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1. Welcome to our SEO Success Guide.

This guide was written to help our customers achieve maximum results from our SEO (Search Engine Optimization) backlink building services and also to help potential customers to get an idea of the type of business we are and how we are focused on helping our customers achieve SEO success.

Indeed, the backlinks created by our network of sites are extremely powerful on their own and will provide great results. However, if you really want the very best results, there are other factors you must consider. This is the sole reason why we have written this guide: to help you get better results faster. We're not here just to give you great backlinks and let you work out all the other aspects of successful SEO on your own. We're here to help you with everything. We want to be your one-stop provider, and work with you to help you gain your success.

IMPORTANT: To achieve maximum results, please ensure that you fully read this SEO Success Guide. Taking the time out to fully understand these elements and make as many of these changes as you can will dramatically improve your results.

IMPORTANT: After you read this guide, do not worry if you are unable to make all the changes we discuss. It is important to understand that not everything in this guide is critical for achieving high search engine rankings. We will let you know which are critical and which are not. Obviously, if you are able to make all of the changes, we highly recommend that you do so.

If you are a seasoned SEO professional, you may wish to use tactics and strategies that are different than those we outline here. This is fine.

This guide has been written for people with little-to-medium SEO knowledge who need to learn the critical factors that ensure a well-rounded SEO campaign.

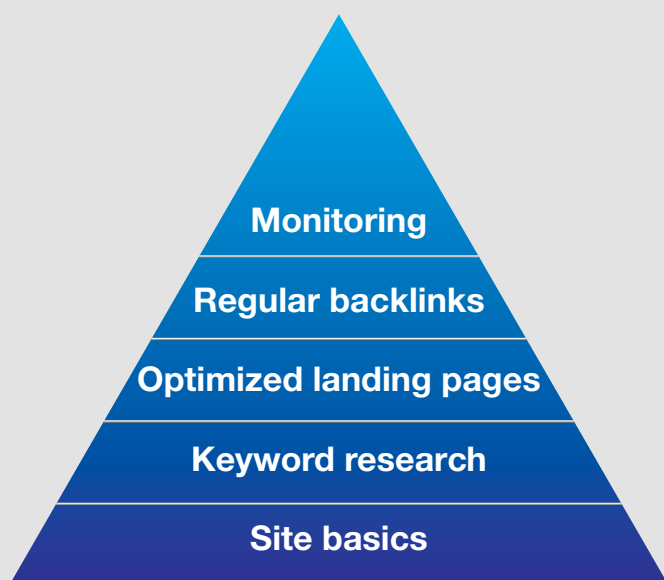
If you have not used SEO before, or have not yet achieved any SEO success, we highly recommend that you follow our tactics and strategies exactly as written here.

IMPORTANT: Some sections may seem a little complex and you may feel like you do not fully understand them. Don't give up! In these sections, we build slowly on the basic ideas and concepts so that, by the end, you should be able to understand them. The keyword research section is a good example where we start with the basic idea behind the strategy, give some examples, show a simple version of the strateg, and then describe the fully detailed strategy.

If you have any questions after reading this guide completely, please contact us at support@ExtraVisitors.com and we'll be delighted to help you.

Also, as a customer of ExtraVisitors.com you will receive regular tips and further advice from us that build upon this initial SEO Success Guide.

2. The 5 Elements of Successful SEO.



To achieve maximum results for SEO there are five elements that all build upon each other.

These five elements are shown in our success pyramid illustration.

It is just like building a house, where you start with the foundation. If you make the foundation stronger, you make everything built upon it stronger as well.

The case is the same with these five elements. Any element can only be as strong as the element below it, so it is very important to ensure that each element is as good as you can make it before you move on to the element above it.

We will discuss each element in turn, starting with “site basics.”

3. Site Basics.

Before we even start to look at any SEO strategies, your website must have the various “basics” which are detailed below. We will mark each item with a status such as:

DESIRED = if you have time to do this, then it is all worth it

CRITICAL = you must do this to enhance your SEO performance

If you can, do everything. If you can't, try to focus on all the critical aspects. If you need any help in doing any changes to your website and you do not have a developer, please contact us at support@ExtraVisitors.com. You can also contact us to receive a discounted quotation from our own developers.

3.1 Missing Data. Status = **CRITICAL**

It is very important that you have no missing data on your website, such as missing web pages, missing images, etc.

We advise you to get the free software called Xenu. It will help you check your website for any missing data. The software can be downloaded from these websites:

Software location: <http://home.snafu.de/tilman/XENU.ZIP>

Homepage location: <http://home.snafu.de/tilman/xenulink.html>

Useful YouTube video: http://www.youtube.com/watch?v=UjrOXVP_0dY&feature=related

In using this tool, you'll get a report that will show you any missing data. You can then use this to fix any issues and do another run to ensure that everything is now as it should be.

