

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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# 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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# Virtual Marketing Blueprint

## On Page SEO

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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.

# 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%**

# Virtual Marketing Blueprint

## Next Video...

### Objectives:

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# Virtual Marketing Blueprint

## On Page SEO

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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.

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

Objective 2 Organizing & Posting Content

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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.

Objective 2 Organizing & Posting Content

The screenshot displays the WordPress dashboard interface. On the left sidebar, the 'Pages' menu item is highlighted with a red circle containing the number '1' and an arrow pointing to it. The main content area shows the 'Pages' section with a list of pages. The page titled 'What Is MAPS?' is circled with a red circle containing the number '2' and an arrow pointing to it. The list of pages includes 'Title', 'What Is MAPS?', 'Owner Finance 101', and 'Bad Credit Okay'. The 'Add New' button is visible in the top right corner of the 'Pages' section.

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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)*

Objective 2 Organizing & Posting Content

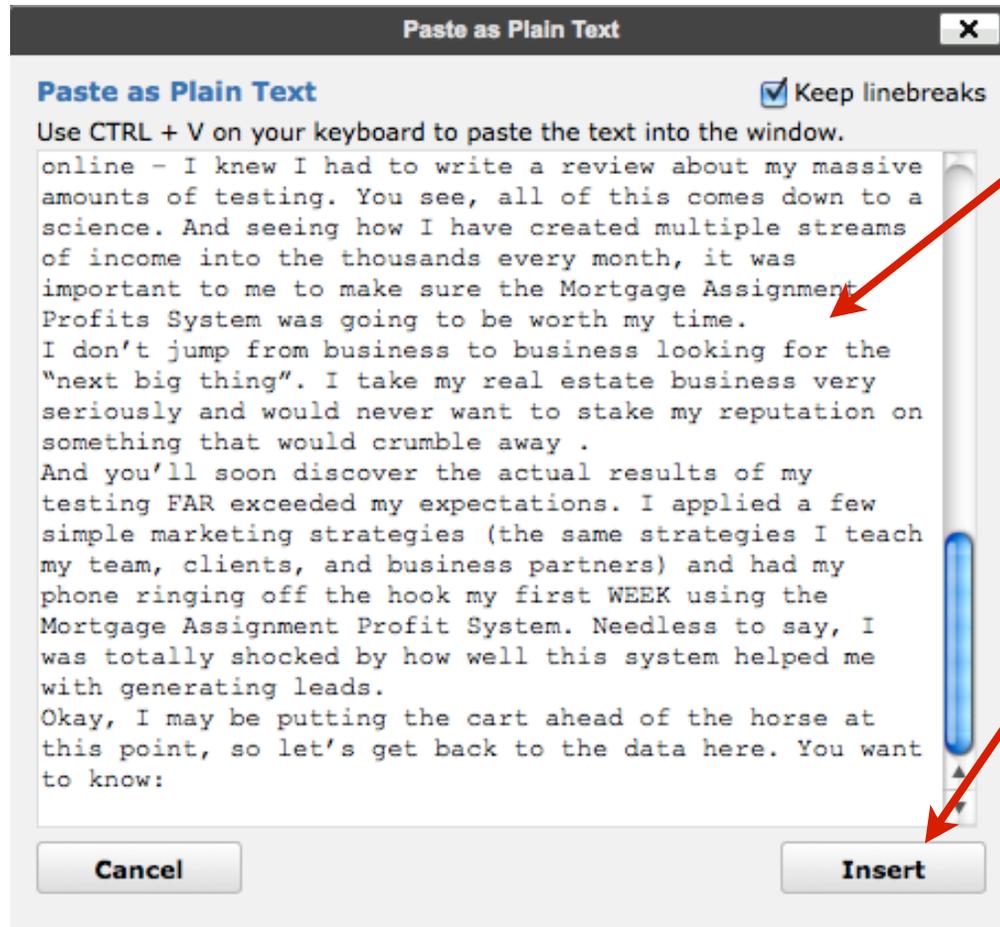
The screenshot shows the 'Edit Page' interface with a yellow notification bar at the top that says 'Page updated. View page'. Below this is the title 'What Is MAPS?' and a permalink: 'http://mortgageassign.com/what-is-maps/'. There are 'Edit' and 'View Page' buttons. The 'Visual' tab is selected, and the 'HTML' tab is also visible. The 'Kitchen Sink' icon (a small grid of dots) is highlighted with a red circle labeled '2'. A red arrow points from this circle to the 'Kitchen Sink' icon. Another red circle labeled '1' is positioned above the 'Visual' tab, with a red arrow pointing to it.

The screenshot shows the 'Edit Page' interface with a yellow notification bar at the top that says 'Page updated. View page'. Below this is the title 'What Is MAPS?' and a permalink: 'http://mortgageassign.com/what-is-maps/'. There are 'Edit' and 'View Page' buttons. The 'Visual' tab is selected, and the 'HTML' tab is also visible. The 'Text' or 'Word' icon (a small 'T' or 'W' icon) is highlighted with a red circle labeled '3'. A red arrow points from this circle to the 'Text' or 'Word' icon.

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Step  
5

Paste article into text area and then click on “Insert”.



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Step  
6

## Click on "Update"

Objective 2 Organizing & Posting Content

The screenshot shows the WordPress 'Edit Page' interface. At the top left, there is a 'Screen Options' dropdown and a 'Help' dropdown. Below them is the 'Edit Page' title and an 'Add New' button. A yellow notification bar at the top reads 'Page updated. View page'. The main content area shows the title 'What Is MAPS?' and a permalink: 'http://mortgageassign.com/what-is-maps/'. Below the permalink are 'Edit' and 'View Page' buttons. The 'Visual' and 'HTML' tabs are visible. The 'Visual' tab is active, showing a rich text editor with various formatting tools. The text in the editor reads: '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...'. Below this is a paragraph: '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.' On the right-hand sidebar, there is a 'Publish' section with a 'Preview Changes' button. Below that, the status is 'Published' with an 'Edit' link. The visibility is 'Public' with an 'Edit' link. The published date is 'Nov 11, 2011 @ 14:27' with an 'Edit' link. At the bottom of the sidebar, there is a 'Move to Trash' link and a blue 'Update' button. A red arrow points from the yellow notification bar to the 'Update' button.

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Step  
7

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



Objective 2 Organizing & Posting Content

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

Objective 2 Organizing & Posting Content

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Step  
9

## Click on “Add New” Under The Left Dashboard Menu Pages Tab.

Objective 2 Organizing & Posting Content

The screenshot displays the WordPress dashboard interface. On the left sidebar, the 'Pages' menu is selected, and the 'Add New' option is highlighted with a red arrow and a circled '1'. The main content area shows the 'Add New Page' screen with a title input field, an 'Upload/Insert' button, and a rich text editor toolbar. The toolbar includes options for bold (B), italic (I), text color (ABC), list creation, quote, indent, outdent, link, unlink, table, text background color, and text background color. The 'Paragraph' dropdown is visible in the toolbar. The 'Visual' and 'HTML' tabs are also present.

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Step  
10

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

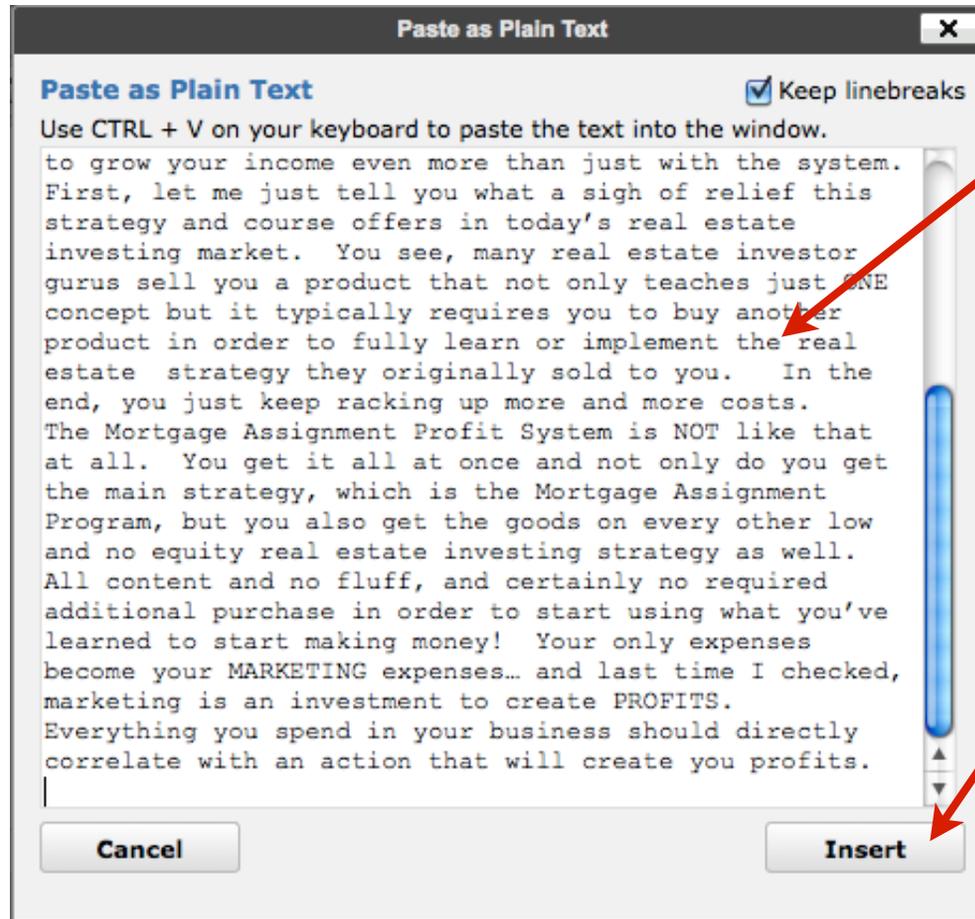
Objective 2 Organizing & Posting Content

The screenshot displays a content management system interface. At the top, there is a header area with the text "Add New Page". Below this, a text input field contains the article title: "How Do I Make Money With The Mortgage Assignment Profits System?". A red arrow points from a circled number "1" to this text field. Below the title field is a rich text editor toolbar. A red arrow points from a circled number "2" to the "Text" icon (represented by a lowercase 'a') in the toolbar. The toolbar includes various icons for bold, italic, text color, background color, bulleted list, numbered list, link, unlink, table, and other editing functions. At the bottom of the editor, there is a status bar showing "Path: p", "Word count: 0", and "Draft saved at 12:42:12 am.".

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Step  
11

## Copy & Paste Article Content and Then Click “Insert”.



Step  
12

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

Objective 2 Organizing & Posting Content

The screenshot shows the WordPress 'Add New Page' interface. The page title is 'How Do I Make Money With The Mortgage Assignment Profits System?'. The 'Page Attributes' dropdown menu is open, showing the 'Parent' section with a dropdown menu. The dropdown menu is currently set to '(no parent)' and is open, showing a list of options: '(no parent)', 'What Is MAPS?', 'Owner Finance 101', 'Bad Credit Okay', 'Raving Fans', 'About', and 'Contact'. A red arrow labeled '1' points to the dropdown menu, and another red arrow labeled '2' points to the list of options.

