

# Real World Search Engine Optimisation

## For The Average Webmaster

Featuring David Congreave, Tim Whiston,  
and Roy Miller



Real World SEO is sponsored by:

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## INTRODUCTION

Welcome to The Business Professional Training Series. This series of workshops is designed to help you break through the clutter and start making an income online.

Although we can provide you with a fast start training system, your success ultimately depends on you. Consuming this knowledge is only the beginning. It's what you do with your new knowledge that will determine your success.

I encourage you to read and listen to each volume in this series and put each to work for you. In this volume, you learn how to create your own killer sales videos.

Read it, listen to it and put it into action.

## ABOUT THE AUTHOR

Terry Telford



Terry Telford comes from the marketing and advertising world. In 1991, he graduated with honours from the Advertising Program at Loyalist College in Belleville, Ontario, Canada. Immediately after graduating he started his own advertising agency with a partner. 6 months later, Telford sold the agency to his partner and moved to the "big city" - Toronto.

But things were a lot different than he expected. Landing a good job in a big advertising agency turned out to be like looking for a needle in a haystack. Competition was fierce and the job market was quickly drying up.

To pay the bills, Terry took whatever jobs he could find. He sold vacuum cleaners, shampoo and soap, drove a delivery truck, and eventually ended up managing a paint warehouse. Although they weren't glamorous jobs, they were full of enriching experiences.

Terry learned the psychology of sales. What to say and more importantly...what not to say to have prospects beating down the doors to buy, buy, buy.

Along the way, he bought a small mail order company and started experimenting with direct mail campaigns. He worked through the typical learning curve and made all the mistakes in the book. He paid too much for advertising, mailed to cheap junk mail lists and used a good deal of time and money learning the ropes. Luckily,

Telford learned from his experiences. He was able to turn his learning curve into a positive learning experience and profited greatly from his trials and tribulations. In 2001, he hopped onto the internet with the hopes of expanding his mail order business. At first glance it seemed pretty simple. There were Free For All (FFA) sites where he could advertise to millions of people, free. Classified ad sites would run ads for \$5 or \$10, or the big expensive ones were \$20 a month.

To put that into perspective, Telford was spending \$600-\$1000 a month offline on classified ads, so \$20 a month was like hitting the jackpot.

The upside of online marketing was, it cost next to nothing. But the downside was, he was getting very little response. He spent a lot of time experimenting with ways to advertise effectively online. He tried everything and anything.

All in all, it took 3 years online before he actually had a profitable online business and not just a hobby.

Today, Terry is the Chairman of The Bridgeport Communications Group of Companies, which owns or is a partner in:

**Terry Telford News**

The Newsletter That Pays You Every 2 Weeks

<http://www.TerryTelford.com/newsletter>

**The Business Professional**

On Demand Mentoring In A Box

<http://www.TheBusinessProfessional.com>

**Your Marketing Journal**

Free Business Building Basics Home Study Course

<http://www.YourMarketingJournal.com>

**Mega Daily Profits**

Your Affiliate Power Training Center

<http://www.MegaDailyProfits.com>

**Millionaire Newswire**

Revealing The Real Story Behind The Online Elite

<http://www.MillionaireNewswire.com>

**Imocent**

Just Ask Me

<http://www.Imocent.com>

**Terry:**

My name is Terry Telford, from TerryTelford.com and this evening we're looking at a very, very profitable experience for everybody. You're going to learn the behind the scenes strategies and tactics for getting your websites listed highly, highly, highly in the search engines. And were going to have a special SEO or Search Engine Optimization package for you that has not been released yet. It's officially launching tomorrow. But your going to be one of the first people on the planet who gets access to it. So we'll be sharing that with you shortly.

This evening, we're lucky to have two premier search engine optimization experts with us, David Congreave and Tim Whiston. We also have Roy Miller, who is a world class copy writer. Roy is our special bonus this evening and he's going to give us some insight on writing great web copy.

To give you a little back ground on these guys, David's been online since about 2001. He is a search engine optimization specialist who sells online advertising. His clients, range from small businesses with few employees up to large multi-national corporations, and over 75% of the traffic he gets to his website, comes from search engines. This is a guy you definitely want to listen to, to see how to get your website listed highly in the search engines.

Next we have Tim Whiston. Tim is a professional web developer and an internet marketer who lives in the South eastern United States. He's been working online since 2003, when he started studying search engine optimization techniques. Originally, it was for his own benefit, but when his clients started finding out what he was doing, they started hiring him to optimize their sites as well. Tim worked in a vast range of different industries, optimising websites for small, medium and large companies all over the world.

And finally, we have Roy, who is a professional website copy writer and ghost writer. He's been online since 2001, and has helped some of the big name online marketers create products. Roy is going to peel back the layers of the onion and show you how to write copy for your website that is effective and search engine friendly.

So I'd like to start off by thanking all three of you guys for taking the time to be here with us today.

**David:**

Yeah. Thank you too.

