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Transcript

We're talking everything today about SEO..... Search Engine Optimization and how it applies to your website. And here is the thing. I actually have a live audience with me today, I am doing this as a part of my Mastermind Club coaching series. We're in a room where the lighting isn't quite as good as what I'd like. So I've just brought in a couple of lights from home. Good enough, but I do suggest that you focus not on that, but rather, what I'm about to give to you. So grab your pen and grab your paper and get ready to take some notes.

This is search engine optimization as it applies to you and your website, and what you can now do either I'm guessing two different ways.

Number one is for you going and doing this stuff yourself, or number two you paying someone and making sure they are doing the right thing for you. Well there are five different areas of search engine optimization. Only five - used to be four. Google keeps changing the rules, now five.

They are, we'll go through them again, but very quickly.

Number one is keyword research. It's incredibly important that you do the right kind of keyword research and analysis to know what you should or should not be doing, and talking about the conversation on your website.

Number two is the content. Of course the keywords actually determine the kind of content that you put on your website.

Number three, the new introduction of Google recently, is mobile friendly. Now it's always been a good idea since the advent of mobile devices, to have a mobile friendly website, but now it's imperative. It's incredibly important and a major ranking factor. Well, in order of not just one, two, three, four, five but in order of priority, number four is a strong internal-linking system.

Number four is the one that allows and makes it easy for customers to find why their way and navigate from point one, two, three and four on your website.

Lastly, number five in order of importance, though still vitally important, is the external links.



So let me just run through those quickly. Number four is the power of keywords, number two is the power of your content, the conversation that you have with your customers. Three is that user experience of the mobile friendly for, now, so many people using mobiles. Number four is the internal-link structure. Again it's all about that user experience, making it easy for your customers to get around and five is the power of external links.

So I'm going to go through here very quickly and just illustrate how these connect up and remember just refer back to the screenshot for greater clarity. Of course, this is just a snapshot.

This is an overview of what is a full-day workshop. As a matter of fact, if I took some elements of these I could create entire workshops for them, just on their own. But I want you to understand how it works.

So let's begin with number one, up the top here.

Keyword research

This is the foundation. This is the be all and end all. If you fail here, I guarantee you will fail everywhere. It comes down to this - the keyword research is that part of the process which allows us, as business owners, to listen. To listen to what our customers are searching for online and begin to understand that search query.

Now Google says that, what they are looking for is user intent within the search. That means it's not about me. It's not even about you. It's about the user intent, is how that works. It's not



just what they are looking for now, it's also what they might be looking for later. So Google asks the questions of its customers *"What do they want now, what would they also want next?"*

You need to be able to answer those questions, in that conversation, on your website. Of course how do we know what to write about? That's the keyword research. So let's just take a moment and look at that process.

Very simply, I'm sure most of you heard of the **Google keyword tool**. It's a great tool where you can put your keyword into it you access it currently through the Google Ad words area called the "keyword planner". You need to put in, what I call "seed keywords", now those seed keywords are your ideas. This is what we think, people are looking for. This is what we do, what we sell.

When you put in the seed keywords you should also include, if you have them, any brand names that you are associated with in your business. Along with those may be product names. You see, sometimes if people are looking for something specific and you sell that thing, then of

course, you need to investigate the search profile of that. Product names, business names and of course, access to your Google Analytics and your Webmaster Tools to get more research and more data what people might be looking for.

When you take all of this and you package it up, and you throw it into the keyword planner and then you spit out the results. What you'll end up with, down here on this side, is probably 800 or so different keyword phrases. You can then list them in order of keyword search volume.

Now keyword search volume is important for us to know how often people might be looking for a thing. I mean if no one was looking for it, why you would bother to spending time trying to attract attention for it. Does that make sense? I hope so.

This keyword research is so important, I can't highlight this enough, as the foundation for everything. There are a couple of different things that we need to do with that keyword research. Yes, number one we have to come up with a complete list. I just download that as a CSV and Excel file, and open it up. The very first thing I did was I sort that file, from highest to lowest. The highest number of search volume right down to the lowest.



Then I go through that list and then I discard anything at the bottom of the list. I mean if we've got examples search volumes 1,200 on average per month in my target area or 1,100, 500, 400 even, that's worthwhile.

But I wouldn't bother spending time analyzing further keyword phrases that are just 10 or 20 or 30. Unless of course – there is always an "unless of course" – you're targeting a specific geotag or local business region. See, here's the thing. If you are targeting a particular region, a locality, the highest search volume may only be around a few hundred or five or six hundred a month.

