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# Introduction

Hi there,

My name is Matt Carter from [www.rapidrewriter.com](http://www.rapidrewriter.com) and in this free report I want to share with you the exact strategy that I use on all my affiliate marketing sites that has allowed me to get top Google rankings, relatively easily and skyrocketed my Affiliate Marketing career.

There are many ways to make money online, however I have found that learning basic SEO principles and following a proven system that works, really is the best way to make easy money.

However even SEO can pose its challenges, and the struggles I faced were buying courses that supposedly taught SEO and promised me that I would have top Google rankings, yet I never actually did get the results they promised. This is because a major part of SEO is building backlinks to your web pages, and courses that I bought, neglected to help me get these!

What I soon learned was that finding 'Quality', and I must stress the word quality, backlinks was never taught by any of these SEO courses. Instead they talked about the importance of backlinks. However I needed a guide to show me the tricks to finding them for myself.

So I spent two years with much trial and error trying to figure out the best way to get powerful backlinks. Eventually I worked out a system that works wonders for me to this very day, and now I find it easy to get loads of links quickly, especially .edu and .gov links, which are incredible for search engine rankings, and in turn I find it easy to rank high in the search engines.

In fact all I do now in my business is keep building more and more affiliate sites using the system I outline below, and my income just keeps going up and up!! It really is a nice feeling to have total control over how much you earn.

In this free report I will be showing you two very effective ways to get plenty of great backlinks, however these are only 2 of my top secrets...as I wouldn't have enough room in one report to give you my complete back linking blueprint, but these will definitely help you a lot.

Perhaps one of the most important lessons I learned, that helped me be able to compete at a level where I could get top Google rankings, on keywords that made money, was that in order to do well online you have to use your time wisely.

When marketing online this really comes down to using software to speed up the manual tasks that you are required to do as part of your SEO plan, which I will discuss in more detail in this report.

It's not hard to make money online, when you have a formula that works, because when you do, all you have to do is rinse and repeat that formula. Just so you know I am going to share that formula with you in this free report!

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When I started to see results with my affiliate sites I was very excited to say the least, and once I had cracked the code to profitable affiliate sites through free traffic, I was making the same amount of money with 2 small (and I mean small, 6 page sites!!) as I was in my full time job. So I'm sure you can understand why I decided to quite my day job.

I encourage you to read through this report once, taking notes, to get a good overview of the plan and then go back and work out how you can apply this plan to your websites.

Hope you enjoy the report and learn to love affiliate marketing as much as I do!

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# Part #1

## Planning Your Attack

Before you dive head first into your SEO, the most important thing to do is spend time carefully planning your approach. I made some pretty bad mistakes early on in my affiliate marketing career, by being overzealous and wanting to get my first sites up so badly, that I neglected to work out a proper plan of attack.

The first thing that you need to do when planning your attack is to work out what keywords your websites pages are going to target.

Now I assume that most people reading this report know that, and I am not going to spend time on the basics here, however the kind of keywords you pick can make or break your success, so it's important to get this part right, and I go about this in a different manner than most people.

### My Keyword Formula

I have a very simple but highly effective method for choosing my keywords, which is to only target **BUYER keywords**.

A 'Buyer Keyword' (and I am referring to single words and phrases when I say that) is typed into Google by someone who has already done some research and has a fair idea of what they are looking for.

For example, if a person was shopping online for a solution for their arthritis, they may start their search in Google with a keyword phrase like: "**Cure Arthritis**". Once they find some websites that provide advice on the potential arthritis cures, the searcher may decide to do some more research on Google and now type in "**Best Arthritis Cure**".

Often what happens when someone does an initial search is that they will have found sites recommending products for arthritis relief, and now they want to know , out of all these products, which one is the best. After searching on "Best Arthritis Cure" they may now have narrowed down their choices to a few products.

Also the searcher may well have seen an add on T.V. or radio, or a friend told them about a product that cures Arthritis.

So now the searcher goes back to Google and types in keyword phrases like: '**Product XYZ Review**' OR '**Buy product XYZ**', or simply '**Product Name**'. At this stage our searcher is almost ready to pull out their credit card and buy the product. However they are just looking for one more website to reassure them that they are on the right track.

Whose website do you think they should be finding at this stage in their search? That's right...**YOURS!!!!**

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If the traffic to your web pages consists of this kind of traffic, then the conversions to sales goes through the roof. In fact the search volume per keyword can be much lower than other keywords and still bring in great sales.

So make sure you take the time to pick **buyer keywords**. One other good indication of a good keyword for SEO is to check that there are Adwords Ads targeting that phrase also. If it's worth paying for, then it's probably worth getting for free!

## Please Don't Sell Anything!!!

Ok so you might think that the last statement I made above was a kind of odd, but let me explain. If you target buyer keywords like the examples I mentioned, what you need to realize is that the searcher has most likely already been pre-sold on the product.

They have probably read the product sales letter even, and are now looking for some more information that is not on there, and the last thing they want is another sales pitch!! Your job is to explain the benefits of using the products, but coming across in a non-bias way.

## Finding Keywords

If you need more ideas for keywords, you should use the free [Google keyword tool](#). This keyword tool really is all you need when you are starting out, and to be honest I use it all the time still, as it gives great keyword stats.

When you are searching for buyer keywords, what you need to do is first start with the root keyword, which I usually do with product names. Let's look at an example by heading over to Clickbank.com and looking at product name in there, and typing them into the Google Keyword Tool.

I found an example of a product called "Stop Sweating and Start Living". What I then do is type the product name into the keyword tool and check if anyone is searching on this, below is a screen shot for you:



Results are tailored to English, United States [Edit](#)

**How would you like to generate keyword ideas?**

Descriptive words or phrases  
(e.g. green tea)

Website content  
(e.g. www.example.com/product?id=74893)

Enter one keyword or phrase per line:

Use synonyms

[Filter my results](#)

Choose columns to display: [?](#)

Keywords	Advertiser Competition <a href="#">?</a>	Local Search Volume: March <a href="#">?</a>	Global Monthly Search Volume <a href="#">?</a>	Match Type: <a href="#">?</a> Exact
<b>Keywords related to term(s) entered - sorted by relevance <a href="#">?</a></b>				
[stop sweating and start living]	<input type="checkbox"/>	1,300	3,600	<a href="#">Add Exact</a>
[stop sweating and start living book]	<input type="checkbox"/>	Not enough data	260	<a href="#">Add Exact</a>
[stop sweating and start living secret]	<input type="checkbox"/>	Not enough data	46	<a href="#">Add Exact</a>
[stop sweating and start living ebook]	<input type="checkbox"/>	Not enough data	91	<a href="#">Add Exact</a>
[stop sweating and start living reviews]	<input type="checkbox"/>	Not enough data	720	<a href="#">Add Exact</a>
[stop sweating and start living review]	<input type="checkbox"/>	Not enough data		<a href="#">Add Exact</a>
[stop sweating and start living scam]	<input type="checkbox"/>	Not enough data		<a href="#">Add Exact</a>
[mike ramsey stop sweating and start living]	<input type="checkbox"/>	Not enough data	36	<a href="#">Add Exact</a>
[stop sweating and start living by mike ramsey]	<input type="checkbox"/>	Not enough data	36	<a href="#">Add Exact</a>
[stop sweating and start living download]	<input type="checkbox"/>	Not enough data	110	<a href="#">Add Exact</a>
[stop sweating and start living free]	<input type="checkbox"/>	Not enough data	73	<a href="#">Add Exact</a>

As you can see in the image above, I have searched in the keyword tool for the product name: “Stop Sweating and Start Living” and I have circled two results. The first one is the product name itself, which yields 3600 searches every month, and the second one is the product name + review, which yields 720 searches a month.

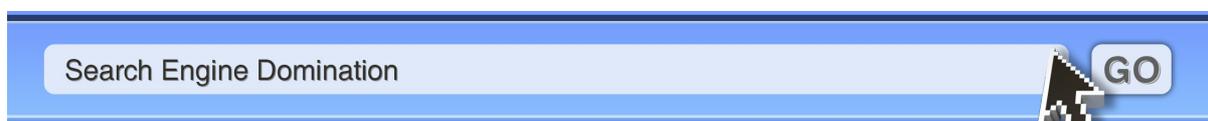
These keywords are buyer keywords at their best! Obviously the better choice would be to go after the one with the higher search volume, and try and get your website to the top of Google for it. However, you need to consider the competition for SEO first, and that is what I am about to teach you in the next section.

## Sizing up the Competition

Of course, it is a good idea to pick your fights wisely when you are doing SEO. By this I mean make sure that your level of link building, which is the back bone of SEO, is at a level where you can compete.

**IMPORTANT NOTE:** I am going to show you how to analyze the competition for keywords in this section, but really the most important factor is BACKLINKS. The more backlinks you get the higher your site ranks. Everything else is easy, so don't get too worried about the other factors, pay close attention to the backlinks.

