

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) Reviewed All Objectives For Session 5
- 2) Begun Writing Your Articles Using The “How To Write Speed Copy” Step By Step Guide
- 3) Completed articles for your top level & 2nd tier keywords.
- 4) Completed or outsourced articles for your 3rd tier keywords.

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Virtual Marketing Blueprint

On Page SEO

Objectives:

- 1) Introduction To On Page SEO
- 2) Organizing & Posting Content
- 3) Adding Influential Content Components
- 4) Reviewing On Page SEO's "Low Hanging Fruit"
- 5) Internal Linking Strategy Training
- 6) Closely Guarded On Page SEO Secrets
- 7) Addendum: Incorporating A Blog Into Your Website

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Introduction to On Page SEO

On Page SEO

What Is It?

SEO strategies that are implemented within your website.

- On page = pages on your website whereas when we go over Off Page SEO, off page = pages off your website.

Why Is It Important?

On page SEO strategies are used to help the search engine bots be able to find your content and understand quickly what it's about.

Objective 1 Introduction To On Page SEO

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Introduction to On Page SEO

On Page SEO Factors

- Organization of Content
- Content Components
- Title Tags
- Meta Description
- Meta Keywords
- Permalinks
- Internal Linking
- Duplication & 301 Directs

On Page SEO Influences Rankings By Approx. 20%

Objective 1 Introduction To On Page SEO

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Next Video...

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Introduction to Content Posting

Content Organization & Posting

What Is It?

Organizing & Posting Your Content In a Way That Makes It Easy For Google Bots To Index Your Site.

Why Is It Important?

Google Bots are lazy and the easier you make it for them to crawl your entire site, the more pages you'll get indexed so that those pages show up on search engines.

Objective 2 Organizing & Posting Content

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Step 1

Organize all of your written articles according to Keyword Tier Levels.

Top Level / 2nd Tier Keyword: What is MAPS?

What is The Mortgage Assignment Profits System?

If You Want To Get The Cold Hard Facts On The Mortgage Assignment Profit System And How To Profit From It, Then Read This Important Message From Dani Lynn Below...

Thank you for doing your due diligence and research into the Mortgage Assignment Profits System. My intention in creating this website was to compile all of the factual data and knowledge I've amassed from working this system and testing it from beginning to end.

3rd Tier Keyword (How Do I Make Money with MAPS) Under Top Level Keyword (What is MAPS)

How Do I Make Money With The Mortgage Assignment Profit System?

If you're anything like we are, you don't get into any program until you say "Show me the money..." Okay, maybe not exactly – but I know that's what you're thinking. You want to know that as a real estate investor or real estate agent, if this is going to be worth your investment – both your TIME investment and your MONEY investment. So we're going to

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Step 2

Find your Top Level Keyword article and copy it. (CTRL-C or Apple-C is the keyboard shortcut)

What is The Mortgage Assignment Profits System?

If You Want To Get The Cold Hard Facts On The Mortgage Assignment Profit System And How To Profit From It, Then Read This Important Message From Dani Lynn Below...

Thank you for doing your due diligence and research into the Mortgage Assignment Profits System. My intention in creating this website was to compile all of the factual data and knowledge I've amassed from working this system and testing it from beginning to end.

I will be providing you with a detailed review of the Mortgage Assignment Profit System so you can clearly see what the system is, how it works, how you can make money with it, and then you can draw your own conclusions about it.

Put simply, I've been working this system for the last year and I've done all sorts of research into dozens of different companies and systems in the past 16 months. I have seen the ins-and-outs of many real estate investing programs. I know what works and what doesn't. My team and I know how to make \$10k per month using the Mortgage Assignment Profit System.

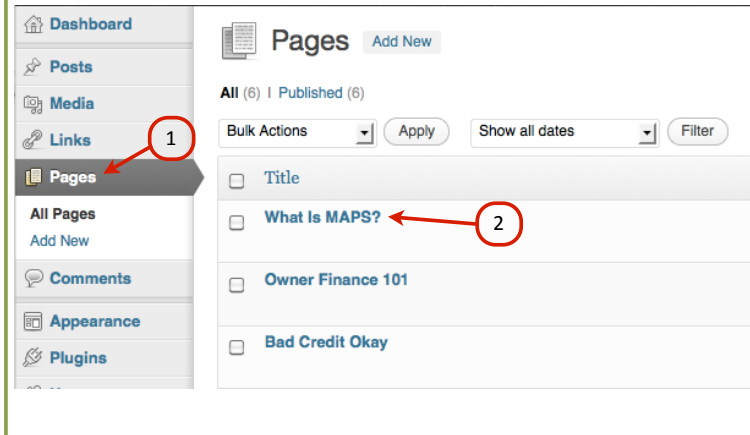
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Step 3

Log In To Your Website and under the left dashboard, click on "Pages". Then click on the page you've already created for that article.



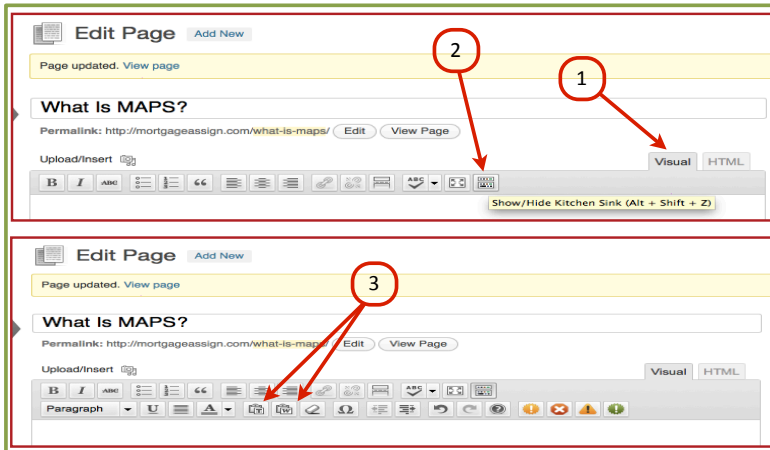
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Objective 2 Organizing & Posting Content

Step 4

1) Click on "Visual" Tab. 2) Click on "Kitchen Sink" icon. 3) Click on "Text" or "Word" icon. (This depends on where you created your article)



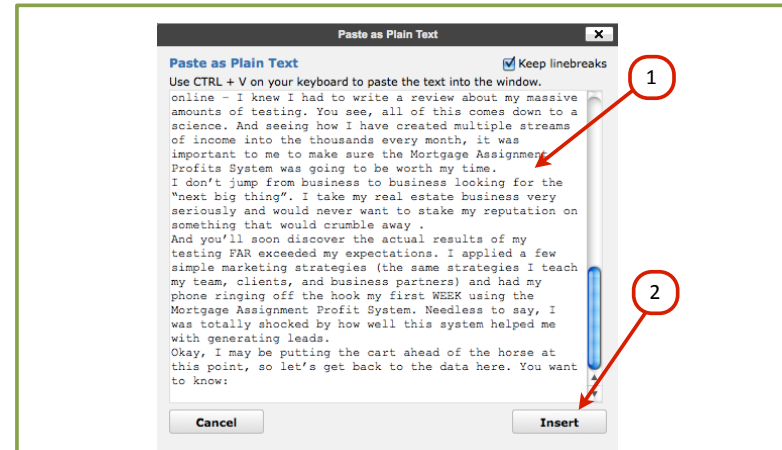
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Objective 2 Organizing & Posting Content

Step 5

Paste article into text area and then click on "Insert".



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Step 6

Click on "Update"

Page updated. [View page](#)

What Is MAPS?

Permalink: <http://mortgageassign.com/what-is-maps/> [Edit](#) [View Page](#)

Upload/Insert Visual HTML

Status: **Published** [Edit](#)

Visibility: **Public** [Edit](#)

Published on: Nov 11, 2011 @ 14:27 [Edit](#)

[Move to Trash](#) [Update](#)

Page Attributes

Parent

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Step 7

Repeat Steps 2 - 6 For All Menu Items (Top Level / 2nd Tier Keywords) You Wrote Articles For.



