

Virtual Marketing Blueprint

On Page SEO

Addendum:



Blogs & Internal Linking



Rei Rockstars

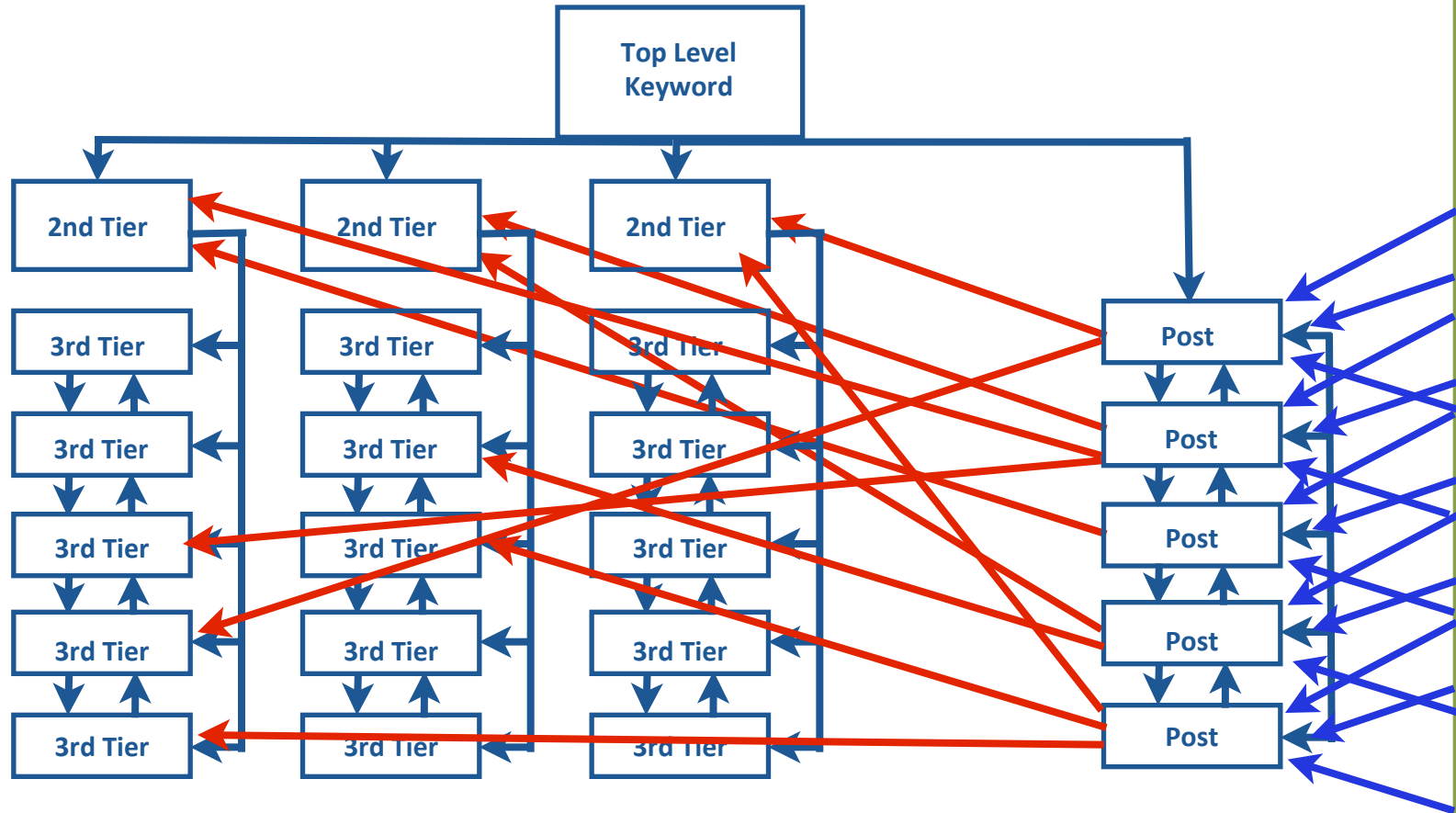
Introduction to Blogs

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



Rei Rockstars

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:

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

Rei Rockstars

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**

Rei Rockstars

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