www.IMSLAVE.com

Dominate with SEO

- **Understand SEO**

- **Gain Number 1 Google Rankings**

- **Dominate Your Market**

Contents

That's enough of the boring stuff….let's get stuck in and I really hope you find this report useful.

The content within…

The purpose of this report is to provide information about SEO and help you understand its importance and relevance to your website. By the end of this report you should have a good understanding about the processes involved and be on your way to building a firm strategy for you to follow. This guide will show you the basics to a strategy I use which yield steady results.

SEO involves an ongoing work load that needs to be practiced, ideally daily, in order to stay ahead of your competition. Implement what is touched upon in this report and you will see results, I guarantee you.

Good luck.

An introduction to SEO

Here we will talk about what SEO is and the impact it will have on your website in the way of search engines rankings.

SEO stands for search engine optimisation and is the art of optimising your website so it will rank highly in the search engines and generate more traffic to your site. The desired result is to get as much targeted traffic to your website as possible because no matter what your website is about if you have no visitors then what's the point of its existence? With plenty of traffic coming to your site you can then start to convert them into customers, readers, subscribers or whatever the purpose of your site is.

There are 2 categories into which SEO will fall, the first is on-page optimisation and the second is off-page. As I mentioned before you need targeted traffic for example there is no point attempting to get visitors to your site who are looking to get advice on dog training when your site is about hiring furniture in your local area. You want people who are looking to hire furniture, looking at your site. (The main focus of this document is the off page SEO as it's this aspect that needs regular maintenance and is what yields the most results, the on-page SEO needs setting up and that's it.)

So how do we make sure we get the right visitors?

This is where SEO comes into play. To understand things let us start from the visitors perspective and what path they may follow when looking for something on the web. Firstly they will open their browser and most likely start from a search engine such as Google. In the search box they will enter something relevant to what they trying to find, in our example maybe "garden furniture hire" as they might be holding a garden party. The words they have just typed in is what we call keywords and you should already know what keywords people are searching with by carrying out your keyword research previous to building you site and doing any SEO. If you are unfamiliar with this practice then there's plenty of articles and info on www.imslave.com

On page SEO requires us to optimise the website for these keywords that we've researched. You do this by structuring your site to make the keywords appear on your site so Google can establish the relevancy. For our example site it maybe as follows. Your domain maybe *www.furniturehire.com* with pages inside the site labelled from your keyword research such as Garden Furniture, Party Furniture, and Antique Furniture. On each page you would write about what you are offering and maybe include articles on the current topic. So, Antique Furniture might involve pricing and services as well as articles about antique furniture restoration. The resulting url would be *www.furniturhire.com/antique-furniture/restoring-antique-furniture.html* this makes for good SEO practices and will help your position in the serps (search engine results pages) as it makes life easier for you visitors and search engines to follow, it is also keyword rich. There are a few other factors to employ for on-page SEO but as the main results will come from the off-page side of things we shall leave it there. You can find further reading about on-page factors on the Newbies SEO Guide blog.

Off page SEO is where the money is at and without it your site may well get neglected and lost in the serps forever. This practice involves several areas of work from which the reason we are doing it is to gain a backlink to our website. To put it

simply the more backlinks you have to your site the better it will do in the serps, Google will count each backlink as a vote. The website with the most votes is presumably the most popular site and the aim of Google is to churn out the best website results to the person searching, from the keywords they have entered, giving them the result they are looking i.e. a relevant website.