If you don't know what link building is, or why it is so crucial, I will explain in a moment, but for now, the number of links pointing to your pages from other website, plays a **HUGE** role in where your webpage is positioned in the search results. You don't want to leave this to chance, you have to go out and create these links yourself (more on this later)



You would be silly to think you can rank in number 1 spot for the term **“Make Money Online”** unless you are very experienced. One way to assess competitiveness of a keyword phrase is to look at the top 10 websites in Google for that phrase.

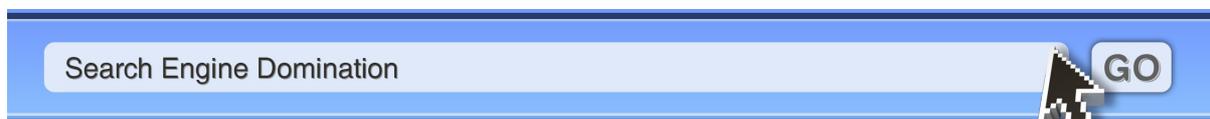
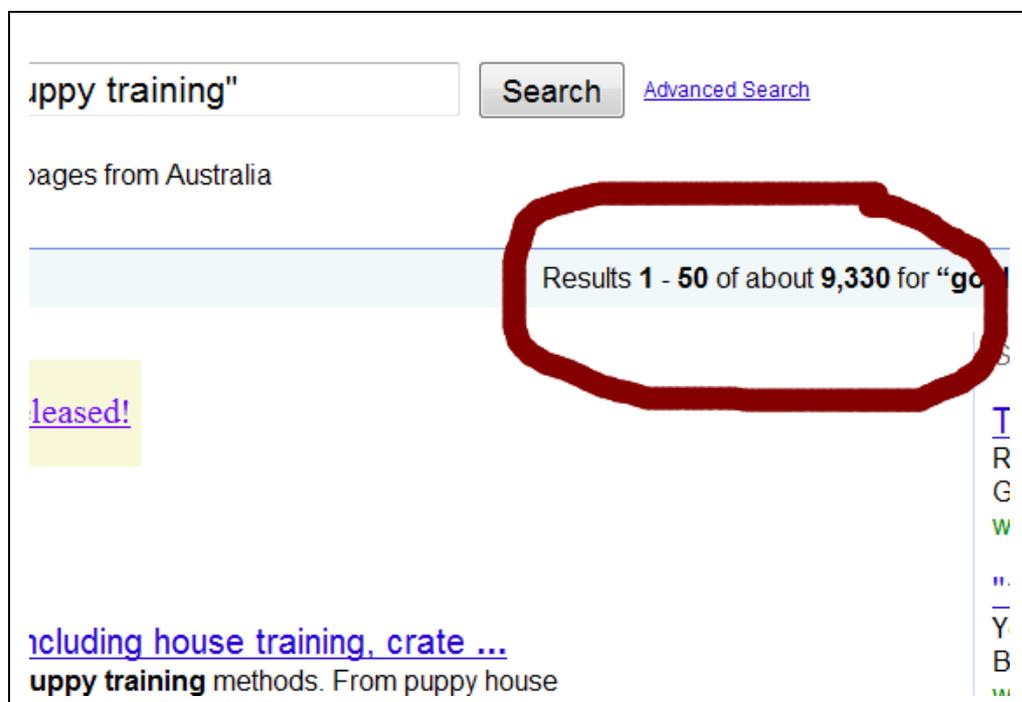
What you want to look for is how well they have done their SEO. There are two areas that you need to look at. The first is their **‘On Page’** SEO and then their **‘Off Page’** SEO, or back links.

The method I will show you further down below works very well, and is the most accurate, however if you prefer an even easier method to assess competition, which does work, but not quite as accurately, you can simply use the following technique.

Go to Google and type in the keyword phrase you are analysing, but make sure you put it in quotes. So if your keyword is “golden retriever puppy training” then you would type it into Google just like I did there, including the quotes.

Then you look to see how many competing pages show up. If the result is **less than 50,000** then that is a good sign, and a good indication of a keyword you could go for.

Here’s a screen shot for you, where the result is only 9,330 competing phrases.



## All in Title Check

Another quick and easy check you can do is use the “All in Title” search in Google, which will show you how many websites have the keyword phrase in their title. To do this you simply type this into Google, replacing “KEYWORDS” with your keywords.

### allintitle: “KEYWORDS”

Once again Google will give you the number of competing sites that have the exact keyword phrase in their title. If a page has the keyword phrase in their title, then this is a good indication that they are definitely targeting this exact phrase. A good indication is less than 5,000 results.

## A More Detailed Look

Below I have provided a more detailed analysis of the competition, however you don’t have to do this, as the previous techniques work fine.

## On Page Check

We will discuss ‘On Page’ SEO in the next section in more detail, however for now you need to know that ‘On Page’ SEO are things that you do to your own website to make sure it stands every chance of ranking for the keywords you are targeting.

Below is the other technique for analysing competition that is slightly more involved, but still easy once you get the hang of it, and also it is more accurate too.

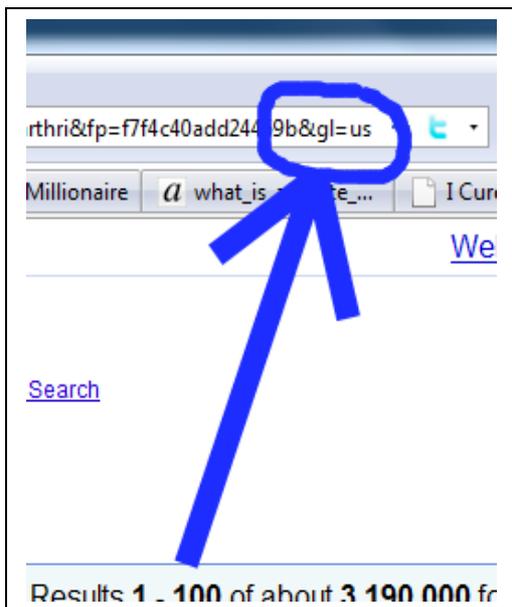
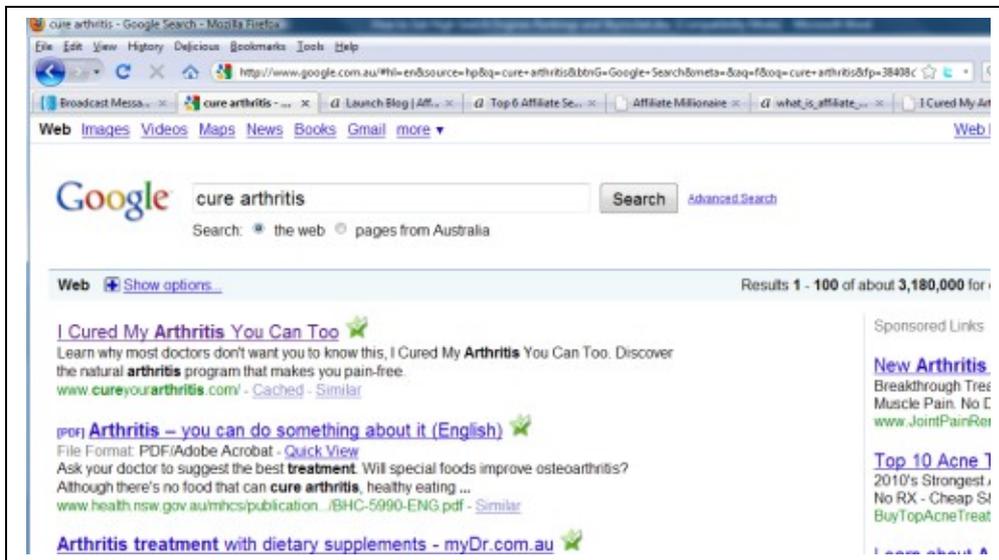
You want to look at the pages that are ranking for your potential keyword phrase, and check if they have the exact phrase in their “Title” “Description” and their “H1 Tags” (if you don’t know what these mean, don’t worry as I will explain it all soon)

To do this all you have to do is type in your keyword phrase and analyse the sites on the front page.

**NOTE:** *Google shows results that are relevant to the country you live in. So if you want to rank in Google USA, then you need to be looking at the top sites in Google USA. If you live in the states, you don’t need to do anything else, however if you live outside the states, you need to make a small add on to the end of the Google URL, by adding this on: **&gl=us***

In the example below you can see the search results for: “**cure arthritis**”. However I live in Australia, so the results are not the US results. So all I do is add “&gl=us” to the end of the url and refresh the page, as the image further down demonstrates.





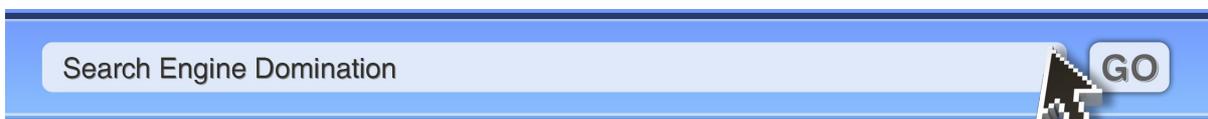
Ok now that we have the results we want, all you need to do is quickly analyse the top 5 web pages. Really if I don't think I can get in the top 3 I don't bother with that keyword, because Google front page is not really worth it unless you dominate the top 3 spots and preferable position 1.

