

Easily Get 2000+ Targeted Search Engine Visitors a Day...
Visit www.DominateSearchEngines.com

My Top Five Most Closely Guarded SEO Secrets

An **AffiliateUpsell** Self Help Starter Guide,
based on the principles of The Singal Marketing Self Help System

By **Anik Singal**
www.AffiliateUpsell.com

Learn How I get 2000+ Targeted Visitors a Day to ANY Website:
www.DominateSearchEngines.com

This is a FREE report. Please feel free to pass it on to anyone you would like. However, you may not change ANY of the content. You also may NOT sell this report. It is to be given away for FREE only.

This report may be used as a BONUS report for any product without prior consent from the author.

Easily Get 2000+ Targeted Search Engine Visitors a Day...

Visit www.DominateSearchEngines.com

My Top Five Closely Guarded SEO Secrets

By Anik Singal, AffiliateUpsell.com

Have you been jumping on one Internet marketing bandwagon after another without achieving any **consistent income**? I've experienced the same disappointment. It seems like it's relatively easy to make a few hundred bucks on a fad product or a fly-by-night MLM. But it's another thing to actually **build consistent revenue streams online**.

This is why I have developed the Affiliate Upsell Secrets System. The goal is to empower you so that you are not at the mercy of every online trend. Like many other self-help methods, the System is based on how I finally achieved success after many false starts. It also goes back to timeless principles that never change – no matter what the latest craze might be.

That's why this first Marketing Self Help Starter Guide is about SEO – Search Engine Optimization. **If you are going to make consistent money online, you must grasp these secrets of SEO.**

Business is a lot like love, health, friendship, life. Often the big "secrets" are staring us in the face. If we'd only bother to stop and look at them carefully, we'd be making a big profit. **Search engine optimization can be profitable, straightforward and downright easy – but only if you understand and take advantage of the hidden principles behind it.**

My closely guarded SEO "secrets" are beautifully simple. If you grasp them, and integrate them in every aspect of your online business, you will make consistent money! Let's get started...

SEO Secret #1

Learn To Love Spiders More Than Cool Web Site Tricks.

Contrary to the claims of high-priced SEO firms, optimizing your web site for search engines is not brain surgery. But you must first accept the fact that "spiders" – the search engine programs that read web pages – run away from non-HTML code. **This is why the first thing any SEO expert will do – before researching keywords or rewriting your copy – will be to look at your web site code.**

If your web pages are full of Javascript, graphical navigation buttons, Flash animation, and other glitzy stuff, your odds of ranking high in the search engines sink like a stone. **The spiders may never even find your site, let alone start adding your pages to their search results.**

You say you just can't give up those cool Javascript menus or that glitzy Flash intro? Then be prepared to get shunned by the search engines. **Spiders are**

Singal Marketing Self Help Starter's Guides

Copyright © 2004 All Rights Reserved

www.AffiliateUpsell.com

Easily Get 2000+ Targeted Search Engine Visitors a Day...

Visit www.DominateSearchEngines.com

good at only two things: reading basic HTML and finding text. If your sites throw obstacles in their path, resign yourself to obscurity – and poverty!

The most important SEO secret you will ever grasp is incredibly simple. **Your web site must be built so spiders can read your text. The text is where the gold is.** This means no Flash animations. Your HTML must be plain and clean. Your graphics must be kept to a minimum. And links should always be text – not Javascript buttons or drop-down menus.

SEO Secret #2

Work With The Search Engines – Not Against Them.

Millions of dollars are wasted trying to outfox the search engines. People everywhere scramble from gimmick to gimmick to be #1 for a general search term like “weight loss.” Sometimes they even manage to do it – for about 10 minutes. **Then one little tweak by Google ... and they’re back to #8,734.**

The lesson? **Neither you, nor any analytical tool, nor any automatic site submission service, nor any SEO guru, can manipulate Google for long!** Google employs too many brilliant engineers. Their minds collectively focus on one task – to make Google results as relevant as possible. These people invent Google’s **algorithm** - a mathematical formula that decides your rank.

