

# SEO MASTER THE GAME



BEFORE IT'S  
TOO LATE

8

STRATEGIES TO SEND MASSIVE AMOUNTS OF  
FREE TRAFFIC TO YOUR WEBSITE

*...THE RIGHT WAY*

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# 8 BULLETPROOF STRATEGIES

## FOR TOP OF SEARCH ENGINE RANKING



Tom Cahill  
Head Of Growth

# INTRODUCTION

Are you looking to SEO for the miracle answer, the Hail Mary Pass to drive success to your website?

SEO is an incredibly important part of successful digital marketing. SEO stands for search engine optimization and it's the process of optimizing your content in order to make it appear higher in search engine results. It involves various elements, from keyword research, to link building, and requires some strategic planning to ensure that your content appears high on search engine ranking pages. Without optimized SEO, even the best written content can go lonely and unnoticed by potential customers looking for your exact message.

If you want to get the most out of your online presence, investing in quality content alone is no longer enough. To ensure that your webpages receive high rankings and drive massive amounts of organic traffic, you need to use a combination of search engine optimization (SEO) tactics. This includes targeting relevant keywords, optimizing page titles and descriptions, increasing website speed, and creating shareable content with backlinks. To be sure, investing time and energy into SEO will pay off significantly if done right!

SEO involves optimizing your content, website structure and external signals to ensure that Google's algorithms indexes your pages and ranks them in the key high spots in search results. By crafting well thought-out content that is both reader-friendly and optimized for search engine ranking, you can achieve higher visibility on the web, generate more leads and inevitably earn more money from it!

Simply put: (SEO) means Search Engine Optimization, and it's a way to optimize your website or content so that it ranks higher in search engines. By utilizing SEO strategies such as keyword research and optimized web design, you can increase your visibility to potential customers and drive more organic traffic to your website. With SEO, you can position yourself as an industry leader and generate more qualified leads while increasing conversions and revenue.

Throughout this book you will find information to debunk the following '9' commonly held SEO Myths. So before getting into the nitty-gritty of SEO; here's Myth #1.

## MYTH #1

# SEO IS DEAD



Tom Cahill  
Head Of Growth



## Getting started: Prep your website for success

### Start Here:

Technical SEO is the first step to ensure your website's success before you can even consider getting that avalanche of free traffic you've been dreaming of.

Whether your site receives a single visitor or a million, if it has lots of technical issues and takes ages to load, no one is going to hang around to view the content.

So, before you consider driving any significant amount of traffic to your website, you must:



1. Do a site audit and fix any technical errors



2. Make sure your page loads lightening fast



3. Create a backlog of amazing content to keep your traffic engaged

**Now lets begin our website audit.**

But first here's the second Myth about seo...

### MYTH #2

**High Keyword Density Will Improve Page Ranking.**



Tom Cahill  
Head Of Growth



## Do a website audit - find and fix any technical errors

Before you start on an SEO (search engine optimization) campaign to get your website ranking in the SERPs, you need to make sure there are no major technical issues with your website.

*\*SERPs = Search Engine Ranking Pages*

If your website has so many technical problems that it looks like a bomb went off on it, this is the epicenter! Think of it as ground zero.

If you don't fix these website bugs, it'll be impossible to take advantage of any other SEO best practices. Visitors will come, immediately notice the issues and leave (and probably never come back).

Let me break it down for you in an easy to understand list of some common tech problems that can plague a website and how to address them.



**Now for the site audit.**

**But first here's 3rd Myth about seo...**

### MYTH #3

**Quantity of Links is More Important than Quality**



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## Are there more than one version of your home page?

Your website's main page, or homepage, is where everything starts. Since it's a home base, there should only be one. If you have ten different versions of your homepage, each with a different URL? You probably should consider changing this *post haste!* Check for different versions of your home URL to see if there are any extra pages floating around the web:

[www.yourdomain.com](http://www.yourdomain.com)  
<http://yourdomain.com>  
<http://www.yourdomain.com>  
<http://yourdomain.com/index>  
<http://yourdomain.com/index.htm>  
<http://yourdomain.com/default.aspx>  
<http://yourdomain.com/home>



**On with the website audit**

But first another rumor about seo...

### MYTH #4

**Link Building is Not Relevant for SEO**



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## Your 404 error page sucks

You know what people hate, and what search engines hate even more? When someone tries to find a page on your site the page is not there and they get a crappy, 404 page not found like this one:



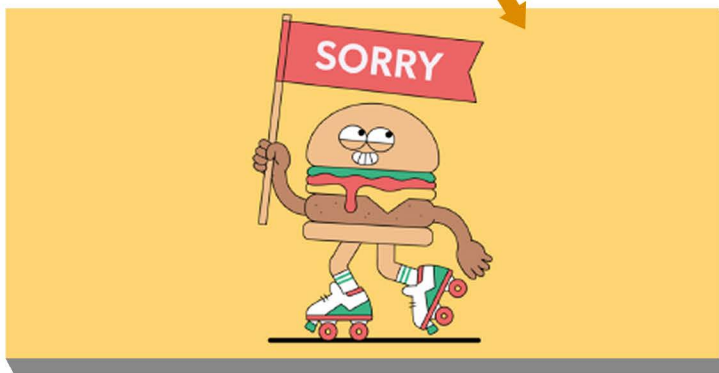
404. That's an error.

The requested URL /doesntexist was not found on this server. That's all we know.

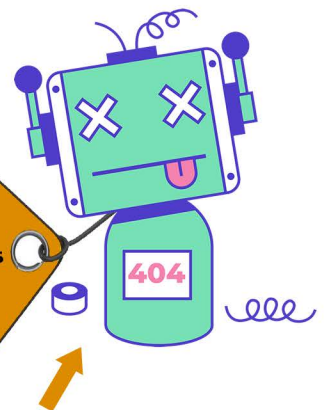


You won't get any points for being creative with that one. If you want your readers (and search engines) to love it when they don't find the page they were looking for, you need a custom 404 error page that fits with your brand and isn't boring (bonus points if it makes them smile).