It might still be worthwhile generating 50 new enquiries, for example, if you were position one for one of these things at the bottom of the list. See, that would be worthwhile for a local business. It comes down to this. You have to ask yourself the question, "If I were to get 50 new customers this month, just from that search, could I handle that business, or is it going to cause problems?"

Don't think that just because you are getting the enquiry, that's a good thing. It's not always a good thing for business because, if you get too much product, too much service, too many enquiries coming your way and you can't deal with it, you're going to make yourself look bad and then you are just going to lose customers along the way. So we need to use best guess.



It's an estimation of, "I think, yes, these are good" and "They are not just worthwhile targeting." So basically I remove off that list all the ones of low search volume. The next very thing that I will then do, with that list, is I will start going through it. This will be me doing it, for a client; perhaps you for yourself; and I will go, "Well, they don't actually do that" and right now I'm looking at that higher section of search volume. I'm going, "No, they don't actually do that." So I just delete that one. "They don't do that. I'll delete that. No, no. No." Start getting rid of all these thing that they don't actually do because I only want to end up with things that they actually do. They are the ones worthwhile looking for. Does that make sense? I hope so.

Now how do you determine if you do it or if you don't? I know that sounds like a dumb question but I get it all the time. "Oh Paul, that's sort of like what we do." And I always say, "Well, if someone found you on that keyword phrase, they clicked through to your website. Can you service them right now?"

"No."

"Then you don't do it."

"Ah, but we're going to be starting . . .".

"No, no, no. You don't do it. That's for the future. You either do it or you don't. It's that simple. You only want to look for things that you do."

So basically I will cut this list of about 800 all the way down to probably somewhere from 80 to 120. Then I have a list that I can start working with. I want to refine that as much as possible.

So what then do we do with that list?

Then we need to look at something to look for something which is called "ranking difficulty". How difficult would this keyword phrase versus that one they are, to actually get found on? That would be a good thing to know. Don't you think?

Well, there are a number of paid tools, online, that you can use to get an estimation. I use the tools at Moz.com and their "keyword ranking difficulty check up" works for me, comes up with a percentage of various things. I'll come back to that in just one moment.

But maybe you don't have access to those types of tools. Okay. So what you can do if you have something called Google operators. "Google operators" just Google to find them to find them allows you to search deeper within the search content, for example, all in title there is your keyword phrase, and then you could actually see how many people are targeting that keyword phrase in their meta title or all-in URL.

How many people are targeting that keyword phrase in the URL? Basically it would work like this. Let's say you have keyword A and keyword B. They're similar but not quite the same. You would check, let's say that this one, keyword A, has an average search volume of maybe 1,000 a month. We'll pick a nice round number. Keyword B has only 800. But we checked the competition, all-in title, all-in URL and there's others you can do. But, for the moment just those.

We find that, say, keyword A which has roughly 1,000 searches a month, has half a million people targeting that keyword phrase, specifically, in the title; just working with the title for the moment. Keyword B has only got 800 people. Let's make it something small, 600 people. But we are doing an all-in title search. Instead of having half a million people competing for it, there's only 120,000. You know, I'd probably be more likely to go for keyword B first, before keyword A because keyword B taking everything else into account is more likely a lot easier to get found under. That's called the low hanging fruit.



That's just a very quick snapshot how you can do this yourself manually. Through Moz.com I get a percentage score. So in their percentages anything over 40% is like getting – yeah, that's a bit difficult. Anything under 20% is a spelling error and I've made a mistake. From a difficulty point of view I look for things that are in the 20 to 30 percentage range. They're easy. Easy to able to get rankings on those, with a good content-based website, that is focusing on the user experience and user intent in search. Answering questions is what I'm talking about.

But I go through those various ranking things, and now I assign that percentage along with each keyword phrase. Now I haven't even got to what we do with them yet. That's just the research, that's the foundation, that's telling me what I can now write about.

So how do I know then, what to actually write about? Moving on to the content side of things. Well, before we even get to the content we have to start wrapping that up and sorting these by topic.

What I mean by that is, you might have keyword one and keyword two are similar. They're on the same topic but they are not identically the same. Keyword three could be something completely different. So it goes down here into topic two, keyword four, five, six, they're something completely different again. They'd go down to topic three. Ooh look at that. Keyword A, that 's the same as topic number one so it goes up into there.

