

# The Master Plan Primer

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## Introduction

The concepts that will be introduced in this report may be very eye-opening for you. It may challenge the way you think about making money online. The strategies that will be taught here are proven methods for sustaining long term traffic to your website whether you are an Internet newbie or seasoned professional. As we all know traffic equals dollars but getting traffic to your website has long been a subject that has been somewhat shrouded in mystery. The point of this report is to remove that shroud and give you a proven direction and game plan based on facts and evidence.

This is not just another sales pitch or marketing propaganda. The system described here is geared in a different way. I will be describing a strategy that many top Search Engine Optimization (SEO) firms have held as a closely guarded secret. I truly believe in helping people to make money online and I am known for giving my knowledge away freely because I firmly hold the belief that by giving to humanity that humanity will reward me. This theory of life has never been proven wrong and I will never change my outlook on this.

I will be revealing information that the top, most sought after, SEO firms all over the world use to gain and maintain high rankings for their clients. These are clients that pay tens of thousands of dollars for top-notch work.

I will no doubt make some enemies by revealing this information to the public (I already have) but I don't care. There is a virtual bubble of "hype" and "misinformation" floating around the Internet and my goal is to bust it.

This report will open your eyes to a new world that is available to you. It is the secret that will set your efforts apart from 99% of the websites on the Internet. This same secret will allow you to out rank 99% of the websites on the Internet as well.

If you are serious about your online business or you are just starting out then you will want to read every single word of this report. Go to a quiet place, without distraction, and make every effort to comprehend everything I am about to tell you and show you.

## **Why are you doing this?**

### **Good question!**

I am doing this because I am tired of seeing so many aspiring webmasters and web professionals dish out their hard earned money for computer programs, membership clubs and systems that are over-hyped garbage and mislead people down a road to sure failure and perpetuate the cloud of mystery surrounding making money online.

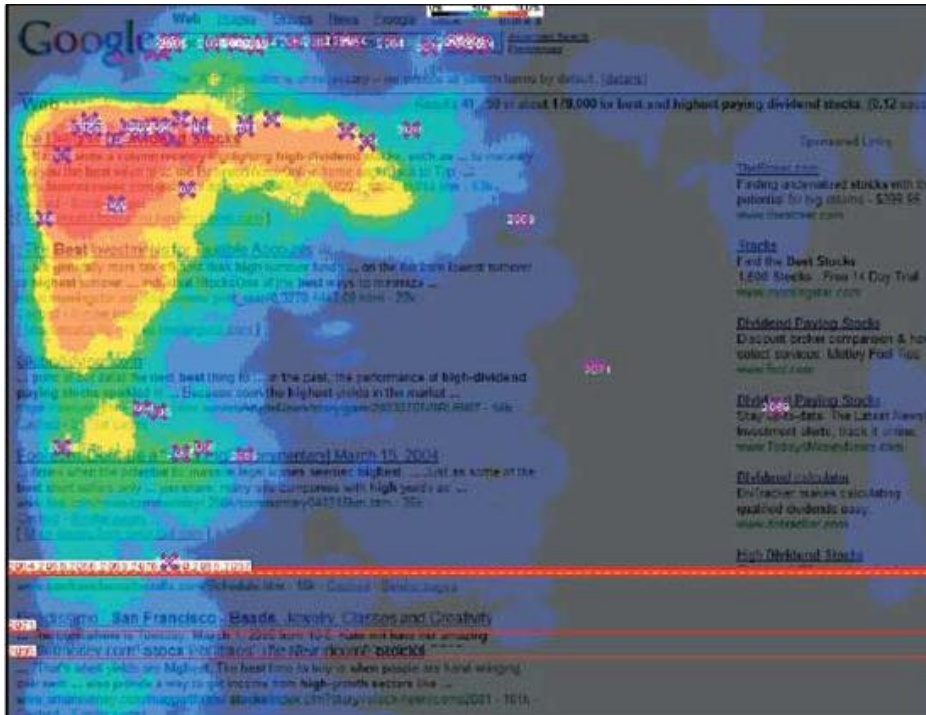
If I do one thing in life it will be to open doors of opportunity for people that they may be blind to otherwise. I believe that by giving you a method to expose mediocrity, before you invest, will eventually lead to a better (and more accurate) sharing of information on the Internet. This is one of the many goals of this report.