**Terry:**

Before we dig in. I just want to mention that everything we're going to be discussing this evening is completely above board stuff. There is no black stuff, no hat, grey zone stuff. Everything we're learning here this evening is search engine friendly and it's not going to get you black listed, or kicked out of the search engines. And just to

set the scene, were going to cover some very, very clever search engine strategies, some very, very clever techniques. But were going to start off the evening with some basics, so we're all working from the same page. So David, maybe you can start us off by explaining the basics of how the search engines work with spiders, bots listings and whatever else they do.

**David:**

Ok. Yeah. So Search Engine Optimization 101.

**Terry:**

Perfect.

**David:**

Ok. To start off, when we say search engines, we tend to say Google, because Google accounts for the vast majority of searches. For myself, Google ranges from 80 to 90% of my search engine traffic. So when we talk about Google it means search engines in general.

Ok. Search engines are essentially a document retrieval program. They use computer programs that follow links on the internet and catalog web pages. The programs analyse the pages to try and figure out what the pages are about. Once they establish the page content, that page is indexed under a keyword, or set of keywords that relates to that page.

When someone enters a search term into the search engines, the software displays the most relevant webpages, based on the keywords they're filed under. You could think of the internet as a giant filing cabinet and each website is a file folder. The search engines simply sift through the files and pull out the ones that match what you're looking for.

It usually starts with the top 10 results. So the challenge is trying to convince the search engines that your webpage is more important than everyone else in your niche. If you do that, it means a lot of traffic for your website.

**Terry:**

So its not a mystical instrument. It's just a document retrieval system.

**David:**

Yeah. Actually it's like a match making service.

**Terry:**

Ok. Cool. So you have to make your website as attractive to Google as possible. But there's actually two kinds of search engine optimisation isn't there? On page and off page.

**Tim:**

Yes. That's right.

**Terry:**

Ok Tim, can you explain the difference between them?

**Tim:**

Sure we'll start with on page. This is what most people think of when they think of search engine optimization. On page or onsite SEO refers to the elements of your webpage that tell Google what keywords to index your page under. The off site or off page optimization, refers to the number, quality and nature of the links that are pointing back to your pages.

If we look at each of these in a little more detail, the primary element for onsite or on page optimisation would be your tags. The HTML title tags, the image ALT tags, the image filenames and the textual content. But the most important is the title tag. If you don't get anything else perfect, get that title tag right. Its going to synchronize up with your off site efforts and create some really nice results for you.

**Terry:**

So we don't have to do anything with meta tags or descriptions? Nothing?

**Tim:**

Well I wouldn't encourage somebody to completely neglect it, but more importantly you need to focus on your offsite optimisation.

**Terry:**

OK, just before we move into the offline optimisation, why is the title tag important?

**David:**

The title tag is important because it's the label of your page. That is the first thing that tells people what your page is about. When your page appears in the search engine, the highlight of it is what's in your title tags. That's what people are going to see. So that's absolutely the first thing that you have to write on the page.

Some people will listen to this and think, ok well this is really basic search engine stuff. Everyone knows that you have to have a title tag on every page. But you'll be amazed at how many websites that just don't have a title tag. Just as an example, I did a very rough poll of about 40 businesses in the UK. Out of 40 websites, only half were doing any optimization, what so ever. And only half of those were actually doing it right.

Many of them had home page, or just the name of their company as the title tag. And every single page was the same. So if you get the title tag right, you're already doing better than half the other websites out there.

**Terry:**

If I'm understanding this correctly, my title tags is what is showing up in the search engines, so its almost like a little classified ad?



**David:**

Yeah. It's a headline.

**Terry:**

Ok. Perfect. So the title tag is the most important for on page optimisation. And the links back to your website are the most important for off page optimisation. Is that right?

**David:**

Yeah. So when we talk about off page, we are talking about links coming in to your website.

**Terry:**

Ok. How do I get those?

**Tim:**

That could actually be an entire call, but a couple basic methods are, find a buddy and get a link on his site or swap links from a site that has a good PR. If you don't want to swap links, article submissions are a really good way to get back links. Article sites like Article.com, with a good search engine ranking and a good Page Rank, help your search engine ranking when they link back to your website.

When you write your articles, you include a resource box at the end that links back to your website. When you submit your article, the links in your resource box point back to your website and the search engines follow the links and help you rank higher in the search engine results. So those are two ways that just about anybody can do for free.

Another way is a forum signature. Any way you can get links pointing from another website back to yours. But it's not just getting the links. It's the nature of the link. Instead of putting the direct url, like mysite.com. The idea is to anchor that link with a keyword optimized phrase. Instead of using a link that says "click here" you use an anchor link that says "organic gardening" for example. That will synchronize with the title tag on your page. When Google finds that link and it's got a keyword term in it, they follow that link to a site and they find the same keyword term and the title tag. It's like peanut butter and chocolate. It's the sure fire way to increase your result.

**Terry:**

Ok. Now what about keywords? Should I be concerned with keywords when I'm developing a website?

**Tim:**

I would start by keeping it basic and building a list of what we call a long tail keywords. Just get a pen and paper or a notepad on a computer. Start with common sense and write down all the terms you think people would be searching

for in your niche. For example, if we continue with the organic gardening theme, maybe people are looking for “natural fertilizer, organic gardening techniques, or organic gardening designs. After you write down all the terms you think people will be searching for within that niche, then start a bit of research and expand your list. It’s kind of like trying to get into your prospect’s head.

