

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.

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Objective 1 Introduction To On Page SEO

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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Objective 1 Introduction To On Page SEO

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.

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

Introduction to "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.

Title for my home page

Phill Grove's Mortgage Assignment Profits System Review

Phill Grove's Mortgage Assignm... x +

Example Meta Keywords: Mortgage Assignment Profit Review, Mortgage Assignment Profits Review, Mortgage Assignment, Mortgage Assignments

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Introduction to "Low Hanging Fruit"

Title for a 3rd tier page

Make Money With Mortgage Assignment Profits System | Mortgage Assignment Profits Review

Make Money With Mortgage Ass... x +

Permalink

[Make Money With Mortgage Assignment Profits System | Mortgage ...](#)

[mortgageassignmentprofitsreview.com/...](http://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

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

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

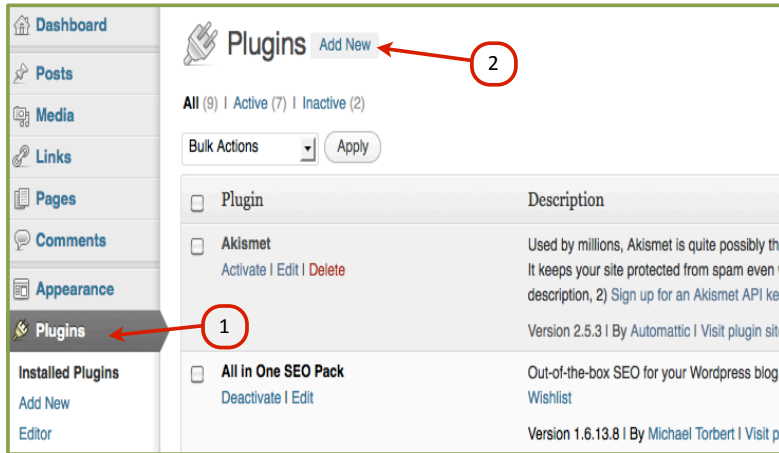
- These are links on any website that indicate to the google bots that they should NOT FOLLOW that link to the next web page.
- No Follow links do not provide link juice but they still provide a link for other users to gain access to another page.

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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".



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WWN Update Step 2

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



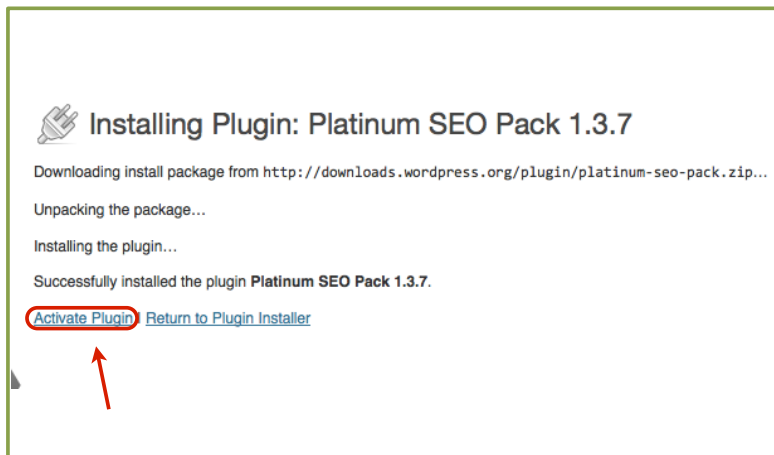
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WWN Update Step 3

Once Installed, Click on "Activate Plugin"



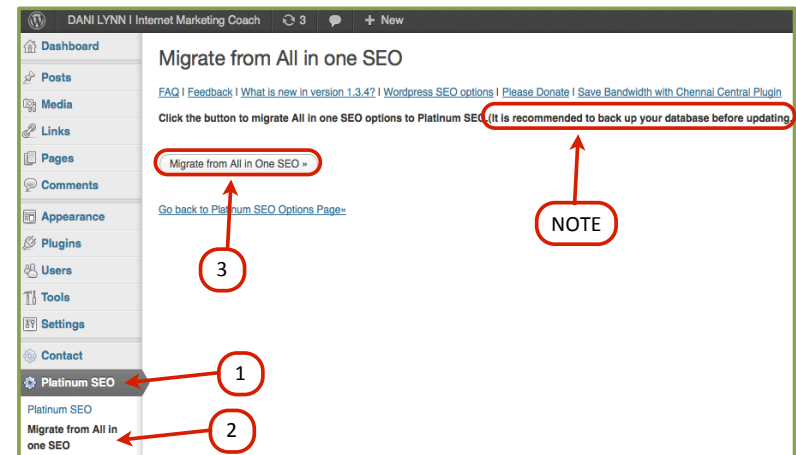
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WWN Update Step 4

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".



