

Instant Backlinks Secrets

How to Get Page One Rankings In Google!



By Calvin Woon & Patricia Lin

www.IMLoveBirds.com

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About The Authors



Calvin Woon

Calvin Woon has been marketing online since late 2006 and went full time in 2008 upon graduation with a Bachelor of Business Administration from the National University of Singapore.

Calvin currently owns and manages two companies in Singapore, [Zion Global Marketing Pte Ltd](#) & [IM Buzz LLP](#) with combined annual turnover of over \$800,000.

He is also part of the dynamic duo IM Buzz Creators which is notorious for their IM Buzz brand of viral rebrandable software known as [IM Buzz Software](#).

Add him on Facebook here: <http://profile.to/calvinwoon/>

Patricia Lin



Patricia also graduated from NUS, with a Bachelor of Arts degree in Psychology with a minor in Business Management. She has been in the field of Internet Marketing since November 2006 and co-owns Zion Global Marketing Pte Ltd with Calvin.

She is also an avid blogger who blogs regularly on her personal blog and also a huge portfolio of profitable niche blogs. She loves sharing with people on blogging and also how to start their own online businesses using a blog.

Add her on Facebook here: <http://profile.to/patricialin/>

Calvin & Patricia also runs a highly popular link building & traffic generation service at <http://www.InstantTrafficCreation.com> and provides high end SEO consulting to both online and offline business owners.

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<http://www.IMLoveBirds.com>

Introduction

I have a question for you.

Have you ever seen the Kevin Costner movie 'Field of Dreams', the one where he communicates with the spirits of past baseball greats who urge him to build a new stadium with the immortal line 'Build it and they will come'?

Well, of course, being Hollywood, he does build it and they do come, but hey, that's the movies!

Unfortunately, real life is not always like the movies. This is often demonstrated in online marketing circles by the number of people who set up their own online businesses or build a website to try to make money who seem to believe that all you have to do is 'Build it and they will come'.

In reality, nothing could be less true. The number of new (and often not-so-new) online entrepreneurs who genuinely seem to believe that all they have to do is build a website to make money is terrifying. In fact, from my own experience, I know that an inability to send targeted visitors to their website or blog is the number one reason why most would-be online millionaires never make more than a few cents a month.

The saddest part of all is, it really doesn't have to be this way. There are dozens of tried and tested systems, processes and methods that will quickly direct hundreds of targeted visitors to your website or blog.

All you need to do is successfully utilize just a small percentage of these strategies to start seeing the visitor numbers that you need in order to generate the income that you want.

One key element of sending the kind of visitors you want to see to your website or blog is the use of Search Engine Optimization. In simple terms, this means optimizing your site such that it ranks high on the search engines. When your site is ranked on the first page of Google for the keywords you desire, this will mean more people will eventually click to visit your website.

And provided your website has been optimized to convert for sales or leads, this increased amount of traffic will benefit you surely.

So how do you get ranked on first page of Google?

The secret word is - **BACKLINKS**.

This is the one secret which we use to attain MULTIPLE page one rankings for our own and clients' sites.

See below for proof:

Rank FIRST For “Internet Marketing” On Google.com.sg with 196,000,000 competing pages!

Internet marketing Search

About 196,000,000 results (0.13 seconds) Advanced search

S.J Internet Marketing Ads
More traffic, leads and sales? Learn more about **internet marketing**
www.SearchJinni.com/InternetMktng

Email Marketing Software
One-time payment. No monthly fees. Try Free edition before buy!
SendBlaster.com/Email-Marketing

\$159.95 To Be At The Top
Just \$159.95 For Top 3 And Top 10 Rankings In Every Search Engine.
www.servicewrap.net

Internet Marketing & SEO Company Singapore | Zion Global Marketing ...
Zion Global Marketing is an **internet marketing** consultancy firm based in Singapore that provides online marketing consultation services as well as SEO ...
www.zionglobalmarketing.com/ - Cached - Similar

Internet marketing - Wikipedia, the free encyclopedia
Internet marketing, also referred to as web marketing, online marketing, or e-marketing, is the marketing of products or services over the Internet. ...
Business models - Advantages - Limitations - Security concerns
en.wikipedia.org/wiki/Internet_marketing - Cached - Similar

Work From Home Singaporeans | Internet Marketing Singapore
Once you sign up for free, you get the exclusive opportunity to discover how you can generate an income using the **Internet**, working from the comfort of your ...
www.workfromhomesingaporeans.com/ - Cached - Similar

Rank FIRST For “Work From Home” On Google.com.sg with 1,610,000,000 competing pages!