## **Why should you care about organic SEO?**

If you are serious about making money on the Internet then you absolutely must work to have your website listed in the top of the search engines. Many online business owners focus solely on getting traffic through Pay Per Click (PPC). You can make good money in PPC without question. However, if you want to make great money then you must focus at least half of your effort on organic search.

Just take a look at the Google eye map below. The area in red represents the area of the search engine results pages (SERPs) that a user's eyes look at the most. This is also known as the "golden triangle".

If you notice there is very little eyeball activity on the paid ads (PPC) to the right. You can not base your online business on paid ads alone. Organic search placement or search engine optimization (SEO) should be on the top of your list if you are truly serious about making money online.



I know that the eye map above is nothing new or Earth-shattering but you can't deny the fact that if you are serious about making money online, you absolutely **MUST** concentrate part of your effort toward gaining high rankings in the natural (organic) search results on the major search engines.

One of the goals of this report is to share with you the secret to making your website appear more relevant (and rank higher) than your competitors.

## Where the Search Engines are are Going...

In the search engines plight to combat spam and sites with poor content, they are implementing some pretty sophisticated algorithms.

In the past the search engines simply scanned the content of your page, looked at the keyword density of certain words on your page and then ranked it accordingly based on the most dominant keyword or keyword phrase.

***Those days are long gone!***

### Why?

This method of gaining rankings left a gaping hole that allowed spammers and lazy webmasters the opportunity to fool their way to the top. You may remember the big blog and ping frenzy from about 2 years ago where you could literally rank in the top 10 in Yahoo in a few hours or days for your chosen keywords.

In the search engines' effort to combat the poor quality garbage that was finding its way to the top of their SERPs, they have found the need to employ another algorithm called Latent Semantic Indexing (LSI).

LSI is a complex algorithm that is quickly able to determine the relevance of a web page or website based on context and not just keyword density (the number of times a particular keyword appears on a web page).

LSI is an algorithm that takes a snapshot of the entire web and stores it for the purpose of evaluating the relevance of new websites and web pages. LSI basically looks at keywords and key phrases and then matches those keywords and phrases to its LSI database to determine if *OTHER* keywords that *COMMONLY* appear with those keywords and phrases are present in your document.

**For example:**

A golf club website that is trying to rank for the term “golf clubs” is going to be evaluated against other high ranking golf club websites to determine if it has “expert verbiage” that is commonly used within the context of “golf clubs” like “Tiger Woods”, “Ping”, “Callaway”, etc.

LSI tries to determine context as it relates to overall relevance. You can no longer try to dominate the “golf club” market by simply sprinkling the phrase “golf club” all over your site and web pages.

**FACT:** If your site does not contain expert verbiage as determined by the LSI algorithm then the search engines will not find your web page or website to be 100% relevant and you will not gain position in the SERPs.

LSI is so sophisticated that it not only looks at the content of your web page, it looks at the content of your entire web site in relation to that web page. It takes into consideration the overall construction of your site to determine relevance.

I know that this may sound scary and complex but there is a very easy way to construct your website and create content that forces the search engines to 100% understand and rank you for the keywords and keyword phrases that are most important to your business.

## Website Silo Structure

With LSI in mind it becomes critical to theme your website so that the search engines find your content and keywords to be more relevant than your

competitors. The good news is that this is extremely easy to do because 99% of the websites on the Internet ***do not do it!***

This is because most webmasters have never heard of LSI or are too lazy to do anything about it. The best news of all is the fact that most webmasters are not serious enough about their business to do the work required to gain high rankings in the search engines.

It has always puzzled me why the lazy webmaster will spend 8 hours a day trying to gain high rankings by using less than desirable methods. They end up re-investing their time over and over again on new strategies, programs and software just to “keep up”.

The savvy webmaster who spends those same 8 hours working understands that the effort they employ today will have residual effects tomorrow. They don't have to re-invent themselves over and over again because they employ solid, time-tested and search engine friendly tactics.

Here's the kicker...

The savvy webmaster employing solid techniques and the lazy webmaster that employed shady or lazy techniques both worked 8 hours. The funny thing is the fact that the lazy webmaster or spammer actually works much harder and longer to make less money than the savvy webmaster.

Anyway, enough of my rambling and back to the subject at hand...

In order to theme your site properly you need to adopt what is called good “Silo” structure. A properly siloed site will support the theme of your site using solid internal (within your website) keyword anchor text (keywords that are clickable) coupled with a strict website design hierarchy that forces to search engines to deem your site as 100% relevant to your market.