**Terry:**

So what Tim’s saying is you sit down and write common sense words and phrases, that surround your subject matter. Can we give an example of that? How would you start?

**David:**

It really depends on where you are coming from. If you have a website already and you want to optimise it, you already have a lot of your keywords on your pages. You built a site that is full of keywords, so you want to look in Google and see which keywords you are ranking for already. Then you just optimize for those words so you move higher up the search engine rankings.

If you want more keywords, or you haven’t started a website yet, you will start with keyword research. Start by think about what your prospect will be looking for. And then if you want to get a little bit more detailed about it, you can use services like WordTracker.com

**Terry:**

OK. Other than WordTracker, what other services are available?

**David:**

Google has a free tool. If you go Google’s website and sign up for a free Google AdWords account, there are several tools in there that you can use to research your keywords.

**Terry:**

Ok, so I can go either to Google or WordTracker and start off, like Tim said, with common sense and the system will pop out some additional keyword phrases for me.

**David:**

Yeah. To be honest, I’ve done very little keyword research on any of my websites. You tend to find if you are developing your website in the right way, the search engines will index them. Just concentrate on good, solid optimisation.

**Terry:**

Ok, and the right thing would be proper title tags and getting back links to your website. Is there anything else we need to be doing?

**David:**

The first thing I would focus on is the title tag. You want to get your keyword or keyword phrase in there. You also want to work on your description tag. You want it to be on your page once or twice. You want it in your header, in your headline, and you want the keyword and some links coming in from other websites or other pages from your own site. If you do all that, you're already ahead of most of your competition.

**Terry:**

So there's a link from one page on my website to another page on my website. Does Google look at that as a positive aspect?

**David:**

Yeah. That's what tells the search engine what that page is about.

**Tim:**

And you can apply the same concept to use some good keyword phrases within your link from page to page, and even in your navigation for example.

**Terry:**

Ok. So my navigation links are also part of optimizing my website? So instead of a navigation link that says home page, it should say organic gardening, then another navigation link says organic tools. All of that makes the difference?

**Tim:**

It does. Just to illustrate how simple this can be. A real sample that is an effective trick could be, instead of using the home page, I use a keyword title for that link.

**Terry:**

Ok. So basically the title tag of your website should also be included in your navigation? Is that what we're saying David?

**David:**

Yes. Unless your website is about home pages, why would you link back to your home page using the keyword home page? All you're doing is telling Google that your home page is about home page, which it isn't. So instead of having the keyword "home page" in your link back to your home page, put your keywords in there. If your website is about dog food, have the links back to your home page with the keyword dog food in it.

**Terry:**

Ok. That brings up another aspect of developing your website. The content. I would like to switch gears for a moment from search engine optimisation and take 5 minutes with you Roy. If you can describe how you start to write copy for your website. Right from the very beginning.

**Roy:**

The first thing to note is that search engines are getting a little bit smarter. Especially Google. They are a smart bunch of folks at Google. They are always improving their algorithms. One of the things they are getting smarter about is homing in on the pages that are truly helpful for people. If you are searching for a page about organic gardening, Google wants to find the best page about organic gardening for you. They want to serve up the page that gives the human searcher the best information about that topic. And you mention earlier, Terry about the spammy keyword stuffed pages that only a cyborg would understand. You don't want that.

Increasingly, search engines are not looking favorably on pages like that. Especially Google. Google's getting pretty cut throat about it. And the reason is, they provide a service. They want people to come to Google and get good out of it. The only way to get good out of it is, to find pages that are actually helpful. So when people ask, how do we write copy that is good for humans and good for search engines? You can't forget the first part. Focus on the first part first. Make your copy good for human beings. It's got to communicate your message. If it's providing good information about your topic, search engines actually like that better than just bunch of keywords in there that sound like your talking in chant. So that's the first thing to keep in mind.

When people talk about copywriting, they often talk about sales pages. Most people who create those pages aren't really focused on SEO at all. They are getting traffic to those pages from other sources besides search engines. So when we are talking about web copy for the most part, when we are talking about it in SEO terms, we are talking about other kinds of copy.

So you have a website about organic gardening and on your home page you talk a little bit about organic gardening. You have a page with a different aspect of organic gardening. Remember the first rule is to make the page helpful to human beings and then you want to do what you might call SEO-affing your page. The other guys have talked about that a little bit. I know that in Lucid SEO we are going in a little more detail about it. But here's some examples of the things you might do to SEO-aff your copy.

So you've made it useful to human beings. Then you want to inject your keyword into the copy or just go back and make sure your keywords are in your copy in ways that will make the search engines really like your page. So again, let's go back to something that is not even on your page in the way most people think about it. Your title tag. That's copy. People won't think about it as copy but it's copy. Copy doesn't mean just the text on the middle of your page, it's all the copy on your page.

