

"You must have a front page website ranking in order to be successful in business today."



BUILD A TOP RANKED WEBSITE IN 60 DAYS

- 20 CREATIVE WAYS TO DRIVE VISITORS TO YOU!
- USING AFFILIATES AND PARTNERSHIPS FOR SUCCESS
- 8 SECRETS FROM THE OTHER SIDE



by Rene A. Bastarache

BUILD A TOP RANKED WEBSITE IN 60 DAYS

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INTRODUCTION

In just about every class that Raluca and I have taught we have had students ask us how we were able to get our web pages to have front page rankings for most search terms and usually in the number one or two slots. There is no “one thing” that will get you there. It is a combination of many things that should be done. This publication is a listing of all of our web secrets that got us to the top. It is our hope that it will do the same for you.

In the past we have used many advertising methods to build our business including newspaper advertising, television, handing out fliers, brochures, networking, public speaking, conducting group seminars, radio commercials, door to door canvassing, huge pay-per-click campaigns and we even had a 20 x 60 foot highway billboard

Times have certainly changed. I have an extensive background in sales training and I see that the methods of successfully advertising throughout the years have also changed. Many of the old ways are just not effective anymore. At one point we were spending close to \$1000.00 a month in telephone book advertising alone. Now, not only is phone-book advertising today a waste of money, we don't even have a land-line anymore.

This is an age of cell phones and computers. Our “only” form advertising for the past 2 years has been the Internet. Web pages are vital! If you don't have one, get one created fast. If you do have one, learn as much as you can about it. Build it up and make it the best. Having a web page that cannot be found or that is buried in page 3 or higher of the search engine listings

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is like having a new store that is open and ready for business but is hidden in a dark alley where no one can find it. Ranking is everything!

Join us and see how rapidly your webpage can rise to the top. Follow our instruction and I guarantee that you will be singing a different tune in just a month or less.

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How to BUILD A TOP RANKED WEBSITE IN 60 DAYS?

If you build your website according to the techniques I have included in this book I guarantee you will have a top ranked website within 60 days. It would be close to impossible to have your site be ranked number one in every search term as there are many other webpage owners who may also be reading this book however not everyone uses the same search terms. Out of a list of my favorite 10 search terms, I am receiving a front page listing in 8 out of 10. And the great thing is that the other two rate very high as well.

It is important to do all of the techniques rather than just the ones you like in order to receive top search engine rankings. This will even work if you have an already established webpage. You will possibly have to rebuild your webpage if it does not conform to the parameters mentioned in this book.

It is important that you accomplish as many of these techniques is possible within the first month of the 60 days. The reason for this is once you submit your page it can take anywhere from 15 to 30 days for the search engines to even find your listings so it can begin the process of indexing it in their browsers. The sooner you complete everything on your end, the more time the search engines will have to do everything on theirs.

While waiting for your webpage to reach its top standing be sure to go to the section on PAY PER CLICK advertising and begin a campaign there which will get you on the front page immediately. This way you can bring in business while waiting for your free front page listings to rise to the top.

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**WHAT YOU SHOULD
KNOW BEFORE
YOU BUILD**

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WHY THIS BOOK?

The purpose of this publication is to give you a listing of all the things that are available to you in order to take your webpage from where it is and elevated it to a front page listing for as many of your search terms as possible. Although we are going to show you all the techniques that we have used and more, this is not intended to be an instruction manual as to how to do each one. If you need more information than what is found in this publication all of the topics covered can be easily found by doing a search online.

When all is said and done the end results you are looking for is obviously to be on the *first page* ranking of the search engines. While the second and third pages are also quite an accomplishment to achieve, most people when looking up a search engine term will scan through the first page and usually then type in another term before going to the second or third page.

Now when I am talking about a search engine rankings I am speaking about the *free* results that you see in the main body of the results page and not the pay per click type advertising. What is the difference between the two? If you look at the results of a search term on most pages such as Google or Yahoo, in most cases you will notice four separate sections or groupings on the page. At the top of the page there are usually three to four search results that are in a separated block that is sometimes shaded with the words *sponsored links* in the upper right-hand corner. This box is known as paid advertisements which will speak more of later on. There are usually two other paid advertisement boxes which can be found on the right side of the

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page in a column going up and down and at the bottom of the page. Now if you notice that leaves one section which is the largest one located on the middle left of the page. That is the only section that is considered free advertising and is the one that is dependent on the rankings of the search engines. That is the main section that we will be working towards improving your ad as that is the one that most people look at when doing a search.

Why do most people look at the free search engine results versus the paid click? The free search engine results are listed in order of relevance and credibility in most cases. They are mostly designed for information purposes and receive their high listing due to being leaders in their respective areas. What determines that they are leaders is that so many other web pages of the same category are pointing to them therefore the search engines determine them to be the leaders. The sponsored links received their ranking due to the amount of money the owners of the links decide to pay for each click that a client makes. The more you're willing to pay the higher your search engine listing will be.

It is said that approximately 70% of all uses of the search engines look only at the free advertisements leaving only 30% browsing the paid ones. In fact I fall into this 70% as well as I will almost never click on the paid advertisements. However I have used them for advertising many times. We will return to this topic and speak more of the details later on.

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IT'S ALL IN THE PLAN

What is your purpose for a webpage?

Before you take the time to begin building your webpage it is important that you figure out exactly what you want. Take the time to plan it out on paper or even a grease board before you begin building.

Will it be a single page webpage?

Will it be multiple pages?

Are you selling a product or service?

How many pages do you wish to have and what will be the topics or focus of each page?

For your specific purpose is it best to have a webpage or simply create a blog?

There is indeed much to think about before you begin building. You might find it extremely helpful to check with similar pages to your business that already exists on the Internet to give you some ideas.

NAMING MY DOMAIN

If you are going to be serious about building a webpage it is important that you choose your own domain name. Here is a site

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that you can use to see if the names you have in mind are available. Go to: <http://smallbusiness.yahoo.com/domains/>

It will be helpful to choose a domain name that includes a word that is also a main search term that will be used to find you. For instance if your business is conducting hypnosis sessions, you may want to choose a name like East River_hypnosis.com or Cincinnati_hypnosis.com. Take some time to think of all the words that describe your business and then enter each one of them to see if any are available to you as a domain name. Once you find one that is available, and you also like it you can register it so it becomes yours immediately from this webpage.

You will also have a choice when choosing your domain name to choose one that ends in the letters .COM .NET .ORG .INFO .US or .BIZ. It is my recommendation to you to always choose a domain name that ends in .com as it is the most popular of all extensions and will be the one that people will enter if they are trying to find you. Therefore if your domain name is www.northern_hypnosis.org and someone is trying to find you on the net, it is a common mistake for someone to enter in www.northern_hypnosis.com instead. If that happens of course then someone else will be getting your business.

Once you have chosen your .com domain name it is also a very good idea to also purchase the .net and .org ones as well to ensure that no one else is getting your business should someone type it in wrong.

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COPYING FROM THE MASTERS

View Source Copy - *Here's a trick you can*

Years ago when I first learnt how to build my very first webpage, I took a two hour course which taught me how to create a one paragraph webpage in HTML language. Once we were proficient in that process, the instructor mentioned to us that if we can build a one paragraph page we can build virtually anything. The key is to understand how the web pages built and how to insert HTML code. Once you understand that process is very simple to build anything you would like. All you need to do is find a site similar to what you would like and by going to your toolbar you can click on view, and then source. At that point a pop up window will open up with that pages entire html code so you can see how they build it and what Meta Tags or other information they used. This is a valuable tool if you get into building your own websites. Of course it is very important that you do not copy any copy written material.

ORIGINALITY – Be creative

Although I have just shown you how to copy the code off of other pages, it is important when building your page that you did not become a copycat and do the exact same thing as everyone else. Be original. When building your page allow it to become part of you in other words creatively designed it to be your masterpiece and not someone else's. Copying code can be very helpful in learning how to create some form of gadget that someone else has or how he get a picture to do a certain fancy function but shouldn't be used to copy an entire page.

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IF YOU HAVE A NITCH, SCRATCH IT

Who are you?

People like to deal with specialists in their fields.

What is your focus?

Are you a:

1. Jack of all trades, master on none?
2. Leader in the field of Smoking cessation?

If you needed brain surgery who would you prefer to have operate on you?

Surgeon #1 - The one who wrote groundbreaking books, held seminars and workshops on the subject and published papers on your specific surgery.

