

WELCOME TO

Virtual Marketing

Blueprint

Rei Rockstars

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Virtual Marketing Experts



Dani Lynn



Flip

Rei Rockstars

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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

On Page SEO

Objectives:

- 1) Introduction To On Page SEO
- 2) Reviewing On Page SEO's "Low Hanging Fruit"
- 3) Internal Linking Strategy Training
- 4) Closely Guarded On Page SEO Secrets
- 5) Addendum: Blogs & Internal Linking

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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.

Objective 1 Introduction To On Page SEO

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Introduction to On Page SEO

Objective 1 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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Virtual Marketing Blueprint

Next Video...

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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.

Objective 2 Reviewing On Page SEO's "Low Hanging Fruit"

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Introduction to "Low Hanging Fruit"

Objective 2 Reviewing On Page SEO's "Low Hanging Fruit"

The screenshot shows a browser window with the following elements:

- Title for my home page:** Points to the page title "Phill Grove's Mortgage Assignment Profits System Review".
- Description for my home page:** Points to the meta description "A quick and dirty review of Phill Grove's newly released Mortgage Assignment Profits System."
- Title for my home page:** Points to the browser tab title "Phill Grove's Mortgage Assignment Profits System Review".
- Example Meta Keywords:** A box containing "Mortgage Assignment Profit Review, Mortgage Assignment Profits Review, Mortgage Assignment, Mortgage Assignments".

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Introduction to "Low Hanging Fruit"

Objective 2 Reviewing On Page SEO's "Low Hanging Fruit"

The screenshot shows a browser window with the following elements:

- Title for a 3rd tier page:** Points to the browser tab title "Make Money With Mortgage Assignment Profits System | Mortgage Assignment Profits Review".
- Permalink:** Points to the URL "mortgageassignmentprofitsreview.com/...".
- Description for a 3rd tier keyword:** Points to the meta description "Underground Test Data Revealing How To Make Money With The Mortgage Assignment Profits System. Extremely Informative."
- Title for a 3rd tier keyword:** Points to the page title "Make Money With Mortgage Assignment Profits System | Mortgage ...".

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Introduction to “Low Hanging Fruit”

Objective 2 Reviewing On Page SEO's “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

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Introduction to “Low Hanging Fruit”

Objective 2 Reviewing On Page SEO's “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

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Introduction to “Low Hanging Fruit”

Objective 2 Reviewing On Page SEO's “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

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Introduction to “Low Hanging Fruit”

Objective 2 Reviewing On Page SEO's “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.

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WWN
Update
Step 1

Go to your wordpress dashboard and click on "Plugins" under the left side dashboard menu. Click on "Add New".

Objective 2 Reviewing On Page SEO's "Low Hanging Fruit"

The screenshot shows the WordPress dashboard. On the left sidebar, the 'Plugins' menu item is highlighted with a red circle and an arrow labeled '1'. In the main content area, the 'Plugins' section is visible, and the 'Add New' button is circled with a red circle and an arrow labeled '2'. Below the 'Add New' button, there are statistics 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 first plugin listed is 'Akismet', and the second is 'All in One SEO Pack'.

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WWN
Update
Step 2

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

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The screenshot shows the 'Install Plugins' page in WordPress. The search term 'platinum seo' is entered in the search box, which is circled with a red circle and an arrow labeled '1'. Below the search box, there is a table of search results. The first result is 'Platinum SEO Pack', which has a rating of 4.5 stars and a description that includes 'Optimizes your Wordpress blog for Search Engine Optimization'. The 'Install Now' button for this plugin is circled with a red circle and an arrow labeled '2'. Below the first result, there is another result for 'Missing Data Platinum SEO Pack Plugin, Add-on'.

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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](#)

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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".

DANI LYNN | Internet Marketing Coach

Dashboard

Migrate from All in one SEO

[FAQ](#) | [Feedback](#) | [What is new in version 1.3.4?](#) | [Wordpress SEO options](#) | [Please Donate](#) | [Save Bandwidth with Chennai Central Plugin](#)

Click the button to migrate All in one SEO options to Platinum SEO. **(It is recommended to back up your database before updating.)**

[Migrate from All in One SEO »](#)

[Go back to Platinum SEO Options Page»](#)

NOTE

1: Platinum SEO (in sidebar)

2: Migrate from All in one SEO (in sidebar)

3: Migrate from All in One SEO » (button)

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WWN Update Step 5

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".

Objective 2 Reviewing On Page SEO's "Low Hanging Fruit"

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](#) | [Support](#)

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):

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WWN Step 5 Example

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.

Objective 2 Reviewing On Page SEO's "Low Hanging Fruit"

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

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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.

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The screenshot shows the WordPress dashboard's Plugins page. The left sidebar has the 'Plugins' menu item highlighted with a red circle and arrow labeled '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 an arrow labeled '2'. Below the main screenshot, a separate box shows a yellow confirmation message: 'Plugin deactivated.' with an arrow labeled '3' pointing to it.

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WWN
Update
Step 7

Click on “Delete” Under the All in One SEO Pack Plugin. In the next window,click on “Yes, Delete these files”.

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The screenshot shows the WordPress dashboard's Plugins page. The 'All in One SEO Pack' plugin is selected, and its 'Delete' button is circled in red with an arrow labeled '1'. Below the main screenshot, a separate box shows a confirmation dialog titled 'Delete Plugin' with the text 'Are you sure you wish to delete these files?' and a 'Yes, Delete these files' button circled in red with an arrow labeled '2'. Another separate box shows a yellow confirmation message: 'The selected plugins have been deleted.' with an arrow labeled '3' pointing to it.

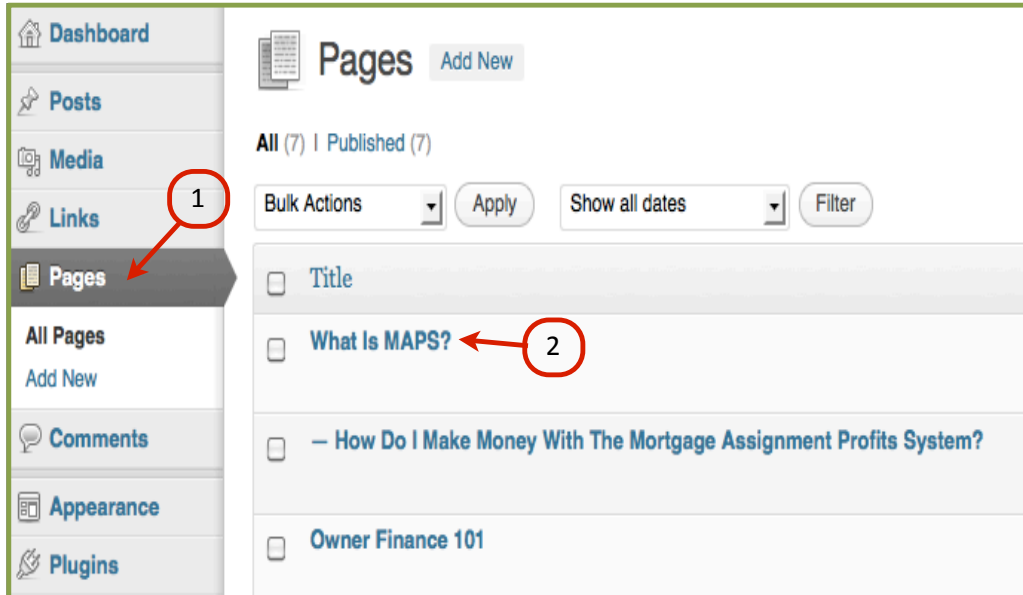
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Step 1

Go To “Pages” Under the left hand dashboard menu. Then click on the page you want to work on.

