

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

## 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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# Virtual Marketing Blueprint

## On Page SEO

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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.

# 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%**

# Virtual Marketing Blueprint

## Next Video...

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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"**
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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.

# Introduction to “Low Hanging Fruit”

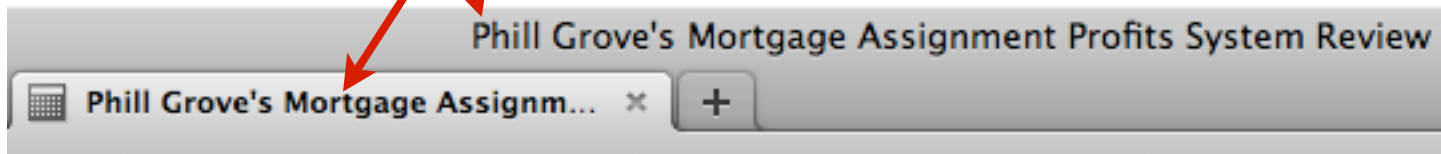
Title for my home page

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”

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

Make Money With Mortgage Ass... x +

[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.

Title for a 3rd tier page

Permalink

Description for a 3rd tier keyword

Title for a 3rd tier keyword

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# 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

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# 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 2 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' header is visible, and the 'Add New' button next to it is circled with a red circle containing the number '2'. Below the header, there are filters for 'All (9) | Active (7) | Inactive (2)', a 'Bulk Actions' dropdown menu, and 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   Visit plugin site

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

The screenshot shows the WordPress 'Install Plugins' interface. At the top, there is a search bar with the text 'platinum seo' entered. A red circle with the number '1' is around the search bar, and a red arrow points from it to the search button. Below the search bar, there is a table of search results. The first result is 'Platinum SEO Pack' with version 1.3.7 and a 4.5-star rating. A red circle with the number '2' is around the 'Install Now' button for this plugin, and a red arrow points from it to the button. The second result is 'Missing Data Platinum SEO Pack Plugin, Add-on' with version 1.0 and a 5-star rating.

Name	Version	Rating	Description
<b>Platinum SEO Pack</b> <a href="#">Details</a> <a href="#">Install Now</a>	1.3.7	★★★★☆	Optimizes your Wordpress blog for Search Engine Download now! FAQ Some features: * Automatic 301 redirects for any permalink * Canonical URLs * Optimized Post and Page Titles for search * Generates all SEO relevant META tags auto * Option to specify meta description and meta By Rajesh - Techblissonline Dot Com.
<b>Missing Data Platinum SEO Pack Plugin, Add-on</b> <a href="#">Details</a>   <a href="#">Install Now</a>	1.0	★★★★★	The "Missing Data Platinum SEO Pack Plug Plugin. The "Missing Data Platinum SEO Pac don't contain a Title, Meta Description and Ke they missed adding such details too. The plu

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

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## 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»](#)

3

1

2

NOTE

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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

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 2 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 table of installed plugins. The 'All in One SEO Pack' plugin is selected with a red box around its 'Deactivate' link, which is also pointed to by a red arrow and a circled '2'. The table has columns for 'Plugin' and 'Description'. Other plugins listed include Akismet.

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 block shows a confirmation message: 'Plugin deactivated.' The message is displayed in a yellow box with a red border. A red arrow and a circled '3' point to this message.



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

The image displays three sequential screenshots from a WordPress dashboard, illustrating the steps to delete a plugin:

- Step 1:** The 'Plugins' page is shown. The 'All in One SEO Pack' plugin is selected, and the 'Delete' button is circled in red with a '1' in a circle. A red arrow points from this button to the next screenshot.
- Step 2:** A 'Delete Plugin' confirmation dialog is shown. The 'Yes, Delete these files' button is circled in red with a '2' in a circle. A red arrow points from this button to the final screenshot.
- Step 3:** The 'Plugins' page is shown again, with a yellow message box indicating 'The selected plugins have been deleted.' A '3' in a circle is positioned above the message box, with a red arrow pointing down to it.



Step  
1

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

Objective 2 Reviewing On Page SEO’s “Low Hanging Fruit”

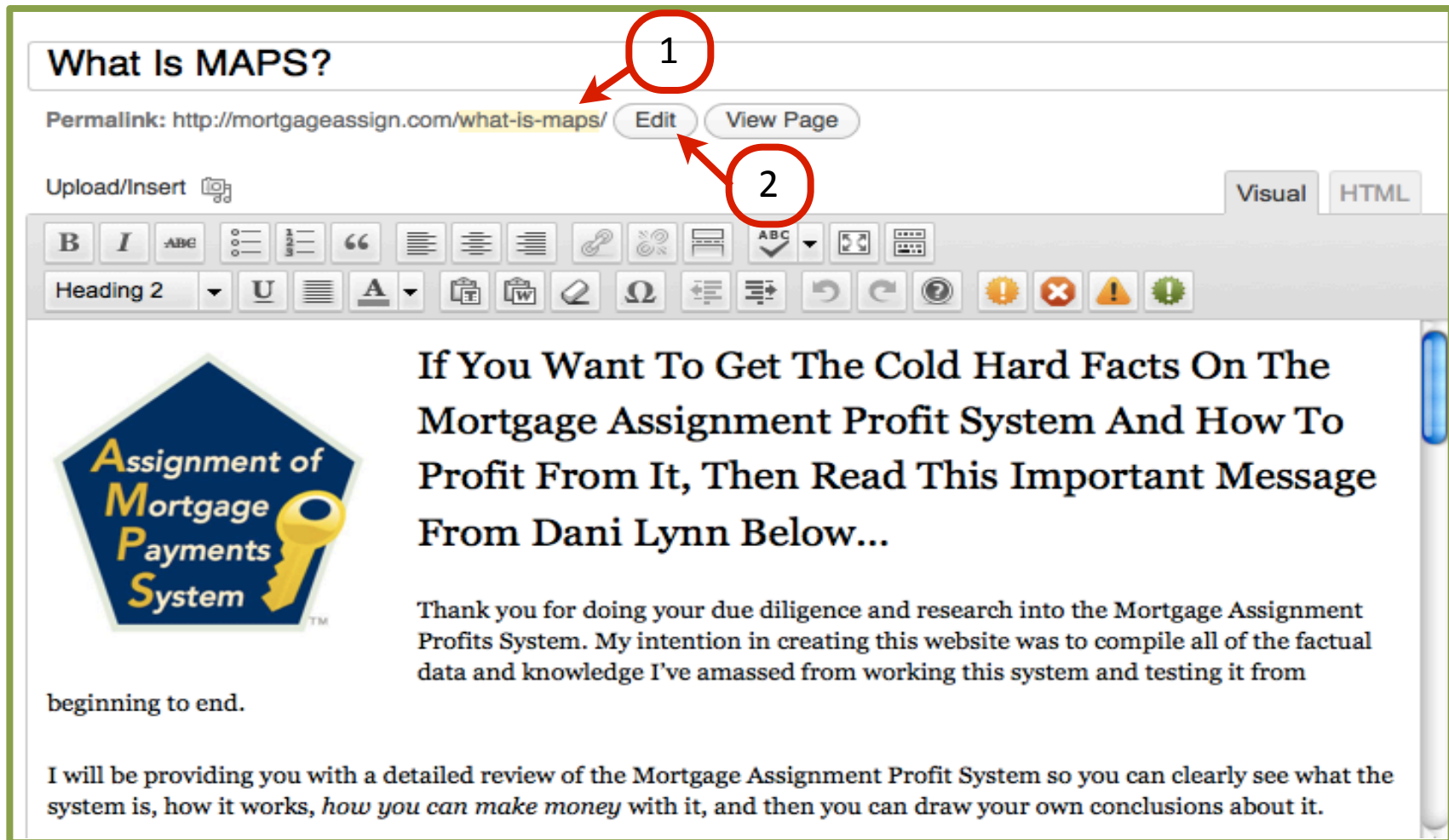
The screenshot shows the WordPress dashboard's 'Pages' section. On the left sidebar, the 'Pages' menu item is circled in red with the number '1' and an arrow pointing to it. The main content area shows a list of pages. The page titled 'What Is MAPS?' is circled in red with the number '2' and an arrow pointing to it. Other pages listed include 'Title', '— How Do I Make Money With The Mortgage Assignment Profits System?', and 'Owner Finance 101'. The interface includes a 'Bulk Actions' dropdown, an 'Apply' button, a 'Show all dates' dropdown, and a 'Filter' button.