-Or-

Surgeon #2 - Someone you found by getting their card off of the bulletin board at the local supermarket offering 1/2 price off any surgery and on the reverse side of the card he is advertising selling water purification systems.

You would do more business specializing in smoking cessation alone rather than hypnosis for all topics.

Do your homework to find a witch niche is best for you.

What do I specialize in?

What is my niches problem?

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How can I solve it?

Is my niche big enough to create a living?

Where can I find my niche followers?

Where is the best place to advertise for my niche?

What do I know about the traits of my targeted niche group?

BE AN AUTHORITY

Be the authority in your niche. Do toot your own horn – No one else will!

Always be the leader in your field.

Write articles for your local papers on your specialty.

Publish online articles, podcasts.

Write an eBook.

Write a book on your specialty and get it published or self published.

Writing a book on anything immediately puts you in the top 10% of informed society. It makes you the leader or specialist in the field.

Giving it away free as you business card shows people your level of proficiency, builds an email opt-in list and gets people coming to you for service.

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USP IS NOT A DELIVERY SERVICE

What are your Unique Selling Points? This alone will set you apart from most other sites in your field. It seems like when most people start a business they see how other people are doing it and a copy of exactly. They think that they should do as many things as possible so they can grab the entire market rather than specializing.

What are the 3 top features about what you do? In other words what makes you unique from anyone else? Seriously take the time to figure this out and don't just write something down like you're smarter or cuter than the others. What do you do that sets you apart? Have you written a book on your specialty? Do you conduct a specific type of group sessions? Do you use any kind of specialty electronics in your process? Do you offer an unconditional guarantee? Do you include 30 days worth of follow-up sessions?

Once you have chosen your three unique selling points, be sure to place them in every bit of advertisement that you have. This will include brochures, newsletters, web pages, press releases or anything else that you create.

STRUCTURE FOR SUCCESS

Decide upon how many pages you will have. I have included seven basic pages that you should consider including as your core domain however you can add as many as you like.

Structure the pages for separate focus / purpose on each one.

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Index page

This is your main page and the initial page that your client will see. Consider the cover to your book. It should be short, sweet, and to the point. This is the main page that search engines will use to rank your domain. All of your additional pages should be no more than two levels deep from this page.

Product / service info page

Your main page had the titles or nutshell of what you do. Your product page should have the detailed information explaining each of the nutshells.

Store page

Do you have any items to sell? Your online store can and should be one of your main sources of income with your business. You can sell e-books that you created, programs, CDs, MP3s, podcasts and if you have no products of your own you may get into selling other people's products by creating affiliates programs with them which we will speak of in a later section.

Testimonials page

The bottom line on testimonials is, they work, they sell, use them. Every single client that you have, before they leave your office you should ask them for an endorsement. If you are asked to do public speaking or do a presentation for a local club,

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be sure to ask them for a testimonial as well. Let them know that their testimonial will be placed on your webpage and will be extremely helpful in your building future business.

About Us page

This is where you get the chance to toot your own horn. Remember if you don't do it no-one no one else will. Place your credentials of what makes you the proper choice to do what you're doing. Include any certifications, degrees, books you've written, accomplishments you've had, past careers if they are pertinent to your present one or anything else that you think will help to sway your reader's opinion to choose you. You may even place endorsements on this page that you were given by someone that you feel would be prestigious.

Site Map page

A site map is a separate webpage that houses all of the URLs that you have on your domain. This is a page that should be linked directly from your main webpage. In other words if you have 30 pages in your domain, there should be a link at the bottom of your main webpage stating "site map" and if someone were to click on it they would be taken to another webpage with the other 29 URLs of every page that you have to offer.

This page is advantageous for two reasons. First and most obvious, if someone is trying to find something within your domain it would be much easier to go to a page where they can check out every single page you have to offer rather than trying to navigate through an intricate web or maze of pages.

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The second reason this page is advantageous is that the search engines navigate their feelers or what are known as "spiders" on a frequent basis which is usually every 15 to 30 days. These spiders go through the main pages of each webpage and often times to the links that come off of the main page. If you have a link coming directly off your main page that goes to this site map, there is a very good chance that each of the pages connected to your site map will also get noticed by the search engines.

PURPOSE

What is the purpose or focus of each page? Keep each concept separate. Think about your key words or phrases for each page and write them down for when you get to the optimization section of this manual. When I speak of "keywords" I mean, what are the search terms that people will type into their search engine browsers?

MWR - MOST WANTED RESPONSE

What is the most wanted response you would like your patron to have as a result of visiting each specific page? That is what you should be asking yourself when you are building your pages. If the purpose of your pages are to get somebody to sign up for your newsletter then the page should be focused on the benefits to them of having your newsletter.

In addition to each page having its own purpose, each page should also be built so as to have a specific response. Keep in

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mind when deciding upon which pages to build, that each page does have its separate purpose and desired response.

K.I.S.S. Keep It Simple Sally

Less is more. Get their attention, but keep them wanting. Give your reader just enough information to make a decision. It is possible to talk yourself right out of the sale by giving too much information.

“Visitors will not complain, they’ll just leave.”

CONTENT

Content is more important than design. What do you think people will want to learn as a result of coming onto your page? Is it an information page or was it built simply as a way to attract viewers? While it is important to add all of the necessary tricks and gadgets to attract people to your page keep in mind that the main purpose of people visiting is content. Give them something that they want to know.

Talk naturally as you're creating the body of your page. You do not need to sound like a television newscaster or as if you are reading a book. Be yourself and speak as you would if you actually having a conversation with someone. People will notice the difference between having the page speaking to them or at them.

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PERSONALIZE, IT'S YOUR HOME

Have a picture of YOURSELF somewhere on your site. Even if you are NOT attractive or downright scary looking, people like to know who they are dealing with.

Many people have a tendency of putting pictures of models or other professionally created business pictures found on the net on their websites in an attempt to try to make the page look more desirable. Keep in mind that if you want to build a webpage for the result of having clients attend some form of session in your office, they will be very shocked upon entering your office to find that you look nothing like the picture that was on your website initially. If they were expecting a beautiful, middle-aged redheaded woman who turned out to be a 65-year-old, unshaven ex-wrestler, imagine the problems that can arise.

If you have ever had the opportunity to participate in Internet dating before, you'll probably have a better idea of this concept than others. Upon meeting someone online and seeing their very attractive snapshot which was included on their profile, the day comes that you finally meet them in person. You end up finding yourself standing back to back with your intended date in a crowded restaurant, unaware of each other as you are both looking for someone who looks totally different.

Do not be deceptive, show a picture of yourself so you can build confidence in your client as to who they are dealing with.

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SO WHAT?

After each paragraph on your webpage ask yourself this:
“So what?”

In other words, what does that paragraph or statement mean to the client?

Why should they care or why should it interest them? By using the "so what?" technique you are sure to fill your page with information that is important and useful to the client.

Focus on your visitor and not on you. Some sites will go on rambling about how great they are, how long they've been in business, all the awards they've won, but when you used the statement "so what?", you realize that it all was simply rambling. To the customer this sounds very similar to the teacher and the old "Charlie Brown" cartoons. Even though you feel like you're really strutting your stuff, to the customer all they are hearing is, "Wah, wah, wah, waah. Wah, wah, wah, waah. Wah, wah, wah, waah.". This is a very good way to lose a client and have them go check out your competitor's site

Benefits

When writing your page also focus on the, "What's in it for me?" statement.

Your viewers only care about their interest at this time, not yours. They want to know whether it's worthwhile staying on your webpage or moving on to the next one.

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They want to make sure you:

1. Understand their problem
2. Can help them with their problem
3. Are willing to help them
4. Have a solution for them that will solve their problem.

LAYOUT

Above the fold

Be sure to place all of the key content above the fold of the page. In other words if your page could be folded in half all of the key material should be on the top half. The higher towards the top of the page that you place your keywords or phrases the better you'll look to the search engines upon their periodic scans.

Attention grabbing

Just like with any type of advertisement you have approximately 2 to three seconds to catch your readers attention before they move on to another page. A catchy headline that addresses their need with bold type will usually do it.

Bullet important points

Place bullets, arrows, stars or anything similar before important points or list of points that you want people to take notice of.

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Pictures

Be sure to place pictures on your web pages as they can aid greatly in answering the overall good looks and feel. Keep in mind the slogan that a picture is worth a thousand words. Many times viewers that have been browsing many pages trying to find the exact match for their desires, will become tired of reading and simply look for pictures that will give them the idea or that the page's content is similar to their needs.

