

WELCOME TO

# Virtual Marketing

## Blueprint

Rei Rockstars

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Virtual Marketing Experts



Dani Lynn



Flip

Rei Rockstars

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## 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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## Keyword Research Session Recap

Prior to the start of this session, you should have completed the following tasks:

- 1) Keyword Research Overview
- 2) Initial Keyword Research (Broad Match)
- 3) Refined Keyword Research (Exact Match)
- 4) Analyzing Keywords: Finding Gold Nuggets
- 5) Creating Your Keyword Tree
- 6) Website back up and Installing Version 3.3

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## Virtual Marketing Blueprint

### Analyzing The Competition

#### Objectives:

- 1) Analyzing The Competition Overview
- 2) Defining Key SEO Competition Factors
- 3) Downloading SEO Tools
- 4) Evaluating Your SEO Competition

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## Virtual Marketing Blueprint

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## Introduction to Competition

### Online Competition

#### **What Is It?**

Any online presence that is competing against you for the same keywords.

#### **Why Is It Important?**

Analyzing your competition will help you gain the knowledge you need to pick your battles as well as develop game plans to beat the competition you choose to go after.

Objective 1 Analyzing The Competition Overview

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## Analyzing The Competition Overview

### Two Components of Competition

- 1) Amount of Competition
  - How many people are competing for a particular keyword or phrase?
  - Is this niche high competition or low competition?
- 2) Strength of Competition
  - How strong is your competition?
  - How much time, money and work would it take to outrank them?

Objective 1 Analyzing The Competition Overview

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# Analyzing The Competition Overview

Objective 1 Analyzing The Competition Overview

## Factors Used To Analyze The Competition

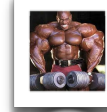
- # of links
- # of root domains
- Page Authority
- Anchor Text Density
- On Page Factors
- Page Rank of Domain
- Other SE Factors
- Domain Authority



# Analyzing The Competition Overview

Objective 1 Analyzing The Competition Overview

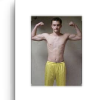
## Picking Your Battles...



Here you have your champion body builders with many pages like Wikipedia, Amazon, Realtor.com, Big Brand Names, etc...



Here you have your professional body builders with a lot of online experience and education.



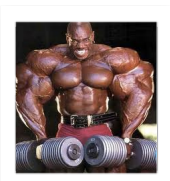
Here you have a lightweight with no prior online experience.



# Analyzing The Competition Overview

Objective 1 Analyzing The Competition Overview

## Search Engine Champions...



Don't expect to beat the champions unless you have the time and money to do so.

It's possible, but these huge names/brands have enormous marketing budgets.



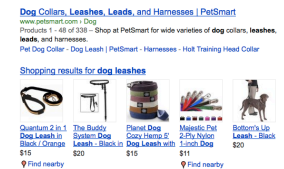
# Analyzing The Competition Overview

Objective 1 Analyzing The Competition Overview

## Who Is Your "True" Competition?

### The Top 3 Results in Google

- Minus the "Champions"
- Minus youtube videos
- Minus shopping results



- Dog Leads & Leashes, Retractable Leads, Nylon & Leather Leashes ...
- Best choice of dog leashes - dog leashes of any size and for any ...
- Dog Leashes Dog Leads, Retractable Dog Leashes (DriFosterSmith) ...



## Analyzing The Competition Overview

Objective 1 Analyzing The Competition Overview

### When Should You Consider Sticking Around When You Find Champions...

- 1) There's plenty of traffic to make it worth your efforts.
- 2) You have a chance of beating one of the page 1 "true" competitors that's in a lower position.

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## Analyzing The Competition Overview

Objective 1 Analyzing The Competition Overview

### The Top Reason People Fail Online...

They don't assess the strength of their online competition before creating a new website or targeting a certain niche or certain keywords and phrases.

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## Virtual Marketing Blueprint

### Next Video...

#### Objectives:

- 1) Analyzing The Competition Overview
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## Virtual Marketing Blueprint

### Analyzing The Competition

#### Objectives:

- 1) Analyzing The Competition Overview
- ➔ 2) **Defining Key SEO Competition Factors**
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# Key SEO Competition Factors

Objective 2: Defining Key SEO Competition Factors

## Key SEO Competition Factors

### What Are They?

Some of the most important components that affect your ability to rank on page 1 of google.

