

# 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 “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”

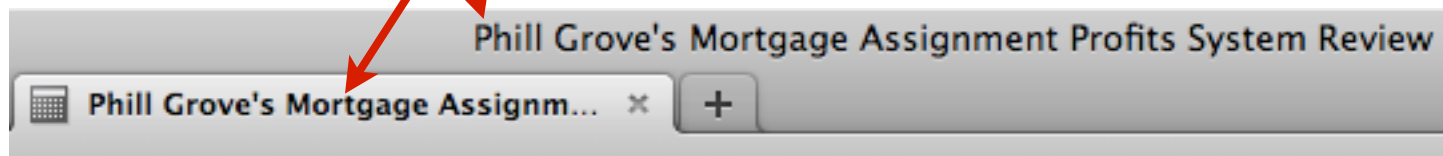
Title for my home page

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 a search result. The browser tab title is "Make Money With Mortgage Ass...". The search result title is "Make Money With Mortgage Assignment Profits System | Mortgage ...". The search result URL is "mortgageassignmentprofitsreview.com/...". The search result description is "Underground Test Data Revealing How To Make Money With The Mortgage Assignment Profits System. Extremely Informative.".

Annotations:

- Title for a 3rd tier page (points to the browser tab title)
- Permalink (points to the search result URL)
- Description for a 3rd tier keyword (points to the search result description)
- Title for a 3rd tier keyword (points to the search result title)

# 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

# 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 shows the WordPress dashboard interface. On the left sidebar, the 'Plugins' menu item is highlighted and circled with a red circle containing the number '1'. In the main content area, the 'Plugins' section is visible, with the 'Add New' button circled with a red circle containing the number '2'. Below the 'Add New' button, there are filters for 'All (9) | Active (7) | Inactive (2)' and a 'Bulk Actions' dropdown menu with an 'Apply' button. A table of installed plugins is shown below, with columns for 'Plugin' and 'Description'. The table lists 'Akismet' and 'All in One SEO Pack'.

Plugin	Description
<input type="checkbox"/> Akismet <a href="#">Activate</a>   <a href="#">Edit</a>   <a href="#">Delete</a>	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.
<input type="checkbox"/> All in One SEO Pack <a href="#">Deactivate</a>   <a href="#">Edit</a>	Out-of-the-box SEO for your Wordpress blog. <a href="#">Wishlist</a> Version 1.6.13.8   By Michael Torbert   <a href="#">Visit plugin site</a>

Rei Rockstars

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



### Install Plugins

1

[Search](#) | [Search Results](#) | [Upload](#) | [Featured](#) | [Popular](#) | [Newest](#) | [Recently Updated](#)

Term

platinum seo

Search Plugins

Name

Version

Rating

Description

Platinum SEO Pack

1.3.7



Optimizes your Wordpress blog for Search Engines. Download now!

[Details](#)

[Install Now](#)

2

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 - Techblisonline Dot Com.

Missing Data Platinum SEO Pack  
Plugin, Add-on

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

[Details](#) | [Install Now](#)

Rei Rockstars

## 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"

The screenshot shows a WordPress dashboard for 'DANI LYNN | Internet Marketing Coach'. The left sidebar menu includes: Dashboard, Posts, Media, Links, Pages, Comments, Appearance, Plugins, Users, Tools, Settings, Contact, Platinum SEO, and Migrate from All in one SEO. The main content area is titled 'Migrate from All in one SEO' and contains links for 'FAQ', 'Feedback', 'What is new in version 1.3.4?', 'Wordpress SEO options', 'Please Donate', and 'Save Bandwidth with Chennai Central Plugin'. A red box highlights the text: 'Click the button to migrate All in one SEO options to Platinum SEO (It is recommended to back up your database before updating.)'. A red circle with the number '3' points to a button labeled 'Migrate from All in One SEO »'. A red circle with the number '1' points to the 'Platinum SEO' menu item, and a red circle with the number '2' points to the 'Migrate from All in one SEO' menu item. A red circle with the word 'NOTE' points to the highlighted text.

Rei Rockstars

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 arrow and a circled '1'. The main content area shows a list of plugins. The 'All in One SEO Pack' plugin is selected, and its 'Deactivate' button is circled in red with a red arrow and a circled '2' pointing to it. The table below shows the following details:

Plugin	Description
<input type="checkbox"/> Akismet <a href="#">Activate</a>   <a href="#">Edit</a>   <a href="#">Delete</a>	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.
<input type="checkbox"/> All in One SEO Pack <a href="#">Deactivate</a>   <a href="#">Edit</a>	Out-of-the-box SEO for your Wordpress blog. <a href="#">Wishlist</a>

This screenshot shows a close-up of the notification area on the WordPress Plugins page. A yellow box displays the message 'Plugin deactivated.' A red arrow and a circled '3' point 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”.

