

Google snatch

The FREE Click Formula

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Foreward

a) Search Engine Lies

Forget everything you know about search engines and just read this book. I'm not going to dilute any method or create a fascinating theory behind it, however I will reveal all the misconceptions you know, heard, read or have about them.

The question we need to ask ourselves is... are we internet marketers wanting to make some real money or are we simply labeled as Search Engine Octopuses (SEO)? The ones that sit in front of their PC all day trying to make a dollar or two, going insane in the process trying every possible method that is being buzzed about?

Let's look at what's being brought to our attentions daily... the most common misconception about SEO is backward linking. It goes back some time when it originally came about, everyone including their grandma were searching for back links. Now ... what does Google like about back links besides the obvious fact that it could help you rank higher in search engines? But remember the keyword here... 'could'!

I know of an Internet marketing guru who got a page 1 ranking for an exclusive keyword phrase that thousands compete for. It was true he was on page 1 but over the 2 weeks, he dropped and shot back to where he belonged. No more page 1 ranking anymore. So it's not what you do... it's how you do it!

Anyway keywords come second or first in the eyes of a webmaster. But it all depends on your strategy. Now don't be fooled or concerned about the keyword strategy. The whole idea is to create a website, but the question you need to ask yourself is... why are you creating that website? What is the purpose of the website? It's true that even an 11 year old can build a website thanks to the learning curriculum of our education system.

Building a website and the reason why it exists are 2 different concepts altogether. Don't be intimidated by the fact that rocket science is involved due to the requirements. Yes, you can build a website, but wouldn't it better to know why it exists? You do want to make money I know, but that's short term. Wouldn't you want that same site to make money for the long term as well?

Anyway, people and webmasters especially, crave the idea of getting back links. But if you look at it from a different perspective, a whole new level, it could be more profitable in the long run and less time consuming too.

How many people do you have emailing you and requesting a backward link? Under the agenda, 'oh, I came upon your site and I think it's wonderful and would be credible if we exchange links'?

Me, I get hundreds of people emailing me every month for a back link, but to be frank I don't even batter an eye lid to open them. I agree some will have a fascinating subject line that makes you open the email, but I generally stay away. Mainly for 2 reasons...

Number 1: First we exchange links and it's good to a certain extent. But how long is it before you discover the other webmaster has taken off your link and is profiting from yours or does anyone ever really profit from one?

Number 2: Do you have any idea how much time it takes to keep on track of back linking? Damn, I'll need extra people employed full time for such an activity. It's hard work!

Yes, we do also get webmasters in forums that say we should request back links from other websites, spending about an hour or two a day. Now as a marketer, would that be feasible to your overall strategy?

I don't care what the big marketing gurus tell you about back links as they have the funds like many others don't.

Nevertheless since I capitalized on search engines whether it's Google, Yahoo, MSN or any other major engine, I never spent much time looking for back links. I admit I did before thanks to another marketing guru, but that was a graving mistake I learnt. It is true, that backward links are important, but I'm going to show you a better and easy way of obtaining them without begging.

Remember when blogging hit the internet marketing scenes, how crazy was it? Damn crazy that millions brought www.blogger.com to be listed next to the BIG boys, which ultimately was bought out by Google. True in nature, people did get top rankings initially but now it is so damn difficult to be seen anywhere near the top. Is blog and ping a dying myth? How many sites do you know or that exist, use this method now and stay alive for more than 6 months?

Myth ... blogs get index faster as the search engines love them, my simple answer... 'yeah, right!'

A clear explanation... if there are several hundred blogger.com accounts then it could possibly still retain its uniqueness. Now if there are millions of people with the same template website, what does that ultimately conclude? A footprint! In other words duplicate templates.

Remember I said templates, not websites, as each one could have different content. The other thing is ... how good is the content?

Are you using Wordpress.org for your website? Do you know anybody else using the same Wordpress template?

Is this beginning to explain why you never find yourself in the top 10 pages? Google doesn't only hate duplicate content, it also HATES duplicate templates.

Now wouldn't it better if you did something once, the first time round, which you could **keep** reaping the benefits for life?

Getting into Google, Yahoo and MSN, knowing first hand, you have nothing to worry about could mean you can finally get a peaceful night sleep. With the method I'm going to teach, you will benefit over and over and over again. Plus did I mention you will dominate any niche you touch?

b) Search Engine 'Optimization' Craze

The craze for high ranking AND unlimited traffic is never ending. Each webmaster is *hungry* to obtain the top ranks of the search engines and attract an absurd amount of traffic with little effort from Google, Yahoo & MSN! Thousands will scour forums and search for tools for the latest miracle strategy, spending their hard earned savings on a fad.

Nevertheless there are some, a small minority who will avoid these tactics altogether and stick to their foundations. The basic foundations! These are the smart ones that keep away from the gossip, the next generation fool, I mean tool, the next bandwagon of *high hopes* and continue to do what they do everyday better than the majority.