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Step  
2

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


Objective 2 Reviewing On Page SEO’s “Low Hanging Fruit”
























The screenshot shows a WordPress post editor for the title "What Is MAPS?". The permalink is "http://mortgageassign.com/what-is-maps/". The "Edit" button is circled in red with a "1" and an arrow pointing to it. The "View Page" button is also circled in red with a "2" and an arrow pointing to it. The editor includes a toolbar with various formatting options and a content area with a logo for "Assignment of Mortgage Payments System" and introductory text.


**What Is MAPS?**

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

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...**

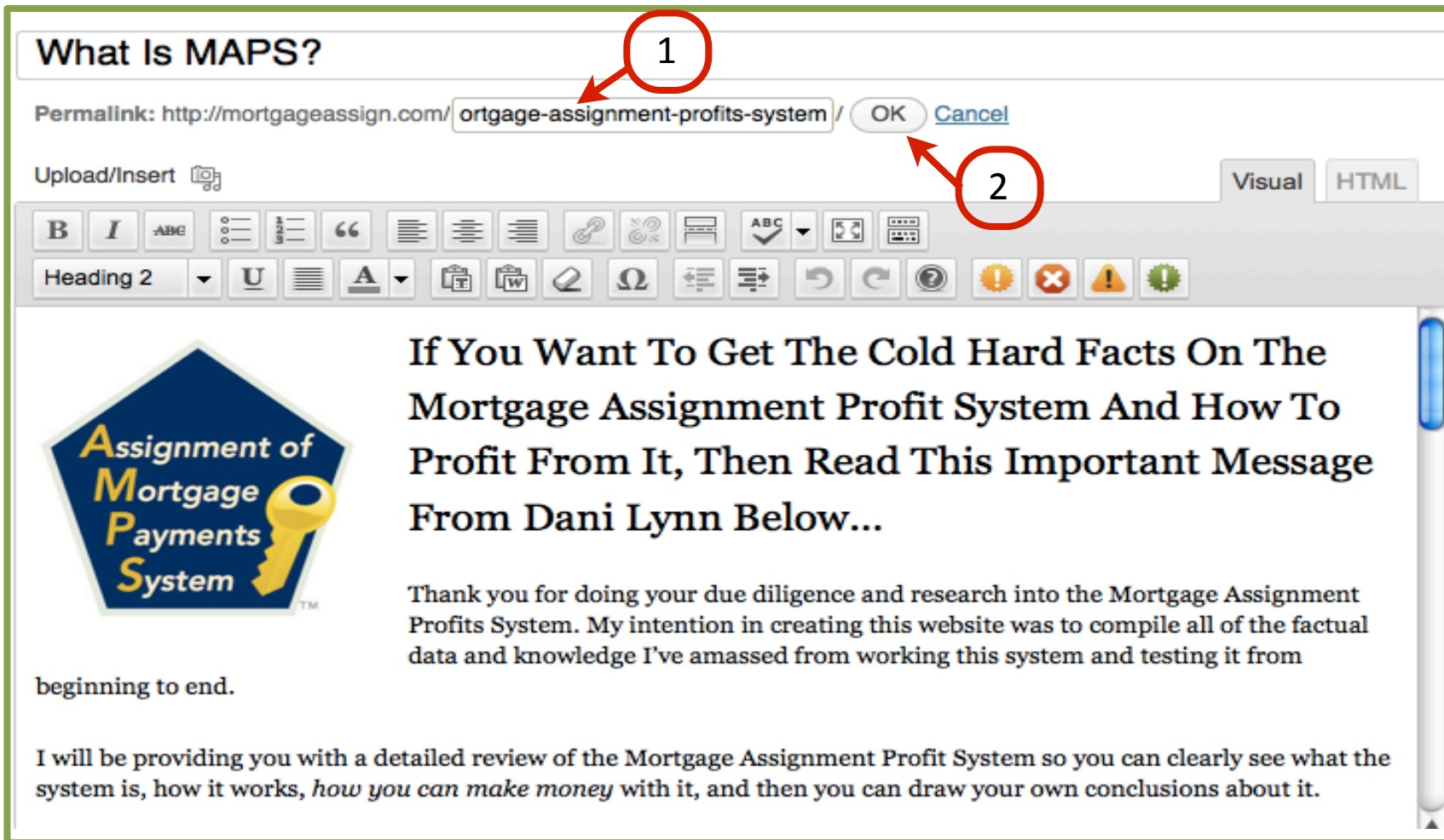
Thank you for doing your due diligence and research into the Mortgage Assignment Profits System. My intention in creating this website was to compile all of the factual data and knowledge I've amassed from working this system and testing it from beginning to end.

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.

Step  
3


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

Objective 2 Reviewing On Page SEO’s “Low Hanging Fruit”





















What Is MAPS?

Permalink: <http://mortgageassign.com/ortgage-assignment-profits-system/>  [Cancel](#)

Upload/Insert 

Visual HTML

Heading 2 **B** *I* ABC                 

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”.

Objective 2 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

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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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# Virtual Marketing Blueprint

## On Page SEO

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# Virtual Marketing Blueprint

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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.

