The Definitive Guide to Keyword Strategy:

Google™ & bing

Keyword Conspiracy

SEOPressor VERSION 5

SEOPressor Presents:

The Definitive Guide To Keyword Strategy

Google & Bing Keyword Conspiracy

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Introduction

Once upon a time and a very good time it was marketers discovered a raw field of unlimited potential. Much of this land, rich and unrestricted, unclaimed and ripe with fertile soil, was invisible but that didn't stop smart marketers from thinking outside the box.

They came up with all sorts of brilliant ideas on how to use this vast land called Internet to their advantage. They came up with keyword repetition, internet ads, and dummy sites, and all sorts of other tactics which were, at one time, fairly innovative.

Some of the smart ones thought a little bit harder and came up with something far more brilliant than just the usual Internet ads. They pioneered applications, social networks, open source software, and brought about the beginning of Web 2.0.

And that's where you are. Now the question is, are you going to stay locked away in the old school of SEO and keyword development? Or are you going to think outside the box, like some great minds of yesterday did? Or are you going to push the Internet back ten years by using the oldest and blackest of hats of yesterday?

Much of what strategy is in online marketing depends on the keywords chosen. What words you choose will significantly make or break your campaign. So many companies today tackle these issues by instinct, thinking they know their customers, without actually understanding anything about what they're supposed to be researching.

You could say that keyword strategy is one part planning one part executing and a third part studying the analytics. It is a multi-step program you must create so that you can find your audience and direct them towards your product.

It's easier said than done, of course, and that's why we're going to explain it all step by step in this definitive keyword strategy guide. We will cover the most important issues like how search engines operate, what words are smart to bank, on how to go about optimizing your web pages, and how to modify keywords so that your site can be noticed, ranked and enjoy a traffic hike.

We have organized the lesson into four chapters:

- Understanding search engines
- Keyword Researching
- Keyword Combinations

• Keyword Mapping and Modifying

Within this sections we'll also discuss subsections like how to understand LSI keyword, negative keywords, anchor keywords, and inbound and outbound linking, and other key areas that every marketer should know.

We'll also discuss some of the finer points of keyword strategy often ignored by professionals, such as keywords stoppers, grammatical issues, and even keyword synonyms. By the end of this book, you will be ready to organize your own SEO campaign and choose the best keywords appropriate for your business.

So let's get started in considering some intermediate and advanced issues of keywording and optimizing webpages, shall we? Let's start by discussing the elephant in the room. Google and Bing…are their new algorithms trouble? Can anyone compete in today's crowded market? What about rumors that search engine companies have gone corporate and are no longer highlighting smaller companies? Before we jump to conclusions, let's consider the truth of the matter.

Chapter 1

The Google-Bing Keyword Conspiracy

Isn't that a catchy title? Business owners and followers of the SEO industry aren't above using such a word to describe the newfound difficulty in reaching the top of the SERPs (Search Engine Results Pages). So much has been written about it and yet few seem to find professional success. It has to be a conspiracy!

How can you possibly compete against all of these corporations buying their way to the top of the search rankings? With Google releasing a new algorithm update every week, it's easy to see why website owners become frustrated with the state of the industry. They feel like they're running uphill—trying to so hard to just to compete for 11th place.

It is no secret that search engines are making huge changes and these changes have many components to consider. Now more than ever search engines are suggesting website owners incorporate long term strategy into their SEO work.

This is the part where you ask, "What long-term strategy?"

Google and Bing are two of the of world's most used search engines, and these

two sites are doing a great job of directing people away from tactical Search Engine Optimization (SEO) behavior and in the direction of a much more strategic approach. In other words, it's not how many times you use the keyword but how you use it in context.

SEO is still very much alive and doing very well, but it's not all about keywords anymore. Most people are of the opinion that Google and Bing are "paying" advertisers the opportunity to showcase their product and services and getting value for their money. However, that is not entirely true.

Right now you might be saying, "My site was ranked, and now it's been bumped down to 50! I know for a fact the big companies are being rewarded while the smaller companies stall."

A reasonable argument but consider the economic truth behind this claim. Every business wants to give their customers value for money. The big two search engines are going to do what is profitable, and at the end of the day, you can't say they prefer the money of large companies to small companies—they want both. They have a vested interest in appealing to all advertisers, all publishers and company owners. Our job is to figure out how their system of logic works so that we can be on the same path—we can figure out what search engine users want, because that is precisely what the search engine companies strive to figure out.

