

On-Page SEO Secrets

3 Simple Secrets That'll Help
You Dominate Google!

CONFIDENTIAL

marketing **HACKZ**

Contents

Welcome!..... 2

General Problem on Website Traffic 2

Search Engine Optimization 5

2 Types of Search Engine Optimization 6

3 Strategies of Search Engine Optimization..... 8

 Using Domain Specific Keywords 8

 Keyword Phrase Placement (PLUS) Bolding and Italicizing Keyword Phrases 9

 Image File Names as Keywords 10

Additional SEO Tips And Tricks..... 11

Things You Need To Know 12

 Google Sandbox..... 12

Page Rank..... 13

Conclusion..... 14

Next Month..... 14

Search Engine Optimization Tools..... 15

Welcome!

Welcome to the On-Page Search Engine Optimization Secrets. This is Jason Drohn!

Basically, what I want to talk to you today about is the 3 very specific strategies that you can use to get your site ranked quickly.

Now, if you don't know me or have never heard of me or this is the first time you're actually hearing my voice, I'm a pretty no-BS kind of guy. I don't put all kinds of fluff in my blog or in my pdf's and webinars. I am a big fan of getting things done and you can't do that if I ramble on about this thought or that whim...

I'm very strategic when it comes to that. I think in a very 'problem-solving,' blueprint kind of way. I am very strategic.

So when I see a problem I go find solution and then I figure out how to teach it so you can implement the strategies as early as possible.

My mission is generally very, very simple.

It's to teach you stuff that works. I've been doing this stuff for 6 years now and I have a very good understanding of how internet marketing and traffic work. My goal is to take years you're your learning curve and give you some strategies that will help you instantaneously.

General Problem on Website Traffic

The general problem with website traffic is it can get expensive. If you're looking in any of the paid traffic sources like pay per click, pay per view, media buys, or anything else like that - they can cost thousands each and every month. If you are not familiar with any of this stuff, don't worry about it.

Each of these traffic sources, PPC, PPV and media buys, are dangerous marketing methods if you don't know what you're doing. They're quite advanced. The reason I say that is because you can totally lose your shirt very, very quickly.

I have campaigns that cost - \$150, \$200 or \$300 a day. The reason I run them is because I have them optimized to a point where I am making more than I'm spending so its profitable for me to continue investing.

Obviously I want to spend as little as possible but in some scenarios, it's a little rough. You can spend \$200 and make \$300. Essentially, you are trading \$1 for \$1.50! When you scale that up, say to \$100 - you make \$150. It's a 50% return on investment each and every day.

That's what I mean about paid traffic being advanced. Unless you can look at numbers very objectively and know exactly how much you are making for your investment, it can get hairy.

The beauty of search engine optimization is that it's FREE. All it takes is some time and a few specific tactics that I'm going to tell you about here shortly.

The hardest part to search engine optimization is finding keyword phrases that are going to allow you to rank quickly and easily and the search engines. Google specifically.

The other side of paid traffic is that it takes time to manage.

One of the main downfalls of running very intense pay per click campaigns is the management time itself. You have to log-in a couple of times a day and make sure that your click-through rates are high. You've got to make sure that your keyword bid prices are on target. All this while making sure that your conversions are in a place that your campaign is making you money in the long run.

That kind of stuff takes lot of time. Not to mention the different link management strategies and cloaking links and making sure the keywords you are optimized for are actually making you money. There are a lot of scenarios in pay per click that are just not conducive to easy traffic.

Pay per view and media buys are the same way.

Pay per view is a little bit more shady type of traffic because it involves a customer who has installed a toolbar or games or other related software on their site. Sometimes, this can be considered malware or adware.

Media buys, however, are really probably my second favorite type of Internet marketing. Even above Pay per click.

The reason I say that is because Google has no control over it. It isn't Adwords or pay per click. With pay per click, Google can come in and 'slap' your campaigns, meaning they ban your account, cut your campaign or increase your cost per click exponentially. We, as advertisers, have little or no control over it.