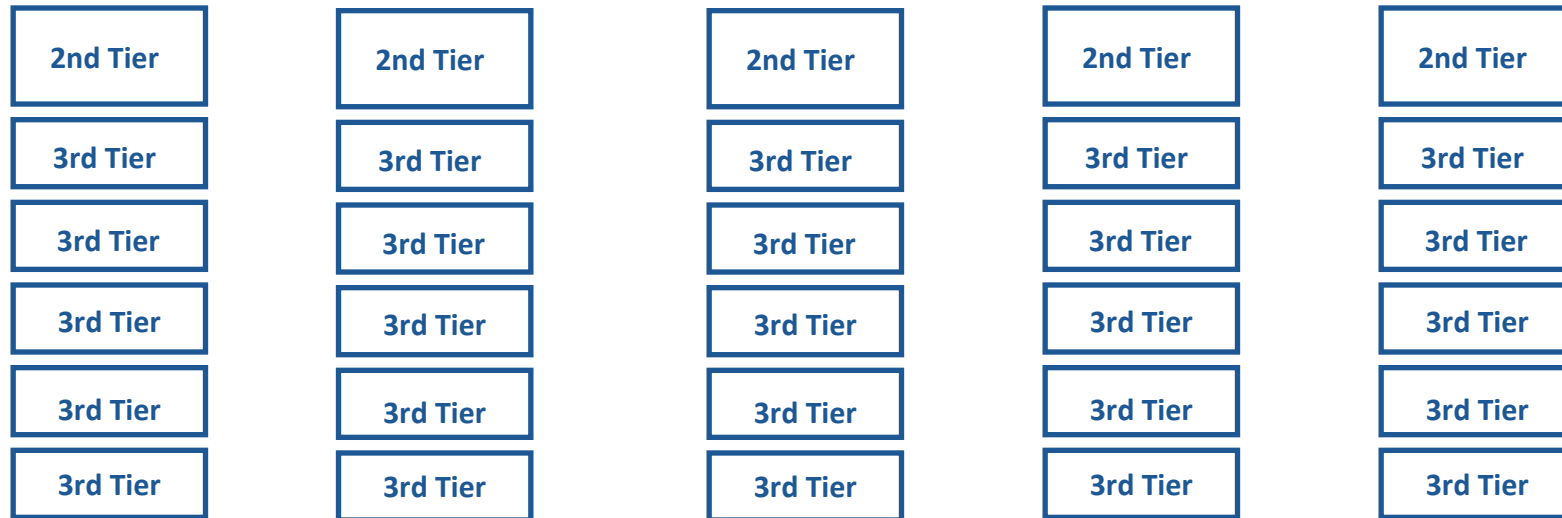


# Introduction to Internal Linking

Top Level  
Keyword

Top Level = Main Market Keyword

2nd Tier = Money Keywords (Keywords you are really trying to rank for)

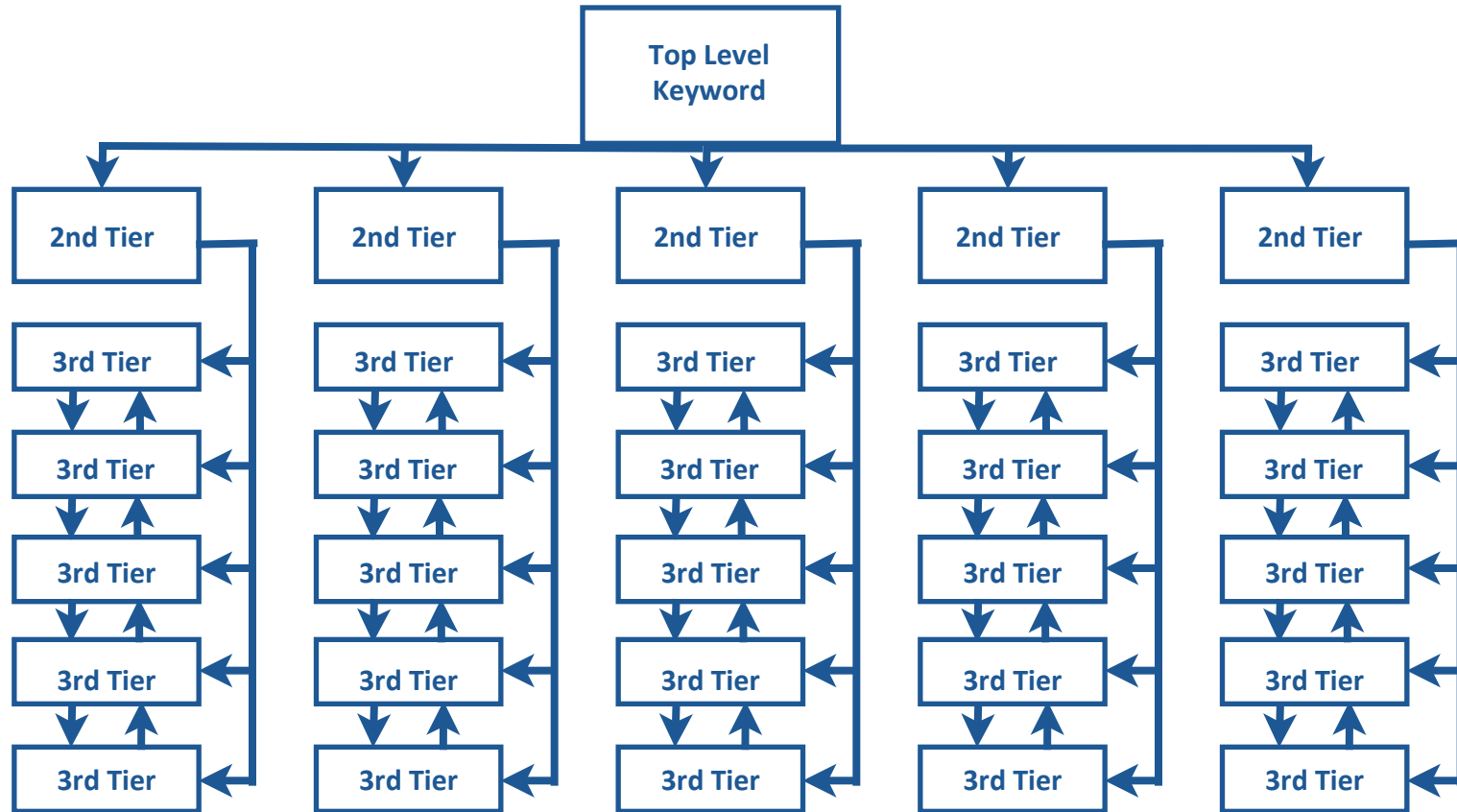


3rd Tier = Longtail Keywords that support your money keywords

Top Level = Home Page, 2nd Tier = Categories, 3rd Tier = Sub-Pages

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# 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?



