The
7-Step System
for
SEO Results

An Insider's Guide To Getting Ranked in Search Engines Fast

By Dan Flood

Preamble

85% of Internet users find websites through search engines, and so if we're serious about marketing ourselves or our business on the Internet it's critical that we understand the process that search engines use to rank the relevance of websites. Search engine optimization (SEO) is the process of improving the visibility of one's website in search engine results through the deliberate improvement of one's rankings for desired search terms known as "keyword phrases."

Research shows that the first organic search result that appears gets 41-45% of the clicks, the second gets 11-18%, the third gets 7-15%. Paid ads through Google Adwords get even less clicks. So it would behoove us to get our rankings as high as we can.

This guide is the blueprint.

It's taken me a long time to figure out all of the things that you're about learn in this guide. I've spent years in the muddy, murky internet marketing trenches, and yes, I've spent thousands of hours and dollars trying, flailing about, and pulling my hair out before eventually figuring out what works.

As a result of all of my personal research and testing of countless methods, I've compared one way versus others, backward and forward, and recorded the results. When one method proves itself again and again, it becomes a fixed principle of the system. And I've identified several patterns that "underlie" a successful SEO campaign.

And I believe that I've discovered a few "gold nuggets" that not only work right now, but that will continue to work long into the future.

You're getting access to virtually all of the knowledge and experience that I've acquired as a result of my SEO labor all neatly packaged into the powerful system I've created right here in this guide.

By the time you've finished reading this blueprint, you'll have an education in SEO that cost me dearly to learn. You'll know more about how to succeed than 95% of the people out there. And you'll also have enough information to target keyword niches that you have a VERY high probability to rank for.

In this guide, I'll be using the terms "search engines" and "Google" interchangeably as Google controls the lion's share of the search engine market.

With that said, *let's get started...*

Introduction

The first thing you should ask before beginning any SEO or marketing campaign is: do I want to manage the entire project myself?

Certainly, there are many marketing and SEO professionals out there. The trouble is that most of the time it can be very difficult to establish their credentials as there is a low barrier to entry in the SEO business and there's not really any licenses, certifications, or degrees in "search marketing" yet.

That said, there are some very qualified people who really "get it" when it comes to success with search engine optimization and internet marketing. These are people who live, eat, breathe, and sleep online marketing. They are passionate students of SEO and marketing with an insatiable thirst for knowledge.

If you're lucky enough to find one of these individuals, pay them what their worth. Offer them bonuses. These professionals are worth their weight in marketing gold because of the value they can provide in putting your business ahead of the competition in the race to acquire leads through new media channels online (such as SEO).

On the flipside, hiring and retaining one of these people can be expensive, and since they're eager to gain experience and expand their knowledge, they'll always be looking for the next challenge, or the next big project... and eventually they'll learn how to make money on their own. The point is, should they ever leave, you lose their entire skillset.

On the other hand, doing all the marketing for your own business is cost-effective and the knowledge and experience that you'll gain from it is priceless. That said, it can be frustrating and frightening when you don't at first see results. Our advice would be to stick with it.

There are many people who can handle the business operations side of a business, but few people who understand successful marketing. Since search marketing in the right hands is a potent source for acquiring new customers, taking the time to master it is a good investment.

But know that it will take a lot of time, commitment, persistence, and experience to become a true grandmaster in the area of search marketing. You'll also have to become comfortable with the fact that your fate lies in the hands of a third party (Google), unlike many ventures where your success or failure is in your hands alone.

Finally, a few additional points: this guide is meant to be like an encyclopedia. It's meant to be a reference. The best way to use it is to read it and find all of the parts that you like and all of the ideas, skills and techniques that you would like to implement. Then take those sections and either write them down or print them so you can review them and practice.

Successful search marketing isn't like learning how to tie your shoe. Successful search marketing is more like learning how to juggle. It takes practice. At first, you may get frustrated and give up when you attempt to juggle and the balls keep falling to the ground. Sometimes it seems as though all of your practice isn't making a difference.

But eventually, your hands to start to memorize the correct motions. After a week of practice, you'll be juggling three balls with some difficulty. Some more time practicing and it becomes almost effortless. Then you move onto juggling 4 or even 5 balls.