Just look at this 404 error page



**Why is a custom 404 page better?**  
**Answer:** It keeps your viewer engaged, minimizes site bounce and gives you another chance to deliver the goods!



If you don't know what your current 404 error page looks like, you can find it by going to any random, non-existent page on your domain, try typing something like [www.yourdomain.com/random-non-existent-page/](http://www.yourdomain.com/random-non-existent-page/).

Have a look and if you find that your 404 page is bad, fix it.

First, use a tool like Screaming Frog or Dead Link Checker to find any 404 error pages that are already there. Then, set up a redirect to send people to the right place. Then, make your own 404 error page that looks better, is less generic, and fits your brand better than the one Google gives you.

*Screaming Frog : [screamingfrog.co.uk](http://screamingfrog.co.uk) | Dead Link Checker: [deadlinkchecker.com](http://deadlinkchecker.com)*

### MYTH #5

## SEO is a One-Time Job



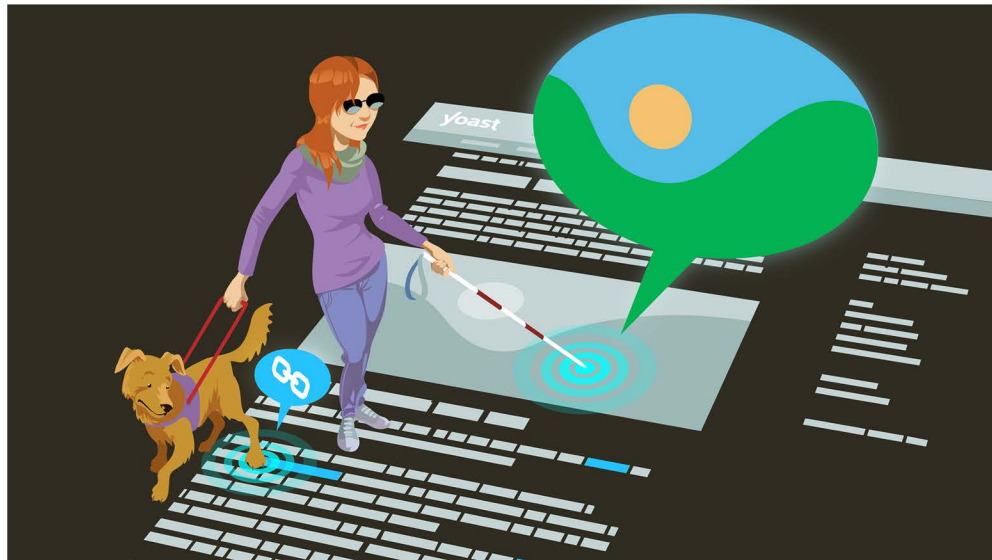
Tom Cahill  
Head Of Growth





## Your images need to have alt tags

SEO image alt tags are an important part of optimizing your website for search engine rankings. Alt tags are short descriptions that explain what the image is about and can be used to help improve your search engine rankings. Manually looking through each image on your site can be time-consuming, which is why you should use W3C validation or Image alt text checker tools to tell you which images do not have alt text so that you can fix them. Remember to make sure the alt tags are descriptive and accurately reflect the content of the image for best results.



This image from Yoast SEO, pretty much sums up the importance of image tags

### MYTH #6

**Page Speed Isn't Important**



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Head Of Growth



## Size Matters | meta tags & title tag length

Keep your website visible with optimized SEO meta and title tags! Your website's visibility in search engines heavily depends on having properly crafted title tags and snippets (meta descriptions). Get the most out of your meta tags by ensuring they are no longer than 70 characters for your titles and 150 characters for your descriptions - Google cuts off longer texts. If you are using WordPress, try the Yoast SEO plugin to help you find and fix any overly long meta tags!

Your title tags are tooooooo **oooo big**

Your meta tags are tooooooo **oooo big**

<p>https://www.cahillwebstudio.com &gt; facebook-ads</p> <p>Facebook Advertising Agency   Organic And Paid Management</p> <p>BC's Leading Facebook ad and PPC management service 3:1 Ratio ROI - \$1 in \$3 out goal</p> <p>With ✓ Social Media Marketing ✓ PPC Management ✓</p>	<p>Shows entire URL</p> <p>Shows entire title tag</p> <p>Shows entire meta tag</p>
<p>https://www.w...ce.ca &gt; 2022/08/25 &gt; them...</p> <p>Thambi Shika founded a digital marketing agency without a ...</p> <p>Aug 25, 2022 — Thambi Shika founded a digital marketing agency without a business background — here's how. With funding from the Canada (formerly S...O) ...</p>	<p>Cuts off URL</p> <p>Cuts off title tag</p> <p>Cuts off Meta tag</p>

**MYTH #7**

**SEO is Extremely Expensive**



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## “Slow and steady wins the race,” Yah Right!!!

**Not** when it comes to the loading speed of a web page!

When it comes to how long a page takes to load, for every second it takes, your conversion rate falls and bounce rates start to rise.

When it comes to web page load times, it’s a race against time, one with diminishing returns.

So, if you want to attract and keep all that free traffic your page needs to load quickly. 3 seconds or less is optimal. If it takes more than 3 seconds, people lose interest and will leave quickly and likely never come back.