Frankly, SEO has NEVER been as simple as most people will have you think. SEO was a whole lot easier back in the early days when people were beginning to accept and use the internet.

It is true that new moves implemented by search engines have made mastering SEO much more challenging than it has ever been before. As more and more websites are launched every second of every day, search engines respond by introducing complex algorithm adjustments in order to improve the value of search engine results – all in a great attempt to build a level playing ground by stopping SEO spammers and ensuring that quality pages are rewarded.

There are four distinct developments in search engines that have made optimizing such a nightmare:

Secure Search and "(Not Provided)"

Millions of webmasters, search experts, and marketers across the planet are frustrated with the "not provided" issue. That is, the activity that represents users who are logged into their Google account but which have been exempted from reporting keyword searches within Google Analytics. Consequently, reports that reflect the behavior related to web search, like keyword performance, were no longer available to owners of websites. Google moved to a default search in 2013.

This means that more than 90 percent of keywords were concealed as a “not provided” message was returned to web marketers. The outcome led to very little data in reporting. Now, it’s no longer easy to perform and execute keyword research. More work needs to done to make strategic optimization successful. This is an investment that a lot of people are not prepared for, or may be reluctant to try.

Recently, Google got rid of the highly noticeable background color behind ad listings on its results page. Anyone who uses the internet will notice that the sponsored listings produced from AdWords are now designated with a cool looking yellow colored “Ad” icon. Mobile users will notice that the designation of organic versus paid search is much more evident on their mobile display of Google’s search results.

There is no doubt that this change was designed with the sole purpose of promoting more click-throughs on paid results. Google is hoping to shift user behavior from preferring organic results to preferring paid results.

What Search Engines Want

Revenue from search engine ads account for most of each search company's profit. The extra focus on "paid" listings has made it difficult for website owners who want to appear in organic search results. In spite of the dependence of a colossal number of businesses on Google Analytics for organic search insights, the 2013 Google Analytics Summit obviously left out "Organic Search", clearly emphasizing a greater focus on paid search results.

So saying that search engines ultimately want more business in paid advertising wouldn't be too outrageous of a conspiracy theory. After all, if organic SERPs (Search Engine Results pages) were perfectly made, and simple to master, paid advertising would be useless and unprofitable.

All SEO Providers Are Not Created Equal!

As you can figure, virtually every SEO guy claims to have a great level of expertise in search engine analytics. The market is packed with businesses that claim to provide search engine optimization services and help your company rank high. However, talk is cheap and even guarantees are cheap, since the results in organic SERPs (and increasingly in paid advertising as well) cannot be absolutely predicted given the "mystery factors" the search engines retain and don't always share.

Businesses that unwittingly employ the services of these marketing businesses and individuals oftentimes have very limited or no knowledge of the way SEO truly works. They hand over the performance of their brand's most visible asset to a company that claims to have SEO skills, but are then faced with the harsh reality of having their website slip into obscurity.

Therefore, it would be of benefit for you to learn everything you can about SEO theory so you can be ready to talk business, and not be left out of the discussion when confusing terms and allusions to "algorithms", SERPs, and other industry terms are used.

A lot of these providers will put your website at risk by utilizing spammy or black hat practices. They may even use old school SEO practices like keyword stuffing and low quality link building thinking they're using white hat methods and doing you a favor—but ultimately putting your site in jeopardy.

Sadly, Google, Bing, Yahoo or other search engine algorithms could care less if your spammy SEO efforts were intentional or unintentional when they rank your site for search. They penalize pages freely and will not hesitate just because they figure you're confused about how things work.

How to Compete in 2014

If only there was an official map that could guide us to reaching top positions in search engine results. Alas, we are on our own, using only the limited information Google and Bing provide about keyword success, as well as taking other clues from successful SEO marketers, and of course, taking note of our own online experiences.

Today's cutthroat environment in online marketing requires full commitment and a full marketing plan, hence the use of the word "strategizing" over a few simple SEO tricks. Anything that is short of a truly committed effort is going to fall short. You need a detailed online marketing plan in order to reach new customers, decrease market share, and rise above the tough competition.

How Do Search Engines Find Keywords?

Let's take a step back and discuss how search engines go about finding all this content you create. Good search engines do not attempt to return the individual webpages that best match the inputted query—contrary to what seems logical.