Tim mentioned the ALT tag in the image tag earlier. That's copy too. But getting back to the actual stuff that the human being can read on the page. Start with the title tags that show up in the title bar of your browser. Make sure your keywords are in it. On your page, you will have a headline or two. You're going to have H1 tags,

H2 tags, H3 tags, anything with an H in it. Put your keywords in there. Then you want to make sure your keywords are in the actual text on the page, and you want to have a healthy amount of text on the page. If you just have a few keywords on the page, or a few words on the page that's probably not going to cut the mustard. What you really want is a healthy bit of text with your keywords in it in a natural way.

So if you're trying to write human readable stuff, how do you do that? Well it's pretty easy, actually. Start by talking about your topic and use your keywords early and often in your copy. That is the rule of thumb. Early and often, just use your keywords. You don't need to get all in a twist about keyword density and all that stuff. Just use your keywords early and often naturally. Also, something else to mention, that is becoming relevant with search engines is related keywords. I won't go in to too much detail, but using stuff that is related to your keywords, but not exactly your keywords. So synonyms for your keywords. Topical stuff that relates to your keyword. Google's getting smarter, they are getting smarter all the time and they are going to be moving in the direction of really trying to figure out what the page is about.

So don't just say, well my keyword is organic gardening. I'll include 67 instances of organic gardening on my page. That's not going to do it. Include organic gardening, a few times, 10 times, how ever many times, just a healthy number and also include related concepts in your copy that search engines will like. If you do that, your going to end up with copy search engines like. But your not going to fix it so human beings will look at your page and say, "uuuggghhh! This is junk and pull away.".

**Terry:**

So how many keywords will we be focusing on in one page? What's the rule of thumb?

**Roy:**

Well there aren't any. But generally speaking, if you try to focus on more than 2 or 3 you're going to find yourself getting distracted with the content. And again, it always comes back to that. If you try to target 50 keywords on your page, that's going to be tough to come up with any content, that anybody wants to read.

So focus on 1 to 3 keywords per page. If you do that, you are going to keep your mindset correct when it comes to writing good copy and the search engines are going to like it.

**Terry:**

Ok. Cool. Very cool. Now do you have a quick formula you use when you start writing your copy?

**Roy:**

No. As a matter of fact. I don't think about keywords when I write copy most of the time. What I do is, if somebody says "I want this to be keyword rich.", I'll say "alright,

fine". I'll write you some copy that a human being would like to read and go back and SEO-affy the copy.

Typically, what I end up doing is I'll write something. It will be what I want to say, the way I want to say it and then I'll realize, well shoot, I'm not really targeting the keyword so well. So I'll go back and change it. And what I end up doing, more often than not, is coming up with the keyword version that uses synonyms for something else I wanted to say.

For example, suppose somebody writes an ebook about organic gardening, and they want to sell it online. It would make good sense that you would write a typical sales page for that. So you would have your targeted title tag, your keyword targeted main headline, which is typically your H1 tag. You want to have your keyword show up in there.

So suppose you are writing this ebook about organic gardening. Organic gardening is the keyword string you are trying to target. You might have a headline that says something like "How to make organic gardening as easy as tying your shoe."

And that's really what it amounts to. You want to use good English, assuming you are writing in English. If you are writing in French, I could say you are writing in good French. But you want to have good language that uses your keyword in a very natural way. So I would say there are no real formulas. As a matter of fact, if you use a formula it's probably going to distract you from what you need to be focused on, which is good copy.

**Terry:**

Ok. Perfect. First and foremost, focus on copy so that it's actually human friendly. And secondly, consider the search engine robots.

**Roy:**

Yeah. That's right. Remember I mentioned Google is getting smarter and they are looking for more contextual stuff? It's called Latent Symantec Indexing or LSI. It's going to become more prevalent over time. So you want to have good copy first and foremost. It's not a technical thing, it's a contextual thing. And having good copy is going to win, because Google really wants to point people to the best material.

If you think about it, there are billions of pages now on the web. It's not a problem finding information, it's a problem finding good information. If you provide good information, better information than other people that's what search engines are going to favor.

But the robots or spiders are still software like David mentioned. They are page or document finding engines. So you have to do what is necessary to appeal to software and the algorithms that they are using. But it's going to be pretty dang smart software.

**Terry:**

So it's almost human?

**Roy:**

It's going to come up with almost neuro net kind of searching stuff.

**Terry:**

Ok. Scary.

**Roy:**

And to think about what people think. When you search something, you are searching for a particular keyword, but you are not just thinking about that keyword. You are thinking about a whole host of related topics. And you might link from this, to that, to this, to that, to this other thing. And that is exactly how the web was envisioned to work. Its hyper-tech, its hyperlinked. So you have this stream of consciousness flowing through all these links and you go to all these different places and you see different stuff.

Well you want your copy to be attracting people who are thinking about this nebula of ideas. And they will funnel right down your page and they will get exactly what they are looking for. Now you will not catch them all, because some people that you thought were looking for what you are talking about, aren't really looking for what you are talking about. They just came across your page on the way to something else. But you don't need them all. That's the point. That's another point about SEO. You don't need to get all the traffic. You just need to get a healthy dose of good targeted traffic. And when you get that, that is more than enough to give you a booming business.

**Terry:**

And as Google gets more into the artificial intelligence realm its going to be coming to your quality written website. Probably more than just your search engine optimized website anyway.