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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".

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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.

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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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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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Step 1

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

The screenshot shows the WordPress dashboard with the 'Pages' menu item highlighted in the left sidebar (indicated by a red circle with the number 1). In the main content area, the 'Pages' section is active, showing a list of pages. The page titled 'What Is MAPS?' is selected, indicated by a red circle with the number 2.

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Step 2

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

The screenshot shows the 'Edit Page' interface for the page 'What Is MAPS?'. The 'Edit' button is highlighted with a red circle and the number 1. The 'Permalink' field shows 'http://mortgageassign.com/what-is-maps/' and is also highlighted with a red circle and the number 2.

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Step 3

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

The screenshot shows the 'Edit Page' interface with the 'Permalink' field edited to 'http://mortgageassign.com/ortgage-assignment-profits-system/'. The 'OK' button is highlighted with a red circle and the number 1. The 'Update' button is also highlighted with a red circle and the number 2.

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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".

The screenshot shows the 'Platinum SEO Pack' section. The 'Title' field is highlighted with a red circle and the number 1. The 'Description' field is highlighted with a red circle and the number 2. The 'Keywords' field is highlighted with a red circle and the number 3. The 'index, follow' radio button is selected and highlighted with a red circle and the number 4.

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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.

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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.

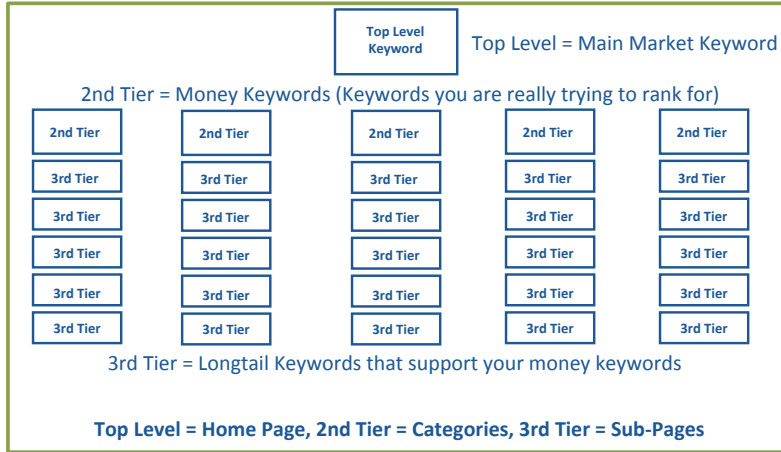
Objective 3: Internal Linking Strategy Training

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Introduction to Internal Linking

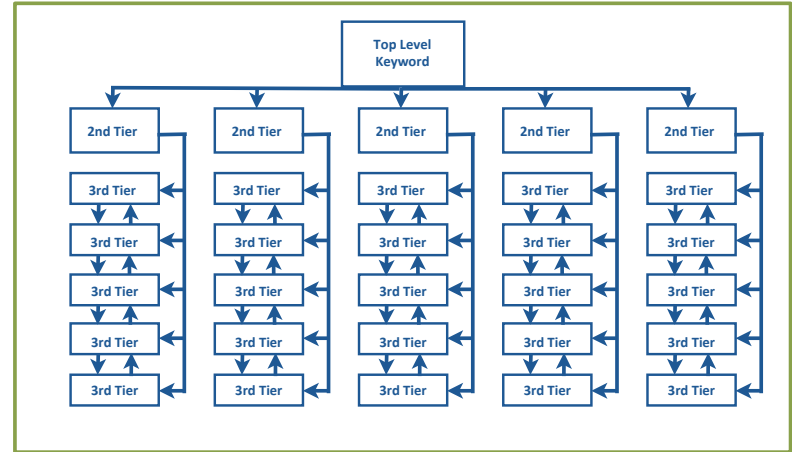
Objective 3 Internal Linking Strategy Training