work from home

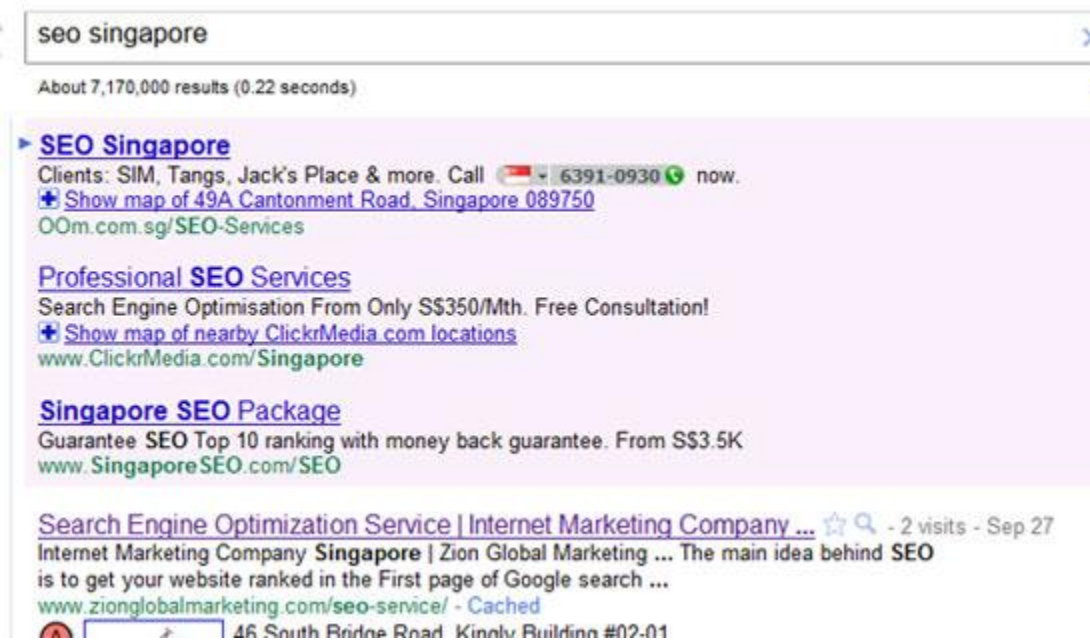
About 1,610,000,000 results (0.15 seconds) Advan

▶ **Work From Home Singaporeans | Internet Marketing Singapore** ☆ 🔍 - 2 visits - 25 Oct
we want to extend our invitation for you to join our **Work From Home Singaporeans** training portal/ community site. Once you sign up for free, ...
www.workfromhomesingaporeans.com/ - Cached - Similar

Work From Home Singapore ☆ 🔍
Work From Home Singapore Jobs. Online Business Opportunities where you can **work from home** in Singapore!
www.workfromhomesingapore.com/ - Cached - Similar

Singapore Jobs - Work From Home - Singapore Jobs Market Forum ☆ 🔍
Singapore Jobs - **Work From Home** - Data entry, reading of emails, get paid to surf or alike. Do your homework and perform your due diligence before.
www.singaporejobsmarket.com/.../singapore-jobs-work-home/ - Cached - Similar

Rank FIRST For “SEO Singapore” On Google.com with 7,170,000 competing pages!



This can honestly go on forever but we're not going to do that.

Truth is, we've generated a TON of results for our own sites and now you stand to gain.

Because you're just about to discover why backlinks are so important and how you can quickly build a massive link network that almost guarantees the success of your online business ventures.

Chapter 2: Why targeted traffic and Search Engine Optimization are so closely intertwined.

Visitor traffic is the lifeblood of your business...

If you have a website or blog, it is natural that you want people who are using the net to visit your site. This is even more important if you have a business enabled or monetized site that you have created to generate an online income stream.

Having a site or blog without any visitors is a bit like having a store on the top of Mount Everest. It really doesn't matter how good your store is or how cheap, if no one is aware of your existence and you never have any visitors, you're never going to make any money.

To put it another way, you could set up a website tomorrow and give away brand-new Ferrari's and you would never have any takers if nobody ever found your site.

But there is another important consideration as well. It is all very well attracting visitors to your site, but they have to be the right kind of visitors, the kind of people who are going to be interested in spending money on what you have to offer.

If the only people that you manage to attract to your Ferrari giveaway are 85-year-old grandmothers, you're still not going to achieve much success.

Attracting visitors per se is not enough. The people that you *really* want to bring to your website or blog are people who already have an interest in whatever you have to offer before they come.

Now, there is one very quick and easy way of attracting pre-interested or targeted visitors. You can pay to place advertising all over the internet and if you do this properly, you will generate plenty of targeted visitors.

The problem is, paying for advertising can be extremely expensive, particularly if you are operating in a highly competitive marketplace.

Whilst big businesses often launch in the real 'bricks and mortar' business world with multimillion dollar advertising and marketing budgets, this generally doesn't happen with online businesses.

Consequently, paying for advertising is something that new or recently established online businesses can afford to do.

They therefore have to look at the other option, which is to use tactics and strategies that drive targeted visitors to a website or blog at no monetary cost.

Now, you will often see this traffic described as free traffic but you should understand that in the world of online marketing as in everything else, nothing is ever really free. In order to generate targeted traffic to your site, there is always a cost to be paid, either in terms of money or the time you have to put in to make things happen.

That being said however, it is entirely feasible to build a system and network that sends hundreds of highly targeted prospects to your site or blog every day at minimal financial cost.

How do you drive targeted traffic to a site without spending?

The answer to this is remarkably simple and straightforward. You make sure that the major search engines are aware of your existence, after which you do whatever you can to push your site to ever increasing levels of prominence with those engines.

Here's why and then how this works.

According to the latest statistics, Google now commands close to 75% of the global search engine market. Whilst not every web surfer uses a major search engine, the majority do. And out of this majority, seven of every ten go to Google as their search engine of choice.

Whilst this does not mean that you can afford to ignore the other major search engines such as Yahoo! and Microsoft Bing, your main focal point must be Google.

Most people who use the net do so because they need information or advice. Whilst there are billions of dollars changing hands every day online, the majority of people do not go online to spend money. They want answers to their questions or solutions to their problems, and the net is the most convenient place to look for what they need.