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Step  
13

## Click “Publish”.

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

Objective 2 Organizing & Posting Content

**Add New Page**

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

Permalink: <http://mortgageassign.com/how-do-i-make-...profits-system/> Edit

Upload/Insert Visual HTML

Paragraph

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

**Publish**

Save Draft Preview

Status: Draft Edit

Visibility: Public Edit

Publish immediately Edit

Move to Trash Publish

Page Attributes

Parent

What is MAPS?

**Edit Page** Add New

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/> Edit View Page

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Step  
14

## Repeat Steps 8 - 13 For All 3rd Tier Keywords



Objective 2 Organizing & Posting Content

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Step  
15

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

Objective 2 Organizing & Posting Content

**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.

Objective 2 Organizing & Posting Content

The screenshot displays the WordPress dashboard interface. On the left, the 'Pages' menu item is highlighted with a red circle containing the number '1' and an arrow pointing to it. Below 'Pages', the 'All Pages' sub-menu item is also visible. The main content area shows the 'Pages' section with an 'Add New' button. Below this, there are controls for 'Bulk Actions', 'Apply', 'Show all dates', and 'Filter'. A list of pages is displayed, including 'Title', 'What Is MAPS?', '— How Do I Make Money With The Mortgage Assignment Profits System?', 'Owner Finance 101', 'Bad Credit Okay', 'Raving Fans', 'About', and 'Contact'. The 'Contact' page is highlighted with a red circle containing the number '2' and an arrow pointing to it.

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Step  
17

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

Objective 2 Organizing & Posting Content

The screenshot shows the WordPress 'Edit Page' interface for a page titled 'Contact'. The page title is 'Contact' and the permalink is 'http://mortgageassign.com/contact/'. The 'HTML' tab is selected, and the content area contains the code: `[contact-form-7 id="57" title="Contact form 1"]`. The 'Update' button is visible in the bottom right corner. Red circles and arrows highlight the 'HTML' tab (1), the pasted code (2), and the 'Update' button (3).

Step  
18

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

Objective 2 Organizing & Posting Content

The screenshot shows a website contact page. At the top is a navigation bar with links: What Is MAPS?, Owner Finance 101, Bad Credit Okay, Blog, Raving Fans, About, and Contact. The main content area is titled "Contact" and includes a form with the following fields: "Your Name (required)", "Your Email (required)", "Subject", and "Your Message". A "Send" button is located at the bottom left of the form. A red arrow points from the bottom right towards the "Send" button. To the right of the form is a sidebar with a "Free Report" section. This section features a large red downward-pointing arrow and the text "Free Report: #1 Secret To Selling Your House Fast and For Top Dollar". Below this is a "Name:" field, an "Email:" field, and a "Sign up!" button. At the bottom of the sidebar, it says "We respect your email privacy".

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.*

Objective 2 Organizing & Posting Content

**Edit Page** Add New

**About**

Permalink: <http://mortgageassign.com/about/> Edit View Page

Upload/Insert

Visual HTML

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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"
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- 6) Closely Guarded On Page SEO Secrets
- 7) Addendum: Incorporating A Blog Into Your Website

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# Virtual Marketing Blueprint

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# Introduction to 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.

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

The screenshot shows the WordPress 'Edit Page' interface. At the top, there is a document icon, the text 'Edit Page', and a button labeled 'Add New'. Below this is the title 'What Is MAPS?'. Under the title, there is a 'Permalink' field with the URL 'http://mortgageassign.com/what-is-maps/' and buttons for 'Edit' and 'View Page'. On the left side, there is an 'Upload/Insert' button with a camera icon. Below this is a rich text editor toolbar with various icons for bold, italic, text color, background color, link, unlink, list, quote, indent, outdent, and other editing functions. The main content area contains the following text:

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.

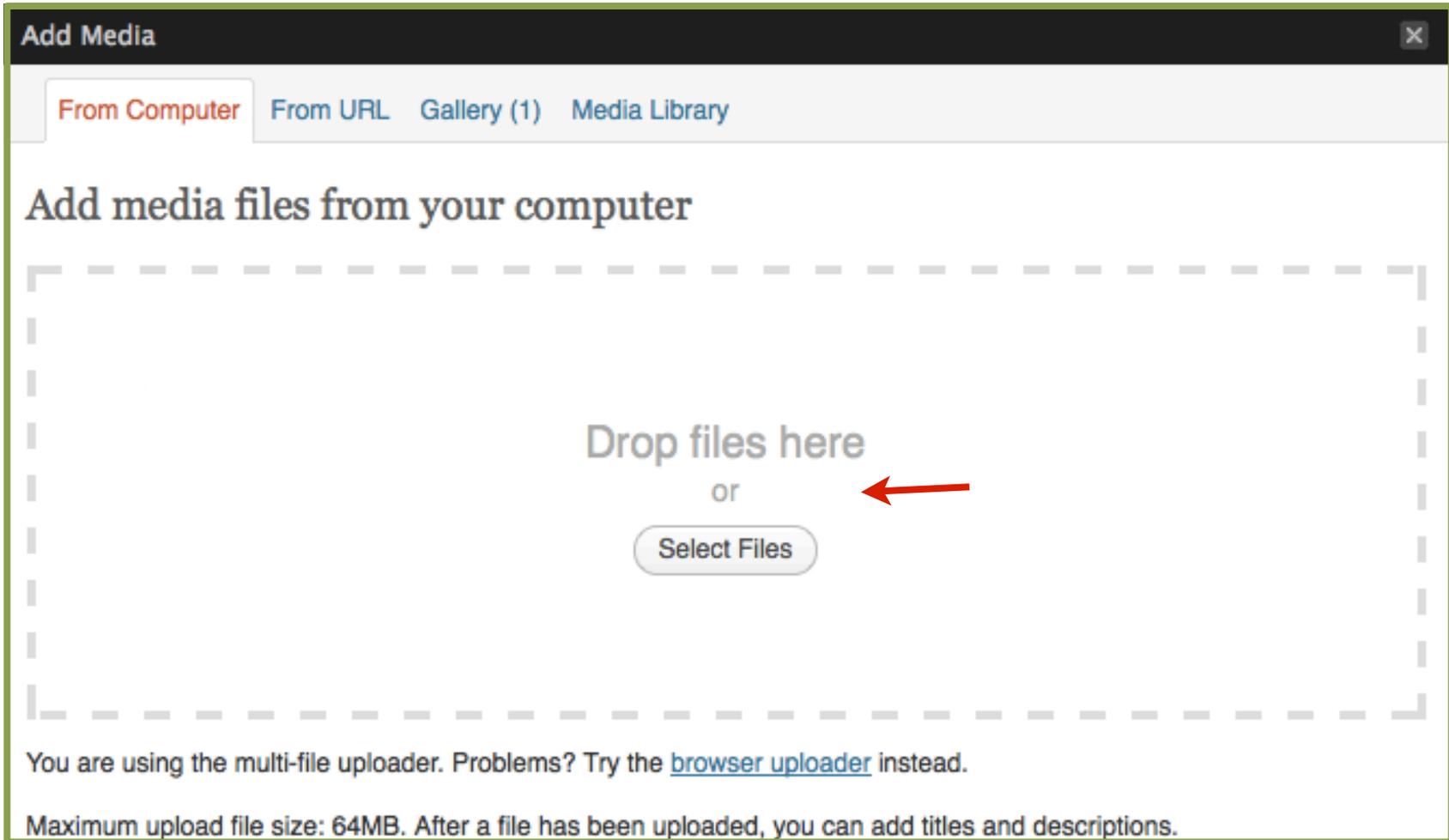
I will be providing you with a detailed review of the Mortgage Assignment Profit System so you can clearly see what the system is, how it works, how you can make money with it, and then you can draw your own conclusions about it.

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Step  
2

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

Objective 3 Adding Influential Content Components



Add Media

From Computer From URL Gallery (1) Media Library

Add media files from your computer

Drop files here  
or

Select Files

You are using the multi-file uploader. Problems? Try the [browser uploader](#) instead.

Maximum upload file size: 64MB. After a file has been uploaded, you can add titles and descriptions.

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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

Screen shot 2011-12-31 at 8.01.59 PM [Hide](#)



**File name:** Screen-shot-2011-12-31-at-8.01.59-PM1.png  
**File type:** image/png  
**Upload date:** January 1, 2012  
**Dimensions:** 285 x 298

[Edit Image](#)

**Title** \*  (1)

**Alternate Text**  
  
*Alt text for the image, e.g. "The Mona Lisa"*

**Caption**

**Description**

**Link URL**  
  
[None](#) [File URL](#) [Attachment Post URL](#)  
*Enter a link URL or click above for presets.*

**Alignment**  
 None  Left (2)  Center  Right (3)

**Size**  
 Thumbnail (150 x 150)  
 Medium  
 Large  
 Full Size (285 x 298) (4)

[Insert into Post](#) [Use as featured image](#) [Delete](#)

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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

