

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 “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”

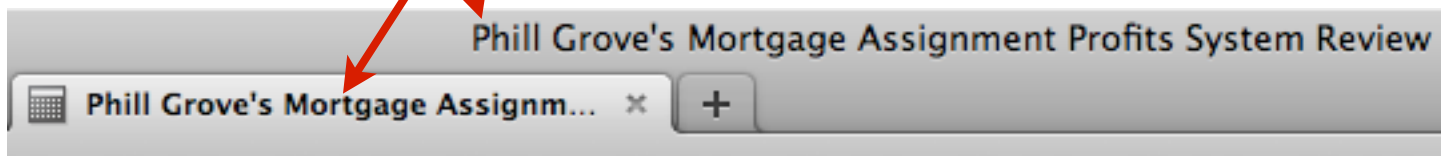
Title for my home page

Description for my home page

[Phill Grove's Mortgage Assignment Profits System Review](http://mortgageassignmentprofitsreview.com/)
mortgageassignmentprofitsreview.com/

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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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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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”.

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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' section is visible, with the 'Add New' button circled with a red circle containing the number '2'. Below the 'Add New' button, 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 Activate Edit Delete	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 Deactivate Edit	Out-of-the-box SEO for your Wordpress blog. Wishlist 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
Platinum SEO Pack Details Install Now	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.
Missing Data Platinum SEO Pack Plugin, Add-on Details Install Now	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".

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DANI LYNN | Internet Marketing Coach 3 + New

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

- 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

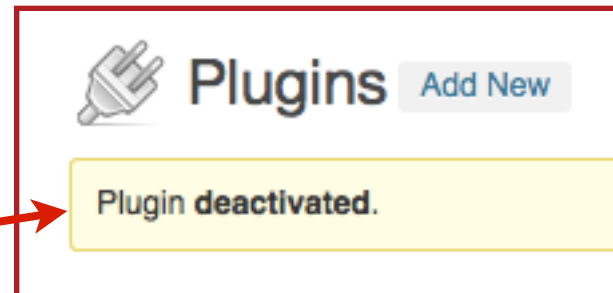
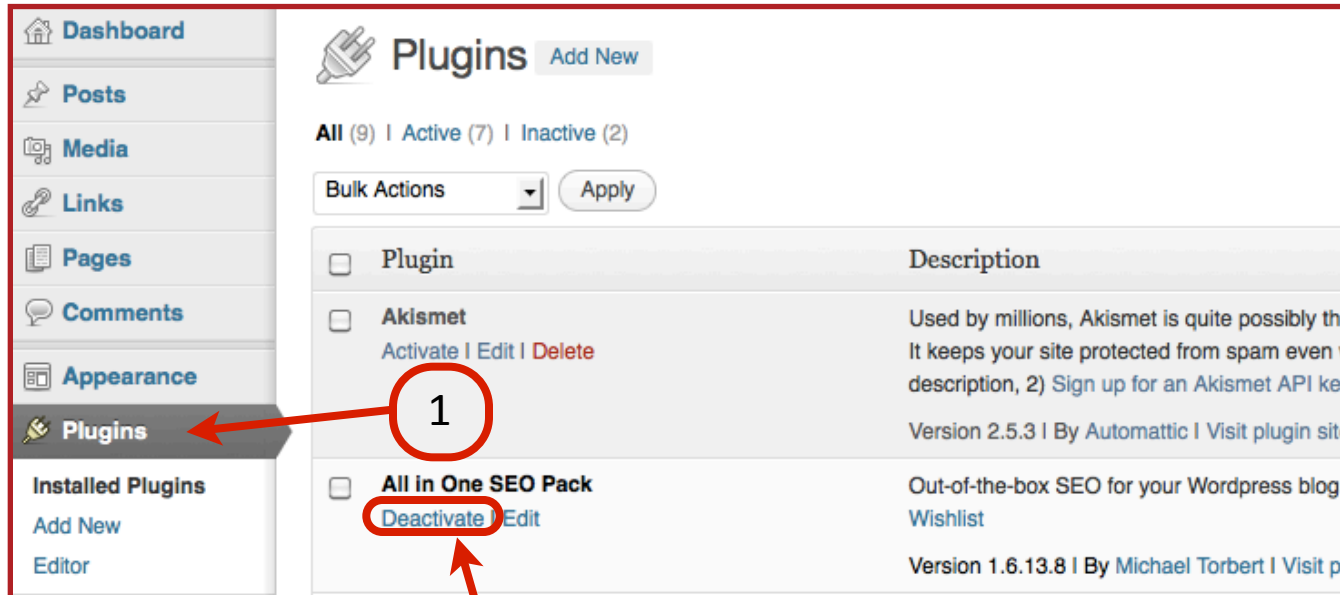
Title for a 3rd tier keyword

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.

