

It's amazing how knowing what's behind the magic makes the most wonderful thing look normal.

It's the same with SEO!

There's no magic, it's not too difficult to learn, and it doesn't need to cost you a fortune.

In this presentation I'll show you how to get onto the front page of any search engine and stay there!

No tricks, slight of hand, illusions or dodgy tactics.

Only solid strategies that work and will keep working.



So you've got a new website, it's cost you hundreds or thousands of pounds.

It is a fully 21st century, Web 2.0 enabled, multimedia enhanced all singing and dancing wonder of modern technology!

But no-one is visiting it.

There are no emails coming in.

The telephone is not ringing.

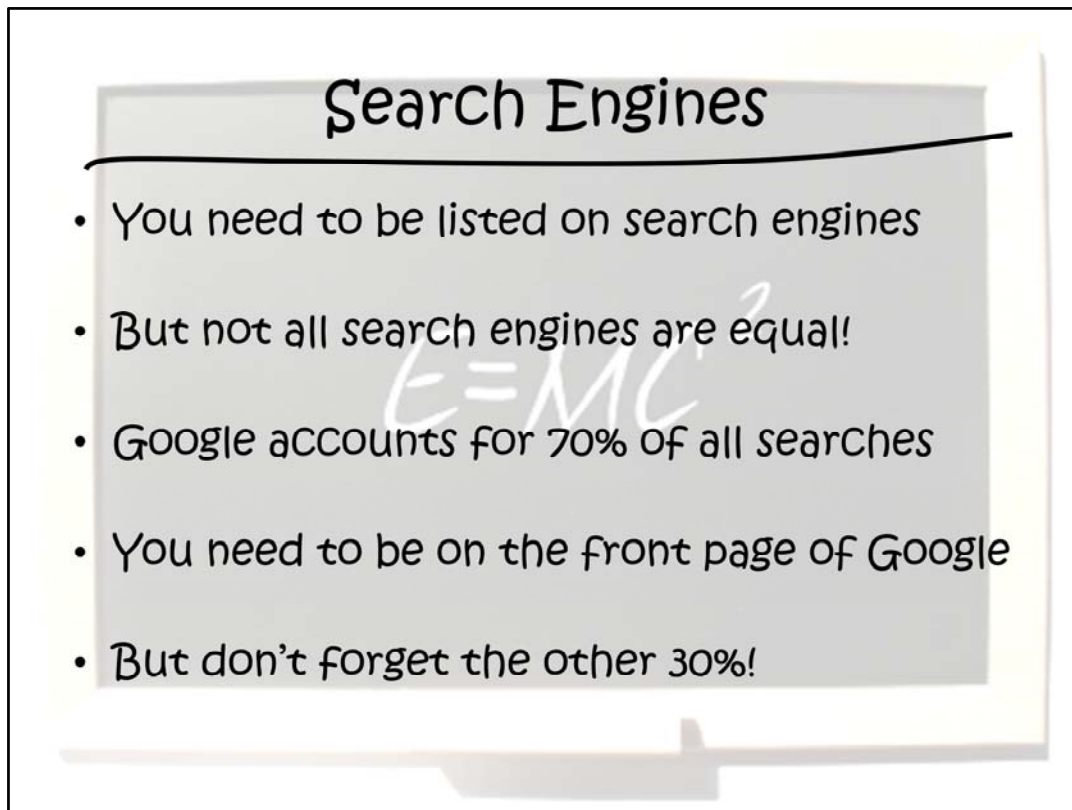
Have you thought how your potential customers are going to find your website?

Some say there are as many as a billion websites in existence today, so your just one in a very large crowd.

How is it possible for your website to be found?

Everyone uses search engines to find what their looking for!

You've probably been advised to use Adwords and pay a high monthly fee to get your site on the front page!



So you need to show up on the search engines.

Google is by and far the biggest player in the search engine market, with 70% of UK searches and 60% of US searches carried out on Google.

But don't ignore the other 30%, Bing, Yahoo, Ask & AOL to name a few.

Research your demographic, what search engine does your potential customer use?

We will concentrate on Google for the rest of the presentation, but is just as applicable to the other search engines.

I'm going to tell you how to get on the front page of any search engine without Adwords, without expensive monthly fees, without relying on "professional" SEO experts.

