

# Search Engine Optimization

## By Brad Callen



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## Chapter 1

### “Optimize The Wrong Keywords And You'll Likely Never See Results ...”

**Note:** Before you begin, if you're NOT 100% serious about getting your website to the top of Google and the other major search engines, DO NOT read another word. Only read on if you plan to put into action, everything I will be teaching you. It's best to print this e-Book off, highlight areas, and take notes as you learn the exact steps needed for a top search engine ranking.

#### Ok, on to chapter 1...

If you're anything like me, you've probably created a brand new website, Submitted it to a few search engines and hoped that people would mysteriously show up at your site and buy whatever it is you were selling.

After a couple of weeks go by and only a few stray people show up at your website, you decide to try and "optimize" your website around your main keyword in hopes that you just might rank well in 1 of the millions of search engines. Another couple of weeks go by and still no luck.

At this point you probably give up and decide to either build another website around a different target market or just lose all hope and quit. Well, news flash, as you've probably figured out by now, this is not the way to go about doing things.

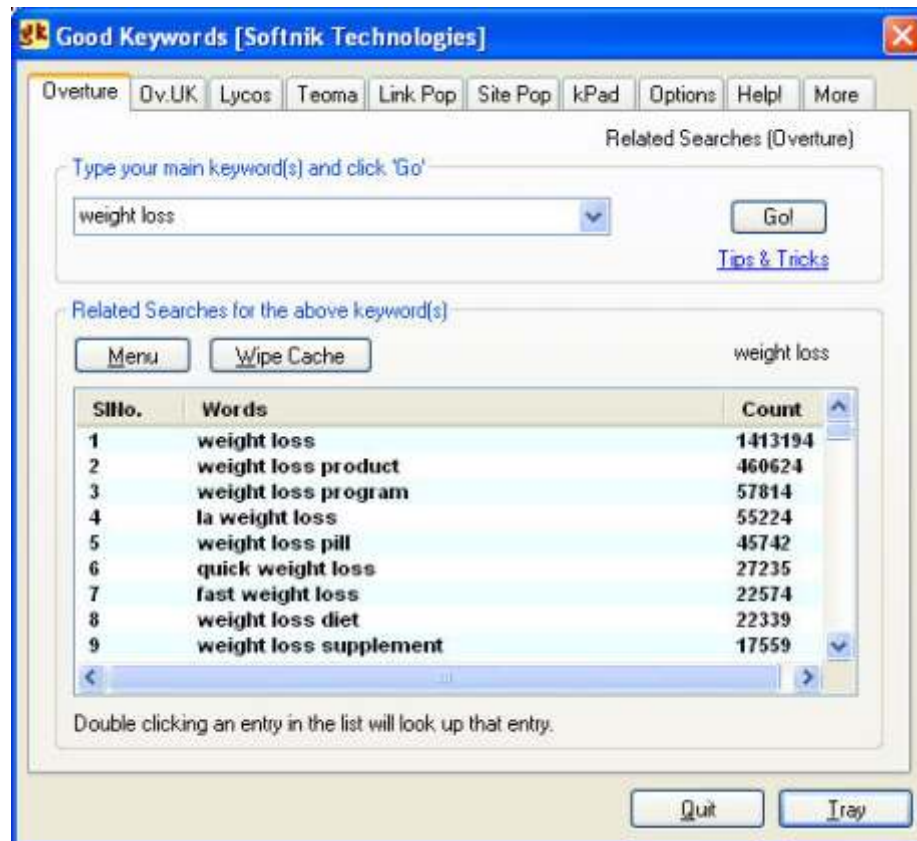
**Let me give you a specific example of what your very first steps MUST be when creating any website.**

In our example, let's create a weight loss related website. Our weight loss related website will primarily sell a weight loss eBook. Before we start creating and collecting content for the website we need to do a little keyword research. This is VERY important and should not be skipped. To do our keyword research we need to visit a few websites.

The first of which should be <http://www.goodkeywords.com>.

They have a very good keyword tool and best of all, it's free! Once we've downloaded this software, we can enter the most generic keyword for our website into the software. In our example, our keyword would be "weight loss".

You'll notice that in the screenshot below, Good Keywords will return a list of related terms.



SINo. is a next numbering system and just shows shows you the rank of which keyword was searched the most times last month. The SINo. 1 is "weight loss" and was searched 1,413,194 times in the Overture search engine last month.

The Words column shows the specific keyword that was searched. If you enter "weight loss", the Good Keywords tool will bring back the 100 keywords containing the word "weight loss" that were searched for last month.

The "count" column will then show us how many times the specific keyword has been searched for the previous month within the Overture.com search engine. Generally, you can take that number times 3, in order to estimate the number of times that keyword has been searched within Google for the previous month.

Already, I will see many people making a BIG mistake, and I'll admit, I was one of these people when I first begin my online endeavours.

**Do NOT start off by optimizing for the keyword "weight loss"**

Why? you ask... If a keyword is searched that many times in Overture, then 100 times out of 100, the competition you will have to outrank will be extremely fierce. This is not something you should try to take on right away. For now, just take my word for it. I'll be teaching you later why starting with these highly competitive phrases is not smart.

Let's take a quick peek at Google so I can show you exactly how many websites are competing for this keyword. If we go to Google and enter "weight loss", you'll see there are almost 20 million websites competing for this keyword phrase!

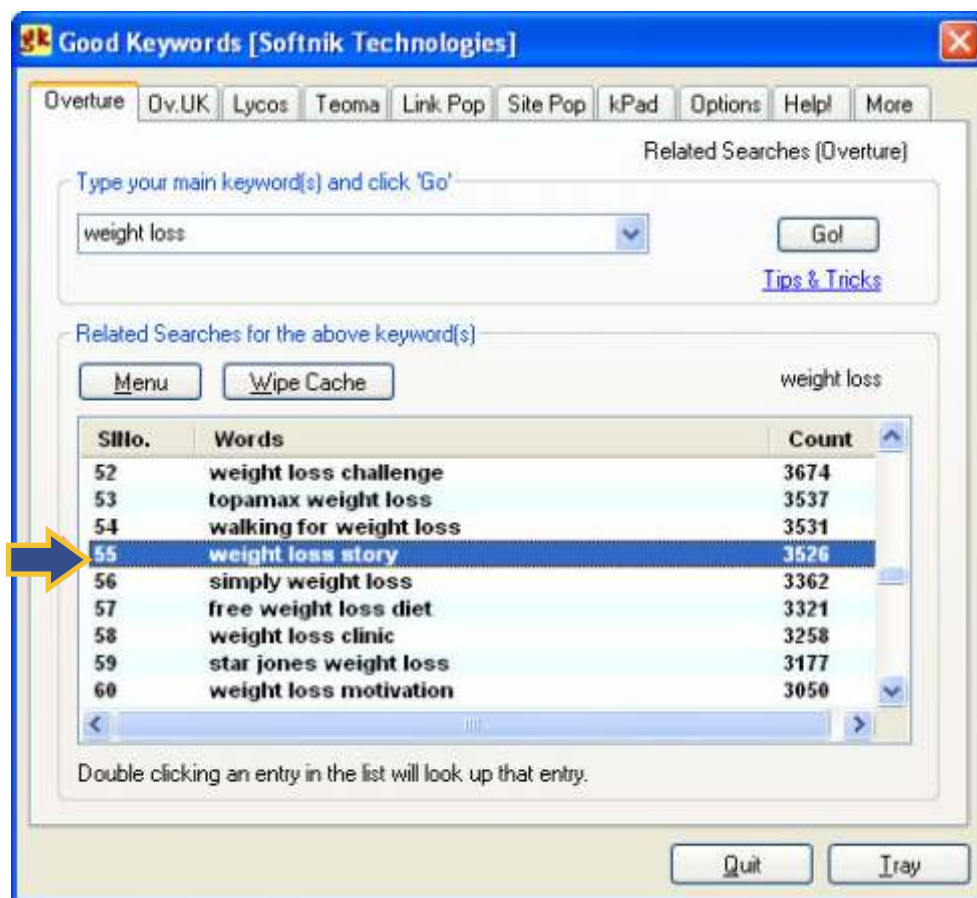


I don't know about you, but that's an awful lot of websites to be competing against, especially if you're just starting.

By the end of this course, you will be able to eventually target HUGE keywords such as "weight loss", but it's always best to start off on the keywords with less competition. Get some traffic with those keywords, and THEN you can focus on the larger keywords.

Ok, so back to finding which keywords we want to target.

If we scroll down, we can find some more specific keyword phrases like "weight loss story", "weight loss picture", and "safe weight loss".



These could be possible keywords we should target to begin with. Once we have our list of 3 to 4 keywords, we need to go to Google and check out the competition to see exactly how hard it will be to optimize for the specified keyword.

We'll begin with the keyword "weight loss story" because people looking for weight loss stories are more than likely trying to find out how to lose weight and may buy your weight loss eBook.

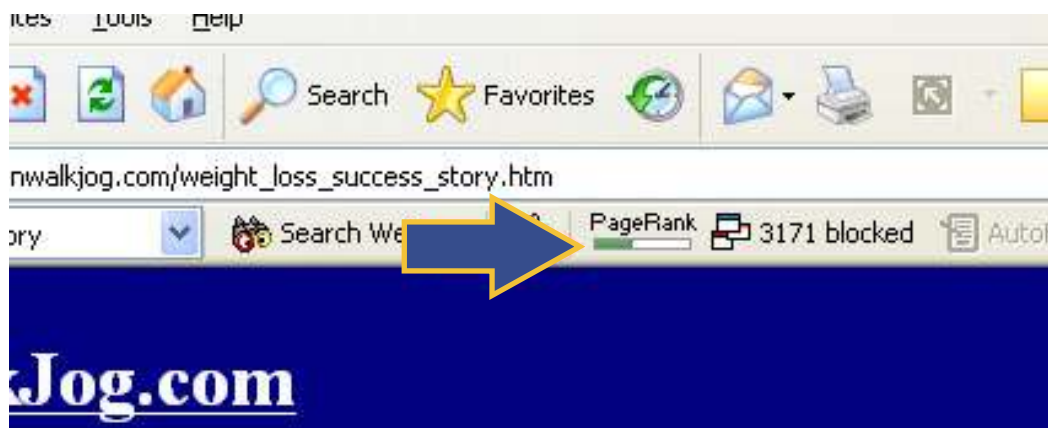
You'll notice that the #1 ranked website for "weight loss story" at the time of writing this e-Book is: [http://www.runwalkjog.com/weight\\_loss\\_success\\_story.htm](http://www.runwalkjog.com/weight_loss_success_story.htm)

which is not a top level webpage, meaning it's not simply <http://www.runwalkjog.com>



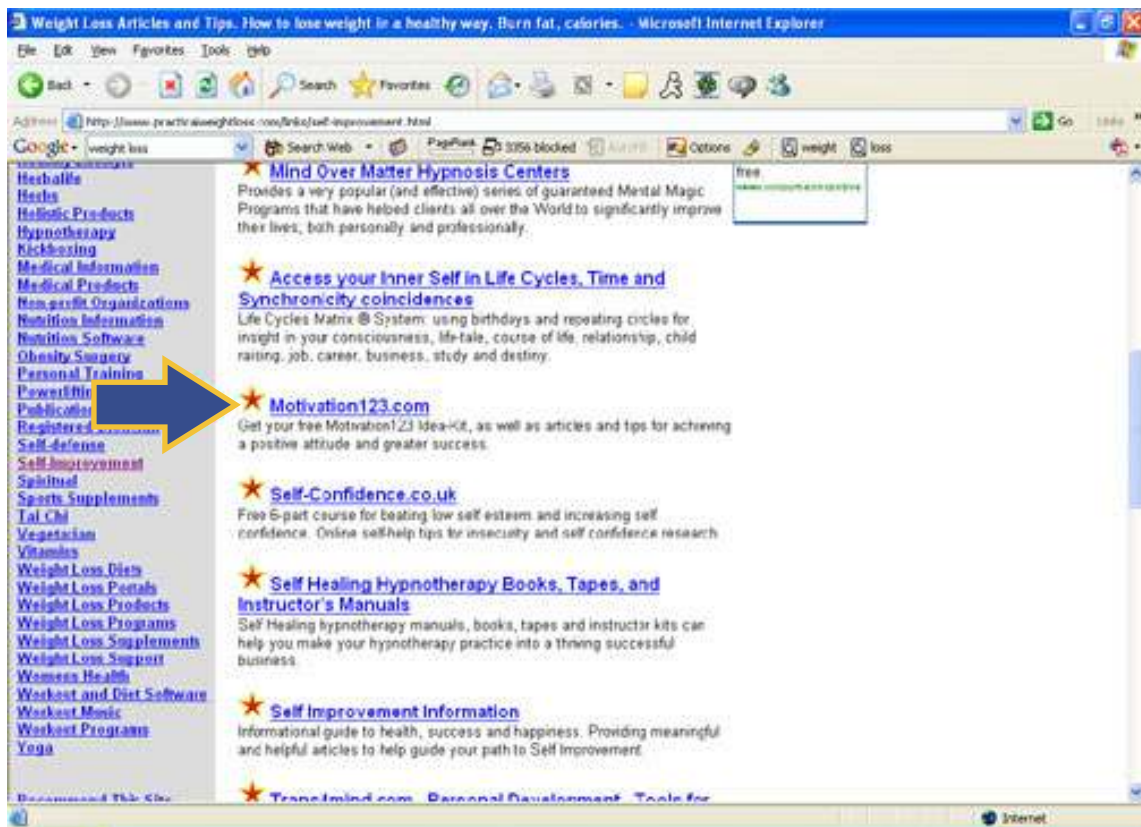
This is good news for us because, typically, if a website's subpage is ranking well in Google, we have an immediate advantage if we choose to target the same keyword with our homepage (i.e. [www.domain.com](http://www.domain.com)). For now, just take my word on this, as I will go into more detail why it's usually easier to rank well for your homepage than any other webpage on your website.

**You'll also notice that the website has a Google Page Rank of 4.**



**Note:** Here's a quick definition of Page Rank. Page Rank is Google's way of giving a specific value to how popular your website is. It is based on the number of "votes" other websites cast for your website. A "vote" is simply when another website places a link on their website that is pointing to your website. Generally, the more "votes" or links you have pointing to your website, the higher your Page Rank (PR) will be. Page Rank is 1 of the many factors that Google takes into account when ranking websites.

For example, on the page below this website is linking to [www.motivation123.com](http://www.motivation123.com). So, this website is casting a "vote" for [www.motivation123.com](http://www.motivation123.com), thus increasing the Page Rank of [www.motivation123.com](http://www.motivation123.com).



In order to see your own website's Google Page Rank, as well as others, you must have the Google Toolbar installed on your computer. You can get that for free here:

<http://toolbar.google.com>

Once you've installed the Google Toolbar, it will be located at the top of your web browser as shown below:



Seeing that the #1 ranked website for this keyword only has a Page Rank of 4 is also good news for us, because a Page Rank of 4 should be easy to obtain. Remember, the **ONLY** way to increase our website's Page Rank is by getting other websites to link to us (getting other websites to "cast votes" for us). Later, I'll teach you the right way to get thousands of links pointing to your website in a matter of a few days.

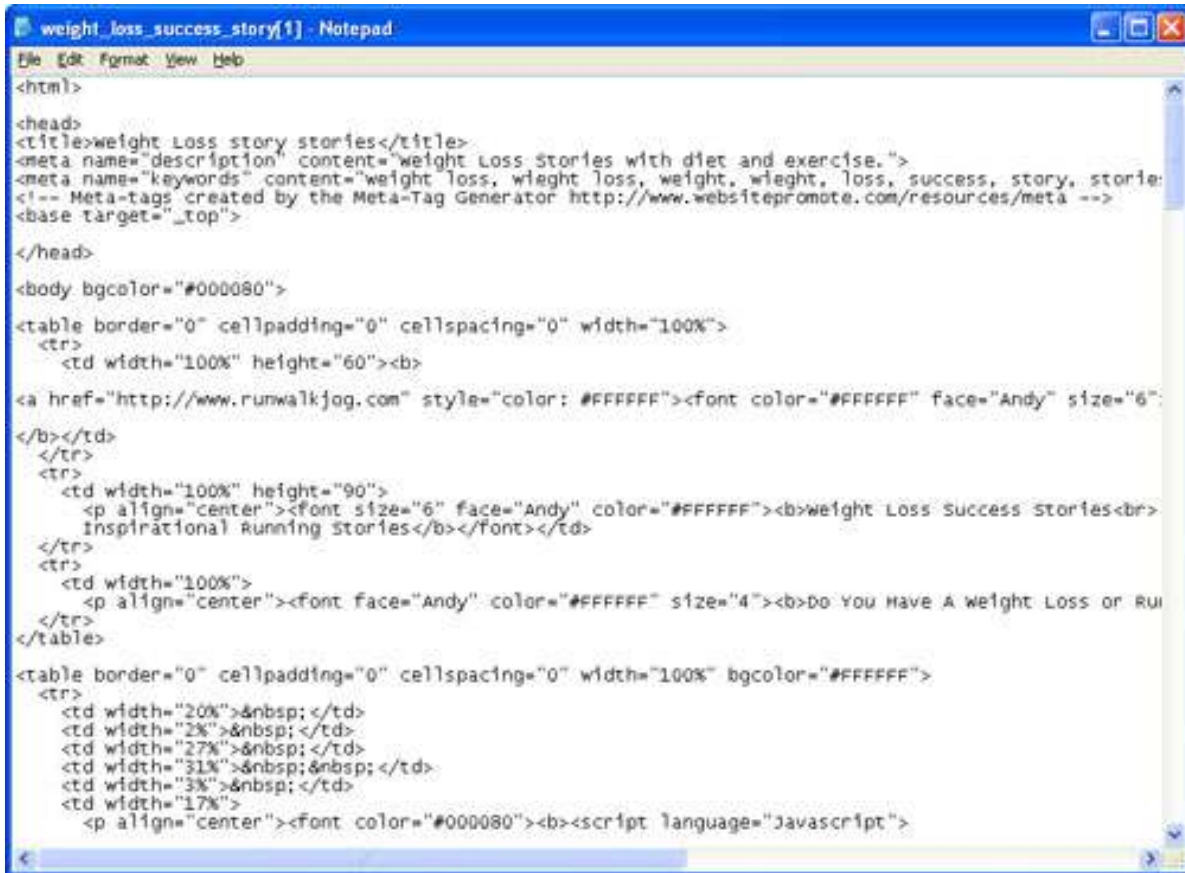
## View The Source Code

Every website on the internet is created using a programming language called "html". In order to see the "html code" that is used to create a webpage, we must click "view", then "source" within our web browser as shown below:



This will open up a text file for us to have a look at and see if this website is actually optimizing their "Onpage Optimization factors".

See text file below:



```
weight_loss_success_story[1] - Notepad
File Edit Format View Help
<html>
<head>
<title>weight Loss story stories</title>
<meta name="description" content="weight Loss Stories with diet and exercise.">
<meta name="keywords" content="weight loss, wieght loss, weight, wieght, loss, success, story, storie:
<!-- Meta-tags created by the Meta-Tag Generator http://www.websitepromote.com/resources/meta -->
<base target="_top">
</head>
<body bgcolor="#000080">
<table border="0" cellpadding="0" cellspacing="0" width="100%">
<tr>
<td width="100%" height="60"><b>
<a href="http://www.runwalkjog.com" style="color: #FFFFFF"><font color="#FFFFFF" face="Andy" size="6":
</b></td>
</tr>
<tr>
<td width="100%" height="90">
<p align="center"><font size="6" face="Andy" color="#FFFFFF"><b>weight Loss Success Stories<br>
Inspirational Running Stories</b></font></td>
</tr>
<tr>
<td width="100%">
<p align="center"><font face="Andy" color="#FFFFFF" size="4"><b>DO YOU HAVE A WEIGHT LOSS OR RUI
</p>
</tr>
</table>
<table border="0" cellpadding="0" cellspacing="0" width="100%" bgcolor="#FFFFFF">
<tr>
<td width="20%">&nbsp;</td>
<td width="2%">&nbsp;</td>
<td width="27%">&nbsp;</td>
<td width="31%">&nbsp;</td>
<td width="3%">&nbsp;</td>
<td width="17%">
<p align="center"><font color="#000080"><b><script language="Javascript">
```

\* **Side Note:** There are 2 types of search engine optimization methods, onpage and offpage optimization. We'll cover offpage optimization in later chapters, but for now we're going to have a look at "Onpage Optimization".

As we view the source file from this website, we need to look for a few things.

- Whether or not they are using <h1> header tags and are placing the keyword "weight loss story" within those tags. In this case, they are not... AND they aren't even using <h1> header tags at all! Another great thing for us!
- Whether or not they are using their main keyword in the <title> tags of the website. In this case, they are, which is one of the main reasons they're currently ranked highly for "weight loss stories".



```
weight_loss_success_story[1] - Notepad
File Edit Format View Help
<html>
<head>
<title>weight Loss story stories</title>
<meta name="description" content="weight Loss st
<meta name="keywords" content="weight loss, wiegh
<!-- Meta-tags created by the Meta-Tag Generator
<base target="_top">
</head>
<body bgcolor="#000080">
```

- Whether or not they've bolded, underlined, or italicized the words "weight loss story" anywhere in the body of the webpage. In this case, yes... they have. They've actually bolded the keyword "weight loss stories" 4 different times throughout the webpage. At first glance, it looks as though this is another one of the major reasons they've managed to grab the top spot for this keyword. Bolding is something we can do right away, so now we know that we should also bold some of the keywords throughout our copy.

```

: #FFFFFF"><font color="#FFFFFF" face="Andy" size="6":

```

ly" color="#FFFF00" style="border: 2px solid blue; padding: 5px; text-align: center;">➡	<b>weight Loss Success Stories 
</td>	

```
:"#FFFFFF" size="4"><b>Do You Have A Weight Loss or Rui
```

```
)" width="100%" bgcolor="#FFFFFF">
```

- Whether or not they are using `<alt>` image tags and placing the keyword "weight loss stories" within that tag. In this case, that answer is easy because they're not even using any images at all! This is definitely something we can do when optimizing our website. And another thing we can do to "one-up" this #1 ranked website. It is best to add images that are actually named after our main keyword. For example, we could insert an image and call it `weight-loss-stories-graphic1.jpg` and so on.
- Whether or not they are using `<alt>` image tags and placing the keyword "weight loss stories" within that tag. In this case, that answer is easy because they're not even using any images at all! This is definitely something we can do when optimizing our website. And another thing we can do to "one-up" this #1 ranked website. It is best to add images that are actually named after our main keyword. For example, we could insert an image and call it `weight-loss-stories-graphic1.jpg` and so on.
- The final thing we want to note is whether or not they've placed the keyword once at the very beginning of the copy, and once at the very end of the copy. In this case they have placed it near the beginning BUT have not placed it at the end. This is another thing we can do to better optimize our webpage.

## We now know we can easily out optimize this #1 ranked website!

... At least for all the onpage optimization factors that Google deems as important. The reason we know we can out optimize them is because of the following things we've found out by

- 📦 The website is not using the keyword "weight loss stories" in an <h1> header tag.
- 📦 The website did not use <alt> image tags containing the keyword "weight loss stories".
- 📦 The website did not place the keyword "weight loss stories" at the very end of the page.
- 📦 The website has a low Page Rank of 4, which can be beaten. We can easily achieve a Page Rank of 5. I'll show you the exact steps for this in the coming chapters.

The website is ranked with their subpage ([Weight loss success story.htm](#)). By optimizing our index page for this keyword, we can one up them.

**Remember**, the main idea behind ranking well on Google is to analyze the top ranked websites to find out exactly what they're doing and then do those things, BUT just a little better to one up them and obtain a better ranking.

We'll continue to go through the same process for the other 2 keywords we've found. It is best to analyze the top 5 ranking websites for each keyword.

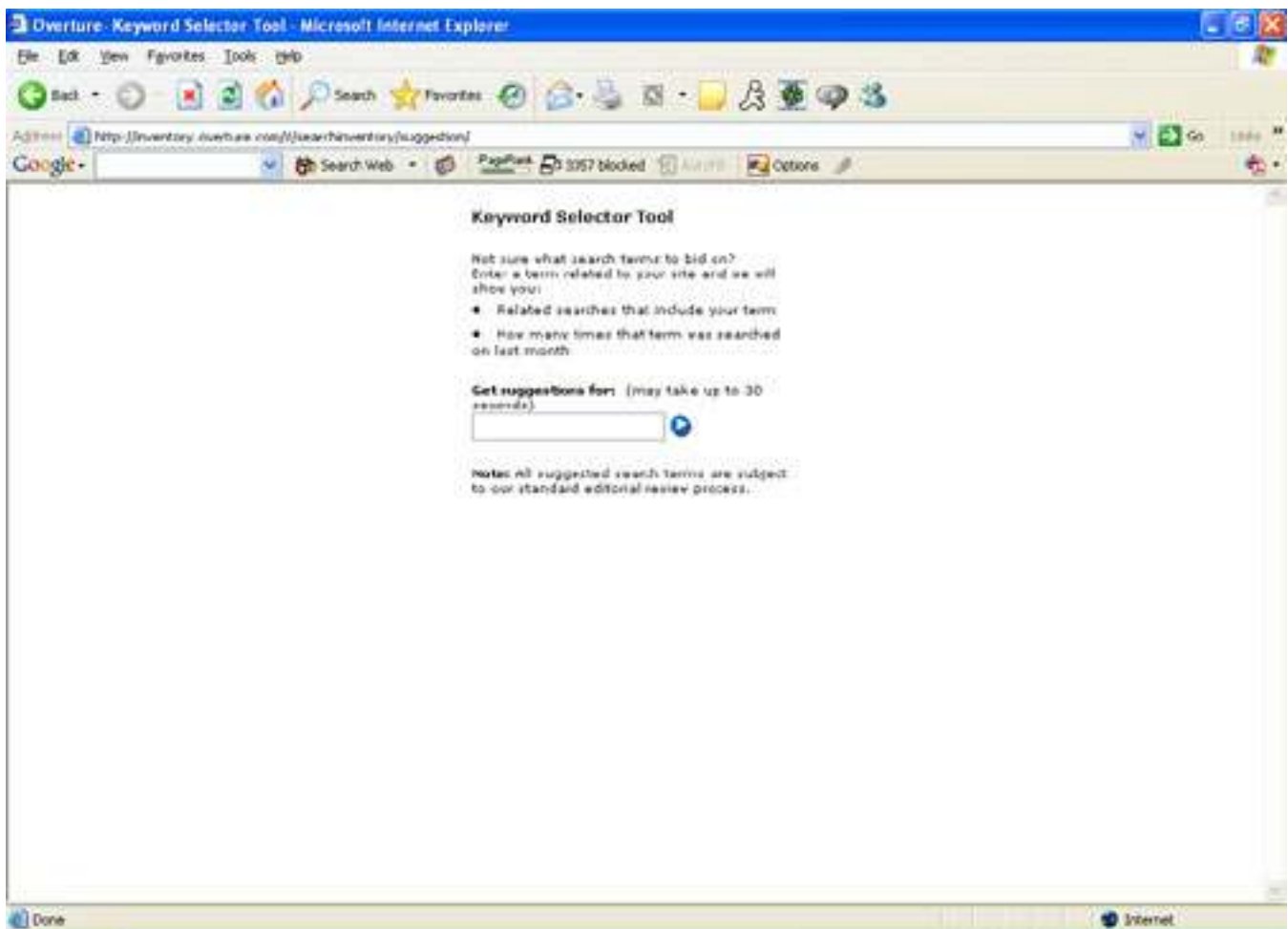
**Note:** If the top 5 websites for a specific keyword have a Google Page Rank of 6 or higher, it's probably not best to shoot for that keyword until we build some momentum and get some initial traffic from the easier ranking keywords with less competition, like I mentioned earlier.