If your site is deemed as 100% relevant then your job of ranking high in the SERPs becomes **exponentially** easier.

A silo is basically a section of a website that is devoted to a single theme and does not link to content, information or other websites that fall outside of that theme. A link to non-theme related sources will cause what is known as “theme bleeding”. Theme bleeding is a major factor that causes good quality web sites to remain buried in the SERPs.

It should be your goal to avoid theme bleeding at all costs because it will impair and dilute your efforts.

***The surest way to avoid theme bleeding is to silo your site.***

For example let's say you're building a website about "golf". We all know that there are many different facets to the keyword "golf" and you will never rank for the highly competitive word "golf" unless you encompass all things golf.

In order to do this you need to build silos for your golf site. Each silo will be a separate aspect or "sub-niche" of the word "golf" like:

**Golf Instruction**  
**Golf Clubs**  
**Golf Balls**  
**Golf Shoes**  
**Golf News**  
**Golf Courses**  
**Etc...**

Each category above represents a "silo".

To gain a clear understanding of a silo let's start with the "Golf Instruction" silo.

Only information related to "golf instruction" will appear in this silo and there will be no links within that silo that link to content either internally or externally that are not 100% related to "golf instruction".

To clarify this point a little further let's take a look at some case studies...

## **A Case Study**

Take a look at <http://www.allaboutlawns.com>

Look at their top menu and you will see:

**Mowing**  
**Maintenance**  
**Grass Types**  
**Weeds**  
**Tool Tips**  
**Etc...**

Click on the [mowing](#) tab which leads to:

<http://www.allaboutlawns.com/lawn-mowing-mowers/index.php>

This page carries the title "Lawn Mowing and Mowers". Let's see how they rank for the highly competitive term "lawn mowing". [Google search "lawn mowing"](#)

...They come up number 1

Let's now look at some of the articles in the "mowing" silo on [allaboutlawns.com](http://allaboutlawns.com) to see how they rank for "long-tail" search terms in the mowing silo. Long-tail search terms are longer keyword phrases that a search engine user may type into the search engine query box to find information they are looking for.

Looking at the first article in the "mowing" silo I see an article titled:

### **"Lawn Mowers 101: The Tools of the Trade"**

Click on that article and let's look at some long-tail key phrases. Here is the text that I copied directly from the site for the purpose of example:

For the true lawn lover, nothing can take the place of a **good mower**. There's just some kind of connection between man and machine that was made in landscape heaven. And as technology and lawn mowers meet, there are so many more options for the consumer to consider when shopping.

If you've ever found yourself standing in the middle of a home and garden center pondering the options on a wide selection of lawn mowers, you know how frustrating the decision making process can be. Horsepower, blade length, catching or mulching; the list of features goes on and on. But if you face the issue backwards, that is to say considering your lawn before considering mowers, the solution presents itself. Here are some aspects of your property you should keep in mind when deciding between lawn mowers.

#### **Lawn Considerations for Selecting Mowers**

**Slope and Grade.** The **slope and grade of a lawn** (i.e. the level of the land) will dictate selecting manual (push) or **powered lawn mowers**.

**Total Area.** For smaller lawns, **push mowers** work just fine. Riding lawn mowers are perfect for homeowners with over an acre of land.

**Physical Condition.** All lawn mowers are not for everyone. Those who have physical limitations will definitely want motorized machines.

If the thought of battling traditional gas-guzzling lawn mowers in the heat of the day is uninviting to you, there are a variety of options that will fit your needs. Here are some of the more **popular lawn mowers** that are good alternatives.

#### Popular Lawn Mowers

**High-Wheel Lawn Mowers.** If you have to push a mower up a hill, high-wheel lawn mowers make the job infinitely easier.

**Cordless Mulching Lawn Mowers.** Cordless mulching lawn mowers feature electric power and no bagging. Perfection!

**Reel Lawn Mowers.** Reel lawn mowers take it back to the good old days, with a technological twist. These **manual mowers** are making a comeback.

The next time you're at your local home and garden center, check out the latest line of **alternative lawn mowers** for your yard maintenance tasks.

