

# **Page One Ranking Using SEO**

**How Search Engine Optimization Will  
Build Your Online Business Quickly**



Presented By  
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Ranking on page one of Google for your keyword phrases is the best way to have new prospects find you and your sites as you build your online business. However, this is not as easy as it once was, and you must now learn something about search engine optimization in order to use this technique successfully.

This Special Report is intended to teach you what you need to know so that your blog and other sites will be indexed by Google and the other search engines, and your keyword phrases will lead new prospects and customers to your door.

Much of what you need to put into place is available at no cost, but one key piece of the SEO puzzle is a paid plugin I talk about in more detail at the end of this report.

## **On Page Search Engine Optimization**

On page search engine optimization is an extremely important part of the overall search engine optimization formula. Some people say it's half the equation. In reality, it's more like an entry ticket to compete.

Having your on-page SEO done well isn't necessarily going to help you topple the #1 position for your keyword. However, if you *don't* have your pages well optimized, chances are you won't rank at all.

Consider it an all-important prerequisite to getting your website ranked on the front page. If you don't have your on page SEO done properly, chances are you won't rank at all.

The primary reason you want to do on page SEO is so that Google can accurately tell what your page is about. A poorly optimized page will seem like it's about everything. A well optimized page on the other hand will tell Google exactly what the page is about, so Google can give you strong rankings for that keyword.

Here's how to optimize your page for search engines. For the purposes of demonstration, we'll be using the "All in One SEO" plugin for WordPress for a number of these steps.

## Step 1: The Title Tag

The title tag is the most important tag in all of your SEO efforts. It's what Google places the most weight on when they're trying to determine what your site is about.

Your title should have as much of your keyword towards the front of the tag as possible.

Home Title:

Your Keyword | Site Name

Different pages on your site should have different title tags. Do *not* have the same title tag throughout your entire website. If you do, you waste each individual page's potential to rank for unique keywords.

For example, below is a setup for how your WordPress pages and posts might look like. You can configure your system to by default put post's title first, then the blog's name second, rather than the other way around.

Post Title Format:

%post\_title% | %blog\_title%

Page Title Format:

%page\_title% | %blog\_title%

## Step 2: Meta Description

Your Meta description tag doesn't actually help you rank higher. Instead, what it does is tell Google what to display beneath your search listing. This can help you get a lot more clicks from Google by writing the "right thing" to hook your audience in.

[Music Reviews, Articles, Release Calendar and more - Metacritic](#)  
[www.metacritic.com/albums](http://www.metacritic.com/albums)

Not every critic is the same. Metacritic offers aggregated **album reviews** from the top critics, and our own METAScore pinpoints at a glance how each album ...

↳ [New Releases](#) - [2011 Music Critic Top Ten Lists](#) - [Coming Soon](#) - [High Scores](#)

Each page on your site can have a different Meta description. You definitely want to write the Meta description for your home page and the popular pages on your site yourself. For the pages on your site that aren't too popular, Google will just take an excerpt from your website and use that as your Meta description.

Home Description:

The best website in the world, bar none. What more do you need to know?

## Step 3: Meta Keywords

Your Meta keywords tags tell Google what keywords you think your site is relevant for. It doesn't bear much weight as far as helping you rank goes, but it can really help Google figure out what your site is about. It takes just a minute to do them and is good SEO practice in general.

Home Keywords (comma separated):

Travel jobs, work abroad, work and travel

## Step 4: URL Structure

Generally, you want your URL to contain your keyword as much as possible. You *never* want to use just your post ID or the date as your URL. You should also avoid cryptic URLs that contain data that no human being can read.

If you want to use just your post title as your URL for example, this is how you'd do it in WordPress' "Permalinks" settings.

 Custom Structure

## Step 5: Image Alt Tags


Optimizing your alt tags plays a much larger part on SEO than a lot of people think. It won't single handedly help you rank, but it is an important factor for your on page SEO.

Give the images on your site good alt tags. Make sure the filenames are meaningful and make sure that your alt tags are descriptive. If you have purely navigational images on your site, such as white space or button backgrounds, name them numbers (111.jpg) rather than a text based keyword.

In WordPress, you can change the alt tag of images by going to that image's preferences.

Size

130%  
120%  
110%  
100%  
90%  
80%  
70%  
60%



Lorem ipsum dolor sit amet consectetur velut pretium euismod ipsum enim. Mi cursus at a mollis senectus id arcu gravida quis urna. Sed et felis id tempus Morbi mauris tincidunt enim In mauris. Pede eu risus velit libero natoque enim lorem adipiscing ipsum consequat. In malesuada et sociis tincidunt tempus pellentesque cursus convallis ipsum Suspendisse. Risus In ac quis ut Nunc convallis laoreet ante Suspendisse Nam. Amet amet urna condimentum Vestibulum sem at Curabitur lorem et cursus. Sodales tortor fermentum leo dui habitant Nunc Sed Vestibulum. Ut

Alignment

☐ None
☒ Left
☐ Center
☐ Right

Title

laos-woman

Alternate Text

Woman from Laos

Caption

## Step 6: Noindex Non-Content Pages

You should noindex your non-content pages. Your affiliate pages, your category pages, your archives and so on should all be noindexed. This is particularly true if those pages contain duplicate content. On most blogs, category and archive pages are mostly duplicate content so you definitely want to noindex those pages.

Use noindex for Categories: ☒

Use noindex for Archives: ☒

## Step 7: Internal Linking

Internal linking is one of the most crucial factors you could pay attention to for your SEO.

Make sure you have links going from all your content pages to other pages on your site. Embed these links within your actual content, or within links on the site or bottom of the article.

Things like “You May Like” boxes or “Related Posts” boxes are all good choices.

### You May Like



[How to Link to a Wikipedia Article From Your Web Site](#)



[How to Create a Link to Another Page in Wikipedia](#)



[How to Create a Definition List in a Wikipedia Article](#)

## Step 8: Have a Robots.txt

A robots.txt just tells search engines where to go and where not to go. This is a good way to disallow search engine spiders from going where they're not supposed to.

This can help you keep the areas you don't want from ranking out of the search engines. For example, you probably don't want the paid areas of your site indexed and shown in the Google search engines.

```
User-Agent: *  
Disallow: /music?  
Disallow: /widgets/radio?  
  
Disallow: /affiliate/  
Disallow: /affiliate_redirect.php  
Disallow: /affiliate_sendto.php  
Disallow: /affiliatelink.php  
Disallow: /campaignlink.php  
Disallow: /delivery.php  
  
Disallow: /music/+noredirect/
```