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Step 8

Find one of your 3rd Tier Keyword articles and copy it. (CTRL-C or Apple-C is the keyboard shortcut)

3rd Tier Keyword (How Do I Make Money with MAPS) Under Top Level / 2nd Tier Keyword (What is MAPS)

How Do I Make Money With The Mortgage Assignment Profit System?

If you're anything like we are, you don't get into any program until you say "Show me the money..." Okay, maybe not exactly – but I know that's what you're thinking. You want to know that as a real estate investor or real estate agent, if this is going to be worth your investment – both your TIME investment and your MONEY investment. So we're going to explain to you how to make money with the [Mortgage Assignment Profit System](#), why this is the simplest and easiest way to create a substantial income, and what you're going to want to do to grow your income even more than just with the system.

First, let me just tell you what a sigh of relief this strategy and course offers in today's real estate investing market. You see, many real estate investor gurus sell you a product that not only teaches just ONE concept but it typically requires you to buy another product in order to fully learn or implement the real estate strategy they originally sold to you. In the end, you just keep racking up more and more costs.

The Mortgage Assignment Profit System is NOT like that at all. You get it all at once and not only do you get the main strategy, which is the Mortgage Assignment Program, but you also get the goods on every other low and no equity real estate investing strategy as well. All content and no fluff, and certainly no required additional purchase in order to start using what

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Step 9

Click on "Add New" Under The Left Dashboard Menu Pages Tab.

Dashboard **Add New Page**

Posts Media Links Pages **Pages** Upload/Insert Visual HTML

All Pages **Add New** 1

Comments Appearance Plugins Users Tools Settings

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Step 10

Type in Article Title and Then Click on "Text" or "Word" icon.

How Do I Make Money With The Mortgage Assignment Profits System?

Upload/Insert

Paragraph

Path: p
Word count: 0
Draft saved at 12:42:12 am.

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Step 11

Copy & Paste Article Content and Then Click "Insert".

Paste as Plain Text

Use CTRL + V on your keyboard to paste the text into the window.

Keep linebreaks

Cancel Insert

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Step 12

Under Page Attributes, Click On "Parent" Drop Down Menu. Choose Correct 2nd Tier Page.

How Do I Make Money With The Mortgage Assignment Profits System?

Page Attributes

Parent

- (no parent)
- (no parent)
- What Is MAPS?
- Owner Finance 101
- Bad Credit Okay
- Raving Fans
- About
- Contact

Need help? Use the Help tab in the upper right of your screen.

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Step 13

Click "Publish".

Note: Once published you'll see your permalink change to include parent category.

How Do I Make Money With The Mortgage Assignment Profits System?

Permalink: http://mortgageassign.com/what-is-maps/how-do-i-make-...profits-system/

Page published. View page

How Do I Make Money With The Mortgage Assignment Profits System?

Permalink: http://mortgageassign.com/what-is-maps/how-do-i-make-...profits-system/

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Step 14

Repeat Steps 8 - 13 For All 3rd Tier Keywords



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Step 15

Click On "Contact" On The Left Dashboard Menu and Copy the Code at the top of the page.

Dashboard

Posts

Media

Links

Pages

Comments

Appearance

Plugins

Users

Tools

Settings

Contact

Contact Form 7

Contact form 1 [Add New](#)

Contact form 1

Copy this code and paste it into your post, page or text widget content.

```
[contact-form-7 id="57" title="Contact form 1"]
```

Form

```
<p>Your Name (required)<br />[text* your-name] </p><p>Your Email (required)<br />[email* your-email] </p>
```

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Step 16

Click On "All Pages" under the Page Tab on the Left Dashboard Menu. Then Click On the Appropriate Page For Your Contact Form.

Dashboard

Posts

Media

Links

Pages

Comments

Appearance

Plugins

Users

Tools

Settings

Contact

Platinum SEO

Shareaholic

Collapse menu

Pages

Add New

All (7) | Published (7)

Bulk Actions [Apply](#) Show all dates [Filter](#)

- Title
- What is MAPS?
- How Do I Make Money With The Mortgage Assignment Profits System?
- Owner Finance 101
- Bad Credit Okay
- Raving Fans [Edit](#) [Quick Edit](#) [Trash](#) [View](#)
- About
- Contact

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Step 17

Click On the "HTML" tab. Paste The Contact Form Into the content area. Click on "Update".

Edit Page

Add New

Screen Options [Help](#)

Contact

Permalink: <http://mortgageassign.com/contact/> [Edit](#) [View Page](#)

Visual **HTML**

Upload/Insert [img](#) [code](#) [more](#) [lookup](#) [close](#) [tags](#) [fullscreen](#)

[contact-form-7 id="57" title="Contact form 1"]

Visual **HTML**

Publish

[Preview Changes](#)

Status: **Published** [Edit](#)

Visibility: **Public** [Edit](#)

Published on: Nov 11, 2011 @ 21:13 [Edit](#)

[Move to Trash](#) [Update](#)

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Step 18

Test Your Contact Page On Your Website and Make Sure It Functions Correctly.

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Step 19

Write Your "About" Page & Publish it. (Be Personable, Show What Sets You Apart & Sell Yourself.)

NOTE: You may have to click on the visual tab if the last page you saved was written in the html tab.

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- 6) Closely Guarded On Page SEO Secrets
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Introduction to Content Components

Objective 3 Adding Influential Content Components

Content Components

What Is It?

The components you integrate into your content, such as text, photos, audio, video, heading tags, etc..

Why Is It Important?

These components help the Google Bots categorize your content and determine what keywords your content is relevant for. These components also help the users by having multiple message mediums & easy to read web pages.

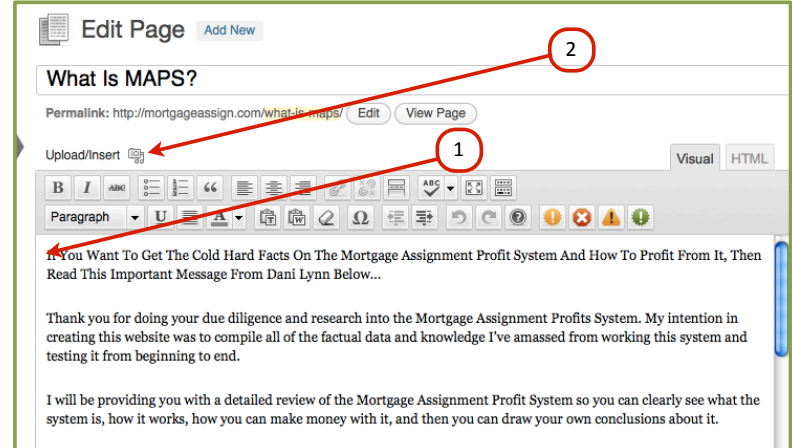
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Step 1

Open up One of Your Articles and Click The Place In Your Article Where You Want A Picture, Then Click on the “Add Media” Icon.

Objective 3 Adding Influential Content Components



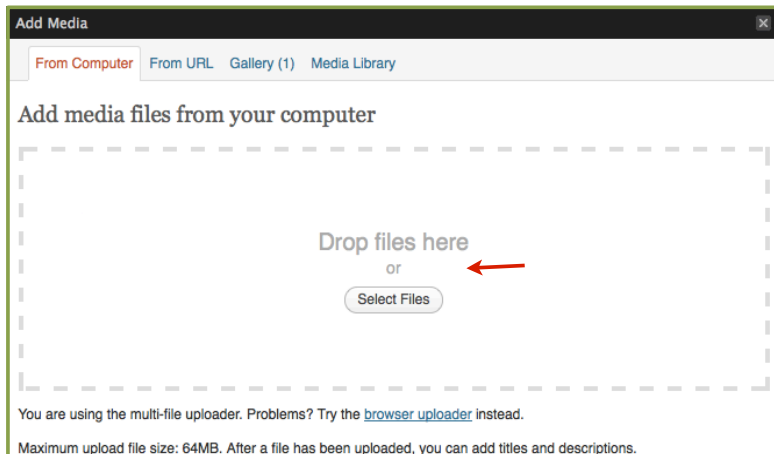
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Step 2

Drag File To Media Area or Click “Select Files” and choose a file from your computer.