3.2 Site Speed. Status = **CRITICAL**

Google's algorithm now takes into account how fast or slow your website is. Don't worry, you don't need to reduce your website to just a white background and black text to get great results. However, improving the speed of your website will definitely help.

We would suggest that you search Google using an obvious keyword for your business niche and then make a list of 10 of your competitors. After that, use the free speed test tool on http://www.iwebtool.com/speed_test and compare your website to the top in your niche.

You can look at various aspects to try to reduce your loading time such as: server speed, scripts used on your web pages, animations, images, etc.

You should only be concerned about your site speed if your loading time is greater than the average loading time you see when using http://www.iwebtool.com/speed_test.

We have flagged site speed as critical, as it is critical to find out if your website is slow compared to the top in your niche. If it is not slow then this status can be lowered to "desired".

3.3 Content. Status = **CRITICAL**

The days of just building a website, not updating it and expecting great SEO results are gone. Search engines want to see websites with fresh content. You should update your site with new content every day or at least weekly for best results.

One of the easiest ways to achieve this is to install a blog onto your website so you can quickly add blog posts to keep your content updated.

Tip: Why not put aside half a day or even a whole day just to write new content / blog posts and save them for later use. This will mean adding new content will be fast and easy in the future.

Tip: Some blogs such as www.wordpress.org allow you to add blog posts and set a future date for them to be published onto your website. This means you could add months worth of fresh new content in one go and leave the blog to publish it in the future. If you use a platform such as www.wordpress.org make sure you have it on your own website and don't use it on their website, as this will not help put fresh content on your own site.

Tip: Write unique content – don't use content already available on the web, as duplicate content has less of a positive effect.

You don't need to write a great deal; 300-400 words will be a sufficient amount of content. Make sure you are able to insert and edit the page titles, meta descriptions, meta keywords and H1 tags on all of your web pages.

The title and meta description are very important because they are what search engine users see when they find your page. If the text copy here is boring, people will be less likely to click on it. We have helped customers triple their clickthrough rates, and therefore triple their traffic, just by looking at what their competition is saying and using this information to make our customers' content better. Having this level of control of your web pages is critical.

It is critical that you are able to put the keywords that you wish to target in the H1 tag, so you must be able to control the H1 tags on your web pages. You can have H2, H3 etc., but only the H1 tag is critical. Additionally, H2 is desirable, while H3+ is not required at all.

3.4 Site Quality and Structure. Status = **DESIRED**

Firstly, it is best to have your keywords in your page URLs. Structure them as shown in the following examples:

GOOD = www.site.com/keyword.html

GOOD = www.site.com/keyword

GOOD = www.site.com/keyword.php

The following examples show poor URLs:

BAD = www.site.com?product-id123

Avoid using URLs that lack keywords. In addition, do not use the “?” symbol because it can weaken the power of the page.

BAD = www.site.com/something/something/keyword.html

The nested “/something/something/” format can weaken the power of the page.

Also, create a site map so that search engine spiders can quickly and easily find all of your pages. Ideally, also create an XML sitemap, which helps the search engines even more.

www.xml-sitemaps.com has a free XML sitemap generator that can be very useful if your website doesn't create sitemaps automatically.

3.5 Authority Sites. Status = **DESIRED**

There is much debate in SEO circles as to whether linking to authority sites in your niche helps with SEO. As there is no negative to doing this, we recommend doing this tactic since only a positive or neutral outcome is possible.

An authority site is a site that is very well known in your niche and at the top for a lot of obvious keyword searches but is not in direct competition with you. For example, if you run a forum on politics, a great authority site to link to from one of your web pages would be www.whitehouse.gov. The reason many believe this tactic works well is that the search engines know who the authority sites are for any niche, so if a site of a similar niche links to them they will be helping their visitors find great relevant sites.

IMPORTANT: Do not link to any site if you are unsure if it is an authority in your niche. Only strive for 2 or 3 authority links at most. If you are not sure whether to link to a particular site, please contact us at support@ExtraVisitors.com with your customer ID, your niche and the site(s) you are thinking of linking to and we will advise accordingly.

3.6 The “Don’t Dos”. Status = **CRITICAL**

There are a few things you should not do. Here are the major ones to avoid.

Don’t use frames or iframes. Search engines still have trouble with these and they can cause problems with your SEO results.

Don’t link to bad neighborhoods, i.e. link farms (see http://en.wikipedia.org/wiki/Link_farm)

Don’t create lots of websites on the same server, all having backlinks to each other. Search engines will identify this as an act of manipulation, and may begin treating it as a small link farm.

Don’t use images or text from other websites without their permission as Google will respond strongly if you are reported.

Don’t “keyword stuff” your content, i.e. don’t repeat your keywords again and again. Write your text for your human visitors, limiting your keyword to a maximum of two or three times per page.

