



Overpriced SEO Company Secrets

By Ryan Parenti

LEGAL NOTICE:

The Publisher has strived to be as accurate and complete as possible in the creation of this report, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet. While all attempts have been made to verify information provided in this publication, the Publisher assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein. Any perceived slights of specific persons, peoples, or organizations are unintentional. In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly. This book is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance field.

You are encouraged to print this book for easy reading.

Important Resell Rights Information

NOTE: You May Sell Or Give Away This Report in Any Way But Not Alter It

Please read these terms carefully:

[YES] You May Sell and Convey Master Resell Rights To This Product.

[YES] You May Sell and Convey Basic Resell Rights To Your Customers.

[YES] You May Resell This eBook For Personal Use.

[YES] You May Add This Product Into A Paid Membership.

[YES] You May Add This Product Into A Paid Package.

[YES] You May Sell This Product On eBay Or Any Other Auction Site.

[YES] You May Add This Product Into A Free Membership.

[YES] You May Giveaway This Product.

[NO] You May Not Alter Or Offer Private Label Rights To This Product.

You MAY NOT market the product in any immoral or unethical manner, including UCE - unsolicited commercial email, also known as SPAM.

Any violation of this agreement will be subject to a revoking of your resell rights license.

Instantly optimize search engine ranking to optimize search engine results. Search engine optimization, SEO, is easy if you know how to optimize search results.



Here is how you rank your web pages high in the top search engine popular results for maximum exposure. First, make sure you are doing the basics.

Here are the three fundamentals most people miss.

1. Keywords: On your website you need to be doing extensive keyword research and competing on keywords with low competition and high demand.

2. Syndication: You want to have automatic syndication systems for your website. For example, you want to submit your rss feeds and use services like Only Wire to distribute your content automatically.

3. Proper On Page Optimization: For the keywords you are competing on you want to have certain on page SEO such as having the keyword in the first title, within the first 90 characters of the page, in a text link on the page, 1%-2% keyword density as well as include the keyword in your title and meta tags.

If you effectively implement the above three factors you will be ahead of 95% of websites.

Keywords Are The Bread And Butter How To Optimize Search Engine Ranking

If you choose the wrong keyword you will never get good search engine rankings. This is where most people fail. They try to compete on keywords that are too competitive when their efforts would be much more wisely used competition on a host of less competitive, and in many cases more targets keyword phrases that have the potential to get traffic in just as much if not more of a volume.

Go after long tail keywords that have high traffic and low competition. When I say high traffic I merely mean that it gets some decent searches. In my testing top 10 rankings are not necessary for traffic. Although it does help many times it takes time to achieve these types of results. Then again if you do it in the way I am telling you many times you will get instant results.

If you go after the wrong keyword you are in big big trouble. You can do exactly the same thing and get zero results. So it is worth your time buying a keyword software or learning how to do the manual research before you start creating content. It may take some time and experience to get good at it but it is everything when it comes to free traffic from search engines and it "IS" how to optimize search engine ranking.

Once you get the a good keyword the next step is to...

Implement Automatic Syndication And Backlink Building

Want more traffic, leads, and sales? Then you need to build backlinks!

Building backlinks for most websites can be done in a completely automatic way. Firstly you should submit your site's RSS feed to the many of the leading directories. I use [RSS Submitting Software](#) to do this because I submit a lot of RSS feeds.

90% of search engine optimization is off page. That means that the majority of what determines your search engine traffic is not even on your website.

Basically, you need other websites to "vote" for you. The way they do this is through providing a link from their website to yours. The more websites linking to yours the higher in the search engine results pages you will be.

Not only do you want other websites to link to you but you want them to vote for your specific keywords to help you rank higher for those keywords. **They do this by having the keyword you are competing for in the anchor text of the link.**

For example, if you want to compete on the keyword blue widgets you want to get links from other sites to your blue widgets web page with the keyword blue widgets in the anchor text.

Social bookmarking is another great way to build backlinks. You can sign up for a service called Onlywire and there you can bookmark to all of your services at the click of a button. I would suggest submitting all of your social profile's RSS feeds as well because this will help give some more power behind the links.