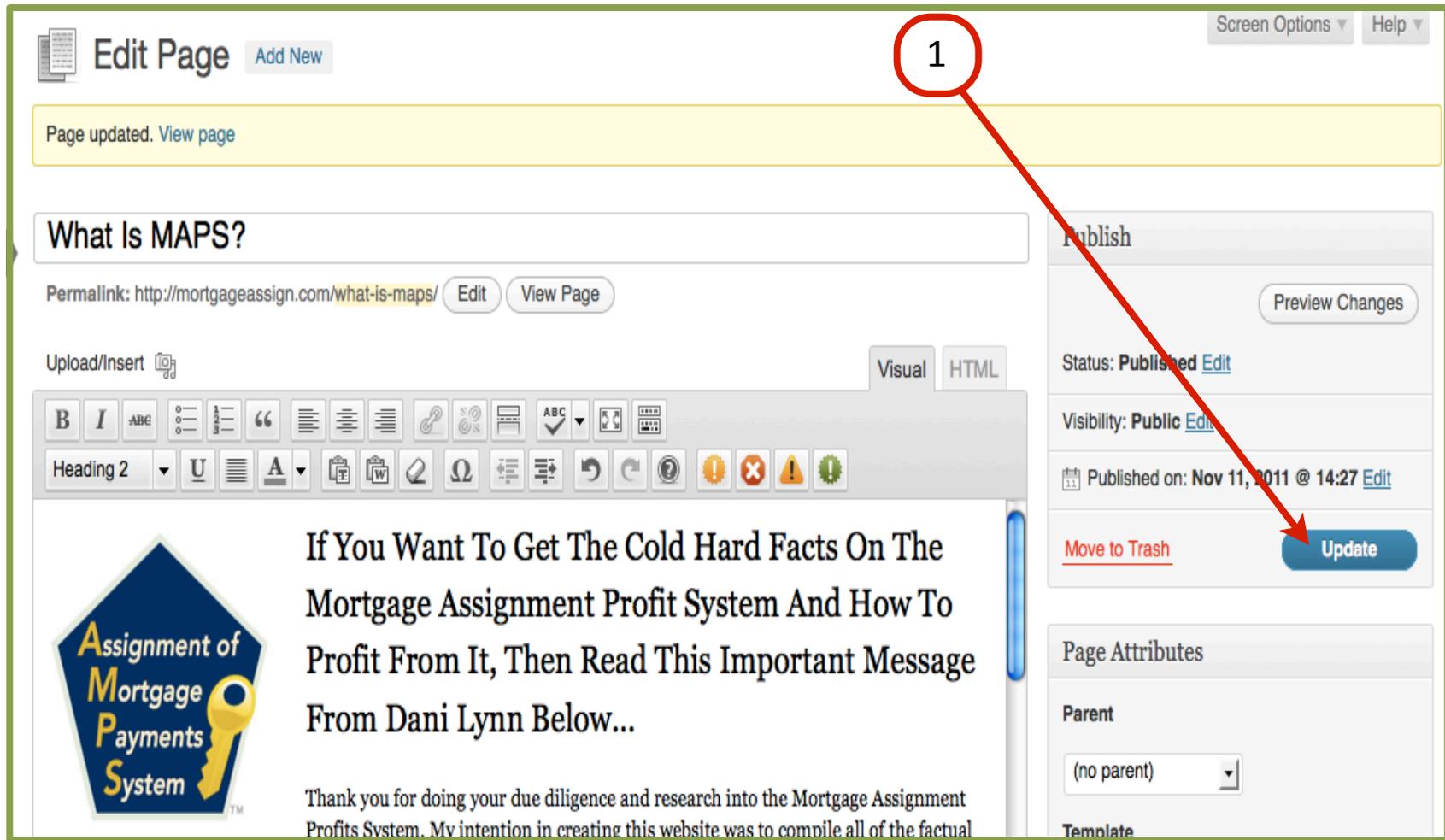
The screenshot shows a web editor interface. At the top, there's a yellow notification bar that says "Page updated. View page". Below that is a text input field containing "What Is MAPS?". Underneath the input field is a permalink: "http://mortgageassign.com/what-is-maps/" with "Edit" and "View Page" buttons. The main editing area has a toolbar with various icons. A red circle labeled "1" is around the "Paragraph" dropdown menu in the toolbar, with an arrow pointing to the dropdown menu. Another red circle labeled "2" is around the "Paragraph" dropdown menu in the expanded format menu, with an arrow pointing to the "Heading 1" option. The text "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..." is highlighted in the editor. Below this is a paragraph of text: "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."

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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

Page updated. [View page](#)

## What Is MAPS?

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

Upload/Insert 

Visual HTML

Heading 2 [U](#) [A](#)         

 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

**Publish**

[Preview Changes](#)

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

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

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

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

**Page Attributes**

Parent

(no parent) 

Template

## 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 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.

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.

Step  
8

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

Objective 3 Adding Influential Content Components

\_\_\_\_\_ 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  
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”.

Objective 3 Adding Influential Content Components

1

2

3

What Is MAPS?

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

Upload/Insert

Visual HTML

**code** more lookup close tags fullscreen

That being said, with the launch of this new system online – I knew I had to write a review about my massive amounts of testing. You see, all of this comes down to a science. And seeing how I have created multiple streams of income into the thousands every month, it was important to me to make sure the Mortgage Assignment Profits System was going to be worth my time.

I don't jump from business to business looking for the "next big thing". I take my real estate business very seriously and would never want to stake my reputation on something that would crumble away.

```
<iframe width="560" height="315" src="http://www.youtube.com/embed/-rfTo3jMCKc" frameborder="0" allowfullscreen></iframe>
```

<h2>Generating Leads With MAPS</h2>

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.

Word count: 468 Draft saved at 3:09:26 am. Last edited by Dani Lynn Robison on January 1, 2012 at 2:53 am

Rei Rockstars

# 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

**Rei Rockstars**

# 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 “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.

# Introduction to “Low Hanging Fruit”

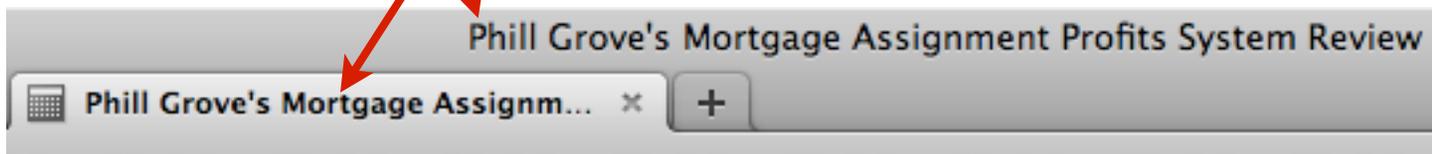
Title for my home page

Description for my home page

[Phill Grove's Mortgage Assignment Profits System Review](http://mortgageassignmentprofitsreview.com/)  
[mortgageassignmentprofitsreview.com/](http://mortgageassignmentprofitsreview.com/)

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

Title for my home page



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

# Introduction to “Low Hanging Fruit”

The screenshot shows a browser window with the following elements:

- Browser Tab:** Make Money With Mortgage Ass... x +
- Page Title:** Make Money With Mortgage Assignment Profits System | Mortgage Assignment Profits Review
- Permalink:** [Make Money With Mortgage Assignment Profits System | Mortgage ...  
mortgageassignmentprofitsreview.com/...](#)
- Description:** Underground Test Data Revealing How To Make Money With The **Mortgage Assignment Profits** System. Extremely Informative.

Callouts with red arrows point to the following elements:

- Title for a 3rd tier page:** Points to the page title.
- Permalink:** Points to the URL.
- Description for a 3rd tier keyword:** Points to the meta description.
- Title for a 3rd tier keyword:** Points to the first few words of the meta description.

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# Introduction to “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”

## 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

# Introduction to “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

# Introduction to “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.

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”

The screenshot displays the WordPress dashboard's Plugins page. On the left sidebar, the 'Plugins' menu item is highlighted with a red circle containing the number '1' and an arrow pointing to it. In the top right of the main content area, the 'Add New' button is circled with a red circle containing the number '2' and an arrow pointing to it. Below the 'Add New' button, there is a 'Bulk Actions' dropdown menu and an 'Apply' button. The main content area features a table with the following columns: 'Plugin' and 'Description'. The table lists two plugins: 'Akismet' and 'All in One SEO Pack'. The 'Akismet' plugin row includes a checkbox, the name 'Akismet', and links for 'Activate', 'Edit', and 'Delete'. The 'All in One SEO Pack' plugin row includes a checkbox, the name 'All in One SEO Pack', and links for 'Deactivate' and 'Edit'. The 'Description' column for 'Akismet' contains the text: 'Used by millions, Akismet is quite possibly the most popular spam-fighting plugin. It keeps your site protected from spam even without a description, 2) Sign up for an Akismet API key'. The 'Description' column for 'All in One SEO Pack' contains the text: 'Out-of-the-box SEO for your Wordpress blog. Wishlist' and 'Version 1.6.13.8 | By Michael Torbert | Visit pl'.

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

The screenshot shows the WordPress 'Install Plugins' interface. At the top, there is a search bar with the text 'platinum seo' entered. A red circle with the number '1' is around the search bar, and a red arrow points from it to the search button. Below the search bar, there is a table of search results. The first result is 'Platinum SEO Pack' with version 1.3.7 and a 4.5-star rating. A red circle with the number '2' is around the 'Install Now' button for this plugin, and a red arrow points from it to the button. The second result is 'Missing Data Platinum SEO Pack Plugin, Add-on' with version 1.0 and a 5-star rating.

Name	Version	Rating	Description
<a href="#">Details</a> <b>Install Now</b>	1.3.7	★★★★☆	Optimizes your Wordpress blog for Search Engine Download now! FAQ Some features: * Automatic 301 redirects for any permalink changes * Canonical URLs * Optimized Post and Page Titles for search engines * Generates all SEO relevant META tags automatically * Option to specify meta description and meta keywords By Rajesh - Techblissonline Dot Com.
<a href="#">Details</a>   <a href="#">Install Now</a>	1.0	★★★★★	The "Missing Data Platinum SEO Pack Plugin, Add-on" Plugin. The "Missing Data Platinum SEO Pack Plugin, Add-on" don't contain a Title, Meta Description and Keywords they missed adding such details too. The plugin

## Once Installed, Click on "Activate Plugin"



### Installing Plugin: Platinum SEO Pack 1.3.7

Downloading install package from <http://downloads.wordpress.org/plugin/platinum-seo-pack.zip...>

Unpacking the package...

Installing the plugin...

Successfully installed the plugin **Platinum SEO Pack 1.3.7**.

[Activate Plugin](#) [Return to Plugin Installer](#)



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".

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

DANI LYNN | Internet Marketing Coach 3 + New

## Migrate from All in one SEO

[FAQ](#) | [Feedback](#) | [What is new in version 1.3.4?](#) | [Wordpress SEO options](#) | [Please Donate](#) | [Save Bandwidth with Chennai Central Plugin](#)

Click the button to migrate All in one SEO options to Platinum SEO (It is recommended to back up your database before updating.)

Migrate from All in One SEO »

[Go back to Platinum SEO Options Page»](#)

3

1

2

NOTE

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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”.

**Dashboard**

- Dashboard
- Posts
- Media
- Links
- Pages
- Comments
- Appearance
- Plugins
- Users
- Tools
- Settings
- Contact
- Platinum SEO**
- Platinum SEO
- Migrate from All in one SEO

## Platinum SEO Plugin Options

This is version 1.3.7 | [FAQ](#) | [Feedback](#) | [What is new in version 1.3.4?](#) | [Wordpress SEO options](#) | [Please Donate](#) | [Sponsor](#)

**Pls. write a review or choose to link back, if you cannot donate**

**Click on option titles to get help!**

Automatically do 301 redirects for permalink changes:

Home Title:

Home Description:

Home Keywords (comma separated):

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.

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.

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

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

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.

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

The screenshot shows the WordPress dashboard's 'Plugins' page. The left sidebar menu has 'Plugins' highlighted with a red circle labeled '1'. The main content area shows a list of installed plugins. The 'All in One SEO Pack' plugin is selected, and its 'Deactivate' button is circled in red with a red circle labeled '2'. The 'Bulk Actions' dropdown is set to 'All (9) | Active (7) | Inactive (2)'. The 'Apply' button is visible. The plugin list includes 'Akismet' and 'All in One SEO Pack'.

The screenshot shows the WordPress dashboard's 'Plugins' page after the 'All in One SEO Pack' plugin has been deactivated. A yellow notification box is displayed at the bottom of the page, containing the text 'Plugin deactivated.' A red circle labeled '3' points to this notification box.

