

# IMPORTANCE OF SEO FOR YOUR ONLINE BUSINESS

by Trond Lyngbø



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# INTRO

SEO IS QUICKLY CHANGING THE ONLINE WORLD.

This eBook guides you through the profitable, and somewhat dangerous, field called search engine optimization. For every expert on the field, for every writer or business willing to take your pay, there are scams waiting for the inexperienced, and failures for those who think they've mastered SEO mechanics.

This book shows you a clear guide on not only saving money, but also making money online with simple search engine optimization. Each chapter can be read without having to read other chapters. There are connections: I try to continue with ideas and this title can be read from start to finish. But you won't need to read this whole eBook in one sitting to understand it.

So why is SEO so important? That is the main idea this book answers in a variety of ways. You will not only learn the basics of SEO, but also the basic ways to make money with SEO, why it's so important in the online world, and how it can change your company for the better.

So sit back and enjoy.

## About me:

My name is Trond Lyngbø. I was born in 1979 in Norway.

My key competence is SEO, web analysis, web strategy, conversion optimization, viral marketing, social media marketing, persona definition and user profiling, website and informational architecture and server management.

From a very early age I was attracted to computer technology. I got my own computer in the early 1980's and at the age of 15 I started learning the numeral language. I studied to become an electrician and also completed a two and a half year apprenticeship before I started my IT, e-commerce and computer security studies.

While studying I have been working for several large and reputed companies like Powel, Atea and Umoe IKT. I have also been working as an Internet Marketing Manager for the largest Norwegian senior magazine VI OVER 60.

My first big entry into entrepreneurship came in 2006 when I established MesterWeb.no, an Internet marketing and web development company. In 2009 I sold the company to the Norwegian Internet marketing company Media Total where I currently work as a Product Manager.

I regularly speak at conferences and teach companies how to make money online with search engine marketing, social media marketing and building successful web strategies.

I own more than 100 domain names and have built (and own) several high traffic and successful online communities and social networking platforms.

## Some of my achieved certifications:

[Google Qualified Individual \(Google Advertising Professional\)](#)

[Master CIW Designer](#)

[Master CIW Administrator](#)

[Cisco Certified Internetwork Expert \(CCIE\) Written Exam](#)

[Cisco Certified Network Professional – CISCO CCNP \(my 6.th year!\)](#)

[Microsoft Certified Systems Engineer \(MCSE\)](#)

[Citrix Certified Administrator](#)

[Certified Internet Webmaster](#)

[CIW Security Professional](#)

[CIW Security Analyst](#)

[CIW E-Commerce Designer Professional](#)

[CIW Site Designer Professional](#)

[CIW Server Administrator](#)

[CIW Internetworking Professional](#)

[CIW Associate Design Specialist](#)



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# OPENING QUESTIONS



EACH OF THE FOLLOWING QUESTIONS WILL THE FOCAL POINT FOR THIS EBOOK. WHILE THIS EBOOK GOES BEYOND THE SIMPLE TERMS AND CAN BE USED FOR BEGINNERS, PARTICULAR SECTIONS CAN TRULY SHOW A WAY TO MAKE MONEY WITH SEO. AND THAT'S THE POINT, RIGHT?

## **What is SEO?**

SEO=Search Engine Optimized. SEO is a term used for identifying keywords on online sites. When you type in "Florida Vacation" on Google, you'll likely get plenty of options. Obviously, certain sites will be higher ranked than others, and not always because they offer better services; they use SEO to rank their site high. Search engine optimized web pages are far more successful than ones which ignore the practice.

## **Why should I use SEO?**

Why should you use SEO for your online business? Or, why go online at all? First, it's likely the largest growing market in the world. Sure, the dot com boom became a depression, but every serious business looking to make money via multiple methods, every company who wants to find new buyers, should use SEO mechanics to get high page rankings.

## **What is SEO Copywriting?**

Search engine copywriting is quite the business today, and along with SEO articles, it can make or break how successful your site is. Take for example a law firm site: they want to be ranked high, so they use certain terms like "DUI Solutions" or "Collision Options." They not only sell you, they also inform on specific topics you need help with.

Copywriting is a term used for business writing. It encompasses a great deal of business writing, such as direct mail letters, but it's also used for most SEO friendly pages. In short, most of the text trying to sell your online business services is copy. A good example of copy is the home page of any major site: they are trying to sell you products or services.

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## **What's an SEO article?**

So we know what SEO copywriting is—text trying to sell products and/or services—but what's an SEO article? While copy tries to sell, articles and blog posts try to inform. This is an important part of SEO content on your site. Once you become an expert in your field—which can be done with good articles—you can expect more business. For example, a law firm wants to use copy to sell its services, but it also wants to inform clients and get their trust. The answer? Free SEO articles to be read on the website. They will drive traffic to the site, which leads to more business.

## **Can I make money with search engine optimization?**

You can make money with SEO. It's a direct link to perhaps the most profitable way to sell products/services in the online world. If your site gets ranked within the first or second page on search engines, and it's a good keyword and your prices are reasonable, expect new business to come frequently. It's not a guarantee, but a website with SEO is designed to bring you new business.

## **Can I do it myself?**

You can create SEO pages by yourself, but often hiring a professional SEO writer/copywriter can drive sales. The old story is that you would want a doctor to operate on you instead of yourself, so stick to professionals. SEO writers' prices vary, from \$300 a page to \$10,000 for entire sites. Sometimes you can get them for far less, but expect about \$50-\$200 per page for your website if you hire someone with experience.

This book will give you the basics on understanding SEO writing so you can in fact do it yourself. Still, it takes time to learn.

## **Should I Hire an SEO Company?**

SEO companies often charge incredibly high rates, but some of them have the right to do so. They bring you more business. Some businesses hire firms instead of individual freelance experts. Often you can save money by hiring individuals, but SEO companies can help you narrow down the best keywords for your sites. Some writers do that too.

## **I want a blog, now what?**

Blogs are a great way to drive traffic to your site. A blog is simply a more advanced form of website with the ability to post new writing/items quickly and easily. This eBook offers solutions on blogging.

## **Is SEO Blogging Good For Online Businesses?**

Yes, SEO blogging can drive more traffic to your core sites. This goes back to the idea of both informing, providing information, and selling your products/services. So many companies are starting blogs that the field is beginning to get big, but it's still worthwhile for both new and established companies to get the cost-effective advertising and build a loyal customer base.

# CHAPTER 1: FROM BEGINNER TO EXPERT, LEARNING ABOUT SEO

SO YOU HAVE A BUSINESS READY AND WAITING TO GO GLOBAL, TO TAP INTO THE ONLINE MARKETPLACE, AND TO BRING IN MILLIONS OF POTENTIAL NEW CUSTOMERS. OR, YOU'RE ONLINE BUT THE CUSTOMERS JUST AREN'T COMING. MAYBE YOU JUST AREN'T CONVERTING MANY OF YOUR CUSTOMERS. YOU'RE OFTEN MISSING OUT ON PROFIT BECAUSE OF YOUR SEARCH ENGINE RANKING. IF YOU WANT TO INCREASE BUSINESS, SITE OPTIMIZATION CAN HELP.

## **SEO Isn't Difficult:**

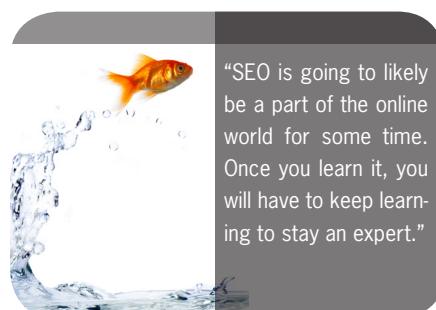
First off, if you're a beginner even simple definitions of SEO may seem incredibly complicated. True, they can be. Just like designing a site isn't easy, neither is SEO. However, search engine optimization comes down not to complicated programs or software, but simple keywords. Keep that in mind: any word can be a keyword, many can help your business, and some will make your business thrive. In short, KISS, keep it simple stupid, is perfectly applied in search engine optimization. It may take you a week or less to design a simple site, and optimizing it can take even less depending on your site's size.

## **SEO For Profit:**

SEO is a way to make money! It's lucrative. That's what so many companies are paying "big bucks" to use it. SEO is going to likely be a part of the online world for some time. Once you learn it, you will have to keep learning to stay an expert. Hot keywords change, customers in the global marketplace may start shopping for different products/services, or even your company changes its scope.

## **Importance of Site Optimization:**

SEO optimization shouldn't be undervalued. It's quite important to your site. Sometimes you don't necessarily use powerful SEO, saving money, and still succeed with your site. For example, if you publish ads in magazines a simple text link to your site will draw customers in; SEO played no part in it. With so many sites harnessing SEO, it's a tough field to bring in all your new customers via search engines. You can do it, it's important to bring in a different kind of customer in different age groups and countries, and it will often pay itself back with high dividends.



"SEO is going to likely be a part of the online world for some time. Once you learn it, you will have to keep learning to stay an expert."

## **Importance of Learning the field:**

Lastly, you don't have SEO on the mind. You don't like typing in keywords .You're just going to hire a web expert to do it for you. However, SEO knowledge is still important, mainly because you need to

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know what's working and what's failing. If you pay someone thousands of dollars to optimize your site, and it's not bringing in new customers, you need to become knowledgeable in the SEO field so you can see why.

## 5 Steps for Experts

**1: Read free online guides on SEO, in terms of eBooks and respected informational sites.**

2: Look at competitors sites, how they use keywords, and their overall SEO strategy. This can and should influence your site and choice of keywords, and they'll often be doing the same to you.

**3: Don't settle for hiring out before you understand the marketplace. Even high rated SEO companies can make mistakes. Research the market.**

4: Try starting a blog using powerful keywords. Making it about your business can lure in new potential customers, and show you the power of SEO blogging.

**5: Research your website traffic. Often you can see what searches are being led right to your site, which is a gold mine for choosing the perfect keywords. Some web design companies offer the website traffic service along with major packages; you also get to see what pages get the most hits.**

# CHAPTER 2: DO IT YOURSELF WEB COPYWRITING

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JUST AS SEO IS IMPORTANT, THERE ARE TOOLS WITH COPYWRITING WHICH ARE GOOD TO UNDERSTAND, WHETHER YOU WANT TO DO IT YOURSELF OR SIMPLY HAVE A GRASP OF THE FIELD SO YOU CAN HIRE SOMEONE GOOD.

So what is copywriting? Copywriting is business writing, creating text for certain business documents like the direct mail (AKA junk mail) letters you get in the mail. It's not articles, but copy. Articles inform, copy sells.

And what is web copywriting? It's simply text creation with a focus in the online world. SEO copywriting is another form of web copywriting, and perhaps the most important for new and growing online businesses. This guide outlines how you can do it yourself as a web copywriter, from the big promise to the call to action.

## 4 HALLMARKS:

The hallmarks of web copywriting and print copywriting are in tune with one key component: direct response. It's also called reader response. It means getting your buyer from the thought of buying your product or service to the conversion, the sale. There are many degrees and variations on any copywriting. In web, you have all room you need, but you need to catch their eye. In print, you need to grab them immediately too, but you also need to get them to look at the copy.

Here are the four components of powerful web, and SEO, copywriting:

### **Promise:**

A promise in web copywriting sounds like it is: you promise something which will interest a prospective buyer. "You will make more money" is a simple but powerful example of a good promise.

### **Picture:**

"Imagine vacationing in the warm, luscious, and timeless Caribbean" is an example of a picture. You give the client a new reality. If they can see themselves using your service or product, if you can capture how it will improve their life, that's the best thing a picture can do.

### **Proof:**

Proof is tough. You can't just promise "you will make one million dollars" and then never show how you did it. Proof can however be simple. "Judie made \$10,000 in one month with my product." Testimonials are the gold medals of getting proof to work.

### **Push:**

"If you act today, you will save \$100 off the regular price. Hurry," is a good example of a push. You direct the buyer with a call to action, to get the conversion, and complete the sale. The push of course isn't easy either, but once you put the promise, picture, and proof into place, it's far easier to get conversions.

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## **Importance of Clear, Persuasive Copy:**

With all of this, I am not telling you how to write. There are many other creative methods to get what you want. What you really need, in short, is clear and persuasive copy which grabs readers. KISS, keep it simple stupid, applies to SEO copywriting too. It's not reinventing the wheel, and if you fail try again until you get it right.

### **Do it yourself or hire out?**

Should you hire a web copywriter? How much will an SEO copywriter cost? Yes, if you hate writing definitely get someone to do the work for you—it saves a lot of time and headaches. However, if you like writing, maybe focused on it in school, you might be able to save money. Here, the importance of SEO becomes clear: you want to make money. Sometimes spending money to make money is the way to go, but if you can create clear copy, you're golden. Just be sure to have someone else look it over.

### **SEO Copywriting for Beginners:**

Finally, we've danced with both web and SEO copywriting. Web is simply a bigger field, and SEO a niche within the field of web copywriting. If you don't care about keywords and won't use them, if you are sending out an email campaign, keywords are secondary. However, if your goal is to find new customers, mastering SEO is quite important. They are different ways to get buyers.