**Plugins** Add New

All (9) | Active (6) | Inactive (3) | Recently Active (1)

Bulk Actions

Plugin	Description
<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?

[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”

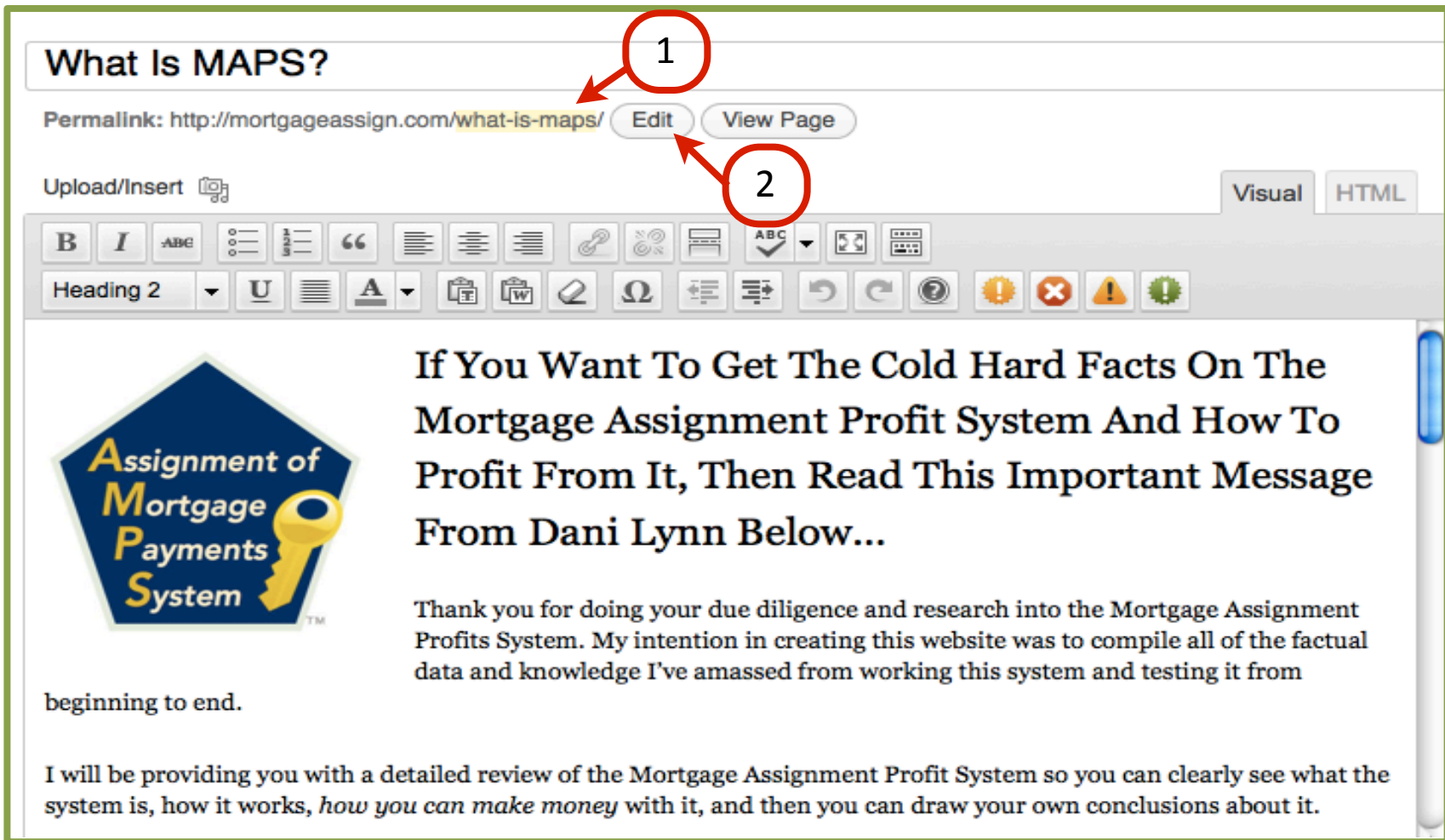
The screenshot shows the WordPress dashboard interface. On the left is a sidebar menu with items: Dashboard, Posts, Media, Links, Pages, All Pages, Add New, Comments, Appearance, and Plugins. The 'Pages' menu item is highlighted with a red circle containing the number '1' and a red arrow pointing to it. The main content area is titled 'Pages' and includes an 'Add New' button. Below the title, it shows 'All (7) | Published (7)'. There are controls for 'Bulk Actions' (a dropdown menu), an 'Apply' button, 'Show all dates' (a dropdown menu), and a 'Filter' button. A list of pages is displayed below, each with a checkbox on the left. The first page is 'Title'. The second page is 'What Is MAPS?', which is highlighted with a red circle containing the number '2' and a red arrow pointing to it. The third page is '— How Do I Make Money With The Mortgage Assignment Profits System?'. The fourth page is 'Owner Finance 101'.

