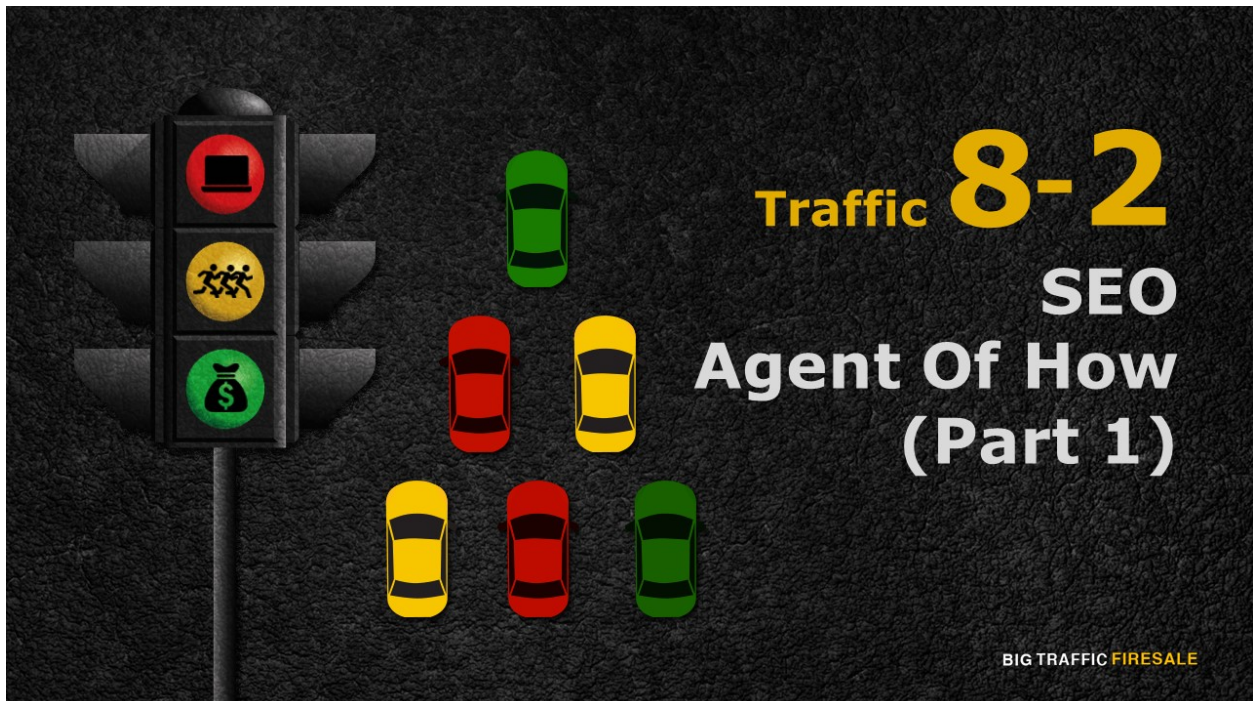


8-2 - SEO Agents Of How (Part 1)



S1: This is where you uncover effective steps to fully optimize your site to generate traffic you desire.

Ask Yourself...

- ▶ What exactly are you trying to optimize?
- ▶ What should have been optimized?
- ▶ The key is to identify exactly what you want to get that traffic
- ▶ Those optimization options will be converted into keywords, phrases, tags & even categories – important ally in SEO

BIG TRAFFIC FIRESALE

S2: First of, ask yourself, “What exactly are you trying to optimize?” or if you have tried SEO before and it didn’t produced results, “What should have been optimized?”

Identifying exactly what you, not anyone else, but what you want, is important to get traffic. Because those optimization options will be converted into keywords, phrases, tags and even categories that in turn, will be your most important ally in SEO.

Google's Search Algorithm

- ▶ Google's ideal optimization is truly a peculiar process
- ▶ Remember, Google is strongly monopolizing the browsing game
- ▶ Most online marketers are aiming for Google's search recognition
- ▶ Some goes to the extent of researching Google's search ranking process and what influence its tracking system

BIG TRAFFIC FIRESALE

S3: Remember how Google has a search algorithm? Experts have been trying to crack the code of Google's ideal optimization search, and they concluded that it is truly a peculiar process.

Sure, there's more than just Google as your web browser of choice, but Google is strongly monopolizing the browsing game. Statistically, most online marketers are aiming for Google's search recognition.

Some of them goes to the extent of researching Google's search ranking process, and they've managed to discover two agents that influence its tracking system.



S4: First agent that you will need to be familiarized with is the On-Site Optimization.

On-Site Optimization

- ▶ The process of ensuring that your own site, would achieve a certain recognition level by both search engines, and your viewers
- ▶ You will need to ensure that put the right keywords, phrases, categories or even tags
- ▶ Google will need to know the subject matter of you site in order to steer it to the right search results

BIG TRAFFIC FIRESALE

S5: This agent is known as the process of ensuring that your own site, would achieve a certain recognition level by both search engines, and your viewers. The approach is direct. All you need to do is optimize your site, within the site itself.

How? You will need to ensure that put the right keywords, phrases, categories or even tags. Why? Well Google will need to know the subject matter of your site in order to steer it to the right search results.

I'll give you an example.

Example Of A WordPress.com Blog Post - Title

How To Publish Your Own Book?

The most important keyword lies in your title

- ▶ Would you write your title differently?
- ▶ Yes you may but you will need to be directive and concise with your title
- ▶ Directive title such as **"Publish Your Book In 30 Days"** or **"The Art Of Publishing Your Own Book"**

Similar keywords are maintained in both title, 'publish book'

BIG TRAFFIC FIRESALE

S6: Say you have a blog post in a common area known as, the WordPress. In it, you have a post that talks about 'how to publish your own book'. The most important keyword lies in your title. Would you write your title differently? Yes, you may, but, keep in mind that you will need to be directive and concise. Something like, "Publish Your Book In 30 Days" or "The Art Of Publishing Your Own Book".

Similar keywords are maintained in both title, 'publish book'.

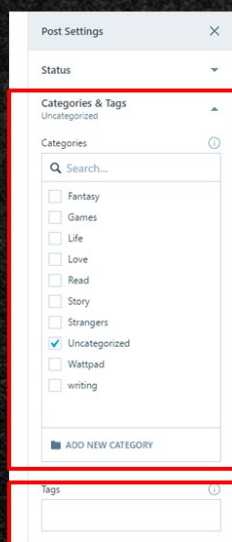
Categorizing Or Tagging A Post

- ▶ You will need to reflect your title to fit with the subject matter
- ▶ This would ease the 'locating your site' process by Google
- ▶ All you need to do is to identify the words that you wanted to optimize the most and do so, on-site.

BIG TRAFFIC FIRESALE

S7: When it comes to categorizing or tagging your post, you will need to reflect your title to fit with the subject matter. This would ease the 'locating your site' process by Google. This is one of the basic formulas you could easily solve within your site. All you need to do is to identify the words you want to optimize the most and do so, on-site.

Example Of A WordPress.com Blog Post - Tagging



Simply click 'Add New Category' under 'Categories & Tags' option

- ▶ Tags on the other hand, can be anything relating your post
- ▶ It is mostly used to associate more specific keywords with your post
- ▶ You can use words like, 'publish', 'book', 'self-publish' to name a few

BIG TRAFFIC FIRESALE

S8: Simply 'Add New Category' under the 'Categories & Tags' section.

Tags on the other hand, can be anything relating your post. It is mostly used to associate more specific keywords with your post. You can use words like, 'publish', 'book', 'self-publish' to name a few.

Now, let us continue with the next agent.