# CHAPTER 3:

## MAKE MONEY ONLINE WITH SEO

THERE ARE SO MANY QUESTIONS ANY COMPANY, ESTABLISHED, GROWING, OR BRAND NEW, CAN HAVE WHEN THEY DECIDE TO GO ONLINE. HOW MUCH CAN YOU MAKE? IS THE WHOLE “MAKE MONEY ONLINE” MOVEMENT REALLY A WORTHWHILE WAY FOR OTHERS TO MAKE MONEY OFF YOU? AND WHAT DO YOU HAVE TO DO TO MAKE THOSE SIX FIGURES SOME COMPANIES ARE WITH SIMPLE SEO TOOLS? THIS CHAPTER OFFERS ANSWERS.

### What's Make Money Online?

Yes, it may sound obvious, but to “make money online” in a real, proven, and profitable way isn’t to sign up to fill out forms online or some other get-rich-quick scheme. No, if you really want to make money online, there’s no doubt you should study the market in detail. There are some genuine ways to make money, but often you fall down before you reach the summit. Whatever your SEO purpose, whether you want an SEO blog to bring in new customers, or if you want to increase conversions, the best way is to make money online with proven keywords.

### SEO=Profit:

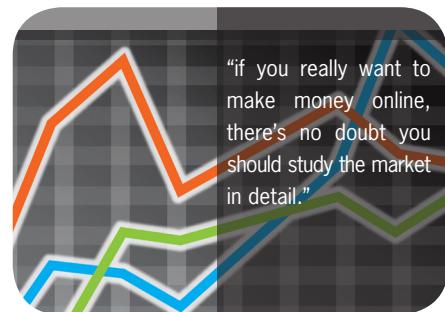
SEO is about profit. If you’re not converting enough customers to stay in business—which can be scary—you need to rework your SEO goals. It’s a business plan in action. The best model, whether you’re selling products online or using ads to make money with your blog, is a thorough but simple business plan. In the real online world, certain markets are wide open to make tens of thousands if not millions in the beginning. For example, with a few Google Adwords ads you place, you might double your income in a matter of months. On the other hand, your brand new SEO blog might not convert many customers. Really, a business plan comes down to conversions.

### Conversions are #1:

Conversions are the #1 goal of any online business, at least in most for-profit businesses. What are conversions? A customer buying a product from you, hiring you for a service, clicking on an ad you have, there are many possibilities. Somehow you are making money off an online browser.

All business plans should incorporate a realistic model for conversions. As mentioned before, it depends on the type of online business you go into. No matter what, you need to build trust with a reader or offer an incredible deal. For example, it took major online seller Amazon several years to go out of the red and into the black. Along with Ebay and many search engines, the business is thriving. SEO is about profit, and profit comes from conversions. It may take time, so don’t quit before you give the plan a chance.

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### **Importance of Direct Response:**

Direct response is a term used in conjunction with conversions. For example, you get a personal letter from a magazine publisher asking you to renew your subscription. That letter is a form of direct response. In the online world, you need to get this from a good number of buyers. The good news is tens of millions of buyers across the world buy online every day. If you can get a good number to your site, and get a response from a good number, your business will grow.

### **Informing or Selling:**

Direct response isn't all about selling products or services. Sometimes a simple ad campaign can allow your business to thrive. One key component of SEO marketing is to not only get them to your site via Google or another engine, but to get them to visit again. A good idea is to offer free items along with items for your prices. For example, a computer company offers remote access services to clients in the New York area, but on their site they also provide free resources on getting your internet working quickly and efficiently. By informing, you're able to sell.

### **Getting Keywords:**

Finally, keywords are the way to make money online. The sky is the limit when it comes to SEO, but the marketplace is huge; you have lots of competition. For a successful SEO campaign to work, implement the strategies in this chapter. Write a business plan. Inform with free articles. Ask customers to come back. And by doing that, your conversions and your business will be profitable.

# CHAPTER 4: SEARCH ENGINE BUSINESS RULES

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AS SEO DRIVES THE INTERNET AND CREATES PROFIT FOR MILLIONS, THERE ARE SOME MISCONCEPTIONS ABOUT SEO IN GENERAL. ACTUALLY, THERE ARE QUITE A FEW MISCONCEPTIONS. THERE'S THE CLASSIC EMAILS YOU GET SAYING "GET RICH QUICK" OR "HOW I WAS FIRED BUT MAKE \$10,000 A MONTH NOW" AND SO ON. JUNK EMAILS ARE OFTEN THE CULPRITS.

There are many other misconceptions, but let's focus first on the SEO business rules you should learn to live by. This chapter offers the importance of SEO in conjunction with a strong advertising plan.

## **1-SEO Can Make You Rich**

Yes, there is truth to this. Passive income is a major player in building an SEO career. There are options. You can be a consultant and make \$100/hour. You can sell ad space on your popular blog, grossing thousands a month. You can be a SEO writer and sell your services to the highest bidder. The rule is you can make money doing this.

## **2-SEO is a Must:**

SEO is a must in the online world. Rarely will a site depend entirely on SEO, nor should it. But SEO is one of the building blocks of online sales.

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## **3-SEO Shouldn't be Your Only Goal:**

Now, before we get to the misconceptions let's take a look at general business rules for SEO. Yes, it's very important to use SEO for your business, but if you plan to make money in your first months with a site and/or blog, and you don't do anything else to advertise, your chances are slim. SEO is a tool, one of many that can make you money. SEO is designed to be implemented along with other goals. For example, if you're only idea on a brand new blog is to use SEO to achieve profits, it will be a long haul. You need to implement other plans as well, like advertising with PPC and banners.



## **4-Lastly, SEO Takes Time:**

But, SEO is too important to ignore. It will be like any other business: more will fail than succeed, but if you're patient and can afford a few months or a year for your entire plan to make money online to take action, you will have better odds.

## **AND THE MISCONCEPTIONS ...**

### **1-SEO Doesn't Work Anymore:**

The online world is so full of SEO sites, you might think it's pointless. In some cases, that's true. If you try to start a movie blog and review top titles, hoping to make this your career, you need lots of luck, good writing, and good marketing. SEO does work, but it works best when you stand out from competitors in some way.

## **2-SEO Can't be a Career:**

SEO can be a career, but you need lots of practice to get there. SEO consultants making \$100/hour was mentioned, but it will take years of work, more often than not, to get to the big hourly rates. However, people are doing it, are making sometimes six-figures, and often start successful businesses of their own and make even more.

## **3-It Won't Take Long to Implement:**

SEO does take long to implement, but the important thing is to remember keywords. A unique business niche was mentioned, and along with that you need powerful and unique keywords to get hits. If you simply write—and we'll use the movie blog example again—"Rocky" or another film name for your keyword, you'll be competing with thousands if not millions of sites. However, if you focus the keyword, "Best Boxing Movies Like Rocky" for example, you might have a better shot. This means you extend your keywords using specifics. People may not search for your keyword phrase, but a good 3-5 word keyword phrase is much better than a single word.

## **End Game:**

SEO for businesses is a tool. You wouldn't use hammer to fix a flat tire, so use the right tools at the right time. There are social marketing tools, PPC and banner ads, and other passive income tools. SEO is one of many tools, but if you do master it you will often find careers and profits in the future.

# CHAPTER 5: WEB DESIGN IS STILL IMPORTANT

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WITH ALL YOUR SEO EFFORTS, THIS SHORT CHAPTER IS ABOUT ANOTHER IMPORTANT PART OF THE SEO BUSINESS. YOU NEED A GOOD WEBSITE! YOU NEED SIMPLE PAGES, FEW PICTURES, BUT ENOUGH GRAPHICS TO MAKE IT WORK. SO, DO IT YOURSELF OR HIRE A WEB DESIGNER? LET'S SEE.

## **Web Design Services Come Cheap:**

While SEO services from professionals often come with a high price tag, you might be thinking web design from professionals will cost you thousands too. Actually, web designers are far more numerous than experienced SEO firms and copywriters. It's the field that broke into the online world immediately. Often you can get a complete site done by a freelance web designer for a low hourly rate, \$15-\$20 an hour. It's still good pay to them, but the sheer volume of web designers makes the price go down.

## **Some Sites Offer both SEO and Design:**

Also some sites will offer you both web design services and marketing services. This isn't always a good deal, as often this work might be outsourced to a smaller company. Sometimes it works perfectly and you get pages with copy all from a small team focusing on your project.

## **You Can Do It Yourself:**

While I rarely recommend doing SEO by yourself with only a few months experience, it's logical to do web design by yourself. Why? With dozens of programs using the classic "What You See Is What You Get" like Dreamweaver and Frontpage, you can create a web page without any knowledge of HTML. And HTML is an old, simple language that's simple to master.

## **Why It's So Important:**

Still, web design is quite important. SEO will drive new customers to your site, to click on your ads or buy from you or even hire you. If your site is a train wreck, this won't matter. They won't want to give you money or visit again; they'll go somewhere else more often than not. Web design should be kept simple: you want customers to be able to navigate your site with ease. This comes down to KISS, keep it simple stupid.

## **KISS Web Design:**

There's no need to reinvent the wheel. Don't put tons of graphics or pictures on your site, but make sure you have a good logo and a good font. You want it to be easily readable, and you want the words to sell more than the graphics and special effects. In the end, web design goes hand in hand with SEO work. When you use both effectively, whether you're a small business or a growing corporation, profits will almost always increase as more and more conversions come, you get new customers, and you get the classic repeat customer.

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# CHAPTER 6: READER RESPONSE SEO

WHILE WEB DESIGN AND SEO GO HAND IN HAND, OFTEN DIRECT RESPONSE AND SEO DO NOT. FOR ONE, MANY SEO COMPANIES ARE MORE FOCUSED ON THE KEYWORDS REACHING A CERTAIN LEVEL, SAY 1%-2% FOR YOUR MAIN KEYWORD, BUT DON'T FOCUS ON ACTUALLY GETTING THE CONVERSIONS. GETTING THEM TO YOUR SITE IS VERY GOOD, BUT WHAT'S THE POINT WHEN YOU GET NO DIRECT RESPONSE FROM THEM? WELL, WHAT IS DIRECT RESPONSE?

## Direct Response is Reader Response:

I prefer the term reader response. When a magazine sends you a letter offering half off a subscription, and you bite and pay them for it, that's you the reader responding to a business letter. But don't get confused, they are just a flip of the coin. You respond directly. The reader responds. This is what online sales is all about.

## Keys to Reader Response SEO:



Reader response however, while simple to define, is tough in application. There are millions of sites trying to get readers to click, buy, and buy again. That's where most online sales come in. With SEO copy, it's a challenging art. For one, you need to make the text stand out like a good direct mail letter (like the magazine example). You can't have small text, and sometimes huge lettering will look unprofessional. You want some bolded sections, need some bullets, and also want to

add some color to the copy with a graphic example. Your job

is to get them to respond, so don't just tell your life story. Tell them what they want to hear. Promise them something big in the beginning, and then say they'll get it for a steal at the end of the page. That's SEO copy working for you. It's about conversions. If it doesn't work, you can always try again.

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## Hiring Professionals For the Job:

Confused? That's why SEO copywriters can help. This field is far too important to do by yourself unless 1) your budget won't allow or 2) you are a talented business writer. Often you have to spend money to make money, and there are a high number of talented SEO copywriters out there. However, look for ones in your chosen field. If you're selling medical supplies, get one in tune with catalogs and medical copy. If you're selling rare edition books, get a copywriter with art or entertainment copy experience. No matter the niche, some almost always specializes in it.

## Going Alone:

You can go alone. The keys to SEO copy were mentioned. If you do this all by yourself, try to share the copy with others who will be honest with you. Writing for businesses isn't writing a novel. You can't

amaze them with your prose. You want it simple and clear. You want sales, not a Pulitzer. Keep your paragraphs short and your sentences to the point.

### **What's a Good Rate?**

So we know SEO copy is quite important, that reader response drives sales. So what now? You need to see conversions. You want a good rate of conversions for everyone who visits your site. For example, you might be selling very expensive, rare books, so a 2% response rate may work. Or, you're selling books in bulk for big discounts, so you may want to make your response rate goals far higher. The response rate depends on the business, but should never be too far below 2%. If 1,000 visitors come to your site and only 1 buys, something is wrong.

### **SEO Brings Them, Copy Sells Them:**

SEO is the crucial ingredient in bringing visitors to your site, and then SEO copy gets them to respond, gets them to click or buy. They go hand in hand so you can make money.

### **KISS Reader Response:**

Lastly, the "keep it simple stupid" slogan may seem mean or clichéd, but it works for businesses. Instead of a massive flash site with dozens of movies and pictures, you just have unique fonts, bold lettering, a smiling picture of a worker, and an honest desire to work with the potential buyer. If you can keep to the basics, you have a far higher chance of succeeding than if you spent millions making your site the best looking or most unique online.

# CHAPTER 7: SEO BLOGGING FOR PROFIT

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SEO BLOGGING!? WHO DOES THAT? MORE PEOPLE THAN YOU IMAGINE. SO WHY DO SO MANY BLOGGERS INCORPORATE SEO INTO THEIR WORDPRESS OR BLOGSPOT BLOGS? WHY DO THEY INVEST SO MUCH TIME INTO THE PROCESS? 1)YOU CAN MAKE MONEY. AND 2) YOU WILL EARN MORE AND MORE OVER TIME IF YOU KEEP WORKING. BUT WHAT EXACTLY ARE THE ADVANTAGES OF SEO BLOGGING FOR YOUR ONLINE BUSINESS? THIS CHAPTER ANSWERS THOSE QUESTIONS.