What I do is I group them into the various topical categories, I guess, would be a good way to say it. Related content on the same topic. Does that make sense? Probably the easiest way to explain it if I just use our capital cities here in Australia.

Let's take you've got a product, you've got a service and you service nationwide. Well topical could be Sydney, and another topic of area would be Brisbane. Another one would be Adelaide and then Melbourne. So I'd group them into those geo-targeted search groups by category, in that case a location. But it could be anything.



Here's the thing I end up with sometimes, three, four, five, six different topics. What I then have to do, lastly, is look at the search volume versus the comparative-ranking difficulty to see where the best opportunities are. That's just the keyword research.

So now you might be beginning to understand when you become to someone like me, and I say, "Look, I'm going to charge you \$750 or more, depending on your size of your opportunities and business, just to do your keyword research." That is what's involved. Can you do it yourself? Absolutely. Will it take some time? you bet.

Takes me time. It's going to take you longer, guaranteed. But you can do it yourself or you could get in someone else to do it. Make sure that they are doing this. Why? Why is so important to do that?

Number one it's got nothing to do with what you think or what I think is a good idea, as far as search goes. It's all about our customers, and listening to them. That enables us to see what it is that they're interested in, grouped into themed content.

So what then do we do with that content? Then we move on to this section of organizing our content on our websites. So have a closer look at the image which I am sharing with you on this

whiteboard, which I've just drawn up quickly. I apologize it's doctor's writing. Hey, I've been like that for however long. But, you can see the principles. Here we have the home page.

Now it's always a good idea on the home page, I believe, to make whatever your customers are looking for, just on one click away from where they've landed. Most likely they're going to land on the home page. That same principle should apply to any page on your website.

When someone comes in they should be just one click away from what they are looking for. When they get there, then they're one click away from what you are looking for, which is your goal, your conversion, your lead, your sale, whatever that may be.

But for them... One click. Just one click and they've found what they are looking for. So here's the thing. If you have on your website, for example, you've got your header. You've got a headline which identifies for them that they're in the right place. Knowing that they're in the right place, they're going to keep reading.

You identify their problem, you propose your solution. Then based on these three, might be four, could be six . . . about maximum half-a-dozen different topics, you address them. Topic one, topic two, topic three. These are the topics that you grouped your keyword phrases into initially.

You might be asking, "Well, hang on Paul. How is that going to help me sell my product, promote my service?"

It comes down to this. What people are looking for, these days, when it comes to searching for things online is this. "Do I trust them? Do I trust them to spend my money with? To give my name and email address, my phone number with? Are they trustworthy?"

Now, we tend to trust people who we believe are experts. We believe and trust people who we think are the authority in their industry. That is the new modern SEO mantra. E.A.T. Expertise, Authority and Trust.



So, two different types of customers are going to be coming to your website looking for your product or service. Number one, those who already know what they want. They're just looking for a price. They want a quote. They just want to get it. Who are we going to buy this from? That's all they care about.

That is usually the smaller percentage. They're at the very end of the buying cycle. Right back at the very beginning there is a whole bunch of people who are saying, "I'm not quite sure yet what I want." They're the people who are saying, "I need this, but I need more information." That's these people. That's these people, who are looking for so many different things. That's the people that the keyword research generally identifies as up to 80% of a potential market place.

So here's how it works. Most businesses focus on, "I know what I want. Here it is." and they are serving a potential 20%-15%. Something like that - a small portion of their possible customers.

What they really need to be doing is also serving the needs of the other 80% saying, "I know you're still trying to make a decision. I know you've got questions." Remember up front at the very beginning. What did I say Google is looking for? Google wants to know what do people want now, and what? What do they want next? You need to answer both of the questions on your website.

So looking at organizing the content, we have here the home page. Topic one, topic two, topic three. You can feature products and things like that. Through analysis with Google Analytics you can, sort of jig it around to get the best result with some time but initially, topic one, two and three. They go straight through to, what I call "a content conversion page". Now, content conversion pages serve two different things. It's content, it's answering a question, of course a conversion towards one of your goals.

So let's just have a look at this process and see how it works. Let's say that the majority of people and it's only ever going to be the majority. It's never going to be everyone. There's always one nutter, who is going to look for something that isn't linked from your home page and is going to email you and abuse you: "Oh. I couldn't find this."



