

# TRAFFIC GENERATION CAFE

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## 7 Steps to Complete Search Engine Domination by Ana Hoffman

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*“Please print our this report before you read it; trust me, you’ll want to take notes in the margins.*

*If you use one idea from this report, you’ll be ahead of the game; if you use them all, you are golden.”*

Ana Hoffman  
[www.TrafficGenerationCafe.com](http://www.TrafficGenerationCafe.com)



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# Introduction

*I'll keep this short.*

If you are anything like I were when I first started online, this would sound familiar to you.

You probably started a brand new site. It looked pretty and shiny and was sure to bring you a fortune. Now all you needed to do was wait for the stampede of traffic to come through and make you rich.

A couple of weeks went by – nothing. If you are one of the “smart ones”, you might have actually optimized your site for your primary keyword, waiting for your site to show on the first page of Google among a couple of million of other sites competing for the same keyword.

Nothing. No traffic, no sales, no money.

What do you do? Build another website around a different niche or quit altogether.

Either way, you probably figured out that was not the way to get your website noticed online.

**It's time to figure out what your first steps should be when building a new site...**

**ANY site, in ANY niche.**

### **Please read my Affiliate Disclaimer**

**(or don't, either way... as long as you know it's here...)**

In this absolutely free value-packed report, I will promote, endorse, or suggest products and/or services for sale.

Gasp!

My recommendation is ALWAYS based on my belief that the product and its author will provide excellent and valuable information or service based on a review of that product, my relationship with that person, and or previous positive experience with the person or company who's product I am recommending.

In some cases, I will a buck or two if you decide to purchase that product based on my recommendation.

Always

Always

Always do your OWN due-diligence before making any purchases.

Never purchase anything that you cannot afford.

Most people don't do anything with the products they buy, so most of the time, their typical results are zero.

Don't do drugs, stay in school.

***There is no such thing as a Silver Bullet.***

I bet this disclaimer would make a good rap song.



## Step 1. Research Your Keywords

***Please do not skip this step; your SEO strategy is meaningless without it.***

If you just skim through this section, you'll see a lot of "intimidating" metrics, screen shots, etc. Don't do it – skim through it, I mean!

Just do it step by step and you'll see that it's very doable.

**So, here we go...**

In order to figure out your money keywords (*you do want to make money, don't you?*), you need to find answers to 2 questions:

### **1. How *BIG* is your audience?**

and

### **2. How *HUNGRY* are they for your product/service?**

In other words, how many people are there in your market and how willing are they to buy?

*Five visitors that have 2 paying customers sure beat 100 visitors with 1 paying customer!*

Let me show you step by step how I do my keyword research and the tools I use.

I decided to take "***dental plans***" as our test market (for no particular reason).

### 1. Find Out How Much Traffic Your Keyword Gets

Believe it or not, [Google Keyword Tool](#) will provide with all the data you need; you just need to know where to look for it.

*(note: if you are more of a visual person, here's a video that I made on the subject: <http://www.youtube.com/watch?v=WT-W5xJLWwg> )*

*(another note ☺ : this might look intimidating - I understand that.*

*It really is not, if you do it step by step.*

*However, personally I choose to go the easy route and let [Market Samurai](#) do all the heavy lifting for me.*

*Not trying to push it down your throats (well, maybe just a little bit ☺, but it really is SOOO much easier with it!)*

**Google Volume Search data** gives us a very accurate indication of how much traffic (and therefore how many potential customers there are) in any market.

By the way, since I wrote this workbook, Google changed their keyword tool interface, so the buttons might not be exactly where I said they would be. I believe you can figure that part out on your own.

1. Go to: <https://adwords.google.com/select/KeywordToolExternal>
2. Above the search box, you'll see "**Results are tailored to..**" text. If you click "**Edit**", you can specify the language and the country of your choice.
3. Type your keyword or keyword phrase in the search box.
4. Check "**use synonyms**".

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5. Click on “**Filter my results**” and check “**Don’t show ideas for new keywords. I only want to see data about the keywords I entered**” box.

6. Click on “**Get keyword ideas**”. You’ll probably have to enter the **capcha** (the funny-looking letters that appear in the picture) into the box provided as well.

7. The “**Global Monthly Search Volume**” box will give us our result: how many people search for this keyword on a monthly basis.



The screenshot shows a table with the following columns: Keywords, Advertiser Competition, Local Search Volume: January, and Global Monthly Search Volume. The row for 'dental plan' shows a Local Search Volume of 201,000 and a Global Monthly Search Volume of 246,000. A red box highlights the '246,000' value, and a red arrow points to it from the right.

Keywords	Advertiser Competition	Local Search Volume: January	Global Monthly Search Volume
dental plan		201,000	246,000

In the picture above, we see that the Dental Plan market has 246,000 average searches per month – that’s 246,000 potential visits to your web site, or 246,000 potential buyers – each month!

So that’s our **Traffic Level Data**.

## 2. Find Out How Much \$ Each Visitor Is Worth

*(once again: if you are more of a visual person, here’s a video that I made on the subject:*

<http://www.youtube.com/watch?v=WT-W5xJLWwg> )

Next, we need to find out what each visitor is worth.

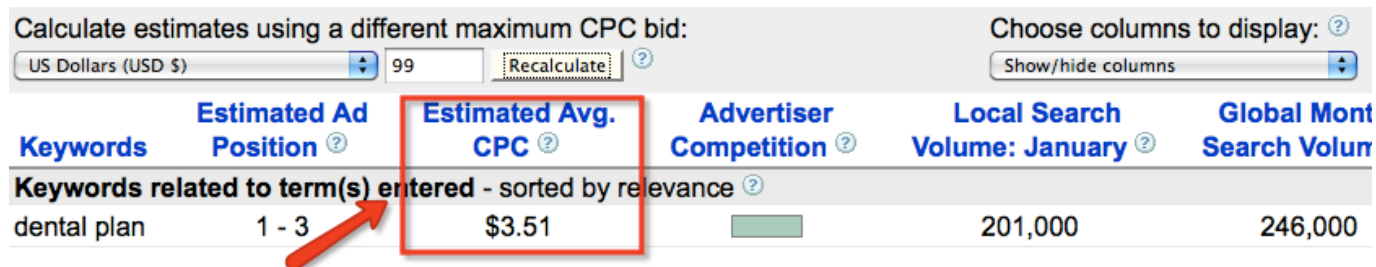
In order to do that, we’ll take Cost Per Click (CPC) figures from **Google Adwords**.

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So if we find out how much we would have to pay in order to take #1 position in Google Adwords for our keyword, we will have a very good estimate as to the value of each visitor in a particular market.

How to get **Cost per Click** figures using the Google Keyword Tool:

1. After following the steps above (under “**How to use the Google Keyword Tool to get traffic levels in your market**”), you should see a drop-down box that says “**Show/hide columns**”.
2. Click the “**Show/hide columns**” box and select “**Show Estimated Avg. CPC**”
3. Once again, click the “**Show/hide columns**” box again and select “**Show Estimated Ad Position**”.
4. In the “**Calculate estimates using a different maximum CPC bid:**” box, select the currency you plan to sell your product in.
5. In the box next to your chosen currency, type **99** and click “**Recalculate**”.
6. Make sure that the figure in the “**Estimated Ad Position**” column says “**1-3**”.
7. The “**Estimated Avg. CPC**” figure displayed here is the figure we’ll be using.



