

# INTERNET MARKETING SECRETS

INSIDE THE MIND OF  
A SEARCH ENGINE  
MILLIONAIRE

HARRISON BARNES

# Contents

Why Do Search Engine Optimization?.... 4

Page 1 of Google.....13

Links.....24

Website Design.....44

Reputation Management.....50

Social Media.....57

Google Places.....70

# Introduction

What is the secret to successfully marketing a business on the Internet? The secret is that there is no big secret. Successful Internet marketing in the age of search engines and social media is based on a strong understanding of how websites are ranked, catalogued, and found, and the application of that knowledge in strategized, above-board techniques that will increase a website's presence across the Internet. What follows is a compendium of these often over-looked methods and the best practices for using them.

I am not an Internet marketing guru. I've heard these gurus speak, read their books, and even had conversations with a few. I've found that any tactics they advocate beyond those found in this book are tricks, cheats, and loopholes that ultimately do more damage than good. I am a businessman. I've made money from the businesses and websites I own, and these businesses and websites make money because of my online marketing strategies. My own success is the greatest testament to the effectiveness of simple Internet marketing.

I own and operate a number of diverse businesses, and I credit a good portion of their success to the work my team and I have put into Internet marketing. My websites, regardless of the type of business they do, appear very high in search results, and that drives customers to my companies and away from my competitors. Of course, all of the products and services I offer are excellent, but what good is a great product or service if nobody knows about it? Successful Internet marketing practices get my businesses' websites to the right people at the right time, and I have found it to be the best use of my time and money for developing a large customer base.

The key tenets of strong SEO and web presence are link building, site development, reputation management, social media, and local listings. Each of these seemingly distinct practices and platforms, when used correctly, dovetail within each other to create a unified online presence for a business that cannot be ignored. This presence, developed over time and supported by aggressive, quality content, will push a business up to the top of a search engine's results, turning a new business into an established one and a good business into a great one.

Strong Internet marketing through search engine optimization is something that you can't fake. It involves just a few key concepts, which I will thoroughly outline, and once you understand them, the potential for success is virtually unlimited. Search engine optimization takes a lot of effort, but I've found the returns to be exponential.

This book outlines my philosophy of Internet marketing, and the practice of that philosophy. I'm an active and aggressive learner. I am constantly reading new books about search engine optimization, attending seminars, and researching new methods and tactics. As soon as I learn about a new social media or social bookmarking website, I invest time into learning about the platform and determining if and how it can help my many businesses.

As you'll find out, I've made and lost fortunes, and built a new empire using Internet marketing. It's simply the best form of advertising that exists, and, more than anything else, it's something that I enjoy doing. I think you will, too.

# Chapter 1:

## Why Do Search Engine Optimization?

I wish I knew how to do it, but I simply do not know how to advertise correctly. Advertising is much more confusing for me than doing search engine optimization and in advertising you are much, much more likely to get burned and have a bad experience.

I've been doing various SEO-related tasks for over a decade and it has been the most rewarding investment of my time and money I have ever known. When I do SEO-related tasks I am actually providing massive value to the marketplace and building long-term value for my companies. When I advertise, I am rolling the dice and taking chances with my money and my business.

Several years ago I was operating a student loan company. This company spent a lot of money advertising. At the height of this student loan company's popularity, we were sometimes spending over \$100,000 per day advertising. At the time, MySpace was the most popular website in the country, and I decided that I was going to spend roughly \$20,000 a week advertising there.

I had a nice time with the people at MySpace. They invited me to a big party in San Francisco in some hotel where everything was white and fancy food was being served. It was the company's time and I enjoyed it.

After a few weeks of advertising on MySpace (which, at the time, was considered a very trustworthy site), we discovered that they had engineered some quirks into their code to serve pages and count banner impressions (for which we were charged). I was astonished that such a large company could be so unethical.

When we confronted them with evidence of their fraud, do you know what they did? They said, "You're right. We're sorry and we won't do it again."

They still wanted to get paid!

I only discovered what they were doing because, at the time, our company had 100+ computer programmers on staff. If I did not have these sorts of resources, I would have wasted tens of thousands of dollars.

I've had similar experiences with other online advertising – even search engines. I did a search for the term "click fraud" and look at the results I got:





click fraud rate

Search

About 176,000,000 results (0.22 seconds)

Web

Images

Maps

Videos

News

Shopping

More

Los Angeles, CA

Change location

Show search tools

### [Report: Click Fraud Rate Drops to 19.1% In Q4 2010](#)

[searchengineland.com/click-fraud-q42010-62471](#)



by Barry Schwartz - in 23,768 Google+ circles - More by Barry Schwartz  
Jan 26, 2011 – Click Forensics quarterly report on overall click fraud was released for the fourth quarter of 2010. They said the **click fraud rate** dropped from ...

### [Report: Click Fraud Rate For Q2 2010 28.9%](#)

[searchengineland.com/report-click-fraud-rate-for-q2-2010-28-9-458...](#)

by Barry Schwartz - in 23,768 Google+ circles - More by Barry Schwartz  
Jul 7, 2010 – Anchor Intelligence released their latest click fraud report claiming the **click fraud rate** for the second quarter of 2010 was 28.9%. That is actually ...

### [Report: Click Fraud Rate Rises to 22.3% In Q3 2010](#)

[searchengineland.com/report-click-fraud-rate-rises-to-22-3...](#)



by Chris Sherman - in 3,531 Google+ circles - More by Chris Sherman  
Oct 20, 2010 – Click Forensic's quarterly assessment of overall **click fraud rates** for the paid search industry says that click fraud has increased to 22.3% in the ...

### [Report: Click Fraud Rate At Highest Rate](#)

[searchengineland.com/report-click-fraud-high-39630](#)

by Barry Schwartz - in 23,768 Google+ circles - More by Barry Schwartz  
Apr 8, 2010 – Anchor Intelligence released their **click fraud** report today, reporting that **click fraud** has reached an all time high. The "Attempted Click Fraud" ...

### [Click Fraud Rate Jumps in Q3 Behind Botnets](#)

[www.eweek.com/.../Click-Fraud-Rate-Jumps-in-Q3-Behind-Botnets-4...](#)

Oct 20, 2010 – The **click fraud rate** rose to more than 22 percent during the third quarter of 2010, according to Click Forensics. Security pros offer advice on ...

I'm not an expert in click fraud – but when I see numbers like 28.9%, I am not all that happy. These are frightening numbers. What this means is that approximately 30% of the money that is spent on search advertising is fraudulent. Who knows who is clicking on the ads? It could be the publication's computers, it could be your competitors – you simply do not know.

Several years ago I was sitting in my office in Los Angeles and wanted to do some advertising for a magazine called JD Jungle. At the time, this was a hot magazine that had recently been started by a couple of young Ivy League graduates. It was considered to be a very cool and up-and-coming magazine among the young attorney demographic I wanted to reach with my business. Moreover, the magazine had invited me and members of my staff to go to a couple of law schools and give speeches at events sponsored by Johnnie Walker whisky. I'd been to the magazine's cool loft offices in New York City and was impressed with the crew behind the magazine.

I called the magazine and a few days later a polished salesman in a suit arrived at my office.

After some niceties, he told me it would cost \$10,000 for a one page color advertisement in his magazine.

"\$10,000?" I asked. "That's a lot of money."

"That's what it costs," he told me.

I was a little upset and politely asked the man to leave my office.

I called the people I knew at the magazine and told them about the experience. I started negotiating a rate for the advertisements. After weeks of negotiation, I got the rate for advertising down to \$2,000 a month.

Over the next several months, the magazine started to get thinner and thinner and its quality continued to decrease. The magazine was distributed to law schools, but I started to hear that it was being distributed to fewer and fewer law schools. The number of advertisements in the magazine started to decline further and further as well. Eventually, I told the magazine I no longer wanted to advertise with them.

Then they threatened to sue me.

"I do not even have a contract with you!" I told them.

"It's a course of dealing!" they told me. "You need to honor our informal arrangement!"

I had an experience several years later with a company called Vault.com. This company was supposed to publish a series of advertisements in some books for our company over the course of two years. We had a contract for roughly \$200,000.

At the end of the two years, they had not published any of the advertisements and had only fulfilled about \$20,000 of the contract. We had paid them over \$100,000.

They started calling, writing, and threatening that they wanted the rest of their money.

"You have not done the work!" I told them.

"We gave away too much in our contract and you got your money's worth!" they responded.

Then, to my astonishment, they started writing me letters demanding money and threatening to sue me. I had done business with these people for more than five years and was very surprised by this. In fact, I could not believe it.

A few months after all of this started, the company was sold to a private equity firm. I later learned that the company had started threatening customers like me irrationally because they wanted to collect receipts and other money before the company was sold in order to keep everything they collected prior to the sale.

I do not want to regale you with various stories about my dissatisfaction with print media and online advertising. What I do want you to understand, though, is that it can be incredibly inefficient and cause major, major problems for you.

About eight years ago I was operating a student loan company that was bringing in millions of dollars in revenue per month. Like most businesses, I advertised and even sent out hundreds of thousands of letters every week. The company was growing so fast I could not believe it. I was purchasing printers that cost upwards of \$750,000 to print letters. I had an American Express Black Card with a \$250,000 credit limit and was sending wires to Amex several times per week because I was maxing it out on advertising.

Then one day, a law was passed that made it illegal for anyone other than the government to issue student loans. This law literally put just about every student loan company in the country out of business. Despite this, our company survived. We had an incredible infrastructure and we were also doing private student loans. We petered along for several months and then the credit crisis hit. As far as my once-thriving company was concerned, it was all over.

There's nothing wrong with having a company go out of business due to forces beyond its control. The problem for me at the time was that I had a lot of assets:

- I had a \$15,000,000 investment in a Malibu residential property with a \$225,000 monthly mortgage payment (don't ask)
- I had another \$2,500,000 beach house
- I had some very nice cars including a Rolls Royce Phantom that cost me several hundred thousand dollars
- I had approximately 700 employees
- I had over \$1,000,000 in printing equipment
- I had hundreds of thousands of dollars a month in payments on buildings I had purchased to house my expanding empire.
- I had millions of dollars in tax liability from the time when the student loan company was making lots of money
- I had payments of tens of thousands of dollars a month on servers, phone systems and similar stuff
- I had tens of thousands of dollars in payments on property taxes alone on my buildings

To make a long story short, the shit really hit the fan. Certainly, the \$3,500,000 jet I was seriously looking at was now out of the question.

Prior to the explosion of this student loan company I had a nice "little" \$15,000,000-a-year company with very few liabilities. After the rise and fall of the student loan companies, I had a much smaller company with lots of liabilities. I was in serious trouble.

Being alone through all of this was not easy. I had to personally let go of hundreds of employees who turned to blogs and message boards to criticize and attack me (as they had a right to do—it is not easy losing a job when the economy goes south).

However, it is not easy letting people go. When you let people go it is because you have failed. You have failed to either hire the right sort of person or you have failed to generate enough business to give them a job. You also are causing pain. When you are in business, you always have to decide where you are going to be putting that pain. Do you fire one person or do you fire another? Who is most appropriate to "let live?"

I had to start prioritizing when certain bills got paid and when others did not. I had to deal with lots of very upset people. Most importantly, I had to generate a lot of money and a lot of profit.

How much profit?

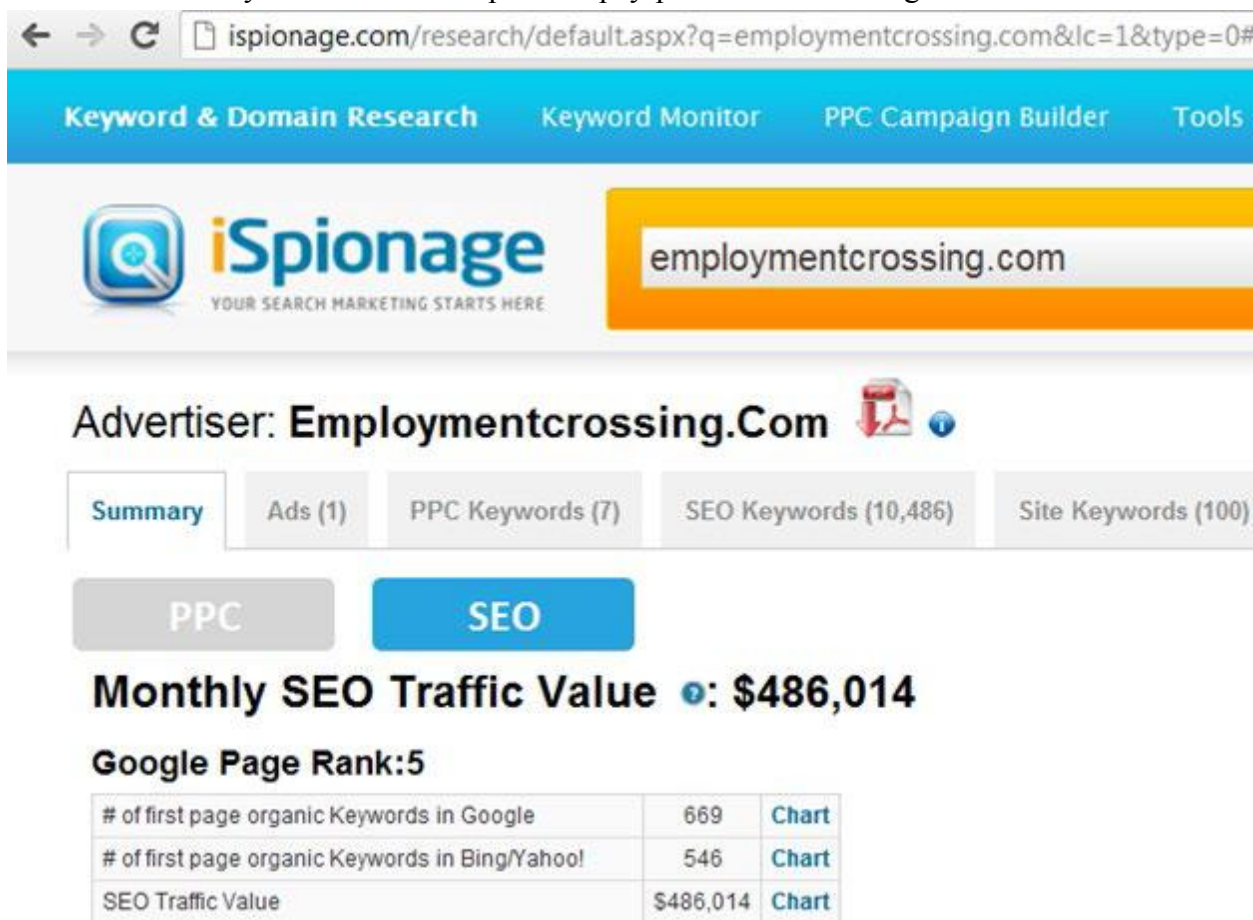
Millions and millions of dollars per year.

I also had to generate this profit without the benefit of advertising. I was 100% cut off from advertising by an accounting department that was struggling to keep the company going in the face of a crisis. We wanted to keep our properties, deal with our liabilities, and climb out of the hole we were in. The only question was how.

How do you keep a business going if you cannot afford any advertising?

I currently operate over 450 websites. These sites get millions of visitors per month. I really do not advertise much at all. (I spend maybe \$1,000 a month on LinkedIn and a few ads sponsoring searches for various brand names. That's it.) I run a diverse group of businesses, from a law firm to recruiting agencies and employment websites to a yoga studio. I owe most of my success to simply understanding the power of search engines and how to give them what they want.

Here are a few of my sites and the "SEO Traffic Value" of free search engine traffic these sites get each month. I'm not sure how accurate these numbers are, but what I do know is that they are reasonable approximations of money I do not have to spend on pay-per-click advertising that I otherwise would:



The screenshot shows the iSpionage.com research tool interface. The browser address bar displays the URL: `ispionage.com/research/default.aspx?q=employmentcrossing.com&lc=1&type=0#`. The navigation bar includes links for "Keyword & Domain Research", "Keyword Monitor", "PPC Campaign Builder", and "Tools". The main header features the iSpionage logo with the tagline "YOUR SEARCH MARKETING STARTS HERE" and a search bar containing "employmentcrossing.com". Below the header, the advertiser is listed as "Advertiser: Employmentcrossing.Com". A tabbed interface shows "Summary" selected, with other tabs for "Ads (1)", "PPC Keywords (7)", "SEO Keywords (10,486)", and "Site Keywords (100)". Two buttons, "PPC" and "SEO", are visible, with "SEO" being the active selection. The primary result is "Monthly SEO Traffic Value: \$486,014". Below this, the "Google Page Rank:5" is displayed. A table provides further details on organic keywords and traffic value.

# of first page organic Keywords in Google	669	<a href="#">Chart</a>
# of first page organic Keywords in Bing/Yahoo!	546	<a href="#">Chart</a>
SEO Traffic Value	\$486,014	<a href="#">Chart</a>





**iSpionage**  
YOUR SEARCH MARKETING STARTS HERE

lawcrossing.com

Advertiser: Lawcrossing.Com

Summary

Ads (3)

PPC Keywords (166)

SEO Keywords (5,845)

Site Keywords (100)

Competitors

PPC

SEO

**Monthly SEO Traffic Value** 📈: **\$72,918**

**Google Page Rank:5**

# of first page organic Keywords in Google	266	<a href="#">Chart</a>
# of first page organic Keywords in Bing/Yahoo!	714	<a href="#">Chart</a>
SEO Traffic Value	\$72,918	<a href="#">Chart</a>



**iSpionage**  
YOUR SEARCH MARKETING STARTS HERE

hound.com

Advertiser: Hound.Com

Summary

Ads (0)

PPC Keywords (0)

SEO Keywords (5,232)

Site Keywords (100)

Competitors

PPC

SEO

**Monthly SEO Traffic Value** 📈: **\$93,577**

**Google Page Rank:5**

# of first page organic Keywords in Google	20	<a href="#">Chart</a>
# of first page organic Keywords in Bing/Yahoo!	394	<a href="#">Chart</a>
SEO Traffic Value	\$93,577	<a href="#">Chart</a>

Top Organic Competitors in

Google

Bing/Yahoo!

I'm embarrassed to tell you that I have not even looked at some of these sites in months –I just wrote down the first ones that came to mind. I have so many sites, in fact, that I cannot even remember them all. A lot of the traffic they get is just from simple systems I have set up for them to insure they get the traffic. Now, if you were able to get hundreds of thousands of dollars in free visitors per month to your site without doing much work or spending much money, don't you think that is a good thing?

With no advertising budget to speak of, I was able to get my business to rise from the ashes like a phoenix (I'm sorry—I love metaphors) and generate tons of business and money. These businesses continue to do well regardless of where I am or what I am doing. The search engines take care of bringing me most of my customers.

In my experience, marketing is more than 70% of what ultimately makes a business successful. You need to understand how to bring in customers and once you understand this, everything changes. Without the ability to bring in customers, a business will fail.

### **SEO Is the Ultimate Marketing Weapon**

The business case for SEO is very simple: you get out of it far, far more than you put into it. If you invest \$5,000 correctly, you will not only get your \$5,000 back in a relatively short period of time, you will continue to get money back for years (or even decades) after that initial investment because the search engines will continue to send you traffic.

The site of mine I showed you above that is getting an astonishing almost \$500,000 in free advertising per month? I do not spend more than a few thousand dollars per month on that site right now and never have. My investment in the site has been cumulative. I may have invested \$100,000 over the years in the site – but it is giving me back five times that in traffic every month.

Why is Google doing this?

Simple: I followed the rules and did things correctly.

Unlike an advertiser who will cheat you, or change the rules, or allow a competitor to steal from you, a search engine will not cheat you. A search engine will always be your friend if you yourself do not cheat.

I hear stuff about Google coming out with one update or another all the time. Unlike a lot of people in the business, I generally do not care when I hear about this sort of stuff because it never affects me and never has. In fact, when the search engines have an update, it is generally something that helps me because I spend my time concentrating on doing things the correct way.

The correct way does not involve any tricks, special tools or a high level of intelligence. All the correct method involves is an understanding of how search engines operate and then giving them what they want.

I am going to tell you a secret: all you need to do to get traffic from search engines is provide professional content that people are interested in on a website.

The key terms here are “professional” and “interested in.”

How does a search engine know if your content is “professional?”

- If your site speed is fast
- If your site has proper title tags, meta tags and so forth
- If your HTML is professionally done
- If your content is understandable
- If your content contains images
- If your content is not copied from others or written by robots.

How does a search engine know if people are “interested in” your content:

Generally, the most important factor in a search engine knowing whether or not people are interested in your content is whether or not your content has a lot of links coming to it.

- If these links are from sources that are important
- If these links are from sources that are related to your subject matter
- If these links are sufficiently diverse and “natural”
- If these links are continuous (the longer people link to your site the better)
- If people come to your site and stay there for a long time
- If people are talking about your site on social networks and other sorts of places that they normally would share interesting sites

The other factors used by search engines to evaluate your site are various but the sort of factors that, if you think about them, make a lot of sense:

- If people are searching online for your company and site name
- If people stay for a long time on your site and do not bounce around
- If people return after visiting your site
- If your site is updated frequently
- If your site has been around a long time

These are a few of the things that the search engines do. There are more specific and detailed criteria, of course, but these are the basics. If you understand these concepts and nothing more, you can do very, very well in search engine marketing. The rest of what you can learn about this business is basically smoke and mirrors.