Many people make the mistake of reading a book and saying "I know that," without actually going out and putting in real-world experience. Don't make this mistake yourself. Keep reading this guide and treat it as a workbook. Come back to it often. Reread the parts that you want to learn and integrate, and don't stop reading and practicing until you have it down.

The biggest reason that most internet marketers FAIL is because they neglect to create a "grand" strategy for themselves, and follow a carefully-laid plan. With the information avalanche that's currently taking place on the net, too many newcomers get pulled in a thousand different directions, with information from a thousand different sources. As a result they "try" things, but they don't stick with a plan or blueprint for any length of time. So of course they don't see results. Again, don't make this mistake yourself.

If you follow and implement my 7-step plan, I am confident that you will see a dramatic increase in your search engine rankings as a result. I've tested countless methods and techniques and the ones that work best become a fixed principle of the system. We've proven them through repeated tests. The steps outlined here will be enough to get you ranked high for most keywords, but as a disclaimer, there are many number of market conditions that exist beyond our control that may or may not be be present in your individual industry. Also, I can't guarantee that results will necessarily happen very quickly if you're choosing the wrong keywords, or ones that are too competitive.

This blueprint doesn't discuss in detail the importance of keyword research, which you should absolutely do before any SEO campaign. We will however make the following suggestions to help you with your keyword research.

1. Use Google Keyword Tool to find good keywords related to your business

2. Download SEOQuake add-on for Firefox and install it, and

3. Use SEOQuake to "add-up" the PR (PageRank) of all of the sites currently displaying for your desired keyword phrase, and then divide that number by 10. If the number you arrive at is less than 3, then there's a very good chance you can rank quickly for that phrase. You can use this same method for determining the competitiveness of any keyword phrase.

This is the very least you can do when it comes to keyword research, but many people don't even do any research at all! To get to where you want to go, it helps to know where you're going.
As David Ogilvy said, "A blind pig can occasionally find a truffle. But it helps to know that they're found in oak forests." The same rule applies to SEO.

Another rule of thumb when it comes to keyword research is that local keywords are less competitive than broad ones, as are specific "long-tailed" keyword phrases (ex. "time share rental" vs. "time share rentals in hawaii").

If you're a more advanced user, I highly recommend running small PPC campaigns through Google Adwords so that you can "test" different keyword phrases, find the biggest winner, and then begin an SEO campaign to blitzkrieg that keyword phrase. This is certainly one of the best ways to get the biggest return on investment for your SEO campaign.

Now that the introduction's have been made, let's have some fun learning how to improve the rankings of our websites through SEO!

The What (3 Mechanisms of SEO)

Content

Google's main priority is to provide its users with relevant content. Every time the search engine returns the results of a search, Google is placing its reputation on the line that the content its providing is original, high-quality, and reputable.

So if we're going to be successful in the online marketing space the first thing that we need to do is get good at creating great content. Great content that's packaged well will give us higher search rankings and traffic.

Content can be used to describe things like blog posts, audio, video, whitepapers, webinars, even software could be considered content. This blueprint that you're now reading is content.

To create great content, we have to know what discussions are taking place. We ought to know what popular brands are being discussed and being searched for that we might be able to associate with.

Another great approach to creating content is by identifying questions that people who have an interest in our industry are asking. We've used both Yahoo! Answers and LinkedIn Discussions to great effect. With either of these sites you can type in general search phrases and get a list of questions that people are asking. Then you can pick the best questions and use them as a topic for a blog post.

Once we've created our content, we'll need to structure it in a way that Google likes. The better we optimize each piece of content for our desired keyword phrases, the more likely our content will appear in search engine results.

There are many ways to do this, most of which revolve around including our keyword phrases in our content.

We'll want to include our desired keyword phrase in an <h1> tag, and if possible in <h2> and <h3> tags as well. We'll want to use our keyword phrase in the title tag of our browser window, in bold and italic lettering, and we'll want to include an image with an ALT-tag containing our keyword phrase. Another good idea is to include internal links in our content with anchor text that link to another page on our site.

As one experienced SEO lectured to me early in my career: "Don't forget about your internal links!"