Good search engines try to provide an "answer" to the underlying question the user asks. The moment you are aware of this, you will totally understand why top search

engines such as Google, Bing, Yahoo (and other search engines on the internet), use a rather complex algorithm in order to figure out what results they ought to return after a search query has been conducted, as opposed to what might make sense to an internet marketer.

The factors in a search engine's algorithm are made up of hard factors such as the number of a website's backlinks and maybe some social recommendations through +1's and likes. These are typically external influences affecting internal website links.

It is also important to understand that there are factors on the webpage itself to consider. The way a website is constructed and a variety of page elements also play a vital role in how a site captures the attention of a search engine's "web crawler".

The Basic Science of Algorithms

A large number of search engine optimizers are known for being professional, ethical folks…and are also known for keeping their cards to their chest…pretty closely. It does seem as if once someone finds something that works, they experiment, they concentrate, and they hope for the best result.

One of the questions that website owners typically ask is “Why on earth can’t I find my website on Google?” Have you ever found this to be the case, where you can’t find your own site even though you purposely used the right keywords and optimized all your pages?

There is no big secret when it comes to getting search engine optimization results, except to say that you have to take a customer-centric perspective. There are 3 pieces of software that are known to form the components of a search engine, and these pieces of software are:

1. Spider
2. Index
3. Query

Those who understand what the aforementioned software does are armed with the

basics to getting their website to the top of search engine search results.

For those who are clueless about how the search engine software work consider:

1. Spider Software

This software “crawls” the internet in search of fresh webpages in order to gather information and then include the information during the search engine indexing process.

In reality there is no actual “Spider” that goes around in search of webpages, literally or figuratively. The Spider Software simply requests webpages from sites in the same manner as Firefox, or Microsoft Explorer or any other browser that you use in order to request web pages to show up on your personal computer or mobile device.

The difference is that Spider software does not gather images or formatting – this software is just interested in gathering links and texts, and the website’s URL from which the text and its links come. This software does not display images and it gathers as much info as it possibly can within the shortest amount of time.

Since the spider software does not collect images, it simply does not take any notice of colorful images or Flash intros.

Right off the bat we see that you need to ensure that the images, videos or logos you use on your website are recognized by text “alt tags”, or else the Spider will simply ignore these images and this will not give you any value in the search engine results.

2. Index Software

This software was designed to “catch” every single thing that the Spider software can throw at it sort of like a baseball catcher, to use another corny metaphor. The Index software works by making sense of the heap of links, URLS, and text paragraphs using what is known as an “algorithm”.

Please Note: Algorithm is a complex arithmetic formula that indexes a website’s texts, pairs of words and so on. What the algorithm does is to analyze the pages and the links for text combinations in order to determine what the webpages are “about” – what this page means, what subjects are being covered and the overall point of the page.

Next, a “score” is assigned in order to allow the search engines to measure just

how important or relevant the URLs and webpages might be to the internet surfer who is conducting a keyword search.

While every top search engine such as Google and Bing have their very own well guarded algorithm for assigning scores (and many other search sites are actually powered by Google or Bing), they all make use of the information collected by the Spider software.

The Index software is designed to record every bit of information and make it accessible. The Spider software takes the gathered information about a webpage and then sends it straight to the Index where the information is carefully analyzed and then stored.

For example, when a person types in the word “Cakes” into a search engine’s query box, then “Query Software” goes right to work.

3. Query Software

This software is at the front end of what most people believe to be a search engine. This software may look quite simple, but it actually presents the outcome of the hardworking Spider and Index software.

When you type in your search terms and click on the “Search” button, the search engine will immediately go to work – it tries to match your search terms with the most relevant web pages it can locate by searching the entire World Wide Web.

Please know that the Query Software does not really search the web, it simply checks all the stored records created by the Index Software. The links, texts and URL collected by the Spider software make the records possible.

In case you’re wondering, if you publish a page, it is not “live” but may take a few hours—or even a few months—to be indexed, depending on how well established your site is and how many connections it has to the weaving web of the internet.

Search engines have done all of the heavy lifting – that is, gathering, analyzing and indexing all the web pages, but the search engine will only make the information available when a person conducts a search by typing in words in the search query box and clicking on the search button.

The terms or words that internet users utilize when they conduct a search will help determine the results presented by the search engine.

