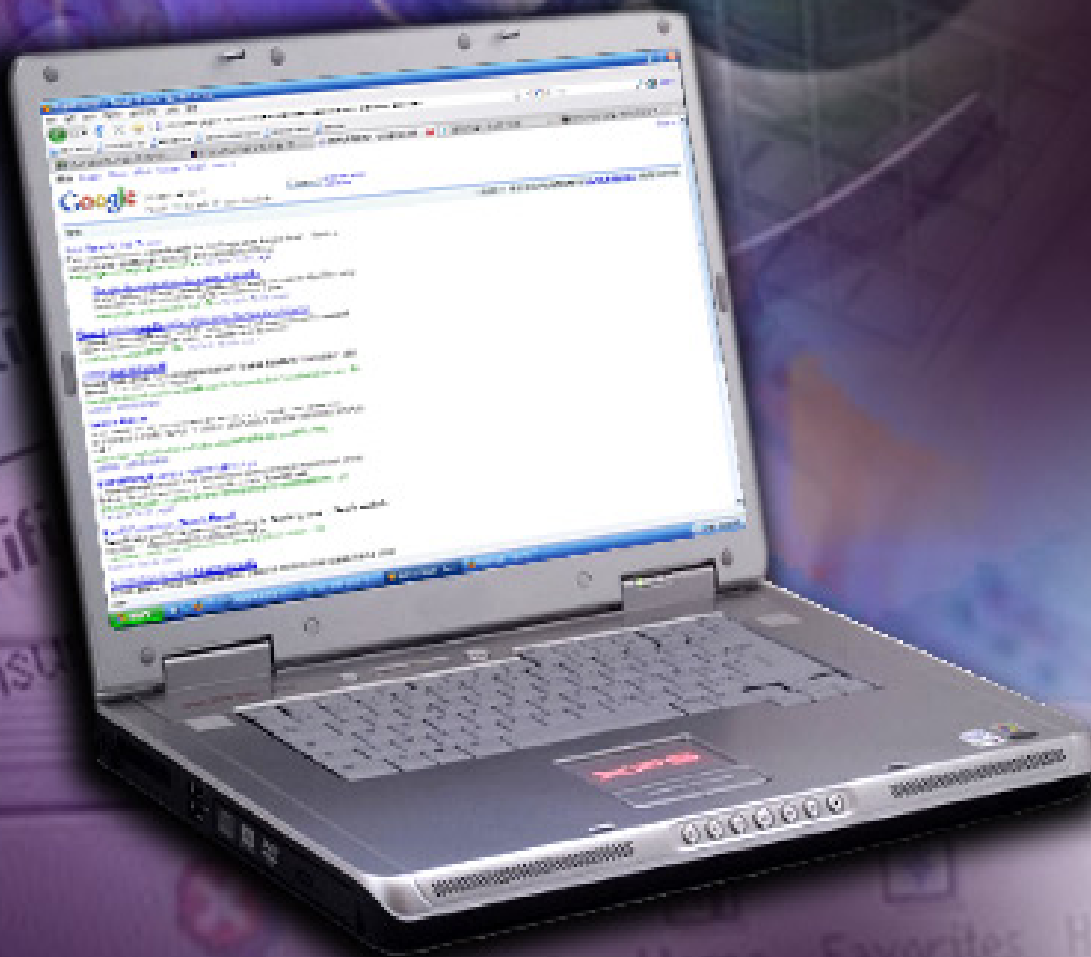


# SEO Crash Course



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## **INTRODUCTION**

You are very wise to take this step forward and grab as many red-hot SEO tactics as you can from this ebook!

This ebook is split into 7 segments. I use a "shoot-fire-aim" approach.

All together they make the whole picture clear. So you need to read them all before you grasp the concept if you are totally new. Search engine optimization is not very easy to explain to a totally new person. But once you "Get It" you become a master!

I also explain important Search engine optimization (SEO) terms, and put them in Special Boxes. Learning SEO is something you do once, so take all the time required! This ebook is for both the new and the advanced, because I mention things you may have never heard before... and some link building tips and methods you many not know of.

After each segment there's a simple To Do list, so you can apply some of the techniques I reveal...

This is truly a Crash-Course white Red-Hot tips and tricks. So let's get "down and dirty" right now to discover how to dominate the search engines.

(scroll down, please...)

## "How To Search Engine Optimize Your Website The Right Way"

### Segment 1

If you are going to start search engine optimization on your website you can follow these methods to start and do SEO the right way. These methods will help you get top-ranked in Google.

You need to research keywords. Start by finding four keywords that has maximum 3 to 5 million competing websites in Google. They must also have around 18,000 searches a month. At first choose only four but later on you can choose many more keywords.

Once you become an seo expert you can target keywords that have many competition rather than just 5 million.

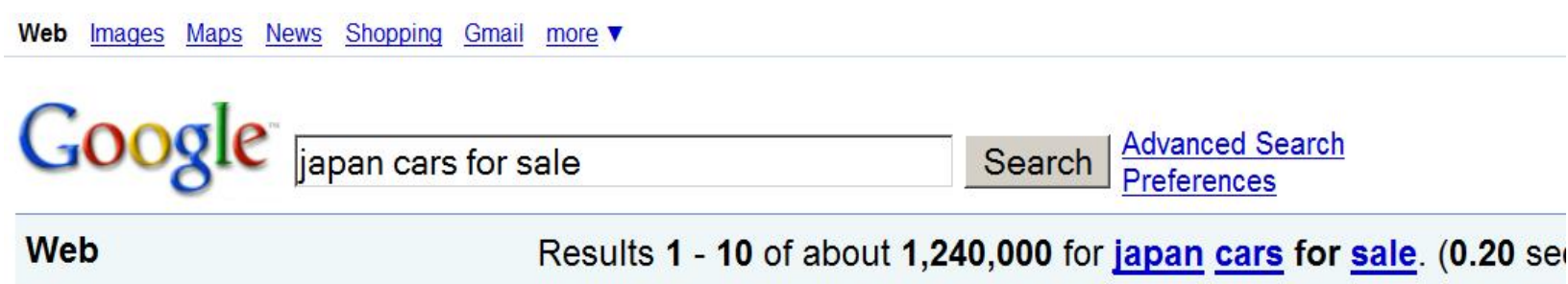
From the four keywords choose a main keyword. (It is usually the keyword that is most related to your website)

You can use Google's own keyword research tool to find keywords - it will list their monthly traffic volume:

<https://adwords.google.com/select/KeywordToolExternal>

However to find the number of competing websites for a keyword, simple visit Google and type the keyword in the search box.