With media buys, you're dealing with the advertiser directly or with a easy going third party.

We're going to give media buying guidelines in a future session but the bottom line is paid traffic does take time to manage.

The third thing you need to be concerned about with any Internet marketing endeavor is your return on investment. With paid advertising, you're going to spend a lot of money for leads. Like I said, a click can be as much as \$2, \$3, \$5, \$10 apiece. So, if you are not prepared to pay \$10 per click then you need to figure out alternative traffic strategies. Namely, search engine optimization.

Search Engine Optimization is free and is our desired method of traffic. Basically, with SEO, you're specifically targeting people who search for stuff in Google. These are also referred to as organic results or organic listings.

Here's a screenshot that describes it a bit better. (PS. I use a plugin called SEOquake that appends some data on this screen. [Check it out!](#))

The screenshot shows a Google search for "homemade windmill". The search bar is at the top with the text "homemade windmill" and a "Search" button. Below the search bar, it says "About 2,730,000 results (0.26 seconds)".

On the left side, there are navigation options: "Everything", "Videos", "More", "Any time", "Past 2 months", "All results", "Wonder wheel", and "More search tools".

The main search results are listed in the center. The first result is "Homemade Windmill" with a green star icon. The description says: "Building your own homemade windmill is inexpensive and easy! You can reduce your power bills drastically and in some cases, wipe them out for good." The URL is "www.squidoo.com/homemade-windmills - Cached". Below the URL, there is a row of SEOquake data: "PR: 0 | I: 0 | L: 13 | LD: 20,137,877 | I: 0 | Rank: 234 | Age: Aug 19, 2003 | I: 0 | whois | source | Sitemap: no".

The second result is "Homemade Windmill Review | homemade windmill review" with a green star icon. The description says: "Jul 5, 2010 ... Not only will you learn how to build a homemade windmill, you will learn which windmill design works best and why, you will also learn ...". The URL is "www.homemadewindmillreview.com/ - Cached - Similar". Below the URL, there is a row of SEOquake data: "PR: 0 | I: 0 | L: 48 | LD: 52 | I: 0 | Rank: 5216151 | Age: no matches | I: 0 | whois | source | Sitemap: yes | Rai".

The third result is "TheBackShed.com - Getting started" with a green star icon. The description says: "If you have the space and a location with good yearly winds, then a home made windmill could be a viable alternative to solar cells. ...". The URL is "www.thebackshed.com/windmill/articles/GettingStarted.asp -". Below the URL, there is a row of SEOquake data: "PR: 3 | I: 0 | L: 55 | LD: 1,348 | I: 0 | Rank: 552626 | Age: Apr 17, 2001 | I: 33 | whois | source | Sitemap: no".

At the bottom, there are "Videos for homemade windmill". The first video is "Windmills Homemade" with a green star icon, 3 min - Sep 8, 2008, uploaded by VegaScienceTrust, www.youtube.com. The second video is "Thor's Homemade Windmill" with a green star icon, 3 min - Jul 31, 2008, uploaded by 62ktw, www.youtube.com.

On the right side, there are "Sponsored links (Show All Advertiser Info)". The first link is "Small Wind Turbines" with a red arrow pointing to it from a blue speech bubble labeled "Paid (PPC) Results". The description says: "Free planning and product resources for Home, Business, and Schools". Below the link, there are two "keywords" buttons and the URL "www.windustry.org/smallwind".

Red arrows point from a blue speech bubble labeled "Organic Results" to the first three search results. A red arrow points from a blue speech bubble labeled "Paid (PPC) Results" to the sponsored link.

I'm sure you're familiar with the search engines – the organic (natural) results come up in the main section of the page. The paid results (PPC) come up in the right hand side.

The reason this is the preferred method of traffic is because people are ALREADY searching for answers to their problems! Why not provide the answer on your website!

Also, search engine traffic is free. Why not make sure that your sites rank in the search engines themselves?

Search Engine Optimization

If you can get a Google page 1 result, you get tons of traffic. Especially if it's a high volume search term.