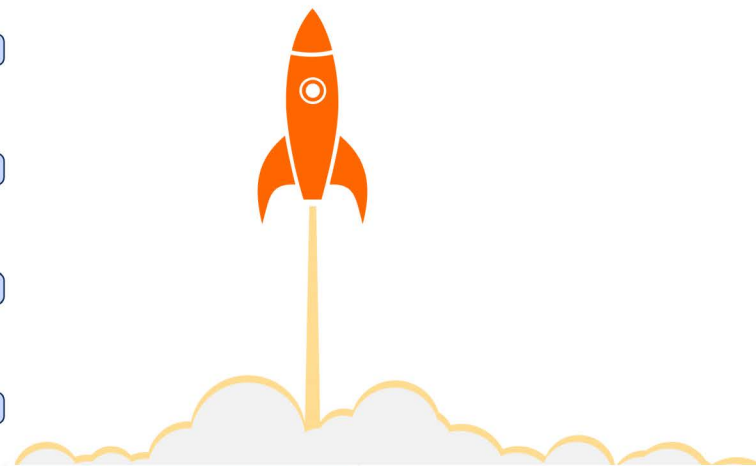
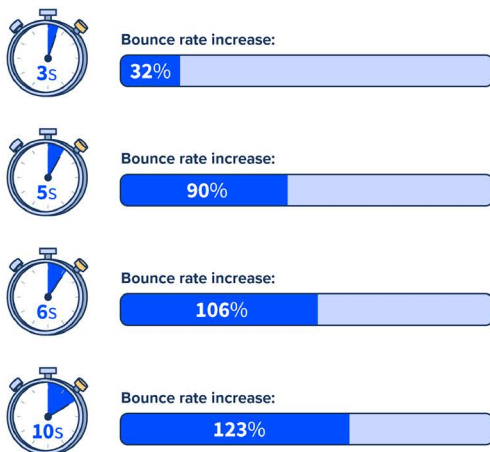
A slow page load time also hurts your rankings because it affects the user experience, which is a big no-no in Google’s eyes. This one is easy to fix though.

Just type the URL of your website into Google’s PageSpeed Tool and click “analyse.” PageSpeed will tell you how fast your page is loading and, if it’s too slow, it will tell you how to make it load faster. **(\*Myth #6 Debunked)**

*Note: Problems are easy to diagnose. But may require some expert technical assistance to fix.*

*Fix any mistakes and keep running the test. Aim for a perfect score of 100/100.*

## Check the graph below to see how much viewer bounce rate increases with page load times



### MYTH #8

**There Is Only One Way to do SEO**



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Head Of Growth

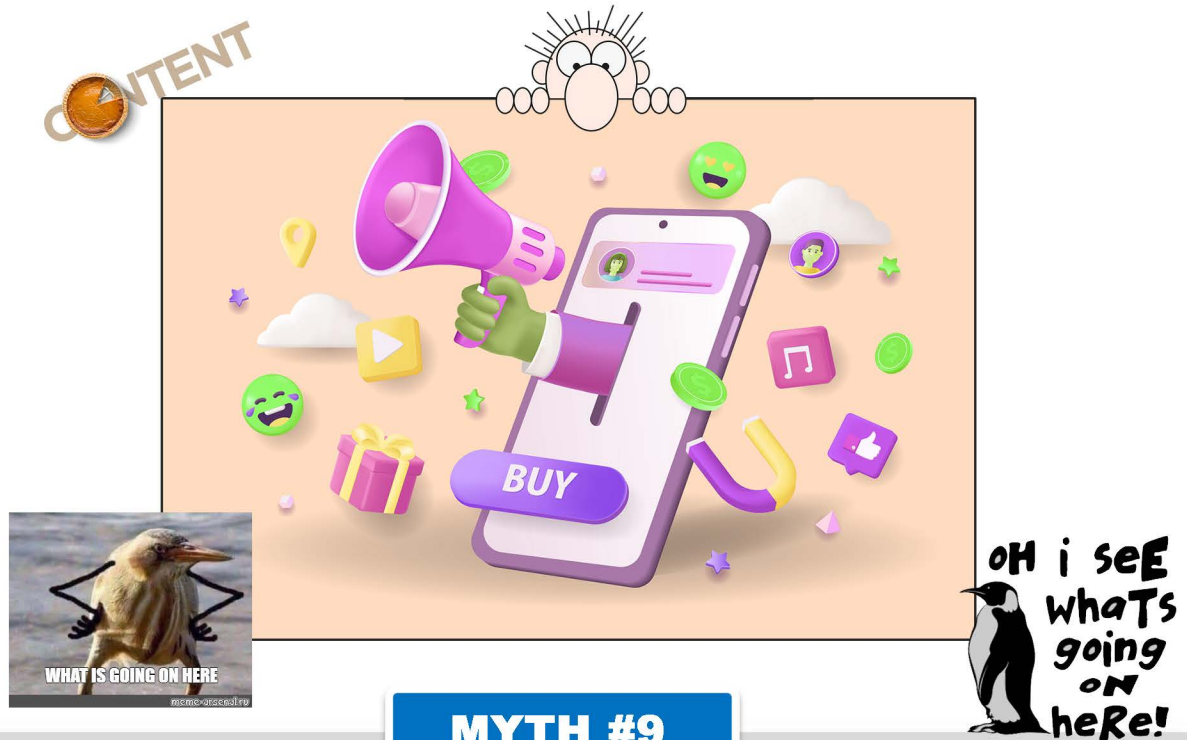


## Create a treasure trove of fantastic content to keep your traffic engaged

SEO isn't just about driving traffic to your website - it's also about keeping them there once they arrive.

And great content is the key to achieving that. The content needs to be informative, entertaining, interesting and engaging. Your content needs to check some box to keep the user locked into your message. There are no prizes just for showing up online, you need to deliver and poor quality or generic content just won't do and won't keep visitors on your site long enough to make a difference.

For SEO success, invest in amazing content that will capture people's attention and literally compel them to explore more of your website!



### MYTH #9

**Interactive Content Does Not Improve SEO**



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Head Of Growth



# the **8** SEO STRATEGIES That Will Open Up The Flood Gates of **FREE** Traffic Surging Into Your Website



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Head Of Growth



## The Golden Rules of Great Content



1

Know who you're writing for... and make content just for them; what works for one audience might not work for another.



2

Every piece of content needs a great title to get people to read it.



3

People have short attention spans, make your content easy to scan. Use short paragraphs, bullets, lists, and subheadings to break things up.



4

Images, graphics, videos, infographics, and other types of visual content can be used to make things more interesting.



5

Remember that all great content is, at its heart, a story; tell stories to get people interested.



6

Lists, how-to guides, case studies, and infographics these tend to do better than other types of content, so try to use them as much as possible.

### PRO TIP

**Every piece of content needs a killer headline**



Tom Cahill  
Head Of Growth



## A Little Relationship Advice For You And Google

1

If you want to increase the amount of free traffic from Google that your site receives, then it's important to first analyze how much traffic it is currently getting from 'Google'. To do this, simply type 'site:domain.com' into the Google search bar and look at the search engine results page (SERP). Once you know these stats, you can begin optimizing your website with SEO tactics to generate more free organic traffic from Google!