Hit Search and on the top right side you will see a number – which is the number of competing websites. In image below you see the keyword japan cars for sale has 1,240,000 competing websites.



Create your website and add the Meta tags. Then add at least one article apart from the content on the main page.

If you have disclaimer, terms and conditions and similar types of links put the no follow tags on those links.

Do not put any links to other websites on your site (called Outbound links – I explain more about this further on). As you can see you should not spend much time on this part of search engine optimization that is called the onpage optimization.

[Here is a tool that creates your meta tags fast.](#)

**Side note:** Each webpage on your site must have unique meta tags. Do not use the same meta tags on all your site pages... Change the title tag, description tag and keywords a bit... As a general rule if you just started, research four keywords and put them in your homepage meta tag title, keywords, description...

Then change them a bit for your other pages.

Each page on your website has the possibility to rank in Google, so it's not just your homepage that will be ranked and receive traffic.

To create the title tag grab your keywords for example:

blue cars for hire  
cheap blue cars  
rusty blue cars  
cars for sale at Tokyo

And remove all words that are identical and we get:

blue cars for hire  
cheap  
rusty  
sale at Tokyo

Now create your title using those words. You use the | symbol instead of using the word 'and'. On my keyboard the key to make that symbol is above the Enter key.

Our title I've created:

Blue Cards For Hire | Cars For Sale At Tokyo | Even Cheap Or Rusty Cars

It is not a problem to repeat a word (in this example cars) a couple times but note how we avoided repeating the exact keyword phrases more than once.

Now start getting as many links as you can to your websites from other websites. This is called off page optimization and this is what's going to really help your rankings.

You can get one way links from sites like article directories, directories, social bookmarking sites, forums and many more sites where you do not need to link back to them. (I tell you how to get tons of one way links for free in Segment 2) You can also make link exchanges, like I shall explain in a second.

GETTING LINKS is the way to get top rankings – yet it is still important to read this guide to learn the methods to get the links – and some important things to know like...

When getting links do not always get links to your homepage. Sometimes get links to your article pages or any other page of your site. Remember to input your keywords in your anchor text. Vary the keywords you use and also the anchor text as much as possible. (In step ONE you chose four keywords so when getting links do not always use the same keyword in anchor text).

(I will refresh your mind AND GIVE YOU examples about this again...)

What is anchor text?

The anchor text in this particular link is blue cars.

[Blue cars](#)

The anchor text in this particular link is cheap free cars

[cheap free cars](#)

So you can see anchor text is the text in the link...

One way link - It is a link from some other site pointing to your own site. Ex: Site A links to you.

Link exchange - It is a link from some other site pointing to your own site, but you also link to the site that links to you. Ex: Site A links to you and you link to Site A.

I use [AutoLinksPro](#) to automatically add the link partners on my website... It also automatically creates categories and subcategories and it has other benefits.

(scroll down, please...)

You can see a real example of a link directory AutoLinksPro creates (Link directory is a directory with categories and subcategories where I put all the link partners websites when doing link exchanges):

<http://www.deletespyware-adware.com/links/resources.html>

When you get the AutoLinksPro tool they will even install it on your website if you don't know how to do it. I recommend using the tool instead of manually adding links and categories... because:

- \* You save time.
- \* The tool automatically saves information regarding your link exchange partner... the place they link back to you.
- \* You do not need to use FTP software to upload any webpages.
- \* Very easy to use and you don't need any special software...
- \* I used to do all the work manually, and in the end you only create confusions and an unorganized directory – which search engines hate!

I can go and on and why AutoLinksPro is an indispensable tool...

## **How To Create A Decent Link Directory Manually**

The Link directory is a directory where you put all links to other people's sites. When doing link exchanges you have to link to other people's sites and they link back to you.

A link directory has categories and subcategories... but most important thing to note is that you should put the link directory on static pages. These are webpages that end with .php, .htm, .asp or .html

You can see a real example of a link directory created manually here:

<http://www.deletespyware-adware.com/Resources.htm>

And notice two important things when you click on any category. For example Applications category:

<http://www.deletespyware-adware.com/Resources/Applications.htm>

You see on each page (at the top) there is a link back to the link directory and also a link that says Add Link. That link will allow people to ask you for a link exchange... either by email or a submission form just like this example:

<http://www.deletespyware-adware.com/LinkToUs.htm>

So keep it clean, so search engines will index the categories and subcategories... and more webmasters will ask you for a link exchange.

It's common that I see a crappy link exchange directory and never ask for a link exchange... because if my link is on a page that won't get indexed even in 100 years than why do a link exchange with them...

Autolinkspro will make it clean like I said. Highly Recommended.

Remember to keep a record of your link partners... that is the place where they linked back to your site. If you make a link exchange with site A, make sure you know where they placed your link on their site. I used to use a text file to store this information and then backing it up on a floppy disk – in case of computer damage. Then check every month or two (or even every three months) to see if they still link back. Delete those that do not link back to you anymore.

Please note that you should not put more than 40 links on each page... otherwise many webmasters will not request a link exchange and your link directory will appear 'ugly'...

I put maximum 35 links on each page. You can put more and it will not hurt your rankings or anything like that... but many webmasters simple do not like the idea that you put their website with some other 50 other links... so many won't request a link exchange with your site.

Stick with me; I will soon explain more detail about link exchanges...

### **Some Terms Explained:**

Sometimes instead of link exchanges we say: Reciprocal links

A link exchange and a reciprocal link exchange is same thing.

A link exchange request is a request from a website for a link exchange with some other site. (pretty self explanatory)

A Link exchange partner is the other website you are making a link exchange with. So if I contact Website A for a link exchange and they agree, Website A is my link exchange partner.

When we are doing search engine optimization we try to get as many links as possible because it's how to improve rankings... so sometimes we say we are doing link building...

That's the meaning of link building.

When other websites link to our website – we call those links backlinks. So any link that points to your site is called a backlink.

