

Unslappable SEO

Search...



NEVER SUFFER A GOOGLE SLAP AGAIN
WITH THESE SLAP-PROOF OPTIMIZATION
AND INSTANT TRAFFIC STRATEGIES!

Unslappable SEO

by

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Unslappable SEO

So you've found your website has been slapped silly by Google's latest 'update'. Perhaps you hadn't learned your lesson from Google's Panda update but now you're certainly feeling the sting from the most recent change – Google's *Penguin* update.

Whatever cutesy animal has been recently been let loose, all you know is that it's caused your website rankings to tank. Traffic has seized up, sales have decreased almost overnight and you're finding yourself starting all over again from square one.

Nothing so cute about that, is there?

But here's the truth about all of these frustrating updates. You can actually build an **indestructible traffic campaign** that will never be at the mercy of another Google update again!

- Imagine **never having to worry** about a last-minute algorithm change that swipes all of your traffic, without notice.
- Imagine **never having to spend hour after hour optimizing your website** only to discover that you have optimized for the **WRONG** keywords!
- Imagine **never again having to babysit and monitor** your websites ranking, fearful that the search engines will discount, penalize, slap or exclude your website as if it never existed.

Listen, I know first hand of the impact that search engine changes can have on your ability to make money.

Without traffic, your website is nothing more than a ghost town. We all know that in order to make money online, we need a never-ending stream of customers – new prospects and return ones. And we also know that one of the high quality sources of traffic come from the search engines.

After all, it's *organic targeted, **FREE traffic.***

But yet, we abuse, exploit and often try to manipulate the search engines into working the way we want them to rather than doing our best to understand what the search engines are looking for and delivering exactly what they need so they reward us with a high, solid ranking that will give us incredible exposure over the long haul.

With this special report, I'm going to show you how to avoid being penalized in the search engines (that's right – forget about *gaming* the engines because trust me, they always win in the end), so you can generate unstoppable traffic for FREE from EVERY major search engine online.

After today, you'll never have to worry about an update destroying your business or swiping your traffic.

Let's begin!



What NOT To Do

Before we begin, it's important that you are able to identify the reasons why you were slapped in the first place. Take a quick look through the "No-No" list below for a quick summary of the most common reasons why your website was penalized.



SPAM

This is an obvious reason, yet despite countless warnings from Google in relation to content spam, websites and SEO services still continued to execute spam-based campaigns to flood the marketplace with their marketing message. If you engaged in spam based activity, chances are this is why you're feeling the sting.

Scraped Content

The search engines will penalize websites that swipe and steal content from other websites and even if you have permission to republish existing content, the search engines will likely exclude those pages on your website from appearing within the search engines. Google wants to see fresh, original, and quality content and nothing else.

Over Optimization

This is one of the biggest mistakes that webmasters make when trying to ensure that every page on their website is fully optimized for the search engines. Rather than risk overlooking something we tend to over-do it and in turn, our website ends up hidden in the trenches, virtually falling from any sort of ranking.

Over optimizing may include keyword stuffing, featuring a high ratio of ads to content,

focusing on only on incoming source of inbound links, and repetitive keyword tags both in page titles, descriptions and anchor text.

So now that we know why your website may have received the hard slap from Google, it's time to focus on how we can build an unslappable SEO campaign that will keep the traffic rolling in!

Social Signals



Social signals have never been more important in the world of search engine optimization. Through the use of auto-sharing plugins and widgets, you can instantly update your websites and blogs every time you post a new update or message via your social media profiles, such as Facebook or Twitter.

Social media helps you engage your audience, communicate with your target audience, compile feedback and requests while pushing your brand message out to your customer base.

It's also a very important part of search engine marketing because search engines like Google.com and Bing.com place distinctive value on the number of social signals pointing to your website.

Twitterfeed.com offers a free plugin that will automate site updates each time you post a new tweet. Focus on increasing your social activity every day, making it an integral part of your SEO campaign.

The more active you are, the more traffic you'll generate through a combination of direct

links, re-tweets and other viral marketing components readily available through social media marketing!

Unique Content

Original content – not aggregated or syndicated – is one of the most valuable assets you can have when optimizing your website for social engine marketing campaigns.



It's important to focus on useful content that is comprehensive, detailed and thorough (think authority website content). Your material should be useful, credible and lend to your overall brand awareness. Focus on offering compelling value such as content and articles that motivate and encourage user engagement across your entire website.