**Roy:**

That's exactly right. And David mentioned the quality of your links. It's the same concept. If you have 8,000 links out there and they all have the same keywords in there Google's not going to look very favorably on that. It just looks like you spammed your link all over the place. But if you have a bunch of related links that have synonyms for your keywords and other concepts related for your concepts, that tells Google that this complex of ideas all relates to this topic. Wow. That must be a really dang good page. So you will rank higher for that concept which is reflected in the keyword that you rank well for.

**Terry:**

Excellent. Now we've come full circle from copywriting back to the core SEO strategies and tactics. David you have a really cool story about AndyMurrayNews.com. Can you fill us in on that?



**David:**

Yeah. Sure. Ok. It's actually a really good story to come at this point, because its really fun talking about these different things. But my concern is that, putting all this ideas together in a short space of time for a call makes it sound complicated, when it really isn't. We are trying to cover a lot of ideas and it's a lot of fun, but it really isn't as complicated as it sounds.

OK. The story about AndyMurrayNews.com is, a really good example. Do you know Andy Murray, Terry?

**Terry:**

Never. No.

**David:**

The tennis player?

**Terry:** No. Sorry.

**David:**

Not a tennis fan? Any tennis fans here? Well I guess it's just me then. Ok. Andy Murray is a young British tennis player. He came on the scene a couple of years ago. He rose through the ranks very fast. A couple of years ago, simply as a hobby, I decided to start a blog, which I called AndyMurrayNews.com. It wasn't very profitable, but I started using it to test little SEO things. Just to see what I could do. Even with just a small amount of time, I started to get some rankings very quickly. But what surprised me was that I didn't get higher than second position on the first page, but I was not number 1. I was number 1 for Andy Murray news, I was in the first page for the single name Andy Murray, I was second for Andy Murray tennis and I was number 1 in Andy Murray world ranking.

The website was just a simple blog. It wasn't anything fancy. But just by getting the blog into the search engines, I was able to get traffic for the terms that I wanted.

But that's not the real story. I told you that story to tell you this story. When a tennis player gets into the top 10 in the world for the first time, thats actually a big event. It's a milestone for a tennis player. Early on this year, Andy Murray got into the top 10. This happened very late on a Friday night. But he lost a match in the tournament and when the ranking was recalculated on Monday, Andy's going to be in the top 10.

That Saturday morning, he was on the radio and the television and on all the news sites. All have stories about Andy Murray because he is only 19 years old and in the top 10. That Saturday morning, I Googled the term Andy Murray top 10. The rank on the top of the listing is my page rank 2 blog. I was able to beat the BBC website, the routers website, and the official AndyMurray.com website. I just thought how could my page rank 2 blog get to the very top? Seriously, first of all, I have the blog



setup to get the maximum benefit from the keywords that I wanted. So I made sure my keywords were in my title tag, the keywords are in my headline, the keywords are in my content.

Ok, so the other reason my blog was able to rank higher than all the other websites is simply because I'm always keeping an eye in the development of the story. 5 days before it happened, it was very clear that this was going to happen soon. Sometime in the next couple of weeks Andy Murray was going to play tennis on the top 10. So about 5 or 6 days before it happened, I said Andy Murray countdown to the top 10. I posted on Monday before it happened and then I just kept a little update to going. So a couple of days later, I predicted, if it happens it will happen on this day or if this happens, it will happen on that day. And eventually it happened on a Friday. What I meant, when the story broke on the Saturday morning, Google had already 5 or 6 days to index my blog post. So all the other websites that put up stories on the Friday night and Saturday night, were all behind mine, since mine had been there for 5 days. I just had this massive head start on them. After a couple of days, I started to drop down a few rankings, which is ok, because by then the majority of searches were done.

I like that story because I didn't do anything complicated or anything particularly clever. It demonstrates just how simple SEO can be and how you can get some really, really exciting results with just doing a little bit of extra work in the right places.

**Terry:**

So just to recap what you've done. You actually started a blog and after 5 days later you were at number 1 in Google.

**David:**

Ah no. Sorry. The blog was about two years old, but the post that I put up, you asked me what I put up, happened 5 days before the event happened.

**Terry:**

Ah ok. So the blog itself had some history with Google already.

**David:**

Oh yes. Absolutely. It's very difficult to put up a new website and rank within 5 days. Not impossible, but impossible today.

**Terry:**

Ok. But other than that, all you did was used keywords responsibly, like Roy was saying. Used your title tag, your H1 tags and sprinkle your keyword into the top area of your article or your post and filtered them through the article then?

**David:**

Yeah, that's right. I made sure the title tag was right, the header was right, the text was right and I just got a few incoming links for the blog. Now I didn't get a lot of incoming links, I just made actually half a dozen.

**Terry:**

So search engine optimisation doesn't have to be complicated, it can be as simple as set it and forget it?

**David:**

Well yeah. In a sense, it could be. I wouldn't recommend you ignore the result completely, because you need to keep an eye on what's happening in your market and you need to keep an eye on your traffic and see what's happening.

