# **Fool Proof** SEO Elite Success Blueprint



**01/21/2005**

By reading and putting into action **EVERYTHING** taught in this course, you **WILL** see results. The information contained here may seem basic to some, advanced to some, and may even sound like common sense to some...

but I tell you from experience that **everything** I'm about to teach you **works** very well, and will set a solid foundation to build your SEO knowledge upon. These are things that you absolutely must know in order to rank well and get the most out of SEO Elite. So, I highly suggest you print out this material, grab a cup of coffee and spend the next hour or so really soaking up everything I'm going to teach you.

Enjoy!

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*Fool Proof SEO Elite Success Blueprint - Chapter 1*

# "Optimize The Wrong Keywords And You'll Likely <u>Never</u> See Results ..."

**Note: Before you begin, if you're NOT 100% serious about getting your website to the top of Google, don't read another word.** Only read on if you plan to put into action, everything I will be teaching you. It's best to print this blueprint off, highlight areas and take notes as you learn the exact steps needed for a top Google ranking.
Ok, on to chapter 1...

If you're anything like me, you've probably created a brand new website, Submitted it to a few search engines and hoped that people would mysteriously show up at your site and buy whatever it is you were selling.

After a couple of weeks go by and only a few stray people show up at your website, you decide to try and "optimize" your website around your main keyword in hopes that you just might rank well in 1 of the millions of search engines. Another couple of weeks go by and still no luck.

At this point you probably give up and decide to either build another website around a different target market or just lose all hope and quit. Well, news flash, as you've probably figured out by now, this is not the way to go about doing things.

## Let me give you a specific example of what your very first steps MUST be when creating any website.

In our example, let's create a weight loss related website. Our weight loss related website will primarily sell a weight loss eBook. Before we start creating and collecting content for the website we need to do a little keyword research. This is **VERY** important and should not be skipped. To do our keyword research we need to visit a few websites.

The first of which should be http://www.goodkeywords.com.

They have a very good keyword tool and best of all, it's free! Once we've downloaded this software, we can enter the most generic keyword for our website into the software. In our example, our keyword would be "weight loss".

You'll notice that in the screenshot below, Good Keywords will return a list of related terms. The "count" column will then show us how many times the specific keyword has been searched for the previous month within the Overture.com search engine. Generally, you can take that number times 8, in order to estimate the number of times that keyword has been searched within Google for the previous month.
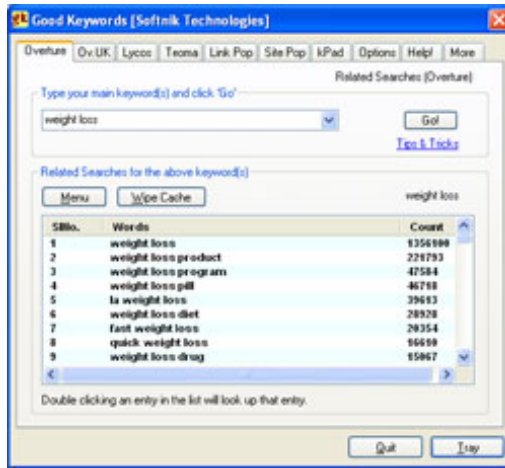
You'll notice that weight loss was searched 1,356,100 times during the previous month.

### Do NOT start off by optimizing for the keyword "weight loss"

Why? you ask... If a keyword is searched that many times in Overture, then 100 times out of 100, the competition you will have to outrank will be extremely fierce. This is not something you should try to take on right away.

Let's take a quick peek at Google so I can show you exactly how many websites are competeting for this keyword. If we go to Google and enter "weight loss", you'll see there are almost 20 million websites competing for this keyword phrase!



I don't know about you, but that's an aweful lofty goal to start with.

By the end of this course, you will be able to eventually target HUGE keywords such as "weight loss", but it's always best to start off on the keywords with less competition. Get some traffic with those keywords, and THEN you can focus on the larger keywords.

Ok, so back to finding which keywords we want to target.

If we scroll down, we can **find some more specific keyword phrases like "weight loss story", "weight loss picture", and "safe weight loss".**
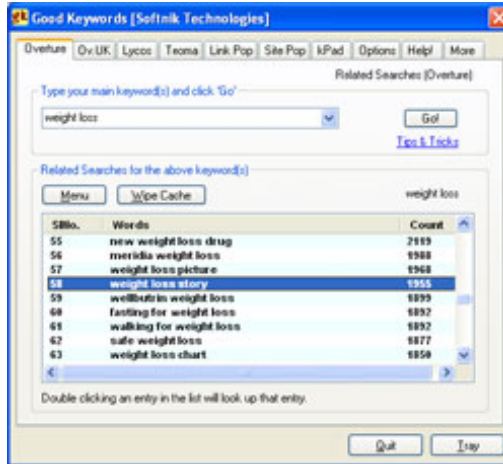
These could be possible keywords we should target to begin with. Once we have our list of 3 to 4 keywords, we need to go to Google and check out the competition to see exactly how hard it will be to optimize for the specified keyword.

**We'll begin with the keyword "weight loss story" because people looking for weight loss stories are more than likely trying to find out how to lose weight and may buy your weight loss eBook.**

You'll notice that the #1 ranked website for "weight loss story" is: http://www.runwalkjog.com/weight_loss_success_story.htm which is not a top level webpage, meaning it's not simply http://www.runwalkjog.com



This is good news for us because, typically, if a website's subpage is ranking well in Google, we have an immediate advantage if we choose to target the same keyword with our homepage (i.e. www.domain.com). For now, **just take my word on this**, as I will go into more detail why it's usually easier to rank well for your homepage than any other webpage on your website.