## **Profit Is Important, But...**

Yes, profit is quite important for your business, but you'll note many top companies in the online world had to invest not months, but years into making their businesses work. The big example is Amazon, now one of the hottest retailers online; well, at first they were losing money! Now they're making money.

So what were they doing before? Why were they losing money? You build trust and get customers by offering low prices online. Once you get the golden repeat customer, once someone buys from you once a month instead of once every few years, your business is going strong. This is brand loyalty; it takes time to work. SEO blogging is for profit in many ways, but you'll likely make little in the first year. However, you can build your brand and retain customers. You will also get new customers.

## **New Customers:**

SEO blogging is all about informing first and then leading to a sale. People go to blogs for info, sometimes pictures, sometimes to buy but not always. If you post a dozen articles on some business angle, say "How to Save Money on Taxes" and then you offer, later, a \$10 report on how to do this legally, bingo, you might get new customers. But notice: you first informed and then you sold.

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## **On the Cheap:**

SEO blogging is quite a reasonable way to advertise. Often you can do this yourself. This isn't SEO copywriting in terms of difficulty, but sometimes you may want to hire an expert. However, even hiring a professional blogger won't cost too much. The blog will also be simpler, easier to maintain, and a constant source of new customers.

## **Not Too Hard:**

It's simple what you do here. Start a blog. Post at least twice a week. Then start directing readers to your main site to sell something or sell something directly on your blog. That's all there is to it. You won't always make millions, but often the simplest strategies work the best.

## **Can Be Fun:**

Blogging can be quite fun too! Often blogs are more personal than your main site (your business website selling products/services or informing). You can say "I" a lot more on a blog, because it's expected. You can technically talk about what you want, share exciting news about your business.

There are few wrong ways to blog, unless you spell every word wrong or write 10 page letters. Keep it short and simple.

### **Sell More, Earn More, Grow:**

With SEO blogging you do get the opportunity to sell more over time, earn perhaps higher prices for your products/services than before, and since blogging is a growing medium your company will also grow right along with the blog. It's exciting to do, and simple in application.

# CHAPTER 8: EXAMPLES OF SEO WORKING FOR B2B AND B2C

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WHAT ARE THE DIFFERENCES BETWEEN B2B (BUSINESS TO BUSINESS) AND B2C (BUSINESS TO CUSTOMER) SEO? THERE ARE DOZENS OF IMPORTANT POINTS OF DEPARTURE BETWEEN THE TWO FIELDS, NAMELY AROUND PROFIT AND WHO'S BUYING WHAT. WHEN SEO WORKS, WHETHER IT'S COPY OR A BLOG POST, IT'S ALL ABOUT KNOWING YOUR CUSTOMERS. AND WHEN YOU KNOW YOUR CUSTOMERS FOR SEO, NO MATTER THE FIELD, YOU STAND TO PROFIT MORE THAN YOUR COMPETITORS. THIS GUIDE GOES OVER SEVERAL EXAMPLES OF HOW SEO WORKS FOR BOTH B2B AND B2C BUSINESSES.

## **The Differences:**

SEO for business to customer is often about volume, getting a good number of small sales. Your local electric company is technically a B2C business, but while they do work with businesses, their main goal is powering homes for reasonable rates. Also, Amazon.com is a B2C business which has shown vast growth in the past years, much like Ebay. Therefore, if you work with a SEO firm to optimize your site, it's often a major project and important to your growth. But if you, as a homeowner, buy small products that's on the consumer end.

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## **The Similarities:**

Okay, that's really the hard part and I hope it made sense. There are also plenty of similarities between B2B and B2C. For SEO purposes, both sites will appear on search engines. If you search "make money online" you will find examples of both B2B and B2C. But if you search "Singles in Arizona" you would likely be finding more B2C companies. It's important to know you can find both with one search.



## **The Importance of SEO Knowledge:**

SEO knowledge is growing in importance for the business world. You can make more money if you know it, and can save more money if you need it for your site. Some SEO firms will focus on certain niche fields; B2B and B2C are very broad, but some companies choose those as their goals. SEO knowledge comes into effect mostly if you create the SEO copy yourself. But even if you don't, understanding how search engines work and what customers might be looking for is big.

## **Strength of Keywords:**

Keywords were mentioned, and that's exactly the focal point of growing as an online business. Know your keywords. Find out, via free services, what searches hit upon the most and least results. For example, if you searched "Discount Shoes" you would get tens of thousands of results, but if you narrowed your search to "Discount Shoes in Canada" you might cut that in half or more. There are many free SEO services out there which will show you what keyword searches have the most results. This sounds complicated but is very important. You want to rank high on the average search, not the biggest or the smallest. You want to rank on the large results searches, but competition is stiff. You

also want the very narrow searches, but you'll get less hits if you focus. You want a basic search like the "Discount Shoes in Canada" to be your focus. In other words, work the middle ground.

### Using Search Engines:

So we've gone over using keywords via search engines. For B2B and B2C business, you need submit to major search engines, of course. This is a simple process, but some may want a professional to do it for them. Most sites offering to submit your site to thousands of search engines for a fee are merely out for your money. It's best to go for it with a bigger package of writing the content or designing the site.



"Few web professionals have only one site and specialize in only one product or service."

### Finale—Make Money with Both:

You of course desire to make money, but you also want to make more money than your competition. Many innovative businesses use both B2B and B2C services to make more money. Few web professionals have only one site and specialize in only one product or service. That means you need to branch out, and the more you do the more you'll make.

# CHAPTER 9: KEYWORD STRATEGIES

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KEYWORDS ARE WHAT MAKE SEO WORK. SO WHY DO SOME COMPANIES SEE THE IMPORTANCE OF SEO AND SUCCEED AND OTHERS ALSO SEE THE IMPORTANCE BUT FAIL TO CAPITALIZE ON STRONG KEYWORDS? OFTEN IT'S ABOUT TIME AND RESEARCH. THIS CHAPTER, ALONG WITH OTHER SHORT CHAPTERS IN THIS EBOOK, IS DESIGNED TO HELP YOU DEVELOP IDEAS, RESEARCH THE IDEAS, AND PUT THEM INTO MOTION WITH POWERFUL KEYWORDS AND A STRONG SEO STRATEGY.

## The Importance of SEO for Beginners:

This book is designed to help you along the way with regards to SEO. Not only will you understand the importance of a simple, cost-effective, and profitable SEO campaign, but you'll see steps for both beginners, advanced users, and those in between. So, for beginners, what's the big deal with keywords?

1-Keywords mean more customers.

2-Keywords are about potential conversions, selling your product or service

3-Keywords are the most important tool of any SEO campaign

4-Lastly, keywords are what the entire online world revolves around—you must understand them

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## Even For the Advanced:

So you have a dozen or so good keywords you think will place highly on search engines like Google and Yahoo!. What next? For the more advanced SEO users, there are many dangers. For example, you might try to profit completely by only using keywords to place highly on search engines; this strategy can work, but you need a complete strategy, not a narrow one. This means also utilizing PPC ads, email campaigns, maybe even print marketing. For the advanced SEO user, the danger is focusing on only one level.

If you want sales to continue, you need more than the customer who uses keywords. You need a complete marketing campaign.



## Developing Ideas:

So where do SEO ideas come from? This was mentioned in an earlier chapter, but suffice to say developing ideas is about using research. You don't just figure since plenty of people like books using simple keywords like "buy books" will make your business thrive. No, you need the core keywords, but often you want the secondary, more specific keywords to be your main plan.

For example, if you did search "Buy Books" you would get not only millions of sites, but also competitors you don't want to have. There are almost always bigger companies than yours—for books it might be Amazon or Ebay. So you want to narrow your keyword down. "Buy books" is a good idea, but why not "buy discount textbooks" or "sale on horror novels" instead? See how we narrowed the search?

## **Strong Keyword Examples:**

The previously mentioned keywords are good. Now, say you don't know anything about SEO, so you start searching for information on it. You might try just "SEO" in your search, but again expect millions of results. A good keyword for that would be "Free SEO resources" and you would narrow it. You want to be both specific and broad. You want to place highly on more than one keyword. Often your first pick, like "Buy books" is already full of top sites, but you might be able to compete on "buy discount textbooks online."

## **Researching Strong Keywords:**

So where do you research powerful keywords? Google has a free keyword analyzer as of this writing. There are dozens of tools which allow you to see what keywords are currently hot. If there are millions of results for a search, try and narrow it down with more specific keyword phrases. Try not to pay for these services, as many sites offer keyword research services for free.

## **Implementing Complete SEO Campaigns:**

SEO campaigns are incredibly important for both new and established online businesses. This means far more than simply using keywords to bring customers to your site via search engines. While SEO revolves around keywords, marketing in the online world isn't too difficult to master. By using more than one service you decrease the chances for complete failure. If you focused your entire marketing campaign on SEO and that failed to bring in new customers, you lose money. If you use both SEO and perhaps email campaigns, one fails and the other succeeds, you might profit.

## **Saving Time and Making Money:**

This is all about saving time and making money. That's why SEO is so important. Things will continue to evolve in the online world, for the simple reason that as technology evolves so do web sites and search engines. However, the ultimate goal of SEO is to make it simpler, easier, and more profitable to run an online business.

# CHAPTER 10: LANDING PAGE SEO

SEO LANDING PAGES ARE SIMPLY PAGES WITHIN YOUR SITE DESIGNED TO GATHER HITS AND CREATE CONVERSIONS. SOME SITES DO THIS TO AN EXTREME, OFFERING NO SUBPAGES AND A 10-PAGE LONG LETTER TRYING TO GET YOU TO BUY SOMETHING. SO WHY ARE SEO LANDING PAGES SO IMPORTANT? AND HOW DO YOU CREATE THEM? THERE ARE MANY VARIABLES TO THESE QUESTIONS, BUT THEY END AT GETTING MORE HITS, CONVERSIONS, AND REPEAT CUSTOMERS FOR YOUR ONLINE BUSINESS.

## SEO Landing Page Overview:



This will be short as we've gone over some of why they are so important, but in the roller coaster online world the problem isn't getting more hits, it's about getting more conversions from what you have. Simply put, they are just normal pages on your site, and you don't necessarily have to use SEO landing pages to make money online selling products or services. However, when used right they can bring in more passive income than any other product or service you offer.

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## SEO Landing Page Mechanics:

SEO landing pages operate on a density of keywords. Landing pages are very different from home pages, but often the two are used together. Technically, if you only have one page on your site and it's your landing page, you could also consider that your home page. But usually they are very different, mainly because home pages are short, perhaps 100-300 words, and are focused on getting you curious enough to search the site for more info. Where home pages invite you in, landing pages invite you to buy. They are typically 500-1,000 words, sometimes even more.

### Length:

So what is the desired length? Many SEO copywriters place importance on the old school fact, the longer the sales copy the better chance of a sale. It doesn't always work like that, but if you're going to spend \$1,000 on an expensive product or service, you really want a lot of information and to know you're not getting ripped off; so the answer there is long copy. However, long copy doesn't mean a novel, with tons of exposition and long paragraphs. No, you spread it out with bullets, lists, resources, pictures, and graphics.

### Call To Action:

All SEO landing pages should use a call to action. This is incredibly important in a sale. You want a conversion, and the call to action is the best way to convert potential buyers at the end. So what's a call to action? "Buy now and we'll toss in a \$200 bonus item" or "this offer is only available until \_\_\_\_". They encourage the buyer not to procrastinate, but to act now and get the best deal.

## **Sales Copy:**

There are many other ingredients for powerful SEO landing pages. The main elements used in sales copy, which is a general form of copy you can use for landing pages, include the promise, the picture, the proof, the push, and the finale. You promise them something valuable, offer them a picture of what this new product or service will do, push (or call to action) them to buy now, and finally make the offer hiding absolutely nothing.

## **How Many?**

How many landing pages should you have? Often one per site works, unless you are selling many different products or services. Still, if you use more than one keep them a bit shorter.

## **When Do They Work?**

When do SEO landing pages work? You'll know by the bottom line: the number of hits and how many conversions you get. You want a reasonable percentage to go ahead and buy your service. On the other hand, if you fail to sell enough, you might want to rework the landing page, which brings us to the next idea.

## **How Do You Create Them?**

We mentioned the mechanics of sales copy; there are many books and resources on that, but using professionals is also a good idea. Professional SEO copywriters and web designers are not cheap. It is very possible for you to create landing pages on your site yourself. If you can write, that's the hard part. Web design gets easier every year, and designing one landing page is very easy.

# CHAPTER 11: CONVERSION RATES

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CONVERSION RATES ARE QUITE IMPORTANT, TRULY ONE OF THE BUILDING BLOCKS OF SEO. WHAT DO THEY MEAN? WHAT'S A GOOD CONVERSION RATE? THIS CHAPTER PROVIDES ANSWERS.

## B2C:

First off, another chapter mentioned B2B and B2C, the business to business and business to consumer markets. They are vastly different, in terms of both goals and success rates. B2C is classic for conversion rates, as usually you will see quick results for your SEO campaign. This isn't to say B2B or B2C is easier to the other, but it does mean that B2C is a more simple process. Get them to the site, get them to click and read, get them to purchase. That's a conversion when they click an ad or buy a product/service from you. This is classic for businesses.