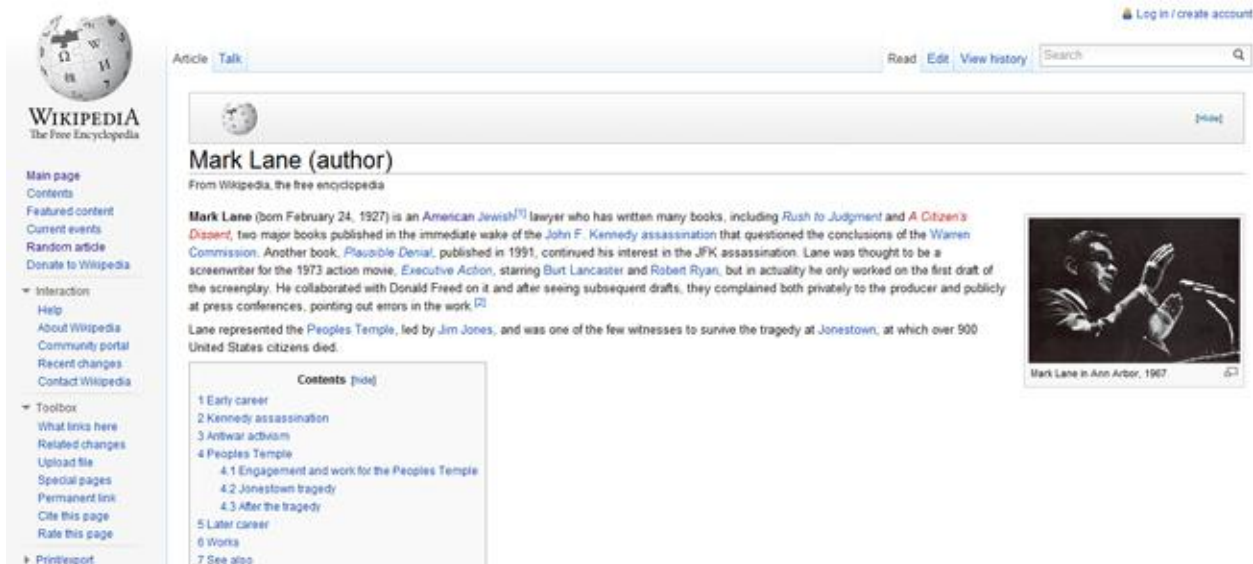
## Step 9: Low Ad to Content Ratio

One factor that's become more prominent since the Google Panda and Panda 2.0 updates is the ad to content ratio on your website. As the name suggests, the idea is to avoid stuffing your site with ads.

Google knows that great websites tend to only have a few ads on their pages. On the other hand, people who focus too much on milking their visitors for as much cash as possible tend to produce lower quality content.

So, therefore, pages with more ads tend to rank lower. Of course, you do need to make money – Just limit your ads to one or two per page, rather than spamming ads all over the place.





## Step 10: Regular, Fresh, High Quality Content

Finally, it all comes down to content and content quality. Google is looking to promote websites with high quality content.

Produce fresh content as often as possible. The more fresh content you have, the higher your chances of ranking.

These are the most important on page factors to pay attention to in search engine optimization. Get your on page optimization right *before* you try and topple your competition.

## 9 Post-Penguin Linkbuilding Tactics

In many ways, the Google Penguin update really tossed up a lot of what the internet marketing world thought they knew about SEO. Many old link building tactics, such as buying .edu links, mass blog comment posting or article directory submissions not only lost value, but could actually come back and hurt your rankings.

Today, the search engine game has more and more become about getting real, genuine back links back to your website. Low quality back links have lost massive value, while high quality back links are gaining more weight.

In addition, Google is placing more emphasis on person to person relationships. In other words, social media relationships are beginning to play more of a part in search engine rankings.

It's safe to assume that Google Penguin won't be Google's last big tossup. As search engine technology and especially the AI technology that was developed for Panda evolve, we can expect more big changes to roll out. More likely than not, these changes will further deemphasize low quality linking and prop up high quality linking even more.

So in the post-panda world, what can you do to build more back links and build your rankings? Read on.

### **#1) Guest Blogging**

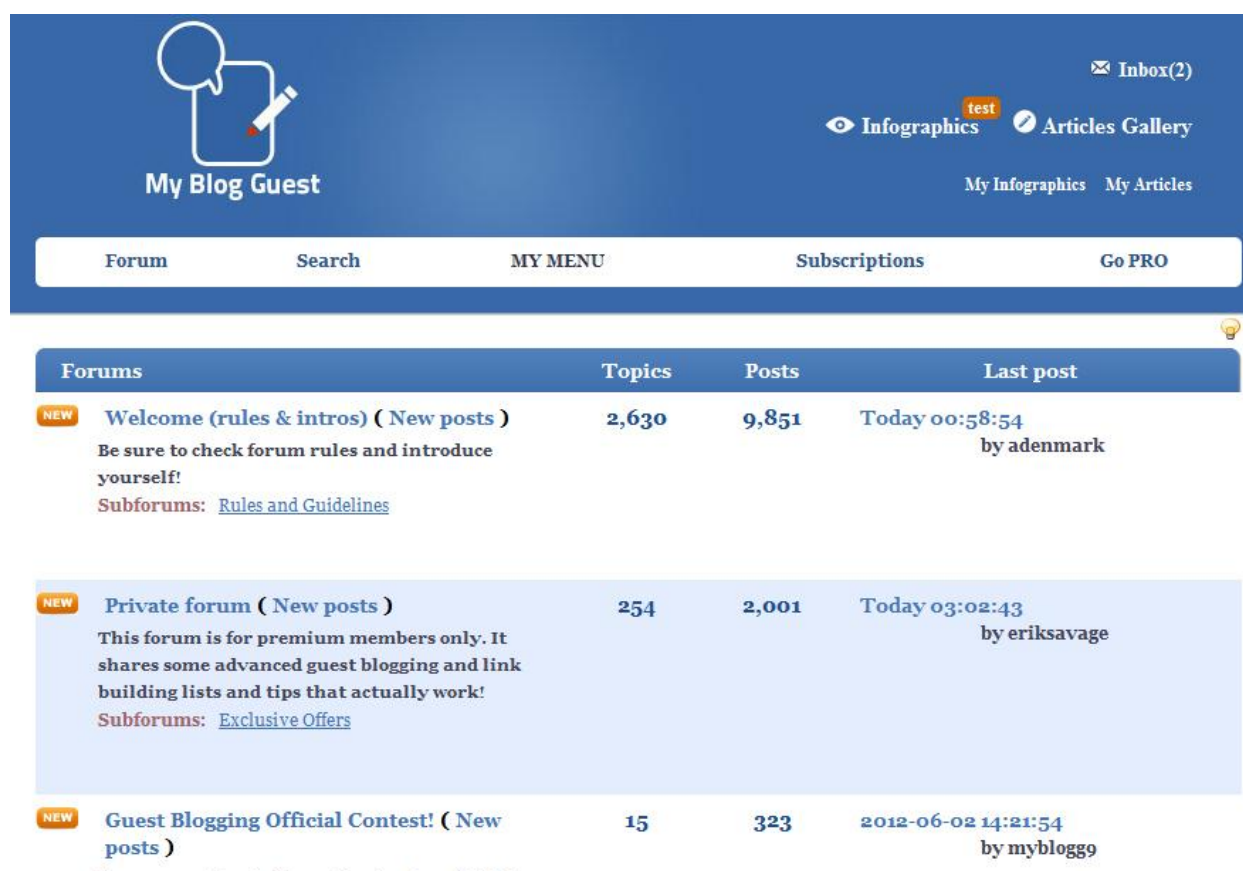
One fantastic way to build links to any website is to write guest blogs. What's amazing about guest blogging is that not only do you get high quality links back to your website, but you also get to put your content right in front of real people in your industry.

There are a few different ways to write guest blogs. The easiest way is to head over to [MyBlogGuest.com](http://MyBlogGuest.com) and find other blogs in your industry who want your content.

This is fantastic for links, but most high quality, high traffic blogs won't be advertising for guest posts this way.

Instead, you need to approach them directly. Try to build a relationship with them by commenting on their blogs and interacting with them over Twitter. Build high quality content on your own website.

Then, when you think you can provide something of value to their audience, send them a message directly with your proposal.