**You'll also notice that the website has a Google Page Rank of 4.**
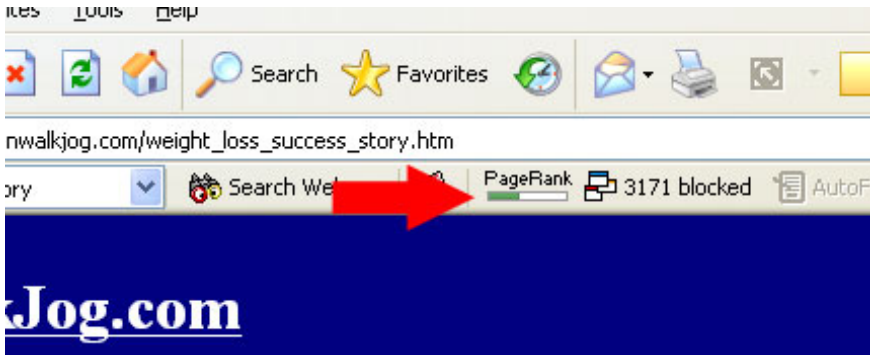
**Note:** Here's a quick definition of Page Rank. Page Rank is Google's way of giving a specific value to how popular your website is. It is based on the number of "votes" other websites cast for your website. A "vote" is simply when another website places a link on their website that is pointing to your website. Generally, the more "votes" or links you have pointing to your website, the higher your Page Rank (PR) will be. Page Rank is 1 of the many factors that Google takes into account when ranking websites.

In order to see your own Google Page Rank, as well as others, you must have the Google Toolbar installed on your computer. You can get that for free here: http://toolbar.google.com

Seeing that the #1 ranked website for this keyword only has a Page Rank of 4 is also good news for us, because a Page Rank of 4 should be easy to obtain. Remember, the ONLY way to increase our website's Page Rank is by getting other websites to link to us. Later, I'll teach you the **right way** to get thousands of links pointing to your website in a matter of a few days.

### View The Source Code

Next we need to view the source code of this website by clicking "view", then "source" within our web browser as shown below:



This will open up a text file for us to have a look at and see if this website is actually optimizing their "Onpage Optimization factors".

**\* Side Note:** There are 2 types of optimization, onpage and offpage optimization. We'll cover offpage optimization in the following lessons.

**As we view the source file from this website, we need to look for a few things.**

- **Whether or not they are using <h1> header tags** and are placing the keyword "weight loss story" within those tags. In this case, they are not... AND they aren't

even using <h1> header tags at all! Another great thing for us!

- **Whether or not they are using their main keyword in the <title> tags** of the website. In this case, they are, which is one of the main reasons they're currently ranked highly for "weight loss stories".

- **Whether or not they've bolded, underlined, or italicized the words "weight loss story"** anywhere in the body of the webpage. In this case, yes... they have. They've actually bolded the keyword "weight loss stories" 4 different times throughout the webpage. At first glance, it looks as though this is another one of the major reasons they've managed to grab the top spot for this keyword. Bolding is something we can do right away, so now we know that we should also bold some of the keywords throughout our copy.

- **Whether or not they are using <alt> image tags and placing the keyword "weight loss stories"** within that tag. In this case, that answer is easy because they're not even using any images at all! This is definitely something we can do when optimizing our website. And another thing we can do to "one-up" this #1 ranked website. It is best to add images that are actually named after our main keyword. For example, we could insert an image and call it weight-loss-stories-graphic1.jpg and so on.

- **The final thing we want to note is whether or not they've placed the keyword once at the very beginning of the copy, and once at the very end of the copy.** In this case they have placed it near the beginning BUT have not placed it at the end. This is another thing we can do to better optimize our webpage.

<div align="center">

**We now know we can easily out optimize this #1 ranked website!**

</div>

... Atleast for all the onpage optimization factors that Google deems as important. The reason we know we can out optimize them is because of the following things we've found out by analyzing their website:

- The website is not using the keyword "weight loss stories" in an <h1> header tag.
- The website did not use <alt> image tags containing the keyword "weight loss stories".
- The website didn't place the keyword "weight loss stories" at the very end of the page.
- The website has a low Page Rank of 4, which can be beaten. We can easily achieve a Page Rank of 5. I'll show you the exact steps for this in the coming lessons.
- The website is ranked with their subpage (weight_loss_success_story.htm). By optimizing our index page for this keyword, we can one up them.

**\* Remember**, the main idea behind ranking well on Google is to analyze the top ranked websites and then doing those things that they're doing, BUT just a little more to on up them and obtain a better ranking.

We'll continue to go through the same process for the other 2 keywords we've found. It is best to analyze the top 5 ranking websites for each keyword. If the top 5 websites for a specific keyword have a Google Page Rank of 6 or higher, it's probably not best to shoot for that keyword until we build some momentum and get some initial traffic from the easier ranking keywords with less competition.

Earlier I mentioned that keyword research was very important in building traffic. Some other very good resources for building keywords and finding niche phrases include the

following:

- http://www.wordtracker.com
- http://inventory.overture.com (This is the same as goodkeywords.com but is web-based)
- http://www.keywordlocator.com

**That wraps up chapter 1 - Targeting the right keywords.**

*Fool Proof SEO Elite Success Blueprint - Chapter 2*

# "How Changing One Single Onpage Optimization Factor Can Boost Your Rankings By Over <u>350 Positions</u>!"

Ok, so now we've selected our main 3 keywords:

- **weight loss story**
- **weight loss picture**
- **safe weight loss**

Notice that all of the keywords contain the word "weight loss". This will make things easier for us when we begin to optimize our offpage ranking factors which you'll learn about later.

## Let's Optimize Our Webpage ...

The first thing we need to do is select a page Title for our website.

The page title should:

Include ONLY our main keywords. The least amount of words you can place in the title, the more weight Google will give to each of the keywords and the higher you will rank.

When creating your page title, it should not look like this:

- Welcome to our website!

It should not even look like this, which does containg our main keywords, but contains an unnecessary number of words:

- weight loss story and weight loss picture and safe weight loss

Although that title isn't horrible and does contain all of your main keywords, you should do a couple of things to cut down on words used.

