

# greenprint RANK

**“How I Took My Site From Absolutely NOWHERE To PAGE ONE On  
Google In Just 48 Hours...”**

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Your results will vary...it could take a longer or shorter period of time to rank a site. This case study **ONLY chronicles what I did**, and how I structured the conditions for fast ranking.

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# Introduction

Dear Friend,

Thanks for signing up to the Greenprint Cases mailing list!

The aim of the Greenprint Cases is to help you cut through the clutter, which presently exists in the world of Internet Marketing and to **give you real-world applications of simple techniques that can get you amazing results in VERY SHORT periods of time.**

Each Greenprint Case study shows you EXACTLY what I did...to achieve the results I have; allowing YOU to take out the most beneficial strategies that apply to your own unique situations – and implement them into your business to achieve results!

I hope you learn a great deal from these case studies and if you have any questions at all...please feel free to shoot me an email at [tommy@greenprintcases.com](mailto:tommy@greenprintcases.com)

Cheers!!!

Tommy Perez

P.S. Remember to keep a very close eye on your email inbox because I'll be sending you TONS more of these amazing case studies!

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# How I “Took Advantage” Of Google Using A Very Clever Set Of Techniques To Get A PAGE ONE Ranking SUPER FAST...And Be In An Extremely Profitable Situation Immediately...

Perhaps the BIGGEST problem that we face as Internet marketers in the SEO/organic rankings arena is the tendency to lose obscenely large amounts of money in the pursuit of getting to “Page ONE”. And although many of us will tell ourselves that the massive gaping hole in our wallets is justified; we should all be a little more honest and admit that there should be a better way.

*Luckily for you...what you’re about to find out is exactly that way...*

You see, the most ideal way to carry out SEO (if this is your chosen method of getting traffic) is to get your site on Page ONE as quickly and cheaply as possible and be in a profitable situation so that you can reinvest your income to obtain even more page one rankings to accomplish effective business scaling.

Therefore, in this section here...I’ll be revealing a very clever set of techniques that I used (and you can follow) to get my site onto a PAGE ONE ranking SUPER FAST and be in an extremely profitable situation immediately.

On top of that, I will even go so far as to say that **after reading this case study, you will probably NEVER have to buy another product on SEO again** because the fact is, many people overcomplicate this field by fluffing around and “jargonizing” the core facts – creating the illusion that SEO is an underground “black art”.

When the truth is, **effective SEO is all about executing extremely simple concepts on a repetitive basis**. And I hope by going through this case study, all the pieces will finally click together – allowing you to obtain the elusive Page One ranking with absolute ease...

## Selection of Keywords

Definitely the MOST annoying and frustrating thing to ever experience in SEO is to spend hundreds or thousands of dollars on getting rankings – only to find that no sales are made even when you’re on page one! Trust me, I’ve been there and it absolutely sucks.

Which is why, the **first and foremost thing that I did was target keywords that have significant commercial/buying intent**. And when I mean commercial/buying intent...all I’m saying is keywords that people type/search on Google (or any other search engine), which imply they would trade money for a solution.

**And keywords with commercial/buying intent fall into several categories:**

- ✓ Keywords that ask a question in search of a solution (i.e. “how to...”)
- ✓ Conditional keywords (i.e. health conditions; “eczema”)
- ✓ Product types (i.e. “digital cameras”)
- ✓ Product names (i.e. brand names; “Canon printer”, “Frank Kern”)

**In my situation, I was trying to market an information product in the health niche, so I targeted a conditional keyword (the name of the health condition).**

I cannot stress how extremely important it is to target ONLY keywords with a commercial/buying intent; because if you don’t...you’re in for a VERY rude awakening. And the best way to determine if your keyword is one of commercial intent...is to simply put yourself in the shoes of your prospective customer and ask whether that is something you would search for if your intention were to trade money for a solution/product. Simple!

## **Manipulation of Keywords**

The biggest misconception that Internet marketers have, is believing (in terms of SEO) all keywords and keyword types are equal and that they can all be ranked in the same amount of time. When in fact, this is the furthest thing from the truth.

Most Internet marketers simply go at it in the wrong way by blindly spending both their time and money in trying to rank for notoriously difficult keywords, and then complaining about why they just aren’t seeing any results.

So, I took a completely different approach and instead of adopting a direct, brute force strategy...I chose an encirclement strategy so that I could get onto Page One for my chosen keyword REALLY quickly and start making profits immediately. In other words, instead of targeting the most obvious keyword (which everyone else is doing), I **manipulated my keyword** such that there was not as much competition – allowing my site to be ranked FAST.

