

TRAFFIC
GENERATION CAFE



Presents

7 Steps to Complete Search Engine Domination

How do I Get More Traffic?



Google

bing™



YAHOO!



by Ana Hoffman

7 Steps To Complete Search Engine Domination by *Ana Hoffman*

“Please print out this report before you read it; trust me, you’ll want to take notes in the margins.”

If you use one idea from this report, you’ll be ahead of the game; if you use them all, you are golden.”

Ana Hoffman
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Introduction

I'll keep this short.

If you were anything like I was when I first started online, this would sound familiar to you.

You probably started a brand new site. It looked pretty and shiny and was sure to bring you a fortune. Now all you needed to do was wait for the stampede of traffic to come through and make you rich.

A couple of weeks went by – nothing. If you are one of the “smart ones”, you might have actually optimized your site for your primary keyword, waiting for your site to show on the first page of Google among a couple of million of other sites competing for the same keyword.

Nothing. No traffic, no sales, no money.

What now? Build another website around a different niche or quit altogether?

Either way, you probably know by now that was not the way to get your website noticed online.

It's time to figure out what your first steps should be when building a new site...

ANY site, in ANY niche.

Please read my Affiliate Disclaimer

(or don't, either way... as long as you know it's here...)

In this absolutely free value-packed report, I will promote, endorse, or suggest products and/or services for sale.

GASP!

My recommendation is ALWAYS based on my belief that the product and its author will provide excellent and valuable information or service based on a review of that product, my relationship with that person, and/or previous positive experience with the person or company who's product I am recommending.

In some cases, I will make a dollar or two, if you decide to purchase that product based on my recommendation.

Always

Always

Always do your OWN due-diligence before making any purchases.

Never purchase anything that you cannot afford.

Most people don't do anything with the products they buy, so most of the time, their typical results are zero.

Don't do drugs, stay in school.

There is no such thing as a Silver Bullet.

I bet this disclaimer would make a good rap song...



Step 1. Research Your Keywords

Please do not skip this step; your SEO strategy is meaningless without it.

If you just skim through this section, you'll see a lot of "intimidating" metrics, screen shots, etc. Don't do it – skim through it, I mean!

Just do it step by step and you'll see that it's very doable.

So, here we go...

In order to find your money keywords (*you do want to make money, don't you?*), you need to answer these two questions:

1. How *BIG* is your audience?

and

2. How *HUNGRY* are they for your product/service?

In other words, how many people are there in your market and how willing are they to buy?

Five visitors that have 2 paying customers sure beat 100 visitors with 1 paying customer!

Let me show you step by step how I do my keyword research and the tools I use.

I decided to take "***dental plans***" as our test market (for no particular reason).

1. Find Out How Much Traffic Your Keyword Gets

Believe it or not, [Google Keyword Tool](#) will provide you with all the data you need; you just need to know where to look for it.

(note: if you are new to keyword research, this might look intimidating - I understand that.

It really is not, if you do it step by step.

However, personally I choose to go the easy route and let [Market Samurai](#) do all the heavy lifting for me.

Not trying to push it down your throats (well, maybe just a little bit, but it really is SOOO much easier with it!)

Google Volume Search data gives us a very accurate indication of how much traffic (and therefore how many potential customers there are) in any market.

1. Go to: <https://adwords.google.com/select/KeywordToolExternal>
2. Just below the main search box, you'll see "**Advanced Options and Filters**". Click on it to specify the language and the country of your choice.
3. Type your keyword or keyword phrase in the search box.
4. Click on "**Only show ideas closely related to my search terms**" box.
5. Click on "**Search**". You'll probably have to enter the **captcha** (the funny-looking letters that appear in the picture) into the box provided as well.

7. The “**Global Monthly Searches**” box will give us our result: how many people search for this keyword on a monthly basis.

Search terms (1)		
Keyword	Competition	Global Monthly Searches ?
☆ dental plans	High	246,000

In the picture above, we see that the Dental Plans market has 246,000 average searches per month – that’s 246,000 potential visits to your website or 246,000 potential buyers – each month!

So that’s our **Traffic Level Data**.

2. Find Out How Much \$ Each Visitor Is Worth

Next, we need to find out what each visitor is worth.

In order to do that, we’ll take Cost Per Click (CPC) figures from **Google Adwords**.

Here’s why we would want to do that:

If we find out how much we would have to pay in order to take #1 position in Google Adwords for our keyword, we will have a very good estimate as to the value of each visitor in a particular market (*i.e. how much per visitor a paying advertiser is willing to cough up to bring traffic to their site*).

How to get **Cost per Click** figures using the Google Keyword Tool:

1. After following the steps above to determine traffic levels in your market, we’ll switch from “**Keyword Tool**” mode to “**Traffic Estimator**” mode.

Home Tools

Tools

Keyword Tool

Traffic Estimator

Get traffic estimates

Word or phrase (one per line)
dental plans

Max CPC \$ (required) 99

Daily budget \$

2. We'll add "*dental plans*" as our keyword and "99" in the **Max CPC \$** section.

Note: Why \$99? Because this outrageous amount per click will insure that the results we'll see will be for the first spot in Google AdWords section.

3. Click "**Estimate**".

4. Make sure that the figure in the "**Estimated Ad Position**" column says "**1**".

5. The "**Estimated Avg. CPC**" figure displayed here is the figure we'll be using.

<input type="checkbox"/> Keyword	Global Monthly Searches [?]	Local Monthly Searches [?]	Estimated Avg. CPC	Estimated Ad Position
<input type="checkbox"/> ★ dental plans	246,000	201,000	\$6.67	1.01

Now on to the good stuff: let's finally find out if our "*dental plans*" market is worth our time.

3. Your Market Value Calculation

Once we have our numbers for Traffic Level and Visitor Values, I use a very simple formula to come up with the total market value.

TRAFFIC LEVEL x VISITOR VALUE = TOTAL MARKET VALUE

So simple, too bad I did not come up with it myself. The folks from [Market Samurai](#) did, but more on that later.

Our final number tells us the total monthly value of visitors searching for a particular keyword (or keywords) in a market.

Let's go back to our "*dental plans*" example and quickly find out what this market is worth.

246,000 (our Traffic Level) X \$6.67 (Visitor Value) = **\$1,640,820** – our Total "dental plan" Market Value

Wow, that's **\$1,640,820 per month; \$19,689,840 per year!**

Before you run off on me creating dental plan websites, here's something to cool you off.

Just because dental plan market is worth over \$19M per year, it doesn't mean that you'll make that much!

Most likely, nowhere close to it...

Maybe, a tiny fraction of it!

Remember that this traffic is shared by thousands of web sites in the niche, and of course, those with the highest ranking will have the biggest slice.

How big of a slice can you get?

Well, it all depends:

- It depends on how competitive your niche is;
- It depends on your product price;
- It depends on how well you convert your traffic into visitors;

- It depends on what your SEO skills are and how easily you can get top search engine rankings;
- It depends on how strong your competition is;
- It depends on how badly you want it and how hard you work;
- And it depends on a number of other factors that can influence your business...

But all things being equal – if you have two markets with similar levels of competition, where you sell a similarly priced product at similar profit margins – you can generally expect that the market with the higher value will be more profitable.