Write for people, not the search engines. Forget keyword stuffing or optimizing article titles. Instead, work towards delivering clear and compelling value in the form of detailed information and your ranking will reflect your efforts!

Create a Solid Inner-Linking Structure



It used to be that we were told it was important to link to our main page because after all, it is the most valuable part of our website. These days, over-linking to our main page instantly sets off a warning bell with Google, indicating that we may be possibly 'over-optimizing'.

Instead, create an inner-linking system that varies links. For example, instead of linking an internal content page to our main page, link it to another content-rich page on your website.

Google's spiders (bots, crawlers) understand that the majority of content will reside within your sub-categories and directories on your website and so by inner-linking content pages to other sub-content pages, you are able to create an authentic looking, 'natural' linking pattern throughout your website.

The spiders have gotten smarter. They know that if every internal page links to our main page, it's done for only one reason – to acquire as many links as possible to your primary landing page. So avoid setting off any red flags by varying your internal links so that they guide visitors from one content source to another. Not only will this improve your overall ranking but it will also significantly improve your visitors experience by giving them a simple navigation system that leads them to useful areas of your website.

Authoritative Content



It's no longer enough for your content to just be unique, it needs to be authoritative, provide substantial value, answer questions and offer the very best, most researched information and material possible.

We used to call this kind of content "pillar content" and it would be used as a lead-in to our blog, often featured on the front page. These days, every post and article on our website and blog needs to be created in the same way.

Authoritative content goes beyond just originality. It offers direct answers and useful information on key conversations and topics that are relevant to our overall website.

High Content-to-Advertisement Ratio

Your website also needs to feature a high content to advertisement ratio. While authority websites can feature ads for relevant products or resources, every page on our website should feature a much higher ratio of content per advertising space.



In fact, you should limit the number of ads on your website to 2-3 per page while making sure that advertisements never appear above the fold.

Google requires that your website features compelling value criteria in order to be given a high ranking. Build content-rich websites that feature current, up to date information in article format.

Keep in mind that it's no longer about the length of each article but rather the actual content. Google wants to provide the best resources based on search queries, so that search engine users are given the most relevant sources possible.

Engage Visitors



In the world of social media, it's important that you find a way to engage and interact with your customer base. Implementing engagement tools will help your website's overall ranking and traffic volume in a number of ways including:

Sticky Factor – the more you engage your audience, the more often they will return to your website. Repeat traffic equates to customer loyalty.

Encourages Activity – When you give visitors an opportunity to communicate with each other they will feel more connected to your website, and your brand. Integrate comment boxes, forums, discussion groups and communication channels.

Increased Value – It's not only your customers and visitors that will gain a positive experience from your website but the search engines as well. The more significant user engagement is on your website, the higher your quality score and ranking.



Create Micro Sites



If you plan to cover multiple topics or niche markets, it's wise to create a series of micro-based websites.

Micro sites are smaller content-rich websites that are focused on specific topics and themes. Not only are they important to search engine optimization but they are a great way to push your main website to the top of the search engines.

Create topic-focused websites that provide valuable content and link to your main website, cited as the primary source for information. Since Google is looking for relevant links that point to your website, creating a network of micro-sites that offer information relevant to your niche that also feature a prominent backlink to your 'mother site', you'll be able to siphon link juice, increase visibility and expand your presence within your niche.

Just make sure that you set up your micro-site network on a different IP block than your main site. You can do this easily by signing up for two different hosting accounts and verifying that each one uses a different address (IP block). Ask your hosting provider for help if you need to!

Diversify Anchor Text

Anchor text consists of the keywords used to describe a link. It used to be easy to rank for a specific keyword just by focusing on building a backlink campaign that optimized keywords through anchor text. Not anymore.

These days it's important to diversify anchor text, spreading out the keywords used

through a solid backlink campaign. Consider replacing anchor text links that are focused on keyword strings with anchor text focused on your website title, domain name or company name.

Websites that were optimizing anchor text for their website, domain, business name or direct page name were not heavily affected by Google's update so keep this in mind!

Monitor Your Results

Many webmasters weren't even aware that another Google update had taken place until it was too late. It's important that you stay on top of your traffic sources, overall ranking and on-site activity so that you can repair traffic leaks and continue to optimize your website for the most highest ranking possible.



One of the easiest ways to monitor your website activity is by signing up for a free Google Webmaster Central account at <http://www.google.com/webmasters/tools> and Google Analytics at <http://www.google.com/analytics>

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