They'll follow simple rules set out by search engines and reap the benefits for years to come. Look at it this way, a tool or software comes to the market, everyone gets their hands on it. By this I mean everyone, the guy across the street has probably got it too. The owner makes a ton of money for selling it and the remainder is what we call 'mass' users. Remember the Model T Ford?

Now when everyone is using the same tool or software to create websites, how long will it be before Google sends in a red flag elite group? Everyone on the bandwagon is doing the exact same if not similar. That's the crush. Duplication and in the masses! Plus the quality is dangerous too. I mean you remember the traffic equalizer days? Blank page with dozens of links? I tried this too, saw the pattern emerging and walked away.

Now I'm not saying traffic equalizer is crap. It's excellent, if you use it properly!

I always believed to think, if I try something out of the ordinary or for that matter different, we'll get better results? The fact of the matter is we believe the simple things in life are difficult to achieve so we don't follow accordingly to the simple plan laid out for us. We break away from the simple rules and try something extensively different and difficult as the simple methods seem too good to be true to work. Meaning it seems too easy to do so we don't apply it! That's our MISTAKE!!!

This is single most important line you need to understand in this book... the methods will seem simple and easy to do. They're not difficult, they're easy to follow AND they work! Don't fall victim thinking it's too easy and simple therefore true to good to be true.

Anyway, the brave ones that stayed away from fads, not only do they save their money, but also their valuable time and effort. As essentially time is the number 1 factor for online success as without that we are doomed. Even I would wish there's more than 24 hours in a day, but that's life. So follow something that can't be changed like the hours. Follow what Google wants and you WILL be rewarded.

There's no difference for time for the one that cheat the search engines and the one that follow. You both get the same number of hours, the trickster will see his efforts vanish within 3 months, so why even go down that route?

Anyway, what I can tell you for sure is that 99% of webmasters are not using my strategies. However, whilst reading this another hundred are starting. So that's why I must emphasize that if you get into this quick, you will dominate your market regardless of the competition. Apply the techniques before your competitors.

The methods are here to stay and you need to never worry about algorithm changes as you will have the right structured site, with the right set of keywords and the right content that search engines will love.

Whether you want to profit from AdSense, affiliates, your own product or service... follow Google Snatch. These strategies will outperform 99% of all your competitors as they don't know them.

Getting high page ranking in search engines can be problematic especially when you keep jumping from forum to forum and listening to everyone that claims to be the expert.

Getting high ranks in search engines is practically possible, if you leave the jargon on the table. I can on the other hand 'woooosahh' you to success, but I would be lying. It does take some work and a bit of thinking on your behalf. But better yet, I'll create the plan and leave it in your discretion to execute.

Each market is profitable if you approach it correctly. I mean anyone can set up a website, couple of flashy images and pages that look attractive. Then all you need to do is tell a couple of friends and 'ching, ching' you have people at your site. Your Alexa ranking starts to shoot off.

Alexa.com is a website that ranks websites amongst popularity (the lower the number the higher the traffic)... insert the [toolbar](#) and you can check your rankings on the internet and against your competitors.

Anyway, we don't want these types of friendly visitors, we want real visitors and people interested and craving for your product or service and would take out their credit card and pay.

How many people can you interest on your street for go-karts? 1 maybe 2? How many can you interest in your town? 50...? In your city? Nationally? Or even better internationally?

World interest is what you want to be after. We are playing within international markets, globalization at its best! The days are getting to an end, when we walk down the mall to do our shopping. We do kill a whole day, but now we have the facility to do it in a couple of clicks in mere seconds. We even pay bills online because we hate standing in long customer service queues!

Millions of people are entering cyberspace and want to spend money conveniently. No more waiting in a queue to pay for a book (Amazon), no more wasted hours searching for bargains (eBay) or even more cars bought and sold nationally (Autotrader).

This isn't something that will vanish overnight, not anymore. Large sites took a beating when they first launched, but now they're standing on their own 2 feet making millions!

Now do you want customers, sometimes crazy ones, that want to buy from you? Do you want everyone coming to you instead of the store next door?

Do you want everyone coming to door number 1 or door number 7 on the prestigious block on the net (Google)? Search engine listings are the same. Position number 1 has a neighbor, position number 2. Position 2 also has a neighbor position number 3. Now everyone wants to be at position number 1. The worlds best location for the most business on a prestigious block (Google).

Wouldn't you like that? Residing at number 1 on the most prestigious block in cyberspace?

Great feeling ... I should know! ☺

Plus, is it a hungry market? People enter the keyword, they see your store at number 1 and millions of people without thinking twice, click.

You get a stampede of customers, hundreds, millions, the lot.

Anyway back to reality...

Now a hungry market, doesn't know you exist. So it's our job, more precisely your job to show the world your business, your website. Where do you want to be? First page of Google with unlimited, global and hungry customers or in the local paper where a handful would be interested?