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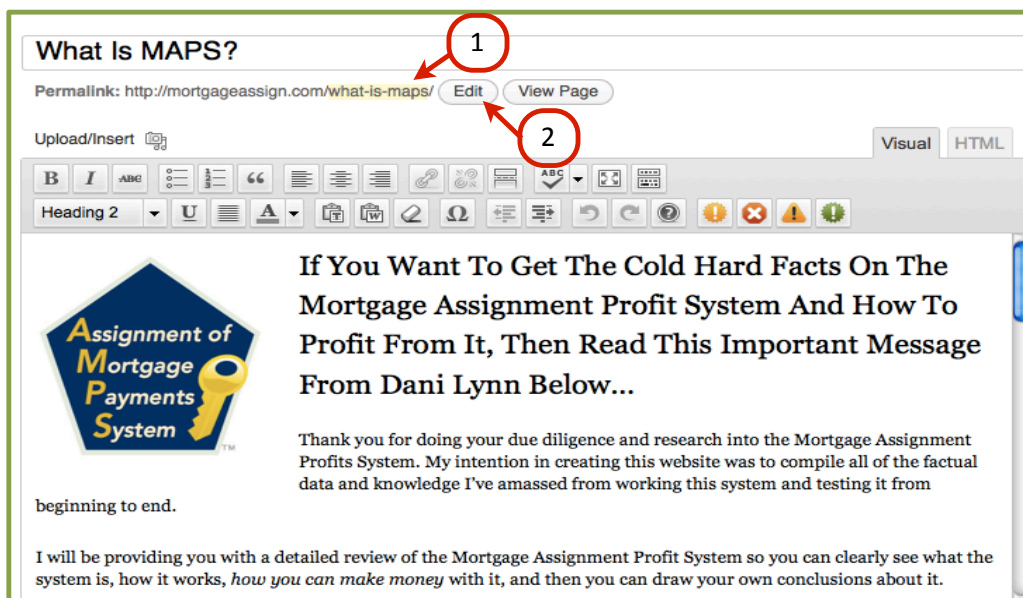
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Step 2

Double check your permalink. Does it contain your keywords? If not, click “Edit”.

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Step 3

Add your keywords with dashes in between words and then click "Okay". Then click "Update" to save page.

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What Is MAPS?

Permalink: <http://mortgageassign.com/ortgage-assignment-profits-system/> **OK** **Cancel**

Upload/Insert

Visual HTML

B I ABC

Heading 2 **U**

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.

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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".

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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

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:

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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 2 Reviewing On Page SEO's "Low Hanging Fruit"



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Introduction to Internal Linking

Internal Linking

What Is It?

Linking to and from pages within your website.

Why Is It Important?

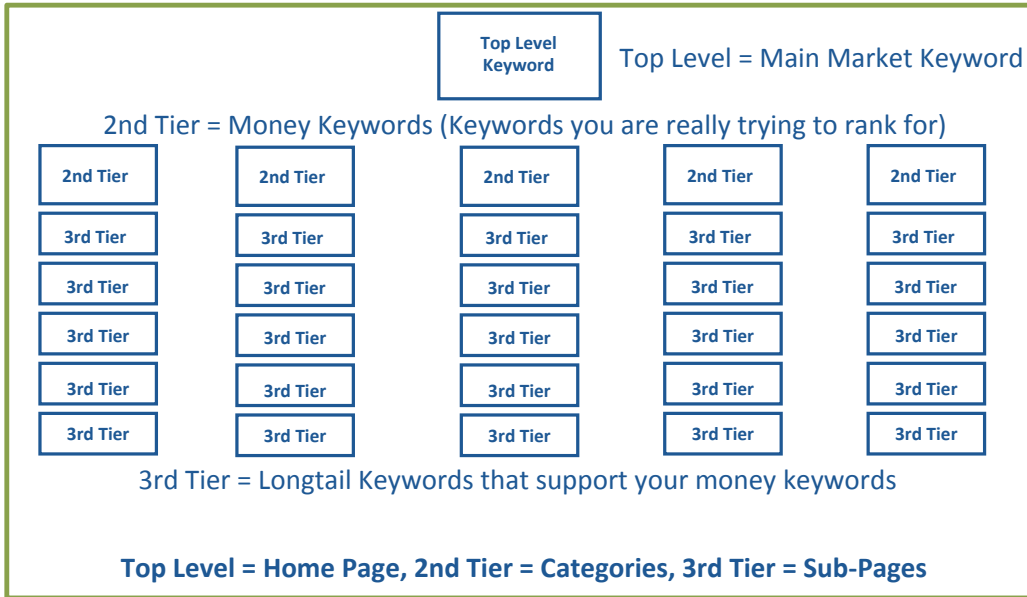
When Google Bots see a link in your site, they identify that link as a reference to another important page on or off your site and it passes authority on to that page.

Objective 3 Internal Linking Strategy Training

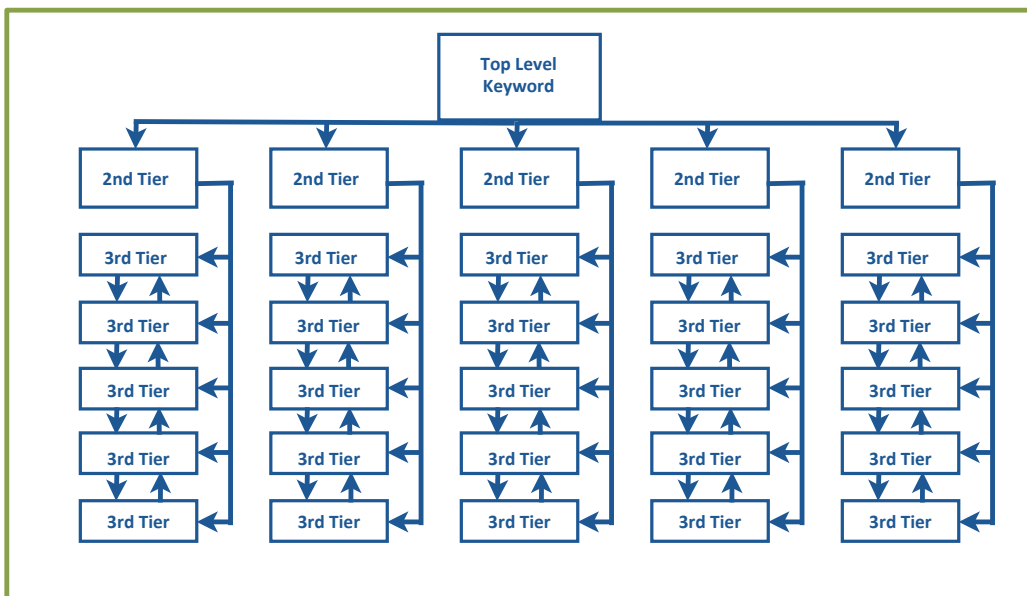
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Introduction to Internal Linking



Introduction to Internal Linking



Introduction to Internal Linking

Types of Internal Linking: Contextual Linking

Is It Legal?