### Why Are They Important?

It helps you determine the strength of your competition so you have the ability to judge what type of work it will take to outrank them.



# Analyzing The Competition Overview

Objective 2: Defining Key SEO Competition Factors

## Factors Used To Analyze The Competition Listed in Order of Most Importance

- # of links
- # of root domains
- Page Authority
- Anchor Text Density
- On Page Factors
- Page Rank of Domain
- Other SE Factors
- Domain Authority

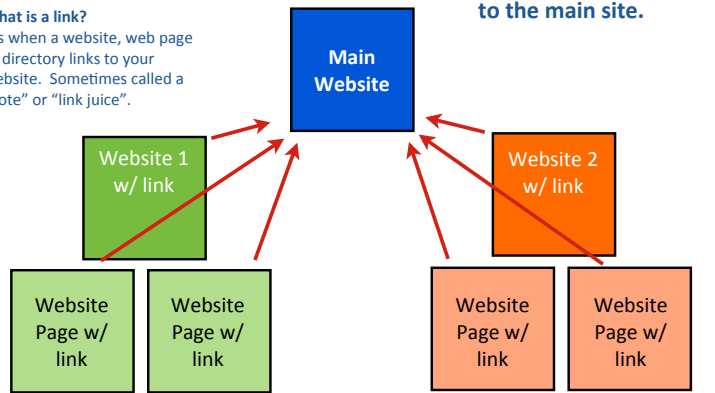


# Key SEO Competition Factors

Objective 2: Defining Key SEO Competition Factors

## # of links

What is a link?  
It's when a website, web page or directory links to your website. Sometimes called a "vote" or "link juice".

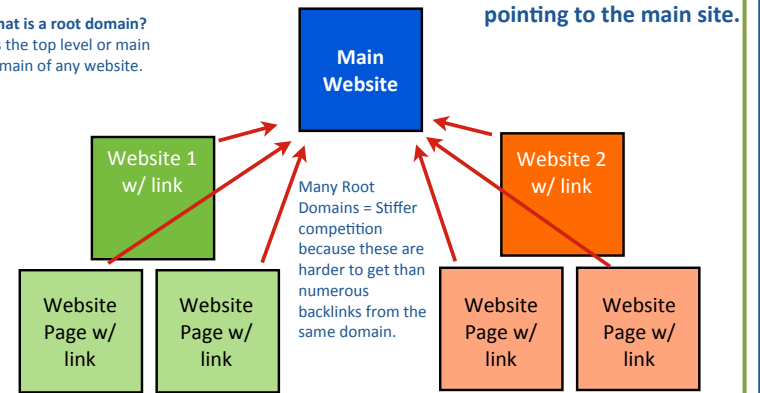


# Key SEO Competition Factors

Objective 2: Defining Key SEO Competition Factors

## # of root domains

What is a root domain?  
It's the top level or main domain of any website.



# Key SEO Competition Factors

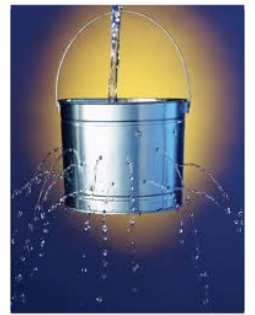
Objective 2: Defining Key SEO Competition Factors

## Domain Authority

### What is Domain Authority?

How old is the domain?  
How long have links been pointing to this website?  
Are other authority sites linking to your website?

**TIPS:** It's not always great to link out to tons of other websites because with each outbound link, you lose some of your link juice and authority. It's fine to put outbound links on your site, especially to your own sites, just don't over do it and make sure you are linking to quality sites when you do link out.



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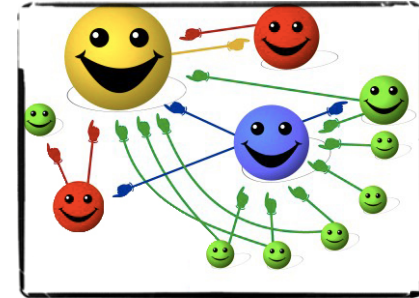
# Key SEO Competition Factors

Objective 2: Defining Key SEO Competition Factors

## Page Authority

### What is it?

It has to do with google's algorithms in regard to the number of links and quality of links along with other factors.



