

Nerd Mastermind Immersion

SEO & Traffic

LESSON'S LEARNED IN MY QUEST FOR SEO DOMINATION WITH THE NERD SITE

You can be rich, but not filthy rich... in anchor text

The best way to boost your rankings is to build rich anchor text links. For example, if www.mynotetakingnerd.com wants to rank well for the term “Internet Marketing Seminars” I need to get other websites to link to our site.

When convincing these sites to link to me, I ideally want them to link with the phrase “Internet Marketing Seminars” as the link text instead of my company name...

If more people link to you with the keyword you want to rank for as the anchor text of the link, your rankings will start sky rocketing for that keyword.

But what you may not know is that if you get too many links that are rich in anchor text your rankings will drastically drop after a while. So you have to rotate the anchor text up and ideally make it natural. Pick 5 subset keywords and rotate them.

In essence having rich anchor text is good, but it can't be too rich.

Don't ignore internal pages

When you are optimizing your website for search engines, although it's common for you to optimize the code on all pages of your website, for some reason you tend to forget about building links to your internal pages.

Your homepage is important, but having 100% of your links to your homepage is really unnatural.

I personally try to make sure that 80% of my links, if not more, are going to internal pages. And the best way to do this is to make sure your internal pages have really good content.

What you'll notice when your internal pages start to get more links, the ranking of your homepage will also start going up. It's because search engines don't just try to evaluate where you should rank on a page-by-page basis, but they also look at your website as a whole. This is why sites like About.com and Wikipedia rank for millions of terms.

Slow and steady really does win the race

You have heard that phrase millions of times, but do you follow it? I know I always don't.

Let's go back to my previous example on the anchor text "Internet Marketing Seminars". Before I start building links, not only do I have to look at how many backward links I already have, but I also need to look at how many links my competitors have.

For example, if my competition on average has over 100,000 links when I only have 1000, my first instinct maybe to build links really fast and catch up. In an ideally world, that would work, but it isn't the case with Google.

- Don't try to grow your link count by double or triple each month. Try to stick with a smaller percentage like 5% or 10%.
- Don't aim to build a ton of links, but instead building relevant links, as they will move your rankings a lot faster.

I know doing the things I mentioned above won't get you to the same link count as your competition, but you will start increasing your rankings drastically.

Content isn't always king

Have you heard the saying that [content is king](#)? It usually is, but if you don't have enough links coming into your website you won't get that much traffic.

It's not about going to [oDesk](#) and paying for a million pieces of content and trying to compete with [Demand Media](#). It's about having a good content to link ratio.

What I mean by this is that search engines analyze how many links you have coming into your website compared to how many links you have. So if you only have 100 links while having a million pieces of content, a lot of those pages won't get indexed in Google



WHAT IF I COULD SHOW YOU A FREE TOOL THAT ALL YOU HAD TO DO WAS ENTER YOUR URL AND A KEYWORD AND IT WILL TELL YOU EVERYTHING YOU NEED TO KNOW ABOUT YOUR SITE?



Get your **FREE** Report in 3 Steps!

Step: **1** 2 3

Enter Your URL

Next Step

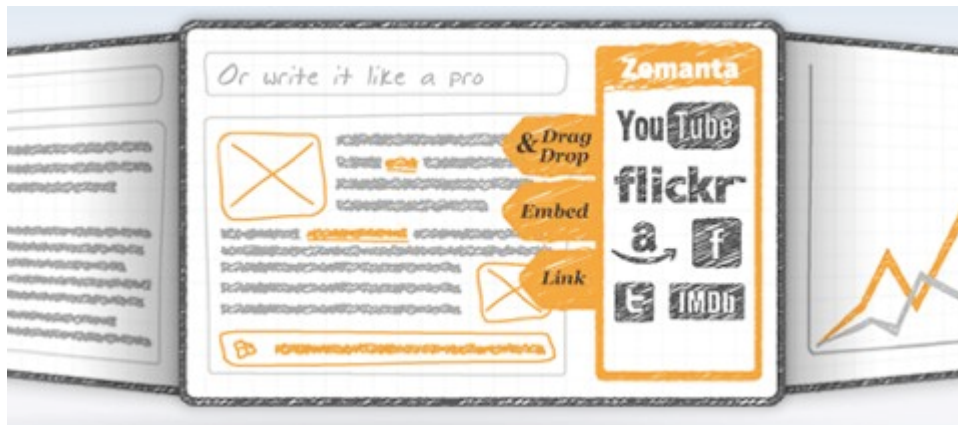
Seriously, It's So Easy. Just Enter Your Info Above to Get Started.

Why people love FreeSEOReport.com:

“It is a great tool from a guy who has actually had some great success with SEO.”

- Kurt

Did I Say This Already? Homepages aren't everything



A great way to boost your traffic is to build links to your internal pages. If you have a blog, you can sign up for [Zemanta](#) and give them a few hundred bucks a month to get you clean, natural links to your blog posts. It works like a charm and you can end up getting deep links to your internal pages for less than \$15 a link.