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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

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

Objective 3 Internal Linking Strategy Training

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

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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

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Types of Internal Linking: Top Navigation Bar

Rei Rockstars UnPlugged

Home 2012 Specials Coaching Programs Live Reviews About/Contact Search this website...
 Group Coaching
 Internet Marketing Coaching
 Power of 5
 Ultimate Uber Agent
 One On One Coaching

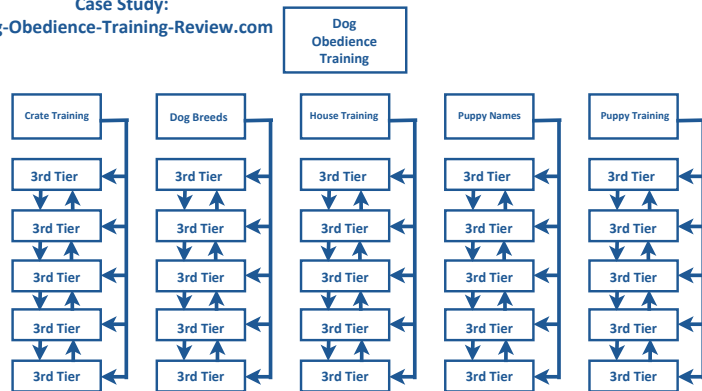
Welcome to th... UnPlugged
 Published March 10, 2...
 Log In
 Username
 admin
 Password

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Introduction to Internal Linking

Objective 3 Internal Linking Strategy Training

Case Study: Dog-Obedience-Training-Review.com



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Example of Internal Linking in Side Bars

dog-obedience-training-review.com

DOG TRAINING

- BEHAVIOR PROBLEMS
- DOG OBEDIENCE
- CLICKER TRAINING
- DOG WHISPERING
- COOL DOG TRICKS
- DOG TRAINING BOOKS
- DOG TRAINING FORUM
- DOG HEALTH**
- DOG HEALTH CARE
- DOG GROOMING
- BEST DOG FOOD

EDITOR'S PICKS

- TOP 10 DOG BREEDS FOR CHILDREN
- HOW TO STOP PUPPY BITING
- CRATE TRAINING INTRODUCTION
- SEPARATION ANXIETY IN DOGS
- STOP DOG BARKING
- STOP DOG CHEWING PROBLEMS
- HOW TO STOP DOGS FROM DIGGING
- DON'T THAT DON'T SHED

Hot Content

TOP 10 POPULAR

- 10 Dog Breeds for Children
Discover what the Top 10 dog breeds for children are!
READ MORE
- 10 Dogs that don't shed
According to the AKC, these are the top 10 non-shedding dogs...
READ MORE
- 10 Most Popular Dog Breeds
Every year, the AKC ranks what the 10 most popular dog breeds are...
READ MORE
- 10 Most Expensive Breeds
Some dog breeds are more expensive than others...
READ MORE
- 10 Smartest Dog Breeds
Some dogs are smarter than others - but which are the smartest?
READ MORE
- Top Ten Dog Breeds For An Apartment
Do you live in small quarters? Then this is the list for you!

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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).



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 Eating/Coprophagia | Clicker Training |
| Stop Puppy Biting | Dog Food Aggression | Dog Whisperer |

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.