We do link exchanges with other websites, because both of us want higher rankings so in a sense we are helping each other – we give links to each other...

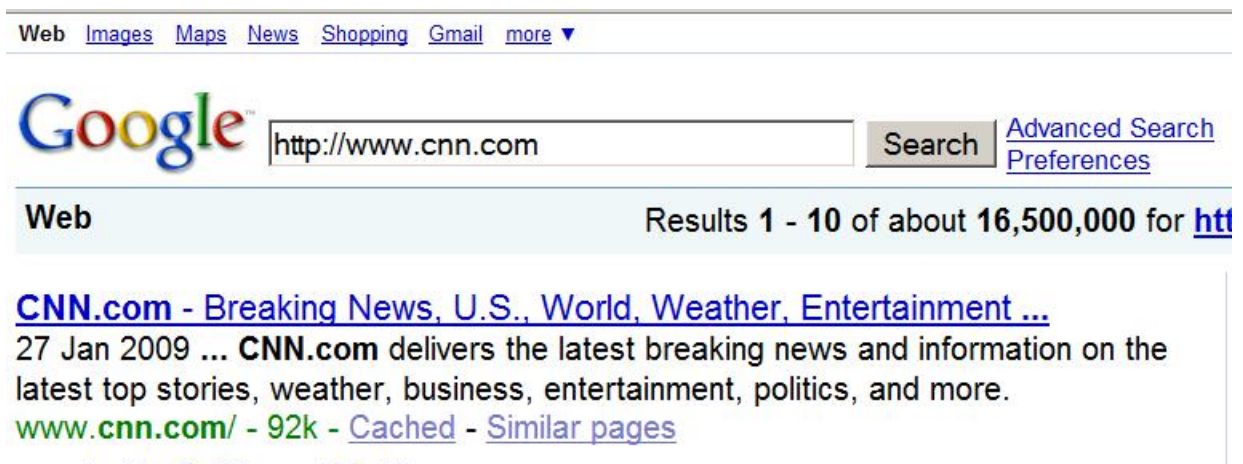
OutBound Link is a link on your website pointing to some other site. Example a link to Google.com on your site is called an OutBound link.

Get as many links as you can. The more you get the better.

As a rule get links from all sorts of sites as long as they are not banned from search engines. If the site has some PageRank it is not banned. If it is in the index it is also a sign it is not banned. So "google" the domain or check the pagerank.

To google domain means you visit Google and in search box type in the domain name, for example of cnn website: <http://www.cnn.com> Hit search and if the results display the domain it is in the index.

**Here is a example of a site in the index:**





Example of a site NOT in the index:



Your search - **http://www.joveneraw.com** - did not match any documents.

Suggestions:

- Make sure all words are spelled correctly.
- Try different keywords.
- Try more general keywords.

To check pagerank you can use various tools such as:

[http://www.prchecker.info/check\\_page\\_rank.php](http://www.prchecker.info/check_page_rank.php)

<http://www.gaijin.at/olsgprank.php>

<http://www.pagerankim.com>

<http://www.checkpageranking.com>

Pagerank is given to a website and all new sites have PageRank 0... when getting links – and the more links pointing to a website the higher the PageRank number. If you have PR4-5 you can be very satisfied. However there's no need to make a fuss about your pagerank number... don't worry about it.

You need to get steady amount of links. The idea is to get same number of links everyday. And the more links the better. Do not get a hundred today and nothing for the rest of the week. So if you are getting links and have not hired someone to help you, 15-30 links a day is great and realistic – and not impossible to achieve. (If you are using software like [OutRankSmart™](#) than you get a lot more than just 30 daily).

Now apart from getting links you should also tweak a bit your site once again. You can add a blog and update it with content regularly. Search engines love new content. (In segment 6 I tell you how I add a truckload unique and new content in one evening).

Create a sitemap on your site and put only the most important pages on it.

A real example of a sitemap is: <http://www.deletespyware-adware.com/sitemap.html>

It is a good idea to submit a sitemap to Google sitemaps as well. (The Google sitemap is different than your website sitemap - it is a list of ALL your website pages, excluding certain password protected pages).

Software called Gsitecrawler <http://gsitecrawler.com> will allow you to create the Google sitemap. It's free. You submit your sitemap to Google Sitemaps at: <http://www.google.com/webmasters/sitemaps/>

So keep in mind that search engine optimization deals with the onpage and offpage optimization techniques. However put your effort on the offpage techniques (link building). Spend less time on the onpage optimization because it is not that important.

At this point I want to mention some other important things...

Usually you want to get your homepage ranked on the very top of the search engines for keywords related to the homepage.

However you can also get your other pages ranked as well... it's possible of course and the way to do it is plain simple. First research keywords that suit your other page/s... then get backlinks pointing to that page/s and also using those keywords in the anchor text. Nothing special, same thing you do if you want to rank your homepage.

I will also repeat all the important facts. Here's what you can do from this segment:

1. Bookmark the keyword research tool.
2. Use keyword research tools to find some good keywords, or to get used to how they work.
3. Put the nofollow tag on some of your website "useless" links like Terms and Conditions link.
4. Use the tool I recommend to create meta tags.
5. Install search status plugin if you have Mozilla Firefox.
6. Download GsiteCrawler software to help you create a Google sitemap once you have quite a few pages on your site.

7. If you have many pages create a sitemap on your website and put the most important pages on it.
8. Submit a Google Sitemap created using GsiteCrawler software to Google Webmasters tools.

## **"How To Get A Ton Of One Way Links"**

### **Segment 2**

Backlinks are most important factor to get high rankings. There are several types of backlinks and you should get as many links as possible.

Get links by doing Link exchanges and one way links. Both are very important, however the one way links are better than link exchanges.

One way links can be obtained by doing:

- 1) Article submission. Popular directories include, recommended using a software or service.
- 2) Directory submission to free and top paid directories.
- 3) Creating a blog on your site and submitting the rss field to rss directories. You can use software like [RSSFeedsSubmit](#) to automate the submission to blog directories.
- 4) Doing three way link exchanges. You need to own two sites or more to do this. You link to link partner from your Site B and he links to your Site A giving Site A a one way link.
- 5) Post in forums and put your link in the signature.
- 6) Creating profiles in popular sites and indexing the profile page. Such as msn and hi5 profiles. (Only profiles where links are not using nofollow tag – you can use the Search Status plugin that highlights links which are using nofollow tags).
- 7) Creating a [squidoo lens](#) and putting links to your site and other content.
- 8) Submit the best blog posts to [Blog Carnivals](#).