Objective 3 Adding Influential Content Components



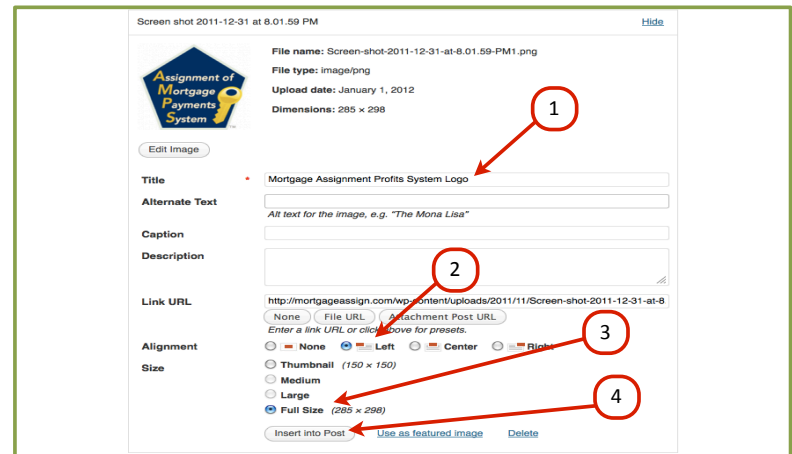
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Step 3

Rename Your Picture With Your Keyword In It. Choose Alignment, Choose Size & Click “Insert Into Post”.

Objective 3 Adding Influential Content Components



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Step 4

Click On The Picture To Edit, Delete or Adjust As Needed.

Objective 3 Adding Influential Content Components

Click to edit picture

1

Adjust size by moving corners

Click to delete picture

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Step 5

Click on "Update" when satisfied with picture placement & size.

Objective 3 Adding Influential Content Components

1

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Step 6

Highlight any "Headline" Text. Change the text format by using the "Paragraph" Drop Down Menu.

Objective 3 Adding Influential Content Components

2

1

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Step 7

Click on "Update" and scroll through the rest of the article to change any other heading tags as desired.

Objective 3 Adding Influential Content Components

1

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Step 7
Example

Short paragraphs (4 lines or less) plus we use headings throughout to break up the article.

Is It Legal?

Over the last couple of months I have spoken to hundreds of investors who heard about the Assignment of Mortgage Payments System™ or AMPS™. One of the big questions, particularly in response to some negative accusations made about the legality of this process has caused investors to ask the question...

"Is AMPS™ Legal?"

See Lawyer Scott Home's AMPS™ Review Video?

This is an important question because it doesn't matter how much money you make if at the end of the day, you end up in jail. Obviously, we the REI Rockstars run our business with integrity, and would never put all our hard work at risk by doing something illegal.

That said, there are a number of reasons why I believe the AMPS™ are legal. I have formed these opinions by doing deals with my partners as well as talking to a number of attorneys who between themselves have done thousands of owner financed transactions without issue.

Keep in mind though this is just my opinion, I am not an attorney and you should seek your own counsel.

Is AMPS™ legal? Here is my take...

Basically, AMPS™ is just another form of "subject-to" which has been around for a long time and has been taught by many "Gurus" including Robert Kiyosaki just to name one. Now, would someone as high profile as Robert Kiyosaki, teach strategies that were blatantly illegal.

NOT LIKELY....

A Note About Heading Tags:

- Types of headings: H1 - H6
- H1 is most important, H6 is least
- H1 & H2 are most commonly used
- H1 is typically the title of your page. Use keyword or variation.
- Use other headings to break up article, try to use variations of keywords but don't overdo it.
- Using headings offers small SEO benefit.

Objective 3 Adding Influential Content Components



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Step 8

Bold & italicize some other relevant keywords or phrases. Don't over do it.

I will be providing you with a detailed review of the Mortgage Assignment Profit System so you can clearly see what the system is, how it works, *how you can make money* with it, and then you can draw your own conclusions about it.

Put simply, I've been working this system for the last year and I've done all sorts of research into dozens of different companies and systems in the past 16 months. I have seen the ins-and-outs of many **real estate investing programs**. I know what works and what doesn't. My team and I know how to make \$10k per month using the Mortgage Assignment Profit System.

Objective 3 Adding Influential Content Components



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Step 9

Click on HTML Tab. Determine where you want to place audio or video. Copy/paste HTML Code for any audio or video files if applicable and click "update".

The screenshot shows a CMS editor interface. At the top, there's a 'What is MAPS?' title. Below it, a toolbar contains various editing options. The 'HTML' tab is selected and highlighted with a red circle and arrow labeled '1'. In the main content area, a video embed code is highlighted with a red circle and arrow labeled '2'. At the bottom right, the 'Update' button is highlighted with a red circle and arrow labeled '3'. The video code is: `<iframe width="568" height="315" src="http://www.youtube.com/embed/-rFTo3JMCKc" frameborder="0" allowfullscreen"></iframe>`

Objective 3 Adding Influential Content Components



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Introduction to "Low Hanging Fruit"

On Page SEO's "Low Hanging Fruit"

What Is It?

Title Tag, Meta Description, Meta Keywords & Permalinks

Why Is It Important?

Search engines use this information to help identify & categorize what your web page is relevant for.

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Objective 4: Reviewing On Page SEO's "Low Hanging Fruit"

Introduction to "Low Hanging Fruit"

Title for my home page

Description for my home page

[Phill Grove's Mortgage Assignment Profits System Review](#)

mortgageassignmentprofitsreview.com/

A quick and dirty review of Phill Grove's newly released **Mortgage Assignment Profits** System.

Title for my home page

Phill Grove's Mortgage Assignment Profits System Review

Phill Grove's Mortgage Assigm... x +

Example Meta Keywords: Mortgage Assignment Profit Review, Mortgage Assignment Profits Review, Mortgage Assignment, Mortgage Assignments

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Objective 4: Reviewing On Page SEO's "Low Hanging Fruit"

Introduction to "Low Hanging Fruit"

Title for a 3rd tier page

Make Money With Mortgage Assignment Profits System | Mortgage Assignment Profits Review

Make Money With Mortgage Ass... x +

Permalink

[Make Money With Mortgage Assignment Profits System | Mortgage ...](#)

[mortgageassignmentprofitsreview.com/...](http://mortgageassignmentprofitsreview.com/)

Underground Test Data Revealing How To Make Money With The **Mortgage Assignment Profits** System. Extremely Informative.

Description for a 3rd tier keyword

Title for a 3rd tier keyword

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Objective 4: Reviewing On Page SEO's "Low Hanging Fruit"

Introduction to “Low Hanging Fruit”

Objective 4: Reviewing On Page SEO's “Low Hanging Fruit”

Title Tag Guidelines

- Keyword in title tag
- 65 characters or less (google limitations)
- Consider Branding
 - Get Distressed Seller Leads | REI Rockstars
- Think “Conversion” first.
 - Write compelling copy & create emotional response if possible. Once You Rank...Get The Click!
- Don't look spammy (all caps, stuffing keywords)
- By Default Title Tags for your home page is configured in settings and other pages, the title tag by default is the title of your post or page. You can configure these with plugins though.
- Title Tags = Avg. Importance in SEO

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Introduction to “Low Hanging Fruit”

Objective 4: Reviewing On Page SEO's “Low Hanging Fruit”

Meta Description Guidelines

- Short summary of what your content is about
- Google Bots use this to determine what your page is about
- Users look at this to see if your website is relevant to what they are looking for.
- By default, google will use the copy on your web page to put in the description if you haven't configured this. It chooses copy that contains keywords searched by the user.
- Don't look spammy (all caps, stuffing keywords)
- Write for conversion...get the click!
- 160 characters or less

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Introduction to “Low Hanging Fruit”

Objective 4: Reviewing On Page SEO's “Low Hanging Fruit”

Meta Keywords Guidelines

- Some search engines still use these but largely ignored otherwise
- Can be scraped by others, don't use money keywords
- Put in 6 - 8 keywords that are related to the post or page

Permalink Notes

- Permalinks default to your article title and sometimes will populate before you finish your title.
- If you had to abbreviate something in your menu, you **may** want to change your permalink to full keyword.
- Always double check permalink in case it populated early

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Introduction to “Low Hanging Fruit”

Objective 4: Reviewing On Page SEO's “Low Hanging Fruit”

Do Follow Links

- These are links on any website that indicate to the google bots that they should FOLLOW that link to the next web page.
- Do Follow Links provide link juice to the page they link too.