Keywords	Estimated Ad Position	Estimated Avg. CPC	Advertiser Competition	Local Search Volume: January	Global Mont Search Volun
Keywords related to term(s) entered - sorted by relevance					
dental plan	1 - 3	\$3.51		201,000	246,000

Now the good stuff: let’s finally find out if our “*dental plan*” market is worth our time.

### 3. Your Market Value Calculation

Once we have our numbers for Traffic Level and Visitor Values, I use a very simple formula to come up with the total market value.

**TRAFFIC LEVEL x VISITOR VALUE = TOTAL MARKET VALUE**

So simple, too bad I did not come up with it myself. The folks from *Market Samurai* did, but more on that later.

Our final number tells us the total monthly value of visitors searching for a particular keyword (or keywords) in a market.

Let's go back to our "dental plan" example and quickly find out what this market is worth.

246,000 (our Traffic Level) X \$3.51 (Visitor Value) = \$863,460 – our Total "dental plan" Market Value

Wow, that's \$863,460 per month; \$10,361,520 per year!

Before you run off on me creating dental plan websites, here's something to cool you off.

Just because dental plan market is worth over \$10M per year, it doesn't mean that you'll make that much!

Most likely, nowhere close to it...

Maybe, a tiny fraction of it!

Remember that this traffic is shared by thousands of web sites in the niche, and of course, those with the biggest ranking will have the biggest slice.

**How big of a slice can you get?**

**Well, it all depends:**

- It depends on how competitive your niche is;
- It depends on your product price;
- It depends on how well you convert your traffic into visitors;
- It depends on what your SEO skills are and how easily you can get top search engine rankings;
- It depends on how strong your competition is;
- It depends on how badly you want it and how hard you work;
- And it depends on a number of other factors that can influence your business...

But all things being equal – if you have two markets with similar levels of competition, where you sell a similarly priced product at similar profit margins – you can generally expect that the market with the higher value will be more profitable.

So, are you brain-dead yet? I hope you see how important it is to learn this very simple process and save yourself a lot of time, money, and frustration.

And if you don't think it's that important, then there is always an option of quitting (heh-heh, just kidding, I hope not).

### **4. Finding Visitor Value with Market Samurai**

If you already own a copy of [Market Samurai](#), like I do, the task of gathering all this info becomes even more of a breeze.

This data is gathered under your **Keyword Analysis Data** in **Keyword Research** tool.

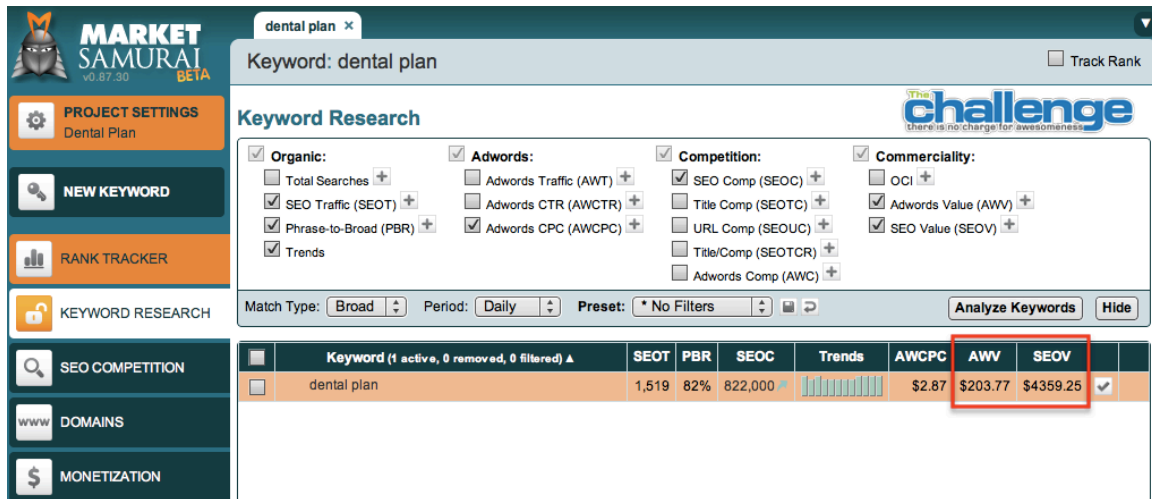
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Here are the numbers we are interested in:

- **SEO Value (SEOV)** – This is the maximum total value of traffic that the #1 ranked web page for this keyword (based on search results) is likely to receive – per month.
- **Adwords Value (AWV)** - This is the maximum total value of traffic that the #1 ranked advertiser (in Google Adwords) is likely to receive – per month.

*(click on the image to see a bigger picture)*

In both cases, Market Samurai is taking the Market Value benchmark we calculated previously **to the next step...**



The screenshot shows the Market Samurai interface for keyword research on 'dental plan'. The 'Keyword Research' section is active, displaying various metrics and filters. A table at the bottom shows the results for the keyword 'dental plan'.

Keyword (1 active, 0 removed, 0 filtered) ▲	SEOT	PBR	SEOC	Trends	AWCPC	AWV	SEOV	
dental plan	1,519	82%	822,000		\$2.87	\$203.77	\$4359.25	<input checked="" type="checkbox"/>

...by breaking down the Market Value number into how much #1 ranked web site will bring through organic SEO and Google Adwords respectively.

If you don't have [Market Samurai](#) (*affiliate link – I use the tool, love it, and recommend it*), I would recommend you get a copy – it will save you a lot of time doing market research and give you access to a lot of really powerful keyword research tools.

Plus, if you follow my link and opt in on their site, you can get a cool 35% off (as of the time I wrote this guide) and a free 7-day trial.

### 5. Find Your Long Tail Keywords

So now I know what the keyword “dental plan” is worth in terms of traffic and money.

**BUT** I am not going to optimize my site for that term. Why?

Because it is too generic and there is too much competition for it.

The easiest way to check the competition level is to simply do a Google search for the term.



So there are **5,290,000 websites competing for the keyword “dental plan”**, which is really not a huge number, but can be still daunting for your first try.

By the end of this workbook, ranking high for those type of keywords will be a breeze for you, but to start with, I’d focus on something higher converting, less competitive, and more profitable.

Normally, the best converting keywords are what’s called **“long tail” keywords**.

Much more traffic is generated from long tail keywords (long, specific phrases in other words), than short keywords.

And it is **those types of keywords that generally convert.**

So if I go back to my Google keyword search for “*dental plan*”, I will find suggestions like:

- *low cost dental plan*
- *braces dental plan*

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- *dental insurance quotes*

All these are good keywords to target with much less competition than my primary keyword.

### **Some other suggestions to come up with good long tail keywords:**

1. Add location, as in “dental insurance quotes Denver CO”
2. Add verbs of action that people would use when they are not just browsing, but ready to buy, as in

“dental plan with no wait” (because they just chipped a tooth this morning and they need immediate dental attention, but have no coverage)

“get dental plan”

Got the point? Moving on.



