

On-Page SEO Secrets

3 Simple Secrets That'll Help
You Dominate Google!

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marketing **HACKZ**

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Welcome!

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

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 of your learning curve and give you some strategies that will help you instantaneously.

General Problem With Getting Website Traffic

Nothing goes right without traffic. You don't sell stuff. You can't do any affiliate marketing. You can't do business. It's equivalent to people not walking in the front door of your store...

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 it's 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" with approximately 2,730,000 results. The search interface includes navigation links (Web, Images, Videos, Maps, News, Shopping, Gmail, more), the user's email (jason.drohn@gmail.com), and links for Web History, Settings, and Sign Out. The search results are divided into two main sections: Organic Results and Paid (PPC) Results.

Organic Results: These are the natural search results. The first result is a link to "SeoQuake 0.8.2.4 for Google Chrome is released!". Below this are several organic listings, each with a title, a brief description, and a URL. The listings include "Homemade Windmill" (www.squidoo.com/homemade-windmills), "Homemade Windmill Review | homemade windmill review" (www.homemadewindmillreview.com), and "TheBackShed.com - Getting started" (www.thebackshed.com/windmill/articles/GettingStarted.asp). There are also video results for "Windmills Homemade" and "Thor's Homemade Windmill".

Paid (PPC) Results: These are the sponsored search results. The first paid result is "Small Wind Turbines" from www.windustry.org/smallwind, which offers free planning and product resources for home, business, and schools. The result includes a "key words" button and a "See your ad here" link.

Red arrows point from a blue callout box labeled "Organic Results" to the organic search results. Another blue callout box labeled "Paid (PPC) Results" points to the sponsored search results.

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.

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

(Being that this is only a preview PDF, I had to cut this section out to protect our member's interests. If you'd like to see the whole document with the video training, please join our Advanced Internet Marketing Strategies course. It's just \$5 for a full-access trial.)

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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. [SEOpresor 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/)

If you haven't signed up yet – click here to join.
Membership is limited to 100 people.

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