Links

The main component for getting websites ranked within Google's search results are inbound links to a website. One-way links to your site are considered a "reference," or a "vote" for your site. Think of an encyclopedia that cites its sources. Such references were how the idea of linking as a source of relevance across the internet eventually came about while Google's founders were at Stanford university.

Linkbuilding is absolutely essential and your linkbuilding strategy should be centered around the 3 C's: clear, consistent, and competent. While content is important, no one will find your content in the first place if you aren't actively building links to your site!

For the purpose of ranking our websites, it's important to note that there are many types of links on the web and that not all of them are equal. For example there are do-follow links and there are no-follow links. Do-follow links have more value because they pass along PageRank. There are links that contain anchor text, and there are hypertext links. Anchor text links are valuable because they improve your ranking for the words displayed within the link. An equally important consideration is the authority of the website doing the linking.

To illustrate this example, imagine if you were in a crowded room and Oprah was on the stage. Suddenly, Oprah says your name and points in your direction. Oprah is considered an "authority source!" As a result of Oprah's endorsement, your prestige skyrockets and others regard you more highly. Online, it's no different. If you receive a link from an authority site, search engines will regard you more highly and reward your website with a higher ranking.

For our purposes we will make a mental note that the most valuable inbound links we can receive are do-follow links containing the anchor text of our desired keyword phrases, from authoritative high-ranking websites.

In the old days of SEO, search marketers often had to find and email website owners one by one trying to request links from them. This was akin to panhandling, and as you can imagine it wasn't a very enjoyable process. Fortunately nowadays we have much better systems in place and many options for generating links, many of which we have laid out in this guide.

Activity

The third important area that we'll be focusing on center around human activity. Google is only a piece of technology built across computer servers, it doesn't have a human brain. As such, it lacks the ability to form cognitive biases that a human would be able to easily make. But do you think the folks behind Google are trying to perfect their algorithm to stimulate the biases, presuppositions, and judgments of a human brain?

You bet!

To help Google better comprehend the relevance of sites in human eyes, human interaction is now a factor in your ranking score. This landmark change took effect during the Google Caffeine Update in 2010 and was spurred on by the rise in popularity of social media, bookmarking sites, and blogs. The basic idea here is that nothing attracts a crowd like a crowd. To this end, Google acquired Feedburner in order to gauge, you guessed it... human activity! They've also recently released their own social network, Google+, and integrated +1 buttons into their main search service in order to acquire human input into the relevance and

quality of the content that they present to users.

For us to succeed in this search climate our websites have to become a hive of human activity. For the purposes of SEO, the most important factors that we've established in this area come down to: visitor commenting, visitor interaction, Facebook likes (and +1), regularly updated content, visitor time spent on site, bounce rate, visitor traffic (from any number of sources such as blogs, newsletters, social media, paid ads, etc.), and RSS subscriptions.

It goes without saying that ACTIVITY is perhaps the key component that causes blogs to perform one hundred and fifty times better than static HTML websites. The only way to get people to come BACK to your site is to continually update it! Picture the New York Times' website. Do you think people would keep coming back to it if the stories remained the same, for days, weeks, years on end?

This is even MORE important when you consider that more and more people are spending more of their lives online. Human relating has moved online. So the new age of internet advertising is not just about being present - it's about fostering and maintaining relationships online, just as you would in real life.

Google understands all of this, and that's why they have a keen interest in measuring and quantifying human interaction across the internet, in order to adapt to changing consumer behavior. You can take advantage of this shift by incorporating activity into your SEO plan.

