



MCGRATH ENTERPRISE SEO

The Seo's Seo!

The Free SEO Report

THE FREE SEO REPORT

ARE YOU VISIBLE WHEN YOUR CLIENTS LOOK FOR YOU?

Does your website show up on internet searches?

Who is at the top of Google you or one your competitors?

****courtesy note****

If you generate a monthly income that is less than \$100K then you probably do not need [our services](#) and almost certainly cannot afford them. However, you can use the information in this guide to help you gain a great deal of success in the SERPs if you follow our advice carefully.

Google Search & Your Business

Everyone uses the internet these days. From nuns to sinners we all know that the "net" is the place to go for information and advice. We also know that it is the first place to look for product reviews, a product or a service.



Unfortunately most companies are losing business daily to their competitors because they are not visible on the search engines.

The truth is simple; potential clients are on Google right now looking for your products and services and if your website does not show up first in the Google results then it is one of your competitors that does!

If your site is not in one of the top 3 positions on Google then you are losing vast sums of money to other companies even if they offer inferior products or services to you! **The top 3 sites are pulling in about 80% of all online sales!**

If you are not even on page 1 then you may as well have no online presence.

Although this may seem too alarming to consider it is something you will have to deal with sooner or later. You are literally turning business away and allowing your competitors to corner the online market by not using SEO in your business!

You cannot just build a website and leave things at that. A website is not worth much if nobody can find it. The most attractively designed website cannot convert visitors into dollars and cents when you have no visitors to begin with. Having a website is simply not enough.

When your clients seek you out, where does your website rank?

Do you *even* show up in a Google search for your own name?

What about "money keywords" or "buying keywords", does your site come up in the search results for those?

Get Seen Online

There are probably hundreds of thousands of websites competing for the same search terms that you need to rank for in order to get buying visitors to your site. How do you compete against them?



Just say you cracked the internet code. Now, imagine for a moment that your website turns up in the number one position on Google when for a BIG search term that is related to your product or service.

What type of boost do you think that would give your business?

Gaining top rankings on Google for search terms that potential customers are searching could would mean for you:

- More targeted customers to your offers who are motivated to buy.
- Less running after clients and instead having new clients search for (and find) you.
- Becoming a market leader in your industry and creating an online brand.

The truth is simple; increasing qualified targeted visitors to your site will lead to an increase in business revenue!

Unfortunately for many business owners the internet is as strange a terrain as any alien planet and as complicated as speaking a foreign language. The internet often appears as a battle ground with no rules just a clear objective that seems impossible to achieve.

So how do you increase your website visitors and thus increase your revenue without having to take a university degree in Google talk or having to spend a small fortune?

What is the secret to accomplishing this online transformation?

Well gaining your share of the billions spent yearly on the internet is not as difficult as you may think.



Through a process called SEO, short for Search Engine Optimization, you can gain high rankings in the search engines and begin to send qualified traffic to your website. With SEO you can see your website move up through Google quickly and simultaneously watch as your revenue increases.

Understanding how the Google search engine functions and giving it what it wants is all there is to SEO. Obviously this is a simplistic view but it really sums up what is going on in internet searches.

Putting it simply, all search engines work the same way whether it is Google, Yahoo or Bing. Although each of these massive search giants use different criteria to rank sites they all have the same concept of why a site should be ranked highly. You see search engines are really just popularity contests. Just as it is in real life when more people "like" you the more popular you become in the eyes of others when more sites "like" your site you become more popular in the "eyes" of the search engines.

How can one website like another one?

A website indicates that it likes another website when it links to that site. When this happens consistently and enough times your website becomes more popular with the search engines and your site moves up in the rankings. Of course there is more to it than just that but this is the basic mechanism for ranking high in the search engines.

So what is it, exactly, that you have to do to get your website into the number spot on Google, for example?

Basically you need to get more backlinks. However these backlinks should be related to your own site. Random links from unrelated sites are now worth less than they used to be. Qualified links, built exactly in the right way, are the only thing that can help you attain that number 1 spot.