# Introduction to Internal Linking

## Types of Internal Linking: Side Bar

**Featured Articles**

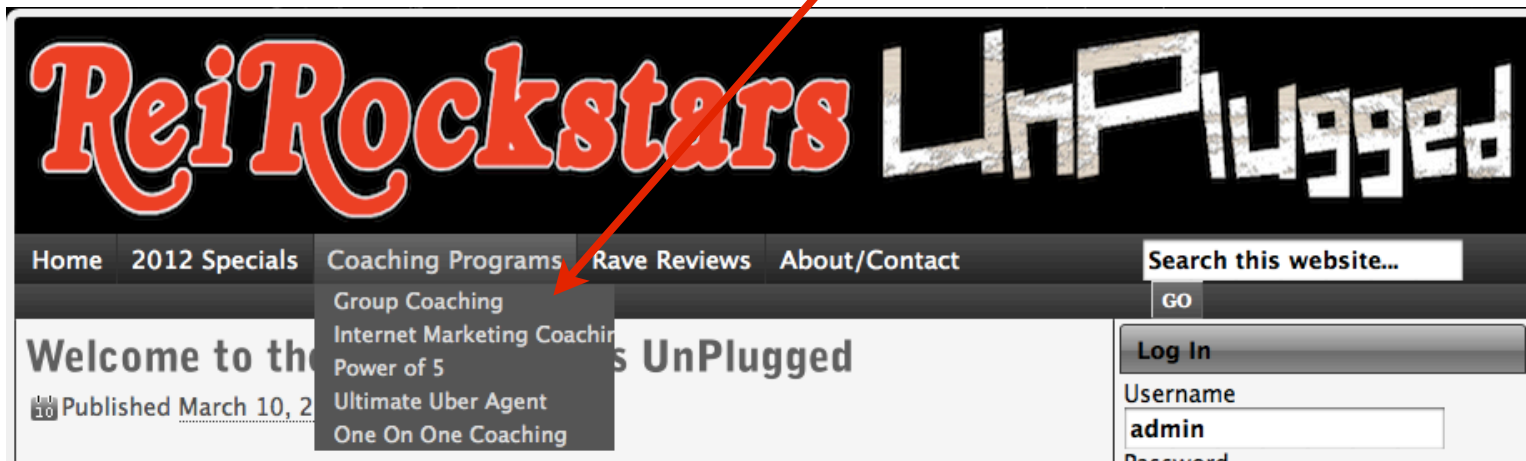
- [#1 Secret To Success](#)
- [AMPS™/MAPS Success Stories](#)
- [Cold Hard Facts on AMPS™](#)
- [How Does AMPS™ Work?](#)
- [How To Make Money With AMPS™](#)
- [How To Succeed](#)
- [Is AMPS™ a Scam?](#)

**Categories**

- [Assignment of Mortgage Payments System™ Review](#)
- [Mortgage Assignment Case Studies](#)
- [Q & A](#)

# Introduction to Internal Linking

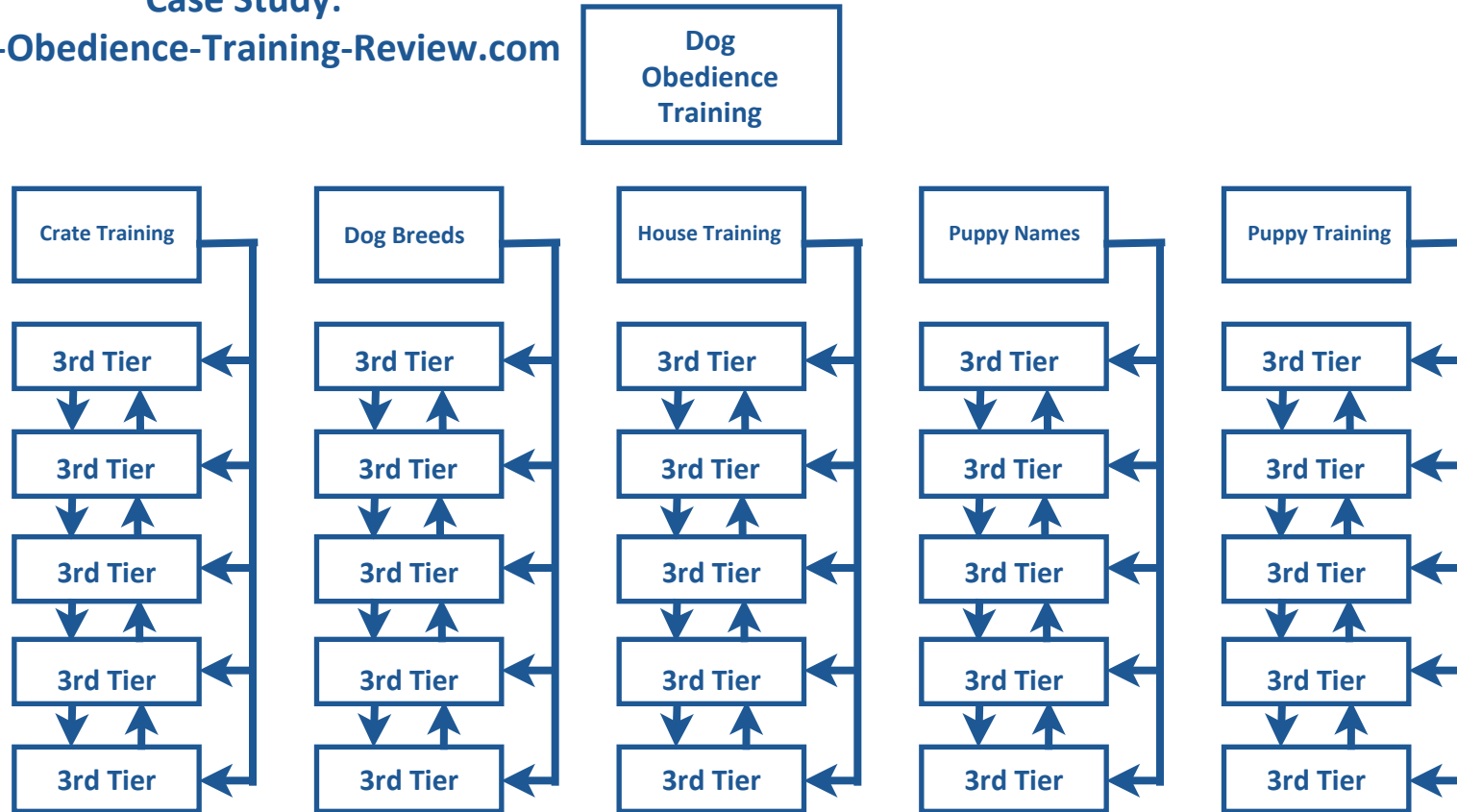
## Types of Internal Linking: Top Navigation Bar



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# Introduction to Internal Linking