They search by typing in a word or phrase that describes what they are looking for before hitting the enter button. When they do so, they will see a search results page something like this (this is for 'hair loss'):

Web [Show options...](#) Results 1 - 10 of about 47,700,000 for [hair loss](#)

Are You Losing Your Hair?
About-Hair-Loss.com You May Have Elevated Levels of DHT Find out How You Can Reduce DHT Now


Hair Loss Happens
HairClub.com Find a personalized solution for your hair loss. Free analysis!

Hair Loss Solution
www.DrDistefano.com International Leading Surgeon NO Interest Financing 12 Months

Hair Loss and Its Causes -- familydoctor.org
Information about hair loss from the American Academy of Family Physicians.
familydoctor.org/online/famdocen/home/men/.../081.html - [Cached](#) - [Similar](#)

Hair loss - MayoClinic.com
Hair loss — Comprehensive overview covers causes, symptoms and treatments.
www.mayoclinic.com/health/hair-loss/DS00278 - [Cached](#) - [Similar](#)



Hair Loss
hairloss Pamphlet People who notice hair falling out, thinning, ... This type of hair loss usually causes totally smooth, round patches about the size of a ...
www.aad.org/public/publications/.../common_hairloss.html - [Cached](#) - [Similar](#)

News results for hair loss
 [Baldness calculator promises to predict men's hair loss](#) - 9 hours ago
Two thirds of all British men will eventually suffer hair loss, according to recent research.
Photo: GETTY The baldness calculator - said to be the ...
Telegraph.co.uk

Sponsored Links

Bosley Offer - \$250 Off
Visit the Official Site to receive your gift certificate for \$250 off.
www.Bosley.com

Losing Your Hair?
100% Natural Result. Non Invasive Procedure. Contact a Consultant!
www.DHIMedicalGroup.com

Best Hair Transplant \$
Always \$2.99 per graft - any amount
Capri Clinic  877-602-2774 
www.HairDoc.us
New York, NY




Hair Loss Product Reviews
We Compare & Review Top Hair Loss Treatments on the Market
www.Hair-Loss-Product.ws/Review

Tips to Stop Hair Loss
Learn how to do it yourself and see results in less than a week
SmartOrganicProducts.com

<==== Adverts ====>

"Natural" or "organic" search results...

At the top left hand corner of the page and all down the right side are paid advertising materials, where companies and individuals who have a hair loss product pay Google to show advertising on hair loss related search pages. Hence, these adverts are highly targeted, but as is indicated by this snapshot from [Spyfu.com](#), they are not cheap either:

Stats For: hair loss view cach	
Cost/Click:	\$0.95 - \$4.79 
Clicks/Day:	126 - 159 
Cost/Day:	\$119.89 - \$770.00 +\$0.00 (0.00 %) 

The top 'hair loss' advertiser – generally, the one whose advert is shown at the top left hand corner of the page – is paying \$4.79 per click on their advert, meaning that they are spending around \$770 a day on advertising. Remember, this is per click on their advert and has nothing whatsoever to do with making a sale, so unless their adverts are converting visitors into customers at a healthy rate, they could be losing a lot of money.

However, your main focus is on the 'natural' or 'organic' search results beneath the adverts on the left, because this is where you want to be.

These natural results feature web pages or promotional materials where the owner has done everything they can to make that individual page attractive to the search engines.

If you can manage to do this successfully enough to grab the number one natural search result 'slot', Google estimate that around 42% of visitors who land on this top search results page will visit your site first!

From this single statistic, you can clearly see the power of making your blog or site as search engine friendly as possible.

Making your site or blog as search engine friendly as possible is known as Search Engine Optimization, which is a billion-dollar industry around the world.

Let us therefore quickly consider how you do this most effectively.

On-page and off-page search engine optimization

There are essentially two different types of SEO, on-page and off-page (sometimes referred to as on-site and off-site) optimization. On-page optimization is concerned with what you do when you're building the site, factors that you include in the code of that site, whilst off-page optimization is primarily concerned with external factors.

All search engines are looking for sites or blogs that feature valuable content, articles, videos, audio materials and the like which will offer a quality experience to human visitors.

The search engines all want sites that they 'spider' (i.e. search) to be easy to navigate, with proper site maps and logical navigation as well. Again, this makes it easier for human users to enjoy your site, so it is entirely logical.

As an example, it is usually suggested that you should have a site map on the homepage of your site and that it should be possible to reach every internal page from that site map within no more than two or three clicks. On the other hand, your visitor should be able to return to the home page in one click from which ever internal page they visit.

Fortunately, building an appropriate site map is pretty straightforward, with plenty of online resources to help you. For example, if you created your site using HTML, you can generate a free site map from XML-Sitemaps.com, whilst you can download two plug-ins for WordPress that will create one site map for [your human visitors](#) and one for [the search engines](#) entirely free.

Beyond this, different search engines have different focuses with Yahoo!, Bing and most of the other engines more focused on the on-page side whilst Google is more concerned with external factors.

The way I like to look at it, on-page SEO is the way you get your site into the game, so to speak. It's how Google will know what keyword you want to rank your site for.

They won't always oblige, but the on-page elements will be your jumping off point and you need to tend to these factors correctly so that you give your site the best possible chance to make it onto the first page.

Before I get into the specific factors, I want to point out that you should try to target only ONE KEYWORD per page of your site, whether that's a home page or inner page. If you try to target more than one, you'll confuse Google and your site may not rank.