That's okay. One person - we're talking lots of people, best results. So they click through let's say, it's topic one. Now topic one was put together based on, here's the overall topic and then was about, for example, half-a-dozen different keyword phrases that were relevant to topic one. Imagine, maybe Q & A, for example: Twenty-one things that people want to know about. Six things that people want to know about. Something like that.

But we create a solid content page. It's informative. It's authoritative. It's educational. It's informational. It gives the people the answers to the questions that they're looking for. It includes a nice image at the top. It includes a good headline. It uses use of more images within the copy.

Look, basic rule of thumb there, as the page scrolls down on desktop or laptop. As one image leaves the screen another image should be coming up as well. You never want a whole page of text. That's just boring, and you don't want to bore these people because then they will go somewhere else.

You want to keep them engaged by, number one, focusing on the keywords, see in this example little difficult to see through the camera. So look closely at the image later. What I have and I'll just move off-screen to show this to you. I've got keyword one, over here. Keyword two and then seven and then 21 going up here into topic one.

These keywords make up the content for the page, for topic one. They're in here. They become the elements that make up that content page. So you use images, you use text, which has been formatted easily, for reading. You use bullet points. If you can you use a video. That's a powerful way to be able to demonstrate expertise and authority. You provide all this content, building trust in the eyes of the customer and then what?

Content conversion page - so you have a call to action. Does that make sense? I mean that the whole point. Isn't it? I remember going back through one of Google's training videos. Yes did you they have training videos for Google webmaster tools, YouTube channel, through their analytic channel? And a whole bunch of different places.

I was going through one of theirs and this was a great video, by let's see, I think was Maile Ohye, and she was talking about the things that Google considered important, when setting up a new website. Well, the very first thing, I love this, the very first thing that she said was, *we have to define our conversion goals*.



That's an interesting thing, how many people have given time to defining their conversion goals for their website? I have a question here. What is the action? What is the conversion? Is it a sale? Is it a lead? Is it a subscription, something like that? Well as you go through all of this, that's the *call to action*.

Now, let me just answer a common question that I get at this point.

People say, "Well, hang on Paul what

if they already know what they want, and they're just going to come to my website? They'll have to go through here, here, here?" Well, no because you've got a menu, haven't you to your shop, to your contact, to your "Get a quote now"?

It's in the menu. It's on every freaking page. It's really to see. This is for the other, how many? Maybe 80%. This is for the people who don't yet to know what they want. Two types of customers, if you remember; those who know will go straight there....easy to find. Make it simple. One click.

For those who don't know, what do they want? They want information. Make it simple.....from the home page, one click. These content conversion pages work. Deep content, authority content, content that puts you as the expert and builds trust in the mind of the visitor. We've all heard this before. People love to buy from what?.....people whom they know, people whom they trust.

Here is the thing about the Internet. They think they know you, even sometimes when they don't. It's about perception. I have people coming up to me all the time at conferences, at seminars, at workshops or at networking events. "Paul, how are you?" Yeah. I say, "Whoa, back off. I don't know you yet." But they think they know me because they've seen me online. They've watched my videos, they've read my content and they are building association with me, based on perception.

That's what marketing is. Marketing is 100% perception - nothing to do with reality. It's not what you're selling that's important. It's what your customer thinks you are selling, that determines whether or not they buy it.

It's how good that it is afterwards that determines if they keep it, refund it or whatever. Make sure you have a good product. But prior to that, it's all about perception.

So how do we find out what people want to buy, what they want to know? We come back to the keyword research. So that's number one, keyword research. Number two, content. Number three, mobile responsive. I don't have something on here in regard to mobile responsive, but unless you've been living under a rock this past little while, however long it's been, you know that mobile responsive is now a crucially important part of the Google ranking process.



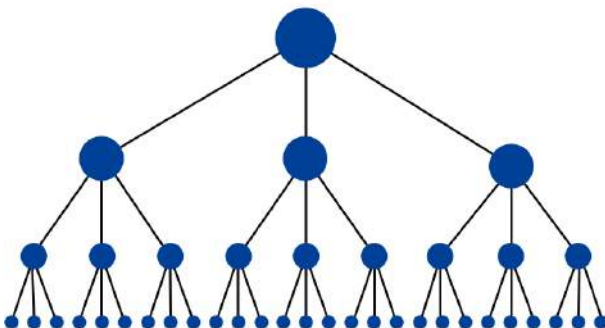
So let's just answer a couple of questions on there. Number one, do you have to have a mobile responsive page in order to get ranked in Google? Believe it or not, NO. You actually don't. In fact Google themselves said, on the Google Webmaster channel, on their blog this was, they had someone ask that question, and their reply was, "We use a number of ranking factors", and

I quote here, "in which user **intent is still a strong factor.**" User intent, what's user intent? What do they want now, what else might they like to know?