## B2B:

Yet the finale for both these forms is to get a sale. You certainly want conversions in B2B, but they are quite difficult to get. However, the rewards can be much more than a B2C sale. If you are selling cars to companies, for example, and they buy 20 Ford cars from you, that's obviously a big difference over selling 2 Ford cars. With B2C, you need volume because the products/services are meant for a single consumer, but businesses are more often than not bigger which makes the final sale bigger.

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## Rules of the Road:

Sounds complicated, right? Again, the end goal is to sell a product or service. It's just a different route to get there. The main rule of both B2B and B2C is the difference in size and volume. You expect more when you deal with a major company than a single consumer, but it's harder to get that single sale. A single sale for B2C isn't enough; you need volume.



However, who says you can't do both? Some businesses thrive by tapping into both markets, going for business and consumer clients. Many businesses are simply one or the other, but let's use our Ford car example again. Ford will work with both major corporations and single consumers.

## Selling More:

Some rules were mentioned, but again B2C is about selling more. So how do you use SEO to sell more, or to get that one big sale? The big problem with the online world is people seem to lack the attention span to read page after page of "this product changed my life" and so on. They want eye candy, they want great prices, but they also want to be able to see what you're selling and how it's good. SEO comes into play when you think of this short attention span. How many times have you searched for products deep into a search engine listing? Did you search 10 pages in? 20 pages in? If you found what you wanted on the first page, did you look further? Rarely will a consumer or even a major business spend hours looking for the right seller. To sell more, SEO works in getting you ranked.

So how do you get ranked when you have competition? You can't be listed #1 on every page, but you

do have a shot at the first page if you choose your keywords well. Keywords are the lead in to conversions, as you want products to coincide with what people are searching for.

### **Volume or Quality?**

Conversion rates make the online world work. But should you go with the volume of buys or the big sales? This isn't saying go either B2C or B2B, but it does mean you should consider the market for your products. There is often a good market for both the \$1 purse and the \$100 leather purse, it just comes down to who you're selling to. Volume doesn't mean cheaper items, but sometimes people will pay you the extra money to get what they want.

### **Finale—Success:**

So when are you a success with your conversions? How many do you need? I just mentioned the volume of sales or the smaller but more expensive quality sales. These are crucial ingredients. The average for most businesses may sound small, converting maybe 2-10% of the buyers who come. For B2C companies, conversions can be higher. For B2B, they can be lower. Remember to know your market and to set a plan for a good conversion rate. And if it isn't bringing enough profit in, reconsider your SEO campaign, not always your prices.

# CHAPTER 12: BLOGGING CREATIVE ONLINE BUSINESS

BLOGGING IS THE FUTURE OF THE ONLINE WORLD, NOT JUST THE SEO WORLD. MORE AND MORE COMPANIES ARE SEEING HOW COST-EFFECTIVE AND TIMELY BLOGGING CAN BE. IT COSTS LITTLE TO NOTHING IF YOU DO IT ALL BY YOURSELF, AND CREATIVE BUSINESSES CAN OFTEN DO THIS PART OF THE WEB PROCESS WELL BY THEMSELVES. STILL, YOU NEED TO UNDERSTAND THE IMPORTANCE OF SEO, OF HOW KEYWORDS COMPLICATE BUT EMPOWER WHAT YOU ARE DOING. SIMPLY PUT, BLOGGING IS THE FUTURE OF SEO FOR MANY BUSINESSES. THIS ISN'T TO SAY REGULAR SITES ARE OBSOLETE; NO, THEY ARE DEFINITELY NEEDED TO SELL PRODUCTS AND SERVICES. ALSO, SOMETIMES BLOGS CAN EAT UP MUCH OF YOUR TIME AND PERHAPS YOUR BUSINESS EXPENSES. HOW? YOU NEED SOMEONE TO WRITE THOSE BLOG POSTS, AND UNLESS YOU HAVE SOME WRITING SKILLS, YOU NEED TO HIRE A PROFESSIONAL BLOGGER.

## **So how do you hire an SEO blogger? What would they do?**

An SEO blogger uses keywords you want to develop for your business via personal blog posts. It might be under your name and ghost written by a professional writer. You give them the keywords and topics, and off they write. I do think you can handle the writing part, mainly because blogging is a very personal field. Sometimes you don't need the depth of knowledge of a professional writer to succeed with them.

## **How much does a SEO blog cost?**

- 1-You need keywords, often researched by an SEO firm
- 2-You need time to write, and time is money
- 3-You need a strong host in case you get a lot of hits
- 4-You need a plan for going the long haul

I didn't say a price. What would it cost? Actually, even if you hire a professional blogger, expenses will often bring you more profit. Creative businesses with strong blogs tend to stick around .Note how just about every major site has at least one good blog (sometimes several), and that's because it brings in new business.

So let's get down to the basics. I'll tell you exactly what to do with your SEO blog, and how your creative business can eclipse competitors with this simple tool.

## **The Power of SEO:**

SEO is incredibly important to a blog, sure, but it's not the most important part. No, often you will get a good number of hits to your blog simply by having a powerful website to back it up (we'll get to that). SEO cannot be the sole goal of your blog. You don't simply want to get them to the blog, read, click, and leave. You want new customers, then you want repeat customers. This is where many creative

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online businesses fail, because they fail to make the blog a hit. The blog is a tool, not a way to make millions.

### **Learning as You Go:**

You will learn these things as you move along with your blog. Even if you hire a professional blogger, make sure your stamp of approval is on the topics and angles the writer is choosing. Often you can learn enough to do it all yourself.

### **Posting Regularly:**

One rule of blogging, especially if you're doing it yourself, is to post on a continuous basis. Posting once a month will not work, nor will twice a month. You need to post at least twice a week, more if possible. Why? SEO comes into play here: the more posts you have, the more potential new clients you may get. The higher your blog is ranked, the more lasting effect it will have on your creative business.

### **Directing Potential Clients to the Blog:**

Okay, so we mentioned the basics, but what's also important is the simple front page headline: "New blog with hot tips and incredible deals." You need to direct potential clients from your site to your blog. The blog will be more personal than the website, and you have the potential to get reader response. Reader response means they'll remember you. One of the big hurdles is simply getting your name noticed, even years into your business, by new clients.

### **Choosing Good Keywords:**

Lastly, SEO keyword placement is still a major goal, as any way you can get new prospects is good for your creative business. To move your business online is smart, but to understand it, to profit from SEO and many other tools—that's a different matter. Choose the right keywords. Place them in your headline, first paragraph, and hopefully enough throughout your posts to get ranked. SEO does work when you play the game right, it just shouldn't be your only goal. In conjunction with other strategies, SEO blogging can turn an online business around quickly.

# CHAPTER 13: CHOOSING AN SEO COMPANY, 5 STEPS

SEO IS IMPORTANT TO THE ONLINE BUSINESS MORE THAN ANY OTHER SINGLE COMPONENT. IT WON'T MATTER IF YOU'RE SITE LOOKS GOOD, HAS COOL FLASH IMAGES, SELLS ITEMS FOR HALF THE PRICE OF OTHER SELLERS, AND/OR OFFERS THE BEST QUALITY PRODUCTS OR THE MOST SUPERB SERVICES AVAILABLE. NO, WITHOUT SEO THERE IS NO POINT, WITHOUT SEO YOU CAN'T GET THOSE FIRST FEW CUSTOMERS AND MOVE ALONG. EVEN THE MOST ESTABLISHED COMPANIES ONLINE, SAY EBAY OR AMAZON, STILL RANK HIGH ON SEARCH ENGINES WHEN IT COMES TO CERTAIN PRODUCTS. THEY MUST DO THAT TO STAY IN THE GAME.

So we know SEO is the most important building block, but what's next? Who works the magic for you? I have 5 steps for succeeding with your 1st SEO company.

## 1-Do It All

Often when you shop for a product or service online you find some sites offer it, but some specialize directly in it. I recommend getting a complete SEO package: keywords, search engine submission, copy, and even PPC advertising. SEO is such a huge field you can do this with most SEO companies. It might cost you a good deal of money, but this first step means one company is will have the most experience in getting you more hits and customers.

## 2-Experience

You need an SEO company with experience, of course. Sure, you might be able to save money by hiring a new firm, but the chances of success go down the lower you go with price. Sometimes you can't help but hire the cheaper guy, but if you do, make sure he/she does have experience. Most SEO companies today have staffs with years experience in the relatively new online world.

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"Often when you shop for a product or service online you find some sites offer it, but some specialize directly in it."



## 3-Price Cliché

So you can't hire the "cheap" SEO expert? The cliché is that "money talks" but you definitely shouldn't rule out companies with very low prices. The only worry is if you hire a company from another country. Try to stay within your own language, and even then there are differences if you outsource work. There are high prices in the online world, but often you can get more lasting value from them.

## 4-Speed

How fast can this SEO company get your pages up and get you ranked? Some sites can get ranked within a week or less, while others fail to reach their goal after months. When looking at experience from a SEO

firm, try to see examples of search engine success. If they have no experience posted, look elsewhere. Then see how fast they plan to implement your SEO plan.

## **5-After**

After your site's been written, submitted, and hits the online world by storm, you might want a different SEO company. Rarely will your first try be a goldmine, but there isn't anything wrong with learning as you go and hiring new companies. Simply put, you can often do better for a better price. It's a learning experience, but if you do like this SEO companies work, if you rank high on the search engines, do the obvious and keep them.

# CHAPTER 14: NEW CAREERS IN SEO

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SEO CAREERS ARE ACTUALLY IMPORTANT TO KNOW EVEN IF YOU DON'T WANT ONE. WHILE THAT MAY SEEM ODD, WHEN YOU THINK ABOUT THIS IT MAKES SENSE. IN ORDER TO DO WELL IN A MARKET,, SOMETIMES YOU NEED TO UNDERSTAND THE JOB MARKET FOR IT. YOU NEED TO KNOW WHAT WORKERS MAKE THE BEST CARS, WHAT WORKERS WORK THE BEST DURING LONG HOURS, WHAT EACH POSITION REQUIRES OF A PERSON, AND WHAT TO EXPECT FROM EVERYONE. SO HOW DOES THIS APPLY TO SEO AND ITS IMPORTANCE FOR ONLINE BUSINESSES?

SEO careers are here because there is a need in the online marketplace. Just as SEO itself is important, so too are the many people, big and small, working to make certain pages #1 and certain keywords marketable. This chapter discusses the importance of each SEO position from top to bottom.

## **Search Engine Marketing Specialist:**

This career is very similar to PPC advertising really, because you'll be creating, launching, managing, and optimizing major campaigns. Like most SEO responsibilities, often you'll be doing mechanical work involving critical thinking and problem solving. You will likely, along with PPC campaigns, be reviewing data and creating reports. You'll also need a powerful knowledge of how SEO applications work. A good web copywriter will perform well in this field, as strong writing skills create results.

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## **SEO Experts:**

Yes, the entire point of the book really is to help you become a search engine optimization expert yourself. This field is directly involved with the book; you will be designing web sites with the intent of scoring high on search engines. One of your biggest responsibilities is to simply make sure no problems with the text hurt the site on major search engines, perhaps the wrong keywords or hidden keywords. This field has a vast potential, but learning it takes time. Search engine optimization varies from site to site, but the mechanics can be learned and sometimes must be learned. It's not rocket science to create powerful, high ranking websites, but few call it simple.



## **Where are the jobs?**

The jobs are often considered the hard part, or at least the first big jobs. Perform well, you get referrals and new clients. Fail, and you're back at square one. However, I disagree in any business on focusing on referrals to get new clients. You should always strive to find new clients, sometimes on a daily basis. There is a lot to be made in SEO and SEM consulting, as well as becoming an expert in the field, and instead of waiting for referrals you can use social media tools like blogs to bring new clients to you.

# CHAPTER 15: IMPORTANCE OF SEO FOR ANY BUSINESS

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ANY BUSINESS CAN SUCCEED IN THE ONLINE WORLD IF POWERFUL SEO TOOLS ARE USED. ANY BUSINESS CAN GO ONLINE AND PROFIT. AND MANY BUSINESSES MAKE MORE IN THE ONLINE WORLD WITH THE HELP OF SEO THAN THEY EVER COULD WITH A MAJOR STORE.

Big statements, but they're all quite true. So why does SEO have such an effect on businesses looking to expand? And why should your company use it, or use it even more than you are? This chapter explains.

## **SEO for Masters:**

You really don't have to entirely master SEO in order to profit from it. This book has pointed out that often it's quite expensive to hire out for SEO experts and consultants, but you should also know the potential to profit grows more and more as the online world evolves. Once you become a master in at least understanding core SEO mechanics—search engine marketing and other fields for example—then you stand to profit.

## **SEO for Profit:**

SEO is about making money. This is no get-rich-quick-scheme. You want to make money, to turn a profit, and you want that profit to grow year after year. As this book is being written, the world and specifically the US economy is struggling. Still, with so many businesses toppling, the online world is becoming more important, for both businesses and consumers. It costs less to start a site and promote it than a brick and mortar store; and buyers can save money by shopping online. Search engine optimization is going strong because the online world is still growing.

## **Potential to Grow:**



"As this book is being written, the world and specifically the US economy is struggling. Still, with so many businesses toppling, the online world is becoming more important, for both businesses and consumers."