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

The image shows a sequence of three screenshots from a WordPress dashboard illustrating the deletion of a plugin. The first screenshot shows the 'Plugins' page with a table of installed plugins. The 'All in One SEO Pack' plugin is selected, and its 'Delete' button is circled in red with a '1' in a circle. A red arrow points from this button to the second screenshot, which is a 'Delete Plugin' confirmation dialog. In this dialog, the 'Yes, Delete these files' button is circled in red with a '2' in a circle. A red arrow points from this button to the third screenshot, which shows the 'Plugins' page with a yellow success message: 'The selected plugins have been deleted.' A '3' in a circle is placed above this message with a red arrow pointing to it.

Plugin	Description
<input type="checkbox"/> Plugin	
<input type="checkbox"/> Akismet Activate   Edit   Delete	Used by millions, Akismet is quite possibly the best way in t It keeps your site protected from spam even while you sleep description, 2) Sign up for an Akismet API key, and 3) Go to Version 2.5.3   By Automattic   Visit plugin site
<input type="checkbox"/> All in One SEO Pack Activate   Edit   Delete	Out-of-the-box SEO for your Wordpress blog. Options confi Wishlist Version 1.6.13.8   By Michael Torbert   Visit plugin site

Delete this plugin

**Delete Plugin**

You are about to remove the following plugin:

- All in One SEO Pack by Michael Torbert

Are you sure you wish to delete these files?

Yes, Delete these files | No, Return me to the plugin list

[Click to view entire list of files which will be deleted](#)

**Plugins** Add New

The selected plugins have been deleted.

Step  
1

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

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

The screenshot shows the WordPress dashboard's 'Pages' section. On the left sidebar, the 'Pages' menu item is circled in red with the number '1' and an arrow pointing to it. The main content area shows a list of pages. The page titled 'What Is MAPS?' is circled in red with the number '2' and an arrow pointing to it. Other pages listed include 'Title', '— How Do I Make Money With The Mortgage Assignment Profits System?', and 'Owner Finance 101'. The interface includes a 'Bulk Actions' dropdown, an 'Apply' button, a 'Show all dates' dropdown, and a 'Filter' button.

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Step  
2

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

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

What Is MAPS?

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

Upload/Insert

Visual HTML

**B** **I** ABC ABC

Heading 2



**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...**

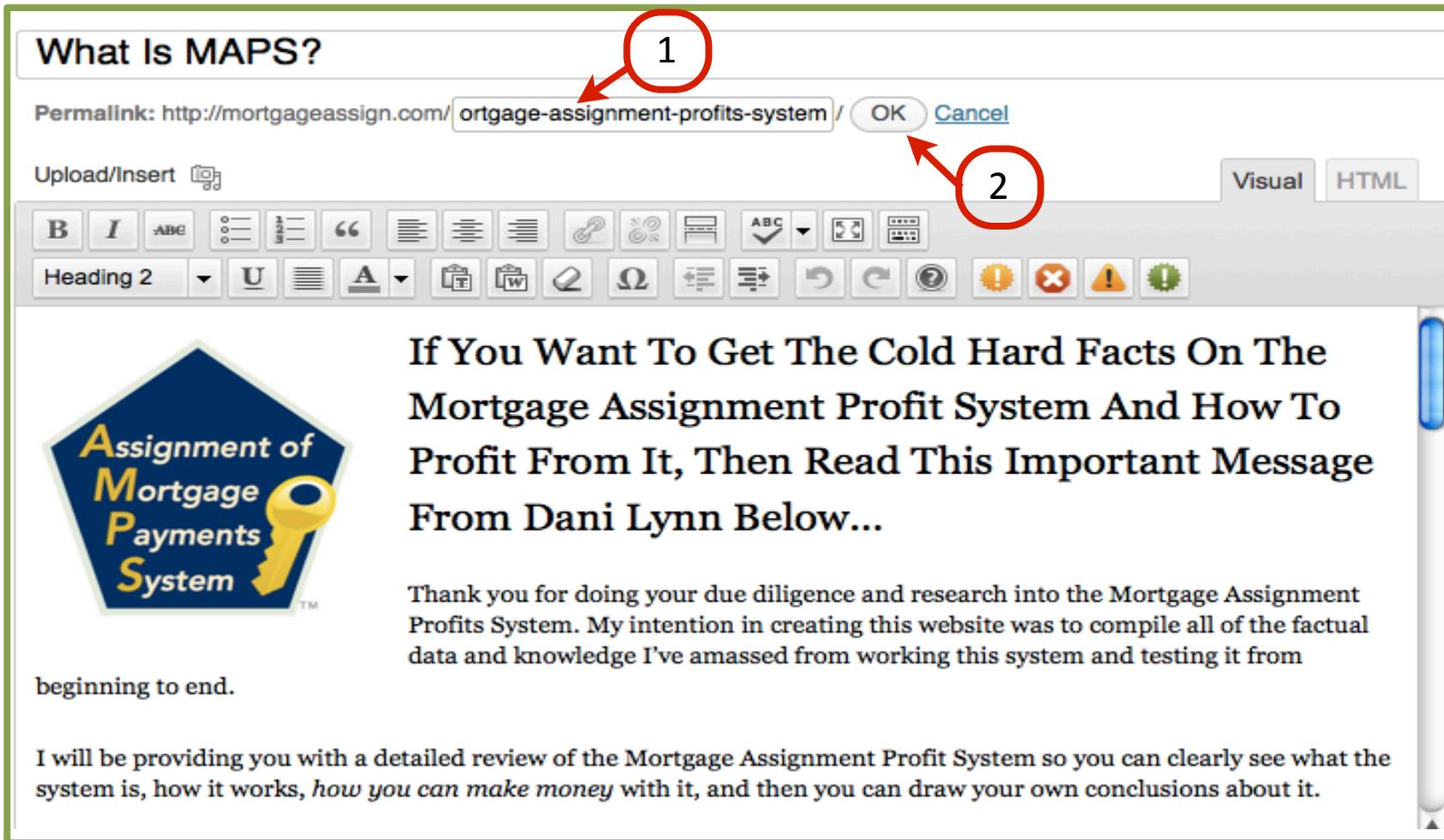
Thank you for doing your due diligence and research into the Mortgage Assignment Profits System. My intention in creating this website was to compile all of the factual data and knowledge I've amassed from working this system and testing it from beginning to end.

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.

Step  
3

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

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



What Is MAPS?

Permalink: <http://mortgageassign.com/ortgage-assignment-profits-system/>  [Cancel](#)

Upload/Insert

Visual HTML

Heading 2 **B** *I* ABC



**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”.

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

**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:**

**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:**

4

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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"

**Rei Rockstars**

# 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

*Rei Rockstars*

# Virtual Marketing Blueprint

## On Page SEO

### Objectives:

- 1) Introduction To On Page SEO
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-  **5) Internal Linking Strategy Training**
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- 7) Addendum: Incorporating A Blog Into Your Website

*Rei Rockstars*

# Introduction to Internal Linking

## Internal Linking

### *What Is It?*

Linking to and from pages within your website.

### *Why Is It Important?*

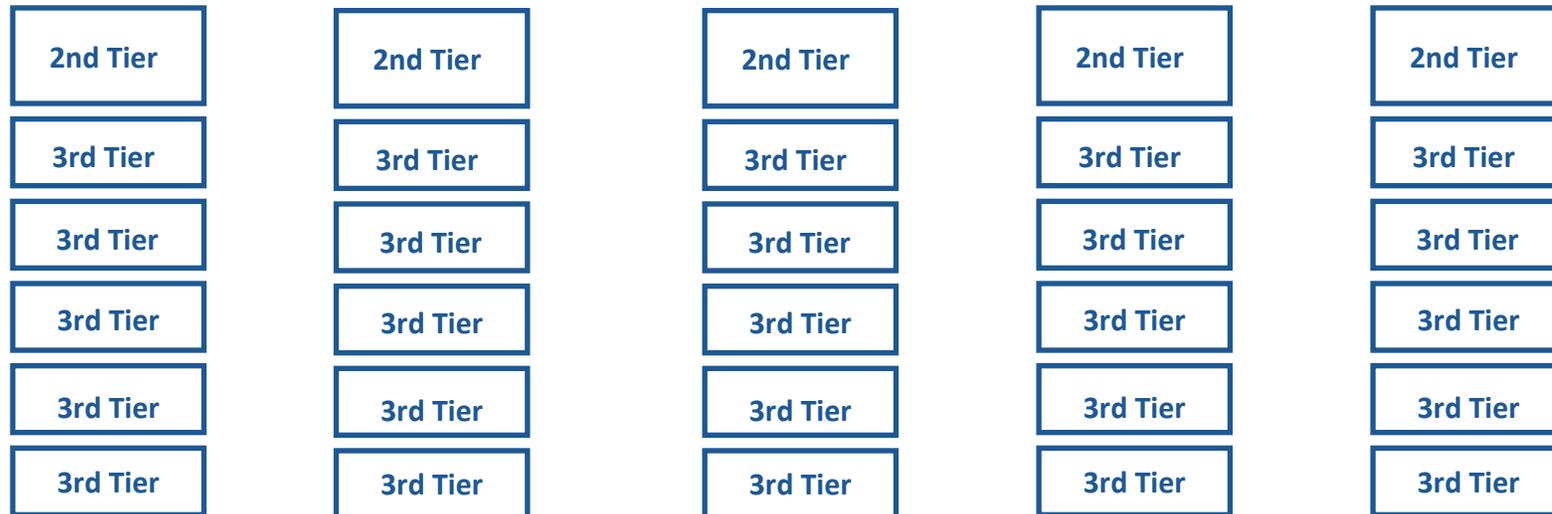
When Google Bots see a link in your site, they identify that link as a reference to another important page on or off your site and it passes authority on to that page.