Above I mentioned that keyword research was very important in building traffic. Some other very good resources for building keywords and finding niche phrases include the following:

<http://inventory.overture.com>

(web-based version of goodkeywords.com)

**Cost: Free**



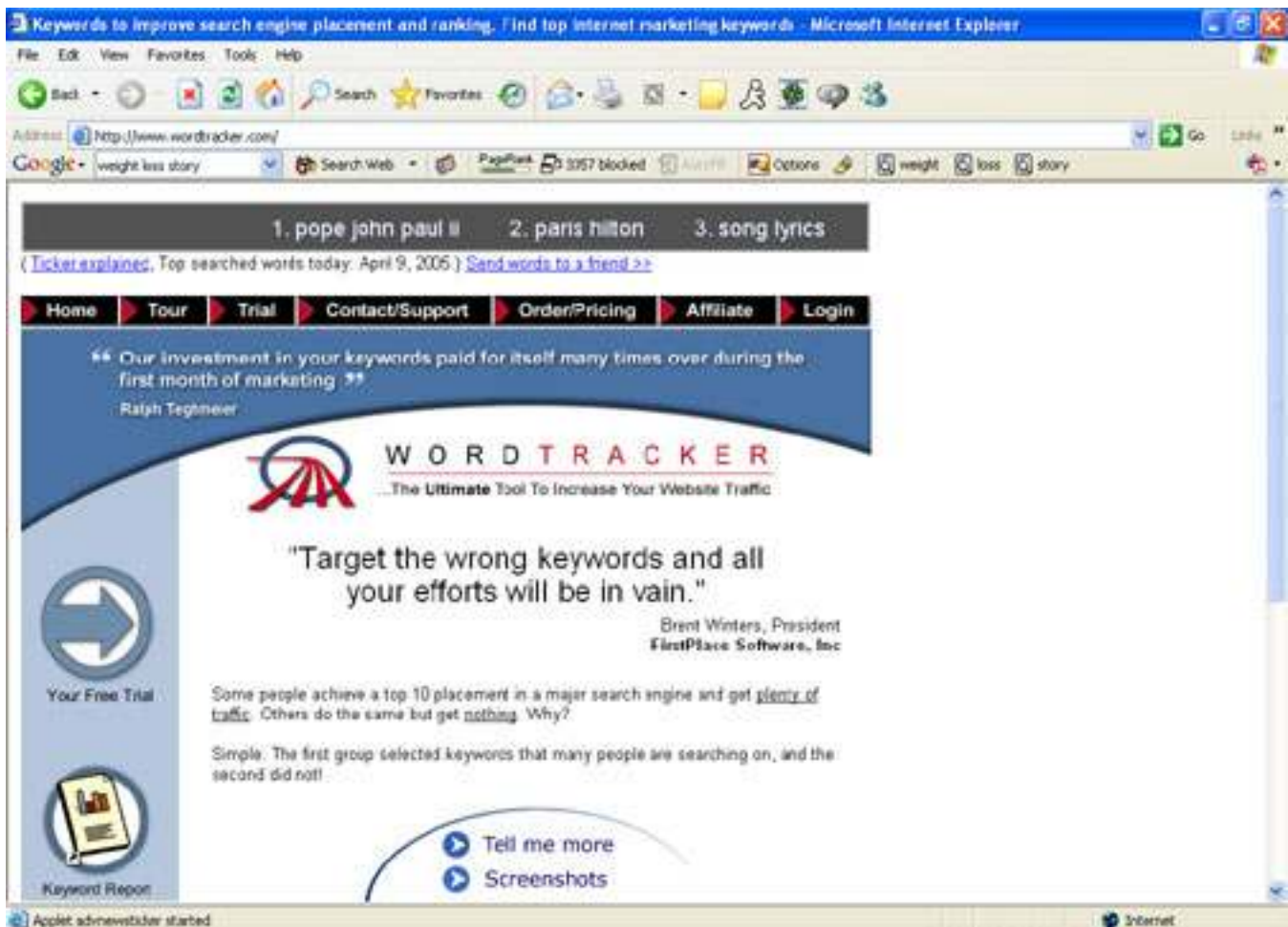
<http://www.keywordlocator.com>

**One Time Cost: \$87**



<http://www.wordtracker.com>

Monthly Cost: \$52.70



That wraps up chapter 1 and the first steps you need to follow in order to choose which keywords you're going to target. This is probably the most crucial step in optimizing any website. You **MUST** build a solid foundation by selecting the keywords with the right amount of competition or you're doomed for failure.

Ok, let's move on to chapter 2!

## Chapter 2

# “How Changing One Single Onpage Optimization Factor Can Boost Your Rankings By Over 350 Positions!”

Ok, so now we've selected our main 3 keywords:

- 📖 weight loss story
- 📖 weight loss picture
- 📖 safe weight loss

Notice that all of the keywords contain the word "weight loss". This will make things easier for us when we begin to optimize our offpage ranking factors which you'll learn about later.

## Let's Optimize Our Webpage ...

**Step 1:** The first thing we need to do is select a page Title for our website.

The page title should:

- ★ Include ONLY our main keywords. The least amount of words you can place in the title, the more weight Google will give to each of the keywords and the higher you will rank.

When creating your page title, it should not look like this:

- 📖 **Welcome to our website!**

It should not even look like this, which does contain our main keywords, but contains an unnecessary number of words:

- 📖 **weight loss story and weight loss picture and safe weight loss**

Although that title isn't horrible and does contain all of your main keywords, you should do a couple of things to cut down on words used.

This would be a perfect title for your webpage:

- 📖 **Weight Loss Story | Safe Weight Loss Picture**

Notice that I've:

- 📖 Taken out all of the "ands"
- 📖 Replaced one of the "ands" with a "|" character
- 📖 Note: This character is located on the keyboard directly above the "enter key".
- 📖 Combined the keywords "Safe Weight Loss" with "Weight Loss Picture"

Always Combine Your Keyword When Possible to cut down on the total number of words that are in your title!

## Always Combine Your Keywords In The Page Title!

When Google looks at our title it will see all 3 of our keywords only. Combining keywords to cut down on the total number of keywords displayed in the title is a great way to boost the strength of each individual keyword, which will have an immediate impact on your ranking.

### Add <h1> header tags

✦ Next we'll need to add 1 <h1> header tag and place our most important keyword there.

The <h1> header tag should be as far towards the top left hand side of the page as possible. When Google reads a webpage, it views the text from the top left hand side of the page, and then follows down to the bottom right hand side of the page. So, it's best to place your <h1> header tag on the top left hand or top/middle portion of your page.

You can think of an <h1> header tag as a title for whatever content you have on your page. For example, the <h1> header tag of this chapter would have been:

### "How changing 1 onpage optimization factor can boost your rankings by over 350 positions!"

... and the html code used to create this title would look like this:

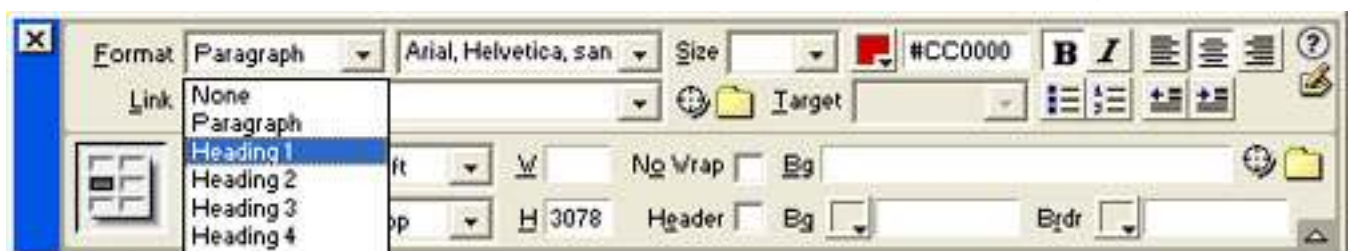
```
<h1>"How changing 1 onpage optimization factor can boost your rankings by over 350 positions!"</h1>
```

Of course, I would have changed my lesson title to contain my main keyword if I was actually trying to optimize this page for Google. Also, if possible, it's ideal if you can include ONLY your main keyword within the h1 header tags. <h1>Weight Loss Story</h1> would be a perfect header tag.

**Note:** If you're using an html editing program such as Dreamweaver, all you have to do is highlight the text you want to make your <h1> header tag, as shown below:

**"How changing 1 onpage optimization factor can boost your rankings by over 350 positions!"**

... and then click the dropdown button from the properties menu, and select "heading 1" as shown below. That will automatically enclose your text within <h1> header tags.



### Add <h2> header tags

- ★ Next, we'll need to create an <h2> header tag. This can be thought of as a sub heading for our webpage. You should place your 2nd most important keyword in the <h2> header tag. The <h2> tag should be placed somewhere towards the top half of your webpage.

### A good <h2> header tag for our example would be:

- ★ <h2>safe weight loss</h2> (Usually it's best to place your primary keyword in your <h1> tags and your secondary keyword within the <h2> tags.

After we've done this, we need to actually create the content for our webpage. When writing the content, try to evenly sprinkle your main keywords throughout the copy.

Note: Don't overdo it though. If you simply repeat your keyword over and over like this: weight loss story about weight loss story that I have a weight loss story and weight loss story...

Google will immediately see your website as search engine spam and you will not rank well. So, try to keep in mind that you're creating your website for the eyes of **REAL** people.

**Try to mention each keyword in a natural way as you are writing**, but be sure to include at least one of the keywords per 1-2 paragraphs, depending on how large your page is.

**Tip:** Make sure to mention your main keyword at the very top left and the very bottom right hand side of the webpage. A trick I like to use is to include this in the copyright information line at the bottom of the website. For our example, this would be a good example:

© 2005 copyright www.domain.com a weight loss story

Notice that it flows and doesn't really look too strange.

Bolding, italicizing and underlining ...

- ★ Once we've finished writing the copy, we should go through and bold, underline, or italicize some of the keywords only 1 time each, maximum. Only do 1 per keyword or it will hurt you more than it helps.

Properly include <alt> image tags ...

- ★ Next, add an alt image tag to the very top image of your webpage (This is usually your website's header graphic). Use the <alt> image tag using the text "weight loss story header".

The html code used to add an <alt> image tag would look like this:

```

```

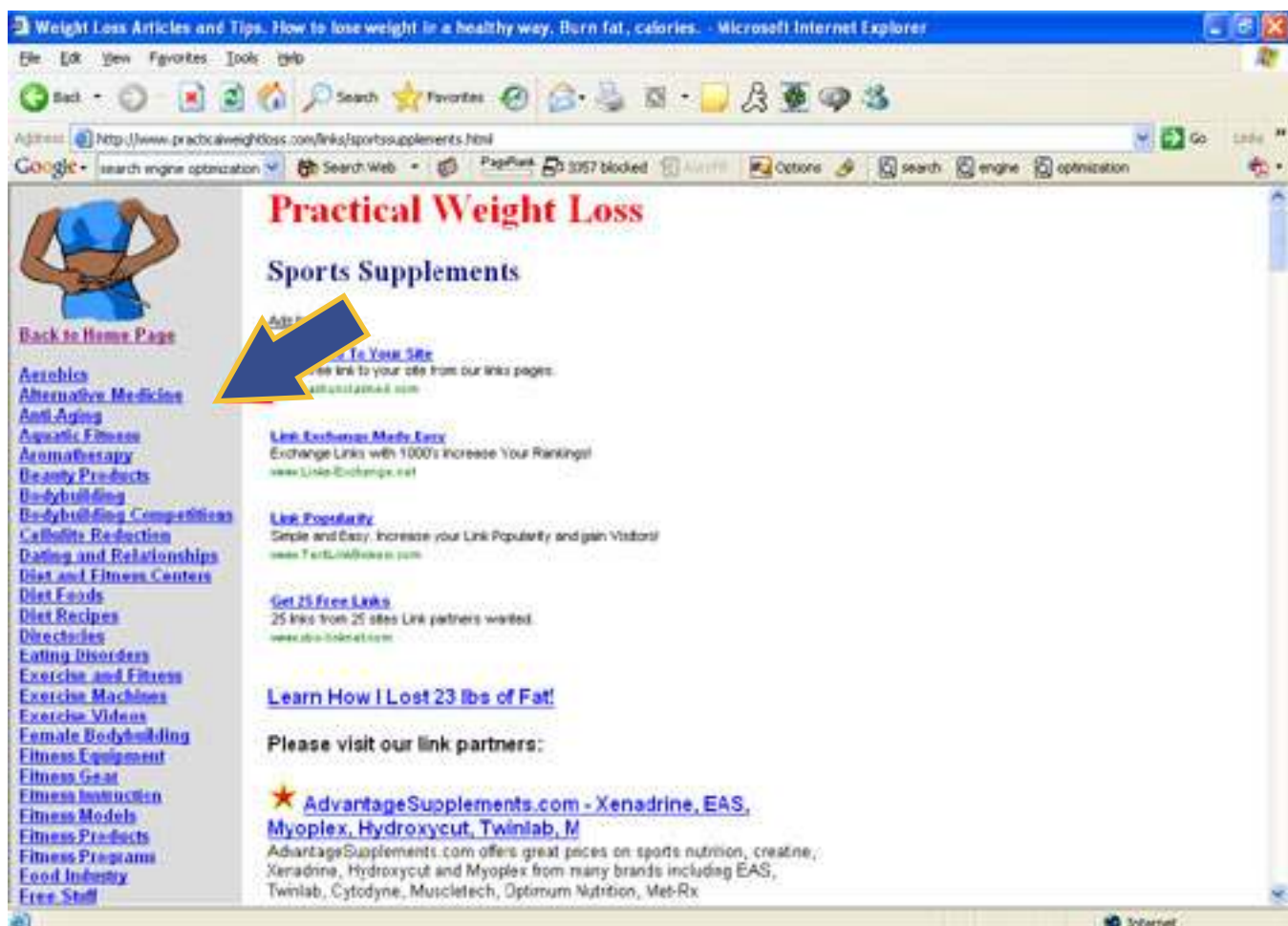
**Note:** If you're using Dreamweaver to create your webpage, simply highlight your graphic and then type "weight loss story" into the "alt" textbox within the properties menu. See below:



Next, click on 2 more graphics throughout your webpage and enter your other 2 keywords, plus an extra word like "graphic" or "image"... For example, we would use "weight loss picture graphic" and "safe weight loss image". This ensures that Google won't view this as spam.

## Force Google To Read Your Keywords First!

★ Now, remember I stated above that Google reads your webpage from top left, to bottom right? Well, in general they do, but because most websites contain a left hand column which contains all of their navigation links, as shown below:



Google WILL View all of the text in the left hand column Before The Body of the webpage. This isn't good for us, because we want Google to actually read our content first!

How can you get around this? I've come up with a neat little trick that will ensure that Google reads the actual body of your webpage **before** the left hand column containing your navigational links.

**Here is what you need to do:**

Rather than creating a table that looks like this, which is essentially what the website above looks like...

<a href="#"><u>navigational links</u></a>	Your body text...
---	-------------------

You should create a table that looks like this:

(empty column)	Your body text...
<a href="#"><u>navigational links</u></a>	

By doing this, Google will read the top left hand row/column first (This is labeled "empty column") BUT will see that it is empty, so **it will then read the body text of your webpage and then read the 2nd left hand row/column which contains your navigational links! :-)**

That's all there is to it!

In summary, I really want to point out the fact that, although good onpage optimization is something you'll really want to do, it is **NOT** how you make dramatic changes in your search engine ranking!

This is one of the biggest misconceptions in the search engine world. Many believe that by getting your keyword density just right, or by moving your keywords around on the page in just the right places, you'll really move up in the search engines.

**Note:** Keyword Density is the percentage of times a keyword appears on your page, compared to the total number of words on the page.

**Example:**

If there were 10 total words on a webpage and your keyword, "dog", was listed on the page 3 times, the keyword density for the word "dog" would be 30% ( $3/10=.30$ ).

Anyway, before we move on, I want you to know that what I've taught you so far are only onpage optimization methods. These are things you should do to your webpages, but will only move your website up a few places in the search engines. It is the offpage optimization factors that will get you high rankings. I will teach you exactly what offpage optimization factors are, **AND** how to make sure you optimize this perfectly for Google and the other major search engines!

## Chapter 3

### “The Secret To Getting Listed In Google In Under 24 Hours - Guaranteed”

You may or may not have heard people claim they can get listed in Google in only 24 hours. It seems that nearly 100% of the **people you run across in forums act like in order to get indexed by Google in 24 hours is some miracle feat** that can only be accomplished by doing some "top secret" marketing tactic or advanced optimization strategy.

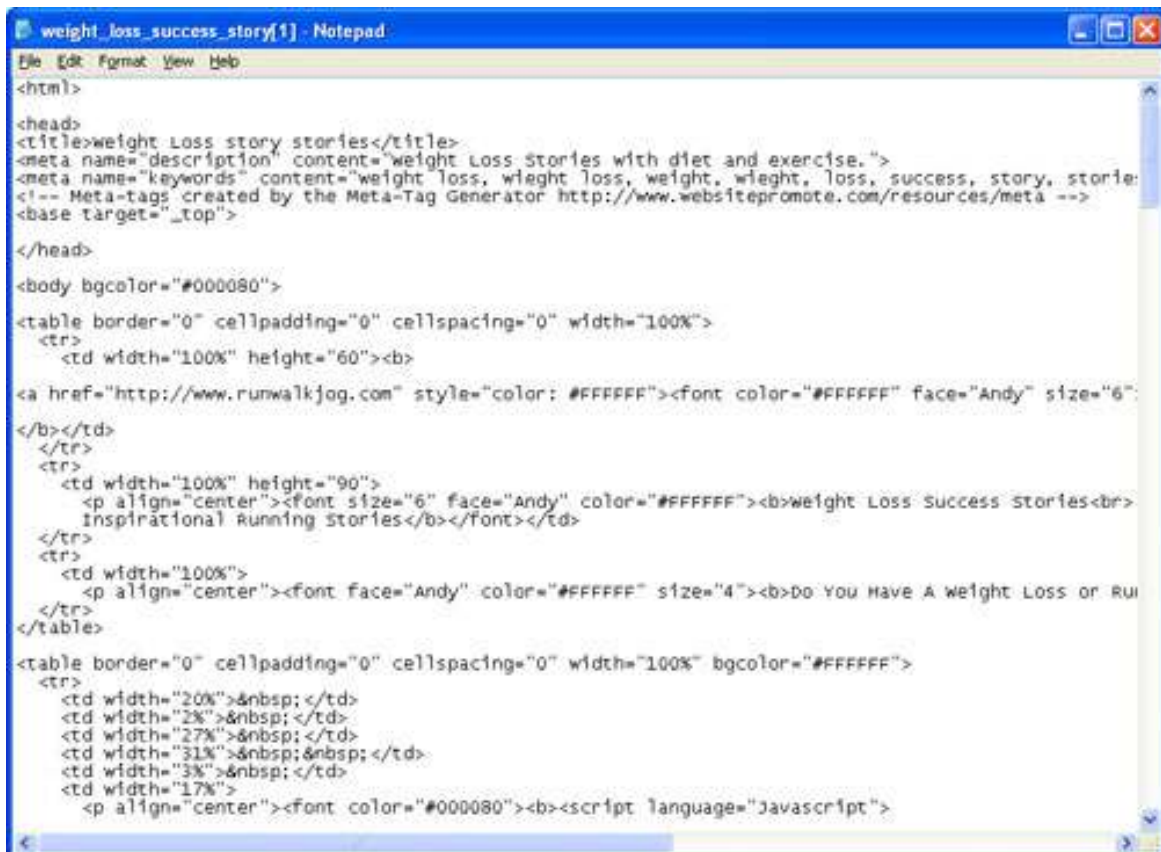
**Well, the truth of the matter is...**

Getting listed in Google in under a day is quite easy!

First, let's define what "getting indexed by Google" means...

Let's say that you create a brand new website. For our purposes, we'll call it [www.bradcallenscoolwebsite.com](http://www.bradcallenscoolwebsite.com)

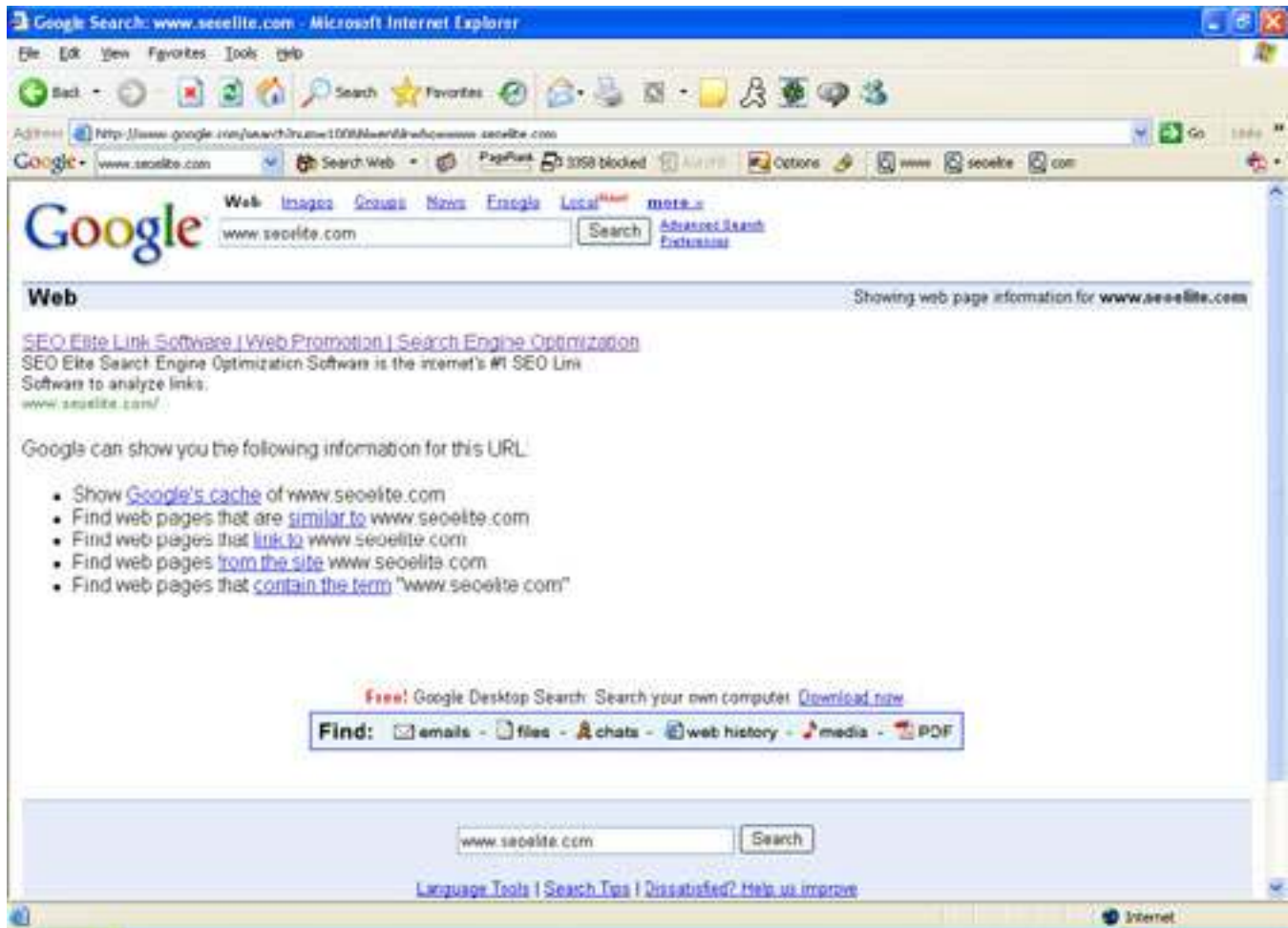
If we go to Google and enter: [www.bradcallenscoolwebsite.com](http://www.bradcallenscoolwebsite.com) into the search box, we'll see that no results are returned. See below:



```
weight_loss_success_story[1] - Notepad
File Edit Format View Help
<html>
<head>
<title>weight Loss story stories</title>
<meta name="description" content="weight Loss Stories with diet and exercise.">
<meta name="keywords" content="weight loss, wieght loss, weight, wieght, loss, success, story, storie">
<!-- Meta-tags created by the Meta-Tag Generator http://www.websitepromote.com/resources/meta -->
<base target="_top">
</head>
<body bgcolor="#000080">
<table border="0" cellpadding="0" cellspacing="0" width="100%">
<tr>
<td width="100%" height="60"><b>
<a href="http://www.runwalkjog.com" style="color: #FFFFFF"><font color="#FFFFFF" face="Andy" size="6">
</b></td>
</tr>
<tr>
<td width="100%" height="90">
<p align="center"><font size="6" face="Andy" color="#FFFFFF"><b>weight Loss Success Stories<br>
Inspirational Running Stories</b></font></td>
</tr>
<tr>
<td width="100%">
<p align="center"><font face="Andy" color="#FFFFFF" size="4"><b>Do You Have A Weight Loss or Rui
</p>
</tr>
</table>
<table border="0" cellpadding="0" cellspacing="0" width="100%" bgcolor="#FFFFFF">
<tr>
<td width="20%">&nbsp;</td>
<td width="2%">&nbsp;</td>
<td width="27%">&nbsp;</td>
<td width="31%">&nbsp;</td>
<td width="3%">&nbsp;</td>
<td width="17%">
<p align="center"><font color="#000080"><b><script language="javascript">
```

The reason no results appear is because our website is new and it's not "in Google's index" yet. If you're not in their index, your site can't be ranked by them because they don't know your site exists...