If you can be on top 3 positions on Google, you are guaranteed about 80% of the traffic that your keyword gets. So if 'boat racing' is search 42,000 times a month, you can expect to receive about 20,000 visitors a month IF you're site is ranking #1.

I've been in the number one spot for rather unimpressive search terms and I have gotten 300-500 visitors a day - as many as 5000-6000 visitors a month. That's unbelievable traffic going to your business' website! Imagine what that could do to your revenue!

Better yet, it's absolutely possible to rank for the keywords you choose! There are a couple simple strategies I want to share that will get you there.

The best part about Google traffic or Search Engine Optimized traffic is that it is the highest targeted traffic in the world. People are searching an answer to a problem and if you can position yourself in the flow of traffic, if you can position yourself as the answer to the problem that the user is looking for, they are going to spend money with you; they are going to come back to your site; they are going to sign-up to your newsletter and bookmark your blog and everything else. This people are very dedicated, very loyal and highly targeted.

Search visitors are the best sort of traffic you can find. These people are actually looking for information and if you are in the business of solving people's problems then you are going to be able to get in front of their faces very quickly once you learn how to optimize your website.

Basically, all you're doing is putting yourself between a search engine and the answer to your prospect's problem. You are just putting yourself right in the flow of traffic. Think of it as a faucet – turn the faucet on and the water comes out. Put your finger in the middle of that stream of water and that's what you're doing to your website. It's the simplest explanation that I can give.

2 Types of Search Engine Optimization

Search engine optimization is broken down into 2 very distinct pieces.

1. On-page Search Engine Optimization
2. Off-page Search Engine Optimization

In this report, we are going to cover On-Page SEO. The next that we are going to release is the Off Page SEO.

On-page SEO is everything that is physically on your website – these are things like:

- Content
- Titles
- titles of the webpage
- post titles
- header tags
- bold and italicized text
- how many words are in the post
- related keywords
- lots of stuff...

Off-Page SEO deals with things like

- inbound links from
 - other people's blogs
 - social profile links
 - videos
 - articles
 - blog links
 - paid text links
 - viral content

After you get a firm understanding of what OnPage SEO is, we're going to dive into OffPage SEO.

On the next page, I've got a screenshot depicting this:

Here's a screenshot with that'll explain it better... Now, keep in mind, this site was BUILT for search engines... It's at <http://bestcoverletter.org>

The screenshot shows a browser window with the URL <http://bestcoverletter.org/>. The page title is "Best Cover Letter — Offers Best Cover Letters for any Job - Mozilla Firefox". The site title is "BEST Cover Letter". The main content is an article titled "Amazing Cover Letters – Is It The Best Cover Letter Software?" by ADMIN on JUNE 11, 2011. The article features an image of a box for "Amazing Cover Letter Creator" with the text "The Original • The Surest • The Best". The article text includes: "When I read the claim by Jimmy Sweeney saying that it was possible to create amazing cover letters in less than 4 minutes, my scam radar went up. Big time." and "I had read quite a few reviews on it so I had a pretty good idea of the what it did. My friend had told me that it was the best cover letter software out there and it helped him get a job pretty quick – but I don't know...". The article also includes a section "ABOUT ME" with a photo of Anne Maris Reed and a bio: "My name is Anne Maris Reed. I graduated with a degree in Business Management at Ohio State University. I am now working as a Management Associate in one of the most recognized Investment Management company here in Ohio." The page also has a "RECENT POSTS" section with "Amazing Cover Letters – Is It The Best Cover Letter Software?" and "Best Cover Letter" listed. The "CATEGORIES" section includes "Amazing Cover Letters", "Best Cover Letter", and "Uncategorized".

Page Title: Best Cover Letter — Offers Best Cover Letters for any Job - Mozilla Firefox

Site Title: BEST Cover Letter

Title/Post Keywords: Amazing Cover Letters – Is It The Best Cover Letter Software?