## Step 2. Study Your Competition

This is another very overlooked, yet vital piece of your successful SEO campaign.

*If you don't know where you are going, then how will you get there?*

Before you settle on a niche, you need to know if you can take it over in Google, and that's exactly what we are going to learn here.

As usual, **here's your competition research step-by-step.**

### 1. Research Competitive Nature of Your Keyword

(I will focus on “*dental plan*” for the purpose of this workbook.)

Now that I have my keywords (*hopefully you do, don't you?*), it's time to see how easily we can sneak in on the first page.

Let's size up our keyword competition.

**2 ways of doing it:**

#### **A. With Market Samurai**

Let's take a look at our competition (the first 10 results in Google) for “*dental plan*” – of course the image is way too small here, so I suggest you open it in a new browser window and refer back to it as I explain what you should be looking out for.

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The screenshot shows the Market Samurai interface for a keyword search. The main area displays a table of search engine competition results for the keyword "dental plan". The table includes columns for rank, URL, DA, PR, IC, BLP, BLD, BLEG, DMZ, YAH, Title, URL, Desc, Head, and CA. The results are sorted by rank, with the top result being http://www.deltadentals.com/.

#	URL	DA	PR	IC	BLP	BLD	BLEG	DMZ	YAH	Title	URL	Desc	Head	CA
1	http://www.deltadentals.com/	10	6	2,580	2,432	5,121	297	N	N	N	N	Y	Y	-
2	http://www.dentalplans.com/	-	5	142,000	4,816	85,750	110	Y	Y	Y	Y	Y	Y	-
3	http://www.dentalplans.com/dentalplans/	12	2	142,000	15	86,696	1	N	Y	Y	Y	Y	N	-
4	http://www.goldenrule.com/health/dental.shtml	14	5	579	2,983	20,419	50	N	Y	Y	N	Y	Y	-
5	http://www.curdentalplan.com/	9	4	74	4,282	4,357	0	N	N	Y	-	-	-	-
6	http://louisianadentalplan.com/	10	4	36	11	69	0	N	N	Y	Y	N	N	-
7	http://www.1dental.com/	10	4	806	838	2,205	0	N	Y	Y	N	Y	Y	-
8	http://www.libertydentalplan.com/	9	4	460	557	764	2	Y	N	-	-	-	-	-
9	http://www.ucci.com/	13	6	607	4,239	5,872	1,524	Y	Y	-	-	-	-	-

Here are some numbers it's good to take a look at:

1. **BLD** (domain backlinks – links going to the domain itself in simple terms) and **BLP** (links going to the specific page in question) are the two numbers that are good to know.

Why?

It gives us somewhat of an idea what kind of link profile we'll have to build to match and beat our competitors.

Now remember, in most cases, link **QUALITY** will outweigh link **QUANTITY**.

But more on [link building](#) later.

2. **Title** – whether the page has the keywords in its <title> tag. If not, we'll be ahead of the game just by including our keywords in the title.

3. **URL** – does URL include the keywords?

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4. **Description** – does the <meta> “description” tag include the keywords?

5. **Head** – does the site’s header tags, mostly <H1> tag contain the keywords?

By the way, you’ll learn more about the last 4 factors in the “On-Page Optimization” section.

For now, all you need to know that if your competitors lack in some of these areas, you can easily make sure you do better than they are.

6. When it comes down to **Domain Age, PageRank, and indexed pages**, there’s not MUCH you can do about it – they come, well, with age.

So if you see a lot of 800-pound gorillas on the first page for your chosen keyword (like Wikipedia makes a perfect example), you might need to dig deeper for long tail keywords. 😊

### B. With the free tool <http://www.nichewatch.com>

Take a look at the screen shot below to check out competition for “*dental plan*” with this tool.

Don’t forget to enlarge it – hehe, as if you can see a thing without doing it. 😊

No.	Address	BLD	BLP	PRD	PRP	Count	Pages	Anchor	Title	Text
1	<a href="http://www.deltadentalins.com">www.deltadentalins.com</a>	2457	-	(...)	(...)	12	2445	1	-	1
2	<a href="http://www.dentalplans.com">www.dentalplans.com</a>	4767	-	(...)	(...)	26		2	-	2
3	<a href="http://www.dentalplans.com">www.dentalplans.com</a>	4788	14	(...)	(...)	61	89734	9	-	-
4	<a href="http://www.soldentrie.com">www.soldentrie.com</a>	11979	2977	(...)	(...)	18	521	5	-	5
5	<a href="http://www.youtube.com">www.youtube.com</a>	35167016	115	(...)	(...)	30	150786314	3	1	4
6	<a href="http://www.ourdentalsplan.com">www.ourdentalsplan.com</a>	4299	-	(...)	(...)	6	75	4	-	-
7	<a href="http://louisianadentalplan.com">louisianadentalplan.com</a>	11	-	(...)	(...)	1	16	6	2	6
8	<a href="http://www.1dental.com">www.1dental.com</a>	825	-	(...)	(...)	32	656	23	9	13
9	<a href="http://www.libertydentalplan.com">www.libertydentalplan.com</a>	557	-	(...)	(...)	12	405	7	3	7
10	<a href="http://www.uoci.com">www.uoci.com</a>	4223	-	(...)	(...)	0	848	11	-	10

You can find some of the same factors here as in Market Samurai, like BLD and BLP, but you can also see that there is a lot of incomplete info here.

The two main factors to pay attention to are Anchor and Title – the

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more dashes you see there, the better – that means that the sites have some holes in those areas that you can easily fill in.

Again, this tool is not great, but will give you enough indication on whether to stick around or flee.

## 2. Light-Weight or 800-Pound Gorilla?

Now that you know how well your competitors are optimized for your keyword, it's time to take a look at other factors to REALLY see what you are dealing with.

This is the time to grab a pen and a piece of paper – yes, I am old-fashioned that way ☺ and make a chart of YOUR site as it compares to your competition.

Just to make sure that we are still on the same page: when I talk about your competition, I refer to the 10 top ranking sites for your keyword.

### ***Here's what you need to pay attention to:***

1. You already know where your competition stands as far as using keywords in title, URL, description, and headers.

Now check out:

2. How big their site is, i.e. how many indexed pages they have (lots or little?)

3. Number of backlinks (lots or little?)

4. Cache Recency / PageRank (don't pay too much attention to PR; I've seen plenty of PR1 sites ranked over PR3 sites) (measure of authority)

5. Domain Age (measure of authority)

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You can find ALL these metrics in [Market Samurai](#); if you don't have that, you can find some of them by combining free tools like:

- <http://www.nichewatch.com>
- <http://spydermate.com/>
- <http://websitegrader.com/>

Add all this data to the handy-dandy hand-written table or whatever more sophisticated method you chose.

Now it's time to learn what kind of market you are getting yourself into. 😊

### Four Market Levels

**LEVEL 1: Easy** (few links, no attention to on-page factors). Sounds like a good market to be in, but if you think about it, if no one else is jumping into it, might it be that it's not worth it? Discovering a hot unknown niche is extremely rare these days; I wouldn't start jumping for joy just yet.

**LEVEL 2: Medium** (some links, good on-page factors) – this is the best market to be in, as far as I am concerned; not too difficult, yet great potential.