So if Google decides to rank your page for multiple keywords, consider it a bonus. If you intend for your site to rank for multiple keywords, then plan to make multiple pages and target individual keywords with the following principles in mind.

If you're unsure about what keywords are and how to do proper keyword research, I cover this in chapter 3. So don't worry about it for now.

Just know that in on-page SEO, you will need to pay attention to the following factors:

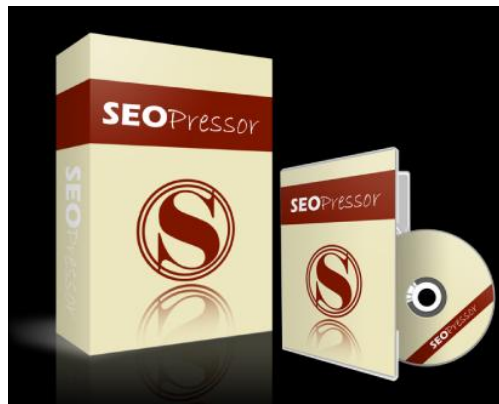
- 1) **Keyword in your title** – you want to make sure it’s somewhere in there. It might be best if the title IS your keyword.
- 2) **Keyword in the URL** – again, just make sure it’s in there. If the keyword is an “exact match” URL, that is best. However, that is not a necessity to rank, whatsoever. Google probably only gives a small boost for this. The next best is to have <http://example.com/keyword>.
- 3) **Keyword in your “H1”, “H2”, “H3” header** – In html coding, there is something known as headers, H1, H2, etc. Make sure your keyword is in the H1 tag and it’s best if your keyword IS the H1 tag.
- 4) **Keyword used on page** – Try to keep your keyword density to around 3%-5%. To learn more about keyword density, read this article: http://en.wikipedia.org/wiki/Keyword_density
- 5) **Keyword in the “description” & “keyword” meta tag** – this is the part that comes up underneath your title tag in the search engines. While this might not be too important in helping your sites get ranked, having a description that contains a call to action will help in getting visitors to actually click on your site.

Read more about meta tags here:
http://en.wikipedia.org/wiki/Meta_tag
- 6) **Keyword in the first sentence and last sentence** – where you place your keywords also matter. Google seems to place more importance on your keywords when you place them in the first and last sentence. So do try to place them there if you can.

7) **Bold, italicize and underline your keywords** – Again when you do this, you’re telling Google to place more importance on your keywords.

If you are doing on-site optimization for a wordpress blog, I highly recommend you use this plugin called SEO Pressor. Basically, it helps you calculate your on-site optimization score and gives you suggestions on how you can achieve a maximum score of 100%.

You can check out the plugin below:



[>> Click Here to Check It Out! <<](#)

You should make certain that you undertake basic on-page optimization before you start link building at all. So once you’ve figured out “on-page”, you need to start “off-page” (“backlinking”), which is an enormous topic on its own.

Chapter 3: Importance of Keyword Research & Competition Analysis

Now before you do any form of SEO, you need to do keyword research.

Here's a quick definition:

Keyword research is understanding what words and phrases people are searching for related to your product, and proper keyword research means analyzing which of those words and phrases will generate the most profit.

For example: "Keyword Phrase A" gets searched 1,200 times on Google every day. Seems like a lot, right? Well, when you consider that "Keyword Phrase A" also has 3.2 million pages competing for that top spot in Google, chances are you'll never make it past page 24 of the Google search results and in turn, never, ever make any money.

But what if there was a "Keyword Phrase B". "Keyword Phrase B" only gets 115 searches a day. Nothing like the first keyword. But what if "Keyword Phrase B" only has 350 competing pages? YOU could very easily rank in the Number One position on Google using "Keyword Phrase B".

While no one would ever even SEE your site using the first phrase, all 115 people will see your site every day using the second, which means money in the bank for you!

What if you could find all of the “Keyword Phrase B's” imaginable for your niche? What if, by taking a little time and doing a little research, your site could sit pretty on the FIRST page of Google instead of the twenty-fourth?

Keyword research done right can save you months, if not years, of headaches and failures in your quest to make money online.

Keyword research done wrong will leave you dead in the water, a failure before you even begin.

So without further ado, let's get into the nuts and bolts of keyword research.

Three Keys To Finding A Successful Keyword

In general, Internet marketers understand the importance of keyword research. In fact, most guides to Internet Marketing will mention keyword research, and maybe even give you some training on how to do it.

Unfortunately for you, most fail to do it justice.

Beginners often fail to see the real importance of keyword research and miss this step entirely. But it cannot be said enough...Without proper and extensive keyword research, you KILL your chances of online success. Your pages will lie at rest in the great Google abyss with NO traffic, NO money, and a whole lot of wasted time.

The good news is that this first and all-important step doesn't have to be difficult or time consuming anymore.

What will follow is the absolute easiest way to master the art of keyword research.

To begin let's make note of three things to look for in a keyword:

Key # 1 – Your Direct Competition Needs To Be Manageable

Unless you already have an established network of related websites (or a ton of money) it is pointless to try and rank for highly competitive broad keywords such as “credit cards”, “weight loss”, “Internet Marketing”, etc.

Key # 2 – The Keyword Needs To Be In High Demand

Unless a decent amount of searches are being performed for this keyword, it would be pointless to try and rank for it.