In sum, we've identified the three core fundamentals for successful search engine optimization in general. These principles are universally applied. Our 7-step system therefore deals only with the following three unvarying laws of SEO: Links, Content, and Activity.
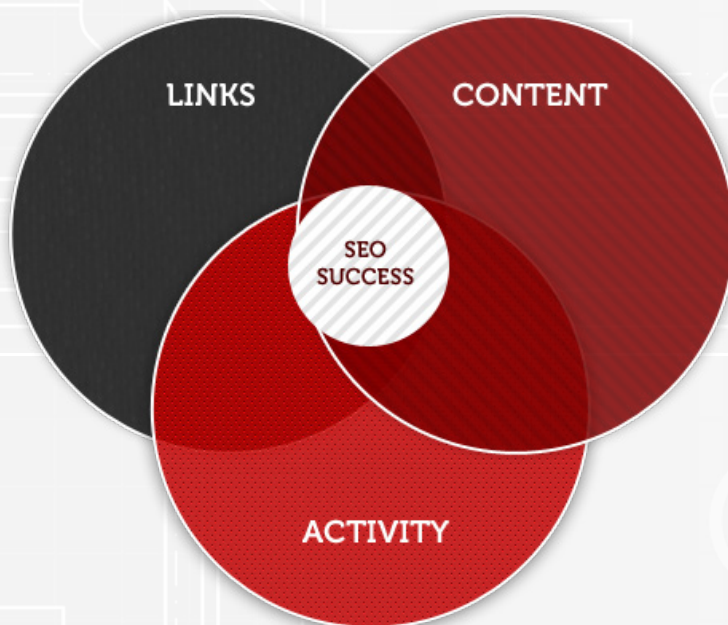
The How (The 7-Step BluePrint)

1. Create Some Original Content.

The first step we'll need to take towards getting our websites ranked is to create unique, original content. Most people go blank at the idea of creating content and have no idea what constitutes great content. So here's what to do (if you need help in this area):

Identify your best customers. Really think about it. It goes without saying that these are most likely very similar to prospects who will be searching for your website's products or services. But if you haven't identified who your best customer is then you'll miss out on the chance to target them. For example, let's say that a third of all of your customers are accountants or CPA's. Or maybe a half of them play golf. Once you've made these distinctions, you start to get a better of idea of how to create content that appeals to your audience.

Go online and do research. Find websites such as forums or discussion groups related to your industry. Create a discussion yourself and ask questions! We're confident that if you ask the right questions, you'll discover a few "AHAs" that will help you create compelling content that will appeal to your ideal prospects.

But don't overthink this so much that you don't do it! Do it, do it, do it. Engage in discussions with your prospects. You can start by asking questions like, "What's the biggest challenge that you're facing right now?" "What have you tried?" "What do you want most from a (your business industry), and what's your biggest frustration dealing with them?" Come up with our own list of great questions. You'll be surprised at some of the answers you'll get.

Now that you've done some research, take out a sheet of paper. At the top, briefly describe your best customer or prospect. Then draw a line down the middle. On the left hand side, write down all of your prospect's fears and frustrations. Write down everything you can think of - sometimes the best nuggets you'll discover will be near the bottom of the page.

On the right hand side, list all of your ideal prospect's wants and aspirations. Right down everything that comes to mind. There is no bad answer to the question of what your prospect needs or wants.

Now that your mind is off to the races with lots of good ideas about what to write about, open up NotePad (or TextEdit if you're on a Mac) and create a list of at least 50 topics with headlines that you can write about.

The best headline topics often start with: "How to," are numbered lists, such as "7 Easy Ways

to Keep your Dog Healthy and Happy," use percentages such as "99% of Gym-goers NEED to do this Before they Workout," or pose an interesting question.

Negative headlines that stir up taboo or controversy work about twice as well as positive headlines. Obviously, your goal with a topic headline is to peak curiosity about the article or blog post you are creating, and it requires due consideration in order to get your content read in the first place. As an aside, an interest phenomenon is that on Twitter, many people will "retweet" an article without even reading the actual article itself! That's the power of a good headline at work.

Finally, to get your brain actually WIRED INTO the process of writing, take a weekend and learn some speed-reading and speed-comprehension techniques. Then regularly devour the bestselling books related to your industry. You'll find that by reading lots about your topic, you're mind will be "kick-started" into naturally coming up with a ton of great ideas. The simple act of reading these days is an anomaly that will put you lightyears ahead of most people on any given topic. And, of course, write these ideas down as soon they come - they are slippery fish. Take notes and create "tickler files" that you can go back to and refresh your memory with.

Do it. It works. For a good speed-reading resource, there's a free ebook on the net that I'd recommend to others written by Mike Koenigs (http://mikekoenigs.com/speed-reading/).