9) Submitting your articles or blog posts to digg.com.

11) Create articles or blog posts where you list the best 100 tips, the best 100 methods to do XYZ (like the one I am doing now). People put these sorts of articles on sites like Digg and other their own blogs very fast, linking to your article. They love them.

Another example:

List of top 10 myths for a specific category.

Top 10 webmaster tools, top 10 free seo tools and so on.

12) Submit a press release to [PRWeb](#) and [PRLeap](#) after learning how to properly write a press release. If you do not learn how to do it - your press release won't be very useful.

One way links are very powerful. They will boost your pagerank and rankings. When getting one way links or any type of links always do it regularly. Do not get 100 links today and nothing for the rest of the week. It is better to get 5 links every day or any number of links, but always keep getting same number of links everyday.

When you get one way links the sites give you page rank. When you do link exchanges you give away and receive pagerank.

That is why one way links are more powerful... So as you can imagine it is better to receive pagerank without giving away. With that said do not put links to other websites on your own site if you are not doing a link exchange with them. Do not put a link to Google or some other site you like. That way you give them pagerank and you hurt your own rankings.

Many blogs display links to Blogger, Wordpress and such sites... (Remove those links or put the nofollow tags – just be editing the template) If you can spend some money hire someone to get links for your website. That will save you a lot of time. You can hire a forum poster for example. Using software like rss, article, directory submitters is very helpful. I will recommend some tools further below.

So keep in mind the idea is to get as many one way links to your site as possible. Do it regularly and steadily and make sure you first research and find out what keywords you want to be ranked for. You then put those in anchor text and change them often.

### Before we go to Segment 3:

I challenge you to take some action and do at least ONE of the things I mentioned from this segment. Here are some things you can do:

1. Put an article on your blog if you have a blog. It's content for the search engines - and they love it!
2. Get one way links using ONE of the methods like article submission - so submit one or more articles.
3. Submit some blog posts to [Digg](#)
4. Remove outbound links from your blog like links to Google and Blogger.

### **"To People Who Know How To Get High Rankings - But Cannot Remain Stable On Top!" (How to remain at the top above all your competitors)**

### **Segment 3**

If you start a new site from scratch and optimize it starting from onpage optimization up to offpage optimization it will take at least two months to see results.

Obviously there are some exceptions and the reasons are very difficult to identify sometimes. However such factors like the number of competition for your keywords and the type and quantity of links you get all effect how fast you get rankings.

Keep in mind that if you do get a ton of links fast and you get high rankings you need to keep getting a ton of links fast or you loose rankings. That is not very realistic. Getting links; which are the core of optimization slowly and steadily will allow your site to rank and keep its rankings if you keep getting links slowly and steadily even after your site is ranked on top.

So the idea is NOT to get tons of links FAST, but getting links regularly.

If you can hire someone that will give you 1000 links every week you will probably rank faster than the rest. But then you need to keep getting 1000 every week to remain on top. (That's why I said it is not realistic)

If you stop getting links, your rankings may not remain always on top, depends again on competition - what they're doing. (I've been ranked number one for a keyword for 3 years with rarely getting any backlinks - like once every 3-6 months get something so)

However does not mean you have to keep doing all the work. You may outsource and another advantage is that with your site ranked on top many webmasters will automatically contact you for a link exchange. But you need more links to get rankings than to maintain your site at top.

Older sites are more appreciated by search engines, so as your site gets old you have an advantage as well. The initial steps to get rankings can be classified as a bit tough but the rest becomes much easier. Using software like [OutRankSmart™](#) search engine optimization is now a TON easier... and much faster to get rankings.

This is what you need to do once you get top rankings to remain on top (again in most cases you don't need to do anything, not even get new backlinks - but if you see your website playing around from position 1 to position 2, etc you NEED to get backlinks again often):

- 1) Check that your link partners are still linking back to your website.
- 2) Add new articles once in a while on your website, although the more you add the better as long as they are articles you create not copied. My primary language is not English as you may have already guessed, I dropped out of school and have nothing to show off... but I still learned to write an article.

**The fastest way is this:**

1. Create introduction about a topic.
2. List 7 how to do's, or tips, or techniques. Just list them one below each other.
3. Then create a small conclusion where you summarize what you have just said in the list of 7 tips, tricks or whatever...

You name the article: 7 tips to.... or 7 techniques for....

They can be 7, 8 or any number of tips...

That's it.

You don't have to write all your articles starting with 7 Ways to and freak out all article directories... once you move from novice to amateur you can change title - you become good at that too.

3) Add nofollow tags on certain links like terms of conditions, earning disclaimers and privacy policies. There is no need for these pages to rank high in search engines. By putting nofollow tag, search engine spiders ignore them and they do not give them page rank (pr), instead they give the pr to your other important pages. If you have a high pagerank website do that and you may see an increase in pr to your other pages.

The nofollow tag is this: rel="nofollow"

An example: <A href="http://www.OutRankSmart.com">SEO</a>

That html code will show a link without the nofollow tag.

It shows: [SEO](http://www.OutRankSmart.com)

<A href="http://www.OutRankSmart.com" rel="nofollow" >SEO</a>

That html code shows the link with the nofollow tag.

It shows: [SEO](http://www.OutRankSmart.com)

If you have the free Mozilla Firefox extension called Search Status

<http://www.quirk.biz/searchstatus> it will highlight ALL links that are using the nofollow tags.

4) Monitor your search engine rankings for your keywords. If a particular keyword loses ranks work on that keyword. It means get backlinks so it regains position. Use the keyword (which lost rankings) in the anchor text of each backlink but always change it a bit now and then. Changing a bit means add a word or two different with the keyword. For example if the keyword is blue cars use variations like:

blue cars available  
tons of blue cars  
blue cars for sale  
very fast blue cars

You got the point.

Remember to choose low competing keywords at first.