Getting Backlinks – methods to use

Blog Comments

Backlinks can be gained from a variety of places and it is better for us to get what's known as relevant backlinks first as these will have the most power for our website so it's best to channel our efforts in this area. A relevant backlink is one from a website or blog that is on the same subject as our own (hopefully containing the same or similar keywords), so we would want furniture hire websites or at the minimum just furniture websites. If you know people in your industry then networking with previous contacts is a great way to build relations and might lead to them linking to your site. Failing this we need to be able to create links from these sites on our own and here's a good place to start. Open Google and select the blog searching facility as shown below.
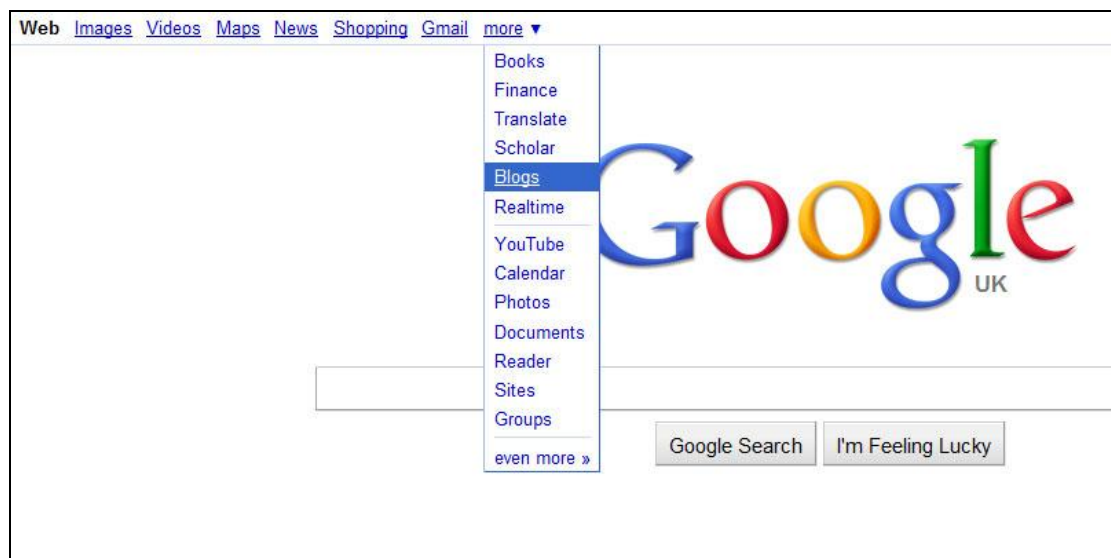
Type in your keyword and hit "search blogs" (see Picture below)

The results will appear with the most relevant at the top.
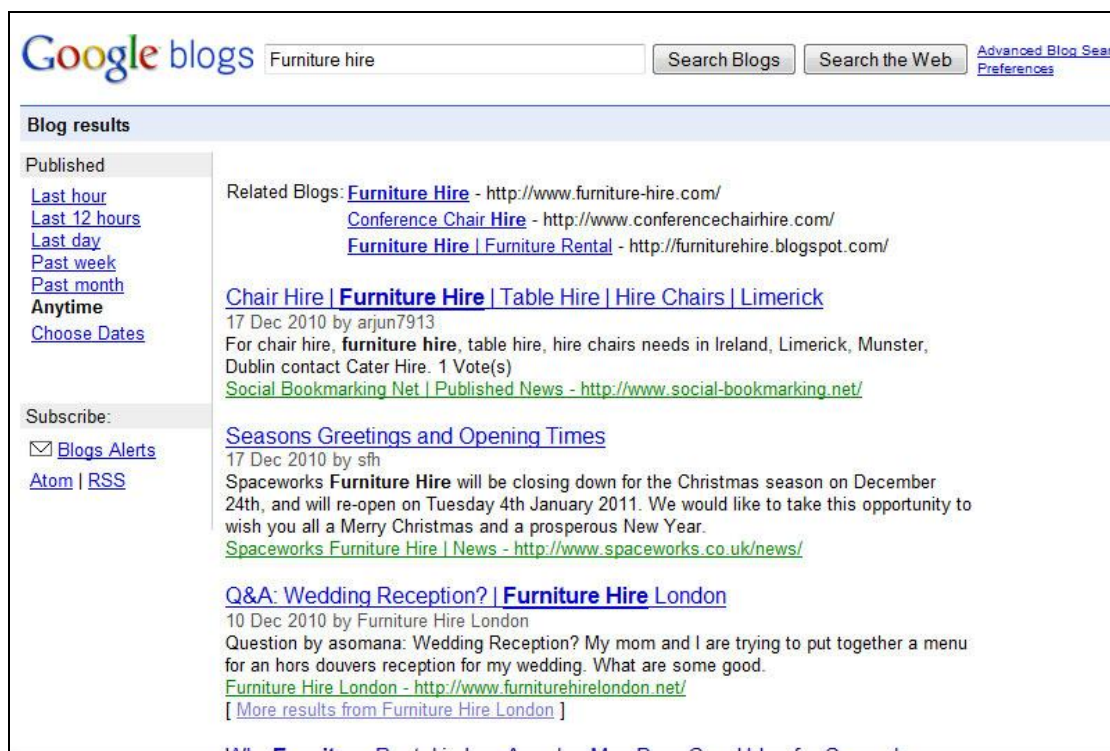
Now we need to select one of these blogs, read the post and write a comment that relates to the article and somewhere in there get our backlink in. In the next shot you can see there are a couple of ways to get our backlink involved. On wordpress blogs the name field automatically becomes a link pointing to the domain we type into the website field. For this reason we would type in our keyword instead of our name so "furniture hire" and then our domain name in the website field. It is always deemed to be a stronger link if the anchor text that is linking back to our site is our keyword. If we put our name as Bob and our domain name then the word bob would be the clickable link back to the website and would have less impact in helping our ranking for the term "furniture hire".

