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## Introduction To LGT SEO Extreme

With Search Engine Optimization, there are two factors that work together to help you rank within the search engines, and maintain a top position.

These two elements are called '*on site SEO*' and '*off site SEO*'.

On-Site SEO involves manually optimizing every page on your website, from its title tag, keywords used within content to the way that your site map or overall structure is created. All of the work of on-site Seo takes place directly on your website, and is in your full control.

With off-site SEO, you are focusing on building solid back links to your website, as the more incoming links to your site from quality, relevant websites, the more authority your website is given in the search engines.

Building quality backlinks campaigns isn't difficult, but it can take some time. Still, it's a critical part of the SEO puzzle and a vital component in boosting your website ranking and maintaining your position.

When it comes to on-site SEO, there are very important factors regarding the actual structure and anatomy of your website that you need to pay special attention to in order to effectively optimize your website for top search engine rankings.

These elements include:

Keywords

Title Tags ( per page)

Meta Description

Site Map Inclusion

## **On-Site SEO**

Let's take a closer look at each component of a successful on-site optimization campaign:

### **Title Tags**

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Search engines rely on spiders to crawl websites and index pages appropriately.

When a spider (otherwise referred to as a crawler) lands on your website, the first thing they take notice of is your domain name and your website's title tag.

A title tag should include a description of what your website is about, rather than just including your website's URL, you should always

incorporate your primary keyword phrase into the title tags of each webpage you own.

Example: Instead of just calling your index page "Your Domain Name", include your primary keyword.

The title tag can be found in the head area of your HTML document, so you'll need to look in the source code of your HTML file to edit this area.

You want to make sure that you use different title tags on every single web page, that way you are able to rank for different terms rather than just one.

## **Header Tags**

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**Header Tags** also play an important part in search engine optimization, because by using head tags within your website's content, you are able to highlight important text on your website, ensuring that search engine spiders pay special attention to the text contained within these head tags.

And because you also want to be able to showcase specific text to your website visitors, such as headlines, or bullet points, using head tags helps you emphasize important information found on your website.

Another very important element to SEO is including a site map on your

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website. What a site map does is helps both visitors and search engine spiders navigate their way throughout your pages and categories, by outlining all of the different areas of your site.

You can create a sitemap very easily by using free services such as:

<http://www.XML-Sitemaps.com>

Start by entering in your main website's URL as shown below, selecting the change frequency to daily.

You will want to update your sitemap each time you add new pages to your website, so that it is kept up to date and so search engine spiders are instructed to re-visit your website to index the new pages.

Click the 'Start' button to generate your new site map.

Next, download the file and upload it into your public\_html folder.

Finally, create a free Google Webmaster account at:

<http://www.google.com/webmasters/sitemaps/siteoverview> and add your sitemap's URL so that you are able to instantly update it, at any time as well as monitor traffic stats for your entire website.

## **Keyword Proximity**

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When it comes to developing your content so that you are optimizing your website for the search engines, you should pay attention to keyword proximity, prominence as well as the order of your content itself.

The prominence of your keyword is based on the first instance of where it appears within your content.

A keyword phrase that is used at the end of your content will be considered less relevant than a keyword phrase that appears in the first portion of your content or article.

This means that you need to ensure that you implement your primary keyword phrases into the first half of your content, so that it is given more weight when search engine spiders index your website.

Keyword proximity is also very important in terms of search engine rankings because it indicates to the search engines that these keywords are related to one another.

For example, if you search for the keyword phrase 'dog training tips' in [www.Google.com](http://www.Google.com) you will pull up listings of websites that include the keyword phrase 'dog training tips'.



Without quotations, all websites that feature the keyword dog, training and tips separately will also appear in your search results.

Since you want to rank for specific phrases, rather than just individual keywords, you need to do your best to focus on close keyword proximity, so that search engine spiders crawling your website index entire phrases rather than singular keywords.

### **Anchor Text**

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Anchor text is also exceptionally important in search engine optimization.

With anchor text, you are describing a link, whether it is internal (one page linking to another) or external (where you link to an outside website).

Example: A regular link would look like this: [www.your-website-url.com](#) but an anchor text based link would look like this: [Your Keyword Phrase](#)

Anchor text is important because it allows you to rank for specific keywords, rather than just for your main website's URL.

When creating internal and external links, you always want to do your best to focus on including your primary keyword phrases, and that you vary the text used so that you are able to rank for different keyword phrases, rather

than just one.

This is exceptionally important with off-site SEO when creating back links for your website as well.

### **SILO Structure**

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The last element of effective SEO is in your website's SILO, which is the overall structure and organization of your website itself. The best structure (SILO) involves categorizing your website.

For example, if you run a website that covers various hobbies, you could categorize your content based on each topic:

[www.example.com/stamp-collecting](http://www.example.com/stamp-collecting)

[www.example.com/coin-collecting](http://www.example.com/coin-collecting)

With websites based on blog platforms such as Wordpress, this is automatically created for you within the software itself, but for static HTML websites, you will need to manually create individual folders on your server that feature keywords relating to each sub section of your website.

If you only focus on one topic that doesn't contain sub topics, you can still break up your content and categorize it based on individual topics.

For example, if your website is focused on traffic generation, a well structured SILO would break down your content into individual categories including:

[www.example.com/articlemarketing/index.html](http://www.example.com/articlemarketing/index.html)

[www.example.com/searchenginemarketing/index.html](http://www.example.com/searchenginemarketing/index.html)

[www.example.com/PPC/index.html](http://www.example.com/PPC/index.html)

To link to your SILO structure, you would include direct links to each category from your main index page, and then each category on your server would include individual pages or articles based on its topic.

### **Adding External Content**

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Going back to the plan, think about the phrases you used for your Web 2.0 campaign.

