Virtual Marketing Blueprint

On Page SEO

Addendum:

Incorporating A Blog Into Your Website
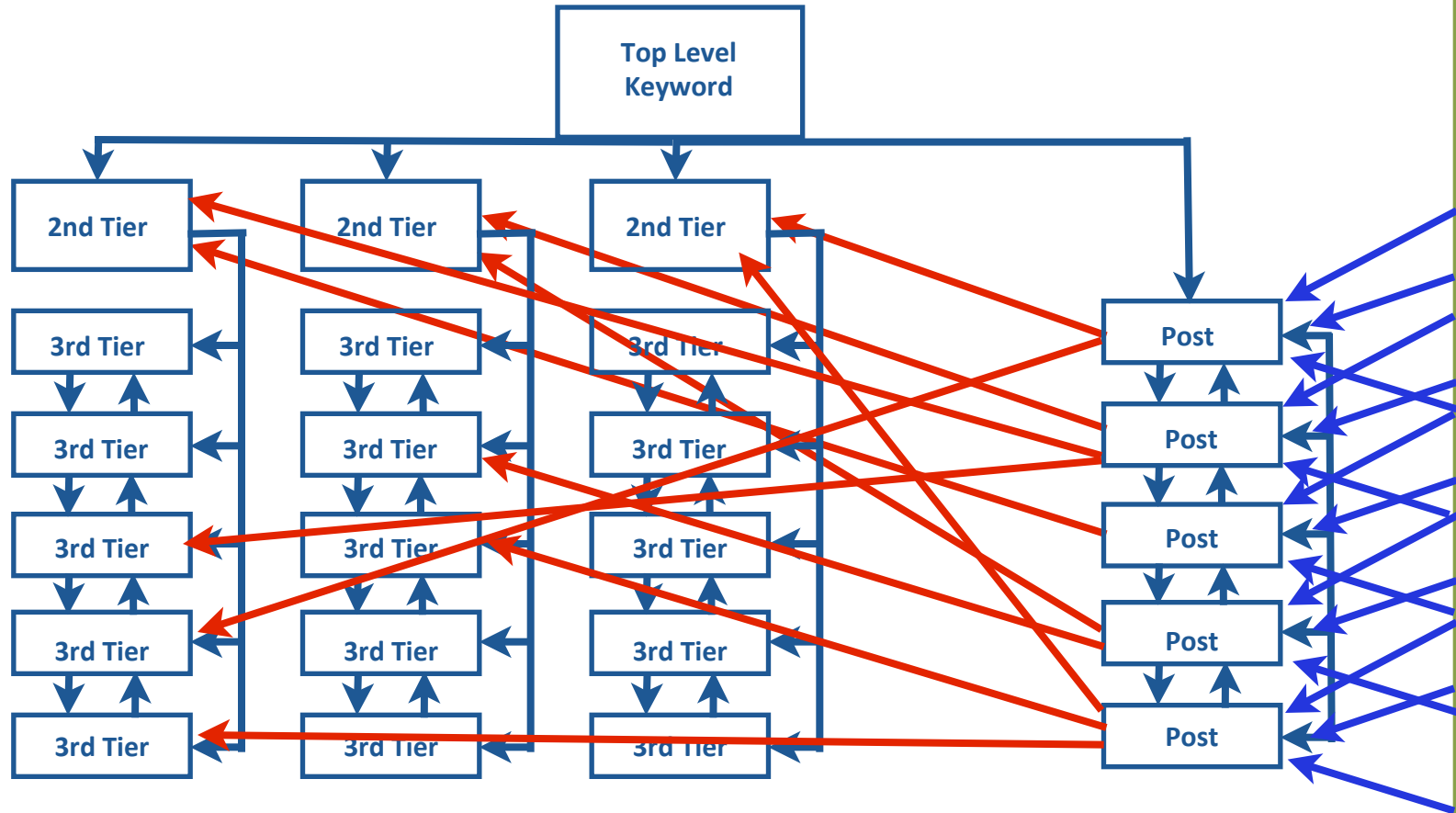
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Introduction to Blogs

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.