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# Key SEO Competition Factors

Objective 2: Defining Key SEO Competition Factors

## Anchor Text Density

### What is Anchor Text?

It is the clickable part of text that appears in a link.

In html, it is written like this:

<a href="http://www.domain.com"> Anchor Text </a>

### What is Anchor Text Density?

How many of the backlinks actually have the exact keyword in the anchor text? If a site has a lot of backlinks with the exact keyword you are wanting to rank for in their anchor text, they are probably actively SEO'ing for that term which means they will be tougher to beat.

I can see many of you with the "AHA" light bulb going on and I bet it just generated a TON of questions...

Well, for the past 16 months, we have tested this system and learned all of it's strengths and weaknesses.

The whole purpose of the Mortgage Assignment or Assignment of Mortgage Profits System is to give home sellers and buyers an alternative they wouldn't have had before they met you. Fortunately, I was a rookie real estate investor or agent who is ready to make an investment in themselves and is motivated to take action, they can learn how to do this and make good money doing it. All you experienced agents and investors, well, you'll just hit the ground running as soon as you get your hands on this thing.

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# Key SEO Competition Factors

Objective 2: Defining Key SEO Competition Factors

## On Page Factors

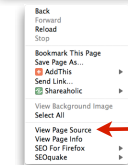
### What is On Page SEO?

It is the SEO that is done within the actual website and can be viewed by looking at a websites source code.

### What are On Page SEO Factors to look for?

- Title tags
- Meta Description
- Meta Keywords
- URL/Permalink

\*These are things I'll teach you to put in your All-In-One SEO Tool that helps you get ranked!



**How To View Page Source:**  
Go to a web page, right click on a background section of that page (not a link or picture). Select "view page source" or "view source".

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# Key SEO Competition Factors

Objective 2: Defining Key SEO Competition Factors

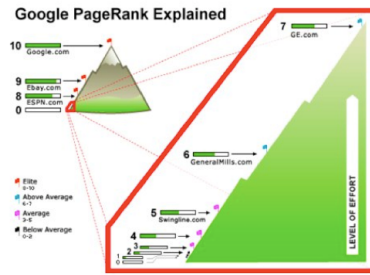
## Page Rank of Domain

### What is Page Rank?

This is how Google assesses a pages authority based on a scale of 1 - 10.

### Page Rank Tip:

As your website increases in page rank, it gets harder and harder to reach the next level. Page rank from 1 - 2, not that hard to do, getting to level 3 is harder and 4 even harder, and so on. So, a higher page rank, the stiffer the competition.



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# Key SEO Competition Factors

Objective 2: Defining Key SEO Competition Factors

## Other SE Factors

### What are other Search Engine Factors?

What other terms is that website ranking for? A well SEO'd site is likely ranking for many terms within the niche you are targeting. For example, if they are ranking for Puppy Dog Crates, they also may be ranking for Best Puppy Dog Crates or Puppy Dog Crates Review or Top Puppy Dog Crates, etc..

Additionally, they likely rank for more broad terms like Puppy Dog training or Dog training, etc..

Check out their web pages, posts, articles and links. Meta keywords may also provide some insight.

Recommended Articles

- Create Attraction With Women
- How to Get Her Number in Minutes
- How To Boost Your Confidence With Women
- Why Giving Women Too Much Attention BACKFIRE'S
- Want To Meet Hot Women? Do This...
- Why Women Dress Sexy
- How to Avoid Rejection

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# Virtual Marketing Blueprint

## Next Video...

### Objectives:

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- 3) Downloading SEO Tools
- 4) Evaluating Your SEO Competition

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## Analyzing The Competition

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# Downloading SEO Tools

## SEO Tools

### What Is It?

Online tools you can use to quickly assess your competition and other SEO Factors.

### Why Is It Important?

These tools help speed up the evaluation process and provide you with a quick glance of important factors that help you get ranked in the search engines.

Objective 3 Downloading SEO Tools

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Step 1

Go to [www.seomoz.org](http://www.seomoz.org)

SEOMoz PRO combines SEO management, social media monitoring, actionable recommendations, and so much more in one easy-to-use platform. Try it free for 30 days.