Low competing keywords are keywords with maximum 3,000,000 competing websites. (Knowing numbers has a big benefit - it may sound "techno jumbo" but there's a big difference between 3million competition and 11million).

It's also like...

If you want to explore the biggest jungle in the world on your own you start by exploring a small forest... Because you are not a monkey!

To monitor your rankings you can rely on a free service that will monitor up to 10 keywords and tell you where each keyword currently ranks.

<http://www.checkrankings.com>

5) Internal linking: This means you link to your homepage or any other page from the other pages of your site. You also put the keyword in the anchor text.

So if for example you have a page called features, you can link to your homepage from that page using the keyword you want your homepage to rank for in the anchor text. I link to my homepage from the blog using the keywords I want my homepage to rank for in the anchor text.

Example: I want my homepage to rank for the keyword article creation tool

So whenever I am going to link to my homepage from some other page like blog, sitemap and so forth, I use the anchor text article creation tool. Not just HomePage. Obviously there are exceptions, because your website may look ugly or you may confuse visitors, so I usually do internal linking from my blog most often, or within an article. In the articles on my website, or blog posts I do not just put a link after an article, in the bio section but inside the article itself.

It's more powerful.

Keep in mind that you should avoid doing SEO mistakes which can get your website banned or penalties. I talk about SEO mistakes in Segment number 4!

Search engine optimization provides you with free targeted traffic.



People using Google are more likely to buy than those using other search engines so monitor your rankings on Google and aim for the top rankings.

Google is the number one search engine; buyers prefer it simply because it gives the most accurate results.

And if you reached thus far, I congratulate you since I know you are serious to get decent, targeted traffic to reach the "money tree" where you find the Top Internet Marketers.

This is what you can apply from this segment – remember even applying just ONE thing is a step forward.

1. Add an article or more than one on your website.
2. Create an article or two.
3. Add the nofollow tags on some of the links like Terms of Service and Privacy policy links.
4. Create some variations of your keywords, and save them in a text file, so you use the keyword variations in the anchor texts of backlinks.

## **"Do You Make These Mistakes When Doing Search Engine Optimization?"**

### **Segment 4**

Your rankings may fall rapidly; you may find it tough to get rankings or worst of them all you get banned from search engines.

However relax because if you know what not to do to and give search engines what they want by doing proper seo you are always on safe side.

**These are some things webmasters do that can cause problems:**

- 1) Trying to cheat search engines. You cannot cheat them, so whatever method you think will help your rankings but you know it is sort of cheating than it is not good to do. That includes adding too many keywords (or repeating same ones) in title, keyword and description tags.

Do not over repeat keywords in your website just to get higher keyword density or for some other reason.

To create the title tag grab your keywords for example:

blue cars for hire  
cheap blue cars  
rusty blue cars  
cars for sale at Tokyo

And remove all words that are identical and we get:

blue cars for hire  
cheap  
rusty  
sale at Tokyo

Now create your title using those words. You use the | symbol instead of using the word 'and'. On my keyboard the key to make that symbol is above the Enter key.

Our title:

Blue Cards For Hire | Cars For Sale At Tokyo | Even Cheap Or Rusty Cars

It is not a problem to repeat a word (in this example cars) a couple times but note how we avoided repeating the exact keyword phrases more than once.

2) Do not get too many links too fast. Getting link is important but they may create problems. Do not get 1000 links on Monday, and then nothing for the rest of week. It looks strange that 1000 people liked your site on that day, but not a single one in the rest of the week. This is what search engines look for when trying to catch spammers.

Spammer is just a word used when referring to people that “cheat”.

If you know what black hat seo is, you should avoid it as well. Black hat are techniques that usually give you tons of backlinks fast using methods that Search Engines recognize as spam. (newbies fall victim to black hat because they think it is a "shortcut" to top rankings)

Getting many links from same IP address is not good – so if you buy 1000 domains it is better not to link each one of them to the other... those are all on same IP - if you buy 5-10 domains and link them to each other, it's not going to hurt you, but 1000 or more it does...

Purchasing a unique IP address for each domain will cost you around \$1 per Ip per month in most webhosts. It's not something really beneficial for your rankings but obviously it's going to help... I personally use other methods to get links.

Getting links with same anchor text is also not good. So it means change your anchor text often. Do not stop getting links if you did not yet get number one rankings for an entire month or so, otherwise spiders notice that and think your site is no longer useful since no one is linking to it. You may see lost in ranks.

Of course loosing rankings - you can always recuperate.

To understand this point you must know why it is bad to do such things.

The search engines must not understand you are getting links to improve your rankings. You must get links as if people are linking to your site because they find it useful. And if that is really the case then it is very rare that a ton of people will link to your site using same anchor text.

If you keep doing things that are not natural finally the search engines will penalize your site.

If you submit to directories, do not use always same title and description. If you do, it looks really strange and search engines (SE in short) as I mentioned will notice that. You need to do it as if others are linking to your site, so change the submission information every now and then – I change it every 20-30 submissions.

If you have more than one page on your site, and you should have more than one then do not get links always to your home page. Get links to your other pages as well sometimes. Again it's for the same reason to look as if people are linking to you. Sometimes we say to look natural. For instance get backlinks to your blog posts, features page, article pages and so on...

Keep your site organized by creating a sitemap and a good menu for your website. Do not just create pages and pages and throw them somewhere on your site.

Spiders (search engine software that visit your site) want your site to be great for Google visitors. So make it great for your visitors and at the same time you are also giving spiders what they want. If you have a lot of pages there is no need to link to them all from the homepage. You can group links together.

For example create a page for your articles where you list links to your article pages. Another page for your resources where you list links to other resources you have on your site. Keep everything simple.

3) A site gets totally banned for one major reason: You link to another site that is already banned. That is why it is important not to make link exchanges with sites that are banned. Banned means they are not even indexed and not because they are new sites. You can remove the link to the banned site and that might solve the problem but there is no guarantee.

So if the site has some PageRank it is not banned. If it is in the index it is also a sign it is not banned. So "google" the domain or check if it is indexed.

It rarely is the case that you make link exchanges with a banned site. Other cases your site gets banned is IF it gets hacked.

4) Check your link partners and remove those that are no longer linking to your site. There may be a few sometimes. If you keep linking to those that do not link back you give them pagerank without receiving and rankings may fall a bit or a lot.