I have been guilty of this issue times as I spend much time in bookstores looking for information to assist me in many of my projects. After a while I find myself picking up books and flipping through the pages rather quickly to see if there are pictures that will catch my attention. Once I find something that strikes a chord, then I will begin reading the information to see if that book will be helpful. Use this knowledge and building your own webpage

Navigation buttons

You may choose to insert navigation buttons or even create your own to easily get your readers from page to page within your domain. There are many free navigation buttons and even animated ones that can be found by placing a simple search on the Internet for "free navigation buttons". Whichever ones you choose, be sure that once they are in place, your page will still load very quickly. If your page loads too slowly it may be because of the complicated internal structure of these buttons. Remember they are just for show and not a requirement.

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EASY SIMPLE AND FAST TO NAVIGATE

Be sure that everything on your page is easy to find, easy-to-use, easy to understand and most importantly easy to pay. Navigating a webpage should not be a game of "hide and seek". All of your information, prizes, tuitions, rates, dates, events and products should be easy to find.

Keep in mind that if a viewer were trying to find something on your page and became frustrated, you just lost a viewer. It is much easier to move on to the next page that is to try to make sense of one that is difficult to navigate.

THINK BIG

Remember, people want to deal with the biggest and the best. When creating a page, think big. Think of the results you expect your business to have and multiply those results by 10. That is how you should build your business.

Make a spectacular. By setting a goal at making your page is spectacular, even if you don't quite make it, anything even close is an awesome result. If you always shoot for the Sun you may attain it, but even if you don't you may reach the stars or the moon both of which are "out of this world". Think big.

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**PIECES OF
BUILDING A
WEBPAGE**

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There are many things that your webpage can include depending on your creativity and imagination. The following are some of the basic things that you may want to consider including when you are ready to begin.

TITLE

If you have a title for your page, that should be one of the first things that your reader sees. It would be a plus if your title also included your main search term phrase for that page as well.

You should have a different title for each page since each one of your pages should convey a different idea or MWR most wanted response as mentioned earlier.

LOGO

If you have a logo be sure to place it on each page so you are reader can begin to be conditioned with your product recognition. Having your logo as many places as possible is a form of suggestibility or sales known as "branding". When you reader sees that logo anyplace else they will immediately remember you.

HEADLINE

Next on the top portion of your page and not necessarily in a specific order should be your headline. It headlines should

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consist of a catchphrase that will grab their attention and build intrigue or curiosity. It is in effect, the bait that you are using to catch your reader.

Be sure that the catchphrase that you are using is also benefit oriented to your reader.

GOTCHA TYPE CATCH PHRAISES

Here is a listing of benefit oriented catchphrases that you may be interested in reviewing to see if one fits your business opportunity.

(These can be used on web pages, articles, press releases or anywhere else you need to catch people's attention.)

In developing any kind of advertisements such as brochures, mailers, press releases or even web pages it is important to catch your readers attention in the very first few seconds. The way to do that is by creating a catchphrase that will grab their attention. Simply replace the word [blank] with your appropriate need.

73 ATTENTION GRABBING TITLES

How to do more in less time.

7 Steps to creating a Goal.

30 days to a new you.

30 days to a healthy you.

30 days to wealth.

6 Things you are doing to fail.

7 Deadly Mistakes [blank].

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Little know facts that can save your marriage.

Targeting Success.

How to Succeed Instructional Manual.

The #1 Secret to [blank].

Give Me [short time period] and I'll Give You [blank].

If You Don't [blank] Now, You'll Hate Yourself Later.

The Lazy [blank] Way to [blank].

Do You Recognize the [number] Early Warning Signs of [blank]?

See How Easily You Can [desirable result].

You Don't Have to Be [something challenging] to be [desired result].

Do You Make These Mistakes?

Who Else Wants [blank]?

The secret of [blank].

Here is a Method That is Helping [blank] to [blank].

Little Known Ways to [blank].

Get Rid of [problem] Once and For All.

Here's a Quick Way to [solve a problem].

Now You Can Have [something desirable] [great circumstance].

[Do something] like [world-class example].

Have a [or] Build a [blank] You Can Be Proud Of.

What Everybody Ought to Know About [blank].

How to [blank] in your sleep!

100% of [blank] you need.

How to [blank] in [blank] easy steps.

[Blank] on Demand.

[Blank] from anywhere.

[Blank] from your home.

A marriage of [blank] and [blank].

[Blank] for any occasion.

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Instant [blank].
The healing power of [blank].
[Blank] quiz. How do you measure up?
Mind Blowing [blank].
Are you out of the Loop about [blank]?
Don't [blank] without reading this!
(#) Secrets for [blank].
Need a [blank]?
The [blank] Bible.
Today's [blank] are tomorrows [blank].
Climb Aboard [blank]
[Blank] that will knock your socks off.
Break Free with [blank].
[Blank] Breakthroughs!
It pays to [blank].
Solve all your [blank] needs.
The hottest [blank] anywhere!
Make [blank] work for you.
Imagine Yourself [blank].
Create your very own [blank].
[Blank]. Here's How.
A relaxing way to [blank].
Put [blank] to work for you!
[blank] for Lovers.
The perfect alternative to [blank].
Experience the Thrill of [blank].
A truly Innovative way to [blank].
The (#) essentials for/of [blank].
Why now is the right time to [blank].
Your [blank] Adventure Begins Here.
The [blank] of your dreams.
For the [blank] lover.

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[Blank] for Geeks.
How to Make [blank] fun!
The best [blank] of all worlds.
The Ultimate [blank] guide/list/tour.
The next best thing to [blank]
(#) [Blank] that really work!
Stress Free [blank].
The last [blank] you will ever need.
Design your own [blank].
(#) [Blank] Secrets You Never Knew
The [blank] of the future.
Are you ready for [blank]?
Take the Guesswork out of [blank].
The [blank] you always wanted.
The easiest way to [blank].

UNDERSTANDING OF SITUATION

As your reader is browsing through your page they need to realize that you understand their situation. In fact the understanding of their situation should be the basis of your initial catchphrase.

CAN YOU HELP ME?

In addition to understanding this situation you also need to convince them that you have the ability as well as the willingness to help them.

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SOLUTION

You have shown that you understand their situation, and that you can help them. Next you must show your reader how you are going to help them. What is your solution to their specific situation. Now you can see the importance of "niche" marketing. By only dealing with a certain niche it is much easier to focus on specific solutions which you could not do if you were dealing with many topics.

THE OFFER – HERE'S THE DEAL

Your offer is a product that you are offering to solve this situation. Is it a book, a session, a podcast, a seminar or a course? What do you have specifically to offer them and how can you offer in a way where they feel in urgency to own it?

THINGS THAT MAKE YOU GO HMMM

Are there any concerns that your client may have or have had in the past that you can offer the appropriate response to in order to ease their mind?

JUSTIFICATION – ATTA BOY

Help your reader to feel that they are making a great decision. Is there anything that can be said to justify this purchase so your reader feels good about it?

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RISK REVERSAL GURANTEEE

Another terminology for a guarantee is "reversing the risk". How can you reverse the risk of your reader purchasing a product? In addition to reversing the risks as many other companies do how can you sweeten the pot by making it an amazing guarantee?

Some ways that you may sweeten the pot may be having a:

Double guarantee or a

A 120% guarantee or maybe

A guarantee that they can retake your service if not satisfied or

A money back and still keep the item is not satisfied.

Keep in mind that the simpler the guarantee the less returns you will get. If you have a guarantee that is too difficult or makes your reader jump through many hoops in order to get you will find that in addition to having more returns you'll also have angry customers.

CALL- EM TO ACTION

Every single page should have a call to action. Your call to action is exactly what you want your client to do. If you do not have some form of call to action on your webpage, then your page is simply another bit of information that will be quickly discarded in their mind. Having a "call to action" is so important that in addition to being on each of your web pages you should have a call to action on every bit of advertisement

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that you place from television commercials, radio, brochures, e-mails, direct mail campaigns and even newspaper ads.

Here are some *call to action* phrases:

Call now!

E-mail us today.

Do it now.

You owe it to yourself to call now.

Supplies are limited so click here now.

Many people upon reading the statements will say, "Those type statements us old-fashioned and they are just high." When in actuality if you compare pages that have these type of call to action statements with those that do not you'll find the ones that do have some have an extremely higher sales closing ratio than those that do not.