No Follow Links

- These are links on any website that indicate to the google bots that they should NOT FOLLOW that link to the next web page.
- No Follow links do not provide link juice but they still provide a link for other users to gain access to another page.

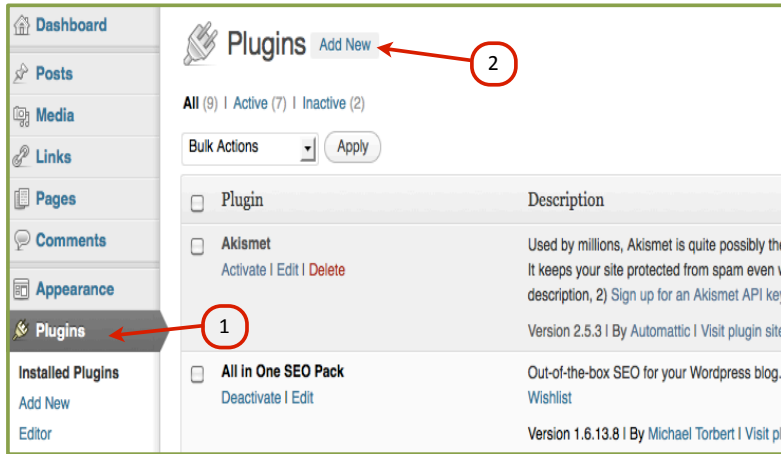
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WWN Update Step 1

Go to your wordpress dashboard and click on "Plugins" under the left side dashboard menu. Click on "Add New".

Objective 4: Reviewing On Page SEO's "Low Hanging Fruit"



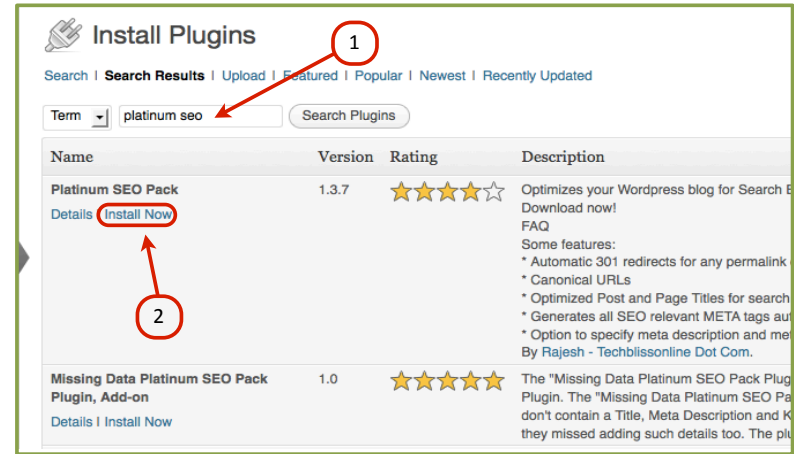
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WWN Update Step 2

Search for "Platinum SEO". Click on "Install Now" under Platinum SEO Pack.

Objective 4: Reviewing On Page SEO's "Low Hanging Fruit"



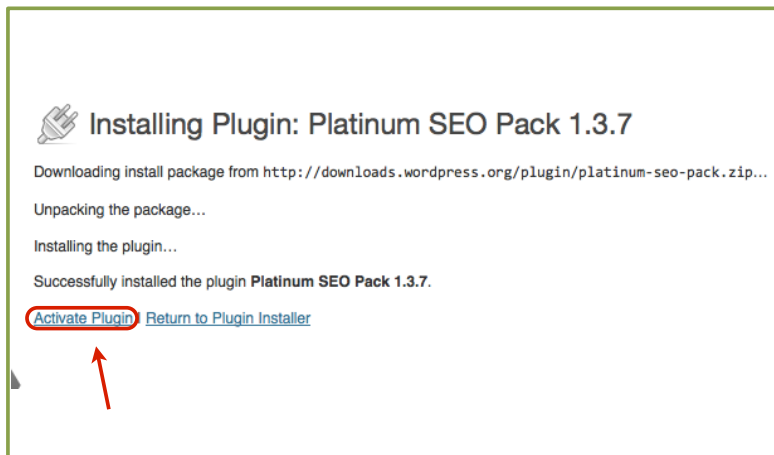
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WWN Update Step 3

Once Installed, Click on "Activate Plugin"

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WWN Update Step 4

If you've already started adding data to your All in One SEO fields in your pages, Go to "Platinum SEO" at the bottom under the left hand dashboard menu and then click on "Migrate From All In One SEO".

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WWN Update Step 5

When finished with migration (if it was needed), click on "Platinum SEO" under left hand side dashboard menu. Configure your Home Title, Description & Keywords & then scroll down to click "Update Options".

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WWN Update Step 5 Example

Conversion is key when writing your Title & Descriptions. Think conversion first - SEO second. Never duplicate titles and descriptions for any pages. Don't use "money" keywords in meta keyword box.

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WWN Update Step 6

Go back to "Plugins" under the left dashboard menu and click on "Deactivate" Under the All in One SEO Pack Plugin.

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WWN Update Step 7

Click on "Delete" Under the All in One SEO Pack Plugin. In the next window, click on "Yes, Delete these files".

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Step 1

Go To "Pages" Under the left hand dashboard menu. Then click on the page you want to work on.

Dashboard

Pages **Add New**

All (7) | Published (7)

Bulk Actions Show all dates

Title

What Is MAPS? ← 2

– How Do I Make Money With The Mortgage Assignment Profits System?

Owner Finance 101

Dashboard Posts Media Links **Pages** All Pages Add New Comments Appearance Plugins

Objective 4: Reviewing On Page SEO's "Low Hanging Fruit"

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Step 2

Double check your permalink. Does it contain your keywords? If not, click "Edit".

What Is MAPS?

Permalink: <http://mortgageassign.com/what-is-maps/>

Upload/Insert

Assignment of Mortgage Payments System

If You Want To Get The Cold Hard Facts On The Mortgage Assignment Profit System And How To Profit From It, Then Read This Important Message From Dani Lynn Below...

Thank you for doing your due diligence and research into the Mortgage Assignment Profits System. My intention in creating this website was to compile all of the factual data and knowledge I've amassed from working this system and testing it from beginning to end.

I will be providing you with a detailed review of the Mortgage Assignment Profit System so you can clearly see what the system is, how it works, *how you can make money* with it, and then you can draw your own conclusions about it.

Objective 4: Reviewing On Page SEO's "Low Hanging Fruit"

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Step 3

Add your keywords with dashes in between words and then click "Okay". Then click "Update" to save page.

What Is MAPS?

Permalink: <http://mortgageassign.com/ortgage-assignment-profits-system/>

Upload/Insert

Assignment of Mortgage Payments System

If You Want To Get The Cold Hard Facts On The Mortgage Assignment Profit System And How To Profit From It, Then Read This Important Message From Dani Lynn Below...

Thank you for doing your due diligence and research into the Mortgage Assignment Profits System. My intention in creating this website was to compile all of the factual data and knowledge I've amassed from working this system and testing it from beginning to end.

I will be providing you with a detailed review of the Mortgage Assignment Profit System so you can clearly see what the system is, how it works, *how you can make money* with it, and then you can draw your own conclusions about it.