KEY # 3– You Want To Target “Buying” Keywords

A buying keyword is a keyword based on people's impulse to buy something. These are the keywords where people are searching with their credit cards already in hand.

For example, take a look at the following search terms and see how the context of the NEED to find answers and solutions changes with each keyword term:

- 'facts on acne' compared to 'buy acne cream'
- 'snoring causes' compared to 'how to stop snoring'

- 'barking dog' compared to 'how do I stop my dog barking'

In each of the above examples of “keyword phrases” (a keyword made up of several words, often called a “long tail”), the second version is the buying keyword.

If your website ranks high for *these* phrases (keywords from people in a buying frame of mind, or looking for a solution to a dire problem), chances are you WILL make sales. The person looking for the information is *more inclined to spend money to solve their problem*.

The first example of each of the above keywords are more generic keywords – people looking for information pertaining a specific topic.

The bottom line is that the money is in choosing buying keywords.

Spend some time really thinking about your potential target market. Use reverse psychology to find your ideal customer.

By performing proper keyword research and picking buying keywords, you will be leaps and bounds ahead of your competition, and making big money online becomes very easy.

In order to actually get started and find those in-demand, buying keywords with low competition, we'll begin with the greatest resource available...Google themselves.

[Click here to open the Google Keyword Tool for yourself](#), and enter a keyword of your choosing.

While it is true that we need to target keywords that are both in demand and have low competition, dream big when beginning your research.

Are you interested in weight loss, credit cards, or some other “mega-niche”?

Don't let people tell you those markets are “too saturated”. They're not...not with proper keyword research at least.

You should have several niche ideas ready to plug in if you've followed the last few steps. Let's get started by having Google give us some keyword ideas.

I will start with the keyword “stop snoring”.

The screenshot shows the Google Keyword Tool interface. At the top, there is a section titled "Find keywords" with the instruction "Based on one or both of the following:". Below this, there are two input fields: "Word or phrase (one per line)" and "Website". The "Word or phrase" field contains the text "stop snoring" and is highlighted with a red arrow. Below the input fields, there are links for "Advanced options", "Locations: United States", and "Languages: English". A "Search" button is located below these options.

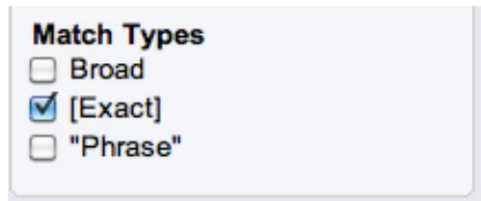
Below the search interface, there is a table with the following columns: "Keyword", "Competition", "Global Monthly Searches", and "Local Monthly Searches". The table contains three rows of results:

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
stop snoring	Low	90,500	
stop snoring devices	Low	2,900	
stop snoring home remedy	Low	1,900	

As you can see from the example above, Google estimates **90,500 global searches** for the keyword '*stop snoring.*'

Now you may notice several blocks of options in the left hand side of your screen. Around the middle of the page, there is one particular set of options you need to pay close attention to. It's called "Match Types".

When doing keyword research you can choose to search with the Broad Match, Phrase Match or Exact Match feature enabled.



As you can see from the example above I have used the 'Exact Match' search option. Notice the difference:

Find keywords
Based on one or both of the following:

Word or phrase (one per line) **Website**

[Advanced options](#) Locations: United States Languages: English

<input type="checkbox"/> Keyword	Competition	Global Monthly Searches	Location
<input type="checkbox"/> [stop snoring]		12,100	
<input type="checkbox"/> [stop snoring devices]		1,900	

Google now returns only **12,100 global searches** for the keyword '**stop snoring.**'

We have gone from 90,500 Broad keyword searches to 12,100 Exact keyword searches for "stop snoring".

While it may seem bad, given that the numbers are lower, this is really a great thing because it gives you an accurate idea of real-life keyword popularity and competition for any given phrase.

Not only that, but consider the many other niche ideas from the graph above.

You have 2,900 Exact Match searches for “stop snoring devices”, 1,900 Exact Match searches for “stop snoring home remedy”, and 3,600 for “stop snoring exercises”. Any of these are great niche ideas.

Keep track of these numbers as they will be very important to you later on. Perform this search volume research for each of your related keywords.

Broad, Phrase, & Exact

When doing keyword research you can choose to view the data using three different “Match Types”. Here is how this relates to your output.

Broad Match

When viewing Broad Match, the results shown include any variation of the keyword phrase.

For example: The search data for “dog training tips” using Broad Match includes data for any of the following variations: “**dog training** videos”, “**tips** on breeding **dog**”, “**training** my **dog** to leave

good **tips**", etc.

Broad Match also includes singular and plural forms of the keyword, as well as any possible synonyms.

As you can see, using Broad Match will return the highest amount of results, but that data is rather inconclusive if you want to nail a specific keyword phrase.

Phrase Match

The Phrase Match results are far more accurate in that it shows the order in which the keyword is actually searched for.

For example: The search data for "dog training tips" using Phrase Match will calculate data using this exact phrase, even though additional words may appear before or after: "**easy** dog training tips", "dog training tips **for seniors**", "**free** dog training tips", etc.

Exact Match

The Exact Match details exactly what the user inputs into Google when searching for a specific keyword.

For example: The search data for "dog training tips" using Exact Match only includes data for this exact phrase, **with no additional words included before or after.**

Broad Match, while useful in some regards, can be very

misleading. Phrase Match however is quite useful. **The best though is Exact Match, and this is what I recommend focusing on.**

Next, we need to determine how many competing pages there are for each keyword.