So, are you brain-dead yet?

I hope you see how important it is to learn this very simple process and save yourself a lot of time, money, and frustration.

And if you don't think it's that important, then there is always an option of quitting (*he-he, just kidding, I hope not*).

4. Finding Visitor Value with Market Samurai

If you already own a copy of [Market Samurai](#), like I do, the task of gathering all this info becomes a breeze.

This data is gathered under **Keyword Analysis Data** in **Keyword Research** tool.

Here are the numbers we are interested in:

- **SEO Value (SEOV)** – This is the maximum total value of traffic that the #1 ranked web page for this keyword (based on search results) is likely to receive – per month.

- **Adwords Value (AWV)** - This is the maximum total value of traffic that the #1 ranked advertiser (in Google Adwords) is likely to receive – per month.

(click on the image to see a bigger picture)

In both cases, Market Samurai is taking the Market Value benchmark we calculated previously **to the next step...**

The screenshot shows the Market Samurai Keyword Research interface. At the top, the keyword 'dental plans' is entered, and there is a 'Track Rank' checkbox. Below this is the 'Keyword Research' section with the 'challenge' logo and the tagline 'there is no charge for awesomeness'. The interface is divided into four main categories: Organic, Adwords, Competition, and Commerciality. Each category has several sub-options with checkboxes and plus signs for expansion. The Organic section includes Total Searches, SEO Traffic (SEOT), Phrase-to-Broad (PBR), and Trends. The Adwords section includes Adwords Traffic (AWT), Adwords CTR (AWCTR), and AdWords CPC (AWCPC). The Competition section includes SEO Comp (SEOC), Title Comp (SEOTC), URL Comp (SEOUC), Title/Comp (SEOTCR), and Adwords Comp (AWC). The Commerciality section includes Adwords Value (AWV) and SEO Value (SEOV). Below the categories are controls for Match Type (Broad), Period (Daily), and Filter (* No Filters). There are 'Analyze Keywords' and 'Hide' buttons. At the bottom, a table displays the results for the keyword 'dental plans'.

Keyword (1 active, 0 removed, 0 filtered)	SEOT	PBR	AWCPC	AWV	SEOV
dental plans	3,397	30%	\$8.16	\$4865.97	\$27718.07

...by breaking down the Market Value number into how much #1 ranked web site will bring through organic SEO and Google Adwords respectively.

If you don't have [Market Samurai](#) (*affiliate link – I use the tool, love it, and recommend it*), I would recommend you get a copy – it will save you a lot of time doing market research and give you access to many powerful keyword/competition research tools.

Plus, if you follow my link and opt in on their site, you can get a cool 35% off (as of the time I wrote this guide) and a free 7-day trial.

➔ [Download your free MarketSamurai now](#)

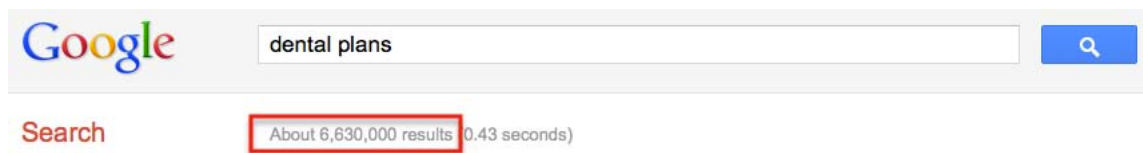
5. Find Your Long Tail Keywords

Now we know what the keyword “*dental plans*” is worth in terms of traffic and money.

BUT I am not going to optimize my site for that term. Why?

Because it is too generic and there is too much competition for it.

The easiest way to check the competition level is to simply do a Google search for the term.



So there are **6,630,000 websites competing for the keyword “dental plans”**, which is really not a huge number, but can be still daunting for your first try.

By the end of this workbook, ranking high for that type of keywords will be a breeze for you, but to start with, I’d focus on something higher converting, less competitive, and more profitable.

Normally, the best converting keywords happen to be “***long tail***” **keywords**.

Much more traffic is generated from long tail keywords (long, specific phrases in other words), than short keywords.

And it is **those types of keywords that generally convert the best**.

So if I go back to my Google keyword search for “*dental plans*”, I will find suggestions like:

- *low cost dental plans*
- *braces dental plans*
- *dental insurance quotes*

All these are good keywords to target with much less competition than my primary keyword.

Some other suggestions to come up with good long tail keywords:

1. Add location, as in “*dental insurance quotes Denver CO*”
2. Add action verbs that people would use when they are not just browsing, but ready to buy, as in:
 - “*dental plan with no wait*” (because they just chipped a tooth this morning and they need immediate dental attention, but have no coverage)
 - “*get dental plan*”

Got the point?

Moving on.



Step 2. Study Your Competition

This is another very overlooked, yet vital piece of your successful SEO campaign.

If you don't know where you are going, then how will you get there?

Before you settle on a niche, you need to know if you can take over it in Google, and that's exactly what we are going to learn here.

As usual, **here's your competition research step-by-step.**

1. Research Competitive Nature of Your Keyword

(Once again, I will focus on “*dental plans*” for the purpose of this section.)

Now that I have my keywords (*hopefully you do as well*), it's time to see how easily we can sneak in on the first page.

Let's size up our keyword competition.

2 ways of doing it:

A. With Market Samurai

Let's take a look at our competition (the first 10 results in Google) for “*dental plans*” – of course the image is way too small here, so I suggest you open it in a new browser window and refer back to it as I explain what you should be looking out for.

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The screenshot shows the Market Samurai interface for a keyword search. The keyword is 'dental plans'. The tool displays various SEO metrics for 10 different URLs. The metrics include Domain Age (DA), PageRank (PR), Google Index Count (IC), Referring Domains (RDD), Referring Domains - Page (RDP), Domain Backlinks (BLP), Domain Backlinks (BLD), Page Backlinks (BLP), Page .edu/.gov Backlinks (BLEG), DMOZ Directory (DMZ), Yahoo Directory (YAH), Keyword in Title? (Title), Keyword in URL? (URL), Keyword in Description? (Desc), and Keyword in Header Tag? (Head). The tool also shows options for Off Page and On Page metrics, and a 'Generate Results' button.

#	URL	DA	PR	IC	RDD	RDP	BLP	BLD	BLEG	Title	URL	Desc	Head
1	http://www.dentalplans.com/	13	5	593,000	54,669	29,427	15,190,786	22,635,184	123	Y	Y	Y	Y
2	http://www.dentalplans.com/dentalplans/	13	4	593,000	54,669	509	955	22,635,184	1	Y	Y	Y	N
3	http://www.dentalhealthplans.com/	11	4	71	1,622	1,434	31,457	32,099	1	N	Y	N	N
4	http://www.1dental.com/discount-dental-plan	11	4	763	2,801	40	62	124,607	0	N	Y	N	Y
5	http://www.deltadentalins.com/	11	6	5,440	9,460	5,964	27,545	76,084	443	N	N	N	Y
6	http://www.deltadentalco.com/	12	4	131	1,978	1,160	5,297	10,640	43	N	N	N	N
7	http://dentalplanszone.net/	-	3	29	2,820	2,803	10,032	11,557	255	Y	Y	N	Y
8	http://www.libertydentalplan.com/	10	4	478	2,628	1,916	6,054	10,228	5	N	N	Y	N
9	http://www.goldenrule.com/health/dental.sh	15	5	1,050	16,362	2,220	55,602	210,648	56	Y	N	Y	Y
10	http://www.dentalinsurance.com/	13	5	923	7,449	4,969	26,616	174,615	43	Y	N	Y	Y

Here are some numbers it's good to take a look at:

1. **BLD** (domain backlinks – links going to the domain itself in simple terms) and **BLP** (links going to the specific page in question) are the two numbers that are good to know.