**LEVEL 3: Hard** (lots of links, top-notch on-page factors) – I wouldn't dive into this one unless you already have some experience, but frankly, doesn't sound like it since you are reading this workbook. 😊

**LEVEL 4: Untouchable** (tons of quality links, recognized brand, etc) – 800-pound gorillas, in other words.

### 3. In-Depth Analysis Of Links

Now that you have your spreadsheet, it's time to do an in-depth research on maybe 3-4 of your competitors.

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What you are looking for here are links: how many, where they come from, the quality.

My favorite tool to use for this kind of in-depth research is [SEO SpyGlass](#).

Why?

Because determining the value of a link is just about impossible without a tool like this.

There are so many factors that go into this and just going by PageRank is not even close to a good idea.

Just take a look at this:

Page PR	External links	Total links	▼ Link Value	
PR: 6	4	43	0.119	Yellow
PR: 4	36	79	0.043	Red
PR: 5	26	105	0.040	Red
PR: 7	35	163	0.037	Red
PR: 5	21	117	0.036	Red
PR: 6	35	175	0.029	Red

Turns out that PR7 link is less valuable than PR4 ranked above it.

You can download [SEO SpyGlass](#) for FREE, but the real value is in getting the whole [SEO PowerSuite](#) - it's well worth it on many levels for the part-time or small business seo'er.

When using the software, all you do is enter your competitor's domain and hit enter. It is going to pull out all sorts of information on the sites linking to your competition.

You will also get a great deal of info on the quality of those links.

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*I use this tool for a couple of reasons:*

1. It will give me an idea of **the quality and quantity** of links I will need to get to upstage my competition.
2. I will see **WHERE they got their links from** – maybe I can get the same links as well!

**Bottom line:** don't go out and blindly link.

There is such a thing as too many links, especially if they come from mass-submitted articles and spam comments.

I am always for quality over quantity. Read more about it here:

- [Link Building: What's Naughty, What's Nice?](#)



### Step 3. Make a Plan

Now that we studied our competition and we know the age of their site, the size of their site, their backlinks, and the quality of those backlinks, we can begin to see exactly what we need to crush the competition.

*I learned this step from Dori Friend of <http://www.DoriFriend.com>*

For instance, my target market might have only a handful of PR4 sites and a handful of PR3 sites with maybe a dozen of PR2s and PR1s, and the rest are PR0s or are not in the Google index. And, most of those sites only have a couple of hundred links coming in as well.

So the list of links I want to get may look like this.

PR4 = 5  
PR3 = 7  
PR2 = 12  
PR1 = 14  
PR0 = 20-50  
N/A = 50-100

Now all I need to do is to go and get those links 😊, but more on that later.

At this point, I also like to add Google Analytics to my site, and start tracking my traffic, Alexa rank, PR, and the size of my site.

**Note:** to add Google Analytics to your site, go to <http://www.google.com/analytics/>.

To track Alexa rank, which basically shows you how much traffic you get – the lower number, the better – simply download [Alexa toolbar](#).

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I would check on your progress every couple of weeks or so to see how you are doing with your rankings and whether you plan needs some adjustments.

There is another tool that I use to track my stats – [SEMRush.com](https://www.semrush.com)

Sometimes you'll see that you site is starting to rank for a keyword that you are not even optimizing for. When that happens, I will add those keywords to my list and work on optimizing those as well.

Of course, it's always a pleasure to see my list of optimized keywords expanding in [SEMRush.com](https://www.semrush.com) 😊.

For specific keyword rank checking, again I recommend [SEO Power Suite](https://www.seopowersuite.com).



## Step 4. On-Page Optimization

**On-page optimization** simply refers to the factors that are entirely under your, website owner's, control and that might have an effect on how well you rank in Google. These factors include things like title tags, meta description, keyword placement, etc.

The opposite of on-page optimization would be **off-page optimization**, which we'll talk about later. The most important factor here is links.

Some may argue that on-page optimization is not important any longer, and they are partially right.

However, all things being equal, the better on-page optimized website will win, and I like it to be MY site.

### 1. Add a Title.

The page title should include ONLY our main keywords.

The fewer words you use in your title, the more importance Google will give to each word, thus ranking you higher for them.

**Note:** When I say Google, I really refer to all search engines in general. The reason you need to focus more on optimizing for Google is because Google search gets the most traffic, with Yahoo and MSN behind it.

Our page title should never look like this:

*Welcome to our page!*

Your HTML code for this title would look like this:

```
<title>Welcome to our page!</title>
```

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Let's go back to our "**dental plan**" example in step 1.

I will pick these keywords for us to work with:

- *low cost dental plan*
- *dental insurance quotes*
- *dental plan with no wait*
- *get\_dental plan*

So our title might look like this:

```
<title> low cost dental plan and dental insurance quotes and dental plan with no wait and get dental plan </title>
```

Well, sure this title contains all of our keywords, but it's long and has too many unnecessary words.

Here's what I would do with it:

```
<title>Get Low Cost Dental Plan With No Wait | Dental Insurance Quotes</title>
```

Notice that I have:

1. Taken out all the "stop words" – unnecessary words, like "in", "and", etc.
2. Replaced "and" or "&" with "|" character (*Note: You can add this character by holding the shift key on your keyboard and pressing the backslash key above the enter key.*)
3. **Combined the keywords** – do that whenever possible to cut down on the total number of keywords in your title.

When Google looks at our title now, all it sees is our 4 keywords, ***which will immediately boost the strength of each individual keyword!***

### 2. Add <h1> Header Tag

Next we'll need to add 1 <h1> tag to our page and place our most important keyword there.

This tag should be placed as close to the top of your page as possible.

The way the search engine spiders read your page is from top left-hand side of the page to the bottom right-hand side.

**Note:** Here's a neat free tool, which allows you to visually see how the search engines view your webpage:

<http://www.webmaster-toolkit.com/search-engine-simulator.shtml>

So, it's best to place your <h1> header tag on the top left hand or top/middle portion of your page. You can think of an <h1> header tag as a title for whatever content you have on your page.

For example, the <h1> header tag of our dental plan keywords might be:

*Discover the best low cost dental plan with no wait for you and your family!*

The HTML code for this tag would look like this:

```
<h1> Discover the best low cost dental plan with no wait for you and your family!</h1>
```

### 3. Add <h2> Header Tag

Your <h2> tag is best described as your sub-headline.

Include your second most important keyword here and place it in the top half of your page.

An example of a good <h2> tag for our page would be something like:

<h2>*Get Your Dental Insurance Quotes Here.*</h2>

### 4. Create Keyword-Based Content

Now it's time to create our content.

As you write it, try to naturally include your keywords in the text.

Many say keyword density is not important any longer; I tend to agree with that.

However, you still need your keywords in the text.

Try to use your keywords somewhere in the beginning of your text towards top left and definitely at the end towards bottom right.

TIP: My personal trick I like to use is placing my keyword all the way at the bottom of the page with my copyright information, like this:

**© 2005 copyright *www.domain.com low cost dental plan***

Once you've finished writing the copy, you should go through and bold, underline, or italicize some of the keywords only 1 time each, maximum.