The bottom line is if you don't tell your client what you want them to do, in many cases they will not know what to do. People like to be told what to do. Imagine if I were standing in the middle of a marketplace holding a platter with beautifully created desserts on it. Just standing there holding the platter as people were walking by would get comments like, "Oh those are pretty." or "Wow, look at those, aren't they nice?" as they continued to walk on by paying me no more attention. That is exactly what would happen to your website without a call to action phrase. It was simply an interesting or nice site to visit but they would not know that there was something to purchase there and would most likely move on to the next site that did have a call to action phrase.

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WHAT WAS THAT AGAIN?

Review, repeat & reassure. Those are three very clear statements that do not take very much explanation. As in any type of sale or presentation, at the end of it you would do a recap to help remind them of all of the benefits they would be receiving for purchasing your wares.

MAKING PAYMENTS

It is important to have a method of receiving payments. Some of the most common are by having a *pay now* button or a *shopping cart* button that can be clicked on which will go directly to a pay site that either you have created or maybe hosted by an outside source such as PayPal. We have been using PayPal for many years both for receiving payments online and also by telephone through using their *virtual terminal* that is available at their site: www.PayPal.com.

CONTACT INFORMATION

Be sure to have your contact information, company name, phone number, address and e-mail easily accessible on each page or at least have a link on each page that would direct them to this information. By not having contact information easily accessible often times leads your reader to believe that you are not a reputable business person since you're trying to hide it.

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LINKS SITEWIDE

Now that you have created your site and have various pages pertaining to the important features that you have to offer it is important that you are readers can also find the additional pages. This can be done through having tabs along the top of your page, the site of your page or by simply having links to the individual sites at the bottom of your page. You may even have a combination of the two.

If you have additional domain that you want to have accessible within each other you may also place these would then you are site-wide links.

COPYRIGHT INFORMATION

It is always a good idea to have copyright information at the bottom of each page as a way to stop people from copying everything onto their page and getting your business. Here is one of the simple copyright lines that we have at the bottom of one of our domains:

© Copyright 2005 American International Association - All Rights Reserved.

GUEST BOOKS –Y’ALL COME AGAIN

A guestbook can be a helpful tool that your patrons can use to leave you Notes comments or feedback as to how they felt about your page or services. Many web pages design programs

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have basic guestbook templates available that will easily connect your domain with all the necessary code already embedded.

LIVE SUPPORT CHAT ON PAGE

Live support chat is a software that can be purchased that you would add to your web page where if someone has a question they would simply type their question in the live-support box which would be directed to you so you can respond to the question in real time. This can be very advantageous as some people wish to have answers on the spot to questions they have and do not want to be bothered to make phone calls.

They can also speak to you anonymously if they wish. The only downfall to this is that you need to have someone available during your hours of operation who can answer these questions as they arise.

You can find many such pages by doing a search online *for live support chat software*. There are also many available at very reasonable rates at www.download.com. Most of which you can try for free to see if you like the service before you pay for it.

COMMENTS or FEEDBACK FORMS

You may wish to create a comment or feedback form rather than having a live support chat. This day people can leave

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comments ask questions or feedback which you can respond to let your leisure.

NO – NO's YO AVOID

Do not Place too much information (more than 50K) on one page

It is a common mistake made by many new Internet marketers. They have so much information that they want to share with their readers that they try to give them an entire sales pitch on one webpage. Keep in mind that after reading about two paragraphs your reader's eyes are beginning to glaze over. Keep it simple. Having a very large webpage can also be detrimental to your ranking as it is not a favorable procedure by the search engines.

Do not try to trick search engine spiders with spam

While it is important to have your search term within the content of your page is many times as feasible without overdoing it, do not play games with this feature. Many people have been known to use their search champ and just type it over and over and over. Some people have even typed it hundreds of times at the bottom of their page and made the color of the words of the same color as the background so it blends in and is not seen. Both of these are considered spamming. Even know you cannot see it, remember that the search engine spiders do

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not read the page as you do. They read the HTML code that created the page. Doing this, even though your words are cleverly camouflaged to the eye, they are setting off all sorts of red flags to the search engine spiders. This not only will hurt your ranking, but the individual search engines can ban your listings from appearing for months if not more.

Do not go overboard with video or intro features

Although introduction videos can be very entertaining they lack the necessary code to give you high rankings. In addition they may slow down the loading time of your page which can be annoying to someone waiting to see your information. Keep in mind that not all of your readers have high speed Internet. Some may still be using the "dial-up" system which could take an extremely long time to download videos.

Link exchange page – get rid of them – Spamming

Link exchanges have been a subject of controversy for some time. In the past many people have created link exchange page where they would send letters out to everyone they can imagine to ask them to exchange links as a way of raising their search engine rankings. While this may have worked in the past, the search engines have learned and gotten much smarter. They do not work anymore. In fact many search engines consider this spamming and grounds for banning those who participate in it.

The bottom line is, having a large link exchange page does not make your content any more relevant than someone who

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doesn't. The purpose of top ranking on the Internet is supposed to be to have the businesses that are authorities in their field or have the best content or resources be at the top. If they are the authorities or have exceptional content many others in their fields will want to link to them. That is the purpose of the linking program. Therefore link exchanges really are not relevant. It is the amount of inbound links to your top or index page that are most important in raising your search engine rankings. Link exchange pages are just a way of tricking or cheating the search engines. Beware, they have become smarter.

Sending out bulk / un -solicited email

Simply put, do not send out bulk or unsolicited e-mails trying to sell your product. Not only is it considered spamming, it is simply annoying to the majority of the public. It lowers your product or webpage to the level of the constant spammers who relentlessly send out letters you see such as "Congratulations, we've chosen to give you millions of dollars because a relative you have never heard of before in some third world country died and we need to filter the money through your checking account." or how you need to have a Viagra or some other pharmaceutical product in order to succeed in life or any of the other multitudes of low class products that use this technique. As you can tell, I am not impressed with this practice.

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Pop ups

This is an item of personal choice. There are many companies who offer auto-responder type programs which are very good to use that will offer you an auto-responder option that comes in the form of a pop-up. Of course a pop-up is something that does just as it sounds, it pops up in the middle of the page as you are reading the information so as to grab your attention to do something such as sign-up for a free report, newsletter or download.

Use FLASH as little as possible

I'm sure you have seen some of these "flash" developed web pages where as soon as you sign onto one a beautifully orchestrated scene resembling a small movie begins. It includes animations, music and many special effects. While they are very eye-catching to be told, once again on many computers they can take an extremely long time to download. Also you will note that the majority of the top ranked web pages do not use very much flash programming.

As mentioned earlier, content is much more important than design. Of course having a balance of both is great as long as it does not hinder your search engine ranking.

I-phone problems

Another hindrance of using flash is that many cell phones or

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I-Phones are not able to view flash programming which may limit some of your readership.

Do not share, sell or trade personal information

It is not a favorable practice to sell personal content information received from your readers or buyers to outside companies for the purpose of solicitation. You may get ahead financially initially however it will catch up to you as people do not like to deal with businesses who give away their personal information. They like to feel confident that their transactions secure.

Some companies, if you make the mistake of clicking on their site to get information such as free web animations or free web JavaScript applets will share your e-mail address as well as other secure information with a multitude of other companies. I have made the mistake of downloading some free webpage animations in the past and for months received tons of junk mail as a result.

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**SECRETS
FORM
THE OTHER SIDE**

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SEARCH ENGINE OPTIMIZATION

Also well known by its acronym, S.E.O.. Optimization is the process of improving the volume and quality of the traffic to your website from search engines in reference to search results that have been typed in. The higher or earlier your page ranks on the list the more visitors you will receive from the search engines.

In this section you will learn tips on how to arrange your webpage so as to receive the best search engine optimization.

HTML – HUH?

HTML language is the language of the computer webpage. Even though you did a wonderful job of setting up a page that looks beautiful with headlines and subtitles with bullets and pictures, if you were to look at how the computer sees your page you would not recognize it.

Below is a part of the web page that you do not see that has all to do with your ranking. It is called a header, and every page as one. However each one should be set up differently in as related to the information on it.

If you do have not taken the time to fill in the information listed in here chances are that you will not be listed anywhere. It's funny how many people have developed their own webpage that don't even know this header, HTML even exists.