I'm going to tell you how to achieve first page results by being smart, putting the work in yourself and save you a lot of money in the process.

“Banner Blindness”



Firstly we need to understand what web users are doing, how they are using the web.

Banner Blindness is a huge headache for advertisers.

As you can see from the images, where the red areas are the most looked at areas, blue the least and grey not at all!

That the green bordered banner adverts are not being looked at!

People are so overloaded with advertising that they have started to block it out and ignore it as website white noise.

Obviously this shows that paying for banner ads is a waste of money.

What's this got to do with search engines?



The same thing is happening on Google and every other search engine!

You can see from the image that the right hand side paid for adverts are getting totally ignored, and the top bar of paid for adverts (the expensive ones) are getting next to nothing compare to the top two organic listings.

Most of the attention is on the top two entries of the organic search. In fact the paid for adverts at the top get about as much attention as the third entry and below.

Organic Search Traffic is KING!

While I do still believe that all forms of paid traffic are important ... here are two reasons why you should shifted the bulk of your focus back to SEO:

REASON #1: Organic Traffic Is Growing...Paid Is Declining

**REASON #2: Organic Traffic Is FREE!
(Enough said...)**

This tells me that paid for advertising is not worth the money, organic search traffic looks to be the best source of new customers.

AND IT IS FREE!

Organic Ranking Factors

- Relevant domain name
- HTML page title
- Visible HTML text on the page
- Inbound links (quality & relevance)
- Inbound link anchor text
- Age of domain
- BUT MOST OF ALL TEXT, TEXT, TEXT!

The over riding keyword here is RELEVANCE!

What do Google and other search engines do?

They try to give their users the best experience, most relevant suggestions to their search criteria, quickly and accurately!

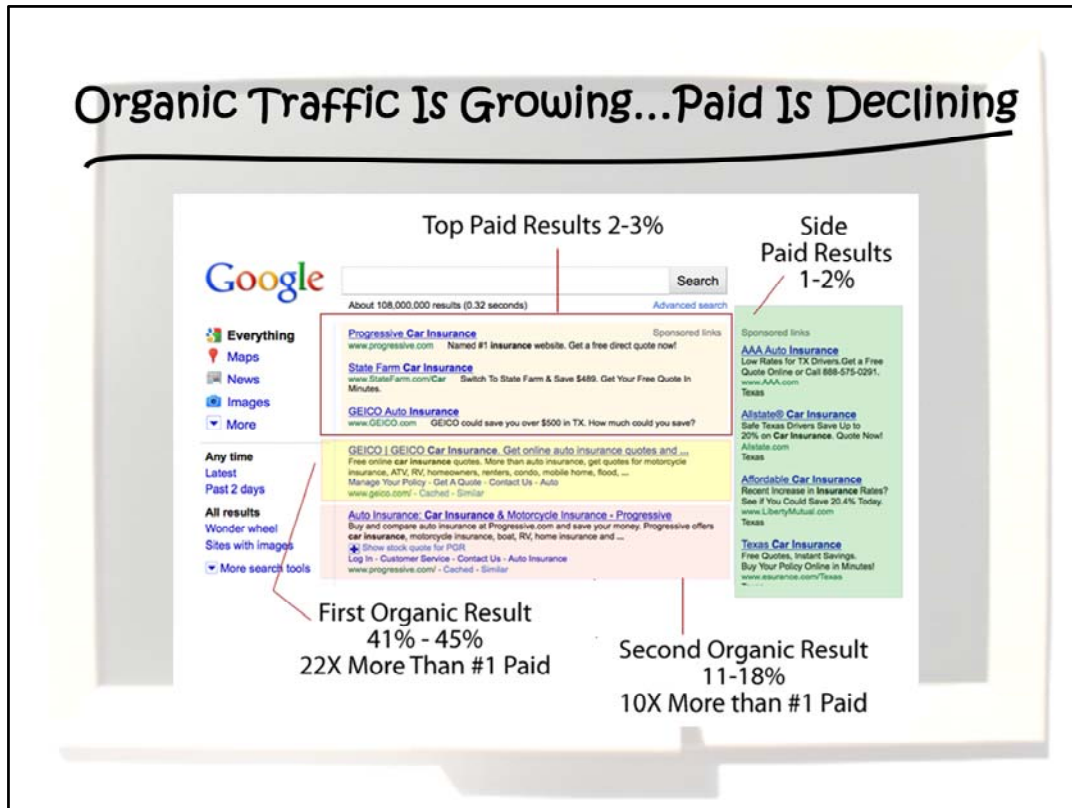
They may not always achieve it as people try the different dodgy techniques of getting onto the front page e.g. large number of spurious links to your website.