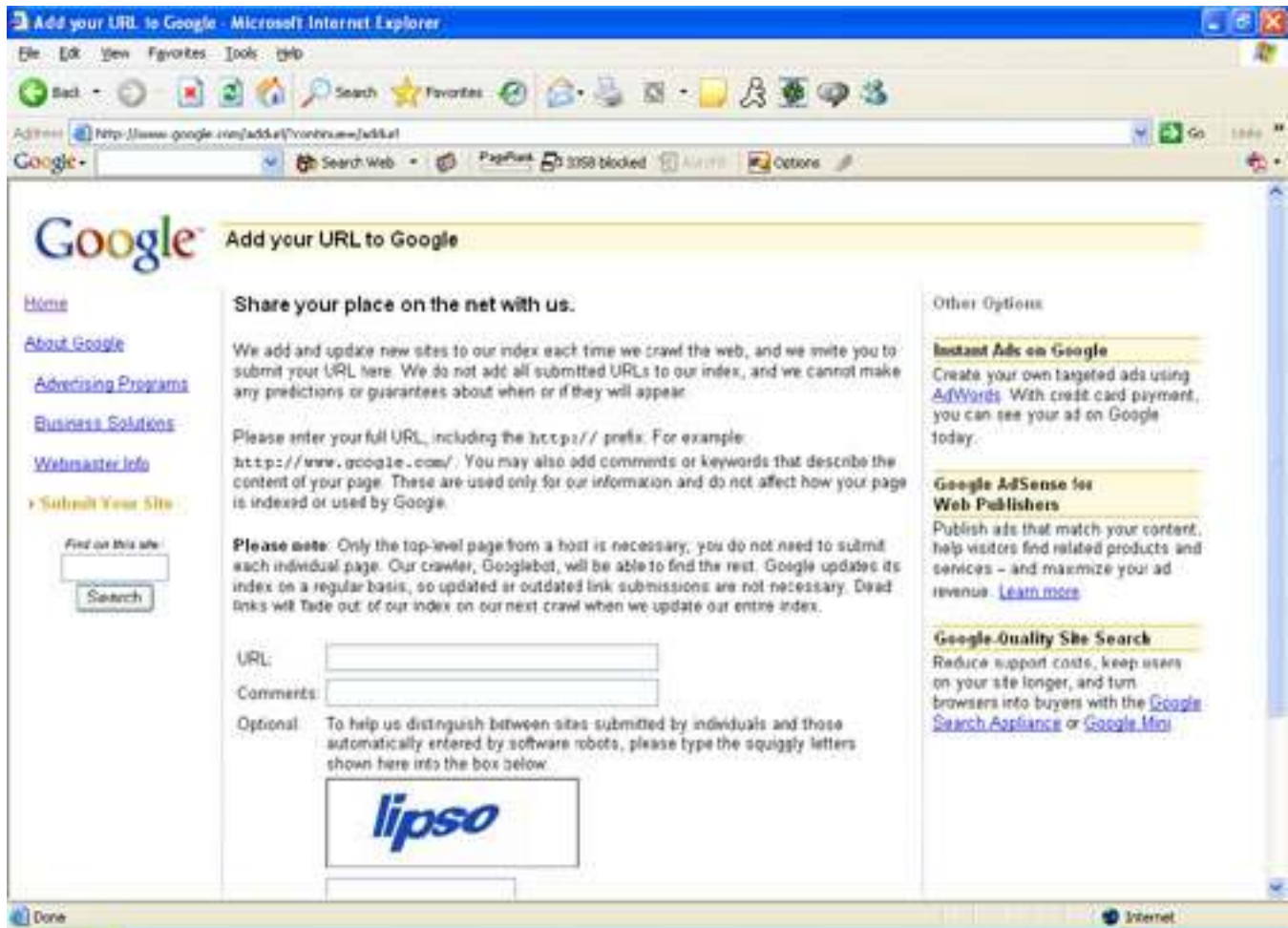
So, in order to rank in Google, you must first get into their index. Once your website is in there index and you do a search like we did above, you'll see the screen below:



Notice your website title, description, and URL now appear... This website has been indexed by Google.

Ok, now that we've got that out of the way, let's talk about what NOT to do when trying to get indexed by Google. This drives me absolutely crazy when I see people doing this, and is actually what I did at one time as well. The following URL might look familiar to you:

<http://www.google.com/addurl.html>

A screenshot of a Microsoft Internet Explorer browser window displaying the Google 'Add your URL to Google' form. The browser's address bar shows the URL 'http://www.google.com/addurl.html'. The page has a yellow header with the Google logo and the title 'Add your URL to Google'. On the left, there are links for 'Home', 'About Google', 'Advertising Programs', 'Business Solutions', 'Webmaster Info', and 'Submit Your Site'. The main content area is titled 'Share your place on the net with us.' and explains that Google adds and updates new sites to its index. It provides instructions on how to submit a URL, including an example: 'http://www.google.com/'. It also mentions that comments or keywords can be added to describe the content. A 'Please note' section states that only the top-level page from a host is necessary. Below this, there are input fields for 'URL', 'Comments', and an 'Optional' field for squiggly letters. A 'lipso' logo is visible in the optional field. On the right, there are 'Other Options' including 'Instant Ads on Google', 'Google AdSense for Web Publishers', and 'Google Quality Site Search'. The browser's status bar at the bottom shows 'Done' and 'Internet'.

This is Google's actual website submission form. They state that you can use this form to submit your website to their index of websites and it can take up to 6 weeks for your website to be placed into their index. I don't know about you, but 4 weeks is a heck of a long time to just wait for your website to be placed in their index rotation, let alone get a top ranking!

## Never Use The Google Submission Form!

You should **NEVER** use this form, or any other of the top search engine's submission forms for that matter. These search engines include Yahoo, MSN, Altavista, and Alltheweb.

So, how do you get your website indexed within 24 hours?

Let's stick with our weight loss website for now, and I will take you through the steps you'll need to do to get indexed by Google in under 24 hours, guaranteed.



Go to Google and enter the broadest keyword you can think of that's related to your website. In our example, it will be "weight loss". Once you've done this, you'll see a list of Google results.



Browse through each website and pay particular attention to the Google Page Rank of the website.

**Note:** Remember, Google Page Rank is measured by the number of websites and the "importance" of those websites that link to your website. In general, the more websites that link to your website, the higher your Page Rank will be.

So, as you're looking at these top ranked websites for the search term "weight loss", you should try to find websites with a Page Rank of 5 or higher.

Once you've found several websites like this, you should check and see whether or not they have links pages. Usually you'll see links from their index page that say (resources, links, related sites, etc.) Now, you need to search their website for their contact information or information on getting a link from one of their high Page Rank webpages.

Once you find their contact information you should send them an email asking if they will link to your website in return for you linking back to their website. If you do this correctly and professionally, they will respond and will place a link on their website to yours.

If you can manage to get 1 PR5 website to link to your website, you will be indexed by Google in under 3 days. If you can get 1 PR6 website to link to you, then you will be in Google's index in under 24 hours!

Sometimes persuading the higher page rank websites is pretty tough, especially if your website is brand new, but there's another option you can pursue and that is ...

## Purchasing Text Links!

Purchasing links from high Page Rank websites. The easiest and fastest way to do this is to visit 1 of the many link purchasing websites. Here are a few of the better ones that I personally use on a regular basis. I've listed them in order of which I view as the best.

<http://www.textlinkbrokers.com>

<http://www.linkadage.com>

<http://www.text-link-ads.com>





Many times you can purchase 1 PR7 link for a 1 month time period for, say, \$150. After the month is up, there is no need to renew because you are already in Google's index! So, basically by paying a 1 time fee of \$150 you can be indexed by Google within 24 hours, with no work on your part.

Something else that I will typically do with new websites, is I will always link my older, higher Page Rank websites to my new websites. If you already own 1 PR5 or 6 website, then place a link on the index page of that PR5 or 6 website and point it to your new website.

Leave the link there for 1-3 days and you'll quickly see your new website in Google's index! Once you're in the index, you can remove the link from your higher Page Rank website.

It's as easy as that... So, you can see that getting indexed quickly by Google is VERY easy and doesn't take a rocket scientist to figure this out. Once you're in Google's index, you can begin to do the things I'll be teaching you in the following chapters.

### Thus far, you've learned:

-  How to properly select keywords that aren't too competitive
-  How to analyze the onpage optimization factors of the websites that aren't ranked in the top of the search engines for the keyword you selected.
-  How to properly optimize your own website for onpage optimization factors
-  And how to "get indexed by Google" in less than 24 hours"

On to Chapter 4

## Chapter 4

# “How To Skysrocket Your Website To The Top Of Google With Properly Planned Offpage Optimization!”

I don't know about you, but I get extremely excited when I see my new keywords at the top of Google for the very first time. Making big changes in ranking is primarily done by what is called offpage optimization.

Earlier I mentioned there were **two types of search engine optimization**.













-  **Onpage Optimization**
-  **Offpage Optimization**

We've gone over onpage optimization, so let's move on to offpage optimization which is what really makes a **HUGE** difference in your site's ranking.

Properly planned offpage optimization will make the difference between your website ranking #900, and ranking #1 on Google!

So, what is offpage optimization anyway? Offpage optimization basically consists of all of the ranking factors that are NOT located on your webpage, that the search engines look at when ranking a website.

These include:

-  Which websites link to you
-  The number of websites linking to you
-  The Google  of the website linking to you
-  The page title of the website linking to you
-  The anchor text used in the link linking to you
-  The number and type of links linking to the website that's linking to you.
-  The number of outbound links on the website that is linking to you
-  The total number of links on the website that is linking to you
-  Whether or not the websites linking to you are deemed by Google as an authority website.
-  The IP Address of the websites linking to you.
-  Plus some other things that we'll get to later...

In order to optimize our original website for the keyword "weight loss stories", we need to analyze the offpage optimization techniques of the top 10 ranked websites for our keyword.


## Copy The Top Ranked Websites To Get A #1 Position

The goal here will be to copy exactly what they're doing, and then do things slightly better. We want to give Google exactly what they want, by making our offpage optimization as close to the top ranked websites as possible, but as I said, slightly better, we'll edge them out and rank better.

Let's change gears and analyze the top ranked website for the keyword, "diet information" because this is a much more competitive keyword than "weight loss stories" and it will help illustrate the kind of offpage optimization that you'll need to rank high in the search engines.

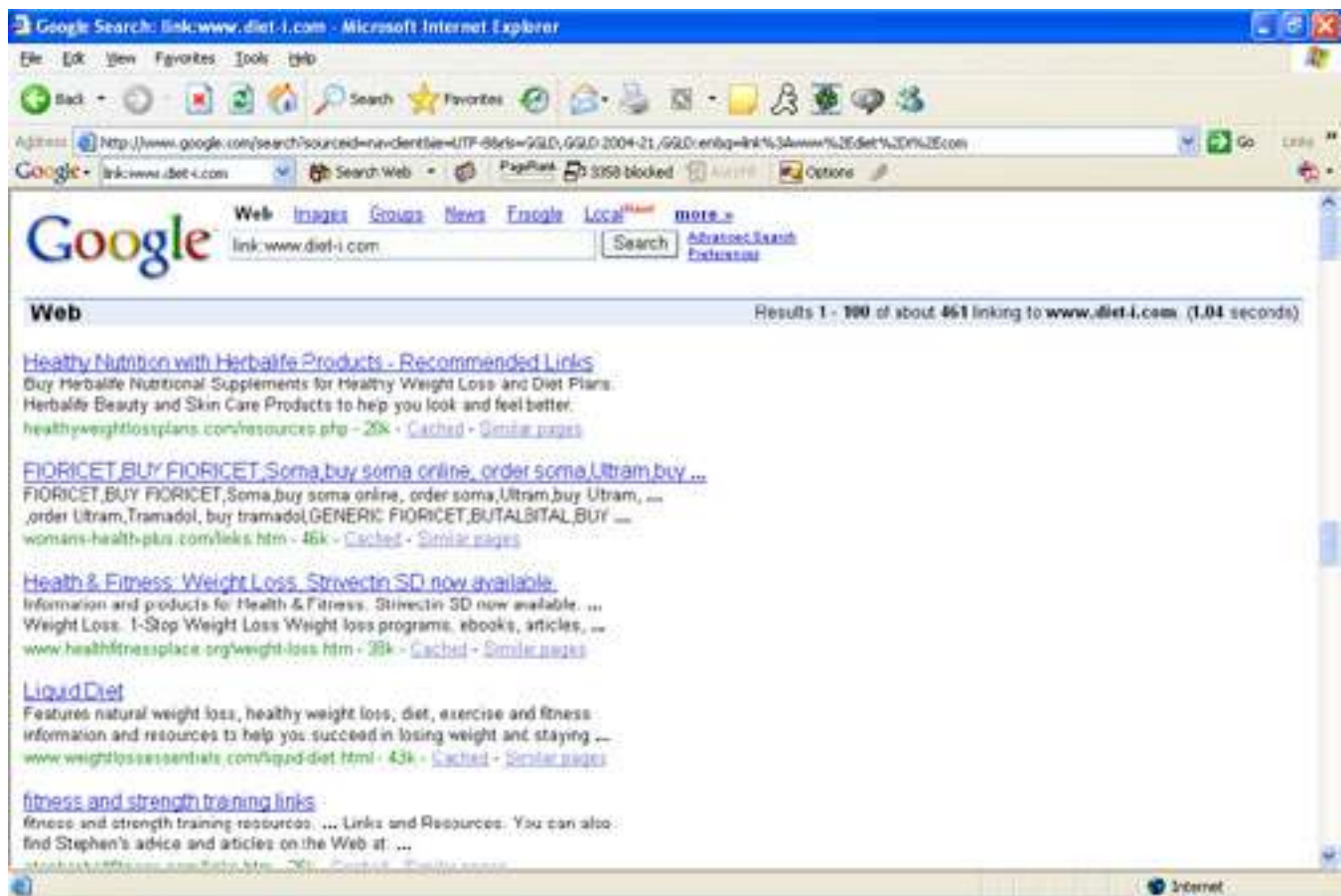
As I mentioned above, we'll need to analyze a bunch of things about the #1 ranked website for the term "diet information" ([www.diet-i.com](http://www.diet-i.com)).

Again, these things include:

- 📖 Which websites link to them
- 📖 The number of websites linking to them
- 📖 The Google  of the website linking to them
- 📖 The page title of the website linking to them
- 📖 The anchor text used in the link linking to them
- 📖 The number and type of links linking to the website that's linking to them
- 📖 The number of outbound links on the website that is linking to them
- 📖 The total number of links on the website that is linking to them
- 📖 Whether or not the websites linking to them are deemed by Google as an authority website
- 📖 The IP Address of the websites linking to them.

## ✦ Which websites link to them

In order to do this, we'll go to Google and enter the following into the searchbox:  
link:www.diet-i.com

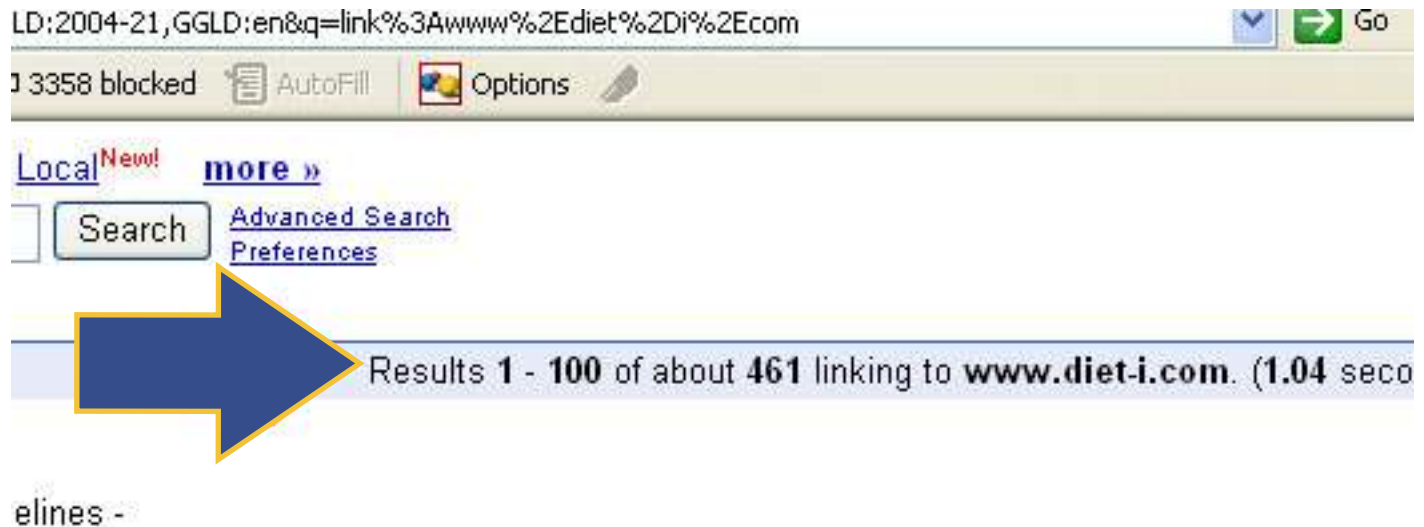


This will bring back a list of websites that back a link pointing to www.diet-i.com. These are www.diet-i.com's link partners. You'll notice that Google says there are about 461 webpages linking to www.diet-i.com.

Now that we have the list of websites, we'll need to analyze the quality of these websites in great detail.

## ★ The Number of Websites linking to them

Google shows that there are about 461 websites linking to them.

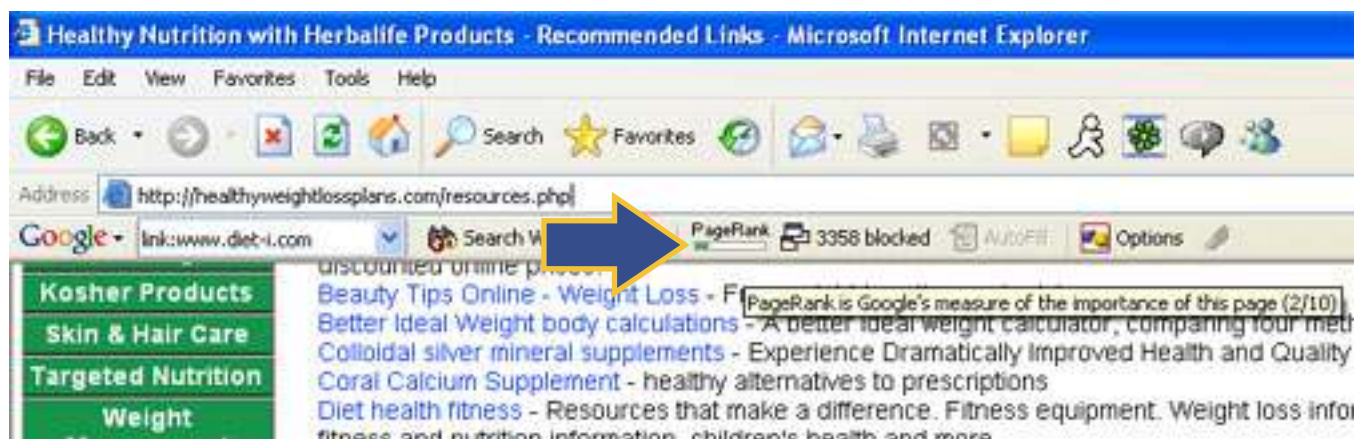


## ★ The Google Page Rank of the websites linking to them.

If we click on one of the webpages listed above:

(<http://healthyweightlossplans.com/resources.php>)

we'll see that the Page Rank of this page is 2.



## ★ The page title of the website linking to them

We'll not that the page title of this webpage is "Healthy Nutrition with Herbalife Products - Recommended Links".

Notice that the page title doesn't include www.diet-i.com's main keyword "diet information". You'll want to try to get websites to link to you from pages that contain your main keyword in their page title.

The anchor text used in the link linking to them

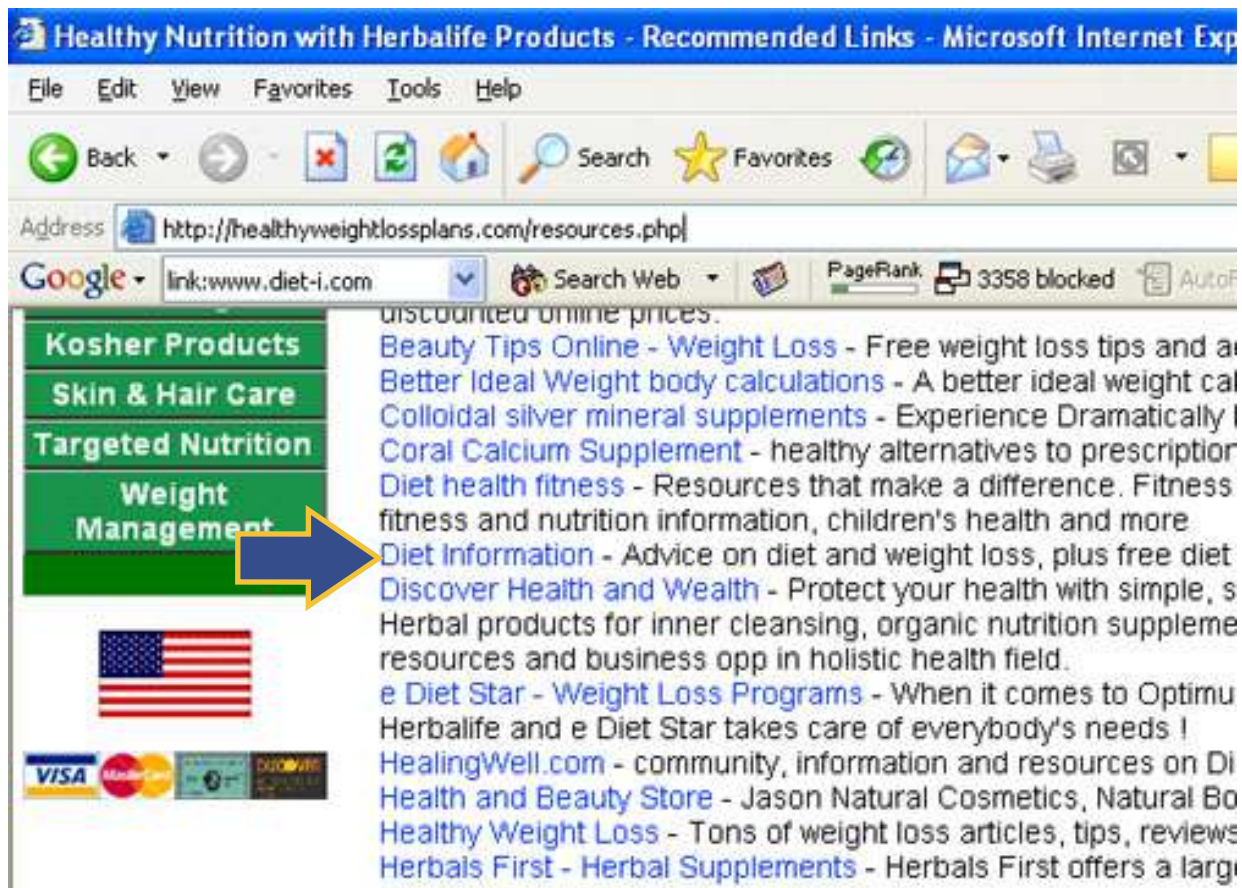
Anchor text plays an extremely important roll in ranking well in Google.

Note: Anchor text is the actual text located within the link linking to www.diet-i.com. For example, in this example:

diet information is helpful.

☞ ["Diet information"](#) the anchor text.

Ok, now let's look at the webpage above and find where the link to www.diet-i.com is located... See below:



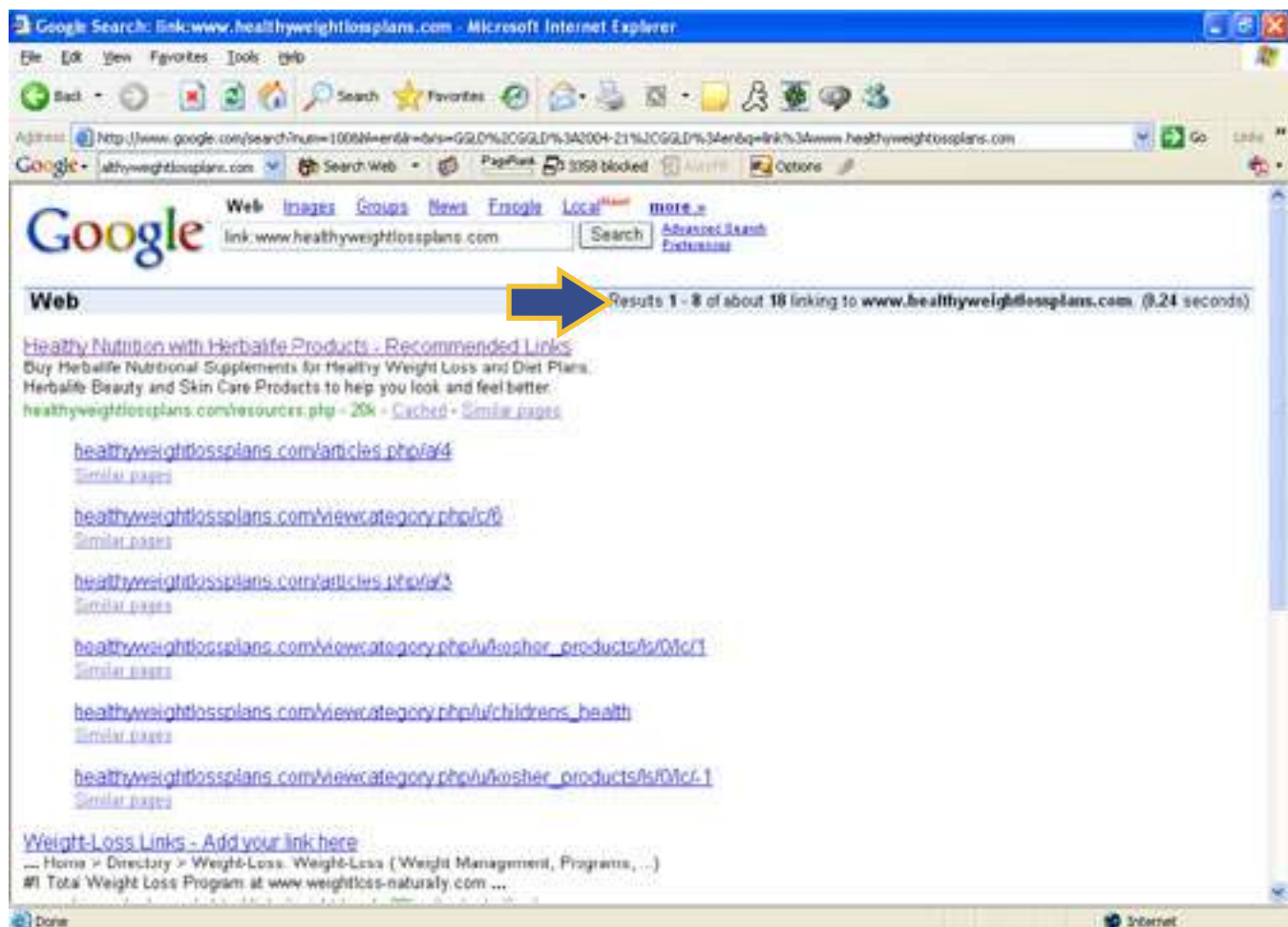
You'll notice that the anchor text being used is "Diet Information"... Hmm... How about that? The keyword they're ranked #1 on happens to be the exact anchor text that they're using for this link. Keep that in mind.

## ★ The number and type of links linking to the website that's linking to them

Next we need to find the number of webpages linking to the page linking to [www.diet-i.com](http://www.diet-i.com). Again, this page is:

<http://healthyweightlossplans.com/resources.php>

So, we'll simply do the same thing we did with [www.diet-i.com](http://www.diet-i.com) to get their list of link partners. We'll go to Google and enter: `link:www.healthyweightlossplans.com` to see how many webpages link to the main domain that our link is located on.



