



Self-employment simplified.

## Work1099 Training Manual



# How To Setup Your Authority Website For Automatic Traffic

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## This Training Manual Covers:

- The single most important thing you can do to setup your authority site and get automatic traffic for your website.
- Why most SEO techniques are like building a sand castle on the beach.
- Discover the most profitable type of SEO. SEO that allows you to build a real business and authority site: A real, long-term stable asset that will continue to pay you for years to come.
- 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, your authority site has a substantial edge over your competition.
- A full list of powerful plugins and strategies to help boost the effectiveness of your authority site.
- Much, much more. All the most important things you need to know to setup your authority site for the first time, and maximize the results from your SEO campaign from the start.

## **Introduction**

In this report, you'll discover the counter-intuitive steps you should take to make the most money from your authority site, setting up your website for automatic traffic from Google and other organic sources, and creating a smart SEO campaign for your authority site.

## **Understanding How SEO Works for Authority Sites**

Optimizing your authority site for search engines is important. 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 search algorithm.

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 for that search. It's about finding loopholes in Google's software systems to make that happen. This is 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 our system to build an authority site, get backlinks and use smarter, long-term 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 **your website is the best recommendation Google can make to their users for that particular search term.**

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. 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 weeks.

## 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 an authority site and provide content that is 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 on 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. This strategy gives you both higher SEO rankings, higher conversions, and more sales.

## **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. It's important that your website and products take care of all their needs in your niche.

You want each page of your authority 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 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. 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 and more relevant 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. 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.**

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. (Duh.)

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 tutorial, we'll cover exactly how to do this research. You can also refer to our other tutorial, **How To Use Market Research Surveys To Identify Hyper-Responsive Prospects and Customers**.

### **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." There *are* smart ways for authority sites to use software and curated content to speed up the production of their writing, but unless you're following the right system, you're going to go in the wrong direction and hurt your rankings.

(See [Free Content Formula](#) for the smartest solution for producing higher quality writing at top speed. Use coupon code **VIPCUSTOMER** at checkout to save 50% off.)

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, which 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 (probably not), but get zero benefit from it, because nobody ever buys from you. Low quality content *might* rank well temporarily, but is unlikely to lead to conversions and long-term rankings.

## **You Need High Quality, Compelling Writing Instead**

That is the only long-term way to get organic traffic and 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.

You don't need academic writing... and in fact, you don't WANT academic writing, unless you happen to be targeting that audience.

You must use **copywriting**. Copywriting is the art of writing promotions and advertisements. It's all about getting and holding attention, and persuasion.

You need to learn copywriting and apply copywriting techniques to your articles. This mostly involves speaking in present tense with action words, and being clear about **what actions** you want your readers to take. The clearer and more direct your communication, the better your authority site will convert.

**Surprise Bonus!** I've included a copy of **1304 Power Words and Phrases** with your purchase of Authority Site Launchpad to help you improve the sales language on your authority sites. I refer back to this often when creating my authority sites and sales pages, so I know you'll get great use out of it.

Copywriting and better language are important not just for boosting sales conversion rates and earning more profit, but **because it keeps visitors on your website longer**. In Google's eyes, that means they've found what they were looking for and that your website is the best solution. More about this below.

## **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 for search engines instead of people will 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.

Doing it was never a good idea at all. It was just bad advice, and if you see someone give that advice, run far, far the other way.

### **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 for the content you are looking to get ranked. The key is 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. You test your marketing message in detail, trying different calls to action throughout your content. Then, once you've learned most of what you need to know from split testing, start the SEO optimization process, and apply everything you learned to your SEO campaign.

Doing this allows you to get much higher search engine rankings, sooner. Most SEO campaigns just guess what sort of titles and language will work without testing it. You'll have an edge over the competition.

The best way to do this is by doing SEM PPC (Search Engine Marketing Pay Per Click) marketing first. **Added bonus:** There is evidence that Google and Bing seems to rate websites higher that purchase PPC advertising from them.

*Weird, right?*

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.

This can also give you some excellent additional clues what specific content and messaging is best for each keyword phrase you are targeting.

To get the most out of this strategy, you'll want to do SEM PPC first. Get your campaign tuned in. 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 Bing PPC. If you're on a budget, Bing 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, put extra time into your market research to boost your conversions as high as possible before you put in the work, and make use of the other strategies in this tutorial.

## **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. You need a way to know what to research and what to ignore.

This is why it's important to focus on your top level keywords instead of every keyword. As we mentioned before, you want to offer a complete solution on your

authority site. But you can't offer a complete solution for everything, or be everything to everyone - it would take too much time. Instead, 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.