Don’t use a flash only website as search engines can’t interpret flash content. Without real HTML text you can’t achieve good SEO results.

Don’t use any single pixel links as search engines will regard these as sneaky links and will penalize them accordingly.

Don’t have any text colored the same as the background in your HTML content as this could be perceived as content or keyword spamming.

Don’t create doorway pages, i.e. single-page websites designed to rank high in the search engines and filter traffic to another site.

Don’t generate too many backlinks to your site too fast. The www.ExtraVisitors.com backlink service (costing only \$59/£39 per month) throttles the creation of backlinks and randomizes the

frequency, amount, and timing of link creation to give the feel of organic link creation. Gaining 10,000 backlinks within a few days would certainly have a negative impact.

3.7 Site Basics Closing Statement

Ideally, follow as many of the steps above in order to give you the best foundation to build upon. Do not worry if you cannot achieve them all.

Please remember that www.ExtraVisitors.com customers can contact us at any time with their SEO questions. Yes, we provide up to 200 high-quality, permanent, one-way backlinks every month to skyrocket your site to SEO success, but we're also here to help you with any other aspects of SEO as well.

If you think we may be able to help, please don't be shy. We will now move onto the next element, which is "keyword research".

4. Keyword Research

This is the SEO element where most people make mistakes, such as...

- a) Picking a keyword that is extremely difficult to achieve a high rank with, after some time, they will get despondent and give up coming to the conclusion that SEO doesn't work for them, or
- b) Picking keywords that look easy, but have no decent traffic quality and/or quantity so even if they do rank high, those high rankings do not turn into profit, and again, they give up, concluding that SEO doesn't work for them

As a valued www.ExtraVisitors.com customer, this is the last thing we would want to happen to you.

To avoid the above scenarios and achieve the best SEO success we highly recommend using the following strategy...

Pick the easiest keywords to gain high rankings, that have acceptable levels of quality traffic.

There are two main ideas in the above strategy, which are...

4.1 Easiest Keywords and Highest Rank

Easiest does not have to mean easy, just the easiest in the list of keywords that meet the other criteria. Having this part of the strategy means that you will gain quality traffic sooner, rather than later.

For example, would you prefer to be?

- a) On page one for a keyword that has 200,000 competing web pages and 2,000 searches per month within two months, receiving 200 high quality visitors per month with a 20% sales conversion rate, giving **40 sales per month**, or
- b) On page 10* for a keyword having 10,000,000 competing web pages and 100,000 searches per month within two months, receiving 5 high quality visitors per month with a 20% sales conversion rate, giving **1 sale per month**

* If you are not on page 1 in the search engine results, you will not receive a good amount of traffic as most searchers will try another keyword if page 1 does not provide them with what they were searching for. Being on page 1 is critical to your SEO success.

A lot of people get hit by numbers when doing keyword research. For example, “keyword X has two million searches a month.” They think that’s the keyword for them, not realizing that it will take years to beat the major players at the top of this keyword. Or they see that keyword Y only has 10,000 competing websites and they hit that thinking they’ll rank fast, and when they do rank well, they find the quantity and quality of the traffic is poor.

The additional benefit of following our keyword research strategy and focusing on easier keywords to rank high faster means that when you rank for the first set of keywords, you can then target another set, and another, and another, and over time build up a very large bank of high quality, relevant keywords to bring in traffic from many keyword sources. This also spreads the risk out in case any of your keywords falls down in the results. For example, if you only had two keywords at the top of the search engine results and one of the keywords was pushed down to page five for some reason, all things being equal, you would lose 50% of your traffic. However, if you have 1,000 keywords and the same happened to one keyword, you would only lose 0.1% of your traffic. So spreading keywords also helps to diversify and protect your future SEO profits.

4.2 Acceptable Levels of Quality Traffic

By using the “easiest keywords and highest rank” part of our keyword strategy, we have focused on getting keywords ranked high fast, because they are easier. Focusing on just this would mean that we would focus on the keywords, for example, with just two competing web pages. This makes it nice and easy to get to the top, but there is not going to be any quality or quantity of traffic with such a keyword. So, we have to apply to the next rule which is “acceptable level of quality traffic”.

This can be the most difficult part for some people to use, letting go of their love for big numbers. Acceptable levels of quality traffic may seem lower than you had hoped when you let yourself be seduced by those keywords that have millions of searches per month. Rather than thinking in such big numbers, with this strategy, we need to think in 100s or 1000s of searches per month. This may seem low but the strategy is to dominate 100s or even 1000s of such keywords, which when combined provide a great deal of quality traffic.

Here are two examples to show our strategy compared to the standard “seduced by big numbers” strategy...