Why?

It gives us somewhat of an idea what kind of link profile we'll have to build to match and beat our competitors.

Now remember, in most cases, link **QUALITY** will outweigh link **QUANTITY**.

But more on link building later.

2. **Title** – whether the page has the keywords in its <title> tag. If not, we'll be ahead of the game just by including our keywords in the title.

3. **URL** – does URL include the keywords?

4. **Description** – does the <meta> “description” tag include the keywords?

5. **Head** – does the site’s header tags, mostly <H1> tag, contain the keywords?

By the way, you’ll learn more about the last 4 factors in the “On-Page Optimization” section.

For now, all you need to know that if your competitors lack in some of these areas, you can easily make sure you do better than they are.

6. When it comes down to **Domain Age**, **PageRank**, and **indexed pages**, there’s not MUCH you can do about it – they come, well, with age.

So if you see a lot of 800-pound gorillas on the first page for your chosen keyword (like Wikipedia makes the perfect example), you might need to dig deeper for long tail keywords. 😊

B. With the free tool <http://www.nichewatch.com>

Take a look at the screen shot below to check out competition for “*dental plans*” with this tool.

No.	Address	BLD	BLP	PRD	PRP	Count	Pages	Anchor	Title	Text
1	www.deltadentalins.com	2457	-	(...)	(...)	12	2445	1	-	1
2	www.dentalplans.com	4767	-	(...)	(...)	26		2	-	2
3	www.dentalplans.com	4788	14	(...)	(...)	61	89734	9	-	-
4	www.pd00ncube.com	11979	2977	(...)	(...)	18	521	5	-	5
5	www.youdubbe.com	35167016	115	(...)	(...)	30	150786214	3	1	4
6	www.ourdentalsplan.com	4299	-	(...)	(...)	6	75	4	-	-
7	louisianadentalplan.com	11	-	(...)	(...)	1	16	6	2	6
8	www.1dental.com	825	-	(...)	(...)	32	656	23	9	13
9	www.libertydentalplan.com	557	-	(...)	(...)	12	405	7	3	7
10	www.ucci.com	4223	-	(...)	(...)	0	848	11	-	10

You can find some of the same factors here as in Market Samurai, like BLD and BLP, but you can also see that there is a lot of incomplete info here.

The two main factors to pay attention to are Anchor and Title – the more dashes you see there, the better – it means the ranked sites have some holes in those areas that you can easily fill in.

Again, this tool is not great, but will give you enough indication on whether to stick around or flee.

2. Light-Weight or 800-Pound Gorilla?

Now that you know how well your competitors are optimized for your keyword, it's time to take a look at other factors to REALLY see what you are dealing with.

This is the time to grab a pen and a piece of paper – yes, I am old-fashioned that way - and make a chart of YOUR site as it compares to your competition.

Just to make sure that we are still on the same page: when I talk about your competition, I refer to the 10 top ranking sites for your keyword.

Here's what you need to pay attention to:

1. You already know where your competition stands as far as using keywords in title, URL, description, and headers.

Now check out:

2. How big their site is, i.e. how many indexed pages they have (lots or few?)

3. Number of backlinks (lots or few?)

4. Cache Recency / PageRank (don't pay too much attention to PR; I've seen plenty of PR1 sites ranked over PR3 sites) (measure of authority)

5. Domain Age (measure of authority)

You can find ALL these metrics in [Market Samurai](#); if you don't have it, you can find some of them by combining free tools like:

- <http://www.nichewatch.com>
- <http://spydermate.com/> (*no longer a free tool, but you can still use it for 30 days with no CC required*)
- <http://websitegrader.com/>

Add all this data to the handy-dandy hand-written table or whatever more sophisticated method you chose.

Now it's time to learn what kind of market you are getting yourself into.

Four Market Levels

LEVEL 1: Easy (*few links, no attention to on-page factors*)

Sounds like a good market to be in, but if you think about it, if no one else is jumping into it, might it be that it's not worth it?

Discovering a hot unknown niche is extremely rare these days; I wouldn't start jumping for joy just yet.

LEVEL 2: Medium (*some links, good on-page factors*)

This is the best market to be in, as far as I am concerned; not too difficult, yet great potential.

LEVEL 3: Hard (*lots of links, top-notch on-page factors*)

I wouldn't dive into this one unless you already have some experience, but frankly, doesn't sound like it since you are reading this workbook. 😊

LEVEL 4: Untouchable (*tons of quality links, recognized brand, etc*)
800-pound gorillas, in other words.

3. In-Depth Analysis Of Links

Now that you have your spreadsheet, it's time to do an in-depth research on maybe 3-4 of your competitors.

What you are looking for here are links: how many, where they come from, the quality.

My favorite tool to use for this kind of in-depth research is [SEO SpyGlass](#).

Why?

Because determining the value of a link is just about impossible without a tool like this.

There are so many factors that go into this and just going by PageRank is not even close to being a good idea.

Just take a look at this:

Page PR	External links	Total links	▼ Link Value
PR: 6	4	43	0.119
PR: 4	36	79	0.043
PR: 5	26	105	0.040
PR: 7	35	163	0.037
PR: 5	21	117	0.036
PR: 6	35	175	0.029

Turns out that PR7 link is less valuable than PR4 ranked above it.

You can download [SEO SpyGlass](#) for FREE, but the real value is in getting the whole [SEO PowerSuite](#) - it's well worth it on many levels for the part-time or small business seo'er.

When using the software, all you do is enter your competitor's domain and hit enter.

It is going to pull out all sorts of information on the sites linking to your competition.

You will also get a great deal of info on the quality of those links.

I use this tool for a couple of reasons:

1. It gives me an idea of **the quality and quantity** of links I will need to get to upstage my competition.
2. I can see **WHERE they got their links from** – maybe I can get the same links as well!

Bottom line: don't go out and blindly build links.

Learn what it takes to rank for your keyword first.



Step 3. Make a Plan

Now that we studied our competition and we know the age of their site, the size, their backlinks, and the quality of those backlinks, we can begin to see exactly what we need to do to crush our competition.

I learned this step from Dori Friend of <http://www.DoriFriend.com>

For instance, my target market might have only a handful of PR4 sites and a handful of PR3 sites with maybe a dozen of PR2s and PR1s, and the rest are PR0s or are not in the Google index.

And, most of those sites only have a couple of hundred links coming in as well.

So the list of links I want to get may look like this:

PR4 = 5
PR3 = 7
PR2 = 12
PR1 = 14
PR0 = 20-50
N/A = 50-100

Now all I need to do is to go and get those links, but more on that later.