Over the last couple of months I have spoken to hundreds of investors who heard about the [Assignment of Mortgage Payments System™ or AMPS™](#). One of the big questions, particularly in response to some negative accusations made about the legality of this process has caused investors to ask the question...

"Is AMPS™ Legal?"

See [Lawyer Scott Horne's AMPS™ Review Video?](#)

This is an important question because it doesn't matter [how much money you make](#) if at the end of the day, you end up in jail. Obviously, we the REI RockStars run our business with integrity, and would never put all our hard work at risk by doing something illegal.

That said, there are a number of reasons why I believe the AMPS™ are legal. I have formed these opinions by doing deals with my partners as well as talking to a number of attorneys who between themselves have done thousands of owner financed transactions without issue.

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Introduction to Internal Linking

Types of Internal Linking: Related Posts/Pages

You can do this manually or with a plugin...

Continue Your Research With These Below Articles:

- ✓ [Is The Assignment Of Mortgage Payments System™ A Scam?](#)
- ✓ [How does the Assignment of Mortgage Payments System™ work?](#)
- ✓ [What do I have to do to make money with the Assignment of Mortgage Payments System™?](#)
- ✓ [Cold Hard Facts On How To Profit With AMPS™](#)
- ✓ [Who Is Phill Grove?](#)
- ✓ [How To Succeed](#)
- ✓ [Is Phill Grove All Hype?](#)
- ✓ [How Much Does AMPS™ Cost?](#)



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Introduction to Internal Linking

Objective 3 Internal Linking Strategy Training

Types of Internal Linking: Side Bar



Featured Articles

- #1 Secret To Success
- AMPS™/MAPS Success Stories
- Cold Hard Facts on AMPS™
- How Does AMPS™ Work?
- How To Make Money With AMPS™
- How To Succeed
- Is AMPS™ a Scam?

Categories

- Assignment of Mortgage Payments System™ Review
- Mortgage Assignment Case Studies
- Q & A




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Introduction to Internal Linking

Objective 3 Internal Linking Strategy Training

Types of Internal Linking: Top Navigation Bar



ReiRockstars UnPlugged

Home 2012 Specials **Coaching Programs** Rave Reviews About/Contact Search this website...
GO

Welcome to the... UnPlugged

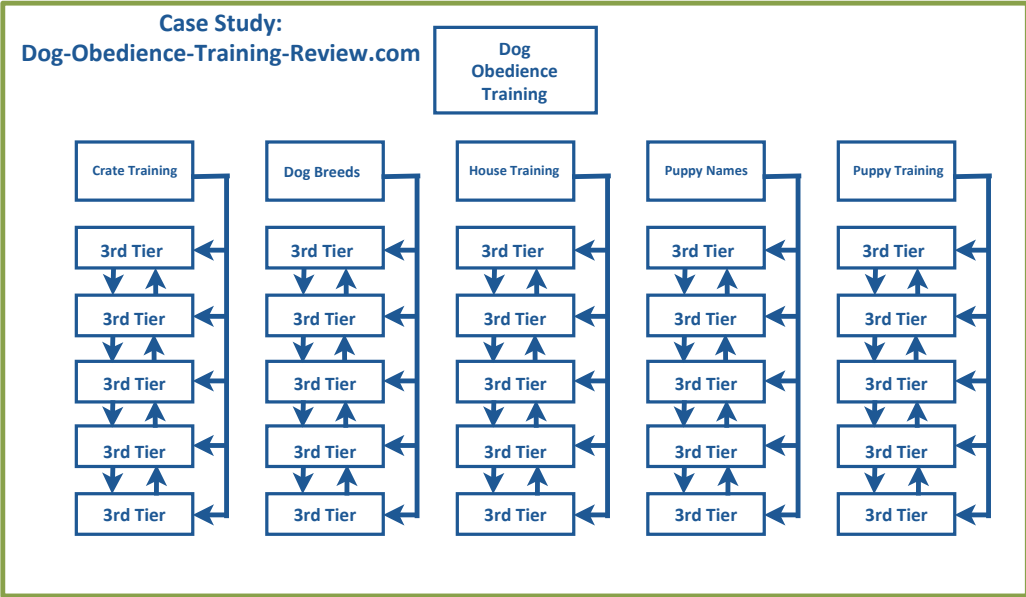
Log In
Username
admin
Password



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Introduction to Internal Linking

Objective 3 Internal Linking Strategy Training



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Introduction to Internal Linking

Objective 3 Internal Linking Strategy Training

Example of Internal Linking in Side Bars
dog-obedience-training-review.com



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Introduction to Internal Linking

Objective 3 Internal Linking Strategy Training

Example of Internal Linking: Contextual

dog-obedience-training-review.com

Also notice use of bold context throughout article

1. Get my puppies off to the best possible start in life.
2. Correct numerous behavioral problems in my older dogs.
3. Apply basic and advanced dog obedience training.

Please browse through my site, hopefully you'll discover [how to train a dog](#) yourself in an effective, positive and non violent manner.

You'll find lots of articles, tips and training advice, as well as my reviews of various popular dog training techniques including - [dog whispering](#), [clicker training](#), [puppy house training](#) and [dog obedience training](#).

This website has come about through years of research, reading, watching and most importantly real life hands on experience with my own dogs (and also my family's dogs).



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Introduction to Internal Linking

Objective 3 Internal Linking Strategy Training

Example of Internal Linking: Related Posts/Pages

dog-obedience-training-review.com

How To Train A Puppy	Solving Problem Behaviors	Dog Training For Obedience
Puppy Training	Dog Behavior Training	Obedience Commands
Best Puppy Food	Stop Dog Chewing	Sit Command
Choosing A Dog Breed	Excessive Barking	Dog Training Come
Puppy House Training	Digging Problems	Stay Command
Puppy Socialization	Separation Anxiety	Leash Training
Puppy Crate Training	Poop	Clicker Training
Stop Puppy Biting	Eating/Coprophagia	Dog Whisperer
	Dog Food Aggression	

You Are The Best Person In The World To Train Your Dog

The dog training methods I explore, discuss and review on this site all meet or exceed the above criteria. I have successfully used these home based, cutting edge dog training techniques to:

Dog Health Care and Dog Training Articles

[Puppy Crate Training system designed to crate train your dog fast](#)
Follow this step by step puppy crate training process to achieve great results for your dog. Vari Kennels and all mesh crates can be used in your crate training.