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, **STOP right now** and read the report titled "**How To Uncover the Most Profitable Top Level Keywords.**" 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. This 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. When you find reviews that are highly rated, you know those reviews **helped them make a buying decision**.

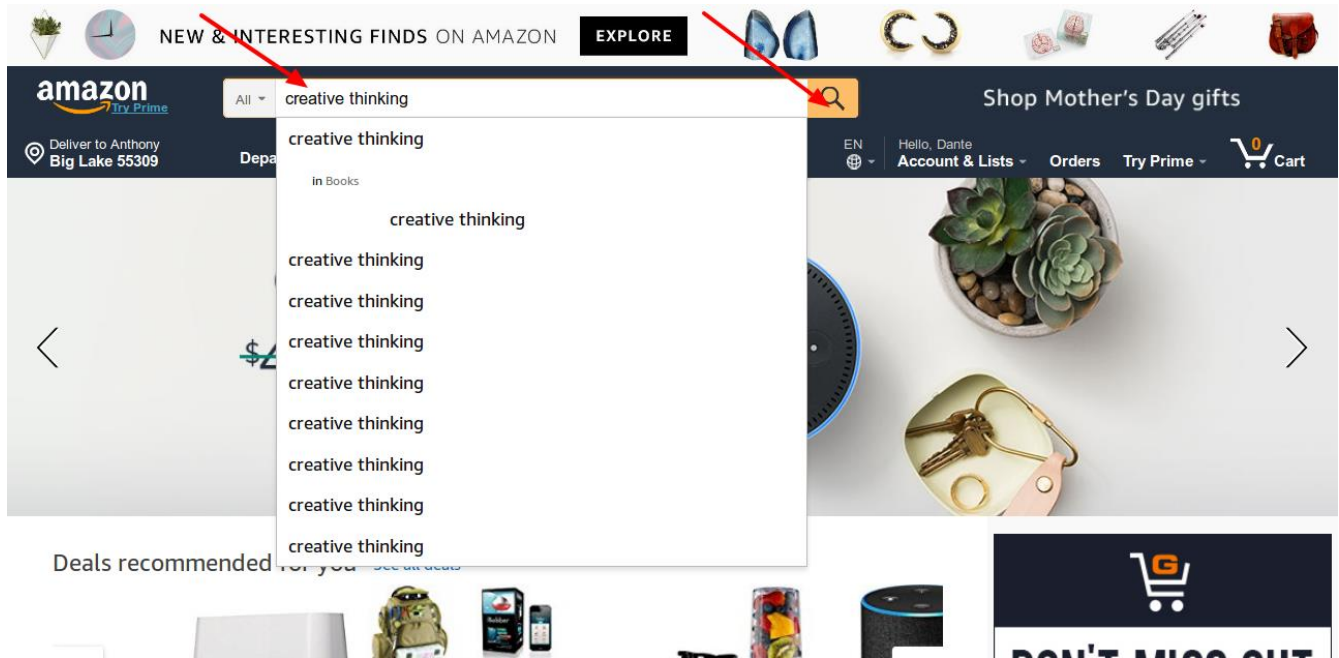
The highest rated reviews contain the most important information. It's already proven to help people make a buying decision, so it will be more powerful for creating products and motivating people to buy. Because it's stuff that is already proven to motivate them to buy. You'll also find the core problems that people are having in the market, and the benefits they want and expect from the products they buy, 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 or industry 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.



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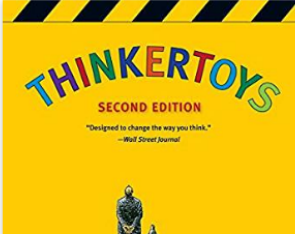
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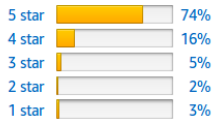
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This book is great both for reference and for reading. It's extremely well-organized, so it's generally pretty easy to find a technique and information pretty quickly.

With that said, this book won't tell you everything you need to know about creativity. A lot of people want a "quick fix" or "on/off switch" for creativity; while this book will provide you with techniques that you can start using quickly, I do not believe that this book will provide an instant fix. I recommend combining this book with "The Accidental Creative" by Todd Henry, which focuses on the kinds of systems and practices you need to have in place in order to be sustainably creative.

My one complaint about this book is that it points it assumes that you already know which problem to work on. For example, if you're starting with a question like "what can we do to increase sales?" this book will give you techniques to help you with that. If you're looking for answers to a less specific question like "what new products can we develop this year?" or "which research problem should I work on?" this book isn't quite as helpful. It also focus more on business than on math, science, or technology.