The algorithm is impartial. The algorithm is complex. The algorithm – not a human being – decides your page rank. Given the millions of web sites on “weight loss,” your odds of outsmarting the algorithm to get a #1 spot are ludicrously small. **So instead of spending money on SEO gimmicks, invest in educating yourself so you can work harmoniously WITH the search engines.**

A solid, informative book like Sean Burns’ **“Rankings Revealed” ← Click Here** can get you up to speed, and it never goes out of date (12 months of updates come with your purchase). You don’t have to understand every detail of Sean’s book. **But to be a success , you MUST wrap your mind around a “search engine friendly” approach to online business.**

Instead of trying to manipulate the search engines, build a site that doesn’t FIGHT them. Avoid questionable gimmicks, but embrace search engine friendly tools like Traffic Equalizer [Visit www.DominateSearchEngines.com for more information], that help you save time, add real value to your site, and are designed to work hand in hand with the search engines (I’ll tell you more about Traffic Equalizer later).

Don’t try to outsmart the search engines. Work WITH them, not against them.

Easily Get 2000+ Targeted Search Engine Visitors a Day...

Visit www.DominateSearchEngines.com

SEO Secret #3

Do Not Build A Website Until You Have Researched Your Keywords.

Imagine that you have a \$25,000 marketing budget for your online weight loss herbal supplement business. Should you invest it in trying to build a site to rank #1 in Google for "weight loss?" **NO.**

What would be the point? To get tons of traffic? Maybe. But people searching on "weight loss" could be looking for everything from weight loss diet books... to weight loss prescription drugs... to scientific studies on weight loss in middle aged men... to weight loss as a symptom of a rare blood disease. **Do you really care about getting ALL those untargeted visitors to your site? Are they ALL good prospects for your supplements? NO.**

So before you spend one single penny – or one minute – building your web site, find out what the low competition search phrases are for your particular product. It doesn't matter whether you are an affiliate selling someone else's product, or marketing your own proprietary supplements. **Do your keyword research BEFORE, not after you've built your site.**

Avoid setting an impossible goal, such as being #1 in Google for a general term like "weight loss." Isn't it wiser – and easier on you - to invest \$1,000 building a site filled with specialized pages, each of which revolves around ONE highly targeted keyword like "over 40 woman's herbal weight loss"?

As Sean explains in "[Rankings Revealed](#)," think about the business goals of your site. Strive to be successful with 50 highly focused pages, each of which ranks high for a single phrase. Don't build 200 pages that are trying to push you to the top for a general term that won't bring you much real business anyway.

Keyword research and targeted pages are a smarter investment than hundreds of doorway pages that may get banned tomorrow. With tools like [Traffic Equalizer](#), you can build keyword-targeted pages that are actually useful to your visitors. But you have to know which keywords to focus on FIRST.

There are many free and low-cost tools for finding low competition search phrases. [Visit <http://www.content.overture.com/d/USm/ac/index.jhtml> and click "Search Term Suggestion Tool"]. But whatever tool you choose, go for search terms that are highly specific, relevant to your product, and have less competition than the generic terms.

Pinpoint targeting and low competition means higher rankings – with less investment of time, effort, and money.

Easily Get 2000+ Targeted Search Engine Visitors a Day...

Visit www.DominateSearchEngines.com

SEO Secret #4

Learn Enough HTML To Be Dangerous To Your Competition.

As I said earlier, SEO is not brain surgery. It's actually more like building a bookshelf. **A search engine-friendly web site is like a bookshelf filled with books.** The bookshelf is your HTML. The books are content: text that includes your targeted keywords, and a few carefully chosen graphics.

Before you can arrange your books on the shelves, you have to draw a plan, measure carefully, cut the wood, and fasten the shelf together. Naturally it's a lot easier to build a shelf if you stick to a simple design. The same is true of your web site. **Build two sites with the exact same content – one with simple HTML and one with complex HTML – and the site with simple HTML will get spidered faster.**

Even in this day of sophisticated SEO, most webmasters do not grasp this secret. People are still building busy sites with lots of nested tables and too many graphics. But their ignorance is your gain. **If your HTML layout is as simple as possible, you can compete favorably with over-engineered sites!**

You must also be sure that your targeted search term is included in the right places in the HTML. It should appear in your Title, Description, your H1, H2, your first line of text, once or twice in each paragraph, once in bold, once in italic, and in some of your links. Don't know what I'm talking about? It's time to learn - just like you have to learn to use a saw, screws, nails, drill and glue to build a bookshelf.