[Choosing A Dog Breed - Discover How To Choose A Dog Breed](#)
Choosing a dog breed is an important long term decision, put in some research to discover which breed of dog is right for you and your family. Includes a dog breed recommender and list of dog breeds.

[Dog Training Books | Impartial Dog Training Book Reviews | Puppy Training Ebooks](#)
Discover which dog training books are right for you and your dog. Read my detailed dog training book reviews including Secrets To Dog Training.

[Favorite Puppy Names - Huge List Of Popular Dog Names For Female And Male Dogs](#)
Find your favorite puppy names here - huge resource of popular dog names for female puppies and male puppies. Including cool dog names, cute dog names and unique puppy names.



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Introduction to Internal Linking

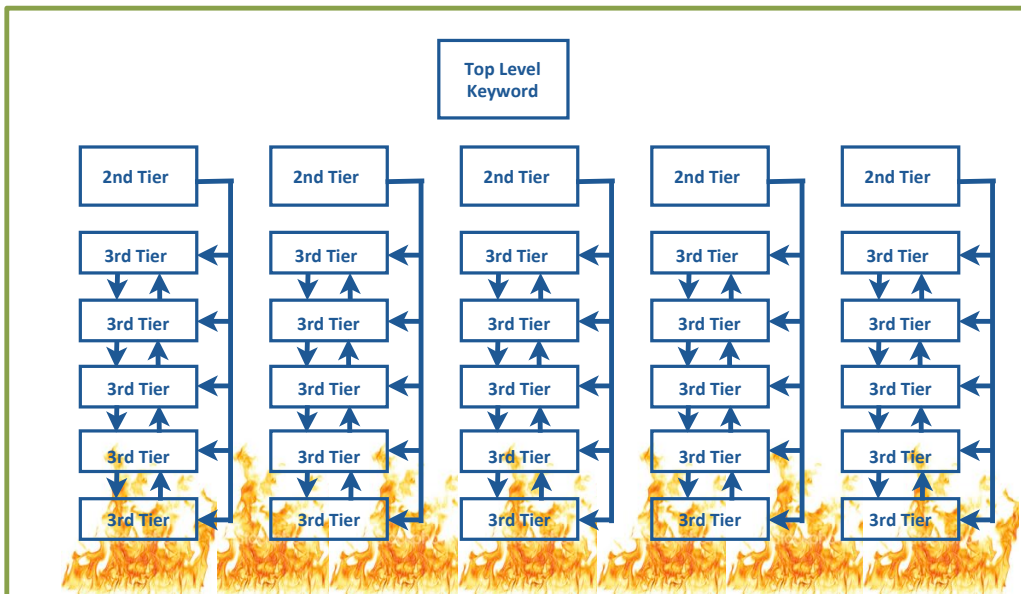
Internal Linking Tips

- Internal Linking is integral to SEO Success and one of the most overlooked components of SEO
- As 3rd tier pages (less competitive pages) gain authority through inbound links, 2nd tier pages start gaining authority as well.
- Rocket ship example



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Introduction to Internal Linking



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Step
1

Determine your linking strategy.

Objective 3 Internal Linking Strategy Training

Linking Strategies:

- Contextual
- Related Posts
- Side Bar
- Navigation Bar

Example:

- Related Posts & Contextual on Tier 2
- Contextual on Tier 3
- Side Bar

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Step
2

Create a text document with the url of every page on your site you plan on linking too.

Objective 3 Internal Linking Strategy Training

- 
1. What is MAPS?
<http://mortgageassign.com/what-is-mortgage-assignment-profits-system/>
 2. How do I make money with the mortgage assignment profits system?
<http://mortgageassign.com/what-is-mortgage-assignment-profits-system/how-do-i-make-money-with-the-mortgage-assignment-profits-system/>
 3. Owner Finance 101
[http://mortgageassign.com/owner-finance-101/ |](http://mortgageassign.com/owner-finance-101/)

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Step 3

Go to each page and begin implementing your linking strategy.

Objective 3 Internal Linking Strategy Training

What Is MAPS?


Permalink: <http://mortgageassign.com/what-is-mortga...profits-system/> Edit View Page

Upload/Insert

Visual HTML

B I

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.

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Step 4

For contextual linking: Highlight appropriate words and then click on the "insert link" icon.

Objective 3 Internal Linking Strategy Training

What Is MAPS?


Permalink: <http://mortgageassign.com/what-is-mortga...profits-system/> Edit View Page

Upload/Insert

Visual HTML

B I

Paragraph 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.

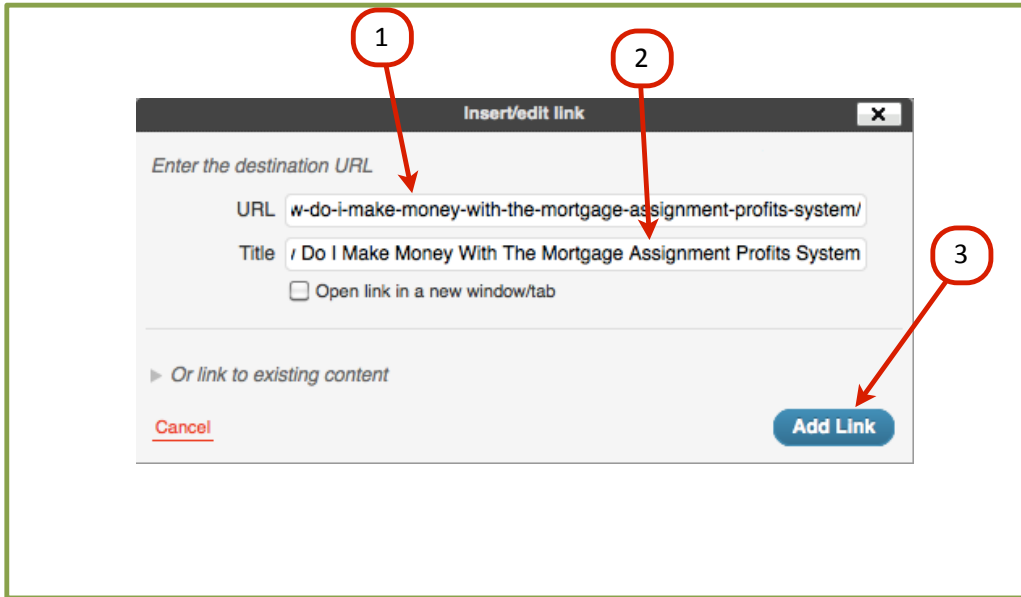
I will be providing you with a detailed review of the Mortgage Assignment Profit System so you can clearly see what the system is, how it works, *how you can make money* with it, and then you can draw your own conclusions about it.

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Step 5

Copy the url you want this text to link too and paste it into the URL field. Then type in the article title into the title field and click "Add Link".