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★★★★☆ 66

**Thinkpak: A Brainstorming Card Deck**  
by Michael Michalko  
\$4.99  
★★★★★ 42

**Gamestorming: A Playbook for Innovators, Rulebreakers, and Changemakers**  
by Dave Gray  
\$13.99  
★★★★★ 148

**Creative Thinking: Putting Your Imagination to Work**  
by Michael Michalko  
\$9.99  
★★★★★ 41

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 give you more intelligence and insight than anything else you could do for your authority site and business. It's very high impact – you can't need

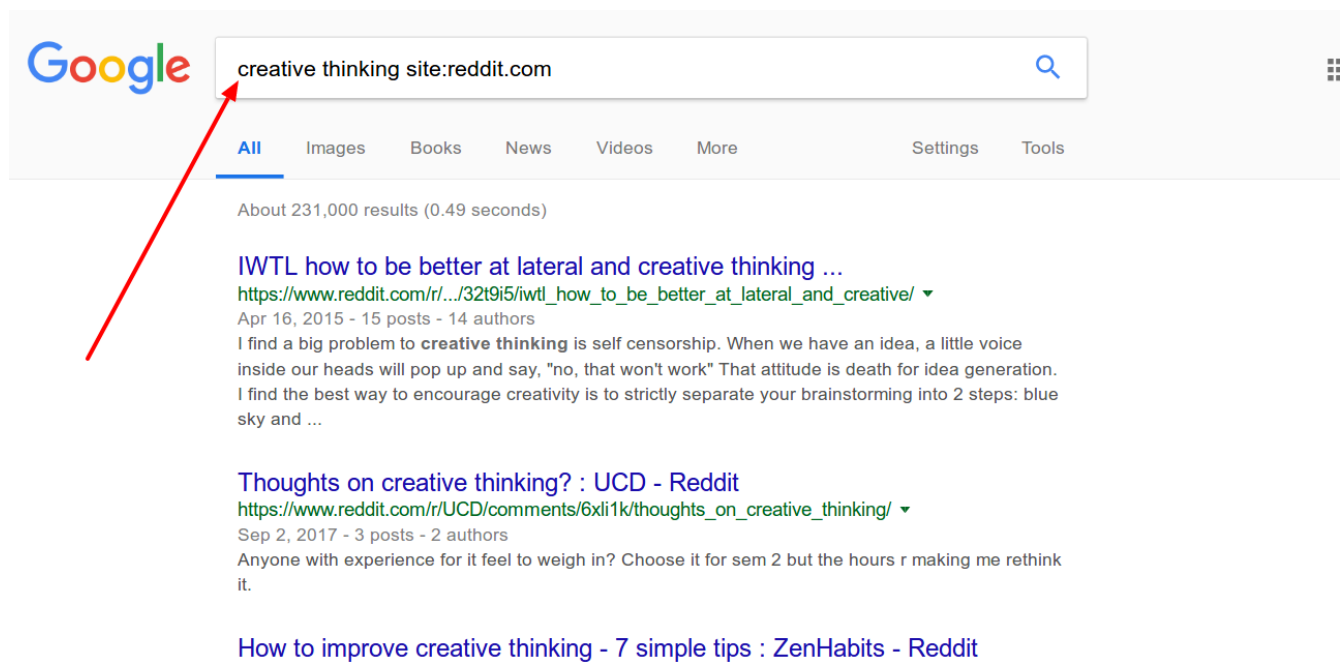
Later, we'll go through these saved reviews and turn them into an easy-to-use

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 sub-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.

[-] [helliri](#) 10 points 3 years ago

here's some i hope will help!

draw a scribble and then try to turn it into something! (this is also called incomplete figure by some.)

carry a notebook around to write down your ideas! even the ones you think are crappy. keeping a dream journal is also a great idea!

pick up a creative hobby! there are so many, such as gardening, collages, model building, bug collecting, creative writing, doodling ect. find one that clicks with you, and practice practice practice!!!

daydream! collaborate with others! roleplay! join a club! volunteer! dance! read comics! do madlibs! learn a new subject you know nothing about! learn from children! find inspiration in yourself, others, the world!!!

who are the inspirational people in your life? inspirational people you've heard of? study their creative process. find out who their inspirational people are and learn about them. rinse and repeat!

I wish you good luck!

[permalink](#) [embed](#) [save](#)

[-] [tiggidyton](#) 18 points 3 years ago

Take an everyday object with a very specific purpose (a toothbrush or a chair) and try to imagine other tasks you can use them for. I'm sure you've used a chair as a stool before. What else could you use it for? Get weird and see where your brain will take you. Or, try to do normal tasks with unusual objects.