**My Blog Guest**

Inbox(2)

Infographics test Articles Gallery

My Infographics My Articles

Forum Search MY MENU Subscriptions Go PRO

Forums	Topics	Posts	Last post
<b>NEW</b> Welcome (rules & intros) ( New posts ) Be sure to check forum rules and introduce yourself! Subforums: <a href="#">Rules and Guidelines</a>	2,630	9,851	Today 00:58:54 by adenmark
<b>NEW</b> Private forum ( New posts ) This forum is for premium members only. It shares some advanced guest blogging and link building lists and tips that actually work! Subforums: <a href="#">Exclusive Offers</a>	254	2,001	Today 03:02:43 by eriksavage
<b>NEW</b> Guest Blogging Official Contest! ( New posts )	15	323	2012-06-02 14:21:54 by myblogg9

## #2) Genuine Web 2.0 Links

Another great source of links is genuine Web 2.0 properties. These include Squidoo, Hubpages or any other kinds of websites where you can create your own content *and* have it distributed to a real community of people.

The key to creating these kinds of Web 2.0 properties is to create high quality pages. A lot of marketers simply spam Squidoo or other similar sites with low quality content. This doesn't work.

Instead, you need to create high quality content that actually gets voted for on these sites. On Hubpages for example, you want to create pages that actually get a high Hubscore.

When you create a high quality Web 2.0 property, people will comment on it, interact with it and link to it. Google will often rank the page highly. Any links you point to your site from that property will be hugely beneficial to your site.



The screenshot shows a Squidoo lens page. At the top is the Squidoo logo. Below it, the breadcrumb 'Home » Internet' is visible. The main title is 'Affiliate Marketing Tools for Social Networking on Squidoo'. Below the title, it says '11 Comments' and 'Ranked #2,409 in Internet, #138,696 overall'. The lens is created by 'writertiff'. The content of the lens describes a free Squidoo course called 'The Art of Becoming an Information Entrepreneur' and includes a screen shot of a person selling the Squidoo eBook. On the right side, there is a profile picture of the creator, a list of achievements (102 featured lenses, Winner of 10 trophies, Top lens 'Where Is Madeleine McCann?'), and a button to 'Create a Lens!'. At the bottom, there are social media links and a section for 'Explore related pages' with links to 'Custom PLR Articles on Any Niche' and 'How to Launch Your Own eBook'.

### #3) Help a Reporter Out

One of the best ways to get in contact with reporters who need stories is Help a Reporter Out (HARO.) This is a free site where reporters who need sources go to post what they need.

Sign up for their newsletter. Anytime a reporter requests a source in your area of expertise, contact them. Get in touch and let them pick your brains about the topic.

This benefits you in a few ways. First, they'll often link to your website right then and there. Make sure you ask them to make the link active, as often newspapers will just write your site in text without linking.

Second however, you build a relationship with that journalist. If you keep doing this, you'll soon have a small rolodex of press people who're in your debt. When you next launch a creative or edgy product, you can get in touch with them and manufacture your own press blitz.

The screenshot shows the VOCUS HARO website. The top navigation bar includes 'Reporters', 'Sources', and 'Sponsors'. A green bar below the navigation contains the HARO logo, social media links for HARO and @helpareporter, and a 'Login' button. A yellow banner displays statistics: 'Active Sources: 132,270', 'Journalists: 29,478', and 'Daily Queries: 210'. The main content area is split into two columns. The left column, titled 'REPORTERS', features the text 'Qualified sources when you need them!' and describes HARO as the largest source repository. It lists benefits: 'No registration required' and '100% free to use'. At the bottom of this column are buttons for 'SUBMIT QUERIES' and '» LEARN MORE'. The right column, titled 'SOURCES', features the text 'No such thing as free PR?' and describes how HARO sources are quoted in major media. It includes a video player for a 3-minute overview and a 'BECOME A SOURCE' button.

#### #4) Contact Your Commenters

If you run a blog, discussion board or website that has any kind of social interaction, chances are other people who also have websites are going to contact you.

Whenever you receive a comment from someone who says they love your site, get in touch with them. See if you can arrange some sort of back link deal with them.

These people already love your content. Getting them to agree to have you write a guest post or even give a free link back to you on a relevant page shouldn't be too difficult.

{ 6 comments... them below or [add one](#) }

**Elaine** February 7, 2012 at 5:17 am [edit]



Very well done article. In a stretch, this could be considered arbitrage. Even in the

## #5) Build Real Relationships

Go to conferences and cultivate real, genuine relationships. Meet people face to face and engender goodwill.

A lot of people will link to you if they like you and you ask. In fact, for many high profile individuals that's the only way you can get them to link back to you.

People with massive twitter followings or blog followings are very rarely going to link to you if you just ask them out of the blue. They don't know you and receive a dozen such requests every day.

On the other hand, if you meet them in person, have a good conversation and develop a rapport, there's a very good chance they'll do you that favor. That's how you get the PR5 and PR6 back links – Through real personal relationships.

## #6) Social Bookmarking Websites

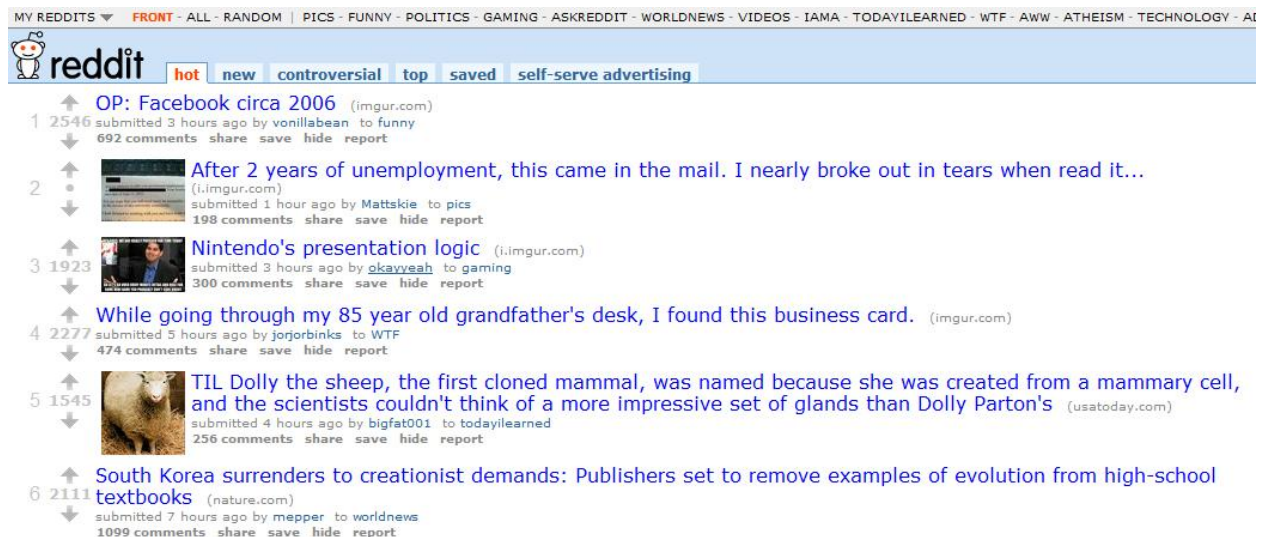
Getting your content to the front of a social bookmarking website like Reddit, Digg or StumbleUpon is a fantastic way to drive tons and tons of traffic your way. If you're making this a genuine goal of yours, make sure your server is setup to handle the traffic.