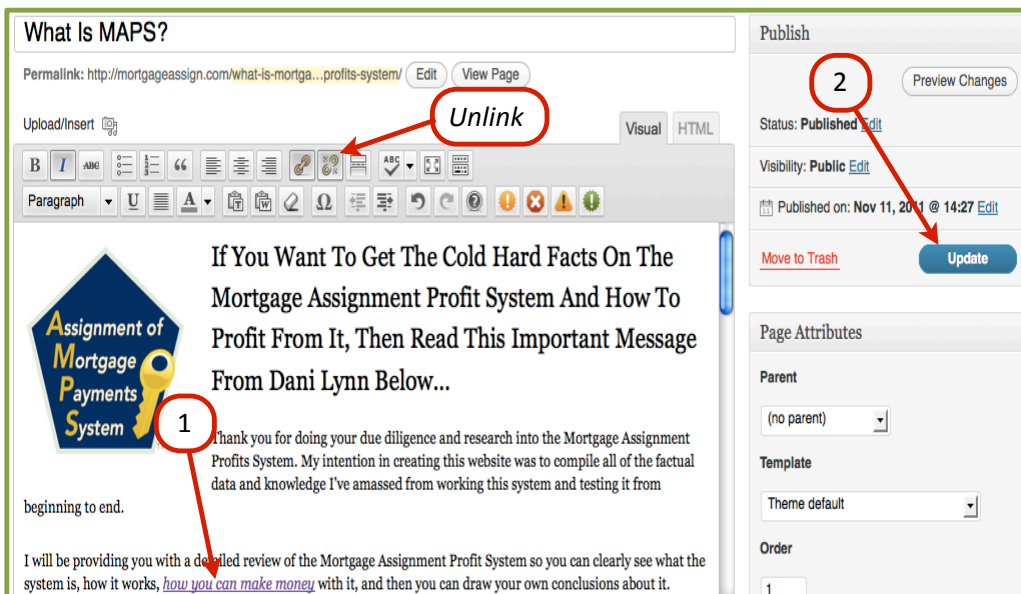
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Step 6

Verify link was added by change of color and underline, then click "update". Go to live web page to verify link works correctly. (If you need to fix a link, just highlight the link & click on the "unlink" icon and start again.)



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Step 7

For related post linking: Scroll to area of post you want to add related links and type in titles. (Add bullet points if you want and then link to the appropriate post by repeating steps 4 - 6.)

What Is MAPS?

Permalink: <http://mortgageassign.com/what-is-mortga...profits-system/> Edit View Page

Upload/Insert Visual HTML

Generating Leads With MAPS

And you'll soon discover the actual results of my testing FAR exceeded my expectations. I applied a few simple marketing strategies (the same strategies I teach my team, clients, and business partners) and had my phone ringing off the hook my first WEEK using the Mortgage Assignment Profit System. Needless to say, I was totally shocked by how well this system helped me with generating leads.]

Other related posts you may want to read:

- How to Make Money With the Mortgage Assignment Profits System
- Cold Hard Facts About The Mortgage Assignment Profits System

Path: p
Word count: 469
Draft saved at 1:17:04 am. Last edited by Dani Lynn Robison on January 2, 2012 at 1:06 am

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Plugin Option

For related post linking: You Can Also Install "Yet Another Related Posts Plugin".

Install Plugins

Search | Search Results | Upload | Featured | Popular | Newest | Recently Updated

Term: yet another related posts Search Plugins

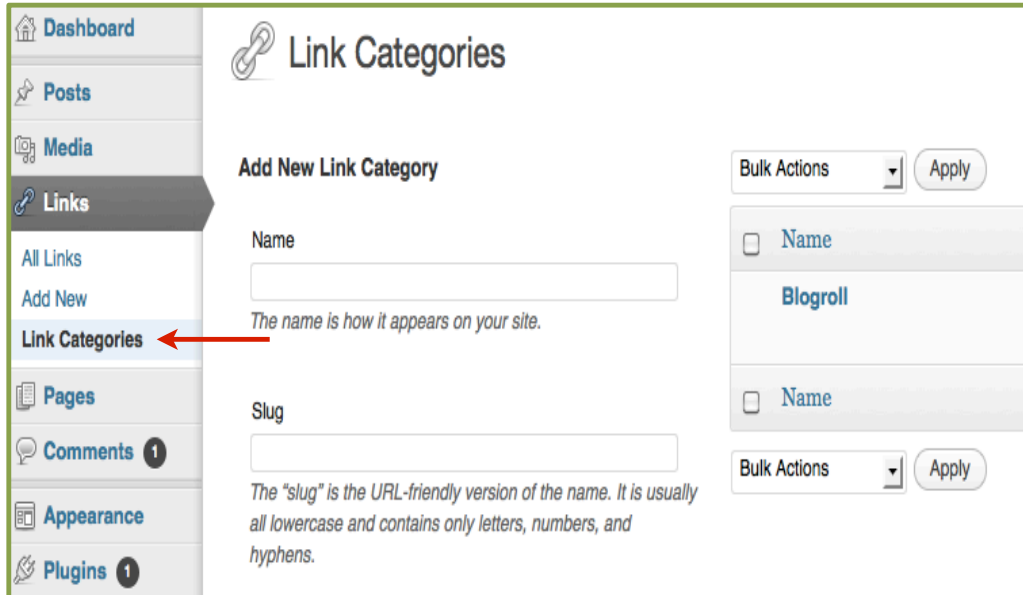
Name	Version	Rating	Description
Yet Another Related Posts Plugin Details Install Now	3.4.3	★★★★☆	Yet Another Related Posts Plugin introducing the reader to other... An advanced and versatile algo... categories, and now custom tax... (Michael Yoshitaka Erlewine).
Yet Another Featured Posts Plugin (YAFPP) Details Install Now	1.4	★★★★☆	Yet Another Featured Posts Plu... Simply check the 'featured stars... unfeature a post. This info is po... This interface for featuring/unfe...

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Step 8

For side bar linking: Go to “Link Categories” under the left dashboard “links” tab.

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The screenshot shows the WordPress admin interface for the 'Link Categories' page. On the left sidebar, the 'Links' menu is expanded, and 'Link Categories' is highlighted with a red arrow. The main content area is titled 'Link Categories' and contains an 'Add New Link Category' form. The form has two input fields: 'Name' and 'Slug'. The 'Name' field contains the text 'Blogroll'. Below the 'Name' field is a 'Bulk Actions' dropdown menu set to 'Name' and an 'Apply' button. The 'Slug' field is empty. Below the 'Slug' field is another 'Bulk Actions' dropdown menu set to 'Name' and an 'Apply' button. The page also includes a 'Description' field and an 'Add New Link Category' button at the bottom.