**Start Your Free Trial**  
Free for 30 days then \$99/month

Take a tour of SEOMoz PRO or see plans & pricing

**JUST LAUNCHED: SOCIAL MONITORING**  
Sign up for a free trial and try the web's best SEO management platform, now with social  
— Try Free Today —

Loved By... Zillow.com overstock.com yelp Sun

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Step 2

Click on "Resources" and then on "SEO Tools".

Learn SEO  
SEO Tools  
PRO Q&A Forum

**JUST LAUNCHED: SOCIAL MONITORING**  
Sign up for a free trial and try the web's best SEO management platform, now with social  
— Try Free Today —

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Step 3

Scroll Down to SEO Toolbar and Click "Download Now".

**SEO Toolbar**  
See SEO Metrics as You Surf the Web  
Our SEO Toolbar for Firefox and Chrome allow you to see link metrics on the fly, analyze page elements & SERP results, and quickly access your favorite SEO tools.  
[Download now](#)

**Social Media Monitoring**  
Track Keywords in the Social Sphere  
Use Blogscope to monitor keywords and phrases in blogs, RSS, Twitter, Digg, Reddit, and more. Keep an eye on what is moving and shaking.  
[Take a free trial](#)

**SEOMoz API**  
Build the SEO Tool You've Always Wanted  
Can't find the tool you need? Unleash your creativity and build your own SEO app with our SEOMoz API. The power of our Linkscape Index is at your fingertips.  
[Learn more](#)

Objective 3 Downloading SEO Tools

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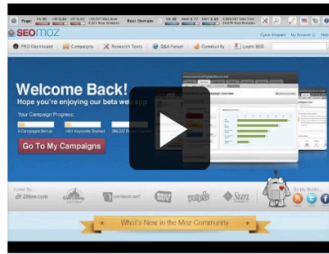
Step 4

Choose which version you want to use and Click "Download".

### SEO Toolbar

#### Looking for a toolbar that makes SEO easier? We've got you covered.

Download the MozBar (available in Firefox and Chrome) and streamline your SEO. The MozBar provides easy access to the most powerful SEO tools and data while you surf the Web!



Take a tour of the MozBar for Firefox.

#### MozBar Highlights

- ✓ Access important SEO metrics at a glance as you surf the Web.
- ✓ Create custom searches by search engine, country, region/city.
- ✓ Easily see what matters: Highlight no-followed, followed, internal, external links, and keywords.
- ✓ Compare link metrics for Google, Yahoo! and Bing with our SERP overlay.
- ✓ Expose page elements quickly with the Analyze Page overlay.
- ✓ Quickly access other powerful SEO tools.



By downloading the SEO Toolbar, you agree to the SEOmoz Toolbar Terms of Use.

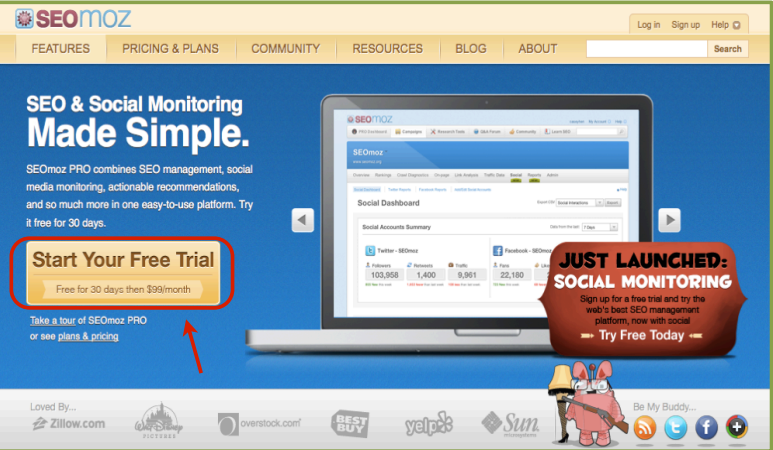
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Step 5

Go back to the home page and click "Start Your Free Trial" in order to get the pro version which will give you the remaining stats for your competition analysis.