Our Strategy:

We pick keyword “X”, which has:

Monthly searches: 300

Competing web pages: 200,000

Outcome: Over a one-year period, we were able to get 20 keywords just like this on the first page of Google, Yahoo! and Bing among others, which gave these combined results:

Monthly combined searched: 6,000

Click-through rate: 20%

Monthly visitors to the site: 1,200

Sales conversion rate: 10%

Monthly sales: 120

Seduced by Big Numbers Strategy:

Keyword “Y” has:

Monthly searches: 300,000

Competing web pages: 20,000,000

Outcome: Over a one-year period, they were able to get two keywords just like this on the third page of Google, Yahoo! and Bing among others, which gave these combined results:

Monthly combined searches: 600,000

Click-through rate: 0.1%

Monthly visitors to the site: 600

Sales conversion rate: 10%

Monthly sales: 60

As you can see, the above demonstrates what really happens when big numbers get in the way.

The biggest point we can make here is that keywords that only have 100s or 1000s of searches per month are not to be seen as a negative; we need to focus on the end result, which is how quickly we start to get “acceptable levels” of “quality” traffic to our site. This is the key.

OK, so you get the strategy, but how do you use this strategy in the real world? Well, next we’ll show you an overview of the strategy and then we’ll break it down in full detail. The great thing is that you don’t need to buy any keyword research software to use this strategy (although we will recommend some great tools and software at the very end of this guide that can speed up the process).

4.3 Strategy Overview

Here’s the strategy in an overview. Don’t worry if you don’t fully understand it at this point as we’ll explain it in full in section 4.4. We want to move through the explanation of this strategy in bite sized chunks to ensure that everyone fully grasps it, so please do not skip this section.

1. Pick “obvious” keywords
2. Use Google on these keywords and copy the top 5 websites for each keyword into Excel
3. Use Google’s free keyword tool and input your “obvious” keywords from task 1
4. Use Google’s free keyword tool and input the sites from your site list from task 2
5. Add competition data
6. Use our “score*” method to find the best keywords and store these in Excel
7. Group your keyword(s)

* The score method, which we will discuss later, is a step-by-step method of scoring keywords to help you pick the best ones.

TIP: If you do not own Microsoft Excel, you can download OpenOffice.org from www.openoffice.org for free. This software is very similar to Microsoft's, and OpenOffice.org's Calc software is almost identical to Excel.

Here are some YouTube.com links that may help if you're not used to using Excel or Calc:

Excel = http://www.youtube.com/results?search_query=excel+basics&aq=f

Calc = http://www.youtube.com/results?search_query=openoffice+calc+basics&aq=f

4.4 The Full Detailed Strategy

We will now show you the strategy in detail using a fictitious website we'll call www.cheaplaptops.com. We will pretend that we sell cheap laptops using this site.

1. Pick "obvious" keywords

Spend a maximum of 5-10 minutes picking the most obvious keywords for the website. Examples include: laptop, laptops, cheap laptop, buy a laptop, laptop review, cheapest laptops, discount laptop, etc.

2. Use Google on these keywords and copy the top 5 websites for each keyword into Excel

Go to www.google.com (or our local version e.g., www.google.co.uk) and input each of the obvious keywords. Copy the website addresses of the top five search results into Excel. Repeat this step for each keyword to make a comprehensive list of your website's major competitors in the Excel spreadsheet.

3. Use Google's free keyword tool and input your "obvious" keywords from task 1

Navigate to <https://adwords.google.com/select/KeywordToolExternal> and input the first "obvious" keyword into the "Word or phrase" box. Click "Advanced options" and select the appropriate location and language. Now click "search."

When the keyword list appears, click on "Columns," located on the upper right side of the table. A popup window titled "Customize columns" will appear. Tick the checkbox next to "Estimated Avg. CPC," then click "Save." This shows us what the average advertiser is spending per click, which is a great way to see the profitability of keywords. For example, if you had 2 keywords where all the data was the same, but keyword X had an average CPC (cost per click) of \$1.00 while keyword Y's was \$5.00, it would stand to reason that the \$5.00 CPC was returning better results. The advertisers for that keyword are willing to spend a lot more money per click, thus this

keyword is likely to be of better quality.

With the keywords and data shown, go through and pick the ones that are very relevant to your site. Record the results in Excel, using different cells as detailed below, so you can sort the data afterwards.

keyword | local monthly searches | Estimated Avg. CPC

TIP: Think about the internal question the searcher is asking, and get a feel for how serious they are about buying your product or service. For example, the keyword “research laptops” might be used by a person who is just starting the process of researching laptops to buy, whereas searchers who type “buy Dell laptop model ABC” know exactly what they want and are much further along in the buying process. Even though there may be less individual searches for such a keyword, the quality of this traffic will be very high and result in more sales.

Remember that we don’t just want people to walk into our virtual store, look around and leave; we want them to come in and buy. We would much rather see 50 people at the end of the “research to buy” stage and ready to make a purchase than 5,000 people who are “just looking” or at the beginning of the “research to buy” stage. We want to convert traffic to profit right now.

