

Welcome To

Virtual Marketing

Blueprint

Rei Rockstars

Virtual Marketing Experts



Dani Lynn



Flip

Rei Rockstars

Virtual Marketing Blueprint Concept

The Virtual Marketing Blueprint Program was designed to provide you with an easy to follow, step by step process of incorporating key internet marketing concepts into your business.

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VMB: Session 1 Homework

Module 1 Website Building

Prior to the start of session 2, you should complete the following tasks:

- 1) Keyword Research**
- 2) Buy Your Main Domain(s)**
- 3) Set Up Your Host Server and/or Point Domain(s) to Existing Host Server**
- 4) Install WordPress Framework**

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VMB: Session 1 Homework

Key Word Research Notes/Steps:

Start Researching Your Niche Key Words

- 1. Create An Excel Spreadsheet**
 - Label 4 columns:
Keyword, Competition, Global Mthly Search, Local Mthly Search
- 2. Start Your Keyword Research**
 - Use what you think are good keywords for your search and complete your google's search, and then related search items at the bottom of google.
 - Enter these keywords into google's adwords tool in the search field.
 - After each search, updated your spreadsheet with your keyword, competition and monthly search information.
 - Prior to moving onto your next keyword, enter the other keywords provided by google, along with competition and monthly search information.
 - Continue this process until you have looked up all key words.

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VMB: Session 1 Homework

Key Word Research Notes/Steps:

Start Sorting Your Niche Key Words

3. Sort Your Key Words

- Sort keywords starting with Low Competition, then # of searches.
- Sort keywords by Medium Competition next, then # of searches.
- Sort keywords by High Competition next, then # of searches.
- Sort key words zero results.

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VMB: Session 1 Homework

Key Word Research Notes/Steps:

Choose Your Top 3-5 Keywords

4. Choose Top Key Words

- One of these keywords should be your main domain name or at least “contained” in your domain.
- Suggestion: buy the domains for your target keywords and these will be used as supporting blogs that point to your main blog.

Example: MortgageAssignmentProfitsReview.com (we chose 3)

Example: AssignmentofMortgagePaymentsReview.com (we chose 3)

My keywords were:

- Assignment of Mortgage Payments (System), AMPS, Phill Grove
- Mortgage Assignment Profits (System), MAPS, Phill Grove

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Thank You!



*We look forward to seeing you on Virtual
Marketing Blueprint Session #2!
Dani Lynn, Flip, Tucker and Sasha*

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