Introduction to Internal Linking

Objective 3 Internal Linking Strategy Training

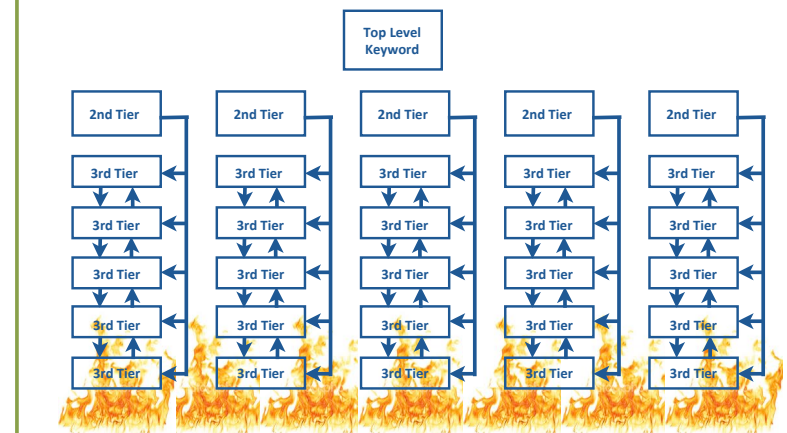
Internal Linking Tips

- 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



Introduction to Internal Linking

Objective 3 Internal Linking Strategy Training



Step 1

Determine your linking strategy.

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.

Article Title

Article URL

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/>

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Step 3

Go to each page and begin implementing your linking strategy.

What Is MAPS?

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

Upload/Insert

Visual HTML



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.

What Is MAPS?

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

Upload/Insert

Visual HTML



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...

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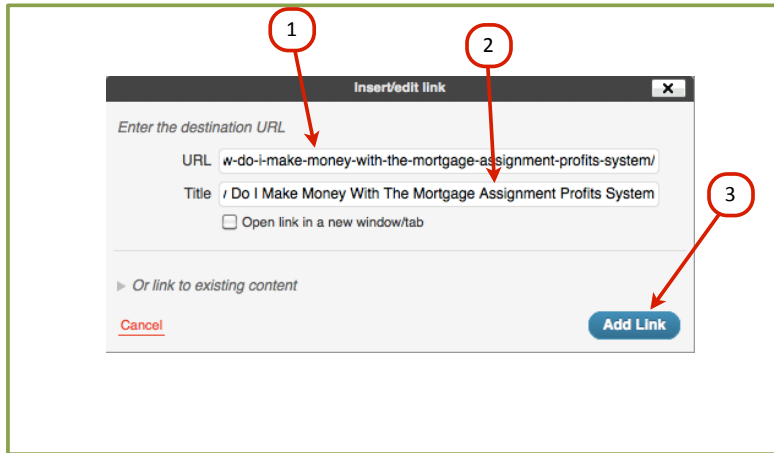
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Step 5

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".



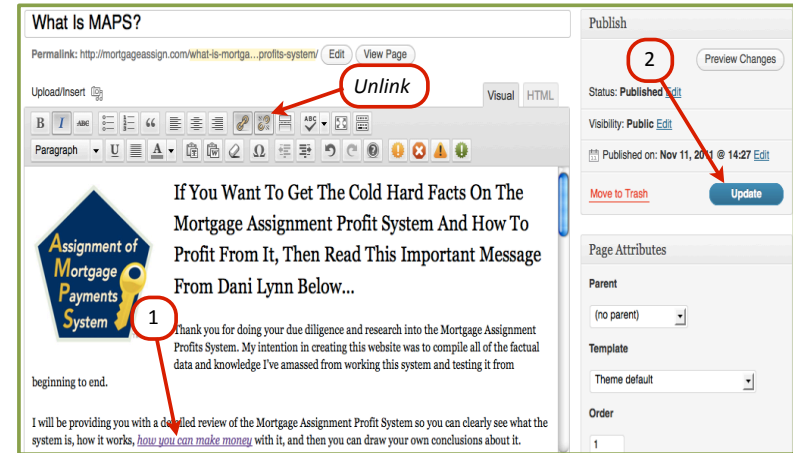
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Step 6

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.)



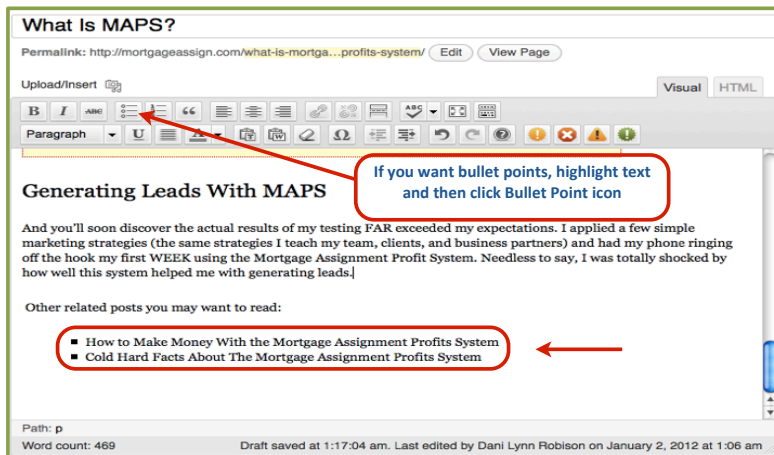
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Step 7

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.)