When you give search engines what they want, your business can change beyond your wildest dreams. You probably will not get rich overnight but if SEO is handled properly you will not have to worry about getting business. You need to make sure, though, that you are giving the search engines what they want.

### **SEO Must Be Done Correctly**

Realizing that my survival depended on getting free traffic, I searched far and wide for various forms of information. I did everything I could to insure that I was finding the best information possible. Like most people do, I always hoped there was some sort of short cut out there.

I attended tons of seminars held by so-called gurus and was amazed at what I saw and heard. Most online practitioners have all sorts of tricks that they are happy to teach you. With almost 100% confidence, I can tell you that most of these tricks were worthless.

One of the most popular Internet gurus today, and for the past several years, teaches nothing more than “Permission Marketing,” a concept he seems to have stolen from Seth Godin (someone in the field I respect). This essentially involves giving people various forms of free information and then making them trust you before giving you thousands of dollars for a course which essentially charges for the same thing.

With very, very few exceptions, there aren’t a lot of people in the Internet marketing field teaching real search engine optimization. They are teaching a series of short cuts and today’s latest tricks. You won’t be learning search engine secrets from the sort of Stanford educated PhDs roaming around Google. You will be

learning it from people who, in most cases, did not even attend college and may have found a little loophole that will work for a time but then will get your site in trouble with Google.

Fads, quick marketing tricks and so forth do not work against thousands of computer science PhDs operating a multi-billion dollar company with more resources at their disposal than most countries. It cannot be done. You need to give search engines what they want and stop playing games.

Search engine optimization absolutely must be done correctly. There are zero shortcuts in the business and anytime someone promises you something big it is probably not the real thing.

None of the search engine stuff I am going to teach you is difficult. It is, however, time consuming. Very time consuming. And it will require you to stop looking for short cuts.

When someone walks into a bank with a gun and sticks it in a teller's face they are taking a short cut. The odds are they are going to get caught. The money might explode with an ink bomb. They may get caught fleeing the bank. Or, the FBI will catch them a short time later. Whatever happens, the odds are very good that they are going to get caught and will spend several years in prison.

Robbing a bank is a short cut. Using automated tools to try and fool search engines or following the advice of the hot guru of the moment is a short cut.

At this point it is important that you understand one very simple point about search engines and this business: you need to invest time and money into them to get results.

## **Conclusions**

I do not need to tell you that absolute fortunes are being created online every single day. As new websites are started, newspapers and other types of traditional media are folding. Even television and entertainment is increasingly going online.

Because so much is going online, it is imperative that any business should be doing aggressive SEO if it is going to thrive. I own a law firm and yoga studio and do SEO aggressively for these businesses. I also have recruiting companies and do SEO aggressively for these too. Whatever your profession, whatever sort of business you have, you must do SEO.

In SEO, the only results that generally matter are the top 3 results. No matter how you look at it, search engine optimization is a race. 95% of all of the clicks in a search engine are on page 1. If you rank for a search at #30, the odds are you will get zero traffic.

When you do SEO, you are attempting to win that race. You are doing this through a variety of ways and they are all methods that you need to learn about and understand. SEO will change your business in a fundamental and meaningful way if you do it correctly.

You cannot afford not to do SEO, and you must do it correctly. SEO is predictable. SEO has rules. SEO will not cheat you. SEO encourages you to do good things.

# Chapter 2:

## Page One of Google

When I am at parties and various events I am always meeting new people and they generally ask me what I do. I meet a lot of smart people and I also meet a lot of very stupid people. Recently, I met someone who was both smart and stupid.

I met a young doctor who had gone to the top high school in Los Angeles, had gone to Yale for college and then attended a well-known medical school. Suffice it to say, this guy was really intelligent. As I am about to show you, though, intelligent people are often the dumbest when it comes to understanding search engines.

Since graduating from medical school, he had been an eye doctor in a very populated and busy area of Los Angeles. The man was arrogant, impressed with himself, and clearly believed he was more intelligent than others.

“What do you do?” he asked me.

Since I run 350 commerce-oriented websites, a yoga studio, a small law firm, a few recruiting firms, and act as a consultant, it is difficult for me to ever tell people what I do. It takes me hours and people think I am crazy and not telling the truth because it is so strange. Today I got a call from a guy in Ghana who told me I was his favorite motivational writer and wanted to travel to the United States to meet me and have me consult for him about his life.

“I can pay you a lot of money ...” he told me.

Lately I have just started telling people I am in the search engine business.

“Oh, I tried using search engines for my business,” the doctor told me. “They do not work.”

“How do you know they do not work?” I asked him.

“Because we paid a search engine company to do some work on our site and get us ranked. We paid them \$500 a month for three months and only got 5 patients from it.”

“How do you know you only got 5 patients?” I asked him.

“Because I was smarter than the search engine company knew I was. I used a special number only on my website so I could track the calls. I’m done paying companies to help me with search engine rankings.”

The thing I love about people who think they are smarter than others is that they simply do not think things through very well.

If we break down this doctor’s investment, we will find that it may not have been such a bad deal:

- Five patients who spend \$1,000 a year on average with you over 20 years could be worth \$100,000. Not to mention the people they refer to the doctor and so on. If the doctor had a good referral program in place, he could do exceptionally well.

- Search engines reward you over time. The \$1,500 this doctor spent on search engine work will continue sending him traffic for months—and probably years.

- Search engines reward you in a proportional way. The more this doctor continued to invest in doing search engine optimization, the more effective it would have been for him.

- Search engines are not simple. The doctor could have been doing simple search engine optimization on just his site. What if he had also enhanced his local listings?



Take a look at the following image.

Understanding this image is a key to understanding how Google operates and how you can start to rank highly in the search engines.

To give you some insight into the power of this page, if this doctor truly took the time to understand what is going on here he could very quickly probably doubled or even tripled his income. Instead, he brushes it off as something that is irrelevant to his business despite having spent seven years in medical school, done an internship and a residency, and invested hundreds of thousands of dollars in a fancy education.

Understanding this page is incredibly important for anyone who wants to be successful in their business. I do not care who you are.

Google Search results for "los angeles eye doctor".

**Search** About 25,700,000 results (0.27 seconds)

**Web** Images Maps Videos News Shopping More

**Los Angeles, CA** Change location

**ADS**

**Map for los angeles eye doctor**

**Top 3 organic listings**

**Google local listings**

**Additional organic listings**

**Los Angeles Eye Doctor**  
www.findanoptical.com/  
Prices By Phone. Call Us Today!  
(1) 10724 Washington Blvd., Culver City, CA  
(1024) 258-5863 - Directions

**Los Angeles Eye Doctors | ZocDoc.com**  
www.zocdoc.com/Los-Angeles  
Search by Insurance & Neighborhood Read Reviews & Book Online - Free!  
2,352 people +14 or follow ZocDoc  
By Insurance - By Gender - By Procedure - By Language

**Los Angeles Eye Doctor Directory - Find an Optometrist or MD**  
www.statementnetwork.com/los-angeles.htm  
150+ items - Find Los Angeles eye doctors, including optometrists and ...  
Drs. Rishko & Sam, 29222 Agoura Rd., Ste. 103 | Map | (818) 597-0070  
Agoura Family Optometry, Dr. Christopher Hair | 5849 Kanan Rd. | Map | (818) ...

**Los Angeles EyeCare Optometry Group - Home**  
www.lagecare.net/  
We are centrally located in Downtown Los Angeles on the 8th floor of the Kajima building (California Bank and Trust on the ground floor) at the corner of 1st St.

**Melamed Eye Care**  
www.melamedeyecare.com/  
3 Google reviews

**Doherty Eye Institute**  
www.doherty.org/  
2 Google reviews

**LA Vision Optometry**  
www.lavisionla.com/  
2 Google reviews

**Jules Stein Eye Institute**  
www.jsei.org/  
7 Google reviews

**Downtown L.A. Optometric Vision Center**  
www.downtownlaoptometric.com/  
Google+ page

**Rogers Chang Optometry**  
www.dogerschang.com/  
Google+ page

**OPTOMETRIC EYE INSTITUTE**  
optmetriceyelinstitute.net/  
8 Google reviews

More results near Los Angeles, CA »  
Glasses - Eye Doctors - Eye Exams - Opticals - Contact Lenses  
Optometrist near Foster Ranch - Encinitas City - Harbor City - Santa Monica - West Hollywood

**Los Angeles - Health and Medical - Optometrists - Yelp**  
www.yelp.com/search?find=optometrists  
Best Optometrists in Los Angeles, Missouri, List: 1. Paul C Lee, MD, 5.0 star rating, 52 reviews, user photo - Paul P. Lee and my eyesight is 20/15 in both eyes. 2.

**LA Eye Center & Clinic - Home**  
laeyecenter.com/  
Located south of downtown Los Angeles, LA Eye Center & Clinic caters to the local and surrounding communities and provides comprehensive eye care from ...

**Home - The Optometric Center of Los Angeles**  
www.optcenterla.com/  
The Optometric Center of Los Angeles is an eye care clinic providing comprehensive eye and vision care for the entire family. Eye exams, eyeglasses, contact ...

**Los Angeles Optometrist - Los Angeles Eye Doctor - Encino Eye**  
visualprocessing.com/  
Visual Processing offering highest quality of Visual Therapy for Los Angeles  
Optometrist, Encino Eye Doctor, Los Angeles Vision Treatment, Optometrist Encino, ...

**Los Angeles Eye Doctors - Findno.com**  
www.findno.com/eye-care-directory/california/los-angeles  
Buy cheap, discount eyeglasses frames & eyewear in Los Angeles of California. Find local optical eyeglasses stores, eye doctors, eye care centers, eye clinic, ...

**Laser Eye Surgery Los Angeles | Eye Surgery Los Angeles | Eye**  
www.beverlyhillsvision.com/  
... of Beverly Hills Vision Institute, a leader in comprehensive eye care in Beverly Hills ... in Beverly Hills serves the greater Los Angeles area including Beverly Hills, ...

**Searches related to los angeles eye doctor**  
los.angeles.eyeglasses  
los.angeles.optometrist  
los.angeles.opthamologist  
los.angeles.dentist  
los.angeles.eyecare  
lencrafflers.herald.square  
eye.clinics.los.angeles  
eye.exams.los.angeles

**Go** 1 2 3 4 5 6 7 8 9 10 Next

Advanced search Search Help Give us feedback

Google Home Advertising Programs Business Solutions Privacy & Terms About Google

## Ads

Ads are something that I am not interested in discussing in detail right now. What is important to understand about these advertisements is that they are competing with the organic (i.e., “natural”) listings for search engine traffic.

Organic searches get more clicks than paid searches, however, all searches are not the same. For example, searches with high commercial intent (i.e., searches where a user is looking to purchase something—“Buy a Subzero ice maker”) typically receives far more paid clicks than searches where this is not the case (i.e., “Longest river in South America”).

Advertisements are what give Google money and are the key to their business. Google wants to have as many advertisements on its website as possible to make as much money as possible. However, Google also does not want to detract from the user experience too much. Therefore, it also needs to provide a good user experience (or else people will not use its site).

### **Important Take Away**

Google is about the user experience. Google wants to provide users with the best experience possible so that they do not use other search engines. If Google is giving people irrelevant results then they are going to be unlikely to come back and use their site. Therefore, the site aims to provide the best user experience to people all of the time.

If you think Google deploys a lot of scientists and technology in the work it does to decide who goes on page one of the search results, you would be amazed at how much science and technology it employs in the work it does to display advertisements.

- To avoid “banner blindness,” Google search results often do not contain any advertisements at all –just search results.
- Google will display ads from advertisers who pay less money often if they get clicked on more often (the logic being that these advertisers will ultimately earn them more money due to being clicked on more often than those who are not).

You do not need to understand a lot about advertisements at this point because I am not attempting to teach you about advertisements here. What you do need to understand is the space on the page on which you are competing for attention. The more commercial intent your term has the more you will be competing with Google.

### **Top Three Organic Listings**

The top three organic listings are where you want to be found.

Ranking on the first page of Google is extremely important. Regardless of what your product is, if you rank on the first page of Google you are going to get good exposure.

Rank #	Average CTR
1	36.4%
2	12.5%
3	9.5%
4	7.9%
5	6.1%
6	4.1%
7	3.8%
8	3.5%
9	3.0%
10	2.2%
11	2.6%
12	1.5%
13	1.3%
14	1.1%
15	1.2%
16	1.2%
17	1.4%
18	1.3%
19	1.4%
20	1.4%

One of the most important things about search is being in the top 10. Consider the results of this recent report from Optify:

As you can see here, almost 60% of all clicks go to those who are in the top three search results (while the #1 result gets almost three times as many clicks as the #2 spot).

We are going to spend a lot of time dissecting sites and going into a lot of detail to show you what makes a top-ranked site. At the outset is important to understand something: top ranked sites stand to make the businesses which have them a great deal of money.

How did the above sites get in the top 3? The most important factors that influence where a given site is likely to fall in the search engines are:

(1) *The Sites You Are Competing With.* Every site out there in the market is competing with you. How well you do SEO is only in direct proportion to how competitive your market is. Here are a few “basic” but important points to understand:

- If you are in an extremely competitive market (home loans, Viagra, etc.) then you need to do more SEO than if you are in a less competitive market
- If you are in a large market (New York City), then you need to do more SEO than if you are in a small market (Bay City, Michigan).

The true beauty of search engine optimization is that you can absolutely excel in small markets and niches because there is hardly any competition. Competition is the name of the game. How well your competition does SEO generally determines how successful your own SEO efforts will be.

The reason I run so many websites is due to the fact that I want to enter certain spaces with sites where there is very little competition so that I can compete in these spaces with little competition. You need to choose your battles in the search engine game.

In the SEO game, the competition is not there to help you. The competition wants to be above you because so much money is involved. You need to ensure that your site and SEO program is optimized to the maximum extent possible to rank as highly as possible.

If you are in a market that suddenly becomes very competitive and big players move in, you could suddenly find your rankings hurt very badly. For a long time one of the sites I ran ranked #1 for a term with huge search volume. Then a huge, multi-national corporation got into the space and my site fell to #2 in the rankings.

Your rankings will be determined in large part by who you are competing with.

(2) *The Search Engines.* The search engines will never be completely understood. You cannot understand them. The Google algorithm, for example, changes every 12 hours. Even Google does not understand its own algorithm. Google has more than 100 teams working on various “features” of its search engine and is constantly running thousands of tests at one time.

So many factors go into Google rankings it would be difficult to list them all.

- There is localization where certain results will be displayed based on a given location the user is searching from.
- There is personalization where certain results will be displayed based on what Google knows about you.
- There is web history, where results will be displayed based on the sorts of results you may have favored in the past.

Each of these components above has multiple algorithms operating within them to display certain results above others.

The people who tend to best understand Google are “spammers.” These are people who figure out weaknesses in Google’s armor and look for ways to rank in a way that does not show users the results that Google believes they want to see. You do not need to worry about tricking Google because there really are no tricks. Google is simply looking to display the highest quality results for each search query.

How does Google know what quality is? There are a ton of things at work here, but Google is looking for lots of things that show your site is a reputable one:

- Links coming in from authoritative (related) sources to your site
- Content that is updated frequently
- Users staying on your site and browsing around when they get there
- People bookmarking your site to return later
- Professional web coding

There are hundreds of factors I could go through with you, but these are among the most important. All you need to do in order to rank highly is be the “least imperfect” with respect to what Google is looking for.

Google takes the work it does extremely seriously. Google spends approximately 60% of its revenue maintaining its index. And while Yahoo may not be as powerful and profitable as Google, the company still makes \$1 billion a month in profit.



The search engines are simply statistically-based engines. They run the search engine to weed out “spammers” and bad sites, and to try and present people the best results possible. They are also run to insure that they are displaying the best results possible.

The only way to be the best is to attempt to rank the highest you can for as many variables that are used in the search engine algorithm as possible.

(3) *Your Own Site.* The third and final factor that determines how your site is likely to rank is your own site. The things that you do with your own site will determine how well it ranks. There are so many factors involved it would be impossible to list them all.

Here are some factors listed by one search engine blogger, Ann Smarty:

Domain: 13 factors

1. Domain age
2. Length of domain registration
3. Domain registration information hidden/anonymous
4. Site top level domain (geographical focus, e.g. com versus co.uk)
5. Site top level domain (e.g. .com versus .info)
6. Sub domain or root domain?
7. Domain past records (how often it changed IP)
8. Domain past owners (how often the owner was changed)
9. Keywords in the domain
10. Domain IP
11. Domain IP neighbors
12. Domain external mentions (non-linked)
13. Geo-targeting settings in Google Webmaster Tools

Server-side: 2 factors

1. Server geographical location
2. Server reliability/uptime

Architecture: 8 factors

1. URL structure
2. HTML structure
3. Semantic structure
4. Use of external CSS/JS files
5. Website structure accessibility (use of inaccessible navigation, JavaScript, etc.)
6. Use of canonical URLs
7. Correct HTML code
8. Cookies usage

#### Content: 14 factors

1. Content language
2. Content uniqueness
3. Amount of content (text versus HTML)
4. Unlinked content density (links versus text)
5. Pure text content ratio (without links, images, code, etc.)
6. Content topicality/timeliness (seasonal searches for example)
7. Semantic information (phrase-based indexing and co-occurring phrase indicators)
8. Content flag for general category (transactional, informational, navigational)
9. Content/market niche
10. Flagged keywords usage (gambling, dating vocabulary)
11. Text in images
12. Malicious content (possibly added by hackers)
13. Rampant misspelling of words, bad grammar, and 10,000 word screeds without punctuation
14. Use of absolutely unique/new phrases

#### Internal Cross Linking: 5 factors

1. # of internal links to page
2. # of internal links to page with identical/targeted anchor text
3. # of internal links to page from content (instead of navigation bar, breadcrumbs, etc)
4. # of links using "nofollow" attribute
5. Internal link density

#### Website factors: 7 factors

1. Website Robots.txt file content
2. Overall site update frequency
3. Overall site size (number of pages)
4. Age of the site since it was first discovered by Google
5. XML Sitemap
6. On-page trust flags (contact info (for local search even more important), privacy policy, TOS, and similar)
7. Website type (e.g. blog instead of informational sites in top 10)

#### Page-specific factors: 9 factors

1. Page meta robots tags
2. Page age
3. Page freshness (frequency of edits and % of page affected (changed) by page edits)
4. Content duplication with other pages of the site (internal duplicate content)
5. Page content reading level
6. Page load time (many factors in here)
7. Page type (about us page versus main content page)
8. Page internal popularity (how many internal links it has)

9. Page external popularity (how many external links it has relevant to other pages of this site)

Keywords usage and keyword prominence: 13 factors

1. Keywords in the title of a page
2. Keywords in the beginning of page title
3. Keywords in alt tags
4. Keywords in anchor text of internal links (internal anchor text)
5. Keywords in anchor text of outbound links
6. Keywords in bold and italic text
7. Keywords in the beginning of the body text
8. Keywords in body text
9. Keyword synonyms relating to theme of page/site
10. Keywords in filenames
11. Keywords in URL
12. No “randomness on purpose” (placing keyword in the domain, keyword in the filename, keyword starting the first word of the title, keyword in the first word of the first line of the description and keyword tag...)
13. The use (abuse) of keywords utilized in HTML comment tags

Outbound links: 8 factors

1. Number of outbound links (per domain)
2. Number of outbound links (per page)
3. Quality of pages the site links in
4. Links to bad neighborhoods
5. Relevancy of outbound links
6. Links to 404 and other error pages
7. Links to SEO agencies from clients site
8. Hot-linked images

Backlink profile: 21 factors

1. Relevancy of sites linking in
2. Relevancy of pages linking in
3. Quality of sites linking in
4. Quality of web page linking in
5. Backlinks within network of sites
6. Co-citations (which sites have similar backlink sources)
7. Link profile diversity
8. Anchor text diversity
9. Different IP addresses of linking sites
10. Geographical diversity

11. Different TLDs
12. Topical diversity
13. Different types of linking sites (logs, directories, etc.)
14. Diversity of link placements
15. Authority Link (CNN, BBC, etc) per inbound link
16. Backlinks from bad neighborhoods (absence / presence of backlinks from flagged sites)
17. Reciprocal links ratio (relevant to the overall backlink profile)
17. Social media links ratio (links from social media sites versus overall backlink profile)
18. Backlinks trends and patterns (like sudden spikes or drops of backlink number)
19. Citations in Wikipedia and Dmoz
20. Backlink profile historical records (ever caught for link buying/selling, etc.)
21. Backlinks from social bookmarking sites

Each Separate Backlink: 6 factors

1. Authority of TLD (.com versus .gov)
2. Authority of a domain linking in
3. Authority of a page linking in
4. Location of a link (footer, navigation, body text)
5. Anchor text of a link (and alt tag of images linking)
6. Title attribute of a link

Visitor Profile and Behavior: 6 factors

1. Number of visits
2. Visitors' demographics
3. Bounce rate
4. Visitors' browsing habits (what other sites they tend to visit)
5. Visiting trends and patterns (like sudden spike in incoming traffic)
6. How often the listing is clicked within the SERPs (relevant to other listings)

Penalties, Filters and Manipulation: 12 factors

1. Keyword over usage/keyword stuffing
2. Link buying flag
3. Link selling flag
4. Spamming records (comment, forums, other link spam)
5. Cloaking
6. Hidden Text
7. Duplicate Content (external duplication)
8. History of past penalties for this domain
9. History of past penalties for this owner
10. History of past penalties for other properties of this owner
11. Past hackers' attacks records
12. 301 flags: double re-directs/re-direct loops, or re-directs ending in 404 error

More Factors (6):

1. Domain registration with Google Webmaster Tools
2. Domain presence in Google News
3. Domain presence in Google Blog Search
4. Use of the domain in Google AdWords
5. Use of the domain in Google Analytics
6. Business name/brand name external mentions

You should not let any of this confuse you at this point. What is important to understand is that the things you do with your site are going to have a massive impact on what happens with your rankings. Don't let this information overwhelm you right now. Just understand that what happens on your site and what you are doing will have an impact on your rankings.