The information you are receiving comes from many years of toil, experimentation, frustration and disappointment. A steep learning curve was what was needed to bring you this information and it took us a long time to perfect the processes involved, so please the information we are giving you.

There are four simple stages to the process of building a successful SEO campaign and thereby gaining popularity on the search engines - and thus high rankings.

These processes often have many sub-processes that would require an entire [seo course](#) to teach but the main ones are listed below.

The main processes involved in successfully increasing your business revenue through increasing your online presence are:

1. Market Research.
2. Keyword Research.
3. Analyzing the Competition.
4. Website Optimization.
5. Link Building.

Process 1: Market Research

Too many times business owners think that a website is all that is needed to make money online. If only it were that easy.

As a business owner you will already know that you must understand your market. The same is true online but the online arena differs greatly from the "real world" for a variety of reasons.

For example, when someone enters a shop they will usually look around and lift a few items before they either buy or leave but it takes them only a second to exit out of a website – there isn't time to get them interested in anything.

TIP: You can research your market by using online forums and groups. Just Google your "market search term" followed by "forum". Example: "gardening in Illinois forums".

Therefore it is important that you are first familiar with the landscape of your market. For example what are your potential clients or your competitor's clients typing into their Google searches?

By knowing what your successful competition is doing online you can easily replicate what is working for them and even better it!

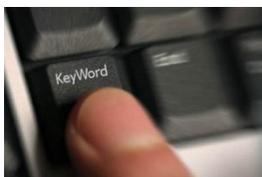
This leads us onto our second process – keyword research.



Process 2: Keyword Research

You must find out exactly what your market is typing into Google to find the products and services that you offer.

The search phrases your market uses to find your products or services are known as keywords.



When you find good keywords that large amounts of customers are using to search for your products or services and you then rank your site for those keywords you will start to attract qualified targeted visitors (traffic) to your site.

Literally within the first day you will see an increase in sales when you target the right keywords.

Obviously finding such keywords is important. So how do you do it? There are ways to find good keywords that will convert visitors to your site into paying customers.

How do you find these keywords?

Well you should first visit a tool called the [Google Keyword Tool](#).

Then, starting with a common word or phrase that is aptly suited to your business, you should work your way down the keyword list until you find one that is appropriate to your needs.

When you start with a generic term you can easily begin to identify search phrases that are more suited to your business because Google returns dozens of results for you. The key is to find keywords that get a lot of monthly searches but that have little competition.

TIP: Finding good keywords makes the rest of online marketing easier. Get your keywords right and you have a 90% chance of success online. Get them wrong and you will never succeed!

Now do not get confused with the competition bar in the Google keyword tool. This refers to paid traffic only i.e. advertising. We are only interested in organic search. Thus it is only the competition from other sites in the organic results pages that concerns us.

Process 3: Analyzing the Competition

Finding keywords that get a lot of traffic is not enough. You must whittle down those keywords to only those ones that have weak competition.

Finding a keyword that gets 1 million hits per month may be all well and good but if it has 50 million competing websites with high Google PageRank then you have more chance of landing on the moon than ranking for that keyword.

In order to find good keywords we know that we must first identify keywords that get a good amount of hits they get and then identify their competition.