Now that we have some ideas about how to create some content, the first step is to create at least twelve original articles based on some of the topics that we've gathered. If you still have trouble creating that much content, you can aggregate content. For example, you can e-mail an influential blogger and politely ask them to answer several questions, which you include in your e-mail, and you can post his or her reply as a blog post on your site. Or you could invite guest bloggers to post on your site. Or you could share a blog post from another site, and give your thoughts about it. Or you could interview one of these bloggers and include the interview on your blog. By "aggregating" the content, you become the "source" for great information within your marketplace. Another tactic you might try is scanning your own e-mail outbox. Was there a time when someone asked you a question, and you responded with a lengthy, detailed e-mail? The content provided in that e-mail can become the foundation upon which to base a new article for your blog.

The key is just to get at least twelve articles, each one optimized for your desired keywords and posted to a WordPress blog on your site. Use your keyword phrase in the title of your article. For example, if your desired keyword phrase was "Austin locksmiths" you could use a title like "Austin Locksmiths - 7 Tips to Secure Your Home While on Vacation."

Lastly, if you simply CAN'T find time in the day (or create time for yourself by eliminating low-value activities like aimless internet browsing, excessive emailing, or gossip) to write or aggregate content, then you can outsource article writing to someone else. A couple of sites that you can hire writers at a negligible cost are oDesk (www.odesk.com) and Online Jobs.PH (www.onlinejobs.ph).

We've done this from time to time. I found an article writer on Online Jobs.PH for around $165 a month who works for us 4 days a week. Basically what I do is I create a list of topics for him, or I have him collect topics from Yahoo! Answers, centered around the industry niche. He writes the articles based on information he collects from the web, I proof-read them, make any changes I need to make them more interesting or engaging, match each article to a desired keyword phrase, add a couple images, and publish it to a WordPress blog, saving me lots of time.

2. Linkbuilding Phase 1

Drive 30-50 QUALITY inbound links to your site from high-ranking .gov, .edu., and .org websites. There's a few different ways to do this. The first is to download a copy of Scrapebox (www.scrapebox.com) and use the tool to "scrape" high-ranking blogs and forums. This is the fastest way to find lots of authority sites to create links on, but there is a learning curve with Scrapebox and it takes time and commitment to learn how the tool appropriately.

Another option is to manually find, seek, and post comments on .gov, .edu., and .org sites. This is tricky, and you could be spending lots of time and finding websites that don't even allow links (or do-follow links) to your website. When I first start doing this, I found that the owners of the blogs I commented on sometimes changed both our post "Name" and "Website," causing it to link somewhere else! And causing all of the time that I spent finding and commenting on the blog to be wasted.

However, if you're interested in taking this route, Google's search allows you enter in many advanced search strings which will help you narrow your search:

- *site:.edu "ADD YOUR KEYWORD"*
- *site:.gov "ADD YOUR KEYWORD" -"you must be logged in" -"comments are closed"*
- *site:.edu "no comments" +blogroll -"posting closed" -"you must be logged in" -"comments are closed"*
- *site:.gov "no comments" +blogroll -"posting closed" -"you must be logged in" -"comments are closed"*
- *site:.edu "powered by expressionengine" "ADD YOUR KEYWORD"*
- *site:.gov "powered by expressionengine" "ADD YOUR KEYWORD"*
- *site:.com "powered by expressionengine" "ADD YOUR KEYWORD"*
- *site:.org "powered by expressionengine" "ADD YOUR KEYWORD"*

- *site:.edu "Powered by BlogEngine.NET"site:.edu inurl:blog "post a comment" -"comments closed" -"you must be logged in" "ADD YOUR KEYWORD"*
- *site:.gov "Powered by BlogEngine.NET"site:.edu inurl:blog "post a comment" -"comments closed" -"you must be logged in" "ADD YOUR KEYWORD"*
- *site:.com "Powered by BlogEngine.NET"site:.edu inurl:blog "post a comment" -"comments closed" -"you must be logged in" "ADD YOUR KEYWORD"*
- *site:.org "Powered by BlogEngine.NET"site:.edu inurl:blog "post a comment" -"comments closed" -"you must be logged in" "ADD YOUR KEYWORD"*

Simply copy and paste any of these codes individually into Google, hit search, and you're in business. Replace the "ADD YOUR KEYWORD" with the keyword phrase of your choosing, but leave the quotations around it if you want an exact keyword match. Broad keyword searches will return more results than long ones, so it's recommended to use broad keyword phrases when applying this method. Then, use the SEOQuake add-on to quickly find the highest ranking sites. Sometimes, these might be on the second, third... or further into the results. Why is this? One reason is that the results on the first page may match your keyword phrase more closely.