Note that Google says there are about 18 webpages linking to [www.healthyweightlossplans.com](http://www.healthyweightlossplans.com)

The number of outbound links on the website that is linking to them

Ok, now we'll need to actually count the number of links on this page:

<http://healthyweightlossplans.com/resources.php>

By "outbound links", I mean the links that are pointing to other websites, other than pages within [www.healthyweightlossplans.com](http://www.healthyweightlossplans.com)

The total number of outbound links is: 26

## ★ The total number of links on the website that is linking to them

This is the total number of links... which includes the "outbound links" from above AND the inbound links (links pointing to pages within this website)

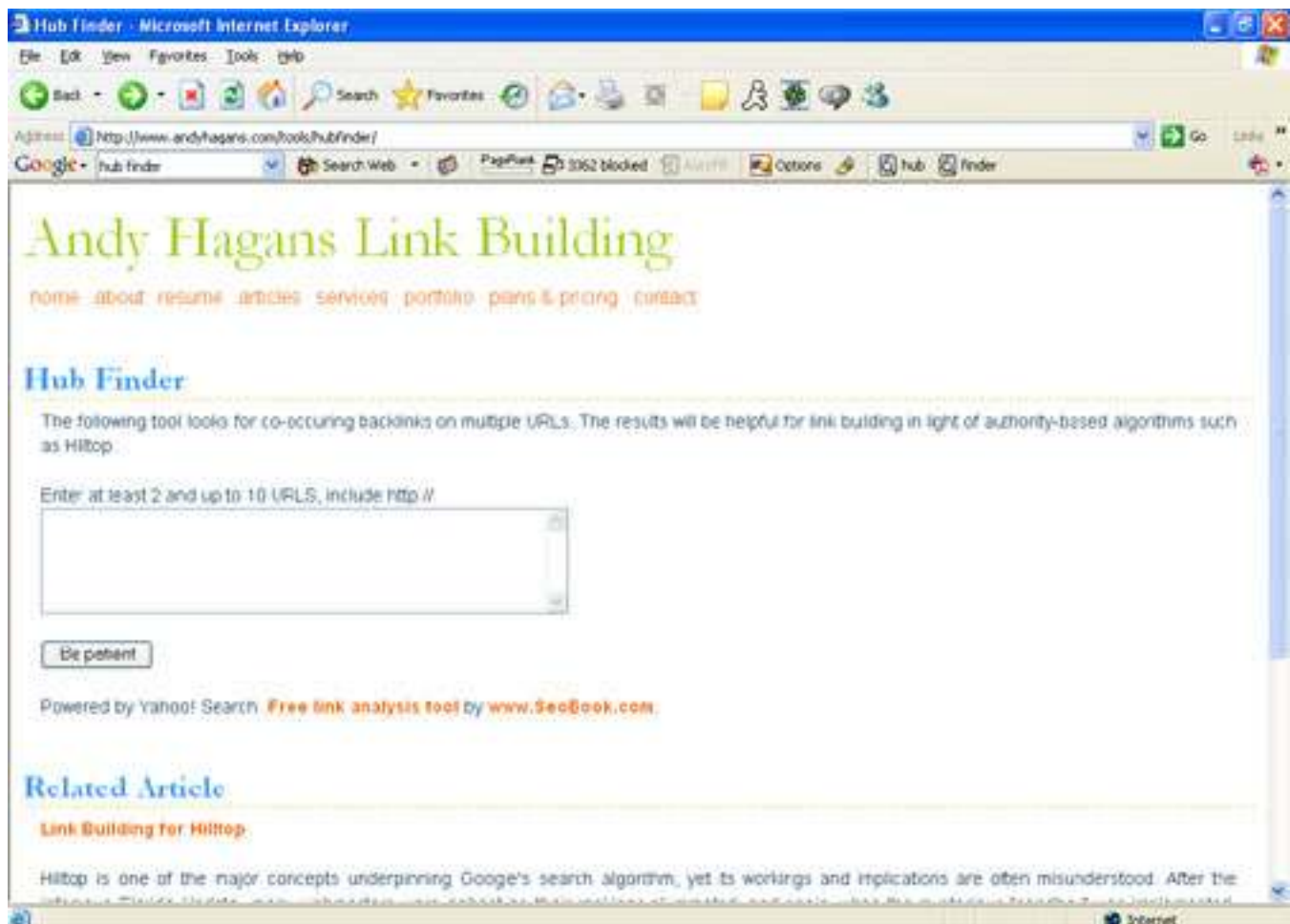
The total number of links on the page is: 59

**Note:** You'll want to try to get links from webpages that have as few total links as possible on the page. I'll go into why in later chapters.

## ★ Whether or not the websites linking to them are deemed by Google as an authority website

This one can be a bit tricky. The idea behind this is that Google views websites that are ranked high in the search engines AND contain lots of content AND have high Page Rank's to be authority websites. For this, I like to use the following free tool.

<http://www.andyhagans.com/tools/hubfinder/>

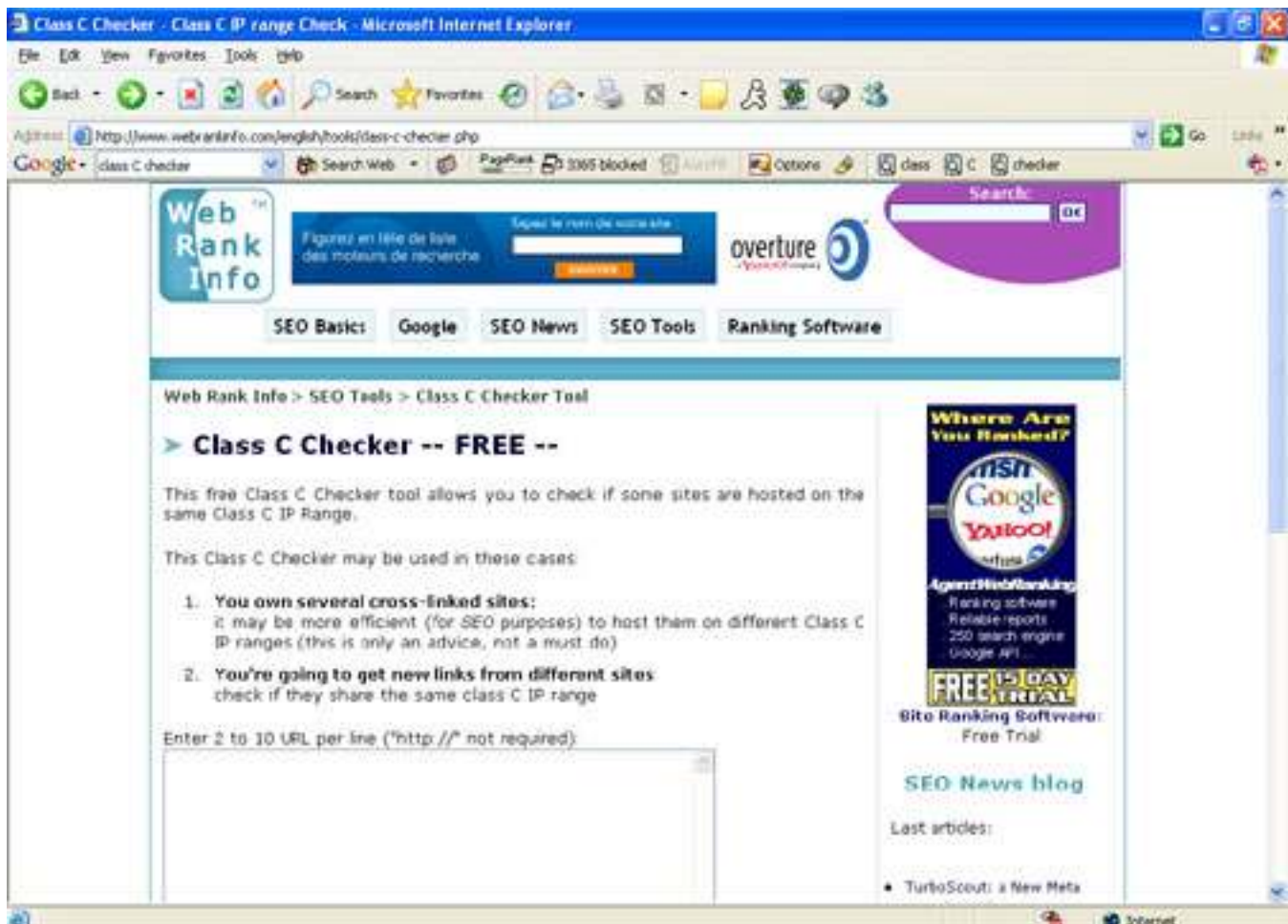


You can enter the top 10 domains for a specific keyword and the hub finder will find all common websites that link to each of the top 10 sites... Those websites are possible "hubs" or authority sites.

## ★ The IP Address of the webpages linking to them.

To do this we'll need to use some type of program that will tell us the IP Address of this webpage linking to [www.diet-i.com](http://www.diet-i.com). My favorite tool is:

<http://www.webrankinfo.com/english/tools/class-c-checker.php>



This tool will allow you to enter a URL and it will let you know what the IP Address of that URL is.

**Note:** It's important to get links from as many different IP Addresses as possible.

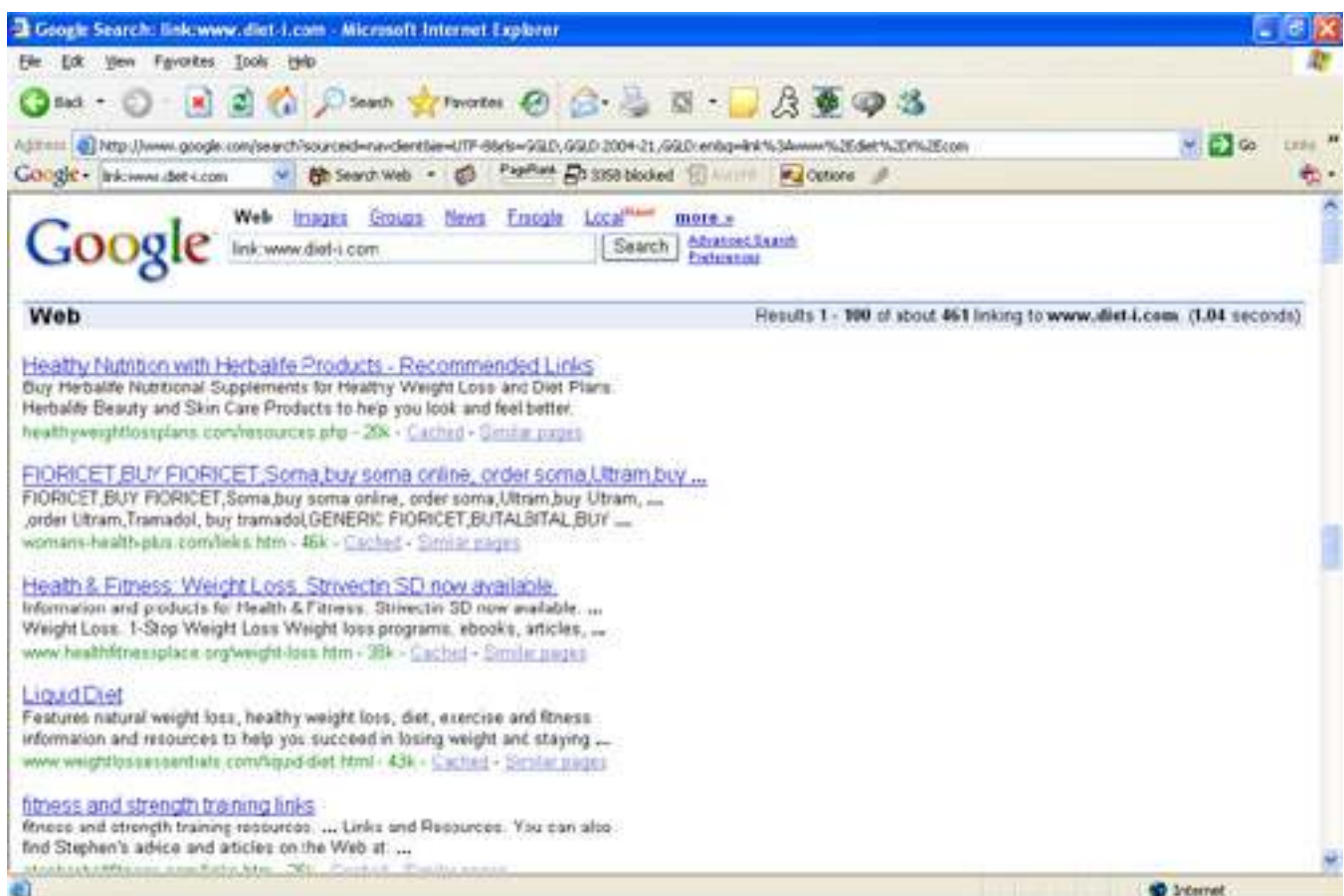
So, if we go to this website and enter [www.healthyweightlossplans.com](http://www.healthyweightlossplans.com) we'll see that the IP Address of this site is: 66.152.98.202

URL	IP Address	Class C
<a href="http://www.freeweightloss.com">www.freeweightloss.com</a>	38.113.1.151	38.113.1
<a href="http://www.healthyweightlossplans.com">www.healthyweightlossplans.com</a>	66.152.98.202	66.152.98

Ok, just to review what we've managed to gather thus far:

- There are 461 webpages listed by Google that are linking to [www.diet-i.com](http://www.diet-i.com)
- The Google Page Rank of 1 of those websites is 2
- The anchor text of the link pointing to [www.diet-i.com](http://www.diet-i.com) is "Diet Information"
- The title of that webpage linking to [www.diet-i.com](http://www.diet-i.com) is "Healthy Nutrition with Herbalife Products - Recommended Links"
- The number of links shown by Google that are linking to that website ([www.healthyweightlossplans.com](http://www.healthyweightlossplans.com)) is 18
- The number of outbound links on that webpage is 26
- The total number of links on that webpage is 59
- The IP Address of this website is 66.152.98.202

You'll want to open up an excel spreadsheet and keep track of ALL of this information as you go... Once you've finished with ([www.healthyweightlossplans.com](http://www.healthyweightlossplans.com)) you'll want to move on to the next "link partner" on the list below, and do the exact same thing with this one.



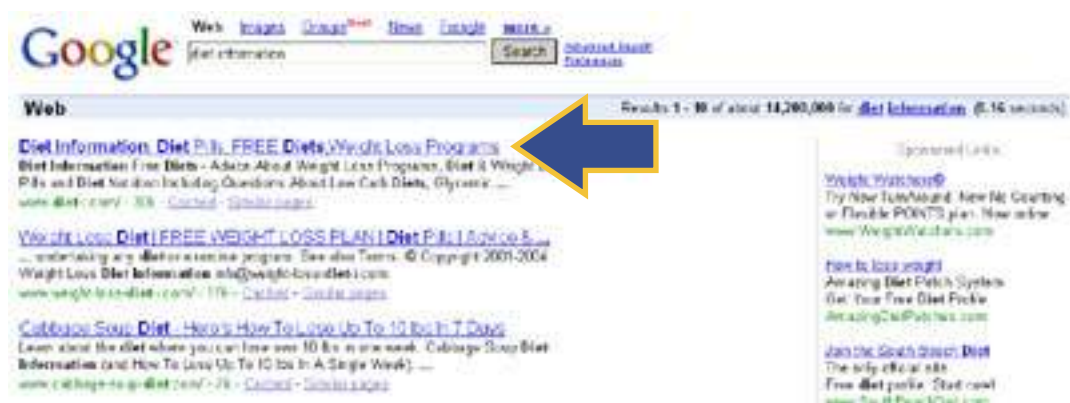
Yes, this can be a time consuming process, but in order to rank well, you must know EXACTLY how the top ranked websites are optimizing their offpage ranking factors, because that is what's getting them top rankings.

Here's the good news... When I personally analyze websites I don't do this all manually. I did when I first got started doing search engine optimization a long time ago, but since then I've gotten smart and realized there was an easier way to do this.

I use a software program called [SEO Elite](#) to do everything I just mentioned above. It's not a free tool, but it's well worth the money for the time it can save you. Let me quickly show you how to use [SEO Elite](#) to automate everything I taught above. I do want to stress that it's NOT critical to have [SEO Elite](#) , but sure saves a lot of time.

## Using SEO Elite to automate everything...

First we need to go to Google and enter the search term 'diet information'. You'll see that the number one ranked website is [www.diet-i.com](http://www.diet-i.com).



**Next, we need to open up SEO Elite.**

**New project**

Step 1: Select the Project Type.

- ☒ Analyze backlinks using a specified search engine.
- ☐ Find and email high page rank link partners.
- ☐ Analyze all anchor, all title or all text.
- ☐ Verify that link partners are still linking back.
- ☐ Find where your site is ranked for a given keyword(s).
- ☐ Find out how many web pages are indexed.

Step 2: Enter the domain you would like to search for

Step 3: Skip these URLs (separate by space)

Step 4: Only return sites that contain these keywords (separate by comma)

Step 5: Select the maximum number of results

Step 6: Select the search engine(s) you would like to use

- ☒ Google
- ☐ Yahoo
- ☐ Altavista
- ☐ AlltheWeb
- ☐ MSN

Step 7: Show special criteria on report tab

- ☒ Alexa Rank
- ☒ Whois information
- ☒ Link popularity
- ☒ Google PR
- ☐ Contact information
- ☒ Only unique results
- ☒ Skip all onpage links

- Select radio button 1 - Analyze backlinks using a specific search engine.
- Enter www.diet-i.com into the domain to analyze textbox.
- Select the search engine, Google, by checking the checkbox.
- Click ok.

What SEO Elite will do is analyze ALL of the offpage ranking factors that I mentioned above. Again, these things include:

- Which websites link to them
- The number of websites linking to them
- The Google of the website linking to them
- The page title of the website linking to them
- The anchor text used in the link linking to them
- The number and type of links linking to the website that's linking to them
- The number of outbound links on the website that is linking to them
- The total number of links on the website that is linking to them
- Whether or not the websites linking to them are deemed by Google as as authority website.
- The IP Address of the webpage linking to them

SEO Elite Will show you everything they're doing to rank well and will make it extremely easy for you to duplicate on your own website!

Once SEO Elite is finished processing, we can click over to the report view tab as shown below.

## Report View

The report view will show us an enormous amount of important information we'll need to know to outrank this website.

First let's look at the Anchor Text column.

www.diet-l.com using Google

ve

Resume

Pause

Stop

Preferences

Res (100.00%), working on 40 sites (0 threads active) 0.0 KBytes/sec

threads view

Rep

Page title	Anchor text	Outbound links	Total links	Whois
h and Personal Care Links from Princess Prints	Anne Collins Diet	29	66	whois: ?
Quick Soup	Best Diet Program	20	86	whois: ?
4 Fitness Links Page	Click Here	64	73	whois: ?
Viagra Propedia Xenical Online	Diet - I	19	49	whois: ?
nt Maintenance: How to Maintain Weight	Diet Advice and Information	1	77	whois: ?
ie Chart for Fish - Diet Information	Diet Home	0	128	whois: ?
ie Chart for Sauces - Diet Information	Diet Home	0	128	whois: ?
ie Tables for Potatoes - Diet Information	Diet Home	0	137	whois: ?
en: Diet & Health Resources	Diet Home	0	132	whois: ?
ng & Cleansing Diets	Diet Information	3	195	whois: ?
ine Somers Diet Review	Diet Information	0	127	whois: ?
n-Free Diet Guidelines	Diet Information	0	129	whois: ?
sw of DietDivas Weight Loss Proram	Diet Information	0	128	whois: ?
rd Simmons Diet	Diet Information	0	127	whois: ?
al Diet Pills Review	Diet Information	0	82	whois: ?
ry Supplements	Diet Information	2	84	whois: ?
ry Guidelines: Resources	Diet Information	5	196	whois: ?
gia Diet and Weight Loss Programs	Diet Information	101	153	whois: ?
essee Diet and Weight Loss Programs	Diet Information	101	153	whois: ?
.ctibay.com	Diet Information	193	223	whois: ?
Directory: The pepped Internet directory	Diet Information	110	126	whois: ?
gan Diet and Weight Loss Programs	Diet Information	101	153	whois: ?
po - your best archive	Diet Information	93	116	whois: ?
diet (atkins,carb,diet,loss,low,weight)	Diet Information	34	36	whois: ?
opularity.at Websuche /Health/Weight_Loss/	Diet Information	94	138	whois: ?
al low carb links	Diet Information	15	26	whois: ?
Exposer - Top: Health: Weight Loss &nbsp;(405)	Diet Information	107	128	whois: ?
nt Loss Health, Directory	Diet Information	105	121	whois: ?
.ginseng-lebenskraft.info	Diet Information	94	98	whois: ?
h : Weight Loss : dmoz.artrocity.com	Diet Information	110	132	whois: ?
nt Loss Links	Diet Information	34	41	whois: ?
k Insurance Associates Inc. eDirectory: Health Res...	Diet Information	17	56	whois: ?

word

(anchor text) # found

Remove All

Remove

332 (83.8%)

Average

PR = 0

PR = 1

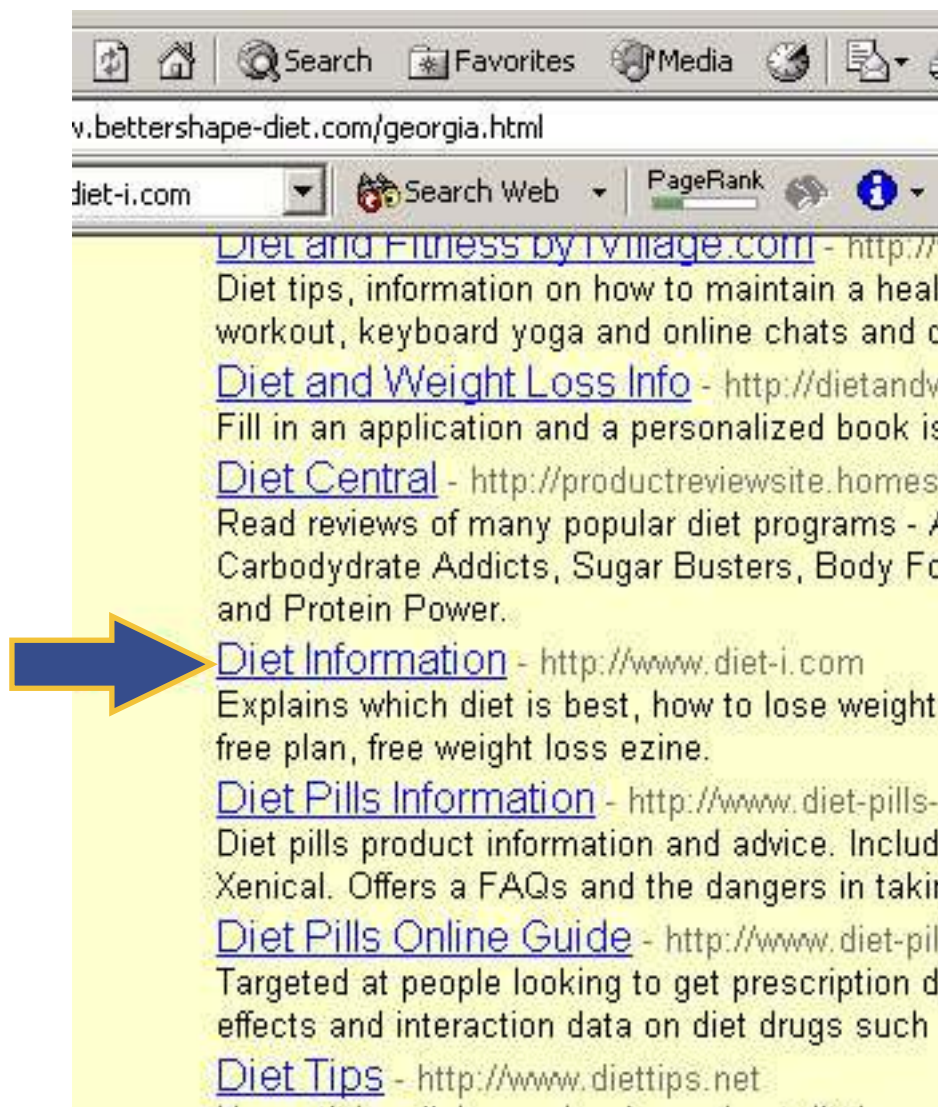
PR = 2

PR = 3

PR = 4

As I mentioned above, anchor text plays an extremely important roll in ranking well in Google and the other major search engines.

Take a look at this webpage that is linking to [www.diet-i.com](http://www.diet-i.com). Notice that the anchor text is "diet information"



While looking at the report view within [SEO Elite](#), you'll notice that [www.diet-i.com](http://www.diet-i.com) has hundreds of backlinks that contain the words "diet information" within their anchor text. This is a BIG plus for them and something you'll want to duplicate!

Now, let's scroll to the left and look at the IP Address column.

lyze backlinks for www.diet-l.com using Google				
Finished 436 of 436 sites (100.00%), working on 40 sites (0 threads active, 0.0 KBytes/sec)				
Page with link	IP Address	Linked back	Google PR	
www.womenshealthandbody.com/directory/best-weight-loss...	207.44.210.3	Yes	1	best
www.10pointdiet.com/new%20links%20page.htm	207.44.212.82	Yes	0	Free
www.davenportlibrary.com/about/seniors/senhealth.htm	207.63.23.222	Yes	3	Healt
www.healthcatalog.com/diet_and_weight_loss.htm	207.67.198.70	Yes	3	Healt
www.weightloss-fir.com/healthdirectory/Weight_Loss_Diet....	208.170.149.164	Yes	1	Healt
www.therapyzone.com/tz.asp?wci=links	208.29.195.53	Yes	0	Ther.
www.lesliesansonevideos.com/healthlinks.htm	208.56.221.18	Yes	3	Healt
www.diet-pill-directory.com/Detox-Diet.php	209.132.203.135	Yes	0	Deto
www.diet-pill-directory.com/Grapefruit-Diet-Pill.php	209.132.203.135	Yes	1	Grap
www.exercise-equipment-warehouse.com/resources-weigh...	209.133.250.8	Yes	2	Exer
www.onlinefit.com/links/index.cfm/link/228	209.139.197.9	No	3	Onlin
www.health.ca/directory/Health/Weight_Loss/	209.152.167.67	Yes	0	Healt
odp.webwombat.com.au/WW7210.HTM	209.152.183.222	Yes	2	Loss
www.vegetarian-diet.info/weight_loss_diet_support.htm	209.197.120.92	Yes	4	Weig
taeboweightloss.tripod.com/supplements.html	209.202.240.100	Yes	1	Supp
atanuphukan.tripod.com/cool_links.html	209.202.240.100	Yes	2	Cool
1stopexercise.com/link_partners.html	209.216.203.17	Yes	3	Link f
www.asktiki.com/search.php?action=search_links_advance...	209.216.203.17	Yes	3	AskT
www.selfgrowth.com/exercise.html	209.216.4.7	Yes	4	Exer
www.low-carb-foodz.com/links	209.217.33.219	Yes	4	Discc
www.water-retention.net/water-retention-treatments.html	209.218.166.106	Yes	3	Treal
www.brainwavecenter.com/health-fitness-and-weight-loss....	209.238.200.174	Yes	3	Fitne
www.myslenderbody.net/Weight_Loss.htm	209.249.147.131	Yes	2	Weig
www.sixftltoness.com/links.html	209.41.169.6	Yes	3	Suza
www.pillsfirst.com/dieting.html	209.59.132.234	Yes	3	Dietir
www.bellaonline.com/subjects/1645.asp	209.59.2.174	Yes	3	Weig
checkweight.net/Diet_Weightloss_Network/	209.61.238.216	Yes	3	Diet '
www.glamour-eyes.com/Health%20and%20Fitness.html	209.63.184.132	Yes	0	www
www.slimming-diets.co.uk/directory.htm	212.100.233.241	Yes	3	Slimm
www.easyskin.info/usefulsites/diet.htm	212.227.119.69	Yes	1	usefi
Hbeauty.co.uk/personal/slimmingclub/links/links.html	212.67.202.199	Yes	2	Slimm
Hbeauty.co.uk/personal/links/links.html	212.67.202.199	Yes	3	Linkc
Keyword	(anchor text) # found			
<a href="#">Add keyword</a>			Remove All	
	332 (83.8%)		Remove	

\* Google favors websites that have many links located on different IP Addresses.

