

SEO Made Easy

Special Report

**Quickstart Guide to Skyrocket Your
Offline and Online Business with
Search Engines**

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It is important for you to clearly understand that all marketing activities carry the possibility of loss of investment for testing purposes. Use this information wisely and at your own risk.

Limited Special Offer for You:



Our latest and most effective [SEO PDF & Video Training Guide](#) is designed to guide you through the process of easily and effectively positioning your offline or online business at the top of any Search Engine on the web. We are excited to have you here and we know this will be very helpful for you.

This complete and high-quality training guide will surely help you to learn everything there is to know in order to easily and effectively **position your online or offline business on the first Page of the Search Engines in the shortest time possible**, as well as how to leverage this amazing and extremely powerful source of high quality traffic to generate great profits online.

You will be able to **quickly and safely grow a huge army of potential clients or customers 100% targeted to your business**. Search Engines have the amazing ability to send highly relevant traffic to any website that is positioned on their top page, and this is just an amazing thing that can bring you great results.

You will be able to **rank any amount of pages of your website straight to the top** and get a great deal of high quality and unique search engine traffic to each one of them. You will be able to know the exact same **Search Engine Top Ranking Proven Formula** we use, which is responsible for ranking any brand new webpage to the top of the Search Engines with the safest and easiest techniques ever.

Google is a fantastic platform, with which you can reach all of your business plans, but we will also focus on all search engines. If you win the Google battle then you will be at the top of all the search engines at the same time.

This high-quality training contains everything you need to know about ranking in the top of the search engines to help you achieve your goals.

10 Simple Steps are more than enough

10 very easy to follow steps are more than enough for you to get the most out of the search engines.

- You don't have to worry about wasting your time.
- You don't have to worry about ineffective strategies.
- You don't have to worry about wasting your money on other training.

The only thing you have to be worry about is reading every single word of this guide & video training and applying it.



Millions of dollars have been invested on every search engine since they started in order to give outstanding benefits to you and your business. This excellent course will take you by the hand and show you step-by-step, topic by topic and tool by tool what you really need to know in order to position your business at the top the easiest way possible, using the most effective tools and in the shortest time ever.

[Click Here to Get Privileged Access!](#)

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Introduction:



The last thing I want to do is to waste your time, in this special report I will be short and sweet on really important facts about SEO. My goal is for you to know exactly what SEO is, what Google is and what to expect from it.

After you read this guide you will easily have an answer to the most important updates on SEO. You will know exactly what the Panda and the Penguin updates are and you will surely know how to avoid a really bad slap from them, let me tell you they can slap really hard.

Every time you hear about the Panda and the Penguin you won't feel scared anymore, and instead will be feeling the great satisfaction of knowing what exactly they are and that your site has them as its best friends.

Finally, you will have access to a few really great sources so you may be up to date on the latest Google actualizations about Google and its Zoo. As well as what are the most trusted SEO training websites that you really need to care about the most.

Before you go and start reading, please do not hate Google, you just need to learn how to deal with it and with his animals. I know that if you know how to treat them, you will find a great source of high quality traffic for the years to come, make as much money as you want and can start charging any amount of money to offer such an expensive service.