In answer to these threats to their quality of experience, Google adjust their algorithm to exclude cheats!

But playing by the rules and giving Google what it needs to give its users the experience they want, you'll be rewarded with a front page presence that money can buy for a short time, but has no longevity.

These techniques will give you quality traffic for years without the cost.

Organic Traffic Is Growing...Paid Is Declining



On the off chance that you need further proof that paid for advertising is a waste of money!

Look at the percentage of clicks that the Adword links get compared to the top two organic links!

I find it amazing that anyone would consider AdWords as a viable long-term internet strategy when faced with these types of returns.

Here's the reality...

- The fact is, Google doesn't have "everything figured out".
- **At its core, their algorithm is based on 3 simple and easily manipulated variables...all of which will be revealed in this presentation.**
- *Want to get your site ranked? It's actually fairly simple...*

Everyone can't be at number 1!
We have to accept that.

But there are as many top positions as there are searches carried out!

The secret is the keywords used and what you do with them.

Get that right and you can easily get onto the front page of Google.

Find your target and set your sights.

FACT: Google is broken!

Everyone believes that getting free traffic from Google is a complex process requiring extensive manual labour and the patience of Job...

Everyone believes that Google's algorithm is "ultra-complex", containing literally "hundreds of millions" of variables that can't possibly be understood by mere mortals...

Everyone believes that ranking in Google is beyond their skill-set, and best left to so-called "professionals".

Ok, so Google's algorithm is complex, it is changing, it is trying to cut out bogus techniques.

So don't use bogus techniques, play by the rules and you'll be rewarded.

But you don't have to know anything about the algorithm, you don't need to understand it, you don't need specialised skills to achieve success.

You just need to understand three simple things, understand how they work and why they work.

Exploit these three variables and you will achieve amazing results with a front page presence.

And just in case you don't believe me, I've had a website on the front page of Google for over three years with these techniques!

It got there in a week and has never left!

My competitors sometime get a higher position, but each time Google adjust their algorithm, they drop and I rise! How do I do it? Stick with me and I'll show you.

Google Admits To Puny Amounts of Traffic

Keyword	Local Monthly Searches	Estimated Ad Position	Estimated Daily Clicks	Percent % of ALL Clicks
lose weight	7,480,000	1.25	623	0.25%
kill roaches	12,100	1.25	3	0.74%
dog training	1,500,000	1.25	447	0.89%
increase metabolism	60,500	1.25	12	0.60%
herb gardening	18,100	1.25	5	0.81%
potty training	823,000	1.25	153	0.55%
buy baby cribs	1,000	1.25	0	0.00%
car insurance	11,100,000	1.61	8,161	0.22%
forex trading	823,000	1.25	160	0.58%
water purifier	165,000	1.25	37	0.67%

Need more convincing on AdWords?

Look at the percentage of clicks an Adword link is likely to get!

If I tried to sell you anything with a less than 1% return, would you be impressed? Would you be interested? Would you even give me the time to explain it to you?

I know I wouldn't!

These figures are straight out of Google, this Google's own keyword tool, so these numbers are not made up, these are Google's own numbers!

Where Are All The Clicks Going?

- The first ORGANIC (i.e. non-sponsored listing) receives 41 – 45% of the available traffic, and the second ORGANIC result receives 11 – 18% of the available traffic...
- ... 10 – 20 TIMES the amount of clicks as the first PAID listing.
- Just to put that into perspective...
- If you're getting 100 clicks a day from Google AdWords, **your competitor who's ranking #1 organically is getting 1000 – 2000 clicks a day!**

So where are all the clicks going if the Adword links are not getting them?

You'll have noticed the clue on an earlier slide!

The organic traffic is getting it all, because of human behaviour and attitudes.

Understand that and take advantage of it, it will pay you dividends.