If you think about it, it makes sense that Google gives priority to websites that have links on many IP Addresses rather than many links all on the same IP Address. This helps eliminate the possibility of people controlling the search engines.

If Google didn't look at IP Addresses, I could simply create 1 website with thousands of pages and link to another 1 of my websites from all of these pages. I would then have thousands of links pointing to my website, which would probably result in a #1 ranking...

**Unfortunately, Google's smarter than that and doing that won't work, because ALL of your link partners would have the same IP Address, because they'd all be coming from your other website.**

Anyway, back to the IP Addresses. As we scroll over, click the "IP Address" column heading to sort the column, we'll notice that [www.diet-i.com](http://www.diet-i.com) also has many links from different IP Addresses. That's also a BIG plus for them.

**Next, we'll look at the column titled Page Rank.**

... Finished 436 of 436 sites (100.00%), working on 40 sites (0 threads active, 0.0 k

Page with link	IP Address		Google PR	
dmoz.org/Health/Weight_Loss/	207.200.81.154	Yes	7	(
pscontent.com/od2/opendirecto...	65.61.195.30	Yes	7	(
www.fitmoves.com/Links/Links....	63.119.175.7	Yes	5	1
www.edreferral.com/links.htm	66.63.128.103	Yes	5	L
www.aimshare.com/linksnew.aspx	84.18.198.73	Yes	5	A
www.minisun.com/links.asp	207.126.87.71	Yes	5	L
www.asiaobserver.com/cgi-local...	69.56.241.98	Yes	5	A
www.firstsfind.de/dir/index.php...	81.28.232.68	Yes	5	F
freemind.sourceforge.net/Public...	66.35.250.209	Yes	5	f
www.ulisseagent.com/odp/inde...	62.149.130.12	Yes	5	L
stephenholtfitness.com/links.htm	65.254.59.194	Yes	5	f
www.diet-i.com/gluten-free-diet...	216.127.82.106	Yes	4	(
www.diet-i.com/diet-advice.htm	216.127.82.106	Yes	4	[
www.diet-i.com/weight_loss/los...	216.127.82.106	Yes	4	H
www.diet-i.com/diet_pills/dietar...	216.127.82.106	Yes	4	[
www.diet-i.com/diet_supplemen...	216.127.82.106	Yes	4	[
www.weight-lifting-4u.com/link_...	69.93.125.162	Yes	4	L
www.diet-i.com/diet_pills/herbal...	216.127.82.106	Yes	4	H
www.internautes.fr/index.php?...	69.93.225.101	Yes	4	I
www.south-beach-diet-recipes-...	70.85.28.5	Yes	4	S
www.diet-i.com/diet_pills/didrex...	216.127.82.106	Yes	4	[
www.apspecialists.com/cms/ind...	216.240.155....	Yes	4	A
www.diet-i.com/diets/sugarbust...	216.127.82.106	Yes	4	S
www.diet-i.com/dieting.htm	216.127.82.106	Yes	4	[
www.diet-i.com/perricone-diet....	216.127.82.106	Yes	4	F
www.diet-i.com/low-carb-diets-i...	216.127.82.106	Yes	4	L
www.news.de/webguide/odp.p...	217.71.106.11	Yes	4	r
www.low-carb-foodz.com/links	209.217.33.219	Yes	4	[
www.euroshopping.it/odp/index...	62.149.226.153	Yes	4	E
www.diet-i.com/diets/diet-suppl...	216.127.82.106	Yes	4	L
www.annecollins.com/diet-food...	64.246.46.217	Yes	4	[
www.nnni-juice-plus.com/nnni-i...	216.73.124.219	Yes	4	1

Keyword	(anchor
<a href="#">Add keyword</a>	

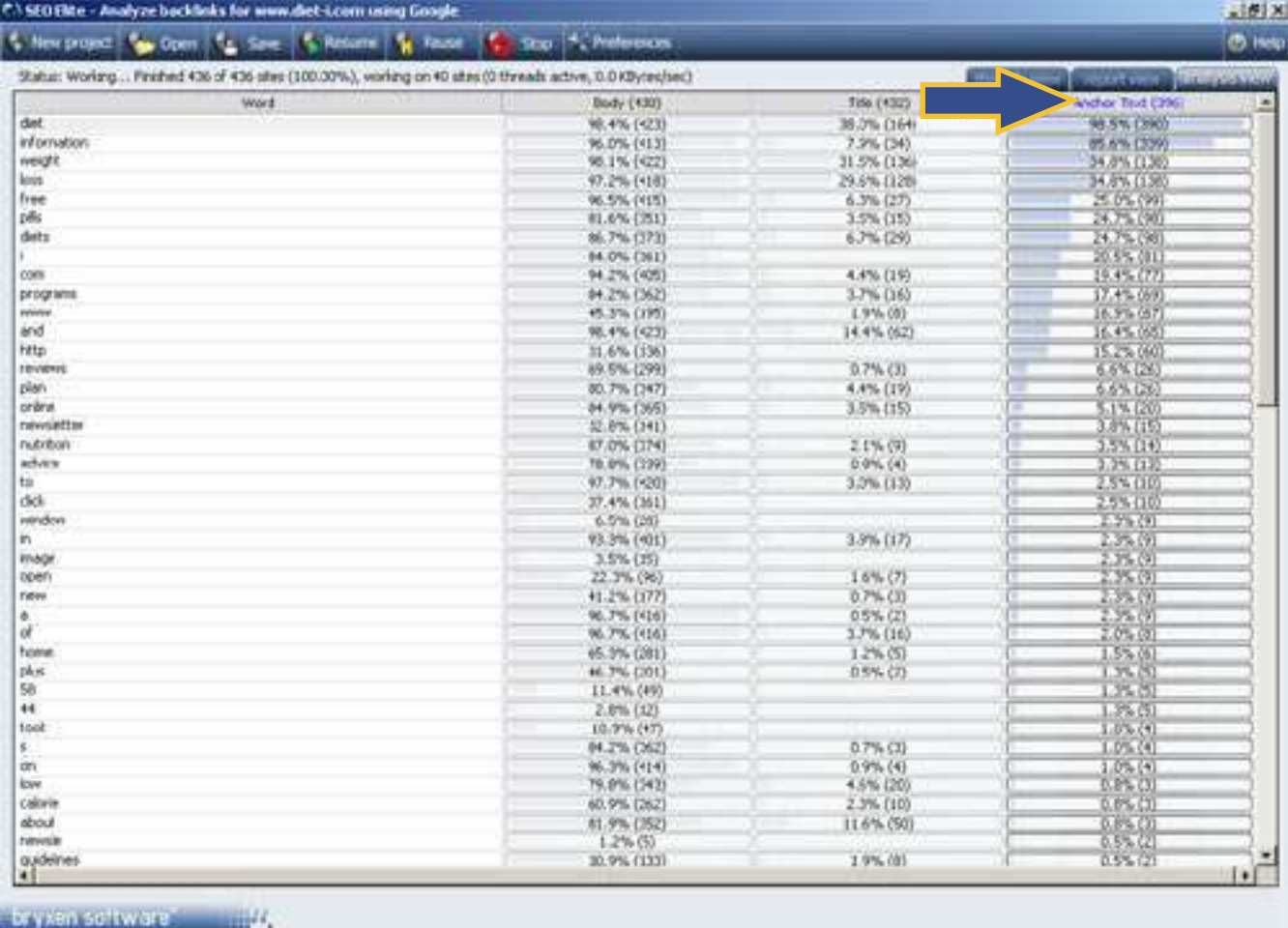
If we click the Page Rank column heading, it will sort the column for us. You can immediately see that [www.diet-i.com](http://www.diet-i.com) has 2 links from 2 Page Rank 7 websites.

This is very good, in that it will raise [www.diet-i.com](http://www.diet-i.com)'s Page Rank and ultimately their ranking.

**Note:** When you get a website with a high Page Rank to link to your website, it will increase your page rank more than if a lower page rank website were to link to you. Think of the high Page Rank website as a bucket of water. When they link to you, they pour a certain percentage of the water into your bucket, giving you more water (Page Rank). If a website with a lower Page Rank links to you, they have less water to begin with, so when they pour water into your bucket, it won't be nearly as much...

## Analysis View

Next we'll take a look at the Analysis View tab.



SEO Elite - Analyze backlinks for [www.diet-i.com](http://www.diet-i.com) using Google

Status: Working... Finished 436 of 436 sites (100.00%), working on 40 sites (0 threads active, 0.0 KB/sec/sec)

Word	Body (430)	Title (432)	Anchor Text (296)
diet	96.4% (423)	38.2% (164)	98.5% (280)
information	96.0% (413)	7.3% (34)	85.6% (239)
weight	96.1% (422)	31.5% (136)	34.8% (136)
loss	97.2% (418)	29.6% (128)	34.8% (136)
free	96.5% (415)	6.3% (27)	25.0% (99)
plus	81.6% (351)	3.5% (15)	24.7% (98)
diets	86.7% (373)	6.7% (29)	24.7% (98)
i	84.0% (361)		20.5% (81)
com	94.2% (405)	4.4% (19)	15.4% (77)
programs	84.2% (362)	3.7% (16)	17.4% (69)
review	45.3% (195)	1.9% (8)	16.5% (67)
and	96.4% (423)	14.4% (62)	16.4% (65)
http	31.6% (136)		15.2% (60)
reviews	89.6% (299)	0.7% (3)	6.6% (26)
plan	80.7% (347)	4.4% (19)	6.6% (26)
online	84.9% (365)	3.5% (15)	5.1% (20)
newsletter	52.8% (241)		3.8% (15)
nutrition	87.0% (374)	2.1% (9)	3.5% (14)
advice	78.8% (339)	0.9% (4)	3.3% (13)
to	97.7% (420)	3.2% (13)	2.5% (10)
click	37.4% (161)		2.5% (10)
version	6.5% (28)		2.3% (9)
in	93.3% (401)	3.9% (17)	2.3% (9)
image	3.5% (15)		2.3% (9)
open	22.3% (96)	1.6% (7)	2.3% (9)
new	41.2% (177)	0.7% (3)	2.3% (9)
e	96.7% (416)	0.5% (2)	2.3% (9)
of	96.7% (416)	3.7% (16)	2.0% (8)
home	45.3% (201)	1.2% (5)	1.5% (6)
plus	46.7% (201)	0.5% (2)	1.3% (5)
58	11.4% (49)		1.3% (5)
44	2.8% (12)		1.3% (5)
tool	10.9% (47)		1.0% (4)
s	84.2% (362)	0.7% (3)	1.0% (4)
on	96.3% (414)	0.9% (4)	1.0% (4)
low	79.8% (342)	4.6% (20)	0.8% (3)
calorie	60.9% (262)	2.3% (10)	0.6% (3)
about	81.9% (352)	11.6% (50)	0.6% (3)
website	1.2% (5)		0.5% (2)
guidelines	30.9% (133)	1.9% (8)	0.5% (2)

bryx software

If we click on the column heading titled "Anchor Text", it will sort the column in descending order. You can see that the 2 words that are found the most often in www.diet-i.com's backlink anchor text are the words "diet" and "information".

98.5% of the overall backlinks pointing to www.diet-i.com contain the word "diet" and 85.6% of the backlinks contain the word "information". Also listed is the total number of links containing each of these words.

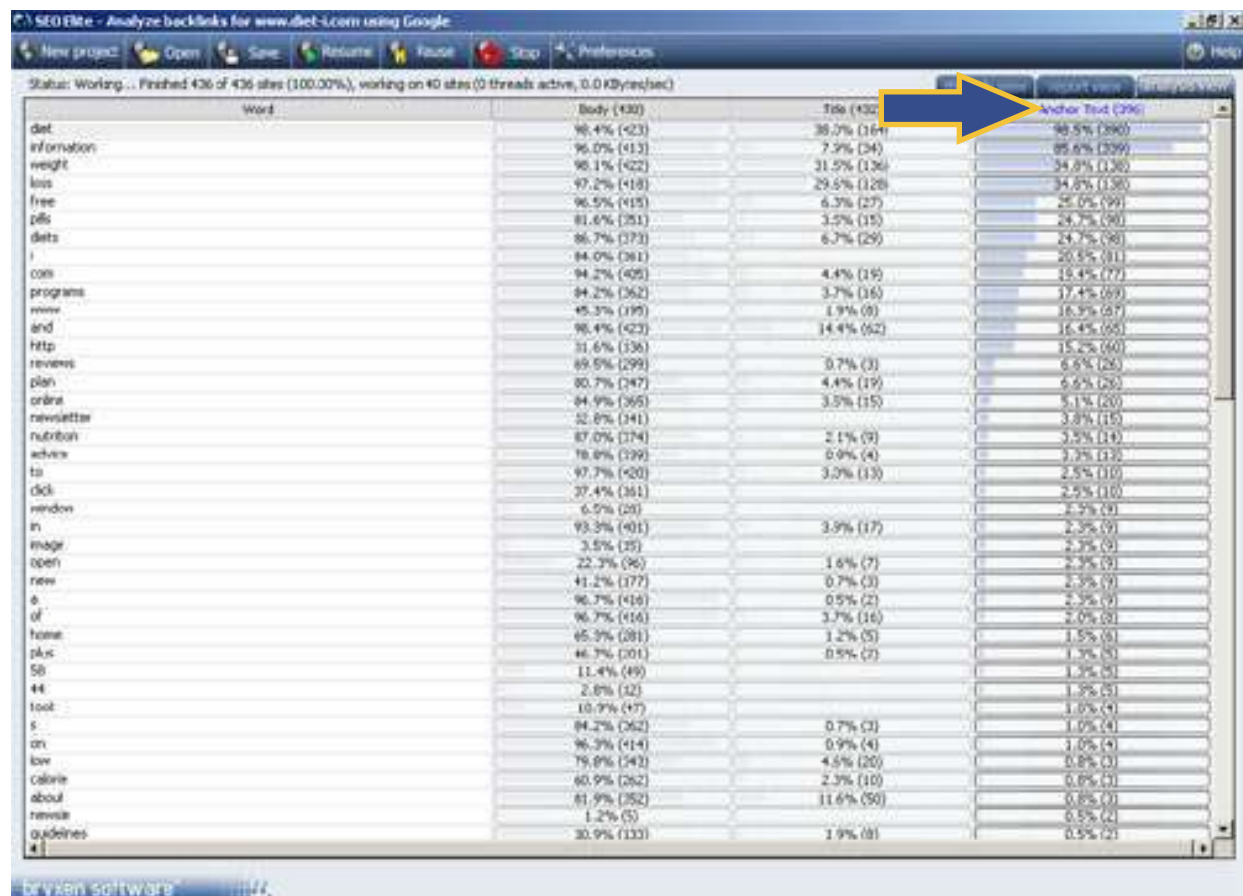
This is just another way of showing you why www.diet-i.com is outranking their competitors.

You will want to try and copy these percentages when you optimize your own website and get others websites to link to you.

Again, you can do all of this manually within an Excel spreadsheet if you wish to do so... It's just a matter of doing a little math.

- 🚫 If your percentages are too high, Google may think you are "spamming" and may not give you as high of a rank as you deserve.
- 🚫 If your percentages are too low, Google won't think your website is important enough to rank highly.

Lastly, we'll click the column heading titled "Title" to sort it in descending order. You can see that the word "diet" is still the top word, at 38% and "information" is still towards the top at 7.9%.














Word	Body (430)	Title (430)	Anchor Text (396)
diet	98.4% (423)	38.2% (164)	98.5% (290)
information	96.0% (413)	7.9% (34)	85.6% (269)
weight	96.1% (422)	31.5% (136)	34.8% (106)
loss	97.2% (418)	29.5% (128)	34.8% (106)
free	96.5% (415)	6.3% (27)	25.0% (79)
pdfs	81.6% (351)	3.5% (15)	24.7% (78)
diet	86.7% (373)	6.7% (29)	24.7% (78)
i	84.0% (361)		20.5% (61)
com	94.2% (405)	4.4% (19)	15.4% (47)
programs	84.2% (362)	3.7% (16)	17.4% (53)
www	45.3% (195)	1.9% (8)	16.9% (52)
and	98.4% (423)	14.4% (62)	16.4% (50)
http	31.6% (136)		15.2% (46)
reviews	89.5% (299)	0.7% (3)	6.5% (20)
plan	80.7% (347)	4.4% (19)	6.5% (20)
order	84.9% (365)	3.3% (15)	5.1% (16)
newsletter	32.8% (141)		3.8% (12)
nutrition	87.0% (374)	2.1% (9)	3.5% (11)
advice	18.8% (399)	0.9% (4)	3.3% (10)
to	97.7% (420)	3.0% (13)	2.5% (8)
click	37.4% (161)		2.5% (8)
vendor	6.5% (28)		2.5% (8)
in	93.3% (401)	3.9% (17)	2.3% (7)
major	3.5% (15)		2.3% (7)
open	22.3% (96)	1.6% (7)	2.3% (7)
new	41.2% (177)	0.7% (3)	2.3% (7)
a	96.7% (416)	0.5% (2)	2.3% (7)
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44	2.8% (12)		1.3% (4)
tool	10.9% (47)		1.0% (3)
s	84.2% (362)	0.7% (3)	1.0% (3)
on	96.3% (414)	0.9% (4)	1.0% (3)
low	19.8% (342)	4.5% (20)	0.8% (3)
calorie	60.9% (262)	2.3% (10)	0.8% (3)
about	81.9% (352)	11.6% (50)	0.8% (3)
review	1.2% (5)		0.5% (2)
guidelines	30.9% (133)	1.9% (8)	0.5% (2)

The same thing goes for this column. You should try to match these numbers with your own website as closely as possible.

These are just a few of the things that we can quickly see about [www.diet-i.com](http://www.diet-i.com) by using only a few of the features within [SEO Elite](#)

Now, I want to mention that it is not 100% necessary to use [SEO Elite](#) in order to analyze your competitor's to outrank them... but IT IS necessary to analyze your competitors. You can do everything manually that [SEO Elite](#) will do for you automatically. So, whether or not you have the software is not important. The important thing to note is that you MUST analyze those top ranked websites to see what they're doing to rank well.

**To summarize, you've learned that the main offpage optimization factors are:**

-  Which websites link to you
-  The number of websites linking to you
-  The Google of the website linking to you
-  The page title of the website linking to you
-  The anchor text used in the link linking to you
-  The number and type of links linking to the website that's linking to you.
-  The number of outbound links on the website that is linking to you
-  The total number of links on the website that is linking to you
-  Whether or not the websites linking to you are deemed by Google as an authority website.
-  The IP Address of the websites linking to you.
-  Plus some other things that we'll get to later...







## Chapter 5

### “How To Skyrocket Past The #1 Ranked Website On Google For The Term Diet Information ...”

This is the single most important thing you need to do to rank well. So, listen closely and soak up **EVERYTHING** I'm about to teach you. It's very straightforward and may seem simple, but it works...

Now that we've analyzed the top ranked website in our niche, we need to do the necessary things to outrank them. As I taught you earlier, it's not the onpage optimization factors that will give you the biggest change in ranking.

**Remember, onpage factors include:**

-  page title
-  header tags
-  alt tags
-  meta tags
-  bolding, italicizing, and underlining
-  placing keyword in the correct position on the page

While onpage optimization is still something you should do, it's NOT what will get you high search engine rankings. It's the offpage optimization factors that will.

-  Who links to you and how they do it

### Copy the linking strategy of [www.diet-i.com](http://www.diet-i.com)

Now that we know who links to [www.diet-i.com](http://www.diet-i.com) (The #1 ranked website) and how they're doing it, we can begin to copy what they're doing.

The goal here is to contact the websites that link to [www.diet-i.com](http://www.diet-i.com) and copy the exact linking strategy they're using to get a #1 ranking.

So, how the heck are we going to get hundreds of links pointing to our website, let alone contact all the websites that link to [www.diet-i.com](http://www.diet-i.com) and get them to link to us?

**We could do 1 of 2 things...****1**

We could go to Google and enter: link:www.diet-i.com which would give us the list of websites that link to them, as I taught you in chapter 4.



Once you have that list, you could click on each website. Search their website to find a contact email address



Open up your email program (Outlook or whatever email client you use)



Write out a link request to them asking them if they would link to your website in return for you linking to their website.

**Link Request template:**

Here's an example link request email that typically works pretty well:

Hello my name is John Smith. I am seeking out possible link partners that our visitors would be interesting in visiting. I've found your website to be a very good fit for our visitors. I have already gone ahead and added your link to our website at:

<http://www.domain.com/TheLinksPageCreatedBySEOElite.htm>

I am contacting you to see if it is ok to have done so. Also, I would like to ask if you mind linking back to us? If so, please use the linking details below and send me the location of our link on your website.

Here is our linking details: Title: (This is the keyword we want to target, which would be "diet information")

Description: Description here... URL: <http://www.domain.com>

We've got several PR6 and 7 websites, so we expect this site to become atleast a PR5 within 1 month and will eventually become a 6 or 7 in 2-3 months.

I hope this can be a way for us to benefit our visitors with excellent content. Hope to hear from you soon.

John Smith  
[www.domain.com](http://www.domain.com)

**Title:** This is the anchor text we would like to be used for our link. You should try to match whatever anchor text the top websites are using to rank well for your search term.

**Description:** This is just that, the description of your website. This could really be anything, but you should write something compelling to get people to click on your link.

**URL:** This is the URL of the web page you're trying to rank well for.

Then, do that all over again with the next website in the list. Yes, it takes time... but it's essential that you get as many websites to link to you as possible. Otherwise, you will never rank well, period.

## 2

We could fire up [SEO Elite](#) and it will do this for you automatically... This is what I do and it's a pretty painless process.

- 🔍 Open up [SEO Elite](#)
- 🔍 Select Radio button 2
- 🔍 Select to find link partners by domain name.
- 🔍 Enter [www.diet-i.com](#) into the textbox
- 🔍 Select Google from the search engine list
- 🔍 Click Ok

**New project**

Step 1: Select the Project Type.

- ☐ Analyze backlinks using a specified search engine.
- ☒ Find and email high page rank link partners.
- ☐ Analyze allinanchor, allintitle or allintext.
- ☐ Verify that link partners are still linking back.
- ☐ Find where your site is ranked for a given keyword(s).
- ☐ Find out how many web pages are indexed.

Step 2: Enter a project name

Diet Information

Step 3: Select how you would like to find Link Partners

By a competitor's website

Step 4: Enter the competitor's website (ie. www.website.com)

www.diet-i.com

Step 5: Only return sites that contain these keywords (separate by comma)

Step 6: Select the search engine(s) you would like to use

☒ Google ☐ Yahoo ☐ Altavista

☐ AlltheWeb ☐ MSN

Step 7: Select the maximum number of results

[ALL]

Step 8: Select the minimum page rank

[ALL]

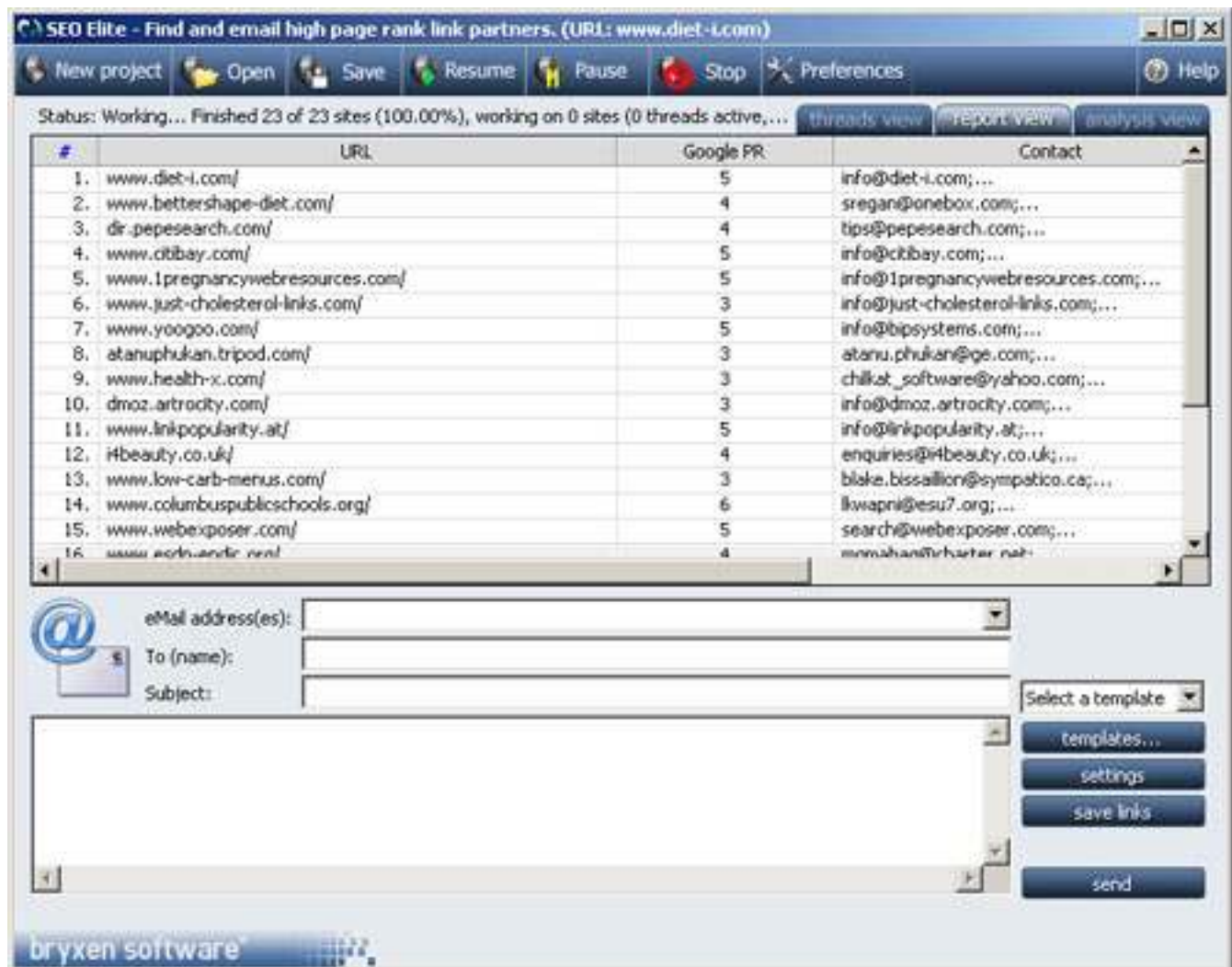
Step 9: Other options

☒ Show only unique results

OK Cancel

## View the Report View Tab

You'll now need to click over to the report view tab. You'll notice that there are two frames located on this screen.



### The top frame lists:

- All of the websites that link to www.diet-i.com.
- The contact information for the website.
- The number of times you've emailed them.  
(This is good to know, because emailing the same website multiple times can upset some webmasters.)

## The bottom frame allows you to:



Create as many email templates as you wish. This way, you only have to write the link request email once!



Create custom links pages containing the websites you're going to send link request emails to.

Note: It's always best to add their link to your website before you ask them to link to yours. You'll get a much better response this way. [SEO Elite](#) Allows you to add everyone's link to your website with a single click of a button. It's all automated!



Blast out emails to thousands of websites at once!

To email more than 1 website at a time, simply click the row in the top frame and it will add the website to your email list. You can literally add thousands of websites to your email list!

From then, all you'll need to do is click "ok" and BAM!

## You've just contacted 1,000+ websites at once!

It's always best to make sure you add a link to each website on your website BEFORE you contact them. In the email to them, include the URL where you have added their link. You will get much better results this way.