If you do manage to get your post ranked highly on a social bookmarking site, you'll see *tens of thousands of people* flooding into your website. Don't be alarmed if the bounce rate is much higher than usual or the time on site



much lower. The quality of traffic from these sites tends to be lower, as people on these sites click many links in a short period of time.

The real value you'll get from getting on the front of a social bookmarking site is through the links you'll build. If you land on the front of reddit, you're going to get dozens or even *hundreds* of back links in a matter of hours or days. These will help your rankings for the rest of your site's life.



## #7) Build a Strong Social Media Presence

Google is paying more and more attention to social media. Already Google +1s carry a ton of weight. If someone +1s any of your content, there's a great chance that your site will be popping up very often in the search results.

Create a popular fan page. Be active on Twitter. Get Google +1s. If you're not already active on social media, now is the time. The time for webmasters to "wait and see if it matters" is over.

Experts have said it. Web stats have said it. Users have said it and now the search engines are saying it: Social media matters. Today, not only will it drive visitors, but it'll drive rankings as well.

Social media links might not matter in the traditional PageRank passing sense, but having a strong social media presence will still certainly help your rankings.



## **#8) Do an Interview**

Find experts in your niche and interview them about the subject.

When you do this, the expert will often link to you. Other people will link to you. It'll be fantastic for search rankings, for twitter, for Facebook, for your email list and for building traction all around.

Again, the key to getting people to agree to be interviewed is to build personal relationships. Either that, or build relationships with key networkers who can introduce you to other influential people.

## **#9) Start a Video Series**

Videos are a fantastic way to both get new visitors and improve your relationship with your old ones.

Start a video series and publish it regularly. Get people in the habit of receiving content from you. People who love your content will watch and share your videos regularly. Keyword optimize your videos and there's a great chance that you'll rank highly on Google or YouTube.





These are nine link building tactics you can use today to generate *real, genuine links* that post-penguin Google will love. What's more is that these link building tactics will almost definitely survive the next Google update, and the one after that. These links aren't built on quick-fix solutions, but actually get you real endorsements from real people.

# Google Keyword Tool Guide

When it comes to keyword tools, the Google Keyword Tool is the king of the hill. The Google Keyword Tool pulls its data straight from Google's database. Here you can find out exactly how many people each are searching for the keyword terms you're targeting every month. You can find out keywords that people who search for one term also tend to search for.

What's great about the Google Keyword Tool is that you can figure out what keywords Google thinks are relevant – *Straight from Google*. Google likes to rank sites that target groups of related keywords. Does Google think your keywords are related? Why not ask Google?

Google's keyword tool offers a wide range of different tools and options. You can search by broad, phrase or exact match. This allows you to figure out broadly how many people are performing searches for a keyword, as well as precisely what people type into Google. You can search by specific countries or languages, as well as filter your results any number of ways.

By and large, for most projects the Google Keyword Tool is all you need. Some projects might truly require more complex tools, which generally *have* to be paid tools since Google charges an API fee for outside apps to pull their data. If you're doing SEO or PPC research on a small to medium scale however, the Google Keyword Tool can easily provide you with all the data you'll ever need.

Here's how to use the Google Keyword Tool.

## Step 1: Enter Your Keywords

To access the Google Keyword Tool, go to:

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

Note: The Google Keyword Tool doesn't have an explicit standalone URL. Instead, it's part of Google's AdWords suite. The exact link may change as Google changes their AdWords system. As long as the Google Keyword Tool exists, you'll be able to access it by typing "Google Keyword Tool" in Google and clicking one of the first links.

To get started, enter the keyword you want to research in the “Word or phrase” box.

### Find keywords

Based on one or more of the following:

Word or phrase	golf swing
Website	www.google.com/page.html
Category	Apparel ▼

## Step 2: The Exact Term Checkbox

Check whether you want Google to treat your term as an exact term.

☐ Only show ideas closely related to my search terms ?

What exactly does this mean?

If you don’t check this box, Google will give you all kinds of keywords that are *related* to your keyword. For example, if you type in “interior decorating tips,” Google might give you terms like “interior decorating,” as well as “choose furniture” or “home décor.”

On the other hand, if you checked the box, Google will incorporate only keywords that contain your keyword or something very close to your keyword. So you might get keywords like “quick interior decorating tips” or “green interior decorating tips.”

Unchecking the box is a good way to brainstorm for new keywords. Checking the box is a good way to research exact search volumes for closely related keywords.

## Step 3: Interpreting the Results

Once you hit search, you’ll then be presented with all the results that Google came up with.

<input type="checkbox"/> <input checked="" type="checkbox"/> Save all Search terms (1)		1 - 1 of 1 <input type="button" value="←"/> <input type="button" value="→"/>	
Keyword	Competition	Global Monthly Searches <input data-bbox="1149 296 1166 317" type="button" value="?"/>	Local Monthly Searches <input data-bbox="1393 296 1409 317" type="button" value="?"/>
<input type="checkbox"/> <a href="#">golf swing</a> ▼	Medium	450,000	246,000
<input type="checkbox"/> <input checked="" type="checkbox"/> Save all Keyword ideas (100)		1 - 50 of 100 <input type="button" value="←"/> <input type="button" value="→"/>	
Keyword	Competition	Global Monthly Searches <input data-bbox="1149 426 1166 447" type="button" value="?"/>	Local Monthly Searches <input data-bbox="1393 426 1409 447" type="button" value="?"/>
<input type="checkbox"/> <a href="#">golf swing tips</a> ▼	Medium	18,100	9,900
<input type="checkbox"/> <a href="#">golf swing basics</a> ▼	Medium	4,400	2,900
<input type="checkbox"/> <a href="#">stack and tilt golf swing</a> ▼	Medium	3,600	2,400
<input type="checkbox"/> <a href="#">perfect golf swing</a> ▼	Medium	22,200	9,900
<input type="checkbox"/> <a href="#">the golf swing</a> ▼	Medium	450,000	246,000
<input type="checkbox"/> <a href="#">golf swing speed</a> ▼	Medium	14,800	9,900
<input type="checkbox"/> <a href="#">golf swing aids</a> ▼	High	5,400	3,600
<input type="checkbox"/> <a href="#">golf swing trainer</a> ▼	High	8,100	5,400
<input type="checkbox"/> <a href="#">golf swing plane</a> ▼	Medium	14,800	8,100
<input type="checkbox"/> <a href="#">simple golf swing</a> ▼	Medium	8,100	4,400
<input type="checkbox"/> <a href="#">ben hogan golf swing</a> ▼	Low	3,600	2,400
<input type="checkbox"/> <a href="#">one plane golf swing</a> ▼	Low	4,400	2,400
<input type="checkbox"/> <a href="#">golf swing drills</a> ▼	Low	6,600	4,400

First you'll have the "Search Terms" box. This will give you all the data for the exact search terms you entered.

Below that, you'll have the "Keyword Ideas" box. This is where Google will give you all the data they have about keywords that are related to yours.

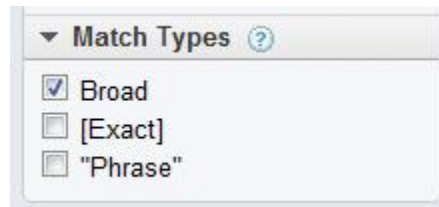
The competition gauge is semi-accurate. If you're doing keyword research using a specific methodology, it's better to use your own methodology than use this gauge. For example, if you're gauging competitiveness based on the PR ranking of the top pages and the number of exact match anchor text links it has incoming for the search term, stick with that strategy rather than use Google's "Competition" gauge.