The second way to get a link is by adding a physical link in the comment itself. You can put one at the end saying something like "regards, Bob from www.yourdomain.com" but like I just explained we ideally want a link with anchor text from our keyword so…

Look in the picture above and see I have written code like this...

your keyword

This html code will convert the text in the "your keyword" area into clickable text pointing to the text in the "your domain" area, hence giving us a backlink with our keyword. It is important to remember that you can't just leave one backlink in the comment field and nothing else otherwise the person who owns the blog probably won't publish it as it is just a spam comment. Make a worthwhile contribution to the relating article and use your keyword in your answer so it looks natural. This way your time won't be wasted as your comment (and link inside) will be published.

Another tip and possibly a better way to finding keyword relevant blogs.

Enter into Google the following text:

Inurl.blogspot.com + "your keyword"

Or

Inurl.wordpress.com + "your keyword"

Or

"Leave a comment" + "your keyword"

This will pull up results of blogs and your keyword because it's telling Google to search for ".blogspot" or "wordpress" both of which are blogging platforms and

"leave a comment" which is the text found on wordpress blogs when comments are enabled. If you want you can play around with the text to search different platforms.

Some comments will appear straight away, whilst other will have to wait for the blog owner to approve them. Either way make a note of the url and store it in a blank document, I will tell you why later. Aim to build up a list of urls in the document all of which will have a link to our website on. If you're waiting for your comment to be approved then add it to the document and check back to the website to see if it gets approved. If it doesn't get approved then delete it from the list. If you can do 10+ backlinks per day then this will form part of your overall back linking strategy and will yield results when accompanied with other tactics listed in this report.

OK…let's move on to other back linking methods.

Forum posts

Similarly to blog comments another way to get relevant backlinks is by participating in forums relating to your niche. To find specific forum types go to Google and enter the following:

"your keyword" + Forum

This should bring up a list of forums relating to your website. After you have selected a forum you will need to register. A typical registration form will ask you for a username, password and email. Others may also ask for additional information such as location and sex etc. I personally always fill out as much as possible to make it look like I'm keen and am not just about to create spam. For the username you would do well to find something relating to your website, so to continue our example you might opt for *Furniture Hire UK* or *Furniture Man UK* if you're based in the UK of course. After submitting the registration form you will probably need to confirm your email address before you start making posts, this is a reason I create a free Gmail account and just keep these kinds of details for this one email address to save your main email account becoming cluttered.

Now you are good to go you will need to start participating in the forum on a regular basis and build up some trust before you think about dropping in any links. After maybe a good 10 posts you might be tempted to mention your website, but as with the blog comments make sure the posts requires it. If you just start a new thread saying check out my site for the best furniture hire followed by a link then the forum mods will probably close your account as they aren't looking for people to spam their boards with advertising, so be a bit more discreet. Maybe answering someone's question with the resulting answer saying you have found further info at yourdomain.com.

The more appropriate way to gain a link from your forum is to add a link in your signature. Providing the forum allows, then you can create a signature which will appear underneath all of your posts which is not considered spamming as long as your comment is valid to the post. This way you won't have to drop your link in the main conversation because it will automatically appear after each post you make.

In the example forum below I would do the following to add my link in my sig.

1. login and find the profile section.

You can see at the bottom the signature is empty.

Now click the left hand link called "forum profile information" and when the next page loads towards the bottom I can edit the signature and also input a website. The signature field uses BBC code instead of html so the coding is slightly different and you can see this in the screen shot below.

The website field will show up in your profile and the Signature will show after every post. Now to see our profile link go to the main discussion board and scroll to the bottom where the majority of forums you usually find the people who are online. Here you can see "Furnitureman" which is our example, you will find yourself and click on it.

The result is our profile page and make a note of the URL in our url document as it has a link to our website.

http://www.modernfurnitureforum.com/index.php?action=profile;u=1937 this was my profile url which would be added to our url document.

