# http://work1099.com/wp-content/uploads/2012/09/work10994.png

## Work1099 Training Manual

## How To Make The Most Money From Your SEO Campaign (And Why Many SEO Techniques Actually LOSE Money In The Long Run)

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# This Training Manual Covers:

* The single most important thing you can do for your SEO campaign (if you aren't doing this, you'll struggle to achieve search engine rankings long-term... even if you do everything else right).
* Why many SEO techniques are like building a sand castle on the beach. It’s around for a while, but as soon as the tide comes in, the sand castle will be wiped out. Your business could end up crippled or even destroyed by these techniques (see inside for details).
* Discover the most profitable type of SEO. SEO that allows you to build a real business. A real, long-term stable asset that will continue to pay you for years to come... Rather than a fly-by-night SEO scheme that is here today and gone tomorrow.
* The 4 most powerful SEO techniques that most businesses overlook. Your competition has likely over-looked these too. So if you take advantage of them, you can have a substantial edge over your competition.
* Much, much more. All the most important things you need to know to maximize the results from your SEO campaign.

**Introduction**

Congratulations on purchasing your own copy of “How To Make The Most Money From Your SEO Campaign.” In this report, you’ll discover the real deal about SEO. Including the counter-intuitive steps you should take to make the most money from your SEO campaign. You see, for some reason, most SEO experts just don't even talk about the most important parts of SEO.

So there's a good chance your leaving a lot of money on the table in your SEO campaign.

**The Problem With Typical SEO**

Believe it or not, most SEO techniques are like building a sand castle on the beach. It’s around for a while, but as soon as the tide comes in, the sand castle will be wiped out. This is because most SEO techniques are about “gaming” Google; finding loopholes in Google's software.

Google's goal is to display the best search results for its users. When their users search on their search engine, they are looking for a solution to their problems. Google wants them to find those solutions easily and quickly. They try to recommend the best websites for each search they receive.

Most SEO is about circumventing this goal. It's about trying to rank high on Google without actually being the best site Google could recommend to its users. It's about finding loopholes in Google's software systems to make that happen. This is sometimes referred to as “black hat SEO.” But, really, most SEO techniques are black hat SEO techniques.

Of course, Google isn't happy about this. And they employ a substantial number of very smart people who are hellbent on removing this thorn in their side. And, on a regular basis, Google releases updates that remove these loopholes and punish the websites that abused these loopholes in their software.

Every time this happens, thousands of websites suddenly have their traffic dry up. They may even get banned from appearing in Google's search results entirely. Businesses are crippled or even destroyed.

Make no mistake. If you use black hat SEO techniques, such a day will eventually come for your business. And Google is becoming better and better at weeding out these loopholes and punishing the offenders. So the situation is going to get even worse in the future for anyone using these techniques.

**What You Should Do Instead**

The solution is simple. Avoid being that sand castle on the beach. Instead, build your business on a solid foundation that can stand the test of time. Just avoid all black hat SEO techniques. And use better SEO techniques instead.

Make a pledge to use only “white hat” SEO techniques. White hat SEO techniques are those that work together with Google and follow all of their policies. It's about ranking high on Google because you're actually the best recommendation Google can make to their users.

This type of SEO can stand the test of time because you're not doing anything that would make Google want to ban you or penalize your site. Instead, you're helping Google help their users. So they'll be glad to keep you around.

This allows you to build a website that is a long-term asset that will continue to pay you for years to come... instead of a fly-by-night SEO scheme that is here today and gone tomorrow. This guide is dedicated to this second type of SEO. Because being on the front page of Google for years beats being there for only a few months.

**The Single Most Important Thing You Can Do For Your SEO Campaign**

As you now know, the single most important thing you can do for SEO is become the best recommendation Google can make to their users. As we discussed before, people searching on Google are looking for solutions to their problems. Make your website, your content and your products into that best solution and Google will reward you with high rankings.

Don't get me wrong. This isn't the only thing you need to do for SEO. But it is the most important thing you need to do for SEO. Get this right and you'll be rewarded. Get this wrong and you'll only struggle in the long run... even if you get everything else right.

**How Google Knows If You're The Best Site To Recommend To Their Users**

As you may know, Google uses very advanced and complex computer algorithms to decide which sites rank on the first page of search results. But some of these are more important than others. And the following two ranking factors are powerful yet usually get overlooked by SEO “experts.” So we'll be covering them here so you have an edge over the competition.

* **Ranking Factor #1:** Google looks at the “bounce rate” of your website. A bounce occurs any time someone visits your website and then immediately clicks the back button. To Google, this is a sign that the user didn't find what they were looking for on your website. The bounce rate is a % representing how often a bounce occurs on your website.
* **Ranking Factor #2:** Google looks at how long searchers stay on your website before searching again. In Google's mind, a user staying on your site longer means they are finding what they are looking for. Otherwise, they'd have no reason to stay no your site.

Together, these two ranking factors give Google a pretty good idea which website is offering the best solutions to their users. It tells them if their users are finding solutions to their problems.

All those other ranking factors you'll hear out there can help get your site to the front page of Google. But you won't be on the front page for long unless you do well for these two ranking factors we've discussed above. And it's these two ranking factors that most businesses never hear about and overlook.

So you want to minimize your pages’ bounce rate. And you want to maximize the time visitors spend on your site. The next sections cover four important ways to achieve this by providing high quality content; by being the best solution for Google searchers.

**Becoming The Best Solution Google Can Recommend - Step #1: Aim To Be A Complete Solution**

As you now know, the longer users spend on your site, the better. The longer it is, the higher rankings you'll get on Google. But you can get even more benefit from maxing this out. The best case scenario is that visitors just disappear into your site and never return to Google to search again.

This gives you a very long time on site. Longer than the competition. So you'll have an edge for ranking higher in the search engines. And the longer they are on your site, the higher the probability they'll make a purchase from you. So your sales go up.

Plus, it also removes the visitor from the competitive environment. Instead of them searching and finding your competitions' websites, they just stick with you and solve their problems with you instead. So this strategy gives you both higher SEO rankings and higher conversions. And that means making more money overall.

**Where To Get Started**

To make that happen, your website needs to offer a full and complete solution for ALL their problems in your niche market. If they are searching for a problem and you don't solve it completely, they'll go back to searching instead of staying on your site and staying with your products. So it's important that your website and products take care of all their needs in your niche.

So you want each page of your site to be the best solution for one keyword. And you want to do market research so that you understand the problems users' are trying to solve when they search that keyword. After all, you must first know their problems in order to offer the best solution.

Most searchers on Google will have multiple problems they want to solve. And their problems will evolve over time.

For example, an example of a standard SERIES of searches is that a searcher will first type “Guinea Pig” into Google. At this stage, they are just wondering what a guinea pig is and some basic information about them.

Then they'll search “Guinea Pigs” in Google. Now, they're looking for some additional information including how you have to take care of them and what they eat. Then, they'll keep typing in various searches related to guinea pigs and gathering more and more information as they work on deciding if a guinea pig is right for their children. Eventually, they'll search “Guinea Pig Buy” or “Guinea Pig Rescue” if they decide to get one.