The "Global Monthly Searches" is the main number you want to look at for most sites. This is how many people in total search for your keyword term each month. The "Local Monthly Searches" on the other hand gives you data for how many people searched your term just in the country you selected. This is useful for local businesses or businesses that only target one country.

## Step 4: Refine by Match Type

Next, you can refine by match type. This is a crucial step that a lot of beginning marketers accidentally skip.

On the left hand side you can choose to see the result for Broad, Phrase or Exact match. Make sure you have the correct box checked.



What does each of these mean? Let's take a look at an example.

Example Keyword: Karate Kid

**Broad:** Any keyword that has your keywords incorporated is displayed. For example, "Karate for Kids" or "Karate Kid Movie" would both count as a search for broad match.

**Phrase:** Only keywords that incorporate the word in the order that you entered will be displayed will show up. So "Karate Kid Movie" would count for phrase match, but "Karate for Kids" won't.

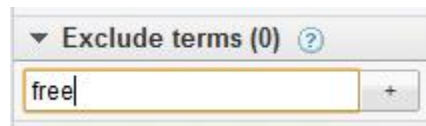
**Exact:** Only the exact work "Karate Kid" will count, anything else with any added words will not count.

A lot of people accidentally leave the keyword tool set at broad match and think their keywords have a lot more volume than they really do. When you're targeting specific keywords to rank for, always research volume using exact match.

## Step 5: Exclude Terms

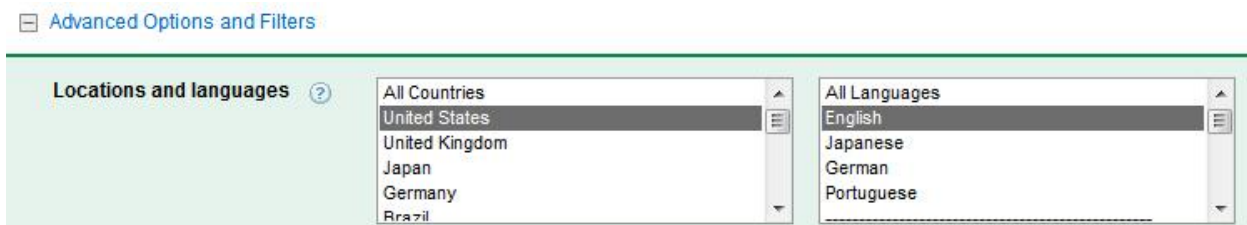
Often time's you'll want to exclude certain terms from showing up in your results. For example, if you're promoting a "karate for kids" website, you'll probably want to exclude any keywords that allude to the movie. So keywords like "movie," "DVD" or "Jackie Chan" should all be excluded.

Another common keyword to exclude is “free” if you’re promoting a paid program.

A screenshot of a search tool's 'Exclude terms' section. It features a dropdown menu labeled 'Exclude terms (0)' with a help icon. Below it is a text input field containing the word 'free' and a plus sign button to the right.

## Step 6: Location and Languages

Under “Advanced Options and Filters,” select which country(s) and language(s) you want your results to display for.

A screenshot of the 'Advanced Options and Filters' section in a search tool. It has a tab labeled 'Advanced Options and Filters'. Below it, the 'Locations and languages' section is active. It contains two dropdown menus: 'All Countries' with 'United States' selected, and 'All Languages' with 'English' selected. Other options in the country list include United Kingdom, Japan, Germany, and Brazil. Other options in the language list include Japanese, German, and Portuguese.

If you’re only doing business in certain countries, it helps to get a gauge for how much volume is in those countries, rather than the global volume.

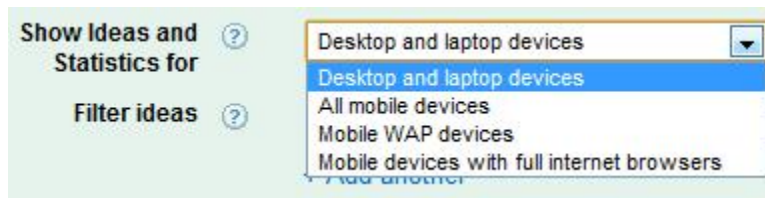
## Step 7: Adult Results

Choose whether you want non-PG13 results to show in the search results. Sometimes if you’re not able to find search results, even for keywords that are relatively tame, it’s because this box isn’t checked.

A screenshot of two checkboxes in a search tool. The first checkbox is labeled 'Include specific content' with a help icon. The second checkbox is labeled 'Include adult ideas' and is currently unchecked.

## Step 8: Devices

Choose which devices you want to see results for. If you’re researching data that’s exclusively for mobile devices, this can be a good way to narrow down your results.



## Step 9: Filter Results

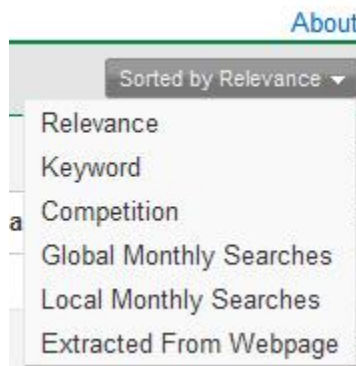
If you're looking for keywords with a specific amount of search volume, it can help to just tell Google what you're looking for. That way your search results won't get crowded with keywords that don't fit your criteria.



For example, if you're only looking for exact match terms with 1,000 to 5,000 searches a month, all you need to do is setup a couple filters and you're set.

## Step 10: Sort Results

Choose how you want your results sorted. By default Google sorts by relevance, but you'll very often want to sort by number of searches instead.



## Step 11: Search by Website

Another common way to find keywords is to enter a competitor's URL into the Google Keyword Tool. Google will pull up a list of all the keywords they think are relevant to that URL.

This is a great way to "steal" keywords that you wouldn't normally think to search, or that Google wouldn't normally pull up through relevance.

### Find keywords

Based on one or more of the following:

Word or phrase	One per line
Website	swingsurgeon.com
Category	Apparel ▼

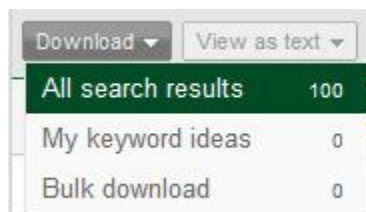
As you can tell, the search results are much more wide ranging than when you type in one specific keyword to stem your research from.



<div> <div> <div></div> <div>Save all</div> </div> <div>Keyword ideas (100)</div> </div>		
Keyword	Competition	Global Monthly Searches <span>?</span>
<input type="checkbox"/> tee it ▾	Medium	13,600,000
<input type="checkbox"/> putting with ▾	Low	1,830,000
<input type="checkbox"/> a putter ▾	Medium	1,000,000
<input type="checkbox"/> instruction online ▾	High	201,000
<input type="checkbox"/> school of golf ▾	Medium	201,000
<input type="checkbox"/> golf woods ▾	Low	201,000
<input type="checkbox"/> fairway woods ▾	High	110,000
<input type="checkbox"/> sports psychology in ▾	Medium	110,000
<input type="checkbox"/> short game ▾	Low	110,000
<input type="checkbox"/> 3 woods ▾	Medium	90,500
<input type="checkbox"/> hitting the baseball ▾	Medium	60,500
<input type="checkbox"/> the tour championship ▾	Low	49,500
<input type="checkbox"/> club fitting ▾	Medium	40,500

## Step 12: Downloading the Results

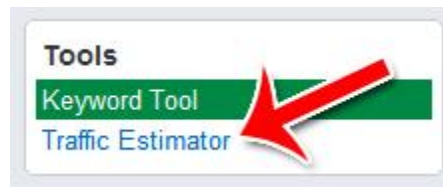
If you want to download your results offline, just click "Download." You'll be able to save your results in spreadsheet format, with both the keyword data and the volume data.