There is a vast potential for growth in this area. Many businesses ignore SEO entirely, but those who don't have the chance to grow into major businesses. Yes, there are over a billion pages online already, but a fraction of them are serious about making money, another fraction don't know how to make it, and even fewer completely utilize simple SEO tools. You can stand out immediately.

## **Selling Volume:**

The point of the online world is to sell of course, but selling in volume also has more potential. You can ship products anywhere in the world, cutting down on your costs and saving consumers money. What does this have to do with SEO? SEO helps you get those customers looking to spend big money.

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### **Competition:**

Still, competition is stiff in the online world. Every day new sites pop up. I mentioned many sites don't utilize SEO tools, but there are quite a few who do. Even careers in SEO are becoming harder to get; there is a lot of money in this field, and competition for top positions or freelance opportunities is stiff. So how do you stand out? You become knowledgeable on your core market. You get expert advice. You attempt to master SEO even if you hire out. Then you focus on reader response.

### **Reader Response:**

Reader response, or direct response, is the most important part of attempting to sell anything in any form. You want your buyers excited, you want to get them to start thinking, you want them to see this product or service helping them.

Reader response means they are responding to your ad, or noticing your page after reading a short description on a search engine. They react to what you do. Once you master the ways in getting reader response, you stand out.

### **SEO Copy:**

SEO copy is a more broad aspect of reader response. There is more than the simple search which finds your home page; SEO is about utilizing all your pages and making them powerful on search engines. You need to optimize them with keywords, each page perhaps a different keyword, variation of a single keyword, or simply the same strong keyword you really want to rank on. SEO copy is an important part of this eBook, mainly because it's the most common sense way to succeed with SEO. You get 2-5 percent of a major keyword, 1 percent of other keywords, and mention a few others so you can rank highly. It may sound simple, but it can get tough. Really, anyone can do it given time.

# CHAPTER 16: BENEFITS OF SEO FOR NEW BUSINESS

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THE BENEFIT OF ANY BUSINESS GOING ONLINE IS IMMENSE, BUT GOING ONLINE WITH A PLAN FOR SUCCESSFUL SEO IS FAR MORE PRACTICAL. IT CAN BE A DREAMY AFFAIR WHEN YOU FIRST TAKE A BUSINESS ONLINE. YES, IT CAN BE VERY PROFITABLE AND INCREDIBLY IMPORTANT, BUT TOO MANY BUSINESSES EXPECT TO SUCCEED IMMEDIATELY. NO, YOU NEED A PLAN, AND WHEN YOU SEE THE BENEFITS OF GOING ONLINE COMBINED WITH AN SEO PLAN, YOU CAN SEE PROFIT AND YOUR DREAMS BECOME A REALITY.

Starting a new business is scary, yet also fun and engaging. You don't know what to expect, you don't know how much you'll make, and you surely don't know if you'll make it. However, one advantage of going online is lower costs and a chance for higher profit. There are many other benefits, but combined with SEO, the benefits can often come quickly. This chapter focuses on the benefits of SEO for new businesses, both ones going online and with a major plan to succeed in the online world.

## **Benefit 1-Time**

This is simple: you can go register a site and sign up for a host in an hour or two, build a good site in days, and get new customers within seconds. Yes, time is on your side.

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## **Benefit 2-Speed**

So you get these new customers, but SEO is about getting them quickly and in volume. Speed comes into play. Buyers like to be able to get what they want quickly, and they can online. Also, they don't search hundreds of pages; it's important to rank high on your product or service page. Instead of establishing a new business in a brick-and-mortar store, going online gets you on the global stage quickly and cheaply.



## **Benefit 3-Customer Reality**

The reality has been mentioned, but again customers like getting what they want quickly. If you save them a trip and money, and you satisfy them, expect more business. In any economy, customers are sometimes loyal and sometimes change where they buy. You can help that by bringing in new customers on a continuous basis and SEO lets that happen.

## **Benefit 4-Simplicity**

The online world may seem complex, but just like learning the basics behind SEO, mastering the online world is far from impossible. It will take you some time, but I guarantee an understanding of implementing new business plans like SEO campaigns will become easier over time and with practice.

## **Benefit 5-More Profit**

SEO means profit from day 1. It won't be millions of dollars by day 2, but more profit is the foremost benefit for new businesses to use SEO. In general the online world is ruled by shoppers and clickers. Sure, there are many readers and those simply looking for entertainment, but often they shop and click too. It's a buyer's market, and not using SEO cuts out thousands if not millions of potential customers.

# CHAPTER 17: BENEFITS OF CREATIVE SEO BLOGGING

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ONE OF THE MOST EXCITING AVENUES FOR ONLINE PROFIT IS CREATIVE SEO BLOGGING. “BLOGGERS MAKE PENNIES A CLICK” ... “BLOGGERS NEVER MAKE REAL MONEY” ... “BLOGGERS WORK FULL TIME WITH NO BENEFITS.” YES, BLOGGERS DO SOMETIMES MAKE PENNIES, BUT SEO BLOGGERS WITH EXPERIENCE IN THE FIELD TEND TO MAKE HIGH AMOUNTS OF MONEY. SOMETIMES IT’S DIRECT INCOME—AN AD CLICK—BUT THE REAL WAY TO USE A BLOG TO PROFIT IS TO SIMPLY ADVERTISE A MAJOR SERVICE. YOU CAN MAKE MONEY WITH AD CAMPAIGNS LIKE GOOGLE ADSENSE, ACTUALLY SOME MAKE THEIR ENTIRE LIVING WITH THAT, BUT THE REAL MONEY IS IN ATTRACTING NEW CUSTOMERS TO YOUR BRAND.

Say you are selling refurbished computers for hundreds less than they are worth. People aren’t finding your site, even with strong keywords on your landing pages and home page, because you have plenty of competition. Really, a blog is the next natural step to increase sales. The possibilities are endless. But what actually do you do? And can you make passive income in large amounts too? This chapter analyzes the major ways to make money online with SEO blogging, along with pointing out the myriad ways you can benefit from it immediately and over time.

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## **Benefits Like Gold:**

Benefits come from blogging almost immediately. That one customer who finds your blog—but who wouldn’t have found your main site—may spend hundreds if not thousands on your products or services (it happens). They also come continuously over time, as you build your name, find new constant readers, and customers begin to refer other potential customers to you.



## **Strategies:**

There are an infinite number of strategies to implement with SEO blogging, but the one I like the most is the direct income route over the passive income route. This will be mentioned later, but there are just too many blogs covering millions of topics trying to get clicks. We don’t naturally click ads; sometimes we do, often we don’t. That’s not a good way to make money quickly, though you can add it to your business plan over time. Direct income comes from buying your products after finding your blog. People spend billions online; it’s one of the largest markets today and will stay that way. Offer a product or service and start a blog commenting on the topic.

## **Customer Loyalty:**

Customer loyalty is another “golden” benefit of creative SEO blogging. I’ve seen so many blogs build reader loyalty and then occasionally offer a product or service. Say you own a tax service, and you start a blog commenting on changing tax systems or with careful warnings. This is a good, broad, needed topic. You get readers. What next? Sell something, or direct them to your main site and offer services. Once they see your knowledge on the subject, once they trust you, customers buy.

## **SEO Blogging, New Customers:**

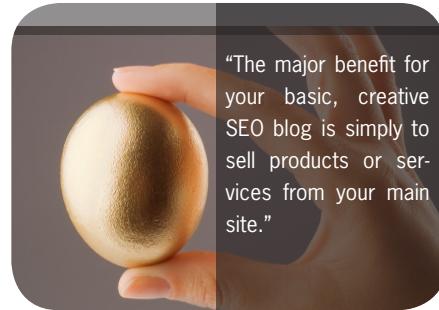
Another “golden” benefit of blogging is before you even get the customer loyalty—the brand new customer who found your blog. They were searching for a good tax service or some help with their computer, and presto there is your blog. Then they see your sell products or services, click, buy, money comes your way.

## **SEO Blogging, Repeat Visitors:**

SEO blogging brings these repeat visitors, especially if you add simple tools to your blog like RSS feeds and such. They will come maybe in small amounts, but if you get a constant stream of repeat visitors, expect business to grow.

## **Brand Names:**

Along with customer loyalty, you need to build your brand. Whether you are selling tax services or refurbished computers, you want your brand name to be remembered so you can turn new customers into constant customers. Ebay has a good brand; they cornered the market on online auctions. A strong SEO blog can help your brand immediately and over time.



“The major benefit for your basic, creative SEO blog is simply to sell products or services from your main site.”

## **Passive Income:**

Passive and direct income are of course your two major profit points for an SEO blog. While I am not as much of a fan of passive income, it does work well for many businesses and bloggers. Passive income is simply income you didn't directly create; you didn't knock on a door selling a book, you had someone click an ad on your site or fill out a survey. Google Adsense is all passive income, as it revolves around the customer taking action and you sitting back. Some professionals make high amounts of passive income, and work less than those who use direct income.

## **Direct income:**

Yes, I like direct income much more, even if it's sometimes tougher to profit from in the beginning. The major benefit for your basic, creative SEO blog is simply to sell products or services from your main site. Really, SEO blogging is close to free advertising, as just about anyone can create a blog and post a couple times a week. Add a link to your main site, and you might double the hits within a matter of days or weeks.

# CHAPTER 18: IMPORTANCE OF A GOOD SEO FIRM—DON'T SPEND TOO MUCH OR TOO LITTLE

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SINCE SEARCH ENGINE OPTIMIZATION IS SUCH AN IMPORTANT TOOL, WHAT'S THE FIRST STEP IN GETTING YOUR LANDING PAGE RANKED HIGHER THAN THE MILLIONS OF OTHER POTENTIAL PAGES IN YOUR MARKET? THE FIRST STEP IS UNDERSTANDING THE BASICS OF SEO. IT'S SIMPLER WHEN YOU DO WEB DESIGN; MOST OF US ARE FAMILIAR WITH THE BASICS OF WHAT WORKS WHEN LOOKING AT WEB DESIGN; YOU WANT IT TO BE EASY TO NAVIGATE, COLORFUL, UNIQUE, AND TO SHOW YOUR BUSINESS IN A POSITIVE LIGHT.

It's similar with SEO. You want a SEO campaign to do far more than just be unique, but also look professional and upstanding. This sometimes costs a lot of money. So how much should you spend on SEO? What's the most important things to know? Let's get started.

## **SEO Firms Are?**

SEO firms are a crossover business really, where you can do a little of everything. There is really no standard for an SEO company. Some firms have dozens of employees and do poor work, while others are a one-person-show and do incredible work (or the reverse).

## **SEO Firms Do What?**

SEO experts typically work with you on basic keywords, then create copy and pages for your site to stand out with a powerful campaign. Really, it's about getting ranked highly on search engines like Google and Yahoo!.

## **SEO Copywriters Are For?**

I personally think SEO consultants are less important than the SEO content writers, or copywriters, who create the text for your site. Really, the tough work is in putting pages together which mesh well with your campaign and site's look. SEO copywriters simply create the text for every page you have. They create more opportunities for you by utilizing keywords to get more internet surfers, then turning them into buyers.

## **SEO Consultants Do What?**

SEO consultants typically are expensive, but often they can be incredibly valuable in getting your pages ranked higher. They are more apt to offer mechanical details of your pages. They won't write the copy, but they may decide on what keywords to use on what landing page, how to utilize your home page to appeal to different buyers, among a myriad of other SEO actions.

## **Why Hiring Out is Good:**

Hiring out for SEO work isn't always good, but again in my personal opinion it can make the difference between success and failure. Too many don't want to fork over the money to get keywords, create text, and bring new customers in. This is far too important to be left to yourself in most cases.

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Hiring out can actually save you money—you save time. Hiring out can make you money faster—your campaign is successful. And hiring out saves you plenty of headaches.

### **When to do it Yourself:**

So when should you not hire out? Say you have a writing background and you've been online for about a decade. You know keywords, you know there is more to SEO than keywords, and maybe you have some pals who understand SEO too. Sometimes someone like that can do it all themselves, then check with the “expert” friends when confused. Also, SEO isn't impossible to learn. This eBook is one example of learning as you go, picking up pieces of what makes SEO work so well. You can find information on many things online, and most of the best ideas on SEO are online and not in books.

# CHAPTER 19: SELLING PRODUCTS: THE IMPORTANCE OF SEO LANDING PAGES

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LANDING PAGES ARE AN INTEGRAL PART OF ANY SEO CAMPAIGN. THEY ARE ALSO CALLED “LEAD CAPTURE PAGES” AND ARE SOMEWHAT COMPLICATED IN PRACTICE. THERE ARE, FOR INSTANCE, MANY DIFFERENT GOALS BETWEEN A HOME PAGE AND A LANDING PAGE. BUT THE CORE REASON TO USE A LANDING PAGE IS BECAUSE YOU ARE LIMITED ON WHAT YOU CAN DO WITH YOUR HOME PAGE: FOR EXAMPLE, YOU CAN’T HAVE ALL YOUR MAIN KEYWORDS ON A SINGLE, SHORT HOME PAGE, SO YOU CREATE SEVERAL DIFFERENT LANDING PAGES BUYERS COME TO VIA ADS OR LINKS FOCUSED ON DIFFERENT PRODUCTS/KEYWORDS. YES, IT DOES SOUND COMPLICATED, BUT THIS CHAPTER IS ALL ABOUT LEARNING THE IMPORTANCE OF SEO LANDING PAGES.