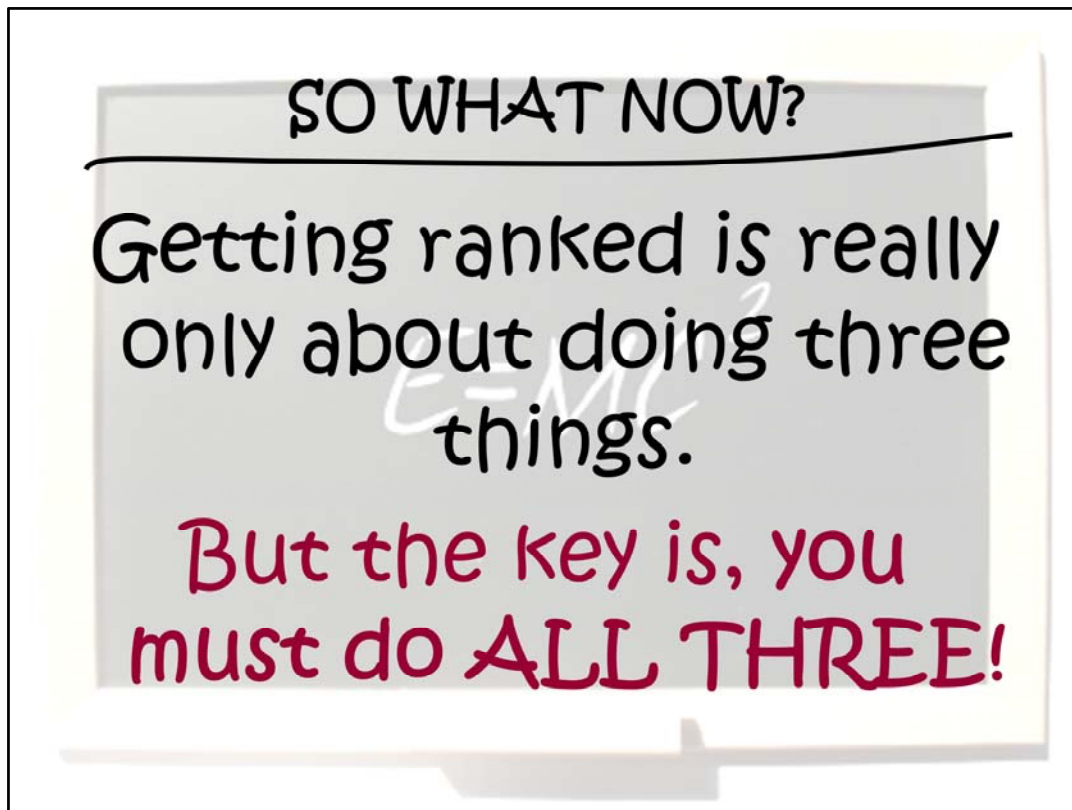
And Their Traffic (Unlike Yours) Is FREE !

The image shows a screenshot of organic search results for car insurance. On the left, performance metrics are listed for different search results. On the right, the search results themselves are shown, including titles, snippets, and URLs. Red lines connect the metrics to the corresponding search results.

Search Result Rank	Performance Metric	Search Result Title	Search Result Snippet	Search Result URL
#3	7-15% (500% Better Than #1 Paid)	Auto Insurance Quotes Home, Life & Car Insurance Farmers Insurance	Farmers Insurance Group offers auto, home and life insurance. With discounts and fast claim service its no wonder over 4000 customers a day switch to ...	www.farmers.com/ - Cached - Similar
#4-9	2% Each (Ties #1 Paid)	Esurance Online Car Insurance — Get Your Quote & Save on Auto ...	See how much you can save on reliable, affordable car insurance. Get your free quote online or over the phone and compare auto insurance rates in minutes.	www.esurance.com/ - Cached - Similar
#10	3-4% (Beats #1 Paid)	Auto Insurance Quotes Online - 21st Century Car Insurance	Get an auto insurance quote free online from 21st Century Insurance. Find advice on the right car insurance policy for your vehicle and coverage needs.	https://auto.21st.com/AutoQuote/home.do?method... - 21 hours ago - Cached
		The General Car Insurance - Online Auto Insurance Quote and Rates ...	The General Car Insurance offers online auto insurance quotes for most drivers, even if you need high risk insurance. Try our Speedy Quote now, ...	www.thegeneral.com/ - Cached - Similar
		Nationwide Insurance - Auto Insurance Quotes and Car Insurance Rates	Auto insurance from Nationwide – Save up to \$43 every month on your car insurance! Get your free auto insurance quote online or call 1-866-688-9143.	www.nationwide.com/ - Cached - Similar
		– CAR INSURANCE -- Cheap insurance offered by TOP insurance companies	Car insurance may be quite costly if you don't know where to look for advantageous offers. Our site brings you the best tools to shop around for car ...	www.carsinsurancecompanies.com/ - Cached - Similar