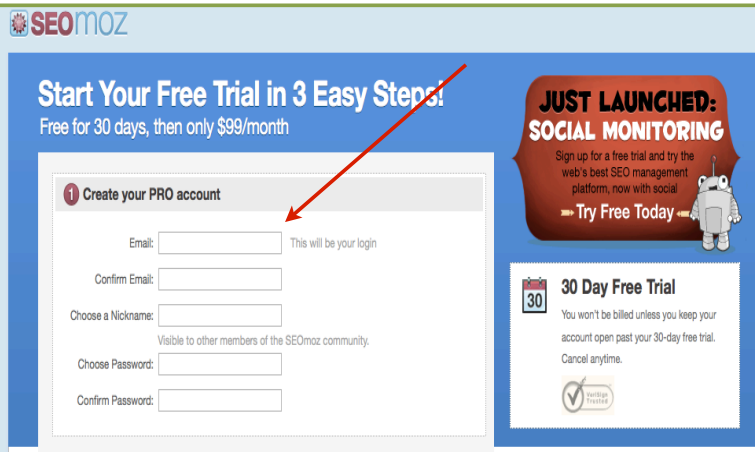
Objective 3 Downloading SEO Tools

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Step 6

Fill Out Account & Billing Information and Click "Start My Free Trial" at the bottom of the page. (If you plan to cancel this tool, I suggest adding a cancellation date to your calendar so you don't get charged in 30 days.)



Objective 3 Downloading SEO Tools

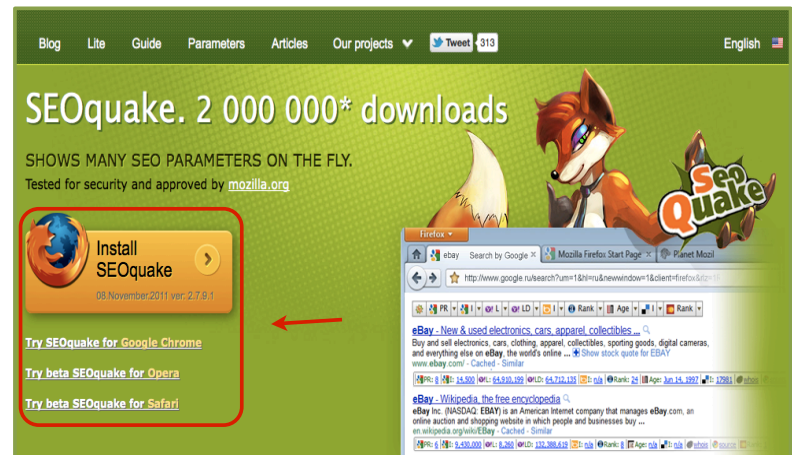
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Step 7

Go to [www.SEOquake.com](http://www.SEOquake.com) and install SEO Quake in the browser version that you choose.

(It will typically default to the browser you are using.)



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Step  
8

Restart your web browser to activate both toolbars and go back to google.com.



Google Search I'm Feeling Lucky

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## Virtual Marketing Blueprint

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## Evaluating Your SEO Competition

### Evaluating Your SEO Competition

#### *What Is It?*

Collecting data that will provide you with the information you need to decide whether or not targeting a specific keyword is worth the time and effort it will require to achieve page 1 search engine status.

#### *Why Is It Important?*

The #1 reason people fail online is because they don't assess the competition. They end up spending a lot of time, money and work on a website that never achieves the results they desired and ultimately they give up and claim SEO strategies don't work.

Objective 4 Evaluating Your SEO Competition

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Step 1

Go the VMB Portal for this session and download the general guidelines.

## Download General Guidelines

- **Page Rank:** 1 or 2
- **On Page:** Look for keyword in the title tag, url and description on the page 1 google results. If it's not there, the competition is not actively SEO'ing that term.
- **# of Root Domain Links:** 100 or less = pretty easy, up to 500 = medium, 500+ = more difficult
- **Domain Authority:** Less than 50 = easy, More than 50 = tougher, More than 70 = stiff competition
- **Page Authority:** Less than 50 = fairly easy

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Step 2

Go to google.com

Google

Google Search

I'm Feeling Lucky

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Step 3

Start private browsing. (See next slides for steps)

Google tracks your browsing history and it influences the results you see when you do searches. By starting a private browsing session, this will clear the cache and allow you to see normal google results.