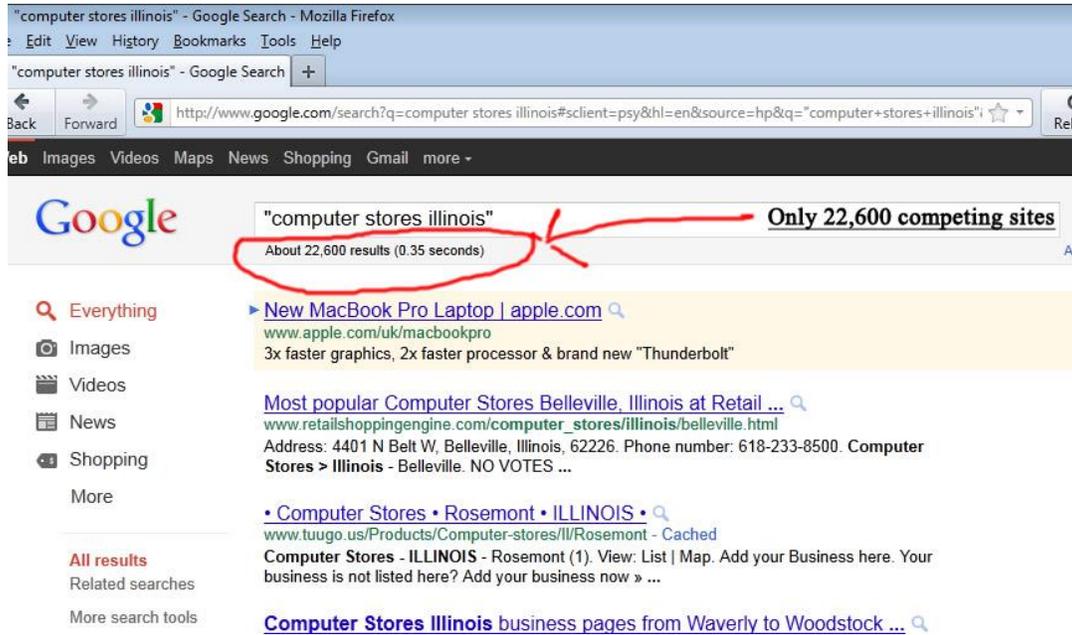
There are two ways of analyzing your competition. The most popular way is to gauge a keywords competitiveness based on the amount of competing sites.

Simply type in a Google search your keyword search term using inverted quotes (speech marks) " ".



So, for example, if you identified the search term *computer stores Illinois* (which gets 1,900 visitors per month), as a potentially good keyword for your business to target then you would type into Google "computer stores Illinois".

Below you can see from the screen shot that at the time of creating this free report this particular keyword has only 22,00 competing websites.



TIP: In SEO anything below 30,000 is super easy to rank for!

Once you find an eligible keyword that gets a good amount of monthly searches but has very little competition it is time to optimize your site for that keyword and then build some external links to the page.

Process 4: Website Optimization

After you have identified the keywords to target, you have to make sure Google sees your website as a good match for those keywords so that it returns your site whenever searches are made using those keywords.



To achieve this you must put your keywords in the correct places on your website and also use related keywords that Google views as a good match for the keyword you are targeting.

This process is known as on-page optimization.

Ensure that your main page or the page you are trying to rank for a specific keyword has the keyword in following:

- The title tag.
- The meta description.
- The meta keywords.
- Within an <H1> tag somewhere near the top of the page.

You should also ensure that:

- The keyword is mentioned once for every 100 - 200 words written on the page.
- Every other page on your site links to the target page using the keyword as anchor text.

Additional things you can do is to use LSI keywords:

- Once for every 100- 20 words written on your page.
- In other documents on your site that link to your target page.

KILLER SEO TIP: In SEO anything below 30,000 is super easy to rank for!

We understand that many of these terms may seem alien to you. Merely pass them on to your webmaster or site coordinator and ask him to implement them for you.

A Note About Panda

Google introduced Panda as a way of fighting spam websites with poor content. It is arguable whether this update was actually successful or not but debating this matter will not change the fact that to rank in Google you need to abide by the Panda's rules.

The easiest way to combat a Panda penalty and avoid any of its nasty rank-dropping effects is to increase the user engagement on your site.

Obviously your first concern should be creating great content that is useful to your visitors. This not only pleases the big "G" but will help you increase user retention and conversion rates across your web pages.

A key to improving your site's Panda score is to interlink your web pages together. Whenever it is appropriate and helpful add a contextual link within a post to another page on your site. This will ensure your page views go up and also the time spent on your site – 2 things that affect the user engagement statistics of your site.

You should also ensure your navigation is very user-friendly and inviting to visitors. Use breadcrumbs to make it immediately evident what part of the site a visitor is on.