So, in this example imagine Mark Zuckerberg wanted to see how many people were using Facebook, he would just go to Google, type site:Facebook.com into the search box, and hit enter. Google will pull up all the indexed pages that show up in the search results and are eligible to get traffic and put them at the top of the results page.



**PRO TIP**

**Know where you stand with Google**



Tom Cahill  
Head Of Growth



With over 2 billion results in the Google index, it's clear that Facebook is doing pretty well for itself.

By doing this quick search, you can find out how many of your site's pages can get traffic from Google. If the results don't make sense, like if you have a lot less pages indexed than you thought, that's a red flag that something is wrong.

If you get no results, you either typed the search query wrong, did something that stopped Google from crawling your pages, or did something to make Google angry and got your site banned from their index.

If you are in case 'A', just type the query in the right way (obviously).

Now if you fall into category 'B' or 'C' you need to do some work.

(B) Check your robots.txt file to make sure you're not messing up Google's bots to crawl your website. Look online or ask someone in the know how to update your robots.txt file here.

If you use Wordpress, go to Your Page Settings (*varies depending on what SEO plugin you're using*) and make sure that "you **don't** have '**No Index**' selected. Or in the Settings > Reading section (*found on main dashboard*) you '**Don't have**' Discourage search engines from indexing this site.

(C) If you think you might have done something to get on Google's bad side, check your Google Webmaster Tools for any penalty notifications. You can find them in the (Manual Actions report). If Google has given you a penalty, fix whatever is wrong and send a reconsideration request to get your pages indexed again and traffic back to your site. If you can see SOME of your pages but not ALL of them, you'll need to do more research to find out what's going on. Check for duplicate content? Look and see if there are any directories that don't appear? Do a deep dive into the parts of your website that aren't showing up and look for bugs or errors so you can (a) fix them and (b) get your pages indexed.

On the other hand, if Google indexes 10,000 pages you've never heard of you've probably have a plugin producing buckets of thin content or had your website hacked. Either way you will want to deal with these issues STAT, *or you're going to continue to have relationship issues with your favorite search engine.*

**PRO TIP****Make sure all your content is getting indexed**

Tom Cahill  
Head Of Growth





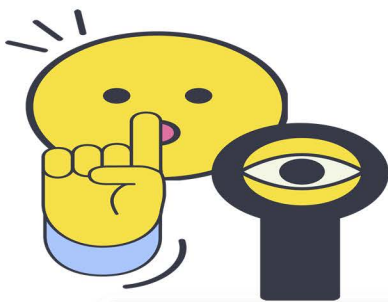
## Spy On Your Competitors so you can Steal Their Traffic

2

Want to know what's working for your competition? Learning how your competitors get their web traffic can be an invaluable tool for coming out on top with organic search. Using these tactics to gain the competitive edge is completely legal, and are done by SEO professionals who routinely audit their rivals. Major companies like Starbucks have to do this all the time too to stay competitive in the market.

So if you're looking for a great way to get ahead of the competition, regularly conducting competitive auditing is a must in order to see their strategies. By monitoring your competitors, you have the opportunity to uncover which keywords are the best to drive the most traffic. This allows you to create a more informed keyword strategy that is tailored (and tailored made) for success in your own business's online strategy.

Regularly keeping tabs on what is working best for your competitors gives you access to critical insights that can be utilized within your own keyword SEO research plan.



**PRO TIP**

**Creep your competition**



Tom Cahill  
Head Of Growth

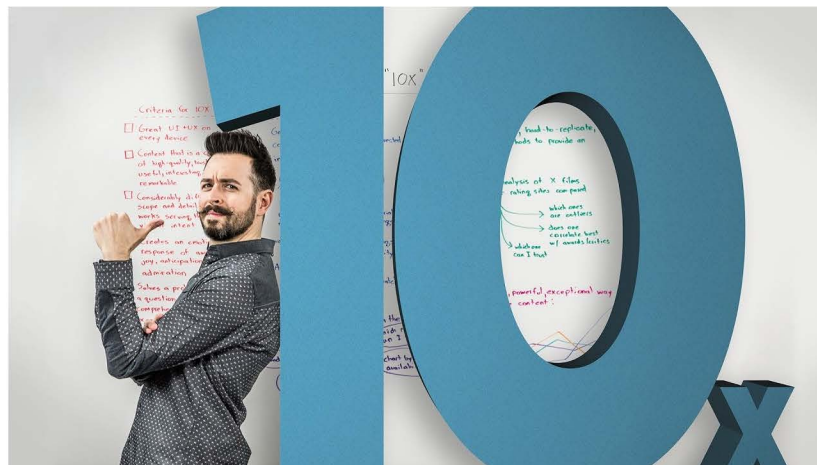


To hijack traffic from your rivals, you'll need to create content that's superior to what they offer.

Then you'll have to promote it by broadcasting it with a virtual bullhorn. *(I guess you could use a real bullhorn too as long as the neighbors don't mind)* Basically you want to let everyone know that you have some exceptional content.

Including those who have already linked to the competitor's piece.

**These people are most likely going to link to your 'FAR' better content!**



With this sneaky little trick, you'll get a flood of incoming links, which will send a lot of free traffic to your content. Before you know it, all of those links and visitors will push your content to the top of the organic listings, putting you higher on the search pages than your competitors.