Google tracks my browsing history.

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Step 3a

Firefox Users: Go to Tools in your top menu bar and select "Start Private Browsing".

Start Private Browsing

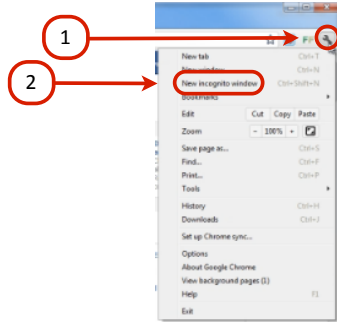
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Step 3b

Google Chrome Users: Go to the wrench icon on the right hand side of your browser and select "New Incognito Window".



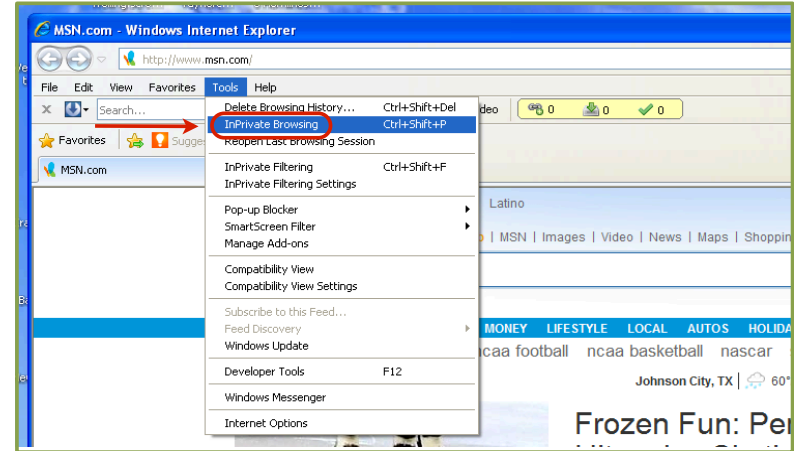
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Step 3c

Internet Explorer Users: Go to Tools in your top menu bar and select "InPrivate Browsing".



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Step 4

Type in one of your keyword tree phrases and allow SEOMoz and SEO Quake to download their SEO data on page one of google. (My example here is "Golf Wedge Bounce".)

On Page SEO → 1. **Wedge Bounce and Grind: What it is and Why it Matters (Bag Drop...**  
 thissandtrap.com/...wedge\_bounce\_and\_grind\_what\_it\_is\_and\_why...  
 Jun 18, 2007 – Many opted to use wedges with less bounce and a grind that ... Eidolon  
 Golf is a small specialty wedge manufacturer that's come up with a...  
 Pages Indexed

Page Rank → SEOquake: PR: 0 | I: 1,240,000 | L: n/a | LD: n/a | I: 21,800 | Rank: 78569 | Age: May 29, 2003  
 Age of domain

Page Authority → 1) PA: 18 | 2 Lks / 1 RDs | DA: 54 | 281,511 Lks / 442 RDs | Explore  
 Domain Authority

2 links from 1 root domain → 2. **Wedges - Golfsmith**  
 www.golfsmith.com/display?page=ps\_buyersguide\_wedges  
 Frequently Asked Questions: **Golf Wedges**. Q: What type of wedges are best for me?  
 A: The bounce of a wedge plays a key role in determining how it performs in ...  
 281,511 links from 442 root domains

SEO Quake Toolbar → 2) PA: 1 | 0 Lks / 0 RDs | DA: 69 | 306,100 Lks / 1,757 RDs | Explore

SEO Moz Toolbar → 3. **Golf Wedge Bounce | The Bounce Angle Of Your Wedges**  
 www.golfequipmentsource.com/golf-wedge-bounce.html  
 What is **golf wedge bounce**? Everything you wanted to know about the bounce of your wedges, bounce angle, and the proper amount of bounce for your game.  
 SEOquake: PR: 1 | I: 246 | L: n/a | LD: n/a | I: 547 | Rank: 2239444 | Age: May 28, 2004 | I: 0