Image Keyword (Image Name / Alt / Title / Caption): Amazing Cover Letter Creator

Category And Tag Keywords: Amazing Cover Letters, Best Cover Letter, Uncategorized

What I want to do right now is tell you about 3 super secret strategies that we use to rank very, very quickly in search engines, for some high profile keyword phrases.

Now, if you are not familiar with keyword research and actually being able to pinpoint what keywords people in your market are typing in search engines, then the webinar is going to specifically show you how to find that info. The webinar will accompany this report.

3 Strategies of Search Engine Optimization

The 3 strategies we use each and every day to rank in the search engines are:

1. Using Domain Specific Keywords
2. Using Keywords In The Content (Plus Bolding And Italics)
3. Using Image Names And Tags To Bolster Rankings

Using Domain Specific Keywords

Basically, what this means is that domains are so cheap anymore. They are \$8 or \$9 per domain per year. So, what you can do is pick out 10 or 15 keywords that are very specific to your market and build a little site with them or build a landing page that is going to feed your email newsletter list. You can really do a lot of things once you get the domain.

For instance, ones that we have used in the past are:

- BestCoverLetter.org
- JobsOver100K.org
- FlightSimulationDownload.com
- BoxerDogTrainingInfo.com
- HomemadeWindmills.net

Each of these domains feature the keyword we want to rank for.

What happens, Google sees this little mini website and thinks "Wow! This domain is perfect for homemade windmills. I mean the URL is there, there are a couple of articles on here that reference homemade windmills, and there are some post titles and stuff that reference homemade windmills. Google leaves the site thinking wow! So you know what, we are going to give him a page 2 or page 1 ranking because we know that HomemadeWindmills.net is highly relevant to everybody who is searching for homemade windmills."

My point is that Google loves finding keyword loaded domains. Sometimes, you don't even need a site and they give you awesome rankings! I suggest building a little site with content and everything, but that's me.

Now, I get into some mini arguments with clients that usually got like this:

We have a domain for our business, it's widgets.com, but it's not optimized for our individual products and my simple question is, Why not?

You know, building a website isn't rocket-science with tools like Wordpress out there and you can get hosting accounts that will allow you to host quite a few different sites in one hosting account itself.

So, why not snatch up 10-15 keyword specific domains, throw-up a couple of installs in Wordpress and optimized each of the sites specifically! Put a lead capture page up. Collect leads that are interested in what you have to offer. Sell ONE of your products or a few of your products on each site!

People confuse easily. Don't aid them in that. Be straightforward with your marketing message!

To me, search engine optimization is the cheapest form of advertising you will ever, ever do. It's the quickest way of getting very high quality, very targeted traffic through the search engines.

Keyword Phrase Placement (PLUS) Bolding and Italicizing Keyword Phrases

Secondly, bolding and italicizing each and every keyword is an often forgotten element of onpage SEO.

Once you find the keyword phrase that you are going to use to optimize your site, or at least a page on your site, you're going to need to place that keyword phrase in several key spots:

- In your web page's title tag
- (If your domain is keyword specific) In the site title tag
- (If your domain is keyword specific) In the description of your site
- In your article/post title
- 2-4 times in the body of the post/article
- In the tag of the article
- In the category of the article

Additionally, in the content of the article or post, you want to bold and italicize the keyword phrase whenever it's mentioned!

What this does for the search engines is give the keyword phrase ranking attributes.

Think of search engine optimization as being put on a point scale. For mentioning the keyword phrase 3 times, you get three points. For the use of bold OR italics, you get another point for each.

So, that keyword phrase score, that was 3 points... It's now 9 points!

Hence, Google thinks your site has more relevance and will place you higher in the search engines.

A lot of people know about keyword density and placing it in all the different aspects of their sites. Your competitors included. What they aren't doing is bolding and italicizing their keyword phrases.

There is a WordPress plugin that my team uses to automate a lot of this. The plugin is [SEOpessor](#).

You can't let Google question what your site is about, you just can't! If you want your traffic rankings, and you don't want to have to pay for every click or every thousand views for every month – using keywords wisely is something you're going to have to do!