*Let me elaborate...*

If I was to target my most obvious keyword, such as “eczema”...it would take me literally YEARS to reach Page One because there is a TON of competition, as a LOT of people are trying to rank for the same keyword.

But, if I manipulated my keyword and changed it to “cure eczema” or “eczema cure”...suddenly, competition drops dramatically. But the commercial intent is still there!

This means I can rank my site for the keyword term “eczema cure” or “cure eczema” very quickly to drive immediate profits so that I can reinvest it back into ranking for other

keywords to scale my business. So the goal of smart SEO is to rank for easier alternatives of your “seed” keyword; enabling you to start earning money immediately.

In addition, the **GOLDEN determinants for an ideal manipulated keyword are:**

- ✓ Have at least 20,000 monthly searches
- ✓ 0-50,000 competing pages (phrase match search)
- ✓ 0-20,000 competing pages (intitle search)

## **The Day I “Slept” With Google To Discover What It REALLY Wants...**

Excuse the sexual connotation but after having failed MANY times; and after losing THOUSANDS of dollars without any result...I’ve boiled down the FOUR BIGGEST reasons why most Internet Marketers fail at SEO...

- Assuming that any site can be ranked for a given keyword, if you try hard enough.
- Assuming that there are hidden tricks, which the “pros” aren’t telling you.
- Not having an accurate understanding of link building.
- Ignoring what Google REALLY wants from marketers.

I used to think SEO was the hardest thing in the world...simply because I had the above four things buried in my mind...

...But as soon as I found out what Google REALLY wanted from me...all I had to do was give it exactly what it wants...pleasing me in the process (almost like I was sleeping with it!).

*So let me break it down for you...*

**Google wants only TWO things from us:**

- ✓ Our site **MUST** be relevant to the keyword we’re trying to rank it for.
- ✓ Other people **MUST** think our site is great (important) by independently telling Google about us through links.

That’s ALL there is to it! No magic, no hocus pocus...just two very simple facts. And the day I got these two things drilled into my head...I began to get as much FREE traffic as I wanted beyond my wildest dreams.

And the reason why these two things are so very important is that they make Google what it is today...a search engine, which gives us an incredible user experience.

# How I Structure My Site To Automatically Breeze Past The Competition And Claim A PAGE ONE Spot With Absolutely ZERO Effort At All...

So, taking into account the FIRST thing that Google wanted from me; that my site MUST be relevant to the keyword I'm trying to rank it for...all I had to do was structure my site to make it as relevant to my keyword as possible.

And there are **several things you need to do to your site, to ensure that it is as relevant to your chosen keyword as humanly possible...**

- ✓ Keyword must be in TITLE TAG (make sure your title is very enticing to encourage clicks on the search results).
- ✓ Keyword must be in META TAG and META DESCRIPTION (and make sure your description is as enticing as possible because this is the small paragraph which Google displays about your site on the search results).
- ✓ Keyword must be on your site for 3-5% of the time (no more, no less).
- ✓ Keyword must be in your top-level domain (i.e. your URL).

Due to the fact that I knew these facts BEFORE I actually created my site...all I had to do was follow the above, when making my site.

And, because my site was BRAND NEW...I needed to get my site indexed (to let Google know it exists) as fast as possible. Remember, if Google doesn't index your site...it doesn't know about it...and therefore your site does NOT get ranked.

If you want to know if your site is indexed...just type site:www.example.com (replace example.com with your site) and see if there's any results. If there is...you're indexed...if not, then get it indexed.

The way I **got my site indexed in just 15 minutes is using social bookmarking.**

Now, if you've been in the SEO world long enough...then you'll hear of the constant debate as to what social bookmark sites are the best; and whether you need hundreds of them to get ranked.

The truth is...I only ever use TWO social bookmarking sites:

- ✓ Stumbleupon.com
- ✓ Digg.com

By submitting your sites to BOTH these sites...your site will be indexed in just 15 minutes. That's because Google absolutely LOVES these sites and as such, they give HUGE credit to your own site if it's listed on there.

Once I completed ALL of the above...my site was already at the bottom of PAGE ONE in just 24 hours!!!

This just goes to show how very important it is for you to make sure that your site (itself) is as relevant to your chosen keyword as possible. Google absolutely loves it.

Now remember that I'm able to get super fast rankings in this situation solely because I'm targeting a LOW COMPETITION keyword (i.e. I took my high competition seed keyword and manipulated it into a low-competition keyword).

And it's why you should do the same...if you want to start earning money using FREE traffic as quickly as humanly possible.



# How I Managed To Get HUNDREDS Of Super High Quality Links To My Site Literally Overnight And Pushing It Further Up PAGE ONE...While I Slept...

So now that I've hit the first of Google's "sweet spot" ...I needed to take care of the second; which is that other people must think my site is great by independently telling Google about it through links.

