

# 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

*Rei Rockstars*

# 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

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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.

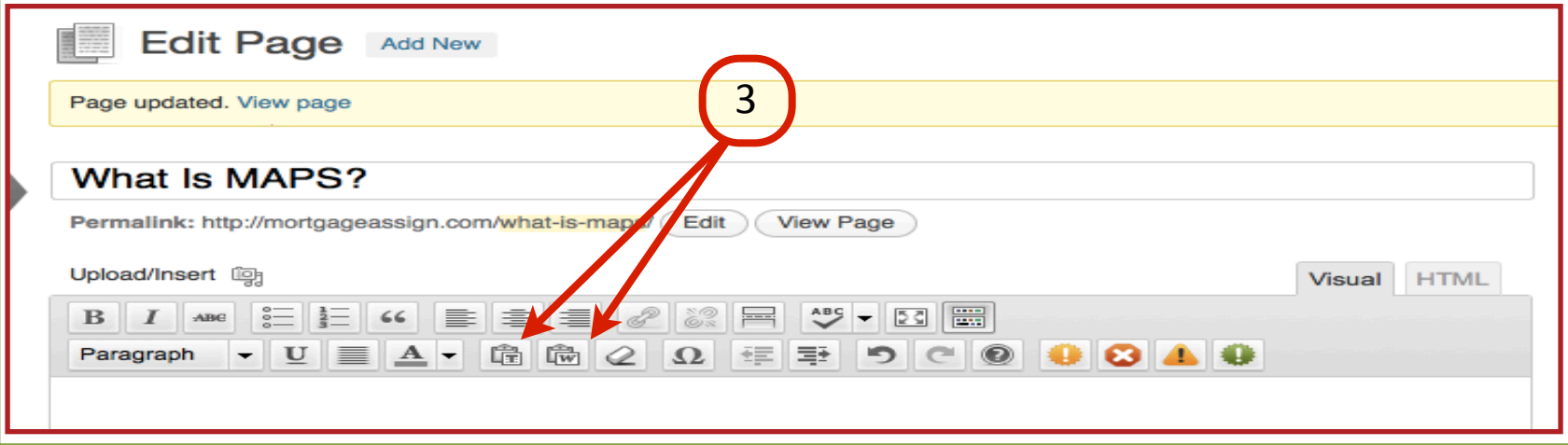
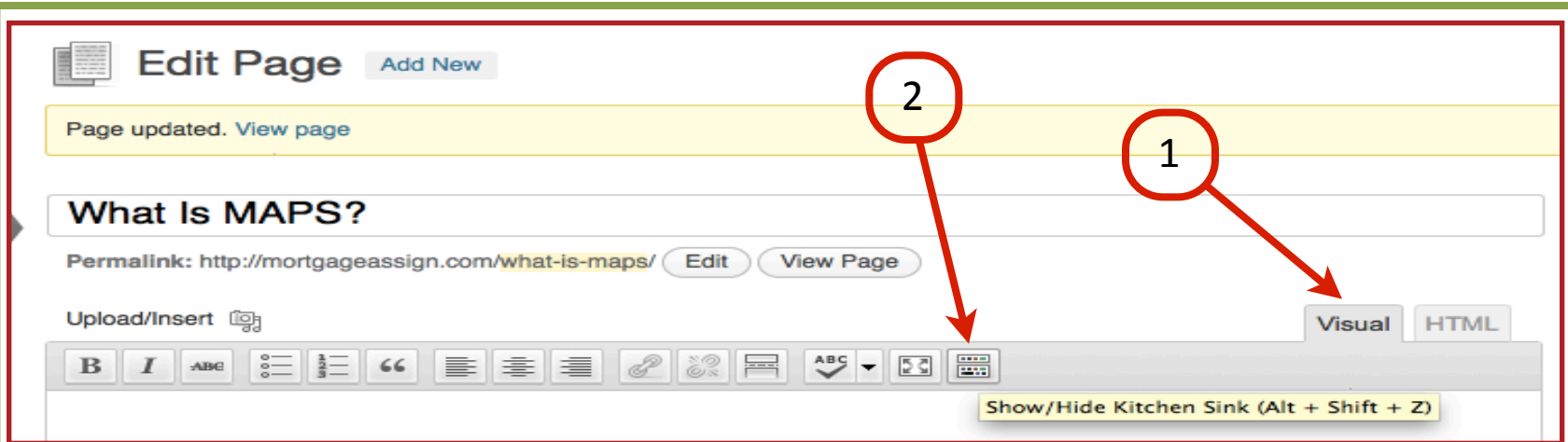
Objective 2 Organizing & Posting Content

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. Other pages listed include 'Title', 'Owner Finance 101', and 'Bad Credit Okay'. The interface includes a 'Bulk Actions' dropdown, an 'Apply' button, a 'Show all dates' dropdown, and a 'Filter' button.