This would be a perfect title for your webpage:

- Weight Loss Story | Safe Weight Loss Picture

## Notice that I've:

- **Taken out all of the "ands"**
- Replaced one of the "ands" with a "|" character
- **Combined the keywords "Safe Weight Loss" with "Weight Loss Picture"**
- Always Combine Your Keyword When Possible to cut down on the total number of words that are in your title!

## Always Combine Your Keywords In The Page Title!

When Google looks at our title it will see all 3 of our keywords only. **Combining keywords** to cut down on the total number of keywords displayed in the title is a **great way to boost the strength** of each individual keyword, which will have an immediate impact on your ranking.

## Add <h1> header tags

Next we'll need to add 1 <h1> header tag and place our most important keyword there.

The <h1> header tag should be as far towards the top of the page as possible. When Google reads a webpage, it views the text from the top left hand side of the page to the bottom right hand side of the page. So, it's best to place your <h1> header tag on the top left hand or top/middle portion of your page. You can think of an <h1> header tag as a title for whatever content you have on your page.

For example, the <h1> header tag of this lesson would be:

### "How changing 1 onpage optimization factor can boost your rankings by over 350 positions!"

... and the html code would look like this <h1>"How changing 1 onpage optimization factor can boost your rankings by over 350 positions!"</h1>

Of course, I would have changed my lesson title to contain my main keyword if I was actually trying to optimize this page for Google. Also, if possible, it's ideal if you can include ONLY your main keyword within the h1 header tags. <h1>Weight Loss Story</h1> would be perfect.

## Add <h2> header tags

Next, we'll need to create an <h2> header tag. This can be thought of as a sub heading for our webpage. You should place your 2nd most important keyword in the <h2> header tag. The <h2> tag should be placed somewhere towards the top half of your webpage.

A good <h2> header tag for our example would be:

- <h2>safe weight loss<h2> (Usually it's best to place your primary keyword in your <h1> tags and your secondary keyword into the <h2> tags.

After we've done this, we need to actually create the content for our webpage. When writing the content, try to evenly sprinkle your main keywords throughout the copy.

Don't overdo it though.

**Try to mention each keyword in a natural way as you are writing**, but be sure to include at least one of the keywords per 1-2 paragraphs, depending on how large your page is.

**Tip:** Make sure to mention your main keyword at the very top left and the very bottom right hand side of the webpage. A trick I like to use is to include this in the copyright information line at the bottom of the website. For our example, this would be a good example:

### © 2005 copyright www.domain.com a weight loss story

Notice that it flows and doesn't really look too strange.

## Bolding, italicizing and underlining ...

Once we've finished writing the copy, we should go through and bold, underline, or italicize some of the keywords only 1 time each, maximum. Only do 1 per keyword or it will hurt you more than it helps.

A good example of this would be to visit the #1 ranked website on Google for the search term, "search engine optimization". Notice how they've written their content. Notice the bolding etc.

- Here is the website: http://www.seoinc.com

## Properly include <alt> image tags ...

Next, click on the very top image of your webpage (This is usually your website's header graphic) and include an <alt> image tag using the text "weight loss story header" if you're adding this alt text to your website header graphic. Click on 2 more graphics throughout your webpage and enter your other 2 keywords, plus an extra word like "graphic" or "image"... For example, we would use "weight loss picture graphic" and "safe weight loss image". This ensures that Google won't view this as spam.

## Force Google To Read Your Keywords First!

Now, remember I stated above that Google views your webpage from top left, to bottom right? Well, in general they do. But because most websites contain a left hand column which contains all of their navigation links...

Google WILL View all of the text in the left hand column Before The Body of the webpage

How can you get around this? I've come up with a neat little trick that will ensure that Google reads the actual body of your webpage before the left hand column containing your navigational links.

**Here is what you need to do:**
Rather than creating a table that looks like this:

| navigational links | You body text... |
|---|---|

**You should create a table that looks like this:**

| | |
|---|---|
| navigational links | Your body text... |

By doing this, Google will read the top left hand row/column first... BUT will see that it is empty, so **it will then read the body of your webpage and then read the 2nd left hand row/column which contains your navigational links! :-)**

That's all there is to it!

In summary, I really want to point out the fact that, although good onpage optimization is

something you'll really want to do, it is **NOT** how you make dramatic changes in your search engine ranking!

This is one of the biggest misconceptions in the search engine world. Many believe that by getting your keyword density just right, or by moving your keywords around on the page in just the right places, you'll really move up in the search engines.

That is not the case at all. It is the offpage optimization factors that will get you high rankings. I will teach you exactly what offpage optimization factors are, AND how to make sure you optimize these factors perfectly for Google!

*Fool Proof SEO Elite Success Blueprint - Chapter 3*

# "The Secret To Getting Listed In Google In Under 24 *Hours - Guaranteed!*"

You may or may not have heard people claim they can get listed in Google in only 1 day. It seems that nearly 100% of the **people you run across in forums act like in order to get indexed by Google in 24 hours is some miracle feat** that can only be accomplished by doing some "top secret" marketing tactic or advanced optimization strategy

## Well, the truth of the matter is...

Getting listed in Google in under a day is quite easy!

**First let's talk about what NOT to do.** This drives me absolutely crazy when I see people doing this, and is actually what I did at one time as well. The following URL probably looks familiar to you:
http://www.google.com/addurl.html
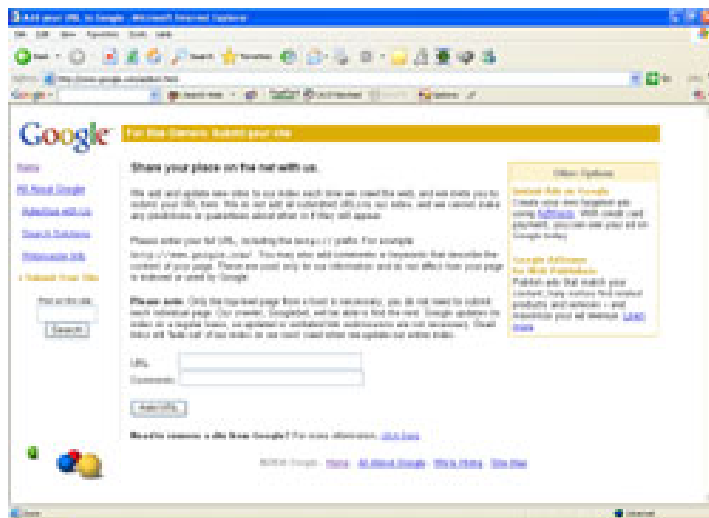


This is Google's actual website submission form. They state that you can use this form to submit your website to their index of websites and it can take up to 6 weeks for your website to be placed into their index.