This is SEO folks. This is modern SEO. All the pieces you need to understand in the puzzle. So user intent is still incredibly important. Okay, so what do we do with that? Well Google then went on to say in the same paragraph, "If a search query can be answered by a web page which isn't mobile responsive, but best answers the query, it is still very likely" Didn't say "guaranteed" but very likely "to be ranked in the search results."

Interesting isn't it? So this content based on user intent is the most important thing. Here's what it means to you and me. If you've got a mobile responsive website and the content is crap, I don't care. If my content is better on a non-mobile website, I'm still going to outrank you. But what if you've got great content and are mobile responsive? Oh, that's when the magic starts to happen. So yes it is important. That you need to have a mobile-friendly website, and Google provides many tools on those.

Number four is the **internal-linking system.** How we link from one place to another. Now, I want you to understand something here. This is not talking about just the menu that usually appears at the top of every page of the website, maybe in the footer as well.



This is talking about linking from within the content. Let's just explain something here which is called "anchor text". Anchor text is a phrase which refers to the actual word that we click on, to go from one place to the next. Now the most commonly used anchor text in the world is what? "Click here". "To read more information about our . . . (keyword phrase), Click here."

Yeah, that isn't the best way to do it. How about, instead of making your anchor text "click here" you make it whatever that keyword phrase might be. "Read more about our wedding photography" and that becomes the link, and that links to a page about what? Wedding photography, for example, as a keyword phrase.

So how does this work in principle then, on our website and why. Well, you're blogging, right? **You have a blog on your website?** I hope you do. You should be. If you come to me and you want help with SEO, search engine optimization, and you're not blogging, I actually can't help you.

Here's why. If we look at all the different topics within a topic, so we come back here and we took say, topic number one. I've got, just in this example one, two, three, four different

keyword phrases, but there could be seven, there could be eighteen, there could be whatever. They're all about topic number one.

We've taken that information, looked at the best opportunities and then we created a high-quality content-conversion page, about most of those things. Well that's just one page about the topic. Then we want to create a number of blog posts about each individual item. Each keyword phrase or keyword search user question can all become blog posts on their own.

Now we're not talking about major content pages here, we're talking about blog posts. Stuff that people can read in a few minutes, less than five, at least. What we do then, if we have a blog post on, using my example here, keyword one or keyword three which were up here. Keyword one, that's a blog post on its own. It has a link to either the action: sale, lead, subscription or "Read more about our keyword one". Where does that link to? Where is the internal link from that blog post to, where? The content page about topic one, which keyword one was a part of.



Or, if I'm talking on this example here, keyword number three, here in red, was part of topic two. So topic two has its own informational section on the home page. It's a topical-content conversion page all on its own and keyword two was in there. You do a blog post about whatever that keyword phrase that the user intent behind the keyword, is what I'm talking about.

You just do a blog post on that and it links to either the action or to the topical-content page, or both, that's okay. Your primary goal is to get them to buy from you. You may as well send them to the product, if that's what you're talking about. But it creates an internal link.

Here's how it works. We get these incredible content pages, authority pages and then we get all this blog posts starting to link to them. In, in, in. Google is going to go "Hmm. There's a lot of links to that page and they all seem to be relevant on various things within that topic. I think that page must be interesting."

Does that make sense? We create a strong internal linking system building authority with those links to our major-content pages. Now this is where it gets real exciting. That's the internal-linking system.

Number five is the **external-linking system**. And I'm just going to throw in a quick – I don't know how to say this – a quick disclaimer for everybody else because, most people when they start, all of this, guess where they begin.

Right up here. Number five. Forget the keyword research. Yeah, we'll snap together. You just tell us and we'll go and do it. We won't analyze anything, we won't look at the numbers, we won't group it together in topics, we'll just do it!



So, what they do is they create this sort of back-linking strategies; links from other websites back to yours. Now the interesting thing is, as dangerous as that is, we need links from other websites back to ours. It adds value to our website. It's an absolute truth. I read a little while ago that Google ran a test run, just internally. They re-built their database and removed that both page- rank and link-ranking factors from the algorithm results. Guess what? They said, the answers were rubbish. They said that just didn't work

which is why it's a major thing. Of course if you know anything about the history of Google, then you will also know that page rank which of course was based on the name, Larry Page, helping to find Google, that was that unique factor that they had back in the early days.