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To view this information on any webpage from your computer, simply get on the page that you wish to see, and on your toolbar at the top of your screen click on the tab labeled View and then scroll down to the tab labeled Source. What you have done that a separate box will appear with information similar to what you see below and it.

```
<html>
<head> Beginning of the hidden content
<title>The Title of Your Page Goes Here</title>
<META NAME="description" CONTENT="This is what will
show in the search engine listing.">
<META NAME="keywords" CONTENT="These are the
relevant keywords that your patrons will use to find your
service. Separate them by commas.">
<meta name="AUTHOR" content="This is you.">
<meta name="robots" content="ALL">
<meta name="distribution" content="GLOBAL">
<meta name="revisit-after" content="15 Days">           This
is how often the spiders will visit your page to post updates.
</head> Ending of the hidden content

<body background>
<h1> THIS IS MY VIEWABLE PAGE TITLE IN LARGE
PRINT </h1>
```

Here are some tips for higher search engine rankings.

1. Choose a website address with your keyword in it if possible.

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2. Use the keywords in the TITLE and descriptions
3. Use the keywords in your heading tags <h1> and <h2>. which is a bit smaller type font.
4. Make sure your homepage has between 300 – 500 words and your keyword density matches that of your competitors or better. (We will include a URL you can go to, to check this information.)
5. Much more attention is paid to the first 25 words on your homepage so be sure that it contains your keywords in the same ratio as your competitors or more.
6. Put your keywords in bold on your page

Having greater than 300 words on your homepage

Be sure to pay special attention to:

Meta title

Include your relevant keywords for that specific page in the title. Other than inserting your relevant keyword and specific titles for that page keep this section as brief as possible. If you have more than six words in this section you may want to rethink it.

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Meta description

Include your relevant keywords for that specific page in the description. Be sure that the description in addition to having your main drawing keywords has it placed in a manner that is catchy or attractive to the reader. This "meta description" will end up being the line or short paragraph that your viewer will see upon entering his search term on his browser. Once he submits the search term, all the searches come up on a page in order of relevance according to the specific search engines criteria with the name of the company and a brief description of the directed page. These titles and descriptive paragraphs you are reading are there as a result of what was placed within the meta title and meta description by the builder of each specific page.

Meta tags keywords

Do not put too many but make sure they are on your page and are relevant to the search. These meta tags are basically the keywords that will resonate to match the keywords of the search terms your viewers are entering into their browsers.

If you are advertising a company that specializes in the building of wooden chairs than some of the possible meta tags you might enter it would be <wooden chair, furniture, chairs, wooden furniture>. Those are meta tags that are very descriptive and will hopefully be the same terms that your patrons will enter on their search engine browses to be directed to your page. Be sure when entering your meta tags, to separate them by commas (,).

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Keyword density on page

This is how many times your pertinent key words are used within the content of the page. There seems to be a relevancy between how many times your keywords are used on your page in proportion to how many words you page contain. A simple example would be that a page containing the keyword "chocolate" 10 times on a page that had 300 words would have a higher ranking than a similar page containing the word "chocolate" 10 times that consisted of 1000 words. The first page had more density and the amount of keywords per capita.

Before you get any bright ideas of creating a page with nothing but keywords on it keep in mind that the search engines have been doing this a lot longer than you have. They are wise to that and looking for it. That is known as spamming. If you violate this spamming rule there is a possibility that your webpage will not be listed any higher than it was and it may even become banned from being on a search engine at all for six months or more. The key is to place relevant content on your page with your keywords embedded within it in a reasonable manner.

Keep in mind that many other things affect keyword density in addition to simply placing them in your written information. Keywords are very effective in titles such as the H1 Titles which you will learn about on the next page, in links going into or out of your page and even used as the titles of pictures placed on your page.

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Relevant data

It is important to not simply build your page around your relevant keywords but that you have relevant data pertinent to the purpose of your page. Remember people are coming to your page to get information and are hoping that you are the authority in your area. They will be aware if your page is simply built to get a high ranking. It will be obvious if you have a word that is repeated 60 times.

H1 Title

You can see this on the bottom line of the code that was entered earlier between the `<h1>` and the `</h1>` source. Be sure to include your relevant keywords or keyword statement somewhere between the H1 code as this statement will be printed bold and large on your page. It also will help with the ranking of your page as well

I SEE YOUR IMAGES

Images are also something that can assist you in the ranking of your page. When you save your images onto your computer, save them as a name that will help your webpage rankings. For instance, if you have a picture of the White House that you would like to put on your page and it is presently saved as `white_house.jpg`. If your relevant keyword page you are placing this picture on happens to be *life coaching*, then save the picture as `life_coaching_white_house.jpg`.

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First of all this picture will give you one more opportunity to have your preferred key word in your webpage HTML without being considered spamming and secondly when you save this image it will be saved on the web as well. You can see similar pictures by punching in a search term in your Google or Yahoo browser however click on the images tab rather than web tab.

LINKS IN BOUND

This is a fantastic way to increase the importance of your website in the eyes of the search engines. The rationale is that if you have many relevant, related sites linking to you then your site must be important. A link from another site to your site is like a "vote" for your site. The more of these votes, the higher the ranking.

LINKS OUTBOUND

Other than having outbound links to your additional sites, you should keep your outbound links to other sites at a minimum.

SITE COMPARASIN – DARE TO COMPARE

Now you have the ability to compare your site with other top ranked sites in your same industry so as to improve. There are many web pages and programs on the Internet that offer various services for search engine optimization. Here is one that is

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available at the time of writing this publication that can be used for free. Go to: <http://www.submitexpress.com/>

On this page you will find these two programs as well as many others.

META TAGS ANALYZER

(Compare with the top 5 sites in your field) Check your keyword density, receive ranking advice, check your webpage loading time .

LINK POPULARITY CHECK

Check the number of links to your site.

BUILD AWARENESS WITH GOOGLE TOOLBAR



If you want to have top ranking with your website you need to have many quality links coming into it. In addition to having quality links coming in you'll want to have as many links with the rank of four and over as possible.

It is also important that these links to you are relevant links. If your business happens to be a massage therapist, then links coming from other therapies or health would be great whereas

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links coming from life insurance, car dealerships and cameras would not.

This ranking system as mentioned earlier is determined through a complex series of algorithms incorporating many criteria which eventually determines your page rank with a score of one - ten.

This is a measure of importance of how many sites are linking to you.

Would you like to know what your rank is? There is a very easy way to find out your page rank as well as the page rank of any of your competition or any site you would like to know. In order to do that you will have to download this GOOGLE tool bar at: <http://toolbar.google.com/>

If you move your mouse over where it says *Page Rank* you will see the ranking of that specific page on a scale of 0 to 10. Your *Page Rank* is directly related to the "quality" or "importance" of your Back Links.

The Google website explains *Page Rank* as:

“*Page Rank* relies on the uniquely democratic nature of the web by using its vast link structure as an indicator of an individual page's value. In essence, Google interprets a link from page A to page B as a vote, by page A, for page B. But, Google looks at more than the sheer volume of votes, or links a page receives; it also analyses the page that casts the vote. Votes

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cast by pages that are themselves "important" weigh more heavily and help to make other pages "important." - Google.

The more quality links to your site, the quicker your ranking will increase.

If you would like to place higher on the search engines and then your competitors, type in their URL and see how many back links they have. All you need to do is to get more back links than them and your performance will increase as well

Click on the option that says *Page Info*, then click on the backward links and it will tell you how many links that website has coming into it.

TESTING 1, 2, 3 ... IS THIS THING WORKING?

Once you have finished creating your site be sure to take the time to test it to make sure it is running properly and that all the links work, direct to the appropriate places, and the pictures are viewable. Of course be sure to run it through your spell-check as well.

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**WAYS TO
DRIVE PEOPLE
TO YOU**

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SEARCH ENGINE SUBMISSION

FREE SUBMISSION - Whether you create a new website or many, this is a vitally important step. This is the way to let all of the major search engines know that you're opened for business. You are basically submitting your website to the search engines so they are able to review and place it on their service. There are many free web submission locations on the Internet. Be careful to research them before utilizing many of them will offer you submissions to as many as 1500 locations at once.

Keep in mind there are only about a dozen large search engines and many of the other smaller ones will automatically pick you up from being on the larger ones. Lots of times these companies that offer you 1500 submissions may not even have more than two of the major search engines on their list. Be sure to read closely to see who you are getting submitted to. Many of these submission pages if you are not careful will also send your e-mail out to multiple other locations for junk mail and spam. Regardless of who you do end up using be sure that your website is submitted to at least the Google and Yahoo search engines.