**Now let's look at how this site ranks for the highlighted long-tail terms:**

**Good mower:** Google position 6

**Lawn Considerations for Selecting Mowers:** Google position 1

**Slope and grade of lawn:** Google position 1

**Push mowers:** Google position 19

**Popular lawn mowers:** Google position 3

**High-wheel lawn mowers:** Google position 9

**Cordless mulching lawn mowers:** Google position 10

**Reel lawn mowers:** Google position 23

**Manual mowers:** Google position 51

**Alternative lawn mowers:** Google position 4



It is interesting to note that the article above has not been optimized for the terms that it ranks for in the “traditional” sense. However, it has been optimized in the LSI sense.

Not only does the article talk about “lawn mowers”, it also includes content that is related to lawn mowers and ranks for those terms as well.

It is also worthy to note that the entire content of the “mowers” section is allowing this site to rank highly for almost every “mower” related keyword or key phrase in the “mower silo”. This is a result of a strict hierarchy of web site silo design.

Now look at the next article in the “mowing” silo titled:

**“Lawn Mower Maintenance for Efficiency and Savings”**

**Let’s see how they rank for the term “lawn mower maintenance”**

**They are in position 4 in Google.**

I want you to continue to look at articles in the different silos in this web site and extract keywords, keyword phrases and long-tail search terms and see how they rank in Google. You will notice that they rank highly for most of the terms that they are going after either directly or indirectly.

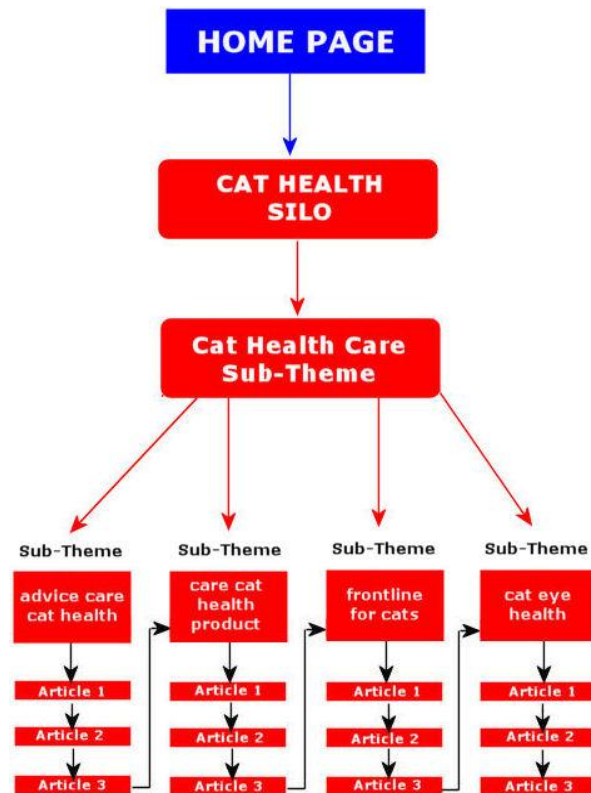
I want you to understand that the reason behind their high rankings is no accident. The *PRIMARY* reason for their success is the structure of their website and expert verbiage in their articles. Contrary to popular belief it is *NOT* a result of the links from other sites leading to allaboutlawns.com (backlinks). Backlinks do play a secondary role in this sites high rankings but the main factor is the design and hierarchy of their site coupled with content that focuses on a keyword and then uses other synonymic keywords (related words) within their articles. The site follows a strict silo structure that allows the search engines to theme their site in a manner that is desirable.

If you look at how the site is structured you will notice that all “mower” information is stored in a directory (or folder) called “lawn-mowing-mowers”

<http://www.allaboutlawns.com/lawn-mowing-mowers/>

All information related to lawn mowing and lawn mowers is stored in this folder. You will not see information about “grass types” or “weeds” in this silo as it would serve to dilute (bleed) the theme of the silo.