If you use a tool such as the one I use it will be easy to check which partners removed your link from their site. I use [AutoLinksPro](#) to manage my linkpartners - to add, delete, and modify links, categories and subcategories super easy. It's not free but it is an indispensable tool and also saves a ton of time.

5) If you submit articles and you also put them on your website put them on your website first. Only afterwards start submitting them to article directories. That way your articles are recognized as yours by the search engine spiders. Many people will put your articles on their sites. By the time they are submitted and someone starts to put them on his site spiders have already seen them on your own site and marked them as yours. This is not a mistake but simple a better way to do things...

You can use the same service I use which is [Article Marketer](#), they submit to thousands of article directories - you just fill in ONE submission form only.

So apart from doing proper search engine optimization make sure you do not make any mistakes that can create some problems. Keep also in mind you can fix what mistakes you did and if you lost rankings you will regain them. The method to fix is to undo what you did wrong after you identifying what you did wrong.

For example: If you repeated the same keyword over and over in your title tag, now it's time to create a new title tag.

Finally I want to mention that these are not rules, you do not have to follow exactly everything to the letter. You won't see lost in rankings IF YOU DON'T really really overdo some of the mistakes. So doing something I've mentioned wrong a couple times won't hurt you, doing it hundreds of times may.

This is what you can apply from this segment - and even if you do just ONE thing it's a big step forward:

1. Create a proper title tag for your website pages.
2. Join Article Marketer service and submit an article or more than one.
3. Put an article or more than one on your website.
4. Bookmark the tools that automate manual tasks because you may need them later if you are not planning to use them now.

## **"How To Get One Way Links To Your Own Blog Almost Automatically"**

### **Segment 5**

There are probably many methods to get links to a blog and same methods I mentioned in segment 2 (How To Get A Ton One Way Links!) can be used to get links to a blog. A blog hosted on blogger or any other blog platform still needs to be optimized for search engines.

It means you have to add meta tags and other onpage optimization factors. Your objective is to get many links. Start by adding meta tags to your blog.

Then put nofollow tags on links which are useless if they get ranked. - Like disclaimer, terms and conditions, contact us and...

Links that point to other sites like blogger.com, wordpress.com (these are by default on your blogger template)

You can exchange blog posts or articles with other bloggers by contacting them. Tell them you have a similar blog and mention some benefits so they get interested. You can do link exchange with other blogs by adding links on your homepage of the blog, and in return they add yours on their homepage.

Some forums have a special section where you can make link exchanges, article exchanges and so forth with other forum members... join these forums. Here are the most popular ones:

[Warrior Forum](#)

[Digital Point Forum](#)

[Webmaster Talk](#)

Make sure that links to other blogs only appear on the homepage and not on all blog post pages (by default when you add links on your blog template they appear on homepage of blog and on all post pages). If you don't know how to do it ask for help on the same forums I mentioned. To obtain one way links you can transform your blog posts into articles and submit them to article directories, linking back to the blog.

These techniques are good regardless if you have a FREE blog or a blog hosted on your domain.

Use software or services to do that so it becomes easy for you.

The Duplicate Content does not exist... in my dictionary. As I stated before when you create an article, first put it on your website, preferable on a page that is already indexed.

Then start submitting the article.

There is no need to spin article title, body or anything (just change the anchor text in bio) - I talked with popular marketers about the Duplicate Content “thing” and they all told me the same thing: Don’t worry. Just submit your articles, the more links you get the better.

(scroll down, please...)

In my experience, my blog posts still remained ranked... plus I never changed a single article... and never got penalized or lost rankings - I submit the same article to 373 directories after I put it on my site.

When the article is already on your site, search engines give you the "ownership" of the article. If you blast your article and then put it on your site, some article directory will get the "ownership" (the most benefit)... you look as if you are one of the many who copied the article.

Every blog has an rss field that your blog visitors can use so they get notified when you add new blog posts on your blog. You can [submit the rss field to rss directories](#) using software and that gives you more one way links.

It is recommended that you write blog posts in your blog and not articles. You talk with your readers in your blog. Articles can become very boring to your visitors. Put a social bookmarking tool that appears at the end of each blog post. This will allow your visitors to bookmark your blog post and that gives you one way links. You can use the free tool called [Add This](#) that will help you do it automatically.

When you have a good blog post submit it to story sites like Digg that allow you to submit your stories. It does not have to be a story, but a useful and good post.

There are many sites like Digg, the more you submit more one way links you get. Every week [submit your best blog posts to blog carnivals](#). They list a description of your blog post and link to it. This gives you more one way links. Blog carnivals are sites that group together the best posts about a specific topic or subject. There are blog carnivals for almost every niche.

The more methods you use the more backlinks you get. Pagerank will increase and rankings will improve. Outsource tasks that take time so you do more profitable work (one technique is to give the software like article submitter, rss submitter you downloaded to the person you hired). These will help your business grow by getting more traffic when your rankings increase. You can outsource almost everything like submitting articles, creating articles, submitting rss fields, doing link exchanges and even creating blog posts.

Applying just ONE thing from today's segment is a big step forward to success... And here is what you can do:

1. Join a forum and create a signature... then make some posts on the forum. (If you don't know how to make signature ask the forum members to help you)
2. Contact some bloggers for a link exchange. Visit the blogger profile or post a comment on their blog.
3. Submit some of your blog posts to Digg.
4. Submit your best blog posts to blog carnivals.
5. Download rss submitter software and use it to submit your rss field.
6. Make some link exchanges with other members of the forums.
7. Add social bookmarking tool on your blog to allow people to bookmark your blog.

**"How I Add A Ton Of Great Content In One Evening"  
(Plus get the content on page one on Google super fast)**

**Segment 6**

A great way to have new quality content on your site is to add a blog. The content will also get highly ranked in search engines. If you use [Blogger](#), Google platform then each blog post has the opportunity to rank on page one, very quickly as I shall explain. Page one is the first page of results after you search for something in your favorite search engines... usually there are tons of pages... and readers only read the first ten results on page 1 – that is why we need to be on page one, and the higher the better, preferable number one position!