Only do 1 per keyword or it will hurt you more than it helps. This isn't crucial to do, but it's good to maybe do this to a couple keywords...

To be quite honest with you, I personally don't think that such things will have much effect on your SEO ranking, but some people still do and I am trying to be thorough here.

### 5. Include proper <alt> image tags

Go back to your very first image on the page (most of the time, it will be your header graphic), and include an <alt> image tag in it with your keyword and the word “header” in it.

In our case, it will look something like this:

```
alt="low cost dental plan header"
```

Where to add it? If your header graphic is called header.jpg, the code for your header might look like this:

```

```

You add your <alt> tag to make it look like this:

```

```

Now click on the other graphics on your page and add the rest of the keywords as <alt> tags, one per each graphic.

Also, don't forget to add an extra word in each tag, like “image” or “graphic” – this ensures that Google does not see your tags as spam.

### 6. On-Page Optimization Summary

I've mentioned it before and let me repeat it again: on-page optimization WILL NOT make dramatic changes in your search engine ranking.

**It's the OFF-page optimization that you will need to focus on.**

This is one of the biggest misconceptions in the search engine world.

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Many believe that by getting your keyword density just right, or by moving your keywords around on the page in just the right places, you'll really move up in the search engines.

That is not the case at all. It is the **off-page optimization** factors that will get you high rankings.

I will teach you exactly what off-page optimization factors are, AND how to make sure you optimize these factors perfectly for Google!



## Step 5. Get Indexed by Google

When you read forum posting on how to quickly get indexed by Google, it seems like an impossible feat.

Well, it does not take a miracle, trust me; you can even get indexed by Google (read: Google, Yahoo, MSN, etc) in under 48 hours!

First things first, though.

Before I can teach you how to get indexed by Google, you need to know how search engines find you website.

It's pretty simple.

They visit one site that's already in their index and then follow all the links from that site to the next, then to the next, and so on.

This is called *crawling*.

A search engine crawls all of your pages to find new information, which will be placed in search engine index.

So you have your brand new site that is not indexed by Google yet, but you know that if other sites that are indexed by Google will link to you, Google will find you right away.

Where do you find those links?

### **Method #0 - don't bother to do this. Ever.**

This URL might look familiar to you:

<http://www.google.com/addurl.html>

Don't bother to use it.

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This is Google submission form that promises to index your website in the next 6 weeks or so should you take your time to fill it out.

Are you willing to wait for 6 weeks? I hope not.

There are much better and MUCH faster ways to do this, as you will see below.

So never bother to submit your site to search engines through their own submission tools, whether it's Google or Yahoo or MSN or any other SE.

### **Method #1 -7**

This is where I am going to cheat a bit and send you off to read this post:

- [7 Ways To Index Your Blog By Search Engines Within 24 Hours](#)



### Step 6. Create Master RSS Feed

Now I do realize that many of you, although heard to RSS in the past, have no idea how to use it to your advantage.

Let's start with the basics:

#### **What is RSS feed?**

RSS stands for "*Really Simple Syndication*" – unless you are British. I heard them use something different, but can't remember what by now.

Basically, it's a technology that is being used by millions of web users around the world to keep track of their favorite websites.

Every time a website you subscribe to gets updated, you get notified of the changes, whether you choose to receive those notifications by email or via various RSS feed readers.

I am not writing this to just educate you on what RSS feed is – I am sure you figured that out by now.

***This is a prelude to the next chapter: LINK BUILDING.***

What I am about to show you now is not common knowledge, yet a great way to both get indexed and do some automatic link building while you are at it.

Allow me to introduce you to a different kind of link building: namely, building low-quality links to your other online properties that link back to your main site.

All using RSS feeds.

### Using RSS Feeds for Link Building

You may or may not realize that your blog is not the only RSS feed you have.

Most of your social networks channels come with an RSS feed, like Facebook, Twitter, FriendFeed, etc.

Most article directories, like EzineArticles, create a feed for your profile and all your articles.

Social bookmarking sites.

Aweber, Ping.fm, Squidoo - you name it, it most likely has an RSS feed. Just use your imagination and you'll be swimming in feeds pretty quickly.

Of course, you need to remember that I am talking about the feeds **to YOUR profiles and content** within those sites and not generic site feeds.

#### What's the point?

Every time you create a profile on ANY website and submit your content to it in whatever form, you basically post your links within your content to that site, whether it's social media, bookmarking, or articles.

Follow me so far?

So now you have a bunch of continuously updated content with your links included on all these different sites that give you an option to create an RSS feed for your content.

Now, what if you take those RSS feeds and submit them to different RSS directories?

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So every time you update any one of your social media profiles, those RSS directories get notified of the change and create new links back to your profile, thus boosting their authority in Google's eyes?

Since those web properties now have a bunch of links coming to them, it increases THEIR authority and now those higher-authority pages are linking BACK to your blog, thus carrying more link juice within them!

Wow!

You instantly increased the quality of links coming back to your site and the best part is most of it can be automated.

When I first learned about this link building technique, I was blown away.

Moreover, I have a way of doing all of this with minimal time investment on your part - how great is that?

The gist of this strategy lies in creating a master list of all the RSS feeds pointing to all your content online, converting all those feeds into one, and then submitting that one feed to RSS directories.

### **Step 1: Gather All Your RSS Feeds**

Almost every profile you have out there comes with an RSS feed. The tricky part is to find them all, but once you know what you are looking for, it's not that difficult.

Let me give you a couple of examples of what to look for.

#### **Your Twitter profile:**

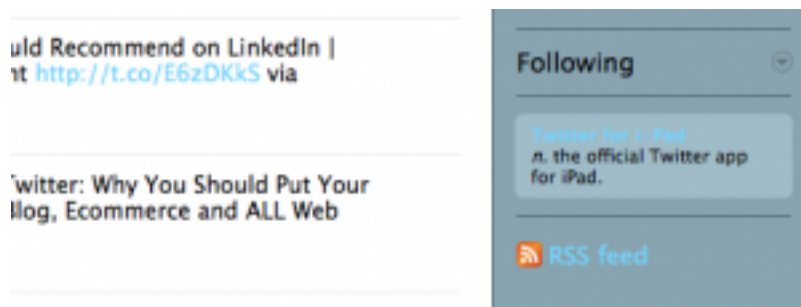
The easiest way to find RSS feed for your Twitter profile is in the old version of Twitter. I am sure some of you can tell me how to find it in the new version as well, but so far I haven't had success.

So first you need to switch to the old version:

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Then scroll down until you see RSS feed icon in the right sidebar:



### EzineArticles.com

All I did here is entered my name into the site search box and followed the link to my expert bio.

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The screenshot shows the EzineArticles.com profile page for Ana Hoffman. At the top left is the EzineArticles logo. To the right is a search bar with 'ana hoffman' entered and a 'Search' button. Below the search bar are links for 'Hoffman', 'Ezine Website', 'Ezine Content', and 'Ezine Software'. A navigation bar contains 'Home', 'Expert Authors', and 'Ana Hoffman'. The main profile section includes a profile picture of Ana Hoffman, her name 'Ana Hoffman', and her title 'EzineArticles.com Expert Author'. Below this, it states 'Basic PLUS Author who joined June 16, 2009' and lists statistics: '68 Live Articles | 3,450 Views | 2 Comments | 11 Niches | US'. At the bottom of the profile section are three buttons: 'RSS Feed', 'Suggest A Topic', and 'Report This Author'. The 'RSS Feed' button is highlighted with a red box. To the right of the profile is an 'Author' section with options to 'Get notified of new articles by Ana Hoffman' and an 'Enter Your Name' field. At the bottom right, there is an 'Ads by Google' logo.