### PRO TIP

**Hijack traffic from your rivals**



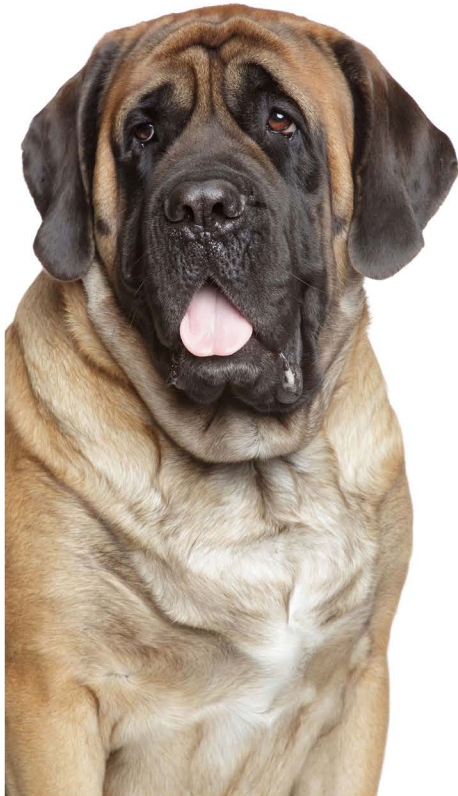
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Head Of Growth



## (Did I mention) Spy On Your Competitors And Steal Their Traffic

3

Not every link is the same. You won't get as much traffic from your great aunt Joan's blog as you would from Fast Company, Mashable, TechCrunch, or Forbes. These are the "big dogs" of the industry, with hundreds of thousands or even millions of readers and thousands of shares on each article. Is it harder to get a link from one of the "big dogs" than from a smaller site? Of course. But even one link from a big, well-known site can do a lot for your site.



It will increase your credibility with your audience, bring in a lot of traffic, show your content to new people, and, in the end, lead to more sales and leads.

So, how do you get into a big publication and get a link from a big dog? We have one word for you: If you want to be featured on a big site, you need to put your name out there and reach out with an idea for a guest post.

But keep in mind that every day, these editors get hundreds or even thousands of emails. Someone they don't know sends them a random email that says, "Hey! I want to write for you!" is a surefire way to get your message sent to their spam folder. You are going to need a little more finesse if you want a link or a guest post from one of the big dogs.

**PRO TIP**

**Get featured on a big publication**



Tom Cahill  
Head Of Growth



Here are the three steps we take to get on a large industry site:

## Find the right editor

Finding the right editor to contact is the first step to “getting in” at a big publication.

If you can help it, never pitch to a general submission form or email. They are like the black abyss of content requests, and 99 times out of 100, your request will never be seen by a real person. If you really want to get into a big publication, you need to find a real person to talk to.

Most editors have a Twitter account, which is a good thing. Some sites, like Mashable, make it even easier by putting all of their employees on a public Twitter list:



You should also find their email address. A lot of editors will put their contact information on their Twitter profiles, but if they don't, you can always figure it out by looking at the email format for that publication. For example, if you see an email for Forbes that looks like `firstname.lastname@Forbes.com`, you can just plug in your editor's information and you're done! It might be as easy as that to get their email address.

**PRO TIP**

**Pitch the right people**



Tom Cahill  
Head Of Growth



Here are the three steps we take to get on a large industry site:

## Stay in contact

Once you've found the right editor, you have to make sure they know about you. Start talking to them on Twitter by sharing their content or retweeting their articles. Let them know what do you think of the articles they write? The more you talk to them, the more they'll get to know you, which will make them more likely to answer your email when it's time to connect. A word of warning: don't act fake when you talk to an editor. People, including editors, like genuine people, and if it's clear that every interaction you have with them is meant to get something from them in the future, it will only turn them off.



### PRO TIP

**Remember, editors are real people too**



Tom Cahill  
Head Of Growth



## Understand what they're looking for

*Things that will make an editor delete your email immediately:*

- 1) You pitch an idea that's been written about 1,000 times on their site, which shows that you haven't done your homework.
- 2) You pitch an idea that doesn't fit with what they do, which shows you haven't done your research.
- 3) You don't follow any of their pitch rules.

It's important to set yourself up for success before you pitch an editor. You have to figure out what they want. Most websites will have information about how to pitch and how to write for them. Read them and make sure you follow the process to the letter.



Look through their website and read the types of articles they cover to help you come up with an idea and an angle that makes sense for their audience. Then, look through their old posts to make sure that angle/idea hasn't already been covered.

You can also look around the Internet to see if there is more information on how to pitch a specific publication successfully. For example, Mashable wrote an article about what NOT to do when pitching them story ideas, and a freelance writer who has written for Forbes wrote this guide on how to become a Forbes writer.

If you know what kind of ideas an editor wants and how they want to get them, you have a much better chance of getting published than if you just send them what **YOU** think they want and hope for the best.

**BIG DOG LINKS**

**Understand what they're looking for**



Tom Cahill  
Head Of Growth



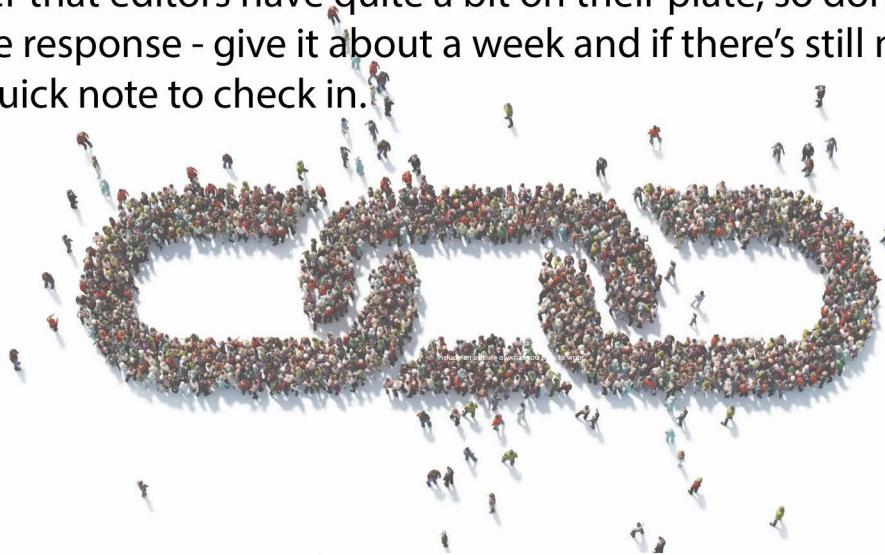
## Make the connection

4

Once everything has been set up, you can finally reach out and make your connection with the editor—all that's left to do is send them a pitch! Your best bet is to shoot them a concise email. Provide a brief summary of yourself and your company, such as what benefits they will get by publishing your content. Offer clear insight into how the post's featured subject can bring value to their publication and audience. Make sure they understand why they should prioritize sharing your content over others.