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Step 4

Scroll down to the "Platinum SEO Pack" Section. Configure the Title, Description & Keywords for this page. Click on appropriate index & follow tags & then click "Update".

Platinum SEO Pack

[Click here for Support](#) | [Know about the meta tags](#)

Title: **1**

0 characters. Most search engines use a maximum of 70 chars for the title.

Description: **2**

0 characters. Most search engines use a maximum of 160 chars for the description.

Keywords (comma separated): **3**

PSP Meta Index and Nofollow Tags: index, follow index, nofollow noindex, follow noindex, nofollow

NOARCHIVE this page/post: **4**

NOSNIPPET of this page/post:

Disable title rewrite on this page/post:

Disable PSP title format on this page/post:

Disable PSP on this page/post:

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Step 5

Repeat Steps 1 - 4 for all remaining pages & posts.
Note: You may want to save these in an outside file as well.

Objective 4: Reviewing On Page SEO's "Low Hanging Fruit"



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Virtual Marketing Blueprint

Next Video...

Objectives:

- 1) Introduction To On Page SEO
- 2) Organizing & Posting Content
- 3) Adding Influential Content Components
- 4) Reviewing On Page SEO's "Low Hanging Fruit"
- 5) Internal Linking Strategy Training**
- 6) Closely Guarded On Page SEO Secrets
- 7) Addendum: Incorporating A Blog Into Your Website

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Virtual Marketing Blueprint

On Page SEO

Objectives:

- 1) Introduction To On Page SEO
- 2) Organizing & Posting Content
- 3) Adding Influential Content Components
- 4) Reviewing On Page SEO's "Low Hanging Fruit"
- ➔ 5) Internal Linking Strategy Training**
- 6) Closely Guarded On Page SEO Secrets
- 7) Addendum: Incorporating A Blog Into Your Website

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Introduction to Internal Linking

Internal Linking

What Is It?

Linking to and from pages within your website.

Why Is It Important?

When Google Bots see a link in your site, they identify that link as a reference to another important page on or off your site and it passes authority on to that page.

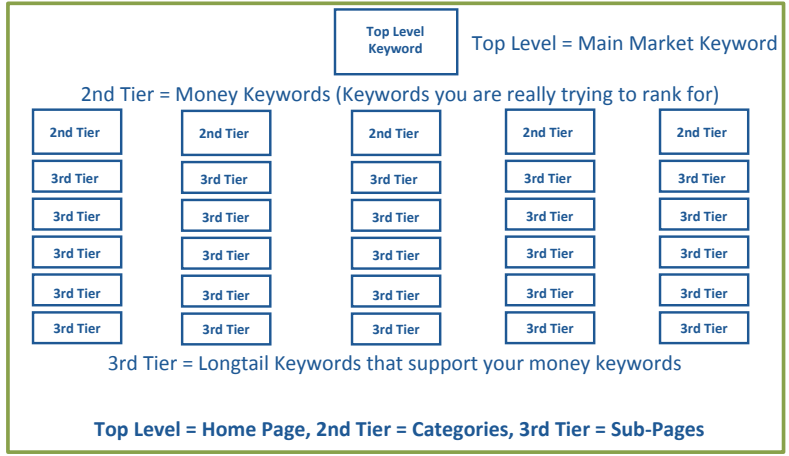
Objective 5: Internal Linking Strategy Training

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Introduction to Internal Linking

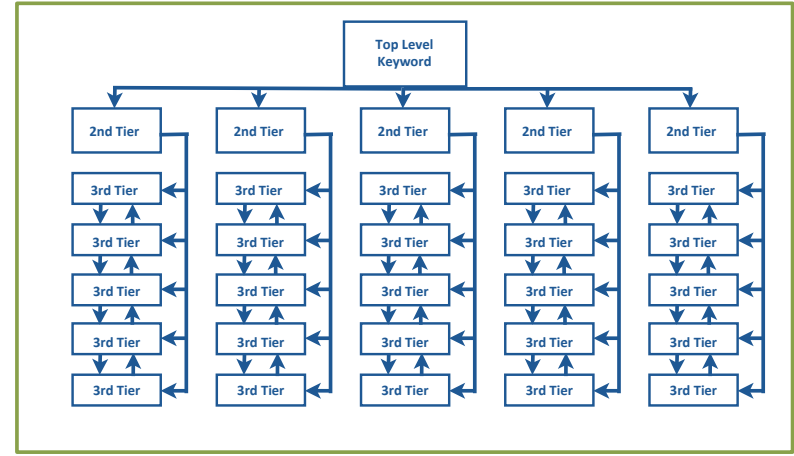
Objective 5 Internal Linking Strategy Training



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Introduction to Internal Linking

Objective 5 Internal Linking Strategy Training



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Introduction to Internal Linking

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Types of Internal Linking: Contextual Linking

Is It Legal?

Over the last couple of months I have spoken to hundreds of investors who heard about the Assignment of Mortgage Payments System™ or AMPS™. One of the big questions, particularly in response to some negative accusations made about the legality of this process has caused investors to ask the question...

"Is AMPS™ Legal?"

See Lawyer Scott Horne's AMPS™ Review Video?

This is an important question because it doesn't matter how much money you make if at the end of the day, you end up in jail. Obviously, we the REI RockStars run our business with integrity, and would never put all our hard work at risk by doing something illegal.

That said, there are a number of reasons why I believe the AMPS™ are legal. I have formed these opinions by doing deals with my partners as well as talking to a number of attorneys who between themselves have done thousands of owner financed transactions without issue.



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Introduction to Internal Linking

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Types of Internal Linking: Related Posts/Pages

You can do this manually or with a plugin...

Continue Your Research With These Below Articles:

- ✓ Is The Assignment Of Mortgage Payments System™ A Scam?
- ✓ How does the Assignment of Mortgage Payments System™ work?
- ✓ What do I have to do to make money with the Assignment of Mortgage Payments System™?
- ✓ Cold Hard Facts On How To Profit With AMPS™
- ✓ Who Is Phill Grove?
- ✓ How To Succeed
- ✓ Is Phill Grove All Hype?
- ✓ How Much Does AMPS™ Cost?



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Introduction to Internal Linking

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Types of Internal Linking: Side Bar

Featured Articles

- #1 Secret To Success
- AMPS™/MAPS Success Stories
- Cold Hard Facts on AMPS™
- How Does AMPS™ Work?
- How To Make Money With AMPS™
- How To Succeed
- Is AMPS™ a Scam?

Categories

- Assignment of Mortgage Payments System™ Review
- Mortgage Assignment Case Studies
- Q & A



Introduction to Internal Linking

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Types of Internal Linking: Top Navigation Bar

ReiRockstars UnPlugged

Home 2012 Specials Coaching Programs Live Reviews About/Contact Search this website...
 Group Coaching
 Internet Marketing Coaching
 Power of 5
 Ultimate Uber Agent
 One On One Coaching

Welcome to th... UnPlugged
 Published March 10, 2

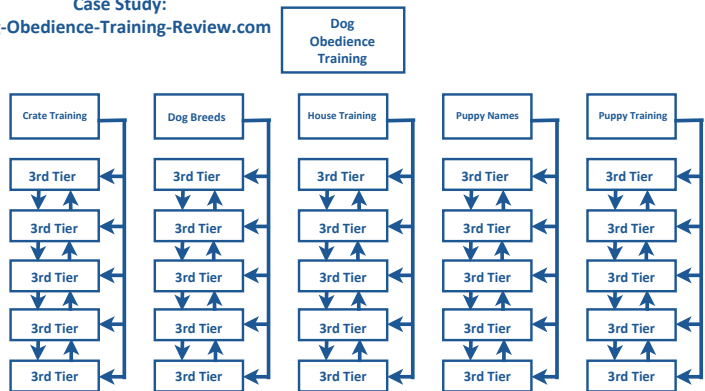
Log In
 Username
 admin
 Password



Introduction to Internal Linking

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Case Study: Dog-Obedience-Training-Review.com