This is all information that is important for you to understand and something that we will cover in due time – when you are ready. For now, just understand that this information is important.

### **Google Local**

Many people believe that local is the future of search. With Local, Google employs a variety of factors to place (and rank) local businesses in the search results.

There are a few very key points to understand about Google Local results:

First, most businesses need to create accounts with Google in order to get listed there. You also need to make sure you describe (i.e., list) your business in the correct way. Google may call you or they may send you a post card.

Second, ranking high on Google Local is a lot like getting a top rank in Google. Factors like inbound links are of considerable importance in this. Right now, Google refers to this as “citations”—and the sites with the most citations typically rank the highest.

From a marketing standpoint, because Google Local has been given such massive prominence by the search engines, you cannot ignore it. Every local business should be doing consistent SEO for local listings due to its prominence on the search results.

### **Conclusions**

These are the major components of the page that you need to understand and what is involved in getting there in the first place. Fortunes are made and lost based on your ability to get listed here.



# Chapter 3:

## Links

When I was in college, I knew that I wanted to go to law school. I remember talking to the admissions officer at a particular law school. He was very clear with me that the only thing that really mattered for getting into his law school was my Law School Admissions Test (LSAT) score and my grade point average.

It did not matter whether I was a college athlete, a published author, or the inventor of a cure for a rare disease.

The admissions officer said something like “Certainly, we will consider these things if you have the right numbers, but if you do not we will not.”

In order to even “be in the game” to attend a top law school, you need the right numbers. Once you have these numbers, the school will look at other things – but you need the right numbers first.

What he was saying, in effect, was that my aggregate numbers were all that mattered. My grade point average and LSAT score would be combined into a number that would determine where I would go to law school. That was more than 20 years ago, and the same procedure is in use today for law school applicants.

Getting ranked by Google is similar to getting into a good law school. Your site needs to have the right number of “points” to even be considered for being ranked for the term that you are trying to rank for. If you have enough points then the search engines will consider you for “admission” into their search results. It takes more points to be at the top of the search results than it does to be at the back of the search results.

Just like being a superstar athlete can help you get into a good law school, having a fast site, interesting content, and so forth can help you get ranked but you will not even be considered for being ranked unless you have enough points.

If you need to understand just one thing about search engine optimization, this is it:

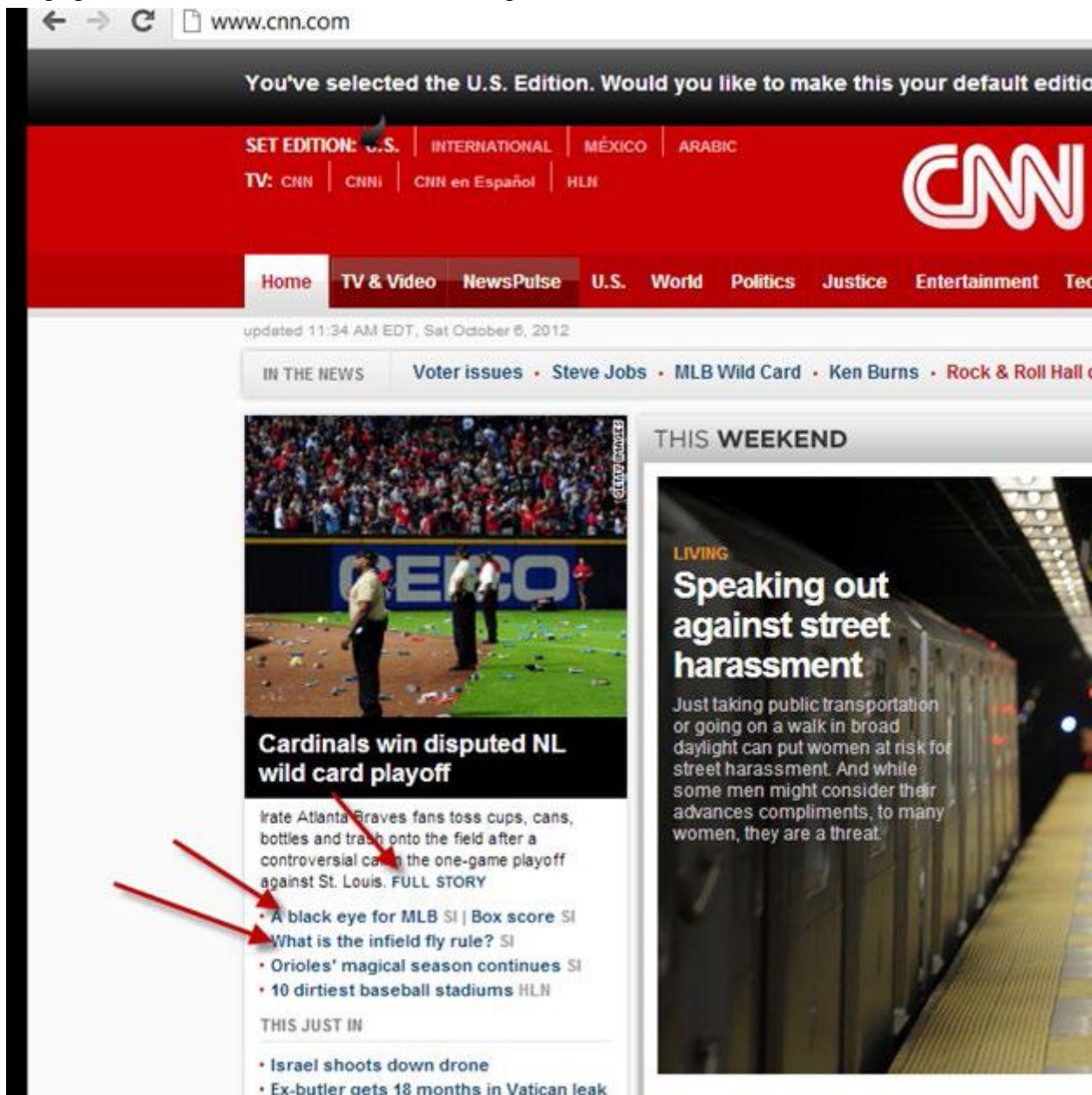
1. When someone does a search on the Internet for a term, the first thing that Google does is locate all of the pages on the Internet it can that have that term in the meta page title (an analogy to this would be filling out an application to a law school); then,

2. Google looks at the number and quality of links going to each of these meta page titles, and then it ranks each of these in order (an analogy to this would be your grade point average and LSAT score in applying to law schools). The websites with the highest number of quality links going to them rank the highest.

This concept is unbelievably important and the foundation of all SEO-related efforts. In essence, assuming that your page has the right word in its page title, the rest is all about the number and the quality of links coming into your site.

## What are Links?

What is a link? A link is anything that if clicked on takes the user to another page on the internet, whether it is your page or someone else's. Here is an example of text links:

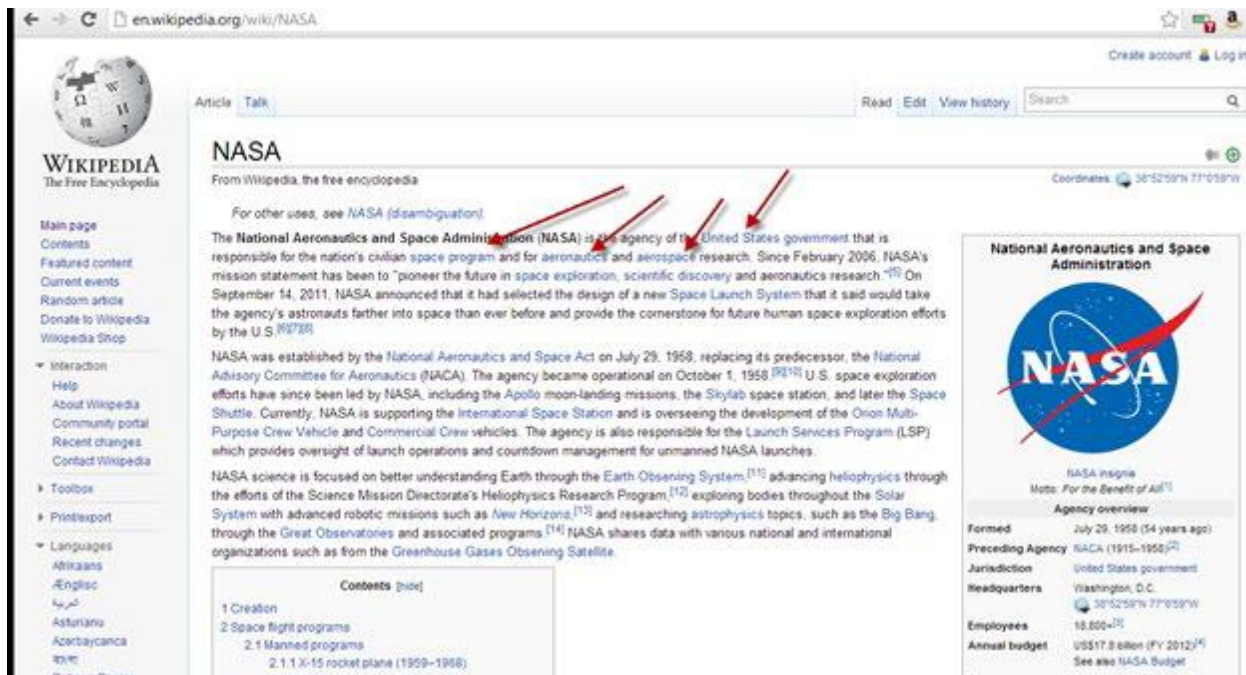


Here, these links are taking people to another area of the CNN website.

In other cases, links could be going to other web pages besides the ones on the CNN website.

Links are generally in blue.

Here is an example from the Wikipedia page:



Each time another website links to your website, you get credit for a link.

There are different types of links. For example, someone could just link to your website like this:

<http://www.Example.com>. Conversely, the person could link to a page of your site with a word or phrase like “Greatest Blueberry Pie.”

A link to a specific term (i.e., keyword) is generally going to be far more valuable than just a link to your website. A link to a specific term that is also present in your meta keyword tag is like getting a detailed vote.

How important are links? In at least 95% of all cases, the sites that rank #1 for the keyword that you want to rank for have more links coming into them (of a higher quality) than those that do not. You can do all of the work that you want on your website, but if you do not have links coming into your site, you are generally dead in the water for the terms that you are trying to rank for.

You still need to have content on your site, your site needs to be operational and work appropriately, but if you have the most and highest quality links coming into your website, you are almost certainly going to be better off than the sites that do not.

I cannot tell you how many search engine seminars I have been to and how many books about SEO I have read. I am also familiar with numerous SEO companies as well. Something that absolutely amazes me time and time again is that just about everyone seems more concerned about what is on your website than the site’s incoming links.

Google cares very, very little beyond your meta title tag regarding the content of your website.

Google is a computer.

Google needs to quantify everything, and the way it does this is through links. Google cannot sit back and read all of the content on your site and reflect upon it and then reach decisions about how much it likes the content. The only way Google knows how to understand what sort of content deserves to be ranked is by how many other sites are linking to this content. In the world of Google, a link is like a “vote” – the more votes a site has, the more likely it is to be ranked.

If you think about this system, it is a very good one. Google simply tabulates votes, and on the basis of this effort, it can rank sites and provide people with the best user experience possible.

The content on your website needs to make sense, and your website needs to be coded properly. Nevertheless, if you do not have links coming into your website then you are going to be essentially dead in the water if you are trying to rank for any marginally competitive term.

### **The Concept of Page Rank**

One of the most amusing things about where I live, Malibu, is the way a lot of the social structure appears to work.

Because there are a lot of movie stars and other celebrities in my community, a good part of the social pecking order for some people is based on whether or not they are friends with certain celebrities – and whether or not their friends are friends with these celebrities.

I am not even close to being part of this, but I certainly have had the chance to hear about it and see how it works first hand. If someone is friends with Julia Roberts, that person will instantly have a certain level of social cache. If he/she is also friends with someone like Cindy Crawford, he/she will have more social cache too.

Why is being friends with someone like Julia Roberts considered a good thing? Because millions of people like Julia Roberts and she can be friends with anyone. If she is friends with you, it is a very powerful endorsement. She can only be friends with a limited number of people. If she is friends with you, this is similar to a link in Google's eyes.

Some people might not have any celebrity friends. Instead, they may be friends with just a few normal people – or a lot.

Being friends with a few people that are not well-known by society is unlikely to count for much. This is especially true if those people also do not have a lot of friends and are eager for friends.

Who is more influential socially- the person with two very famous friends or the person who is friends with a bunch of common people?

The person who is good friends with two famous people is more influential. Why? Because an endorsement from two major celebrities is likely to carry more weight socially than an endorsement from a few people who are not as well-known in society.

Page rank works in a fashion similar to a popularity contest.

When Google is deciding what page to rank for a given term, it looks at the quantity and quality of the sites linking to you on the Internet. Google generally ranks the quality and relevance of sites linking to you by measuring the page rank of the site linking to you.

In the world of Google, someone like Julia Roberts would have a high page rank. Your next-door neighbor who rarely leaves the house would not.

There are lots of plug-ins that you can put in your browser to see page rank. You will typically see page rank in your browser in the upper right-hand corner if you install a plug-in:



Here, you can see that Joe's Car Wash in Wichita, Kansas, has a page rank of 1. If Joe's car wash linked to you from its home page, it would not help your site very much.



In contrast, Wikipedia has a page rank of “9.”



If Wikipedia linked to your site from its home page, it would help your site a great deal.

Page rank indicates how many “votes,” i.e., links, a given website has. In the above example, because Joe’s Car Wash has hardly any votes going to it, it has a page rank of 1. In contrast, the website for Wikipedia has a lot of links going to it and therefore gets a page rank of 9 in the above example.

The idea behind page rank is that each link on the web to another website counts as a vote. Some sites have more votes than others. If you run a website and find the content on another website to be very good, you may link to it. The more people linking to a given website, the more “popular” this website is (according to the eyes of Google) and therefore the higher the site should rank in the search engines because it has more votes. In a similar manner, some votes (links) count more than others because they are from more authoritative (i.e., popular) sources. The most popular sources are typically going to be the sources with the highest page rank.

All web pages on the Internet are assigned page ranks. The higher the page rank is, the more authoritative Google considers the page to be and the more likely the page is to rank for the given search results. Each page rank as you move up the scale becomes more and more difficult to achieve.

Here is a good graph that discusses the concept of points and page rank:

To get PageRank(x)-----	Points Needed
1-----	986
2-----	6,212
3-----	37,892
4-----	234,930
5-----	1,409,582
6-----	8,598,448
7-----	53,310,378
8-----	322,527,788
9-----	1,994,672,287
10-----	12,597,935,411

1 link from (PR)-----	=(x) Points
0-----	1
1-----	20
2-----	96
3-----	338
4-----	986
5-----	6,902
6-----	12,754
7-----	47,856
8-----	140,958
9-----	859,844
10-----	5,331,037

In this example, you can see how the “point system” works. The first set of numbers on the top shows how many points you need to achieve a given page rank. The second set of numbers on the bottom shows the number of points a link from a site of a given page rank will provide.

Thus, if you get a link from a PR1 site, it will count as 20 points. In contrast, if you get a link from a PR5 site, it will count as 6,902 points.

Many SEOs believe the number of links coming into a given site is significant. For example, one of the sites that I run, LawCrossing, has lots of links coming into it according to Alexa:

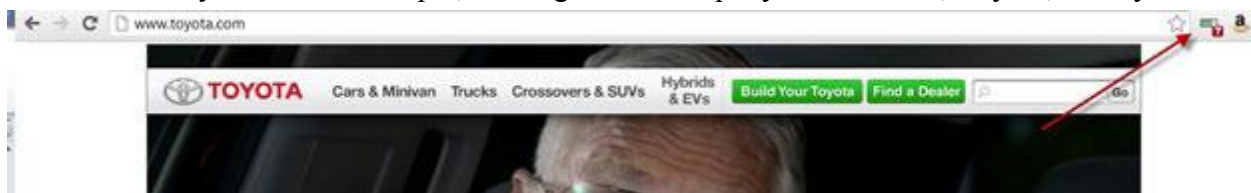


Nevertheless, this site is a PR5 site. Despite having lots of links coming into the site, it is the quality of the links and the PR of the links that matters.

Every single page of your website will be assigned a different page rank. In addition, the page rank from your home page will generally flow down to your sublevel pages and the pages that you are linking to. Each link that you send from a high page rank part of your site to a lower page will discount the strength of that link.

In addition, a PR5 site with tons of outbound links on its page will have the point value of each of the links that it sends out discounted. Thus, if a PR5 page is linking to one page, that link will be worth 6,902 points. If a PR5 page is linking to two pages, these links will be worth 6,902/2 points. If it is linking to 3 pages, the links will be worth 6,902/3 points ... and so on.

Most sites never become more than a page rank 4 or 5. It is very difficult to get a page rank 6 and page ranks 7 and 8 are very rare. For example, the largest car company in the world, Toyota, is only a PR7:



Microsoft is a PR8:



There are less than 20 PR10s on the Internet.

### **You Need to Get Points to Your Website**

The entire search engine game revolves around getting points to your website.

If you have a page that you have written about red kangaroos on your website—you want to get links (points) to this page. If you have more links and points than others trying to get points for this term, you are going to rank the highest.

People have known this since the 1990s. For example, in 1999, many webmasters got together and created links with the term “more evil than Satan himself” to Microsoft’s home page. This got the page to rank for this term.

Once you have chosen keywords, written some good content, professionally programmed your website, and created good meta title tags, the only thing you should be doing from an SEO perspective is working on getting “points” to the pages that you want points to.

Getting points to your website is not an easy thing. It is not easy convincing websites to link to you, and it is something that most intelligent SEOs do not spend a lot of their time doing. Any good SEO program requires—in fact, it mandates—that you know how to build links to your website and the pages that you want to rank for.

As you can imagine, given the importance of links to ranking in the search engines, a massive industry has popped up to sell links. One of the first “link brokers” was Yahoo! For \$299, you can buy a link on Yahoo! to get included in their directory. Similarly, Alexa sells links on its site.

Because links are so valuable to search engine rankings, there are all sorts of shady and not shady characters who will sell ways for you to get links. There are automated tools, blog networks, and various tools that you can use to get links. Most of the links that you can acquire through sources like this are bad links and will not help you.

### **What is a Bad Link?**

Bad links are links from sites that Google does not trust. Because links result in points and points are like currency, Google wants to ensure that when it rewards you points, these points are coming from legitimate sources.

If you could pay Julia Roberts \$10,000 to be your friend and she would then be your friend, this would discount the value of her friendship in social circles. Because she was willing to be friend with anyone with \$10,000, you would not gain a lot of social cache by paying her to be your friend.

In a similar manner, if you were friends with the local social outcast who would be friends with anyone, this would not give you a lot of social cache either.

Bad links are links from sites that accept money for links (not necessarily Yahoo! or Alexa—due to their own authority and reputation) and links from sites that will give anyone a link.

Sites and people who sell links are a huge threat to Google because links are so important to the way it ranks sites. Anytime Google finds out that a site is selling links, it immediately discounts the “trust” and authority that a link from a given site will give the site receiving the link.

There is also the concept of the “neighborhood” that the link is coming from. If you run a site about orthopedic shoes, having a bunch of links coming to you from gambling and pornography sites is generally a very good indication to Google that something is wrong.

If you run a medical clinic and your site is linked to from a page that contains hundreds of links for products and services not at all related to what you are selling, Google is smart enough to understand that this is probably a bad link.

If your site has more bad links, purchased links, and so forth coming into it than good links, then it will have a very difficult time ranking.

Most people—both inside and outside of the SEO world—have heard about Google updates. These updates are occurring on an ongoing basis, and Google is constantly updating its search algorithm to ferret out bad search results and make its search results more accurate. Remember: Google only makes money if people keep using it and are constantly returning to its site.

Just about every search update there has ever been—whether it is called Panda, Penguin, or otherwise—is all about making sure that sites with bad links coming into them stop ranking highly. The entire currency of Google is links and points, and Google always wants to ensure that points are counted correctly.