**Tim:**

It requires a little bit of maintenance, but it doesn't have to be a lot of excruciating work. The methods we recommend can be integrated into the normal work that a web master or business owner does. You don't have to spend 5 hours a day working on your SEO. We are trying to present a very simplified system. In a sense, it can have some "set it and forget it" elements, but I would recommend that people keep an eye on the rankings and keep an eye on the competition. It's a good idea to always put an effort into acquiring more links back to your site. It will also generate direct traffic. It's not just about SEO. It goes back to what David was saying and what Roy was saying about the copy, if you have a site, with good quality content and you are making an effort to link that site up to other sites across the web, the SEO will really take care of itself. As long as you know a few basic ground rules, like what we've been talking about here and what we are going to be talking about in greater detail in the full report. I hope that answered your question.

**Terry:**

That's perfect. Maybe you could also share with us how you've been able to get your web design service ranked 4<sup>th</sup> out of 716 million websites and its listed under the keywords "website design service." What have you done to that website to get ahead of 716 million other sites?

**Tim:**

Really nothing more than what we are talking about here tonight. Good title tags, good H1 tags within my content rich site. I just placed my keywords in a natural manner, no gibberish. Above all, I just have quality link backs. I have less than a hundred total links back, but I do have some pretty high quality links back from sites that also ranked high from Google and also have high Page Rank. I have used web design service, website design service, website design, these words have been anchored into my link backs. So I wish I could say I did a lot of real complex slick stuff, but to tell you the truth, its nothing more than what we've talked about tonight. The results have been so fantastic, I have actually moved into another business model. Tonight will be my last night as a website designer. Business has been so good, because of my ranking on Google, that I am able to retire from that field and

get on with another business. I'm having a little bit of fun with my work now. So not much work on the front end and the rewards have been outstanding.

**Terry:**

You said you had some very high quality links. How did you get links back to your website?

**Tim:**

Well one really cool thing is a local portal called GoTrackCities.com. The first thing I did was I found local directories. A lot of these are like classified sites. Its got pretty good page rank because its been around for a while and its got a lot of links back to it and they allow you to get a free link to your website. I would say this applies to any town in America or Europe, or anywhere. Most places will have a web community of this nature and there is a totally free link back.

Using these directories can get you listed in Google in a matter of a few days. If you go to Google and search for local directories, take a look at the listings. You will sometimes find a site that doesn't match up with the listing, it will be like a month old. Google haven't updated and if you get a link back from a hot site like that, the Google spiders will actually crawl your index and update. I have seen it happen within a matter of 7 days before. That's one good example. Local community sites of that nature.

Again back to articles. Article.com is just a great site to get links back from, creating results within a short amount of time.

If you find a good directory of directories that has information like the page rank of the directory, a lot of these directories will put a link on for free, you don't have to reciprocate, you don't have to pay or anything.

Forums are a great place to get link backs from. A good forum site is the Warriors Forum. A good optimised signature file gives you link backs the natural way and it doesn't cost any money. Anybody can do it.

There are other things to look at too, like David and I swapping links, commenting on various blogs, and social bookmarking sites, just to name a few. So there are all kinds of ways to get quality link backs without having to shell out money.

**Terry:**

If we look at things like you mentioned the social bookmarking sites, which ones would be the ones we should be going to?

**Tim:**

I'm not a social bookmarking expert, but the ones I like are Furl.com and LookSmart.com. That's the primary one, because it was set-up by the Look Smart directory. It has a high page rank. That's the one I started with. The couple other ones are Del.icio.us and Magnolia.com. To tell you the truth, what I do is I use a

service called OnlyWire.com. When you go there and set-up an account, they will give you 16 bookmarking sites that you can register with. Then you just bookmark it one time and it will appear in all 16 of those sites. So that's something I use pretty effectively, but I don't want to spend a lot of time in it, despite that fact that it's very trendy now.

**Terry:**

Excellent. Very cool. I think a really good way to illustrate how to get your website listed in the search engines very, very highly is to use examples. And I think looking at you guys' websites that we've been talking about is the perfect way to exemplify exactly what you do to be able to get your websites up there.

Now if people want to get more information, more in depth, nitty gritty details, you guys are launching a product tomorrow. And like you said at the very beginning of the call, you people on the call right now are the very first people on the planet to get access to this information. It's a product called Lucid SEO. At the very end of the call, we will get this guys to describe exactly what Lucid SEO is. But in the mean time, if you want a quick peek and see what we are talking about, you can go to OrderLucidSEO.com. You will be able to see what these guys have actually put together. Its a very, very comprehensive system of exactly how you get yourself in to the search engines. Get yourself ranked very highly and stay there. Basically what these guys are describing right now. There is a lot more, I can't say it's a lot more complex than what we've been talking about. But there's a few other steps that are listed in there that you what to be able to put into place.

David, I'd like to get another example from you of a website that's doing very well in the search engines. You have a website called PayPerShop. Can you tell us a little about PayPerShop and what happened to that site?