Anywhere on the front page of Google will get you at LEAST the same click rate as AdWords . . . WITHOUT HAVING TO PAY FOR IT!

Just look at the numbers.



SEO professionals will most likely disagree with me on this one, but a website on the front page of Google for three years is my answer to them.

I spend a couple of hours each year maintaining my website, and that is it!

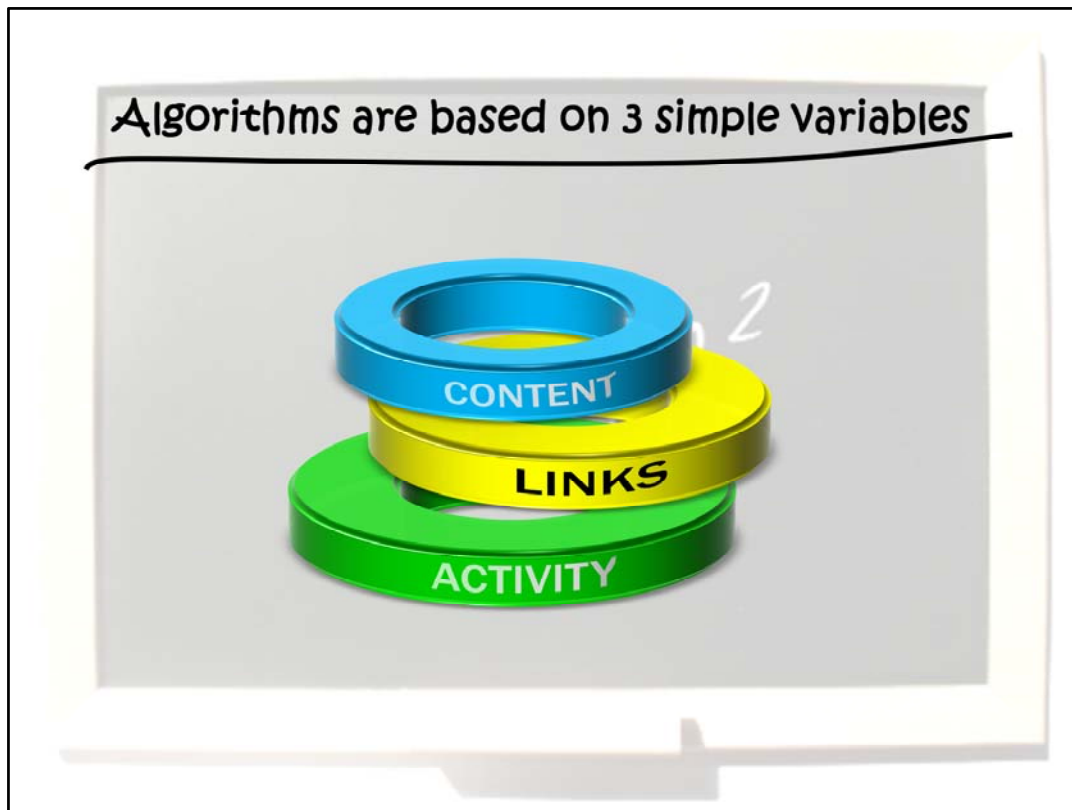
And it only costs me £20 a year!

Let them argue with that!

Basically, regardless of all the various intricacies of the Google algorithm, you only need to concentrate on three things!

THREE BASIC THINGS THAT WILL GIVE YOU A FRONT PAGE PRESENCE!

I defy anyone to come up with anything more simple or more effective in achieving long-term front page domination with minimal effort once it is all set in place.



The three basic principles of being on the front page is:

CONTENT - relevant content that Google users will want to read and will give them what they are looking for!