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



# Introduction to Internal Linking

## 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!  
[READ MORE](#)



# Introduction to Internal Linking

## 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

## Example of Internal Linking: Related Posts/Pages

dog-obedience-training-review.com




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

### 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

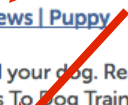


---

[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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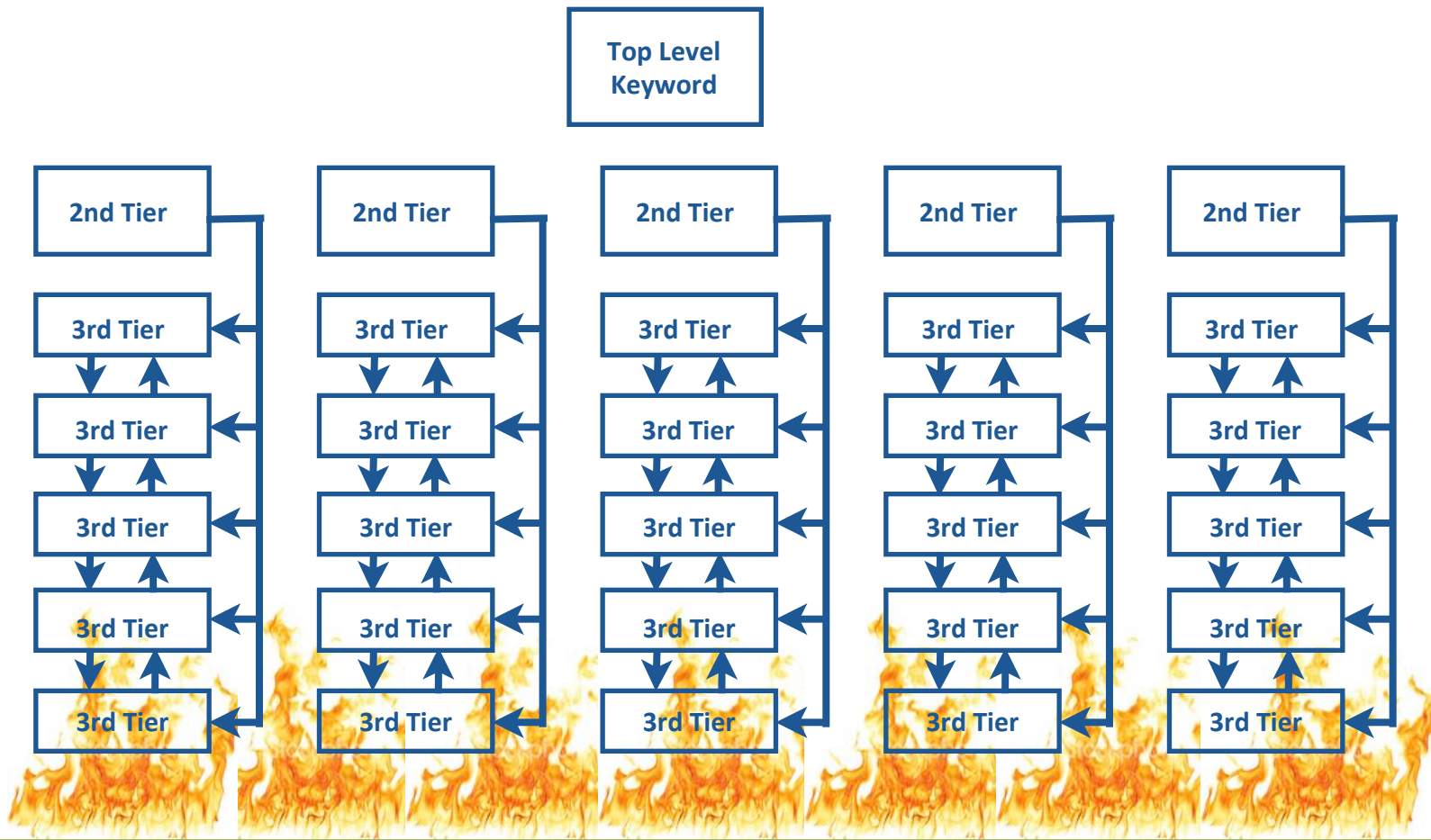
# Introduction to Internal Linking

## 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



# Introduction to Internal Linking



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

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/> |

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



**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.

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What Is MAPS?

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

Upload/Insert

Visual HTML

**B** *I* ABC ABC

Paragraph

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  
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”.

The screenshot shows a dialog box titled "Insert/edit link" with a close button (X) in the top right corner. The dialog contains the following elements:

- A text input field labeled "URL" containing the text "w-do-i-make-money-with-the-mortgage-assignment-profits-system/". A red circle with the number "1" is positioned above the field, with an arrow pointing to the input area.
- A text input field labeled "Title" containing the text "/ Do I Make Money With The Mortgage Assignment Profits System". A red circle with the number "2" is positioned above the field, with an arrow pointing to the input area.
- A checkbox labeled "Open link in a new window/tab" which is currently unchecked.
- A section titled "Or link to existing content" with a right-pointing arrow.
- A red "Cancel" link at the bottom left.
- A blue "Add Link" button at the bottom right. A red circle with the number "3" is positioned above the button, with an arrow pointing to it.

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.)

Objective 3 Internal Linking Strategy Training

The screenshot shows a WordPress editor interface. At the top left, the title "What Is MAPS?" is visible. Below it, the Permalink is shown as "http://mortgageassign.com/what-is-mortga...profits-system/". The editor toolbar includes an "Unlink" icon, which is circled in red with the word "Unlink" written next to it. A red arrow points from this icon to a link in the main content area. The link text is "how you can make money" and is underlined and colored blue. A red circle with the number "1" is around the link, with an arrow pointing to it. To the right of the editor is the "Publish" sidebar. It contains a "Preview Changes" button, a "2" in a red circle, a "Status: Published" dropdown, a "Visibility: Public" dropdown, and a "Published on: Nov 11, 2011 @ 14:27" timestamp. At the bottom of the sidebar, there is a "Move to Trash" link and a blue "Update" button. A red arrow points from the "2" in the sidebar to the "Update" button. Below the "Update" button is the "Page Attributes" section, which includes a "Parent" dropdown (set to "(no parent)"), a "Template" dropdown (set to "Theme default"), and an "Order" field (set to "1").



Plugin  
Option

## For related post linking: You Can Also Install “Yet Another Related Posts Plugin”.

Objective 3 Internal Linking Strategy Training



### Install Plugins

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

Term



yet another related posts

Search Plugins

Name	Version	Rating	Description
<b>Yet Another Related Posts Plugin</b> <a href="#">Details</a> <a href="#">Install Now</a>	3.4.3	★★★★☆	Yet Another Related Posts Plugin introducing the reader to other categories, and now custom tax (Michael Yoshitaka Erlewine).
<b>Yet Another Featured Posts Plugin (YAFPP)</b> <a href="#">Details</a>   <a href="#">Install Now</a>	1.4	★★★★☆	Yet Another Featured Posts Plugin Simply check the 'featured stars' to unfeature a post. This info is possible. 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 dashboard with the 'Links' menu item selected in the left sidebar. A red arrow points to the 'Link Categories' sub-menu item. The main content area is titled 'Link Categories' and features a link icon. Below the title is the 'Add New Link Category' section, which includes two input fields: 'Name' and 'Slug'. The 'Name' field has a text description: 'The name is how it appears on your site.' The 'Slug' field has a text description: 'The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.' To the right of the 'Add New Link Category' section is a table of existing link categories. The table has two columns: a checkbox and a text field. The first row shows a checkbox and the text 'Name'. The second row shows a checkbox and the text 'Blogroll'. The third row shows a checkbox and the text 'Name'. Below the table are two 'Bulk Actions' dropdown menus, each followed by an 'Apply' button.

