

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 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 for the article 'What Is MAPS?'. The page title is 'What Is MAPS?' and the permalink is 'http://mortgageassign.com/what-is-maps/'. The 'Edit' and 'View Page' buttons are visible. The 'Upload/Insert' button is circled with a red '1', and a red arrow points from it to the 'Add Media' icon in the text editor. Another red arrow points from the 'Add Media' icon to a circled red '2' in the top right corner of the page editor. The text editor 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...

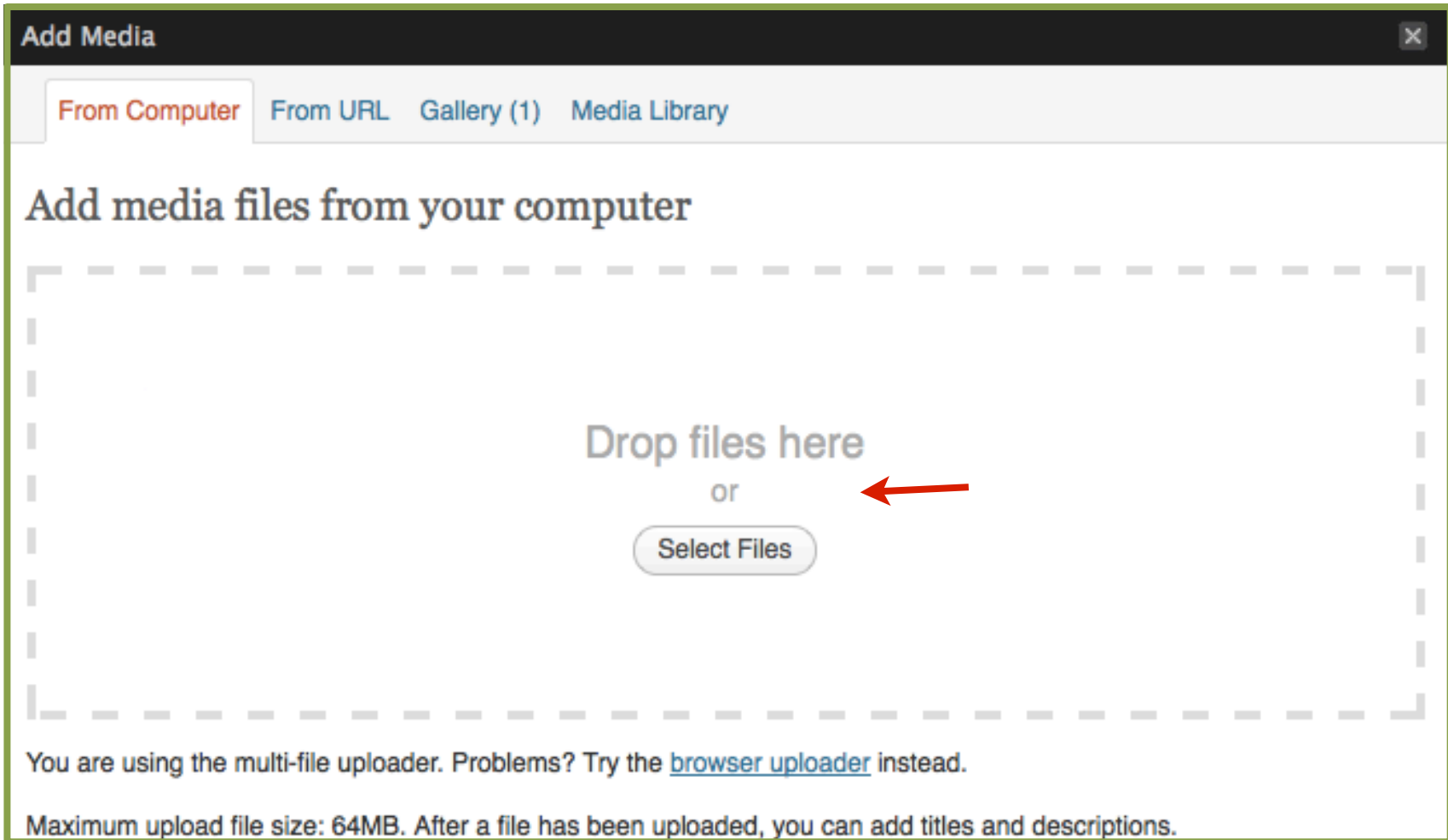
Thank you for doing your due diligence and research into the Mortgage Assignment Profits System. My intention in creating this website was to compile all of the factual data and knowledge I've amassed from working this system and testing it from beginning to end.

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.

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.