You don't practically need to be Bill Gates or Richard Branson to get on page one. Yet again, they aren't even close. So we are going to make friends with the search engines and give them what they want, but not only that... we're going to get much more in return. Plus some other sneaky techniques that you leverage excessively!

So ... what do they need?

Fresh, quality content! What a bummer, you might say... but don't worry, it's not what you think.

Fresh because they are always looking for relevant content in order to take out the garbage. Quality is what leaves you there for years to come. Even if your site goes down, your quality content will make its mark on the internet highway!

I remember placing a quality article on the internet, quite some time ago. Got a page one ranking for a very highly competitive keyword, checked back 4 weeks later and the article was placed on over 2,300 websites. Quality content will spread like wildfire, where bad content, will get dropped for sure within 3 months, when Google pays a visit.

People try to be jack of all trades in the internet marketing world... SEO, backward link finding, programming, designing and many other things that brings a website to life. I on the other hand concentrate on content, search engine content and take note as I did NOT say search engine optimization. I churn out hundreds of articles a month, and my traffic is 'leveraged' purely from it.

So let's go through what the game plan is...

I'm not here to teach you about market research as this area is practically a topic of its own. I know, many go through it in like 2 minutes, but you need to understand what you are getting yourself into. Every market is profitable. Period! Let it mosquitoes, boats, elephants, beds and even water bottles. Well done 50 Cent! So practically you can choose which ever market you feel 'comfortable' with.

The reason why I say comfortable is because, if this is your first run, you don't want to get stuck. Choose a market you are familiar with, as your first site, if it is, is going to be your experience site. Being passionate about something will let you expand your horizons further and enter smaller areas that you thought never existed before. So when you start your next site, expanding your horizons for that new market will be easier to implement for.

Keyword research is essential – it is the backbone of your company, your website. I don't want you to start on a couple of keywords... I rather you start on several hundred. Shocking? Don't worry, it's not what you think. Everyone can create a 15 page website, the problem comes after the 15 pages especially when they are dumped anywhere and everywhere on the website.

Big sites like about.com, why do you think they rank high in many categories? You spend days crafting and tweaking a webpage to be ranked number 1. Within days, an article gets posted in your niche on about.com and your site is taken from the holding position. You've been informed that you no longer reside at number 1. Why do you think that happens? Is it because of About.com's pagerank? Many backward linking pages? Remember it's a brand new article just like your webpage, the only difference is... you are told to relocate.

So you can begin to understand it's also to do with positioning and your location. The better positioned and located your store is, the more business you will get. Same with keywords... only if they are positioned and located properly. We'll get into that later.

Once you have your keywords together, craft your site. Layout your keywords in an excel spreadsheet and start positioning. You want to position your keywords in such a manner that it flows consistently. A, followed by B, followed by C and so forth.

Critical steps to search engine success. Give life to your keywords like a family tree and watch the power in the branches make them immortal for decades to come.

What do the search engines love? Content and more quality content. Each branch on the tree needs water, so how do you think it reaches the branch? The water feeds itself through the trunk to each branch. The structure of the tree seamlessly allows the flow of water to reach each branch. Your website needs to do the same, it needs fresh content, keyword content to keep it alive. Once the structure starts to spread, it only takes a few hours a month to maintain its success.

I create sites from scratch, nourish them on a monthly basis and they always never disappoint me. I find what's new to the market each month, research to see new entry of keywords and update my site accordingly. Takes probably 60 – 120 minutes a month? Sometimes less!?

So let me shake you a little bit before carrying on. Each method may seem obvious to the little eye, but that's not the point. We've heard about directory submissions, keywords, seo, blah, blah... but are they really effective? If you use them correctly using methods that are so obvious then you will prosper. So it's the technique that counts not just knowing the method.

You may have noticed by now I haven't mentioned any tools like SEO Elite, Axandra and many other SEO helping tools. If you want to get technical and spend your spare time analyzing pages of data then be my guest. I rather have a formula that works and constantly create content that will help further my success.

I seriously don't spend any if not much time seeing where I went wrong on the page which is never too often. Maybe I miscalculated a page, but never would I sit and ponder over a page over another page.

I see the initial steps of a website more crucial than the latter ones. We're here to get high traffic levels and search engine rankings, not spend countless hours *worrying* why a page didn't make it to page one.

I do have some pages that rank on page 3. Rarely do I see myself falling behind from there. I concentrate on every 'profitable' keyword, whether long tail or short and use them to power up my money terms which ultimately lets me rank high for very highly competitive keywords. Searches that are in the 5 figures a day.

Long tail are keywords of more than 2 words (less people searching) and a short tail is 2 or less words (more people searching). Remember long tail keywords are ONLY typed in by a searcher IF they can't find what they are looking for using short tail keyword phrases. If you can provide solutions for short tail keyword searches then people won't search on long tail keywords.

Anyway, anything is possible on the search engines. Would you want to follow a blueprint so that no matter which keyword you choose for your website, it guarantees itself a residency on Google?

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