Their whole research process could easily involve 20 searches or more. And, as they learn more, they'll have new problems they want to solve. Once they learn that Guinea Pigs are kept in small cages, they'll start to wonder what kind of bedding they'll need to get and how you are supposed to feed them. They keep having new problems arise as they do their research.

And the research process for each user tends to be similar. So, ideally, your website would solve all of these problems they search for during the research process. For each problem they'd search for in Google, have a page that solves that problem.

And, ideally, your website would solve their problems in the right order. So as soon as they learn something new from you, there's an article that solves the next problems that come to their mind.

A good way to do this is to “sell” your other articles at the bottom of each article. So once they finish reading your article, they are persuaded to view other articles.

Make sure to recommend related articles that they'll want to read at that time in their research. And use your copywriting skills to make it enticing for them to keep doing their research on your site. Also, remember: the better your content, the more likely they'll stay on your site.

If you pull this off, they'll stay on your site a very long time instead of continually typing into Google to do research.

Of course, some of this problem solving will take place on your website content and some will take place from your products. You'll have to decide on how to strike the right balance between the two. But, keep in mind, the longer they read free stuff, the more likely they are to buy, because they'll trust you more. So you want to have substantial free content.

For best results, you want to make it your goal to have the best website and the best products in your niche market. Excellence is the best long-term foundation for your business.

So you want to not only solve all their problems, but also solve those problems in the best way.

**Becoming The Best Solution Google Can Recommend - Step #2: Do Thorough Market Research**

In order to be the best solution Google can recommend, you have to first know the problems their searchers are facing. Then, you can create content and products that solve those problems. You find out what those problems are by doing marketing research.

This is also important because, when it comes to competition in any market, whoever knows and understands the customer best tends to win. This is because the more you understand the customer, the better you can make your marketing and content and so the higher your conversion rate tends to be. And the more money you make.

But it’s also important because the more you understand the customer, the better you are able to solve their problems with your content and products. It allows you to have the best solution instead of just some solution.

In our experience, many business owners will insist they already understand their customers and don’t need to do this. But most business owners over-estimate how much they really know about their customers. From our experience, as soon as most business owners do any kind of in-depth market research, they are amazed by how much they didn’t know about their customers.

Later in this guide, we’ll cover exactly how to do this research.

**Becoming The Best Solution Google Can Recommend - Step #3: Quality Writing**

When people are searching on Google, they are skeptical. They usually give a website just a quick glance. If it doesn't seem like it offers what they are looking for at a glance, they just click the back button and move on.

So not only does your website need to solve their problems, it needs to be presented in a way that gets their attention and keeps their attention. It needs to get them to read more after taking just a glance at your website. And it needs to keep their attention until the end of the article. So they can then read your other articles.

This means it's important to avoid common sources of low quality writing. Such as software that automatically generates content and “content mills.” Content mills are businesses that sell cheap, fast content. They seem like a bargain but they really aren't, because the content tends to be low quality. And low quality content doesn't get ranked high in search engines.

This is also important because it’s not just about getting ranked in search engines. Your page has to convert visitors into buyers. If it doesn't, you could have a high SEO ranking, but get zero benefit from it, because nobody ever buys anything. Low quality content is unlikely to lead to conversions.

**You Need High Quality Writing Instead**

That is the only way to win the SEO game. But there are different kinds of writing. The writing that gets an A in a college class isn't the same as what gets and holds attention in the real world. So you don't need academic writing. You need to use copywriting. Copywriting is the art of writing promotions and advertisements. And it's all about getting and holding attention.

So you need to learn copywriting and apply copywriting to your articles. Or you need to hire the best writer you can afford. And make sure any content writers you hire understand good coypwriting. Otherwise they simply won't be effective at getting and holding attention.

Hiring these writers does cost more money. But you'll make more money too. Overall, you're better off investing more money in fewer articles than getting tons of cheap articles. That's the path to making the most money in business.

**Write For People, Not Search Engines**

In the past, businesses would exploit loopholes in Google's algorithm by writing their articles in a way that makes it rank better in the search engine. But Google has since fixed that problem. Now, writing your articles to search engines will actually get you penalized in Google. But the advice to do it is still recommended by some SEO “experts.” So we've included this section to warn you off of doing it.

Plus, writing to search engines also results in poor quality articles from the perspective of humans. They just don't convert as well. So doing it was never a good idea at all. It was just bad advice.

**Becoming The Best Solution Google Can Recommend - Step #4: Test Your Campaign First Before Starting SEO**

A/B split testing is where you make two variations of a single page. Then you send 50% of the site visitors to each page. You tally up the conversions for each variation. At the end, you know which page does a better job of converting visitors.

Any time you do this, one page will invariably do better than the other. From experience, if you haven’t split tested your marketing message, you are leaving money on the table. There is definitely going to be some other way of doing it that would have a higher conversion rate.

Most SEO efforts are done without any kind of split testing at all. If split testing were included, you could get much better rankings. Because you'd get lower bounce rates and a longer time on site.

But split testing doesn’t work in SEO directly. So, if you want to do it, you need to do split testing using a different traffic source.

This is why it can be advantageous to launch your website to a different traffic source first. Then you test your marketing message in detail on that other traffic source. Then, once you’ve learned most of what you need to know from split testing, start doing SEO. And apply everything you learned to your SEO campaign.

Doing this allows you to get much higher search engine rankings. And get them sooner.

Most SEO campaigns just guess what will work without testing it. So you'll have an edge over the competition.

The best way to do this is by doing SEM PPC marketing first. In PPC, you will be targeting the same keywords as your SEO campaign. And you'll be able to split test your landing pages. So whatever works on your landing pages for ppc can also be used on your SEO campaign for the same keywords.

To get the most out of this strategy, you'll want to do SEM PPC first. Get your campaign tuned in. Then, and only then, roll out your SEO campaign based on what you learned from PPC.

The best places to do SEM PPC are either on Google Adwords or MSN PPC. If you're on a budget, MSN PPC is substantially cheaper than Google Adwords.

If you have the budget to use this strategy, it's well worth your time to do it. It will make your SEO efforts substantially more effective; higher time on page, lower bounce rates, and higher conversions.

If you don't have the budget, you won't be able to do it but you can still make use of the other strategies in this guide.

**Thorough Market Research: Expanded**

As we discussed before, doing thorough market research will help you become one of the best solutions in your market, so you can rank higher in search engines.

But you need to do that market research in a smart way. Or else you could end up spending far more time on it than you really need to. This is because there's such a large amount of research available. So you need a way to know what to research and what to ignore.

This is why it's important to only study some keywords instead of every keyword. Also, as we mentioned before, you want to offer a complete solution on your website. But you can't offer a complete solution for everything. It would take too much time. So you need to have one single most important keyword that you offer a complete solution for. And you research that keyword more thoroughly than any other keyword.

By doing this, you're able to do thorough market research without researching anything that would be unnecessary or excessive.

Then, secondarily, you'll do smaller amounts of research for each keyword you create SEO content for. You can use the same techniques but will simply do less of it.

So first, before you begin market research, you’ll want to find the single most important keyword for your business. Once you know this keyword, you’ll be able to do targeted market research.

To find this keyword, we recommend the work1099 report titled “How To Find the Most Profitable Keywords For Your Business.” Inside, you’ll discover a simple step-by-step process for finding the single most important keyword for your business. Once you’ve completed that simple process, you’ll be ready to do this market research process.