I have made a post and you can see our link. Also the person who posted before has a signature link. Please don't pay attention to the content of my post as this isn't good enough. I just used it as an example and it will probably get flagged as spam. You can also make a note of this post url for our records.

The beauty of forums is if you are a quality user and use it often then you will probably gain traffic from people clicking through the links we made as well as the links helping us in the Google rankings.

Don't forget you can do more than one forum.

Article Backlinks

Using article marketing to get backlinks is nothing new and can be very effective. This involves creating articles (no less than 450 words is what I would recommend) and submitting to places link ezinearticles.com. I will provide a short list of article directories in *appendix A* towards the end of the report.

I will not go into too much detail on this subject because it's quite self explanatory and the article directory you are using will have guidelines to follow. In a nut shell you write your article and then a separate resource box which will contain your links. Normally 2 at most. It might look something like this:

For more information about furniture hire
then you can visit our website which has plenty of free information and advice.
Find us at www.yourdomain.com

This has a link using the word furniture hire and a link using are actual domain name.

<u>Article Tip</u>

After you have written your article it is a good idea to spin it and reuse. If you are not familiar with this practice then it goes like this. You write your original article and submit to your first directory. Then paste your article into something like notepad and taking a paragraph at a time you will go through the article and write alternative ways of saying the same thing using spinning syntax. Then paste it into an article spinner and let it spin you some unique articles from your original, saving a great deal of time.

Below is an example using a paragraph from a furniture article I found by searching Google.

<u>Original</u>

When buying a sofa, recliner or chair, you should always test it, and judge for quality. What if that very stylish sofa turns out to be so uncomfortable that you never want to sit on it? Your furniture should always make life more comfortable and easier.

<u>After spinning</u>

When {buying | purchasing} a sofa, recliner or chair, you should always test it, and judge for quality. {What if that very stylish sofa turns out to be so uncomfortable that you never want to sit on it? | The sofa that you thought maybe the perfect one for you could just turn out to be very uncomfortable} Your {furniture|sofa} should always make life more comfortable and easier.

On the red words you are telling the spinning software to use either the words "buying" or "purchasing", so I have just spun one word. The orange section I have re-written (spun) the whole sentence, but I could also have alternative words within that sentence if I wanted. The blue shows another word I have given an additional option.

After going through the whole original article you paste it into the software and click spin. The software will then randomly take different parts of each spun section to form new articles, resulting in potentially 10's or 100's of new articles and cutting your work load. The more you add spinning syntax the better quality of uniqueness your articles will churn out and its unique content Google loves.

If you really are limited on time then there is nothing stopping you searching article directories or Google for existing articles on your topic and spinning those, saving you writing the original.

I personally use IMSLAVE for this task because spinning is just a small part of what this software offers and it has many various benefits.
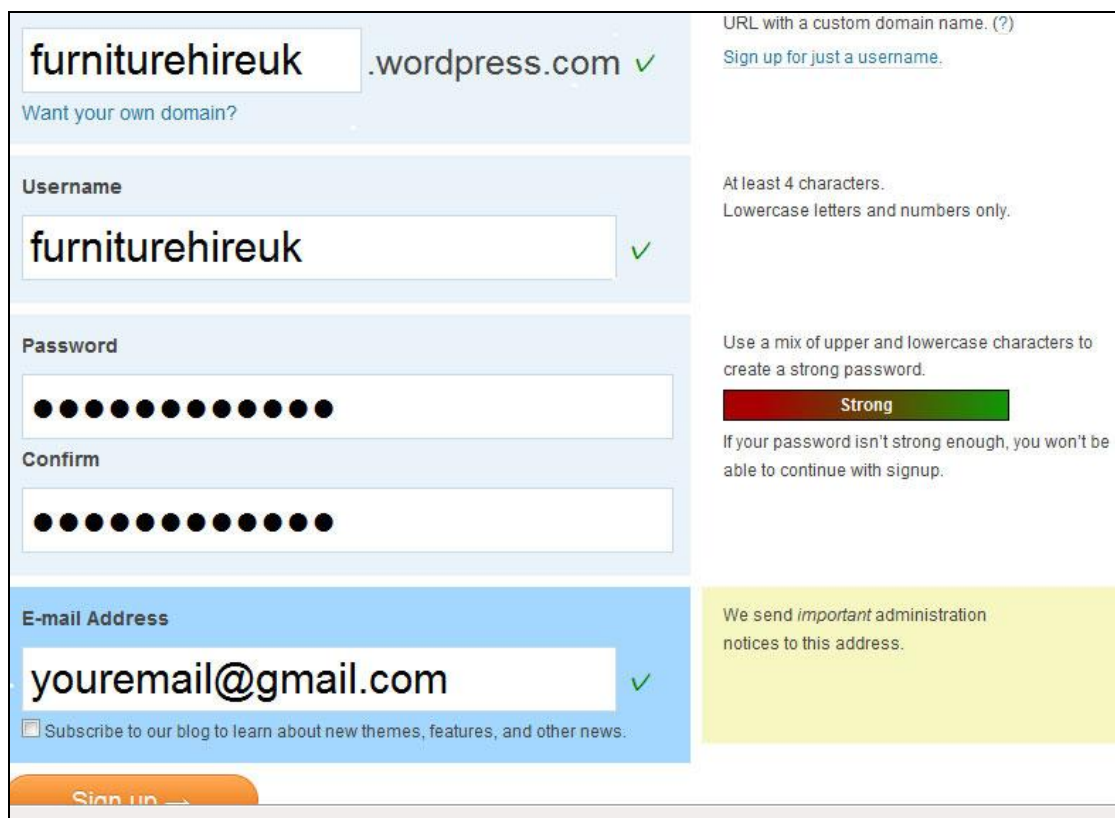
Mini Blog Sites