(Google loves Blogger more than any other blog platform, that is why you get rankings - but you must follow my instructions to write the posts in a "certain manner")

Search engines will fall in love with your site if you put a blog on your domain and add new content regularly. Remember to blog and ping after posting using one of the several pinging services. This will rush the search engine spiders to your blog.

To blog and ping you can use one or both (both better) of these services:

[Pingoat](#)  
[Feedshark](#)



(you must ping your blog after each post you create)

Now on how you get your blog posts on page one easily...

Host your blog on your domain name. (You can check [Blogger Help](#) or [Blogger Group](#) to see how to do that – and do any other thing with blogger)

Add quality posts, which are not too long or too short. Your posts should not be plain articles. Write as if talking with your visitors. You can research popular sites like [Yahoo Answers](#), forums, [article directories](#) and similar sites to grab ideas. You may find several articles related to your site. Grab the best tips from each article and put them together to form a new blog post.

You can find videos from sites like [metacafe](#), [youtube](#), [google video](#) and [videojug](#) and put them on your new post, then add some written content. Do not put just a video. Search engines want written content. VideoJug is specialized in How To videos on practically any subject.

If you use yahoo answers, you can find questions that have many answers and re write the question and put the answers as well. Do not just copy everything. Grab the best answers and then see if you can find some articles as well related to the question to grab other tips and tricks. You can use popular article directories like ezinearticles, goarticles, isnare and many more.

Whatever your niche is, find a forum with lots of members and participate to get ideas about what to write about. You can create a blog post about any hot topic in the forum. Use the question and forum replies to construct a blog post.

First thing you need to do is research keywords if you want your blog posts to rank on page one in Google. Find keywords that have less than million competitors – the smaller the better. It does not matter if they get just 5 visitors a day. Remember that you can post unlimited number of blog posts.

Then put that keyword in the blog title, beginning and end of post. Put it in bold as well. A real example is my own blog. See how I do what I just told you on my [NoAdware blog](#).

Do not just plug-in the keyword in the blog title. If for example the keyword is: erase computer files now

Put: How To Erase Computer Files Now  
Or: 7 Steps To Erase Computer Files Now

Put the first letter of each word in CAPS.

To ensure your posts get ranked on page one of Google your blog must have some pagerank. So get one way links and reciprocal links to increase its pagerank. If blog has page rank zero or less than three; blog posts will not get ranked very quickly.

Remember... It's that easy because Google loves Blogger blogs. Refer to Segment Two and Segment Five to see how to get a lot of one way links to your blog. Focus on link building and once you have enough pagerank then start blogging more often to get the blog posts ranked as well.

Make sure that you have a section on your blog sidebar that displays your previous posts (usually it is automatically created). That will enable spiders to find all your blog posts and be able to index them. Remember that you can outsource this task of researching keywords and posting on your blog as well...

A blog is a great way to add new content on your site. It is also a great way to get new customers. Make the design of your blog just like your homepage, so they look identical. Visitors to your blog will know it is a complete site and can visit your homepage and other links not just remain on your blog.

The old fashion of writing content was to add articles to your site by creating a new page specifically for articles. However the articles usually do not rank anywhere not even if you add Meta tags for each one and use keyword density. Blogger, Google platform ranks each blog post very fast and there is no need to do any Meta tags for each post or work out keyword density. Put a blog on your domain and add content. Search engines will reward you for that.

And by now you should already feel in a better shape to start doing search engine optimization... Once again I congratulate you for taking the time to read these segments... and remember action is twice as important!

(scroll down, please...)

Apply at least ONE thing from this segment:

1. Bookmark the pinging tools.
2. Create a blog.
3. Create a post or some posts on your blog.
4. Research some keywords using the recommended tools and bookmark the tools. If you have a floppy drive export your bookmarks to it so you have a backup of important links.

And now on to Segment Seven which is a bit unique.

## **“Questions And Answers About SEO”**

### **Segment 7**

**Question:** Karl, please explain to me what do you need to get high rankings in 1 one word?

**Answer:** Backlinks

**Question:** If I just started a new website what do I focus on – getting indexed or something else?

**Answer:** Forget about getting indexed. Waste of time!

Here's what to do in 3 easy steps:

- 1) Add meta tags and some content apart from your homepage content and other common links such as support and sitemap.
- 2) Start getting backlinks, Keep getting backlinks

**Question:** My rankings dropped and I did nothing wrong, I was on page one and now I am on page 5 – what has gone wrong?

**Answer:** Many things could have gone wrong.

First, did you choose a keyword with not too much competition? Like 5 million or less... or even 3 million or less... or even smaller. Choose a keyword with 1 million or less. If you are new you have to start small.

You can choose keywords with few competitions (and little traffic). It will be easier to get them ranked. Low competing keywords usually get little traffic per month. But you can get each one ranked much faster.

And while doing seo, you are learning. Don't aim to dominate every keyword for your niche within a week.

Back to your question... you did something wrong or you stopped getting backlinks using that keyword in the anchor text plus using keyword variations as well.

What to do? I suggest you start getting some backlinks everyday putting that keyword in the anchor text. Keep doing that. Then get some one way links often, and again use the anchor text in the links (and variations).

Check your link partners – are they all linking back? Removing ones that are not will also improve rankings instantly.

So your question comes down to one thing – do proper SEO and you can't go wrong. Everything I suggested in this ebook will help you get high rankings. Remember also that moving from page 4 back to page 6, then again to page 4 is something quite normal... rankings won't increase steadily upwards, they play around and then increase a bit, play around and increase a bit, etc.

**Question:** As a beginner what do I need to do to really understand SEO?

**Answer:** You need to stop checking where your website ranks, how many pages got indexed, what's your pagerank, why this and why that.

All that is good but it wastes time. Time, experience and energy are your three most expensive resources. If you are doing proper SEO, you will be in the index. So there's no need to check.

If you are getting backlinks to your new site, then you are doing proper seo and you WILL get indexed. Do things correctly and remember that SEO is nothing complicated.

It's a skill more or less. You develop it once you gain experience.

If I can do this, you can too!

Do not get distracted. On forums there are experts, beginners but also people who are plain unfocused.

You hear EVERYTHING on forums, however not EVERYTHING is worth listening to. Do not believe everything you hear on them. That's important so you do not lose focus.