At this point, I also like to add Google Analytics to my site, and start tracking my traffic, Alexa rank, PR, and the size of my site.

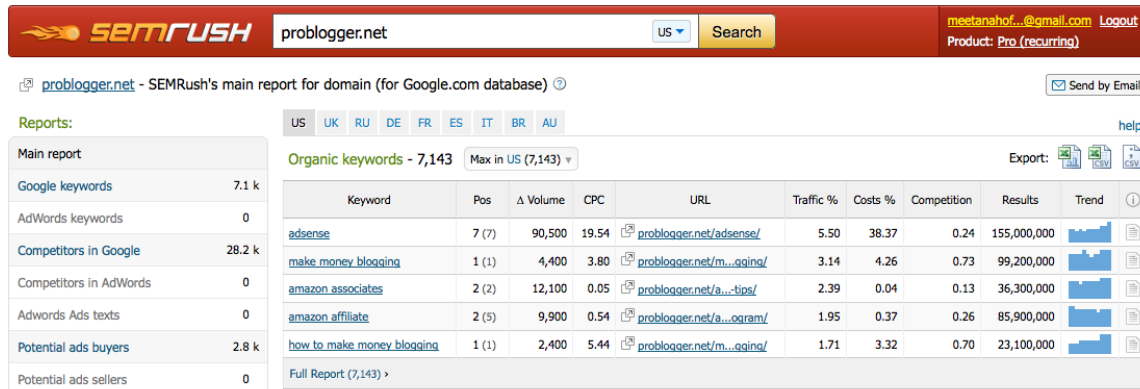
Note: to add Google Analytics to your site, go to <http://www.google.com/analytics/>.

To track Alexa rank, which basically shows you how much traffic you get – the lower number, the better – simply download [Alexa toolbar](#).

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I would check on your progress every couple of weeks or so to see how you are doing with your rankings and whether your plan needs adjustments.

There is another tool that I use to track my stats – [SEMRush.com](https://www.semrush.com)



The screenshot shows the SEMRush dashboard for the domain problogger.net. The main report displays organic keywords with a total of 7,143. A table lists the top keywords, including 'adsense', 'make money blogging', 'amazon associates', 'amazon affiliate', and 'how to make money blogging'. The table columns include Keyword, Pos, Δ Volume, CPC, URL, Traffic %, Costs %, Competition, Results, and Trend.

Keyword	Pos	Δ Volume	CPC	URL	Traffic %	Costs %	Competition	Results	Trend
adsense	7 (7)	90,500	19.54	problogger.net/adsense/	5.50	38.37	0.24	155,000,000	
make money blogging	1 (1)	4,400	3.80	problogger.net/m...gging/	3.14	4.26	0.73	99,200,000	
amazon associates	2 (2)	12,100	0.05	problogger.net/a...tips/	2.39	0.04	0.13	36,300,000	
amazon affiliate	2 (5)	9,900	0.54	problogger.net/a...ogram/	1.95	0.37	0.26	85,900,000	
how to make money blogging	1 (1)	2,400	5.44	problogger.net/m...gging/	1.71	3.32	0.70	23,100,000	

Sometimes you'll see that your site is starting to rank for a keyword that you are not even optimizing for.

When that happens, I will add those keywords to my list and work on optimizing for them as well.

Of course, it's always a pleasure to see my list of optimized keywords expanding in [SEMRush.com](https://www.semrush.com).

For specific keyword rank checking, again I recommend [SEO Power Suite](https://www.seopowersuite.com).



Step 4. On-Page Optimization

On-page optimization simply refers to the factors that are entirely under your, website owner's, control and that might have an effect on how well you rank in Google.

These factors include things like title tags, meta description, keyword placement, etc.

The opposite of on-page optimization would be **off-page optimization**, which we'll talk about later. The most important factor here is links.

Some may argue that on-page optimization is not important any longer, and they are partially right.

However, all things being equal, the better on-page optimized website will win, and I like it to be MY site.

1. Add a Title.

The page title should DEFINITELY include our main keywords.

The fewer words you use in your title, the more importance Google will give to each word, thus ranking you higher for them.

Note: When I say Google, I really refer to all search engines in general. The reason you need to focus more on optimizing for Google is because Google search gets the most traffic, with Bing and Yahoo behind it.

Your page title should never look like this:

Welcome to our site!

Your HTML code for this title would look like this:

```
<title>Welcome to our site!</title>
```

Let's go back to our "**dental plans**" example in step 1.

I will pick these keywords for us to work with:

- *low cost dental plan*
- *dental insurance quotes*
- *dental plan with no wait*
- *get_dental plan*

So our title might look like this:

```
<title> low cost dental plan and dental insurance quotes and dental plan with no wait and get dental plan </title>
```

Well, sure this title contains all of our keywords, but it's long and has too many unnecessary words.

Here's what I would do with it:

```
<title>Get Low Cost Dental Plan With No Wait | Dental Insurance Quotes</title>
```

Notice that I have:

1. Taken out all the "stop words" – unnecessary words, like "in", "and", etc.
2. Replaced "and" or "&" with "|" character (*Note: You can add this character by holding the shift key on your keyboard and pressing the backslash key above the enter key.*)
3. **Combined the keywords** – do that whenever possible to cut down on the total number of keywords in your title.

When Google looks at our title now, all it sees is our 4 keywords, ***which will immediately boost the strength of each individual keyword!***

2. Add <h1> Header Tag

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

This tag should be placed as close to the top of your page as possible.

The way the search engine spiders read your page is from top left-hand side of the page to the bottom right-hand side.

Note: Here's a neat free tool, which allows you to visually see how the search engines view your webpage:

<http://www.webmaster-toolkit.com/search-engine-simulator.shtml>

So, it's best to place your <h1> header tag at 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 our dental plan keywords might be:

Discover the best low cost dental plans with no wait for you and your family!

The HTML code for this tag would look like this:

```
<h1> Discover the best low cost dental plans with no wait for you and your family!</h1>
```

3. Add <h2> Header Tag

Your <h2> tag is best described as your sub-headline.

Include your second most important keyword here and place it in the top half of your page.

An example of a good <h2> tag for our page would be something like:

<h2>*Get Your Dental Insurance Quotes Here*</h2>

4. Create Keyword-Based Content

Now it's time to create our content.

As you write it, try to naturally include your keywords in the text.

Many say keyword density is not important any longer; I tend to agree with that.

However, you still need your keywords in the text.

Try to use your keywords somewhere in the beginning of your text towards top left and definitely at the end towards bottom right.

TIP: My personal trick I like to use is placing my keyword all the way at the bottom of the page with my copyright information, like this:

© 2011 copyright *www.domain.com low cost dental plan*

Once you finish writing the copy, you should go through it and bold, underline, or italicize some of the keywords 1 time each, maximum.

Only do 1 per keyword or it will hurt you more than it helps.

This isn't crucial, but it's good to do this to a couple of keywords here and there...

To be quite honest with you, I personally don't think that such things will have much effect on your SEO rankings, but some people still do and I am trying to be thorough here.