I don't know about you, but 4 weeks is a heck of a long time to just wait for your website to be placed in their index rotation, let alone get a top ranking!

## Never Use The Google Submission Form!

You should **NEVER** use this form, or any other of the top search engine's submission forms for that matter. These search engines include Yahoo, MSN, Altavista, and Alltheweb.

**So, how do you get your website indexed within 24 hours?**

Let's stick with our weight loss website for now, and I will take you through the steps

you'll need to do to get indexed by Google in under 24 hours, guaranteed.

- **Go to Google and enter the broadest keyword** you can think of that's related to your website. In our example, it will be "weight loss". Once you've done this, you'll see a list of Google results.

- Browse through each website and pay particluar attention to the Google Page Rank of the website.

**Note:** Remember, Google Page Rank is measured by the number of websites and the "importance" of those websites that link to your website. In general, the more websites that link to your website, the higher your Page Rank will be.

- So, as you're looking at these top ranked websites for the search term "weight loss", you should try to find websites with a Page Rank of 6 or higher.

- Once you've found several websites like this, you should check and see whether or not they have links pages. Usually you'll see links from their index page that say (resources, links, related sites, etc.) Now, you need to search their website for their contact information or information on getting a link from one of their high Page Rank webpages.

- Once you find their contact information you should send them an email asking if they will link to your website in return for you linking back to their website. If you do this correctly and professionally, they will respond and will place a link on their website to yours.

If you can manage to get **1 PR6 website** to link to your website, you will be indexed by Google in **under 2 days**. If you can get **1 PR7 website** to link to you, then you will be in Google's index **in under 24 hours!**

Sometimes persuading the higher page rank websites is pretty tough, so there's another option you can pursue and that is ...

## Purchasing Text Links! - But For Only 1 Month

Purchasing links from high Page Rank websites. The easiest and fastest way to do this is to visit 1 of the many link purchasing websites. Here are a few of the better ones that I personally use on a regular basis. I've listed them in order of which I view as the best.

1. http://www.linkadage.com
2. http:///www.text-link-ads.com
3. http://www.textlinkbrokers.com

Many times you can purchase 1 PR7 link for a 1 month time period for, say, $150. After the month is up, there is no need to renew because you are already in Google's index! So, basically by paying a 1 time fee of $150 you can be indexed by Google within 24 hours, with no work on your part.

Something else that I will typically do with new websites, is I will always link my older, higher Page Rank websites to my new websites.

If you own 1 PR5 or 6 website, then place a link on the index page and point it to your new website.

Leave the link there for 1-3 days and you'll quickly see your new website in Google's

index! Once you're in the index, you can remove the link from your higher Page Rank website.

*Fool Proof SEO Elite Success Blueprint - Chapter 4*

# "How To <u>Skyrocket</u> Your Website To The Top Of Google With Properly Planned Offpage Optimization!"

I don't know about you, but I get extremely excited when I see my new keywords at the top of Google for the very first time. Making big changes in ranking is primarily done by what is called offpage optimization.
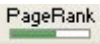
Earlier I mentioned there were **two types of search engine optimization.**

- **Onpage Optimization**
- **Offpage Optimization**

We've gone over onpage optimization, so let's move on to offpage optimization which is what really makes a **<u>HUGE</u>** difference in your site's ranking.

**Properly planned offpage optimization will make the difference between your website ranking #900 on Google, to ranking #1!**

So, what is offpage optimization anyway? Offpage optimization basically consists of all of the offpage ranking factors that the search engine look at when ranking website. These include:

- **Which websites link to you**
- The number of websites linking to you
- **The Google**  of the website linking to you
- The page title of the website linking to you
- **The anchor text used** in the link linking to you
- The number and type of links linking to the website that's linking to you.
- **The number of outbound links** on the website that is linking to you
- The total number of links on the website that is linking to you
- Whether or not the websites linking to you are **deemed by Google as an authority website.**
- Plus some other things that we'll get to later...

In order to optimize our original website for the keyword "weight loss stories", we need to analyze the linking strategy of the top 10 ranked websites for our keyword.

## Copy The Top Ranked Websites To Get A #1 Position

The goal here will be to copy exactly what they're doing, and then do things slightly better. We want to give Google exactly what they want, by making our linking strategy as close to the top ranked websites as possible, but as I said, slightly better to edge them out.

This is where we can use some of the power of SEO Elite to really make our job MUCH easier!

Let's change gears and analyze the top ranked website for the keyword, "diet information" because this is a much more competitive keyword that "weight loss stories".

I think you'll be quite surprised by all of the things SEO Elite will show you. So, let's begin...