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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”.

Objective 3 Internal Linking Strategy Training

**Link Categories**

**Add New Link Category**

Name  
Featured Articles 1  
*The name is how it appears on your site.*

Slug  
featured-articles 2  
*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.*

**Add New Link Category** 3

Bulk Actions

Name

**Featured Articles**

**Blogroll**

Name

Bulk Actions

Step  
10

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

Objective 3 Internal Linking Strategy Training

The screenshot displays the WordPress dashboard's 'Links' section. On the left, a sidebar menu is visible with options: Dashboard, Posts, Media, Links, All Links, Add New, and Link Categories. A red arrow points to 'All Links'. The main content area features a 'Links' header with an 'Add New' button. Below the header are controls for 'Bulk Actions', 'Apply', 'View all categories', and 'Filter'. A table lists the links:

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

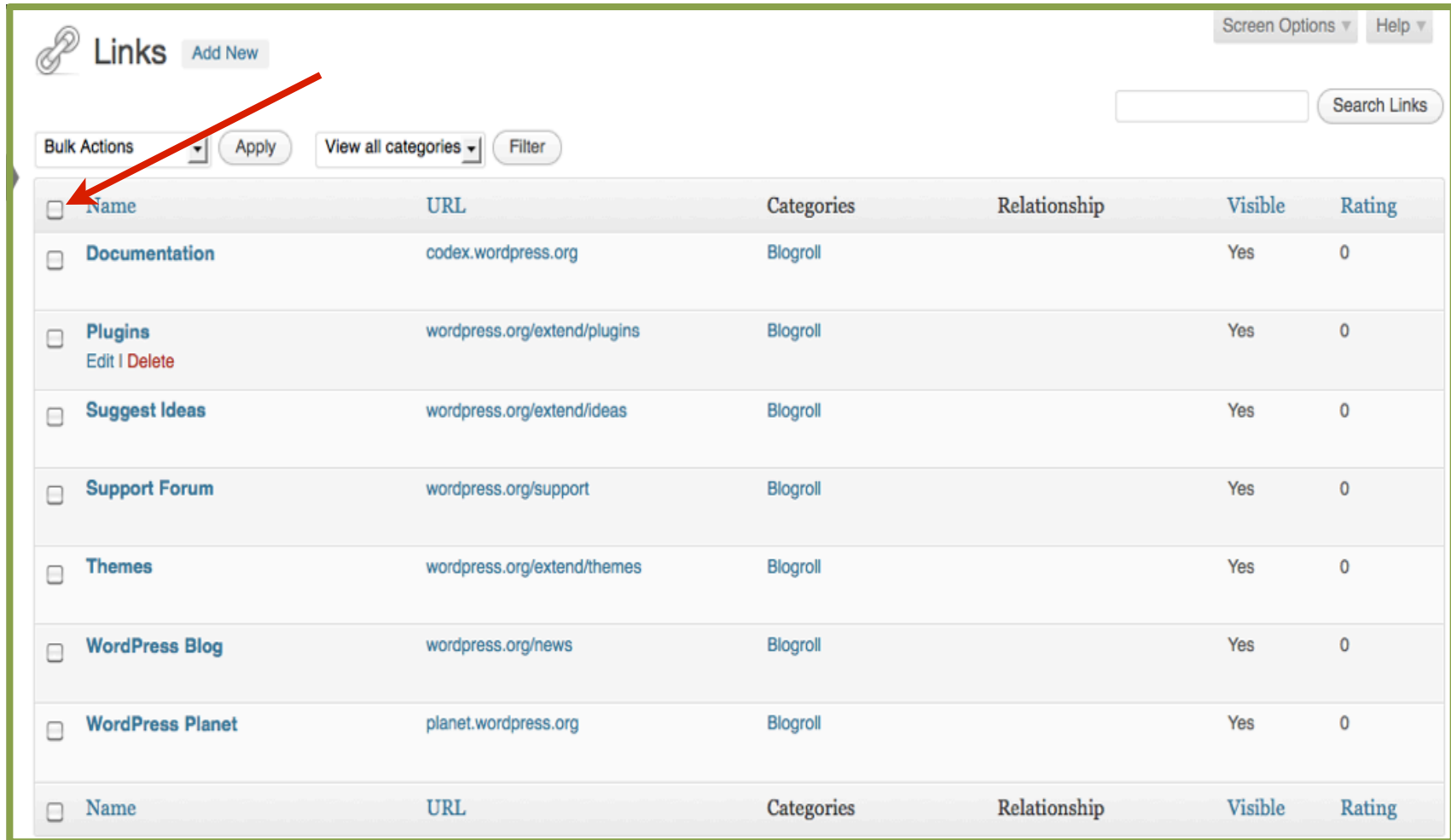
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Step  
11

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

Objective 3 Internal Linking Strategy Training



The screenshot shows the WordPress 'Links' management page. At the top, there is a 'Links' title with a link icon and an 'Add New' button. To the right are 'Screen Options' and 'Help' dropdown menus. Below the title is a search bar and a 'Search Links' button. A 'Bulk Actions' dropdown menu is set to 'All', with an 'Apply' button. Next to it is a 'View all categories' dropdown and a 'Filter' button. The main content is a table with the following columns: Name, URL, Categories, Relationship, Visible, and Rating. A red arrow points to the checkbox in the 'Name' column of the first row. The table contains the following data:

<input type="checkbox"/> Name	URL	Categories	Relationship	Visible	Rating
<input type="checkbox"/> Documentation	codex.wordpress.org	Blogroll		Yes	0
<input type="checkbox"/> Plugins <small>Edit   Delete</small>	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”.

Objective 3 Internal Linking Strategy Training

Links [Add New](#) Screen Options Help

**Bulk Actions**

**Bulk Actions**  
Delete

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

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Step  
13

Then click “Add New”.

Objective 3 Internal Linking Strategy Training



Links

Add New

7 links deleted

Bulk Actions

Apply

Filter

Name

URL

No links found.