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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 deletion of 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. A red circle with the number '1' and an arrow points to this button.
- Step 2:** A 'Delete Plugin' confirmation dialog is shown. It lists 'All in One SEO Pack by Michael Torbert' and asks 'Are you sure you wish to delete these files?'. The 'Yes, Delete these files' button is circled in red. A red circle with the number '2' and an arrow points to this button.
- Step 3:** The 'Plugins' page is shown again, but with a yellow message box at the bottom stating 'The selected plugins have been deleted.' A red circle with the number '3' and an arrow points to this message box.

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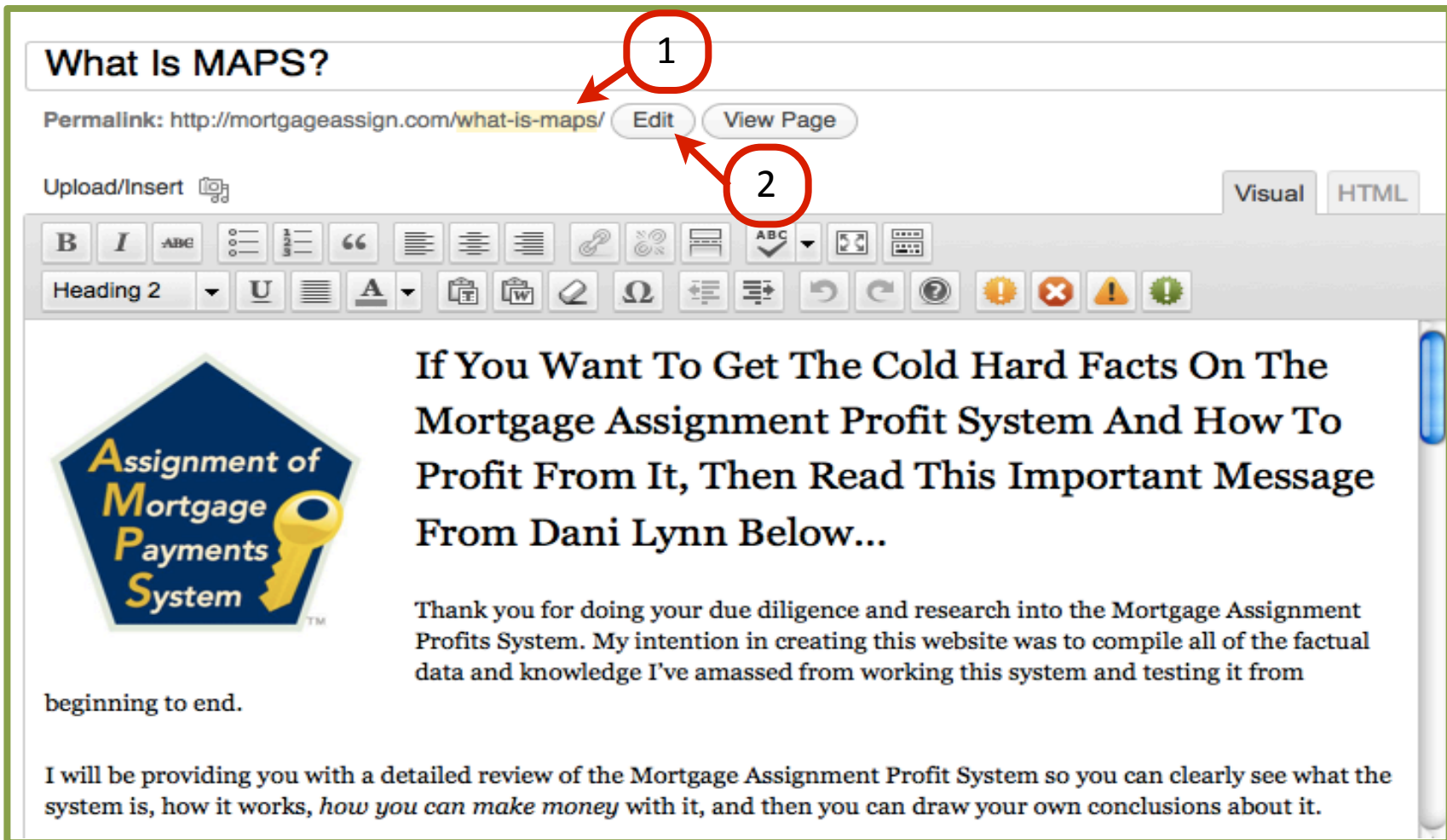
The screenshot shows the WordPress dashboard's 'Pages' section. On the left sidebar, the 'Pages' menu item is circled in red with the number '1' and an arrow pointing to it. The main content area shows a list of pages. The page titled 'What Is MAPS?' is circled in red with the number '2' and an arrow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