To make your request more attractive, include an outline of what you plan to write. This additional step gives the editor a clear idea of how your content could fit within their website and demonstrates that you're serious and professional.

Remember that editors have quite a bit on their plate, so don't expect an immediate response - give it about a week and if there's still no reply, send another quick note to check in.



### PRO TIP

**Include a brief outline of what you plan to submit**



Tom Cahill  
Head Of Growth

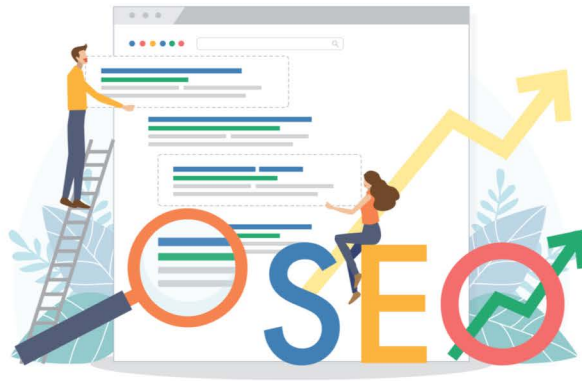


## Use SEO copywriting to get more clicks on Google.

5

Words can change things. So imagine having amazing content that touches on trending keywords and gets you noticed by search engines. Used well the right words and proper use of them can increase your traffic a lot. This is where SEO copywriting comes in. It's a way to make sure your title and meta descriptions pack an attention-grabbing punch to get people interested and clicking through to your website. With the correct words emphasized competently, you can skyrocket up the search engine rankings!

Utilizing SEO copywriting can help attract more visitors to your website. By applying specific methods, you can improve the organic click-through rate (CTR) of your website and entice people to visit it from search engine results pages (SERPs). With well-executed SEO copywriting, you can gain more visits from SERP listings and enjoy greater web traffic.



### PRO TIP

**Use SEO copywriting to increase clicks**



Tom Cahill  
Head Of Growth





## Use SEO copywriting to get more clicks on Google. (Continued)

### Title

Your page's title is by far the most important thing when it comes to great content. Kind of like this: [5 Tips For Killer SEO Titles](#). Or this: [9 Steps to Optimize Your SEO Titles for Maximum Impact](#). Or how about this: [The 7 Best SEO Title Tag Practices for 2023](#)

### Use words correctly and include numbers.

Two easy ways to make your title copy more interesting are to start with a number and use power words.

So, instead of calling a post "Ways to Build an Online Brand," which is a pretty weak title, call it "[7 Smart Ways to Build a Strong Online Brand](#)" (much better).

### Get specific

People who potentially could click on your link want to know what they'll find when they do. By putting the who, what, why, and how in the title of your post, you're letting people know right away if it can satisfy their search. This will get you more qualified clicks.

### Put in keywords

Add your main keyword to the title if you can. The closer to the beginning of the title the better. By putting your keyword in the title, your readers will know exactly what your post is about, and it will also help you rank higher.

#### SEO Essentials

### Get Specific About Tags - Titles - Keywords



Tom Cahill  
Head Of Growth



## Avoid the Use of the passive voice

When it comes to writing titles, avoid the passive voice. Active language grabs attention and shows you mean business, so opt for phrases like “12 Powerfully Simple Tips for Writing Without the Passive Voice”. instead of: “Avoid the Use of the passive voice”.

If you're stuck for ideas, consider using headline generators such as HubSpot's blog topic generator or Sumo's headline generator - these will help you craft vibrant titles that are sure to draw clicks.



- 1 **75 Blog Ideas for Creatives and Busy Entrepreneurs**
- 2 **8 Ways to Brainstorm Blog Topics & Content Ideas Fast**
- 3 **3 Common Myths That Keep Brands from Succeeding**
- 4 **Investing 101: A Comprehensive Guide to Investment Basics**
- 5 **10 Things You Might Be Getting Wrong In Your Blogging Journey**
- 6 **Take This 20 Question Entrepreneur Quiz to See if Your Cut Out for It**

### Dos' & Dont's

**Don't Use A Passive Voice**



Tom Cahill  
Head Of Growth



## A Few Words About the Meta Description

Your meta description is just as crucial as your title. It is a key factor in helping people decide whether to click through and visit your site or not. Therefore, it's essential that your meta description is optimized and effective, as this could be the difference between getting those clicks or not!

Writing the perfect meta description for your webpages doesn't have to be difficult. Just remember to keep your description under 150 characters and include a primary keyword. If any other words appear, ensure they form a natural phrase that reads well and isn't spammy!

Use **Power Words** and **Action Verbs** to Make Your **Meta Descriptions Stand Out!**

Make sure to include words that grab attention and encourage readers to click for more information. Maximize the potential of every meta description by pairing power words with action verbs like 'grab', 'click', or 'discover'.

**Make sure they understand why by creating a clear call-to-action (CTA).**

CTA's are concise statements that explicitly tell the reader what you want them to do and the reason for doing it. For example, "**Click here to learn more**" gives the reader an invitation and clearly explains why they should click through.

Get your readers to click with a meta description that offers them benefit and value. Focus on what they'll get out of it in order to make sure they're keen to find out more.

### Dos' & Dont's

**Do Use A Great Meta Description**



Tom Cahill  
Head Of Growth



## Looking For Traffic In All The Wrong (I mean) Unexpected Places

Looking for new sources of website traffic? Don't limit yourself to usual suspects. There are plenty of offbeat sources you can tap into for getting more visitors - as long as you're looking in the right places!

The more options you explore the more opportunities to tap into another source of FREE web traffic. The key is finding out which one works best for your needs. Get started and keep going, you'll soon start to see free traffic flowing in from all types of unexpected avenues!



Keeping reading I've got some ideas on where you can start.

### Dos' & Dont's

**Do Look For Traffic In Unexpected Areas**



Tom Cahill  
Head Of Growth



## Driving Qualified Traffic From Slideshare

Looking for extra traffic from unexpected areas? Take a post that people like and turn it into an engaging slideshow on SlideShare. This is a great way to gain additional visits without any cost!