Once you find a quality .gov, .edu, .org source, visit the page, read the article that's being discussed, and leave an insightful, useful comment related to the article. For your name use the exact keyword phrase that you want to rank for (as it will improve your relevance for that phrase) as it will display as anchor text, and include your website in the field that allows you to list a website, above the comment form.

The third and easiest option is to outsource the linkbuilding task to an expert linkbuilder with a specialization in creating these types of links. There are a number of sites out there where you can easily hire linkbuilders and their services are generally very inexpensive. Two websites that we like for finding linkbuilders are GetMyRank (www.getmyrank.com) and WickedFire (www.wickedfire).

One reason you may want to outsource the building of these links is that generally these people have mastered SEO tools that make the process much easier, such as Scrapebox and xRumer. Since xRumer creates anchor text links on forums, those links are more likely to pass on do-follow link value and stick around longer than a blog which tends to be more moderated. xRumer will be discussed in greater detail in step 6 of this guide.

3. Build in Some Activity.

Now that we've got some good content and some links to our site, it's time to start drawing in some activity. You can begin the process by subscribing to a few of the most popular blogs

within your industry. You can search for them under the "Blog" section in Google Search, and get regular updates whenever new content is posted through Google Reader. When one of these bloggers posts a new article, try to be the first to comment, and leave a poignant, insightful comment related to the author's post.

The idea here is to post a few great comments on other people's blogs, and in the process draw them to your own site. If you're one of the first people to comment on a popular blog, your comment will draw much more attention than if it was the 40th one down. For that reason you ought to subscribe to popular industry blogs and respond to new blog posts that are made on them as soon as you can.

When you leave a comment on someone's blog, there will usually be an option to include your website's URL. You can also use your anchor text in the "Name" option, though in almost all cases the links that you leave on newer, more recently updated blogs are no-follow and so provide little SEO value apart from drawing some of the other blog's visitors to your own website (Wait a sec! Didn't you say these comment links had SEO value in Step 2? Yes and no. When you perform the .gov and .edu search, you'll uncover many blogging platforms, many of which are several years old. Some of them are do-follow and some aren't).

Look to other sources to draw in some human visitors too. Run some paid ads so that you're getting some guaranteed traffic. Encourage opt-ins, and send traffic through e-mail and social media outlets. If you don't have an e-mail list yet, you can e-mail personal contacts and send them links to new blog posts you've created that you know they might be interested in. You could do the same on your personal Facebook profile. This gets old very quickly, so only do it initially to give your website and your blog posts a little "push."

On your own website, create a "Popular Posts" area in your sidebar or footer with links to some of your best recent posts. This way, when people visit your site they'll see the the words "Popular Posts" and (as psychology naturally kicks in) your visitors will assume that your site has a lot going on, and that others are reading your content if it's "popular" after all. Plus, if it really is your best posts, then it'll be the most useful to your visitors. This simple step alone is one way to increase your RSS subscription rates, which is another "activity" factor that plays into your ranking score.

Also, encourage people to comment with every single post that you write. At the end of each post, you should sign off by saying something to the effect of: "Agree? Disagree? Let me know what you're thinking by writing a comment below!"

If you actually encourage visitors to comment, they're much more likely to do it. The same rule applies to any "retweet" or Facebook "like" buttons that you place on your blog - simply

having those icons present isn't as good as having actual words accompanying them saying "Please retweet if you liked this!" Make these icons prominent and let them stand out. And yes, as we discussed in "The What" section - comments, retweets, and likes are all factors that are included in your Activity score.

In the meantime, keep creating new blog posts! You should publish at least 4 blog posts a week for the first month, and continue publishing at least an article or two each week thereafter. You can write several blog posts within a day and use WordPress' "schedule" feature to schedule a date and time to publish the post in the future, so it looks like you're actively blogging on a frequent basis.