This is a way of generating links from other mini sites made by you and linking back to your main site. You simply go to free blogging platforms such as blogger, wordpress, xanga and create blogs based on your keywords. There are 2 ways of doing it. You can make each blog relevant to your keyword, so Garden Furniture Hire, or create each one as your main category so Furniture Hire and then have pages internally using your other keywords. The second option takes less time but the first will have better effect on your SEO results as it's more focused.

So let's say you have decided the longer route, head over to your blogging platform and sign up using your Gmail account you should of created earlier. Upon setup you want to get your keyword in the domain name, so furniturehire.wordpress.com. If it has already be taken then try putting a hyphen in-between words or adding a number at the end.

I shall show you the wordpress setup and each of the other platforms are similar so you can tackle them yourself.

Go to www.wordpress.com and click the signup button.

This is what appears next.

As you can see I had to put the letters UK at the end of the user name because furniturehire was taken. Enter your email and click signup. Check your email to activate the blog.

Select Login from the screen shown above and you will be taken to your dashboard. Here you can add new posts, and view you blog from the public view.
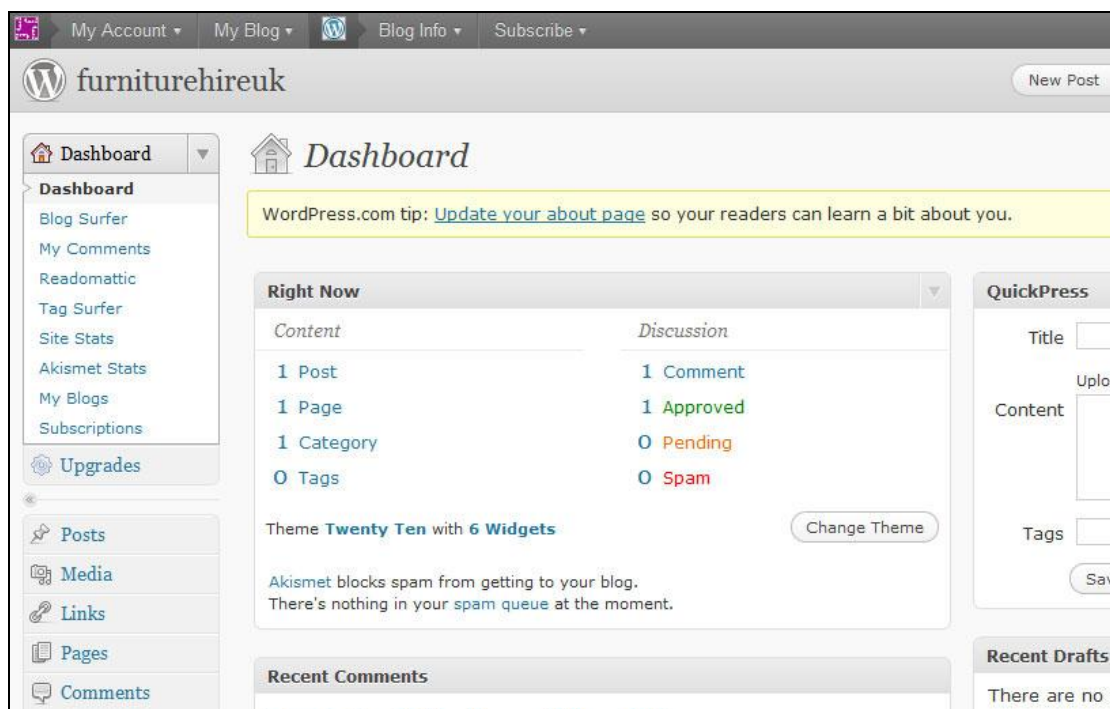
That's it; add new posts to your blog with links from anchor texts back to your main site. Don't forget to add you blog url to the list or urls we are collecting, also each new post or page will have an individual url to make note of also.