Above I mentioned that we need to analyse these pages and in particular see if they have the exact keyword phrase in their: "Title" "Description" and their "H1 Tags".

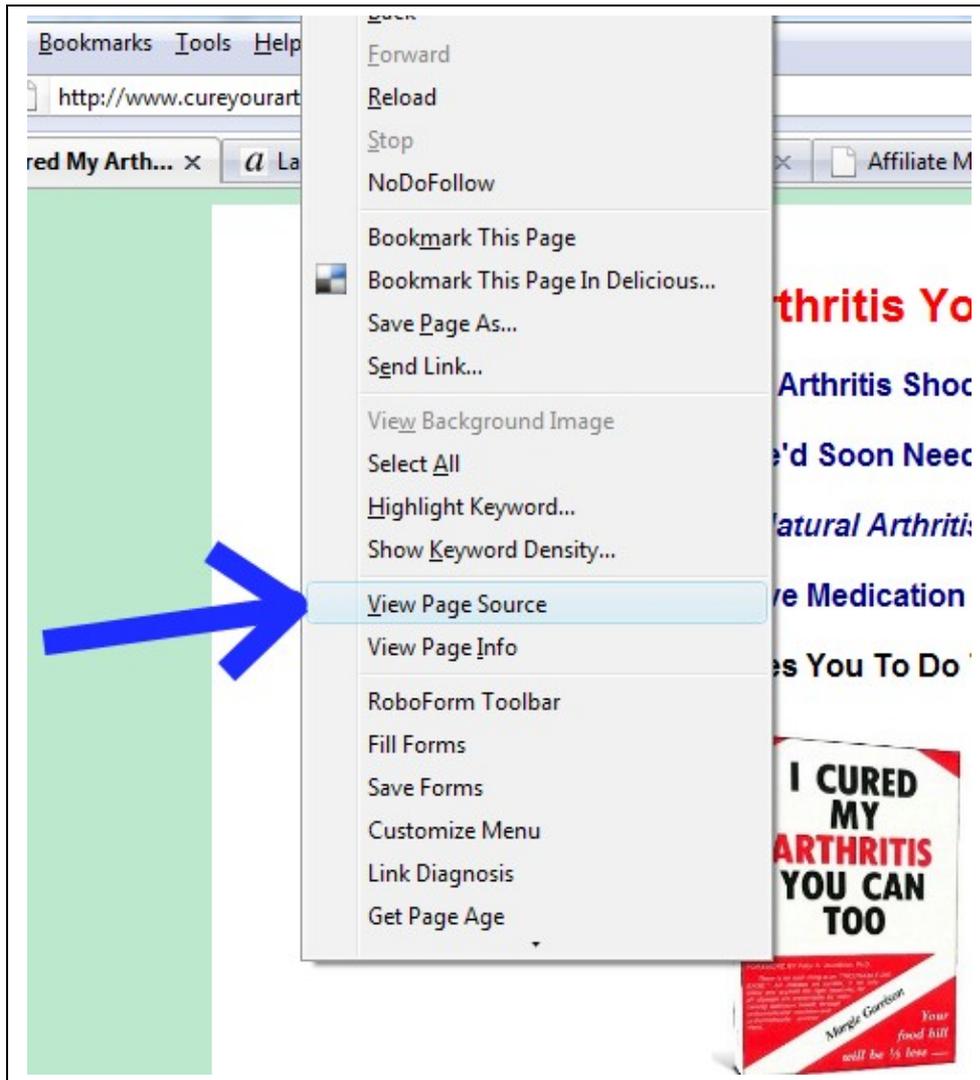
If they don't then there is a good chance that they are not purposely trying to rank for this phrase, but they are anyway, because they do target very similar phrases.

However by targeting the exact phrase on your page you will come across to Google as more relevant, especially when you build back links with that exact phrase as your anchor text.

It is super easy to check for "Title" "Description" and their "H1 Tags". All you do is open the pages in Google one by one, and then when on that page, right click anywhere, and select "**view page source**".



Then you will see the source code, and at the top you will see what you are looking for. The images below show an example:

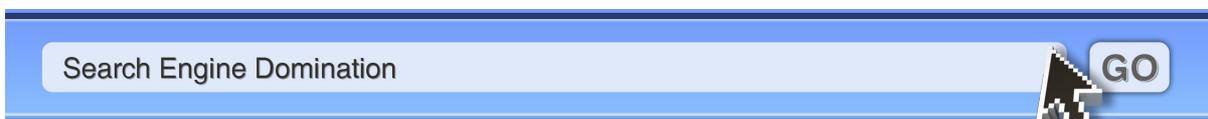


```

Title
Description

<head>
<title>I Cured My Arthritis You Can Too</title>
<meta name="description" content="Learn why most doctors don't want you
<meta name="keywords" content="arthritis, natural arthritis program, n
<base target="_blank">
<META NAME="author" CONTENT="Margie Garrison - The Arthritis Lady">
</head>

<body body bgcolor="#B8E7CB">
```



As you can see in the image above I have indicated with arrows the lines **<title>** which are the title tags of that page, which you are looking to see if they have the exact keyword phrase.

Also the second arrow highlights the line **<meta name="description content=...** which is the "description" for that page, and once again you are looking for the keyword phrase.

Additionally, although not indicated in the image, you can also look for the keyword phrase in the "meta keywords" section, and if the exact phrase is here too, then this page is definitely going after that keyword.

To check for the "H1" tags, which is the main heading tag for the page is also easy. All you need to do is when in the source view, do a "Control F" for find, and type into the search bar "H1". (you can also do a search for the above two tags also like this)

Here is an example of an H1 tag located in the page source:

```
<h1>Arthritis treatment with dietary supplements</h1>
<meta name="description content="It is important that you are aware of both the brand
```

## Page Rank

The last 'On Page' factor to check for is Page Rank.

To do this you can install the free firefox plugin called **SEO Quake** which we will be using later also.

To install SEO Quake you need to be using Mozilla, and you can access the plugin here:

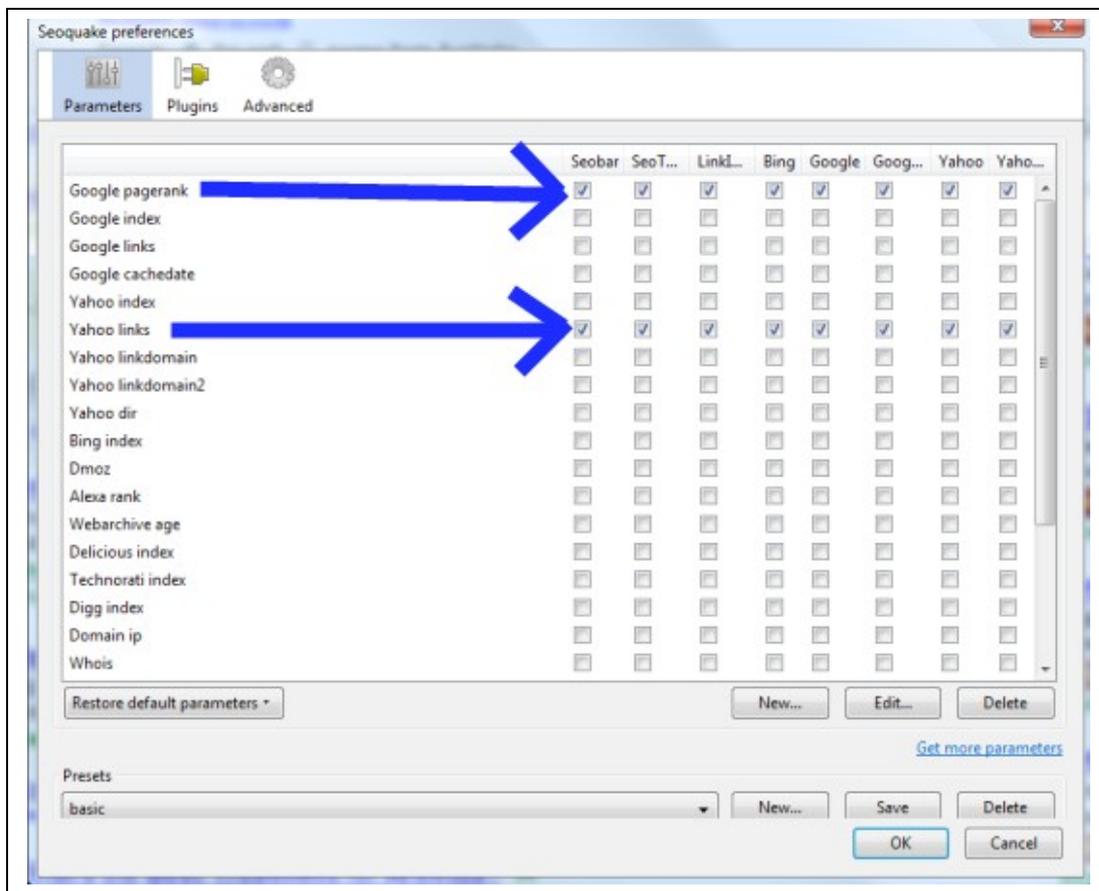
<https://addons.mozilla.org/en-US/firefox/addon/3036>

Once installed you will see a small 'SQ' icon in the bottom right of your screen. Clicking this icon will turn SEO Quake on and off.