4. Use Google’s free keyword tool and input the sites on your site list from task 2.

This is the same as step 3, however, instead of inputting the “obvious” keywords, input your top competitors’ website addresses into the “Website” box and click “Search.” Repeat this step for each site in your list. Again, examine any keywords that are particularly relevant. Be picky; don’t pick them all just because you can. Again, extract the following data about the chosen keywords and input them into your Excel spreadsheet:

keyword | local monthly searches | Estimated Avg. CPC

After you’ve completed everything up to this point, you’ll have an Excel (or Calc) list of every potential keyword and almost enough data to help you choose your own keywords.

5. Add competition data

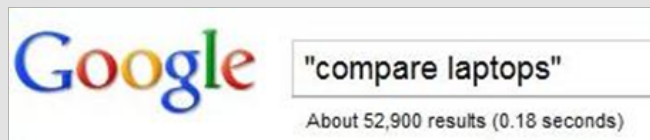
This part may be a little bit boring, but it needs to be done. Section 10 of our “useful links” page has some brilliant keyword software that will do everything for you, however, at first we recommend doing this by hand a few times so you know what is being done and why.

Here we need to take each of our keywords and input them into the Google version local to the

region you are targeting. For example, if you were targeting the UK, you would go to www.google.co.uk.

Now add a new column in your Excel spreadsheet and name it, "competition." For each keyword collected, input the results number (located beneath the search box), which we will obtain from Google by using the method below.

IMPORTANT: Ensure that you put quotation marks around your keyword when using Google. This will show results based on the exact term. For example, if we enter compare laptops without quotes, Google returns pages for "compare laptops" and "compare" and "laptops". Using quotes, only "compare laptops" will be used which will return more reliable competition figures.



Using the above example we would enter 52,900 into the competition cell in Excel for the keyword "compare laptops".

Once completed this will give a set of highly relevant keywords, the monthly search volume for each, the average CPC (cost per click) and the competition levels.

TIP: Make sure you regularly save your Excel or CALC database during this process to avoid data loss should your software or computer crash.

6. Use our "Score" method to find the best keywords and store these in Excel.

Here we use all the data you've collected to decide which keyword(s) to target. Some of the score method is a step by step process that relies on you choosing which keywords you think are a) more relevant and b) more likely to buy.

We'll break this scoring method up into stages...

a) Sort your data by "searches" first. Here we're going to remove keywords that don't meet our minimum acceptable search volumes. You'll need to decide what your minimum is, and it can be as low as 300 per month, (10 searches per day). Once you've decided on your minimum, delete those keywords that have less than this number. If you are not sure what to pick, set your minimum to 300.

b) Next, sort you data by "competition", lowest number at the top, highest at the bottom. This

way we're focusing on the easiest keywords first, as per our keyword strategy at the start of this section.

Now, starting at the top, go down your list of keywords and look at the amount of searches and average CPC. You're now using your judgement to look for keywords that have several searches, have a good average CPC **relative** to the keywords around them, and are as near to the top as possible. We have to stress **relative** because we don't want you to see a keyword lower down that has 100,000 searches per month and be seduced by those big numbers.

TIP: Remember that the keywords at the very top have the fewest competitors, so you want to use a keyword as close to the top as possible. Let those around the top 10-20 influence you based on the number of searches and the average cost per click.

Here's an example using our pretend laptop store (please note that our data was created to illustrate our point):

Keyword	Competition	Local searches	Avg CPC
Find a cheap laptop	25,000	300	\$0.05
Cheap laptop	50,000	2,000	\$0.50
Compare laptops	55,000	1,700	\$2.50
Budget laptop	250,000	2,000	\$2.75

From the above we would have picked the third result. Why did we pick this one?

Find a cheap laptop: We didn't pick this because, although there were 300 searches per month, which meets our minimum, the competition levels of the next two keywords are also very low but they have a lot more searches. There are also no advertisers for this keyword as the average CPC is the default minimum \$0.05, so this is probably a poor quality keyword.

Cheap laptop: There is a low amount of competition and many local searches, so it's a great keyword. The only reason we didn't pick this was its close similarity to the next keyword down whose average CPC was much higher, indicating that advertisers really prefer this keyword.

Compare laptops: There are slightly more competitors to beat and slightly less searches than the keyword above, but we picked it because of the higher average CPC.

Budget laptop: We didn't pick this one because there were a lot more competitors and only a small amount of additional search volume. The average CPC was higher, but not high enough to make this one win over the "compare laptops" keyword.

The above figures are exaggerated to demonstrate the kind of thought processes you need to use when looking over your keywords.

7. Grouping your keyword(s)

Now that you have your keyword(s), you need to group them, i.e., find variants for each keyword. This will be required when you tell us your main keyword (we call this your primary keyword) and your variants (we call these your secondary keywords).