Free Submission to 40+ Search Engines
<http://www.submitexpress.com/>

EMAIL - Signatures

An e-mail signature is a small note that you are allowed to put at the bottom of your outgoing e-mail letters you send it to

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clients or friends. Rather than an actual signature you would put something of interest, contact information and even URLs to pertinent websites. Research various e-mails you have received from businesses to see what kind of signatures they have use to give you ideas.

Having an informative signature at the conclusion of your letters not only gives your client information on how to contact you but can also be a reminder of services you offer that they may not have known.

NEWSLETTERS – Freebies

When she will have your webpage up and running it is important to begin to build a clientele or following. Is there a reason on your webpage for your clients to return? If you want your webpage to be considered an authority in the field by any search engines so you can have high placement is important that you have a reason for people to come back. You need to make it a center for resources and information somehow. One great way to do that is to offer free newsletters that can be sent out teeth are on a monthly or bimonthly basis.

We will be speaking about auto responders in an upcoming section which will give you the opportunity to send out literally thousands of newsletters to clients worldwide automatically which will greatly assist you with the ease of distribution.

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PODCASTS - Freebies

Another way to keep clients coming back is to offer free podcast on a monthly basis. A podcast is basically verbal information, classes or training that you are placing on your website that can be easily accessed by clicking on a link. It is similar to popping in a CD into your computer however not having need of a CD. You would simply click on the link supplied and the podcasts would immediately start playing.

Another thing you can do is post your podcast on an international podcast service where it can be accessed to anyone worldwide through the Internet. The advantage of doing this as well is that it will create another back link to your webpage which will help with its ranking as well as lead new clients to your page that may not have been looking forward initially. If you choose the right podcasts company which there are many out there, that has a large readership, it can greatly increase your webpage readership.

FREE REPORTS

Offering free reports from your webpage is a great way to get people to submit their e-mail to you wish you can in turn use for future mailings and ongoing information. A free report is simply an informative article in you have submitted that tells us something that a reader would like to know about your services. Once again this is where an auto responder can be very helpful.

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FREE EBOOKS

If you want to set yourself up as the leader or specialists in your field, writing books or e-books is the way to go. Being an author sets you up in a special classification which encompasses the top 10% of society. The way most people look at it is, if you have the ability to write something, then you must know something. Writing a book or even an ebook takes research, dedication and can be time-consuming.

Once you have written an e-book, they can be offered for free on your webpage as a way to get people to become familiar with your knowledge of your service and thereby have a desire to deal with you. Consider it a form of business card that you are giving the public that not only tells who you are but proves your credibility.

Still a third thing you can do if you do not want to give your e-book away free is to create an online store and sell your e-books directly to the public. This will create what is known as a "passive" income that you will be able to enjoy for years to come. It is a wonderful feeling to get up every morning and to see that you have already made an income that day from work that you have done months or years ago. In many cases this type of passive income doesn't even require any work on your part as it can be completely automated.

AUTORESPONDERS – BEST INVENTION SINCE FIRE

Here's something that will completely change the way we do business. I consider the auto-responder an absolute godsend. It

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is a program that does exactly what it sounds it automatically responds to all of your clients with whatever you would like to send to them in whatever amount and time period you would like to send it. The beauty about it is that throughout this process it also collects, organizes and processes all of the e-mail addresses at the same time.

Most everyone who has come on our web pages are familiar with how to respond the process. Upon arriving on our webpage at www.choosehypnosis.com you will notice that we offer a free download of our hypnosis certification manual. In order to receive the manual you are directed to another page where you are required to input your first name and e-mail address. This information goes directly to the auto-responder. You also have the option of asking for additional information for your own personal reference such as the registrants phone number, address, country or any preferences they might have. The choices are limitless.

Getting back to the auto-responder on our front page, once you have submitted your name and e-mail address and click on the "get more information" button, your information is sent directly to the auto-responder company. A letter is then immediately returned to you asking you to confirm that you are "opting in" to this program. This "opting in" process is very important as it ensures that none of the participants you have in your e-mail campaign are part of any "spam" type solicitation. Once your client clicks on the confirmation they are immediately sent my first newsletter which includes a link to the free manual. In that newsletter there is a URL that they should click on which immediately opens up the manual in a PDF file.

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Once this process is complete, here is where the auto responder's abilities get very interesting. Upon receiving the first newsletter additional newsletters are sent out every two days for about five issues after which they are sent out approximately twice a month for several months and then once a month. Imagine trying to keep track of this process if you have several thousand participants signing up for your newsletter. This program ends up giving me a lot of time in alleviating a lot of headache.

It also has the option of allowing you to conduct many queries within your e-mail campaign. You can check to see how many people are in your active campaign know how many have received all of your initial newsletters. You can sort out your newsletters by the information you have required of them such as address country or even telephone exchange. You can send periodic broadcast to everyone at once if you have some kind of a special or notice sent out. As you can see it as a very remarkable program which is also remarkably lower in price to begin using.

I'm sure there are many auto-responder companies available on the market to choose from. The one I use am extremely satisfied with at this point can be at our online store at:

www.choosehypnosis.com/store.htm

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EMAIL LIST = PERMANENT INCOME

Why would anyone want to build a large e-mail list? That is the million dollar question. An e-mail list is basically "Money in the Bank". The larger your list the better you will do. If you have a way of collecting qualified e-mail addresses of interested clients through offering free e-books, newsletters or articles you will always have a captive audience for new products as they come available to you. It is said that a quality e-mail list of only 10,000 addresses will give you a full-time living. Now imagine if you had 50,000 or more?

I have found personally that if I have a quality product for sale in the form of an e-book or other valuable information product that approximately .5 - 1% of my e-mail list will purchase it.

So with that being said, imagine if you had a quality product that was selling for only \$30. If 1% of your e-mail list of 10,000 people bought this \$30 product then you just made \$3000.

So now you can see how this can take off as a business of its own. If you are to have a large e-mail list and began writing and selling e-books on your online store, not only would you be creating a very lucrative income but all of the e-books that you have created would also act as a way of setting you apart as the authority in the field that you are writing about. That in turn will also give you more business in your field. You can see how the cycle just keeps on getting better and better.

The bottom line is, if you have not been collecting e-mail addresses you have been losing money. Find a way to start

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collecting them now by offering some kind of free product or incentives and begin building your future.

ON SALES NOW & NOW & NOW

Offering items on sale can also be a great way to raise awareness of your product as well as bring in an immediate surge of income. You can offer sale items directly on your webpage, through your monthly newsletters, by word-of-mouth, through telephone campaigns, direct-mail campaigns and even through coupons. You may want to check with similar businesses to you that a successful to see what they offer as a way of getting more insight of what is available to you.

READY FOR CONTESTS

Contests can also be a great way to generate income and leads. Be creative in your marketing methods and you may find a spectacular way of marketing that is very successful. The key in marketing is to be as creative as possible. Although it is great to check with the competition to see what they're doing be sure not to copy them.

GIVEAWAY THE FARM

From time to time we have done many giveaways from our webpage and through our newsletters and not quite a response. Giveaways can be a way to raise awareness of your program or product however keep in mind that most of the people that

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responds to giveaways may not be the paying clients that you are targeting. You will find that some people will just wait for the giveaways but never purchase anything when it comes up. Conducting giveaways is great but did not make this procedure you're only marketing as you will be missing some of your larger income.

FREE TRIAL OFFERS

Free initial session, free consultation, free appraisal, free test drive etc.

Free trial offers can be a great marketing tool to get people to at least try you first to see if they like what you have to offer. It's the classic "try before you buy" routine. This is being used on a constant basis and many of the warehouse supermarkets that utilize demonstrators on a constant basis. They will be set up giving out free samples of a specific product so you can try it and they'll have the product available stack up on the table right beside you.

Before you decide to discount this option totally, you may want to check with your competition. If they are all using the "get your initial consultation free" routine and you are presently charging \$100 for your initial consultation then that may account for the slump in business.

AFFILIATE – MARKETING

You may want to consider affiliate marketing as an

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additional way to increase your income by selling someone else's product that may complement yours or by having other people selling your products as affiliates.

Affiliate marketing is an Internet-based marketing practice in which associates or affiliates are being rewarded for repurchases that have been made due to your advertising. In most cases you will not even have to speak to the client because their movements are tracked through the affiliate software. In other words if a client went on your webpage and saw the affiliate advertising, then clicked on the advertising and bought the product from the host, you would be paid a commission because of the code that was placed an advertisement on your page. This is all tracked secretly through what is known as "cookies". Yes that's right your movement from webpage to webpage has been secretly tracked quite a bit of the time.