Introduction to Internal Linking

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Example of Internal Linking in Side Bars

dog-obedience-training-review.com

DOG TRAINING

- BEHAVIOR PROBLEMS
- DOG OBEDIENCE
- CLICKER TRAINING
- DOG WHISPERING
- COOL DOG TRICKS
- DOG TRAINING BOOKS
- DOG TRAINING FORUM
- DOG HEALTH**
- DOG HEALTH CARE
- DOG GROOMING
- BEST DOG FOOD

EDITOR'S PICKS

- TOP 10 DOG BREEDS FOR CHILDREN
- HOW TO STOP PUPPY BITING
- CRATE TRAINING INTRODUCTION
- SEPARATION ANXIETY IN DOGS
- STOP DOG BARKING
- STOP DOG CHEWING PROBLEMS
- HOW TO STOP DOGS FROM DIGGING
- DON'T THAT DON'T SHED

Hot Content

TOP 10 POPULAR

- 10 Dog Breeds for Children
Discover what the Top 10 dog breeds for children are!
READ MORE
- 10 Dogs that don't shed
According to the AKC, these are the top 10 non-shedding dogs...
READ MORE
- 10 Most Popular Dog Breeds
Every year, the AKC ranks what the 10 most popular dog breeds are...
READ MORE
- 10 Most Expensive Breeds
Some dog breeds are more expensive than others...
READ MORE
- 10 Smartest Dog Breeds
Some dogs are smarter than others - but which are the smartest?
READ MORE
- Top Ten Dog Breeds For An Apartment
Do you live in small quarters? Then this is the list for you!



Introduction to Internal Linking

Objective 5 Internal Linking Strategy Training

Example of Internal Linking: Contextual dog-obedience-training-review.com

Also notice use of bold context throughout article

1. Get my puppies off to the best possible start in life.
2. Correct numerous behavioral problems in my older dogs.
3. Apply basic and advanced dog obedience training.

Please browse through my site, hopefully you'll discover [how to train a dog](#) yourself in an effective, positive and non violent manner.

You'll find lots of articles, tips and training advice, as well as my reviews of various popular [dog training techniques](#) including - [dog whispering](#), [clicker training](#), [puppy house training](#) and [dog obedience training](#).

This website has come about through years of research, reading, watching and most importantly [real life hands on experience with my own dogs](#) (and also my family's dogs).

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Example of Internal Linking: Related Posts/Pages dog-obedience-training-review.com

How To Train A Puppy	Solving Problem Behaviors	Dog Training For Obedience
Puppy Training	Dog Behavior Training	Obedience Commands
Best Puppy Food	Stop Dog Chewing	Sit Command
Choosing A Dog Breed	Excessive Barking	Dog Training Come
Puppy House Training	Digging Problems	Stay Command
Puppy Socialization	Separation Anxiety	Leash Training
Puppy Crate Training	Poop Eating/Coprophagia	Clicker Training
Stop Puppy Biting	Dog Food Aggression	Dog Whisperer

You Are The Best Person In The World To Train Your Dog

The dog training methods I explore, discuss and review on this site all meet or exceed the above criteria. I have successfully used these home based, cutting edge dog training techniques to:

Dog Health Care and Dog Training Articles

[Puppy Crate Training system designed to crate train your dog fast!](#)
Follow this step by step puppy crate training process to achieve fast results for your dog. Vari Kennels and all mesh crates can be used in your crate training.

[Choosing A Dog Breed - Discover How To Choose A Dog Breed](#)
Choosing a dog breed is an important long term decision, put in some research to discover which breed of dog is right for you and your family. Includes a dog breed recommender and list of dog breeds.

[Dog Training Books | Impartial Dog Training Book Reviews | Puppy Training Ebooks](#)
Discover which dog training books are right for you and your dog. Read my detailed dog training book reviews including Secrets To Dog Training.

[Favorite Puppy Names - Huge List Of Popular Dog Names For Female And Male Dogs](#)
Find your favorite puppy names here - huge resource of popular dog names for female puppies and male puppies. Including cool dog names, cute dog names and unique puppy names.

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Introduction to Internal Linking

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Internal Linking Tips

- Internal Linking is integral to SEO Success and one of the most overlooked components of SEO
- As 3rd tier pages (less competitive pages) gain authority through inbound links, 2nd tier pages start gaining authority as well.
- Rocket ship example

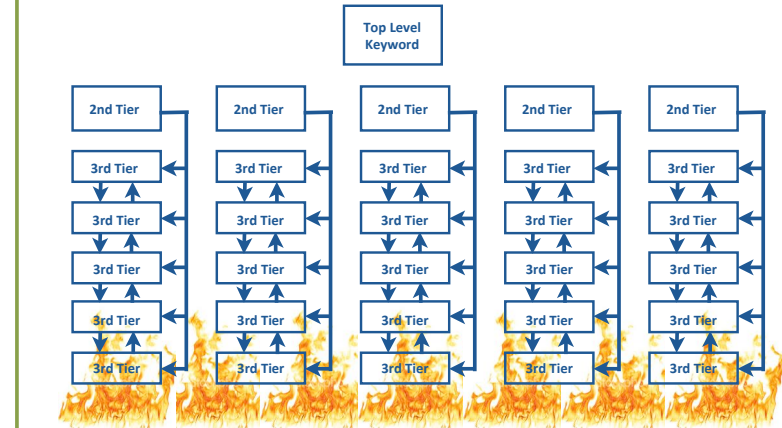


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Introduction to Internal Linking

Objective 5 Internal Linking Strategy Training



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Step 1

Determine your linking strategy.

Linking Strategies:

- Contextual
- Related Posts
- Side Bar
- Navigation Bar

Example:

- Related Posts & Contextual on Tier 2
- Contextual on Tier 3
- Side Bar

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Step 2

Create a text document with the url of every page on your site you plan on linking too.

Article Title

Article URL

1. What is MAPS?
<http://mortgageassign.com/what-is-mortgage-assignment-profits-system/>
2. How do I make money with the mortgage assignment profits system?
<http://mortgageassign.com/what-is-mortgage-assignment-profits-system/how-do-i-make-money-with-the-mortgage-assignment-profits-system/>
3. Owner Finance 101
<http://mortgageassign.com/owner-finance-101/>

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Step 3

Go to each page and begin implementing your linking strategy.

What Is MAPS?

Permalink: <http://mortgageassign.com/what-is-mortgage-assignment-profits-system/> Edit View Page

Upload/Insert

Visual HTML



If You Want To Get The Cold Hard Facts On The Mortgage Assignment Profit System And How To Profit From It, Then Read This Important Message From Dani Lynn Below...

Thank you for doing your due diligence and research into the Mortgage Assignment Profits System. My intention in creating this website was to compile all of the factual data and knowledge I've amassed from working this system and testing it from

beginning to end.

I will be providing you with a detailed review of the Mortgage Assignment Profit System so you can clearly see what the system is, how it works, *how you can make money* with it, and then you can draw your own conclusions about it.

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Step 4

For contextual linking: Highlight appropriate words and then click on the "insert link" icon.

What Is MAPS?

Permalink: <http://mortgageassign.com/what-is-mortgage-assignment-profits-system/> Edit View Page

Upload/Insert

Visual HTML



If You Want To Get The Cold Hard Facts On The Mortgage Assignment Profit System And How To Profit From It, Then Read This Important Message From Dani Lynn Below...

Thank you for doing your due diligence and research into the Mortgage Assignment Profits System. My intention in creating this website was to compile all of the factual data and knowledge I've amassed from working this system and testing it from

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I will be providing you with a detailed review of the Mortgage Assignment Profit System so you can clearly see what the system is, how it works, *how you can make money* with it, and then you can draw your own conclusions about it.

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Step 5

Copy the url you want this text to link too and paste it into URL field. Then type in the article title into the title field and click "Add Link".