Added value, drawing authority from other websites - Well here's the thing. Some people still be telling you this is an important thing. Look it's important from the point of view of saying, "Yes we do still need links." But Google and the marketing people out there have been at war for such a long time, they are always looking to try and game the system. So basically what happened is things like page rank have been diminished in their absolute value as a ranking factor. Not completely but for what they used to be.

See, once upon a time you could just go out, "Hey, we'll buy a link. That's a high page rank website so we'll feed some of that page rank through to us and ka-ching that brings us up. Well Google, rightly so, put a stop to that and went, "No. You are absolutely not allowed to buy links for passing on a page rank."

As that's evolved over time there's now the, forgive the technical for one moment, the real do follow and the no follow on those links as well. Do follow passes on the page rank, no follow doesn't. So they said all your links, they need to be no follow and most links are, now. Therefore they are not passing on page rank at all.

Then you had the insanity of some people who do SEO saying, "We can game that system. We'll get a link here back to your website and we'll build links to this one to strengthen it." Look, aside from being a gullible fool if you've fallen for stuff like that, get serious. Go to Google, look at what they say about these things.

Forget about what the gurus say. They just want your money. I guarantee it. Google themselves have said without a shadow of a doubt, links to create and improve the page rank here, to then pass it on to you, it just doesn't happen. But it sounds like a good idea doesn't it?

I ran a webinar just this past week on off-page SEO for one of my clients. And I asked the audience. I said, "Click and raise hands for me, how many people still believe this is a good idea?" And a quarter of the audience put their hand up. How sad for them. But the thing is they don't any better. I mean you've got to believe what people tell you. Right?

I'm hoping you believe what I'm telling you here. I'm hoping it'll give you an overall understanding and you will not just believe, but see the truth behind it. So here's how it works for you, safely. What you can do to not get penalized by Google.

Number one. You must start with your keyword research. You must listen to your users. You must find out, not just what they want to know now, but discover what they want to know next. You then have to focus on that user experience. That's so important these days. Look at the topical content that you're talking about, and engage them in that conversation on your website.

You must make sure you're mobile friendly and friendly on all the devices that people are coming through, using your Analytics to find out, to view your website,



You absolutely must make sure, for your sake that you've identified your primary conversion goals and your calls to action, all across your website are drawing people there; remembering, of course, if you're building trust, if you are positioning yourself as an expert, as an authority.

People will, they will just go, "They've got what I want, I'm going to buy it from them." We buy from people whom we know, whom we think, that we feel, who we trust. You understand that. I know you do. That's what I want to see on your website as well.

So then we start blogging about all of these different things within each of the topics creating a good, strong, internal-linking system and then what? Then we get to number five, and here's the good news for you. All of this just needs to be done once.

Once it's done it's done. All we do then is continue to write fresh new, updated content. "**Blogging**" is a good way to put it. We create and we repurpose that content, in many different ways. So let's say, I've got a blog post here. Look I can write, I have a degree in writing. But I actually can't type. I can write, I can't type. So what I do is I actually record my articles.

Often I'll record them here on video; you might have seen them on my YouTube channel. I'll record a video for YouTube, then I'll get a transcript. That transcript, with the video becomes a blog post. Well, I will then also repurpose that a little further. It becomes a newsletter. I'll also get that sent out to various places through social media. I'll then group some categories together or I should say "sections" together within a topic, and create a PDF document and I'll send it out to places like Scribd. If I've done some bullet points for any of these things, I can create individual slides using something like Canva.



I can put them out and they go out on social media. People love sharing impressive stuff in images. Of course, all of these need to be generating links, what? Back to me! That's the important thing. So I can do things with the various texts. I can do things in PDF. I can use videos, I can use images. I can create FAQs. I can get them out to all of these different places so that I develop and build a following in all of them.

Then what happens? There's this magic thing that takes place, like the snowball effect. As you start to build a following, more people see it and they start sharing it and that create links back to you. That's how number 5 works. We have it set up so that people are creating links back to you.