**David:**

If anyone visited the OrderLucidSEO.com website you might have seen the video I did. It showed some of the statistic for it. It's really boring. It's on the subject of payroll. Right from the word "Go" we have received the majority of our traffic from the search engines. That's been our bread and butter, because we didn't have a lot of money to spend. But its a very neat website. We've had a million visitors in the last 4 years. 3/4 come from the search engines. In comparison, its competitors, a website that offers the same kind of information, only gets about 1/5 or 1/6 of the traffic we are getting. Its a huge difference. And the competing website is not 1 person working alone, as I am. I have to do all my search engine optimization myself. My competitors have a marketing team, and a marketing budget. They have all these these resources that I don't, but they are only getting a fraction of the traffic that I already am getting from the search engines. I can only say that because they are not doing the kind of search engine optimization that we are doing. I just thought that it makes a very good example. To say you have to be an expert in search engine optimization to get rankings or you need to have a lot of money, or you have to have a team of people building links, just isn't true.

If you know what to do, you can get some really good results and consistent results. Does that help any?

**Terry:**

Yup. Absolutely. Now you haven't done anything differently from what you described before. Is that right?

**David:**

I've done a few things beyond the basics of what we talked about. I've done a few different on-page things and a few off-page things as well. Does that make sense or am I off on a tangent?

**Terry:**

You're doing good. I come from the non SEO world. I do nothing. If you visit my websites, they're the ones like you were talking about earlier that say "untitled page" or whatever the title tag says before you enter a proper title tag. Those are my websites. Insert title here. That's where my search engine optimization is sitting. And I've understood everything you said so far.

So if I'm representative of the rest of the people who have very little knowledge about search engine optimisation, you're doing well. I'm keeping up with you.

What else did you do with PayPerShop other than your title tag and your H1, H2, H3 tags, getting your keywords in place etc.

**David:**

Ok. How long do we have?

**Terry:**

Let's do it in the next 3 minutes, because I want you guys to give us a complete overview of what LucidSEO is. Before our time runs out.

**David:**

Ok. I'll start from the most recent work and go backwards in time.

We redesigned the templates and the looks of the website 3 or 4 times. The last time, I revamped the structure from scratch. I didn't personally build it, but I had someone build it to the specs I designed on paper. Everything I design is built with the search engines in mind. For example, there's just a few images on the site, because Google can't read images. It's in all text.

The links have a cool roll over effect. So when you mouse over the link, it lights up. It's not a JavaScript which Google cannot read. Again it's not some kind of roll over image. It's just text and we use style sheets to create the effects. If you want to see what my coders are doing, go have a look at the website. You'll get a few clues from that.

You will see that all the links are readable by Google, because they are text. But they are also keyword rich. If you look on the left down side of the website, you will see the different links on that section and quite a few of those, if you search them on Google, you will see us coming up not just number 1, but number 1 and number 2.

If you do a search for payroll news, our first link will come up number 1 or number 2. If you do a search for payroll press, or payroll press releases we will come up number 1 or number 2. If you do a search for payroll tool, I think it is, we come up number 1 or number 2, and payroll question, number 1 or number 2. Payroll forum, number 1 for that. Obviously we are getting links from the outside as well. But a lot of work we are doing is just simply steering Google to the right places on our website, using the right links. So if you want to see some of the on page practices take a look at the site.

**Terry:**

Now we only have 10 minutes left of the call and I want you guys to give us an overview of what you have created. You have given us a lot of very high quality information that we can take back to our websites now and add the title tag so it does not say “add title here” and how to use H1, H2, H3 tag in getting the keyword placement properly done in the website. Can you give us a rundown or an overview of exactly what you have included in the Lucid SEO package that people can order from OrderLucidSEO.com?

**Tim:**

Sure. What I'll do is highlight the elements that we cover and I'll check with David to see if he wants to add anything. What we are doing is providing a simplified system. It's not black magic. It's not Super Geek Squad technical. We're taking search engine optimisation, putting it in legitimate terms, so anybody can grasp it and benefit from it. We do a little bit of myth busting to steer people away from some of the nonsense, and some of the stigma that surrounds the SEO industry and let people focus on the simplicity of the system that we are presenting. And we do an overview of what our system is all about and we break into great detail about on-site or on-page optimization and off-site or off-page optimization.

Each of those elements has a section completely dedicated with in depth discussion. We also provide the basis for an SEO schedule, so people can begin to integrate these tactics into their own business and promotion plan. We talk about some on going aspects of SEO maintenance and elaborate on the topics we just talked about as well as giving some more advanced techniques.

Like David said earlier, a person could really take this system and just hit the hot spot and get results. We've got enough information in there that if a person wants to dig deeper, there's a more in depth version they can get in to. So it's a comprehensive resource for people who just want to apply few thing and test those results and for people who really want to dig in. I'm going to pause and see if David wants to add anything to that.



**David:**

Ok. Thanks Tim. I want to mention when I looked at the seminar page that you setup Terry you put me down as an SEO expert which is really flattering, but I have to say, I don't think of myself as an expert. When I think about an SEO expert, I think of people like, Nathan Anderson, and people who study Google and they understand all the ins and outs and they plan all of these tasks and so on.

There's a lot of people who know more about search engine optimization than I do. If I have any expertise, it's not so much in SEO as it is in being to teach people to do what I do. Because if somebody has a great knowledge about their subject, but they don't know how to communicate it to people, it only benefits themselves. One skill that I do have is being able to teach people what I do.