5. Include proper <alt> image tags

Go back to your very first image on the page (most of the time, it will be your header graphic), and include an <alt> image tag in it with your keyword and the word "header" in it.

In our case, it will look something like this:

```
alt="low cost dental plan header"
```

Where to add it? If your header graphic is called header.jpg, the code for your header might look like this:

```

```

You add your <alt> tag to make it look like this:

```

```

Now click on other images on your page and add the rest of the keywords as <alt> tags, one per each image.

Also, don't forget to add an extra word to each tag, like "image" or "graphic" – this ensures that Google does not see your tags as spam or keyword stuffing.

6. On-Page Optimization Summary

I've mentioned it before and let me repeat it again: on-page optimization WILL NOT make dramatic changes in your search engine ranking.

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.

That is not the case at all.

It is the off-page optimization factors that will get you high rankings.

I will teach you exactly what off-page optimization factors are, AND how to make sure you optimize these factors perfectly for Google!

To see how I do on-page optimization for my blog and all my posts, take a look at this post, which also includes a video walking you through the process:

- [Thesis Theme SEO](#)

Whatever theme you are using, you'll be able to put my tips to good use.



Step 5. Get Indexed by Google

There are many a post written on how to get a brand new site indexed in Google, including a couple at Traffic Generation Cafe.

“Do these X number of things and your site will be indexed in as quickly as 24 hours!”

Then a friend of mine happened to spend some time with a couple of brainiacs from Google indexing team (how lucky is that!) and, when she questioned them on indexing techniques, their answer was:

“No need to do anything, we do it automatically for .com and some other extensions – we track .com registrations, so once they are registered, we know it.”

Turns out that what you need to do to get your site indexed in Google is **NOTHING!**

Google will know your site exists without any single outside link leading to it, that simple.

What Does It Mean to Your Site?

Now we know that Google knows you are there without any help from you.

However, they do need help discovering other pages on your blog – you need to make sure that every single post you publish gets into Google’s index.

Here are some simple steps to take to achieve that:

1. **Ping your posts.** WordPress will do that automatically for you; however, there are a couple of tricks you need to know about. Read this post to learn more: [**How to Avoid Being “Pinged” as a Spammer**](#)

2. **Use social media.** This should be a no brainer – the minute you publish a post, you need to get into a habit of sharing it throughout your social media networks.
3. **Social Bookmarking.** This is another great and easy way to build some links and get discovered.
4. **[Deep linking](#).** This is a very important step that will not only help your posts to get indexed, but also will help them to get better rankings on Google.

What About Getting Ranked on Google?

All the steps I listed above will certainly help your posts to get discovered by the search engines and might even bring you some traffic or reduce your bounce rate, like when you do deep linking.

However, they won't help you to get ranked highly for your targeted keywords.

That's why the final, and arguably, the most important step of this SEO workbook is all about *LINK BUILDING*.



Step 6. Create Master RSS Feed

Now I do realize that many of you, although heard of RSS in the past, have no idea how to use it to your advantage.

Let's start with the basics:

What is RSS feed?

RSS stands for "*Really Simple Syndication*".

Basically, it's a technology that is being used by millions of web users around the world to keep track of their favorite websites.

Every time a website you subscribe to gets updated, you get notified of the changes, whether you choose to receive those notifications by email or via various RSS feed readers.

I am not writing this to just educate you on what RSS feed is – I am sure you figured that out by now.

This is yet another building block for the next step: LINK BUILDING.

What I am about to show you is not common knowledge, yet a great way to do some link building on autopilot.

Allow me to introduce you to a different kind of link building: namely, building low-quality links to your other online properties that link back to your main site.

All using RSS feeds.

Using RSS Feeds for Link Building

- **Note:** this strategy takes some up-front time investment and I'd call it optional, but if you don't mind the initial setup, you'll get a great long-term return from it.

You may or may not realize that your blog is not the only RSS feed you have.

Most of your social networks channels come with an RSS feed, like Facebook, Twitter, FriendFeed, etc.

Most article directories, like EzineArticles, create a feed for your profile and all your articles.

Social bookmarking sites.

Aweber, Ping.fm, Squidoo - you name it, it most likely has an RSS feed. Just use your imagination and you'll be swimming in feeds pretty quickly.

Of course, you need to remember that I am talking about the feeds **to YOUR profiles and content** within those sites and not overall site feeds.

What's the point?

Every time you create a profile on ANY website and submit your content to it in whatever form, you basically post your links within your content to that site, whether it's social media, bookmarking, or articles.

Follow me so far?

So now you have a bunch of continuously updated content with your links included on all these different sites that give you an option to create an RSS feed for your content.

What if you take those RSS feeds and submit them to different RSS directories?

So every time you update any one of your social media profiles, those RSS directories get notified of the change and create new links back to your profile, thus boosting their authority in Google's eyes?

Once those profiles have a bunch of links coming to them, it increases THEIR authority, and now those higher-authority pages are linking BACK to your blog, thus carrying more link juice within them!

Wow!

You instantly increased the quality of links coming back to your site and the best part is most of it can be automated.

When I first learned about this link building technique, I was blown away.

Moreover, I have a way of doing all of this with minimal time investment on your part - how great is that?

The gist of this strategy lies in creating a master list of all the RSS feeds pointing to all your content online, converting all those feeds into one, and then submitting that one feed to RSS directories.

1. Gather All Your RSS Feeds

Almost every profile you have out there comes with an RSS feed. The tricky part is to find them all, but once you know what you are looking for, it's not that difficult.

Let me give you a couple of examples of what to look for.

Your Twitter profile

There used to be a way to get your Twitter profile RSS feed, but Twitter did away with it and I couldn't find a viable solution to create one.

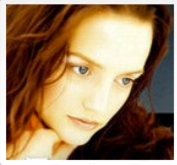
There are some options to create an XML feed, but it's not helpful for our purposes.

EzineArticles.com


All I did here was enter my name into the site search box and follow the link to my author bio.

Ads By Google [Seo Search Engines](#) [Hoffman](#) [Seo](#) [Google Seo Video](#)

Ana Hoffman



Basic PLUS Level Expert Author

Joined EzineArticles on Jun 16, 2009 

Published Articles:	69
Article Views:	3,983
Article Comments:	3
Article Niches:	11


About Ana Hoffman

Traffic, traffic, traffic...



Can't do without it, but don't know how to get it?







Ana Hoffman does, and she freely shares her best insider traffic generation tips and secrets on her Traffic Generation blog.

Don't forget to pick up Ana's infamous 7 Steps to Complete Search Engine Domination workbook at her blog as well - why not make money like all SEO gurus do?