Name

URL

Bulk Actions

Apply

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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. The form is divided into several sections: Name, Web Address, Description, and Categories. The 'Name' field contains 'Make Money With MAPS'. The 'Web Address' field contains a URL: '-is-mortgage-assignment-profits-system/how-do-i-make-money-with-the-mortgage-assignment-profits-system/'. The 'Description' field contains 'How To Make Money With The Mortgage Assignment Profits System'. The 'Categories' section has 'All Categories' selected, with 'Blogroll' and 'Featured Articles' checkboxes. The 'Featured Articles' checkbox is checked. The 'Save' section on the right has a checkbox for 'Keep this link private' which is unchecked, and an 'Add Link' button. Red circles with numbers 1 through 5 point to the Name field, Web Address field, Description field, Categories section, and the 'Add Link' button respectively. A red box labeled 'Important' points to the 'Add Link' button. A red-bordered box contains the text: 'NOTE: You must have the link widget active for this linking strategy to work.'

Step  
15

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

Objective 3 Internal Linking Strategy Training

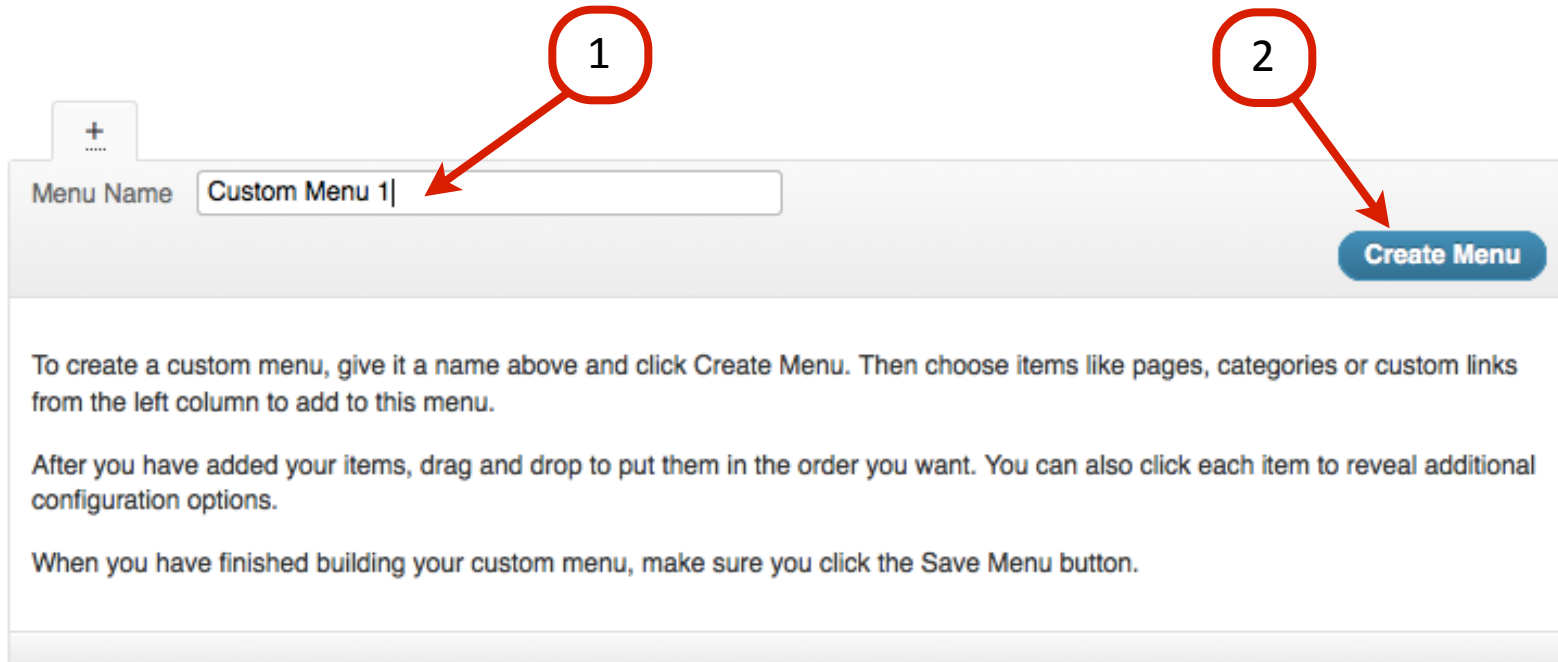
The screenshot displays the WordPress Admin Dashboard. On the left sidebar, the 'Appearance' menu is expanded, and a red arrow points to the 'Menus' option. The main content area is titled 'Menus' and features a 'Custom Links' section with input fields for 'URL' (containing 'http://') and 'Label' (containing 'Menu Item'), and an 'Add to Menu' button. Below this is a 'Pages' section with a 'Most Recent' tab selected, showing a list of pages: 'Raving Fans', 'Contact', 'About', and 'Bad Credit Okay', each with an unchecked checkbox. On the right side of the dashboard, a 'Menu Name' field is visible with the placeholder text 'Enter menu name'. Below the field, there is instructional text: 'To create a custom menu, go to the left column to add a menu item. After you have added your menu items, click on the configuration options. When you have finished building your menu, click on the Save button.'

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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”.

Objective 3 Internal Linking Strategy Training



The screenshot shows a web interface for creating a custom menu. At the top left, there is a small box with a plus sign and three dots. Below it is a text input field labeled "Menu Name" containing the text "Custom Menu 1". A red circle with the number "1" is positioned above the input field, with a red arrow pointing to the text. To the right of the input field is a blue button labeled "Create Menu". A red circle with the number "2" is positioned above the button, with a red arrow pointing to it. Below the input field and button, there is a large text area containing instructions:

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”.

Objective 3 Internal Linking Strategy Training

 **Menus**

The **Custom Menu 1** menu has been successfully cre

**Theme Locations**

Your theme supports 3 menus. Select which menu appears in each location.