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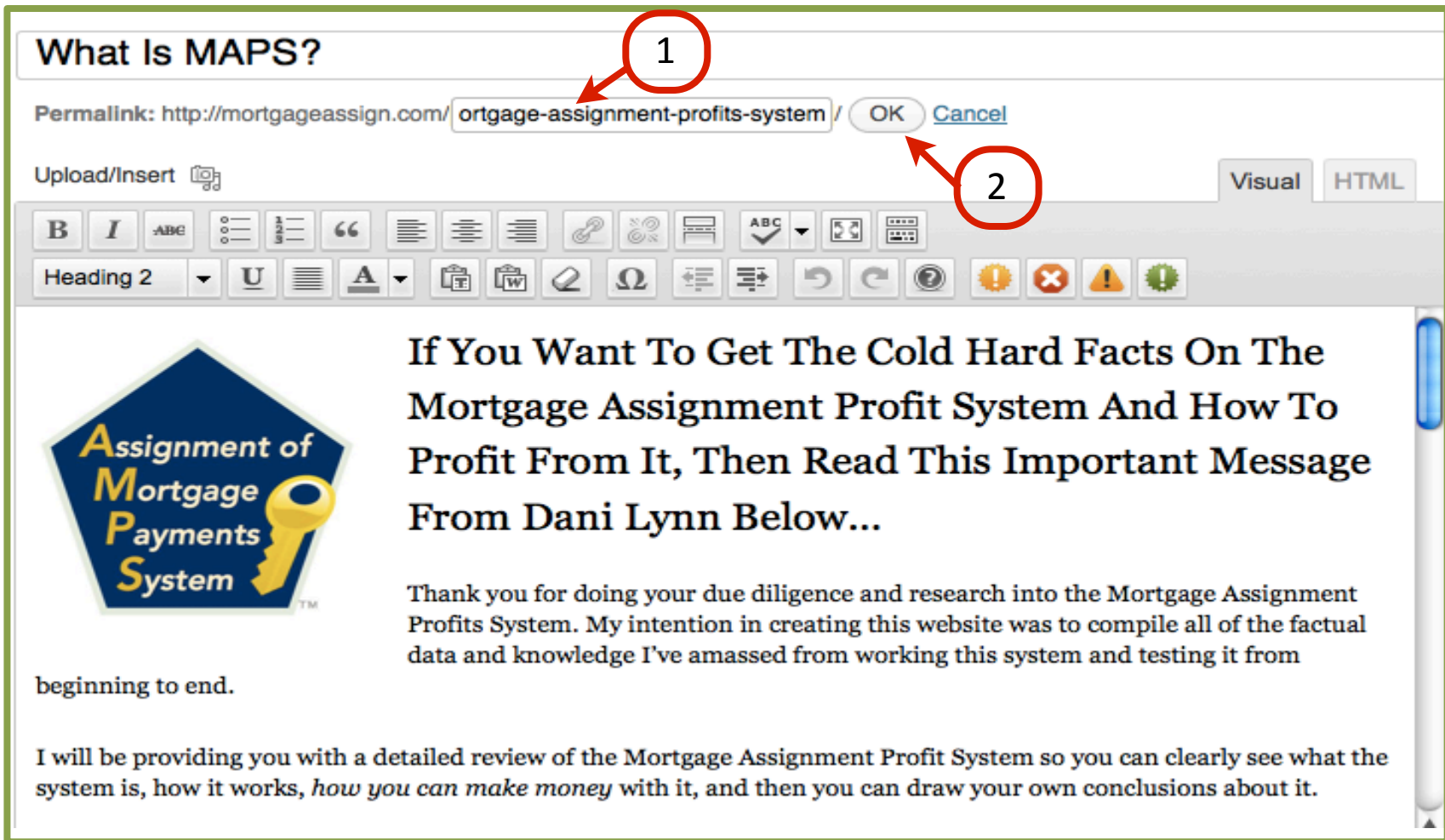


The screenshot shows a WordPress post editor interface. At the top, the title "What Is MAPS?" is displayed. Below the title, the permalink is shown as "http://mortgageassign.com/what-is-maps/". To the right of the permalink are two buttons: "Edit" and "View Page". A red circle with the number "1" is drawn around the "Edit" button, and a red arrow points from it to the "Edit" button. Another red circle with the number "2" is drawn around the "Edit" button, and a red arrow points from it to the "Edit" button. Below the permalink is a toolbar with various icons for text formatting, links, and media. The main content area contains a logo for "Assignment of Mortgage Payments System" on the left, which features a blue pentagon with a yellow key and the text "Assignment of Mortgage Payments System". To the right of the logo is the main text of the post, which reads: "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...". Below this is a paragraph of text: "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." At the bottom of the post is another paragraph: "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.


















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What Is MAPS?

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

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.

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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: 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.



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On Page SEO

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