If a post on your website is proving to be popular, don't let that engagement go to waste! A Slideshare deck is an incredible opportunity to gain exposure and draw in more leads. Recent studies from Traffic Generation Café showed that with only nine presentations posted within a month, 200,000 views could be achieved, along with 1,400 clicks; a massive potential for traffic generation! Converting post into Slideshare decks can prove to be extremely beneficial for businesses, so why not give it a try?

Converting existing blog posts into Slideshare presentations is easy and effective way to get more traffic without having to create new content. All you need to do is take the post, create slides from it, and then upload them to Slideshare.

- Reduce your blog post into short blugs
- Remember your goal Drive traffic to your blog
- Punch up your slides with images
- Optimize with a long-tail keyword



- Only give enough info to keep your viewers wanting more
- You need a title
- Headings & essential Info
- Don't forget your CTA (call to action button)

**The entire process from beginning to end takes about 30 minutes.**

### Dos' & Dont's

**Do Convert blog posts into Slideshare presentations**



Tom Cahill  
Head Of Growth



## Convert Your Slideshare to a YouTube Video



You've made a great presentation for Slideshare, so why not take it to the next level and convert it into a YouTube video? All you have to do is open your presentation on your computer and record it with a screencast software such as TechSmith Capture (Formerly Jing). As you are recording, narrate the slides to add voiceover.

Once you have created your video, upload it to YouTube with an attention-grabbing title, description containing your target keyword and a link back to your website. Furthermore, apply relevant tags in order to ensure that your video is discoverable by potential viewers. This process will help generate more traffic for your website as well as boost your following on YouTube at the same time!



### Dos' & Dont's

**Do Place your presentation on YouTube**



Tom Cahill  
Head Of Growth



## Give Testimonials



Testimonials are invaluable for boosting consumer trust and credibility, but they can also provide a great way of getting link juice. Instead of being purely promotional, use them as an opportunity to generate backlinks which will help your website or product rank highly in search engine results pages (SERPs).

This added value from testimonials can go a long way towards improving your online presence! Companies love showing off their happy customers, so getting testimonials is a great way to build credibility and increase your website's link juice. Simply contact the product or service you like and send your glowing review so they can feature it on their homepage or testimonials page. You won't even need to ask for a link in return - they'll likely want to give you credit and direct traffic to your website as proof of how satisfied you are with their product or service.

## Give Away Your Product or Service to Influencers



Giving away your product or service to the right people is an effective way to get high-quality and targeted traffic. You should focus on influencers who have a large following of potential customers and collaborate with them in a mutually beneficial way. This can provide assistance to you, your influencer partner, and their audience members.

Be aware, it's essential to be mindful of Google's Webmaster Guidelines when giving away products or services in exchange for reviews or links. Although you may suggest such a tradeoff, they must ultimately decide whether they would like to review or link back to your business without any pressure from you. So, it's critical that you are very mindful of the words you use so as to avoid running into any trouble with the search engine giant.

### Dos' & Dont's

**Do Give Testimonials - Do Give Things Aways**



Tom Cahill  
Head Of Growth



## Check The Buzz: Look For Mentions Online That Don't Have Links



Unlinked mentions of your business might be all around the internet and you wouldn't know it. These missed opportunities for traffic can be taken advantage of by searching for unlinked references to your company with a tool like BuzzSumo. Once found, you can contact the webmaster and request that they link the mention to your website. It is quite simple, encourage them by telling them they can link the content they have referenced to your site as well.

### Dos' & Dont's

**Do Find Mentions that - Don't Have Links**



Tom Cahill  
Head Of Growth





## HARO - No, this is not a funny greeting. It stands for 'Help A Reporter Out'.



HARO (Help A Reporter Out) is an online platform that connects journalists with sources in the community. If a journalist needs help with a story they've been working on, they can post their queries on HARO and receive responses from potential sources. When you create an account, you'll get emails every day asking for your expertise or opinion; if selected, you'll be featured in an article that links back to your website. With HARO, it's possible to get recognition in high-profile publications and increase your visibility significantly.

### Dos' & Dont's

**Do Look into HARO**



Tom Cahill  
Head Of Growth



## PODCAST - Hit it big by being a great guest



Podcasts are currently experiencing a surge in popularity and every niche out there has at least one or two well-known ones. Being invited as a guest on these podcasts can be a great way to increase your visibility and attract new traffic. Do your research before you approach the podcast - listen to a few episodes and see what kind of topics they cover, and which kind of guests they feature most often. With this information, tailor your pitch accordingly so that you can frame yourself and your business as the perfect candidate for a guest spot. This may just give you the opportunity to draw in more followers!

### Dos' & Dont's

#### **Do Guest Spots On A Podcast**



Tom Cahill  
Head Of Growth



## WOW Them With Infographics

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If you want to create content that has a huge impact and drives plenty of traffic, then the answer is clear: infographics. Infographics have become incredibly popular in recent years, gaining widespread appeal for their easy-to-understand visuals and interesting facts.

When done correctly, infographics can be a great way to engage your readers and even boost SEO performance. Infographics are a great way to share information with your audience and make information easier to digest.

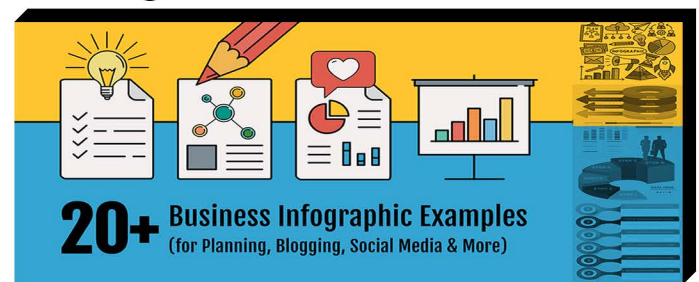
Infographics are a great way to share information with your audience and make information easier to digest.

Many people assume that making an infographic is difficult or costly, but this isn't necessarily true.