**Amazon Reviews**

One of the best sources of market research is the reviews on Amazon.com. This is because the Amazon.com reviews reflect people's mindset when they are making a buying decision. So the information is more powerful than research from social media, where people are in a social mindset.

Information about the buying mindset reflects what has already motivated them to make a buying decision. So you can use that same information to motivate them on your website.

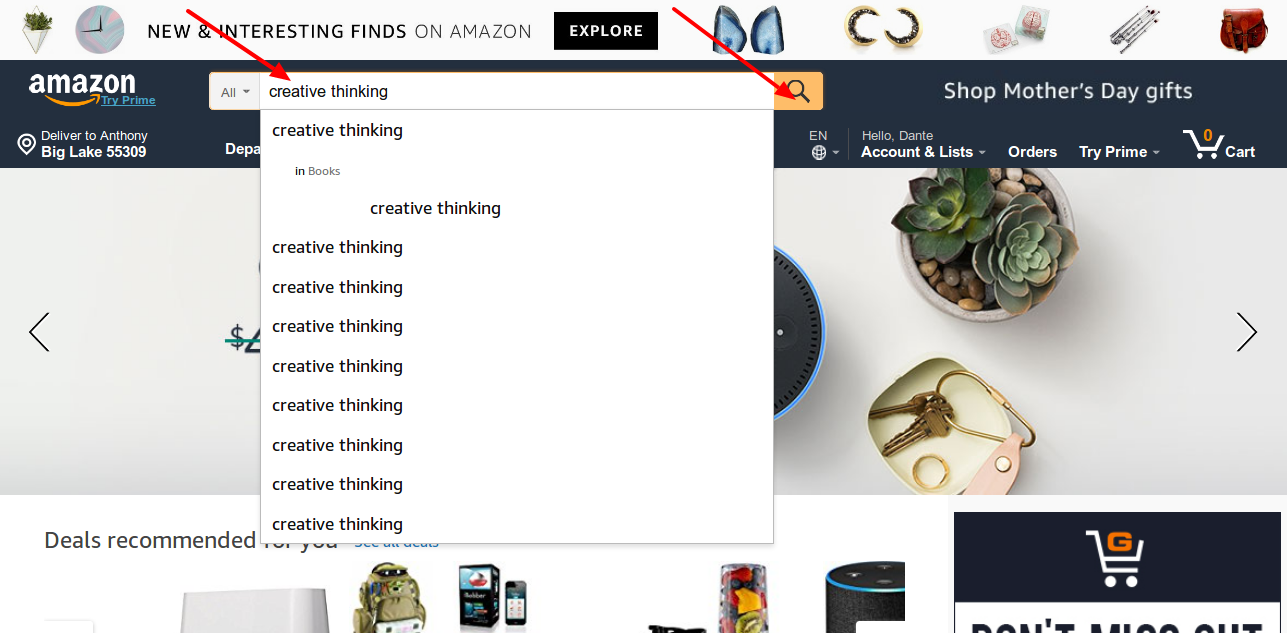
Amazon.com reviews are also a great source of market research because Amazon searchers can also rate the reviews. So when you find reviews that are highly rated, you know those reviews helped them make a buying decision. So the highest rated reviews contain the most important information. It's already proven to help people make a buying decision. So it will be more powerful for creating products and motivating people to buy. Because it's stuff that is already proven to motivate them to buy. You'll also find out the problems that people are having in the market. And the benefits they want. So you can solve those problems with your website and your products.

**But what if Amazon.com doesn't sell my products?**

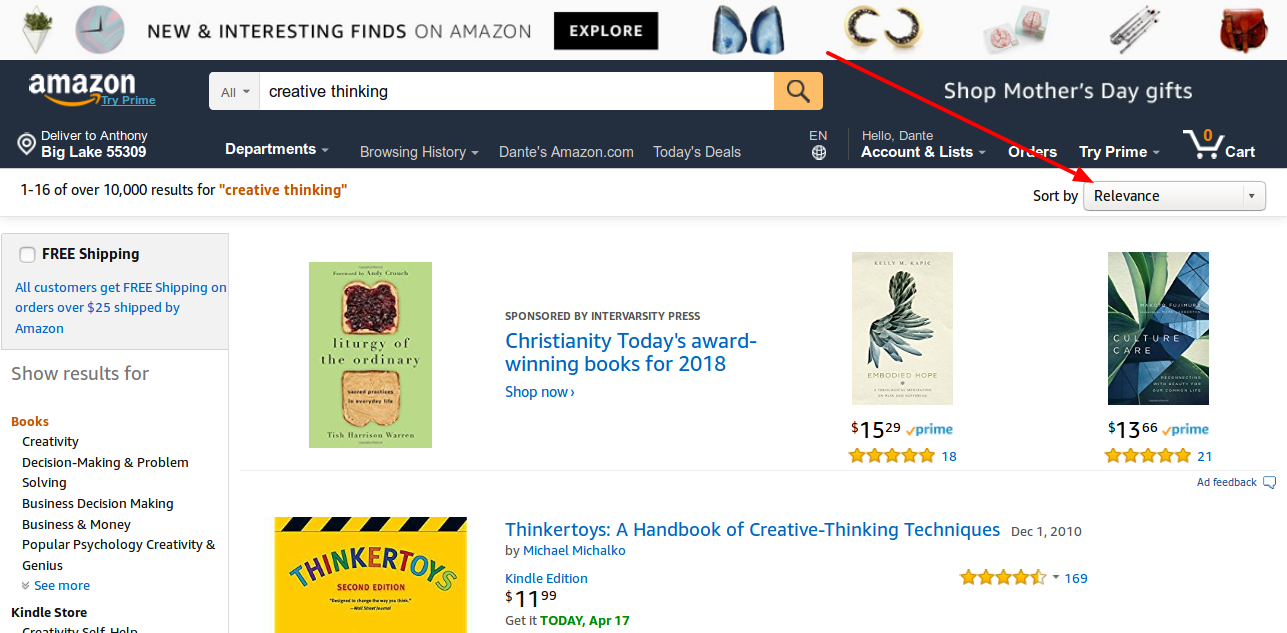
You don't need to read reviews for the exact same product you offer. Or even a similar product. The product and reviews only need to be going to the same market as your product.

For example, if you are selling weight loss coaching, you won't find that on Amazon.com. But you can search for weight loss and find weight loss books. The reviews on these books will contain relevant benefits, problems and solutions for your product. Because the customers who buy the products are similar to the rest of the market.

