

Step By Step Inbound Marketing

On Page SEO

- 1 Add Statcounter and Google Analytics** – You want to benchmark where your site is before you start improvements and you also want to take note of what keywords are already possibly ranking well.
- 2 Keyword Research** – Search for high volume related keywords using <http://freekeywords.wordtracker.com> or the keyword tool on <http://www.seobook.com>. Do not pick keywords that have too much competition, better to be on the top of a small mountain than at the base of a large one. Add town modifiers if you have a local business. Time spent here will make or break your seo campaign. Check your competitor's keywords and back links.
- 3 Change Page Titles** – These should be 70 characters in length and contain keywords and be relative and different for each page.
- 4 Change Page Descriptions** – These should be 150 characters or less in length and have keywords, a call to action and be unique for each page.
- 5. Change Page Keywords** – You should add no more than 10 keyword phrases separated by commas and be relative and different for each page.
- 6 Add Alt Image Tags** – Add an alt description tag to every image that includes a keyword phrase. For a bonus change the name of images to match your keywords separated by dashes such as keyword1-keyword2.jpg.
- 7 Add Keywords To Page Content** – Judiciously add keywords to all page content taking note of keywords used in title and keywords tags for each page.
- 8 Landing Pages** – Create landing pages that offer high value advanced information such as a whitepaper in trade for contact information using an email form.
- 9 Site Navigation** – All navigation should include <http://www>. Not just /
- 10 Create Site Maps** – Add an html and xml site map and submit to Google, Yahoo and Bing.

Off Page SEO

- 11 Record Existing Back Links** – Use Yahoo Site Explorer to export a back link report and save for later comparison.
- 12 Universal Business Listing** – Add your site including a description that include keywords from above \$30
<http://www.ubl.org>



13 Blog Comments – Comment on blogs related to your website's topic that are meaningful and try to include your keywords in the comment text and your name field.

14 Directory Submits – Locate free niche and local directories related to your website's topic and submit your site to these.

15 Press Releases – Write a press release where the title and content contains your keywords and provides anchor text links within the body of the release, submit to many online press release sites including the \$12 option at <http://www.onlineprnews.com> I suggest reading their instructions before submitting. One press release per month is optimal.

Social Media

16 LinkedIn – Add your link in your LinkedIn profile and update your profile to include a pretty large description including keywords. Add connections and join groups related to your main topic. Connect to your customers and not your peers. Add recommendations to your best customers and business partners. Update your status regularly and sometimes include links to your site or other related resources.

17 Facebook – Create a Facebook page and add links to your website pages, add friends and suggest to friends. Update your status regularly and sometimes include links to your site or other related resources.

18 Social Media Bookmarks – Create an account in Digg, Stumbleupon and as many other sites that time affords and add links to your pages that include your keywords in the title and description.

Extra Credit

Wordpress Blog – Add a Wordpress blog to your site and write one post a week taking note to include your keywords in the title and content. Use All In 1 SEO, Google XML Sitemap and ShareThis plugins. Change the Permalinks to Post-Name and add sites to ping list. Link RSS feed to LinkedIn, Facebook & other social media sites.

Article Writing – Create informative articles and submit to <http://www.ezinearticles> and <http://www.goarticles.com>

Hub Pages – Create a Hub Page about your topic and use anchor text back links to your site.

Squidoo Lens – Create a Lens about your topic and use anchor text back links to your site.

YouTube Video – Create a video with a title and credit screen that contains your contact info including website and add to <http://www.youtube.com> and other video sites. Make sure you include a title and description that includes your keywords.

301 Redirect – Direct all visitors to www not without by using special code.

Auto Responders – Create a drip marketing email campaign using contact forms.



Reporting & Notes

These items are arranged in order of importance and should be followed step by step for best results.

Keep track of your keyword ranking, back links and traffic counts weekly or monthly and adjust accordingly.

You can't improve what you can't measure.

The top 3 website that come up for each search get 70% of all the clicks.

90% of people do not go past page 1 in the search engines, they just search again using a different phrase.

Over 80% of people use Google for online searches so Yahoo 6%, Bing 4%, and the other search engines don't matter much.

Many visitors and no sales means you need a better call to action on your site.

Until you get more back links than the website in any position you will never top them.

Link exchanges give away as much power as you gain so the net result is usually not much more than 0.