Simply type your keyword into the Google search box and make note of the number of websites being displayed.

I'll return to one of our original examples, "golf clubs".



This is the "Broad Match".

Again, what that means is there are 36.3 million different ranking websites that contain EITHER keyword "golf" or clubs".

In other words, both a site for "GOLF carts" and "cave man CLUBS" would be displayed.

Now notice what happens when we include our keywords inside inverted commas or quotation marks.



There is a noticeable drop in competing pages. 36.3 million without quotes, and only 7.6 with. The reason being, this returns your “Phrase Match”.

Phrase Match refers to competing websites that contain the entire phrase “golf clubs”. “Cave man CLUBS” would not be displayed. “**Golf clubs** for women”, “buy cheap **golf clubs**”, and “**golf clubs** for cave men” would.

It is true that no one really searches for phrases within quotation marks, but the point of taking this extra step is to give you an idea of the actual level of your competition.

Take this step for each of your keywords, determining both Broad and Phrase Match, as well as the number of competing sites.

There is one other important step that we need to look at as well: something called the ALLINTITLE search operator.

It may sound like something fancy or complicated, but it's really simple, and VERY important.

The ALLINTITLE search operator is a unique way of searching in Google (just like we searched above using inverted commas), only instead of displaying Phrase Match results, Google will display only the websites that contain this particular keyword in the Title.

In the Google search box, simply type “allintitle: YOUR KEYWORD”.

For instance...



allintitle: cheap golf clubs

Search

About 256,000 results (0.27 seconds)

[Advanced search](#)

The lower this number, the better. If *few* sites are properly optimized for this keyword (specifically by including it in the Title), then chances are you have a strong chance of ranking well in Google.

Here is what I use as guiding metrics to help me decide whether a keyword is worth pursuing:

- **Monthly Search Volume**

I'm looking for a minimum of 900 Exact searches per month. This means about 30 people are looking to buy this every single day. If you prefer using Broad search, 5,000 monthly searches is a good starting point, although I strongly recommend Phrase or Exact.

- **Competition**

My personal metric is to look for keywords with “phrases” that have less than 50,000 competing sites. In other words, 50,000 competing sites for the keyword in quotation marks. Those are easiest to rank for on Google, and can be done so with only a few quality backlinks.

- **ALL-IN-TITLE**

Ultimately, the lower this number the better. However, as a general rule of thumb I look for phrases with under 10,000.

The above metrics can be changed to your own preferences, and it isn't the sure fire recipe for achieving top Google rankings, however following those guidelines has worked extremely well for me and countless others.

When you complete these steps you should have 4 important pieces of information:

1. your keyword phrase
2. the number of monthly and/or daily searches
3. the number of competing websites (both Broad and Phrase Match)
4. the number of ALLINTITLE results

There are numerous keyword research software tools available, but it is important you understand not only the “what” but the “why” behind keyword research, and understand how to do this yourself. Once you do though, there is no reason to go through these steps again.

What To Do Next With Your Keywords?

Keyword research is not only vital for identifying keywords that your target market is searching for. It also helps in identifying keywords that are not too competitive such that it becomes unpractical to try to rank for it in a short period of time.

After you've selected the keyword(s) that you want to rank for, you will need to start implementing the keywords in both your on-site optimization and off-site optimization efforts.

When you send a search spider to your site, you must make absolutely certain that it collects the correct information from your visit. In other words, if you have built a 'hair loss' site or blog, you must make it as clear as possible that this is the subject matter around which your site is built.

To do this, your first job is to collect together a bunch of appropriate keyword terms with free tools like [Google's own keyword research tool](#) as mentioned above.

Using the 'hair loss' example, let's imagine that the following are keyword phrases that I can use to drive targeted visitors to my site (which they would be):

organic hair loss remedy;

drugs that cause alopecia;

organin hair loss products.

Incidentally, you should always aim to have a keyword list of no less than 30 or 40 similar phrases, but for this example these three are sufficient.

So you want to ensure your on-site optimization contains the keywords which you're targeting. I talked about on-site optimization earlier, but let's do a quick recap.

- 1) **Keyword in your title** – you want to make sure it's somewhere in there. It might be best if the title IS your keyword.

- 2) **Keyword in the URL** – again, just make sure it’s in there. If the keyword is an “exact match” URL, that is best. However, that is not a necessity to rank, whatsoever. Google probably only gives a small boost for this. The next best is to have <http://example.com/keyword>.
- 3) **Keyword in your “H1”, “H2”, “H3” header** – In html coding, there is something known as headers, H1, H2, etc. Make sure your keyword is in the H1 tag and it’s best if your keyword IS the H1 tag.
- 4) **Keyword used on page** – Try to keep your keyword density to around 3%-5%. To learn more about keyword density, read this article: http://en.wikipedia.org/wiki/Keyword_density
- 5) **Keyword in the “description” & “keyword” meta tag** – this is the part that comes up underneath your title tag in the search engines. While this might not be too important in helping your sites get ranked, having a description that contains a call to action will help in getting visitors to actually click on your site.

Read more about meta tags here: http://en.wikipedia.org/wiki/Meta_tag
- 6) **Keyword in the first sentence and last sentence** – where you place your keywords also matter. Google seems to place more importance on your keywords when you place them in the first and last sentence. So do try to place them there if you can.
- 7) **Bold, italicize and underline your keywords** – Again when you do this, you’re telling Google to place more importance on your keywords.