Let's review that again – Here are the places your targeted keyword needs to be placed if you ever want a chance at #1 ranking:

- **The Title of the page**
- **The Description META tag**
- **The Keyword META tag**
- **In your headline – Use the <h1> or<h2> tag**
- **Your first line of text**
- **Once or Twice in each paragraph**
- **Once in bold**
- **Once in italics**
- **And, finally, in some links...**

Amazingly, many people disdain these simple rules as trying to "trick" the search engines. But they are wrong. **Including your targeted search term in the**

Singal Marketing Self Help Starter's Guides

Copyright © 2004 All Rights Reserved

www.AffiliateUpsell.com

Easily Get 2000+ Targeted Search Engine Visitors a Day...

Visit www.DominateSearchEngines.com

right places is actually being POLITE to the search engines. It helps the spider decide whether your site is relevant for a given search.

If your page is about "Atkins diet meal plans for women," wouldn't it be logical for those words to be in your Title, your Description, your Headlines, your links, and your text? The only reason they wouldn't be is if your site is about something else! That's how the spiders think. So should you. **Be smarter than your competitors. Simplify your site's HTML and use it well.**

SEO Secret #5

Take advantage of *legitimate* tools that allow you to quickly add keyword optimized *content* to your site.

Notice I said LEGITIMATE tools. I can't go into all the reasons here, but **avoid "smart page generators" or "doorway page generators" like the plague.** Not because they don't work – they do, at least for the short term. These cloaking pages basically flood the search engines, all of them directing visitors to your main site. But I strongly believe tools like this are simply too risky to mess with. Why?

Remember those brilliant engineers at Google? They get paid good money to figure out how to ignore – or even ban – sites that use tricks like smart pages. And remember your competitors? They will report your tricks to Google long before the algorithm catches you!

Google does not like smart pages for a simple reason: they add zero REAL content to your site. On the other hand, Google rewards sites that contain REAL content. The choice is simple: why do something that can get you banned, **when you can work WITH the search engines, not against them?**

On the other hand, some tools can help you add REAL keyword optimized content to your site quickly. For example, [Traffic Equalizer](#) builds content-filled pages that contain top search engine results for targeted keywords. It helps you quickly create descriptive link pages that are actually useful to your visitors and add REAL value to your site.

If you wish to attract the right kind of incoming links to your site, you are much better off using an "indirect" approach through [Traffic Equalizer](#) than signing up for link farms. Incoming links from popular, relevant sites will boost your Google page rank. But if you try "link farms" and other risky, automated linking systems, you could actually LOWER your page rank. You never run this risk with [Traffic Equalizer](#), because link partners approach YOU.

Not everyone uses [Traffic Equalizer](#) to attract links. But if your online business is in a highly competitive field, this program can definitely boost your odds of getting links from popular sites.

Easily Get 2000+ Targeted Search Engine Visitors a Day...

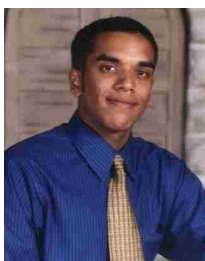
Visit www.DominateSearchEngines.com

Legitimate content-enhancement tools are my single most valuable SEO secret. I use them on my own sites. I wouldn't if there was any risk of getting into trouble with Google. I have my income – from my own products, affiliate products, and Adsense – to safeguard. My reputation is also at stake, since once aspect of my business is helping people install, run, and customize [Traffic Equalizer](#) templates and software.

Content-enhancement tools and SEO are not just a luxury these days. The online environment is too competitive and fast-paced. **If you don't have an army of web developers to build and maintain your sites, you need to work much, much smarter.** Tools like Traffic Equalizer can help. In fact, even if you DO have an army of web developers, good tools can double, triple, or even quadruple their productivity.

So remember my final, most important SEO secret: **Invest in legitimate tools that allow you to quickly add keyword optimized content to your site.** Avoid the tricks and gimmicks.

If you have any questions about these SEO secrets, I would LOVE to hear from you! I'd also like to personally invite you to my personal Traffic Equalizer installation and customization service. Visit www.dominatesearchengines.com/consulting.html for more details. **Let's build a great search engine friendly site for your business as soon as possible!**



Anik Singal

Small Business Consultant/President
Singal Marketing Consultants
19714 Boxberry Drive
Gaithersburg, MD 20879
Support@AffiliateUpsell.com

**** There are two websites that I would like to invite you to review when you have a chance.**

1. www.AffiliateUpsell.com – I have personally developed a system that allows affiliates today to make a great living – have a look!
2. www.DominateSearchEngines.com – I have found a tool that has helped me generate almost 2000+ targeted visitors for a very small niche! It's quite amazing, see how I did it..