3) PA: 29 | 15 Lks / 6 RDs | DA: 42 | 6,254 Lks / 301 RDs | Explore

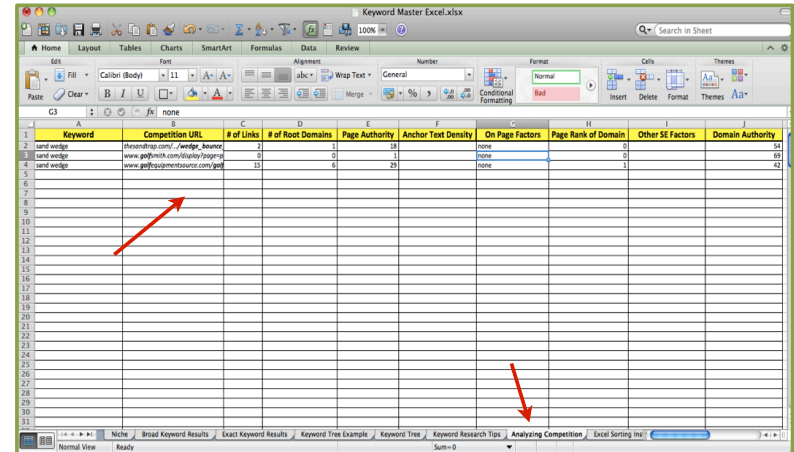
Objective 4 Evaluating Your SEO Competition

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Step 5

Open your keyword master excel and go to the Analyzing Competition tab. Transfer any data you can from your previous search to your keyword master excel.



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Step 6

Repeat steps 4 & 5 with your next keyword. (My example here is 'Sand Wedge'.)

1. Sand wedge - Wikipedia, the free encyclopedia  
An open faced club, sand wedge, or sand iron, is a wedge primarily designed for use out of sand bunkers. It has the widest sole of any wedge, which provides ...

2. Amazon.com: Sand Wedges: Golf Sports & Outdoors  
Results 1 - 24 of 168 - Online shopping for Sand Wedges at Amazon.com.

3. Meet the Wedges - Understanding Golf Clubs  
The gap wedge, sand wedge and lob wedge are often sold separately, or as a 3-club ... Gap and lob wedges are common in the bags of better players, and sand ...

4. Golf Wedges & Loose Irons | Overstock.com: Single Golf Clubs  
www.overstock.com -> Golf Equipment -> Single Golf Clubs  
Adams Merry AT OS Max Sand Wedge Today: \$59.99 Add to Cart. Pinemeadow 52-degree Wedge Compare: \$24.95 Today: \$21.49 Save: 14%. Add to Cart ...

5. Wedge Selection Guide  
www.litlist.com/vokey\_wedge\_guide/  
Sand Wedge Models. Lob Wedge Models. Vokey Design ... Establish your preferred wedge for sand shots around the green. Typically a SW or LW with 56° - 60° ...

Objective 4 - Evaluating Your SEO Competition

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Step 7

Evaluate your keywords against the general guidelines and decide whether they are worth your time and effort.

Keyword	Competition URL	# of Links	# of Root Domains	Page Authority	Anchor Text Density	On Page Factors	Page Rank of Domain	Other SE Factors	Domain Authority
land wedge	http://www.golf.com/land_wedge	1	1	31	none	0	0	0	51
land wedge	www.golf.com/land_wedge	0	0	31	none	0	0	0	51
land wedge	www.golf.com/land_wedge	15	15	29	none	1	1	1	42

Objective 4 - Evaluating Your SEO Competition

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Step 8

Once you choose the keywords you want to rank for or keywords you want to do more research on, copy/paste the url's that you listed on your competition url column into your web browser one at a time...

Page: PA: 29 | 15 links from 6 Root Domains | Root Domain: DA: 42 | 6,254 links from 393 Root Domains

**Golf Equipment Source**  
Having The Proper Equipment Is Your Key to Lower Scores  
WWW.GOLFEQUIPMENTSOURCE.COM

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Step 9

In your top tool bar, you should have your SEOMoz data. Click on the Page Authority Links to Open "Open Site Explorer".

Page: PA: 29 | 15 links from 6 Root Domains | Root Domain: DA: 42 | 6,254 links from 393 Root Domains

**Golf Equipment Source**  
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Step 10

Click on the "Anchor Text" Tab to view the # of anchor text for that keyword.