## **Who?**

Who uses landing pages? They’re important to any major SEO campaign simply because they do what your home page cannot. Every major business online should, but doesn’t always, use a variety of landing pages. Major businesses are apt to use several or more landing pages filled with powerful keywords to bring in new clients.

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## **What?**

So we know what landing pages are, but what makes them work? This is where the basics of SEO come into play: you focus on a few keywords like any other page, but you usually have more room to play than with your basic web page. Ever notice lengthy sell pages, sometimes more than 5 pages long? Those are usually landing pages, the art of selling. And actually, length is a good thing if you are selling major products: buyers want to know everything about your product/service before buying.



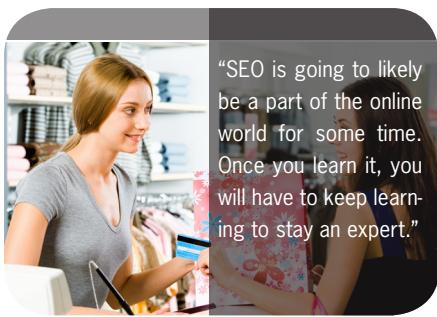
## **Why?**

Why are landing pages so important to your site? It’s all about keywords in my mind. For one, the first page potential buyers see is your home page, which is often 300-500 words long. How can you sell in so short a time? How can you get them to your other pages? You can do it, but powerful landing pages often make it simpler to sell a variety of different products/services online. They make it so you can sell more.

## **When?**

When should you use SEO landing pages? I have yet to see a business use a landing page and not need one, but you don’t necessarily need to hire some major SEO expert to create an expensive landing page in the very beginning of your SEO campaign. You should see what products or services buyers seem comfortable buying from you online, then focusing your new landing pages on those products/services. Say you are selling a variety of kitchen appliances, but your most expensive product seems to sell the most. Since you now know this, you can focus an entire landing page on getting new buyers and repeat buyers for the product.

## Where?



"SEO is going to likely be a part of the online world for some time. Once you learn it, you will have to keep learning to stay an expert."

Where should you put your SEO landing pages? The basic idea here is that the landing pages aren't connected to your main site. They are much like a letter you get in the mail, a complete out-the-door selling tool. So don't connect them to major pages of your site.

## Importance, To Sell:

The importance of any SEO landing page is to sell. If it's not working, try something new to create new business. Of course, not all landing pages will work; this takes time.

## Importance, Power:

SEO landing pages are all about the power of selling .You might fail the first few times, but buyers are use to good landing pages selling to them and eventually you will succeed. Since landing pages are generally inexpensive to create, you can create as many as you want and watch your profits grow.

# CHAPTER 20: PROMISE OF SEO COPY

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REMEMBER THE PROMISE YOU HAD IN CERTAIN SCHOOL SUBJECTS? MOST OF US SHOWED PROMISE WORKING IN SOME FIELDS, MAYBE NOT MATH BUT LITERATURE WAS GREAT, AND IT'S AN ANALOGY FOR HOW SEO WORKS. WE ALL HAVE PROMISE IN THIS FIELD GIVEN TIME; IT'S NOT THE KIND OF TALENT ANYONE REALLY IS BORN WITH, UNLESS YOU CONSIDER DETERMINATION AND TECHNOLOGY-TALENT IMPORTANT. NO, YOU WILL SUCCEED IN THE FIELD OF SEO GIVEN TIME, DETERMINATION, AND HARD WORK.

SEO copy has promise to outpace some of the biggest writing markets. For one thing, SEO copy is easier to write and easier to profit from than most other writing fields. More than those, it's about following the rules and simply putting the effort into it. So what really is the promise of SEO copy, why is it better than traditional copy, and how long will it take to master it? Let's see ...

## **SEO Copy is ...**

You likely know what SEO copy is by now, the text of a website. It can be a major, 50 page site; it can be a small 2 page site; it can be a spread out site with a dozen landing pages not connected. The possibilities are endless. But it's the text you put on your home page, the text you put on your links page or catalog page.

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## **SEO Copy is About ...**



SEO copy is about reader response. This is an integral part of SEO work in any form. SEO copy comes to results when you connect with a reader. They click. They buy. Really, it's all about the customers, who are always right, and it's also about deciding how you are different from other businesses. With billions of pages online, where do you begin? You learn one day at a time.

## **Learn One Day at a Time:**

The promise of SEO copy is unique in that over time you can easily master this field. Yes, some are advised to hire professionals. You let doctors operate on you instead of doing it yourself, you hire lawyers when sued instead of defending yourself, and so some think SEO should be left to the masters. Even if you do hire out, how will you know if it works or not unless you actually understand keywords, direct response, and how to build a customer base online?

## **Hiring Out:**

SEO copy isn't all about do-it-yourself, but I like to think hiring out and learning one day at a time go hand in hand. This is far too important of a field to simply leave to experts. You want to know what's going on with your pages; often this is the life of your business. So it's best to simply do a little of everything: brush up on SEO practices, ask those you work with to explain details to you, and then you'll increase reader response and therefore profit in your own ways.

## **Blogging and SEO Copy:**

Blogging goes hand in hand in some ways with SEO copy. A blog post is different than a page of SEO copy: you are more personal, usually write less, and post new pieces weekly if not daily. However, a business blog is out to make money, a business blog is text, and a business blog can bring in new customers—just like SEO copy. True, blog posts are closer to articles than copy, but mastering both blog posts and SEO copy is integral in any major online campaigns.

## **Business Angles, B2B and B2C:**

The promise of SEO copy can't be forced into any two fields, but in reality it does come down to making money. You want to make more money. You want higher reader response. You need new customers and repeat customers. Business to business website copy has a different angle than business to consumer copy. B2B is often about bigger, single sales, while I see B2C as about a volume of smaller sales. Both are about money and business success, it's just the objectives are different. SEO copy can work well for both, or fail miserably. The good news is you can edit as long as you want.

## **Money, The Final Answer:**

Yes, you can edit forever, but you want to make money today! I hear you. Money is the final answer when it comes to SEO copy. If you're not bringing in enough customers, something is wrong. Of course, it isn't always problems with text, but something isn't working. Keep money in mind when considering SEO copy. Find out who your buyers are; create buyer profiles; sell new products; use search engine optimization to corner your market via landing pages.

## **Promises, Promises:**

Really, SEO copy is about making a big promise to a buyer and then selling them on it. You say "I will make you 1 million dollars in 2 years." That's a big promise, but a perfect one for people who want to make money. How are you going to make them the money? You made a big promise, but let's see some proof. Then push them to the sale.

## **Results:**

Results are tied hand in hand with money, but often building a business over time and getting big clients works best. The reality in the online world is you often have thousands if not tens of thousands of competitors online. You can't just wait for the money to come in, you need to see what's working. The big promise here is that, while it takes time, many businesses succeed more than hard work and knowledge than immense talent and luck.

# CHAPTER 21: FUNDAMENTALS OF ONLINE WRITING, BUYING AND SELLING

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SEO CAN MAKE YOU THOUSANDS OR IT CAN MAKE YOU NEXT TO NOTHING. SEO CAN MAKE YOUR BUSINESS THRIVE, BUT IF YOU DON'T UNDERSTAND ITS IMPORTANCE, THE POWER THAT SEARCH ENGINE OPTIMIZATION HAS ONLINE, THEN YOUR BUSINESS GOALS ARE GOING TO BE TOUGHER TO ACHIEVE.

What does this have to do with the fundamentals of online writing? SEO is all about buying and selling. This chapter deals with the writing angle, which hopefully shines a light on what you need to do to succeed not just as an online business, but as a writer on the front lines of online tools, media, and profits.

## **Online Writing is About:**

Online writing comes in two forms: informing and selling. Online writing is usually about selling something, however, so keep that in mind. I like to think of it in this way: no matter what you are writing, the point is almost always to get a response from the reader. This is classic direct response, what I like to call reader response. Even if you do only blog posts, you usually have an endgame in mind; you want the reader to click on something. That means sales.

Informing is quite powerful, and along with selling it's one of the most important online writing tools. We're all knowledgeable in something or other, and by sharing that you are informing. Once you inform on a regular basis—say writing blog posts on the crafts or dolls or even comics—then you will profit more and more. After all, many people are going online to find information, not always buying, so if you can inform and sell you will succeed.

## **SEO Writing is Different:**

But SEO writing is different! How? Search engine optimized writing is even more directly connected to selling. SEO writing is like running a business: you have goals in mind, and usually you want to profit. In short, SEO writing is **ALWAYS** about sales. There is no point in optimizing a site or blog unless you plan to profit. On the other side, you can be an artist and post pictures and writings and never try to profit. But with SEO, you are trying to get more readers, and you want reader response.

## **SEO Master Today:**

So what does it take to master SEO today? It's a constant and evolving learning process where you never know everything.

SEO mechanics is about far more than keywords: you have a different angle for each page, different keywords for landing pages and home pages, the much needed response, and discovering how engines rank your site and/or blog.

## **Content or Copy?**

Content and copy are very similar, but in the online world it's important to know the difference. I think of content as a broader term which can encompass both copy and articles. Say you post twice a week

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on a blog, and do so for a year. That's usually content. Then you start a business and build a site; the text is content, but also copy. Copy is a term connected more to direct sales. Confused? Content can be articles or copy, while copy is always trying to sell you something.

### **What's Your Niche?**

Find a niche as an online writer, even if you hate writing. It's important to learn over time as you begin creating text for web pages. Niches are tied directly to keywords. Most major online writers focus on learning a few set niches, so even if you hire out you want someone familiar with your industry. I wouldn't hire a clothing SEO copywriter for a site on injury law, but I would hire him for a shoe store.

### **What's Keyword Density?**

Keyword density is very important for SEO, but also quite simple. You use the word "coins" once in 100 words. That's a 1% keyword density. You use the word "Gold" 10 times in a 500 word page. That's a density of 2%. Keyword density tools can help you with this, and many are free. You simply copy your text into a page, then the tool will show you keyword densities.

### **Who Should I Sell to?**

Who should you sell to as an SEO writer? In the online world, there is a market for anything and everything. Of course, you again have your own knowledge and talent. Find the right kind of buyer and your business could take off. Also, certain buyers are simply tough to sell to, especially expensive products. Know your buyers as an SEO writer—it's incredibly important for any SEO campaign.

### **What Makes SEO Writing so Important?**

Why is SEO writing so very important? I jumped between online writing and SEO writing. SEO writing simply is important because, oddly enough, it can and should make you money. Every good online writer can master SEO in a matter of days or weeks, because it's still writing and can be learned. As SEO evolves, the easier you can take in new information the better. Once you start making money, you'll truly see why SEO is so important.

# CHAPTER 22: IMPORTANCE OF SEO PROOF

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WHAT'S PROOF? NO, IT'S NOT THE CRIMINAL CONVICTION, THE PROOF YOU DID YOUR HOMEWORK, THE PROOF YOU BOUGHT AN ITEM WHICH BROKE. WELL, IT CAN BE THOSE THINGS, BUT IN ONLINE MARKETING PROOF IS SIMPLY SAYING SOMETHING AND BACKING IT UP. SOUND SIMPLE? GUESS AGAIN. IT'S A COMPLEX WEB YOU WEAVE IN YOUR SEO CAMPAIGNS. SOME PPC CAMPAIGNS EVEN USE PROOF. OR THE NEW FLURRY OF "WEIGHT LOSS" ADS SHOWING BEFORE AND AFTER PICTURES. THAT'S CLASSIC PROOF, AND CLOSE TO WHAT WE WILL BE DISCUSSING.

Now, in my own way, I've said this before in previous chapters. But proof is so very important to any online business that it can make or break you. Therefore, SEO proof and its importance gets an entire, short and to the point, chapter explaining the mechanics. Let's begin.

## Where Do You Use It?

Everywhere! Rarely will you see a business say, "Best Carpet Company in Britain" and then show their prices. They can do that, but the ad will fail. If you say, "Best Carpet Company in Britain, as rated by XYZ Newspaper" then you are using proof.

In the online world, proof is even more important than the infomercials you see on television. It's hard to show your product/service works online with pictures and text. Yet it can be done.

## Give me Examples:

I hope you are not confused. I gave some examples via the British carpet company, but here are some more examples of proof working online.

The testimonial—"This is the best cleaning product I've ever used" ... or "The turnaround time, days instead of weeks, was incredible" ... or "I've made 10,000 in one month using this service."

Testimonials are the classic way to show proof. However, you are often critiqued by more than just customers. "The Daily Newspaper said we're '#1 Pizza Delivery'" or in SEO terms, "Salon called our business market an explosion waiting to happen."

Pictures are also perfect examples. And since you can even use videos online, harder than pictures but more than doable, using both pictures and videos can truly sell your product in a new way. It can show your product is small, it can proof the cleaner works on any stain, it can point out the used car service offers high end products.

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## Will I work More?

You might, yes, work more in showing proof. But you will also get more sales, which means even more. If you are selling a product that, for some reason, you can't show proof via reviews or flashy graphics, it's far from impossible to succeed. However, using proof is worth every minute you spend. Any picture, video, testimonial, review—these are classic ways to sell something which have been used for a few millennia.