The following is a sample silo structure for a “cat” related website. Here is a basic diagram of how a silo structure looks:



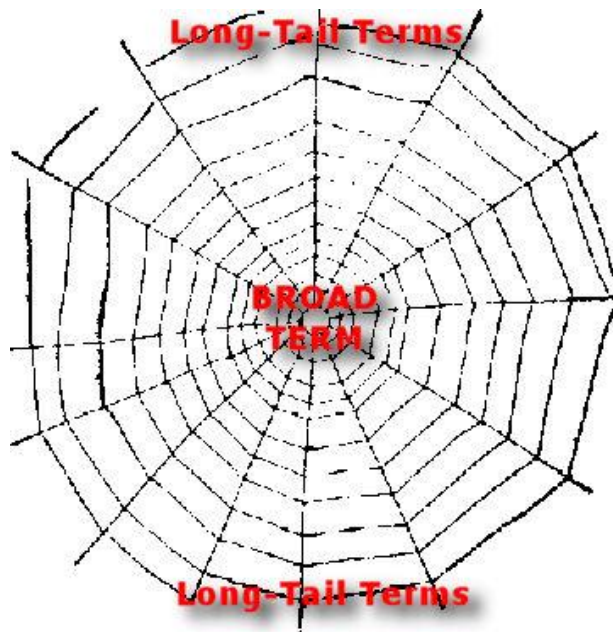
From the home page there is a silo on “cat health”. Within that silo there is a related “sub-theme” called “cat health care”. There could be many sub-themes that are related to “cat health care” but for the purpose of example I am only showing one sub-theme.

Under the “cat health care” sub-theme there are child sub-themes that go deeper into the overall subject (silo) of “cat health” such as “advice on cat health care”, “cat health care products”, “frontline for cats” and “cat eye health”.

From there you see there are individual article pages under each child sub-theme that go deeper into each subject and link sequentially, one to the next. The very last article in each child sub-theme links to the top of the next child sub-theme to lend overall strength to the sub-theme of “cat health care” which in turn strengthens the broader category (silo) of “Cat Health”.

As you get to the bottom of the silo the articles and content get more specific into long-tail search terms or specific terms that a search engine user would use to query the search engines for results.

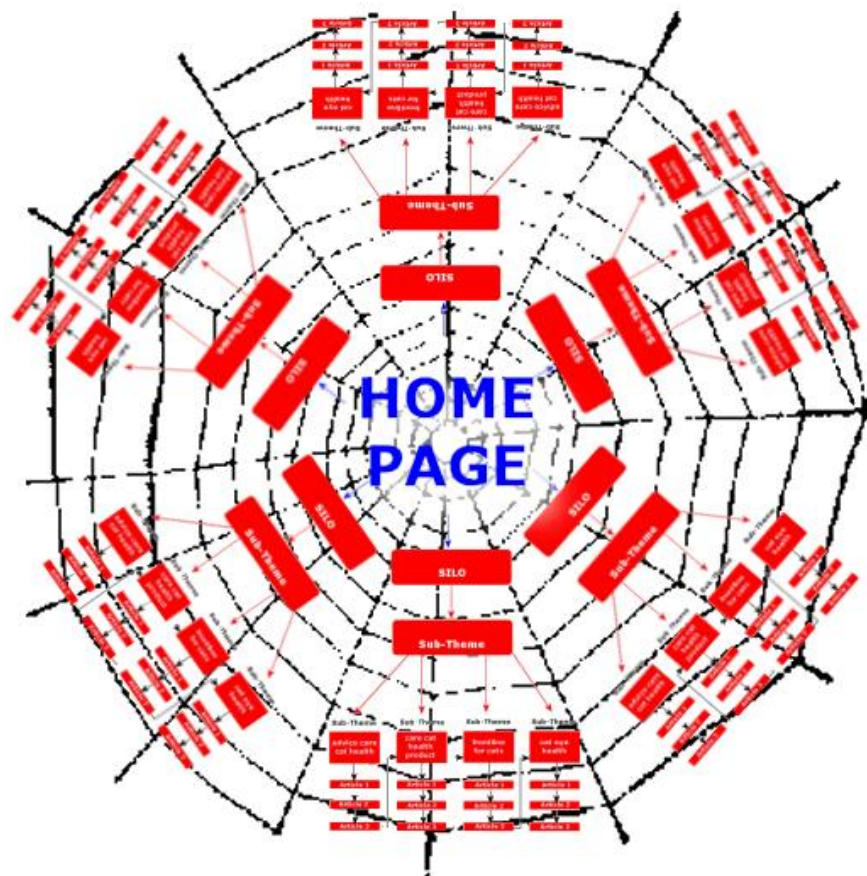
**Think of this a casting a net or weaving a spider web:**



Your long-tail search terms exist at the bottom of the silo (edge of the web). These terms don't have the high search volume like the broad term does (at the top of the silo / center of the web) but lend overall strength and reach to the web.