Google™ Custom Search

 Suggest A Topic  Report This Author


Share:      

Author Alerts:

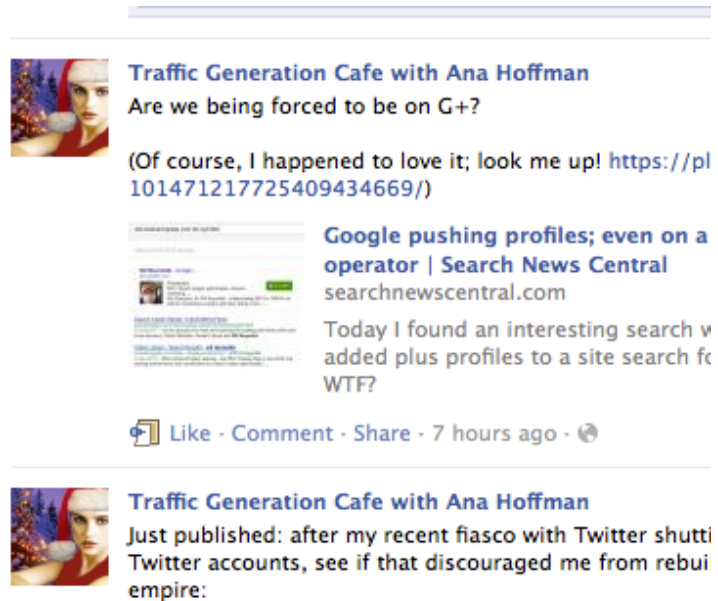
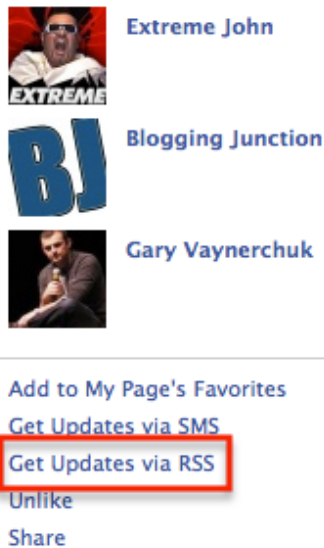
Get notified by email when new articles are written by Ana Hoffman!

Email Address:

We will never sell or rent your email address

 **Ana Hoffman RSS Feed**

Facebook Page RSS



Located on your FB page profile right under “Pages You Like”.

Important:

Every site has tons of RSS feeds, so you need to make sure you get RSS feeds for YOUR profiles!

For instance, this is the feed I am looking for:

http://feeds.ezinearticles.com/expert/Ana_Hoffman.xml

NOT something like this:

<http://feeds.ezinearticles.com/category/Internet-and-Businesses-Online:Internet-Marketing.xml>.

Now that you have your list of RSS feeds, you are ready to move on to the next step.

2. Create Master RSS Feed

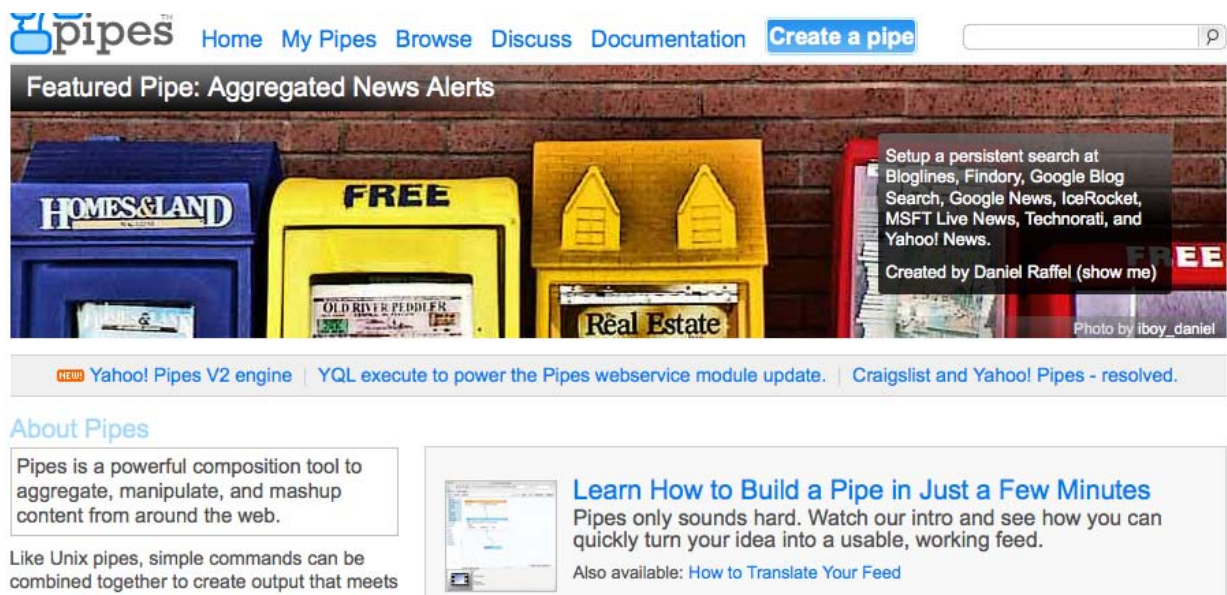
Now that you have a list of all your RSS feeds you could think of, submit them all to RSS directories... one by one.

Kidding!

That would take hours, and hours is what we never have.

To make this process simpler, we are going to create an RSS mashup - one master feed that will include ALL the feeds we have.

I like to use [Yahoo! Pipes](#) for that.



The screenshot shows the Yahoo! Pipes website. At the top, there is a navigation bar with links for Home, My Pipes, Browse, Discuss, Documentation, and a prominent 'Create a pipe' button. A search bar is located to the right of the navigation. Below the navigation, a featured pipe titled 'Aggregated News Alerts' is displayed, featuring a brick wall background with newspaper boxes for 'HOMES&LAND', 'FREE', and 'Real Estate'. A text box on the right of the featured pipe provides instructions on how to set up a persistent search. Below the featured pipe, there are three news items: 'NEW! Yahoo! Pipes V2 engine', 'YQL execute to power the Pipes webservice module update.', and 'Craigslist and Yahoo! Pipes - resolved.'. The 'About Pipes' section is visible, describing Pipes as a powerful composition tool. A tutorial link 'Learn How to Build a Pipe in Just a Few Minutes' is also present, along with a link to 'How to Translate Your Feed'.

I won't go into how to use this tool - it's a report of its own; just make sure you go through their tutorial before you jump into it.

3. Submit Master RSS Feed the Easy Way

To make the task less daunting, here are some free tools to help you:

1. www.submitemnow.com, which will allow you to submit your RSS feed to about 100 or so directories for free (*downloadable freeware for Windows*)
2. <http://www.bulkping.com/free-rss-submit-online/> - web-based submitter.
3. <http://www.allscoop.com/rss-submit.php> - another freeware download for Windows.

Marketing Takeaway

So let's sum it up.

1. You make a list of all web properties you'd like to create more links to and find an RSS feed for each.
2. You create a master RSS feed that includes all of them.
3. You submit that feed to RSS directories using semi-automated software or outsource it altogether.
4. Every time those web properties get updated, the RSS directories will automatically create links back to them.
5. As you increase the authority of those properties by sending a bunch of links to them, you will increase the authority of any sites they link back to - I suggest that being your main site/blog.

If it sounds like a lot of work, it is... in the beginning. But remember, you only need to do this once and the process will repeat itself over and over and over again without you lifting a finger.

Plus, if you don't have time or don't want to do it yourself (I include myself in both categories), this is a perfect task to outsource for pennies.

Now all you have to do is... well, do it.