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Internal Linking & Blogs

Top Level Keyword

2nd Tier
2nd Tier
2nd Tier

3rd Tier
3rd Tier
3rd Tier

3rd Tier
3rd Tier
3rd Tier

3rd Tier
3rd Tier
3rd Tier

3rd Tier
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3rd Tier

3rd Tier
3rd Tier
3rd Tier

Post
Post
Post
Post
Post

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

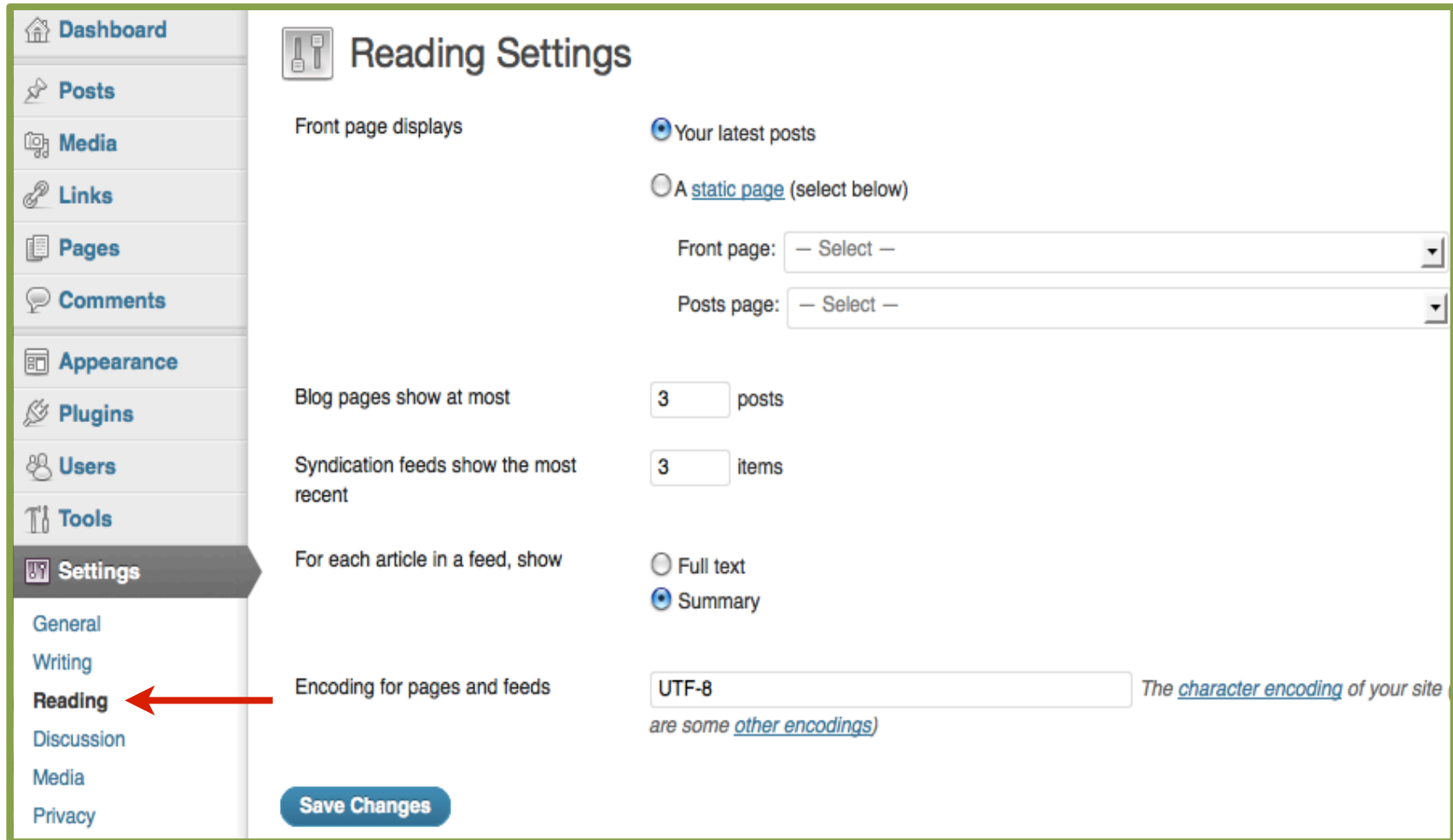## Blog Posting Tips for Readers & Search Engines

- 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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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.