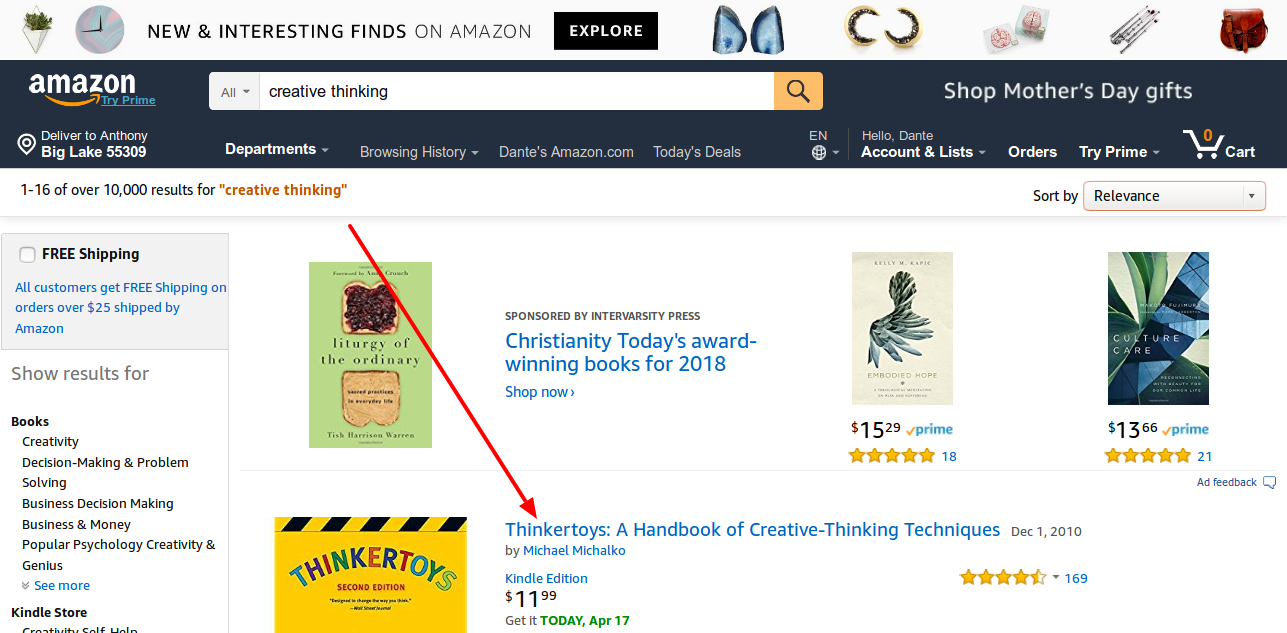
To get started, head to Amazon.com. Then enter your business's single most important keyword into the search box. Then click the magnifying glass button.



Then, check that the “sort by” option is set to “relevance.” If it's not, click the dropdown box and set it to “relevance.”

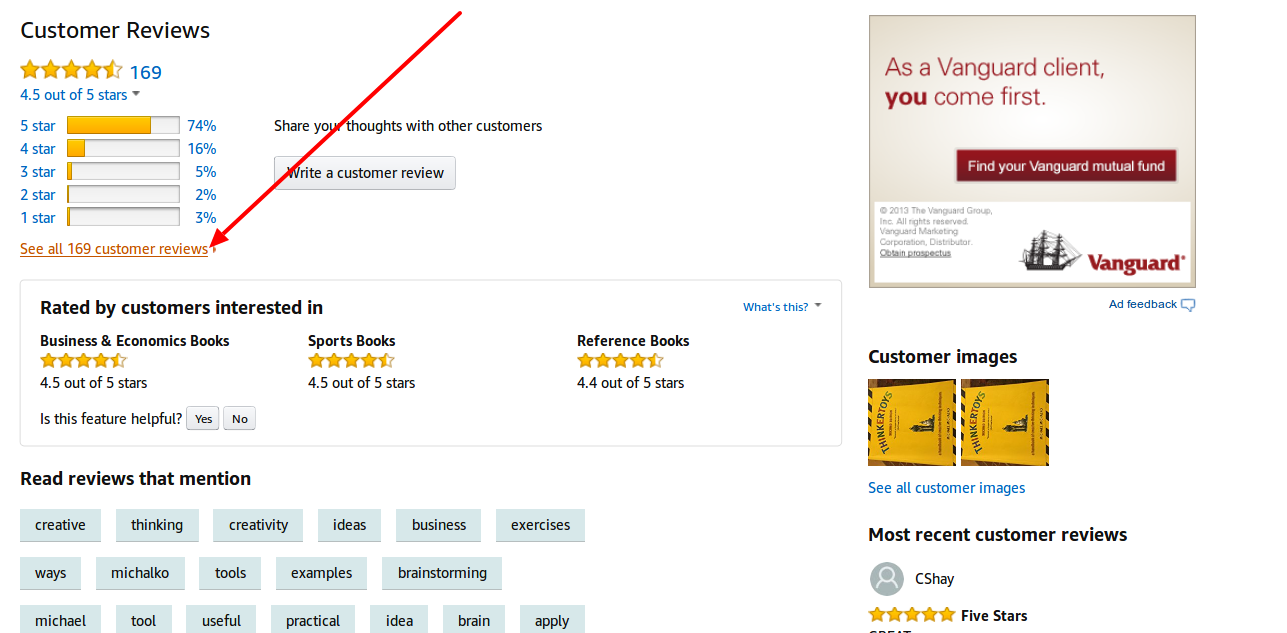


Then, click the title of the first book or search result.

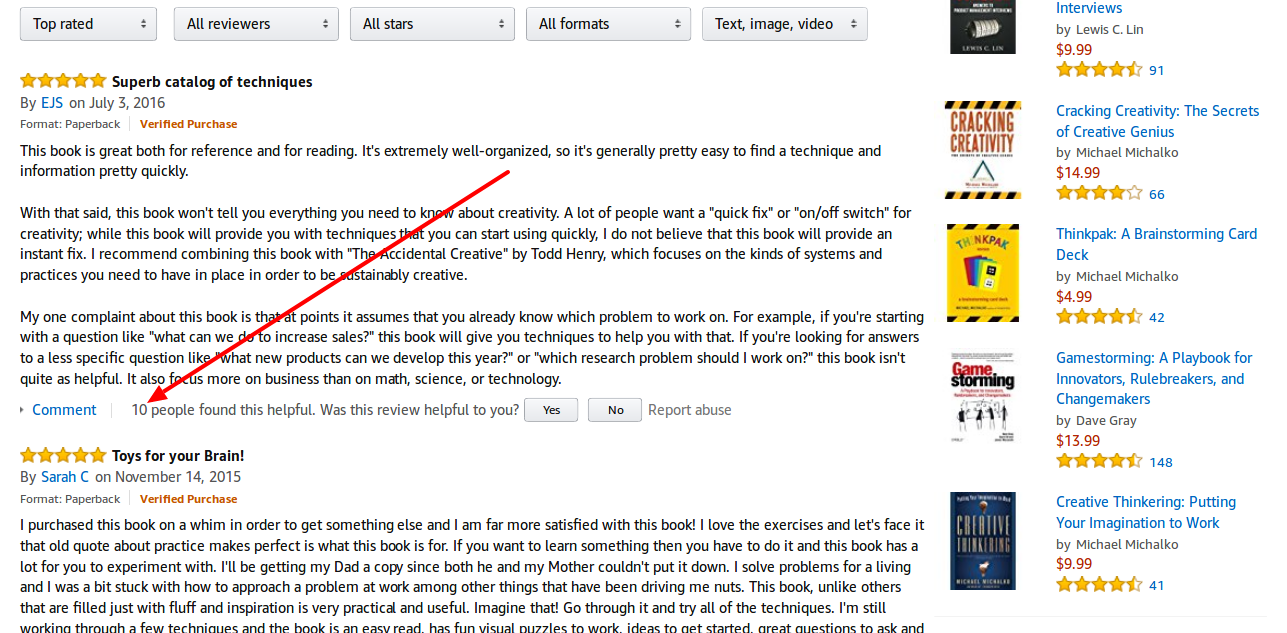


Click where it shows the number of reviews for the item.