When an update occurs, what typically happens is sites that have purchased links or are getting bad links are being removed from the search results or pushed far down into the results.

Ranking on Google is as simple as getting links, but the links need to be from the correct sorts of sites.

### **What is a Good Link?**

A good link is a link from a site that seems to have trust and for which links are not easy to come by.

A link from the directory DMOZ, for example, has always been seen as a good link. It is very difficult for a site to get listed here, and it requires a manual review in order to get in DMOZ. Google trusts links from this site and for some time even used these results for its own directory.

Links from sites like CNN and the Huffington Post are also good links. Google assumes that if you are getting links from these sites, you must be doing something right.

Links from associations and trade groups in your industry, links from other businesses in your industry, and so forth are good links—the higher the PR of the site linking to you, the better. The fewer links the sites in your industry are linking to, the better.

While there has been some disagreement about this recently, links from government and educational sites are generally very good. Google assumes that these sites are not commercial (and therefore “good neighborhoods”) and if they are linking to you then a link from them can be trusted.

In determining a good or a bad link, Google is essentially trying to determine how popular you are by evaluating whether or not the people voting for you can be trusted and how trustworthy these people are.

### **How to Get Links (and Points)**

Every person who is good at SEO has a ton of points and links coming into his/her site, and he/she also figures out how to get these links from sources that count and that carry a lot of value.

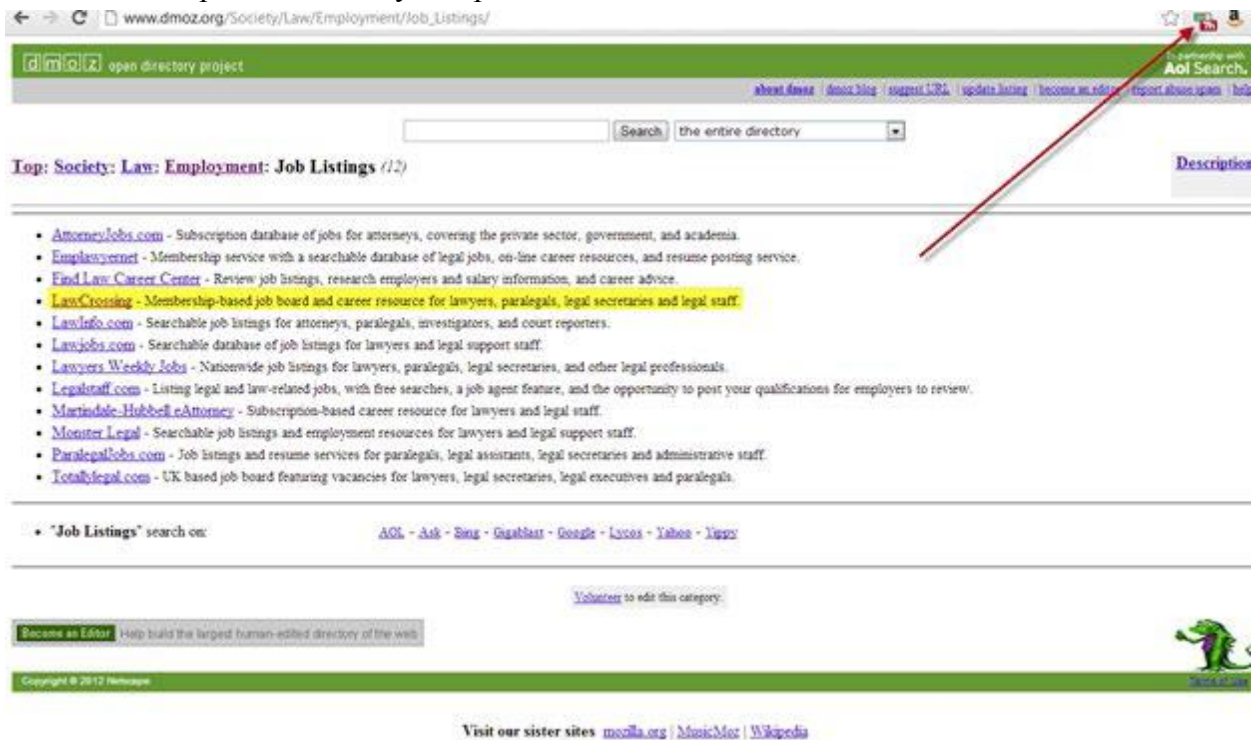
Some of the most common ways of getting links are the following:

1. **Directory Submissions.** Directories were originally used for categorizing different types of content on the Internet so that users could find the information that they were looking for. They pre-date Google. With a typical directory, a human editor would approve a site and the location of its listing.

Directory submissions are important because they can give your site a backlink. Having lots of backlinks from directories is something that can help any site. Personally, I always make sure that my sites are submitted to just about any directory that will take them.

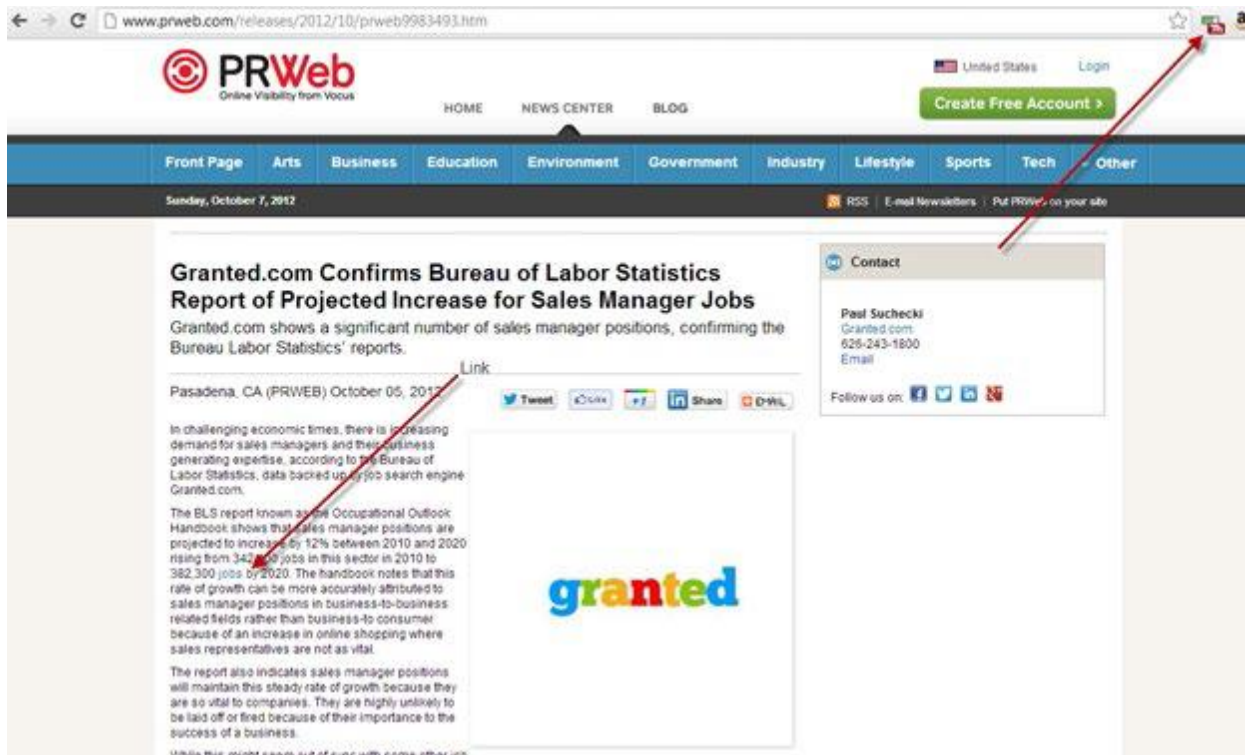


Here is an example of one of my companies on DMOZ:



2. Press Releases. Press releases are a very easy way to get links. Some services will get your press release posted on 50+ sites, and many of these sites will give you a backlink and many of these backlinks will come from high PR sites. A well-written press release will improve your search engine rankings.

I believe that press releases are so important that I do a press release every single day of the year, seven days a week. They help my search engine rankings tremendously. I use paid as well as free sites to send out my press releases. Here is an example of one on PR Web:

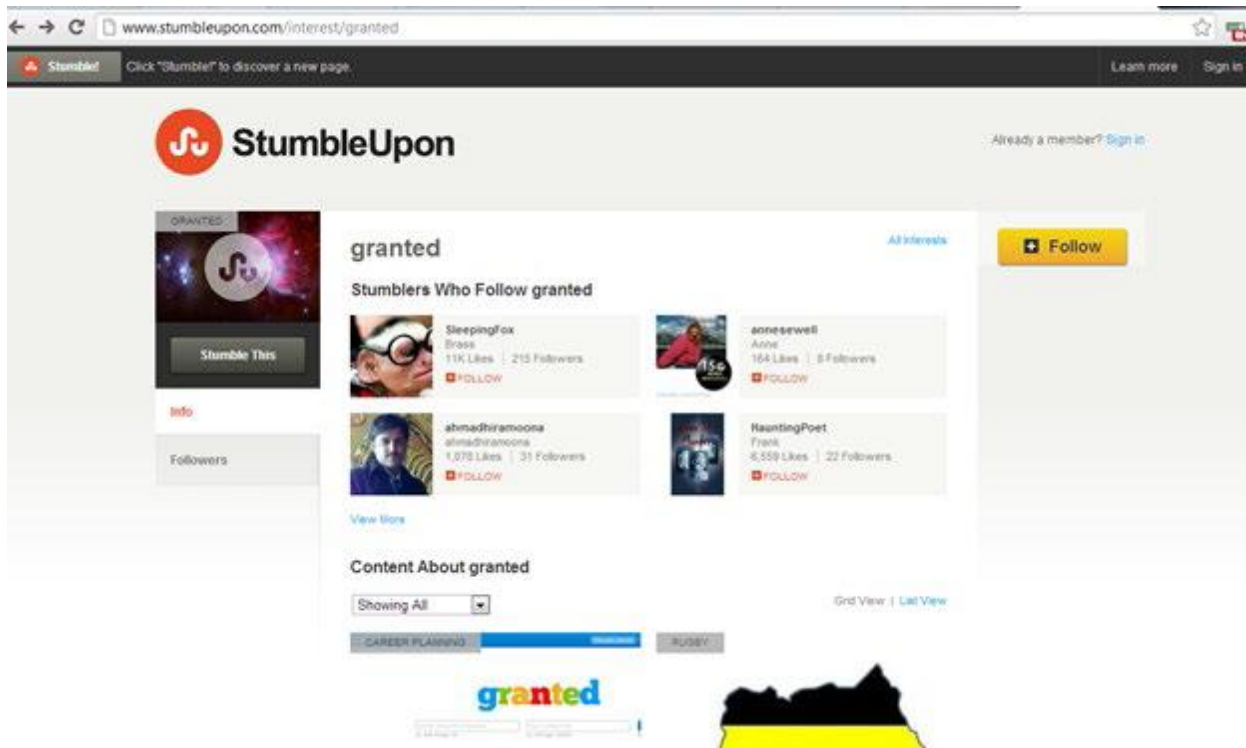


3. Bookmarking. You should always have bookmarking occurring on your site. This is a very easy way to get backlinks to your site. When you do social bookmarking, you submit a title, URL, description, and tags to get backlinks to your site.

The following are some popular bookmarking sites:

- Bedo
- Bookmark Sync
- Del.icio.us
- Digg
- Faves
- Google Bookmarks
- Ma.gnolia
- Mixx
- Newsvine
- Reddit
- StumbleUpon
- TechNet

Here is a popular social bookmarking site StumbleUpon:



4. Articles and Other Content. One of the best ways to get traffic is by writing articles and creating interesting content. Whatever your website is about, you should have a ton of content on your site that people will be interested in linking to.

Most of my sites have thousands of articles on them:



You need to be adding articles to your sites constantly.


You can create top 10 lists, rankings, compendiums, and infographics to attract links. Lists and rankings are great way to attract links and something I do frequently:



You can also write articles and submit them to article directories. This is another great way to get links:



[Home](#) > [Search](#) > [Harrison Barnes](#)



# Search Results

[Add EzineArticles Search To Your Browser](#)

Search Results for: **harrison barnes**

Showing results **1 - 26 of 84** (0.003 seconds)

[Modify This Search](#)

Searching the title and body of all articles.

**Harrison Barnes - The Man, The Vision and EmploymentCrossing** *by John Spencer*  
A couple of months back I met Harrison Barnes at a seminar. I had heard about Barnes and all his job site ventures a lot, especially Employment Crossing, and was pretty curious to meet him. I expected this serious, fifty up sort of person, looking every bit a management guru, and was pleasantly surprised to see this tall, affable guy, brimming with enthusiasm.  
<http://ezinearticles.com/?Harrison-Barnes-The-Man-The-Vision-and-EmploymentCrossing&id=1805022> - Dec 19, 2008

**Harrison Barnes' Success Story - Hound** *by Madrox Betheliza*  
Over the years, I have watched with aid interest the progress of a number of companies. There have been phenomenal success stories as well as dismal failures.  
<http://ezinearticles.com/?Harrison-Barnes-Success-Story-Hound&id=1818493> - Dec 24, 2008

**All About Being a Good Manager** *by A Harrison Barnes*  
In this article on How to be a Good Manager, it depends on the manager whether he or she wants to lead the organization to success or not. According to him, a good manager will put the company's interests first. It is no secret that a good manager is responsible for employee growth, employee morale, and employee goals.  
<http://ezinearticles.com/?All-About-Being-a-Good-Manager&id=2706775> - Aug 04, 2009

**From Law School to Law Firm** *by John Spencer*  
During that period, my dad forwarded me an interesting article by Harrison Barnes who apparently ran various legal career services companies. The article talked about targeted making and it also said that about 85% of jobs are not advertised and can be located through targeted making.  
<http://ezinearticles.com/?From-Law-School-to-Law-Firm&id=1820472> - Dec 25, 2008

**How to Avoid The Mistakes Most Job Searchers Make When Searching For A Job** *by Igor B.*  
It is not an easy task to hunt for an employment. To have a successful employment search, it is important to follow some strategies. Individuals are often ignorant towards their mistakes during hunting for a job.  
<http://ezinearticles.com/?How-to-Avoid-The-Mistakes-Most-Job-Searchers-Make-When-Searching-For-A-Job&id=5324315> - Nov 04, 2010

**Now the World Knows!** *by Madrox Betheliza*  
A new Fox Business study reveals women are incredible small business owners. There are those of us who have known this for years, now, however, the whole world knows too! A. Harrison Barnes agrees, "Women have always been organized, detail oriented and on top of exactly what their business means not only to them on a personal level, but to their employees and their communities".  
<http://ezinearticles.com/?Now-the-World-Knows!&id=4555504> - Jun 26, 2010

**If We Fire All the Teachers We Will Be Very Sorry in 20-Years Time!** *by Lance Winston*  
It's often been said that a nation's economic might and strength is only as good as its schools were 20-years the prior, and if we don't focus on teaching in our schools today, it's quite possible that we could watch our civilization crumble in 20-years time. Seriously, it's that kind of a challenge. And one has to ask if we are failing in this regard.  
<http://ezinearticles.com/?If-We-Fire-All-the-Teachers-We-Will-Be-Very-Sorry-in-20-Years-Time!&id=5425834> - Nov 22, 2010

**Fired? Don't Lose Heart** *by A Harrison Barnes*  
Positive thinking is important. But it gains higher importance when it involves a job search in the face of losing your current employment.  
<http://ezinearticles.com/?Fired?-Don't-Lose-Heart&id=2706551> - Aug 04, 2009

**The Significance of Researching Job Requirements** *by A Harrison Barnes*  
If you are without a job and running high on delayed or defaulted bills, don't blame yourself if you find yourself reaching out for the first job holding any prospects for you. You are not alone if you are clutching at whatever comes your way during difficult circumstances.  
<http://ezinearticles.com/?The-Significance-of-Researching-Job-Requirements&id=2717213> - Aug 06, 2009

**Managing a Less Than Perfect Resume** *by A Harrison Barnes*  
Preparing a winning resume should form a major component of your job search. This is because a resume is the first document that will act as your introduction to a potential employer.  
<http://ezinearticles.com/?Managing-a-Less-Than-Perfect-Resume&id=2870826> - Sep 04, 2009

**Finding a Job Based on a Geographical Area** *by A Harrison Barnes*  
Are you someone who is interested in getting a job in a certain area? When you are on the job search, particularly when the economy is making locating good employment a little bit difficult, you might feel as if you cannot be picky, but instead take a moment to think.  
<http://ezinearticles.com/?Finding-a-Job-Based-on-a-Geographical-Area&id=2911408> - Sep 12, 2009

**Determining Your Transferable Skills For a Job Search** *by A Harrison Barnes*  
Transferable skills are those skills you have learned through your previous jobs, sports you played, hobbies you pursued, parenting, projects you may have completed, as well as the classes you've taken. Now, granted the skills learned making fries in the local coffee shop may not be directly transferable to a white collar career that you are seeking, however the skills you learned in selling those fries may well be transferable to a personnel career for example.  
<http://ezinearticles.com/?Determining-Your-Transferable-Skills-For-a-Job-Search&id=2911494> - Sep 12, 2009

**Handling Gaps in Your Resume During a Job Search** *by A Harrison Barnes*  
To effectively manage career and employment gaps in your resume, you need to be honest, but in most cases you don't have to go into great detail. Depending on the reason for the gap, you may not need to go into details at all. For example, if you were not employed for a few months between jobs, then on a resume that lists the years of employment rather than exact months, it may not appear as a gap in employment at all. In fact, some people choose to leave out irrelevant part-time job experience or short-term assignments on purpose.  
<http://ezinearticles.com/?Handling-Gaps-in-Your-Resume-During-a-Job-Search&id=2911564> - Sep 12, 2009

**How a Job Search Plan Works** *by A Harrison Barnes*  
There are a number of ways that a job search should be enacted and haphazard is not one of them. It is a much better idea to put forth a clear and detailed plan for seeking employment. This way, the odds of successfully achieving desired results will increase when a proper plan is drawn up. A job search is often a cause and effect process. Setting up a step by step plan that is easy to follow will definitely improve one's chances for landing a job.  
<http://ezinearticles.com/?How-a-Job-Search-Plan-Works&id=2911723> - Sep 15, 2009

Content is one of the surest and the most popular ways to get links. Content is the foundation of SEO and is something that you must constantly be doing to attract visitors.

5. Social Media. Social media is a very important method for getting links. Social media includes sites like Facebook, LinkedIn, and Twitter. You should have profiles on all of these sites and constantly be updating content on these sites on an ongoing basis.



An important point about social media is that one of the factors that Google is increasingly using to rank sites is “activity,” – i.e., whether people are talking about a given site and referring to it at various places on the Internet. For example, if a site is popular then you would think logically that people would be talking about this site at various places on the Internet, like Twitter and Facebook. This “chatter” is something that Google listens to and uses for ranking websites on the Internet.

6. Blogs and Forums. Businesses that are respected in their industries will typically be contributing, to some extent, to various blogs and forums related to their industries. This is a great way to get links and also to get people interested in your business.

I comment on sites like LinkedIn, for example, for issues related to job searches on an ongoing basis: Most links that you put on various sites will not count that much toward your search engine rankings, but they will often count to some extent. I recommend commenting on forums, blogs, and so forth not just for the links but to be a contributor in your industry.









Everyone out there has likely received an email requesting him/her exchange links with the sender of the email. This sort of thing rarely works, and it is difficult to get links doing this. Nevertheless, you should be out there constantly developing relationships with people in your industry, helping them, and providing useful content for them.

For years, our company has given away free memberships to our paid job sites to schools for free. We then ask these schools to link to us, and most of them do it quite willingly. As a result, we've gotten links from hundreds of universities, law schools, and other institutions. This helps our company tremendously.

I've found the best way to get links from people that you want links from is to do something for them first. Once you do something for the person whom you want a link from, he/she is generally happy to link to you.

You should always do your best to leverage your existing relationships to ask for links. The more links that you can get from existing relationships with vendors, friends, and others, the better off you will be.

9. Purchasing Existing Websites and Expired Domains With High PR. This is something that I do all the time. There are millions of websites on the Internet, and a lot of sites out there that have spent years, or decades, building up links to themselves. These sites are something that I am constantly on the hunt for.

I've purchased websites with a page rank of 7 for as little as a few hundred dollars. Once I purchase the site (or the domain), I then throw few links on it to some of my most important sites and "presto," I have links coming into my site and my site begins to rank better for more important terms.

10. Linking from Your Own Sites. I have hundreds of sites. Most of my sites are linking to my other sites. I do this because it makes sense. I need links, so I link from one site to another within my own network of websites.



Because there is so much work involved in link building—and because it is so incredibly important—there are countless services and automated tools out there that will promise you short cuts and other methods of building lots of links in a short period of time.

For the most part, you should run away from any service that is promising you any sort of automated link building. Google is dedicated to searching for and punishing websites that do anything in an automated fashion. The absolute best way to build links is slowly and manually.