To Your Success,

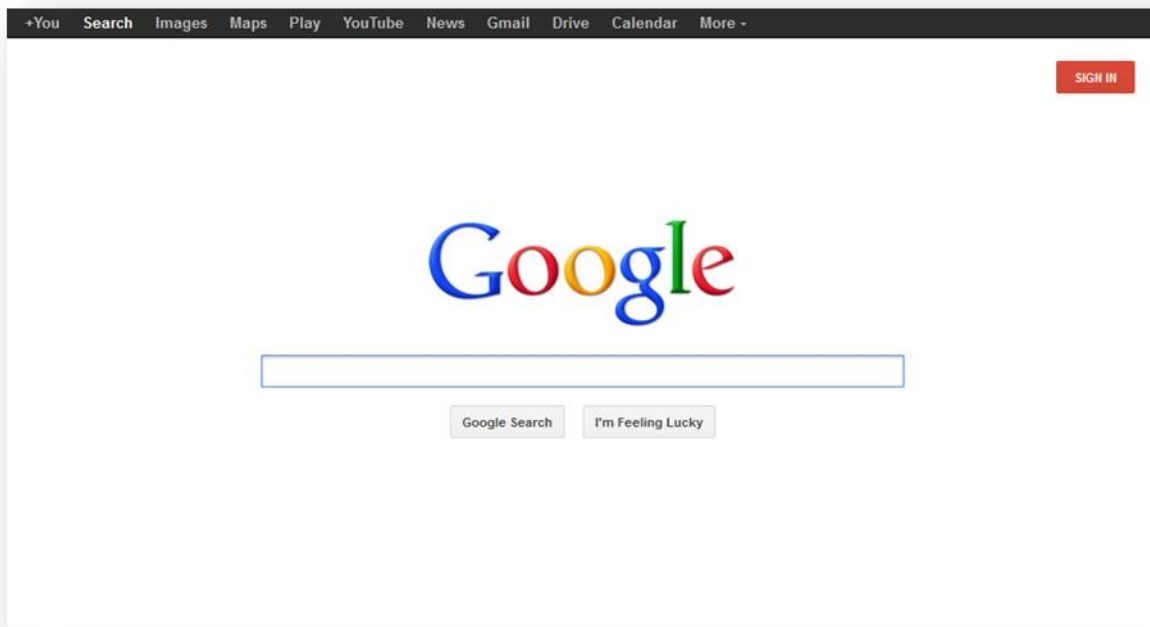
Dr. Bryan Stoker

What is SEO?

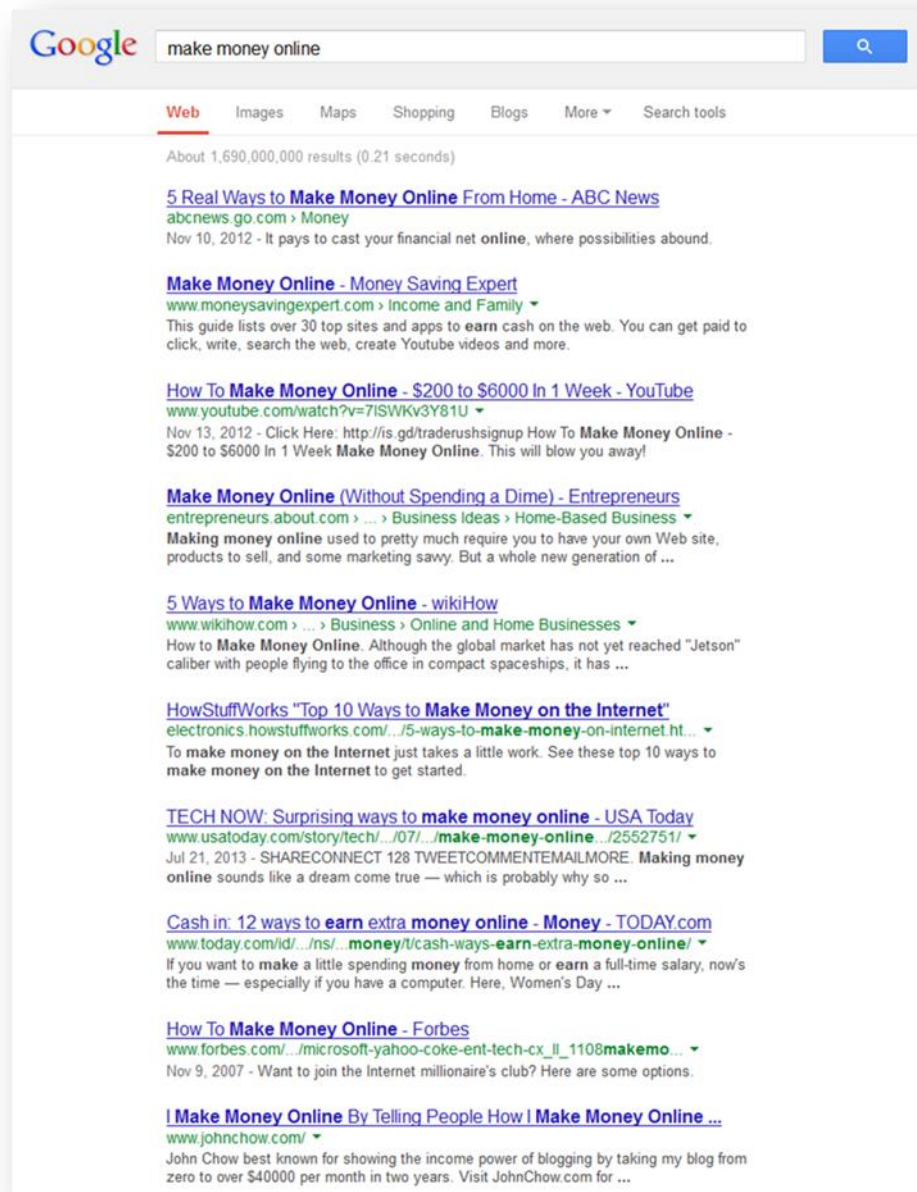
Search Engine Optimization (SEO): consists of a set of optimization techniques applied to a website or webpage to position it at the top of the search engines results based on a keyword or set of keywords on which that website or webpage has been optimized for.