If you look at the image below you will see a web with the silo structure superimposed on top of it just to give you a more visual understanding. Your home page exists at the very center of the web which links to each silo in the web which links to each sub-theme in the web. As you get close to the edge of the web your site focuses on less competitive yet highly specific long-tail search terms.

The effect of all of this casts a wide synonymic net for your website as a whole and lends overall strength to the highly competitive keywords toward the center of your web (top of your site)



As you build your site following a solid silo site structure your web or synonymic net will cast wider and wider and you will rank for and gain visitors from broad terms and specific (long-tail) terms at the same time.

## Here is the **big** secret:

It is very easy to rank in the top 10 for long-tail search terms because there are less competing pages for those terms. You can easily dominate and rank number one for a long-tail search term like “dog obedience training in Houston”. At the time of this writing “dog obedience training in Houston” has 271,000 competing pages in [Google](#). This is not the BIG secret but the following is:

As you work to rank for the long-tail terms in the bottom of your silos (edge of the web) you will begin to rise in rankings for the broader terms toward the top of your silos. The search engines will see and understand the fact that you are ranking highly for the long-tail terms and if your site follows a solid silo design hierarchy then the search engines will begin to push you up in the rankings for more competitive keywords because you are already ranking high for the less competitive, long-tail, keywords.

This process establishes trust and forces the search engines to deem your website as an authority for broader and broader terms. This is the secret to gaining top 10 rankings in markets with tens of millions of competing web sites and it can be done with relative ease as you will soon discover.

## **How do you compete with the high ranking sites in your niche?**

By adopting a silo site structure and adhering to a solid plan of action you can easily outrank most websites. Over time you will begin to outrank websites under highly competitive keywords.

There has been a ton of hype surrounding the need for gaining backlinks (having other sites link to your website) for the purpose of rising in search engine rankings. I am about to bust that myth!

I am not saying that backlinks aren't important. What I am saying is that backlinks are only secondary to a solid website silo design coupled with content that is written from an expert perspective. I will soon show you undeniable proof that what I am saying here is true.

If you look at many of the top websites on the Internet you will notice that most of them use some sort of silo structure.

## **A Brief Word About Backlinks**

A backlink is the measure of the number of web pages found on the Internet that contain a link to a specific page of your website. Backlinks can be found both within your web site and on other external web sites. Search engines that use backlinks to measure the value of a web page (for the resulting listings) include: Google (includes AOL), AllTheWeb (Fast), Altavista, Hotbot and MSN.

## **Importance of Backlinks**

Backlinks benefit a website in several ways.

### **- Robot visit frequency**

Search engine robots follow links between websites. The more inbound links you have, the more often robots will visit your site.

### **- Measure of credibility**

Many search engines assume a site with a high number of backlinks is highly credible. Worth considering is the way the Page Rank system by Google works.

Part of a good website marketing plan is to establish credibility by gaining links from other websites to your website. This will act to enhance the popularity of

your site in the eyes of the search engines. A site that is not linked to from other websites is never seen as an authority from a search engines perspective and will tend to rank lower in the search engine results pages (SERPs).

The quality of backlinks to your site will always beat quantity. You can literally gain 10 backlinks that have the same ranking power of 1000 poor quality backlinks that are derived from link swapping, link buying and other methods that the search engines frown upon.

The surest way to get quality backlinks is to build a quality site and work to gain listings in the top, most respected directories like DMOZ or the Yahoo directories.

You should also work to get your site indexed initially in a natural fashion to avoid the search engines red flagging your site as a potential spammer.

## **Get your Site Indexed Naturally**

The best strategy to adopt is to get your website crawled and indexed in a natural and non-forceful manner. This is another secret of the top SEO firms.

It has been found that manually submitting the home page of your site using varying anchor text links and descriptions is the best and fastest way to get your site crawled and indexed while maintaining your behind the scenes trust rank. This method easily allows your site to get crawled and indexed by the search engines in a non-aggressive and spam free manner.

### **What is a Directory?**

A directory is a categorized index of web sites that does not use robots is called a directory. All sites that are indexed are submitted manually. You need to submit your web site under a relevant category, after which an editor will review your site and then accept or reject your site according to its content.

Get your site listed on as many free search engine friendly directories as possible. There are hundreds and hundreds of free directories out there that do not require a reciprocal link and have high pagerank. Do a search on Google for “search engine friendly directories”. You’ll find tons of them.