Use LSI keywords in your tags and/or categories to connect each are of your site to another in a way that search engines love and that help your visitors better navigate your pages.

KILLER SEO TIP: You can find LSI keywords by using the Google Keyword Tool. All additional keywords given after your search term are LIS keywords.

Process 5: Link Building

After keyword selection link building is arguably the most important process in any SEO campaign. This is the process whereby you convince the search engines that your site is popular on the internet and thus deserves a high ranking.

When you start to get a high number of related websites to link to your site, using specific anchor text ratios (explained below), you will start to climb the search engine results pages. Obviously there are good ways and bad ways to do this.

When a website links to your site the link is known as a backlink.

You should remember never build too many links too fast. This makes your site look like a spam site and you will run the risk of getting it banned from Google forever.

Therefore you must ensure that your link building appears natural. For example going from zero links to 1 thousand links overnight would not look natural.

In the same manner, if all the links pointing to your website have the same anchor text or if they all came from one place, it would not at all look natural.



Types of Backlinks

- Press releases.
- Blog and forum commenting on relevant and related sites (not comment spam).
- Web 2.0 creation (using articles as content).
- Video marketing. Just paste some pictures into a windows movie-maker file and recite a previously written article.
- Satellite sites related to your market.

KILLER SEO TIP: Build a private network of aged domains with high PageRank and then repurposed them with content that is specific to your market. These relevant, 100% related, high PR links become a very powerful SEO tool for ranking your site!

A Note About Penguin 1.0 & Penguin 2.0

In a Google post-penguin era it is vital that you maintain a good range of one-way-links to your site using specific anchor text ratios.

You build too many exact-match anchors?



To keep your site safe from a penguin attack you need to keep a ratio of 6% or less for the EMK (exact-match keyword) backlinks you use and instead rely on about 28% EMK Variations.

Most of your EMK Variations should use your EMK keyword sandwiched between other words for best effect. Example (EMK in **bold**): "There are better ways to **buy Viagra online** and get cheaper deals".

Also build about 30 % anchor text based on LSI keywords about 20% generic keywords (click here, this site etc.) and about 30% using the naked URL and your brand name.

Penguin 1.0 was the "over-optimization" penalty that Matt Cutts spoke about prior to April 2012. If you get the anchor text ratios wrong your site will almost definitely get a penguin penalty. Unfortunately, to date, the only confirmed penguin recoveries are on huge brand named sites.

It is unlikely your site will recovery from penguin regardless of what actions you take unless you are a huge brand name in your industry such as BMW, Coca Cola etc.

Process 6: Tiered Linking

KILLER SEO TIP: Build links to your existing backlinks to send extra link juice down the vine to your main site!

The easiest way to build links to your site, if you are building the links yourself, is by publishing articles of good quality with a link to your site embedded in the resource section of the article. Then by syndicating those articles to other websites you can quickly build up a large amount of backlinks.



Techniques used to build tiered links include:

- Press releases.
- Article directory submissions.
- Blog and forum commenting.
- Web 2.0 creation (using articles as content).
- Video marketing. Just paste some pictures into a windows movie-maker file and recite an article.
- Satellite sites.
- Private networks for relevant links.
- Micro blogs.

Lower tiered links can use less reputable link building practices as they are far removed from your valuable main web property.

Obviously as an SEO company we have some very detailed and cutting-edge strategies that we use to rank our client's sites on page 1 of Google which we can divulge only to our clients.

However having downloaded and read this entire report you have identified yourself as a person who obviously wants to increase their business' online presence. Having come this far in your journey you have demonstrated that you have the type of business acumen and commitment that we can work with.

Be sure to check out the more in-depth linking guidelines at <http://mcgrathenterpriseseo.com/blog>.

We can help any company gain an online presence and grow their business by embracing 21st Century technologies. If you are interested working with us you can request a quote or subscribe to our services at <http://mcgrathenterpriseseo.com/blog/work-with-us/>.

Thank you,

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