## What's a Testimonial?

Since testimonials were used, what exactly are they? True people critiquing your products. Many cell phone commercials, for example, show real customers saying real things about the cell phone service. You can't write a testimonial; you need someone to agree to comment on your product/service. If they liked it, no problem.

## What's the best form of proof?

This is a tough question, but the simple video testimonial with a "real" living and breathing person saying something good about your product is worth plenty. However, a major review in a local newspaper or even major magazine can take you to the next level of profit.

## Why use proof with SEO campaigns?

SEO campaigns are difficult because many buyers do not fully trust online merchants. Proof gives you credibility in selling. Say you are selling expensive, \$200 DVD players. First, you get testimonials from your initial clients, then you show how completely protected your website is if buyers choose to use credit cards or Paypal. For instance, you often see a "protected" logo on many major sites which accept credit cards; using something like that, a merchant guarantee, may seem small but can prove you are a reputable, trusted seller.

## My Proof Isn't working ...

What happens if people still aren't liking your proof? The testimonials seem to be right, but no one wants to buy. Maybe a local newspaper reviewed your product/service. You might even have merchant protection for new buyers. There is no quick fix for products/services not selling, and rarely will it be entirely because you lack proof of your products effectiveness. However, you might rework your strategy by studying your competitors and seeing how they show proof. If they seem to be succeeding, then copy some of their strategies. This isn't cheating; it's business.

# CHAPTER 23: CREATING A CALL TO ACTION TO BUYERS ON SEO PAGES

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WHILE IT'S BEEN MADE CLEAR SEO IS INCREDIBLY IMPORTANT, THERE ARE MANY SMALL PIECES WORKING TOGETHER TO MAKE ONLINE BUSINESSES SUCCEED. YOU NEED PROOF, BUT ALSO A PROMISE TO FIND PROOF FOR. YOU NEED A PUSH TOO, AND THAT'S EXACTLY WHAT A CALL TO ACTION IS.

Call to action? "Act now and save \$40" creates a sense of urgency in the reader. "This offer will only last for one month." "Act today and change your eating habits."

See where it's going? You are pushing the reader to a sale. And that's not easy.

SEO is business, and just like any other business it uses basic tools easily understandable given time. A promise makes them curious, proof shows them this is the "real deal", and a call to action in SEO puts money in your pocket. So let's begin.

## **Push:**

Push gets them to buy; it's just another term for the modern call to action strategy. Yet without a powerful push, even if you have a great promise and incredibly proof, you might not get the sale. So it is important.

## **SEO Copy:**

Terms have been brought up, like "promise" and "proof." SEO copy is all about getting sales or clicks, much like any other business model. Even in the direct mail letter you get in the mailbox, or the email campaign that hits your inbox, you will see similar rules of writing. Promise, proof, push, close. Promise them a steal. Show them it works. Push them to the buy. Close the letter.

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## **The Order:**

Yes, I just mentioned the basic order of online business copy. Promise, proof, push, close. There are other forms of this, like using a unique selling proposition or using a false close. However, for beginners the four steps always work.



## **Do you always need It?**

Do you always need a push in your SEO copy? I believe you do. It works out when you make money, which is when you know it's working.

## **When do you know it works?**

This may sound obvious, but often you won't know it works even if your sales are spiking. No, a complete SEO campaign has power, but so does a quality product or service. So, just having a good SEO copy page isn't enough; you will know it works via clicks on the optimized page.

## **More Examples:**

I hear you—more examples of a push are needed!

"Begin a new life with this complete program on earning more money from home."

"If you don't act soon, our cleaners will sell out."

"The time to make money is now. If you don't take this offer today ..."

See, it's pretty straightforward. Even hiring a professional SEO copywriter doesn't devalue the importance of SEO copy knowledge. Once you master it, you will know what works and what doesn't, especially if you don't have time to write all the pages of your site yourself.

# CHAPTER 24: SEARCH ENGINE UNDERSTANDING AND THE BIG ONES

WHAT DO I MEAN BY “THE BIG ONES?” PROBLEMS WITH SEO, ADVANTAGES OF SEO, DIFFERENCES BETWEEN SEPARATE FIELDS LIKE B2B AND B2C, AND SIMPLY REACHING OUT TO NEW PROSPECTS WHILE GETTING REPEAT CUSTOMERS. IT’S CLASSIC BUSINESS IN A NUTSHELL.

This chapter will focus on the evolving SEO slogans you may be seeing online. First, to business.

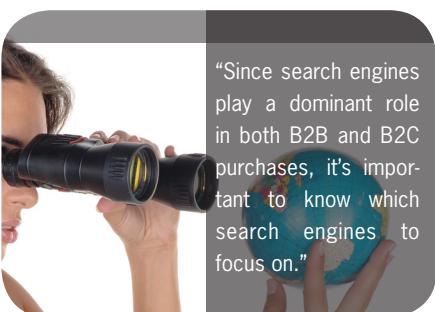
## B2B:

Business to business prospects often have bigger pocketbooks than single individuals. Why? You spend money to make money in most cases; you need not one new, fast computer, but 10! That’s the whole strategy behind B2B: you sell less, but make more per product.

How do you succeed in the B2B World? First, what are buyers looking for, and where are they looking? The first question—what—varies, but the second—where—is simply online. B2B buyers regularly consult search engines to find the best deals, a rate which usually goes above 80% of prospects. The majority will first go to a company they are familiar with, and then if they don’t find the right product, the majority go to search engines.

Most will first look at the manufacturer site, but search engines are the next logical step.

## B2C:



“Since search engines play a dominant role in both B2B and B2C purchases, it’s important to know which search engines to focus on.”

Since we are talking search engines, let’s go into a more traditional marketing effort for SEO, the business to consumer angle. Buyers use search engines. You rank highly on search engines, you will at least get hits and hopefully plenty of buyers. While B2C buyers often choose select vendors to buy from, many are out for steals. However, just like B2B buyers there are dangers: who am I buying from? What will the product actually be like? Will they ship fast or slow? These are things you definitely should address immediately. And that’s proof. Testimonials are the classic form of proof.

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B2C is often an easier field to profit from initially. Rarely are you selling items worth tens of thousands or millions, or buying a single item in high volume. No, usually we’re talking products buyers cannot find for your price somewhere else, and usually \$20-100. That still adds up when 100 buyers buy the \$50 DVD set.

## SEO Copywriter:

This topic forms a core of this entire eBook, but it bears repeating. There is an old saying that works here: you wouldn’t operate on your heart by yourself, so hire professionals for SEO work. A search engine optimization copywriter may seem like some foreign term, or maybe not as SEO copywriters are in high demand. What do they do exactly? What do you pay them?

SEO copywriters are integral in getting your pages ranked online. Say you have a major landing page, and don't know exactly what keyword density is or what even copywriting is. That means you hire a freelance writer to create copy for you. Copy is the text you see and read on a site. There are rules which can be broken but which few professional copywriters will break.

What do you pay them? Say for that one landing page you get an offer of \$500. That's actually an incredible deal if this is for a major site. Other less experienced SEO writers may charge a fraction of that. It's a varying market, as more and more writers turn into SEO copywriters, so be careful who you hire. The general rate for most professionals is about \$150-300 per page, but some will charge you less and still do great work.

### **Content:**

What's the difference between copy and content? Can you write content by yourself?

Content is directly connected to the online world, while copy can be both print and online. Technically, an SEO copywriter is a SEO content writer. Two sides of the coin really, and not a big deal. However, if you are inexperienced with online writing, namely keywords, it's good to brush up on what you should expect when you hire someone.

### **What's the Best Search Engine?**

Since search engines play a dominant role in both B2B and B2C purchases, it's important to know which search engines to focus on. We all know Google is the big hit, with the majority of searchers going there first. Yahoo! Is another big one, as is Ask.com. Typically, you focus on Google and Yahoo!, and Yahoo! was a client of Google for some time.

Don't get confused. A good SEO copywriter or consultant will focus on Google, but by doing so you will reach dozens of other medium to small search engines.

### **Failure is What?**

Lastly, when are you failing on search engines? It once again varies here. Nothing is ever set in stone online. However, if you are one of the top sellers in your industry, you go online, you build pages with high keyword densities, but still don't get many hits and even fewer buyers, that is failure. Failure isn't always about not getting ranked high enough on Google, but that is the biggest. Some markets aren't as lucrative online as in retail stores.

Still, any business with a good product/service can profit by going online. It shouldn't take more than 1 year to pull a profit for most B2B and B2C online sellers.

# CHAPTER 25: YOU MADE IT! SEO PAGE COMPLETED. WHAT NEXT?

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IF THAT TITLE DIDN'T GET YOUR CURIOUS, THIS CHAPTER OFFERS ENOUGH INTANGIBLES TO KEEP YOU THINKING UNTIL YOU FINISH THE WHOLE EBOOK. THE PURPOSE HAS ALWAYS BEEN TO HELP YOU CREATE AND PROMOTE YOUR SEO PAGES, TO UNDERSTAND HOW IMPORTANT THINGS LIKE KEYWORD DENSITY, LANDING PAGES, AND RANKINGS ARE IN THE ONLINE WORLD, AND THAT THEY ARE ALL CONNECTED IN SOME WAY TO SEO. YES, SEO IS TOUGH, BUT THE REWARDS CAN BE IMMENSE FOR ANY ONLINE BUSINESS, NEW OR OLD, LOOKING TO PROFIT.

So you wrote a few pages of SEO copy, or you started a blog, maybe you hired an expensive (or cheap) SEO copywriter or consultant to get high rankings. You have the pages—they look good. You spent money and you want to see what happens.

What's next? There are plenty of other things to consider, but first let's go over some basic rules.

## **Rules:**

SEO pages aren't a guarantee of profit, but they are almost a must for any major business. Businesses that use SEO technically have an advantage over those who don't. However, you should never place all your eggs in one basket. Many businesses go online and see dollar signs connected to SEO, but SEO can only do so much. Focusing your entire campaign on SEO is a mistake. You need multiple means of contact, like PPC ads and email campaigns. Combined, these do create steady profits.

## **Home Page:**

Home pages are simple, right? Yes, I'm not going to disagree, because simple is good. However, even the standard 100-300 word home page can make or break you. Simple, yes, but home pages are also incredibly important. Why? It's called the "First Look." You want to grab readers eyes with something, and usually the home page is the way to do it. SEO works well on home pages, but shouldn't be your only goal.

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## **Landing Page:**

Landing pages, pages separate from your site and which don't link to your site, are more in tune with SEO than home pages. You definitely need several powerful keywords used with a high density to succeed. In a nutshell, landing pages create the curiosity in your buyers, then sell them, which becomes conversions.

## **Catalog Pages:**

I like catalog pages because they are so simple to create. A catalog page is only where you directly sell a certain product or service. Few major businesses don't have catalog pages, but you rarely hear about them when talking SEO. You can get high densities of keywords for catalog pages. 2% is good here, using multiple keywords. These pages should be your bread and butter, so make sure to edit critically when you are finished.

### **Showing:**

Showing means you are explaining the advantage of your product/service over other companies. You create a good page with a powerful density of keywords, but you also need to make it look good. It's about more than pictures and keywords, however, because you need to grab them in unique ways. Pictures show the advantage of your product/service, but short paragraphs and big text also help.

### **Conversions:**

So you created your SEO page, you have a home page and SEO landing pages, you have powerful and to-the-point catalog pages. What's next? You watch conversions. You see what works and what doesn't. Most web hosts will let you see the # of clicks each page gets; if they don't, there are many services that do. Conversions are the most important part of any SEO page—this is how you make money. And if you aren't getting enough conversions, that's your signal to start changing your SEO pages.

### **When it Fails:**

So you aren't getting the high amount of conversions you expected. In any economy, new businesses have it tough. Yet every day new ones pop up and find success, especially online businesses. When your SEO page fails, I recommend looking at who's writing your text, the buyers the text is selling to, the conversions you are getting (the highest and lowest), and the keyword density. These are the hallmarks of persuasive online sales.

# CHAPTER 26: EVOLVING SEO FIELDS

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SEO EVOLVES ALONG WITH THE ONLINE BUSINESS WORLD. IT'S SOMETIMES TOUGH TO STAY ON TOP OF EVERYTHING HAPPENING. FOR ONE, THE TERMS. YOU MUST KNOW LANDING PAGES, MASTER KEYWORD DENSITY, AND UNDERSTAND THE RELATIONSHIP BETWEEN PPC ADS (THAT'S PAY PER CLICK) AND SEARCH ENGINES. OH, AND YOU NEED TO KNOW HOW TO MAKE MONEY DOING ALL THESE THINGS.

It gets confusing. No worries because the more SEO evolves the more the core dynamics stay the same. There are some highly talented SEO consultants, writers, and other experts who are paid big bucks for their knowledge, and even they are not sure where we will be with SEO in the future.

One thing stays: SEO will be here for some time, as long as there are search engines, as long as people use keywords to find things. With social media waves like Twitter taking people's time, maybe SEO will one day evolve into something different. But what? Let's look at some areas SEO can help you today, tomorrow, and into the future.