## What's the best way to create links pages?

You should place a maximum of 25 links to other websites on a single links page

You should create link page themes and place only related links together on the same webpage.

For example) You could create a Sports links page, and a Business links page. Only place the business websites on the Business links page and so on. This is an example of how you should set up your main links directory. You'll notice there are many different categories.

## Recommended Resources

- [Technical Computer Resources](#)
- [Business Computer Resources](#)
- [Search Engine Optimization Services](#)
- [Search Engine Optimization Tools](#)
- [Link Popularity](#)
- [General Business](#)
- [General Internet](#)
- [General Finance](#)
- [General Ecommerce](#)
- [General](#)
- [Financial Services](#)
- [Real Estate](#)
- [Shopping](#)
- [Arts](#)
- [Computers](#)
- [Business](#)
- [Home](#)
- [News](#)
- [Games](#)
- [Recreation](#)
- [Sports](#)

Let's say we clicked on "General Business", it would then take you to another page that would take you to each of your individual Business related links pages. Each links page would have a maximum of 25 links. So, there are 25 links on Links Page 1, 25 links on Links Page 2, and 25 links on Links Page 3. If I need to add more links, I would create a Links Page 4 and so on... See below:

### General Business

- [Links Page 1](#)
- [Links Page 2](#)
- [Links Page 3](#)

If I were to click on Links Page 1, it would take me to the first 25 business related links as shown below:

If I were to click on Links Page 1, it would take me to the first 25 business related links as shown below:

## General Business

- [Doug Williams and Associates, LLC](#)  
Doug Williams and Associates helps businesses with business Plans, Start-up plans, website design, business analysis and marketing strategies.
- [Airline Tickets](#)  
Find Cheap Airline Fares and Book your Airline Tickets Online.
- [Work at Home](#)  
Learn how you can work from home and earn an income online.
- [Flowers](#)  
Buy Flowers Online, send flowers to any place in the world from the internet.
- [Home Improvement](#)  
Improve your Home, Find information about home improvement here.
- [Dream Interpretation](#)  
Want to know the meaning of that Dream ? Learn how dreams can be interpreted.

... and so on.

That is how to best structure your links pages. Now, back to the link request emails.

You have to be careful if you just send out mass emails to people. It's always best to personalize each email by simply stating what you liked "specifically" about their website. It may take a little more time, but will ensure that you don't get accused of spamming them.

By personalizing, you could simply say that you liked something about their website.

For example, I could say that I visited your website and really liked the article that was written about treadmills. Your website seems like it has many excellent articles and was wondering if you would like to... Etc.

Once you send out your link requests, all you have to do is sit back and wait for them to email you back, stating that they've added your link to their website. This method is VERY powerful.

You have total control over who links to you and how they do it!

Another way you could increase the number of links to your website is by writing articles related to your topic and then submit those to article directories. In the footer of each article you write, you should include a "blurb" about yourself and also a LINK back to you website, using your main keyword in the "anchor text" of course.

This is a great way to get 1-way links to your website. A 1-way link is when another website links to you without you linking back to them. Google and other search engines view 1-way links as being much more important than reciprocal links, so the more 1-way links you can get for your website, the better rankings you will have.

A great place to find a list of many article directories to submit your articles to is the following website:

<http://www.pro-marketing-online.com/submit-articles.html>

The screenshot shows the 'Pro Marketing Online' website. At the top, it says 'Professional, Supportive, Informative'. Below this is a navigation bar with links: 'Marketing Tools Home', 'Marketing Tools Categories', 'Internet Marketing Tips', 'Internet Marketing Experts', 'Marketplace', 'Book Store', 'Free Marketing Tools', and 'Questions?'. There are four featured articles: 'Opt In Email Marketing', 'Bluestreak', 'Silverpop Email Marketing', and 'Email Marketing Solutions'. Below these is a 'Submit Your Articles' section. It includes a list of Yahoo groups with at least 100 subscribers, such as 'http://groups.yahoo.com/group/Free-Report-Articles/'. To the right of this list is a sign-up form with the text 'Allow us to keep you informed of new products, price changes and tips and receive your free ebook'. The form has fields for 'First Name' and 'Email Address', a 'Submit' button, and a 'SPAM' button.

As I said above, getting links to your website is absolutely critical to ranking well in the search engines. Whether you get links by sending link request emails, filling out "add a link" forms, or by writing articles and submitting them to directories, you must get links to your website. Without links, you will NOT have good search engine rankings.

By taking a few hours every week to get links, over the course of a few months, I can guarantee you'll rank VERY well for nearly any search term, period. It works, and it works extremely well.

Again, keep in mind the "principles" I'm teaching you. It doesn't matter how you go about getting the links, it's a matter of just getting links to begin with... So, whether you use software or other tools to make your analyzing easier, it doesn't matter.

## QUICK SUMMARY

To summarize everything you've learned thus far, I'm going to break everything down into Offpage Optimization AND Onpage Optimization.

**Offpage optimization is THE most important aspect of ranking well in ANY search engine, period. It's critical you know this. For offpage optimization...**

- 📖 You must have links pointing to your website.
- 📖 These links must include your main keywords in the "anchor text".
- 📖 It's best to get links from the exact same websites that the top ranked websites have their links on.
- 📖 Try to get links from as many different IP Addresses as possible.
- 📖 It's best to have close to the same % of links containing the specific keyword you're trying to rank well for, as the top ranked websites. [SEO Elite Shows](#) you this. In order to get links to your website, you can trade links with other people by sending link requests.
- 📖 You can also buy text links from the places I mentioned
- 📖 You can write articles and submit them to websites. Include a link to your website in the footer of your article.

**Onpage optimization is still important**, but just not nearly as important as offpage optimization. You should do both.

- 📖 Include your keywords in your page title
- 📖 Use the '|' symbol to separate words
- 📖 Use only your main keywords. Don't use filler words. The '|' character will act as a filler
- 📖 Use <h1> and <h2> header tags
- 📖 Bold, italicize, and underline some keywords
- 📖 Place your main keyword at the beginning and end of your webpage
- 📖 Include your keyword in the copyright footer of your webpage
- 📖 Use <alt> image tags and include your keyword, plus the word "image" or "graphic" etc.

That's the basics of SEO that you **MUST** do to rank well. In the following chapters we're going to dive into a few of the more advanced SEO techniques that will catapult you into the top 10 search results of ANY search engine.

## Chapter 6

### “Are You Asking Google To Penalize Or Ban Your Website?”

It's a simple question... Are you asking Google to penalize your website?

I'm sure you're probably thinking; Well, of course not! Yet daily I see new people complaining in search engine optimization forums that their websites have been banned by Google and they "have no idea why".

These people claim they've done nothing wrong and are absolutely clueless as to why their site is no longer in Google. The purpose of this lesson is to teach you one VERY important thing.

**What NOT to do when optimizing your onpage ranking factors**

### How do you know if you've been banned?

First let me show you how to see if you're clearly banned by Google. Often times people think they've been banned, when in reality they've just dropped in ranking and can't find their website.

**There are a couple of things you can do.**

- 1.) Check Google's search results.
- 2.) View the Google toolbar.

### Check Google's search results.

Go to Google and enter your entire URL into Google's search box. In this example we'll use a made up name. ([www.jkhljkhkhj.com](http://www.jkhljkhkhj.com)). Let's say this website was in Google's index at one time. On a side note, I tried [www.somerandomdomain.com](http://www.somerandomdomain.com) and [www.fakedomainname.com](http://www.fakedomainname.com) and both were already taken. I guess some people just don't have enough time on their hands :-)

Anyway, we'll go to Google and enter our entire URL and click "search"  
[Http://www.jkhljkhkhj.com](http://www.jkhljkhkhj.com)



Notice that Google says there is no information available for this URL? This means that the URL is no longer in Google's database.

If you enter a brand new website into Google, you'll always get this message until the website has been indexed. But, in this case, our website has been banned by Google for some reason. Another way you can quickly see if your website has been banned is by:

### Viewing the Google Toolbar.

Download the Google Toolbar here: <http://toolbar.google.com>

Once it's installed, simply visit your website. If the Google toolbar is completely gray, this means you have been banned by Google.

#### Banned:



\* Note: Most SEOs call this "gray barred".

#### Not Banned:



Ok, so now we know how to tell if our website has been banned.

### What can cause your website to get banned?

There are many onpage ranking factors AND offpage ranking factors that can cause Google to ban your website. **Today, we'll focus on only the onpage things that can cause your site to get banned.**

Before I begin, I want you to know that many websites still get away with doing some of these things. They **DO NOT** help your rankings and are simply a waste of time, so don't try them. Sooner or later Google will catch up to these websites and will remove them. It's just not worth the risk, when doing them doesn't help your ranking to begin with.

## Hidden Text

Hidden Text is simply text that users can't see when they visit your webpage. Some webmasters will do this so that they can add keywords throughout their webpage without it interfering with what the visitors actually see. Yet, the search engines can still see hidden text.

For example, let's say you have a white background on your website. If you wanted to hide text, you would simply make the color of your text white (#FFFFFF) and users couldn't see it.

I did a quick search in Google and quickly found an example of a website using hidden text.

Have a look below:



At first glance, you're probably wondering where the hidden text is...

Let me show you. I went to the website and clicked "ctrl + a" on my keyboard. This will highlight the entire webpage as shown below:



Now we can clearly see the hidden text at the very top left side of their website that says "fat loss body fat abs weight loss diets bodybuilding dieting tips abdominals"

These are keywords that they want to rank well for and want the search engines to see when they first visit their website. Yet, they don't want their visitors to see this text. So, they've made the text white, to blend in with the background.

If you go to Google and enter "fat loss", they actually rank #1, but it's definitely NOT for this reason. They rank well because of their excellent onpage ranking factors, which I've taught you in previous lessons.

**If they were to remove this hidden text, they would continue to rank #1 and would not have the potential of getting banned by Google.**

## Alt image tag spamming

This is another way that people will try to cram keywords into their website, allowing search engines to see their keywords, but not allowing visitors to notice any difference in their website.

The following is a website that wanted to rank well for "cabbage soup diet". What they've done is inserted a graphic of a cabbage. They've then added an alt image tag to the graphic. When a visitors visits the website, hovers their mouse over the cabbage soup graphic, a little popup will appear.

The **Cabbage Soup Diet** claims that users can lose 10 to 15 pounds in 7 days that includes following a strict meal plan that involves eating nothing but cabbage soup. This claim is simply outrageous. There is absolutely nothing magical about cabbage soup. It is physically impossible to lose that much weight in such a short period of time.

The weight that is lost is mostly due to water weight which will come right back once going off of the diet. One pound of fat is equal to 3500 calories. A good example to demonstrate just how much fat the cabbage soup diet claims is to compare this to sticks of margarine. In order to lose this much weight, it would be like losing 40 to 60 sticks of margarine from your body! It just isn't going to happen.

Weight loss of 1 to 4 pounds per week is considered safe and healthy. People typically claim that the cabbage soup diet was developed at one hospital or another. Strangely enough, no one seems to know which hospital or person this diet came from. More than likely what happened was someone decided to make a quick buck online off of their favorite vegetable.

The soup used in the Cabbage Soup Diet typically includes



cabbage soup cabbage cabbage soup diet diet for cabbage soup tips on cabbage cabbage soup foods cabbages for cabbage soup tips on cabbage soup dieting diet cabbage cabbage cabbage

Notice how many times they've repeated the word "cabbage soup" and "cabbage"? Way too many! It serves no purpose other than to cram as many keywords as possible into their webpage.

The real purpose of an alt image tag is if a user visits your website and the graphic will not load, or is disabled by their web browser, text will appear instead of the graphic. This is often used for blind people.

Alt image spamming is something you want to stay clear of. Using alt image tags are good, but you can overdo it as you can see above. A good alt image tag in this case would simply be: cabbage soup diet graphic

## Meta Tag Stuffing

What I'm referring to here is when people throw in thousands of the same exact keyword into their meta tags.

**For example**, the following website is trying to rank well for "tents".

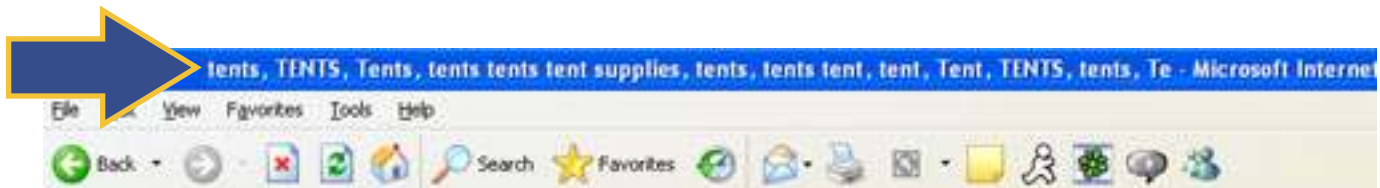
<META NAME="KEYWORDS" CONTENT="tents, TENTS, Tents, tents tents tent supplies, tents, tents tent, tent, Tent, TENTS, tents, Tents,tents, TENTS, Tents, tents tents tent supplies, tents, tents tent, tent, Tent, TENTS, tents, Tents,tents, TENTS, Tents, tents tents tent supplies, tents, tents tent, tent, Tent, TENTS, tents, Tents,tents, TENTS, Tents, tents tents tent supplies, tents, tents tent, tent, Tent, TENTS, tents, Tents tents, TENTS, Tents, tents tents tent supplies, tents, tents tent, tent, Tent, TENTS, tents, Tents">

This is obviously ridiculous. Google doesn't use Meta Tags when ranking websites. Google WILL penalize it, but it WILL NOT help you... so, why would anyone do something like this?

Stay away from it.

## Title Tag Stuffing

The title is what appears in the top left hand corner of your webpage. Below is an example of Title Tag Stuffing



## Don't do it...

You only need to include your keyword(s) one time in your title tag. Any more than 1 time will only dilute the effect, and if you overdo it as shown above, you may get banned.

Those are just a few of the things that people are continuing to do online. These things **WILL** eventually get your website banned and **WILL NOT** help you rank well. It's just a waste of time and effort, plus just plain ignorant to waste your time on something that doesn't work and will get your website banned from the search engines.





In the next chapter I'm going to show you some of the offpage optimization techniques that you should steer clear of. Many of which are **things that over 50% of the websites online are currently doing and are causing them to drop out of Google by the handful**. So, pay close attention, you just may be doing something you shouldn't be!

## Chapter 7

### “Don't Get Your Website Banned BY Google... By Accident!”




In the last chapter we talked about the onpage optimization factors that can cause your website to be banned by Google.

Those things included:

-  Hidden Text
-  Alt Image spamming
-  Meta tag stuffing
-  Title tag stuffing

Which were only a few of the SEO "no-no's" you should stay far away from.

In this chapter I'm going to dive into some of the offpage optimization factors/techniques that you should never ever do. First let's dispell some popular myths.

-  If a "link farm" is linking to your website you'll get penalized and or banned from Google - **FALSE**
-  If unrelated websites are linking to you, your website will get penalized - **FALSE**
-  Page Rank 1 websites won't help you because Google does not display Pr1 websites in their backlink list - **FALSE**

None of the above are true statements for the simple fact that:

**Anything a competitor could do to harm your website will  
NEVER be penalized by Google.**

Think about that for a minute. If any of those could actually penalize your website, how many people do you think would simply add their competitor's websites to link farm websites, unrelated websites, and low PR websites? Unfortunately, it would be quite a few.

The only way you can get penalized by offpage optimization is if YOU link out to "bad neighborhoods", which would be:

-  Link Farms
-  Penalized websites (websites that are "gray barred" by Google)

Now, you would think this would be a pretty easy thing to stay away from, right? Wrong!

## Example:

Take this case for example, Let's say I had a website and exchanged links with your website. At the time that we exchanged links, both of our websites were very quality, related websites, with a Google Page Rank of 5. This would be an ideal link trade.

Ok, now several months go by, and in the meantime, I'm doing all kinds of "black-hat SEO"

**Note:** Black Hat SEO is simply doing all of the things that can get you banned by the search engines. I mentioned many of these in the previous lesson.

After doing all of this Black Hat SEO, Google decides to ban my website, which gives me a "gray barred Page Rank"



and I'm no longer in Google's index of websites. I'm completely gone from Google. So what, right? I mean, you could care less since it's not your website...

Well, guess what? You're still linking to my website, which is now considered to be a "bad neighbor" and you could actually get penalized MAJORLY for linking to me, without even doing anything differently to your own website!

## Think about that for a minute...

You could actually drop hundreds of search positions without even knowing what you've done wrong!

That is why it's very important to keep a close eye on who you're linking to. If you do a link exchange with a website, check back to that website every once in awhile to make sure that they haven't been "gray barred" by Google.

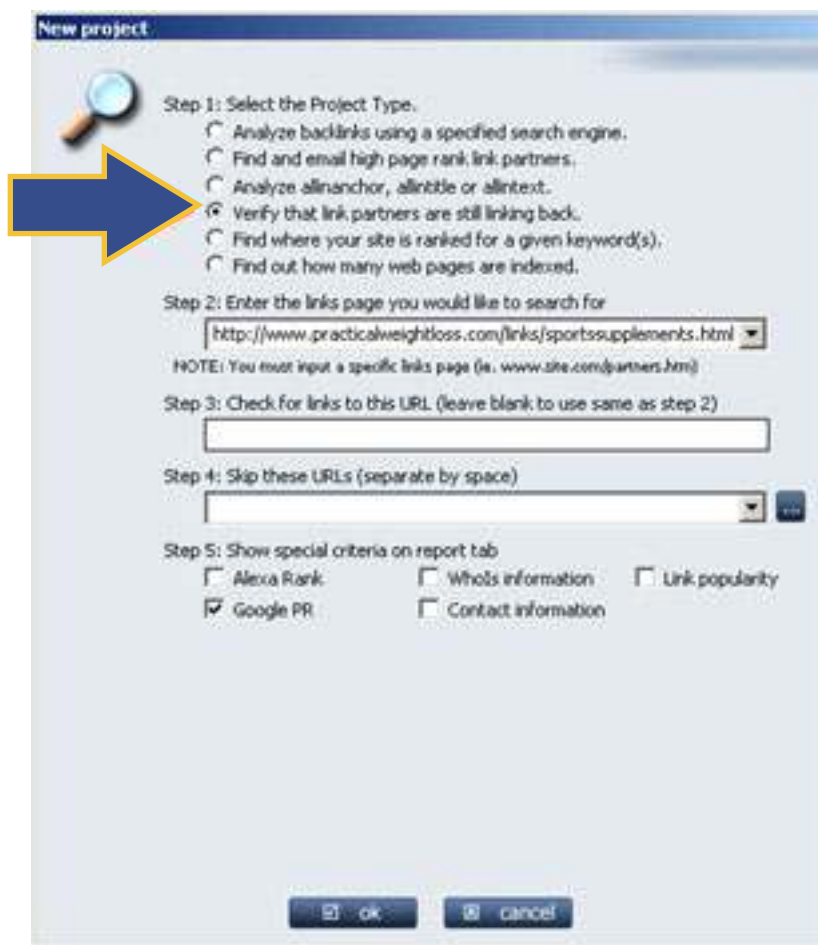
This is one of the top reasons that people get penalized by Google, and the sad part is, they have no idea what they've done wrong because they haven't actually CHANGED anything on their website!

Any easy way to check on your link partners is to use the tool that I mentioned in chapter 4. You can actually use [SEO Elite](#) to see if you are linking out to any bad neighbors. If you are, then delete their link immediately and I can almost guarantee you will see an increase in your ranking.

**Let's go over how I do this:**

(Again, keep in mind that you should just do this manually if you don't have the software.)

- 🔍 Open up [SEO Elite](#)



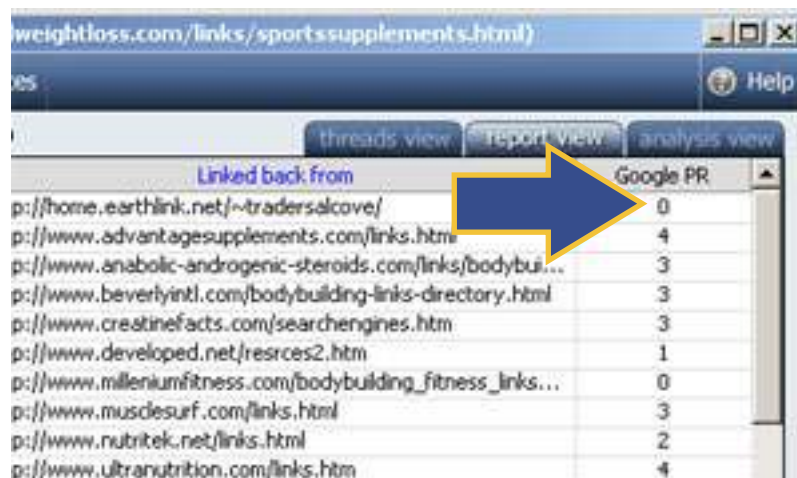
- 🔍 Select radio button 4
- 🔍 Enter one of your links pages into the textbox
- 🔍 Select Google PR from the checkboxes and click "ok"

[SEO Elite](#) Will then visit each website that you are linking to and will tell you whether or not they could be a possible "bad neighbor".

How? Well, let's have a look...

Once [SEO Elite](#) is finished processing, click over to the report view tab and look at the column labeled "Google PR"

If you notice any websites with a Google Page Rank of 0, this "could" mean they've been banned by Google. Notice I said it "could" mean this. They could either be banned OR, more likely they're just a new website and their Page Rank hasn't been updated by Google yet.



Linked back from	Google PR
p://home.earthlink.net/~tradersalcove/	0
p://www.advantagesupplements.com/links.htm	4
p://www.anabolic-androgenic-steroids.com/links/bodybui...	3
p://www.beverlyintl.com/bodybuilding-links-directory.html	3
p://www.crestinefacts.com/searchengines.htm	3
p://www.developed.net/resrces2.htm	1
p://www.milleniumfitness.com/bodybuilding_fitness_links...	0
p://www.musclesurf.com/links.html	3
p://www.nutritek.net/links.html	2
p://www.ultranutrition.com/links.htm	4



**So, you'll want to write down which websites have a Page Rank of 0. Then...**

You'll need to select radio button 6 within [SEO Elite](#). This option will allow you to see if the website is still in Google's index. You'll want to enter all PR0 websites into the textbox, select the Google checkbox, and click "ok".

If Google returns 0 results for the website, that immediately tells you that they've been banned and you should remove their link immediately!

You would be amazed at the number of websites that have no idea why they aren't ranking well, when they've followed ALL of the good SEO practices I've taught. If this is you and you're still not ranking well, I would venture to say that you might be linking out to a penalized and/or banned website.

**So, how do you ensure yourself, 100% that you're not linking to a "bad neighbor"? I have just the solution...**

**Let's sidebar for just a moment.**

For those of you that are already familiar with getting other websites to link to you, you know that you can search Google for websites that have forms that you can actually submit your link

The image shows a web form for submitting a website link. On the left is a green sidebar with a list of health-related topics: Cold, Flu - Sinus Infections; Congestive Heart Failure; Colon Cancer Symptoms; Crohn's Disease; Detoxification; Diabetes Symptoms; Fibromyalgia; Heart Disease Prevention; Heart Attack Symptoms; Immune System Defense; Irritable Bowel Syndrome; Osteoarthritis Symptoms; Stomach Ulcer Symptoms; Menopause Symptoms; Prostate Cancer Signs. The main form area contains the following fields and text:

- Name of your site:
- URL:
- Include a short description of your site (200 max character length):  Characters left
- URL where your site reciprocates:
- A paragraph of text: *Your contact information is required in case we need to get in touch with you. Your email address will be held securely. We do not share, rent or sell this information.*
- Your name:
- Your email address:
- Password:
- Confirm password:

On the right side of the form, there are two promotional boxes:

- Immune Restoration**: Innovative treatment for cancer improves cancer survival. [cancernet.com](#)
- Dying with Cancer?**: Effective Natural Cancer Treatment. It works with 95% success rate! [NaturalCancerTreatment.com](#)

Below these boxes is a link: [Click here](#) to get the advantages of Alkaline Ionized Water.

You'll notice that you can enter the:

- 📌 Name of your site (The anchor text)
- 📌 The URL of your website
- 📌 The Description of your website
- 📌 URL where your site reciprocates (The location on your website where you've added their link)

This is a GREAT way to get links to your website when you're first beginning. A great trick to find an enormous amount of websites with web forms like the one above is to do the following.

- 1.) **Go to Google**
- 2.) Enter the following search phrase **EXACTLY** as shown below:  
Keyword "Please also suggest my link to the LinkPartners.com Directory." Note: Replace "Keyword" with whatever keyword you want to find websites that are related to that keyword... If I wanted to find weight loss related websites I would enter: Weight Loss "Please also suggest my link to the LinkPartners.com Directory."
- 3.) **Once you've done that and clicked submit**, Google will return a giant list of websites that have link submission forms and you can submit your link to! Do this, as it's a little known secret to gathering a lot of links.

Also, there is another free way to get a lot of links to your website...

There is a website that will actually allow you to trade links with other websites that are completely related to your website AND are actively interested in trading links.

Each member has a "rating", similar to an Ebay rating. The rating will tell you how many link exchange requests they've gotten, as well as how many of those link exchange requests they've actually exchanged links with.



Simply, exchange links with the websites with high ratings and you're virtually guaranteed a response! Plus, all of the contacting of websites is done through our website, so you'll NEVER get in trouble for spam.

You'll notice the website above has had 5 link exchange requests and has honored all 5 of them. They would be a good website to exchange links with.

You could easily get 100s of reciprocal links in less than a week. Even less than a few days, to be honest.

Now, the website is brand spankin' new, and already has thousands of websites that you can trade links with. So, I highly suggest you visit the site, sign up for FREE, and start trading links. If anything, once you sign up, you'll probably just be able to sit back and other members will contact YOU to trade links!

I've been signed up for about 2 days and have over 20 new links to my website with almost no effort on my part. The only thing I've done is add their link to my website after they add mine to theirs!

So... what's the website?

<http://www.linkmetro.com>



Here are two short demo videos that have been created to show you the simple process of exchanging links via this site:

## **Demo Video 1** (Request a Link Exchange)

[Click here to view demo](#)

## **Demo Video 2** (Approve a Link Request)

[Click here to view demo](#)

Again, I highly suggest you take advantage of this completely **FREE** resource while it's still free.







## Chapter 8

### “Possibly The Biggest Misconception About Ranking Well In The Search Engines...”






In previous chapters I've taught you different optimization strategies. I've taught you the difference between onpage search engine optimization and offpage search engine optimization.

#### Quick Review

Onpage search engine optimization are things that you can change **ON** your webpage.

-  Title tag
-  Header tags
-  Bolding, Italicizing, Underlining
-  Alt image tags
-  Meta Tags
-  Etc.

Offpage search engine optimization comes down to basically 1 thing, which websites are linking to your website and how they're doing it.