Link metrics for the page http://www.golfequipmentsource.com

Page Authority	Domain Authority	Linking Root Domains	Total Links	Facebook Shares	Facebook Likes	Tweets	Google +1
29/100	42/100	6	15	6	1	1	0

Anchor Text Term	Linking Root Domains Containing Anchor Text	Links Containing This Anchor Text
golf equipment source introduc...	1	1
learn about golf equipment -- gen...	1	2
permalink click for full blog po...	0	0
golf wedge bounce the bounce ang...	0	0
golf wedge bounce	0	0

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Step 11

Next, click on "Inbound Links" tab and this is where you can take notes on what other sites gave this website inbound links so that you can do the same. Additionally, you can see in the "Link Anchor Text" column what other keywords this site is targeting and add this to your "Other SE Factors" column on your master keyword excel.

Link metrics for the page http://www.golfequipmentsource.com

Page Authority	Domain Authority	Linking Root Domains	Total Links	Facebook Shares	Facebook Likes	Tweets	Google +1
29/100	42/100	6	15	6	1	1	0

Title and URL of Linking Page	Link Anchor Text	Page Authority	Domain Authority
How Does Bounce Affect Golf Clubs?   LIVESTRONG...	Golfequipmentsource.com: Introdu...	42	92
Best Golf Wedges Review   Golf Club Wedge Infor...	Golf Wedge Bounce	40	42
Golf Megathread 2011, Tiger puts his balls in L...	http://www.golfequipmentsource.c...	34	80
How to Size Golf Wedges   Golf Tips on Golfamil...	Golf Equipment Source: Introduc...	30	69
Equipment Used For Golf Blog	Permalink -- click for full blog...	29	42

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TIP

Don't Put All Your Hopes In The Top 3...  
Don't "Over-Analyze"!

- The TOP 3:** Remember that if there is enough traffic to go around and if there is a chance that you can outrank a lower page 1 competitor, it may be worth your time and effort.
- DON'T Over-Analyze!!!** It's easy for left-brainers (me included) to over-analyze this process for fear of making a mistake. I made TONS of mistakes but at least I took action and tried many different things. You will make mistakes, Google may change it's algorithms and ultimately you will learn from those mistakes and changes and keep pressing on!!

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TIP

Be Prepared To Be Shocked From Time To Time

- SEO and the process of evaluating the competition of other sites is a combination of all the factors we discussed. Some sites may seem easy to beat yet they are tough and some may seem tough to beat yet they are easy.
- Plus, you have to be prepared for the "Google" factor. Google has a history of changing it's algorithms any time they wish, with no warning, so just make your "BEST" judgement call based on the knowledge I've passed on here and take action!

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## Steps to Finding "Gold Nugget" Keywords

### Finding "Gold Nugget" Keywords

- 1) Brainstorm Keywords (use Google.com to help)
- 2) Use Google Adwords To Get Stats & Related Search Ideas
- 3) Choose Keywords You Like & Write Them Down
- 4) Analyze the Competition using SEOMoz & SEOquake toolbars
- 5) Once you've identified your "Money Keywords", Use Open Site Explorer for Inbound Link Ideas & Further Research
- 6) Create or Add to Your Keyword Tree Draft
- 7) Wash, Rinse, Repeat

## Virtual Marketing Blueprint

### Analyzing The Competition Session Recap

#### Objectives:

- Analyzing The Competition Overview
- Defining Key SEO Competition Factors
- Downloading SEO Tools
- Evaluating Your SEO Competition

## VMB: Analyzing The Competition Homework

### Homework

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

- 1) Review Analyzing The Competition Overview
- 2) Review Defining Key SEO Competition Factors
- 3) Download Your SEO Tools
- 4) Evaluate Your SEO Competition
- 5) Edit Your Keyword Tree & Print or Save Final Draft.
- 6) Email Your Final Keyword Tree to HQ for Tracking.

## Thank You!



*We look forward to seeing you on  
Virtual Marketing Blueprint Session #5!  
Dani Lynn, Flip, Tucker and Sasha*

# Virtual Marketing Blueprint



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