Image File Names as Keywords

The third strategy we use is proper image filenames. What I mean is using image file names that are, in essence, your keyword phrase!

For instance, on [homemadewindmill.com](#), we have an image of a windmill and you can guess what the image filename is.. It's `homemade-windmill.gif`.

The reason we keyword load our images is Google will index that image and put it in their image search engine. What's interesting is how they track it though.

What Google does to make sure images are relevant is the search engine includes the images in their image search engine! If people click on the images, Google considers them relevant. If no one clicks on the image, they think of it as 'less' relevant.

If the image isn't receiving any attention from searchers, your web page will actually go down in rankings! Google has tested it against the masses and realized that your picture wasn't a windmill.

Google's algorithms and software aren't smarter enough to actually understand what the image is. Human people don't review images, but but their algorithms are designed so that if no one clicks your image that means it isn't relevant!

It's kind of a way that Google checks itself!

Another thing to make sure of is that you put your keyword phrase in all the tags of your image: title tags and alt tags. This last thing alone is enough to get your ranked a few spots above your competitors!

Additional SEO Tips And Tricks

I like to use keywords in several different ways, some of these we talked about. Others, not so much.

I like to put our keyword phrase in the body of an article/post 3 or 4 times. That's for a more competitive keyword phrase.

If the site is older, meaning I've been writing on it or it's been around for 12 months or more, I will use the keyword as many as 5-7 times within the text of the page.

There is a distinct reason for this. If you're registered a domain name and adding content FOR THE FIRST TIME – Google knows it. They haven't ever seen your site before. For you to bust out of the gate and put your keyword phrase all over your articles and stuff – Google will penalize you. They know you're trying to get good rankings!

It's better to start slow. An older site already has relevance and has been around for a while. It's not uncommon to create a new article that's SEO optimized... So Google doesn't throw you in the sandbox. They already trust you!

Either way, I make sure to start every post title with the keyword phrase. I will put it on the title bar of the web browser. Then obviously, I will bold and italicize all of them as well.

I also make a specific category that is the keyword phrase and I assign it in a tag as well. If you're familiar with WordPress, all this stuff will make sense to you. If you aren't using WordPress – your content management system will have relevant places to put your keyword.

Personally, I use WordPress everywhere I can!

All of the links that I put in posts - they all tag that is a keyword phrase. I use it as the image file names and those images have all tags – the keyword phrase.

After you put your keyword in your keyword optimized page or in your keyword optimized site, you are going to let the Google know that you are ready for traffic.

What I like to do is I link to it a few times from my social media profiles. These are the profiles that I just go to everyday like Facebook, Twitter, and LinkedIn.

I like Google to know that the site is up at first. I don't pay for search engine submission or anything like that. That's a waste of money. I want Google to find my site by itself! Normally, for a new site, I don't do any more than a couple of links every day. I might go and post couple of blog comments. I'll create and link to my new site from up to 5 social media profiles. Writing 5 comments on other people's blogs a day is also a good way to start out. I'll also submit an article to an article directory once a day and I do that for the first month, basically building 11 links everyday for the first 30 days.

It doesn't really take too long if you use the web properties you already participate in. This includes your Facebook account, LinkedIn, Facebook, Delicious or any business oriented forums or sites...

These sites have LOTS of ranking power with Google!

After 30 days or so, I increase the linking to 30-50 links a day and my team is very good about making sure that these link schedules are kept up. So usually, after a month, we start working much, much harder at building links. The reason is because the site has been around for awhile and hasn't been sandboxed by Google. That shows that Google trusts it. Generally, it's on the first page or on the second page by this point and its slowly making its way up to ranks.

Depending on the keyword, typically, it takes about 2 weeks to get to the front page if you follow this strategy. If the keyword is more competitive, it might take as many as 2 or 3 months to be on the first page.

Using the strategies above, plus what you learn on the webinar, you will crush search engines. That much I promise you. What we still have left to cover is advanced link building strategies. There are a few things that you'll need to know to pull it off effectively.