If you have the money/time, an improv comedy class would help a lot. They play lots of games to push people to break their normal thought patterns. If not, I'm sure there are lists of good improv games you can play with friends online.

[permalink](#) [embed](#) [save](#)

[-] [flr3r41n](#) 5 points 3 years ago

I know this is going to sound a little crazy, stay with me here: take up photography.

It forces you to take an automatic process (seeing) and break it down into its constituent processes to produce a *specific effect*. Once you get into it, this process begins to become automatic and will "bleed over" into other things in your life. Your innate perspective becomes one that, when you see something, stops and blasts it apart, into the composite elements.

Then, the connections become obvious. (Honestly, you'll feel kinda stupid for not seeing them before).

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401 autodidacts

Although repeat/duplicate requests are explicitly allowed or even **encouraged**, why not search our subreddit for previously given advice before making a post of your own?

Have you ever wanted to learn a martial art, or to play the guitar, or how to program a computer? Have you had difficulty figuring out where to start, what path to take or just wanted some advice to get you to the next level?

Well, that's what [/r/IWantToLearn](#) is all about!

Tell our community what you want to learn, and let those who came before you help guide you towards success!

IWantToLearn is meant to help people who are looking for help **starting a major project or learning a new skill**. For more straightforward/trivia type questions, check out our friends at [/r/Answers!](#)

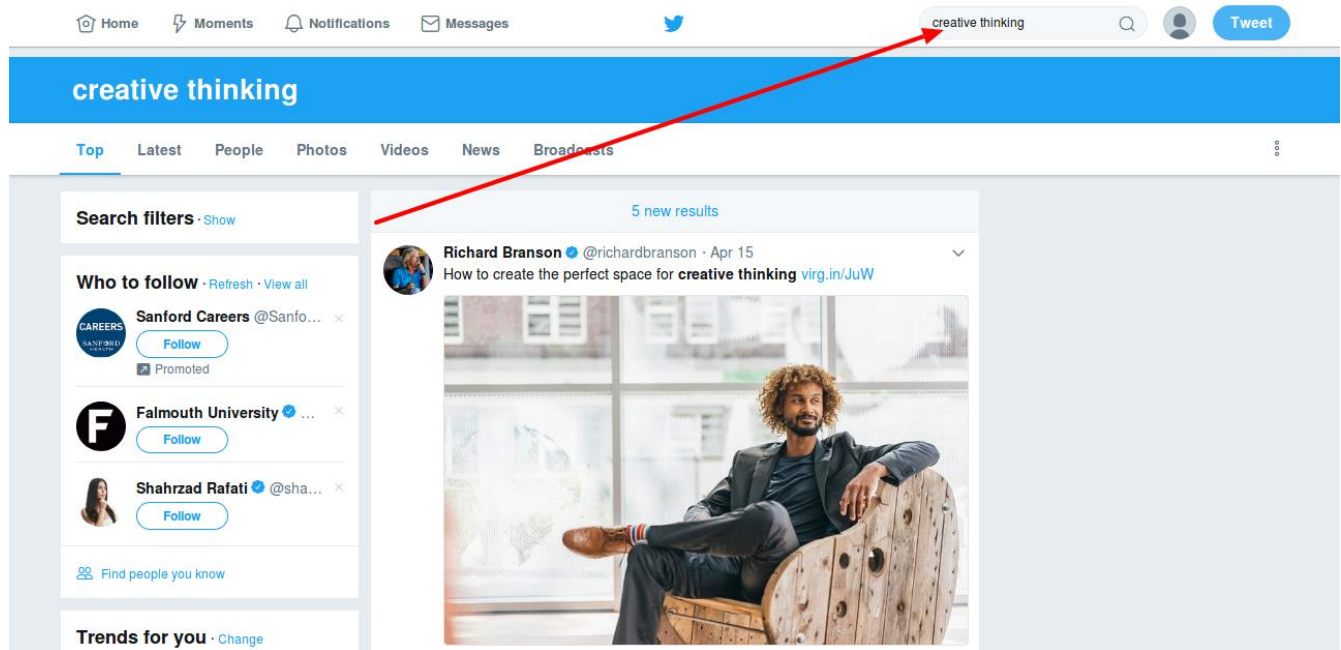
Submitting learning resources as their own posts is not allowed. Please keep them in the comments as replies to others looking for help.

If you're looking for help with a personal issue, you may find better advice at the subreddits at the bottom of this sidebar.

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.

