



RANK NOW **SEO BLUEPRINT**

*Generate 10X Traffic, Leads &
Sales From Google Now*



Gabriel Miller

THE NINJA BLUEPRINT:

RANK ANY BUSINESS #1

IN GOOGLE

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Reviewers may quote brief passages.

Get The Free Ninja SEO Video Crash Course

If you haven't yet watched the free crash course on SEO over at LocalRankNinja.com, I highly recommend you do so. I cover all bases and go over core information that helps push you in the right direction with SEO.

The crash course goes along perfectly with this book and will shed some light on what proper Search Engine Optimization actually looks like.

Head over to <https://localrankninja.com/seo-blueprint> to get instant access to the course.

INTRODUCTION

Whether you are a business owner, a digital marketer, an agency, or an experienced SEO - this book has something for you.

I've been ranking local businesses since I was 16 years old. I moved out of my parent's basement by ranking my own business - doing computer repair out of my parent's home. (I actually ran the business since I was 13 years old, but I didn't begin to see results till I was older.)

You see, as a 16 year old I had one serious problem: I wasn't getting customers!

It's great to have a business and all, but without customers...well needless to say there's no money.

I knew I needed a way to solve this problem, and began scouring the internet and learning all about digital marketing.

It was then that I realized exactly what I had just done: **I went to Google and did a search.**

Then it hit me like a truck...I needed to show up in Google search!

This led me down a crazy road of becoming obsessed over SEO and everything about it. I tried so many different methods and failed for a long time.

If you're not getting the results you want for yourself or your clients with SEO, don't beat yourself up! This happens to a lot of people and for good reason: Search Engine Optimization can be VERY technical. Especially for the non-tech savvy.

Speaking of tech, the SEO space is filled with a LOT of jargon and terms that most people find overwhelming. I usually get asked about terminology. Because of this, there is a glossary section in the back of this book where I break down the most common SEO terms and what they mean. At any time throughout reading this book, feel free to skip down to that section and check it out.

When it comes to SEO, it takes a proven process to become what Google wants you to be online. A lot of what is being taught in the SEO space right now is incorrect or downright harmful for your ranking - as ironic as that is. It took me a TON of trial and error before I finally found a working formula. ...And even more time to learn how to rank non-local businesses in search.

Because of this, I wanted to write this book to share my proven process that I have used time and time again working with countless business owners to help them grow their businesses with Google and rank #1.

My goal is for you to have walked away from reading this with practical, real world knowledge shortcutting your success with my experience. That way you don't have to go through the same headaches I did in the beginning: you can take off winning from the start!

Oh and one more thing: This book comes with lifetime updates. Every once in a while go back to the download link you got in your email when you purchased this and click it again. I'm constantly adding value and making this book even better.

With that being said, let's dive in.

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WHAT MOST PEOPLE MISS ABOUT SEARCH ENGINE OPTIMIZATION

There Are Different Types of SEO.

Most people miss a few key things about SEO. Mainly, that there are actually three types of SEO.

There's **local** SEO and then there's **worldwide/online** SEO.

If you run a local business, you are going to need to approach ranking your website with a completely different strategy compared to an online ecommerce store or a digital products seller.

Yes, there is some overlap. Don't get me wrong. But there are vital things that need to be included in one strategy and not the other. Because of this, I am going to be splitting this book up into two sections. One for local business SEO, and the other for nationwide/online business SEO.

If you are a local business owner, please read the section on that first before heading over to the online business SEO part. Some parts of that section are also applicable once you have all of the core foundations complete that I mention in the local part.

Now, you may have noticed I said there are 3 types of SEO, but only mentioned two so far.

That's because the third SEO "type" as I like to call it is **video** SEO.

I'm not going to be covering video SEO in this book because most likely that's not what you're interested in if you picked this book up.

If you would like to learn more about it, I created a complete dive course on how to rank videos on YouTube. You can check out the course at:

<https://www.localrankninja.com/video-seo-katana/>

If you are confused which section applies to your business, here's an easy way to know for sure.