## Important:

Every site has tons of RSS feeds, so you need to make sure you get RSS feeds for YOUR PROFILES!

For instance, this is the feed I am looking for:  
[http://feeds.ezinearticles.com/expert/Ana\\_Hoffman.xml](http://feeds.ezinearticles.com/expert/Ana_Hoffman.xml)

NOT something like this:  
<http://feeds.ezinearticles.com/category/Internet-and-Businesses-Online:Internet-Marketing.xml>.

## Step 2. How to Create RSS Feeds

Granted, ALMOST every site doesn't mean ALL sites - so what do you do when you don't see an automatically generated RSS feed?

Don't you worry though, I've got a solution for that.

You can create an RSS feed for any website or even website page you wish.

Why would you want to do that?

Do you have any static websites that don't come with RSS feeds, but you update fairly consistently? Do you have pages that you add new products to all the time?

So now you can instantly create RSS feeds for any and all of those web properties you own and start building links to them automatically.

You can create your own RSS feeds at this link:

<http://www.webreference.com/cgi-bin/perl/makerss.pl>

Remember to pay particular attention to **titles and descriptions**: make sure to include your main keywords for the search engines, but don't forget to make them catchy to generate actual traffic through your RSS feed.

Now that you have your list of RSS feeds, you are ready to move on to the next step.

### **Step 3. How to Create Master RSS Feed**

Now that you have a list of all your RSS feeds you could think of, submit them all to RSS directories... one by one.

Kidding!

That would take hours, and hours is what we never have.

To make this process simpler, we are going to create an RSS mashup - one master feed that will include ALL the feeds we have.

I like to use [Yahoo! Pipes](#) for that.

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pipes™ Home My Pipes Browse Discuss Documentation Create a pipe

Featured Pipe: Aggregated News Alerts

Setup a persistent search at Bloglines, Findory, Google Blog Search, Google News, IceRocket, MSFT Live News, Technorati, and Yahoo! News. Created by Daniel Raffel (show me)

Photo by iboy\_daniel

NEW! Yahoo! Pipes V2 engine | YQL execute to power the Pipes webservice module update. | Craigslist and Yahoo! Pipes - resolved.

### About Pipes

Pipes is a powerful composition tool to aggregate, manipulate, and mashup content from around the web.

Like Unix pipes, simple commands can be combined together to create output that meets

[Learn How to Build a Pipe in Just a Few Minutes](#)

Pipes only sounds hard. Watch our intro and see how you can quickly turn your idea into a usable, working feed.

Also available: [How to Translate Your Feed](#)

Actually, you can use Yahoo! Pipes for ALL the tasks I mentioned above, like automatically fetching your existing feeds (just enter the URL), creating new ones based on your URL, etc.

I won't go into how to use this tool - it's a report of its own; just make sure you go through their tutorial before you jump into it.

## How to Submit Master RSS Feed the Easy Way

To make the task less daunting, here's a free tool to help you:

**download a Firefox extension at [www.submitemnow.com](http://www.submitemnow.com)**, which will allow you to submit your RSS feed to about 100 or so directories for free.

Of course, you need to be using Firefox browser for this to work.

Why this extension works:

- it's free :)
- it's easy to use - just add your RSS feed and a description to it
- it submits in half-automatic mode, thus preserving the quality of manual submission while still speeding up the process

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If it sounds like a lot of work, it is... in the beginning. But remember, you only need to do this once and the process will repeat itself over and over and over again without you lifting a finger.

Plus, if you don't have time or don't want to do it yourself (I include myself in both categories), this is a perfect task to outsource for pennies.

### **Marketing Takeaway**

So let's sum it up.

1. You make a list of all web properties you'd like to create more links to and find or create an RSS feed for each.
2. You create a master RSS feed that includes all of them.
3. You submit that feed to RSS directories using semi-automated software or outsource it altogether.
4. Every time those web properties get updated, the RSS directories will automatically create links back to them.
5. As you increase the authority of those properties by sending them a bunch of links, you will increase the authority of any sites they link back to - I suggest that being your main site/blog.

Now all you have to do is... well, do it.



## Step 7. Search Engine Ranking Reality – It's All About Links

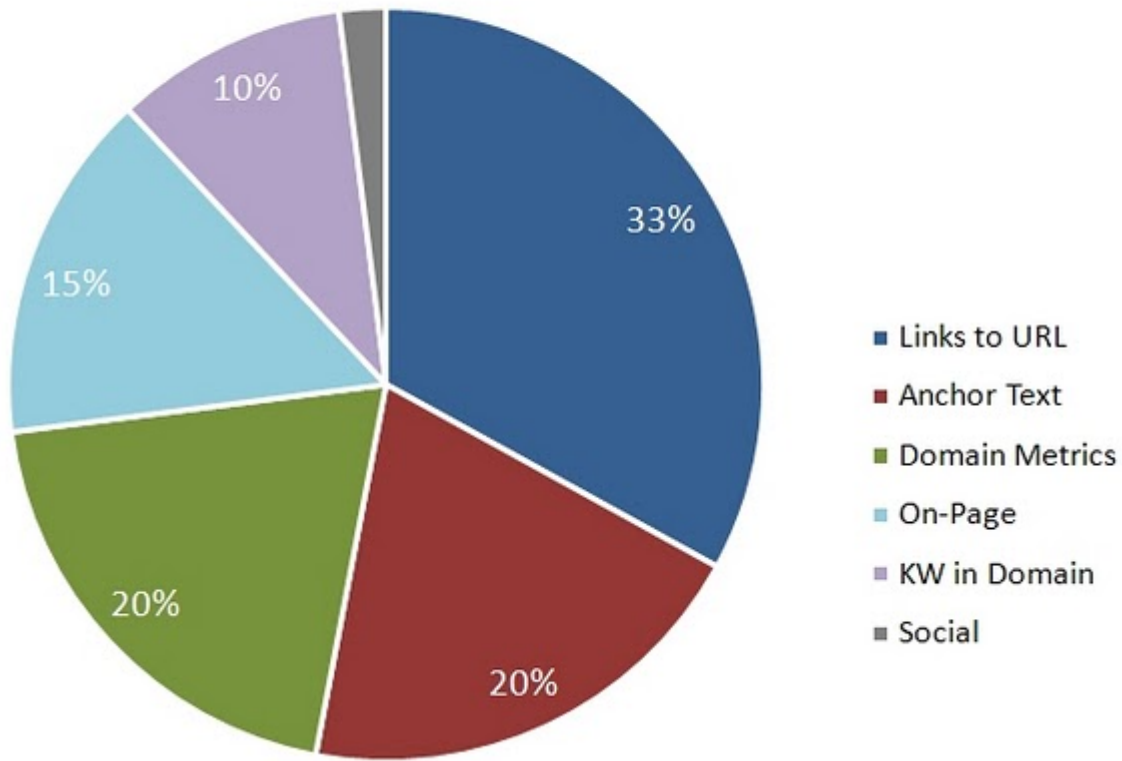
A couple of weeks ago I had an poor unfortunate soul claim in his comment on one of my posts that links don't matter that much.