4. Linkbuilding Phase 2

Now that we've got a pulse for our site and are generating initial interest within our niche, it's time to take our site further by building in more inbound links. This time, we should shoot for at least 300-400 inbound links from sources such as blog comments, directory submissions, social media profiles, press releases, article directories, and so forth.

For directory submissions, there are many "directories" online which you can submit your website to. Some are local business directories, and some are general website directories. If you're a business with a physical storefront, two websites we recommend for getting directory submission links are GetListed (www.Getlisted.org) and UBL (www.UBL.org).

For general website directories where you can easily submit links very quickly, some examples site include: quantcast.com, aboutus.org, bizinformation.org, cubestat.com, wikidweb.com, websiteoutlook.com, sitevaluecalculator.com, yourwebsitevalue.com, alexa.com, seoheap.com/sitevalue, urlfanx.com, and compete.com. There are, of course, many others out there, so search around and see if you find others to add to your list.

The information these sites provide about your website is generally useless, but the links they add for you are real. Simply by executing a search on some of these sites for your web address is enough to create a link for you. Furthermore, some of these types of sites allow you to post a comment on your new listing immediately (gaining you yet another link) without registering for the site. If you do this be sure to use anchor text with your desired keyword phrase whenever possible.

Some article directory sites that are high-page rank that allow links to your site that we recommend are: ezinearticles.com, squidoo.com, hubpages.com, technorati.com, buzzle.com, and goarticles.com. There are of course, many more out there so you should do your own research on good article directories to post your content to.

For building social media links, a good strategy is to use FollowerWonk (www.Followerwonk.com) to find Twitter users within your niche. Then you ought to follow them, create a list, and add them to a list related to your niche (ex. "List of Dentists"). Next, identify 100 top blogs/sites in your target niche. Post 10-15 tweets per day, each one of them a link to a page on one

of those sites. Every now and then, post a Tweet to an article or page on your own website. The net result is that you attract the audience that you want and become a source for good information, all the while mixing in links to your own blog.

Again, all of the things that we covered in this linkbuilding phase can be outsourced very easily at minimal cost to people who specialize in building these types of links. If you go this route, the most important thing is to ask that they send you a report once they are finished of all of the links that they've created for you (which you should review).

5. Activity Phase 2

If you're ranking well by this point, your activity should be self-sustaining. Nevertheless, stay active on your blog and reply to any comments that are made. If you start to dip, simply send some paid traffic through Adwords or social media traffic and you're good to go. Continue doing all of the activity steps that you learned in Step 3.

6. Linking Phase 3

By this point you have a very strong foundation built upon your content, links, and activity. You can go all-out and get all of the inbound links you can get, even if you're using automated linking tools. One of our favorite methods in this phase is to "scrape" high-ranking pages using Scrapebox, and using a tool called xRumer to create links. What xRumer does is it creates a vast number of profiles on various forums which include your website in anchor text in the signature of your profile.

There's a steep learning curve in using both of these tools, and xRumer can be quite expensive if you don't use it regularly as there's a monthly charge involved. So again, if you're not committed to being a fulltime 100% SEO, then it's better to outsource these services. Even if you are an SEO, it's still worth considering outsourcing the linking to free up your time to focus on other matters, such as customer acquisition. Or you may want to hire a salesperson while you perform all of the labor. In the end, it all comes down to what your strengths are, and how much you feel your time is worth.

7. Web 2.0 Linking (Advanced)

If you've made it this far, congratulations! You've created all these links, you've got a factory of content, and you're website has become a hive of activity. Where can you go from here?

The next best step is to create a bunch of Web 2.0 properties that link to your website, such as a Squidoo lens. Then with automated tools, create links that point to the Web 2.0 sites, to improve their ranking. If one of these Web 2.0 sites becomes de-indexed by Google (due to your use of automated tools) it's not a big deal as your main money-making website will remain unphased.

Final Thoughts

Now that you've read all of the information in this guide, how do you feel? Do you feel overwhelmed? There's a lot of useful advice and specific action steps in this system that you will have to learn and master.

You absolutely should write your own content if you're truly an expert on your field. If you're not, our speed reading suggestion will more or less put you ahead of 95% of people are involved in your industry. Also, create a collaborative approach to creating content where multiple people inside and outside of your organization are contributing blog posts, articles, images, audio, video, and so forth. Track the popularity of each post and see which of your people create the best content.