Dashboard
Posts
Media
Links
Pages
Comments
Appearance
Plugins
Users
Tools
Settings
General
Writing
Reading
Discussion
Media
Privacy

Reading Settings

Front page displays
- ● Your latest posts
- ○ A static page (select below)

Front page: — Select —

Posts page: — Select —

Blog pages show at most | 3 | posts

Syndication feeds show the most recent | 3 | items

For each article in a feed, show
- ○ Full text
- ● Summary

Encoding for pages and feeds | UTF-8 | The character encoding of your site (are some other encodings)

Save Changes

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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)

Front page: Owner Finance 101

3 → Posts page: Blog

Blog pages show at most   3   posts

Syndication feeds show the most recent   3   items

For each article in a feed, show   ○ Full text   ● Summary

Encoding for pages and feeds   UTF-8   *The character encoding of your site (UT are some other encodings)*

4 ← **Save Changes**

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

Dashboard

Posts

All Posts
Add New
Categories
Tags

Media

Links

Pages

Comments

Appearance

Plugins

Users

Posts Add New

3

1

All (1) | Published (1)

Bulk Actions | Apply | Show all dates | View all categories

	Title	Author	Categories	Tags
	Hello world!	admin	Uncategorized	No Tags
	Title	Author	Categories	Tags

Bulk Actions | Apply

Posts Add New

All (1) | Published (1)

Bulk Actions | Apply | Show all dates

	Title	Author	Categories
	Hello world! Edit I Quick Edit I Trash I View	admin	Uncategorized
	Title	Author	Categories

2

Bulk Actions | Apply

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

📌 Add New Post

Screen Options ▾   Help ▾

1

Upload/Insert 📷

Visual | HTML

B | I | ABC | ☰ | ☰ | 66 | ☰ | ☰ | ☰ | 🔗 | 🔗 | ☰ | ABC ▾ | ⛶ | ⌨

Paragraph ▾ | U | ☰ | A ▾ | 📋 | 📋 | ⌷ | Ω | ☰ | ☰ | ↶ | ↷ | ❓ | 🟠 | ❌ | ⚠ | 🟢

2

Path: p

Word count: 0

Publish

Save Draft | Preview

Status: **Draft** Edit

4

Visibility: **Public** Edit

📅 Publish **immediately** Edit

Move to Trash | **Publish**

Format

⦿ Standard
○ Status
○ Audio
○ Image
○ Video

3

Categories

All Categories | Most Used

☐ Blogroll
☐ Featured Articles
☐ Uncategorized

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

Upload/Insert

Visual | HTML

Format

Avoid Top 10 Mistakes Made By Real Estate Investors

Author: Real Estate Advisor

Real estate investment is perhaps one of the most lucrative forms of investment today. But it is also equally risk bound especially when one is not well versed with the trends and nuances of the real estate market. So if you are contemplating on investing in real estate, it is best to avoid costly mistakes in real estate investment especially when you invest your hard earned money into it. Knowing the most common mistakes made by real estate investors helps one steer away from making such mistakes in the future and ensures good return on investment.

Avoid The Top 10 Mistakes Made By Real Estate investors

Path: div » dl.wp-caption alignleft » dt.wp-caption-dt

Word count: 731   Last edited by Dani Lynn Robison on January 2, 2012 at 3:26 am

Featured Image

Remove featured image

images, heading tags, links, etc

Featured image

Platinum SEO Pack

Click here for Support | Know about the meta tags

Title:

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

Description:

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

Keywords (comma separated):

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

title, description & keywords

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Virtual Marketing Blueprint

On Page SEO

Objectives:
- ☑ Introduction To On Page SEO
- ☑ Organizing & Posting Content
- ☑ Adding Influential Content Components
- ☑ Reviewing On Page SEO's "Low Hanging Fruit"
- ☑ 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

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