You also need to try to get your site listed in the DMOZ directory at [dmoz.org](http://dmoz.org). This carries huge ranking power as most of the top 10 websites under many keywords have a listing in the DMOZ directory.

You may also want to consider buying a listing in the [Yahoo directory](http://Yahoo directory). Most high ranking sites have a listing here as well.

Read more about directory submissions and guidelines at Vilesilencer.com (<http://info.vilesilencer.com>)

# Evidence

In this section of the report I am going to show you undeniable evidence that a well siloed site coupled with synonymic content will outrank sites that have poor structure even though they have more backlinks.

## Case Study Video # 1: [Click Here](#)

As you can see from video 1, hip-home.com is outranking bobvila.com for the keyword "in-ground concrete pools". At the time of the making of the videos yahoo.com's backlink search function was disabled but it is now active again.

Based on a backlink check of bobvila.com on Google:

Hip-home.com with 20 backlinks and a PR of 3 is outranking Bobvila.com with 2800 backlinks and a PR of 6

Now that Yahoo's backlink check is active again let's compare backlinks from Yahoo:

Hip-home.com has no (zero) registered backlinks with Yahoo

Bobvila.com has 104,229 sites that link to various pages within Bobvila.com according to Yahoo. [Click here](#) to see for yourself.

Interesting Point: Bobvila.com with 104,229 backlinks with a PR6 is being beat by hip-home.com with (0-20) backlinks and a PR3.

How is this possible? Does this challenge all logic?

Bobvila.com has severe theme bleeding on their site. They are not being found as relevant to "in-ground concrete pools" because of this fact. If bobvila.com were to re-design their site then they would enjoy higher rankings. Hip-home.com is the winner because their site is well siloed and avoids theme bleeding.

## Case Study Video # 2: [Click Here](#)



Rchelicoptertips.com is out ranking their competitor for the highly competitive keyword "rc helicopter" because they are using LSI determined "expert" keywords in the body of their articles on the site.

They are not just stuffing the word "rc helicopter" all over their content, they are using other synonymic words as well like:

RC heli  
radio control heli  
radio control helicopter  
remote control helicopters  
RC helicopter gives  
helicopter  
RC helicopter

If you [take a look at the article](#) from which I extracted the keywords above you will notice that the writing seems much more natural to the reader. The LSI algorithm also deems the article to be much more natural due to its use of words other than "rc helicopter" that are directly related.

Let's examine the first couple of paragraphs in the article:

A **radio control heli** requires a lot of time and patience, but it can be very fun and exciting to fly.

The newcomer will need to be prepared for the cost of the kit, as well as the cost to repair damage from the inevitable crashes. A **radio control helicopter** also require dedicated attention while flying and attentiveness to safety precautions.

There are many reasons to start flying **remote control helicopters**, even though they are often seen as the most challenging RC to learn. Some people enjoy the extra challenge that learning to build and fly an **RC helicopter** gives.

The highlighted keywords are words that are synonymic with the target keyword "rc helicopter". I want you to notice the lack of the word "rc helicopter" in the article.

I also want you to note the fact that rchelicoptertips.com also ranks highly for the other terms in this article:



KEYWORD	Google Position	Competing Pages
Radio control heli	2	6,550,000
Radio control helicopter	19	6,010,000
Remote control helicopter	8	5,400,000

Let's now look at the site that they are beating, [trendtimes.com](http://trendtimes.com). This site has a PR6, way better than the site that is beating them. If you haven't figured it out by now, PR ratings have nothing to do with rankings!

Now let's look at a few paragraphs of the content on trendtimes.com:

Searching for electric **RC helicopters**? A lot of people are doing the same thing right now! That's why Trend Times had to span the globe for the most amazing **RC helicopters** and put them here just for you. Don't pay thousands of dollars for **rc helicopters** when Trend Times offers high quality ready to fly (RTF) electric **RC helicopters**. Serving both the beginner pilots and experienced pilots. Our electric **RC helicopters** come assembled and ready to fly. New 6 Channel Dragon, HB Pro, Zoom Shogun 400, T-Rex, and Super Dragon helicopters with belt drive/aluminum upgrade parts are collective pitch **RC helicopters** which allow 3D flight and inverted flight maneuvers.