Having laid out all of the information in this blueprint, though, my best advice is not to spread yourself too thin. Outsource your linkbuilding efforts, while managing the system provided here. Just because you can do everything yourself doesn't mean that you should. Think of yourself as a project manager.

The reason I'm saying this is that it's difficult to handle every little detail yourself. You should think of yourself as a *manager*, and focus on implementing the system. Laborers can come and go, but as long as the system is intact, your results will be more or less the same.

SEO can take a hell of a long time between testing, waiting, and attempting to figure out what the search engine algos are doing. Also there's a lot of crap on the net about SEO from people that claim they have a clue. I'd venture to guess that 90%+ of the stuff out there about SEO is complete and utter rubbish. Even on the mainstream SEO blogs.

Want proof? The SEO guys are only just now figuring out the power behind other elements besides only links for ranking. Factors like Facebook likes, Twitter shares, mentions, etc are all very important for SEO.

These factors have been playing an active role in rankings for well over a year, and closer to two, at the time of this writing (July 2011). The mainstream SEO community has only just now figured it out.

The most important thing is that you simply follow the proven principles outlined in this blueprint. Don't worry so much about the little details, like the colors of your fonts or menus on your blog. Stop stressing over whether all of your inbound links are do-follow or no-follow - just focus on getting a high quantity of quality links! Implement all of the steps here first, and then if something needs to be improved upon, you can isolate and identify the kink in the system and have it improved upon or repaired.

But the key to success in implementing any system is to keep one eye firmly focused on the "bigger picture."

Good luck, and do me a favor. Email me to let me know what you thought of the blueprint. Give me the good and the bad. I can be reached at danny@lavalinkonline.com.

I wish you the best.

Glossary
(definitions courtesy of Wikipedia)

<h1>, <h2>, and <h3> tags: Section headings at different levels. <h1> delimits the highest-level heading, <h2> the next level down (sub-section), <h3> for a level below that, and so on to <h6>. Most visual browsers show headings as large bold text by default, though this can be overridden with CSS. Heading elements are not intended merely for creating large or bold text — they describe the document's structure and organization. Some programs use them to generate outlines and tables of contents.

ALT-Tags: The alt attribute is used in HTML and XHTML documents to specify alternative text (alt text) that is to be rendered when the element to which it is applied cannot be rendered. In HTML 4.01, the attribute is required for the img and area tags. The alt attribute is not supposed to literally describe the contents of the image. It is supposed to be an alternative for the image, usually stating its purpose.

Internal Links: An internal link is a hyperlink that is a reference or navigation element in a document to another section of the same document or to another document that may be on or part of the same website or domain of the internet.

Links are considered either "external" or "internal" depending on perspective. Generally, a link to a page outside the same domain is considered external, whereas one in the same domain is considered internal.

Anchor Text: An anchor element is called an anchor because web designers can use it to anchor a URL to some text on a web page. When users view the web page in a browser, they can click the text to activate the link and visit the page whose URL is in the link. In HTML, an anchor can be either the origin or the target (destination) end of a hyperlink. To add anchor text, use the following HTML code:

link text

PageRank: PageRank is a link analysis algorithm, named after Larry Page and used by the Google Internet search engine, that assigns a numerical weighting to each element of a hyperlinked set of documents, such as the World Wide Web, with the purpose of "measuring" its relative importance within the set.

Google describes PageRank: "PageRank reflects our view of the importance of web pages by considering more than 500 million variables and 2 billion terms. Pages that we believe are important pages receive a higher PageRank and are more likely to appear at the top of the search results.

PageRank also considers the importance of each page that casts a vote, as votes from some pages are considered to have greater value, thus giving the linked page greater value. We have always taken a pragmatic approach to help improve search quality and create useful products, and our technology uses the collective intelligence of the web to determine a page's importance."

Niche: A niche market is the subset of the market on which a specific product is focusing; therefore the market niche defines the specific product features aimed at satisfying specific market needs, as well as the price range, production quality and the demographics that is intended to impact. Every single product that is on sale can be defined by its niche market.