Things You Need To Know

I just want to go over some things to remember, some things to be concerned about before we finish up here.

Google Sandbox

First, what is the Google Sandbox?

The Google Sandbox is a place that your site goes if it's bad. Meaning if Google in any way thinks that you are trying to spam the search engine or just be a bad website or a bad website owner, they're going to put you on the Sandbox.

I know, you're 12 years old, right?

Once your site is in the sandbox (aka the supplemental index), it takes anywhere between 4 and 6 months to come back out. So if you spend \$3000-\$5000 on a website and you are put in the sandbox, then you're not going to see any return on that investment from an SEO perspective for 6 months or so.

The reason Google does this is because they value their search for their customer. People use their search engines to the highest degree. They really try to vet content and everything as best as they can for the users. So if they think you are trying to be an idiot, then they'll put you in the sandbox.

In other words, the sandbox is isn't a good place to go.

So just make sure that you follow the tips that I gave you and don't build too many links every single day. That's a dead getaway that you are trying to spam Google. If all of a sudden there was a website you built, with a new domain name, with perfectly optimized content, and then

you started building 50-200 links a day with inbound linking software.... All of a sudden, Google's going to say, *"Oh my God, where is this site coming from? There are only 2 posts, why they are getting 300 links a day?"*

That's the time that they are going to put you on the sandbox.

Additionally, like I said, don't be an idiot with your domain. If you register a new domain, build it slow, and build it organically. If it's previously been registered, then you can check <http://whois.net> or you can be more aggressive because Google has already seen the domain before and the owner forgot to renew it. You pick it up and then build that site. You can be a little more aggressive but not too much.

You might be able to do 15 links or so a day if the domain has been registered before. This is actually a strategy I have been using a lot lately. I pick up a domain that has been previously registered and has some inbound links already. I build a quick site and then make money through affiliate campaigns or whatever.

Another good tactic is to reuse an old domain that you got it. If you have been online for awhile and you have 4-5 domains. Using an old domain, it's easier to rank for keyword phrases because Google knows the site has been around a while.

If you have ever looked at a very competitive keyword phrase, the first page where the results are generally very old domains. The website might be 9-17 years old. Using a new website with a new domain, you have no chance of cracking those rankings.

If that's the case, it's easier to pick a less volatile keyword to optimize for.

Page Rank

Page Rank is a value between 0 and 10 that Google assigns the website as far as how relevant it is and how trusted the website is. There are tons of zeros (0) and quite a few ones (1). As you go up in number, you see less and less websites. There are more on 4s than there is in 5s. You hardly ever see anything above a 5. You really have to be a superstar site like Apple, or Adobe (I think Adobe is 10).

Another thing to remember is don't panic if your site disappears off the front page. If you check your rankings everyday and your site disappears, don't panic!

Every once in a while, Google sneezes. They have been doing a lot of stuff like changing their search engine around lately, trying to upgrade it using new interfaces which are a little bit more intuitive.

I have found even some of my oldest sites with really, really good page ranks and lots of front page listings, will disappear from time to time. Typically, the search results come back within a couple hours or days or so.

Honestly, I don't know where it goes. I don't know if perhaps they run a new algorithm or they're trying to play with 'real-time' search rankings or what, but the site comes back.

As your site gets older though, that will happen less and less. It'll be much more solid, much more stable to get page ranking.

Conclusion

The bottom line is that SEO is about romancing Google. If you are going to go on a date with a guy or a girl for the first time in your life – it really is about making sure that they are taken care of.

For all intents and purposes, if you're in business and you are making money online, Google is your girlfriend or boyfriend. You need to treat them well and they'll to treat you well. Make sure that you establish trust through your website and you are not doing anything shady or bad and they will reward you with free traffic.

In forums, I hear about things like "Black Hat techniques" or people being upset with their search rankings. They'll say things like, "Oh my god! I did this black Hat strategy and Google did index me or they banned my site or whatever." The bottom line is they're doing something shady and Google cut them!