Then click the “see all reviews” link.

Scroll down until you see the reviews. See the screenshot below for an example. Once there, find a review that has had at least 2 people vote it as helpful. See the screenshot below for how to tell.



Once you find one, copy and paste it into a separate text editor document. If you don't have a text editor, you can download the free software called “Libre Office.” It comes with Libre Office Writer which will meet all of your needs.

**Rinse and Repeat**

Now, repeat this process for all of the reviews. When you get to the bottom of the page, click to go to the next page. Gather all of the reviews with at least 2 people who voted it helpful.

Once you've gone through all the reviews for the first book or other item, search your keyword in Amazon.com again. This time, repeat this process for the second book or item listed.

Keep repeating this process until you've completed it for all the books or items on the first 3 pages of search results.

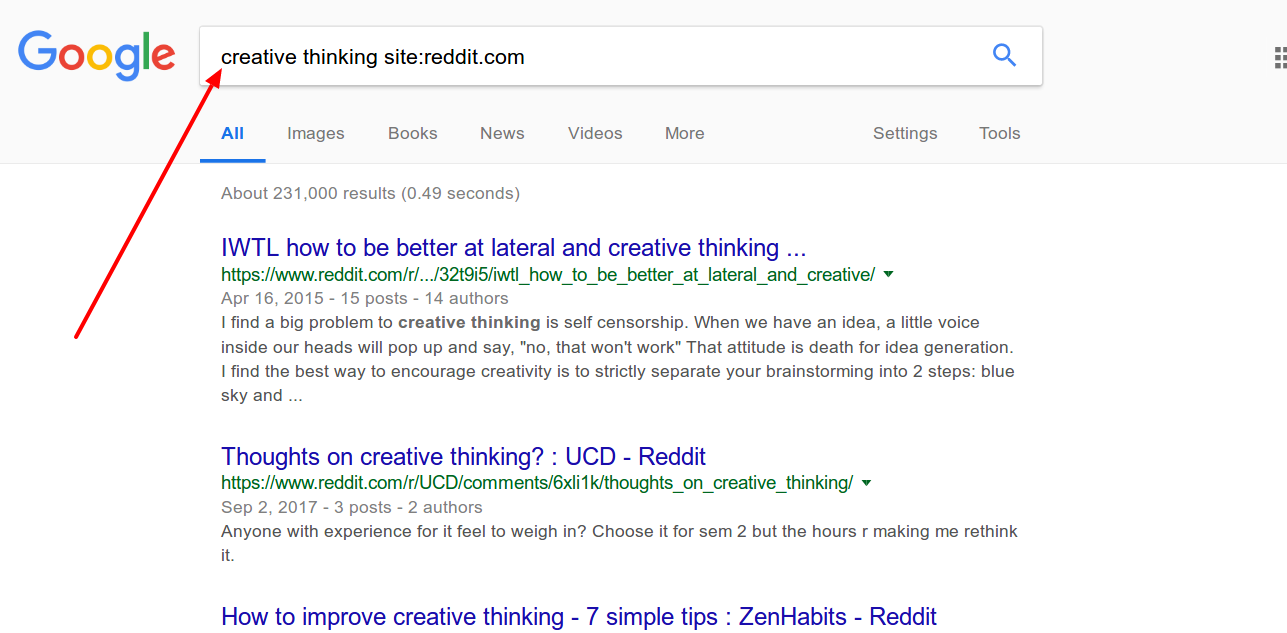
This will take you a bit of time. But it is well worth the effort. Doing this kind of research will make you more money than most other things you could do for your business. It's very high impact.

Later, we'll go through these saved reviews and turn them into an easy-to-use summary. And we'll read all of them as we do that.

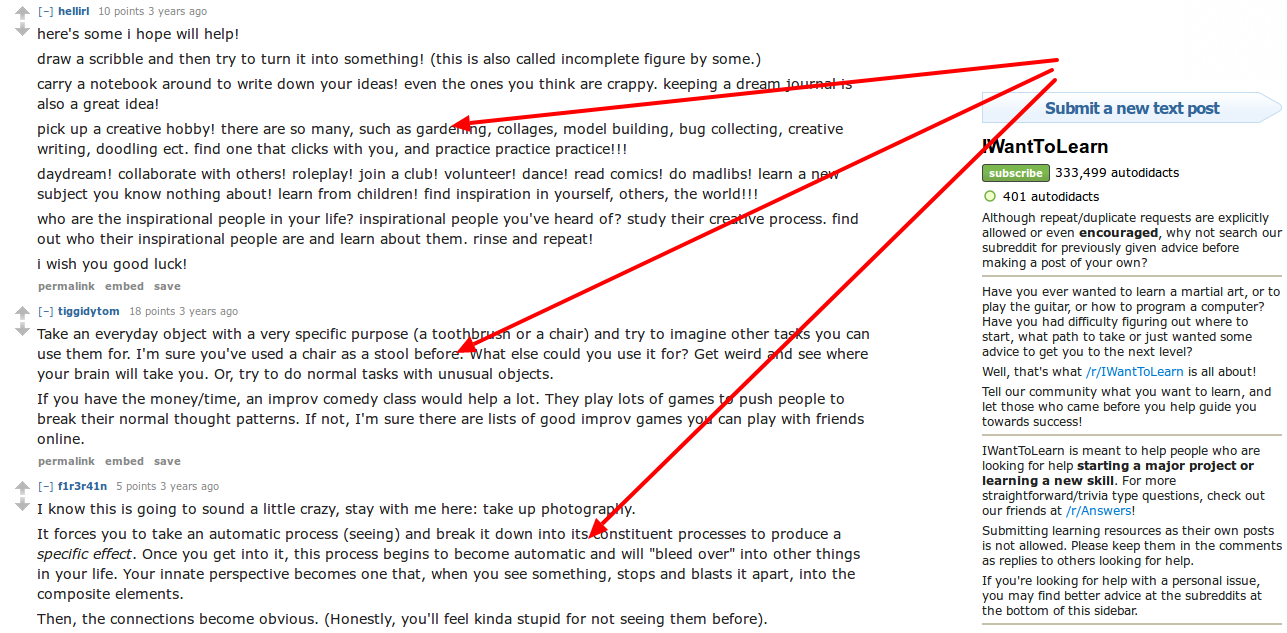
**Forum Research**

Researching online forums is another great way to conduct market research and find insights into the minds of your customers. Doing it will make it easier to create content that ranks high in search engines.

The best way to do this is to use Google search. Simply search for “keyword site:reddit.com.” This will search reddit.com for your single most important keyword. Reddit is a large online forum that has forums for many topics.