First we need to go to Google and enter the search term 'diet information'. You'll see that the number one ranked website is www.diet-i.com.
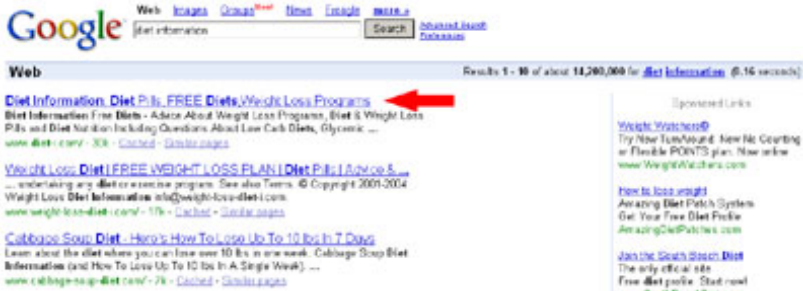


**Next, we need to open up SEO Elite.**
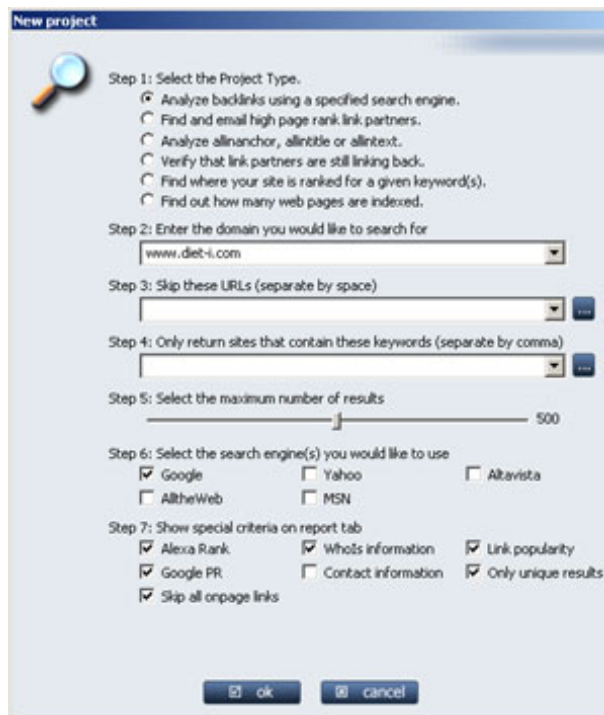


- Select radio button 1 - Analyze backlinks using a specific search engine.

- Enter www.diet-i.com into the domain to analyze textbox.

- Select the search engine, Google by checking the checkbox.

- Click ok.

What SEO Elite is doing is analyzing ALL of the offpage ranking factors that I mentioned above. Again, these things include:

- **Which websites link to you**
- The number of websites linking to you

- **The Google** PageRank of the website linking to you
- The page title of the website linking to you
- **The anchor text used** in the link linking to you
- The number and type of links linking to the website that's linking to you.
- **The number of outbound links** on the website that is linking to you
- The total number of links on the website that is linking to you
- Whether or not the websites linking to you are **deemed by Google as an authority website.**

It is these factors that is what is giving www.diet-i.com a #1 Google ranking. SEO Elite will show you everything they're doing and will make it extremely easy for you to duplicate on your own website!

Once SEO Elite is finished processing, we can click over to the report view tab as shown below.

## Report View

The report view will show us an enormous amount of important information we'll need to know to outrank this website.

**First let's look at the Anchor Text column.**



| Page title | Anchor text | Outbound links | Total links | Whois |
|---|---|---|---|---|
| h and Personal Care Links from Princess Prints | Anne Collins Diet | 29 | 66 | whois: ? |
| Quick Soup | Best Diet Program | 20 | 86 | whois: ? |
| d Fitness Links Page | Click Here | 64 | 73 | whois: ? |
| Viagra Propecia Xenical Online | Diet - I | 19 | 49 | whois: ? |
| nt Maintenance: How to Maintain Weight | Diet Advice and Information | 1 | 77 | whois: ? |
| ie Chart for Fish - Diet Information | Diet Home | 0 | 128 | whois: ? |
| ie Chart for Sauces - Diet Information | Diet Home | 0 | 128 | whois: ? |
| ie Tables for Potatoes - Diet Information | Diet Home | 0 | 137 | whois: ? |
| en: Diet &amp; Health Resources | Diet Home | 0 | 132 | whois: ? |
| ng &amp; Cleansing Diets | Diet Information | 3 | 195 | whois: ? |
| ine Somers Diet Review | Diet Information | 0 | 127 | whois: ? |
| n-Free Diet Guidelines | Diet Information | 0 | 129 | whois: ? |
| w of DietDivas Weight Loss Proram | Diet Information | 0 | 128 | whois: ? |
| rd Simmons Diet | Diet Information | 0 | 127 | whois: ? |
| al Diet Pills Review | Diet Information | 0 | 82 | whois: ? |
| ry Supplements | Diet Information | 2 | 84 | whois: ? |
| ry Guidelines: Resources | Diet Information | 5 | 196 | whois: ? |
| gia Diet and Weight Loss Programs | Diet Information | 101 | 153 | whois: ? |
| essee Diet and Weight Loss Programs | Diet Information | 101 | 153 | whois: ? |
| .citibay.com | Diet Information | 193 | 223 | whois: ? |
| Directory: The pepped Internet directory | Diet Information | 110 | 126 | whois: ? |
| gan Diet and Weight Loss Programs | Diet Information | 101 | 153 | whois: ? |
| oo - your best archive | Diet Information | 93 | 116 | whois: ? |
| diet (atkins,carb,diet,loss,low,weight) | Diet Information | 34 | 36 | whois: ? |
| opularity.at Websuche /Health/Weight_Loss/ | Diet Information | 94 | 138 | whois: ? |
| d low carb links | Diet Information | 15 | 26 | whois: ? |
| Exposer - Top: Health: Weight Loss  (405) | Diet Information | 107 | 128 | whois: ? |
| nt Loss Health, Directory | Diet Information | 105 | 121 | whois: ? |
| .ginseng-lebenskraft.info | Diet Information | 94 | 98 | whois: ? |
| h : Weight Loss : dmoz.artrocity.com | Diet Information | 110 | 132 | whois: ? |
| nt Loss Links | Diet Information | 34 | 41 | whois: ? |
| k Insurance Associates Inc. eDirectory: Health. Res... | Diet Information | 17 | 56 | whois: ? |

| vord | (anchor text) # found | | | Average |
|---|---|---|---|---|
| yword | | | Remove All | PR = 0 |
| | 332 (83.8%) | | Remove | PR = 1 |
| | | | | PR = 2 |
| | | | | PR = 3 |

Anchor text plays an extremely important roll in ranking well in Google.