Several years ago, I started a website, ShortTask.com, that I use to have people do simple tasks like create small blog posts and submit to manual directories:

The screenshot shows the ShortTask.com website. At the top, there's a navigation bar with links: YOUR ACCOUNT, TASKS, HOW IT WORKS, ABOUT US, HISTORY. The main content area is split into two columns: 'Solvers Earn Money' and 'Seekers Get Results'. The 'Solvers' column lists three steps: 1. Find a task of your choice, 2. Fulfill your task, 3. Earn your Reward in \$. The 'Seekers' column lists three steps: 1. Supply your account, 2. Cultivate and define tasks, 3. Get fruitful results. Below these columns, there's a section titled 'FIND TASKS' with a link 'Why Work on ShortTask?'. At the bottom, there's a section titled 'POST TASK' with a link 'Why Use ShortTask to Get Work Done?'. The footer contains various links like About Us, History, FAQ, Contact Us, Policies, Agreements, Jobs, Post Jobs, Search Resumes, Work at Home Jobs, and a copyright notice: © 2012 ShortTask. All Rights Reserved.

While you should constantly add content to your website, the variety of factors needed to get lots of links into your site can generally be better accomplished by outsourcing this work because there is simply generally so much work required.

I developed ShortTask for some of the smaller tasks and sites that I have that I want to ensure I have links being built for on an ongoing basis. For example, I may create a task asking someone to get me a link from an automotive blog for a site that I have about jobs in the auto industry. I will then engineer it so that this task repeats every few months.

Getting links takes time and you need lots of links coming in to rank. You also cannot stop building links whenever you feel like it and then resume it later. The link building needs to be occurring constantly day in and day out. If you stop doing link building, Google will see this drop off and assume something has changed with your site that no longer necessitates it sending you as much traffic.

Over the past several years, I have experimented with dozens and dozens of link-building schemes. In order to run sites that get substantial traffic, you need to be constantly building links to them. The amount of link-building work is so profound that I have found that it is basically impossible to do this work in the United States. Instead, I've organized and hired teams of people overseas to help me with this work.

At any one time, I generally have at least 100 people working on link building for my businesses. This is serious business and something that I do not take the least bit lightly. Your livelihood depends on links in this business.

# Chapter 4:

## Website Design

### **Your Website Must be Designed to**

1. Attract the Right People and
2. Get the Right People to Take Action

Many people are proud of things like how many visitors or hits their site has. However, visitors are meaningless without conversion. In addition, visitors are also meaningless without attracting the right sort of visitors.

Unless a website is attracting the right users and also converting these users, it is unlikely to be successful.

### **RULE 1: Make Sure Your Site is Designed to Attract the Right Users**

A website needs to have a range of specialized pages appealing to different types of users. You need to ask yourself: Who are you trying to attract? Each visitor you are trying to attract should be considered in the design of your website.

There should be multiple conversations occurring on your website directed towards different types of users- the type of client you are trying to attract.

- If you are interested in taking a trip to Costa Rica to go surfing and do yoga, are you going to be more interested in a page called “Costa Rica Travel” or “Surfing and Yoga in Costa Rica?” You should get the idea: the more specific your page is, the more likely you are going to be to attract the right visitor.
- If someone is an attorney in Los Angeles, it would be almost nonsensical for them to put up a website that just talks about the fact that they are an attorney in Los Angeles. They would be far better served with a website that has several pages talking in depth about their specific specialty in Los Angeles. This would be far more useful than a generic attorney page and would help attract much more qualified traffic.


How do you design a site to attract the right users? There are many, many methods to doing this.

- First, you should make sure you understand your target market (i.e., the customers you are going after).
- Second, you should do keyword research to see what people in your target market are searching for.
- Third, you should make sure you design pages for the most important people you are seeking.
- Fourth, you should make sure that the pages of the website are designed with sales and marketing concepts in mind. For example, these pages should make people think you are the absolute best at what you do. Most pages that are well written will (1) present a problem the consumer has, (2) show how your product or service can address this problem, (3) discuss the benefits to the consumer of your product or service (not features) and (4) convince users that you offer the best solution.

Every page of a website is an advertisement. Every page of a website needs to sell and show users that they are in the right place. You show users they are in the right place by titling the pages correctly, by using appropriate images, by using geographic references where appropriate and more.

If someone is searching for a job doing accounting work in a small town in Alabama, a good job site will have a page just for them. Here is an example of a site we have (Granted.com) that is designed to take users to the correct page:

[Browse](#)[Post your resume](#)[Add Settings](#)[Employers](#)

  
ex. web design, US

ex. Chicago, London

[Search](#)[Advanced Search](#)

### Browse Jobs

**Job Title:** [A](#)[B](#)[C](#)[D](#)[E](#)[F](#)[G](#)[H](#)[I](#)[J](#)[K](#)[L](#)[M](#)[N](#)[O](#)[P](#)[Q](#)[R](#)[S](#)[T](#)[U](#)[V](#)[W](#)[X](#)[Y](#)[Z](#)

**By Company:** [A](#)[B](#)[C](#)[D](#)[E](#)[F](#)[G](#)[H](#)[I](#)[J](#)[K](#)[L](#)[M](#)[N](#)[O](#)[P](#)[Q](#)[R](#)[S](#)[T](#)[U](#)[V](#)[W](#)[X](#)[Y](#)[Z](#)

**Jobs by category**

[+ 100s](#)[+ Actuarial](#)[+ Aerospace](#)[+ Audit](#)[+ Biomedical](#)[+ Business Analyst](#)[+ CAD](#)[+ Chef](#)[+ Clerk](#)[+ Construction](#)[+ Counseling](#)[+ Dental](#)[+ Dietetics](#)[+ E-commerce](#)[+ Employment](#)[+ Environmental](#)[+ Executive](#)[+ Finance](#)[+ GSI](#)[+ Health Care](#)[+ HR](#)[+ Intellectual Property](#)[+ Jobs, Jobs](#)[+ Legal](#)[+ Loss Prevention](#)[+ Marketing](#)[+ Nonprofit](#)[+ Oil/Gas](#)[+ Pharmaceutical](#)[+ Real Estate](#)[+ Recruitment](#)[+ Public Interest](#)[+ Quality](#)[+ Recruiting](#)[+ Retirement](#)[+ Sciences](#)[+ Sports/Recreation](#)[+ Telecom](#)[+ Transportation](#)[+ TV](#)[+ Volunteer](#)[+ Work At Home](#)

[+ Account Management](#)[+ Administrative](#)[+ Agriculture](#)[+ Automotive](#)[+ Biotech](#)[+ Business Development](#)[+ Call Center](#)[+ Chemicals](#)[+ Clinical Research](#)[+ Consulting](#)[+ Customer Service](#)[+ Design](#)[+ E-commerce](#)[+ EIT](#)[+ Facilities](#)[+ Food Services](#)[+ Government](#)[+ Healthcare](#)[+ HVAC](#)[+ Internship](#)[+ Journalism](#)[+ Library](#)[+ Manager](#)[+ Media](#)[+ Marketing](#)[+ Operations](#)[+ Physical Therapy](#)[+ PR](#)[+ Product Management](#)[+ Publishing](#)[+ Radio](#)[+ Research](#)[+ Sales](#)[+ Scientific](#)[+ SGL](#)[+ Training](#)[+ Traveling](#)[+ Underwriting](#)[+ Water/Park](#)[+ Writing](#)

[+ Accounting](#)[+ Advertising](#)[+ Architecture](#)[+ Aviation](#)[+ Biomedical](#)[+ Car](#)[+ Case Management](#)[+ Civil Engineering](#)[+ Compliance](#)[+ Contract Management](#)[+ CRM](#)[+ Disability](#)[+ Dubai](#)[+ Education](#)[+ Events](#)[+ Film/Literary](#)[+ Film/Video](#)[+ Fashion](#)[+ Fundraising](#)[+ Healthcare](#)[+ Health](#)[+ Insurance](#)[+ IT](#)[+ Law Enforcement](#)[+ Logistics](#)[+ Manufacturing](#)[+ Military](#)[+ Occupational Therapy](#)[+ Part Time](#)[+ Planning](#)[+ Printing](#)[+ Project Management](#)[+ Purchasing](#)[+ Real Estate](#)[+ Retail](#)[+ S&P](#)[+ Security](#)[+ Teaching](#)[+ Traveling](#)[+ Trucking](#)[+ Volunteer](#)[+ Work Spots](#)

**Jobs by State**

[+ Alaska \(Narrow by city\)](#)[+ Arizona \(Narrow by city\)](#)[+ Connecticut \(Narrow by city\)](#)[+ Florida \(Narrow by city\)](#)[+ Iowa \(Narrow by city\)](#)[+ Kansas \(Narrow by city\)](#)[+ Louisiana \(Narrow by city\)](#)[+ Maine \(Narrow by city\)](#)[+ Maryland \(Narrow by city\)](#)[+ North Carolina \(Narrow by city\)](#)[+ New Hampshire \(Narrow by city\)](#)[+ Nevada \(Narrow by city\)](#)[+ Oklahoma \(Narrow by city\)](#)[+ Rhode Island \(Narrow by city\)](#)[+ Tennessee \(Narrow by city\)](#)[+ Texas \(Narrow by city\)](#)[+ Virginia \(Narrow by city\)](#)[+ Washington \(Narrow by city\)](#)[+ Wyoming \(Narrow by city\)](#)

[+ Alabama \(Narrow by city\)](#)[+ California \(Narrow by city\)](#)[+ District of Columbia \(Narrow by city\)](#)[+ Georgia \(Narrow by city\)](#)[+ Idaho \(Narrow by city\)](#)[+ Illinois \(Narrow by city\)](#)[+ Massachusetts \(Narrow by city\)](#)[+ Michigan \(Narrow by city\)](#)[+ Minnesota \(Narrow by city\)](#)[+ Missouri \(Narrow by city\)](#)[+ Montana \(Narrow by city\)](#)[+ Nebraska \(Narrow by city\)](#)[+ New Jersey \(Narrow by city\)](#)[+ New Mexico \(Narrow by city\)](#)[+ New York \(Narrow by city\)](#)[+ Oregon \(Narrow by city\)](#)[+ South Carolina \(Narrow by city\)](#)[+ Texas \(Narrow by city\)](#)[+ Vermont \(Narrow by city\)](#)[+ West Virginia \(Narrow by city\)](#)

[+ Arkansas \(Narrow by city\)](#)[+ Colorado \(Narrow by city\)](#)[+ Delaware \(Narrow by city\)](#)[+ Hawaii \(Narrow by city\)](#)[+ Idaho \(Narrow by city\)](#)[+ Kansas \(Narrow by city\)](#)[+ Kentucky \(Narrow by city\)](#)[+ Maryland \(Narrow by city\)](#)[+ Minnesota \(Narrow by city\)](#)[+ Montana \(Narrow by city\)](#)[+ Nebraska \(Narrow by city\)](#)[+ New Mexico \(Narrow by city\)](#)[+ Ohio \(Narrow by city\)](#)[+ Pennsylvania \(Narrow by city\)](#)[+ South Dakota \(Narrow by city\)](#)[+ Utah \(Narrow by city\)](#)[+ Washington \(Narrow by city\)](#)[+ Wyoming \(Narrow by city\)](#)

[© Granted 2012](#)[Contact Us](#)

[www.granted.com/cta/contact](#)



You can see that this site is designed in such a way that it is meant to drive people towards the specific job they are interested in. (This particular job site has several million pages because we are trying to appeal to all sorts of different types of users.)

## **RULE 2: A Good Website Should Be Designed to Get People to Act**

The point of a good website is not to allow visitors to remain anonymous.

Instead, a good website should be oriented toward getting people to take action.

Before taking any action on a website, visitors are always asking themselves: What's in it for me?

In order for a user to take action, they must believe that your product or service offers a clear and compelling benefit for them and addresses their specific needs and concerns. People will generally only act if the website offers them an immediate solution they can use now.

The best websites are designed to ensure they collect information or drive sales. A call to action must be very obvious and clear on all pages of a website. If you do not have a call to action, people will not act. You can never afford to have people not acting. It is nonsensical to have a website where people are not acting.

The most important thing that must occur when someone visits your website is that they must take action and either (1) give you their information or (2) buy something. The entire goal is to get users to take action.

You can get people to take action in many ways. One way we get people to register is by using forced registration. At many of our companies, for example, we follow a model we first noticed at [www.WhiteHouse.gov](http://www.WhiteHouse.gov). Here, the White House uses a pop up that takes over the entire screen when people visit the website:



(The website is designed in such a way that it recognizes whether or not it is being visited by a Google crawler so crawlers are not stopped dead in their tracks.)

The objective of this page is to get people to take action immediately when they visit the website. The White House wants their email address. We do something similar on most of our sites:

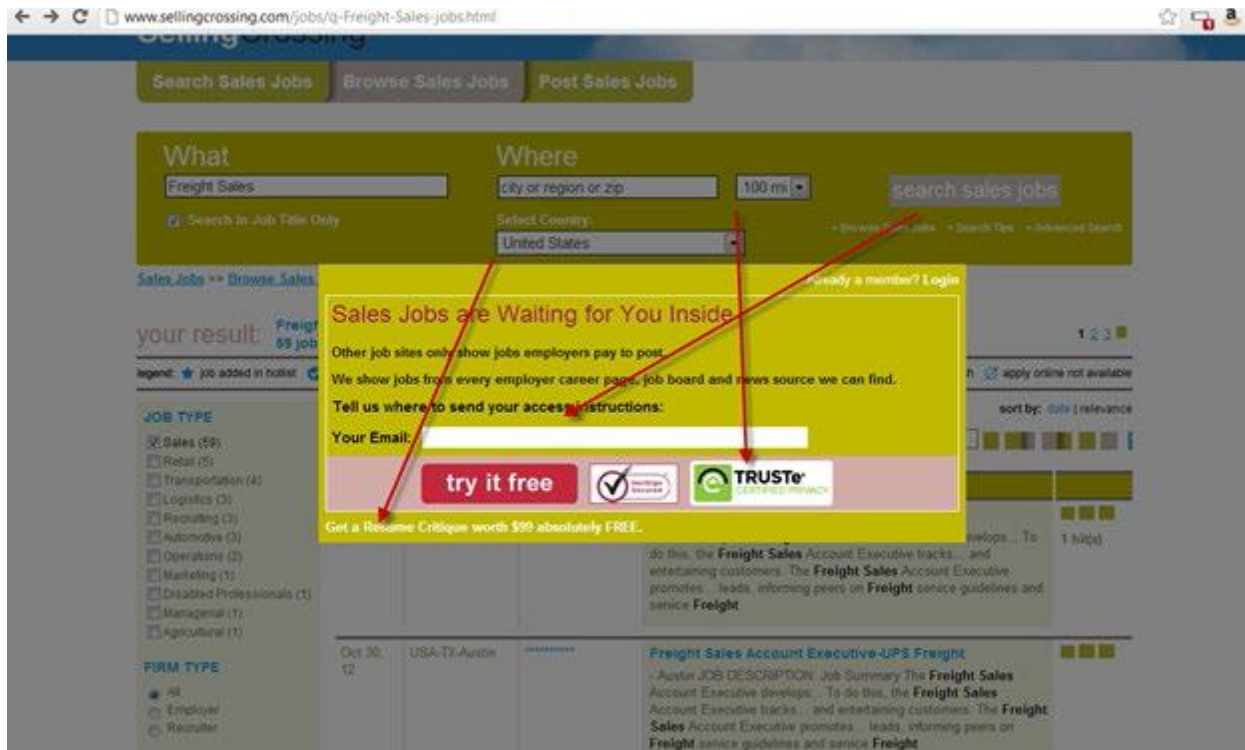


Once someone gets through this screen, for example, we still keep trying to get their information and a buying decision:



Finally, once someone gets past this screen and starts browsing the inner pages of our site, we then approach and hit them with another grey scale pop up that literally locks up their screen and requires them to give us their email to continue:





I also want to show a couple of other important points associated with this pop up. Notice things like the following:

- Try it free
- Get a free resume critique worth \$99 absolutely free
- Trustee certified privacy seal (and VeriSign seals)

These are all methods we are using to drive trust, make a good value proposition and drive more sign ups.

Once you force someone to register, then you have their email address and can either (1) convert them into a sale, or (2) follow-up with them. After people first contact us here, we have an aggressive email follow-up sequence.

You can also drive registration and get people to contact you in a variety of other ways.

- First, you can offer people a free estimate if they contact you.
- Second, you can offer a free report, white paper and so forth.
- Third, you can ask people to sign up for a newsletter.
- Fourth, the links on your page(s) should be geared toward your end users and not just generic users. For example, instead of having a link called “How We Work,” it would be far better to have a link called “9 Ways We Will Dramatically Save You Money with Solar Power.” Instead of a page called “Testimonials,” it would be more effective to have a page called “What Salem, Oregon, Homeowners Like You Are Saying About Our Plumbing Service!”

Here are a couple of additional points I find helpful:

**Many products and services have statistics regarding their effectiveness.** These sorts of statistics can really get people to act and take action. They should always be provided where available. Any evidence you have that your product or service is better than a competitor’s should always be provided. Claims should always be backed up with evidence that a product or service works.

**Testimonials should be strategically placed everywhere they can be for maximum effect as well.**

You can use written testimonials, audio and video testimonials and more. Testimonials are unbelievably important to converting issues. You need these wherever possible on the site. Testimonials can have a dramatic effect on conversion.

**Before people act, there are always concerns they have that you need to address.** Each person has their own individual concerns. Here are some of the concerns people often have when looking at products and services online:

- **Guarantees:** Can I return it? What if I find it cheaper elsewhere? What if I do not get a good result from your product/service?
- **Third Party Validation:** Are you a member of any associations? Is your site secure?
- **Customer Service:** How is your customer service? Will you show me how to use it? Can I reach you after the sale?

You need to address each of these things—to the extent you can—in order to convert users visiting your site. Guarantees, third-party validation, contact information displayed prominently on the site, promises and so forth are all extremely important.

## **Conclusions**

Websites must be designed to both attract the right people and get the right people to take action. Without either of these done properly, websites will not be as effective as they can be.

# Chapter 5:

## Reputation Management

Several years ago, I was relaxing on a beach vacation on the island of Kauai with my family when I received an email from a manager at my company.

“I normally would not send this sort of thing to you, but this is so egregious I thought you should be aware of it ...” the email began.

The link was to a write-up of several thousand words about me and my companies on an online complaint site. The attack went into considerable detail about my companies and even went so far as to insult my mother. The report made allegations I was involved in various crimes, such as theft of data, and even stated I was “cooking the books” at my companies to illegally avoid taxes. The “report” also went into considerable detail to make it look like I was dishonest.

Within weeks of the “report” coming out, a few amazing things happened.

- First, I was contacted by the Internal Revenue Service, who did a full-scale audit of my businesses and they did one the next year as well. (I got a “clean” bill of health.)
- Second, my offices were “raided” by Microsoft looking for pirated software. Since we do not use pirated software and had licenses for all of our software, everything was fine.

I’ve always tried to maintain a fairly low profile in business by choice. Some people thrive by being in the spotlight, others do not. Personally, I have never been interested in a lot of publicity. When reporters call to speak with me I almost always have someone else in the company speak to them or do not return their calls at all.

The write-up on the complaint site was extremely well-written and put my companies and myself in an extremely negative light.

In an attempt to get the negative posting down, I sued the website. The website sued me back stating that they had nothing to do with the posting and that they had the right to post the information there. I ended up having to settle with them and pay their legal fees which became tens of thousands of dollars when my own legal fees and other expenses became part of the equation.

Over the next few months, to my horror, anytime someone searched for my name on the Internet, or the name of one of my companies, the posting came up very high on the first page. This began to cause me all sorts of problems. In one case, when I tried to rent an office space, the landlord refused to rent to me because of what he had read in the posting.

“Are you kidding?” I asked the real estate agent.

“The landlord said no one would take the time to write something like that if it were not true,” the agent stated.

I tried to rent a home in another part of the city and the same thing happened.

“The owner Googled you and does not want you living in their house,” I was told.

To understand how shocking this entire thing was to me, you need to understand a little bit about me. I consider myself a pretty upstanding member of society. I am an attorney and my career has been dedicated to getting people jobs and providing a high quality service in the marketplace. I work a full six days a week and a

lot of my work involves writing articles to encourage people and improve websites. I certainly do not think of myself in the same sort of evil terms I was portrayed in the posting.

One of my jobs involves running a recruiting firm. Day in and day out I review hundreds of resumes and the substantial majority of them- around 99% of them are from attorneys I cannot place. I tell these attorneys (via email) that I cannot help them. As the post rose in the search engines, many of the people who I had rejected started adding their own two cents. Moreover, employees who had been fired in the past from our companies also started adding their thoughts.

The more comments and activity this post had, the higher it rose in the search engines, and the more people saw it.

After getting my legal team involved, I finally found out who had done the posting. It was someone who had been fired from our company five years previously for attempting to bribe someone inside of a law firm to hire one of our candidates.

For the next several months, the lawsuit chugged along in the California courts. As the lawsuit went forward, people continued commenting about the lawsuit on various websites. In addition, another “hate” site went up about me by another person formerly associated with our company.