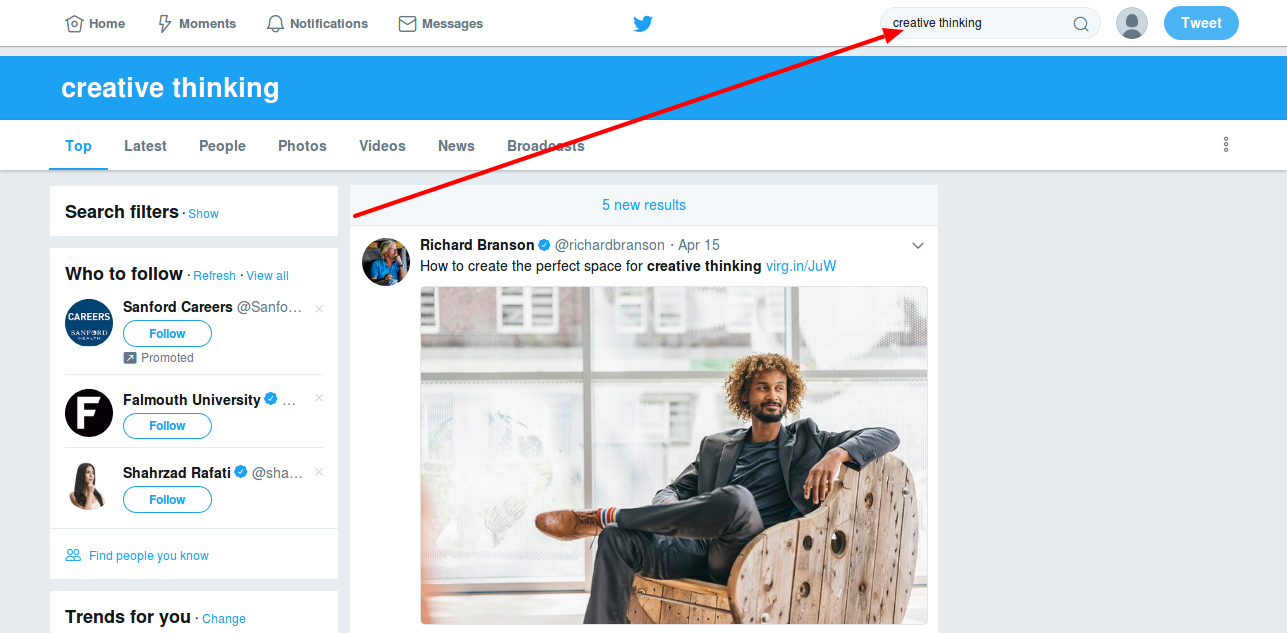
Click the first search result. And then read all the forum responses. You want to look for a discussion of the problems they are facing, the benefits they want, and the use of any emotional language. If you find any of these elements, save them to a text document using copy and paste. Later, we'll go through the things you save and make them into an easy-to-use summary.



Repeat this process for all of the google search results for reddit.com until they start to become irrelevant. That is, after 50-100 (or maybe even more) search results, the results listed will no longer be very relevant to your keyword you searched. They'll be on other topics. Once that happens, you can stop going through them.

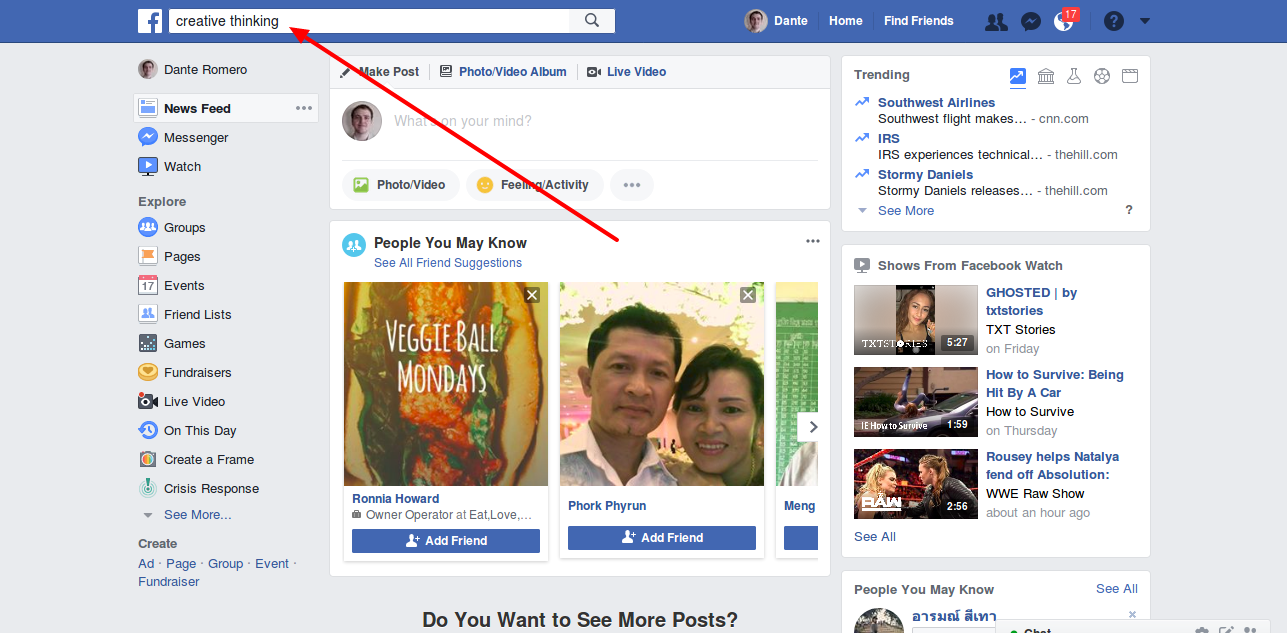
**Twitter Research**

Next, repeat this same process on Twitter. Simply search for your main keyword in the search box after logging into twitter. Then go through the search results.

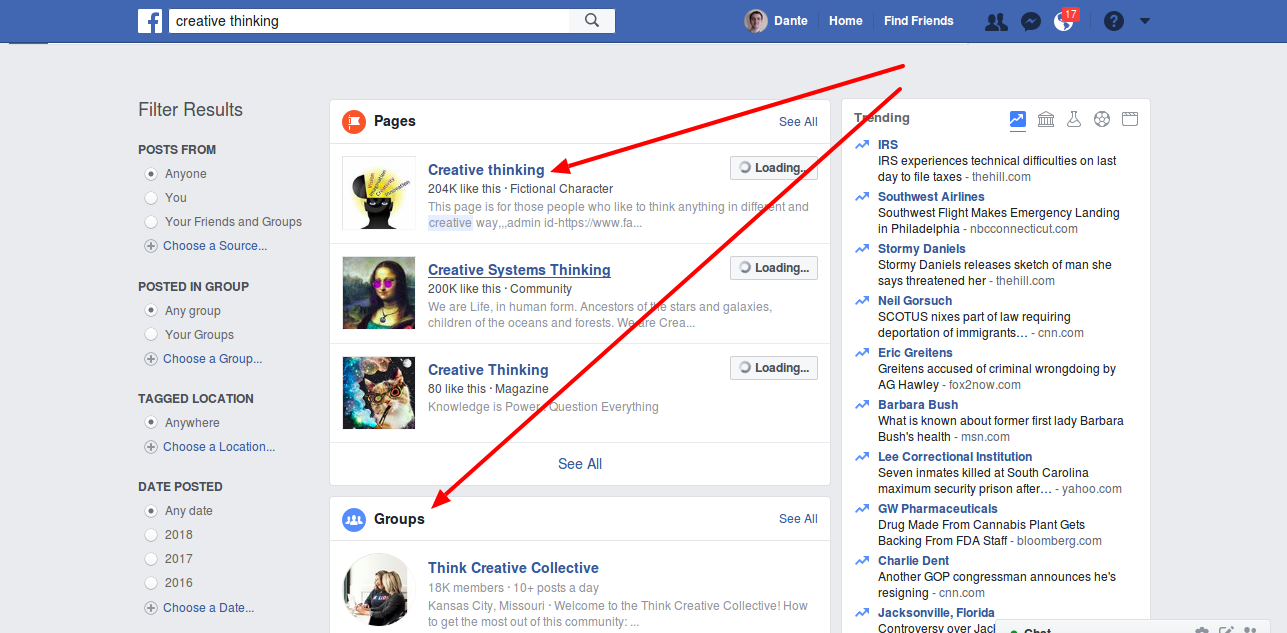
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**Facebook Research**