Tips:

Use keywords in your post titles because they appear in the url such as this.

http://furniturehireuk.wordpress.com/2010/12/19/keyword-here/

This can then be added to the url list.

Another tip is you can use your articles as blog posts if you want to.

I will provide a list of blog platforms towards the end of the document in "appendix A".

Indexing

What is indexing

Indexing is the word given when the url you are referring to gets listed within the search engines and we say it has been indexed. Your website should already be indexed before you start your off page SEO campaigns but it will probably need a little assistance to get it indexed, the information for which can be found below.

Your site becomes included in the search engines (indexed) after the search engine robot, known as a spider, has visited your page and decided what it's about so it can list it under the relevant section ready for when someone searches for that subject.

Once your site is indexed the spiders will return periodically to check for new information and updates. How often the spiders return depends on how often you make updates then the spiders learn how often on average to come back and check. What we will do to speed things up, is to let the spiders know your site(s) exists instead of waiting for them to stumble across it. There are a few different ways we can do this.

How to get your site indexed

As I have just mentioned above we need to let the spiders know you have arrived and the quickest way to do this is to get a link from a site which is visited more than once daily by the spiders thus following the link to your site and finding the content for it to index. We need a popular site…

The site I have found works best is www.identi.ca. For those of you who have never heard of this site it is similar to twitter. Create an account, not forgetting to use your keyword as your username and create the link with the anchor text as your keyword.

Make note of the url in the url list we are collecting.

A second method to consider is adding your website into Google webmaster tools. Google offer a wide range of free to use tools that help track statistics and other data and during the signup process you need to let Google know about your site which in turn means Google will index it. As this is a simple task to complete I won't go through the sign up process, simply do a search for webmaster tools in Google and sign up.
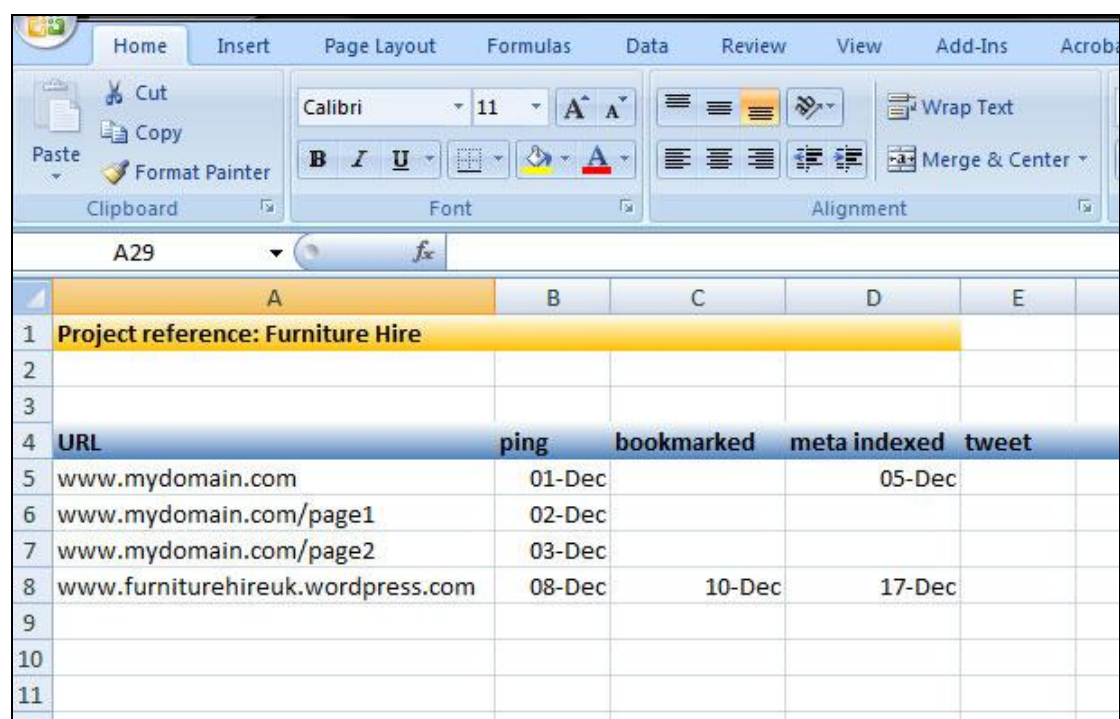
Now the spiders should find our site relatively soon, but there is something else we should do to make doubly sure and this is a practice which is continued after indexing to help promote our site. Pinging.

