have on attractionmarketingformula.com), you’ll notice that some pages get indexed by Google and get assigned a Page Rank by Google, while others never get picked up by Google.

Well, the main reason why is because Google reads HTML code. It does not view the website the way you view the website. I reads everything, and if the HTML from your template is 80% of the HTML content on your webpage, Google will assume it’s a duplicate content page and never bother to put it in its search database.

Make sure that you have plenty of content/words on each of your pages, or else it will never get picked up by the search engines. If you go to any website, you’ll notice that some pages have a Page Rank (you’ll need Google Toolbar for this), while others don’t. When a page has been up on the internet and Google hasn’t assigned it a page rank, you know there might be a problem with having enough unique content on it.

And you can also do a search for the exact URL of a page, and you’ll notice that some of them don’t show up on Google. That means Google viewed that page as duplicate content, and just skipped it.

We’re guilty of this too, which is why we recently did a major revamp of the attractionmarketingformula.com website. Having our Eben Pagan page get listed high on the search engines showed that we had done the right thing for maximizing our exposure.

Finally, put up good articles on your website. This will attract the search engines and those articles will get picked up by Google and get ranked. Google wants to rank content before anything else, so even if you don’t have links coming into your website, by putting up good articles and content, you will boost your chances of getting ranked by Google and getting visitors to your website.

That’s why websites like Squidoo.com, and Wikipedia.com get such powerful rankings on Google. It’s not their link building, it’s the amount of shear content they have on their website. If you are too lazy and don’t want to write content, go check out GetArticleWizard.com. It makes writing articles very easy, because it gathers content from all around the web, which you can then tweak to create original content.

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Also, going back to the first point, make sure to use targeted keywords in your TITLE tags and meta tag DESCRIPTIONS for the article pages as well.

This may seem like simple stuff, but it's absolutely essential to getting FREE traffic from Google.

Next month, is the next phase of our SEO strategy... it has to do with some of the stuff we're working on with Russell Wright from ThemeZoom.com. Stay tuned...

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