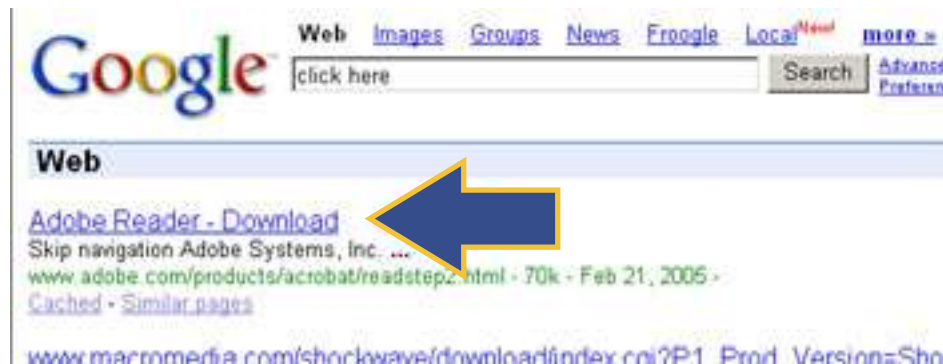
-  Anchor text uses in your link
-  The title of the page your link is on
-  The page rank of the page your link is on
-  The "theme" of the website your link is on
-  Etc.

By now, I'm hoping you see that it's the offpage search engine optimization factors that will get your website to the top of the search engines. Again, the onpage factors are things you **SHOULD** do, but are **not nearly as important** as the offpage factors.

Ok... Let me show you why.





## Let's analyze a website!

In this example I'm going to analyze the #1 ranked website on Google for the search term "click here". First, let's go to Google and enter "click here".



You'll notice that the #1 ranked website is [www.adobe.com](http://www.adobe.com). That's interesting...

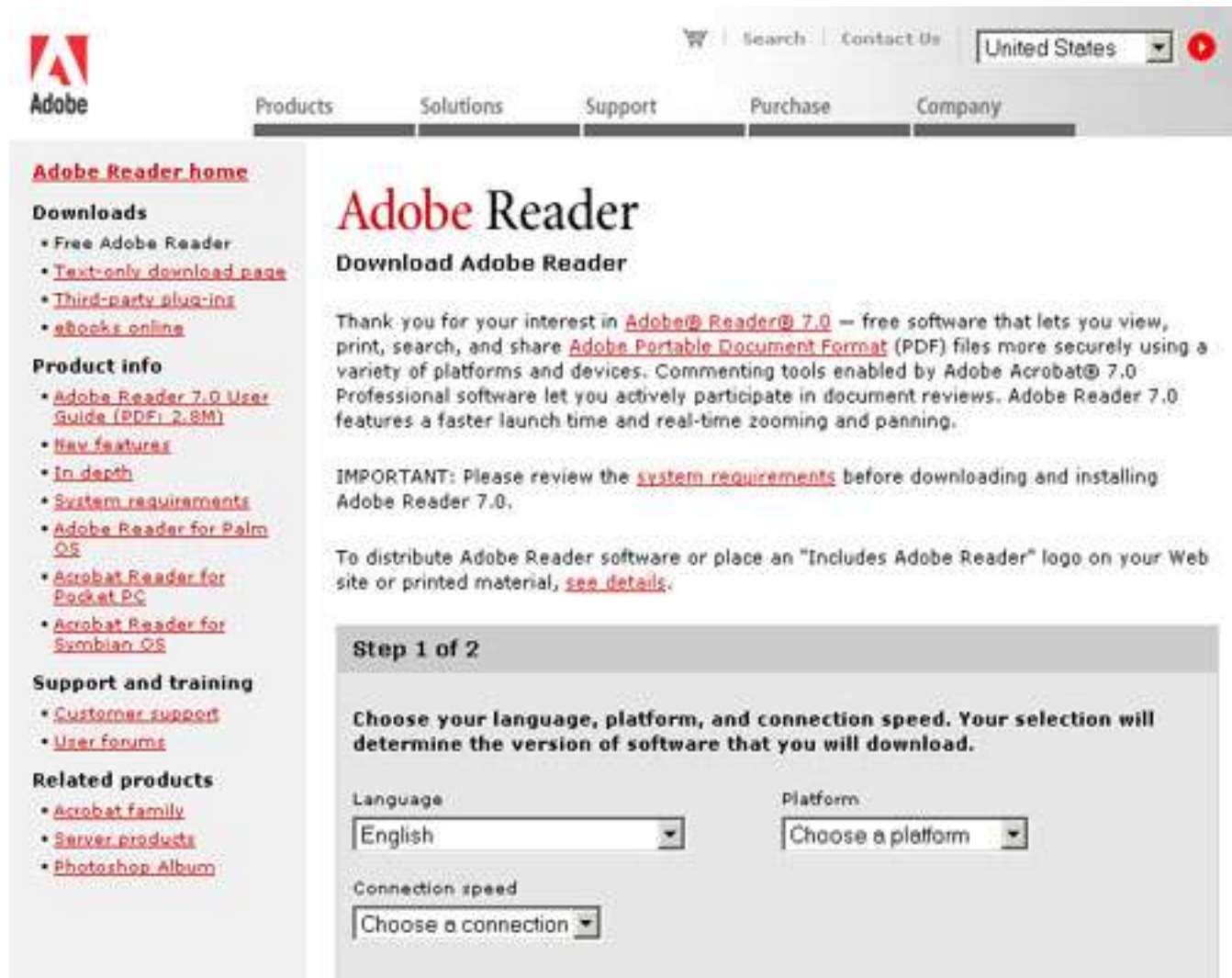
Now, why would [adobe.com](http://adobe.com) rank #1 for that search term? I would think [adobe.com](http://adobe.com) would rank well for terms like:

-  graphic design programs
-  create printable documents
-  web design programs
-  and other keywords related to what they sell...

**A few things that you should notice by looking at the picture above.**

- 1.) The word "click here" isn't in the page title
- 2.) The word "click here" isn't in the URL of the website.
- 3.) The word "click here" isn't even in the description listed by Google!

Now, let's click on the listing in Google and check out the actual webpage.



Now, get this... **The words "click here" aren't even on the webpage, anywhere!**

If all of those onpage optimization techniques that many SEO companies talk about were true, then don't you think a different website would rank #1 for this term?

### Onpage optimization factors like:

- 🔑 keyword density
- 🔑 keyword prominence
- 🔑 keyword proximity
- 🔑 bolding, italicizing, underlining
- 🔑 etc.

are **NOT** critical to worry about when trying to rank well for a search term.

Yes, you should sprinkle your keyword throughout the webpage and do the other onpage optimization techniques I've taught you in previous lessons, but again, I really want to drill this into your head. **It is the offpage optimization that will increase your rankings in the search engines;** specifically Google, Yahoo, and MSN.

Then why exactly does adobe.com rank #1 on Google for the term "click here"?

It's because of their links! Who is linking to them AND how they're doing it!

Let's open up [SEO Elite](#) so I can give you a visual of what I mean.

- 🔍 First, we'll select radio button 1.
- 🔍 Next, we'll enter the URL from Google into step 2.  
(<http://www.adobe.com/products/acrobat/readstep2.html>)
- 🔍 Next, we'll select Google from the list of search engines.
- 🔍 Finally, click "ok" to run [SEO Elite](#).

When it's finished running, let's **click on the "report view" tab** to view some of the results.

The first thing you should notice is the Google Page Rank of all of the pages linking to adobe.com. **If you click the column heading within [SEO Elite](#) labeled "Google PR"**, it will sort the column in descending order.

You can see that the pages linking to adobe.com have an **extremely high Page Rank**. Any website with a Page Rank of 6 or higher are VERY high page ranks. There are only a handful of PR9 websites on the entire internet and a few are actually linking to adobe.com!

Status: Working... Finished 500 of 500 sites (100.00%), w

<	Google PR	Page title
	9	Apple - QuickTime Broadcaster
	9	Photoshop Album Starter Edition: Free
	9	Apple - Mac OS X - Resources
	8	Service Provider Networks
	8	NIH Modular Research Grant Applicati
	8	Press Room - News & Views
	8	How to Protect Kids' Privacy Online
	8	Watchfire - Website Terms of Use
	8	GovBenefits.gov - Contact Us
	8	Contacting the Census Bureau
	8	Network World Fusion
	8	FirstGov for Citizens: Americans Living
	8	Human Genome Project Research in P
	8	Michigan State University
	8	Barnes & Noble.com Copyright
	8	Mellon Financial Corporation
	8	Businesses : ENERGY STAR
	8	SMB Networking: Network World Fusio
	8	GovBenefits.gov - Other Resources
	8	Watchfire - About Watchfire

Next, let's click the "analysis view" tab.

If we click the column heading titled "anchor text", it will sort this column in descending order. We can quickly see that the words "click" and "here" are within the top 10 words listed in the left hand column.

Remember, the anchor text column will show you the number of times the word in the "Word" column appears in the actual anchor text of the link pointing to adobe.com

### Anchor Text:

Example) Click here to download Adobe Acrobat Reader...

"Click here" is the anchor text in the example above.

Status: Working... Finished 500 of 500 sites (100.00%), working o

Word	Body (491)		Anchor Text (234)
reader	79.8% (392)	1.0% (5)	63.2% (148)
adobe	75.4% (370)	2.0% (10)	61.5% (144)
acrobat	76.2% (374)	0.4% (2)	49.1% (115)
image	3.5% (17)		21.8% (51)
get	26.3% (129)	0.2% (1)	18.8% (44)
here	31.2% (153)	0.2% (1)	14.5% (34)
download	48.3% (237)	0.4% (2)	13.7% (32)
free	48.7% (239)	0.6% (3)	7.3% (17)
click	24.2% (119)		6.8% (16)

So, by looking at the analysis above, we can see that the word "click" appeared in 16 of the links pointing to adobe.com and 6.8% of the total links pointing to adobe.com contained the keyword "click". The keyword "here" was found in 34 links pointing to adobe.com and appeared 14.5% of the time.

### Reason adobe.com is ranked #1

The main two reasons that adobe.com is ranked #1 for the keyword "click here" is because:

- 1.) The websites linking to adobe.com are **very quality** (have a high Page Rank)
- 2.) The websites linking to adobe.com used the keywords "click" and "here" **many times** in the anchor text of the links linking to adobe.com

There are a few other offpage optimization factors that help adobe.com to rank #1, but those are the main two reasons. I hope you can clearly see the power of offpage optimization (linking).

So, the next time someone asks you what is the proper keyword density, the proper keyword prominence, the proper number of times you need to bold, italicize, or underline a keyword on your page... You can tell them that onpage optimization is **NOT** critical when ranking well for a given search term and the answer is in properly planned OFFPAGE OPTIMIZATION.

## Chapter 9

## “What You Must Do To Rank Well For Your Inner Web Pages...”

Now that you know how to rank well for your homepage (index.htm page), I'd like to focus on various things you **MUST** do to rank well for your inner pages. In order to do this, **I'd like to use one website as an example of how you should structure your internal linking** within your website and one website showing you what **NOT** to do. I think you'll be surprised to know that **over 90%** of all websites on the internet don't have proper internal linking throughout their website.

**Note:** Internal Linking is the way you link to other pages within your own website.

You might recall in previous lessons that I taught you the importance of using your main keyword(s) in the anchor text of links pointing to your website. Anchor text is the single most important factor for ranking well in the search engines. Not only must you get links containing your main keyword(s) in the anchor text, from other websites, but you should also link to other webpages within your own website, using your main keyword(s) in the anchor text.

### Let's do a quick example.

A website that has an excellent internal linking structure is: <http://www.mikes-marketing-tools.com>

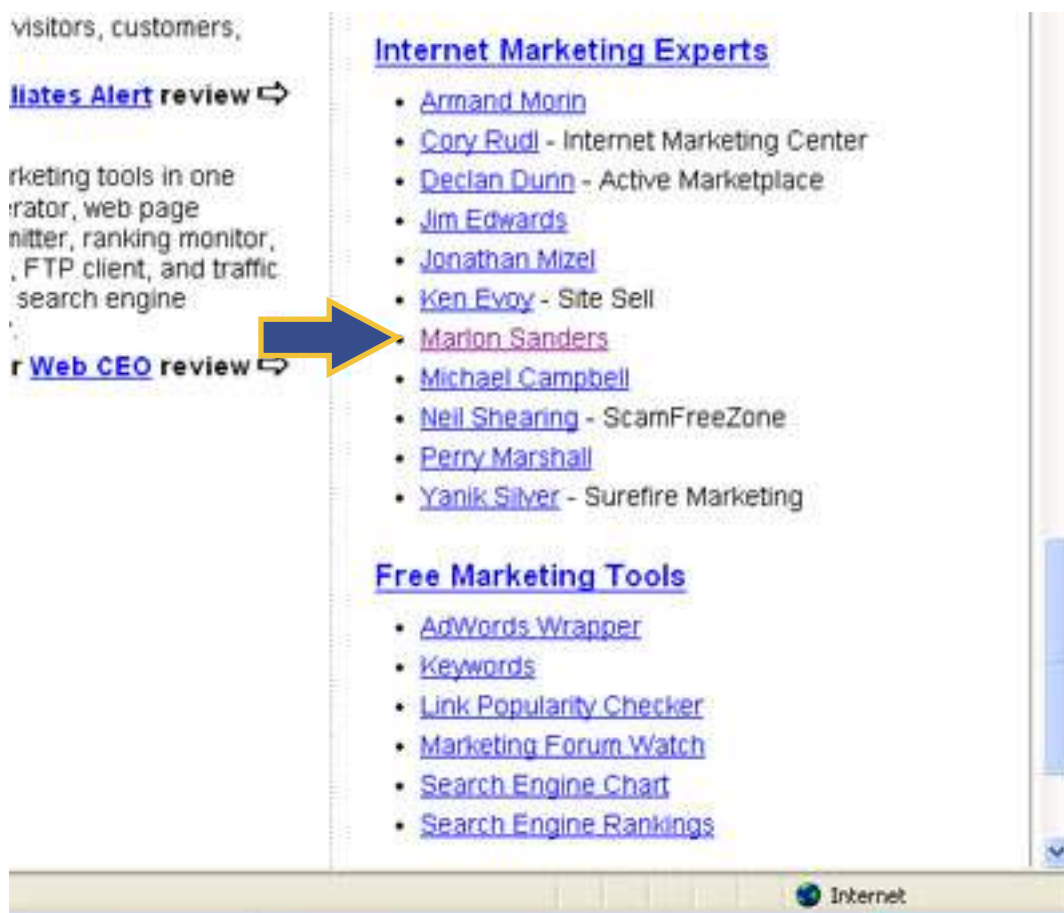


This is an internet marketing related website owned and created by a guy by the name of [Michael Wong](#). Michael Wong is actually a well-respected search engine optimizer, so he knows what he's doing when it comes to internal linking

If we take a quick look at Michael's website, you can see that in the right hand column he links to all other pages within his website, using the main keywords he is trying to optimize each webpage for.

For example, he has optimized many of his internal pages for various Internet Marketing names:

- [Armond Morin](#)
- [Marlon Sanders](#)
- [Corey Rudl](#)
- [Ken Evoy](#)
- [Neil Shearing](#)
- [Perry Marshall](#)

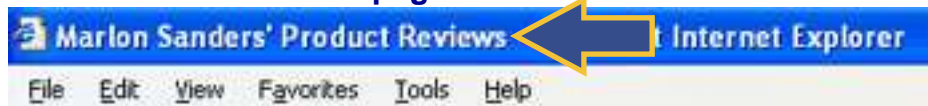


## Onpage Analysis

Let's take a look at one of these pages. If we click on the link that says "Marlon Sanders", it will take us to the webpage that Michael has optimized for the keyword "Marlon Sanders".

You'll notice immediately that Michael is doing many of the onpage ranking techniques that I've previously taught you.

He's placed "Marlon Sanders" in the page title.



He's placed "Marlon Sanders" within <h1> header tags and has placed it in the top left hand section of his page.

A screenshot of the Marlon Sanders website. At the top, there is a search bar with the text "Enter keywords to search the site" and a "Search" button. Below the search bar is a large blue arrow pointing to the heading "Marlon Sanders". To the left of the heading is a small photo of Marlon Sanders. To the right of the heading is a list of links under the heading "What's New". Below the heading is a paragraph of text about Marlon Sanders, followed by a list of his products and services. Below that is a "Screenshot Description" section with a table of product information. At the bottom, there is a link to "Learn How I Sell Thousands of Products from Home Using the Net".

Enter keywords to search the site Search

# Marlon Sanders

Marlon Sanders is a prolific internet marketer, with a dozen internet marketing products and services to his name. He uses his Master's degree in psychology to great effect by writing great ad copy.

Marlon's products and services include The Amazing Formula That Sells Products Like Crazy, Push Button Sales Letters, Associate Program Marketing Handbook, Gimme My Money Now, Amazing Ad Copy Secrets Revealed, Create Your Own Products In A Flash, How to Automate Your Web Business, The Web Site Power System, Web Business Operations Manual, Secrets of Speed Publicity, The Cash Like Clockwork System, Daily Stats Software, The Ultimate Beginner's Guide, and How I Sell Thousands of Products from Home Using the Net.

Last Update: Thursday, August 26, 2004.

**Screenshot Description**

	<b>How I Sell Thousands of Products from Home Using the Net</b> , by Marlon Sanders, is a self help guide on how to start a home-based internet business.
<b>Format</b>	<b>Free Trial</b> <b>Cost</b>
Downloadable ebook	N/A \$39.95

Visit the [Learn How I Sell Thousands of Products from Home Using the Net](#)

What's New

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SL

He's bolded the word "Marlon Sanders" and mentions the word throughout the page.

A screenshot of the Marlon Sanders website. At the top, there is a search bar with the text "Enter keywords to search the site". Below the search bar is a large blue arrow pointing to the heading "Marlon Sanders". To the left of the heading is a small photo of Marlon Sanders. To the right of the heading is a list of links under the heading "What's New". Below the heading is a paragraph of text about Marlon Sanders, followed by a list of his products and services. Below that is a "Screenshot Description" section with a table of product information. At the bottom, there is a link to "Learn How I Sell Thousands of Products from Home Using the Net".

Enter keywords to search the site

# Marlon Sanders

**Marlon Sanders** is a prolific internet marketer, with a dozen internet marketing products and services to his name. He uses his Master's degree in psychology to great effect by writing great ad copy.

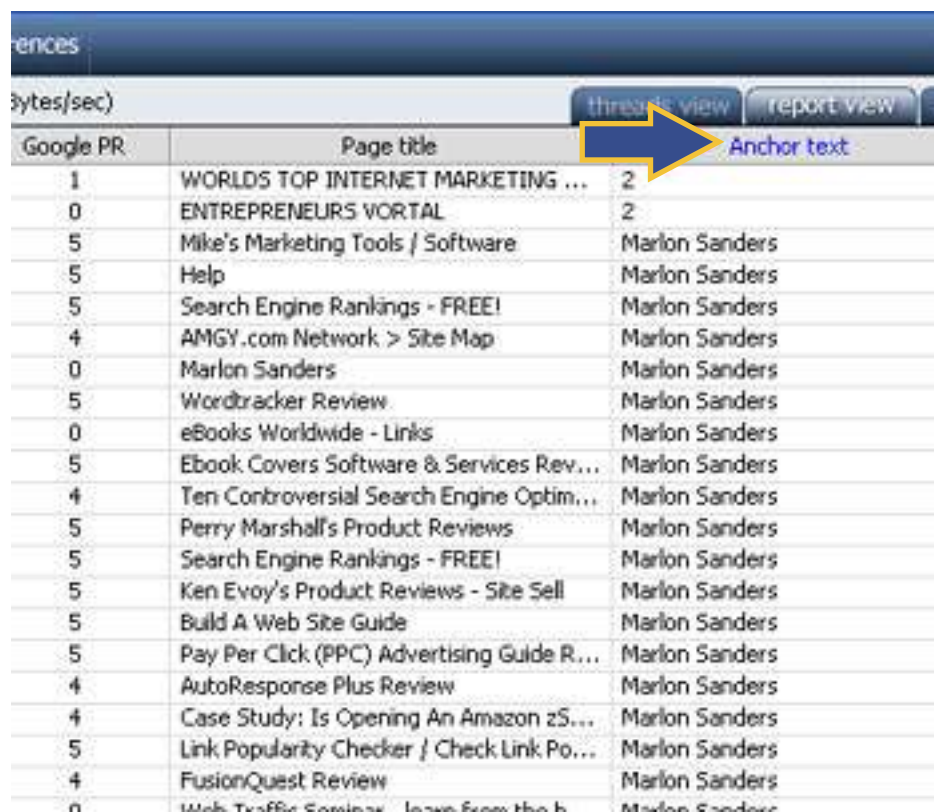
Marlon's products and services include The Amazing Formula That Sells Products Like Crazy, Push Button Sales Letters, Associate Program Marketing Handbook, Gimme My Money Now, Amazing Ad Copy Secrets Revealed, Create Your Own Products In A Flash, How to Automate Your Web Business, The Web Site Power System, Web Business Operations Manual, Secrets of Speed Publicity, The Cash Like Clockwork System, Daily Stats Software, The Ultimate Beginner's Guide, and How I Sell Thousands of Products from Home Using the Net.

Last Update: Thursday, August 26, 2004.

Now... as I mentioned before, **onpage ranking factors are things you should do**, but that alone won't get you to the top of the search engines for the keyword.

**Important:** Remember, it's the links, the links, the links... Let's plug Michael's site into [SEO Elite](#) To give you a quick visual of the anchor text being used to link to this web page.

If we sort the "anchor text" column in ascending order, we can see all of the links pointing to this page, contain the keyword "Marlon Sanders".




The screenshot shows the 'References' tab in SEO Elite. The table lists backlinks with columns for Google PR, Page title, and Anchor text. The 'Anchor text' column is sorted in ascending order, showing that all links point to 'Marlon Sanders'. A yellow arrow points to the 'Anchor text' column header.

Google PR	Page title	Anchor text
1	WORLD'S TOP INTERNET MARKETING ...	2
0	ENTREPRENEURS VORTAL	2
5	Mike's Marketing Tools / Software	Marlon Sanders
5	Help	Marlon Sanders
5	Search Engine Rankings - FREE!	Marlon Sanders
4	AMGY.com Network > Site Map	Marlon Sanders
0	Marlon Sanders	Marlon Sanders
5	Wordtracker Review	Marlon Sanders
0	eBooks Worldwide - Links	Marlon Sanders
5	Ebook Covers Software & Services Rev...	Marlon Sanders
4	Ten Controversial Search Engine Optim...	Marlon Sanders
5	Perry Marshall's Product Reviews	Marlon Sanders
5	Search Engine Rankings - FREE!	Marlon Sanders
5	Ken Evoy's Product Reviews - Site Sell	Marlon Sanders
5	Build A Web Site Guide	Marlon Sanders
5	Pay Per Click (PPC) Advertising Guide R...	Marlon Sanders
4	AutoResponse Plus Review	Marlon Sanders
4	Case Study: Is Opening An Amazon zS...	Marlon Sanders
5	Link Popularity Checker / Check Link Po...	Marlon Sanders
4	FusionQuest Review	Marlon Sanders
0	Web Traffic Solutions - Learn From The B...	Marlon Sanders

Now, let's scroll over the left hand column and sort this in ascending order. Notice that **MANY** of the pages linking to his Marlon Sanders web page are actually pages from within his own website! Each webpage from within his own site also counts as a "vote" for his Marlon Sanders web page.

**Remember**, the more "votes" or links, you can get pointing to your web page, generally, the



Page with link	IP Address	Linked back	Google PR	Page title	Anchor text
amazon.com/...	64.176.4.206	Yes	2	marlon...	Marlon Sand...
darrellwingshomes-agent-sites.com/SearchEngineRankings	66.210.173.153	No	0	XSiteE...	N/A
link-popularity-checker.com/	207.44.234.2	Yes	0	Link Po...	Marlon Sanders
mikes-marketing-tools.com/	207.44.234.2	Yes	0	Mike's ...	Marlon Sanders
mikes-marketing-tools.com/adwords-wrapper.html	207.44.234.2	Yes	0	Google...	Marlon Sanders
mikes-marketing-tools.com/arels.html	207.44.234.2	Yes	0	Arels ...	Marlon Sanders
mikes-marketing-tools.com/clicktrads.html	207.44.234.2	Yes	0	ClickTr...	Marlon Sanders
mikes-marketing-tools.com/directory	207.44.234.2	Yes	5	Market...	Marlon Sanders
mikes-marketing-tools.com/directory/ermand-morin.html	207.44.234.2	Yes	0	Arman...	Marlon Sanders
mikes-marketing-tools.com/directory/branding.html	207.44.234.2	Yes	0	Brand...	Marlon Sanders
mikes-marketing-tools.com/directory/ebook-covers.html	207.44.234.2	Yes	0	Ebook...	Marlon Sanders
mikes-marketing-tools.com/directory/ken-evoy.html	207.44.234.2	Yes	0	Ken Ev...	Marlon Sanders
mikes-marketing-tools.com/directory/link-popularity.html	207.44.234.2	Yes	0	Link Po...	Marlon Sanders
mikes-marketing-tools.com/directory/neil-shearing.html	207.44.234.2	Yes	0	Neil Sh...	Marlon Sanders
mikes-marketing-tools.com/directory/pricing.html	207.44.234.2	Yes	0	Pricing...	Marlon Sanders
mikes-marketing-tools.com/directory/text-link-advertising.html	207.44.234.2	Yes	0	Text Li...	Marlon Sanders
mikes-marketing-tools.com/directory/yank-silver.html	207.44.234.2	Yes	0	Yank S...	Marlon Sanders
mikes-marketing-tools.com/dynamite-covers.html	207.44.234.2	Yes	0	Dynam...	Marlon Sanders
mikes-marketing-tools.com/e-releases.html	207.44.234.2	Yes	0	eRelea...	Marlon Sanders
mikes-marketing-tools.com/friends-1.html	207.44.234.2	Yes	0	More F...	Marlon Sanders
mikes-marketing-tools.com/friends-2.html	207.44.234.2	Yes	0	Even ...	Marlon Sanders
mikes-marketing-tools.com/friends.html	207.44.234.2	Yes	0	Friend...	Marlon Sanders
mikes-marketing-tools.com/fusionquest.html	207.44.234.2	Yes	0	Fusion...	Marlon Sanders
mikes-marketing-tools.com/getresponse.html	207.44.234.2	Yes	0	GetRe...	Marlon Sanders
mikes-marketing-tools.com/google-cash.html	207.44.234.2	Yes	0	Google...	Marlon Sanders
mikes-marketing-tools.com/help.html	207.44.234.2	Yes	0	Help...	Marlon Sanders

Lastly, let's have a quick look at the Analysis View tab within SEO Elite.

New project

Open

Save

Resume

Pause

St...

Status: Working... Finished 157 of 157 sites (100.00%), working on 16 sites (0 threads)

Word	Body (149)	Title	Anchor Text (141)
sanders	96.6% (144)	6.7% (10)	98.6% (139)
marlon	96.6% (144)	6.7% (10)	98.6% (139)
reviews	56.4% (84)	31.5% (47)	3.5% (5)
product	40.9% (61)	8.7% (13)	3.5% (5)
2	91.9% (137)	0.7% (1)	1.4% (2)
in	95.3% (142)	2.0% (3)	0.7% (1)
window	16.1% (24)		0.7% (1)
open	13.4% (20)		0.7% (1)
full	29.5% (44)	0.7% (1)	0.7% (1)
00	2.7% (4)		
005	0.7% (1)		
02	5.4% (8)		
038	1.3% (2)		
05	12.1% (18)		

Well lookie here, you'll see that the top two keywords are

 **Marlon Sanders**

The keywords "Marlon" and "Sanders" appear 139 times in the anchor text linking to Michael's Marlon Sanders web page.

Now, do you think it's safe to assume that Michael's webpage is ranked #1 in Google for this keyphrase? Let's have a look.

Go to Google and enter: Marlon Sanders and see whose webpage comes up at the top.