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Plugin Option

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



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Step 8

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

Dashboard

Posts

Media

Links

All Links

Add New

Link Categories

Pages

Comments 1

Appearance

Plugins 1

Link Categories

Add New Link Category

Name

The name is how it appears on your site.

Slug

The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.

Name

Blogroll

Name

Bulk Actions

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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".

Link Categories

Add New Link Category

Name

The name is how it appears on your site.

Slug

The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.

Description

The description is not prominent by default; however, some themes may show it.

Bulk Actions

Name

Featured Articles

Blogroll

Name

Bulk Actions

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Step 10

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

Dashboard

Posts

Media

Links

All Links

Add New

Link Categories

Links

Bulk Actions

| <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 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.

Dashboard

Posts

Media

Links

All Links

Add New

Link Categories

Links

Bulk Actions

| <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".

| <input 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 type="checkbox"/> | Name | URL | Categories | Relationship | Visible | Rating |

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Step 13

Then click "Add New".

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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.)

Important

NOTE: You must have the link widget active for this linking strategy to work.

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Step 15

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

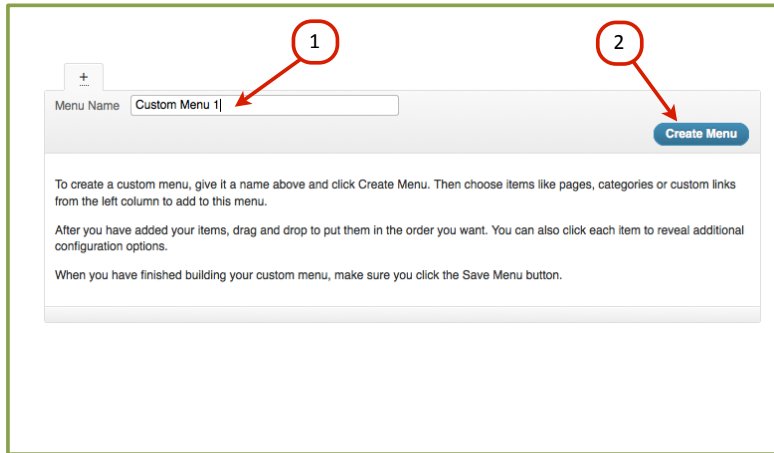
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Step 16

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



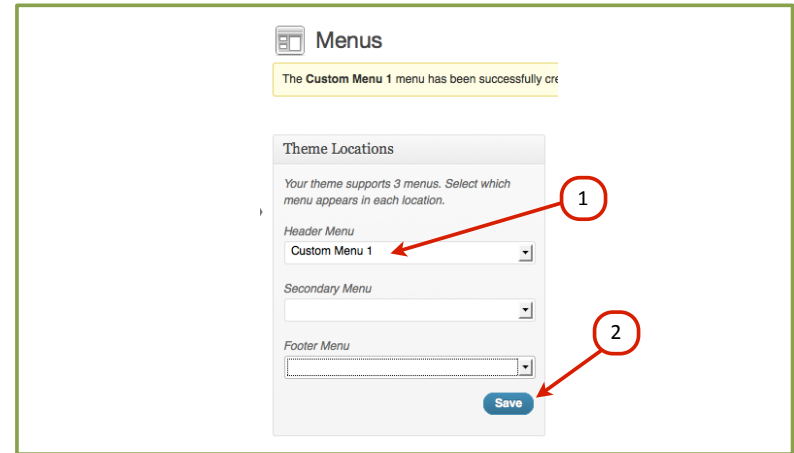
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Step 17