It is very similar to being paid for referring clients to go to a certain business. So if you had a client come into your store to buy your products and you told him he should go to the pizza joint down the street for lunch, if he actually did go to the pizza joint for lunch you would be sent to a commission on his lunch. It's that simple. In fact in many cases, every time that person goes back to the pizza joint for lunch you would continue to get a commission from him.

It is a way of magnifying your advertising utilizing other people's websites where everyone benefits. All you would have to do as an affiliate is to insert a piece of *advertising computer code* on your webpage that can be used to inform the clients and track them as well as sign a simple contract for the financial part of the arrangement. Then simply sit back and wait to receive

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checks. There is no salesmanship or explanation on your part required. If one of your viewers is interested in the affiliate offering, there was simply click on it and be directed to the vendor offering it.

Many people on the Internet have and are making phenomenal incomes simply by the affiliate offerings on their pages. Rather than just having one affiliate offering they offer many.

We are presently in the process of putting together an affiliate partnership program with our certification courses, books and products. If you have an interest in trying this type of program, let us know and as soon as we are up and running with it we will notify you.

VIDEO ADVERTISING - BE A STAR

This is another area of advertising that has helped to store our rankings from mediocre to tops and in many cases has only taken a couple of weeks. If you have any way to create a video or even a film strip advertising your products do so as soon as you can and post them on as many locations that will accept video postings as possible. The beauty of these video postings is that they will also allow you to back link them to your site and may also allow you to put in a search terms which will help people to find you easier.

Keep in mind that the purpose of these videos is not to immediately create a scale but to attract people to your site. Therefore when building them keep in the back of your mind

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what you think people would like to see. If it is simply an advertisement you will have a very low view or rate. Be sure that your webpage URL is clearly visible throughout the video as a transparent overlay perhaps as well as at the end of the video and in your printed content beside the video.

There are probably 50 or more locations where you can post your videos however here is a list of the top ones that you can use. Keep in mind some places such as Google and Yahoo posts all of the videos from different companies when a search term is entered. Therefore if you have the same video posted on 10 different companies, all 10 listings can't possibly come up one after the other which can be extremely annoying to the viewer. It may appear to them as if you are "spamming". That is why you might not want to list the exact same video on every single host's page.

The major ones are:

- Google Video
- Yahoo
- AOL
- Putfile
- IFilm
- Metacafe
- YouTube

If you would like to have more locations that you can post on simply do a search on the Internet for video posting hosts.

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VIRAL VIDEOS WITHOUT CATCHING A COLD

Viral marketing describes any strategy that encourages individuals to pass on a marketing message to others, creating the potential for exponential growth in it's exposure and influence. Like a virus in the message will take on a rapid multiplication to thousands or even to millions.

The key in creating a viral video is to keep it short, funny, very interesting, informative or provocative. It is not meant as a commercial or advertisement. The key is to get your client to come back or share it with someone.

FREE CLASSIFIED ADS ON THE INTERNET

Something else that you may want to try in the way of advertising is to place an advertisement on one of the many free classified ads on the Internet such as Craigslist.com or Backpage.com which are two of the largest. In addition to being free, they are very well read. Take a moment to go on Craigslist or Backpage to see what they have to offer. You can find pretty much anything from apartment and office rentals to free puppies in automobiles on there.

VIRAL ARTICLES - WHY GO VIRAL?

If you are going to write free articles or Ezines why not make them viral? To make an article go viral you give the report away for free and then give free giveaway rights to everybody who downloads your report. Now your report with links to your

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site can be given away all over the internet. It is a very similar process to the viral videos previously mentioned.

DIRECTORIES

Once you have completed your web pages you will want to register yourself as many places as possible on the Internet here are a few places that you may want to consider I can give you quite a bit of exposure and most are free. As an example, a Yahoo local which is the first on the list below offers both free and paid listings on their pages. In many cases when someone punches and a title such as "counselor" in their hometown, it is a Yahoo local listening to that will come up first on the list. Yahoo local also offers you the opportunity to place a map to your location and even can include testimonials.

Of course another valuable advantage is the additional back link that will go to your site. Here are a list of some of these companies you can post your information on:

Yahoo local
Bizweb.com
Commerce.com
Galaxy.einet.net
Netmarket.com

GOOGLE MAPS

Take a look at how Google maps can assist you in your process of more exposure. To add your business to Google

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Maps or update your existing listing to include all of your business details go to this URL: <http://maps.google.com/>

PAY PER CLICK - DO IT NOW!

This is the one section that you will want to pay attention to if you would like to have front page listing business immediately. While you are waiting for all the other techniques you have used to take place and raise your free listing to the front page, there is something else you can do right now to get front page listing but there is a fee involved. It is called pay per click advertising. I've personally used the paper click advertising for approximately 3 years when I first began until I learned the secrets of getting the free listings to the front page as I am sharing with you in this publication.

Here is a list of the three major pay per click advertising hosts on the net today:

Google AdWords,
Yahoo! Search Marketing
Microsoft ad Center

What is pay per click? Simply put, pay per click is an advertising method where you would actually bid for the amount that you are willing to pay to have prospective clients click on your links. Once you are on the pay per click host page they will explain everything that you would need to do to create your account and get up and running in a very short period of time. You can literally beginning creating your account, enter

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your information and be on the front page search engine listing all in the same day.

Once you have created your listing and have decided upon your search engine phrases or terms you would then decide how much you will willing to spend for each term. For example if your search engine term or phrase is "hypnosis sessions" you would need to determine how much it is worth for you to spend to get your search term lists the above everyone else's. There may be 30 other people using the same pay per click program and the same search term hypnosis sessions. If out of the 30 people using it, 25 of them are bidding \$.25 per click, then to be ahead of those 25 you would bid \$.26 per click. So if you had the highest bid per click, when looking at the front page listings you would be the fifth person down from the top.

The way it works is the highest bidders gets the top box of sponsored advertising then it goes to the right section down to the bottom of the page determined from highest bidder going to lowest bidder. If you are not on the first page then the process automatically goes to the next page and the next one. Once the cycle is over meaning all 25 advertisers have been listed it begins on the next page with number one again and continues the cycle all over again. If you are number five and wish to be number three you will need to bid higher than the current number three bidder to take that slot.

TA-DAH! You are now on the front page!

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The purpose of social media networking is basically to set yourself up as a professional in your field as well as to receive back links to your webpage. If you can spend time on people's blogs, forums or any other place related to your field and answer people's questions or leave informative articles you are setting yourself up as the answer person in your field. In most cases wherever you leave these answers or comments you are allowed to leave a URL that would link back to your page. Links coming from other related and irreparable sites to yours can greatly enhance the placement of your site.

One of the things that search engines are trying to look for is to find top rated informative sites that are the leaders in each field to be on the top rankings, or first pages of their search engines. Of course in a perfect world that is exactly what we are looking for when searching on the web, is the most information possible. However a citizen of these search engines are completely automated in their searches for who is the leaders in each industry they rely on many other features to attempt this task. Many separate links of the same type of field all being directed or linked to one website would seem to separate that site as an authority or important sites to that industry. That is the madness behind back links.

In addition to going to other people's sites you may also want to start your own social media site, foreign or blog and begin the buzz yourself. Some of these sites that are very well known and effective can be found with sites such as Facebook, Myspace and AIM. You can also find many others by doing a quick search on the Internet.

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Don't be concerned that they had difficult to build as you will find that thousands of these sites are owned, operated and maintained by teenagers with very little to no experience and computers.

Here are some other ideas that will help you to get the ball rolling in social media networking. Rather than taking the time here to explain each one in detail simply enter their names into your search engine to find them and see how they work.

BUILD A BLOG

Blogs are a wonderful way to get information out about your product. As time goes on you will develop a following and many people will come back to read your articles and see what is new on your blog. Keep in mind if you would like to create a blog and be successful with it that you must keep on top of it by continually placing new articles and materials otherwise people will become bored and stop returning to it.

If you are interested in starting a blog you can find sponsors at:

Google.com
Blogger.com,
WordPress.com
Blog.com
Blogster.com
Multiply.com
Opendiary.com
Squarespace.com

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Zoomshare.com
Yahoo360.com
Windows live spaces
Shoutpost.com
Trippert.com

SPONSORED NETWORK BLOGS

A sponsored network blog is a little different than a regular blog whereas most of the work has been done for you and are much easier to set up and get launched. The downfall is that in many cases you cannot do as much as you can with a non-sponsored blog. They sponsored blogs have a format yet you must conform to whereas non-sponsored blogs give you much more originality however you must be more computer literate and be able to build them properly.