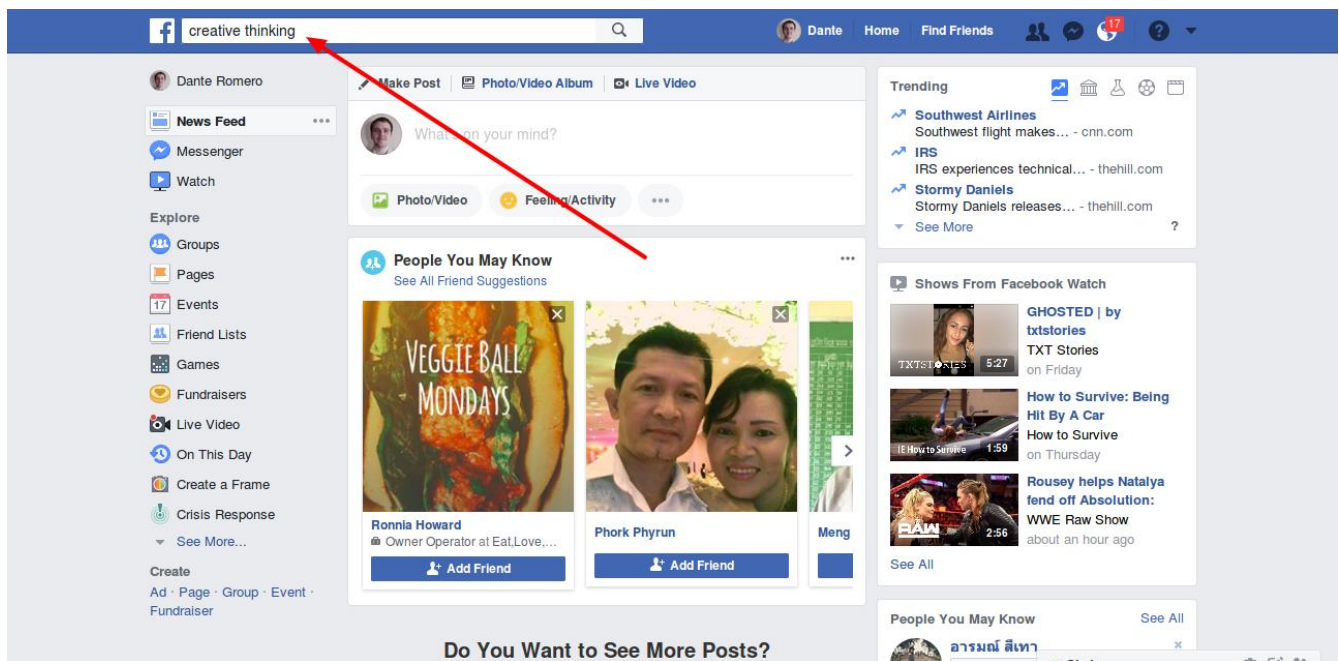
## Twitter Research

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.