Pinging

Pinging is another way of letting search engines know there is new content that needs logging. You send a ping to a number of websites which spiders are aware of already and that sends the spiders along to your site by following the link you just pinged.

To ping you could use a free service such as www.pingomatic.com, simply enter the title url and also the rss feed if your site has one and hit start. They will do the rest. So the identi.ca account url could do with a ping to make sure the spiders find us. This is also where your url list you have been making comes into play. Ping each url on the list, personally I like to use an excel spread sheet to keep a note of my urls as pinging is just one thing to do with the list and it helps to keep things organised and trackable.

You can see from the screen shot below how I layout my data to keep track of what has been pinged, bookmarked and meta indexed. I have also made the data sheet into a free download which you can find the link in the tools and software section towards the end of the report.

URL	ping	bookmarked	meta indexed	tweet
www.mydomain.com	01-Dec		05-Dec	
www.mydomain.com/page1	02-Dec			
www.mydomain.com/page2	03-Dec			
www.furniturehireuk.wordpress.com	08-Dec	10-Dec	17-Dec	

I also have added a field to enable me to know that I have tweeted about the url using my twitter account. The twitter url for my account would also be on the list as well.

Meta Indexing

Meta indexing can be very efficient. You submit your links to statistical sites which are crawled by the spiders very often and this is another way of letting them know about your new and updated sites and create backlinks which will help promote your site to gain better ranks. OK, they may not be content related but a link is a link, not as good as a relevant link but they all count. The downside about all these techniques I have spoken about today is the time it takes but rest assure we will come to tackling that problem later.

Bookmarking

Bookmarking, it's full name social bookmarking, is when you find a website you like and in some format, may be email, you tell your friends to take a look because you believe it may be of interest to them too. Bookmarking in general is when you make note, remember or tag something to come back to at a later date. So we can conclude that social bookmarking is when we note down the site and share it among others.

With this in mind there is a way to use this process to give ourselves some SEO promotion. Now there are bookmarking websites on the web that mean you can join them for free and within your account you list your bookmarks to share among friends and other users. When a site is bookmarked it's added to your list and creates a link with anchor text back to the site of question. This becomes an excellent web based model which can be accessed anywhere on the world with a web connection to keep track of our favourite sites. From our point of view it's another link back to our website with the anchor text using our keywords, thus helping us push our rankings higher in the serps.

Now you understand the concept you'll realise that you should be taking advantage of these sites and not restricting yourself to a single bookmarking site but using multiple sites. If you remember we have been collecting all our urls in a single document to promote and it is these we will be pinging, bookmarking and meta indexing.

The best free service I have found for this practice is a site called social marker which allows you to bookmark you url at multiple sites whilst only typing the info in once, allowing you to skip between bookmarking sites with ease and speed the process up.

Tools and Software

IMSLAVE – the ultimate automated tool

If you have read the whole report up until now then you'll realise that there is various tasks involved in helping you rank your website and beat your competition. All this takes time and time is in short supply when you need to consider the daily routine of a successful SEO strategy. If you're not keen to use software then the only other thing to do is outsource the various tasks, but then you can never be sure people work to the same level as you and you still need to check the work to make sure it's being done properly.