Then it is always a good idea to take all of your RSS feeds and combine them into one master feed. You can do this with Yahoo Pipes or similar services such as RSSMix.

Proper On Page Optimization – If You Don't Do This It Doesn't Matter How Many Links You Build

Got the right keyword but don't know how to optimize your page? Here is how...

To Optimize Search Engine Ranking You Need To Use The Keyword In ...

- 📌 the page title
- 📌 within the first 90 characters of the page
- 📌 in a text link on the page
- 📌 1%-2% keyword density

- meta keywords and meta description
- in the opening H1 or H2 tag
- in your URL (example: <http://www.yoursite.com/keyword>) ... also use dashes (-) instead of underscores (_) whenever possible

Here are some more general SEO on-page hints. The above is necessary the below is not in my testing.

- use the keyword in **bold**
- use the keyword in *italics*
- underline the keyword

In my testing the first set of requirements is all that is necessary but general SEO conventional wisdom states that the last three are ideal as well.

Latent Semantic What?

You also want to make sure you have some LSI (Latent Semantic Indexing) keywords on the page. That is a complicated way of saying related terms. For example if your keyword is “Web Traffic Secrets” web traffic, site traffic, website traffic ECT. would all be LSI keywords.

Honestly LSI is not that big of a deal if you have a real website. If you are really writing good content this issue rather works it’s self out naturally. I honestly don’t write for the search engine and spam LSI keywords because I focus on providing value to the reader. Also I notice if I just concentrate on helping people the LSI just happens naturally.

Images Drive Traffic Too – If You Do This

Image search is HOT! ... there are tons of people out there looking for all kinds of pictures 😊
Here’s how to optimize search results for images.

When you upload your image you want it to have the keyword in the file name. Again if your keyword is “Web Traffic Secrets” you want to have that keyword in the file name for all images on the page. So image one could be something like web-traffic-secrets.jpg or web-traffic-secrets-one.jpg.

You also want to use your keyword in the image alt text. This helps improve and optimize search engine ranking for the keywords in image search.

Redirects – The Real Way To Avoid Duplicate Content

Did you know your website has a www.yoursite.com and a <http://yoursite.com>? You are a duplicate content spammer!

Just kidding ... But you do want to use 301 redirects to “erase” the duplicate version. For example if you want your website to www.yoursite.com you want to add a 301 redirect in your.htaccess file so that http://yoursite.com directs to www.yoursite.com.

If you use the www version use this code

```
RewriteEngine On
RewriteCond %{HTTP_HOST} !^www\.YOURSITE\.com$
RewriteRule (.*) http://www.YOURSITE.com/$1 [R=301,L]
```

This will 301 redirect the non-www version to the www version.

I made a premade .htaccess for you that you can download [.htaccess file](#) and edit with your website. Just open it with a text editor and put in your site.

If you use the non-www version use this code

```
RewriteEngine On
RewriteCond %{HTTP_HOST} !^YOURSITE\.com$
RewriteRule (.*) http://YOURSITE.COM/$1 [R=301,L]
```

That will redirect www to non- www. [Click here](#) to download the sample file.

Use No Follow Tags On Sites You Don't Trust

Do you trust the sites you link to? If not make sure to use the rel="nofollow" tag in your links. This will prevent some of the link juice getting transferred.

Basically your saying “hey search engines... I don't trust this site 100% so don't pass rank to it.” The no follow tag typically just does not pass authority. So it is also a good idea to use the no follow tag on your pages that are not for SEO like your contact page, terms of use and privacy policy. This can give you a boost in the search engines.

I just want to make one more note that you want to have **clean code on your web pages and try to decrease page load speed** as much as possible.

Clean code is easier for the search engines to index so that helps you. Also clean coding is much easier for the visitor too because some times on different browsers your page can appear much differently. Secondly you want to remove big files and try to have only images less than 20KB. This will decrease page load speed which then improves your SEO rankings.

The search engines do not like slow pages. The visitors don;t like it much ether. So get rid of the fancy stuff if it is making your page load slow. Anything over 2 seconds is bad. 1.5 seconds is the norm. So do what you can do to decrease the load speed of your site.