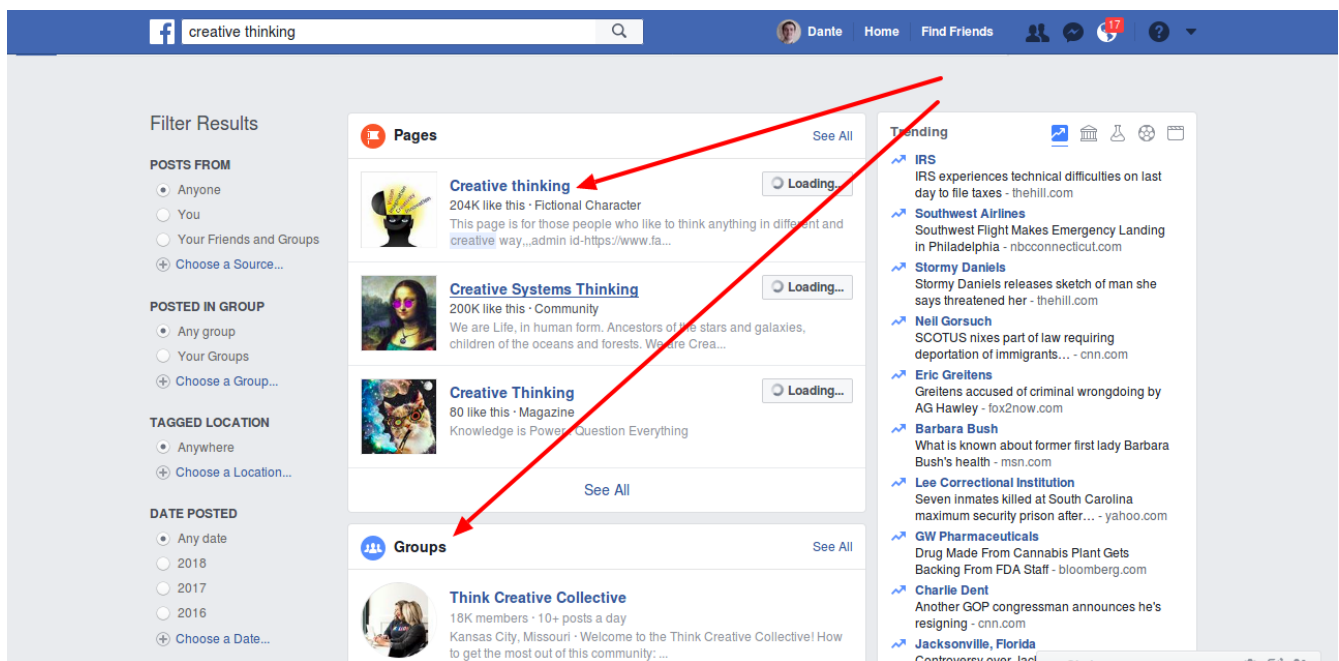


## Facebook Research

Now, repeat the same process on Facebook.com.

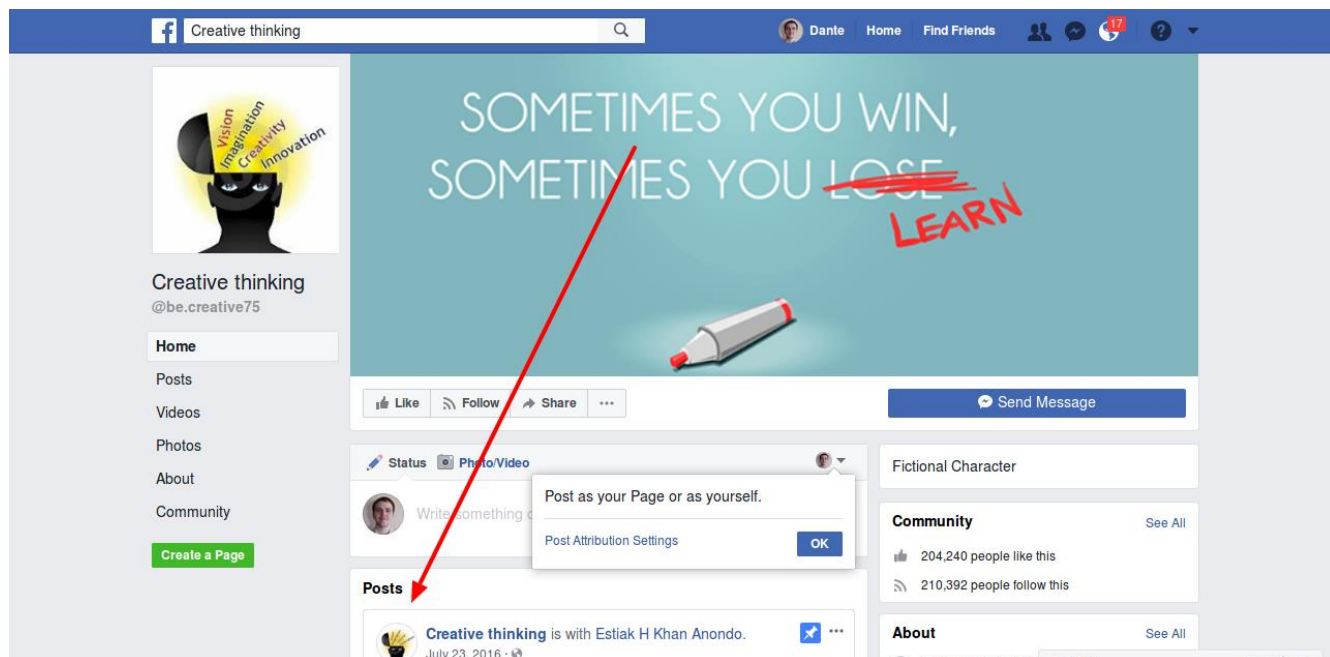


Once you search your keyword on Facebook, you'll want to check the results under both “groups” and “pages.”



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-reference 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.

(We didn't provide a template because this is so easy to do yourself, and I actually personally hand-write my research summaries and business ideas.)

Then, creating content that ranks high is incredibly 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 tutorial was about the single most important factor for SEO: *being the best solution Google can recommend*. Superior content and products.

