

"To People Who Know How To Get High Rankings - But Cannot Remain Stable On Top!"

(How to remain at the top above all your competitors)

Lesson 3

If you start a new site from scratch and optimize it starting from onpage optimization up to offpage optimization it will take at least two months to see results.

Obviously there are some exceptions and the reasons are very difficult to identify sometimes. However such factors like the number of competition for your keywords and the type and quantity of links you get all effect how fast you get rankings.

Keep in mind that if you do get a ton of links fast and you get high rankings you need to keep getting a ton of links fast or you loose rankings. That is not very realistic. Getting links; which are the core of optimization slowly and steadily will allow your site to rank and keep its rankings if you keep getting links slowly and steadily even after your site is ranked on top.

If you can hire someone that will give you 1000 links every week you will probably rank faster than the rest. But then you need to keep getting 1000 every week to remain on top. (That's why I said it is not realistic)

If you stop getting links, your rankings won't remain always on top. However does not mean you have to keep doing all the work. You may outsource and another advantage is that with your site ranked on top many webmasters will automatically contact you for a link exchange. But you need more links to get rankings than to maintain your site at top.



You can outsource (hire people) from various places like:
Scriptlance <http://www.scriptlance.com/>
Getafreelancer <http://www.getafreelancer.com/>
Getacoder <http://www.getacoder.com/users/login.php>
Elance <http://www.elance.com/>

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Older sites are more appreciated by search engines, so as your site gets old you have an advantage as well. The initial steps to get rankings can be classified as a bit tough but the rest becomes much easier. Using software like [OutRankSmart™](#) search engine optimization is now a TON easier... and much faster to get rankings.

This is what you need to do once you start **getting high rankings**:

1) Check that your link partners are still linking back to your website.



I use AutoLinksPro <http://www.autolinkspro.com/> because it automatically sends an email to link partners that have removed the link pointing to my site. It also automatically suspends their link until they link back again. That tool has become indispensable for me.

2) Add new articles once in a while on your website, although the more you add the better as long as they are articles you create not copied. My primary language is not English as you may have already guessed, I dropped out of school and have nothing to show off... but I still learned to write an article.

The fastest way is this:

1. Create introduction about a topic.
2. List 7 how to do's, or tips, or techniques. Just list them one below each other.
3. Then create a small conclusion where you summarize what you have just said in the list of 7 tips, tricks or whatever...
4. You name the article: 7 tips to.... or 7 techniques for....

They can be 7, 8 or any number of tips...

That's it.

Real examples to see how the articles are created:

[7 Ways to Market Your Art Online](#)

[7 Ways to Boost Your Creativity](#)

[7 Ways to Audio Streaming](#)

You don't have to write all your articles starting with **7 Ways to** and freak out all article directories... once you move from novice to amateur you can change title - you become good at that too.

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3) Add nofollow tags on certain links like terms of conditions, earning disclaimers and privacy policies. There is no need for these pages to rank high in search engines. By putting nofollow tag, **search engine spiders** ignore them and they do not give them page rank (pr), instead they give the pr to your other important pages. If you have a high pagerank website do that and you may see an increase in pr to your other pages.



The nofollow tag is this: rel="nofollow"

An example: SEO

That html code will show a link without the nofollow tag.

It shows: [SEO](#)

SEO

That html code shows the link with the nofollow tag.

It shows: [SEO](#)

If you have the free Mozilla Firefox extension called Search Status <http://www.quirk.biz/searchstatus/> it will **highlight ALL links** that are using the nofollow tags. It is also very useful when you do link exchanges to make sure your link partners are **NOT** using the nofollow tags on your site.

4) Monitor your **search engine rankings for your keywords**. If a particular keyword loses ranks work on that keyword. It means get backlinks so it regains position. Use the keyword (which lost rankings) in the anchor text of each backlink but always change it a bit now and then. Changing a bit means add a word or two different with the keyword. For example if the keyword is **blue cars** use variations like:

blue cars available
tons of blue cars
blue cars for sale
very fast blue cars

you got the point.

Remember to choose low competing keywords at first. If you have a new site it is very hard to compete for high competing keywords. Once you gain rankings and pagerank start working on other keywords.

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Low competing keywords are keywords with maximum 3,000,000 competing websites. (Knowing numbers has a big benefit - it may sound "techno jumbo" but if you start doing SEO on a keyword that has 7 million competing sites you will get lost).

It's like...

If you want to explore the biggest jungle in the world on your own you start by exploring a small forest... Because *you are not a monkey!*



To monitor your rankings you can rely on a free service that will monitor up to 10 keywords and tell you where each keyword currently ranks. <http://www.checkrankings.com/>

5) **Internal linking:** This means you link to your homepage or any other page from the other pages of your site. You also put the keyword in the anchor text.

So if for example you have a page called features, you can link to your homepage from that page using the keyword you want your homepage to rank for in the anchor text. I link to my homepage from the blog using the keywords I want my homepage to rank for in the anchor text.

Example: I want my homepage to rank for the keyword **article creation tool**

So whenever I am going to link to my homepage from some other page like my blog I use the anchor text **article creation tool**. Not just **HomePage**. Obviously there are exceptions, because your website may look ugly or you may confuse visitors... that's why I usually do internal linking from my blog most often, or within an article.

This is really helpful – do it because it works.

Keep in mind that you should avoid doing SEO mistakes which can get your website banned, de indexed or you may see a big decrease in rankings fast. I talk about SEO mistakes in Lesson number 4!

Search engine optimization provides you with free targeted traffic. People using Google are more likely to buy than those using other search engines so monitor your rankings on Google and aim for the top rankings.

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Google is the number one search engine; buyers prefer it simply because it gives the most accurate results.

And if you reached thus far, I congratulate you since I know you are serious to get decent, targeted traffic to reach the "money tree" where you find the Top Internet Marketers.

This is what you can apply from this lesson – remember even applying just ONE thing is a step forward.

1. Add an article or more than one on your website.
2. Create an article or two.
3. Add the nofollow tags on some of the links like Terms of Service and Privacy policy links.
4. Create some variations of your keywords, and save them in a text file, so you use the keyword variations in the anchor texts of backlinks.