Rei Rockstars

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"


















The screenshot shows a WordPress post editor for the title "What Is MAPS?". The permalink is displayed as "http://mortgageassign.com/what-is-maps/". The "Edit" button is circled in red and labeled with a "1". A red arrow points from the "1" to the "Edit" button. Another red arrow points from the "2" to the "Edit" button, indicating the second step of the process.












What Is MAPS?


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


Upload/Insert 

Visual HTML

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

Heading 2           



**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...**

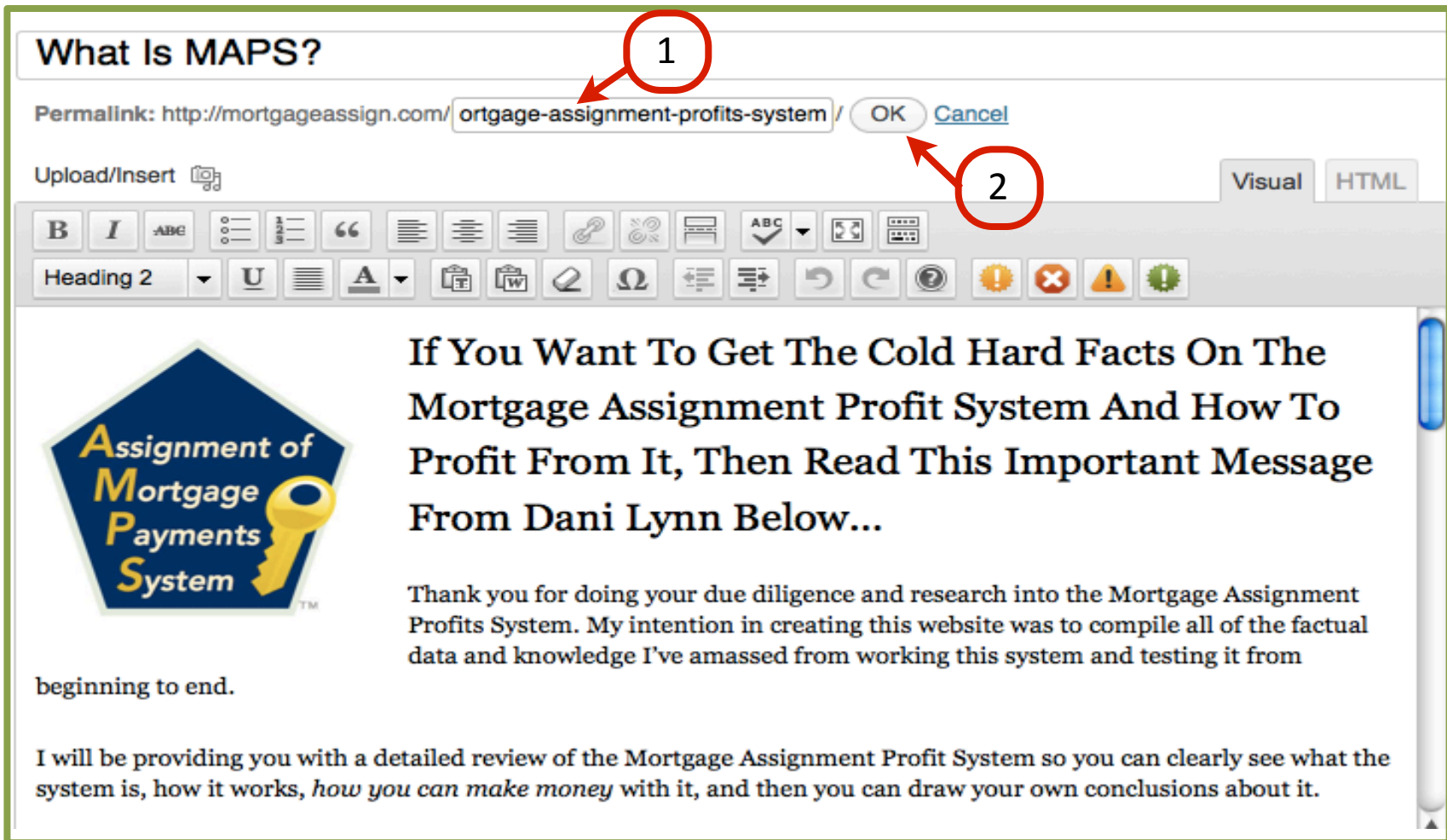
Thank you for doing your due diligence and research into the Mortgage Assignment Profits System. My intention in creating this website was to compile all of the factual data and knowledge I've amassed from working this system and testing it from beginning to end.

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.

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/>

Upload/Insert 

Visual HTML

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

Heading 2 **U**              



**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.

Rei Rockstars

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

Rei Rockstars

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*