You're going to use those phrases on your site.

It's easy because for each keyword phrase, you're going to create a page that is:

<http://www.yourdomain.com/keyword-phrase.html>

But how do you structure each page and what do you put on them?

That's easier than you think it is: You would put articles on these pages; but the articles would not have "complete" information.

In your golf swing membership site, you could have "improve-your-swing.html", which would also be the title of your page. The first heading on your page could be "How to Improve Your Golf Swing".

For the content on this page, you want to keep it simple and possibly talk about some of the errors people make when trying to swing, but don't offer how to correct the errors.

A popular title to this approach would be "The Top # Mistakes New Golfers Make".

Close the article off by saying they can find out more information inside the site. Don't try to sell the site again, and this is important: link to either the main sales page (which should be index.html) or the signup page.

You don't want all of your pages to sound like sales pages because the robots will catch on and you will get penalized as a spam site.

The idea is to bait the reader and not give away free information; if you give away too much information then they won't have a reason to join your site.

### **Your Website Structure**

Keyword phrase in the <TITLE> tag. The words "golf", "swing", and "help" are bolded in the above title tag, which starts with "Balance and Rhythm..." An informative, non-repetitive description in the "Description" META Name of the <META> tag.

Keyword appears once before the first paragraph, ideally as the first element after the <BODY> tag as the <H1> tag. This makes the search engines say the keyword phrase is important.

Keyword mentioned once in the first paragraph; rarely twice and never more than that. Most of the time, when we're talking about a particular subject or person, we use pronouns other descriptors to refer to the subject; we hardly ever sound repetitive naturally.

The content should follow natural language and should never seem like it's a packed set of keywords.

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You can use images, but you should never use images as an anchor for a link. Unless someone has different information, the robots can't see the pictures and can't interpret the pictures; therefore, the pictures are meaningless and degrade the value of your link.

Finally, since you can't have images, you should also realize it's the same for any other type of "non-text" communication for your site.

If you must have a Flash site, then you MUST have an HTML only site so you can be crawled properly.

Off site SEO refers to search engine optimization techniques that are not performed on your website itself, but are influenced by external factors.

## **Off Site SEO**

When it comes to off-site SEO, it's all about generating solid back links to

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your website from relevant authority websites.

There are many different ways of establishing quality back links to your website, including:

**Link Exchanges**

**Blog Commenting**

**Forum Marketing**

**Directory Listings**

**Social Bookmarking**

Place emphasis on the quality of your incoming backlinks rather than the quantity of backlinks you have. While the more backlinks in circulation, the better, if you have more backlinks coming in from solid, established and authority websites, they WILL carry more weight than those pointing to your site from start-up websites and blogs.

You also want to try to create a backlink campaign that has ONE WAY backlinks, where you are not required to provide a reciprocal link, as it will add more value to the backlinks pointing to your site.

One easy way of creating a back link strategy is by analyzing existing competition in your market, and determining who is linking to them, and what anchor keywords they are using so you can obtain a link from the

same source, using alternative keyword phrases.

Yahoo's search engine provides extended results when it comes to researching a website's back link structure.

To start, visit <http://www.Yahoo.com> and in the command:

***Link:domain.com***

Example: Link:www.your-website.com

This query will instruct Yahoo's search engine to compile listings of the number of websites that link to a particular page.

You can also evaluate your own back links by registering for a free Google Webmasters account at: <http://www.google.com/webmasters/sitemaps/>

Let's take a closer look at how you can begin to generate back links to your website from credible sources:

### **Directories**

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With online directories, you can add your website into specific categories and instantly establish back links to your website, just be careful not to



over-do it!

You want to develop a natural back link campaign! Do NOT create thousands of backlinks using automated software or services, otherwise you run the risk of being penalized by the search engines.

***A few directories to consider are:***

<http://www.DMOZ.org>

<http://www.Lii.org>

<http://www.Info-Listings.com>

<http://www.Buzzle.com>

<http://www.MasterMOZ.com>

<http://www.maxpromo.com>

### **Social Bookmarks**

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Here are the top 20 social bookmarking websites for generating fresh back links to your site. All of these contain DO follow, ensuring links leading to your website will count within the search engines as a valid back link:

- 1 - <http://slashdot.org> (PR9)
  - 2 - <http://digg.com> (PR8)
  - 3 - <http://technorati.com> (PR8)
  - 4- <http://www.furl.net> (PR7)
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- 5 - <http://www.backflip.com> (PR7)
- 6 - <http://www.hugg.com> (PR7)
- 7 - <http://www.mixx.com> (PR7)
- 8 - <http://ma.gnolia.com> (PR7)
- 9 - <http://www.connotea.org> (PR7)
- 10 - <http://mystuff.ask.com> (PR7)
- 11 - <http://www.reddit.com> (PR7)
- 12 - <http://www.dzone.com> (PR7)
- 13 - <http://www.folkd.com> (PR7)
- 14 - <http://multiply.com> (PR7)
- 15 - <http://www.searchles.com> (PR6)
- 16 - <http://de.lirio.us> (PR6)
- 17 - <http://www.dotnetkicks.com> (PR6)
- 18 - <http://www.bloghop.com> (PR6)
- 19 - <http://www.plime.com> (PR6)
- 20 - <http://www.bibsonomy.org> (PR6)

### **Blog Commenting**

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One of the best tactics to use in order to build back links from blog commenting, as well as in generating consistent traffic to your website, is to develop an article or content that offers helpful advice, or information,

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rather than leading them directly to your salespage.

To determine whether a specific blog will count as a link back, you can download the free Firefox plugin at: [http://www.quirk.biz/searchstatus /](http://www.quirk.biz/searchstatus/)

It's also important to use anchor text within your blog comments, especially if you want to rank for various keyword phrases.

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