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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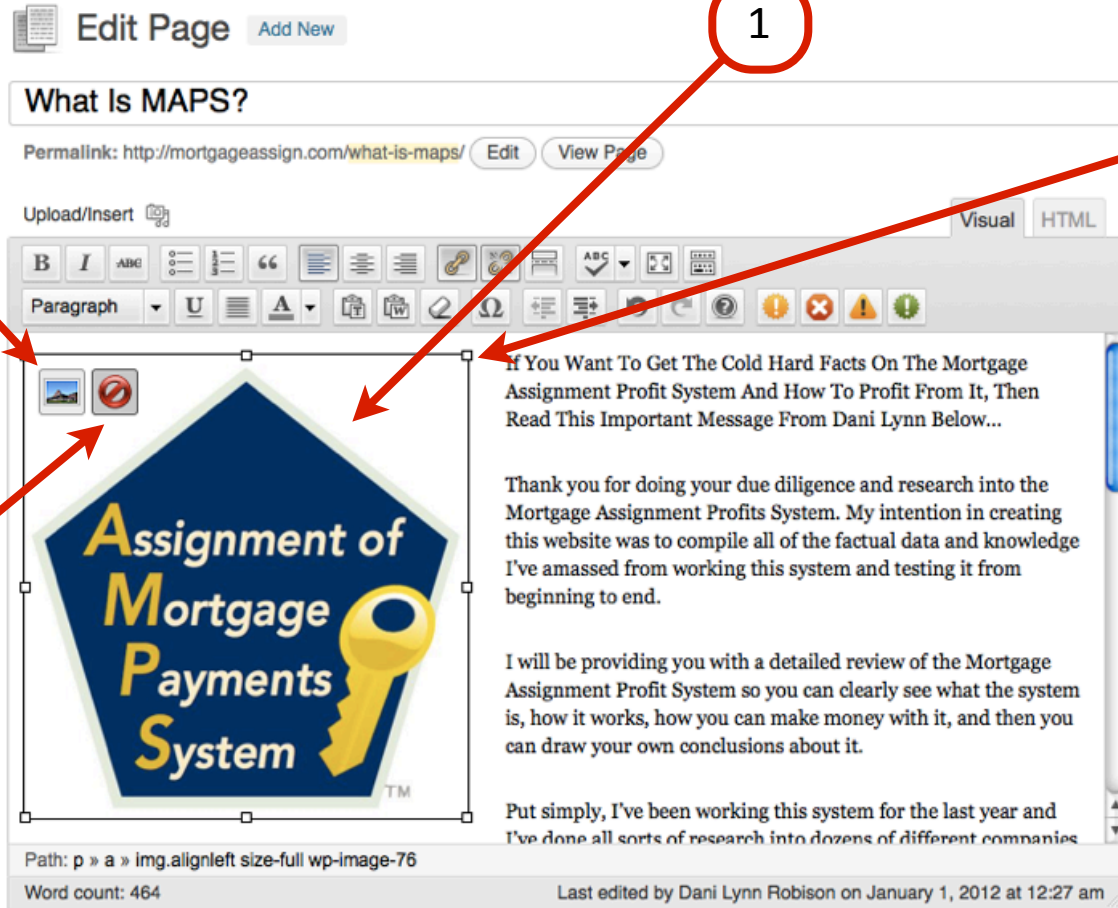
Step 4

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

Objective 3 Adding Influential Content Components

Click to edit picture

Click to delete picture



1

Adjust size by moving corners

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Step
5

Click on “Update” when satisfied with picture placement & size.

Objective 3 Adding Influential Content Components

What Is MAPS?

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

Upload/Insert

Visual HTML

Paragraph

Assignment of Mortgage Payments System

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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.

Put simply, I've been working this system for the last year and

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: Theme default

Order: 1

Need help? Use the Help tab in the upper right

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

Page updated. [View page](#)

What Is MAPS?

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

Upload/Insert 

Visual HTML

B **I** **A** **ABC** **Paragraph** **U** **A** **Ω** **↶** **↷** **!** **×** **!** **!**

Format

- ▶ Paragraph
- Address
- Preformatted
- Heading 1**
- Heading 2**

of

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...

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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

Screen Options Help

Edit Page Add New

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

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...

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Preview Changes

Status: **Published** Edit

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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:

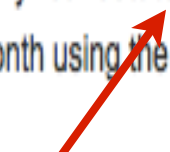
- Types of headings: H1 - H6
- H1 is most important, H6 is least
- H1 & H2 are most commonly used
- H1 is typically the title of your page. Use keyword or variation.
- Use other headings to break up article, try to use variations of keywords but don't overdo it.
- Using headings offers small SEO benefit.

Step
8

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

_____ 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

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

The screenshot shows a CMS 'Edit Page' interface for a page titled 'What Is MAPS?'. The page content is displayed in a code editor view. A red circle labeled '1' points to the 'HTML' tab in the top right corner of the editor. A red circle labeled '2' points to the 'code' button in the top toolbar. A red circle labeled '3' points to the HTML code for a YouTube video embed: `<iframe width="560" height="315" src="http://www.youtube.com/embed/-rfTo3jMCKc" frameborder="0" allowfullscreen></iframe>`. The page content includes a title, a permalink, and several paragraphs of text. At the bottom, it shows 'Word count: 468' and 'Draft saved at 3:09:26 am. Last edited by Dani Lynn Robison on January 1, 2012 at 2:53 am'.

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Next Video...

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