Search engine optimizers are naturally very interested in learning the words web surfers actually use when they conduct a search – these words are known as "Keywords" or "Key phrases".

Longtail & Local Keywords vs. Single Keywords

As a small size business, you may have already experimented a bit with keywords and "tags" when you publish content, trying your hardest to get your company's website ranked.

In search engine marketing, which also includes organic and paid SEO, there is a well known strategy that basically entails focusing on what is called "Longtail Keywords". Achieving top organic search engine rankings with "Single", "Head" or "short tail" keywords can be very challenging. In this instance, you are competing against some huge companies and popular established websites, not to mention other local businesses.

By choosing to focus on longtail or local keywords as a part of your SEO marketing strategy, you can dare to achieve a much more desirable position on search engine results and also attract your target audiences at a reasonably low cost.

Longtail keywords are keyword phrases that consist of 3 to 5 words such as "red

colored high heeled shoes". Local keywords are keyword phrases that consist of the name of a town, city or neighborhood such as "red colored shoes in Manhattan". Single keywords refer to more popularly utilized words, and are just a single word such as "Camping".

Because internet users are more likely to use single keywords over longtail keywords, single keywords bring in a lot more traffic and are known to be quite desirable.

On the other hand, longtail and local keywords are not as popular, but are often utilized by SEO professionals. This is because longtail keywords come with lesser competition. Let's demonstrate utilizing the following example – "Red-shoes" Vs "Order cheap Red-shoes online". The first example is a single keyword, it contains just one word, and the second keyword is a longtail keyword, consisting of four words.

As an advertiser, you will be able to understand more about the intent of a potential customer – that is why it is vital to target longtail keywords as it can also be a cheaper way to advertise your products and/or services.

Why Longtail & Local Keywords are a Smarter Strategy

Google has actually implemented an algorithm update called Venice, which automatically routes local users using broad keywords to local businesses in the area. This proves how effective localized content is, since Google is proactively connecting local users to local companies, rather than merely paying attention to only brand name or popularity.

Beating Google to the punch and actually designing local content for local customers is a good strategy for the right product. Here are the benefits of choosing longtail and local keywords over single keywords:

• ***Get Targeted Traffic***

As mentioned earlier, one of the biggest advantages of longtail keywords is that you can understand the purchasing public's intent. By targeting limited searches, this means that your ad will become much more relevant to what your target customer is searching for in comparison to generic terms. This will definitely help you to focus your energy on wooing qualified consumers, which will no doubt increase your conversion rate, and maybe lower your expenses and boost return on investment.

• ***Less Competition***

Longtail or local keyword phrases are not as popular as single keywords and do not apply to all types of searches. Because of the low search volume of longtail keyword terms, few advertisers will not bother competing for them. The less advertisers that bid on your chosen longtail keywords, this means a much higher potential for people who are searching to click on our ads and make a purchase(s).

• ***Lower Expenses***

Since PPC (pay per click) marketing is basically an auction for phrases or keywords, having fewer competitors normally means that you will not have to bid as much in order to make use of a certain keyword or key phrase. In theory, this keeps CPAs and average cost per click lower than what you may spend when you bid on single keywords.

Are you thinking of how you can find the best keywords for your online marketing campaign and the tools you need? Carrying out longtail keyword research does not differ too much from creating other keyword lists. It's a shrewd idea to start by taking a close look at the competition's terms, and words suggested by your website's analytics, in order to get a good idea of what is already driving traffic to

your website. When you build off of that in addition to using other keyword tool such as Keyword Tool, WordStream and Google Adwords, you will be able to come up with a great longtail keyword starting list.

Making use of longtail keyword phrases should be a part of every search engine marketing strategy and should also be used in combination with some common single keywords when possible. Single or short keyword terms help attract searchers and help bring awareness to your website.

Longtail keywords will help you in capturing those who may be in search of something specific and so will not need as much coaxing to purchase an item(s). The more closely you target your ideal customers, the more likely they will make a purchase or just take a desired action.

What's the Best Keyword Researching Software?

It is important to understand that keyword research is at the heart of SEO practices and PPC marketing. If you fail to use the right keywords, whether it is single, longtail or local, then you may be selling yourself short. Would you not prefer to make awesome sales than only get one or two visitors to your website?