**Review:** Anchor text is the actual text located within the links linking to www.diet-i.com. For example, in this example:

- [diet information](#) is helpful.

"diet information" is the anchor text.

Take a look at this webpage that is linking to www.diet-i.com. Notice that the anchor text is "diet information"
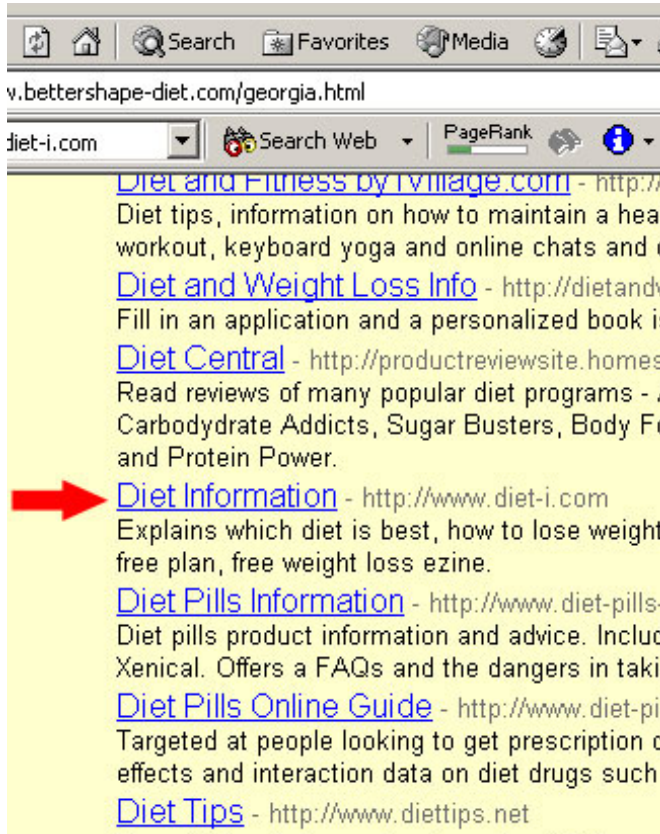


While looking at the report view within SEO Elite, you'll notice that www.diet-i.com has hundreds of backlinks that contain the words "diet information" within their anchor text. *This is a BIG plus for them and something you'll want to duplicate!*

**Now, let's scroll to the left and look at the IP Address column.**

lyze backlinks for www.diet-i.com using Google

| | | | |
|---|---|---|---|
| Open | Save | Resume | Pause | Stop | Preferences |

. Finished 436 of 436 sites (100.00%), working on 40 sites (0 threads active, 0.0 KBytes/sec)

| Page with link | IP Address | Linked back | Google PR | |
|---|---|---|---|---|
| www.womenshealthandbody.com/directory/best-weight-los... | 207.44.210.3 | Yes | 1 | best |
| www.10pointdiet.com/new%20links%20page.htm | 207.44.212.82 | Yes | 0 | Free |
| www.davenportlibrary.com/about/seniors/senhealth.htm | 207.63.23.222 | Yes | 3 | Heal |
| www.healthcatalog.com/diet_and_weight_loss.htm | 207.67.198.70 | Yes | 3 | Heal |
| www.weightloss-fir.com/healthdirectory/Weight_Loss_Diet.... | 208.170.149.164 | Yes | 1 | Heal |
| www.therapyzone.com/tz.asp?wci=links | 208.29.195.53 | Yes | 0 | Ther |
| www.lesliesansonevideos.com/healthlinks.htm | 208.56.221.18 | Yes | 3 | Heal |
| www.diet-pill-directory.com/Detox-Diet.php | 209.132.203.135 | Yes | 0 | Deto |
| www.diet-pill-directory.com/Grapefruit-Diet-Pill.php | 209.132.203.135 | Yes | 1 | Grap |
| www.exercise-equipment-warehouse.com/resources-weigh... | 209.133.250.8 | Yes | 2 | Exer |
| www.onlinefit.com/links/index.cfm/link/228 | 209.139.197.9 | No | 3 | Onlin |
| www.health.ca/directory/Health/Weight_Loss/ | 209.152.167.67 | Yes | 0 | Heal |
| odp.webwombat.com.au/WW7210.HTM | 209.152.183.222 | Yes | 2 | Loss |
| www.vegetarian-diet.info/weight_loss_diet_support.htm | 209.197.120.92 | Yes | 4 | Weig |
| taeboweightloss.tripod.com/supplements.html | 209.202.240.100 | Yes | 1 | Supp |
| atanuphukan.tripod.com/cool_links.html | 209.202.240.100 | Yes | 2 | Cool |
| 1stopexercise.com/link_partners.html | 209.216.203.17 | Yes | 3 | Link F |
| www.asktiki.com/search.php?action=search_links_advance... | 209.216.203.17 | Yes | 3 | AskT |
| www.selfgrowth.com/exercise.html | 209.216.4.7 | Yes | 4 | Exer |
| www.low-carb-foodz.com/links | 209.217.33.219 | Yes | 4 | Disco |
| www.water-retention.net/water-retention-treatments.html | 209.218.166.106 | Yes | 3 | Trea |
| www.brainwavecenter.com/health-fitness-and-weight-loss.... | 209.238.200.174 | Yes | 3 | Fitne |
| www.myslenderbody.net/Weight_Loss.htm | 209.249.147.131 | Yes | 2 | Weig |
| www.sixftlioness.com/links.html | 209.41.169.6 | Yes | 3 | Suza |
| www.pillsfirst.com/dieting.html | 209.59.132.234 | Yes | 3 | Dietir |
| www.bellaonline.com/subjects/1645.asp | 209.59.2.174 | Yes | 3 | Weig |
| checkweight.net/Diet_Weightloss_Network/ | 209.61.238.216 | Yes | 3 | Diet |
| www.glamour-eyes.com/Health%20and%20Fitness.html | 209.63.184.132 | Yes | 0 | www |
| www.slimming-diets.co.uk/directory.htm | 212.100.233.241 | Yes | 3 | Slimn |
| www.easyskin.info/usefulsites/diet.htm | 212.227.119.69 | Yes | 1 | usefu |
| i4beauty.co.uk/personal/slimmingclub/links/links.html | 212.67.202.199 | Yes | 2 | Slimn |
| i4beauty.co.uk/personal/links/links.html | 212.67.202.199 | Yes | 3 | Links |

| Keyword | (anchor text) # found | |
|---|---|---|
| Add keyword | | Remove All |
| | 332 (83.8%) | Remove |

**\* Google favors websites that have many links located on different IP Addresses.**

If you think about it, it makes sense that Google gives priority to websites that have links on many IP Addresses rather than many links all on the same IP Address. This helps eliminate the possibility of people controlling the search engines.