Buy right now and get free shipping on electric **RC helicopters**! Order Quickly Online Or Call And Place Your Remote Control Helicopter Order Toll Free At 1-800-350-5420 High flying indoor/outdoor electric **RC helicopters** are lots of fun at reasonable Trend Times prices! Yes, our helicopters really fly. Don't worry, we carry all spare parts for these remote control helicopters.

They are using the old-school approach to rankings and that is stuffing their target keyword all over their article in an attempt to gain rankings. Despite this they are loosing to a [rechelicoptertips.com](http://rechelicoptertips.com) even though they have a higher PR and more backlinks.

## WHY?

Rchelicoptertips.com is found to be more related to "rc helicopters" because it uses words other than just "rc helicopter". They come across as more of an expert because they are using keywords that a person that knew what they were talking about would use. LSI is able

to pick up on these things and deems the site with less backlinks and less PR the winner.

### **Case Study Video # 3: [Click Here](#)**

Sukina-akitas.com has more expert content than their competitor, yourpurebredpuppy.com and has therefore taken the number one position in Google for the keyword "Akita training".

Yourpurebredpuppy.com has a higher PR and more backlinks than sukina-akitas.com yet sukina-akitas.com is the winner because they cover the subject "Akita training" better.

### **Case Study Video # 4: [Click Here](#)**

By ranking for long-tail (less competitive) terms, cnet.com is able to rank highly for more competitive terms like "cell phones".

Based on research it appears that the key to ranking for highly competitive terms is to rank high for less competitive terms first. The search engines take note of the fact that a website is ranking for the long-tail terms and moves them up in rankings for the more competitive keywords as a result.

This seems to carry tons more ranking power than simply gaining backlinks. This busts some pretty heavy myths that are floating around right now!

### **Conclusion Video # 5: [Click Here](#)**

## **Strategy based on conclusions...**

Learn how to build a well siloed site structure because this will help the search engines to understand the themes within your site. Couple site structure with content that not only uses your target keyword but also uses words that are synonymic or related to your target keyword. Keyword density speculation is a thing of the past.

You cannot fake yourself as an expert and then write content that the LSI algorithm will consider relevant. You must research a niche thoroughly before attempting to rank within it.

Once you have your website blueprinted using a solid silo structure, you can easily work to dominate long-tail keywords within your niche. As you gain high rankings for these long-tail terms within your silo, you will begin to rank higher and higher for the more competitive keywords in your silo.

Based on the research and proof that you have seen in the videos the myth that backlinks are the single most effective way to gain rankings in the search engines is... **BUSTED!!!**

## The Master Plan

The Master Plan (TMP) is a *MAJOR* expansion of the strategies uncovered in this report and goes into 195 pages of very specific detail as it relates to siloing, theming and Latent Semantic Indexing (LSI).

TMP is an authority guide that covers all aspects of gaining high rankings for your website using advanced search engine optimization skills that the top SEO companies have held as their most closely guarded secret.

Though it is an advanced system that is explained in such a way that ***any newbie can easily understand it and implement it.***

If you want a very “crystal clear” guide that takes you through every facet of LSI, siloing, theming, planning and building highly profitable and lasting online real estate then The Master Plan is a must read. You can find more details on The Master Plan Here: [The Master Plan](#)

## Where to go from here

I would strongly suggest that you do your own research as shown in the videos above. I want you to look for cases where a good silo structured site is outranking websites with more PR and more backlinks. The evidence is all over the place and is undeniable.

There is a support forum for readers of this report located at SEO 20/20.

[Click Here](#) to go to that forum and feel free to ask questions.

You can learn how to silo, theme and rank your sites by simply looking at other websites and doing some research. I have given you a place to start, now it is up to you to follow through.

Whenever you are ready to learn this strategy in full then give [The Master Plan](#) a read. You certainly don't need The Master Plan to learn these strategies but it will put you way ahead of the curve. The Master Plan is based on years of proven

knowledge and experience in building solid online assets that will continue to earn reliable and predictable income year after year.

## Conclusion

Siloing, themeing and specific design and placement of content is nothing new. Just look at some of the highest ranking sites on the Internet under the most competitive search terms and you will see that they all follow this “secret” to high rankings to one degree or another.

Do your own due diligence to verify what I am teaching here. I am convinced that you will find for yourself that the strategies discussed here are solid.

Wishing you the best of success,

A handwritten signature in black ink, appearing to read 'CH Heflin'.

Charles R. Heflin  
Professional SEO Advisor / Consultant  
SEO 20/20 - [The Master Plan](#)