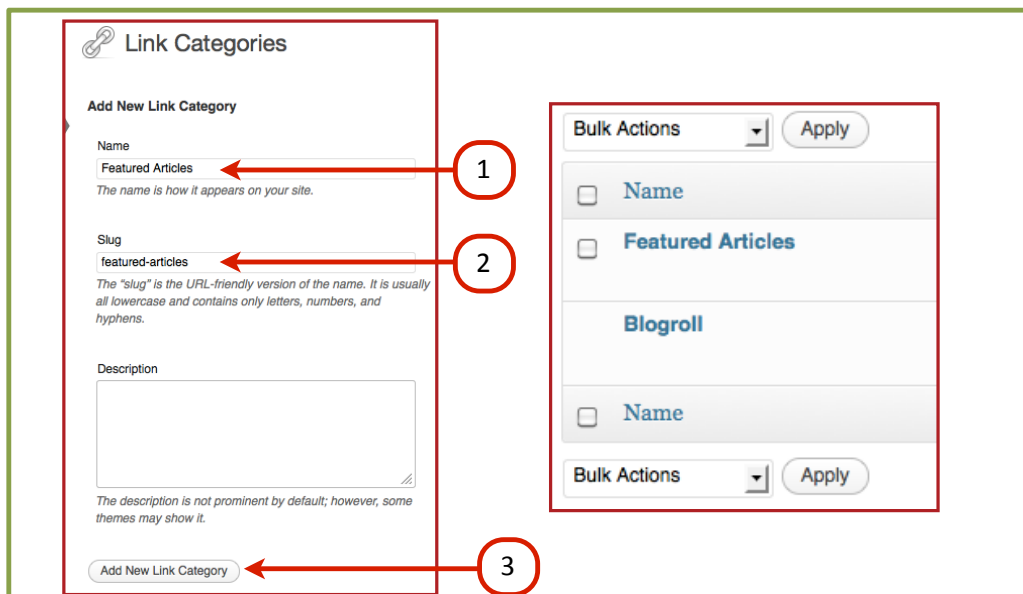
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Step 9

Add “Featured Articles” (or something similar you may like) to the name field. Then add “featured-articles” to the slug field. Click “Add New Link Category”.

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The screenshot shows the WordPress admin interface for the 'Link Categories' page, similar to the previous one, but with red annotations. A red box highlights the 'Add New Link Category' form. Three red circles with numbers 1, 2, and 3 are placed next to the form. Red arrows point from these circles to the 'Name' field (containing 'Featured Articles'), the 'Slug' field (containing 'featured-articles'), and the 'Add New Link Category' button. The 'Bulk Actions' dropdown menu is set to 'Name' and the 'Apply' button is visible.

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Step 10

Next, go to "All Links" under the left dashboard menu.

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The screenshot shows the WordPress dashboard with the 'Links' menu item highlighted in the left sidebar. A red arrow points to 'All Links' under the 'Links' menu. The main content area shows the 'Links' page with a table of links. The table has columns for 'Name' and 'URL'. One link is visible: 'Documentation' with the URL 'codex.wordpress.org'.

<input type="checkbox"/>	Name	URL
<input type="checkbox"/>	Documentation	codex.wordpress.org

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Step 11

Start by deleting all default wordpress links if you haven't already. Check the box next to "Name" and this will select all links.

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The screenshot shows the WordPress dashboard with the 'Links' page. A red arrow points to the checkbox next to the 'Name' header in the table. The table has columns for 'Name', 'URL', 'Categories', 'Relationship', 'Visible', and 'Rating'. Several default WordPress links are listed.

<input type="checkbox"/>	Name	URL	Categories	Relationship	Visible	Rating
<input type="checkbox"/>	Documentation	codex.wordpress.org	Blogroll		Yes	0
<input type="checkbox"/>	Plugins	wordpress.org/extend/plugins	Blogroll		Yes	0
<input type="checkbox"/>	Suggest Ideas	wordpress.org/extend/ideas	Blogroll		Yes	0
<input type="checkbox"/>	Support Forum	wordpress.org/support	Blogroll		Yes	0
<input type="checkbox"/>	Themes	wordpress.org/extend/themes	Blogroll		Yes	0
<input type="checkbox"/>	WordPress Blog	wordpress.org/news	Blogroll		Yes	0
<input type="checkbox"/>	WordPress Planet	planet.wordpress.org	Blogroll		Yes	0
<input type="checkbox"/>	Name	URL	Categories	Relationship	Visible	Rating

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Step 12

Then use the drop down menu to select "Delete" and then click "Apply".

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<input checked="" type="checkbox"/>	Name	URL	Categories	Relationship	Visible	Rating
<input checked="" type="checkbox"/>	Documentation	codex.wordpress.org	Blogroll		Yes	0
<input checked="" type="checkbox"/>	Plugins	wordpress.org/extend/plugins	Blogroll		Yes	0
<input checked="" type="checkbox"/>	Suggest Ideas	wordpress.org/extend/ideas	Blogroll		Yes	0
<input checked="" type="checkbox"/>	Support Forum	wordpress.org/support	Blogroll		Yes	0
<input checked="" type="checkbox"/>	Themes	wordpress.org/extend/themes	Blogroll		Yes	0
<input checked="" type="checkbox"/>	WordPress Blog	wordpress.org/news	Blogroll		Yes	0
<input checked="" type="checkbox"/>	WordPress Planet	planet.wordpress.org	Blogroll		Yes	0
<input checked="" type="checkbox"/>	Name	URL	Categories	Relationship	Visible	Rating

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Step 13

Then click "Add New".

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7 links deleted

<input type="checkbox"/>	Name	URL
<input type="checkbox"/>	Name	URL

No links found.

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Step 14

Add the Name of the link, then the copy/paste the url, then type in the full description & then check the appropriate category box. Then Click "Add Link". (Check website to verify the link works.)

The screenshot shows the 'Add New Link' form in WordPress. It includes fields for Name, Web Address, Description, and Categories. Red circles and arrows point to specific elements: 1 points to the Name field, 2 to the Web Address field, 3 to the Description field, 4 to the 'Featured Articles' checkbox in the Categories section, and 5 to the 'Add Link' button. A red box labeled 'Important' points to the 'Add Link' button. A blue box labeled 'NOTE: You must have the link widget active for this linking strategy to work.' is also present.

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Step 15

For top navigation bar linking: Go to "Menus" under the left dashboard "Appearance" tab.

The screenshot shows the WordPress dashboard with the 'Appearance' tab selected. The 'Menus' option is highlighted in the left sidebar with a red arrow. The main content area shows the 'Menus' configuration page, including a 'Custom Links' section with fields for URL and Label, and a 'Pages' section with a list of pages to be added to the menu.