## Step 13: Estimating PPC Costs

If you want to estimate PPC costs *outside of an AdWords account*, here's how you do it. Note that if you have an AdWords account, it's better to use internal tools, as that'll take into account your Quality Score and relevance when calculating click costs.

Start by going to the "Traffic Estimator" tool in the upper left corner.



Enter your keyword, then set your daily budget and max CPC.

### Get traffic estimates

Word or phrase (one per line)

golf swing

Max CPC \$ (required) ?

5

Daily budget \$ ?

100

Google will display your results, along with the estimated CPC below.

Keyword	Global Monthly Searches ?	Local Monthly Searches ?	Estimated Avg. CPC	Estimated Ad Position	Estimated Daily Clicks
<input type="checkbox"/> golf swing ▾	450,000	246,000	\$0.66	1.05	147.06

That's how to use the Google Keyword Tool! You now know how to use one of the most versatile keyword research tools on the planet. Using the Google Keyword Tool, you can research any niche or market you're tackling, whether you're using PPC or SEO.

## Checking Your Rankings With Rank Tracker

Rank Tracker is a very popular tool for checking rankings of different websites. You can check a variety of search engines all at once and many different keywords all at once. You can save different websites as different projects so you can see how they do over time. All you need to do to refresh all your keyword rankings is to click one button.

Rank Tracker is actually an amalgamation of several popular SEO tools, including SEO Spyglass, that were all published by the same publisher. These tools are now rounded up into one tool, Rank Tracker.

There's a paid version and a free version. The free version allows you to check your rankings and do most of what the casual person would want to do. The paid version allows you to incorporate more data, generate custom reports, graph out your results and more.

If you're targeting a large list of keywords, typing the keywords in by hand to check your rankings simply isn't economical. Using a tool like Rank Tracker is much faster, easier and more accurate.

Here's how to use Rank Tracker to track your keywords.

### Step 1: Download Rank Tracker

Go to <http://www.link-assistant.com/rank-tracker/> to get the Rank Tracker tool. You'll be asked to select either the paid or free version.

Rank Tracker will be automatically checking your website's positions in any search engines you need, for any keywords — and you get all this without stirring a finger!

Download FREE Edition

Order Rank Tracker

In order to download your software, you'll need to give them your email address.

Name: \*

Email: \*

[Download Rank Tracker](#)

We will not share your personal information with anyone else.

Your download link will be sent to you by email.

## Step 2: Select Website to Track

When you open Rank Tracker for the first time, you'll automatically be taken to the tracking wizard. Start by entering the URL of the website that you'd like to track.

Create New Rankings Monitoring Project

**Step 1: Choose Your Site**

Welcome to Rank Tracker! Rank Tracker is an advanced search engines positions tracking tool that will let you monitor your rankings in all the major SEs like Google, Yahoo!, Bing and more.

Enter site URL to check:

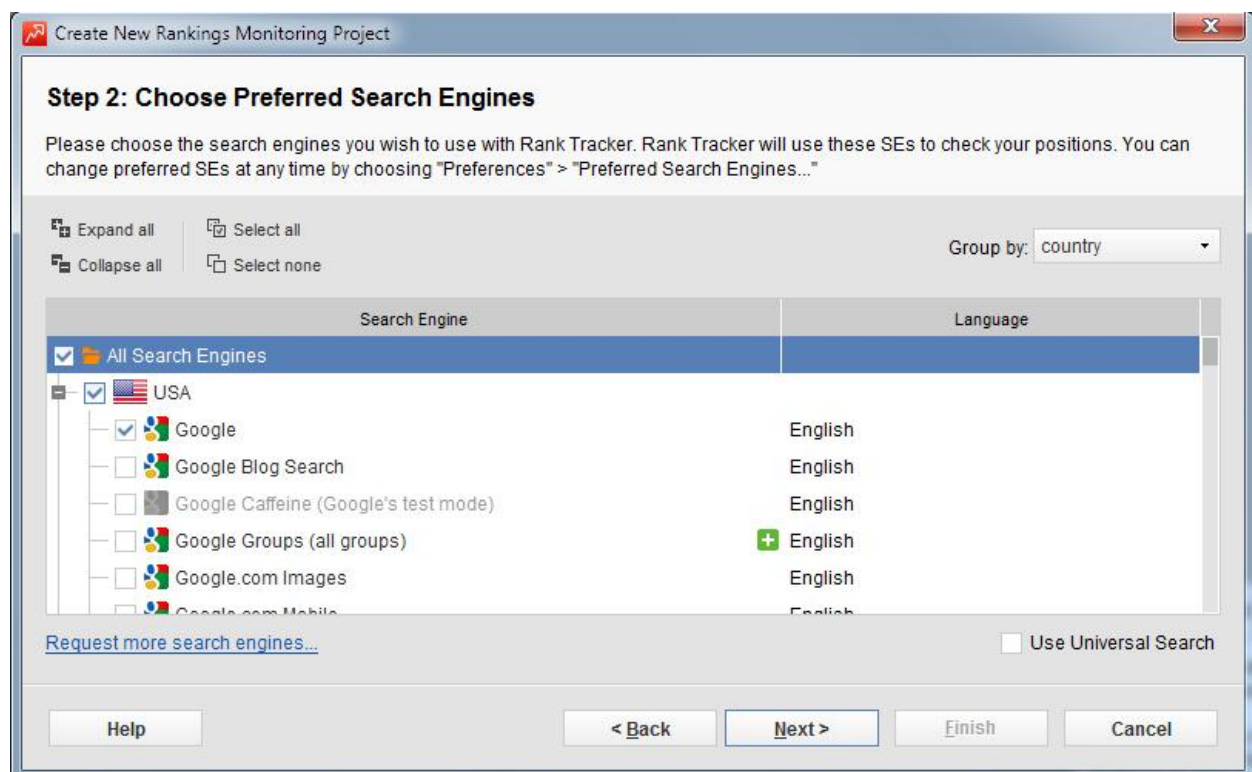
Please enter the URL of the site you wish to track search engines rankings for.