IMSlave is one of the best tools on the market at present that combines all we have spoken about and more, and has been put into an automated software solution.
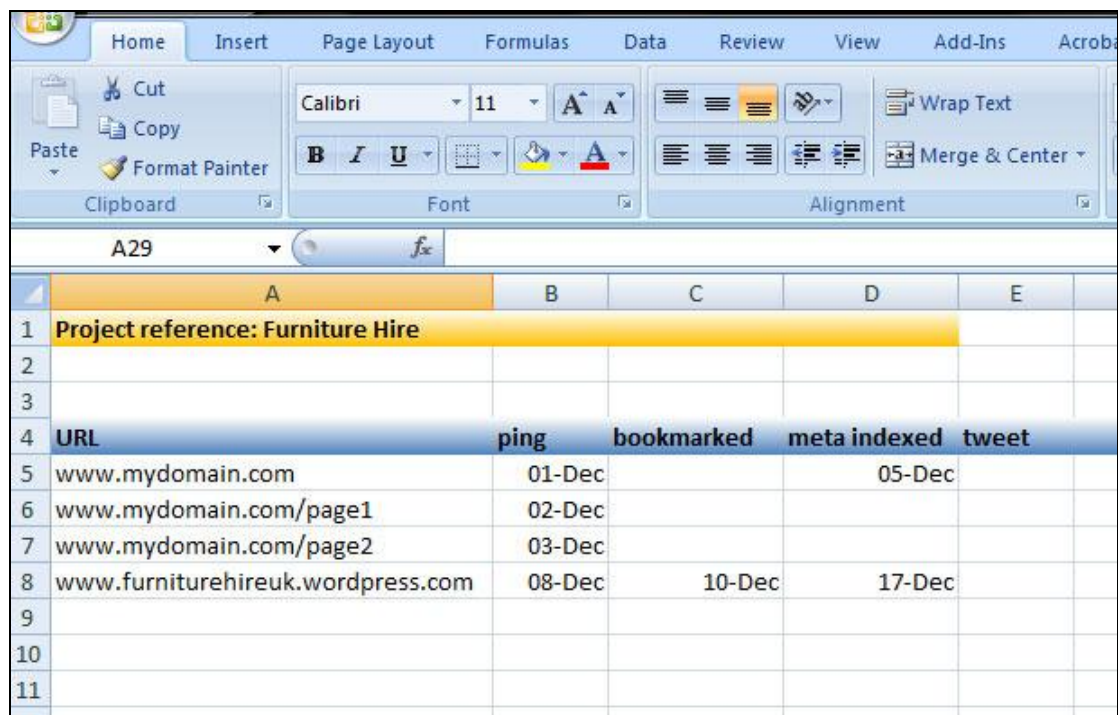
Below is a list of its capabilities.

1. Auto creates account for blogs, article directories, bookmarking sites (classed as web2.0 sites.)
2. Web 2.0 linker, this feature lets your interlink you auto created web2.0 sites which helps to strengthen your efforts 100 fold.
3. Built in pinger option allows you to ping a much larger list of sites than pingomatic at the same time taking even less effort.
4. Built in article spinner
5. RSS feed directory submitter – auto sending to a large list
6. Auto email verifier, this saves you clicking the individual links in the emails you receive after creating you web2.0 sites
7. Meta Indexer sending info to a list of thousands with one click, as massive time saver (literally days) instead of doing each one manually
8. The software has more features being added regularly.

In a nut shell this software is all about time saving, although there is nothing stopping you from doing everything manually but you will soon realise that an automated solution makes sense. It's simply doing the leg work for you. Currently priced at $197 USD in my opinion its worth at least that as the results it yields mean you will make that back, and more, in no time.

SEO Strategy data sheet

I mentioned this back in the pinging section of the report and it is what I use to keep track of what I have done regarding pinging, bookmarking, meta indexing etc. It's very simple and there is nothing stopping you from making one yourself but I'd thought you'd like to save the time and just download it for free.

Download your free data sheet here

Pinging tools

- Pingomatic

The free pining tool I recommend is Pingomatic, and for free it offers a good solution to the job in hand. Find it here

Bookmarking tools

- Social Marker

Social marker offers a free bookmarking service with a nice range of accounts to bookmark to, however it does mean signing up to each bookmarking site individually, although once setup it can be quick and convenient to use.

Conclusion

This brings us to the end of my report and hopefully you have learnt some new skills, knowledge and the importance of SEO in the process. Whether you choose to follow any of my suggestions is up to you, however I do urge you to practice SEO in some form as this is what will make your website beat your competitions.

<u>Take Action and Enjoy the Results</u>

Appendix A

Article Site List

www.articlecity.com
www.ezinearticles.com
www.goarticles.com
www.buzzle.com
www.articlesfactory.com
www.articlesbase.com
www.articlealley.com
www.sooperarticles.com
www.easy-articles.com
www.articlerich.com

Blogging Platforms List

www.wordpress.com

www.blogger.com
www.typepad.com
www.xanga.com
www.livejournal.com
www.tumblr.com
www.multiply.com
www.brightkite.com