Some of the top listed social networking sites are:

Myspace
Face book
Friendster
AIM
BeBo
Hi5
Orkut
PerfSpot
Yahoo 360
Zorpia
Netlog

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CATCH THE WAVE WITH WEB 2.0

WEB 2.0: is a result of the many changes on the Internet and is designed to enhance creativity secure information sharing, communications and utilize the same functionality of the web. It gives you the opportunity to take part in social networking sites, video sharing, blogs and wiki's.

It is basically described as a technology driven way to help people move beyond the standard way of communicating on the Internet by creating an interactive place or community of networking with like-minded individuals and groups. I know that is kind of a vague definition, and if you find one that is more simple and precise please be sure to let me know.

Here are some networking sites that are Web 2.0 ready:

Squidoo
Hubpages
StumbleUpon
Imeem
Meebo
Slide
Dabble
Pandora
Twitter

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FORUMS

Forums can be very helpful and the growth of your website as well. If you do a search on forms online you will find them for virtually any topic you can imagine. Make a habit of visiting the ones that pertain to your business and establish yourself as a professional or the answer man to go to in that field. You can do so by answering as many questions as possible and by posting your own thoughts. You may even want to eventually begin your own form the other people will come and comment to unasked questions as well.

PODCAST

Podcasts were mentioned in an earlier chapter and can also be a great way of networking with others. Most computers today come with everything you need on them from recording devices to mixing boards so you can create professional podcasts incorporating music, sound effects and being able to eliminate unwanted noises. If your computer does not have something like this available, you can easily find programs at virtually any electronics store that will have these capabilities available.

EZINES ARE HERE TO STAY

An Ezine is basically an online article or report that you have written that you can submit to one or more of the many Ezine submission companies that are available online. Just as in the case of the podcasts hosting companies, an Ezine company will

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give you a valuable back link as well as a large readership by directing readers back to your webpage especially if it is an interesting article.

Keep in mind that writing articles also sets you up as an authority in you field. The more that you write, the more that people will come to your webpage when they need information on your product.

I recently had the opportunity to do success coaching with the gentleman from Kentucky who had a very successful e-mail business. He had just come from a course where he was able to learn how to build an e-mail business that would be extremely successful in a very short time. One of the main features he mentioned that was used to do this was by creating and posting multiple Ezine letters. In fact he mentioned that posting these letters was the only advertising that he did for this business and that he also enjoyed a front page e-mail listing. When asked how many of these letters he had to create to get that listing, he stated that his goal was to write one Ezine letter per day. As most would agree that writing an article a day is a very ambitious undertaking, you can also see the spectacular effect it had on his business.

Here is the design company that I have been submitting most of my articles to. They are very easy to deal with and will constantly send you information on how to make your articles better so you can reach more readers.

<http://ezinearticles.com/>

If you want a top search engine ranking be sure to make a habit of writing these. One or two may not make much of a

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difference but writing many of these will help you to rise quickly.

NEWSGROUPS

Although this is one area that I have not done much work in myself, many computers are set up to access what are known as newsgroups where you can find information on virtually anything you would like. You may also submit your own information within these newsgroups which will help to set you apart as an authority once again. You can find information on newsgroups by doing an online search.

PR SITES

Otherwise known as public-relations sites. These are places where you can submit events or anything that is newsworthy going on within your company. Once you have submitted them and they are approved, they are often sent to literally hundreds of top ranking newspapers throughout the country such as the New York Times, Chicago Tribune and USA Today as well as submitted to sites such as Yahoo and Google to place within their newsgroups if they find them newsworthy. You can find many of these by doing searches online. Some of them are free sites and some of them are pay sites. The one I have been dealing with most recently charges and was from \$89-\$350 per submission depending on which packages you decide to choose. The nice thing about these sites is that once you have submitted an article, not only does it have a high a ranked back link to your site but it actually remains on the PR site for a long time and sometimes even indefinitely. There is always a chance of a

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reporter or someone of importance or will read it that may contact you for business or even an interview you for a major article in their publication. The one that I have used most recently is called PRWEB however there are many others available. So take the time to research some to see if one can help you.

SOCIAL BOOKMARKING

Social bookmarking is the practice of saving bookmarks to a public, on line web site and “tagging” them with keywords.

To create a collection of social bookmarks, you register with a social bookmarking site, which lets you store bookmarks, add tags of your choice, and designate individual bookmarks as public or private.

These bookmarks you saved can be seen by others on the internet as well and create back-links to your site which in turn raises the ranking of your web site as well.

If you notice while you were looking at the videos on Youtube, responding to blogs or forms and even on many PR sites you will notice the icons below them from any of these social bookmarks giving you the opportunity to save them into the ones that you are registered with.

Here are some of the most popular social bookmarking sites that offer this free service. If you would like to get more do a search online and you'll find many others.

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Digg.com,
Technorati.com,
Del.icio.us
Propeller.com
Twitter.com
Stumbleupon.com
Diigo.com
Blinklist.com
Reddit.com
Slashdot.org
Backflip.com
Newsvine.com
Tagza.com

MISCELLANEOUS NETWORKING VEHICLES

If you take the time to do a search online you will find many other forms of networking that involve joining in chats, writing on message boards or creating articles. Do not limit yourself to just the things that you have read in this publication. Research and network with others to see what is available. If you find something that works really well for you I was not mentioned here, go for it and also please send us a line to let us know what it is so we can include in our future publication. Some other topics that you might want to look up on the Internet to see their potential for helping you would be:

Cyber malls
Web rings
Chat rooms
Message boards

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CREATIVITY IS PARAMOUNT

Above all keep your mind open, be creative and if you get an idea of something that might work, try it. You may be surprised.

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**KEEPING
IT ALL
TOGETHER**

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As with anything, keeping a webpage up and running and at the top of its game requires maintenance. It is not tough something that you can build and let run by itself because eventually it will just fade out. Here are some areas you will want to be aware of in the back of your mind.

SERVICE, SERVICE, SERVICE

Anytime you receive an e-mail you will want to respond to the call in a timely manner. There is nothing more annoying than writing to someone and having them return your e-mail two weeks later. Not only is it disrespectful but may lead you to believe that it is not a full-time business or even a priority in the business owners mind.

It is extremely important if you are going to offer a service to the public that you are actually being of service. In other words you should be available to your patrons as well.

I have been receiving ongoing newsletters and promos from a well-known life coach for the last year that I had initially submitted to. In fact I have even bought several of his products throughout that time. About three months ago I had a question for this instructor that was very important to find an answer to. At the bottom of every e-mail and newsletter he sent out was a brief sentence that if you had any questions he would be more than happy to answer them. He actually encouraged questions and feedback. After about a week I had received no answer so wrote a second e-mail just in case the first tone was not received. It has been over three months and it has still not been responded to.

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The point I'm trying to make is that initially I was very impressed with this person's service and was even referring it to many of my students and readers. As a result of receiving this lack of support not only am I disappointed with his services I am even beginning to wonder if he is still in business anymore.

You can see the adverse effects that can come from not answering your requests in a timely manner. On the other hand, I have found that responding to those quickly who have concerns can have a rather positive effect on your business. I have received many orders for products and even large tuitions simply due to being service oriented.

VARIETY IS THE SPICE OF LIFE

Update and change your page periodically to keep patrons returning to see what's new. If you do not update or put new information there is no reason for anyone to come back and see what is going on.

THE MISSING LINKS

Keep them upgraded and eliminate bad links immediately. If you find that one of your links does not go anywhere, fix it as soon as possible.

POSTING

Who will be building your web pages? Are you building

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them yourself or hiring someone else to do them? If you are building them yourself it is important that you have the ability to access them quickly so you can post updates and make changes as needed. If you have someone else doing them, you will want to consider how long it takes for them to post new information. If one of your readers were to e-mail you a mistake that your phone number or contact information was incorrect which of course would lead to loss of income in your case, how long would it take for you to be able to change that information? This is a vital question to know the answer to before you post your webpage online.



We would like to wish you the best of luck in your future success at elevating your web pages to front-page status and enjoying the benefit of increased business.

You now have the information at your fingertips of what it takes to be at the top. The only thing standing between where you are now and being there is your ability and desire to take action. Do as many of these things as possible. No it is not an overnight process however if you work at it with diligence you can find yourself on the top page for most of your search terms in 90 days or less.

See you at the top,

Rene & Raluca