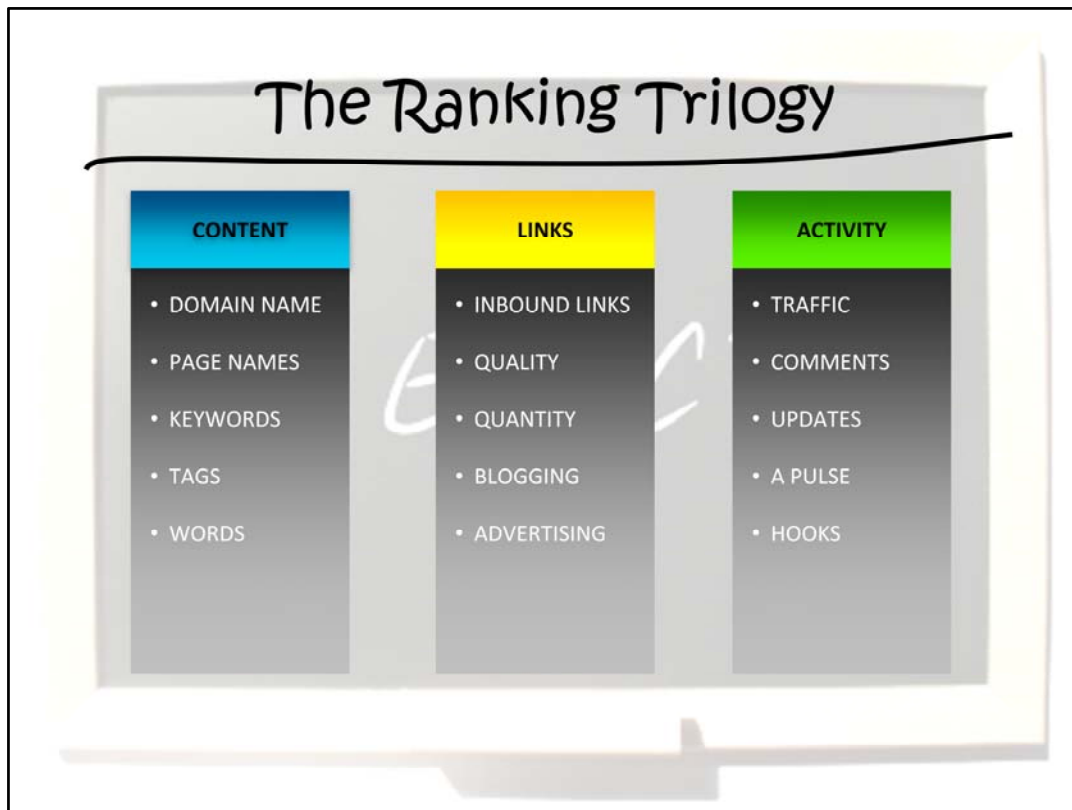
LINKS – inbound only, from relevant sites linking to relevant areas of your website, so that Google users will get what they are searching for!

ACTIVITY – to show that your website is legitimate and is delivering content that Google users are searching for and using!

All you need are content, links and activity, but all must be **RELEVANT, RELEVANT, RELEVANT!**

High quality **CONTENT, LINKS AND ACTIVITY** shows Google that you are giving users what they want, which is the same goal as Google.

Help Google achieve it's goals and they will reward you and help you achieve yours!



Here are some of the key things to think about when thinking about the ranking trilogy.

They won't be exactly the same for everyone, and they aren't in an absolute order either.

But focusing on the three key areas and their relevant components will help you achieve results that you'll be surprised with.

As an example, Blogging, make sure your blog entries are relevant to you website, what you are selling and link them to the appropriate area of your website, not just your front page!

Activity Is The Missing Link...

Content - Links - Activity = INVISIBLE

Content + Links - Activity = SCAM

Content + Links + Activity = TRAFFIC

So, that's the new formula...

**CONTENT + LINKS + ACTIVITY
= QUALITY TRAFFIC**

Without activity your website doesn't look attractive to Google as it thinks that users are not interested in it.

Here's a Catch 22, how to get traffic does rely on having traffic!

Taking the three core variables and looking at them from Google's perspective, your website will be either invisible or suspect if you can't demonstrate all three.

How do you get the activity then?

Through relevant links! From Blogs, email links, other relevant websites!