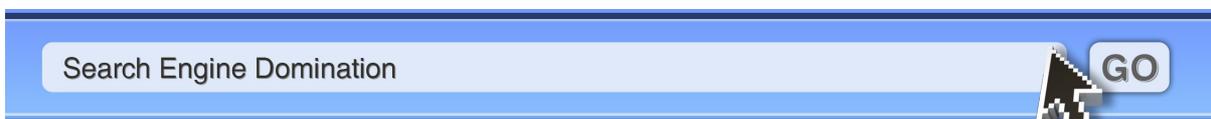


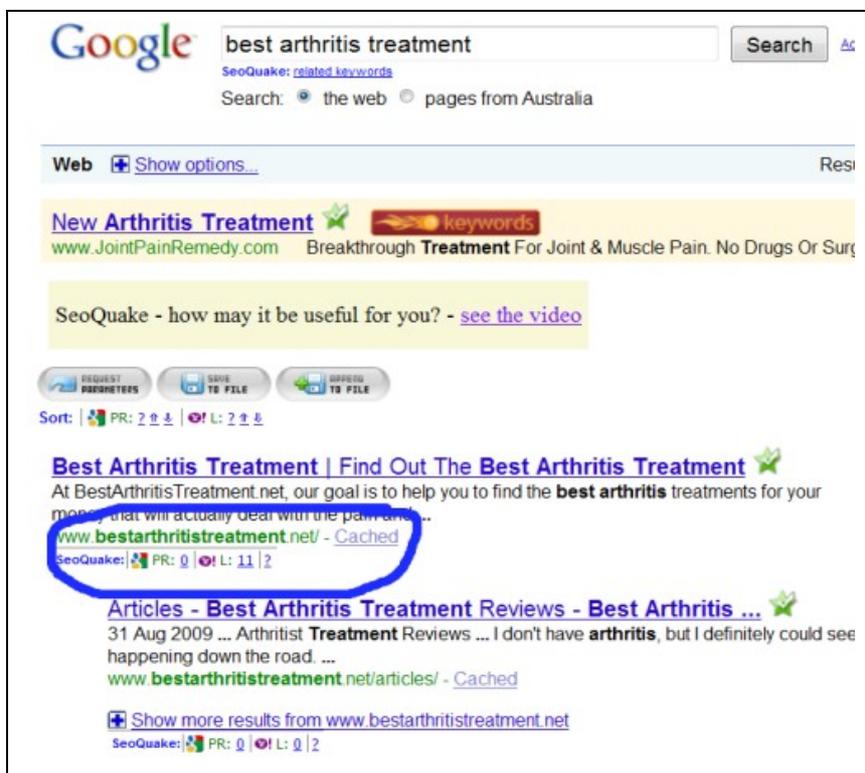
Once installed, right click on the icon and a pop up box will appear, and then you need to click 'Preferences' and then on the next screen just have Google Page Rank and Yahoo Links selected. I have included a screen shot for you below:





When SEO Quake is on it will be colored. Then all you need to do is go to Google and search for your keyword phrase. Below is a screen shot for you:





As you can see inside the blue circle there is “PR: 0” and “L:11” ‘PR’ stand for page rank, and ‘L’ stands for backlinks, which we will look at in a moment. For now though, as long as the Page Rank of the pages is 4 or below, then this is ok.

**NOTE:** Perhaps some of you reading this report may not be aware of what ‘Page Rank’ is, so let me explain now, otherwise keep reading.

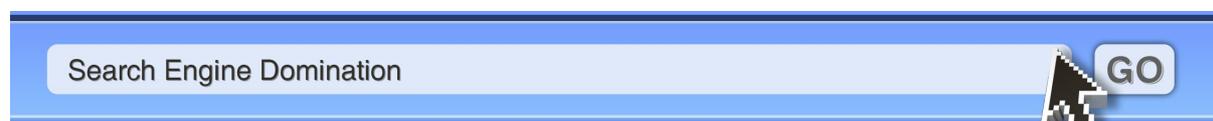
Page Rank is a factor of Google, where they assign a number between 1-10 to every page they index. It is an indication of the authority of the site and the higher the Page Rank the better.

Websites with a high page rank tend to find it easier to rank in the search engines, than websites with low or no page rank at all. However it is not the only factor for ranking in the search results, it is just one factor out of many. That is why I say to make sure that in the top 5 spots the pages are not all above Page Rank 3.

## Off Page Check

The other vitally important thing you need to do is check how many back links that page has coming into it, and this is referred to as ‘Off Page’ SEO, which are things that are not done directly on your website, that you do to help you site rank in the search engines, namely, building link from other sites pointing to your site, known as a ‘Back Link’

It really isn’t as simple as the total number of links, because some links are more powerful than others. I often see sites with much fewer links out rank other sites. However total links is a good enough indication, especially when combined with assessing their ‘On Page’ SEO too.



If you are not that experienced with backlink building, then I recommend you stick to a level of competition which requires you to get about 50 back links.

SEO quake also shows us the number of links that a web page has coming in, and it is right next to the page rank which is displayed in the image we just looked at above, by the “L:11”. In that example there was only 11 back links, which is not many to get, especially when you learn my back link tricks which I will show you soon!

## Part 1: Summary

Now you should have identified your buyer keywords and done your competition analysis, and have a good idea if you are going to try and target those keywords or find other ones.

To summarize, if you are using the phrase match and the allintitle searches in Google, remember to aim for competing pages of 50,000 and 5000 or less respectively.

Using the more detailed technique, if the top 5 sites have less than 50 back links, and **have not** done ALL their ‘On Page’ SEO then you this is a good indication of a keyword you could rank for.

If they have 50 links or less and **have** done all their ‘On Page’ SEO, then this is still ok, as long their page rank is not greater than 4.

If they have greater than 50 links, and **have not** done their ‘On Page’ SEO then this is ok still too, as long as the Page Rank is ok, and the links are not too high.

You will get a good idea of where to target once you have practiced on a few keywords, and you will then be able to tell really easily what to take on and what to avoid.

# Part 2

## On Page SEO

Now that you have got your buyer keywords and made a good assessment of the competition, it is time to roll out your own SEO plan.

The first thing you need to do, once you have written all your content for your web pages, is to do your “On Page” SEO, which as I mentioned earlier, is all the critical things that you must have right with your web pages, in order for them to rank high in the search engines.

In this section I will be breaking it down for you, in a very easy to follow manner.

Also if you are not very experienced at building websites, I encourage you to find a free Wordpress template and buy a domain and load that template on to that domain, and go from there.

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Writing content using Wordpress is very easy, and there are numerous YouTube videos that will show you how to do all of that.

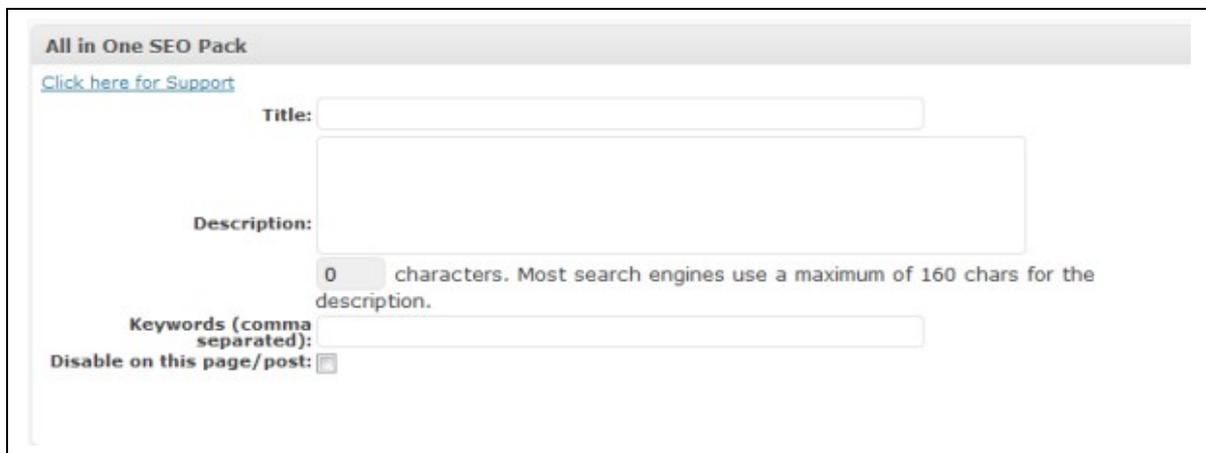
## Meta Tags

In the background of any webpage is the code, that is responsible for creating how the webpage looks and behaves. It is this code that the search engine bots read.