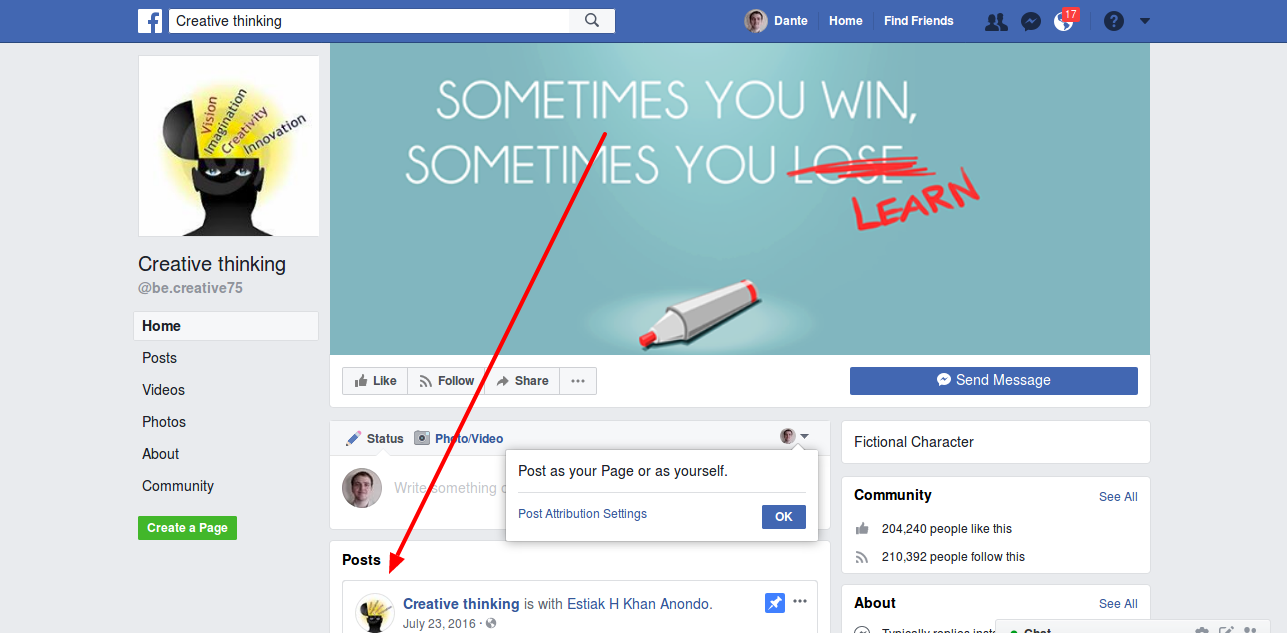
Now, repeat the same process on Facebook.com.



Once you search your keyword on Facebook, you'll want to check the results under both “groups” and “pages.”



Once you click one of the search results, you'll be taken to a page like the one below. Scroll down to see the posts on that page. And go through these posts looking for the 3 things we mentioned before.



**Making a Research Summary**

Once you've done this market research, it's important to create an easy-to-use summary of the research. This makes it easier to create content and products based on this research. Without this, many business owners find it difficult to act based on the research they've done. So the results don't turn out as well.

Start with an empty document in MS Word or Libre Office Writer. Create two sections: problems and benefits. Then sort all of the research you've gathered into these two categories. Make two bulleted lists. A bulleted list of all the problems you found in your research. A bulleted list of all the benefits that people wanted in your research. Make sure to only list each problem or benefit one time. Remove duplicates.

Then, creating content that ranks high is simple. Just create content and products that give them all of those benefits and solve all of those problems. You may need to do extra research into how to solve all those problems in order to pull it off.

**Other On-Page SEO Factors**

Remember, the first part of this guide was about the single most important factor for SEO: being the best solution Google can recommend. High quality content and products.

The second half of this guide is about the other important factors for on-page SEO. It’s true they aren’t as important, but they’re still important. You’ll still want to do them.

We’ve included a complete list for any beginners that might read this. So if you’re more advanced at SEO, you may have heard some of these before.

**SEO Ranking Factor #1: Use Proven CSM Software**

If you use proven CMS (Content Management System) software, it takes care of a lot of SEO elements for you. The makers of the software simply make it with SEO in mind. For example, it makes your site easy to navigate, it creates many html tags for you, and it has plugins that allow you extra functionality such as dynamic sitemaps.

Overall, using CSM software can save you a substantial amount of time and money over trying to implement everything you need for SEO on your own (or hiring someone to do it).

The CSM software we recommend is WordPress. It’s free and comes with free SEO plugins that give you everything you need to get started.

Once you install WordPress for your site, install the free plugin called “Yoast SEO.” You can find it here:

https://wordpress.org/plugins/wordpress-seo/

And here's a tutorial for installing the plugin:

https://www.hermesthemes.com/install-configure-wordpress-seo-yoast-plugin/

The rest of this guide will cover the SEO elements that aren’t automated by CSM software.

**SEO Ranking Factor #2: Make Pages For Users, Not Search Engines**

In the past, business owners would build their websites mainly to please the search engines. In return, they’d get higher rankings. But Google’s search engine software has come a long way since then. And they now penalize this kind of thing.

They want to see that your site is serving their users. If it’s built mainly around pleasing search engines (to the detriment of pleasing users) you’ll eventually get penalized or maybe even banned. So the best long-term strategy is to focus on pleasing Google’s search engine users. And just leave behind all the old, outdated SEO techniques that try to game the search engines.

A good rule of thumb is this: before doing an SEO technique, ask yourself if it's helping users or if it's just trying to exploit a loophole in the search engines.

**SEO Ranking Factor #3: Avoid Low Quality Content Schemes**

One common type of content scheme is automatically generated content. Automatically generated content refers to content made automatically by various software programs. This type of content tends to be very similar to other articles that were also automatically generated by the same software.

And Google is getting better and better at sniffing out duplicate content. They know if the content on your site is similar on multiple pages. And they know if you’re content is very similar to content on other sites (that also used the same software). And they don’t like that sort of thing.

If you get caught using automatically generated content instead of producing high quality content, you’ll eventually get penalized and lose traffic. Just avoid these automatically generated content schemes.

**Avoid “Content Mills”**

Content mills are almost as bad as automatically generated content. They are businesses that offer quick, cheap articles. The articles are usually low quality and the same articles are often sold to multiple different businesses with only minor changes made.