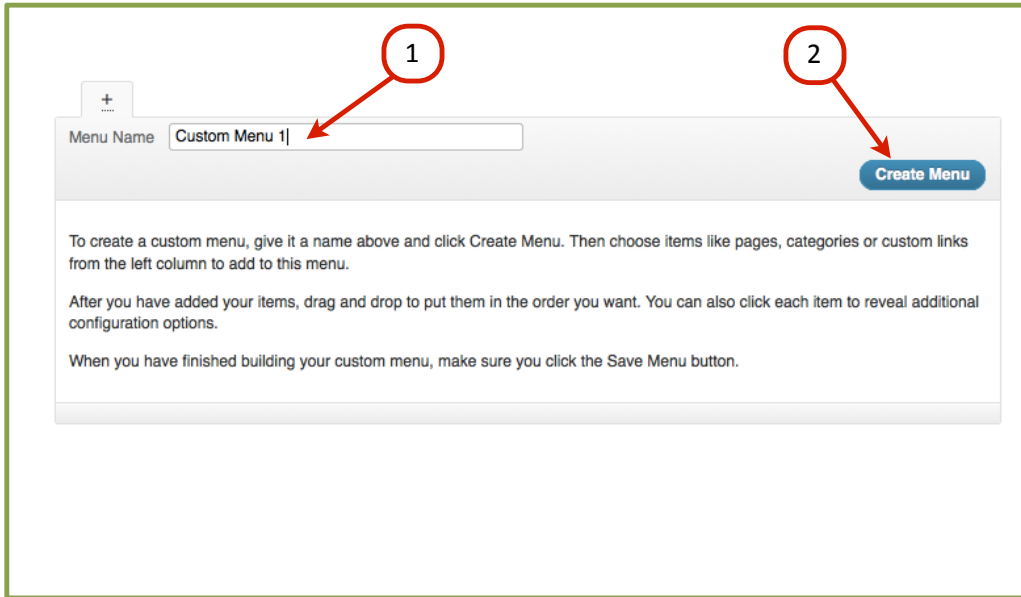
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Step
16

Create a custom menu name of your choosing and type it into the “menu name” field and then click “Create Menu”.



The screenshot shows a form titled 'Menu Name' with a text input field containing 'Custom Menu 1'. A red circle with the number '1' is around the input field, and a red arrow points from it to the field. To the right of the input field is a blue button labeled 'Create Menu'. A red circle with the number '2' is around the button, and a red arrow points from it to the button. Below the form is instructional text: 'To create a custom menu, give it a name above and click Create Menu. Then choose items like pages, categories or custom links from the left column to add to this menu. After you have added your items, drag and drop to put them in the order you want. You can also click each item to reveal additional configuration options. When you have finished building your custom menu, make sure you click the Save Menu button.'

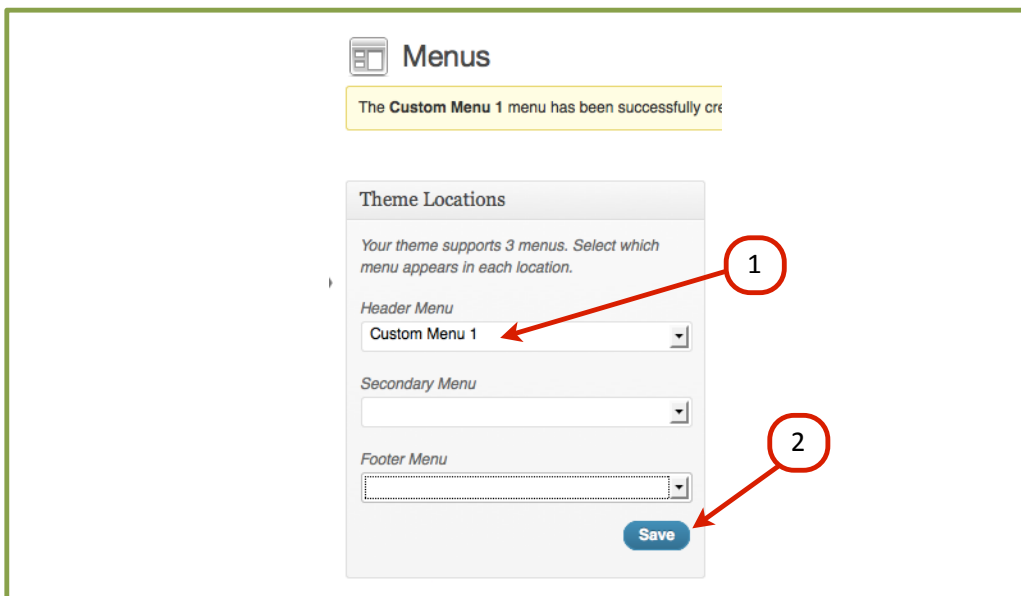
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Step
17

Use the drop down menu under “Header Menu” to choose your custom menu and then click “Save”.



The screenshot shows the 'Menus' configuration page. At the top, there is a message: 'The Custom Menu 1 menu has been successfully created'. Below this is a section titled 'Theme Locations' with the instruction: 'Your theme supports 3 menus. Select which menu appears in each location.' There are three dropdown menus: 'Header Menu' (selected with 'Custom Menu 1'), 'Secondary Menu' (empty), and 'Footer Menu' (empty). A blue 'Save' button is at the bottom right. Red circles with numbers '1' and '2' are around the 'Header Menu' dropdown and the 'Save' button, respectively, with red arrows pointing to them.

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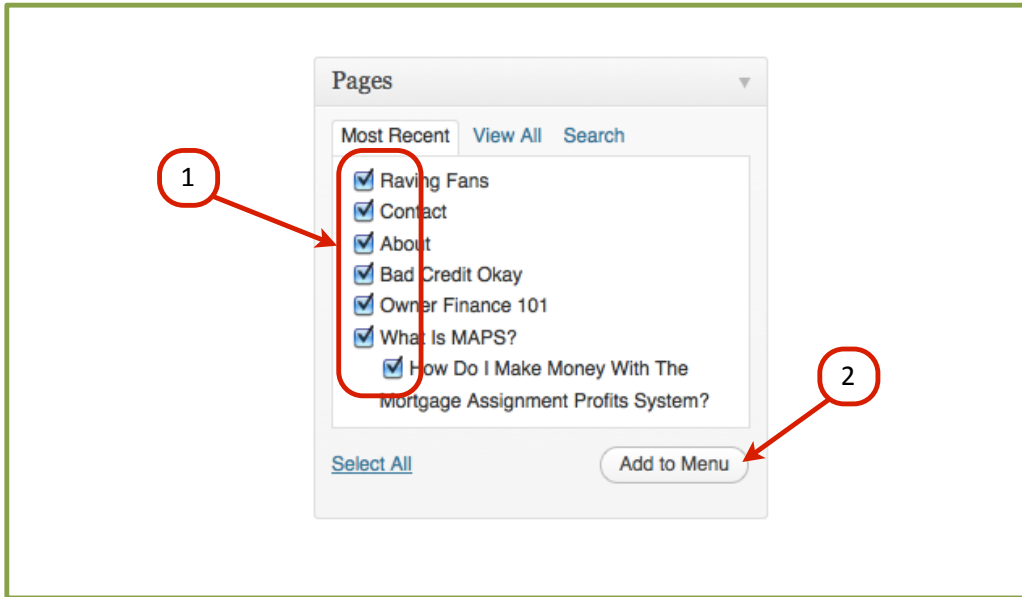
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Step 18

Scroll down to pages and check the menu items that you want to appear in your main website menu and click "Add to Menu".