# Introduction to Internal Linking

Top Level  
Keyword

Top Level = Main Market Keyword

2nd Tier = Money Keywords (Keywords you are really trying to rank for)

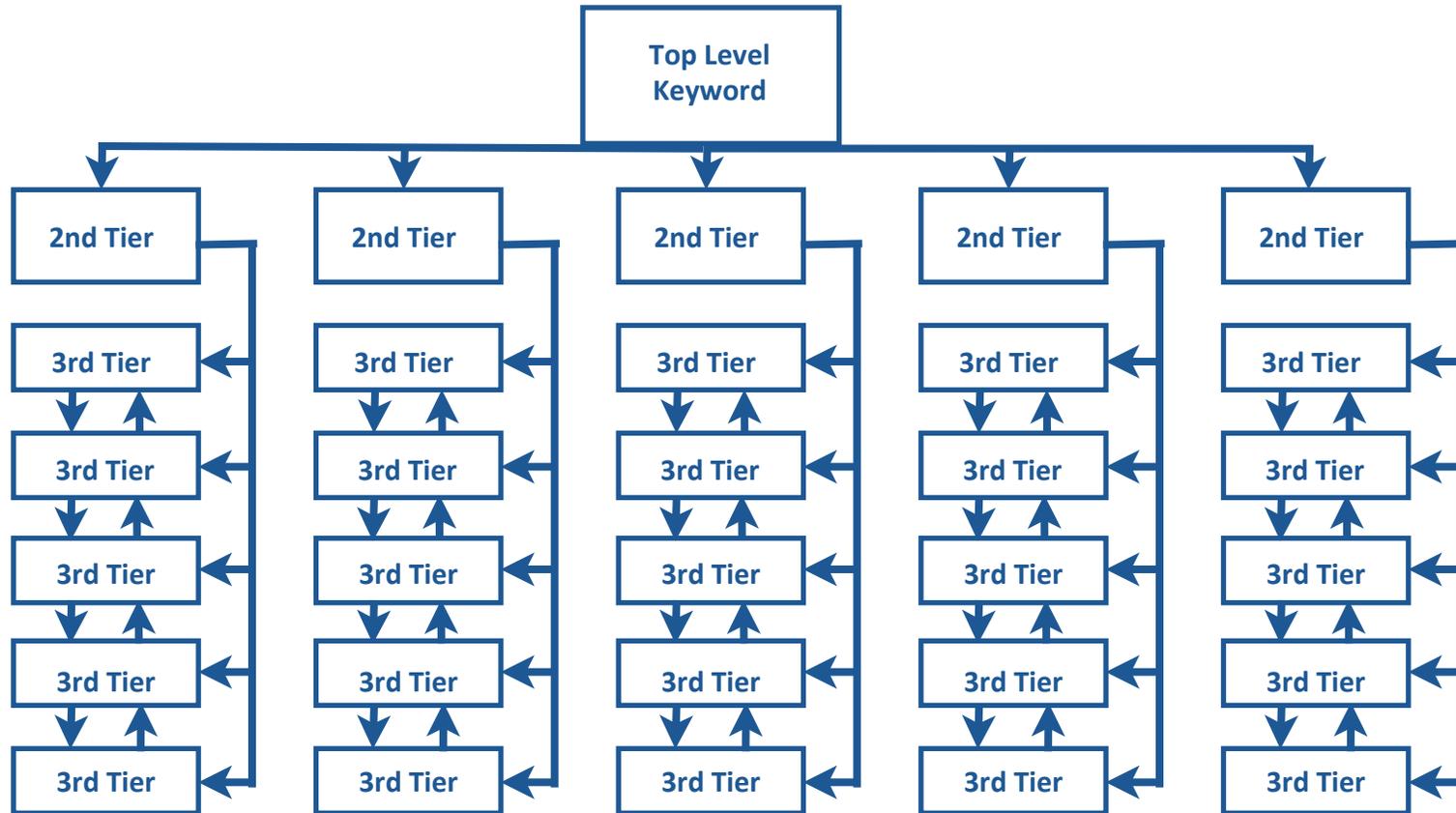


3rd Tier = Longtail Keywords that support your money keywords

Top Level = Home Page, 2nd Tier = Categories, 3rd Tier = Sub-Pages

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# Introduction to Internal Linking



# Introduction to Internal Linking

## 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

## 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?



# Introduction to Internal Linking

## 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

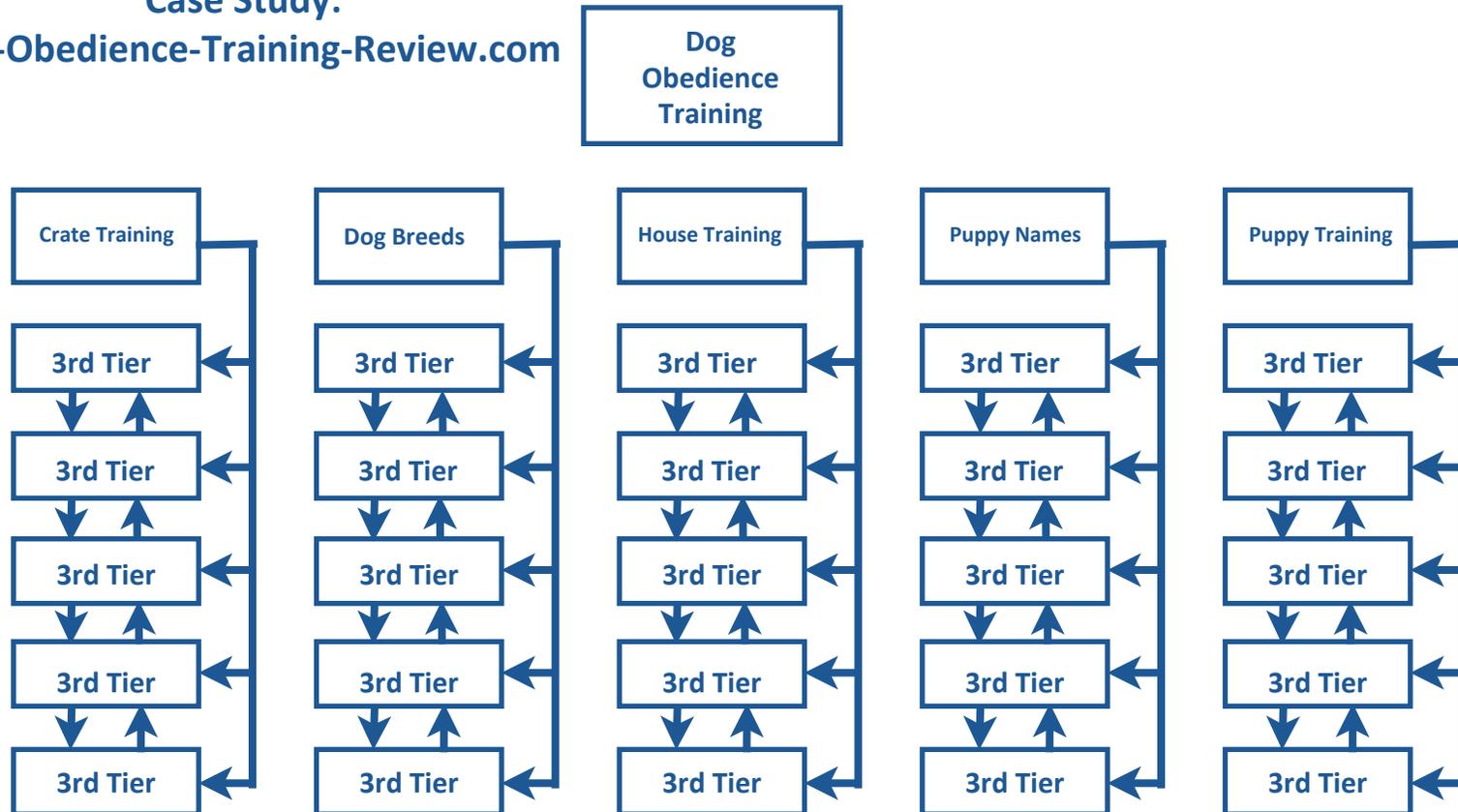
## Types of Internal Linking: Top Navigation Bar



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# Introduction to Internal Linking

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



# Introduction to Internal Linking

## 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!  
[READ MORE](#)

# Introduction to Internal Linking

## 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).

Rei Rockstars

# Introduction to Internal Linking

## Example of Internal Linking: Related Posts/Pages

dog-obedience-training-review.com



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

### 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 great 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.

Rei Rockstars

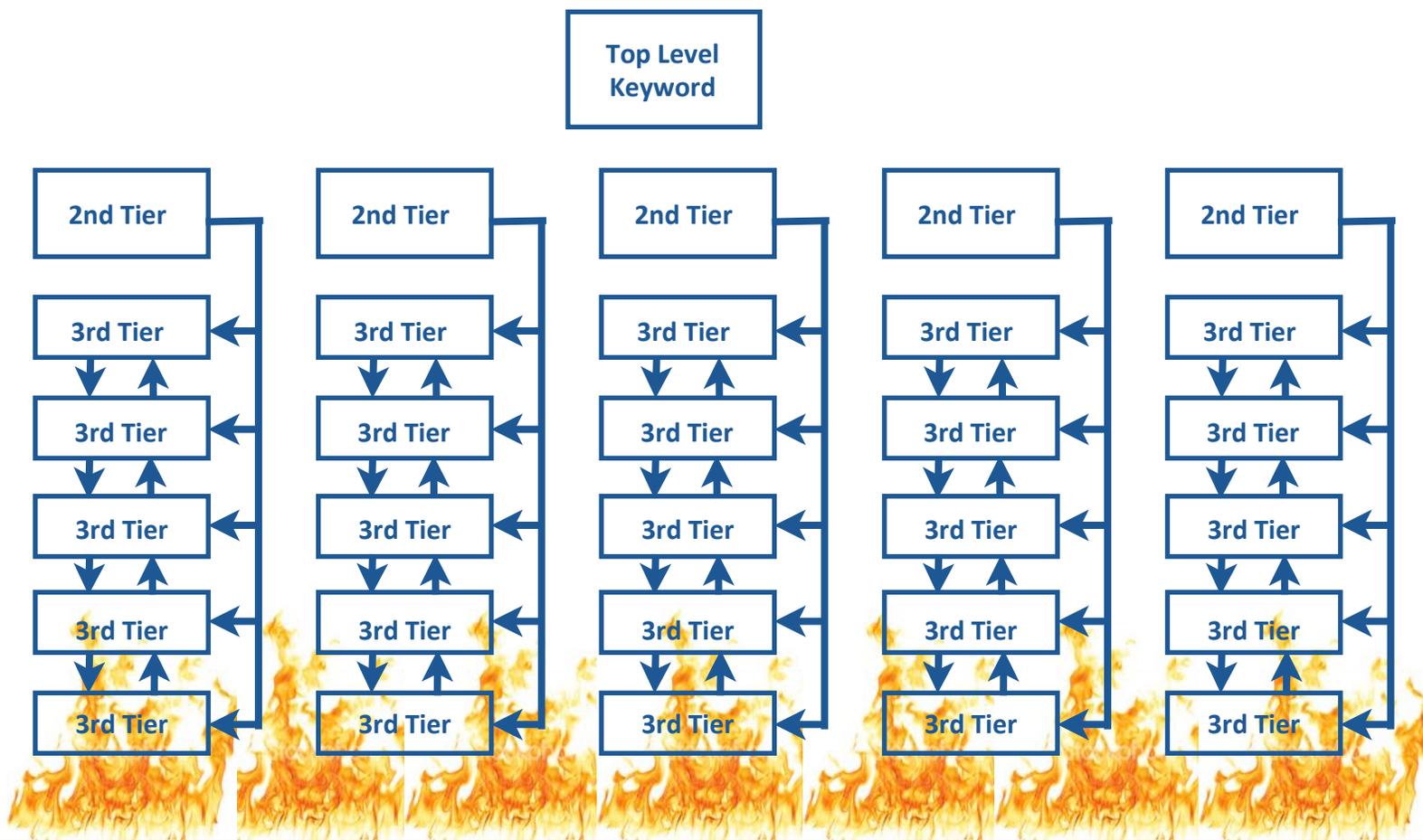
# Introduction to Internal Linking

## 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



# Introduction to Internal Linking



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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

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/> |

Step  
3

Go to each page and begin implementing your linking strategy.