Step 7. Search Engine Ranking Reality – It's All About Links

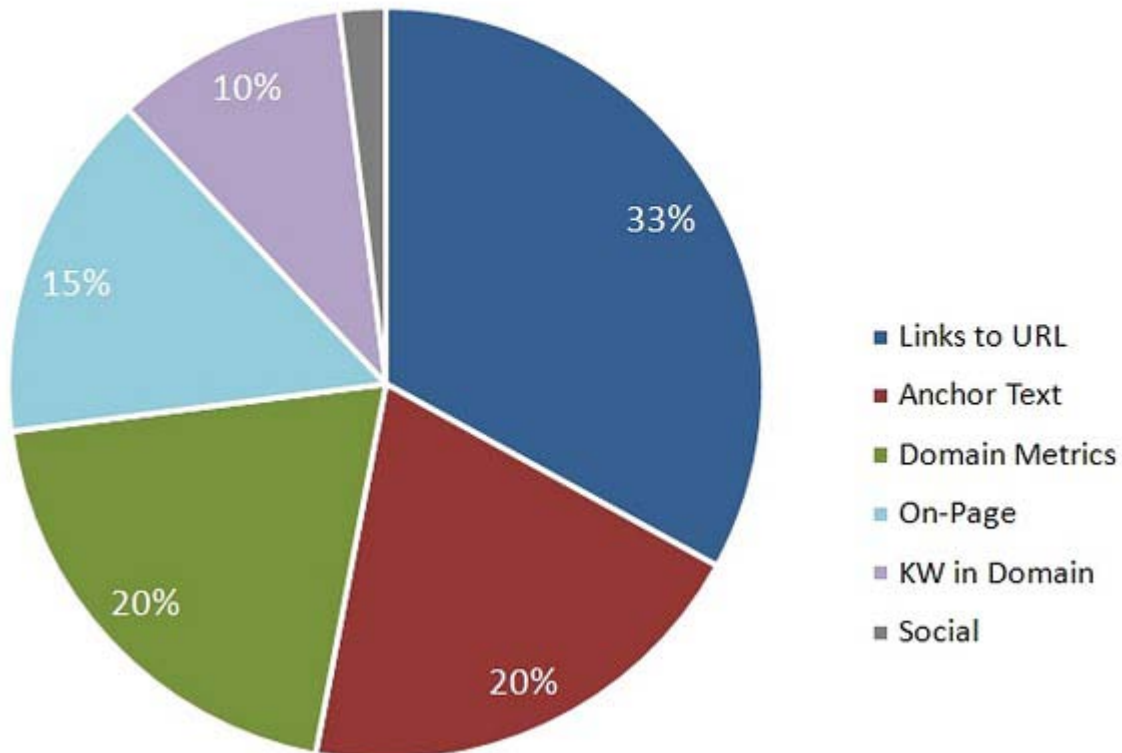
Some time ago I had a poor unfortunate soul claim in his comment on one of my posts that links didn't matter that much any longer.

GASP!

It has been my experience that 90% of SEO is ALL about links.

But don't take my word for it; take a look at what SEOMoz thinks about it.

Components of Ranking Algorithm



I would dare to argue with them on one or two points from that chart, but one thing is for sure:

Links still rule!

What Makes the Best Link?

A link is a link is a link, right?

I've been told that over and over again. By people who don't have their websites anywhere close to the first page of any search engine. That should've been their clue.

SEO link building is a bit more complex than just throwing a bunch of links to your site and hoping for the best.

It's extremely important to have a good mix of links, coming from different kinds of websites, pointing to different pages.

Below are the 10 guidelines you'll benefit from when doing SEO link building:

1. Natural Anchor Text

What do I mean by "natural"? It should look like the links were built by users naturally sharing your content because it's great and not for SEO sake.

Don't use the same anchor text in all your links; vary it by throwing in a useless word here and there and yes, do a few "*click here*" anchors as well.

Here's a great read to learn more about natural anchor text:

- [Your Ultimate Anchor Text Tutorial](#)

2. Good Neighborhoods

Don't link to adult, gambling, pharmaceutical, etc. sites. They are generally considered spammy and won't get your link building any points.

Avoid link exchanges as well.

3. Gradual SEO Link Building

That means that you should not throw thousands of links to your site the very first day. It's a huge red flag and might get you banned by Google.

As tempting as it might be, take your time.

I'd say as a general guideline, you can get anywhere from 300 to 600 links your first month and increase your SEO link building after that initial "courtship" period.

4. Links from Varied PR Pages

Don't make it a point to get all your links for PR 5+ pages.

As you can imagine, that kind of SEO link building looks unnatural.

5. Relevancy is Overrated

There's a lot of talks about getting links from niche-specific sites only.

I haven't seen any conclusive testing that's been done on that.

On the other hand, I've heard of plenty of link builders who ranked their sites on page 1 with nothing but "irrelevant" links.

6. Links from Both Established and New Sites

Natural SEO link building should have both of those kinds of links.

7. Should Not Be Temporary

If you employ a link building company or use subscription software and pay a monthly fee for SEO link building services, then your links are only good for as long you are paying for them.

As soon as you stop, your links will disappear.

It's been speculated that this can even be a factor of the Google Sandbox filter.

My personal opinion: **save your money**. There are plenty of ways to get permanent links that are absolutely free - i.e. done by you.

8. No Appearance of Paid Linking

Don't ever pay for your links. If you have banner advertisements on other sites, make sure you add a NoFollow attribute to those links (rel="nofollow").

Having words like "*sponsors*", "*advertisement*", and such around your links is not a good idea either.

9. Pay Attention to Deep Linking

Don't ever link to your home page only.

It's extremely important that most of your anchor text links go to your internal pages - that's called **deep linking**. The more quality links you have to your internal pages, the more trust your home page will gain as well.

Word on SEO link building to your home page:

It's much more natural to link to your home page with a naked URL (i.e. <http://www.trafficgenerationcafe.com> is a naked URL) as opposed to an anchor text link, so make sure you include some of those when doing link building to your home page.

More on that:

- [How to Rank Well For Your Inner Pages](#)

10. Directory Listings

It's good to be listed in directories, but don't let the majority of your links come from them.

This strategy should be an addition to your quality link building campaign, NOT a replacement for it.

Diversify Your Links!

Let me bring your attention to ***one more very important aspect of SEO link building mixology.***

Your links should come from a **variety** of sources.

In other words, employ all of the following venues to maximize your results:

- social networking site
- social bookmarking sites
- blogging (your own blog, blog commenting, guest posting)
- video marketing
- article marketing
- press releases
- forums
- RSS syndication

COPYCAT Link Building

This is my absolutely favorite way to build quality one-way links.

I'll give you 2 different ways to do it:

1. [SEOSpyGlass](#) – you can use the free version of this software for as long as you like with certain limitations. Since **Yahoo Site Explorer** was shut down, this is the best tool to find out more about links I've found.
2. [Market Samurai](#) – this is still my favorite all-around great SEO tool. If you can invest in only one tool to help your SEO, this would be my recommendation.

Market Samurai

We've already covered some of this when we talked about learning more about our competition in **Step 2**.

You also have already seen a screen shot of the competition for the keyword "dental plans".