This means that whenever someone linked back to my site using a "relevant link" (a link with my keyword in it)...they are essentially telling Google that my site is great. The more people to link back to my site...the more Google will know my site is more important; and therefore it rewards me by placing my site higher up on the search results for my targeted keyword.

Moreover, Google favors sites that have links from high authority places – implying that important people like your site (just like in the real world, if someone important tells someone else about how great you are...the other person automatically likes you as well).

**Therefore you ideally want to get links from TWO places:**

- ✓ High authority places (sites which have important content)
- ✓ High PR places (sites which Google have designated as being important)

Obviously, this would mean that if you wanted TONS of people to link back to you...you'd need to create a piece of content that was incredibly great – allowing people to share it around and link back to you (creating a viral effect).

But, due to the fact that creating viral content is actually quite difficult...how then can you get lots of links to your site?

The answer is **automatic content syndication**.

You see, there are actually TONS of sites out there that allow you to publish content on them, and these sites are also connected with one another in an intricate "content network". Which means, when something is published on one of the sites...they get distributed to ALL of the sites – giving YOU tons of great links back to your site.

The absolute BEST automatic content syndication sites are press release sites. And the reason they're so good is because press releases are technically "important pieces of news". So once a press release is published on one of these sites...they get distributed to the ENTIRE network of press release sites.

Plus, this press release distribution/syndication occurs VERY FAST and automatically. And...Google loves these sites by giving them a high PR. So the overall effect is that you can get HUNDREDS of super high quality links in just a few hours.

Which means, all I had to do was write up a brief 200 word press release about my site (with a couple of links in it) and then published it onto SEVEN press release sites.

1. [www.prbd.net](http://www.prbd.net)
2. [www.free-press-release.com](http://www.free-press-release.com)
3. [www.1888pressrelease.com](http://www.1888pressrelease.com)
4. [www.i-newswire.com](http://www.i-newswire.com)
5. [www.prlog.org](http://www.prlog.org)
6. [www.pressreleasepoint.com](http://www.pressreleasepoint.com)
7. [www.24-7pressrelease.com](http://www.24-7pressrelease.com)

On top of that, I structured my press release to be as unique as possible – dealing with a less commonly known area of my niche. The reason this was important is that I didn't want my press release to be too similar in nature to other press releases in my same niche. So I made sure my title was very unique, as well as the subject matter. Remember, unique content gets syndicated even faster.

And with another 24 hours...my site was at position #5 on PAGE ONE!!!

# The '*Other*' Source Of Links I Used Which Is So Incredibly Powerful...They Took My Site From The Middle Of PAGE ONE To NUMBER ONE In Just Another 24 Hours Flat...

Sometimes, being on PAGE ONE just isn't enough...

That's because click-through rates decrease as you go down the page. And since I was targeting a low-competition keyword (which has less monthly searches than a high competition keyword)...it was imperative that I get a higher rank position to obtain a healthy number of clicks for consistent sales and profits to be made.

So, to do this, I needed some extra, extra powerful links to tell Google that my site was "ultra-important".

And in my opinion, the absolute best quality (and most powerful) links are from high PR blog networks – because these blog networks (created by people) contain hundreds and thousands of unique blogs, which you can publish your content onto.

Furthermore, the best blog networks all have blogs with VERY HIGH PR (in the 2-6 range); therefore they are seen by Google to be extremely important.

Basically, these blog networks work by allowing you to post a unique piece of content to their blogs (with a link in your content). This means, you essentially get ONE very high quality link for every piece of content you post on their blogs.

**I personally use only THREE blog networks:**

- ✓ Linkvana.com
- ✓ BuildMyRank.com
- ✓ SEOB Blueprint.org

All I had to do was write up 12 little blog posts (of 100 words each containing a link back to my site) concerning a certain topic in my niche...and then published 4 blog posts on each blog network.

And within 24 hours...I was NUMBER ONE on PAGE ONE for my chosen keyword.

Pretty amazing...if I can say so myself!

And at this position, I was making a very good daily income, which I could reinvest into the ranking of more keywords.

# The REAL Truth Behind Google Instant And How It Affects YOUR Future SEO Practices TODAY...

SEO will always be a constantly changing field; in the sense that small changes to the search engines will be made on a consistent basis.

The first biggest change was the introduction of Universal Search (where Google presents different “types” of results for ever keyword term on the search results; images, video, news, social media etc).

When that change was made...there was much talk that it would be the end of SEO...panic ensued...and the end result was that SEO stayed the same.

The second biggest change and definitely the most recent; is Google Instant – which is Google’s way of presenting search results instantaneously (in real-time) depending on what you type into the search engine.