Help < Back Next > Finish Cancel

## Step 3: Select Search Engines

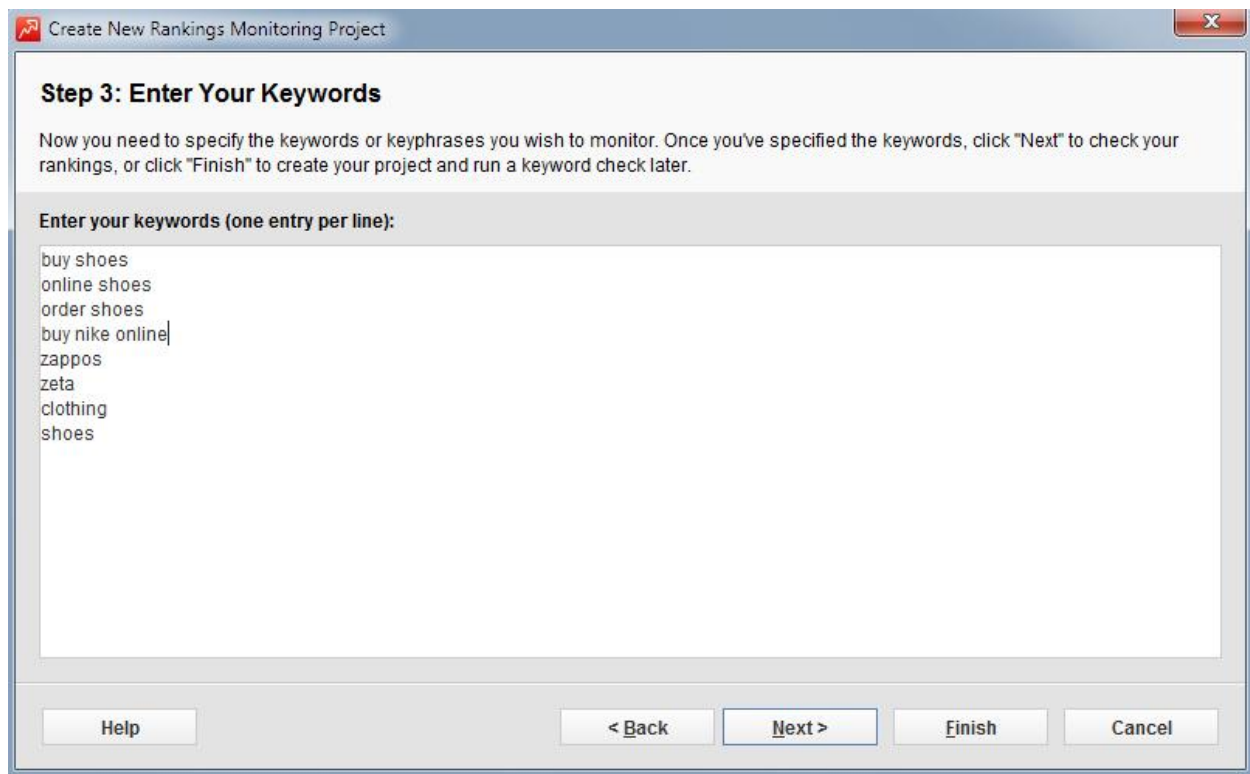
What search engines do you want to track? Just click the checkbox next to the search engine to add it to the list. By default, Google, Bin and Yahoo are checked.

Rank Tracker supports all the major search engines. It also supports a number of non-major search engines, including Ask.com, Excite, Lycos and dozens of others.



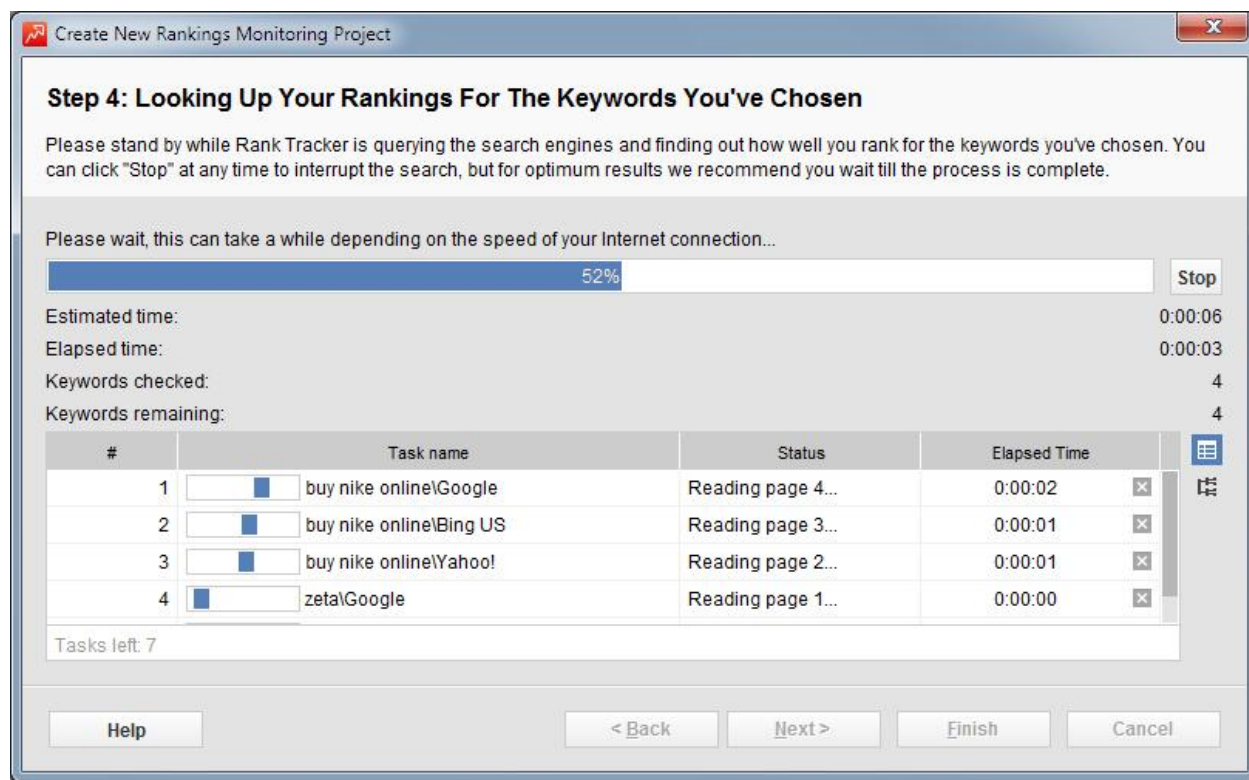
## Step 4: Enter Your Keywords

Enter the keywords that you want to track. Press enter between keywords. Use this as a tool to track keywords you're targeting or are already ranking for, rather than as a keyword exploration tool.

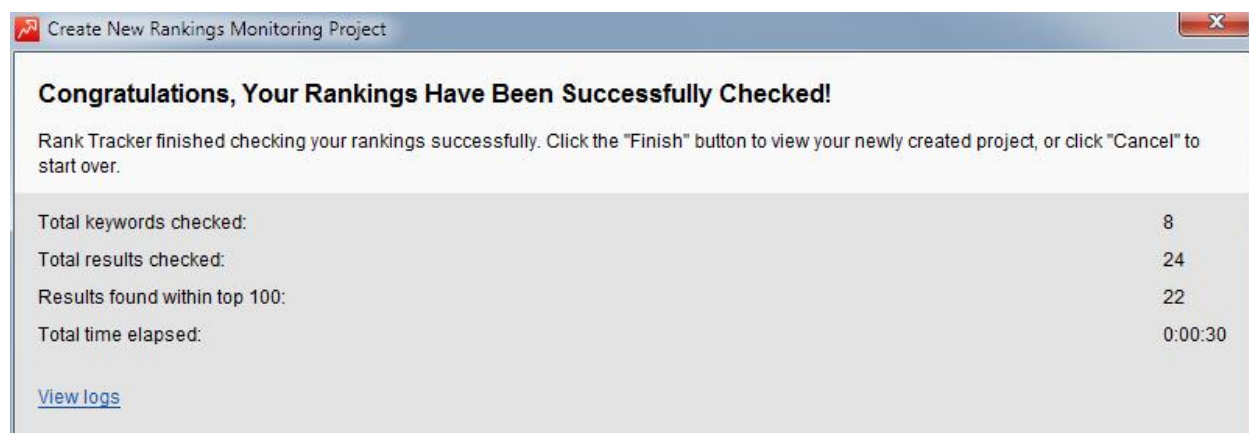


## Step 5: Checking

Next you'll see this screen as Rank Tracker checks your results. If you're checking a lot of keywords or if you're checking a large number of search engines, you may want to just leave it for a while to do its work.