For example, if the primary keyword was “compare laptops,” we would head back to the free Google keyword tool at

<https://adwords.google.com/select/KeywordToolExternal>

and put in the keyword to find our secondaries.

IMPORTANT: It is very important that some or all of the original primary keyword is included in the secondary keyword's text.

Here is some examples of great secondary keywords.

Primary = compare laptops

2nd 1 = compare laptops price β original primary with a word after

2nd 2 = compare cheap laptops β original primary with a word in between

2nd 3 = best buy laptops β one important word from the keyword with words before

4.5 Keyword Research Closing Statement

We understand that the above may seem a little confusing if you've never done keyword research before. If that is the case, we advise that you read the keyword research section 2 or 3 times. Then you can just jump right in and try it out with Excel and the free Google tool.

Is it all too easy to just decide that X is a great keyword and run with it rather than doing the work required above. However, picking the wrong keyword may mean that everything else you do will become a waste of time. Taking the time out to do this research will certainly result in big rewards. Remember, as an www.ExtraVisitors.com customer, you're entitled to assistance, so please email us at support@ExtraVisitors.com if you need any help with your keyword research questions.

5. Optimized Pages

At this point, you have all the site basics covered and you know which keywords you're going to use. Now we need to create a well-optimized page for each of your primary keywords. Note that secondary keywords will also target the same pages as the primary keyword.

IMPORTANT: Every primary keyword should have its own landing page that meets the requirements below. The factors listed below are critical for success, so try your very hardest to meet all of them to achieve maximum results.

Ideally, you want the page that will be targeted for SEO to focus on your primary keyword. This may or may not be feasible with your homepage. If not, make another page for just this keyword. The page should meet the conditions listed below.

5.1 Titles

Ensure that your primary keyword is in the page title and that it reads well for your visitors. For example, if the primary keyword is "compare laptops" then keep these two words together, rather than breaking them up, however, you may wish to make it read a little more nicely, e.g., "Compare laptops – easy-to-use, free service," etc.

IMPORTANT: Remember that the words you put in your title become the topmost clickable line shown in search engine results. This means that although you need to put your keyword in for SEO, you must also make it enticing enough for people to click.

5.2 Metadata

The most important metadata is your meta description because it encompasses the two lines immediately below the clickable title shown in search engine results. As with the title, ensure your keyword is in the meta description at least once (there is no further benefit if you put it in more than once) and write to entice the searcher to click on your link.

Meta keywords are not as important as they used to be, however they are still worth using. Ensure your keywords are in the meta keywords, also break the words up, e.g. if the keyword is "cheap car insurance New York", the meta keywords should be something like...

"cheap car insurance New York, cheap car insurance, car insurance, cheap insurance, New York

insurance, New York car insurance, cheap New York car insurance, cheap, car, insurance, New York.”

5.3 Header Tags

The H1 tag (header tag) is the most important header tag in SEO. The search engines know that the text inside an H1 tag is a very important part of the page. You need to ensure your keyword is in the H1 tag, but just as with the title and meta description, you need to write it with your visitors in mind.

You can also add a H2 tag; it is not critical but it will help. With a H2 tag, we advise mixing up the text a little so it does not look like a repetition of your H1 tag, for example if the keyword was “compare laptops” a good H2 tag would be “Compare your laptop in seconds with our easy search feature”.

You can also add H3, H4 and so on, but you will not see any great benefit. Basically, H1 is a must, and H2 is desired if possible, without effecting the readability or layout of the page.

5.4 Keyword Density and LSI

There is a great deal of discussion on keyword density in the SEO community, most of which only over complicates the subject.

Keyword density is how often your keyword appears within the entire content (text) of the web page. For example 5% means that your keyword composes 5% of the page’s total content.

You certainly want your keyword located within your content; however, we recommend using it within your content only two to three times. We also recommend that one instance is in bold and one is underlined, if possible. Beyond two to three uses, it is best to add some latent semantic indexing (LSI) keywords.

TIP: Increasing the keyword density can easily lead to your page becoming “over optimised.” If you do analyse your keyword density, aim for around 2% for best results.

LSI stands for latent semantic indexing. For more information, see http://en.wikipedia.org/wiki/Latent_Semantic_Indexing.

Basically, an LSI keyword is a “related” word. For example, if the keyword was “compare laptops,”

the LSI keywords could include laptop case, laptop battery, screen, hard drive, memory, power unit, etc.

The best method for using LSI is to think of the most obvious related words. You can use the free Google keyword tool at <https://adwords.google.com/select/KeywordToolExternal> to give you ideas. Don't worry about search volume, etc., just look for obvious words.