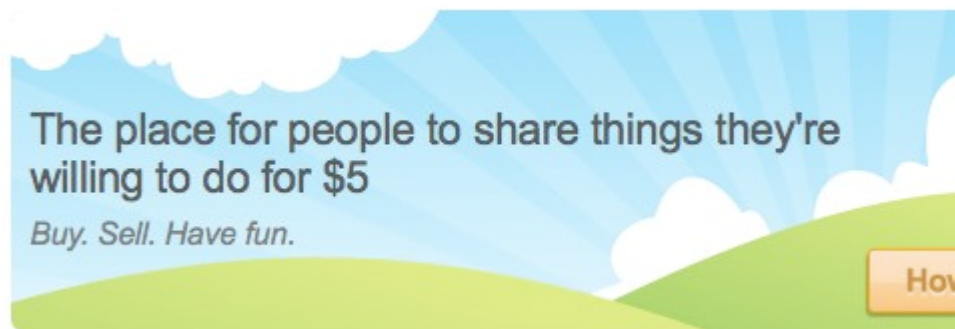
If you want links to internal product pages, consider giving away prizes, t-shirts, and even products or services to bloggers to get them to blog on the stuff you are selling.

If you don't have time to email out hundreds of bloggers, post an ad on [Craigslist](#) and you usually can find someone who will work for you for \$10 to \$12 an hour. Once you have a candidate who knows something about HTML and a few things about sales have them do the following:

1. Go to [Alltop](#) and find bloggers that could potentially blog about your site.
2. Before choosing certain bloggers to email, make sure you pick blogs that are semi popular, but aren't the most popular blogs out there in your niche. You can usually do this by checking each blogs [Alexa](#) ranking... anything above 60,000 and under 300,000 is typically worth emailing. Anything below 60,000 means that the blog is too popular and probably won't be interested in reviewing your company.
3. Now you can email each of those bloggers and offer them something to review on their website. Make sure you don't offer cash as you start getting into grey areas because you're then technically paying for a review at this point.
4. Send out 30 to 50 emails a day to different bloggers and do this straight for 90 days.

After you do this for 90 days you'll start noticing that the internal pages of your website will start getting a lot more traffic. In the long run, your internal pages should be getting more traffic than your homepage.

What? FIVE Bucks?



Facebook and Twitter can drive a lot of traffic so why not leverage them, *right?* Well you should, but they won't be effective unless you have a lot of friends and followers.

The best way to build up your account is to follow and friend influential people within your industry. In addition to that, you should be tweeting and posting status updates that are also relevant to your industry.

Doing those two things will help you get a larger following in the long run, but it can take months if not years for that to be effective.

One way that I like to speed up the process is to pay people \$5 to get me more relevant Facebook fans/friends and Twitter followers. On sites like [Just a Five](#) or [Fiverr](#) you can pay people \$5 to build up your Facebook and Twitter account.

SHORTEN YOUR “FRIEND LIST” – CONNECT POWERFULLY

LINK BUILDING TACTICS

Link building tactic #1: Infographics

[Mint.com](#) is notoriously known for creating [good infographics](#). If you aren't sure what they are, infographics represent data in a visual format.

As long as you put in a lot of time and effort into creating these graphics, you'll have a good chance of going viral on the social web, resulting in thousands if not millions of new visitors to your site and more importantly gaining backlinks from authoritative sites.

And if you are like me and can't create these visual pieces of content YOU CAN go to fiverr, craigslist, odesk, outsource, etc...

Link building tactic #2: Quizzes

[Mingle2](#) was the first site that really leveraged the power of quizzes and within a few months it ranked number 1 on Google for “online dating” and “free online dating”.

The way Mingle2 did this was by creating viral quizzes such as: “[Would you eat your buddies in a blizzard](#)”. At the end of the quiz there is a little badge that you can place on your website, which then links back to Mingle2.com with the keyword “free online dating” or “online dating”.

Link building tactic #3: Comics

Comics may seem a bit geeky to you, but they do very well on the social web. A site called [The Oatmeal](#) builds comics like “[Why I'd rather be punched in the testicles than call tech support](#)”. These comics aren't filled with any factual data or anything like that, but they are really funny.

According to Yahoo Site Explorer that comic naturally pulled in over [3000 links](#). And if that doesn't impress you, the site is also able to get over 20 million pageviews a month according to Google Analytics.

Link building tactic #4: Reviews

Just because creating good content isn't sexy, it doesn't mean it won't build links

The key with writing reviews is to get in-depth and provide information that doesn't exist in other places in its entirety. If you aren't covering every aspect of the product or service you are reviewing, don't bother creating reviews like this.

Link building tactic #7: How-to guides

How to guides are so successful in building backlinks that companies have been built around just that content type. Just look at sites like [eHow](#), which has over [11 million backward links](#) and is considered to be the [43rd most popular site](#) in the US according to Alexa.

If you're creating a how-to guide make sure you:

- Include pictures that show each step.
- Write deprecative content that breaks down each step (not everyone is as smart as you).
- And if possible, create a video showing the final product.

STRUCTURE OF POST

BIG PICTURE CENTERED

3,5,7 THINGS, HOW TO, AND WHAT I LEARNED

BIGGER TYPE THEN NORMAL (ONE ABOVE

KNOW HYPPIE SHIT...COMPLETE DETAILS ...FULLFIL HEADLINE