

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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# Virtual Marketing Blueprint

## Website Optimization

### Objectives:


- 1) Website Optimization Overview
- 2) Setting Up Google Analytics
- 3) Building Google XML Sitemaps
- 4) Introduction To Google Webmasters
- 5) How To Speed Up Your Wordpress Website
- 6) Addendum: New Plugin- Ping Optimizer

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# Introduction to Website Optimization

## Website Optimization

### *What Is It?*

Website Optimization is many things, but for this module we are focusing on tracking your website traffic, assisting Google in indexing, speeding up your sites load time and being proactive about penalties like crawl errors, being tagged as a ping spammer and more.

### *Why Is It Important?*

Website optimization will give you an overall edge and boost to your websites performance, conversion and ranking.

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# Introduction to Website Optimization

## Website Optimization Factors

- Tracking web traffic
- Sitemaps for Google indexing
- Google bot crawl errors (broken links, etc)
- Ping Spamming
- Load Speed of Website
- Keyword Sourcing
- Google Search Conversion

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## Next Video...

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