At the same time, I was attempting to sell one of the companies I run using a large investment bank. I went on countless meetings where I met with private equity companies and just about everyone asked about this site. I spent the better part of a year having to explain the posting.

To my astonishment, I spent tens of thousands of dollars in legal fees and even had to pay the legal fees of the person who did the postings about me. The reason is that California has special laws on its books to encourage “debate” about people judged to be in the public limelight.

I am still fighting this person in court today in a separate breach of contract lawsuit in Texas (they had an employment contract).

This battle took so much time and effort, I could probably write a book about it—and it is still going on. Nevertheless, for me it was a crystal clear lesson in the importance of online reputation management. Every business and every individual out there needs to do everything within their power to control what people read about them online.

For example, I run a yoga studio and we got a bad review on Yelp because one of our receptionists seemed a bit rude; a negative review can always hurt your company. Similarly, I had one of my sites written up once by the Better Business Bureau. It is very difficult for businesses to please everyone and when people are disgruntled, they can do a ton of damage.

When people want to know whether or not to do business with someone, they will often do a search about them to see what they can learn. Reputation management is used to both drive down negative results and also to make you seem more credible in the eyes of consumers and people looking to do business with you.

One of the largest problems with search engines (from a reputation management standpoint) is that they are interested in providing a good user experience. When someone is looking for information about someone or something, they are more likely to be interested in reading negative reviews than they are in reading positive reviews. Because people are more interested in reading negative information, search engines tend to try and show negative information before positive information. Search engines are interested in giving users exactly what they want.

Despite having a great deal of experience in SEO work, my first reaction to the negative information about me online was to allow the attorney in me to react – with lawsuits and the like. In my opinion, the better reaction would have been to go immediately into reputation management mode.

## **What is Reputation Management?**

According to Wikipedia:

Online reputation management (or monitoring) is the practice of monitoring the Internet reputation of a person, brand or business, with the goal of suppressing negative mentions entirely, or pushing them lower on search engine results pages to decrease their visibility.

Reputation management is how you control the sort of information that consumers see and read about you online. Essentially, it involves creating or using existing positive content about your business and boosting this content above negative content. In order to boost the positive content, you need to give it authority. This means you need to have positive content on high PR sites that appears to be more important to search engines than the sites that have negative content.

If someone feels they have been mistreated by a company or an individual, it only takes them a few seconds to post negative information about that person or company on the web. A negative review, Tweet or a Facebook post can create a massive avalanche of negative publicity for an individual or a business. When someone writes negative information about a business or individual online, it can cost them a great deal of money, as well as harm how they are seen by the public in a massive way.

- Angry ex-employees can do massive harm to businesses.
- Former boyfriends or girlfriends can destroy a reputation with public postings.
- Competitors can post things online to discourage people from using your service in favor of another service.

Reputation management is a huge problem and it is getting worse all the time. Both large and small businesses and individuals are all at risk of having their reputations tarnished in the market place.

As I have told you before, a major and important component of SEO is links. You need lots of high quality links coming into the negative content about you that appears online.

Despite how simple this sounds, very few people understand reputation management or know how to do it effectively for themselves.

Here is what I got when I did a search for an Internet marketing guru Frank Kern. As you can see, even Reputation companies and even Internet marketing gurus are not immune.

Google search results for "frank kern".

Search results: About 2,271,000 results (0.45 seconds)

Search filters: Web, Images, Maps, Videos, News, Shopping, More. Location: Los Angeles, CA. Show search tools.

Ad related to Frank Kern:

- New From Frank Kern - New live webinar on Saturday, 7/21**  
www.frankkern.com  
Register now - No charge

**Frank Kern**  
www.frankkern.com

FREE: How YOU Can Triple Your Business in 90 Days Or Less: October 3, 2010 By Frank Kern 2 143 Comments ...  
You: The Best Guru EVER - How To Get Anyone To Do ... - The Two Magic Powers

Images for frank kern - Export images

**Frank Kern Facebook**  
www.facebook.com/pages/Frank-Kern/117766612918377  
Frank Kern · San Diego, CA · 2208 likes · 251 talking about this

**Frank Kern - Stop Being a P\*ssy & Start Making Money Online Now...**  
www.youtube.com/watch?v=2Dn2nddFPM  
Jul 8, 2012 · 20 min · Uploaded by MyPlatinumLifeTV  
Live Personal Development? Want an Executive Income? Get Paid to Grow! To find out how, visit: http://...

More videos for frank kern

**Frank Kern Biography, Wikipedia Profile - Internet Marketing Wiki**  
www.wikidonor.com - Frank Kern Biography, Wikipedia Profile  
Jul 25, 2012 - Frank Kern is a successful internet marketer from the US and is considered by many to be one of the top "gurus" in the internet marketing space ...

**Frank Kern**  
www.frankkernsuccess.com  
Strategy Session Request Form Step 1. Please enter your email address, name, and the username & password you received in my letter to you. Email Name ...

**Frank Kern - Mass Control**  
masscontrol.com/blog  
Mar 21, 2011 - How To Find Something To Sell - New FTC Thing Is A Bigger Deal Than You Might Think - When Video Goes Horribly Wrong -> Frank Kern ...

**Frank Kern - The Saky Dead**  
sakydead.org/category/frank-kern/  
Jul 25, 2012 - Articles in the Frank Kern Category ... Frank Kern in Scamworld ... Ed Doss has seen Frank Kern "go hard and go often -- very of -- much

**The Verge Exposes Frank Kern and Mike Fitzmaurice**  
theverge.com - The-verge-exposes-frank-kern-and-mike-fitzmaurice  
by Price Lattin - in 263 Google+ circles - More by Price Lattin  
May 19, 2012 - According to Online Magazine, the Verge Frank Kern - Andy Jenkins, Mike Fitzmaurice and Anthony Monson are the Syndicate of a "Scam World"

**Frank Kern - Entrepreneurs Journey.com**  
www.entrepreneur-journey.com/tag/frank-kern/  
Mar 21, 2012 - Frank Kern kicked off the year with his State of The Internet address. This is a speech where Frank talks to the Internet marketing community ...

**Frank Kern Tells All - Kick Back Life**  
www.kickbacklife.com/2011/07/21/frank-kern-tells-all/  
Jul 21, 2011 - Enjoy this video where I interviewed internet marketing guru, Frank Kern... and the dude tells all... this is the real deal and there's no holds ...

**News for frank kern**  
Recent Accounts: Frank Kern as Chief Executive Officer  
Bloomberg · 13 hours ago  
Account Owner: the technology consultant controlled by locust firms includes KKR &

Here are some more results that popped up when I did a search for a reputation management company called Reputation.com:

Reputation management is a serious concern for supposed Internet marketing experts and for reputation management companies as well.

Google Search results for "reputation.com complaints".

Search results include:

- Ads related to reputation.com complaints
- #1 Reputation Management - Suppress Negative Comments
- Reputation Management - "A" Rating on BBB, Ethical, Honest
- Reputation.com™ - Is The Internet Damaging Your Life?
- reputation.com | Ripoff Report | Complaints | Reviews | Scams ...
- reputation.com review - it is a scam
- Reputation.com
- How to remove negative reviews from ... - Reputation.com
- Consumer Complaints for Reputation.com Inc. - San Francisco ...
- Reputation.com Inc. Business Review in Redwood City, CA - San ...
- Reputation.com Reviews | Glassdoor
- Fixing the Reputations of Reputation Managers - Businessweek
- Bad Online Reputation? How Experts Can Make You Look Good ...
- AutoAdmit.com - LOL, ReputationDefender's new SCAM Reputation ...

Searches related to reputation.com complaints:

- reputation.com scam
- reputation.com review
- reputation.com ripoff

Google logo and navigation links are visible at the bottom.

## **How is Reputation Management Done?**

A good reputation management program typically does the following.

First, it “reformulates” search engine results to show the right message and hide the negative message.

The key to reputation management is boosting certain sites over the sites with negative information on them. Here are some sites that can generally be boosted without too much difficulty:

- PRWeb
- EZine Articles
- MySpace
- YouTube
- HubPages
- The company blog
- The company website
- Squidoo
- Google Plus
- Viddler
- Amazon
- Wikipedia
- Facebook
- LinkedIn

Many businesses and individuals do not have enough of a presence on the web when the negative information about them first appears online. The first step in combating this negative information generally requires the creation of various social profiles and putting content on other sites (such as those above) whose authority can be boosted to overwhelm the negative results.

Second, a good reputation management program monitors what is being said about you so that these negative results can be addressed immediately. The best way to do this is to make sure you are monitoring negative results.

## **The Dangers of “Suggested Search”**

When I search for “Reputation.com” in a search engine, one of the suggested searches that pop up is for “Reputation.com Complaints” (as I showed you in the search results above). Many businesses very quickly find out that terms like “scam” and “complaints” often appear as suggested searches in Google and other search engines.

Ironically, Reputation.com charges an astonishing \$35,000 a month for a service to address these negative results.

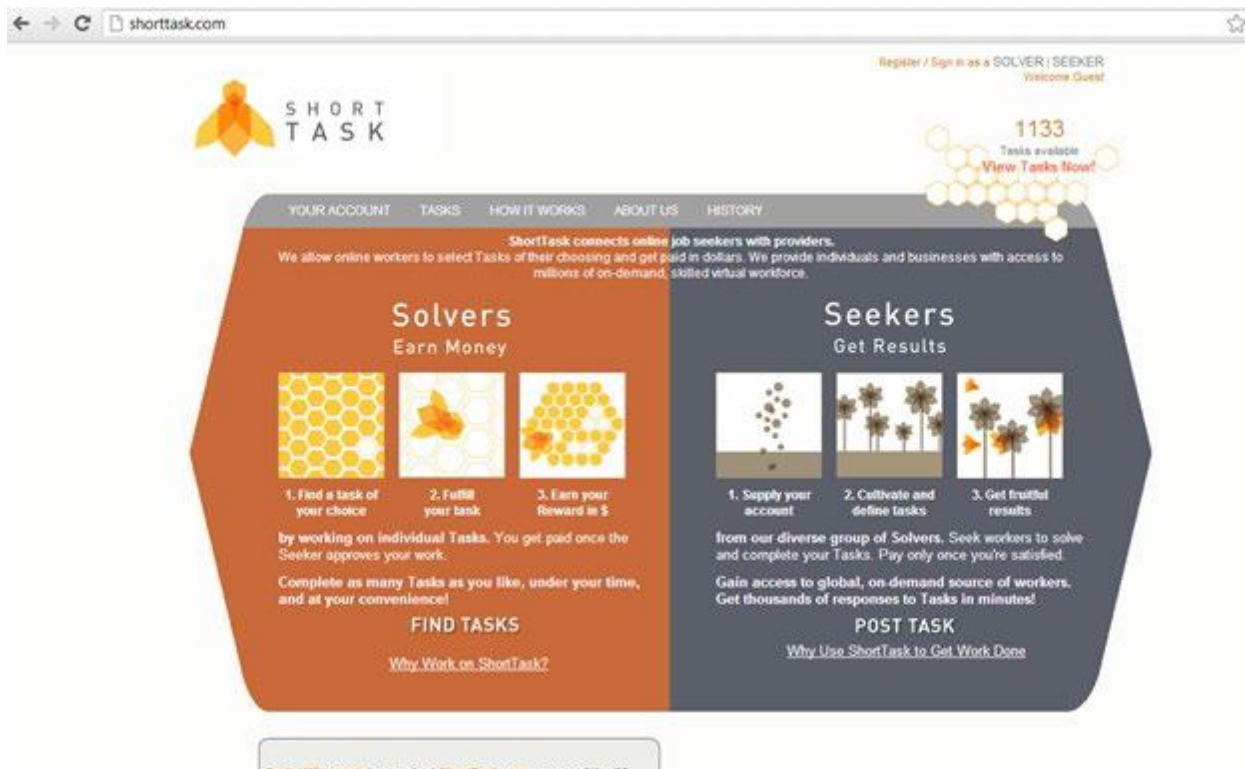
Google provides suggested searches based on what people are searching for. If enough people search for a business name and use the term “scam” after it, Google wants to help other users by suggesting searches to them that are likely to give them the sort of information they may be searching for.

The only way to fix a suggested search that is negative is to have more people searching for something besides the negative search. If you hired 1,000 people to search for the term “Joe’s Car Wash is Great!” this would start showing up in the suggested search results.



There are several automated methods to fixing suggested searches. However, for most companies, the easiest way is to simply hire “micro-workers” to search on Google for several different terms (except, of course, the negative ones). If you have an ongoing program of doing this, negative search results about you will eventually disappear.

You can use Short Task for this and post small tasks where you pay various people to do searches for the terms you want then searching for. I would have tasks running like this all the time to ensure you are influencing suggested searches:



## Conclusions

Reputation management is a field that is evolving fairly rapidly. Due to the importance of your reputation and how this relates to business, it is important that this work be done constantly as well. You need to have lots of social network profiles, a blog, write constant press releases, and have lots of links coming into these sites as well.

Once a business has a decent amount of contact with the public, people will start saying negative things about it. I recently started thinking about taking a meditation course and to my astonishment I found information online that the course was a front for devil worship. This is not true, of course, but this is the sort of stuff that any business ends up contending with.

In order to combat this sort of thing, full scale and aggressive reputation management is needed for most businesses and it is something they should not stop. The more links and authority that positive content gets over time, the more difficult it becomes for negative content to surpass this when it comes along, and it will.

# Chapter 6:

## Social Media

Since I began doing SEO in 1999, I have been optimizing for and getting ranked by search engines prior to the beginning of social media.

Notwithstanding, social media came on the scene fairly quickly and I began attending all sorts of conferences for social media-related sites just about as soon as the conferences started popping up. At these first few conferences, I was a bit confused about why social media was considered such an important thing.

To start, it is important to note that just about every social media site makes the links on its sites “No Follow.” What this means is that the site is not allowing page rank to be transferred from the outbound links. Despite this fact, many SEOs believe that Google is very selective about how they treat no follow links.

In addition, I really could not understand why people in the search engine world seem so concerned with Tweets, LinkedIn and Facebook profiles. I spent one weekend sitting through a SEO conference asking myself, “Who the heck cares?”

What I understand now, however, is that social media is incredibly important.

For one, social media is where your potential customers are located. They do not congregate and exchange messages on Google. Instead, they are congregating and exchanging messages on LinkedIn and Facebook. Potential customers are tuning in and watching each other on these pages. Whatever product you are selling, the odds are there are groups of people in various areas of the web who are interested in this product. If you can be part of that conversation (in a positive way) this can help your brand.

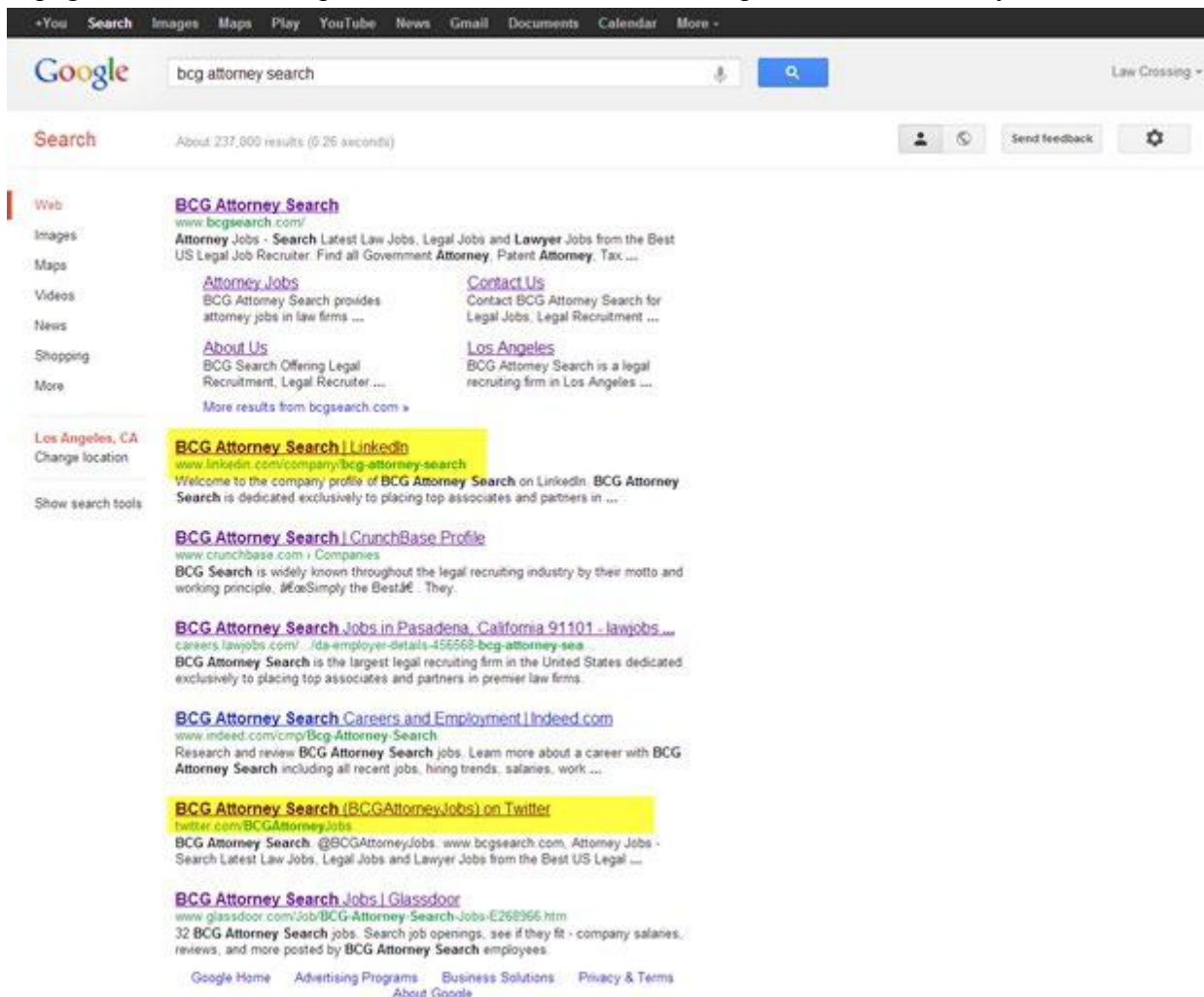
One of the most important things for any brand is getting massive exposure wherever it can. The way that businesses have traditionally gotten exposure has been through public relations, advertising and similar methods. Using social networking sites, brands get exposure, in many cases at no cost.

Here is a page on Facebook for Detroit Tiger fans, for example:



If you were the owner of the Detroit Tigers, you could use this page to promote specials, update fans about news, and sell lots of stuff. From the standpoint of a brand, these pages are great ways to keep in touch with your customers.

Secondly, when a consumer searches for your product online, because a company profile on LinkedIn or Twitter is considered a very authoritative source, these social media profiles will rank very highly, usually on the first page. Here is an example of a search for one of our companies BCG Attorney Search:



You can see here that two of the top 10 results are for social media sites. From a reputation management standpoint, it is important that you have social media profiles that will show up highly in search results because these sites are generally considered more authoritative than review sites where your brand may be being tarnished and/or attacked.

Third, social media activity is extremely important to search engine rankings. Because Google never completely reveals all of the factors it uses in ranking websites, it is almost impossible to know all of the factors that go into ranking a website. Nevertheless, just about every serious SEO professional out there now believes that search engines use “social signals” in the way they rank websites.

When you think about it, social signals are likely to become more and more popular in search engine rankings for a variety of reasons.

The traditional currency used in Google’s ranking algorithm has been links and the quality of links. While links will never lose their importance, social signals can provide the search engines an outstanding insight into how the public is interacting with various brands and websites.

If a given brand has thousands of Twitter followers this is generally an indication that the brand is popular. Facebook likes, Google+1s and so forth are also indicators that Google can use. As a brand starts getting buzz on social media-type sites, Google can start using this buzz to influence its search results and make searches associated with this brand rise higher.

One analogy I like to use when discussing various brands is, if you were in outer space and wanted to tell who the president of the United States was, but were never allowed to hear the word “President” and just had to listen to words, what would you do? You would probably listen for “chatter” and see who people were talking about the most when it came to government. You would look for lots of groups (large groups) using a certain individual’s name. You would look at what people were tweeting about. You would look for people associated with the government who have huge Twitter followings.

While this is not a perfect example, you should be able to see that the chatter you hear around one individual, the number of groups associated with the individual, the number of “likes” and Google+’s the individual receives, the number of Twitter followers the individual has, the number of tweets the individual makes and the frequency that all of this social media content was updated would be quite useful to know and use in search results for “Who is the President of the United States.”