If Google didn't look at IP Addresses, I could simply create 1 website with thousands of pages and link to another 1 of my websites from all pages. I would then have thousands of links pointing to my website and a #1 ranking...

**Unfortunately, Google's smarter than that and you can't do it.**

Anyway, back to the IP Addresses. As we scroll over, click the "IP Address" column heading to sort the column, we'll notice that www.diet-i.com also has many links from different IP Addresses. *That's also a BIG plus for them.*

**Next, we'll look at the column titled Page Rank.**

If we click the Page Rank column heading, it will sort the column for us. You can immediately see that www.diet-i.com has 2 links from 2 Page Rank 7 websites.

**This is very good**, in that it will raise www.diet-i.com's Page Rank and ultimately their ranking.

When you get a website with a high Page Rank to link to your website, it will increase your page rank more than if a lower page rank website were to link to you. Think of the high Page Rank website as a bucker of water. When they link to you, they poor a certain percentage of the water into your bucket, giving you more water (Page Rank). If a website with a lower Page Rank links to you, they have less water to begin with, so when they poor water into your bucket, it won't be nearly as much...

# Analysis View

**Next we'll take a look at the Analysis View tab.**



If we click on the column heading titled "Anchor Text", it will sort the column in descending order. You can see that the 2 words that are found the most often in www. diet-i.com's backlink anchor text are the words "diet" and "information".

98.5% of the overall backlinks pointing to www.diet-i.com contain the word "diet" and 85.6% of the backlinks contain the word "information". Also listed is the total number of links containing each of these words.

This is just another way of showing you why www.diet-i.com is outranking their competitors.

You will want to try and copy these percentages when you optimize your own website and get others websites to link to you.

- If your percentages are too high, Google may think you are "spamming" and may not give you as high of a rank as you deserve.
- If your percentages are too low, Google won't think your website is important enough to rank highly.

**Lastly, we'll click the column heading titled "Title" to sort it in descending order.**
You can see that the word "diet" is still the top word, at 38% and "information" is still towards the top at 7.9%.

The same thing goes for this column. You should try to match these numbers with your own website as closely as possible.

These are just a few of the things that we can quickly see about www.diet-i.com by using only a few of the features within SEO Elite. I hope you can see just how powerful of a tool this can be for you.

*Fool Proof SEO Elite Success Blueprint - Chapter 5*

# "How To <u>Skyrocket</u> Past The #1 Ranked Website On Google For The Term Diet Information ..."

This is the single most important thing you need to do to rank well. So, listen closely and soak up **EVERYTHING** I'm about to teach you. It's very striaghtforward and may seem simple, but it works...

Now that we've analyzed the top ranked website in our niche, we need to do the necessary things to outrank them. As I taught you earlier, **it's not the onpage optimization factors that will give you the biggest change in ranking.**

**Remember, onpage factors include:**

- page title
- header tags
- alt tags
- meta tags
- bolding, italicyzing, and underlining
- placing keyword in the correct position on the page

While onpage optimization is still something you should do, it's **NOT** what will get you high search engine rankings. It's the **offpage optimization** factors that will.

- **Who links to you and how they do it**

### Copy the linking strategy of www.diet-i.com

Now that we know who links to www.diet-i.com (The #1 ranked website) and how they're doing it, we can begin to copy what they're doing.

The goal here is to contact the websites that link to www.diet-i.com and copy the exact linking strategy they're using to get a #1 ranking.

So, how the heck are we going to get hundreds of links pointing to our website, let alone contact all the websites that link to www.diet-i.com and get them to link to us?

**Now, you could just visit them all manually and ...**

- Search for their contact information.
- Open up your email program.
- Write out an email to this website and send it off to them.
- Then do this another 500 times.

**Or you could do this ...**
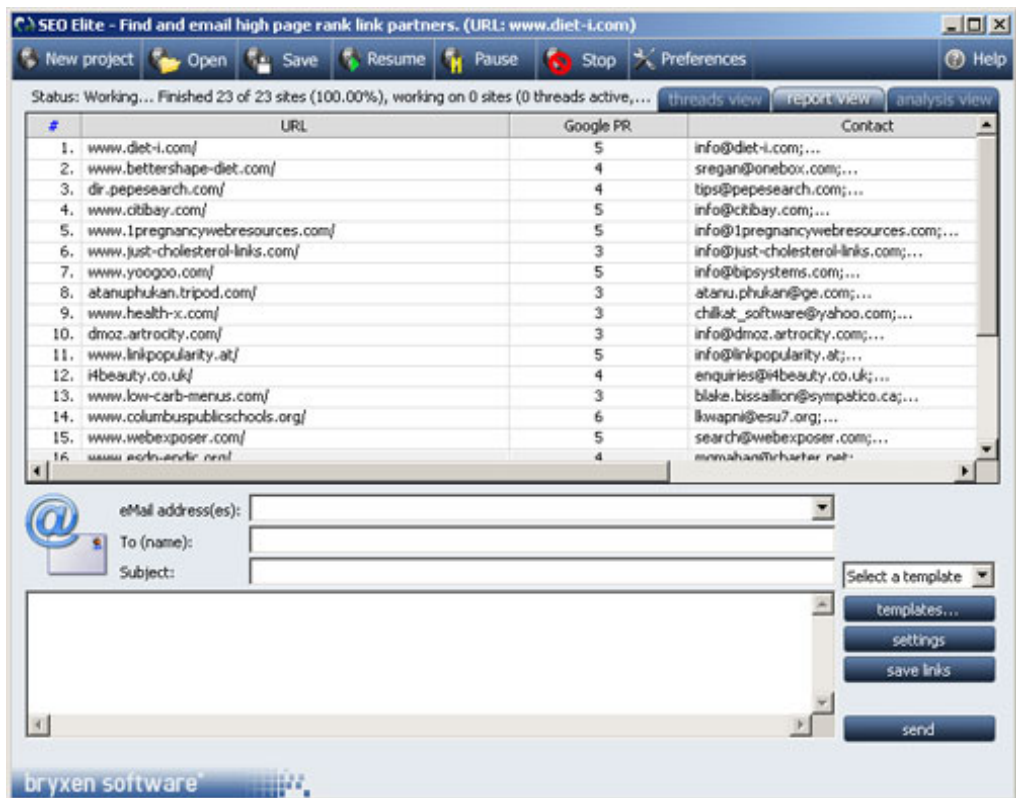
- Open up SEO Elite
- Select Radio button 2
- Select to find link partners by domain name.
- Enter www.diet-i.com into the textbox
- Select Google from the search engine list
- Click **Ok**