Ask yourself this question: **Do I only serve customers in a limited mile radius?**

If the answer to this question is "yes", then the local SEO section is for you.

The SEO Checklists

At the end of both sections of the book, there are daily, weekly, and monthly checklists. These are for you to follow once you have implemented everything in the section of the book. SEO is a continuous process, and while it will only take less than an hour per day after the core optimizations are done - you have to continue to produce content and optimize your website over time. These are the same checklists I use in my business and for my clients.

They are proven to work but you need to implement them and take the time to do the tasks provided.

You Have To Follow Google's Guidelines.

You have most likely come across “blackhat” SEO techniques, tools, and discussions online before. There is a group of people out there who believe that they can outsmart Google and “hack” the system so to speak. This almost always ends badly. Google is a billion dollar company with a team of some of the smartest engineers, developers, and technical people in the world.

If you try to cheat the system not only will you end up not ranking in the long run, but there will be consequences for doing so.

What many beginners don't realize is that Google can flat out blacklist your domain from their search engine. That's right, all that money and time is gone that you invested in your SEO and website!

I worked with a client who was having all sorts of trouble ranking. When I came in, he was on page 10 of Google. That's right, page 10! This meant nobody was seeing his website or products he offered.

At first, I was super confused as to what was going on. He had all of the right elements in place and all the optimizations I myself would have done for the most part. He explained that he had worked with an SEO and he was beginning to lose hope.

I began digging through his website, content, and off-site web properties (more on these later on in the book) to see what was going on. I was flabbergasted. Then as I was combing through stuff on his computer he mentioned “Fiverr” and it was at that moment I knew exactly what was going on.

I stopped him right there and asked if he had purchased backlinks on Fiverr. Sure enough, he had. The SEO he was working with proposed buying 5,000 backlinks on Fiverr was a good idea.

I asked if he had submitted his website to Google Search Console, and he said yes. One check confirmed my suspicions: tons of spammy links.

You see, buying thousands of low quality backlinks is cheating the system. Backlinks, if you aren't familiar, are links to your website around the internet from other websites. The reason people in the SEO space teach that you need these is valid.

Links to your website and content help boost your site's SEO power and ranking.

But here's the thing with backlinks (and yes, we will talk about these later on in the book): **You only want natural backlinks.** If you try to artificially create them, Google *will* catch on, and it's only a matter of time.

It took weeks of cleanup, asking Google to "deindex" these links. And even then, some of them could not be removed. This is a perfect example of how blackhat SEO techniques can have a permanent negative effect on your business.

So, how do you play by Google's rules? I like to follow the simple rule of "ask yourself if this sounds like something that a legitimate, large company would do." If the answer is "no" or you are unsure, it's probably not a good idea for your SEO strategy.

Additionally, Google lays out their [guidelines for webmasters](#) that details what they are looking for and more importantly - not looking for. I recommend taking a minute and reading this page as any information from Google is gold when it comes to SEO.



Design Comes Second, SEO Comes First.

After being an SEO for a while, I noticed a common trend with clients I came in to work with: their websites were fancy and beautifully designed. However, this was pointless because in exchange for the sleek design...they all performed absolutely awful when it came to ranking in search engines. A website designer can actually be your worst enemy.

There's nothing more frustrating than spending thousands of dollars for someone to build you a website only to have it do nothing for your business.

Yes, it's important to invest money in your business. And if done right, that investment should pay itself off over time automatically. But fancy website design is useless if your site isn't optimized to rank.

The key is finding an SEO who also does website design, and not the other way around. I'd much rather have a simple website any day of the week if it means I'm at least generating web traffic, calls, and sales to my business.

I don't understand why people don't seem to get this concept, maybe it's just because they want to market their SEO services and only care about themselves. So many "digital marketers" (and I call them that loosely) put in as little effort as they possibly can and charge as much as possible.