## **SEO stays the same!**

The core dynamics of SEO haven't changed much. Even with leaps in computer and internet technology, a simple search engine like Google is where all the magic happens. Simple in actions, but complicated in practice, search engines like Google and Ask are today evolving more in terms of profit than of how we use them. The basic idea of asking questions into search engines, of looking for jobs or hot new careers, of researching for homework assignments—these will likely stay for some time. Why? SEO works too well right now not to continue, and it's become part of our culture across the world.

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## **SEO will make money:**

SEO will also stay the same in one other regard, in that you can make money online using it. Search engine optimization may have not evolved from a big profit goal in the beginning, but now, with companies like Google pushing into the height of corporate profit.

## **SEO Works:**

As long as SEO continues to work, it will stay. That's the #1 for this entire chapter. While social media is gaining ground and getting lots of attention, search engines are the mainstay of businesses hoping to cash in on customers. Yes, you can make plenty of money with social media tools, but how? You might get lucky and find a job. You might find a new buyer, or engage your best buyers in a group discussion building loyalty. But you can't sell computer parts on Twitter, even posting the prices, you need something else to actually complete the sale. That's the difference, and we'll go into that more in a moment.

## **SEO and Blogging:**

SEO blogging has evolved as well. Since few of us entirely mastered blogging in its infancy, you might see few big checks in the hands of the millions of active bloggers across the world. It's tough to make money. However, it's a huge, evolving market where you can use SEO to make money online. That's

the rave. Businesses need blogs, whether they are B2B or B2C. People who write books need blogs. Movie studios need blogs. Politicians can use blogs to offer opinions and get new voters. Review sites can use blogs for more personal reviews, having each staff member give his/her take on something. See? The possibilities are endless, and often they go hand in hand with profit.

### **SEO and Social Media:**

Okay, you may be wondering about my social media statements. I do believe social media will be more of a way to profit sooner rather than later, but search engines are more in tune with modern buyers. You must remember that not everyone uses social media tools, and there are likely millions more people who know what Google is than Twitter. Still, the two will continue to evolve because we use them.

### **Search Engines, and how we use them:**

Search engine optimization is designed to profit, but it's also a means of sharing information. Most people in the SEO field are either informing or selling something. So when you think of it like that, it's a nutshell description of the endgame for most SEO. You want to share, or you want to make money. A book reviewer can share with millions and make money, a non-profit can sell coffee cups and donate millions to charities, and both do so best using SEO. They work together, they evolve, and few rules won't be broken 10 years down the line.

# CHAPTER 27: MY SEO CAMPAIGN ISN'T MAKING MONEY

A FAILURE TO PROFIT FROM A SEO CAMPAIGN DESERVES ITS OWN STANDALONE CHAPTER. WHO FAILS AT SEO? WHY IS SEO SUCCESS SO IMPORTANT? WHAT DO YOU DO WHEN YOUR CAMPAIGN FAILS? WHERE ARE THE BEST SEARCH ENGINES TO RANK ON? THIS CHAPTER GIVES ANSWERS.

## Who Fails?

Really, anyone can fail with an SEO campaign, but we don't have to fail. Whether you are a B2B or B2C company, whether you just went online or have been online for years, SEO campaigns can and do fail. Who fails? Anyone, but it doesn't have to be you.

## Why are SEO Campaigns so Important?

SEO campaigns are not always the bread and butter of your marketing campaigns, but if you run an online business it's definitely a must to use SEO campaigns.

They are important mainly because of dollar signs and competition. If you want to make more money, you not only need new customers, but to also turn those new customers into repeat customers. But the major point of SEO campaigns are to get buyers to your pages, and then SEO copy sells it to them.

SEO isn't a new field, and millions of sites use it to profit. That means you have competition, which isn't all bad. Often you can see what works and what doesn't by looking at competitor sites. You can see what products are hot, what services never sell, and how top companies in your field get customers in the first place. So even if your business niche is overflowing with competition, it isn't all bad.

## What do you do when your campaign fails?

I suggest looking over the previous paragraph. Competition can be stiff, but sometimes seeing what sites to emulate, while still showing your business as unique, works out well. When you fail, likely someone else is succeeding, so see what they are doing different.

Maybe your keywords are wrong. Maybe the SEO writer didn't do a good enough job. Maybe you lack a good keyword density.

When are your keywords wrong? Sometimes you have the right density, but are using too simple of a keyword. SEO companies can help with this, but you can also do it yourself. Be focused with your keywords: don't simply write "computers" throughout your pages, but maybe "Discount computer" or "refurbished computers". Sometimes reworking a main keyword is the best means to reworking a failed SEO campaign.

However, an SEO writer who places keywords throughout your copy may have made some mistakes.

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Keyword density is part of any marketing campaign, working every day to find new customers. Something may have gone wrong with the copy: maybe you do get lots of hits on your site, but no sales. Or you are getting sales but rarely from your SEO campaign, and think if it was better you'd make even more. SEO writers are often paid well, but there are many. If one fails, there are literally tens of thousands of experts ready and waiting to help.

### **Search Engines:**

Lastly, the golden key to the golden house—search engines. Today, “Google It” is becoming part of our vocabulary. Google is of course the very best search engine, the one you want to place high on. Ask.com is also a good search engine, as are many others like MSN and Yahoo!. Still, if you rank highly on Google you will certainly rank on most other major search engines.

# CHAPTER 28: WHY SHOULD B2B COMPANIES USE SEO BLOGS?

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SEO IS ABOUT FAR MORE THAN JUST PUTTING TOGETHER WEBSITE TEXT FOR YOUR MAIN COMPANY. BLOGGING IS AN EXCITING FIELD WORTHY OF AN INVESTMENT IN TIME—AND LITTLE MONEY IS NEEDED TO DO JUST THAT. SEO BLOGGING IS ABOUT FINDING NEW READERS, AND B2B SALES ARE CLEARLY DEFINED BY FINDING NOT A VOLUME OF BUYERS, BUT THE RIGHT BUYERS.

So why create a SEO blog for a company who sells machines to other companies? Or why start a blog when you work selling major computer components to Fortune 500 companies? Clearly, it's about finding those right buyers and building a trust within them. SEO blogging works as a way to engage them over time and immediately, involving them in the process of what makes your product/service so valuable to them. You inform and you sell.

And that's what it comes down to. This short chapter offers some ideas on why SEO is so important for the B2B field, specifically with ideas the power of SEO blogging.

## Narrow Your Niche:

SEO is all about niches. Niches are one of those intangibles you definitely need to succeed in the online world. True, most companies go into many different sectors, but look at the beginning of any business, whether it's Ebay or Amazon, and you will see clearly defined niches. Where do you shop for books online? Amazon is the big one. Where do you bid on online auctions? Ebay is king.

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## Niche Options:

So what are your options for your B2B field? Actually that's less important for our concerns, because your niche is the product or service you are already selling. However, you can choose a niche for your blog. If you sell refurbished computer parts, you can advise clients on getting their computers working faster. You simply choose a product/service close to your sell niche, and comment on it.



## Involving Readers/Buyers:

SEO blogs immediately work by involving buyers. When they find your B2B site, they may not be sure exactly what they need. They may not even know how much they should be paying for the product/service they need. What you can do is push them toward buying from you by offering advice.

## Selling On Your Site—New Product and Services:

You can even sell B2B products/services on your blog! Most profitable blogs sell something or other, or find a way to get client email addresses. Let's use the refurbished computer parts example. If they want to hear about special sales you offer on your B2B site, they can sign up for a mailing list. This is sometimes worth more than selling, as you get their email and can get them to buy from you numerous times.

However, selling products on your blog works just as well, or even better, in tandem with your email campaign. You can point out special offers on your SEO blog, offer coupons, even exclusively sell certain products/services.

## **Passive Income:**

At the time of this writing, the US economy is going downhill, but the sun hasn't entirely set. In such times, building other forms of income for your B2B company can work wonders. Passive income is perhaps the most profitable way to make money online other than selling products directly. You can post banners for example from vendors who sell similar products as you. Many blogs also sell special eBooks on how to make money online or in some other niche. These are all highly profitable ways to earn passive income.

## **Finding New Buyers:**

Lastly, B2B buyers are all about sticking with what works. So if you can sell to one B2B buyer once, you can hook them in for whenever they need your product/service again. However, new buyers are still needed if you want your company to grow. No problem. New buyers can be found easily enough with your blog. It's a whole new set of pages which you can fill with keywords and selling options.

# CHAPTER 29: ENDGAME SEO: IMPORTANCE OF SELLING SOMETHING TANGIBLE

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THIS BOOK IS WRITTEN IN THE FORM OF EVERY CHAPTER RELATING IN SOME WAY TO THE PREVIOUS CHAPTERS AND NEXT CHAPTERS. MY GAMEPLAN WASN'T TO MAKE SEO SEEM SIMPLE OR THE HOT PRODUCT OF THE DAY, BUT SOMETHING LASTING AND TANGIBLE. SEO MARKETING, SEO WRITING, SEO CONSULTING—THESE ARE ALL PART OF A REAL WAY TO SUCCEED AS AN ONLINE BUSINESS. THEY ARE NOT GET RICH SCHEMES. THERE ARE PLENTY OF THOSE WHO PRETEND TO KNOW MORE THAN THEY DO; BUT THERE ARE JUST AS MANY WHO FULLY UNDERSTAND THE POWER OF SEO AND LEARN IT NOT IN DAYS AND WEEKS, BUT OVER YEARS OF STUDY.

So how do you end an eBook on the importance of SEO for online businesses? I like to think in tangible terms, in the real endgame for SEO practice. Along with SEO, sell something worthwhile, something tangible you can grasp.

## **Importance of Niche Selling:**

SEO is a far too broad of a niche, so you might go back to the B2B and B2C forms of online business. Both, when using SEO, can succeed in the online world. Yet both are broad niches. You need a direct product first, then focus on passive income .Passive income is great, a true way to profit today, but selling something tangible is can be more lucrative when you are just hitting the online world.

## **SEO and Passive what?**

Yes, passive income is good, but selling something tangible via your site is far safer early on. So what if you've been online for 5 years? You can focus more on passive income. Yet few businesses begin trying to make money online with passive income completely.

## **SEO and direct income:**

I like direct income—it puts money in your pocket. The importance of selling something tangible can lead to much higher profits later on. The reality is selling used computer parts for high profit margins is simpler, quicker, and more profitable than selling adspace or special reports, especially if your business is brand new.

## **Ending with a bang:**

We've had fun, haven't we? Well, it's time to put all these lessons to the test, it's time to start making money online not in the hundreds but in the thousands, then the tens of thousands, then go global, then the sky is the limit. And that's really why SEO is so important. With money in the bank and your online business outpacing other sellers who lack the knowledge you learned, hopefully, in this eBook and in other places, you and your business are on pace to be something great.

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# If you liked this book you should also read my latest book called **Power Social Media Marketing—Today and Tomorrow**



## Why?

SOCIAL MEDIA REPRESENTS ONE OF THE LARGEST SHIFTS IN MODERN BUSINESS—AND BECAUSE OF THIS YOUR CUSTOMERS ARE CHANGING. NO LONGER SATISFIED WITH LISTENING TO MARKETING MESSAGES AND DOING WHAT COMPANIES WANT THEM TO DO, CUSTOMERS NOW WANT THEIR VOICES HEARD AND THEY WANT COMPANIES TO REACT AND FULFILL THEIR NEEDS—NOT THE OTHER WAY AROUND.

Social media marketing is simply too big a field for any company or aspiring web company to ignore. The numbers don't lie. There are over 400 million subscribers on Facebook, nearly as many on MySpace, a growing community at Twitter, over 1 billion hits a day on YouTube ... and so many of these social networking sites are becoming key fields for any business—home business, small business, or corporation—to separate from the pack.

Social media can be an incredibly effective way for companies to get their messages out to their audience, but more importantly, it's a way for companies to actively engage and listen. Social media creates direct access never before been seen in the business world, access that helps businesses provide products and services directly to those who want or need them in a very targeted, real-time manner.

So how do you use sites like Facebook, Twitter, and Blogger in an overall marketing strategy and even create new revenue streams in the process? In addition to showing you why being involved in social media is important, this book provides you the tools to get a running start.

Power Social Media Marketing not only explains how social media has changed the game for anyone doing business online, but also provides lessons about traditional Internet marketing tactics and ideas. This is an important point because traditional Internet marketing tactics still work. The people making the most money online understand that pay-per-click advertising, search engine optimization, and effective content are as important as any of the new tools available. A combination of both is what will take your business to the next level.

Building an audience and driving traffic from social media sites to your own website are two key lessons taken from this book. But what is just as important is learning what visitors are doing on your site, what they are searching for, and how they got there. The chapter in Power Social Media Marketing on how to use analytics software will give readers an understanding of how to create a better website experience for their visitors while also learning how to market better to these visitors.

SEO is another key element to building solid exposure online that is discussed in this book. Creating a search engine and social media friendly website is absolutely key to gaining exposure on the social web.



This book also tackles blogging. Learning how to properly use a blog for PR, reputation management, and marketing purposes is an essential and cheap way to enhance your business online. You will also learn how to use a blog to create additional revenue streams—something of interest to every business owner.

This book is a great primer on social media and how to get started promoting yourself and your business online, but it is also good for the experienced marketer who wants to build more market share and make more money on the Internet. It combines knowledge of traditional Internet marketing with the evolution to social media to help you build a solid foundation built on both. Power Social Media Marketing lays out a roadmap that will take you to the next level in Internet business.

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