So good quality content, communicated through high quality links from relevant sources will generate activity!

Three strikes and you IN!

In Summary

- Website should be built for users!
- But built with SEO in mind.
- Plenty of good quality content (300-400 min)
- Blog & social network links (RELEVANT)
- Keep it fresh with new content.
- Use directories and advertising (HotFrog)
- Focus on local searches.
- Encourage repeat traffic with content!

Make sure your website is built with plenty of good quality content that users will want, min. 300 to 400 words per page.

Make sure you use your keywords extensively (but relevantly and appropriately) throughout the text.

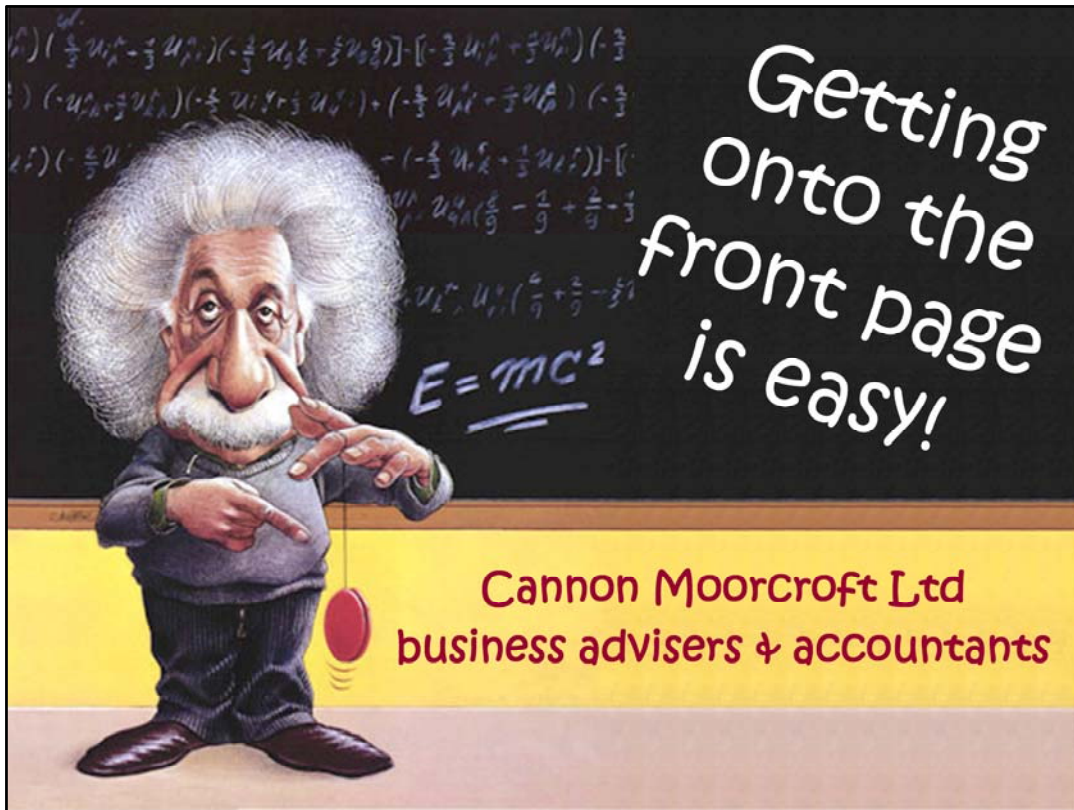
Make sure you have a relevant keyword strategy for each and every page. You need the Google user to get to the relevant page first time every time to get their business!

A good user experience will be rewarded by Google , you both want the same thing!

Make sure that all the links to your website are relevant and land on relevant pages.

Keep your website fresh with new content, to keep your users happy so keeping Google happy. Relevant RSS feeds are a great way of achieving this without cost or ongoing effort.

Make sure your listed on directories and free advertising sites e.g. Hotfrog. Make sure you have as much relevant information on these sites as possible.



Cannon Moorcroft are one of these most forward thinking and tech savvy business advisers and chartered accountancy companies in the Thames Valley area.

This presentation was given by Mark Barrett of Cannon Moorcroft on Tuesday the 21st of June 2011.

Contact us on 01494 450123 or email us at canmoor@cannonmoorcroft.co.uk to find out how we can help you.