

# How To Get Top Ranking in the Search Engines

## CONTENT

**Include content that is relevant** to the phrases that you want to be found for

**Text Content** - important for search engines, they look at this and see which phrases in there are relevant

**Outbound Links** - they look at links on your pages to see who you are linking to and who

**Media** - they will look at PDF reports, audios and even videos to see what your website is about and relevant to

**Content = Clicks = Cash**

**The more content you have on your site the more chances you have** to get found in the search engines

**You must be creating content on a regular basis**

## INBOUND LINKS

How many people are **linking to you**

**How** they are linking to you (linking to you using the keywords that are relevant to your website)

**What** these websites are saying about you

Also dependent on **how well ranked the sites are**

**The more people linking to you** the higher your search engine ranking will be (generally)

**Beware of overdoing it** - you can get penalized

**Don't try to artificially manufacture rankings** - do this naturally and steady growth

## THE BIG FACTORS

## KEY PHRASES

**META Tags** - your chance to tell search engines what you are about

**Page Titles** - the line that appears at the very top of your page

**Content** - put them in the content of your page, the text, headings, headlines, images, links, media, footer etc.

**Keyword Density** - don't put your phrases on your page too often, get the balance right. You will get penalized if you overdo it.

You need to use one phrase per page

Don't put multiple mixed up phrases on one page

You need to make the page relevant to **ONE** particular topic

Put the phrase in the Page Title, META tags, image, links, headlines, content, footers etc.

## Where to stick your key phrases?

## How do you put the phrases on your website?

## WHY IS THIS IMPORTANT?

Top of the rankings = **MORE CASH FOR YOU!!!**

Organic listings

Search Engine Optimization (SEO)

Free traffic that you don't have to pay for

It's a science

Would take weeks to cover everything

**DISCLAIMER** - Search engines pay people millions to stop us from beating the system

I'm not a massive expert in this

## RELEVANCY

**Rewarded by the search engines for being relevant**

You must be relevant **ACCORDING to the search engines**

Doesn't matter **what you think**

**So the question is** - how can you show the search engines that you are relevant for something?

## YOU WILL GET TOP RANKING BY DOING THIS ==>

**Stomping The Search Engines 2.0**

**Goes LIVE on Wed 3rd September 2008**

With a super cool **TWIST!** ;-)

**Watch your Inbox ESPECIALLY on Wednesday 3rd September**

From the **Stompernet** stables

Created by Search Engine **Supernerds who know how to beat the system**

It's time to **level the playing field** and stop the search engines winning