### View the Report View Tab

You'll now need to click over to the report view tab. You'll notice that there are two frames located on this screen.

**The top frame lists:**

- All of the websites that link to www.diet-i.com.
- The contact information for the website.
- The number of times you've emailed them. (This is good to know, because emailing the same website multiple times can upset some webmasters.)

**The bottom frame allows you to:**

- Create as many email templates as you wish. This way, you only have to write the link request email once!
- Creat custom links pages containing the websites you're going to send link request emails to.
  Note: It's always best to add their link to your website before you ask them to link to yours. You'll get a much better response this way. SEO Elite allows you to add everyone's link to your website with a single click of a button. It's all automated!
- Blast out emails to thousands of websites at once!

To email more than 1 website at a time, simply click the row in the top frame and it will add the website to your email list. You can literally add thousands of websites to you email list!

From then, all you'll need to do is click "ok" and BAM!

### You've just contacted 1,000+ websites at once!

It's always best to make sure you add a link to each website on your website BEFORE you contact them. In the email to them, include the URL where you have added their link. You will get much better results this way.

Also, you have to be careful if you just send out mass emails to people. It's always best to personalize each email by simply stating what you liked "specifically" about their

website. It may take a little more time, but will ensure that you don't get accused of spamming them.

Now, all you have to do is sit back and wait for them to email you back, stating that they've added your link to their website.

You have total control over who links to you and how they do it!

## Link Request template:

Here's an example link request email that typically works pretty well:

Hello my name is John Smith. I am seeking out possible link partners that our visitors would be interesting in visiting. I've found your website to be a very good fit for our visitors. I have already gone ahead and added your link to our website at: http://www.domain.com/TheLinksPageCreatedBySEOElite.htm

I am contacting you to see if it is ok to have done so. Also, I would like to ask if you mind linking back to us? If so, please use the linking details below and send me the location of our link on your website.

Here is our linking details:
Title: (This is the keyword we want to target)
Description: Description here...
URL: http://www.domain.com

We've got several PR6 and 7 websites, so we expect this site to become atleast a PR5 within 1 month and will eventually become a 6 or 7 in 2-3 months.

I hope this can be a way for us to benefit our visitors with excellent content. Hope to hear from you soon.

John Smith
www.domain.com

If you do this several times, over the course of a month, I can guarantee you'll rank **VERY** well for nearly any search term, period. It works, and it works extremely well.

*Fool Proof SEO Elite Success Blueprint - Summary*

# "Super Quick Summary!"

To summarize everything, **I want to make sure you know just how important offpage optimization is to ranking well.**

- You must have links pointing to your website.
- These links must include your main keywords in the "anchor text".
- It's best to get links from the exact same websites that the top ranked websites have their links on.
- It's best to have close to the same % of links containing the specific keyword you're trying to rank well for, as the top ranked websites. SEO Elite shows you this.
- In order to get links to your website, you can trade links with other people buy sending link requests.
- You can also buy text links from the places I mentioned
- You can write articles and submit them to websites. Include a link to your website in the footer of your article.

**Onpage optimization is still important**, but just not nearly as important as offpage optimization. You should do both.

- Include your keywords in your page title
- Use the '|' symbol to separate words
- Use only your main keywords. Don't use filler words. The '|' character will act as a filler
- Use <h1> and <h2> header tags
- Bold, italicize, and underline some keywords
- Place your main keyword at the beginning and end of your webpage
- Include your keyword in the copyright footer of your webpage
- Use <alt> image tags and include your keyword, plus the word "image" or "graphic" etc.

That's the basics of SEO that you MUST do to rank well. There are other advanced things I will teach you later, but by doing the things I've outlined in this blueprint, I can guarantee you that you will see an enormous increase in your rankings.

Now if you are **really** serious about search engine optimization and want to take things to a new level ONLY AFTER you do the things listed in this blueprint, I would recommend you check out:

**"*Stomping The Search Engines*"** by Brad Fallon (Nice name) ;-)

You get about 20 hours of audio, tons of written material, and a great directory of resources. Now, Brad created Stomping The Search Engines about 2 months before SEO Elite was created, so you'll note he doesn't mention SEO Elite. This is only because SEO Elite wasn't created at the time of his writing, so he mentions a product called Optilink, which was good at the time... Until SEO Elite came along and offered hundreds of other features in addition to the ones Optilink has. Keep this in mind when he mentions things you can do with Optilink. SEO Elite allows you to do that and more, so you're all set.

To check out Brad's course and download a free 40 minute audio interview click here. I

can't say enough good things about what Brad's teaching.

That's it! Now don't be lazy and get out there and optimize your website using the techniques I've just taught you! Best of luck!

Brad Callen
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