Insert/edit link

Enter the destination URL

URL w-do-i-make-money-with-the-mortgage-assignment-profits-system/

Title Do I Make Money With The Mortgage Assignment Profits System

Open link in a new window/tab

Or link to existing content

Cancel Add Link

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Step 6

Verify link was added by change of color and underline, then click "update". Go to live web page to verify link works correctly. (If you need to fix a link, just highlight the link & click on the "unlink" icon and start again.)

What is MAPS?

Permalink: <http://mortgageassign.com/what-is-mortga...profits-system/> Edit View Page

Upload/Insert Visual HTML

Paragraph Do I Make Money With The Mortgage Assignment Profits System

If You Want To Get The Cold Hard Facts On The Mortgage Assignment Profit System And How To Profit From It, Then Read This Important Message From Dani Lynn Below...

Thank you for doing your due diligence and research into the Mortgage Assignment Profits System. My intention in creating this website was to compile all of the factual data and knowledge I've amassed from working this system and testing it from beginning to end.

I will be providing you with a detailed review of the Mortgage Assignment Profit System so you can clearly see what the system is, how it works, [how you can make money](#) with it, and then you can draw your own conclusions about it.

Status: Published Preview Changes

Visibility: Public Edit

Published on: Nov 11, 2011 @ 14:27 Edit

Move to Trash Update

Page Attributes

Parent (no parent)

Template Theme default

Order 1

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Step 7

For related post linking: Scroll to area of post you want to add related links and type in titles. (Add bullet points if you want and then link to the appropriate post by repeating steps 4 - 6.)

What is MAPS?

Permalink: <http://mortgageassign.com/what-is-mortga...profits-system/> Edit View Page

Upload/Insert Visual HTML

Paragraph Do I Make Money With The Mortgage Assignment Profits System

Generating Leads With MAPS

If you want bullet points, highlight text and then click Bullet Point icon

And you'll soon discover the actual results of my testing FAR exceeded my expectations. I applied a few simple marketing strategies (the same strategies I teach my team, clients, and business partners) and had my phone ringing off the hook my first WEEK using the Mortgage Assignment Profit System. Needless to say, I was totally shocked by how well this system helped me with generating leads.

Other related posts you may want to read:

- How to Make Money With the Mortgage Assignment Profits System
- Cold Hard Facts About The Mortgage Assignment Profits System

Path: p

Word count: 469

Draft saved at 1:17:04 am. Last edited by Dani Lynn Robison on January 2, 2012 at 1:06 am

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Plugin Option

For related post linking: You Can Also Install "Yet Another Related Posts Plugin".

Install Plugins

Search | Search Results | Upload | Featured | Popular | Newest | Recently Updated

Term Search Plugins

Name	Version	Rating	Description
Yet Another Related Posts Plugin	3.4.3	★★★★☆	Yet Another Related Posts Plugin introducing the reader to other... An advanced and versatile algo... categories, and now custom tax... (Michael Yoshitaka Erlewine).
Yet Another Featured Posts Plugin (YAFPP)	1.4	★★★★☆	Yet Another Featured Posts Plu... Simply check the 'featured stars... unfeature a post. This info is po... This interface for featuring/unfe...

Details Install Now

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Step 8

For side bar linking: Go to "Link Categories" under the left dashboard "links" tab.

Dashboard

Posts

Media

Links

All Links

Add New

Link Categories

Pages

Comments 1

Appearance

Plugins 1

Link Categories

Add New Link Category

Name

The name is how it appears on your site.

Slug

The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.

Name

Blogroll

Name

Bulk Actions

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Step 9

Add "Featured Articles" (or something similar you may like) to the name field. Then add "featured-articles" to the slug field. Click "Add New Link Category".

Dashboard

Posts

Media

Links

All Links

Add New

Link Categories

Pages

Comments 1

Appearance

Plugins 1

Link Categories

Add New Link Category

Name

The name is how it appears on your site.

Slug

The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.

Description

The description is not prominent by default; however, some themes may show it.

Name

Blogroll

Name

Bulk Actions

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Step 10

Next, go to "All Links" under the left dashboard menu.

Dashboard

Posts

Media

Links

All Links

Add New

Link Categories

Links

Bulk Actions

<input type="checkbox"/>	Name	URL
<input type="checkbox"/>	Documentation	codex.wordpress.org

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Step 11

Start by deleting all current links. Check the box next to "Name" and this will select all links.

Dashboard

Posts

Media

Links

All Links

Add New

Link Categories

Links

Bulk Actions

<input type="checkbox"/>	Name	URL	Categories	Relationship	Visible	Rating
<input type="checkbox"/>	Documentation	codex.wordpress.org	Blogroll		Yes	0
<input type="checkbox"/>	Plugins	wordpress.org/extend/plugins	Blogroll		Yes	0
<input type="checkbox"/>	Suggest Ideas	wordpress.org/extend/ideas	Blogroll		Yes	0
<input type="checkbox"/>	Support Forum	wordpress.org/support	Blogroll		Yes	0
<input type="checkbox"/>	Themes	wordpress.org/extend/themes	Blogroll		Yes	0
<input type="checkbox"/>	WordPress Blog	wordpress.org/news	Blogroll		Yes	0
<input type="checkbox"/>	WordPress Planet	planet.wordpress.org	Blogroll		Yes	0
<input type="checkbox"/>	Name	URL	Categories	Relationship	Visible	Rating

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Step 12

Then use the drop down menu to select "Delete" and then click "Apply".

<input type="checkbox"/>	Name	URL	Categories	Relationship	Visible	Rating
<input checked="" type="checkbox"/>	Documentation	codex.wordpress.org	Blogroll		Yes	0
<input checked="" type="checkbox"/>	Plugins	wordpress.org/extend/plugins	Blogroll		Yes	0
<input checked="" type="checkbox"/>	Suggest Ideas	wordpress.org/extend/ideas	Blogroll		Yes	0
<input checked="" type="checkbox"/>	Support Forum	wordpress.org/support	Blogroll		Yes	0
<input checked="" type="checkbox"/>	Themes	wordpress.org/extend/themes	Blogroll		Yes	0
<input checked="" type="checkbox"/>	WordPress Blog	wordpress.org/news	Blogroll		Yes	0
<input checked="" type="checkbox"/>	WordPress Planet	planet.wordpress.org	Blogroll		Yes	0
<input type="checkbox"/>	Name	URL	Categories	Relationship	Visible	Rating

Objective 5 Internal Linking Strategy Training

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Step 13

Then click "Add New".

7 links deleted

No links found.

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Step 14

Add the Name of the link, then the copy/paste the url, then type in the full description & then check the appropriate category box. Then Click "Add Link". (Check website to verify the link works.)

Important

NOTE: You must have the link widget active for this linking strategy to work.

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Step 15

For top navigation bar linking: Go to "Menus" under the left dashboard "Appearance" tab.

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Step 16

Create a custom menu name of your choosing and type it into the "menu name" field and then click "Create Menu".

Menu Name 1

2

To create a custom menu, give it a name above and click Create Menu. Then choose items like pages, categories or custom links from the left column to add to this menu.

After you have added your items, drag and drop to put them in the order you want. You can also click each item to reveal additional configuration options.

When you have finished building your custom menu, make sure you click the Save Menu button.

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Step 17

Use the drop down menu under "Header Menu" to choose your custom menu and then click "Save".

Menus

The Custom Menu 1 menu has been successfully created

Theme Locations

Your theme supports 3 menus. Select which menu appears in each location.

Header Menu 1

Secondary Menu

Footer Menu

2

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Step 18

Scroll down to pages and check the menu items that you want to appear in your main website menu and click "Add to Menu".

Pages

Most Recent View All Search

- Raving Fans
- Contact
- About
- Bad Credit Okay
- Owner Finance 101
- What Is MAPS?
- How Do I Make Money With The Mortgage Assignment Profits System?

1

2

[Select All](#)

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Step 19

Drag boxes around to put the menu items in order. Indent a menu item if you want it to follow under a 2nd tier main menu item. When done, click "Save Menu" and check website.