Meta Tags are placed in this code, and it is important to have you keyword phrases in these Meta Tags, for the phrases that you are trying to rank that page in the search engines for.

There are three key areas that you must have you keyword phrase, and they are the 'Title', 'Description' and 'Keyword' tags. Make sure that you do not over do it, but place your exact keyword phrase in these places.

If you are using Wordpress, then this is super easy and they have boxes where type in these fields. The image below show an screen shot of this. All you do fill in the fields, and make sure you keyword phrase is in each section.



The screenshot shows the 'All in One SEO Pack' settings interface. It features a header with the title 'All in One SEO Pack' and a link 'Click here for Support'. Below the header, there are three main input fields: 'Title:', 'Description:', and 'Keywords (comma separated):'. The 'Description:' field includes a character count '0' and a note: 'characters. Most search engines use a maximum of 160 chars for the description.' At the bottom, there is a checkbox labeled 'Disable on this page/post:'.

Below is a screen shot of the source code demonstrating this, if you were using a plain HTML editor and wanted to do the same thing manually:



```
<head>
<title>I Cured My Arthritis You Can Too</title>
<meta name="description" content="Learn why most doctors don't want yo
<meta name="keywords" content="arthritis, natural arthritis program, n
<base target="_blank">
<META NAME="author" CONTENT="Margie Garrison - The Arthritis Lady">
</head>

<body body bgcolor="#B8E7CB">
```



## Heading Tags

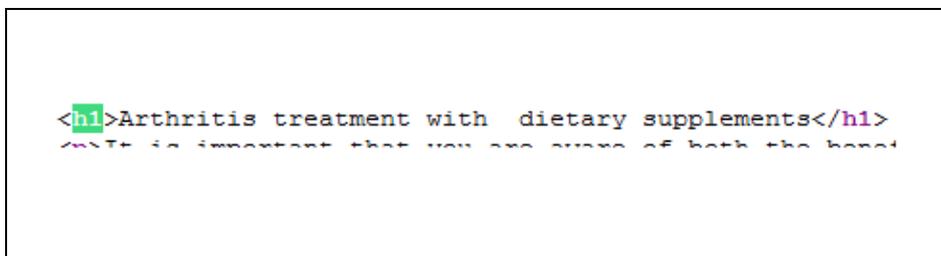
Another place to make sure that you have your keyword phrase is in your headings. The main ones to focus on are your H1 and H2 tags.

All you need to do here is make sure your keyword phrase is inside these headings.

Once again Wordpress and HTML editors make this a breeze, because all you have to do is highlight the words that you want to make into a heading and select 'heading 1'.

Below is a screen shot of the code for you, where the phrase "Arthritis treatment with dietary supplements" would become the heading.

```
<h1>Arthritis treatment with dietary supplements</h1>
<p>It is important that you are aware of both the bene
```

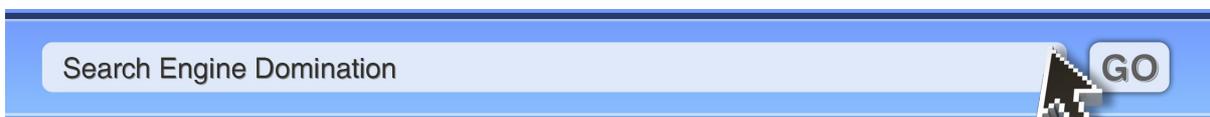


## Keyword Density

When you are writing content for your web pages, it is important to make sure that you use your keyword phrase in the body of the content approximately 3-5% of the time and no more.

The best rule though is to make sure that you write content for the human visitor and not for the search engine though.

## Bolding Your Keywords



Another thing that I have noticed can have a marginal increase in SEO effect is by implementing the use of **BOLD** type for your keyword phrase.

What I will do is bold the keywords phrase early on, in the first paragraph, and also about 3 more times throughout, for a 400 word article.

My assumption is that Google realizes that any words that are in bold in the copy must be pretty important, especially if they are bolded 3 times. Don't overdo this though, otherwise it will not look natural and it may back fire.

## Keyword Phrase in the First 50 Words

The next thing you will want to do is make sure that your keyword phrase is in the first 50 words of text on the page. This not very hard to do, but make sure that you don't forget to do it!!

## Links Leaving the Page

The next step you want to do is make sure that you have a link on the page that is leaving the page and has anchor text that is your keyword phrase.

For example, I could have a link leaving that page going to another page on the same website, but the clickable text for that link is the buyer keyword phrase I am trying to rank the page the actual link is sitting on, not linking to (more on this in the back links section)

## Internal Links from Other Pages

You also need to have links from other pages of the same website link to the page you are trying to rank, using the keyword phrase as the anchor text for the link.

In this case, let's say you are trying to rank this page: [www.YOUR-WEBSITE.com/xyz-review.html](http://www.YOUR-WEBSITE.com/xyz-review.html), for the phrase "XYZ Review", and there are 10 other pages on that site too.

Then all other internal pages would be linking to the page you are aiming to rank using the buyer keyword phrase "XYZ Review".

## LSI keywords

Google bots are clever and when they read your web pages they not only look for the keyword phrase that you are trying to rank for, but they also analyse the rest of the text on the page in search of other related keywords to your keyword phrase.

This is known as Latent Semantic Indexing (LSI). Google knows what keywords commonly

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show up on other sites that target your keyword phrase, so they would think it odd if your page did not have them there also.

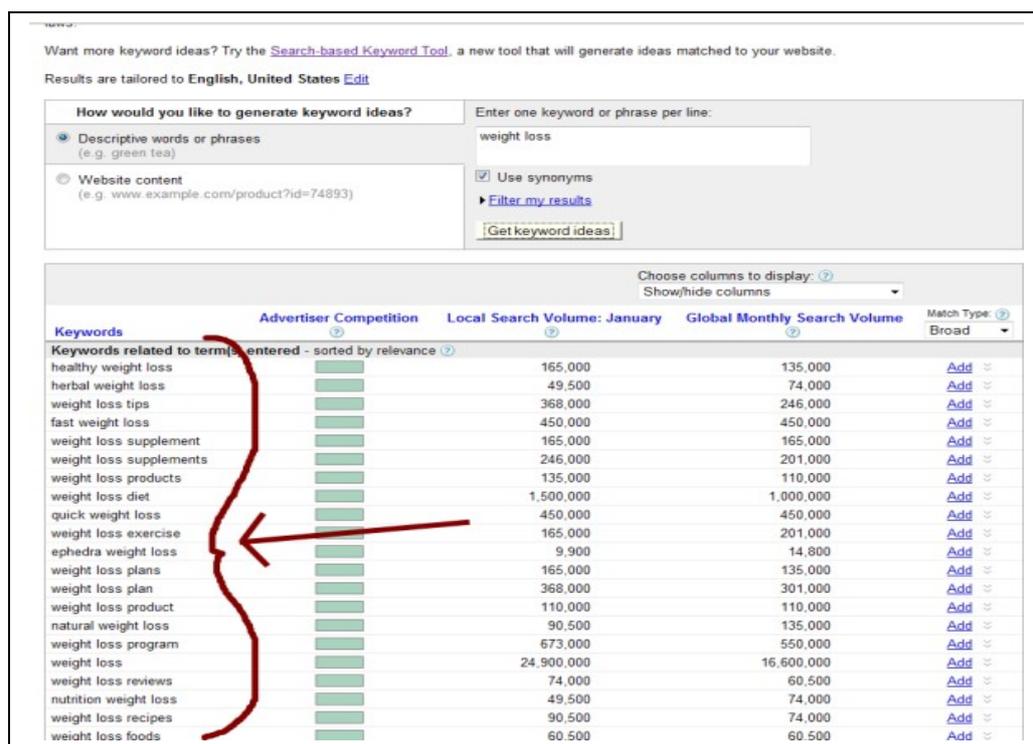
You may be wondering, how do I know what these LSI phrases are?

Well one way to do this is to use the Google Keyword Tool

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

When you are in the tool, all you need to do is type in your keyword phrase and then look at the 'additional keywords' that Google provides.

Here's an example with the keyword phrase 'weight loss'



Want more keyword ideas? Try the [Search-based Keyword Tool](#), a new tool that will generate ideas matched to your website.

Results are tailored to **English, United States** [Edit](#)

How would you like to generate keyword ideas?