Then write down the most obvious words. Now, keeping your visitors in mind, write your page content. Try to incorporate some of the obvious words from your list; however, don't try too hard. Although you want to use the words, you must focus on generating unique, good quality content that will motivate your visitor. Simply remind yourself of the words in the list and place them where they fit naturally, while excluding those that don't fit naturally. By doing this, you'll have the best of both worlds, i.e., content that will engage visitors that is also laced with good LSI words.

5.5 Optimized Pages Closing Statement

Now you have all your site basics and keyword research done and you have landing pages for all your keywords. Great work! Your site is now professionally optimized and primed for SEO success. Most sites will not have done the work you've done, either through lack of knowledge or laziness. You should feel proud to have spent the time and effort to give your website the very best chance at maximum SEO success.

Now that your site is fully optimized, the next step is to get the landing pages into search engines at the highest rank possible.

6. Backlinks

A link is text or an image that, if clicked, will take you to another page. The new page may be on the same website or another website. For example, if you click on the website www.ExtraVisitors.com in this PDF, this is a text link. A backlink is a link that exists on another website page and links "back" to one of your web pages.

For SEO, a text link is the best link because it has "anchor text," which search engines use as part of their algorithms to see how high your page should rank in the search results. Anchor text is simply text that is clickable, and your keywords should be in this anchor text.

To demonstrate the power of anchor text, if you Google the keyword "click here" you will see such internet giants as xe.com, apple.com, adobe.com, etc. However, these companies did not

optimize their sites for the useless keyword “click here.” Instead, they are at the top of a list of over 3 billion pages simply because so many people have linked to their sites using “click here” in the anchor text. For example, one site may say “click here to download iTunes”, and another may say “click here to exchange currency on xe.com,” etc.

Backlinks are critical to SEO success; without backlinks, everything else you’ve done would be a waste of time.

Consider every backlink to your website as a “vote”. The more votes, the higher in the search results you are. However, not all backlinks are equal.

To demonstrate this inequality, think of a page with a backlink to your website that was irrelevant to your content, your keyword was not in the anchor text or the page had no backlinks from other web pages. This would give a very low SEO power (called “juice” in SEO circles).

The following all increase the power/juice of the backlink...

- a) the relevance of the page, i.e. the same topic/niche as your site
- b) keyword in the anchor text
- c) the page has many good quality backlinks from other websites
- d) the page content is high quality and contains unique content

Using the above, you would think the best route would be to only focus on backlinks from pages that are relevant with high quality, unique content, have your keyword in the anchor text and have many quality backlinks themselves. Right ? Wrong. The problem is that this type of backlink “mix” does not look natural and “natural” is a big deal in SEO world.

Try to see this from the point of view of the search engines. For example, if they find a brand new site which is only a few weeks old, that suddenly has 1,000s of backlinks from sites with the same interest, all of which are very powerful, and no other types of backlinks. This does not happen in the real world, so the search engines think there was manipulation for commercial benefit.

You will not get penalised for any backlink to your website. If this were the case, the SEO world would go crazy with people trying to get their competitors banned from the search results. However, if the backlink creations do not look natural, they could lose their power, making your website’s rise to the top of the search results very slow.

So what’s the solution? The answer is to get a nice mix of relevant and irrelevant backlinks from a mix of powerful and weak websites / web pages. This is the key for maximum linking results, that is, making it look natural.

6.1 How To Gain Backlinks - The Hard Way

Here's the "normal" way to find backlinks, which works well, but it's very time consuming...

- a) Search the web for directories, blogs, forums, and social networking sites where you can post content with your backlink
- b) Create your own micro sites to backlink to your primary website, but on different IP's or servers, and wait for these sites to have power in the search engines
- c) Email vast numbers of websites asking them to swap links with you. It is also worth pointing out that a two-way reciprocal backlink has less power than a one-way backlink. These emails are usually ignored and if you get a few who are willing to exchange links, they might remove the backlink to you later on so it becomes a one way backlink to them.
- d) You write hundreds of articles and post them on article sites with your backlink at the bottom.
- e) You use tools such as the free Yahoo site explorer - <http://siteexplorer.search.yahoo.com> - to find out who is giving backlinks to your competitors. Make a list of these sites and try to get them to backlink to you as well.

Now, there's nothing wrong with any of the tactics mentioned above. They are all good and solid tactics and are recommended if you have the time to do them.

However, they do take a long time to perform and to gain decent results. Now we'll show you an easier and faster alternative.

6.2 How To Gain Backlinks - The Easy Way

Imagine that you knew of a place that had thousands of quality websites and blogs, all on different C-class IP address in many different market sectors. Imagine that the administrators had been setting these sites up for many years solely to be able to automate low-to-high quality permanent one-way backlinks to be used for automating backlink building for maximum SEO benefits.