Once the checking is complete, you'll see this screen.



## Step 6: Viewing the Results

Now you'll be presented with all the results from the Rank Tracker scan.



The screenshot shows the Rank Tracker software interface. At the top, there's a menu bar with 'File', 'Tools', 'Preferences', 'Window', and 'Help'. Below that, a 'Project' dropdown is set to 'www.zappos.com'. The main area is titled 'Keywords' and 'Report'. It includes buttons for 'Suggest', 'Add', 'Check Rankings', 'Visits', and 'Show Competitors'. A 'Quick Filter' box contains the text 'contains'. Below these is a table with the following data:

#	Keyword	Google Rank	Bing US Rank	Yahoo! Rank
1	buy nike online	Not in top 100	66	63
2	buy shoes	2	2	2
3	clothing	2	2	2
4	online shoes	5	2	2
5	order shoes	1	1	1
6	shoes	9	3	3
7	zappos	1	1	1
8	zeta	7	11	Not in top 100

By default the keywords are sorted by alphabetical order. To change how the columns are sorted, just click the top of any column.

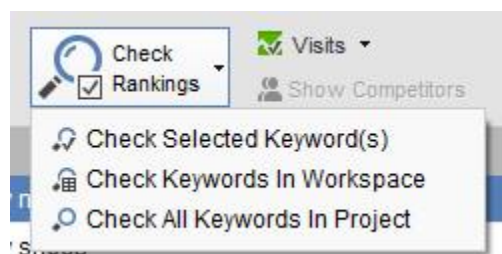
The search engine name will be displayed along the top column and your rank in that search engine will be displayed across from the keyword.

This will quickly show you exactly where you rank on various keywords and on various search engines.

## Step 7: Checking Again

Of course, the idea with Rank Tracker isn't just to check your rankings once. The idea is to use the tool to easily monitor all your rankings in one click, over time.

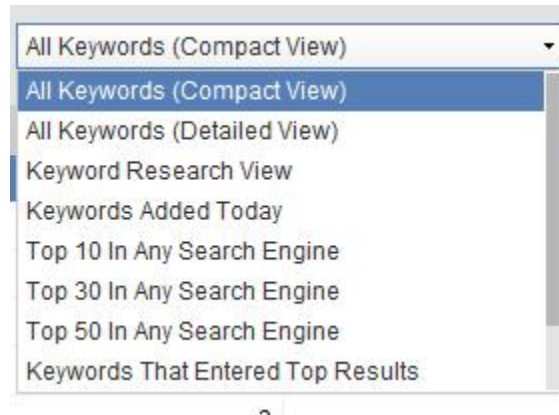
To run another Rank Tracker test, just click the "Check Rankings" button. You can choose to re-check only certain keywords or all the keywords.





## Step 8: Filtering Results

To filter your results and show only some of your keywords, use the filtering options at the top.



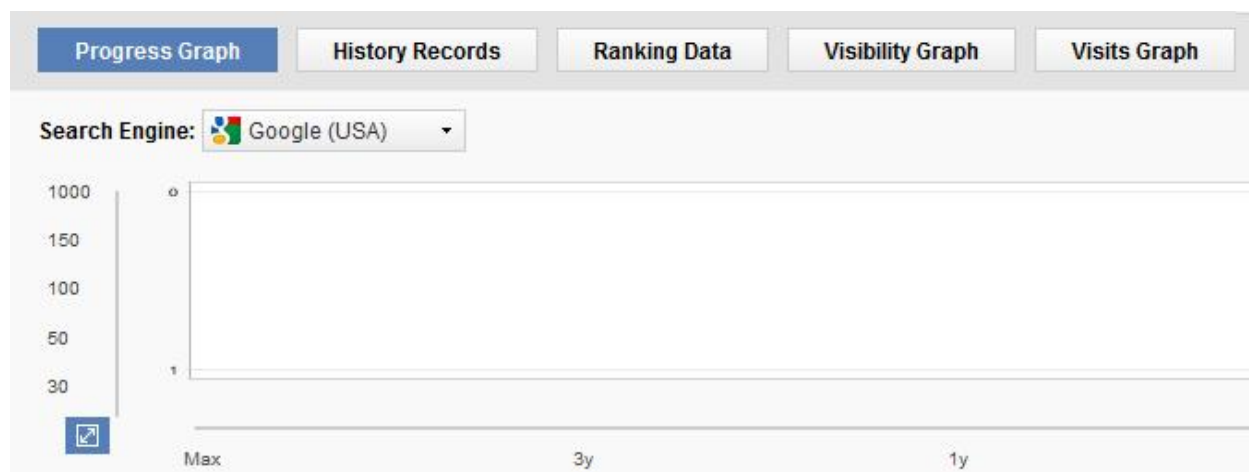
You can also type in a keyword in the “Quick Filter” box to only show those keywords that contain the phrase you entered.



## Step 9: Progress Data

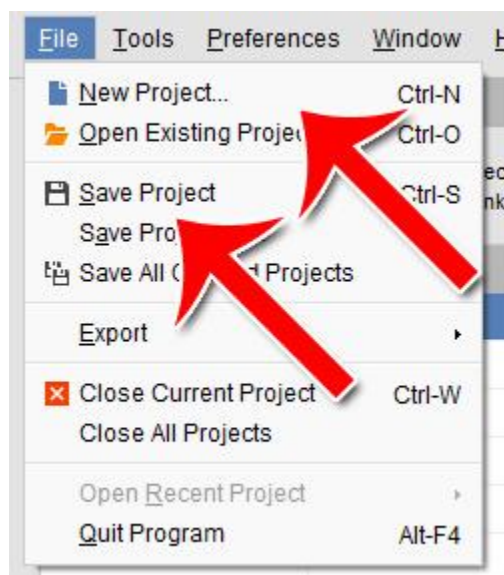
Want to see how your keywords are performing over time? Just take a look at the bottom charts. These charts start off blank, but as you track the performance of your keywords will fill up with various data points.

This makes it easy for you to see if your rankings are rising or falling over time.



## Step 10: Saving and Starting a New Project

To start a new project without the startup wizard, just go to File > New Project. You can save the existing project by going to File > Save Project so you can access it at a later time.



That's how to use Rank Tracker to check your rankings. You can use this software to track anything from a small personal website with a handful of keywords to an enterprise level website with hundreds of keywords. Rank Tracker is a powerful yet easy to use and highly versatile tool that should be part of any serious marketer's toolbox.

## Measure My SEO Plugin

The plugin that has made my SEO efforts pay off in a huge way is called Measure My SEO from Jason Fladlien and Wilson Mattos. Jason and Wil are experts in this area and I was excited when they created this plugin several months ago to make it a simple process for us to see how well we were doing and then make immediate changes to improve our search engine ranking for our keywords.

You can watch a short video (5 minutes) on how this plugin works by clicking on the image below, or go directly to <http://SEOPageRankNow.com>. This tool levels the playing field for all of us as we work to build profitable online businesses in any niche.



To Your Massive Online Success,

*Connie Ragen Green*