You need to understand that conducting great keyword research is like being a great chef, using the ingredients to get the desired flavor, taste and aroma of a meal and getting people to wait for hours in order to get a table at your restaurant.

Whether you are interested in ensuring that you do better in your current keyword selection, or master the art of keyword selection, then try to familiarize yourself with the best keyword software to use.

The Google AdWords Keywood Tool is now "Google Keyword Planner". However, you will need to have an AdWords account in order to get Google's keyword suggestions. Thankfully, The Keyword Planner is not the only "bar" in town. There are other valuable keyword research software that you could take advantage of.

Here are some popular keyword research software available for those who are interested in creating keywords that will bring targeted traffic to their website:

• ***FreshKey***

In order to use this keyword software, you must be ready to part with $20. FreshKey is designed to help users see beyond the usual Google Instant suggestions and predictions that typically appear when one starts typing stuff on Google. This keyword research tool does not just provide you with fresh keyword ideas, synonyms and variations, but also helps you to sort out keywords according to their popularity.

You can now get unlimited number of keywords, rather than obtaining just four fresh keywords from Google suggestions drop down list, all you need to do is to add small letter variation such as a, b, c, d, e etc. right to the end of the root of your keyword.

This research tool will even provide you with suggestions of which negative keywords you should add before you end up paying for them like most newbie keyword researchers – by going through the search query report. This tool can also used to get Amazon's search box suggestion terms.

• ***Soovle***

This keyword research tool is FREE to use. If you have several channels that you wish to conduct keyword research for, then this keyword research tool is just what you have been searching for. This tool offers you the opportunity to explore the keywords that are typed in on several search engines derived from the keyword root given to it. It also includes eBay and Amazon.

Soovle is not just an awesome keyword research tool to use, it is also considered to be a really good brainstormer as one can slowly begin typing in one's ideas and simply allow the tool to generate its own ideas automatically.

You may have never thought to call a girdle a "body shaper", but keyword software can suggest these types of linguistic changes to you.

• ***Ubersuggest***

Like Soovle, Ubersuggest is a keyword research tool that can be used for free. This tool takes any keyword that it is given and then immediately provides you with virtually an unlimited list of numerical and alphabetized keyword variations of the original keyword that you typed in.

You can go further by including “girdle ab, ad, ac” in order to unravel more keywords that you may want to bid on or utilize for the sole purpose of SEO.

• YouTube Keyword Tool

This free keyword tool research tool is for those who consider themselves to be film enthusiasts. If you consider yourself to be a brilliant marketer, then you would definitely be well aware of fact that YouTube is the world’s second biggest search engine. YouTube has the potential to drive thousands of visitors from your YouTube channel to your website.

Brilliant marketers know the great value of YouTube and are utilizing it for their online content marketing strategies. It makes a perfect sense to optimize your YouTube video descriptions and headlines in order to achieve the highest possible search rankings.

• Google Keyword Planner

Google Keyword Planner has to be on your list somewhere. Let’s not forget that The Google Keyword Planner is thought by many to be the ultimate keyword research tool. You will need to have an AdWords account in order to access this keyword research tool, and the best part is that you do not have to part with a single cent to

use it.

The Google Keyword Planner is a research tool that is designed to show you cool statistics such as competition level (low, medium or high), average searches per month, the average cost per click etc.

Unlike Ubersuggest or FreshKey, Google Keyword Planner does not provide users with exact keyword suggestions, but this tool takes it a step further by suggesting more variations and synonyms than many of the free keyword research tools available.

"Is this tool accurate?", you may be wondering. It is always better that you take suggested keyword statistics as suggestions—as in general information which you can accept, reject or improve. Rather than rely on the bot to plan your marketing campaign, use all of this information strategically.

• ***WordStream's Keyword Tool***

Like the other 4 keyword research tools (with the exception of FreshKey), WordStream's keyword tool is free to use. This tool is useful for both PPC and SEO keyword research, and allows users to target specific niches and provides one with more suggestions. You can also use the tool to group the suggested keyword

based off common themes for easy advert group launches.

This particular keyword research tool provides you with thirty searches at no cost, but (yes, there is a but) you will have to sign up to use their pay per click Advisor.

Any hidden bonus? Well, on top of the 30 free searches that you have conducted, you will receive a free seven-day trial.

How Optimization Relates to Keywords

Now that you know how search engines work, it is time to put your knowledge to work and begin to optimize your website.