And if you take a stroll through the SEO blogosphere...you’ll notice the same thing happening again...people saying that it’s going to be the end of SEO...panic ensues...

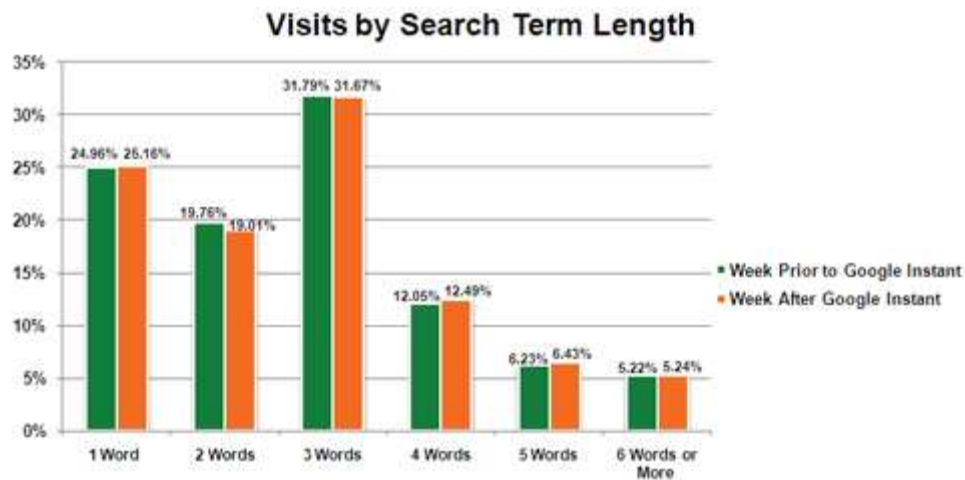
But is it the end of SEO? I mean, Google Instant just seems so radically different!

However, the MOST IMPORTANT thing you need to understand is that Google Instant only changes the user experience and NOT the process of SEO itself.

## **And these are the reasons why (in case you’re not convinced)...**

- ✓ Google is only striving to speed up the search process by presenting users with instantaneous search results – and enabling them to reach their destination faster.
- ✓ Google achieves this by algorithmically determining the closest matched keyword (or phrase) based on a user’s first couple of letters (words or phrases).
- ✓ This means the overall effect is that users are presented with MANY more search results than before (because the search results change as the user types search queries).
- ✓ This algorithm is NOT perfect (it’s NOT a mind reader), and as such...users who are searching for something specific will still behave the same as before (i.e. type in a whole search query).
- ✓ Once the user arrives at a selected search result, the organic rankings are exactly the same as pre-Google Instant (for that specific keyword).

Let's take a look at a recent pre/post Google Instant keyword clicks study carried out by Conductor...



As you can see...the number of clicks that a certain keyword has before Google Instant is pretty much the same as after Google Instant took into effect.

In other words...there is absolutely NOTHING to worry about!!!

Because at the end of the day...users are just trying to find the solution to their problem...and if they aren't satisfied with the search results presented by Google Instant...they will still search for something more specific until they are satisfied.

This user behavior has NOT changed...and has stayed exactly the same pre/post Google Instant.

So...ALWAYS remember that Google Instant ONLY changes the user experience – and NOT the SEO process itself.

## What All Of This Means To YOU...

In order to stay on top of the SEO game...there are only TWO things required:

- ✓ Consistent action (consistency in link building)
- ✓ Patience (which is arguably the hardest part)

Always remember that effective SEO is starting small (with low competition keywords) for very fast rankings and aiming to drive immediate profits – so that you can reinvest it into ranking more keywords (and harder keywords) to achieve business scaling.

In fact, this is the same strategy I've adopted in my own SEO practices...and all I need to do to rank the harder keywords is to repeat the link building process on a continuous basis to get even more links (on a larger scale).

So, I hope that you've gotten a TON out of this case study – and remember to start implementing these strategies into your own business right away for great results!

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# IMPORTANT NOTICE

If you've enjoyed this case study...then you definitely need to check out my **MOST ADVANCED case study** – [the Greenprint 700.8](#), which shows you in *graphic detail* exactly how I built a brand NEW business from scratch and went from **\$0 - \$700/Day in just 8 short weeks on the Internet.**

In addition, this is a BRAND NEW case study, which has absolutely NOTHING to do with the one you have in front of you now.

On top of that, it also has **absolutely NOTHING to do with:**

- Building a list
- Offline marketing
- Joint-ventures

I built this one business as a ONE MAN operation, and it still rakes in over \$700/Day on complete AUTOPILOT...to this very day.

So don't miss out...and get your hands on a copy of the Greenprint700.8 NOW!!!

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