If you have a creative and skilled designer in-house they will be able to make an attractive infographic using their graphic tools, or outsource using a service like Visual.ly Upwork and 99designs, who will create high-quality infographics for reasonable prices. Ultimately though, the key to success with infographics is having an original concept; recreating already existing infographics will not generate of interest from viewers or links from other sites.

Creating an infographic is only half the battle—you also need to promote it.

An effective way to do this is by submitting it to sharing sites like DailyInfoGraphic.com. To ensure your infographic gets the visibility it deserves, you should also conduct a comprehensive outreach campaign, targeting influencers related to the topic of your infographic. Reach out to them and let them know about your work, showcasing why their readers would benefit from it.



**PRO TIP**

**Infographics Explode Your Traffic**



Tom Cahill  
Head Of Growth



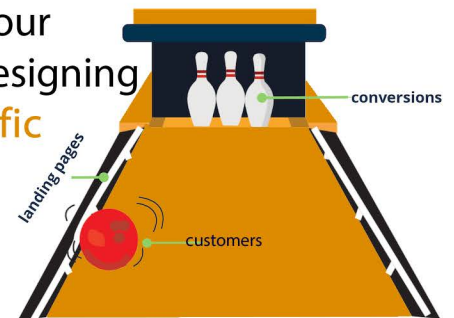
7

## Landing Pages

### Don't Let That Valuable Traffic Slip Away

Creating a landing page is essential if you want to capture website visitors and convert them into paying customers. With a well-crafted landing page, you can turn your website traffic into qualified leads, increase lead conversion rates and get more sales.

So, if you are looking to make the most out of your organic or paid website traffic, having a landing page should definitely be at the top of your to-do list. A landing page is a single webpage specifically designed and optimized to convert the visitors who land on it. With well-thought-out content, graphics, and calls-to-action, you can turn your website visitors into customers or subscribers. If you want to maximize the potential of your website's traffic, one of the best ways to do this is by designing a great landing page. **Make the most out of your traffic with effective landing pages!**



If your goal is to generating leads and to convert casual readers into subscribers, then a landing page at the center of your marketing funnel is going to make the most out of your website traffic. By using a landing page strategy you are optimizing your content pages -- blog posts, infographics, etc. -- so that they contain an email capture form and compelling calls-to-action that encourage visitors to sign up for your mailing list or take further action. By creating this type of experience for website visitors, you can build up relationships with them over time and keep selling your products and services.

#### PRO TIP

**A Landing Page - Essential To Capture Your Traffic**



Tom Cahill  
Head Of Growth



## The Best Marketers Use Landing Pages

Neil Patel is well-known for his incredible marketing skills and blog posts. If you take a look at his blog content, it's full of powerful CTAs that encourage readers to subscribe to his email list. Patel's blog posts double as landing pages, giving him the insight and advantage on how to draw viewers in and keep their attention - something that many other marketers lack!



HubSpot at the end of every Blog Post they have a CTA designed to harvest those all important email addresses in exchange for a valuable offer



Neil Patel includes a compelling CTA on every post to collect email addresses to add to his subscriber list.

All your efforts in producing quality content and bringing the readers to your page could be wasted if you do not drive their action. Include a clear and concise call-to-action (CTA) at the end of all your posts, preferably asking them to subscribe to your mailing list. You can also put up other CTAs throughout the text or in your sidebar but do not overdo it. Convincing the readers without begging for their email addresses is essential, being too pushy may come off as desperate and ruin your reputation.



### PRO TIP

**Landing Pages - Those Who Know Use Them**



Tom Cahill  
Head Of Growth



## The **3** Fatal Traps SEO Companies Will Never Tell You

Ignore them and all is lost



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Be warned - there are some major pitfalls to be aware of when working with a search engine optimization (SEO) company. If you're considering hiring an SEO provider, make sure to do your homework thoroughly and avoid any companies that can't offer you a clear idea of the services they will provide. Read on for three potential traps in which businesses may unknowingly fall prey to the wrong kind of SEO company that could cost them time, money, or even damage their reputations.



**WARNING**

**SEO Catastrophes Ignore Them At Your Peril**



Tom Cahill  
Head Of Growth



## Fatal Trap 1

### Agencies Use PBN's (Private Blog Networks)

Is getting links from Private Blog Networks (PBNs) worthwhile? The short answer is no. While some unscrupulous SEO companies may push for this type of link acquisition, PBN links simply do not have the same value as organic, authoritative links. At best, these link-building schemes are a short-term solution to an SEO problem, and can even have potentially negative effects in the long run so it's better to stay away from them.



In other words PBNs are completely useless for link building. When you hear an agency promise hundreds of backlinks, it may sound tempting; however, these links won't have any authority with Google. In the long run, they will get your business in trouble and risk having your rankings drop through the floor. When an SEO company suggests this run away as far and as fast as you can. Steer clear of PBNs and focus on building more organic backlinks from trusted sources that won't jeopardize your rankings.

**WARNING**

**These Backlinks Are Worse Than Worthless**



Tom Cahill  
Head Of Growth



## Fatal Trap 2

The agency can't even rank themselves  
Before investing in an SEO agency, you should check their capability to rank themselves.

If they can't do a good job in optimizing their own website and getting it to the top of search engine results pages for their targeted keywords, then chances are they won't be able to get results for your business either. One way to assess an SEO agency's potential is by carrying out a quick Google search of your own using the phrase "SEO Agency + your city". If the agency doesn't show up in the top few results, that may be a sign for you to consider somebody else.



## Fatal Trap 3

Ranking for Keywords that don't matter

Achieving the highest search ranking for a keyword that gets no traffic is like being first in a competition with no competitors- it's meaningless.

Ranking #1 is of zero benefit when there's no searches for the keyword.

Although an SEO agency may claim that you are ranking #1 for this keyword, it doesn't change the fact that this keyword is useless and brings no value or traffic to your website.

Ranking for competitive keywords that will bring real, qualified traffic is the only way to effectively measure the success of an SEO agency. If your agency has been focusing on ranking for keywords that don't bring tangible results, it might be time to re-evaluate their performance and potentially look for another agency.

### PRO TIP

**When it comes to keywords - words matter**



Tom Cahill  
Head Of Growth





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