You can see how relevant social media Google believes social media pages are to even a search for someone like Barack Obama. Here as well, three of the top 10 search results are for social media sites related to him:



~You Search Images Maps Play YouTube News Gmail Documents Calendar More ~

Google   Low Crossing

Search About 2,530,000,000 results (0.22 seconds)

Web

Images

Maps

Videos

News

Shopping

Blogs

More

Los Angeles, CA

Change location

Show search tools

Ad related to Barack Obama

**Official Obama Website | barackobama.com**  
[www.barackobama.com/](http://www.barackobama.com/)  
Stand with Barack and create an economy built to last. Join us now.  
2,195,168 people + I'd or follow Barack Obama  
Get Involved Volunteer for Obama 2012  
Donate Now

**Barack Obama**  
[www.barackobama.com/](http://www.barackobama.com/)  
35 minutes ago - BarackObama.com is the official re-election campaign website of President Barack Obama. Visit the site for the latest updates from the Obama ...  
Store - Contact Us - Jobs - Volunteer for the Barack ...  
236 people in Los Angeles, CA +13 this

**News for Barack Obama**

**Barack Obama: The Misunderestimated President**  
Fox News - 4 hours ago  
Obama is going along with this notion, saying that his debate loss was a result of an off night and his placing honesty and substance ahead of ...

**Obama Celebrates Oscar Chase**  
Fox News - 5 hours ago

**President Barack Obama, Mitt Romney showing new urgency in close race**  
Deseret News - 2 hours ago

**Barack Obama - Wikipedia, the free encyclopedia**  
en.wikipedia.org/wiki/Barack\_Obama  
Barack Hussein Obama II is the 44th and current President of the United States. He is the first African American to hold the office. Born in Honolulu, Hawaii, ...  
Early life and career of Barack ... Family of Barack Obama - Obama administration

**President Barack Obama | The White House**  
www.whitehouse.gov/the-Administration  
Barack H. Obama is the 44th President of the United States. His story is the American story—values from the heartland, a middle-class upbringing in a strong ...

**Barack Obama | BarackObama.com on Twitter**  
https://twitter.com/BarackObama  
Brief reports from the President on what he's doing and thinking.

**Barack Obama - Politician | Facebook**  
www.facebook.com/BarackObama  
Barack Obama 30622565 likes · 3154323 talking about this

**President Barack Obama's Full DNC Speech - Elections 2012** ...  
www.youtube.com/watch?v=Q9B9HgaQYn0  
Sep 7, 2012 - 44 min - Uploaded by TheNewYorkTimes  
The president Barack Obama accepted his party's nomination at the Democratic National Convention. Click ...

**President Barack Obama's Remarks at the 2012 Democratic** ...  
www.youtube.com/watch?v=2B8Ou84s0U  
Sep 6, 2012 - 40 min - Uploaded by BarackObamaDotCom  
Help build this campaign: http://OFA.BORInuQu  
President Barack Obama's Remarks at the 2012 ...

More videos for Barack Obama >

**Images for Barack Obama - Report images**

**Barack Obama | News, Photos and Opinion - HuffPost Politics**  
www.huffpost.com/news/barack-obama/  
Get breaking news stories about Barack Obama, follow his presidency and re-election campaign, and share your thoughts on the 44th U.S. president.

**BarackObama.com - YouTube**  
www.youtube.com/user/BarackObamaDotCom  
Obama for America Welcome to the official Obama for America YouTube channel. Watch videos of President Obama and clips of grassroots supporters ...

**Barack Obama news, photos and video - chicagotribune.com**  
www.chicagotribune.com/topic/-/barack-obama-PEPLT007458.top  
Items 1 - 12 of 37956 - News, Photos and information about Barack Obama

Ad related to Barack Obama

**The Obama Budget Plan**  
www.democracynow.org/  
Preserving military spending while cutting social service programs

Searches related to Barack Obama

white house michelle obama  
barack obama biography barack obama quotes  
barack obama facts barack obama biography for kids  
barack obama birth certificate barack obama twitter

**Barack Obama**

Barack Hussein Obama II is the 44th and current President of the United States. He is the first African American to hold the office. [Wikipedia](#)

**Born:** August 4, 1961 (age 51), Honolulu

**Full name:** Barack Hussein Obama II

**Net worth:** \$11.6 million USD (2010)  
[www.fortune.com](http://www.fortune.com)

**Education:** Harvard Law School (1985–1991), Columbia University (1983). [More](#)

**Siblings:** Maya Soetoro-Ng, George Obama, Mark Nidesang

**Recent polls**

Rasmussen, 1 day ago

Candidate	Support (%)
40% Romney	40%
48% Obama	48%

GWU, 1 day ago

Candidate	Support (%)
40%	40%
40%	40%

RAND, 2 days ago

Candidate	Support (%)
43.1%	43.1%
43.95%	43.95%

Ipsos, 2 days ago

Candidate	Support (%)
45%	45%
47%	47%

**Books**

Obama: From My Father's House  
Of Thee I Sing  
The Audacity of Hope  
Change We Can Believe In  
Barack Obama in His Own Words

**People also search for**

Mitt Romney, Michelle Obama, Bill Clinton, George Bush, Joe Biden

Feedback

Go

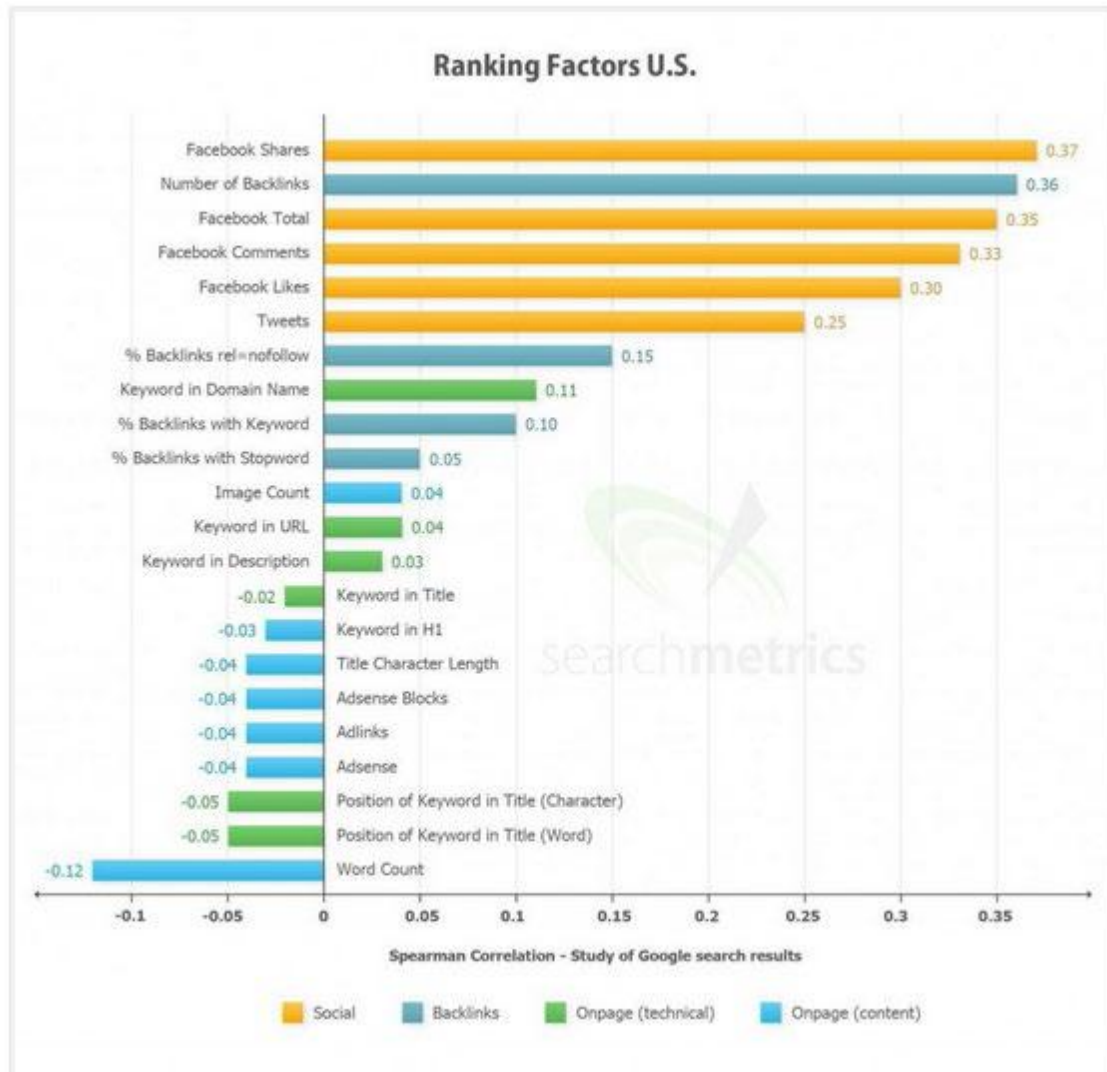
Advanced search Search Help Give us feedback

Google Home Advertising Programs Business Solutions Privacy & Terms About Google

One of the most important factors in search engine ranking, and something that should be a part of any search engine program, is social media-related activity. Facebook and YouTube are two of the three most popular websites on the Internet. Every business should seriously be pursuing a social media strategy on the Internet and maintaining social media pages.

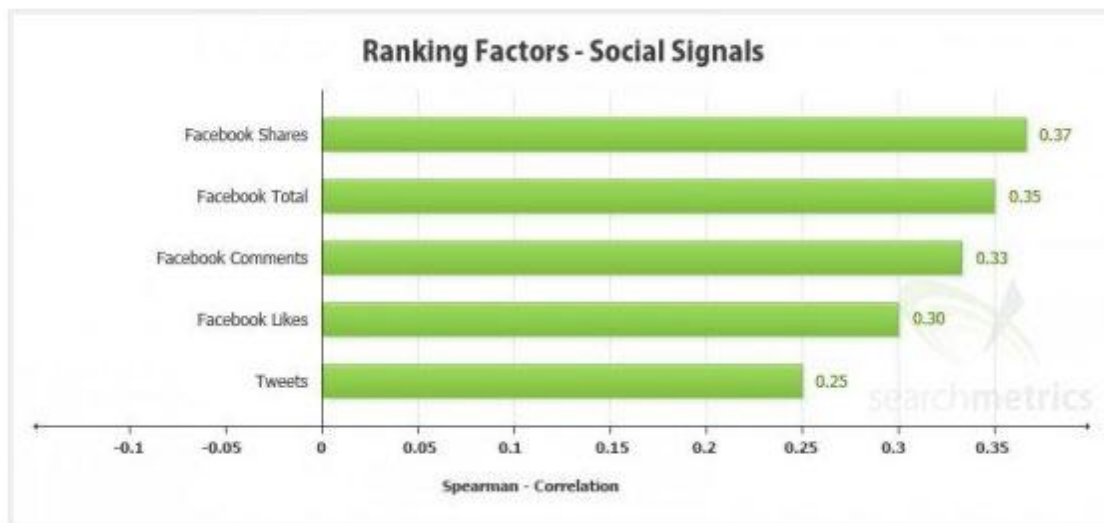
A company called SearchMetrics came out with a study not too long ago that correlated social activity with search engine rankings. The study covered 10,000 keywords, 30,000 search engine result pages, 338 million Facebook comments, 8.1-billion Facebook likes – it was a huge study.

Here were the findings:



Without going into a ton of detail, what this study showed was that social media signals are closely correlated with good Google rankings. The larger the bar in the graph above, the stronger the correlation was:





It is important to understand that correlation is not necessarily causation – but social signals do seem to have an impact on optimization to a great extent. Thus, the work a site does on its social media pages can likely influence how its site ranks in the search results.

Fourth, Google is also constantly tweaking their search results. For example, a tweet from your company could show up at the top of search results for a search for your company name. Because social media seems to be included more and more in search results, it is important that you are constantly updating your social media content to make your brand appear fresh and relevant. If you are not updating your social media content, there is also a strong possibility that your main website rankings will fall. Thus, social media is increasingly something that is almost “connected” and part of your own website.

Fifth, social media is beginning to have a massive, massive influence on something called personalized search. Google has always shown personalized results based on a user’s browsing history and location. Now, using social media (such as Google +), Google is incorporating content that may have been shared with a user on a site like Google+ into the search results. Thus, the need to maintain social media sites has become essential to getting more search engine traffic. Google is now showing users search results not just based on their location but on their personal preferences and friends’ recommendations.

Because of a user’s social activity, Google can now start giving results like someone who knows you well and understands exactly the sorts of information that you are seeking.

Sixth, social media is an excellent way for businesses to stay in touch with their clients. With social media you can generally get your emails, tweets and so forth delivered with near 100% deliverability because very few spam filters are blocking major social media sites. Using social media to stay in touch with your clients may not be related to SEO directly but it is very helpful for most businesses.

Seventh, if a business creates good content on a social media site there’s always a chance that users will share that content with other users. When this occurs, links can be attracted to the content – or in the best-case scenario the content can even go viral attracting thousands of links. Social media is a way for a business to reach people with its content and also attract links.

There are countless social media sites out there that should be utilized as part of a good SEO plan. The ones that I generally consider to be most important are:

- Google+

- Facebook
- Twitter
- LinkedIn
- YouTube
- Blogger
- Pinterest

## Google+.

Having a Google+ Business Page presents an attractive and inexpensive way to create buzz and build momentum for any product or company. This is especially true when it comes to SEO and getting your brand out there on the web and literally in front of potential markets.

Here is an example of a Google+ page for one of our brands:



Google+'s SEO capabilities could make it a very useful marketing tool, especially for those businesses that are just starting out and/or have small marketing budgets. Google+'s Business Page can help build your brand's visibility, both in the SERPs and in the real world.

## Facebook

Facebook has over 1 billion active users. Approximately 50% of Facebook users login at least once a day. For every business, Facebook is a vital site to communicate with customers and grow brands. Companies can have official pages on Facebook. Google started giving Facebook views and backlinks new clout in their search engine update.

A Facebook page provides a place that a business can publish updates, blog posts, offers, pictures, videos, coupons and more. When you add content to the news feed of your site using the Share box, this content will appear on the news feed of your fans. A business can link its Twitter page to its Facebook account so its tweets are published on Facebook.

Here is an example of a Facebook page for one of our companies:



## Twitter

Twitter is a service that allows users to send out short updates of 140 characters or less to their followers. Tweets are a good way for businesses to provide various forms of company news and information – or just simply engage users. Twitter should be a significant component of any business's SEO strategy.

Google has included tweets on the first page of its search results before. Due to this, tweets are a powerful SEO tactic to get the content you want on the first page of search results.

Businesses should all have professionally designed Twitter pages to attract followers.

Here is an example of my Twitter page:



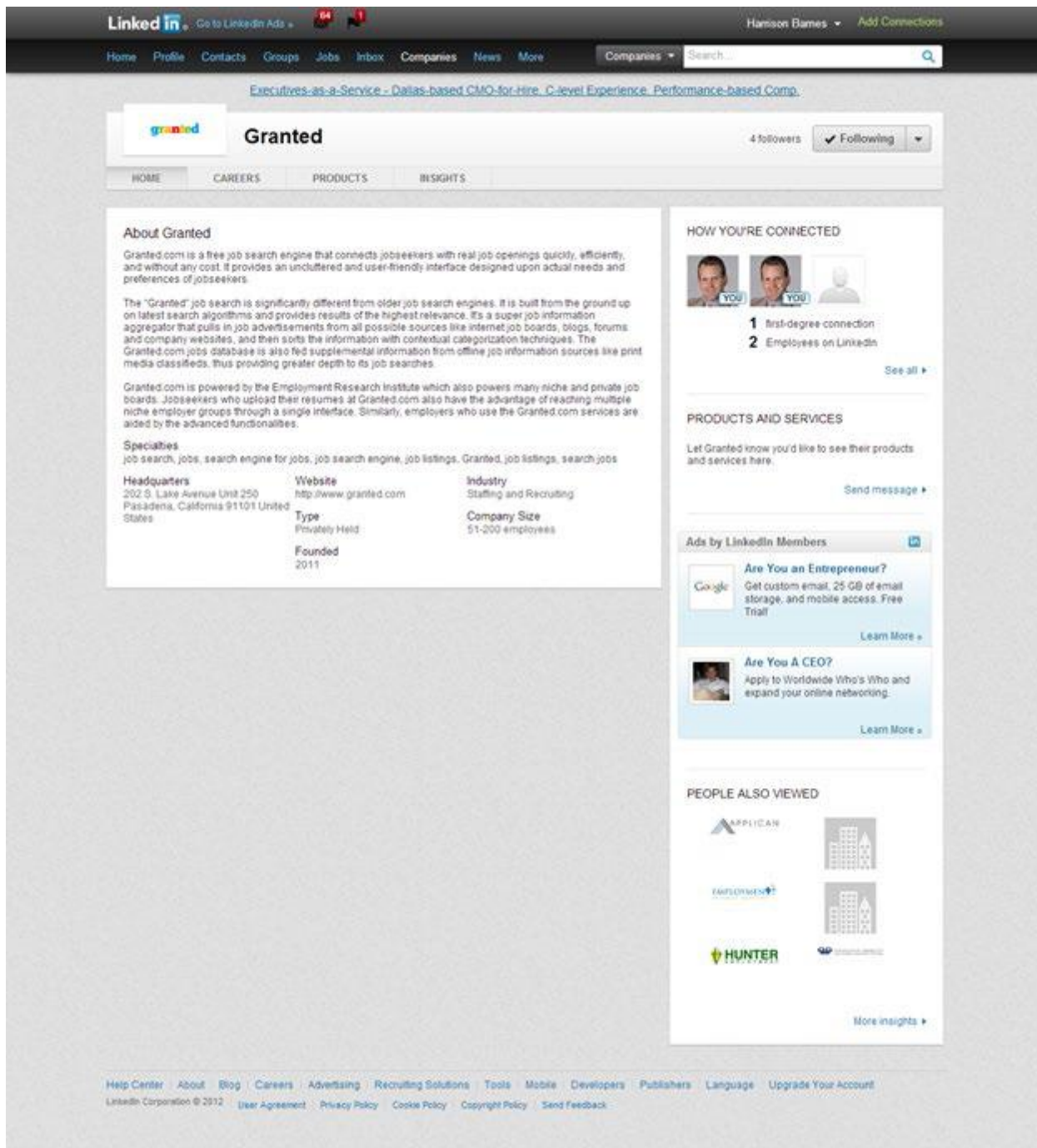
## LinkedIn

LinkedIn can offer businesses a massive amount of traffic that is targeted and relevant to a given industry. LinkedIn allows businesses to create profiles for themselves; it also allows employees of a given firm to list themselves as being part of your company.

Because LinkedIn allows businesses and individuals to put links on their pages, it is a great source of traffic for businesses.

Here is a profile page for one of our companies I created on LinkedIn recently:





## YouTube

YouTube is a video sharing site and one of the three most popular websites in the world. Google owns YouTube and it has been shown to have a major impact on search engine rankings. You should experiment with cross promoting YouTube videos on Facebook (this has been shown to have an impact on search engine rankings).

All businesses should have professionally designed YouTube pages that are updated with content frequently.

Here is a YouTube channel for one of our companies created recently:

**YouTube** EmploymentCrossing.com

1 subscriber 2,554 videos

Featured Browse videos

Uploaded videos 1-10 of 131

**Siemens To Lay Off 615 But Job Numbers A**  
 EmploymentCrossing11 11 views 2 weeks ago  
<http://www.employmentcrossing.com/> -  
 EmploymentCrossing.com offers a convenient way to keep tabs on open positions so being laid off will never be an

**The Big 4 Interview- A Guide For Undergrads**  
 EmploymentCrossing11 105 views 3 months ago  
<http://www.employmentcrossing.com/browns-gradjobs.html> -  
 If you are interested in working with a Big 4 accounting firm right after graduation, a strong grade, internship a

**Tips For A Successful Creative Job Interview**  
 EmploymentCrossing11 13 views 3 months ago  
<http://www.employmentcrossing.com/browns-gradjobs.html> -  
 When dealing with creative people, employers have to empathize with them and treat them with respect. These

**Interview Tips For Temporary Jobs**  
 EmploymentCrossing11 15 views 3 months ago  
<http://www.employmentcrossing.com/browns-gradjobs.html> -  
 If you think that interviewing for a temporary job is not a big deal, you are mistaken. Several careers, networks

**Think Of An Important Interview As Just A Co**  
 EmploymentCrossing11 2 views 3 months ago  
<http://www.employmentcrossing.com/browns-gradjobs.html> -  
 Most job seekers expect to be grilled when they go for an interview. They practice for the general interrogation i...

**5 Salary Secrets Your Company Won't Tell Y**  
 EmploymentCrossing11 9 views 4 months ago  
<http://www.employmentcrossing.com/browns-gradjobs.html> -  
 It's normal to wonder how and why you get paid the salary you do. After all, it's not a decision process most emp

**Killer Cover Letters**  
 EmploymentCrossing11 9 views 4 months ago  
<http://www.employmentcrossing.com/browns-gradjobs.html> -  
 Whether you're submitting a resume odd or responding to a job posting, always include a cover letter.

**About EmploymentCrossing.com**

employmentcrossing.com

by EmploymentCrossing11

<b>Latest Activity</b>	Sep 22, 2012
<b>Date Joined</b>	Jul 16, 2011
<b>Location</b>	Pasadena
<b>Country</b>	United States

**Featured Playlists**

Uploaded videos  
 by EmploymentCrossing.com

view all >

## Blogger.

Blogger is a Google property. Every business should have a blog. Blogs provide content to the market, allow you to provide links to your main site, and allow your content to be shared and more. A blog is a necessity for most sites.