Content mills might seem like a bargain, but they really aren’t. Avoid the cheap content trap. And hire the best writers you can afford instead. That’s the route to high search engine rankings.

This is also important because it’s not just about getting ranked in search engines. Your pages still have to get conversions when people visit them. If you use cheap, low quality content your site won’t convert. So any search engine rankings you gained will not really be of any benefit.

**SEO Ranking Factor #4: Avoid Participating In Affiliate Programs Without Adding Value**

Google has had a rough road with people using affiliate programs. A lot of businesses have tried to game Google by spamming links for affiliate programs without really trying to help Google’s users.

So Google has a strict policy now. If you are going to do affiliate programs, you need to add value while doing it.

If you follow the guidance in the rest of this guide, you’ll be lead to create a site that adds enough value. We've simply included this here as a warning to anyone who is going to participate in affiliate programs. If you violate this rule, Google will eventually penalize you.

**SEO Ranking Factor #5: Submit Your Site To Google**

When your website is new, you can get Google to see your website right away by submitting your url to Google. If you don’t do this, it may take a while before Google finds your site.

You can submit your url here: http://www.google.com/submityourcontent/

**SEO Ranking Factor #6: Have A Sitemap**

Having a sitemap can help improve your search engine rankings. It also makes sure that Google’s computer systems look at your whole website. So no pages get missed accidentally.

For those who don’t know, a sitemap is a page on your website that has links to all the most important pages on your website.

But you need to make sure you have a dynamic sitemap rather than a static sitemap. A static sitemap is one that doesn’t change over time. It stays the same. A dynamic sitemap updates each time you add a new page to your website.

The easiest way to set this up is to use free CMS (Content Management System) software. Such as WordPress. WordPress has a free plugin that automatically generates a dynamic sitemap for you. You can find it here:

https://wordpress.org/plugins/wordpress-seo/

If you use different CMS software, check for a sitemap plugin for the software you’re using. You’ll often find one available.

To setup an xml sitemap using that plugin, see the tutorial at the following link:

https://kb.yoast.com/kb/enable-xml-sitemaps-in-the-wordpress-seo-plugin/

The next step is to add one line of text to your robots.txt file. Add the following line:

“Sitemap: http://example.com/sitemap\_location.xml”

And replace that example URL with the URL for your sitemap. You can get the url of your sitemap by seeing the view sitemap section at the following link:

<https://kb.yoast.com/kb/enable-xml-sitemaps-in-the-wordpress-seo-plugin/>

Once you are on your sitemap page, simply take the URL from the address bar.

Adding that line of text to robots.txt is important because it tells Google's computers where to find your sitemap. So they can use it to check out your website.

If you’re not sure how to edit your robots.txt file, you can find free tutorials online. Or you may consider hiring someone on fiverr.com to guide you through the process.

**SEO Ranking Factor #7: Optimize Your Page Loading Times**

If your site takes too long to load, people won’t stick around to wait. And you’ll lose website visitors. But, also, Google will penalize your rankings if your site loads too slow.

In their mind, they want to give the best experience to their users. And their users just don’t like slow websites.

So, if you want to rank highly in Google, your site has to be fast. Visit the following link to get a free tool that checks the page loading times of your website.

https://developers.google.com/speed/pagespeed/insights/

Use this tool to test your website. If it says your site is too slow, you probably have one of two problems…

* Problem #1: You’re running some software on your site that is slowing down your website. To avoid this problem, we recommend using WordPress and only the most popular plugins. This way, this problem won’t happen. But if you are using other software and you know it's fast enough, that's okay too.
* Problem #2: Your website hosting company has slow servers. If this is the case, you’ll want to change hosting companies.

**SEO Ranking Factor #8: Make Your Site Mobile-Friendly**

Right now, there’s a trend of more and more searches on search engines coming from mobile devices. People are simply using their smart phones and tablets to search more often than their desktop computers.

For this reason, Google wants the websites they recommend to appear well on mobile devices with smaller screens. So if your site isn’t mobile-friendly, your rankings will go down and they’ll recommend other websites that are mobile-friendly instead.

To test if your site is mobile-friendly, visit the following link and use the testing tool.

https://search.google.com/test/mobile-friendly

If you’re using WordPress, you can make sure your site is mobile friendly by using a WordPress theme that is “responsive.” Responsive is just an industry term for a website that looks good on both desktop and mobile.

**SEO Ranking Factor #9: Include Your Main Keyword On The Page**

When you create a page, you always want to have one main keyword you are optimizing that page for. That’s the keyword you want to the page to rank for.

You want to use this keyword on the page itself. Especially in the title of the page (assuming your using WordPress). This is because WordPress puts the title of your page into the <title> tags in the HTML of your site. And the contents of the <title> tag are what shows up in search engine results on Google when someone performs a search.

This is important for two reasons. It gives your search engine rankings a boost.

Also, when someone sees your site in search engine results, they are most likely to visit your site if they see the same keyword they searched for right in the title of your site. So you get higher conversions too.

**SEO Ranking Factor #10: Have Great Meta Tag Descriptions**

The meta tag description is something you’ll want to set for each page and post on your site. These descriptions are what shows up on search engines when people see your website. So they help sell your website when you show up in search rankings. The more appealing the description, the more people will click your site and visit your page.

So you’ll want to use your copywriting skills here. Or learn the basics of copywriting. So you can sell your website in your meta descriptions.

Google also gives your rankings a boost when you have meta descriptions that are accurate and clear about the content of the page. So do your best to make your description reflect what users will get when they visit your site.

You’ll also want to include the keyword you are optimizing the page for. This helps Google see what your page is about.

The following website has a tutorial video that shows you how to edit your meta descriptions when using the Yoast SEO plugin (the plugin we recommended earlier in this guide).

https://yoast.com/wordpress/plugins/seo/titles-and-meta-descriptions/

**SEO Ranking Factor #11: When Using Images, Use Accurate Alt And Titles Attributes**

Google’s search engine computers can’t see your images the way a human can. So it reads the “alt text” and “title text” related to the image. These are two attributes shown in the HTML of your page.

So you want to always have descriptive, specific and accurate title text and alt text that describe what is shown in the image. If you do, Google gives your rankings a bump.

To set these in Wordpress, see the following link for a tutorial that shows you how.

https://yoast.com/image-seo-alt-tag-and-title-tag-optimization/

Also, remember: try to use text instead of images to display important names, content or links. If you put these elements on an image, the search engines won’t be able to read them.

**SEO Ranking Factor #12: Ensure That All Links Go To Live Web Pages**

If your site contains links to other websites that no longer work, Google sees this as a lack of upkeep on your part. And they’ll lower your search rankings as a result.

**SEO Ranking Factor #13: Put More Effort Into Fewer Pages On Your Site**

SEO techniques of the past were about having a large number of short articles on your pages. But, these days, Google is giving higher rankings to longer posts. So avoid the trap of having lots of short articles. Many SEO “experts” are still recommending this outdated advice.

**Conclusion**

Now that you've finished reading this report, it's time to go back and implement everything you've learned. If you do, you can expect to make more money from your SEO campaign. Just remember: the single most important thing you can do is actually be the best recommendation Google can make to their users.