GASP!

It has been my experience that 90% of SEO is ALL about links.

But don't take my word for it; take a look at what SEOMoz think about it.

### Components of Ranking Algorithm



I would dare to argue with them on one or two points from that chart, but one thing is for sure:

***Links still rule!***

### Link Building Basics

A link is a link is a link, right?

I've been told that over and over again. By people who don't have their websites anywhere close to the first page of any search engine. That should've been their clue.

**SEO link building** is a bit more complex than just throwing a bunch of links to your site and hoping for the best.

It's extremely important to have a good mix of links, coming from different kinds of websites, pointing to different pages.

**Below are the 10 guidelines you'll benefit from sticking to when doing SEO link building:**

#### 1. Natural Anchor Text

What do I mean by "natural"? It should look like the links were built by users, not for SEO sake.

Don't use the same anchor text in all your links; vary it by throwing in a useless word here and there and yes, do a few "*click here*" anchors as well.

Here's a great read to learn more about natural anchor text:

- [Your Ultimate Anchor Text Tutorial](#)

### 2. Good Neighborhoods

Don't link to adult, gambling, pharmaceutical, etc. sites. They are generally considered spammy and won't get your link building any points. Avoid link exchanges as well.

### 3. Gradual SEO Link Building

That means that you should not throw a thousand links to your site the very first day. That's a huge red light and it WILL get you banned by Google.

As tempting as it might be, take your time. I'd say as a general guideline, you can get anywhere from 300 to 600 links your first month and increase your SEO link building after that initial "courtship" period.

### 4. Links from Varied PR Pages

Don't make it a point to get all your links for PR 5+ pages. As you can imagine, that kind of SEO link building looks unnatural.

### 5. Links from Related Pages

Many SEOs will argue with me on this one (*actually, some will argue with me on all of them - that's the nature of SEO*).

However, I think you'll do well sticking with this one. Get most of your links from related pages/websites.

I am not saying that you shouldn't get them from unrelated, but high-quality websites; you definitely should. But links from related pages

might have more weight and with all other factors being equal just might be what pushes your website to the top.

### 6. Links from Both Established and New Sites

Natural SEO link building should have both of those kinds of links.

### 7. Should Not Be Temporary

If you employ a link building company or use subscription software and pay a monthly fee for SEO link building services, then your links are only good for as long you are paying for them. As soon as you stop, your links will disappear.

It's been speculated that this can even be a factor of the Google Sandbox filter.

My personal opinion: **save your money**. There are plenty of ways to get permanent links that are absolutely free - i.e. done by you.

### 8. No appearance of Paid Linking

Don't ever pay for your links. If you have banner advertisements on other sites, make sure you add a NoFollow attribute to those links (rel="nofollow").

Having words like "*sponsors*", "*advertisement*", and such around your links is not a good idea either.

### 9. Pay Attention to Deep Linking

Don't ever link to your home page only. It's extremely important that most of your anchor text links go to your internal pages - that's called

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**deep linking.** The more quality links you have to your internal pages, the more trust your home page will gain as well.

*Word on SEO link building to your home page:* it's much more natural to link to your home page with URL as opposed to with an anchor text link. That's what a user would do when mentioning your site somewhere. So make sure at least 60-70% of your links (my number) are just URL links.

More on that:

- [How to Rank Well For Your Inner Pages](#)

## 10. Directory Listings

It's good to be listed in directories, but don't let the majority of your links come from them. This strategy should be an addition to your quality link building campaign, not a replacement for it.

Let me bring your attention to ***one more very important aspect of SEO link building mixology.***

Your links should come from a **variety** of media sites.

In other words, employ all of the following venues to maximize your results:

- social networking site
- social bookmarking sites
- blogging (your own blog, blog commenting, guest posting)
- video marketing
- article marketing
- press releases
- forums
- RSS syndication

## COPYCAT Link Building

This is my absolutely favorite way to build quality one-way links.

I'll give you 3 different ways to do it: the first one is free, **Yahoo Site Explore** – a bit more work, but it's free 😊, and the other two are the ones I can't stop talking about: **Market Samurai** and **SEO Spy Glass**.

### Yahoo Site Explore

1. Go to <http://siteexplorer.search.yahoo.com/>
2. Enter the URL of your top competitor in the window at the top of the page and click “*Explore URL*”.
3. The results will show you all the pages that website has. You need to switch from “page” view to “link” view.

The screenshot shows the Yahoo Site Explorer interface. At the top, the URL **www.deltadentalins.com** is entered in a search bar, with an **Explore URL** button to its right. Below the search bar, the **Results** section is displayed. It features two tabs: **Pages (2,445)** and **Inlinks (3,087)**, with the latter being selected and highlighted by a red box. To the right of the tabs, there are dropdown menus for **Show Inlinks:** (set to **From All Pages**) and **to:** (set to **Only this URL**). Below these controls, there are icons for **Result details:** and a link to **Submit webpage or Site Feed | Export first 1000 results to TSV**. The main results area lists six items, each with a rank, title, URL, and cache size, and an **Explore** button:

Rank	Title	URL	Cache Size	Action
1.	Delta Dental Insurance	<a href="http://www.deltadentalins.com">www.deltadentalins.com</a>	20k - cache	
2.	Eliminate The Mudal " Where we prove that it is easier to ...	<a href="http://eliminatethemuda.com">eliminatethemuda.com</a>	73k - cache	Explore
3.	Region 8	<a href="http://www.region8mhs.org">www.region8mhs.org</a>	27k - cache	Explore
4.	Home of IAM Local Lodge 733	<a href="http://www.l1733iam.com">www.l1733iam.com</a>	60k - cache	Explore
5.	YUCAIPASCHOOLS.COM	<a href="http://www.yucaipaschools.com">www.yucaipaschools.com</a>	72k - cache	Explore
6.	Delta Dental	<a href="http://www.deltadentalins.com/directory/index.html">www.deltadentalins.com/directory/index.html</a>	34k - cache	Explore

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That's what will show you where your competitor's links are coming from.

Now I'll be honest with you: I've never given this tool too much time. From what I can see, you can really tell which page exactly the link is coming from, but you'll need to explore this on your own.

Me?

I couldn't run my business and have enough time to make money if I relied on tools like Yahoo Site Explore. ☺

I do understand that we all need to start from somewhere.

Now let me show you what I use to quickly and efficiently learn everything I need to know about my competition.

### Market Samurai

We already covered some of this when we talk about learning more about our competition in **Step 2**.

You also already saw a screen shot of the competition for the keyword "dental plan".

I won't repeat myself by adding it here again.

What I will do though is show you how to go from that screen shot to obtaining your competitor's links including their PR and anchor text – **every single one of them**.

Take a look at the image below (click to enlarge).