Objective 5 Internal Linking Strategy Training

## What Is MAPS?

Permalink: <http://mortgageassign.com/what-is-mortga...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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Step  
4

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

Objective 5 Internal Linking Strategy Training

What Is MAPS?

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

Upload/Insert

Visual HTML

**B** *I* ABC ABC

Paragraph



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.

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”.

The image shows a screenshot of a web application's 'Insert/edit link' dialog box. The dialog has a title bar with 'Insert/edit link' and a close button. Below the title bar, it says 'Enter the destination URL'. There are two input fields: 'URL' and 'Title'. The 'URL' field contains 'w-do-i-make-money-with-the-mortgage-assignment-profits-system/' and the 'Title' field contains '/ Do I Make Money With The Mortgage Assignment Profits System'. There is a checkbox labeled 'Open link in a new window/tab' which is currently unchecked. Below these fields, there is a section with a right-pointing arrow and the text 'Or link to existing content'. At the bottom left, there is a red 'Cancel' link. At the bottom right, there is a blue 'Add Link' button. Three red circles with arrows point to specific elements: circle 1 points to the URL field, circle 2 points to the Title field, and circle 3 points to the 'Add Link' button.

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.)*

Objective 5 Internal Linking Strategy Training

The screenshot shows a WordPress editor interface. At the top, the title is "What Is MAPS?". Below the title, the Permalink is displayed as "http://mortgageassign.com/what-is-mortga...profits-system/". The editor toolbar includes an "Unlink" icon, which is circled in red with the word "Unlink" written next to it. A red arrow points from this icon to the text "how you can make money" in the main content area. This text is underlined and colored blue, indicating it is a link. A red circle with the number "1" is placed over the link text, with a red arrow pointing to the text. To the right of the editor is the "Publish" sidebar, which includes a "Preview Changes" button, a "2" in a red circle, and an "Update" button. A red arrow points from the "2" to the "Update" button. Below the "Update" button is a "Move to Trash" link. The "Page Attributes" section shows "Parent" set to "(no parent)" and "Template" set to "Theme default". The "Order" field is set to "1".

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

**B I**

Plugin  
Option

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

Objective 5 Internal Linking Strategy Training



# Install Plugins

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

Term

Name	Version	Rating	Description
<b>Yet Another Related Posts Plugin</b> <a href="#">Details</a> <a href="#">Install Now</a> ←	3.4.3	★★★★☆	Yet Another Related Posts Plugin introducing the reader to other categories, and now custom tax (Michael Yoshitaka Erlewine).
<b>Yet Another Featured Posts Plugin (YAFPP)</b> <a href="#">Details</a>   <a href="#">Install Now</a>	1.4	★★★★☆	Yet Another Featured Posts Plugin Simply check the 'featured stars' unfeature a post. This info is possible This interface for featuring/unfe



Step  
8

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

Objective 5 Internal Linking Strategy Training

The screenshot shows the WordPress admin interface for managing Link Categories. On the left is a sidebar menu with options: Dashboard, Posts, Media, Links (highlighted), All Links, Add New, Link Categories (indicated by a red arrow), Pages, Comments (1), Appearance, and Plugins (1). The main content area is titled 'Link Categories' and contains an 'Add New Link Category' form. The form has two input fields: 'Name' and 'Slug'. Below the 'Name' field is the instruction: 'The name is how it appears on your site.' Below the 'Slug' field is the instruction: 'The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.' To the right of the form is a table of existing link categories. The table has two columns: a checkbox and a text field. The first row has a checked checkbox and the text 'Name'. The second row has a checked checkbox and the text 'Blogroll'. The third row has a checked checkbox and the text 'Name'. Below the table are two 'Bulk Actions' dropdown menus, each followed by an 'Apply' button.

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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”.

Objective 5 Internal Linking Strategy Training

**Link Categories**

**Add New Link Category**

Name  
 **1**  
*The name is how it appears on your site.*

Slug  
 **2**  
*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.*

**3**

Bulk Actions

Name

**Featured Articles**

**Blogroll**

Name

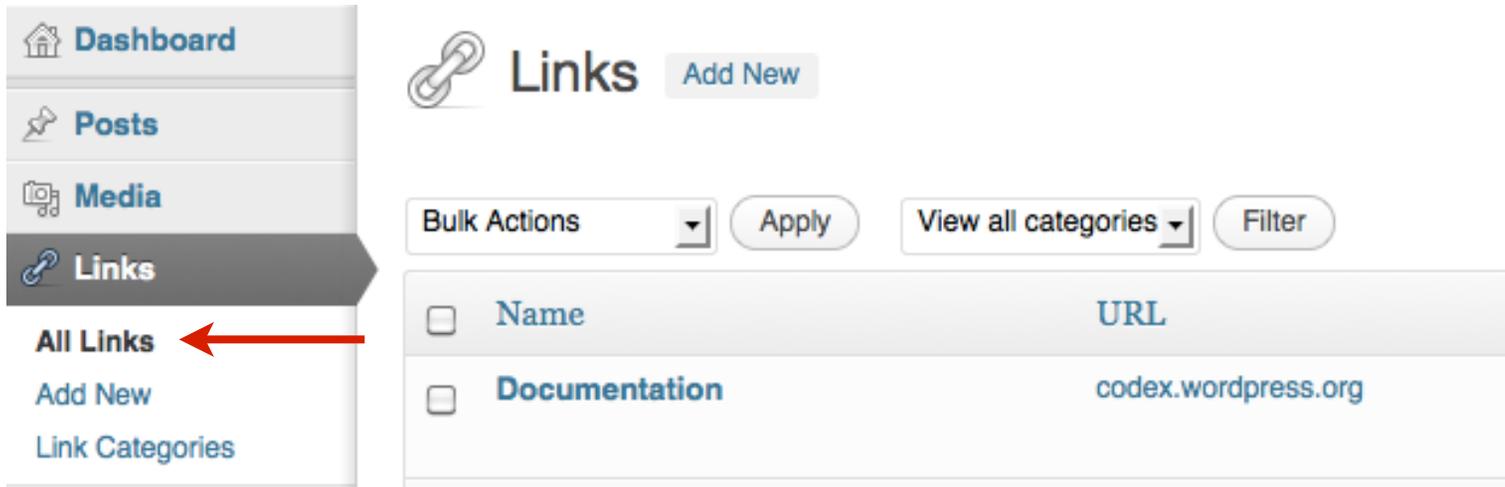
Bulk Actions

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Step  
10

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

Objective 5 Internal Linking Strategy Training



The screenshot displays the WordPress dashboard's 'Links' section. On the left, the navigation menu includes 'Dashboard', 'Posts', 'Media', 'Links', 'All Links', 'Add New', and 'Link Categories'. A red arrow points to 'All Links'. The main area shows the 'Links' header with an 'Add New' button, followed by controls for 'Bulk Actions', 'Apply', 'View all categories', and 'Filter'. Below these is a table with two columns: 'Name' and 'URL'. The table contains one entry: 'Documentation' with the URL 'codex.wordpress.org'.

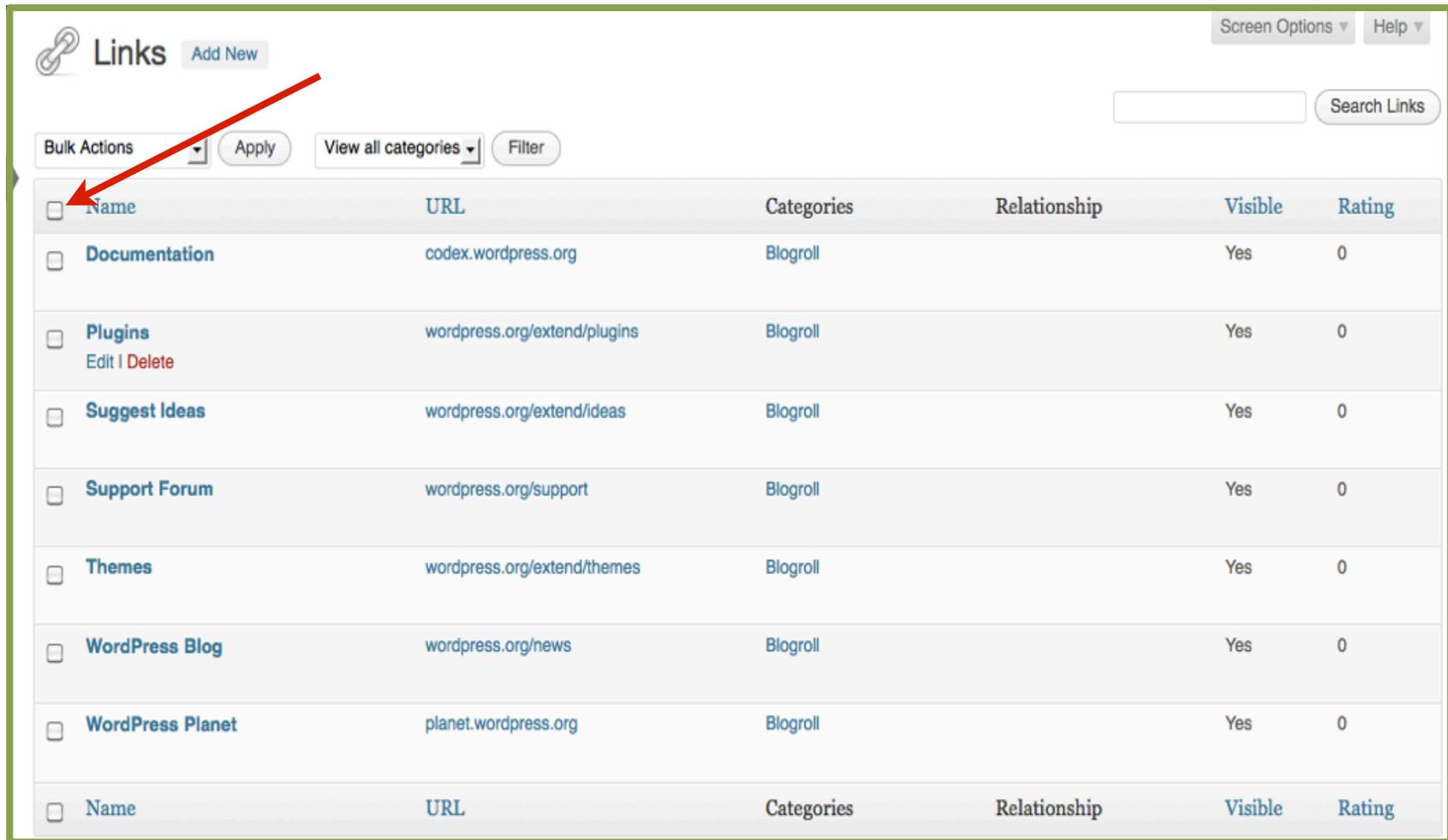
<input type="checkbox"/>	Name	URL
<input type="checkbox"/>	Documentation	codex.wordpress.org

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Step  
11

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

Objective 5 Internal Linking Strategy Training



The screenshot shows the WordPress 'Links' management page. At the top, there is a 'Links' title with a link icon and an 'Add New' button. To the right are 'Screen Options' and 'Help' dropdown menus. Below the title is a search bar labeled 'Search Links'. A 'Bulk Actions' dropdown menu is set to 'All', with an 'Apply' button. Next to it is a 'View all categories' dropdown and a 'Filter' button. The main content is a table with the following columns: Name, URL, Categories, Relationship, Visible, and Rating. The table contains several rows of links, including 'Documentation', 'Plugins', 'Suggest Ideas', 'Support Forum', 'Themes', 'WordPress Blog', and 'WordPress Planet'. Each row has a checkbox in the 'Name' column. A red arrow points to the checkbox in the first row, which is the 'Name' header row.