Descriptive words or phrases  
(e.g. green tea)

Website content  
(e.g. www.example.com/product?id=74893)

Enter one keyword or phrase per line:  
weight loss

Use synonyms

[Filter my results](#)

[Get keyword ideas](#)

Choose columns to display: [Show/hide columns](#)

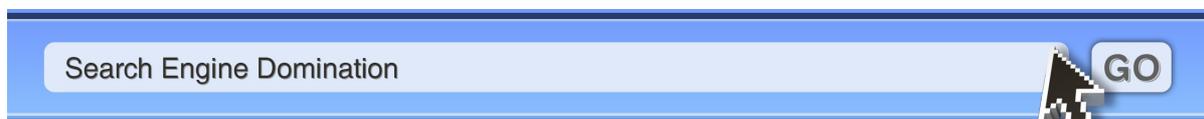
Keywords	Advertiser Competition	Local Search Volume: January	Global Monthly Search Volume	Match Type
<b>Keywords related to term entered - sorted by relevance</b>				
healthy weight loss		165,000	135,000	<a href="#">Add</a>
herbal weight loss		49,500	74,000	<a href="#">Add</a>
weight loss tips		368,000	246,000	<a href="#">Add</a>
fast weight loss		450,000	450,000	<a href="#">Add</a>
weight loss supplement		165,000	165,000	<a href="#">Add</a>
weight loss supplements		246,000	201,000	<a href="#">Add</a>
weight loss products		135,000	110,000	<a href="#">Add</a>
weight loss diet		1,500,000	1,000,000	<a href="#">Add</a>
quick weight loss		450,000	450,000	<a href="#">Add</a>
weight loss exercise		165,000	201,000	<a href="#">Add</a>
ephedra weight loss		9,900	14,800	<a href="#">Add</a>
weight loss plans		165,000	135,000	<a href="#">Add</a>
weight loss plan		368,000	301,000	<a href="#">Add</a>
weight loss product		110,000	110,000	<a href="#">Add</a>
natural weight loss		90,500	135,000	<a href="#">Add</a>
weight loss program		673,000	550,000	<a href="#">Add</a>
weight loss		24,900,000	16,600,000	<a href="#">Add</a>
weight loss reviews		74,000	60,500	<a href="#">Add</a>
nutrition weight loss		49,500	74,000	<a href="#">Add</a>
weight loss recipes		90,500	74,000	<a href="#">Add</a>
weight loss foods		60,500	60,500	<a href="#">Add</a>

Under the results you can see "keywords related to term", and there is your LSI keywords.

I then go over my copy of the page and use as many of these keywords as I can in the context of the article, but always making sure that the content reads well for a human.

**NOTE:** These next two changes which are 'Alt' and 'Title' tags will not have a huge impact on your rankings by themselves, but if you want to make sure you get position 1 in Google than all these steps help.

However I have got number Google rankings without using these tags. So if you find these next steps too confusing, them don't worry about them.



## Alt Tags for Images

If you have an image on the page then you need to make sure that the **'Alt Text'** for those images has the keyword phrase in it.

This is pretty easy to do, and once again most web building platforms like wordpress make it as easy as clicking the image and typing your keyword phrase into the "Alternative Text" field for the image.

## Image Title Tags for Buttons and Images

You also should have title tags for any images and buttons on the page. You can do this very easily.

All you do is at the same where you added the 'Alt Text' for the image, you simple type in the title text.

You do it like this:

**Alt="product xyz review" title="product xyz review"**

You will be able to test if you have done this correctly by hovering your mouse over the image, and then a popup will show up of the keyword phrase.

## Quality Outbound Links

Another important thing to do, is make sure that you link to authority pages. Some good examples of these are: Wikipedia, CNN, Clickbank, Youtube etc...as this helps Google think you are helping your visitors by providing links to quality content.

## All In One SEO Pack

If you're using Wordpress to build your sites, then I highly recommend that you install a very useful plugin, which is free, called 'All In One SEO Pack' .

You can find the page to download the plug in here: <http://wordpress.org/extend/plugins/all-in-one-seo-pack/>

This is a great plugin as it makes these things I have discussed very easy.

# Part 3

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# Link Building

Ok now we are up to the most important part of making sure our pages rank high in Google. Everything up until this point was in preparation to set the stage for our link building campaign.

In this section I will be showing you two VERY powerful back linking methods. I will not be able to show you the entire process that I use, however I do have a 12 part video course which shows my complete back linking plan step-by-step, which I am releasing to the public for the first time on April the 27<sup>th</sup> 2010.

Before I show you these two link building tricks, I first want to explain to you the best way to go about link building to ensure you get results!

## Anchor Text

Most of you will know what anchor text is, however for those who don't, it is the text that becomes you link. So if I was creating a link on an article site, by writing and submitting an article, in the signature box I might have a link like this: To learn more please visit: [Product XYZ review](#).

The phrase "product xyz review" is the phrase I am trying to rank the page I am linking to from that article site.

It is best to keep the same anchor text for all your links also. Unless you are building a 1000+ links. If you are then you might want to vary up the anchor text so it is not the exact phrase 100% of the time, to ensure we don't raise any red flags with Google.

## IP Diversity

One of the best things to do in your link building is to have variety in your links. If all your links are coming from sites on the same IP address, this will weaken the effect of them.

You don't have to worry about trying to work out if you have enough diversity in your IP addresses, as it will happen naturally if you build enough links from various sites. Just don't make the mistake of building 100's of links from a few sites and wondering why your search rankings are not going up!

You are better to get 100's of links from 100's of different sites.

## Authority Sites

Education and government domains are fantastic places for you to get back links from. These domains are .gov and .edu. I will be showing you later on, a very easy way to get as many of these links as you like!



## High Page Rank Links

It is very important to get high page ranks back links to your web pages. A page rank 5 back link could have about 50 times more power than a page rank 0 link. That is a rough guess by the way, but my point is, the higher the page rank link, the more powerful!

Once again, I will be showing you a technique in just a moment to help you get high page rank links also!

## No Follow

I am sure a lot of you will be aware of the concept of the “No follow” tag. For those of you who are not, it is where webmasters can add a piece of code to their site that tells the search engine bots not to count the links on their site.

Obviously this is not good for your SEO, because the search bots will ignore these links. There are numerous addons you can use to check if a link is “no follow” or not, and here is a link to one of them for firefox: <https://addons.mozilla.org/en-US/firefox/addon/60338/>

Although you want most of your links to be links that the Google bots do follow, if you have the odd no follow link it will actually make your over all back links look more natural.

## Contextual Links

The best links that you can get are contextual links. These are links that are embedded in a body of text, such as an article or blog post.

The downside of getting contextual links is coming up with all the unique content, because of Google’s duplicate content rule. I for one hate writing loads and loads of new articles, and I will show my trick for getting around this little hurdle now.

When I build contextual links I will use article sites, web 2.0 sites, and press release sites. All you have to do is write some relevant content and submit them to these sites and make sure your links are in the content.

Here is a list of some web 2.0 sites that you can sign up to and submit content to, so that you can get these great contextual links.

## Web 2.0 Links

[www.squidoo.com](http://www.squidoo.com)

[www.zimbio.com](http://www.zimbio.com)



[www.hubpages.com](http://www.hubpages.com)  
[www.wetpaint.com](http://www.wetpaint.com)  
[www.quizilla.com](http://www.quizilla.com)  
[www.tripod.lycos.com](http://www.tripod.lycos.com)  
<http://knol.google.com/k>  
[www.webs.com](http://www.webs.com)  
[www.vox.com](http://www.vox.com)  
[www.livejournal.com](http://www.livejournal.com)  
[www.xanga.com](http://www.xanga.com)  
[www.ning.com](http://www.ning.com)  
[www.gather.com](http://www.gather.com)  
[www.zoho.com](http://www.zoho.com)  
[www.jimdo.com](http://www.jimdo.com)  
[www.friendster.com](http://www.friendster.com)  
[www.plurk.com/](http://www.plurk.com/)  
<http://multiply.com/>  
[www.hi5.com/](http://www.hi5.com/)  
[www.bebo.com/](http://www.bebo.com/)

There plenty more sites than this that I use, however this is a pretty good list. I also do a similar method for article and press release sites which I will not be covering in this report though.

Now the problem that you may have worked out already is that if you are to submit UNIQUE content to all of these sites, you are going to have to write A LOT of content, and this is not fun at all.

You could hire someone to do this for you, but that is going to cost you, especially considering you are going to have to submit to all of these and more for each pages you are targeting!!

## Rapid Rewriter

The way I get around this is using my very own powerful software tool called 'Rapid Rewriter'. I designed this tool to solve problem of having to write so much content to get great contextual links. Rapid Rewriter is not available to the public yet, but will be on the 27<sup>th</sup> April 2010.

What Rapid Rewriter does, is it allows you to take one unique article that you have written, and turn it into 100's of totally unique copies by using a very clever spinning system built into it.

Using Rapid Rewriter, all you simply do is import your article, and then using the functions of this powerful tool, you replace words with synonyms and rewrite sentences that it shows you to, add random sentences and words that the tool also prompts you to do, and Rapid Rewriter will do the rest!