If you just follow the strategies that I just laid out in this report and what you learned on the webinar, then you're going to be much, much better prepared. The biggest thing is that everything is keyword based.

Next Month

Next month, we are going into Off-page linking and link building which is going to get traffic to your site organically.

The other component of link building is the benefit of search engine optimization.

Basically, every time you get an inbound link, Google gives you a thumbs up. Much like the bold/italics of your keyword phrases, you get a point every time you get someone to link to you!

Sound difficult? It isn't. With the number of social media sites out there and places you can create a profile or blog, this is easy. It just takes time. I'm going to show you how to alleviate a lot of that though, with software!

Of course, if you don't want to build links yourself or pay someone to do it for you, you can pay for them. Which I'll show you how to do that too.

The bottom line is it takes a little bit more effort and you have to know where to go. As long as you know where to go to build links then the job is 90% done.

Search Engine Optimization Tools

I also wanted to mention some on-page search engine optimization tools that I use in great deal. These things are always open on my web browser and whenever I have a new idea, I type it in and see if its relevant and I can rank for it.

1. [SEOpessor WordPress Plugin](#)
 - ✓ Awesome WordPress plugin that automatically bolds/italicized your keywords in your blog posts
 - ✓ Has its own propriety SEO score tool that works surprisingly well
 - ✓ Easy to use – no matter if your blog is new or old
 - a. Definitely a must if you're optimizing WordPress sites
2. [Bookmarking Demon](#)
 - ✓ Makes bookmarks on social profiles for you so you don't have to! Awesome linkbuilding strategy
 - ✓ Helps automatically build inbound links
 - ✓ Easy to use – give it a keyword phrase and a url and tell it to go!
3. [SEOlinkvine](#)
 - ✓ Submit one article and get it pushed to hundreds of sites, with your link included!
 - ✓ Will help you get tons of backlinks very quickly.
 - ✓ We'll talk about this package next month because it's totally offpage SEO but I wanted to include it
4. [SEO Elite](#)
 - ✓ Good keyword research tool
 - ✓ Helps you find keywords that you can rank for easily
 - ✓ Examines the first page results and tells you how difficult it will be to get there
 - ✓ Perfect for bloggers and people with deep niches (like 'weight loss') because there's lots of different ways to attack the market
5. [SEOpessor WordPress Plugin](#)
 - ✓ Awesome WordPress plugin that automatically bolds/italicized your keywords in your blog posts
 - ✓ Has its own propriety SEO score tool that works surprisingly well
 - ✓ Easy to use – no matter if your blog is new or old
 - ✓ Definitely a must if you're optimizing WordPress sites
6. [Market Samurai](#)
 - ✓ keyword research tool
 - ✓ it automates all your keyword research for you
 - ✓ you can go as far as trying to figure out how likely it is you'll be able to rank on the front page
 - ✓ how you can monetize your websites
 - ✓ help you get content

It's an awesome tool! You can go to www.marketsamurai.com and there's a free 14-day trial. It's really high recommended and its very cheap software. You're going to use it so much. I think its \$97 or \$147. It's been a while since I bought it. Believe me, it's a drop in the bucket compared to the power of this tool.

7. Sheerseo.com

- ✓ Monitors all of my ranking for keywords and content on my site
- ✓ It goes through and tells me where I am in the rankings
- ✓ I then build links to those phrases (because they're showing up in Google already!)

8. Google Keyword Tool

- ✓ Basic keyword research tool that uses Google data
- ✓ Good for preliminary keyword research (If I you have an idea, you can type in the keyword)
- ✓ Isn't terribly accurate based on my experience. Very worthwhile to drill down a market though.

The webinar covers a lot of these things more specifically in video format. I will show you a lot of tutorials on

- how to use this stuff
- where to get content
- how to do keyword research
- lots of other stuff

So, make sure you don't miss the webinar (or download it after it's all done).

If you have any questions, comments, suggestions - please submit a ticket at [http://help.dro.hn/!](http://help.dro.hn/)