Here's the deal: **SEO is only a means to an end, and good Search Engine Optimization achieves your business goals.**

At the end of the day, regardless if you're a business owner, SEO, marketer, part of an agency...**you need to be able to achieve your goals with SEO.** If you can't, there's no point to any of this.

I cannot begin to list how many times I've worked with business owners where I've had to come in and completely rebuild their entire website because they had a custom proprietary site that only the developer they paid to program the thing could edit, or their site was such a mess it was impossible for me to work on.

If you're a business owner and don't have a website up yet, you're lucky because you're in a position to have good SEO implemented from day one. If you already have a website, don't panic. While I've seen this a lot, there are some website designers that have pleasantly surprised me with SEO in their skillset. However, it's important to understand that just because someone is a website designer - doesn't mean they even know basic SEO.

When a teenager learns how to drive, does that make them a mechanic? No, absolutely not! The same thing goes for website designers. SEO is a completely different skillset and good, effective SEO requires years of experience and practice to pull off. (Luckily for you, this book will shortcut that for you!)



Only Build Your Site With WordPress.

When it comes to having a website, what a lot of people don't necessarily know is that most website designers don't even code at all. And that's thanks to CMS, also known as Content Management Systems. All the tech gibberish aside, what I'm getting at is that there's no reason to have a custom coded website...unless you absolutely need additional functionality that can't be solved by a WordPress plugin.

WordPress is a free, open source platform anyone can build a website off of. And believe it or not, over 33% of the internet runs on WordPress. Here is a [list of major companies](#) you're most likely familiar with who use WordPress for their websites.

There's a really good reason for this, and here it is: **WordPress is the best foundation for your website out of the box when it comes to SEO.**

Because so much of the internet is made up of WordPress sites, Google and its bots understand WordPress sites and how to index them. And that's not the only reason you should be running on WordPress.

With WordPress, you can do edits to your website yourself once it is built. You don't have to pay your website developer a few hundred dollars (and that's a minimum!) to pay for an edit when something changes in your business.

Now I've had people ask me about site builders like Wix, Weebly, Squarespace, etc. Here's the deal with these platforms: they suck with SEO and lack features, functionality, and capabilities your business may need. You are actively handicapping your success and results if you are using tools like these.

I have hands down turned down many clients because I refuse to do SEO as a service with site builders, because I know the client isn't going to get

good results. I recommend staying away from these with a ten foot pole. If your website is currently built using one of these tools, don't worry.

WordPress is free and entry level hosting (which is all most small businesses need) starts at around \$10 - \$15/month. That's literally it! It's so affordable to have a proper website going nowadays.

The old proverb rings true:

“You can lead a horse to water, but you can't make it drink.”

I hope that you will listen to my advice. In my experience (and this will resonate with you if you are an SEO reading this) there are two types of clients I work with. The ones who listen to my advice, implement it, and see great results. ...Then there's the other people. We don't talk about those people. (Long story short, they never get results, continue to be frustrated, and never get anywhere with their businesses.)

If you're a business owner reading this, I can promise you it is worth spending the time and/or money switching to WordPress. It will 100% pay off for you and your company in the long term.



A Word For E-Commerce Website Owners

I know I said WordPress isn't optional. And it really shouldn't be. But if you have hundreds or thousands of products on a Shopify store, it's going to be more trouble than it's worth switching platforms.

If you find yourself in this situation, there is an easy solution. You can run a blog as a separate website using WordPress. You can create your site on a subdomain, or `blog.yoursite.com`. This would be a completely separate installation using your domain.

The goal is to use the blog content to bring people into your website who are searching for questions related to the products you sell. You can include calls to action in your content and have those link to your actual store or individual products. Throughout this book I am going to be talking a lot more about content.

Make sure to check out the Nationwide/Online SEO section of this book. It will be more applicable to your business. Shopify lacks in terms of SEO power compared to WordPress, but is an easy platform to get up and running with and selling products online.