**I'll save you the trouble.** Have a look below:



What got Michael's page to the top? Several things, but the most important of which is his internal linking from within his website. This is something you could VERY easily duplicate, and should duplicate for your own market. Chances are, nobody else is doing this!

As I mentioned before, Michael is a professional search engine optimizer, so he's a good person to model your internal linking after. Michael is also the author of a pretty solid search engine optimization eBook titled: [Search Engine Optimization Strategies](#).

You could probably gleam some things from it.

## What NOT to do...

Now, let's take a look at what NOT to do... We're going to be looking at:  
[Http://www.marketopsinc.com](http://www.marketopsinc.com)

This is your typical, "pretty" looking website that probably gets no traffic and is nowhere to be found in the search engines, for any keyword.

### Can you see some of the things they're doing wrong?

- Their page title is marketopsinc.com. This serves no purpose. No one would ever search for that keyword.
- They aren't using any <h1> tags, alt tags, bolding, italicizing, or underlining
- Most of the main text on the page is actual just a large header graphic image.
- And MANY other things... but you get the point.

Concerning their internal linking strategy, you can see that their navigational links aren't text! They're just graphics... This serves no purpose, but to look pretty. They're wasting "votes" that they could be casting for their internal web pages.



I think it would be safe to say that this website isn't ranked for any of the keywords in their navigational images at the top of their website

- Home
- Consulting Services
- Business Products
- Our Experience
- Etc.

But let's just have a quick look and use [SEO Elite](#) to see if they're ranked anywhere in the top 1,000 websites on ANY of the major search engines.

- 🔍 We'll select Radio button 5
- 🔍 Enter their URL into [SEO Elite](#)
- 🔍 Enter "Consulting Services"
- 🔍 Select All search engines and click "go".




The screenshot shows the 'New project' dialog box in the SEO Elite software. It contains the following steps and options:

- Step 1: Select the Project Type.**
  - ☐ Analyze backlinks using a specified search engine.
  - ☐ Find and email high page rank link partners.
  - ☐ Analyze allanchor, allinbible or allintext.
  - ☐ Verify that link partners are still linking back.
  - ☒ Find where your site is ranked for a given keyword(s).
  - ☐ Find out how many web pages are indexed.
- Step 2: Enter the keyword you would like to search for**  
consulting services
- Step 3: Enter the domain you would like to search for**  
http://www.marketopsinc.com
- Step 4: Select the search engine(s) you would like to use**
  - ☒ Google
  - ☒ Yahoo
  - ☒ Altavista
  - ☒ AlltheWeb
  - ☒ MSN
- Step 5: Only check the first X results:**  
10
- Step 6: Enter the Google API (Not necessary, but recommended)**  
[Empty text box]

NOTE: If you don't have a Google API key, you can get one FREE by [clicking here](#)

Buttons: [ok] [cancel]

We'll then click on the report tab to view the results.



Keyword	URL	Search	Rank
Add...			
consulting services	http://www.marketopsinc.com	www.alltheweb.com	Not found
consulting services	http://www.marketopsinc.com	www.altavista.com	Not found
consulting services	http://www.marketopsinc.com	www.google.com	Not found
consulting services	http://www.marketopsinc.com	www.msn.com	Not found
consulting services	http://www.marketopsinc.com	www.yahoo.com	Not found

How about that? They're nowhere to be found in the top 1,000 websites. So, we can clearly see what NOT to do and now know what TO do.

**Remember**, if you can "vote" for an inner webpage on your website by using your main keyword in the anchor text within the link linking to that page, ALWAYS do it. As we've seen from Michael Wong's website, doing this can help you rank at the top for keywords that may not have a lot of competition, like the keyword "Marlon Sanders".

## Chapter 10

# “The Cold Hard Facts About Google Page Rank And How To Use It To 1-Up Your Competitors!”

The purpose of this lesson is to teach you the following:

- 📖 Exactly what Google Page Rank is
- 📖 How page rank is calculated
- 📖 How to funnel page rank to your "money pages" (most important pages)
- 📖 How funneling page rank properly can actually increase your website's ranking

I often find myself hearing the **same questions** over and over again...

Many people think Page Rank is simply where their website ranks in the search engines. Google Page Rank would then mean where they rank in Google. For example, if I had a Google Page Rank of 5, that would mean that I ranked #5 in Google for my keyword.

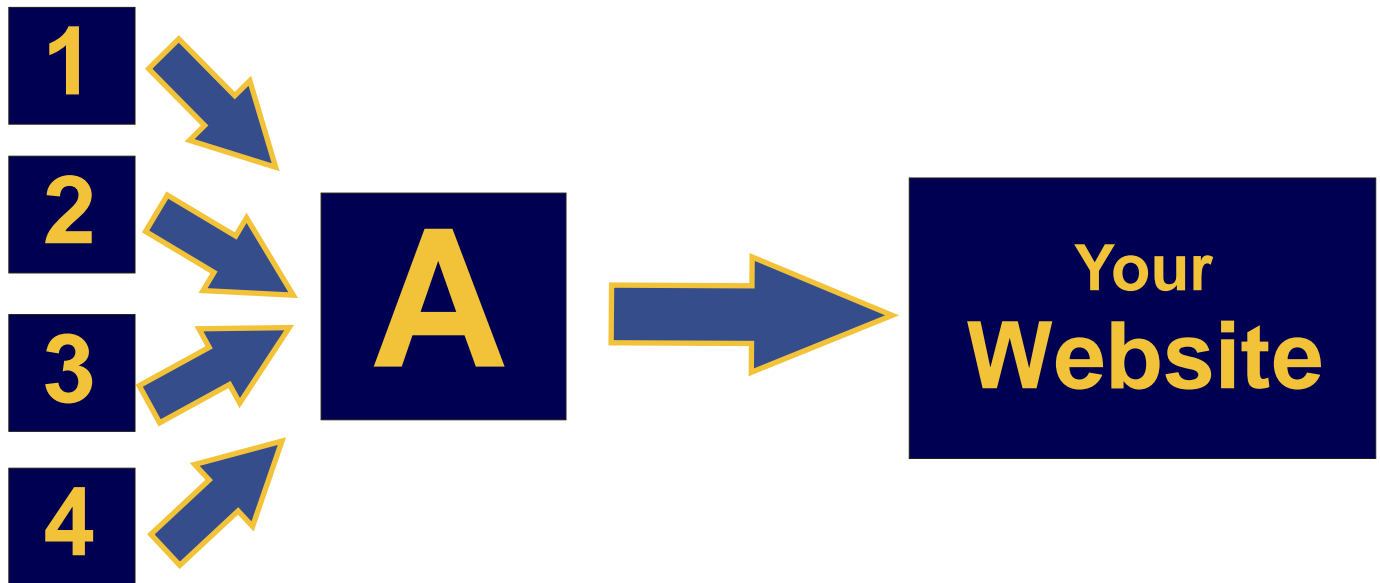
**This is completely wrong...** Google Page Rank has **nothing** to do with where you are ranked in Google for your specific keyword or keyword phrase.

In previous lessons we went over, very briefly, what Page Rank is and how you can view the Page Rank of your webpage. But because I'm writing this article on Google Page Rank, I'm going to quickly repeat a few things.

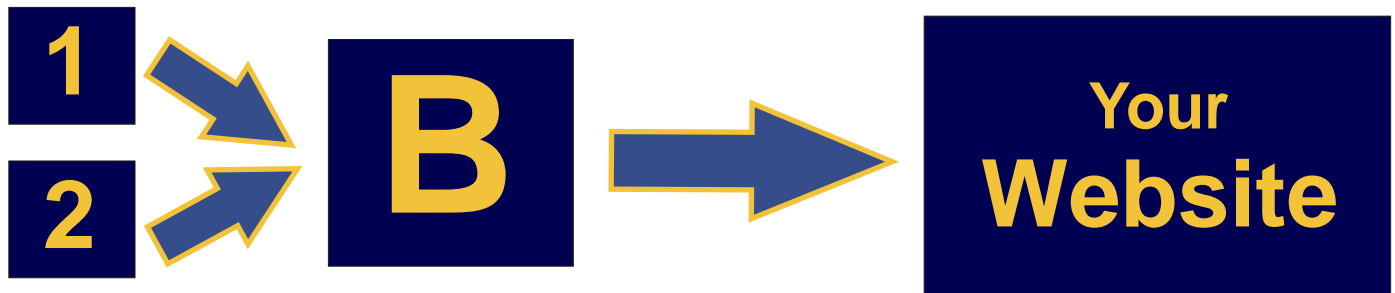
## What is Google Page Rank?

- 📖 Google Page Rank is simply Google's way of displaying how important a webpage is. Google assumes that when 1 webpage links to another webpage, it's actually "casting a vote" for the webpage. The more votes you have for your webpage, the more important your webpage will be.
- 📖 Google also takes into account the importance of other website's pages linking to your own webpage. If many webpages link to the website's webpage linking to you (i.e. They have a lot of "votes") then their vote will be of more importance and will increase your Page Rank more. See images below for a visual representation of what I mean...

In the pictures below, Site A will pass more Page Rank to your website because more websites are linking (voting) for them.



Whereas site B only has 2 votes (links).



Site A has 4 votes (links), therefore Site A is more important than site B which only has 2 votes (links).

For example, let's say that a town was voting on whether or not they wanted to pass a certain law. There were 3 parties voting.

-  **The Leader (Ruler)**
-  **The Council**
-  **The Citizens**

Now, whose vote would count for more? I would guess that the Leader's vote would count for much more than both the council and the citizens. The leader is obviously more important than both of the others. The council and the citizens' votes would still count for something, but just not as much as the Leader's vote.

Page Rank works in a similar way. A link or "vote" from those pages that are more important will increase your page rank and "count for more" than those pages that aren't as important. Remember, in order to tell how important a webpage is, simply count the number of pages linking (voting) to that page, **AND** also the importance of those pages voting for that page.

**Make sense?**

Google Toolbar (Yes, we've already covered this... but just for a quick refresh before we dive into the more complex stuff.)

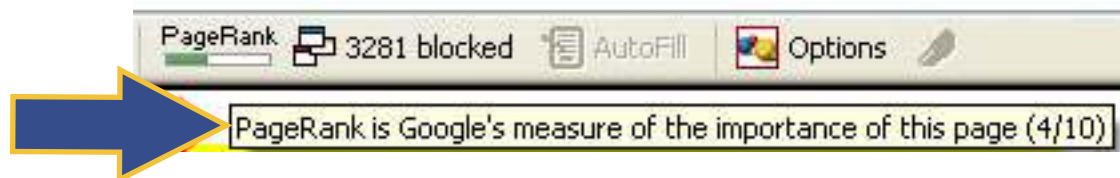
To see the Google Page Rank of your website, you must download the Google toolbar. You can download this for free by clicking the link below:

<http://toolbar.google.com>

Once you have installed the Google toolbar, it will place a toolbar within your web browser, in this case, Internet Explorer as shown below.



Notice the small green bar that says PageRank. If you hover your mouse over the green bar, you will see your Google Page Rank as shown below.



## How is Page Rank Calculated?

Ok, now let's talk about "almost" **EXACTLY** how page rank is calculated. Over 99% of the webmasters on the internet do not understand how Page Rank(PR) is calculated. I'm going to refer to Page Rank as PR throughout the rest of this lesson, for the sake of not having to type it over and over.

## So, why does it matter how PR is calculated?

It matters because you can use this knowledge to actually funnel PR throughout your website and give different pages on your site a higher PR. The higher your PR is, the higher your webpage will rank in Google.

Here is the Google Page Rank Formula, and I'm warning you... This might get a little nerdy, but bear with me. I'll make everything very understandable.

**Page Rank formula:**

$$0.15 + (0.85 * (\text{a "share" of the PR of every webpage that links to it})) = \text{Your Webpage's PR}$$

0.15 = The lowest PR a webpage could ever possibly have.

0.85 = A dampening factor... This is just the number that Google uses for their PR formula. 1

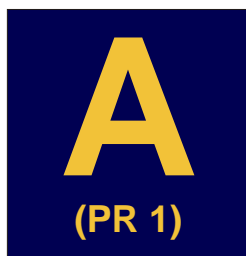
"share" = the PR of the page linking to you divided by the total number of links on that page.

**Now, let's look at a quick example.**

Say we've created our website and it has 3 pages in total. For sake of making the math easy, we'll start each webpage with a page rank of 1.



Page A  
Page B  
Page C



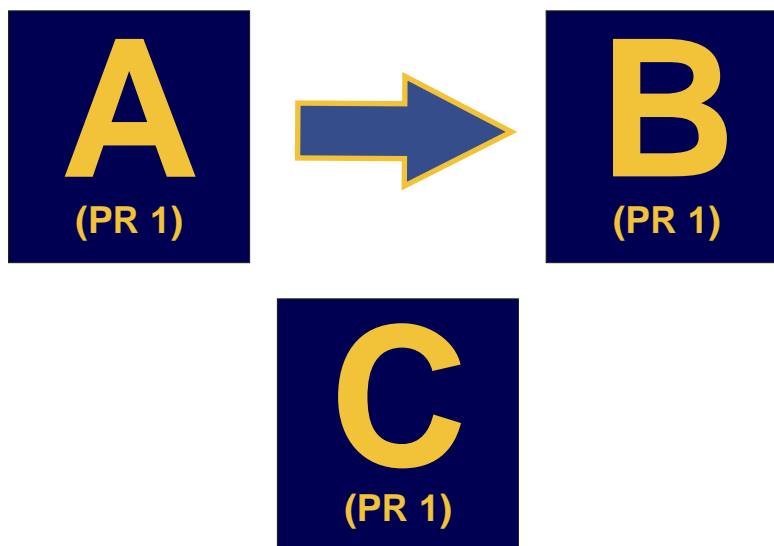
None of the pages link to each other. They're just pure content webpages with no links to any other pages within our website. Let's quickly calculate the PR of our pages by using the formula above.

$$0.15 + (0.85 * 0) = .15$$

Because no webpages link to our pages, there is no "share of PR"... hence it is 0.

So... If we do the math, we come up with a PR of .15 for each of our pages. Not very good huh?

Now, let's see what happens if we link page A to page B.



Using our formula we get:

- 🚢 **Page A:**  $0.15 + (.85 * 0) = .15$
- 🚢 **Page B:**  $0.15 + (0.85 * (1/1)) = 1$
- 🚢 **Page C:**  $0.15 + (.85 * 0) = .15$

You can see that by just linking page A to page B, we've changed the PR of page B from .15 all the way up to 1. Big difference!

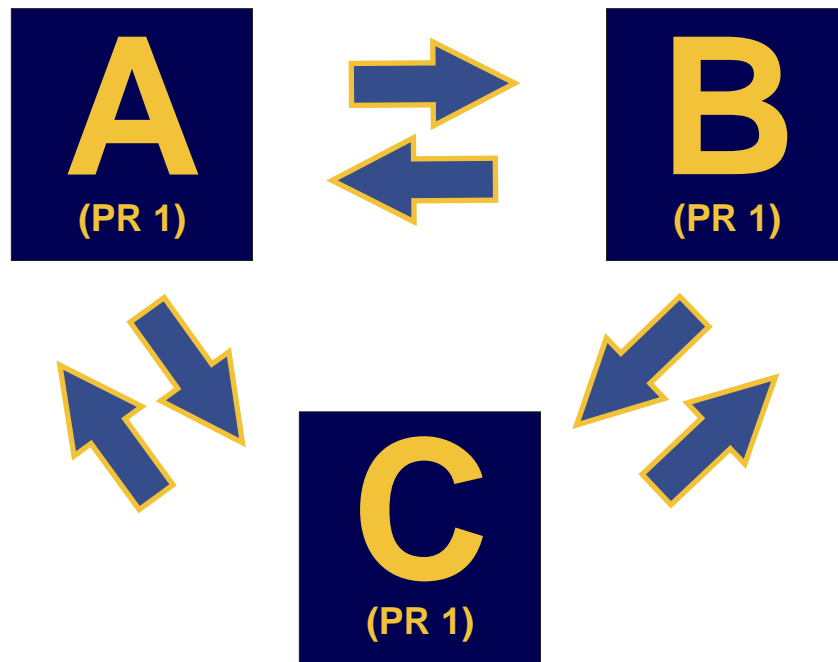
With our newly calculated Page Ranks for all of our pages, let's do the calculation again. By doing so, we'll slowly get to the "true page rank" of all of our pages... The more iterations we do, the more gradual the change will be between each iteration.

- 🚢 **Page A:**  $0.15 + (.85 * 0) = .15$
- 🚢 **Page B:**  $0.15 + (0.85 * (.15/1)) = .2775$
- 🚢 **Page C:**  $0.15 + (.85 * 0) = .15$

You can see that after another iteration of our formula, the PR of page B dropped significantly... This number is closer to the actual Page Rank that Google would give page B.

**Note:** You can keep going through the formula and you'll notice that the change will be smaller after each iteration...

Now, let's try something different and link all pages to and from one another...



🚢 **Page A:**  $0.15 + (0.85 * (1/2)) = .575$

🚢 **Page B:**  $0.15 + (0.85 * (1/2)) = .575$

🚢 **Page C:**  $0.15 + (0.85 * (1/2)) = .575$

After 1 iteration the Page Rank of all pages is .575.

So, by linking **ALL** pages together we have maximized the page rank from within our website!

You can play around with your linking throughout your website and by doing so, you can send more PR to pages you want to rank higher for, and lowering the PR of those pages you don't care much about their ranking :-)

This can be extremely powerful.

### Was that over your head?

If so, don't despair. The first time I learned how Page Rank was calculated, I didn't understand it either. Just keep re-reading what I've written and give it a try with your webpages and it will eventually all make perfect sense.

## Ready for an extremely powerful trick that I use on all of my websites?

Remember that in the Page Rank formula:

$$0.15 + (0.85 * (\text{a "share" of the PR of every webpage that links to it})) = \text{Your Webpage's PR}$$

The "share of PR of every webpage that links to it" is calculated by taking the current Page Rank of the webpage and dividing it by the total number of links on the page...

So, by removing ALL unnecessary links on a page, you will be able to pass more Page Rank to the other pages that you link to... Why is this important? Remember, the higher the Page Rank a page has, the better it will rank.

So, what are unnecessary links? Unnecessary links could be when you link to another website (link partner) and they don't link back to you. By linking out to a "link partner", you're giving them a percentage of your Page Rank that you could be passing to other pages within YOUR website. If this "link partner" isn't linking back to your website, there is no need to ever link to them. You're just hurting your ranking by doing so!

I have seen websites move up hundreds of positions by simply looking at their links pages and making sure that their link partners are all linking back. If they're not, then you should ALWAYS remove them from your links page. In doing so, you are guaranteed to benefit from this.

A day before writing this, I went through all of my links pages and validated that all of my link partners were still linking back. If they weren't, I removed them. I checked my rankings in Google today and they gone up over 10 positions since yesterday! Yes, this could be mere coincidence, but it's happened numerous times to other websites of mine.

I can't stress enough the importance of monitoring these link partners.

Let's do an example:

Looking at this links page:

<http://www.practicalweightloss.com/links/herbalife.html>

<p>Female Bodybuilding Fitness Equipment Fitness Gear Fitness Instruction Fitness Models Fitness Products Fitness Programs Food Industry Free Stuff Gyms and Fitness Clubs Healthy Lifestyle Herbalife Herbs Holistic Products Hypnotherapy Kickboxing Medical Information Medical Products Non-profit Organizations Nutrition Information Nutrition Software Obesity Surgery Personal Training Powerlifting Publications Registered Dietician Self-defense Self-Improvement Spiritual Sports Supplements Tai Chi Vegetarian Vitamins Weight Loss Diets Weight Loss Portals</p>	<p><b>Please visit our link partners:</b></p> <p>★ <a href="#">e Diet Star 7 Herbalife Weight Loss &amp; Optimum</a> When it comes to Optimum nutrition, Health or Weight Loss, Herbalife and e Diet Star takes care of everybody's needs.</p> <p>★ <a href="#">Fast Diet Gold</a> Fast Weight Loss, Bodybuilding, Links... and more</p> <p>★ <a href="#">Success Concepts - Herbalife Products Independent Distributor</a> We carry the complete Herbalife nutrition program that will help you lose the weight you want, 30 day money back guarantee. Free support tools.</p> <p>★ <a href="#">Kat's Herbs</a> Kat's Herbs, distributor of Herbalife products for healthy living, weight management, nutrition, personal care, beauty and more.</p> <p>★ <a href="#">Success Concepts</a> Full line distributor of Herbalife products including products for nutrition and weight loss, Herbalife Colour cosmetics and products for bath and body. 30 day guarantee. Home business opportunity.</p> <p>★ <a href="#">Weight Loss Gold - Burn Fat To Get In The Best Shape Ever!</a> Learn how to lose weight, burn fat and gain self-esteem with the natural, doctor recommended way. Free articles, newsletter, tips and more...</p>	<p>Supplements For Men and Women, Effective, Safe <a href="http://www.herbalremedies.com">www.herbalremedies.com</a></p> <hr/> <p><b>Herbalife</b> interested in losing 5-40lbs Herbalife independent distributor <a href="http://www.wan2lookgreat.com">www.wan2lookgreat.com</a></p>
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If we go to the page, you can see that they link out to 6 websites:

<http://www.edietstar.com>

<http://www.fastdietgold.com>

[http://herbal\\_health.tripod.com](http://herbal_health.tripod.com)

<http://www.katsherbs.com/herbalife/index.htm>

<http://www.successconceptsweb.com>

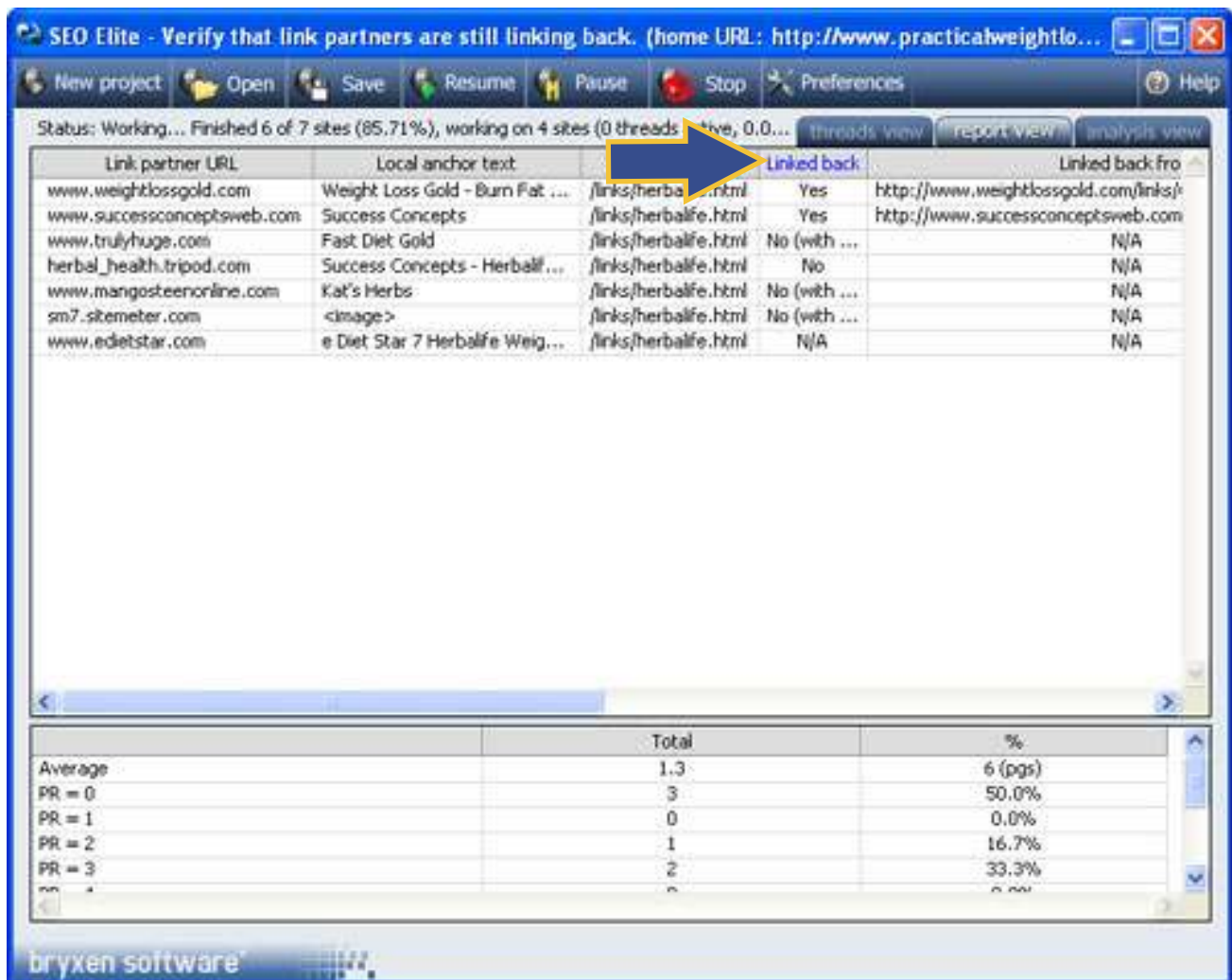
<http://www.weightlossgold.com>

**TIP:** Now, we could visit each of these websites manually and search through their entire sites, which could have thousands of pages... to find our link. This could take a very long time. Again, this is where I use [SEO Elite](#) to do the hard work. All you have to do is enter the main links page: (<http://www.practicalweightloss.com/links/herbalife.html>) and [SEO Elite](#) will go through all of your link partners and will tell you if they're still linking back!

Remember, the purpose of doing this is IF the website is not linking back to us, we can remove their link from our webpage, thus we'd be passing Page Rank to our OWN website's pages, rather than passing that portion of Page Rank to this "link partner's" site. If they're not linking back to us (passing PR back to us) then why should WE send them some of our website's Page Rank? We shouldn't...

- 🖱️ Open up [SEO Elite](#)
- 🖱️ Select radio button 4
- 🖱️ Enter the links page into [SEO Elite](#) and click "ok"...

Once [SEO Elite](#) is finished running, it will quickly tell us whether or not these sites are still linking back to us, as shown below...



### Notice that only 2 of these sites are still linking back!

They must have removed our link from their website without us knowing about it. We can remove all of the other links, and this alone will allow us to pass more PR to our own webpages within our site and will help us rank better immediately!

This is a **HUGE** secret that not many webmasters know about... Now, I don't want this secret getting out to everyone, so keep this to yourself. Give it a try, you can go through your links pages manually which will work just fine, or you can use [SEO Elite](#). Either way works just as well as the other. The main thing is to DO THIS!

## Final Summary

Ok, now that you've gone through this eBook, I can guarantee you that you know more than 99% of all webmaster's online. You now know how to completely smoke your competitors in the search engine war and you're virtually **GUARANTEED** success if you follow all of the advice taught in this course.

As I said in the beginning of this eBook, it is absolutely critical that you take this advice seriously and actually put into action **EVERYTHING** you've learned. Some of it may seem simple, and some might seem a bit complex, but just take everything 1 step at a time. **EVERYTHING** I've taught you works, and works extremely well, so now you have no excuses for grabbing that top ranking for whatever keyword you choose! Don't be that 99% of webmasters that are too lazy to actually do anything with what they learn and get out there and start dominating those search engines!

All the best,

A handwritten signature in black ink, appearing to read 'B. Callen', with a stylized, cursive script.

Brad Callen  
Bryxen Software