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)*

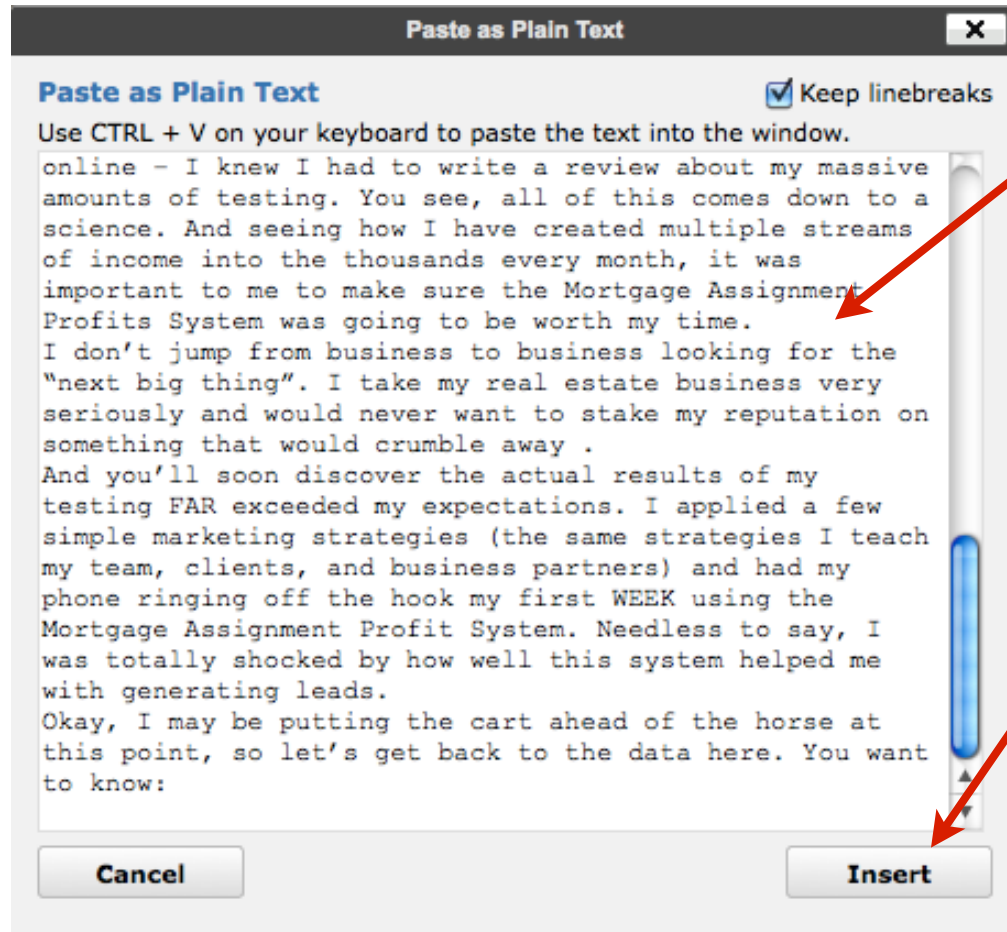
Objective 2 Organizing & Posting Content



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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"

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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 has a title 'What Is MAPS?' and a permalink 'http://mortgageassign.com/what-is-maps/'. Below the title 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...' and '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.



Step  
7

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



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Step  
8

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

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

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

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

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

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

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Step  
9

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

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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, a 'Visual' and 'HTML' tab, and a rich text editor toolbar. The toolbar includes buttons for bold (B), italic (I), strikethrough (ABC), bulleted list, numbered list, quote, indent, outdent, link, unlink, insert link, ABC dropdown, and a grid icon. Below the toolbar is a 'Paragraph' dropdown and various text formatting options like underline (U), text color (A), background color, link, unlink, and a help icon.