Here is an example of a company blog:





## Pinterest.

Pinterest is a place where people can organize various links and images and then share this information with friends. Pinterest is different from other social networking sites because it allows users to “pin” the things they like the best on a virtual “board.” With Pinterest, a friend can visit a page on your website, find something they would like to buy, and then pin it to a board they maintain called “things to buy.” Pinterest is a social network, bookmarking site, and content curation site all in one.

Pinterest has more referral traffic than LinkedIn, YouTube and GooglePlus combined. Pinterest should be part of any businesses’ social media strategy.

Here is an example of a Pinterest page for one of our brands:

Instead of being a separate site, social media site should actually be considered to be part of your existing site and something that Google is using to measure your relevance and rankability with the search engines. You should be updating your content on social media frequently and also make sure you are using every form of social media out there.

# Chapter 7:

## Google Places

When I was growing up I remember at the age of 4 when my father got a job with the Detroit Yellow Pages. At the time, this was a dream job of sorts for my father. Lots of money was being spent on Yellow Pages advertisements and it was a huge business with limitless opportunity. Over the years his job would take him all over the world and I would get to live in Bangkok and other areas with him as part of his job.

Here is a picture of the building in Detroit where he started his career:



I would often go with my father to the building when he needed to drop in at work on Saturdays for this or that. From what I remember, this building was always bustling with a ton of activity and people were buzzing about. When a deadline was approaching for publishing the Yellow Pages, teams of artists, sales people, and copywriters would be working seven days a week in this building. There was tons of activity going on there all the time.

Here is a recent picture of the front door of the building:





Here is another recent picture of the outside of the building:



Here is a recent picture from inside the building:



And a few more:





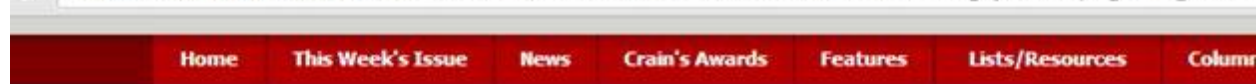
When my father joined the Yellow Pages, the company doubled his salary. At the time, it was no different than getting a job at a place like Facebook today. It was a place with a lot of opportunity and where people could get ahead. For decades, people relied on the Yellow Pages to find out information about businesses, and to some extent, still do.



Businesses would often spend hundreds of thousands of dollars a year for full-page advertisements in the Yellow Pages. The iconic yellow book supported families like mine and also countless printers. Businesses relied on the Yellow Pages to be found and the product worked for decades.

For years, motorists going through Detroit could see an iconic sign for the Detroit Yellow Pages above the freeway. I read recently that the sign was removed and the building was converted into a homeless shelter:

[www.crainsdetroit.com/article/20111207/FREE/111209925/crews-dismantling-yellow-pages-sign-on-](http://www.crainsdetroit.com/article/20111207/FREE/111209925/crews-dismantling-yellow-pages-sign-on-)



Not logged in to community. [LOG IN](#) or [REGISTER](#) | [Detroit Jobs](#) | [Free E-](#)

Topics in this article: [Detroit](#) [Nonprofits](#)

Originally Published: December 07, 2011 2:08 PM Modified: December 08, 2011 12:43 PM

## Crews dismantling Yellow Pages sign on Michigan Bell Building in Detroit



DETROIT (AP) — Crews are dismantling a three-story-high Yellow Pages advertising sign that has been part of Detroit's landscape for about five decades.

Removal of the sign atop the former **Michigan Bell Building** is part of renovations by the **Neighborhood Service Organization**, a nonprofit human services group.

The sign has been visible to motorists along the **Lodge Freeway**.

The 255,000-square-foot **NSO Bell Building** is expected to open in the fall. It will be the organization's new headquarters and have 155 one-bedroom apartments for homeless adults. The project is expected to cost \$50 million when completed.

Individuals, businesses, faith-based organizations and other groups are being asked to host housewarming parties to raise money to buy furnishings and other items for the apartments.

The campaign hopes to raise \$10 million.



The Neighborhood Services Organization is renovating the former Michigan Bell Building in Detroit for its new headquarters and doesn't need the Yellow Pages sign.

This article is symbolic to me. It represents “out with the old” and the destruction of one form of media as another takes its place.

Here's a picture of someone working out at one of the two swim-in-place pools at Google headquarters:

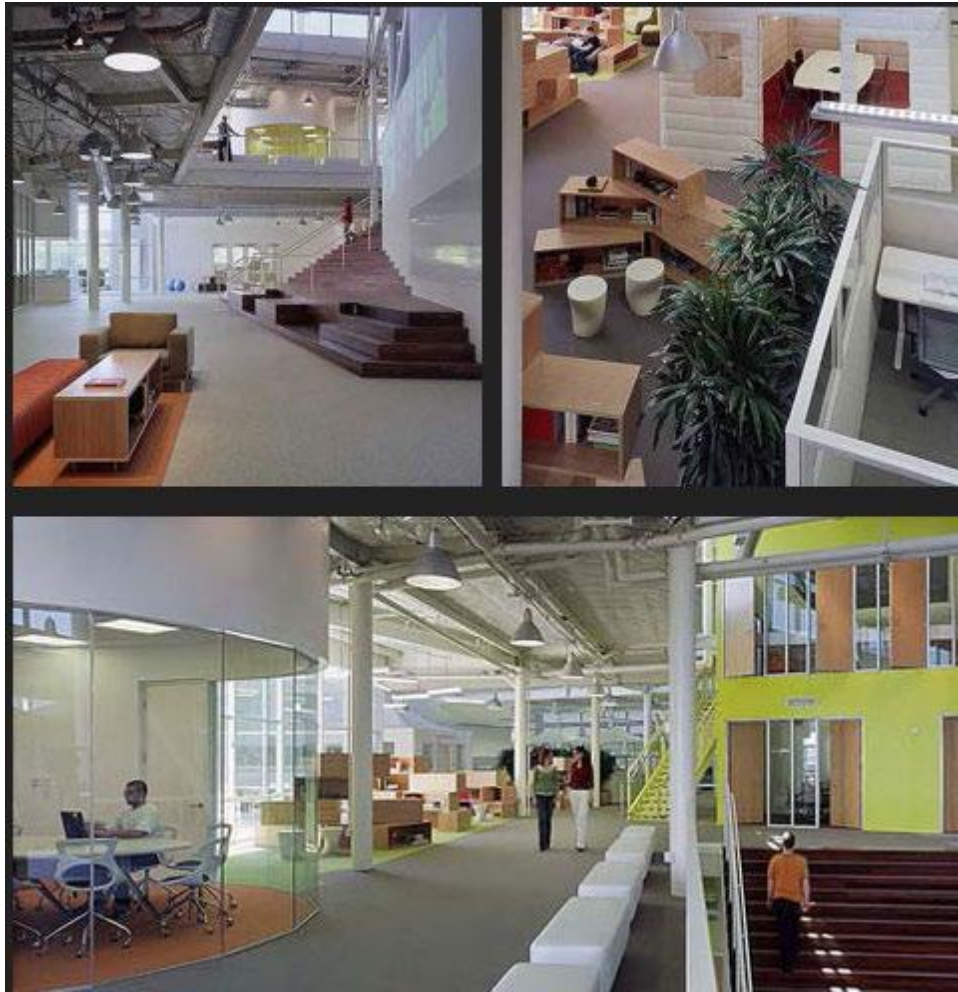


Here's another of someone getting a massage at Google's headquarters (something everyone there can get):



And here are some pictures of the inside of Google headquarters:



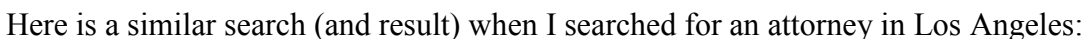


Google is extremely interested in giving people the best and most relevant results possible. Thus, if you are in a certain location and doing a search for a certain type of business, it can provide you with results which will direct you to that business most effectively. With Google Places, Google is effectively taking control of what used to be the Yellow Pages, only digitally.

Google Places is a huge opportunity for businesses to get found online and get repeat business, and it is something that no storefront business can afford to ignore. (You cannot have a Google Places page if you operate your business out of your home.)

The biggest weakness of using the web to find things has traditionally been local search. With Google Places, Google is attempting to change that. Google Places uses images, maps and other location data to give users specific results.

Previously, Google would generally only return local results when you did a search that contained a geographic location in it (such as “drug store Los Angeles”). Now, Google will return a local result whether you are asking for it or not (using geotargeting). Thus, if you search for a drug store (while located in Los Angeles) this is the sort of result you get:



•You Search Images Maps Play YouTube News Gmail Documents Calendar More •

Google attorney

Search About 379,000,000 results (0.22 seconds)

Web

Images

Maps

Videos

News

Shopping

More

Los Angeles, CA

Change location

Show search tools

Ads related to attorney

**Find An Attorney** 1 (866) 275-4729  
www.getanattorney.com/  
California State Bar Certified Attorney Referral Service  
Criminal Defense Personal Injury  
Family Law Find a Lawyer

**Find an Attorney | FindLaw.com**  
www.findlaw.com/Attorneys  
Looking for an Attorney for Your Legal Issue? Free Search at FindLaw

**Work injuries | stress | phonglaw.com**  
www.phonglaw.com/  
Personalized attention and client satisfaction is our top priority.

**Attorney - Wikipedia, the free encyclopedia**  
en.wikipedia.org/wiki/Attorney  
Attorney. From Wikipedia, the free encyclopedia. Jump to: navigation, search. Attorney may refer to: Attorney at law, a lawyer in some countries. Attorney general, ...  
Attorney at law Power of attorney Attorney General

**Attorney Search Find a Local Attorney on Attorneys.com**  
www.attorneys.com/  
Find an attorney online. Search for attorneys by area of law, read articles & get legal help today at Attorneys.com.

**Office of the City Attorney - City of Los Ang**  
cityattorney.org/  
Google+ page

**State of California Department of Justice**  
sdcj.ca.gov/  
Google+ page

**Stephen G. Rodriguez & Associates**  
www.sacriminaldefenseattorney.com/  
1 Google review

**Filen Ma Lee**  
shuehman.com/  
Score: 29 / 30 69 Google reviews

**Law Offices of David S. Chesley, Inc.**  
www.chesleylawyers.com/locations/los-angeles/  
5 Google reviews

**State Bar of California**  
www.calbar.ca.gov/  
1 Google review

**Paul Hastings Janofsky Walker**  
www.paulhastings.com/  
Google+ page

More results near Los Angeles, CA »

**Map for attorney**

Ads

**Find a Lawyer - Free**  
www.legismatch.com/  
Find the Right Lawyer in Your Area  
Save Time - Describe Your Case Now!

**Attorney**  
www.citylaw.com/  
Civil Litigation LA & Ventura Co  
30 Yrs Experience (805) 981-3910

**Lawyers.com Official Site**  
www.lawyers.com/  
Search Over 1 Million Lawyers & Law Firms at Lawyers.com Official Site.

**Legal Counsel**  
www.counsellawfirm.com/  
Business - Collections - Consumer - Real Estate - Family - Insurance

**JP, Entertainment Tech**  
www.russellsommers.com/  
1 (877) 653-8606  
Top California Contracts Lawyer  
Reasonable Fees, Free Consultation

**Need Legal Advice?**  
www.handleonthebay.com/LegalAdvice  
Get Legal Advice From One Of Our SoCal Attorneys. Free Consult!

**Attorney Clarke L. Young**  
www.clarkeyoung.com/  
Battling for Custody? Borderline Personality Disorder Spouse?  
1112 Montana Avenue #711  
(310) 315-9191 - Directions

**Auto Accident Attorney**  
www.davidlaw.com/  
Pedestrian Accident Lawyer  
Wrongful Death Lawyer

See your ad here »

**USDOL US Attorney's Office - CENTRAL DISTRICT OF CALIFORNIA**  
www.justice.gov/usaoctac/  
Welcome to the web site for the United States Attorney's Office for the Central District of California. Our office serves a district of seven counties, Los Angeles, ...

**Attorney Search**  
members.calbar.ca.gov/Home/Public  
The State Bar of California maintains a database of California attorneys. Online public information from this database includes an attorney's Name, Address, ...

**Lawyer, Attorney, Law Firms, Attorneys, Legal Information, Lawyers ...**  
www.lawyers.com/  
Attorney, lawyer, and law firm directory to find a lawyer, attorneys, and local law firms. Lawyers.com is the #1 lawyer directory.

**Los Angeles Attorney, Attorneys, Lawyer, Lawyers, Law Firms in ...**  
www.lawyers.com/Search by Location/California Law Firms  
Find a Los Angeles attorney or law firm by area of law. Contact a Los Angeles California (CA) lawyer by phone, fax, or email on Lawyers.com.

**Los Angeles County District Attorney's Office**  
la.co.la.ca.us/  
The District Attorney of Los Angeles County is the lawyer for the people, a non-partisan

You can see here that Google only reserves the first two spaces for its organic listings and then takes up most of the rest of the page with “local listings” (a.k.a., “Google Places”) that are geared toward local

businesses. Google also does not always have two organic listings above its Google places results. Sometimes it has two above and five below. Other times it has one above and four below. Still other times, it has none above and ten below.

Google Places now has more space on the page than the organic listings for local business related searches. Storefront businesses need to understand how to get into Google Places and get ranked once there.

Google Places arguably gives users more relevant listings, and thus a listing on Google Places is more likely to be clicked than an organic listing if someone is looking for a particular business.

Another important point about Google places is that it appears to be subject to a certain amount of ongoing “experimentation.” For example, Google does not show Google places listings for all geographic-type business searches. It likely does this because it wants to give users an experience with local results in addition to pure organic results, and also avoid “blindness” to its local results. Google does something similar with its pay-per-click advertisements, for example. Pay-per-click ads are not displayed in all searches.

### **How To Create a Google Places Listing**

You need to claim the business on Google. You can do that here:

<http://www.google.com/localbusinesscenter.com> (You can also do this on Yahoo! and Bing at <http://www.local.yahoo.com> and <https://ssl.bing.com/listings> )

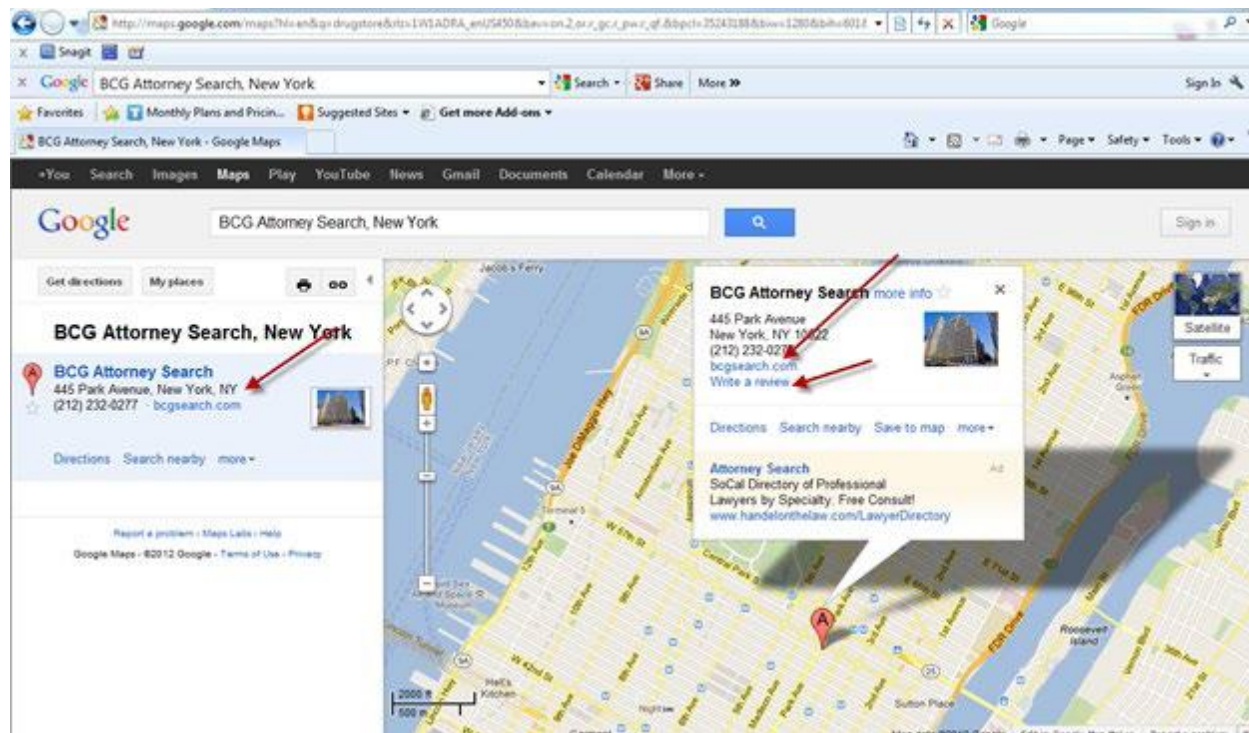
It is important when this is done to make sure the listings do not have any misspellings and do not contain any grammatical or other errors. In addition, it is extremely important that the business be categorized properly, have proper hours listed and the location entered properly.

If you do not claim your business on Google Places, you still may be listed there. However, the problem in this instance is that you will then be what Google says you are. In order to ensure it has the best information possible, Google takes information from various directories and other places and puts it in your Google Place page. Thus, if some website states that your automobile repair shop is a used car dealer (instead of an auto repair shop) then your business would come up in results for a used car dealer. It is extremely important that you have an accurate Google Places page.

Once a business has been claimed, you can add photos, real time updates, videos, coupons and so forth. Having coupons as a part of your search can be extremely helpful and draw customers to a business. The availability of these coupons can then be highlighted in the listings, for example, and drive users to your website.

Here is a picture of a Google Places page for one of our companies:





## How to Get High Google Places Listings.

One of the most important things that a business should be concerned about with Google Places is having a high search result in Google Places. Just as businesses compete to get high listings for their products and services in organic listings, companies also compete to get good search engine rankings in Google Places.

There are several ways that a business can improve where it sits in the Google Places results.

- Most businesses can boost their Google Places listing by linking to its listings from their website (if it is a popular website) and vice versa.
- Get other links to your Google Places pages.
- Get tons of citations for your business. A citation is a mention of your business name and address on other sites. For example, a listing of your business in an online Yellow Pages would count as a citation. Similarly, a local business association listing would also count as a citation. The reason that citations are important to Google is that they give the search engine a good indication that your business is legitimate. The more listings to your business Google sees, effectively the more links this represents. Citations show that you are part of a community and not just some outside company trying to crowd the search engine results unfairly. For the most part, whoever has the most authority from citations pointing toward their site will get the best listing.
- Get lots of online reviews. The more reviews your business has, the more likely it is to exist. Also, the more reviews your business has the more likely it is to be part of the business community. Google likes to see lots of reviews and this can assist you in getting higher rankings in Google Places.
- Have a complete listing. You need to make sure that your site is 100% filled in for Google Places and local. Remember: You cannot use post office boxes or a home for Google Places.

## Google Places is the Future of Search.

In late 2010, Google attempted to buy the “local deals” site Groupon for \$6 billion. If there was ever any question of the level of interest Google has in the local space, this answered it. Google is extremely interested

in local because it represents a massive business opportunity for Google to essentially replace the massive space that the Yellow Pages once had in the market for directing users to local businesses.

According to Google, over 20% of searches and one-third of mobile searches have local intent. As the use of mobile grows, the number of local searches people are doing will likely increase as well.

# Conclusion

As you now understand, the Secret of Internet Marketing is just the use of common sense. Search engines and social media sites give you all the tools you need to build, maintain and promote a great web presence; it just depends on you to utilize each of these tools in the correct fashion.

While this preceding narrative was broken into individual chapters, I have found the best way to market my businesses on the Internet is to use each of these concepts in conjunction with each other. Reputation management is accomplished by using social media and SEO. Good SEO depends on excellent reputation management and local listings. Social media bolsters local listings. And so on, in endless variations.

If there is one key takeaway from this book, it is that good Internet marketing is an ongoing, never-ending process. Throughout the text, I tried to emphasize that each of these steps are part of an infinite staircase, and that you must climb continuously. I spend several hours each day working through the processes I outlined, and the results have been astonishing. But as successful as my campaigns have been, I know that my flow of customers will dry up the day my marketing tactics stop.

That's not to say that the upkeep required for Internet marketing is a negative. I truly enjoy creating new content, optimizing my sites, and using analytic software to see where my customers are coming from. Internet marketing has become as much a part of my business as anything else. It will become entwined in your operations too, if you follow these practices.

Consider this text to be a snapshot of successful Internet marketing at this moment in time. The Internet is constantly evolving, and by the time you finish this page, there will be a new social media site launching, or a new search engine algorithm implemented. During your ongoing Internet marketing campaign and the maintenance of your web presence, you will begin to notice trends and developments in web behavior, infrastructure, and techniques. I encourage you to pursue these new ideas. See if they can work for you and your business.

Everything I know about Internet marketing I learned by doing, and by doing constantly. You should be willing to explore and experiment. Utilize the tools offered to you by Google, Facebook, and whatever company comes next ensure that your company stays on the cutting edge of Internet marketing.