I won't repeat myself by adding it here again.

What I will do though is show you how to go from that screen shot to obtaining your competitor's links including their PR and anchor text – **every single one of them**.

Take a look at the image below (click to enlarge).

You see that little down arrow next to the URL? Click on that and you'll see a drop-down menu that will reveal "**PR Analysis**" and "**Anchor Text Analysis**".

#	URL	DA	PR	IC	BLP	BLD	BLEG	DMZ	YAH	Title	URL	Desc	Head	CA
1	http://www.deltadentalins.com/	10	6	2,580	2,432	5,121	297	N	N	N	N	Y	Y	-
2	http://www.dentalplans.com/	-	5	142,000	4,816	85,750	110	Y	Y	Y	Y	Y	Y	-
3	http://www.dentalplans.com/dental	12	2	142,000	15	86,696	1	N	Y	Y	Y	Y	N	-
4	http://www.goldenrule.com/health/	14	5	579	2,983	20,419	50	N	Y	Y	N	Y	Y	-
5	http://www.ourdentalplan.com/	4	4	74	4,282	4,357	0	N	Y	-	-	-	-	-

PR Analysis
Anchor Text Analysis

Google Trends | Whois Information | Quantcast | Alexa

Analyse the backlinks to the webpage using the buttons to the left, or view reports on the URL using external services using the links above.

As you can see in the image below, you can quickly learn how many links your competitor has, where their links are coming from, what PR pages they come from, and even what anchor text they used.

7 Steps To Complete Search Engine Domination by Ana Hoffman

SEO Competition Analysis: http://www.ourdentalplan.com/																
PR Analysis		Anchor Text Analysis										Google Trends	Whois Information	Quantcast	Alexa	
Total	0	1	2	3	4	5	6	7	8	9	10	PageRank 4				
1000	978	5	7	8	2	0	0	0	0	0	0	ANCHOR TEXT: ameriplan usa http://www.iwebtutorials.com/				
Anchor Text	Total	0	1	2	3	4	5	6	7	8	9	10	ANCHOR TEXT: www.ourdentalplan.com/ http://www.iwebtutorials.com/			
ameriplan® resources	215	214	0	0	1	0	0	0	0	0	0	0	ANCHOR TEXT: health plan http://waroengdollar.blogspot.com/			
ameriplan	181	173	3	1	4	0	0	0	0	0	0	0	ANCHOR TEXT: dental plan http://waroengdollar.blogspot.com/			
ameriplan usa	488	484	0	2	1	1	0	0	0	0	0	0	ANCHOR TEXT: discount plan http://waroengdollar.blogspot.com/			
• ameriplan usa dental	1	1	0	0	0	0	0	0	0	0	0	0	ANCHOR TEXT: ourdentalplan.com. http://waroengdollar.blogspot.com/			
ameriplan dental	18	17	0	0	1	0	0	0	0	0	0	0	PageRank 3			
http://www.ourdentalplan.com	8	7	0	0	1	0	0	0	0	0	0	0	ANCHOR TEXT: ameriplan http://www.air-ambulance.net/other_links.htm			
www.ourdentalplan.com/	43	41	0	0	1	1	0	0	0	0	0	0	http://www.plantism.com/			
ameriplan business opportunity	10	10	0	0	0	0	0	0	0	0	0	0	http://sepeda-antik.blogspot.com/			
ameriplan health	5	5	0	0	0	0	0	0	0	0	0	0	http://www.akhbarlibya-english.com/			
ameriplan business opportunitie s	1	1	0	0	0	0	0	0	0	0	0	0	ANCHOR TEXT: ameriplan dental http://www.healthquotessite.com/			
http://www.ourdentalplan.com/	3	3	0	0	0	0	0	0	0	0	0	0	ANCHOR TEXT: ameriplan® resources http://www.ourmedicalprogram.com/			
ameriplan medical	16	16	0	0	0	0	0	0	0	0	0	0	ANCHOR TEXT: dental plan http://sepeda-antik.blogspot.com/			
dental plan	43	36	2	2	2	1	0	0	0	0	0	0	ANCHOR TEXT: health plan http://sepeda-antik.blogspot.com/			
health plan	13	11	0	0	1	1	0	0	0	0	0	0	ANCHOR TEXT: http://www.ourdentalplan.com http://sepeda-antik.blogspot.com/			
basic health package	1	1	0	0	0	0	0	0	0	0	0	0	ANCHOR TEXT: www.ourdentalplan.com			
patient advocacy group	1	1	0	0	0	0	0	0	0	0	0	0	Export URL Data			
catastrophic health insurance	1	1	0	0	0	0	0	0	0	0	0	0	Export			
ourdentalplan.com	10	10	0	0	0	0	0	0	0	0	0	0				
open site in a new window	1	1	0	0	0	0	0	0	0	0	0	0				
ameriplan’s leading w ebsite	1	1	0	0	0	0	0	0	0	0	0	0				
see what ameriplan® can do for your small business	1	1	0	0	0	0	0	0	0	0	0	0				
contact us at ameriplan®	2	2	0	0	0	0	0	0	0	0	0	0				

I truly love how simple this seemingly daunting task becomes with Market Samurai!

SEO Spy Glass

What I absolutely love about SEO Spy Glass is the fact that not only will it bring you all your competitors' links on a silver platter, but also **sort them by the value of each link.**

Page PR	External links	Total links	▼ Link Value
PR: 6	4	43	0.119
PR: 4	36	79	0.043
PR: 5	26	105	0.040
PR: 7	35	163	0.037
PR: 5	21	117	0.036
PR: 6	35	175	0.029

How great is that?

You see, just because a link comes from a high PR page, it doesn't mean that it's valuable.

There are many other factors to consider, like how many other links the page has, since your link will share the authority of the page with all those links.

SEO Spy Glass will also sort the links by anchor text, do and nofollow, etc.

If and when you consider purchasing the two tools I mention above, I'd appreciate you going through my affiliate links – I think I have carpal tunnel from typing up this report and doctors don't come cheap these days. 😊

- [SEO Spy Glass](#) – you can download and use ***the free version for a while.***
- [Market Samurai](#) – when you go through this link, ***just opt in for the 7-day free trial and you'll get a cool 35% off via email!***

By the way, if you have to choose between the two, I'd go for Market Samurai – incredible keyword research function!

Finding One Way Links

There are many sites out there that will let you add a link as part of their resources base, so in that sense, it's a win-win situation.

How do you find those sites?

There are several Google search parameters you can use for that.

That's actually how I do most of my quality link building.

I use special Authority Codes to find quality sites, and not just sites, but specific pages that are in my niche and open for commenting.

You'll find all my codes at this link:

- [Treasure Island of Link Building: How to Find the Best Links Every Time](#)

Happy link building!

More to Come

Link building is the single most important and yet confusing part of the entire SEO process.

It will make or break your rankings.

With that in mind, I am working on a ***new link building guide*** to help you understand and simplify the entire process as much as possible.

Since you are now on my email subscribers' list (THANK YOU for that!), you'll be the first ones to know when it comes out.

Until then,



Ana Hoffman

<http://www.TrafficGenerationCafe.com>