Well here's the great news: you're reading the SEO Success Guide from the business that years ago did just this, and is now offering this service to website owners just like you!

www.ExtraVisitors.com provides up to 200 quality backlinks every month to your website for just \$59/£39 per month with no tie-in contract. You can change your keywords or landing page/

site at any time. This means you can target four keywords at a time (one primary keyword and three secondary keywords). Once they are on page one, you can change them to another set of keywords so that, over time, you build a large list of keywords, all on page one.

There is a lot of talk about such automation with backlinks. Some see it as okay and time-saving, while some frown upon it. We can certainly understand why some frown upon it because there has been some very bad use of backlink automation in the past, e.g. link farms. We must stress that with our backlinks there are no risks because of the following reasons:

a) We keep our sites private and we never release the names of our thousands of sites we have (it's actually over 14,000+ sites right now, and increasing every month)

b) There is no "footprint," meaning that search engines will not know that you're on our linking system because we randomize everything.

For example, let's say you had two websites on the same topic and subscribed both websites to our linking service. At maximum, only 10% of the backlinks would be the same, with the remaining 90% of the backlinks coming from different sites in our network.

So, for \$59/£39 per month, you simply provide us with some basic information and we take care of the rest. There is no hunting for directories and blogs, no endless writing of articles, or emailing thousands of people and never getting a reply; it's a simple "set and forget" deal with no tie-in contract. Why not follow our advice in this SEO success guide and give us a 60-day test; we're sure you'll be very impressed.

7. Monitoring

Now that you have a site that's fully optimized with a steady supply of new backlinks you'll need to monitor your ranking success and movement.

There are a number of monitoring providers; however, we highly recommend WebCEO (<http://tinyurl.com/2upkncm>). In fact, we use this software for all our customers. Every www.ExtraVisitors.com customer receives a free monthly SEO ranking report for the keywords we're working on.

8. How to Earn a Recurring Monthly Income from SEO

By fully reading this SEO success guide and taking advantage of the linking services we offer, you now have something very powerful in your hands. You can now:

- a) Review sites to see if they meet all the site basics.
- b) Perform professional keyword research.
- c) Know how the landing pages should be optimized.
- d) Have a very affordable, automated backlink service that generates page one results.
- e) Know how to monitor SEO ranking performance.
- f) Have www.ExtraVisitors.com to back you up with any help you will ever need.

Did you realize that with all the above knowledge and resources, you know as much (if not more) than some SEO businesses that command \$500-\$3,000 per month to SEO their client's website?

Here at www.ExtraVisitors.com, we not only want to help you with your SEO, we also want to help you to help others with their SEO.

This is where our free to join reseller service makes you really powerful. For just \$59/£39 per month per website, you can resell our services for whatever amount you would like (we recommend between \$100-\$300/month for maximum take-up results) and your customers will never know we exist.

For example, let's say you charged your customer a very low rate of \$109/month. You would pay us \$59/£39 leaving \$50 a month pure profit recurring monthly.

Here are some examples of potential profits charging just \$109/month (if you charged more, the profits would obviously be higher)...

Number of Customers	Monthly Income	Yearly Income
1	\$109	\$1,308
5	\$545	\$6,540
10	\$1,090	\$13,080
25	\$2,725	\$32,700
50	\$5,450	\$65,400
100	\$10,900	\$130,800

Just as we like to help our customers as much as possible in all aspects of SEO, we also like to help our resellers with all aspects of SEO reselling and dealing with SEO clients.

If you have any questions about our free reseller service please do not hesitate to contact with us at reseller@ExtraVisitors.com – we're here to help.

9. Useful Links

Here are some useful links for you:

ExtraVisitors.com professional link building services:

<http://www.extravisitors.com>

Xenu free broken link software:

<http://home.snafu.de/tilman/XENU.ZIP>

Google's free keyword tool:

<https://adwords.google.com/select/KeywordToolExternal>

Speed test tool:

http://www.iwebtool.com/speed_test

Free wordpress blog:

<http://www.wordpress.org>

Free XML sitemap generator:

<http://www.xml-sitemaps.com>

Free openoffice software:

<http://www.openoffice.org>

WebCEO SEO software:

<http://tinyurl.com/2upkncm>

Keyword research software: <http://tinyurl.com/2whn5o3> (highly recommended)

Brilliant SEO forum:

<http://www.seomoz.org>

Free Yahoo! Site explorer tool:

<http://siteexplorer.search.yahoo.com>

10. Final Comments

We really hope you found this SEO Success Guide both informative and enjoyable to read.

Please be assured, we have been using everything in the guide ourselves and it really does work. There has never been a better time to use what you have learned to reap the benefits of SEO for your business.

If you have used this guide and would like to share your success, please write to us, we would love to hear from you. Your website may even be featured on our success page with a backlink to your site to further improve your SEO and exposure.

To your success,

Everyone at team ExtraVisitors.com :)

www.ExtraVisitors.com

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