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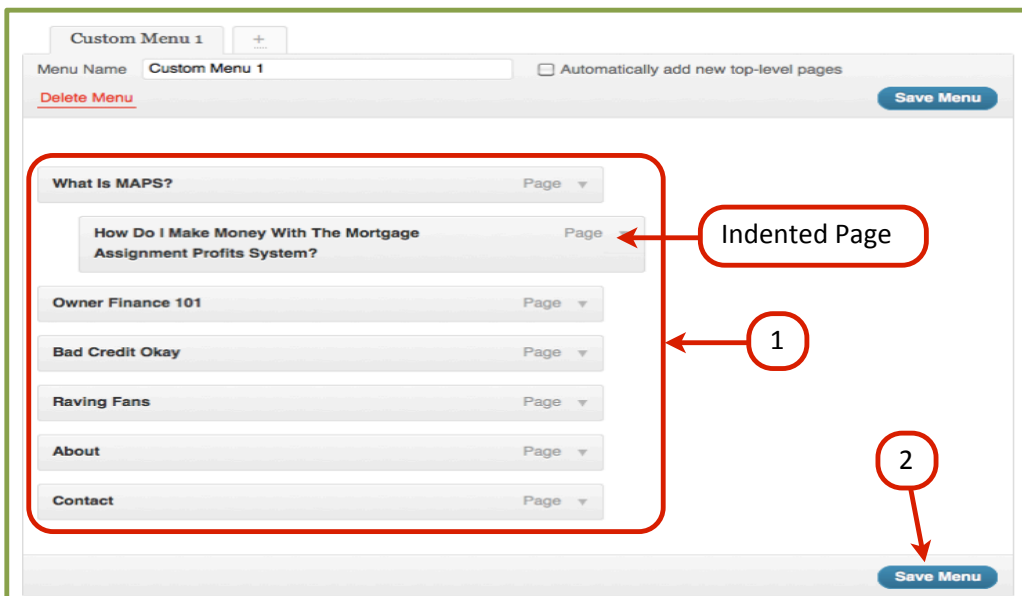
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Step 19

Drag boxes around to put the menu items in order. Indent a menu item if you want it to follow under a 2nd tier main menu item. When done, click "Save Menu" and check website.

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Virtual Marketing Blueprint

Next Video...

Objectives:

- 1) Introduction To On Page SEO
- 2) Reviewing On Page SEO's "Low Hanging Fruit"
- 3) Internal Linking Strategy Training
- 4) Closely Guarded On Page SEO Secrets**
- 5) Addendum: Blogs & Internal Linking

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Virtual Marketing Blueprint

On Page SEO

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Introduction to SEO Secrets

Objective 4 Closely Guarded On Page SEO Secrets

SEO Secrets

What Is It?

Little-known facts that will help your On Page SEO efforts:

- Duplication Penalties
- 301 Direct
- Footer Menu Items

Why Is It Important?

These are items most people don't even know about and they have an affect on your SEO Rankings.

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SEO Secrets

Objective 4 Closely Guarded On Page SEO Secrets

Little-Known SEO Tips:

- Don't duplicate title tags & descriptions
 - Google bots are lazy so they will assume every post is about the same thing which means duplicate content. The will stop crawling which means the page doesn't get indexed and you may be penalized.
- Configure www. to non-www.
 - NOT doing this puts you at risk for a duplicate content penalty which will lower your rankings
 - Wordpress does this for you in "Settings"

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SEO Secrets

Little-Known SEO Tips:

- Broken links
 - Search engines will penalize you for broken links. Most common problem is from permalink changes. 301 Directs by the Platinum SEO plugin help fix this.
- Footer Menus
 - You can add footer menus to link to more articles (especially 3rd tier articles that are poorly written by outsourcers).
 - This is an advanced SEO strategy and you can customize a footer menu the same way you customized your main menu.

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Virtual Marketing Blueprint

On Page SEO

Addendum:



Blogs & Internal Linking



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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.

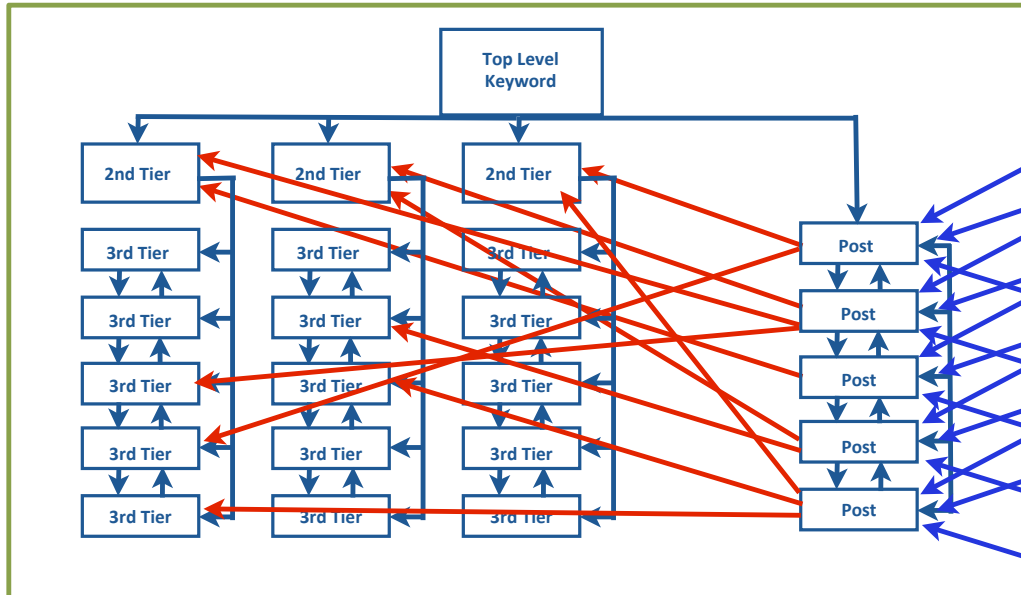
Addendum: Blogs And Internal Linking

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Internal Linking & Blogs

Addendum: Blogs And Internal Linking



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Introduction to Blog Linking

Addendum: Blogs And Internal 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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Warning: Blog Posting

Blog Posting Warning

Warning: Let your site sit too long without posting new content...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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Virtual Marketing Blueprint

On Page SEO

Objectives:

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- Reviewing On Page SEO's "Low Hanging Fruit"
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- Addendum: Blogs & Internal Linking

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VMB: On Page SEO Homework



Prior to the start of the next session, you should complete the following tasks:

- 1) Upload Platinum SEO Pack Plugin
- 2) Add Title Tags, Meta Description, Meta Keywords & Correct Permalinks To All Pages & Posts.
- 3) Determine & Implement Your Internal Linking Strategy
- 4) Determine & Implement Your Blog Linking & Posting Strategy

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Thank You!



*We look forward to seeing you on the next
Virtual Marketing Blueprint Q & A Session!
Dani Lynn, Flip, Tucker and Sasha*

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