Next up, you want to ensure the anchor text of your backlinks contain JUST the keyword which you want to rank for. We'll talk in greater detail why backlinks are so important and what are the various link building techniques in later chapters. For now, just know that you need to insert your keyword as the anchor text of your backlinks.

The anchor text is basically the visible, clickable text in a hyperlink.

See, many people link their site together by sending visitors from one page to another using either the URL of that page (e.g. YourSite.com/ArticlePage1.html) or with a generic phrase such as 'Click here' or 'Hit this link'. For search engine optimization purposes, this is no use whatsoever.

What you should use is an **anchor text link** which you would create by inserting something like this in the HTML code of your article:

```
<a href="http://www.yourdomain.com">Your Keyword</a>
```

Using anchor text to create your links both internally and in your external publicity and promotional materials is extremely important, because this re-emphasizes to the search engines that this is your primary keyword phrase.

Consequently, by using anchor text wherever possible, you make sure that the search engines index your webpage or external promotional materials for the phrase on which you are focused.

As an example, look at this article that I have published on my site:

Organin hair loss products - which work best?

Losing your hair can be a terrible thing, but the best organin hair loss products can do a great deal to reverse the situation. If you are going bald, there is no need to tolerate this blight upon your life any more, because there are a great number of highly effective products on the market.

Of course, the main challenge is to know which organin hair loss products are the most effective, what products are best for reversing the worst effects of alopecia. The all-important answer to this question is exactly what I am going to present to you in this article.

My keyword term is in the article title and it is always most effective when it is used as near to the beginning of your title as possible. I have also included the keyword in the first and second paragraph, and in both examples, it is an anchor text link to the appropriate 'organic hair loss products' article page elsewhere on my site.

We used to advise varying your anchor text, but we no longer do that. If you are trying to get ranked for "hair loss treatment", ideally all your backlinks should have "hair loss treatment" as the anchor text.

This is something very important you need to be aware of as you should strive to get as many backlinks with your keyword as your anchor text as possible!

It doesn't mean getting backlinks with just the URL alone is useless, but it will be a HUGE boost if you are able to get anchored backlinks.

Now that you've understood the basics of keyword research & competition analysis, let's talk about off-site optimization & backlinks!

Chapter 4: Why Backlinks Are So Vital in SEO

Many years ago, it was possible to secure top search rankings simply by repeating your keywords more often on the page than someone else did (known today as ‘keyword stuffing’).

Even the most advanced search engines couldn’t distinguish quality sites from spam, so searchers would often leave frustrated, unable to find what they were looking for in a sea of spam and misleading offers that would heavily focus on implementing irrelevant keywords into their websites simply to rank for terms that had absolutely no significance to their actual websites or offers.

But something happened that changed the way websites ranked within the major search engines, offering a fair, genuine method of measuring a website’s overall relevancy to the keywords that were associated with it.

Google’s algorithms made it much harder for low quality sites to make it to the top of the search engines, because instead of gauging a websites relevancy based on keywords alone, they began to use a form of “social proof” to determine which sites were truly of the highest quality and overall value.

Their algorithms were compiled from a unique formula to determine which sites were “real” sites – sites people would actually want to visit from websites that were using questionable tactics to position themselves within the major search engines.

Their programmers determined that if enough quality sites were linking to a particular site, that it should be given more weight in the search engine results.

And so backlinks became the new method of showcasing the popularity and overall relevancy of websites.

Keep in mind that search engines determine how relevant (and important) your website is not just by the NUMBER of back-links pointing to your website but by WHO is linking to you.

This means that not only do you want to focus on building a high number of back-links but that you also want to focus on quality back-links that are housed on authority sites.

QUALITY and QUANTITY are equally important when building your back-link system, and don't kid yourself, if the search engines are forced to choose between the two (and if you have an equal number of back-links as a competitor in your niche), the "vote" will go for the site with the highest number of quality backlinks.

This means that you want to do your best to develop back-links on established websites in your niche.

These are sites that have been around for quite some time, have developed a following, established a community and of course, receive a significant amount of traffic each day.

While you can (and SHOULD) incorporate a variety of backlinks into your system, including links from authority sites that may not be directly focused on the same topic or theme as your website, always keep in mind that incoming links from quality websites will always play a greater role in maximizing your search engine ranking and overall exposure.

There are many different ways to begin your link building campaign and while many of the traditional strategies can be time consuming, once you have developed a solid back-link structure and begin to increase your search engine positioning, you will be able to easily maintain it.

Keep in mind that by building a solid backlink structure, the traffic you do receive from the major search engines will be exceptionally targeted, and far more interested in the products or services you are offering.

Just remember, don't become complacent once your rankings improve. Keep building backlinks as time goes on, because if you stop, another site will keep building and pass you in the rankings.

You don't want to end up losing the rankings you worked so hard to get, so incorporate these backlink strategies into your ongoing marketing campaign and position yourself for permanent high placement within the major search engines.

So understand that off-site SEO can basically be summed up in only one word – **backlinks**.

Backlinks are a vital component of any website's SEO plan. Without backlinks, a website will have a difficult time ranking for their most important keywords.

However, with a proper backlink plan in place, a website can shoot to the top of the search engines, even for some remarkably competitive keywords, while generating organic traffic to their websites quickly and easily (and at no cost).

How Does Linking Really Work and What Does Google Want?