Custom Menu 1

Menu Name Custom Menu 1 Automatically add new top-level pages

[Delete Menu](#)

- What Is MAPS? Page
- How Do I Make Money With The Mortgage Assignment Profits System? Page Indented Page
- Owner Finance 101 Page 1
- Bad Credit Okay Page
- Raving Fans Page
- About Page
- Contact Page

2

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Virtual Marketing Blueprint

Next Video...

Objectives:

- 1) Introduction To On Page SEO
- 2) Organizing & Posting Content
- 3) Adding Influential Content Components
- 4) Reviewing On Page SEO's "Low Hanging Fruit"
- 5) Internal Linking Strategy Training
- 6) **Closely Guarded On Page SEO Secrets**
- 7) Addendum: Incorporating A Blog Into Your Website

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Virtual Marketing Blueprint

On Page SEO

Objectives:

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- 6) **Closely Guarded On Page SEO Secrets**
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Introduction to SEO Secrets

SEO Secrets

What Is It?

Little-known facts that will help your On Page SEO efforts:

- Duplication Penalties
- 301 Direct
- Footer Menu Items

Why Is It Important?

These are items most people don't even know about and they have an affect on your SEO Rankings.

Objective 6 - Closely Guarded On Page SEO Secrets

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SEO Secrets

Little-Known SEO Tips:

- Don't duplicate title tags & descriptions
 - Google bots are lazy so they will assume every post is about the same thing which means duplicate content. The will stop crawling which means the page doesn't get indexed and you may be penalized.
- Configure www. to non-www.
 - NOT doing this puts you at risk for a duplicate content penalty which will lower your rankings
 - Wordpress does this for you in "Settings"

Objective 6 - Closely Guarded On Page SEO Secrets

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SEO Secrets

Objective 6 Closely Guarded On Page SEO Secrets

Little-Known SEO Tips:

- Broken links
 - Search engines will penalize you for broken links. Most common problem is from permalink changes. 301 Directs by the Platinum SEO plugin help fix this.
- Footer Menus
 - You can add footer menus to link to more articles (especially 3rd tier articles that are poorly written by outsourcers).
 - This is an advanced SEO strategy and you can customize a footer menu the same way you customized your main menu.

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On Page SEO

Addendum:

Incorporating A Blog Into Your Website



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Introduction to Blogs

Addendum Incorporating A Blog Into Your Website

Advantages To Adding A Blog To Your Site

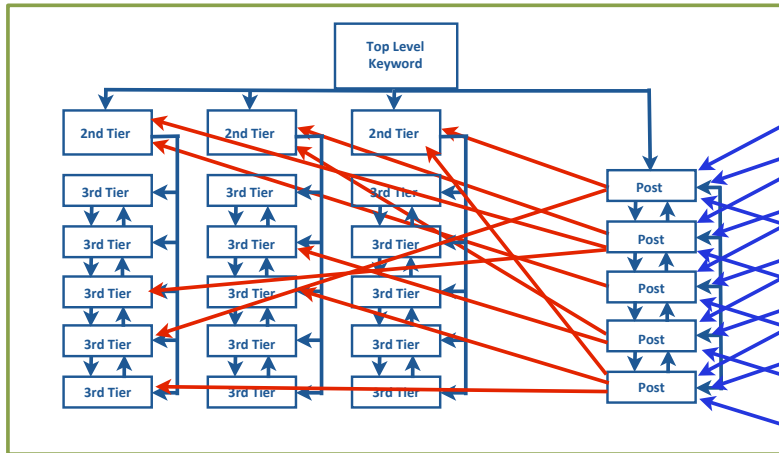
- Blogs ensure fresh content is continually added
- Blogs are very social (they get shares, likes, etc)
 - Fresh content ranks better with Panda
 - Social aspects rank better with Panda
- Posts link to pages and as blog posts gain in authority, so does pages and overall site.

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Internal Linking & Blogs

Addendum Incorporating A Blog Into Your Website



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Introduction to Blogs & Blog Linking

Addendum Incorporating A Blog Into Your Website

Blog Linking Tips

- Make it natural & vary your strategy
- Don't force or overstuff links into posts
 - 2 - 3 is average, 5 max
- Link to different pages, including home page
- Link to other posts on blog
 - Write personal posts that don't necessarily have to do with your "keywords" and therefore linking doesn't make sense.
- Change up your anchor text
- Change up the number of links per post

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Introduction to Blogs & Blog Posting

Addendum Incorporating A Blog Into Your Website

Blog Posting Tips for Readers & Search Engines

- Write 1 - 2 times a week to keep traffic and google visiting your site. (Pings)
- Be yourself, have fun! You already created your keyword content, so your blog is to engage your readers and make them want to keep coming back.
- Write about things your niche cares about.
- Warning: Let your site sit too long...you start to lose ranking, especially new sites. Keep posting fresh content, even if it's outsourced content. Develop a posting strategy.

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Step 1

Determine where your blog will go. (Default is the home page.) Go to "Reading" under the left dashboard "settings tab" if you want to change the blog's location.

Addendum Incorporating A Blog Into Your Website

Dashboard

Posts

Media

Links

Pages

Comments

Appearance

Plugins

Users

Tools

Settings

General

Writing

Reading

Discussion

Media

Privacy

Reading Settings

Front page displays

Your latest posts

A static page (select below)

Front page: -- Select --

Posts page: -- Select --

Blog pages show at most: 3 posts

Syndication feeds show the most recent: 3 items

For each article in a feed, show

Full text

Summary

Encoding for pages and feeds: UTF-8

The character encoding of your site are some other encodings

Save Changes

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Step 2

Click on "A static page" and then choose which page you want to be the new home page. Next, choose which page you want to be the new blog page. When done, click "Save Changes" and check your website. *Note: The page has to be an existing page for it to show up in this drop down menu.*

Addendum Incorporating A Blog Into Your Website

Reading Settings

Front page displays **1** Your latest posts
 2 A static page (select below)
 Front page: Owner Finance 101
 Posts page: **3** Blog

Blog pages show at most posts

Syndication feeds show the most recent items

For each article in a feed, show Full text
 Summary

Encoding for pages and feeds The character encoding of your site (UTF are some other encodings)

4 Save Changes

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Step 3

Go to "Posts" under the left dashboard menu and "Trash" sample Hello World Post and click "Add New".

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Dashboard

Posts Add New **1** **3**

All Posts Published (1)

Bulk Actions	Apply	Show all dates	View all categories	
<input type="checkbox"/>	Title	Author	Categories	Tags
<input type="checkbox"/>	Hello world!	admin	Uncategorized	No Tags
<input type="checkbox"/>	Title	Author	Categories	Tags

2

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Step 4

Add title of post, then content. Choose the category and when done, click "Publish".

Addendum Incorporating A Blog Into Your Website

Add New Post

1

Upload/insert **2**

3

4 Publish

Status: Draft **4** Edit

Visibility: Public **4** Edit

Format

- Standard
- Status
- Audio
- Image
- Video

Categories

- All Categories
- Most Used
- Blogroll
- Featured Articles
- Uncategorized

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Step 5

Add pictures, featured image, audio, video, or any other influential content components as discussed earlier. Add title, meta description and meta keywords. When done, click "Update" and check website.

Addendum Incorporating A Blog Into Your Website

1 images, heading tags, links, etc

2 title, description & keywords

3 Featured image

4 Platform SEO Pack

Title:

Description:

Keywords (comma separated):

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Virtual Marketing Blueprint

On Page SEO

Objectives:

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VMB: On Page SEO Homework

On Page SEO Homework

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

- 1) Organize & Post Your Pre-Written Content For All Keywords.
- 2) Write Your "About" Page & Then Post It.
- 3) Insert "Contact" Form on Appropriate Page
- 4) Add Influential Content Components (images, audio, video, heading tags, bold/italicize, etc)
- 5) Upload Platinum SEO Pack Plugin
- 6) Add Title Tags, Meta Description, Meta Keywords & Correct Permalinks To All Pages & Posts.
- 7) Determine & Implement Your Internal Linking Strategy
- 8) Incorporate Your Blog & Develop A Posting Strategy

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Thank You!



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

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