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Step  
10

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

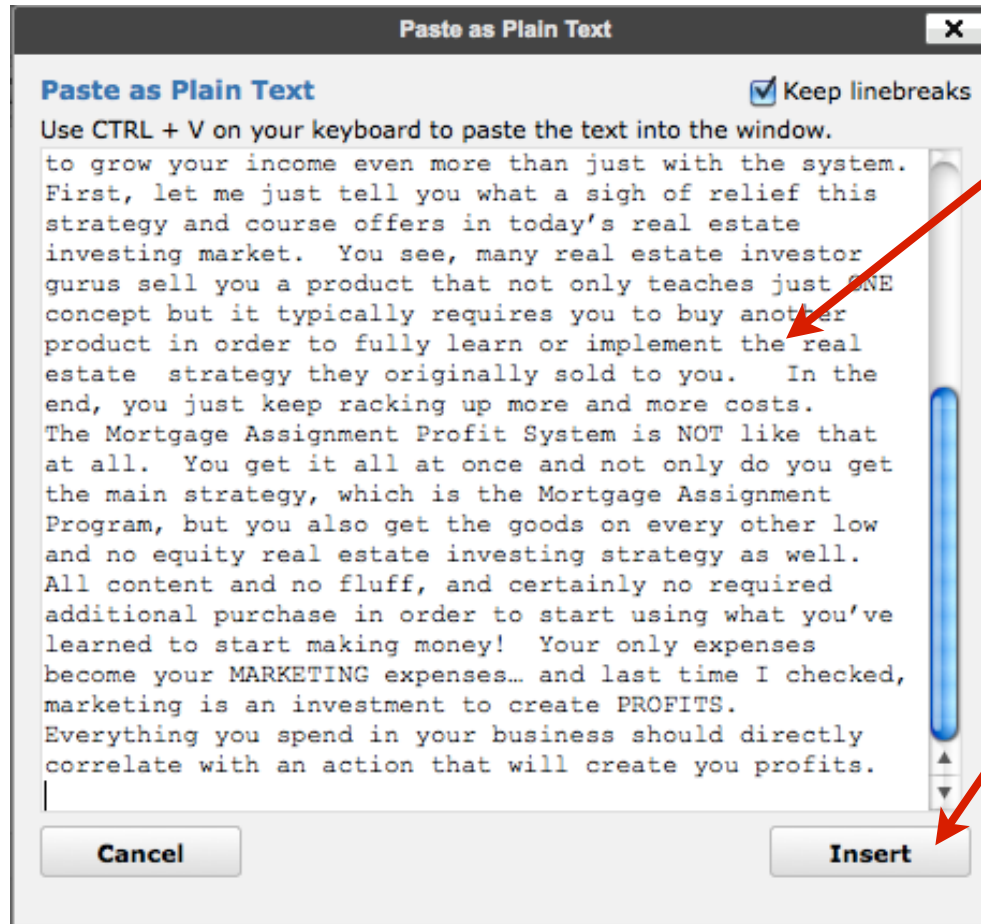
Objective 2 Organizing & Posting Content

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

**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 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. I 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.

**Page Attributes**

**Parent**

(no parent)

(no parent)

What Is MAPS?

Owner Finance 101

Bad Credit Okay

Raving Fans

About

Contact

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

1

2

Step  
13

# Click “Publish”.

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

**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

Step  
14

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



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Step  
15

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

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The screenshot shows the WordPress dashboard. On the left sidebar, the 'Contact' menu item is highlighted with a red circle labeled '1' and an arrow pointing to it. The main content area displays 'Contact Form 7' settings. At the top right of this area, there is a red circle labeled '2' with an arrow pointing to the 'Add New' button. Below this, the 'Contact form 1' section is visible, containing the instruction 'Copy this code and paste it into your post, page or text widget content.' and a highlighted code snippet: `[contact-form-7 id="57" title="Contact form 1"]`. Below the code, the form fields are listed: 'Your Name (required)' and 'Your Email (required)'.

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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.

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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 is also visible. The main content area shows the 'Pages' section with an 'Add New' button. Below this, there are filters 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".

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The screenshot shows the WordPress 'Edit Page' interface for a page titled 'Contact'. The 'HTML' tab is selected, and the contact form code is pasted into the content area. The 'Update' button is visible in the bottom right corner. Red circles and arrows highlight the HTML tab, the pasted code, and the Update button.

1

2

3

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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".

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Step  
19

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

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

Objective 2 Organizing & Posting Content

**Edit Page** Add New

# About

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

Upload/Insert

Visual HTML

Paragraph **B** *I* ABC ABC

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# Virtual Marketing Blueprint

## Next Video...

### Objectives:

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