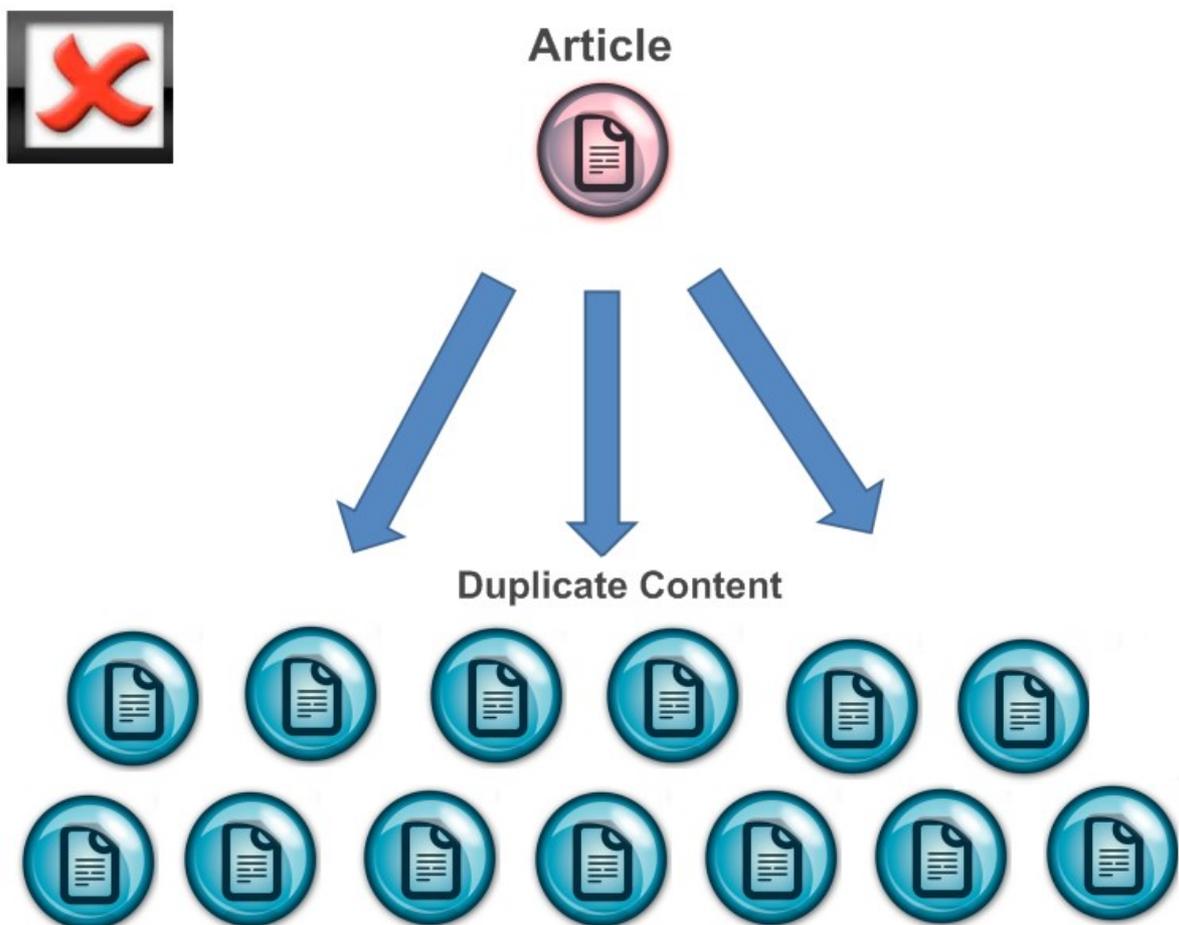
It really is that easy, because the tool is smart enough to recombine and spin your article and produce 100's of copies of the one article and save them onto your computer for you.

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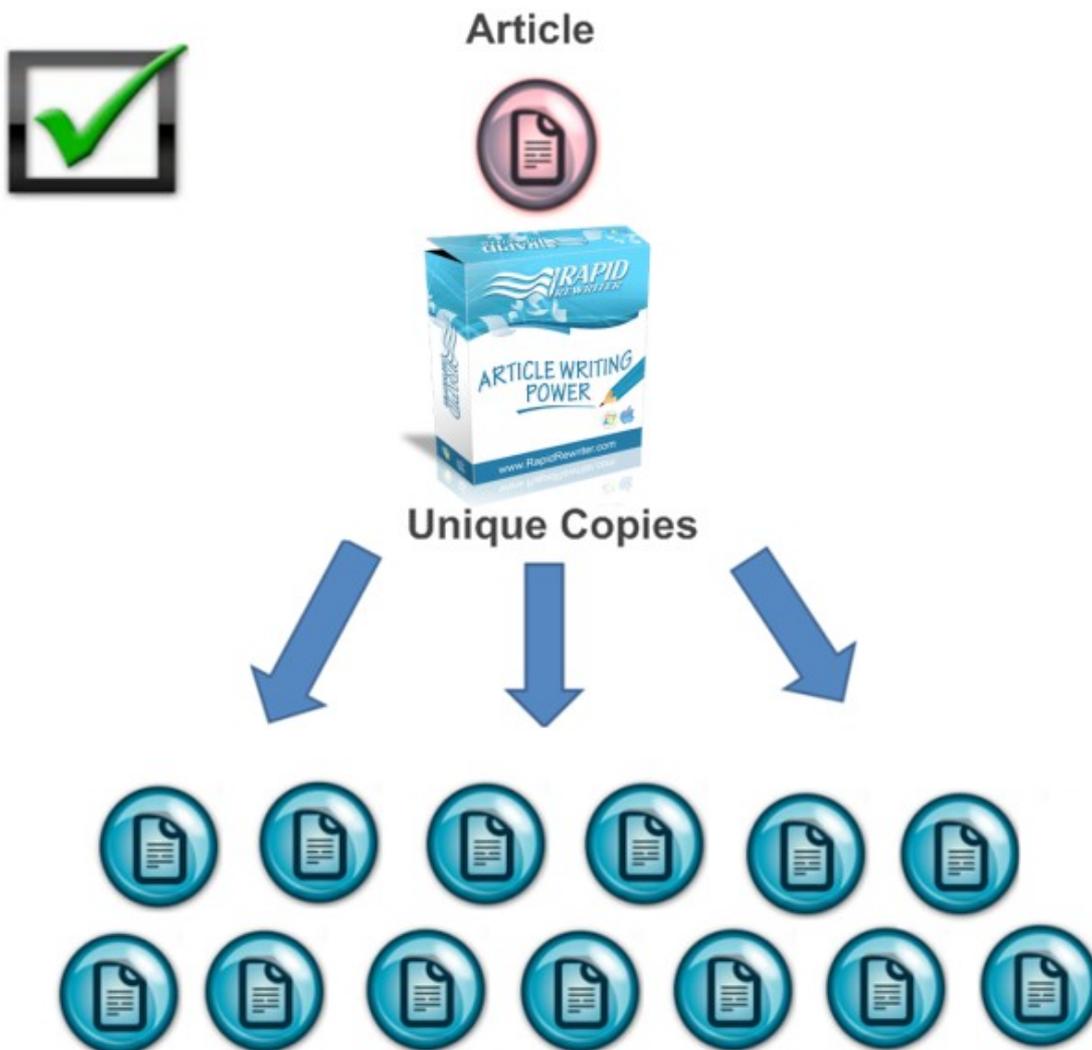
Google sees all these copies of the original as unique articles. This gets around the duplicate content issue, and saves you having to write 100's of article or pay someone to do it for you!

Below are some images to illustrate what I mean, the first image shows one article getting submitted to multiple places, which will not work, because Google sees them as duplicates.



In the next image further below you can see how, by spinning one article, you can now send it to multiple sites, up to 100's, and avoid the duplicate content problem:





By using Rapid Rewriter like this, I have been able to fast track my success. Whenever I want to get 100's of links to my web pages, all I do is write one article on the topic, and then quickly spin the article using Rapid Rewriter and the software does the rest for me!

This technique makes getting contextual links fast and easy. All the unique versions that you now have, can be used at any article site, web 2.0 site, Press Release site, blog post etc...

This is how you can leverage your time and outsmart your competition. I can't tell you how much this technique has helped me get amazing results in the search engines!!

You can of course write all the content yourself if you want to, but you are going to lose A LOT of time doing so. This wasted time, is time that could be spent building a new site and moving your business forward much quicker and earning money...after all, as the saying goes, time is money!

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## Education & Government Links

Perhaps the best links that you can get are .edu and .gov back links. However these can be difficult to find, or should I say ones that allow you to leave a link in your comments without deleting them.

However I will now show you a sneaky little trick that I use, that allows me copy other people's hard work and not have to worry!

The first thing you need to do is find any website from another internet marketer. The reason is that if they were successful at building .edu or .gov links then there is a very good chance you will be also at the same sites.

What we are doing is this technique is a reverse lookup on these sites, and finding all their successful .edu and .gov backlinks.

In order to do this, you will be searching in Yahoo and entering this search string:

**[linkdomain:URL-HERE.com -site:URL-HERE.com inurl:.edu](#)**

Where I have put: "URL-HERE.com" is where you need to place the URL of the site you want to do a reverse lookup on.

