

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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On Page SEO

Objectives:

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

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Introduction to On Page SEO

On Page SEO

What Is It?

SEO strategies that are implemented within your website.

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

Why Is It Important?

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

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%

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Next Video...

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