That's really what we've done with the LucidSEO package. We put it together in a really, really simplified way, that is easy to understand. Even if you think what we talked about tonight is complicated, I can guarantee that you won't find the material that we put in the Lucid SEO package difficult to follow. What we try to do is present the material in different ways, because people learn differently.

So you've got the manual, that's 2 volumes you can read. If you are listening you can listen to the audio version of it. If you are watching you can watch the video that's really cool, because we have a new website that I started building for a friend and I'm actually recording the case study and show you how I optimize it right from the word go, right from step 1. You can see the effect of the work that I'm doing.

We will have a place where you can ask questions regarding additional updates. So what ever stage you are in, in understanding SEO, whether you are a complete beginner or whether you are working on a bit, but your not getting the rank you feel you should be. Then Lucid SEO can really help you.

Really just focus on what works, get started with it and then start to see results. And I think if you do it, your going to start to see results very quickly. That's what we are looking forward to. We said a moment ago, we really believe were going to be able to get more people to get ranking in the search engines. We're giving you information and presenting it in a way that you will be able to understand. You'll be able to follow it. We're going to keep working with you until you get there.

**Terry:**

So you have a forum so people can interact with you?

**David:**

We're kind of keeping it a little bit secret. In fact if you look in the sales copy page when it goes live tomorrow, you wont see it on there. But there is a section in the Member's area where you can submit questions. We call it the Lucid SEO Tonic Room. So if you get stuck with something, or you have a question, go in there and shoot the question off to us. And periodically, we will print all the question off and

we will answer them all in audio and we will upload the audio so you can download and listen to it. Yes there will be a forum as well. So you can go into the forum and ask questions and others, will be able to help you out, but we will be on hand also to help you out as well.

**Terry:**

Wow. So this is really like having you guys in our back pockets. We get a membership to Lucid SEO and you're right there to continue answering questions. It's not just a book, audios, and videos We're still in contact with you guys.

**Tim:**

Yes. There's going to be ongoing support and probably some ongoing developments and additional versions as the search engine community changes. We will release updates and updated current information, so people that get in on this deal will be privy to that sort of thing.

**Terry:**

Excellent. I think there's some very key points there.

First is, you get a manual so you can follow along page by page, by page.

Second, you get audios you can listen to at your convenience. But its sometimes a little tricky to be able to listen to something and try to translate that on to what you are doing on the screen. So thats great that you have the manual.

And third, is the video content. You can actually see what you are supposed to be doing. This is perfect for the way I work. I would watch the video to see an overview to of what I'm suppose to do then go back to the manual so I can see the step by step parts of it and go ahead and do that on screen. But then, of course, if I get stuck, I can ask questions with you guys from the question area and I'll be able to get my question answered. So I think this is THE best search engine optimization package that I have seen online. Although I haven't actually used any search engine optimisation programs or packages. I actually bought a couple and this is definitely the most comprehensive package and training that I have seen.

I've been a little bit in the Lucid SEO back office and I've had a little peek of what these guys have done and its really truly a fantastic system. This is something that's going to turn my non-search engine optimization world into a world where at least you'll find title tags on my pages.

What these guys haven't told you is there's a whole bunch of extra bonuses that have gone into this package as well. The only place that you can get them is at OrderLucidSEO.com. So if you're interested in SEO stuff, if you are interested in getting your website ranked highly in the search engines, which basically means more money in your pocket. I would head over to OrderLucidSEO.com and grab yourself a copy right now, while you can. Because if I'm not mistaken, you guys are only leaving that up until you actually open the site. Is that right?



**David:**

That's right, yeah. Do you want me to mention the couple of the other things that are in the package as well?

**Terry:**

Sure. Yeah that would be great.

**Tim:**

Did you mention the VIP membership? I still can't believe you're for doing that one.

**David:**

Ok. Ill mention that as well. The way it's going to work when the website launches, Lucid SEO will be on sale. It's going to be \$79. Now that's only an introductory offer. It's going to go up in 7 days time. The offer that we are doing to the people of this call is, you get the Lucid SEO package and your going to get the VIP membership worth \$47 and the extra bonuses for less than the price of the package alone. So you'll pay less for the package tomorrow and you'll basically get the extra VIP Membership thrown in for free and the extra bonuses as well.

The VIP membership, is basically a membership site that's going to be relaunched in the new year. Its going to be at least \$27 per month. If you get this package now you'll get a lifetime membership. This stuff is amazing. So if you go to OrderLucidSEO.com now it will only be available for less than 24 hours. And when you complete the order, you wont be able to get in straight away. What happens is we will be setting up the access within 24 hours.

**Terry:**

Excellent. Thanks very much David. Just before we wrap up and open for questions, I'll just leave you with the URL one more time where you can get this package. You can claim the whole kit and kaboodle from [www.OrderLucidSEO.com](http://www.OrderLucidSEO.com)

You've been listening to David Congreave, Tim Whiston, Roy Miller, and myself, Terry Telford from TerryTelford.com. Thanks very much for your time and enjoy your day!

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