Let's look at an example by doing a reverse look up on this domain:

<http://www.101waystomakemoney.com>

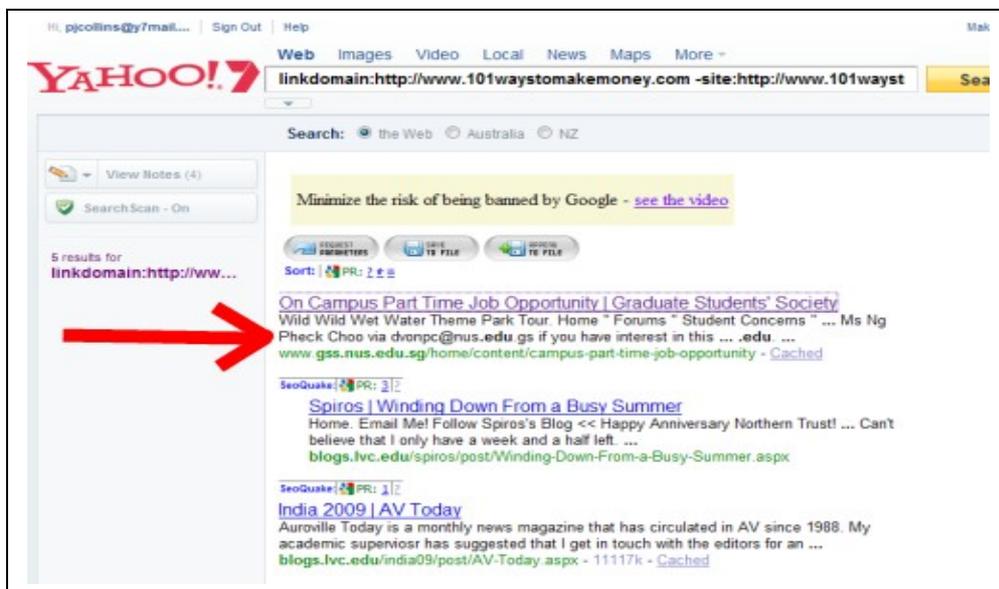
What I first do is go to Yahoo and type in the search string I showed above, but obviously you would have to replace the "URL-HERE.com" part with <http://www.101waystomakemoney.com>

However before you push search, you need to make sure that SEO quake is turned on. To do this just click the icon in the bottom right of your screen, once you have it installed.



Once SEO Quake is on, then you can push search. Below is a screen shot of the results I got from the domain <http://www.101waystomakemoney.com>



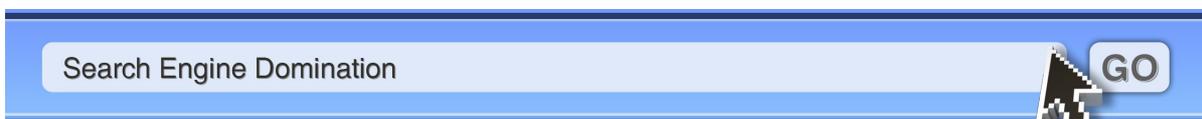


Once the results show up, you now need to click the down arrow next to 'PR' so that SEO Quake sorts the results from highest page rank to lowest.



The top result that is showing is Page Rank 3 .edu, which I can now go and build a link on for my own sites immediately! (keep in mind that there may well be a lot more links on that page by the time you are reading this, because I am sure other people reading this report have grabbed links here by now)

Altogether there are 5 .edu links for this website, which I can go and create also. That took me all of 2 mins to find. Now all you have to do is repeat the process with another domain.



# Getting Your Links Indexed

It is very important to understand that just because you build a link to your site, it doesn't necessarily mean that Google will find it. If Google can't find it then they can't count it, and the link is useless for you.

There are many ways to help Google find your links. However one method I use is to bookmark my links at busy social bookmarking sites, or social network sites such as [www.digg.com](http://www.digg.com) as the Google bots hang out at Google all the time.

If you create multiple links using a tool link Rapid Rewriter and posting to web 2.0 sites, then by bookmarking these sites on bookmarking sites like and Jumptags.com and also using Digg.com, can help them get found by Google fast.

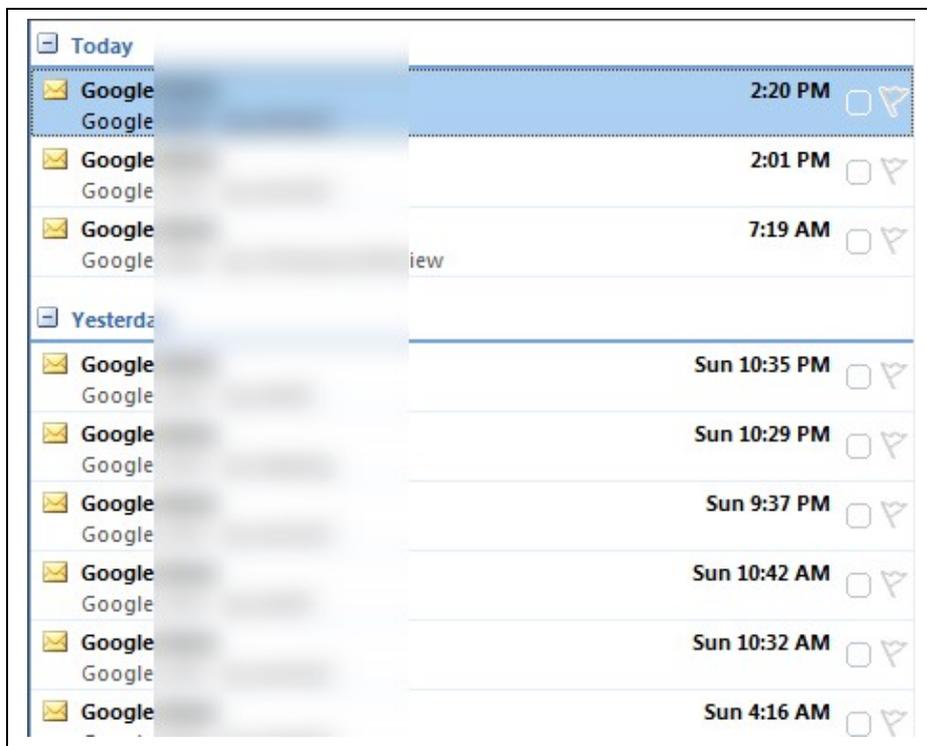
## More Powerful Links

In this report I revealed two very effective backlinking methods that I use, which have helped me experience success with SEO. However I do actually use quite a few more methods also, but I don't have room in this report to go into them all.

One method I use is so effective that I have managed to engineer a way to find **VERY** high quality links, such as Page Rank 5 links regularly. However here's the best part, I have uncovered a way for Google to email me every time they index a new back link that I can go off and create too!!

Sounds too good to be true I hear you say...well it's not. Here's a screen shot of mail that Google has sent me over the last few days, I have blurred out the details for privacy reasons





This awesome system that I have cracked, allows me to sit back and let other marketers do the work, and then let Google email me when the links are ready for me to go and grab.

The best thing about this method is that you get emailed links that obviously get indexed by Google, otherwise Google wouldn't have found them in the first place!!! So you don't have to worry about your links getting indexed.

## Summary

Now that you know how to assess the competition of keywords for SEO and plan out your On and Off page SEO attack, all you need to do is rinse and repeat the process.

When you are building links, just remember to be patient and keep building links until you get your web pages to the position you want them. SEO can take time, but if you do your research well and have good link building plan, there is no reason you can get to the top of Google in a matter of weeks.

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# Where to Next...

Firstly, if you enjoyed this report then please pass this on to other people who you think may benefit from it. Perhaps you have a twitter list or friends who you think will gain value from this. I encourage you to pass it around by sending people to:

<http://www.rapidrewriter.com/premium-report.php>

**My Rapid Rewriter tool and 12 part complete back linking video course 'Backlink Blueprint' are going to be made available to the public on 27<sup>th</sup> April 2010, as a special launch celebration combo deal (limited time only)**

Over the next few days I'll be releasing a couple more content-packed videos, that show me using Rapid Rewriter and showcasing its power!, plus I will be revealing a very powerful free link building technique too!

This is all part of our prelaunch for Rapid Rewriter!

**Launch day is Tuesday April 27th at 3pm EST.**

It'll be at <http://www.rapidrewriter.com>

If you follow the system in this free report and apply the principles to your web pages then there is nothing stopping you from getting top Google rankings.

I can't stress enough how important it is to choose buyer keywords, that are not too competitive for your link building ability, and then applying the SEO techniques discussed in this report.

Contextual back links, using Rapid Rewriter, honestly is the secret sauce of my operation, as it allows me to create links so much faster. Plus Google loves contextual links.

Unfortunately I was not able to share with you my other top secret link building secrets in this report, however you can find out more about my Rapid Rewriter software and my complete link building training course on launch day, which you will find at this domain:

<http://www.rapidrewriter.com>

Thanks and all the best!

**Matt Carter**  
**[rapidrewriter.com](http://www.rapidrewriter.com)**

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