The moment you have updated your search engine optimization settings, it would normally take about one to two months for search engine like Google, Bing or Yahoo's Spider software to crawl to your website and update their database. However, this only means that your site will become indexed. Searching for your site utilizing relevant keywords or key phrases in an organic search may actually take some time.

Search engine optimization actually requires time….a lot of it, so it is important to set realistic time-oriented goals. While search engine bots are doing their own part, there are a lot of factors that need to be met on your part. Here are some necessary steps that you ought to take to optimize your website and get the utmost attention from search engines.

1. Update your Site's Meta Tags, Titles and Descriptions

For the benefit of those who have no idea what Meta Tags are, they are text elements that aren't visible to visitors who click through to your website, but that

provide vital information to Spider software. The information provided includes your title, description and keywords, which you create and include in each page. This is the text that users will see on a “preview” snippet from SERPs. (Though to be honest, sometimes Google simply grabs a piece of the text itself)

If you use a service that submits your website’s Meta Tags to search engines, all you will be required to do is to update the info with your website’s optimization area.

2. Website Title

This is the headline of your site. It cannot be seen on your webpage, but it shows right at the top your browser window. A search engine reads your site’s Website Title pretty much the same way that people read the newspaper headline. Your Website Title is also utilized when sharing your site on Google+, Facebook and other types of sharing platforms. The Title is also used when saving to favorites and bookmarking.

Vital Points for Writing your Website Title:

• Your Website Title must not be more than 50 characters long – this includes spaces.

• Start your Website Title with your company's name.

• If you run a local business, you should ensure that you include the name of your town/city/county/state. Including local information will help search engines to direct local searchers, which will attract more visitors to your website.

• You should try to incorporate your most relevant search keyword in your website, for example, the word(s) that you strongly believe that your target customers would type into a search query box in order to locate your site.

• Ensure that your website is very attractive and easy to read – a descriptive and relevant website has a higher chance of attracting users to click through.

• Utilize the pipe symbol (|) in order to differentiate parts of your Website Title.

A good example of a Website Title is: Foods By Great Scot | Chef in Shoreview, Minnesota

Website Description:

Descriptions provide online users with a quick summary of what your site is all about. The Website Description is cannot be seen on your webpage, but it will

appear below your website Title in search engine results.

Here are some important points to keep in mind when you are writing your Website Description.

• The description should not be fewer than 50 characters or be more than 155 characters – Google is known to trim a website's description after the 155th character.

• Your Website Description is actually an opportunity for you to advertise your site. The description offers online users the opportunity to know what your site is all about in connection to what they are searching for.

• Include relevant search keywords or key phrases, but be sure to craft a compelling description in order to encourage surfers to click through.

• Ensure that your Website Description content is 100 percent relevant to your site.

Keywords

You can optimize your website by including up to ten keywords using your website's setting area. It's best to come up with a list of keywords that you can focus on when optimizing your site. You could try to guess what your target audiences would type into search engine query box when searching for the product or service that you offer, but it is less time consuming if you made use of a keyword research tool to aid you. As mentioned above, using longtail keywords is a much better strategy – this does not in any way mean that single keywords are useless.

Website Content

Text Quantity is the amount of words that appear on your webpage. 250 words is the minimum recommended number of words that should be on your webpage. But it is very important that you provide quality content to your visitors, as search engines are beginning to choose websites that provide top quality content and that are "in-depth."

The search engine spider first reads your site's Website Title and Description, then it reads your content. It is of the utmost importance that you only use fresh, relevant and top notch content of interest to educated users who presumably know the basics of the subject already.