That's what you do with your content. You should, of course, also, depending on where you are, where you live and how your business is, I guess, situated, look at getting yourself included in local business directories or other directories nationally where your potential customers would be. That is something which is actually called a "**citation**". They use this thing that's called the NAPs. The Name, Address, the Phone number. This is ongoing, what we also do from an off-page SEO point of view. That name, the address, the phone number, you want to make sure that it's exactly the same on those directories, as it is on your website, on your Google+ My Business profile, for example.



That's a place where you can go. Here's my rule. When looking at creating any kind of link anywhere, if you're looking at doing it yourself and look, there are places where we can, then you want to make sure it's accompanied by some content, wherever possible.

Obviously a business directory wouldn't allow for that. But the question is, would my customers be there? Am I likely to actually get people clicking on this link coming through? If you are then that's a good link. Hey, it's all about what? The user experience, that UX, that's what Google wants to know. If it's good for your customers, I say, it's good for Google. That's the rule; don't break that rule when it comes to getting links back to your website.

If it's good for customers it's good for Google. So if you have somebody, an agency for example that you are paying to do your SEO, that's what they're going to do. They're going to create these back links for you, and so on. Now look, I've got to tell you probably do want to outsource this. No doubt it's a hell of a job, and it takes an awful lot of time. That's of course why it costs so much.



The process is simple. First things first, start with your keyword research. Then set up all that content and begin blogging. That's the on-page SEO which creates also the internal links.

Then, forever and a day, forever and a day, all you do is you start producing new content, repurposing that in many different ways. Getting that out to your tribe and you build a tribe of followers who will re-tweet, who will re-share, who will create links for you. Always try and send your links, with your content. Obviously you will

send your content with a link but I want you to think about it the other way as well.

Which means, if you're going to do guest blogging on somebody else's website and some people go, "Ooh, I heard guest blogging was really bad" Well, yeah it is, if you are just writing crap to go on a rubbish website that serves no purpose, and your costumers will never be there, that's what all the penalties were about last year, with guest blogging. But if you're writing authority content and sharing it to people who are likely to buy from you, that's beautiful.

Just one idea of many and that's all you have to do, forever. Create content, share it online so your tribe will re-share, re-tweet, re-link everything, again and again and again. This stuff, you do once. This is the process of content marketing and management that takes place continually afterwards.

So that's just wrapping up, that's the summary. Here's my question for you. Based on that, do you really believe that you can actually do it yourself? I hope so. Good for you if you can. In my business, no! I can't, not all of it. I write the content, sure. I did the keyword research, sure, a specialty that I've been working on for many, many years. But when it comes to then just

sharing it and re-tweeting it and getting it out, no. So let me just finish up with this. This is the system I use; maybe you can customize it for yourself in some way.

This video that I would record goes up onto YouTube. Okay, I get a transcript, it becomes a blog post. But what I do is I record the video and I upload it to YouTube. I then submit that link to, and I use at the moment, speechpad.com and they do the transcript for me. I get notification its ready. I shoot that to one of the people who work with me and what he does is, he will then create the blog post and embed the video.

He will schedule it to go out on the day it is scheduled for. He will also write what? The newsletter, that's what happens next, and he will take the images, and if I haven't had time to create them, do it himself.

He will then send them out through the newsletter. Of course, all of this is automatically shared on social media now. But, if I've done all of this work, why would I just want to share it once. You see, if it's a post that's not time sensitive, I think it should be scheduled again for what, six weeks time? Maybe then again three months later; Maybe another seven or eight months after that; Then nine months, then twelve. Heck I schedule that thing for another two years.

So at the moment I've just got some content going out from time to time, each week, as I create it but it builds a snowball effect, and it gets rescheduled and rescheduled and rescheduled. I don't do that myself, I have someone who does that for me. They schedule all my content in advance for the month on social media and everywhere else, I just look at it and review it, because that's more time, more cost effective.

Maybe you can do the same. I mean all I do is just record the video, obviously. If you haven't come across my training yet, obviously I'm pretty good at recording video. I've been a public speaker for 30 or something more years; Easy for me, not easy for everybody, I understand that. Not saying you should put yourself in front of the camera, but maybe you can get someone else who can.

Maybe you can just use a microphone and start from there. But I want you to position yourself as an expert. To answer the questions that people are asking and put them on your website. Then ask them to have faith in you, to buy from you, to become a part of your community. That's what I want for you.

What you have to do now is decide. Will you do it yourself? Or, I don't know, maybe I can help. Give me a call. You've had a look at this video. Send me an email, ask me the question. Let's see if we can work together, and go from there.