Keyword Research For Seo - Search Engine Optimization Keywords Secrets



Keyword research for SEO is the most important factor for getting traffic. These search engine optimization keywords secrets will get you traffic instantly.

You need to have a bigger picture of what your trying to do when picking a keyword. **You want to find keywords that get high traffic and have low competition.** The goal is to get natural free organic traffic from the search engines and to monetize your visitors. Sure you could get hundreds of thousands of visitors but if they don't turn out to make you any money what is the point? So that is why the most important factor when choosing a keyword is...

Keyword Intention Would Someone Who Types “Web Traffic Generation” Want To Buy A Car?

Every type of keyword has a different person and a different intention behind it. When someone types in “Web Traffic Generation” into the search engines they are NOT looking to buy a car. The first thing you must look at when looking for a keyword is the intention. **Ideally you want to target people who are looking to buy something.** A person who types something like “Web Traffic Generation Course Review” would be a very good visitor to have to your website if you were selling a course on traffic generation.

The keyword choice can qualify your visitor and by choosing the right keywords you can choose what types of visitors you get. There is a natural progression to the buying process and if you target people who are in the mindset to buy something instead of searching their problem you will get a different breed of traffic to your website. This type of visitor is on the verge of buying and will convert into sales for you.

So you must target keywords that are relevant to your product, service, or the theme of your website.

Planning A Website For SEO – Get Natural Traffic And The Birds Eye View Of Instant Traffic

Does your website talk about snorkeling and try to sell juicers? If you say yes you are probably auto generating content by some means or just don't have an understanding of how to properly structure a website.

A proper website has a theme. For example this website's theme is making money online and general marketing on the internet. You will not find information about snorkeling here .. at least not anytime soon 😊

One of the most important choices when doing keyword research for SEO is to choose the right domain name. It really depends on your plan. If you are building a small site with a few pages it should be a relevantly non competitive keyword with some decent traffic. If you are planning on making a massive authority site with tons of content then you can go a bit wider with keyword selection.

The goal with a domain name usually is to have a keyword in the domain so you can rank for that keyword. In some cases you might just want to pick your name as a domain and have a general blog about everything "you." Or good choice is to create a brand and use that as your domain name. You could make a brand like Harleys For Honeys and name your domain name www.harleysforhoneys.com. The upside of this is personal branding but the downside is that you get no additional boost for SEO.

Every page on your website should target a specific long tail keyword with high traffic and low competition. Many companies waste a lot of money paying SEO "experts" to get their site ranked when they could easily just create more content for less competitive terms and get the traffic they want. The truth is they are not looking to rank highly in the search engines. They are looking to get traffic.

Not that you have an understanding of keyword basics here is how you...

Find The Perfect Keyword To Get Traffic Naturally And Easily

Google is GOD didn't you know? ... at least when it comes to the internet search engine traffic. That is why I personally recommend using the [Google Keyword Tool](#) for keyword research. Firstly you want to type in a keyword keyword into the search tool and then you will get a list of related search terms.

Sort by global monthly searches and then start looking for keywords you can create an article for. I usually start looking at around 2,500 global monthly searches and pick out the keywords I would like to write an article for. Then I go over to Big G and do the manual keyword research.

So I take the keywords and I type them into Google with quotes around them.



"your keyword" Search

About 1,120,000 results (0.14 seconds) [Advanced search](#)

As you can see in the above example the keyword “your keyword” has about 1,120,000 results. **I look for keywords with less than 50,000 to start out with.** I will go down the list and find all the keywords with more than 300 global monthly searches and less than 50,000 search results in quotes.

But there is one more search modifier that is more accurate than “quotes” and that is the “allintitle:” search modifier. So what you want to do is take the list of keywords you have created and start getting a more accurate understanding of the competition. Type them into Google with the allintitle: search modifier.



In the above picture when you use the allintitle: search modifier the keyword research for SEO shows you that there are about 463,000 results. You want to have around 1,000. That will be a keyword that you can win and get traffic from. The lower the better because it tells you how many other websites have that keyword in their title.