If I believed all these:

Duplicate content theory, link exchanges are dead theory, change a bit the articles each time you submit to article directories, submit your site to search engines to get indexed, black hat can be sure fire way to get high rankings, get massive traffic (or top rankings) by submitting your site to 1000 search engines and I can go on and on...

Then I would still be stuck trying to figure out what SEO means!!

**Question:** How do I use SEO to make money online?

**Answer:** Your website needs traffic for sure. SEO is a method to get traffic. Even if you are great in PPC or some other traffic generation method, I suggest you do SEO. It provides targeted traffic. Once you "get it" you can apply the same seo strategies to all your new websites or automate every single step and task, quite frankly receiving all the traffic automatically.

So SEO is a way to get targeted traffic. You cannot rely only on SEO however. Remember on the Internet you are building a business. An offline business doesn't get customers from around the corner only.

They do all sorts of marketing methods to get the word out.

Now some traffic generation methods suck. But SEO is something you can invest your time in, because the results are guaranteed.

"Just do it" applies to SEO as well like it applies to Internet Marketing. You learn from your mistakes sometimes. Don't rush!

Bottom line is... SEO alone is not going to make you any money, but you also need a website that converts visitors into customers!

I'm the SEO King, not the website conversion, marketing, traffic generation or anything else expert... so look for ways to make your website cash sucking elsewhere.

**Question:** Someone suggested I do SEO copywriting – what do you think about that?

**Answer:** I have a business. Visitors see my website, they like what they see and buy.

If I do focus on keyword density or any SEO copywriting stuff like that my website cannot convert visitors into buyers as much as it does if I hire a copywriter – or create killer copy.

You either have killer copy that converts visitors into customers or SEO copy which isn't killer copy at all.

In regards to SEO, it little affects your rankings. Onpage optimization hardly affects rankings. So I totally, 100% ignore it SEO copywriting, it's like wasting money for NOTHING. That's the "straight talk" answer.

**Question:** What about selling text links on my website does it affect rankings?

**Answer:** Of course it does. Those are outbound links and effect your rankings negatively. You can add the nofollow tag on those links, you should do it, no other way is good since Google is penalizing website that are selling text links.

**Question:** What if search engine change their algorithms and link building is no longer effective?

**Answer:** Algorithms have been changing for years. However these are tiny things like keyword density and/or relevance and things like that. It's not that they change something completely.

Like removing onpage optimization and started something completely different. They just modify a few minor changes.

Link building has always been the most important. It's the thing that determines where a website ranks. It won't get changed by something new overnight. So relax about that thing.

Google knows webmasters are doing search engine optimization – they even help us, by creating tools like the Webmasters Tools.

They have articles as well to help us understand. So don't think they have something against us... or don't care about what we do. That's enough on that. The question is like this one: What if the Internet stopped working then I will stop making money?

**Question:** What are some free tools to check backlinks count, pr, alexa rank and everything else?

**Answer:** Here is my list of SEO tools. I used almost all of these free tools so that is why I recommend them.

<http://www.linkvendor.com> Many tools all in one place to analyze competitors and your website, number of backlinks, pagerank and much more.

<http://www.linkpopularity.com> How many links point to your website in Google, Yahoo or MSN?

<http://alexa.com/site/devcorner> Alexa tools.

[http://alexa.com/site/site\\_stats/signup](http://alexa.com/site/site_stats/signup) Alexa Traffic Stats.

<http://home.snafu.de/tilman/xenulink.html/Btidy> Clean html code.

<http://www.google.com/webmasters/tools> Many tools from Google including Google sitemaps.

<http://gsitecrawler.com> Software creates sitemap to submit to Google sitemaps (the best one).

<http://www.auditmypc.com/free-sitemap-generator.asp> Another sitemap tool.

<http://www.seologs.com/dns/domain-check.html> Checks domain age.

<http://www.vbulletin.com> or <http://www.threads.com> or <http://simplemachines.org> Creates forums to get free content from your users.

<http://spyfoo.com> Spy on your competitors.

<http://boardtracker.com> Directory of forums. You can hire someone and give him a permanent job as a link builder. He basically visits forums and posts giving you one way links from the signature.

<http://search.big-boards.com> Search message boards.

<http://strongestlinks.com/directories.php> High pagerank directories.

<http://www.jayde.com> PR6 directory and free submission, one of the top 20 directories.

**Here are some more SEO related resources  
(not all free).**

(Note: I am not affiliated with any of these links. I just recommend them because I know they are good quality and value).

If you want to hire some to help you promote/get traffic to your website:

<http://www.trafficassistants.com>

Where to hire full time agents – instead of the “same old” scriptlance.com or elance.com (they are great!) but here is another highly recommended option:

<http://agentsofvalue.com>

<http://www.createtoolbar.com> Toolbar Builder, create a toolbar which you can give it for free if they link back to your website. You get plenty of one way links.

<http://linkmachine.net> Another one like the Autolinkspro to manage your links pages.

<http://trafficgeyser.com> Submits your videos to tons of video sites like Youtube for one way links and traffic.

<http://www.bizmint.com> Let's you pick up a domain name that is already getting traffic – or already has loads of backlink, pr and/or rankings. And a free tool less sophisticated:  
<http://www.deleteddomains.com>

<http://www.prnewswire.com/ewatch> Advanced system to monitor blogs, websites and/or your competitors.

(scroll down, please...)



Now that you know quite a good number of tips and tricks, get the Complete SEO Course, [go to seobooklets.com](http://go.to/seobooklets.com) for more info now!



If you're ready to take SEO to the next level, download [OutRankSmart™](#) to start getting backlinks automatically. Backlinks are the Key to the Vault.



I hope you found this SEO Crash course guide useful, including many specific techniques you can apply instantly - to see fast increase in your rankings. Getting the complete picture of SEO requires you download the SEO Booklets.

The SEO Crash course puts you in the game so you can get ranks, apply various techniques and focus on important methods. However, for complete seo education the SEO Booklets & **\$99.85 in FREE bonuses** will turn you into an expert - knowing exactly from START to FINISH, what to do to get 20 keywords with 18,000 or more monthly visitors ranked between number 1 and number 3 in Google.

Sincerely,

A handwritten signature in purple ink, appearing to read 'Karl Sultana'.

Karl Sultana

**Link Builder Expert**