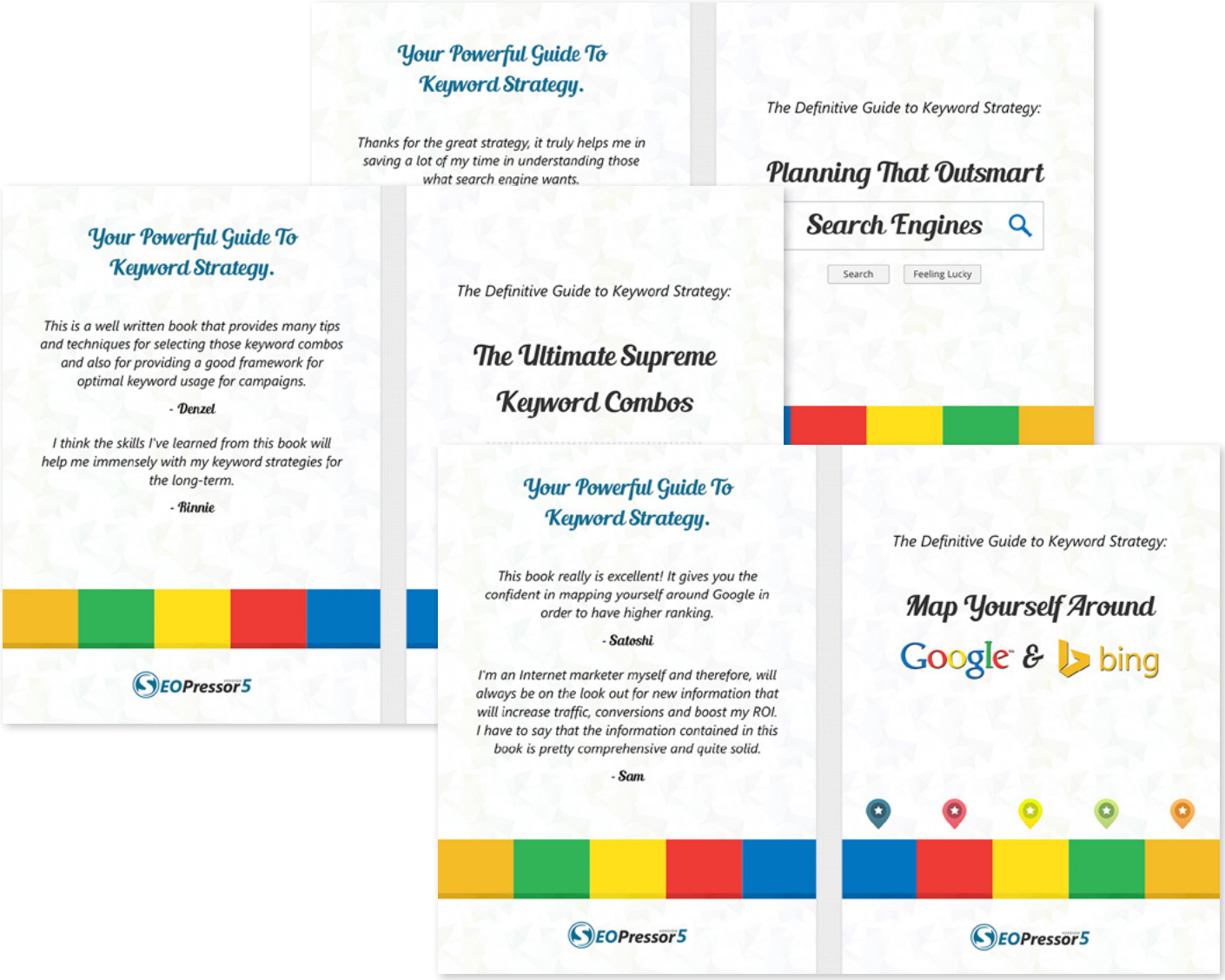
Use Links

Backlinks, which are also referred to as inbound links, incoming links & inward links, are links from other relevant sites that point to your website.
Adding backlinks to your site is VERY important if you want to boost your website's ranking in search engine results. Backlinks are just like recommendations of your website's trustworthiness from other quality websites, so the more links you have, the more it appears that people trust you – and your site becomes more appealing to search engine crawlers.

Having just one link from a trusted, quality website is far better than having a bunch of links from unscrupulous, poor quality sites. When it comes to promoting your website on the internet, you will need to make sure that you are ready to put in some quality time and be ready to work hard. We'll discuss backlinks in a later chapter. For now, understand that keywording is all about context in 2014, not repetition, and not merely doing the bare minimum.

Thus far, we've talked about keyword usage. In the next chapter, we're going to discuss strategy and planning, which is essential for success.

Access The Remaining Chapters Here:



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Your Powerful Guide To Keyword Strategy.

As a beginner in the SEO area, I found this book really helpful. This book provides everything that every beginner in SEO needs to know about S.E optimization & it's definitely more than that.

- Anthony

This book is easy to follow and is full of useful and handy information. Highly recommended this book as it is one easy-to-use guide to help me to build a traffic funnel that converts...

- Ben



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