The second half of this tutorial 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 follow them to give your authority site the best chance of success.

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, but please read carefully, as we make recommendations that others do not.

### SEO Ranking Factor #1: Get a Keyword-Based Domain Name

Of all the factors in getting a website ranked in the top 10 of Google, finding a great domain name is one of the most important elements. I credit a substantial portion of my success in the search engines to my perfectly optimized domain names.

*Note:* I call a domain name "perfectly optimized" when you are able to get the exact keyword phrase as a domain name.

I received over *1 million visitors per month* to a single website, partly because the domain name exact keyword matched the term visitors interested in this game were looking for - the exact name of the game! - and because the website was frequently updated with fresh content and spent a lot of time on our site.

It was a fan website for a game that is no longer active: you can see it in it's ugly glory at <http://archive.is/Vszql> - My current network employs better design, but we still keep it simple.

With that in mind, **here are the rules I follow** when registering a domain name for any authority site (this process will work for any website that you want to optimize for the search engines):

- 1.) Above all else, the exact wording of your top level keyword phrase should be used for the domain name if possible.
- 2.) I prefer to use the .com extension for registering my domains, but many times it will not be available. So, my next favorite choice is .org, with .net as my

last choice. **Personal experience shows .org produces better results than .net.**

3.) I do not use any other extensions than .com, .org or .net. Unless you have a very good reason, I suggest you do the same.

4.) If the hyphenated version of a domain name is available (e.g., gun-safe-reviews.com), that is acceptable, but without hyphens is preferred.

5.) If you cannot get the .com, .org or .net of your targeted keyword phrase, you can append a short word to the end of your domain name, such as: hq, info, help, data, and so on.

So, to be perfectly clear, if I were purchase to target the top level keyword phrase “gun safe reviews,” this would be the preferred order of domain names that I would purchase for top optimization:

- 1.) GunSafeReviews.com
- 2.) GunSafeReviews.org
- 3.) GunSafeReviews.net
- 4.) Gun-Safe-Reviews.com
- 5.) Gun-Safe-Reviews.org
- 6.) Gun-Safe-Reviews.net
- 7.) GunSafeReviewsHQ.com
- 8.) GunSafeReviewsInfo.com
- 9.) GunSafeReviewsHelp.com
- 10.) GunSafeReviewsData.com

## **SEO Ranking Factor #2: Use Proven CMS Software**

If you use proven CMS (Content Management System) software, it takes care of a lot of nitty-gritty 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 CMS 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 CMS 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 for you by CMS software.

### **SEO Ranking Factor #3: Use the Exact Keyword Phrase in Your Title and Content**

We recommend that you specifically design your content for users first and foremost, but also include the exact keyword phrase in your title and content. For example, if you were targeting a keyword phrase such as “best fingerprint gun safe,” you might have a title for a page:

#### **“Best Fingerprint Gun Safes: Our Top Reviews and Recommendations”**

Your exact keyword phrase is included in the title, and it also lets users know what to expect on the page. You can certainly improve this title and test it, but it's an excellent start. In addition, you should also include your exact keyword phrase in the first 100 words or so of your content. This isn't a hard and fast rule, but it does help, and indicates to Google that your page is indeed all about that keyword. It's very natural to work in. For example:

“Over the past several weeks, our staff has poured hours into researching the absolute **best fingerprint gun safe** that you and your family could buy...”

You'll also likely use the term “fingerprint gun safe” other times on the page naturally, which is fine. Just don't overuse it or “keyword stuff” where you attempt to use the keyword phrase every sentence and you'll be in good shape.

Again, focus on what the user is actually reading and don't worry about including the keyword phrase beyond the title and the first 100 words, because you'll use it naturally anyway.

## SEO Ranking Factor #4: Use the Medium.com Wordpress Plugin

Google is getting better and better at sniffing out duplicate content, so many people don't think that having their unique piece of content on multiple websites is a good thing.

**They are wrong.**

When **canonical links** are used, the link is coded specifically to refer back to *your authority site keyword-targeted page* as the original source – **the authority on that article and subject**.

Medium.com in particular does this when you post an article to your blog and to Medium.com when you use their plugin. Your article is posted to your blog and to Medium.com at the same time, but when the article is posted to Medium.com, **a canonical link is used to indicate your page as the original source**.

This is a huge backlink and extra highly-targeted traffic that you get, absolutely free. Go get the Medium backlink right here:

<https://wordpress.org/plugins/medium/>

## SEO Ranking Factor #5: Avoid Participating In Affiliate Programs Without Adding Value

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

Google has a strict policy now. If you are going to include affiliate program links on your authority site, 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 deliver low quality content for the sake of attracting affiliates, Google will eventually penalize you.