You see that little down arrow next to the URL? Click on that and you'll see a drop-down menu that will reveal "**PR Analysis**" and "**Anchor Text Analysis**".

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#	URL	DA	PR	IC	BLP	BLD	BLEG	DMZ	YAH	Title	URL	Desc	Head	CA
1	<a href="http://www.deltadentalins.com/">http://www.deltadentalins.com/</a>	10	6	2,580	2,432	5,121	297	N	N	N	N	Y	Y	-
2	<a href="http://www.dentalplans.com/">http://www.dentalplans.com/</a>	-	5	142,000	4,816	85,750	110	Y	Y	Y	Y	Y	Y	-
3	<a href="http://www.dentalplans.com/dental">http://www.dentalplans.com/dental</a>	12	2	142,000	15	86,696	1	N	Y	Y	Y	Y	N	-
4	<a href="http://www.goldenrule.com/health/">http://www.goldenrule.com/health/</a>	14	5	579	2,983	20,419	50	N	Y	Y	N	Y	Y	-
5	<a href="http://www.ourdentalplan.com/">http://www.ourdentalplan.com/</a>	9	4	74	4,282	4,357	0	N	Y	-	-	-	-	-

[Google Trends](#) | [Whois Information](#) | [Quantcast](#) | [Alexa](#)

Analyse the backlinks to the webpage using the buttons to the left, or view reports on the URL using external services using the links above.

You can get both metrics on the same page by clicking one at a time.

As you can see in the image below, you now know how many links your competitor has, where their links are coming from, what PR pages they come from, and even what anchor text they used.

SEO Competition Analysis: <a href="http://www.ourdentalplan.com/">http://www.ourdentalplan.com/</a>												
<input type="button" value="PR Analysis"/>		<input type="button" value="Anchor Text Analysis"/>		<a href="#">Google Trends</a>   <a href="#">Whois Information</a>   <a href="#">Quantcast</a>   <a href="#">Alexa</a>								
Total	0	1	2	3	4	5	6	7	8	9	10	
1000	978	5	7	8	2	0	0	0	0	0	0	
Anchor Text	Total	0	1	2	3	4	5	6	7	8	9	10
ameriplan®; resources	215	214	0	0	1	0	0	0	0	0	0	0
ameriplan	181	173	3	1	4	0	0	0	0	0	0	0
ameriplan usa	488	484	0	2	1	1	0	0	0	0	0	0
&#149; ameriplan usa dental	1	1	0	0	0	0	0	0	0	0	0	0
ameriplan dental	18	17	0	0	1	0	0	0	0	0	0	0
<a href="http://www.ourdentalplan.com">http://www.ourdentalplan.com</a>	8	7	0	0	1	0	0	0	0	0	0	0
<a href="http://www.ourdentalplan.com/">www.ourdentalplan.com/</a>	43	41	0	0	1	1	0	0	0	0	0	0
ameriplan business opportunity	10	10	0	0	0	0	0	0	0	0	0	0
ameriplan health	5	5	0	0	0	0	0	0	0	0	0	0
ameriplan business opportunite s	1	1	0	0	0	0	0	0	0	0	0	0
<a href="http://www.ourdentalplan.com/">http://www.ourdentalplan.com/</a>	3	3	0	0	0	0	0	0	0	0	0	0
ameriplan medical	16	16	0	0	0	0	0	0	0	0	0	0
dental plan	43	36	2	2	2	1	0	0	0	0	0	0
health plan	13	11	0	0	1	1	0	0	0	0	0	0
basic health package	1	1	0	0	0	0	0	0	0	0	0	0
patient advocacy group	1	1	0	0	0	0	0	0	0	0	0	0
catastrophic health insurance	1	1	0	0	0	0	0	0	0	0	0	0
ourdentalplan.com	10	10	0	0	0	0	0	0	0	0	0	0
open site in a new window	1	1	0	0	0	0	0	0	0	0	0	0
ameriplan®&#8217;s leading w ebsite	1	1	0	0	0	0	0	0	0	0	0	0
see what ameriplan® can do for your small business	1	1	0	0	0	0	0	0	0	0	0	0
contact us at ameriplan®	2	2	0	0	0	0	0	0	0	0	0	0

**PageRank 4**

ANCHOR TEXT: ameriplan usa  
<http://www.iwebtutorials.com/>

ANCHOR TEXT: www.ourdentalplan.com/  
<http://www.iwebtutorials.com/>

ANCHOR TEXT: health plan  
<http://waroengdollar.blogspot.com/>

ANCHOR TEXT: dental plan  
<http://waroengdollar.blogspot.com/>

ANCHOR TEXT: discount plan  
<http://waroengdollar.blogspot.com/>

ANCHOR TEXT: ourdentalplan.com.  
<http://waroengdollar.blogspot.com/>

**PageRank 3**

ANCHOR TEXT: ameriplan  
[http://www.air-ambulance.net/other\\_links.htm](http://www.air-ambulance.net/other_links.htm)

<http://www.plantism.com/>

<http://sepeda-antik.blogspot.com/>

<http://www.akhbarlibya-english.com/>

ANCHOR TEXT: ameriplan dental  
<http://www.healthquotessite.com/>

ANCHOR TEXT: ameriplan®; resources  
<http://www.ourmedicalprogram.com/>

ANCHOR TEXT: dental plan  
<http://sepeda-antik.blogspot.com/>

ANCHOR TEXT: health plan  
<http://sepeda-antik.blogspot.com/>

ANCHOR TEXT: <http://www.ourdentalplan.com>  
<http://sepeda-antik.blogspot.com/>

ANCHOR TEXT: www.ourdentalplan.com

### SEO Spy Glass

Once again, don't want to repeat myself here, but you saw the screen shot above on how SEO Spy Glass will not only give you all your competitors links on a silver platter, but will **sort them by the value of each link**.

Oh, well... I think I WILL repeat myself and show you what it can do one more time.

Page PR	External links	Total links	▼ Link Value	
PR: 6	4	43	0.119	Yellow
PR: 4	36	79	0.043	Red
PR: 5	26	105	0.040	Red
PR: 7	35	163	0.037	Red
PR: 5	21	117	0.036	Red
PR: 6	35	175	0.029	Red

How cool is that?!

If and when you consider purchasing the two tools I mention above, I'd appreciate you going through my affiliate links – I think I have carpal tunnel from typing up this report and doctors don't come cheap these days. 😊

- [SEO Spy Glass](#) – you can download and use the free version for a while
- [Market Samurai](#) – when you go through this link, just opt in to receive more information about the product and you'll get a cool 35% off the product!

By the way, if you have to choose, I'd go for Market Samurai – incredible keyword research function!

### Finding One Way Links

There are many sites out there that will let you add a link to their sites as part of their resources base, so in that sense, it's a win-win situation.

How do you find those sites?

There are several parameters you can use in Google search for that.

That's actually how I do most of my quality link building.

I use special Authority Codes to find quality sites, and not just sites, but pages that are in my niche and open for commenting.

You can find this information right at this link:

- [Treasure Island of Link Building: How to Find the Best Links Every Time](#)

**Heads up:** it will cost you to see those codes, but I promise it won't break the bank and this is the kind of priceless information you'll use for a long time to come.

Happy linking!