**Header Menu**

Custom Menu 1

**Secondary Menu**

**Footer Menu**

**Save**

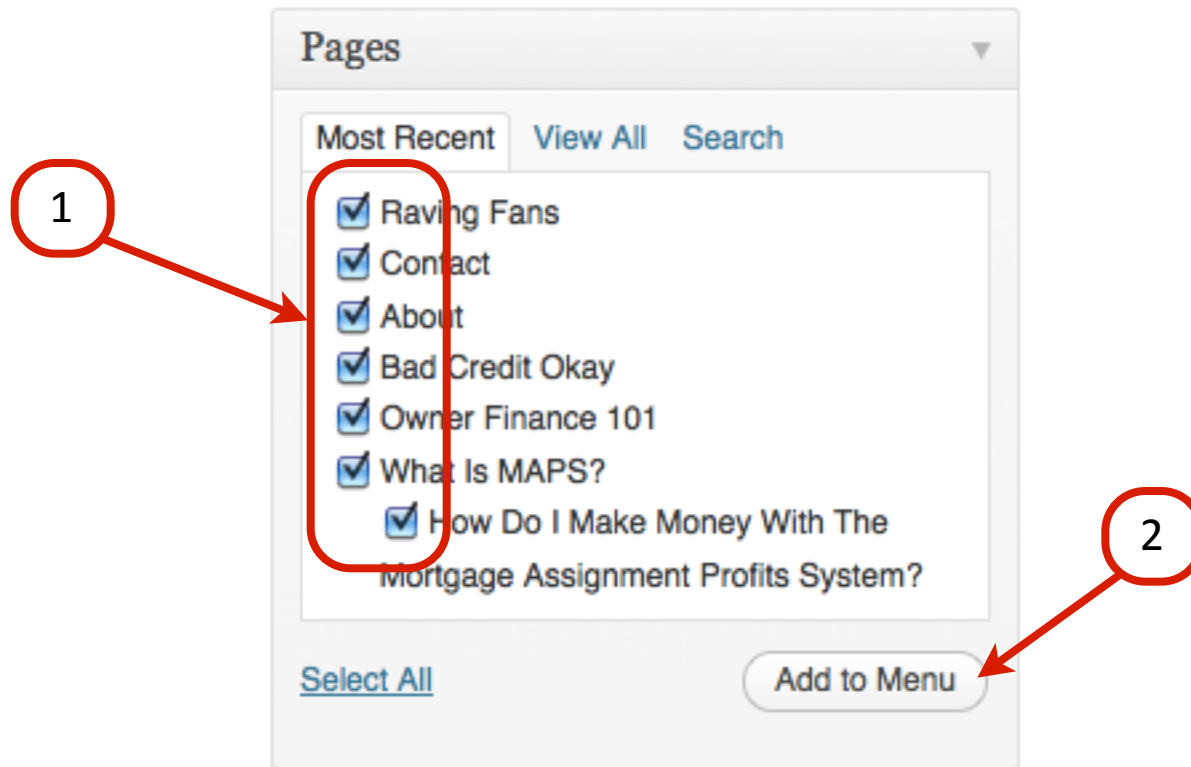


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Step  
18

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

Objective 3 Internal Linking Strategy Training



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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.

The screenshot shows a menu editor interface for 'Custom Menu 1'. At the top, there is a 'Menu Name' field containing 'Custom Menu 1' and a checkbox for 'Automatically add new top-level pages'. Below this are a 'Delete Menu' link and a 'Save Menu' button. The main area contains a list of menu items, each with a dropdown arrow indicating its type (all are 'Page'). The items are: 'What Is MAPS?', 'How Do I Make Money With The Mortgage Assignment Profits System?', 'Owner Finance 101', 'Bad Credit Okay', 'Raving Fans', 'About', and 'Contact'. A red box highlights the entire list of items. A red arrow labeled '1' points to the 'Bad Credit Okay' item. Another red arrow labeled 'Indented Page' points to the 'How Do I Make Money With The Mortgage Assignment Profits System?' item, which is indented under 'What Is MAPS?'. A red arrow labeled '2' points to the 'Save Menu' button at the bottom right.

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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:

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

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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.

# 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"

# 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.

# Virtual Marketing Blueprint

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# Virtual Marketing Blueprint

## On Page SEO

Addendum:



**Blogs & Internal Linking**



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# Introduction to Blogs

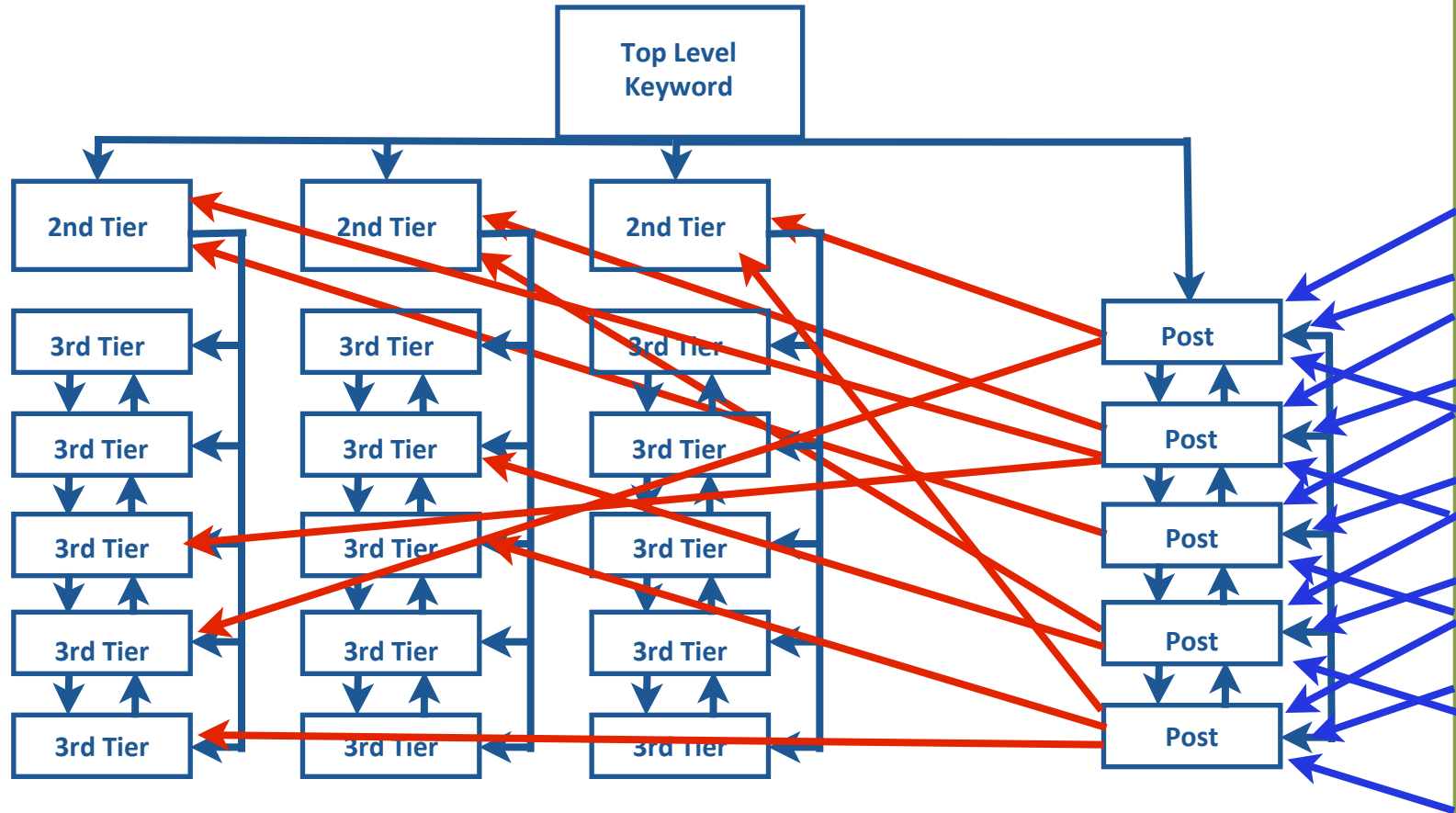
## Advantages To Adding A Blog To Your Site

- 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.



# 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

# 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.



# Virtual Marketing Blueprint

## On Page SEO

### Objectives:

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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*

*Rei Rockstars*