<input type="checkbox"/> Name	URL	Categories	Relationship	Visible	Rating
<input type="checkbox"/> Documentation	codex.wordpress.org	Blogroll		Yes	0
<input type="checkbox"/> Plugins <a href="#">Edit</a>   <a href="#">Delete</a>	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

Step  
12

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

Objective 5 Internal Linking Strategy Training

Links [Add New](#) Screen Options Help

**Bulk Actions**

**Bulk Actions**  
Delete

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

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Step  
13

Then click "Add New".

Objective 5 Internal Linking Strategy Training



Links

Add New

7 links deleted

Bulk Actions

Apply

Filter

Name

URL

No links found.

Name

URL

Bulk Actions

Apply

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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.)

The screenshot shows the 'Add New Link' form in WordPress. The form has several sections: 'Name', 'Web Address', 'Description', and 'Categories'. The 'Name' field contains 'Make Money With MAPS'. The 'Web Address' field contains a URL. The 'Description' field contains 'How To Make Money With The Mortgage Assignment Profits System'. The 'Categories' section has 'Featured Articles' checked. A 'Save' section on the right has a checkbox for 'Keep this link private' and an 'Add Link' button. Red circles with numbers 1 through 5 point to the Name, Web Address, Description, Categories, and Add Link button respectively. A red box labeled 'Important' points to the 'Add Link' button. A red-bordered box contains a note: 'NOTE: You must have the link widget active for this linking strategy to work.'

Step  
15

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

Objective 5 Internal Linking Strategy Training

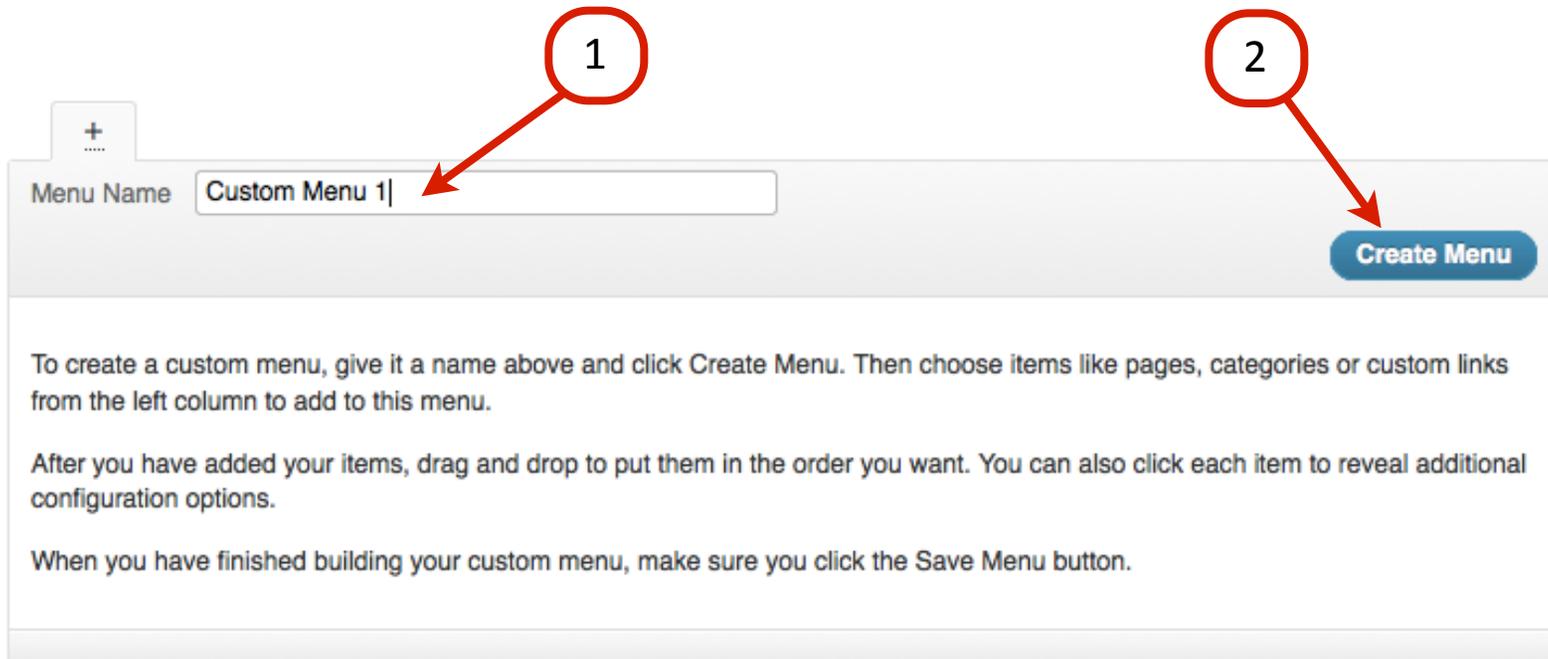
The screenshot displays the WordPress Admin Dashboard. On the left sidebar, the 'Appearance' menu is expanded, and a red arrow points to the 'Menus' option. The main content area is titled 'Menus' and features a 'Custom Links' section with input fields for 'URL' (containing 'http://') and 'Label' (containing 'Menu Item'), and an 'Add to Menu' button. Below this is a 'Pages' section with a 'Most Recent' tab selected, showing a list of pages: 'Raving Fans', 'Contact', 'About', and 'Bad Credit Okay', each with an unchecked checkbox. On the right side of the dashboard, a 'Menu Name' field is visible with the placeholder text 'Enter menu...', and a '+' icon above it. Below these fields, there is instructional text: 'To create a custom menu, go to the left column to add...', 'After you have added your menu items, go to the configuration options.', and 'When you have finished building your menu, click the Save button.'

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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”.

Objective 5 Internal Linking Strategy Training



The screenshot shows a web interface for creating a custom menu. At the top left, there is a small box with a plus sign and three dots. Below it is a text input field labeled "Menu Name" containing the text "Custom Menu 1". A red circle with the number "1" is positioned above the input field, with a red arrow pointing to the text. To the right of the input field is a blue button labeled "Create Menu". A red circle with the number "2" is positioned above the button, with a red arrow pointing to it. Below the input field and button, there is a white box containing instructional text:

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”.

Objective 5 Internal Linking Strategy Training



## Menus

The **Custom Menu 1** menu has been successfully cre

### Theme Locations

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

#### Header Menu

Custom Menu 1

1

#### Secondary Menu

#### Footer Menu

Save

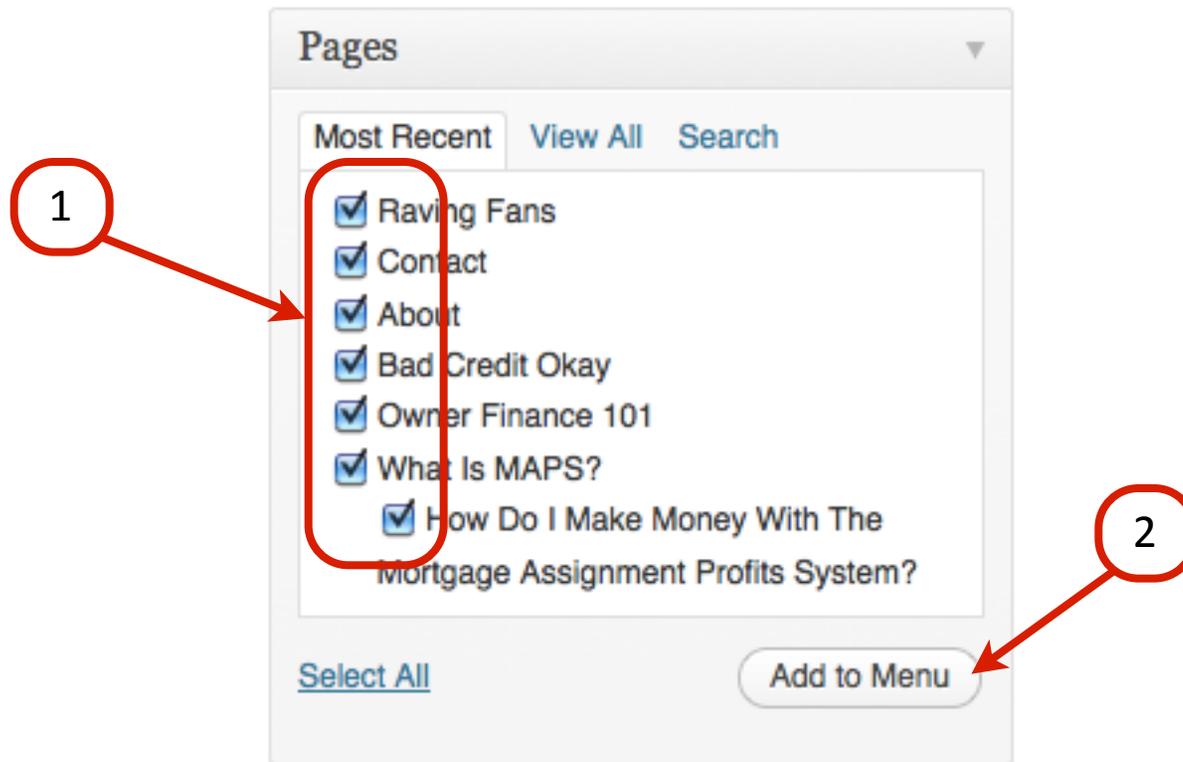
2

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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”.

Objective 5 Internal Linking Strategy Training



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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   Automatically add new top-level pages

[Delete Menu](#) [Save Menu](#)

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

**1**

**Indented Page**

**2**

[Save Menu](#)

# 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

*Rei Rockstars*

# Virtual Marketing Blueprint

## On Page SEO

### Objectives:

- 1) Introduction To On Page SEO
- 2) Organizing & Posting Content
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- 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 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.