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



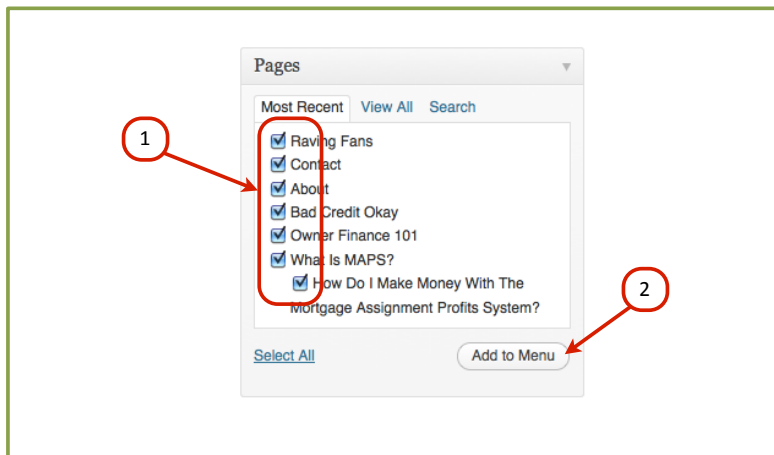
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Step 18

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



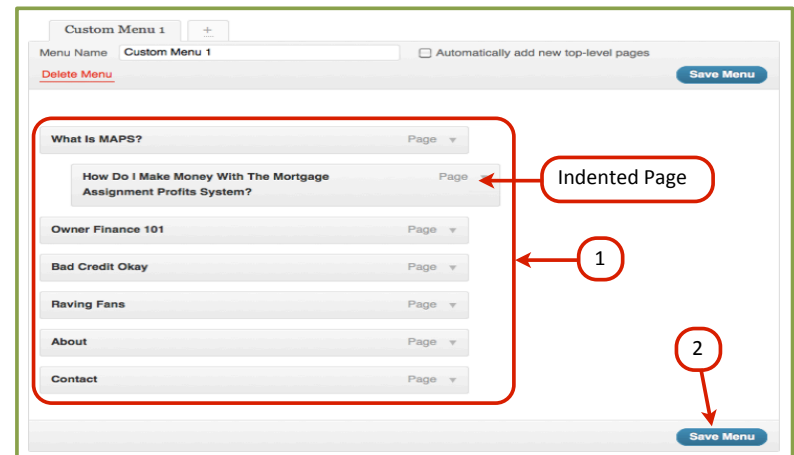
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Step 19

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

Objectives:

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Introduction to 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.

Objective 4: Closely Guarded On Page SEO Secrets

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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"

Objective 4: Closely Guarded On Page SEO Secrets

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SEO Secrets

Objective 4: Closely Guarded On Page 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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Next Video...

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Virtual Marketing Blueprint

On Page SEO

Addendum:

Blogs & Internal Linking



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Introduction to Blogs

Addendum: Blogs And Internal Linking

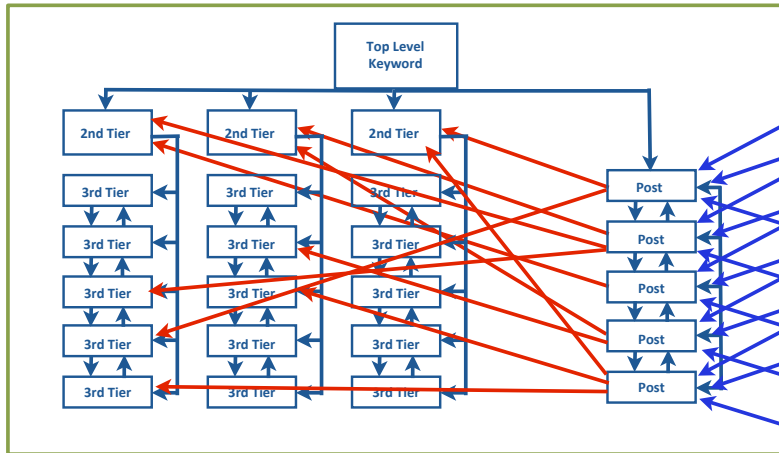
Advantages To Adding A Blog To Your Site

- 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.

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Internal Linking & Blogs



Addendum: Blogs And Internal Linking

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Introduction to Blog 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

Addendum: Blogs And Internal Linking

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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.



Addendum: Blogs And Internal Linking

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Virtual Marketing Blueprint

On Page SEO

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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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