A link is established when someone places a hyperlink on a page on their site or in a marketing or promotional publication that points to a page of your site. If someone were to click that link, they would be directed to your site. This might be your homepage or an internal article page that is directly related to the topic of an article published on an article directory site, as one example.

The basic concept of linking is that other website owners discover your site and decide to link to it because the page that they link to offers value to their own site users. In these terms, the idea is that other people choose to link to your site entirely voluntarily because of the quality of the content and materials on your site.

This is why Google place so much emphasis on the importance of links. If other website owners are 'voting' for your site, this must suggest that your site offers the kind of quality that Google wants to give their search engine users. Consequently, the more links you have, the nearer to the top of the search results Google will push that linked page.

There is however one problem with this basic linking concept as far as you are concerned. Relying on other people to create your link network for you could take months or years which is time that most site or blog owners do not want to spend waiting for others to create links for them.

Hence, there are many tactics and strategies that you can adopt through which you can generate links yourself. Many of these strategies are perfectly acceptable as far as Google are concerned, but there are some link building tactics that they do not approve of.

In addition, there are certain things to be aware of when you are attempting to build a link network through your own efforts. What Google want is a link network around your site or blog that appears to be entirely natural.

They will accept many strategies that site owners use every day as a normal part of their promotional activities as being natural link building, but there are other things that you can do which they do not see as being natural.

As examples, if you submit a unique article to an article directory site, you will include a hyperlink from that article to your own site. This is perfectly natural, exactly what everyone else who is using articles to promote their

business is doing. Google are therefore more than happy with this as a natural linking concept.

If on the other hand you were to buy links and Google discovered this, they would not be happy.

Hence, in your own link to link activities, everything you do should appear to be natural. There are however some misconceptions about what is natural and the relative value of different kinds of links.

For instance, some marketers believe that you should only look for links from sites that are directly related to your subject matter. As an example, if you own a dog training site, they believe that you should only look for links from dog food manufacturers, pet shop chains, dog accessory suppliers and so on.

From my own testing, this is wrong. Whilst there may be some truth in the notion that a link from a directly related site has a little more value than a link from a site that is not so obviously related, ALL links have value.

Furthermore, in a natural link network, there is no way that every link is going to be from a site that is directly related to yours. For example, imagine that you have your own political blog and that you discover a major scandal brewing. Think Bill Clinton and Monica Lewinsky for an idea of what I mean.

If you were breaking this story, is it likely that every other site that mentions and links to it is going to be a political site/blog?

I don't think so. A 'human weakness in high office' story of this nature would have all sorts of sites linking to yours, which is completely as you would expect and is entirely natural.

This helps to nail another common misconception about what Google might consider to be natural too.

If you broke a major story like this, is it more likely to generate one link or 1000?

See, contrary to what many marketers might suggest, it *can* be a perfectly natural phenomenon to see a very large number of links created to your site in a very short period of time.

This is not however meant to suggest that you should go crazy. There is no doubt that it would look artificial if you had six-month-old site with only five links that all of a sudden acquired 5000 new links in one day.

Nevertheless, links from other non-related sites are valuable and an integral part of your natural link network and if there are sudden surges in link activity, this is not necessarily unnatural either.

The final thing to understand before moving on to start building your link network is that there are different kinds of links, and that Google accords each a different value or level of importance.

The 'top' level of links and a kind of links that you want most of are one-way incoming links. These are links from external sites and resources to your site where you do not send a link back in return.

In this case, because they have chosen to link to you without you apparently doing anything in return, the suggestion is that the value of the content to which they have linked is high enough to justify the link on its own. As a result, one-way incoming links are the ones that are most likely to impress Google.

Reciprocal links, where someone else sends a link to you and you do the same for them in return or vice versa are less valuable, but still necessary. Finally, you have one-way outgoing links, where you send a link to another site or resource and they do not reciprocate in return.

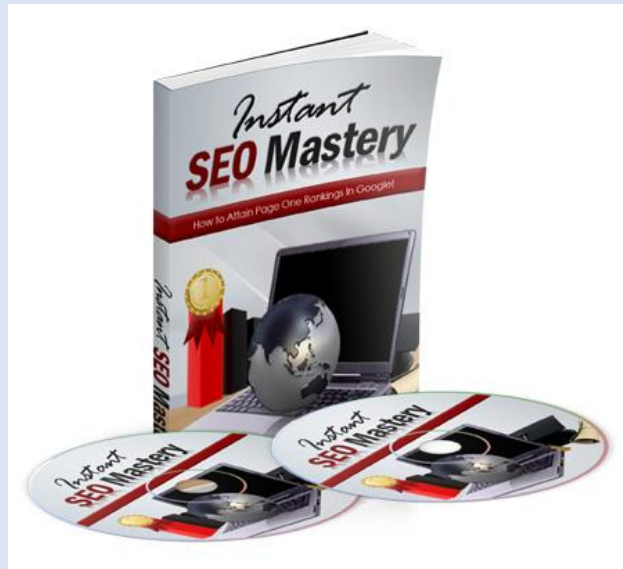
Almost all of your link building efforts will be targeted at generating one-way incoming links because it is links like this that will push your materials up the search results pages.

Alright, I hope you're enjoying the report so far...

Truth is, there's so much we can possibly teach you about SEO, link building and attaining top Google rankings. If you are really COMMITTED to master the game of Search Engine Optimization, I want you to read the next page carefully...

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