## SEO Ranking Factor #6: Submit Your Authority Site To Google

When your authority site is first launched, 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 longer for Google to find your authority site.

You can submit your URL here: <http://www.google.com/submityourcontent/>

## **SEO Ranking Factor #7: Have A Sitemap**

Google loves sitemaps. For those who don't know, a sitemap is a page on your website that is a "master link directory" to all of the pages on your website.

Having a sitemap helps improve your search engine rankings. It ensures that Google's indexing software looks at your whole website so no pages get missed accidentally.

**But don't do this manually** - 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 automatically updates each time you add a new page to your website.

Great news – the plugin we installed earlier includes a dynamic sitemap feature! 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](http://example.com/sitemap_location.xml)"

Replace that example URL with the URL for your sitemap. Once you are on your sitemap page, you can 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 scan your website.

## **SEO Ranking Factor #8: 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. Avoid getting bogged down with tons of extra bloat on your website.
- **Problem #2:** Your website hosting company has overloaded servers, or you're getting too much traffic. If this is the case, you'll want to change hosting companies or scale up your hosting plan.

There is also a great plugin that helps speed up your loading times by caching the files on your website. Install and activate this plugin, same as the others:

<https://wordpress.org/plugins/w3-total-cache/>

## **SEO Ranking Factor #9: 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. 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 an industry term for a website that looks good on both desktop and mobile.

### **SEO Ranking Factor #10: Have Great Meta Tag Descriptions, Keyword-Focused Website Categories and Meta Keyword Tags**

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.

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, **but be sure to include the exact keyword phrase in your meta tag description, categories, and keyword tags.**

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: Use Accurate Alt And Title Attributes On Images**

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.

Always use descriptive, specific and accurate title text and alt text that correctly tag what is shown in the image. Your image should be directly related to the keyword you are targeting on the page. If you accurately describe the image and include your keyword phrase, 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: 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: Use the Sassy Social Share Plugin**

Google has slightly increased the weight that social media upvotes and shares effects has on individual posts over time, so it's worth including the most popular social media networks and allowing people to share your content. It's free, can help you attract more "word-of-mouth" organic visitors, and can boost your rankings, so it is essential that you integrate it.

We currently recommend the **Sassy Social Share Plugin**. It's fast and easy to integrate with virtually any social media platform you'd like to target. You can download it here:

<https://wordpress.org/plugins/sassy-social-share/>

## **SEO Ranking Factor #13: 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. As recommended in other modules, use <http://monitorbacklinks.com> to do this.

## **SEO Ranking Factor #14: Make Your Content Longer and More Detailed**

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 – typically articles that are longer than 2000 words (because it keeps them on the page longer, reduces your bounce rate, and ensures that Google views your page as the authority for that page.) Use the tactics in [Free Content Formula](#) to quickly produce longer, high-quality content like this.

Avoid the trap of having lots of short articles. Many SEO "experts" are still recommending this outdated advice. Instead, analyze how many words are on the pages of competing pages for your keyword phrases and try to provide longer, better content with more images and useful information.

Do not use "filler" content just for the sake of making your pages longer – you want to *actually improve* the content you provide, and ensure people stay on your website. This lowers your bounce rate, as we discussed before, which also boosts your rankings.

## SEO Ranking Factor #15: Enable HTTPS On Your Authority Site

Recently, Google updated their algorithm to give preference to the websites that are using SSL certificates (https://) to encrypt data between your users and your server. This is easy to integrate if you are using good web hosting - many will offer free certificates and integrate it for you. (Again, I use [a2hosting](https://a2hosting.com).)

If you are using a hosting service that doesn't handle it for you, you can get free SSL certificates from [letsencrypt.org](https://letsencrypt.org) and having someone on Fiverr integrate it on your website for you. This factor is last on the list, but it's important to avoid SEO penalties. Be sure your authority site is using https.

## Conclusion

As you can see, doing everything "correctly" with SEO is really straightforward and easy when you focus on providing the best experience to your user and try to provide them with what they're looking for. Following the simple rules we've discussed and making the content as engaging as you can **will naturally get you the best search ratings.**

Now that you've finished reading this tutorial, read our accompanying tutorials. Then, go back, re-read it all again, apply the steps we've laid out to implement everything you've learned. Just remember: the single most important thing you can do is *actually be the best recommendation* Google can make to their users.

It's the perfect rule to not only get your business to thrive, but to get Google to reward you as well. **Go get started.**