# 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"

# 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.

# Virtual Marketing Blueprint

## Next Video...

### Objectives:

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- 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

Addendum:



# Incorporating A Blog Into Your Website



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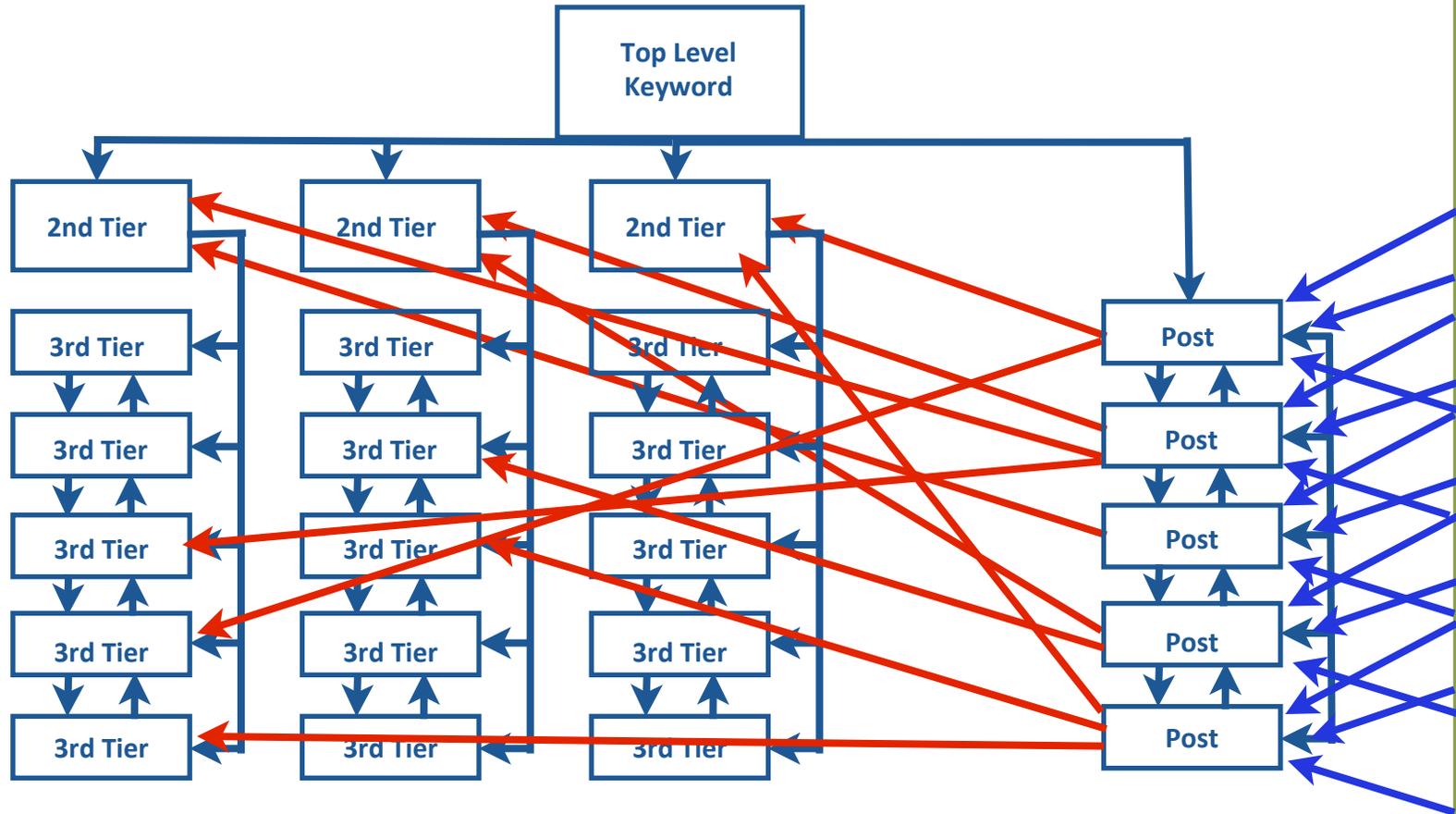
# Introduction to Blogs

## 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.

# Internal Linking & Blogs

Addendum Incorporating A Blog Into Your Website



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# Introduction to Blogs & Blog Linking

## 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
- Don't always have links in your posts
  - 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

## Blog Posting Tips for Readers & Search Engines

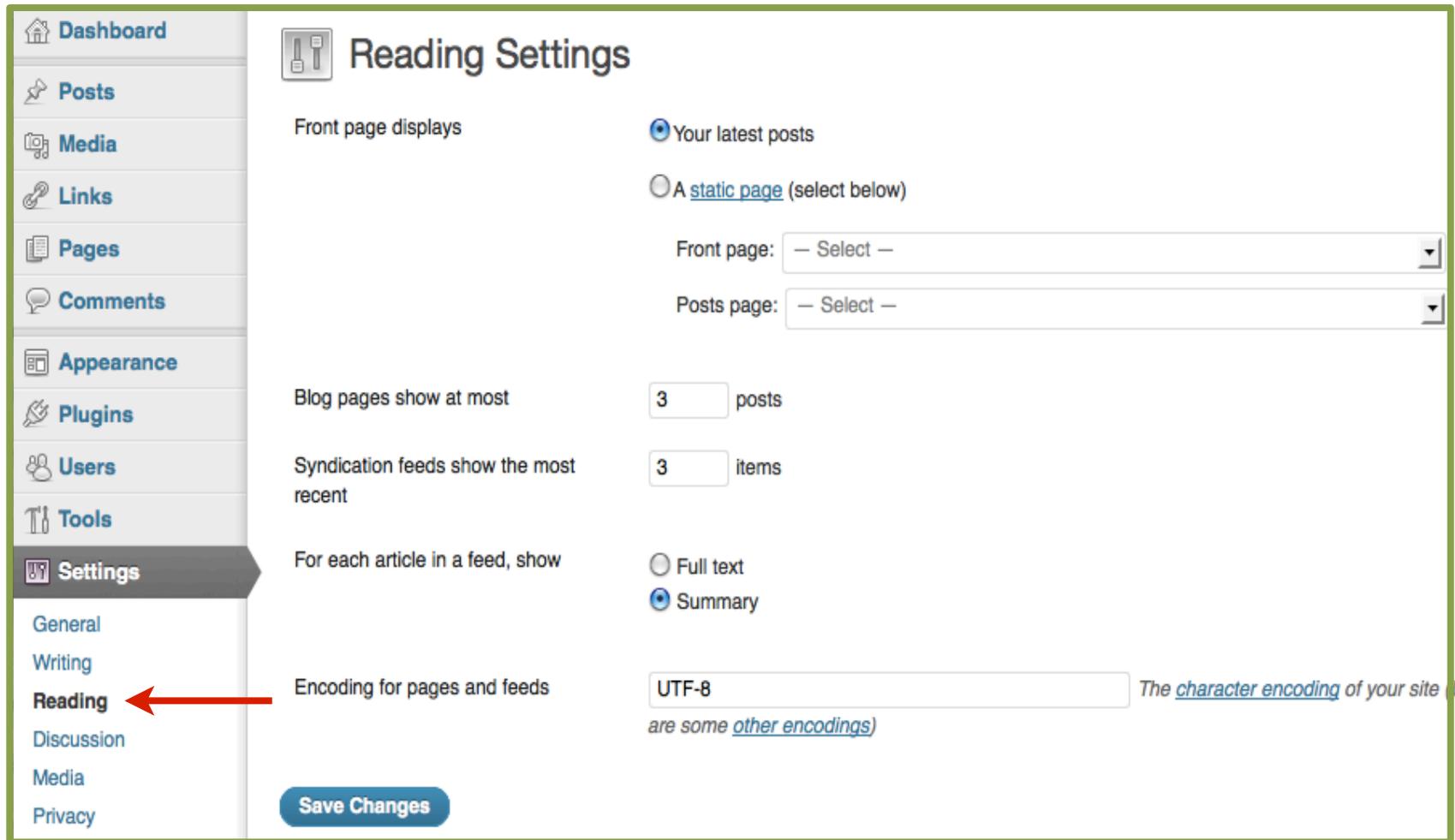
- Write 1 - 2 times a week to keep traffic and google visiting your site. (Pings)
- Be yourself, have fun! You already created your keyword content, so your blog is to engage your readers and make them want to keep coming back.
- Write about things your niche cares about.
- Warning: Let your site sit 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



The screenshot shows the WordPress dashboard's 'Reading Settings' page. On the left is a sidebar menu with categories: Dashboard, Posts, Media, Links, Pages, Comments, Appearance, Plugins, Users, Tools, and Settings. Under 'Settings', sub-items include General, Writing, Reading, Discussion, Media, and Privacy. A red arrow points to the 'Reading' sub-item. The main content area is titled 'Reading Settings' and contains the following options:

- Front page displays:** Radio buttons for 'Your latest posts' (selected) and 'A static page (select below)'. Below are dropdown menus for 'Front page:' and 'Posts page:'.
- Blog pages show at most:** A text input field containing '3' followed by the word 'posts'.
- Syndication feeds show the most recent:** A text input field containing '3' followed by the word 'items'.
- For each article in a feed, show:** Radio buttons for 'Full text' and 'Summary' (selected).
- Encoding for pages and feeds:** A text input field containing 'UTF-8' and a note: 'The *character encoding* of your site (and feeds) are some *other encodings*'.

A 'Save Changes' button is located at the bottom left of the settings area.

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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.*



## Reading Settings

Front page displays

1

Your latest posts

2

A [static page](#) (select below)

3

Front page:

Posts page:

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-8 and [other encodings](#))

Save Changes

4

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Step  
3

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

Addendum Incorporating A Blog Into Your Website

The screenshot shows the WordPress dashboard with the 'Posts' section selected. The left sidebar contains a menu with 'Posts' highlighted. The main content area shows a list of posts. A red circle labeled '1' is around the 'Posts' menu item. A red circle labeled '2' is around the 'Trash' link in the post actions for 'Hello world!'. A red circle labeled '3' is around the 'Add New' button at the top of the 'Posts' section.

<input type="checkbox"/>	Title	Author	Categories	Tags
<input type="checkbox"/>	Hello world!	admin	Uncategorized	No Tags

<input type="checkbox"/>	Title	Author	Categories
<input type="checkbox"/>	Hello world!	admin	Uncategorized

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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

The screenshot shows the WordPress 'Add New Post' editor. A red circle with the number '1' is placed over the title input field, with an arrow pointing to it. A red circle with the number '2' is placed over the main content text area. A red circle with the number '3' is placed over the 'Categories' section, with an arrow pointing to the 'All Categories' tab. A red circle with the number '4' is placed over the 'Status: Draft' field, with an arrow pointing to the 'Publish' button in the 'Publish' meta box. The interface includes a title field, a rich text editor with a toolbar, a 'Publish' meta box with buttons for 'Save Draft', 'Preview', and 'Publish', a 'Format' section with radio buttons for 'Standard', 'Status', 'Audio', 'Image', and 'Video', and a 'Categories' section with checkboxes for 'Blogroll', 'Featured Articles', and 'Uncategorized'. The bottom of the editor shows 'Path: p' and 'Word count: 0'.

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# Virtual Marketing Blueprint

## On Page SEO

### Objectives:

- Introduction To On Page SEO
- Organizing & Posting Content
- Adding Influential Content Components
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- Internal Linking Strategy Training
- Closely Guarded On Page SEO Secrets
- Addendum: Incorporating A Blog Into Your Website

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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*

**Rei Rockstars**

# Virtual Marketing Blueprint



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