The less websites with the keyword in their title the better.

Here are the requirements I suggest when selecting a long tail keyword.

1. Over 1000 global monthly searches
2. Less than 100,000 pages competing in Google
3. Less than 10,000 pages in “quotes” competing
3. Less than 700 “All In Title”
4. Multiple user generated content like Squidoo, Hubpages and articles on the first page.

This is how you do keyword research for seo. If you want **search engine optimization keywords for your domain name for a content rich authority site then you can basically put a zero behind each number.** It will take some backlink building or a while to get there but this stuff happens naturally if you put up good content.

If you are just making a small mini site I highly recommend following the criteria above. You will find some good traffic from it 😊

Increase Site Traffic-Web Without The Slap!

Increase site traffic – web without the slap! Fight back! If you want to get more traffic but want to avoid the dreaded “SLAP” there is one thing you **MUST** do. You need to understand a few things.

Do You Have A Real Website Or A Spam Site?

There are a few reasons why people are afraid of “the slap.” One of them is that good marketers have instilled a fear in the market place so you can buy their courses. But **if you have a real website that provides value you have nothing to worry about.**

On the other hand of you have a spam site that throws up 100 words of content and pulls in some auto crap from another website and then build 92,395 backlinks you DO have something to worry about.

There is no reason to try to trick the search engines. First off yes auto blogging and spam sites can generate some income but it is short lived. It is the lazy way to get lazy results. The reader base for a site like this will never grow. There is no benefit of having a site like this unless you can trick users to click your AdSense ads.

Yes some people have build an internet empire by building thousands of crappy sites but do you want to be one of them? Why not just go out and create a real site that provides real value. You know Goggle employs human editors to look at web pages... right? Just give the search engines and the readers what they want!

Ok... so maybe you have a real site or perhaps my evangelizing has converted you to creating a real site. The next question to ask is...

Are You Playing By The Rules?

Do not pass go! Do not collect \$200! Go straight to jail!

To increase site traffic – web without the slap – you want to make sure you are doing things right. After you site is properly SEO'd you really don't have to worry about tricking the search engines with any spammy nonsense.

Submit your RSS feeds to some directories so you get natural backlinks and avoid the pressure of building thousands of spam-links.

Most People Don't Get Web Traffic From Poor Keyword Selection – #1 Rule Breaking Infraction

Do you have a car dealership in Dallas Tx and are trying to rank for the word “Car Dealership?” First off you never will and second off your traffic will be horribly untargeted and useless once if you get it.

This is where most business fail. They want to win keywords like “web design” so they go out and pay high priced SEO companies to do it for them. All THEY do is pay some low priced outsources to build tons of backlinks.

A better use of efforts would be to build a website targeting a range of targeted long tail keywords that you can rank for. You will get much more pre-qualified traffic and you will do it in less time and with less effort.

Ninja 301 Redirect Trick – Increase Site Traffic-Web Without The Slap!

This is a ninja SEO secret that helps new sites side step the slap. What you do is whenever you create a new site you want to go to one of your older pre established sites and create a new sub domain on it.

On the sub domain put the new content for your new site. Wait for the search engines to index it (go go gadget pinging can get it indexed in 15 mins).

After the content has gotten indexed put up a 301 redirect on the sub domain to your new domain and put the content there.

Once the search engines index the content they will associate it with the site with authority. Then after they index it and you throw up the 301 redirect they say “hey, this site has a new home.” – which it does. Your new site.

This is a safe way to side step the slap and leverage your existing authority.

Products By Ryan Parenti

Download Internet Marketing Reports With Rebrandable Rights And Make Money

[Click here...](#)

How To Overcome Information Overload And Profit With A Successful Internet Business

[Click here...](#)

Generate A Flood Of "Cash-In-Hand Buyers" In 10 Simple Steps

[Click here...](#)

Make More Affiliate Sales And Boost Your Overall Online Income With This One Simple Step

[Click here...](#)

Proven Blogging Cash Shortcut System Can Double Your Income And Beyond

[Click here...](#)

Become An Affiliate And Earn Up To 100% Commissions With Our 2nd Tier System

[Click here...](#)