For easy understanding the process works like this:

A lady uses a search engine to search for something she is interested in finding information about. In this case we will use Google.com as our search engine example. All search engines work similar, like Yahoo and Bing, which are the best after Google.



After she performs her search; the first page of Google displays a set of highly relevant pages or domains right in front of her so she may get access to any one of them that might give the information she is looking for.



Every one of those websites have been in some degree optimized in order for the Google Search Engine Bot (Google Algorithm) to consider them exactly what the searcher is looking for and place them right there in the top page, as well as in the top positions of the first page.

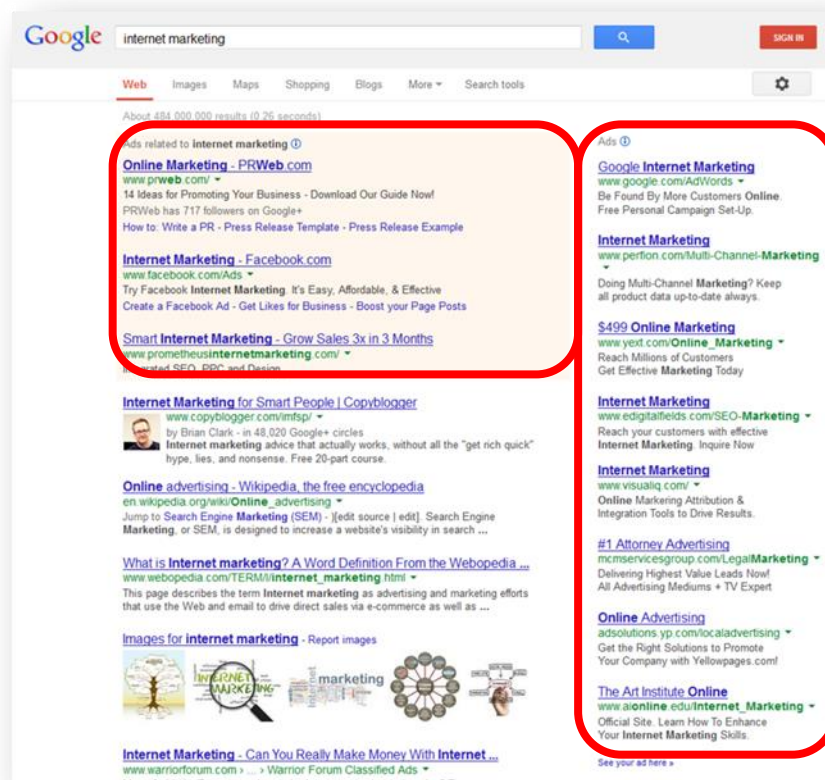
Search Engine ranking is all about a battle where the best optimized webpages are picked by the search engines to be placed in the top and grab the eyes of all the searchers.

Why Search Engine Traffic?

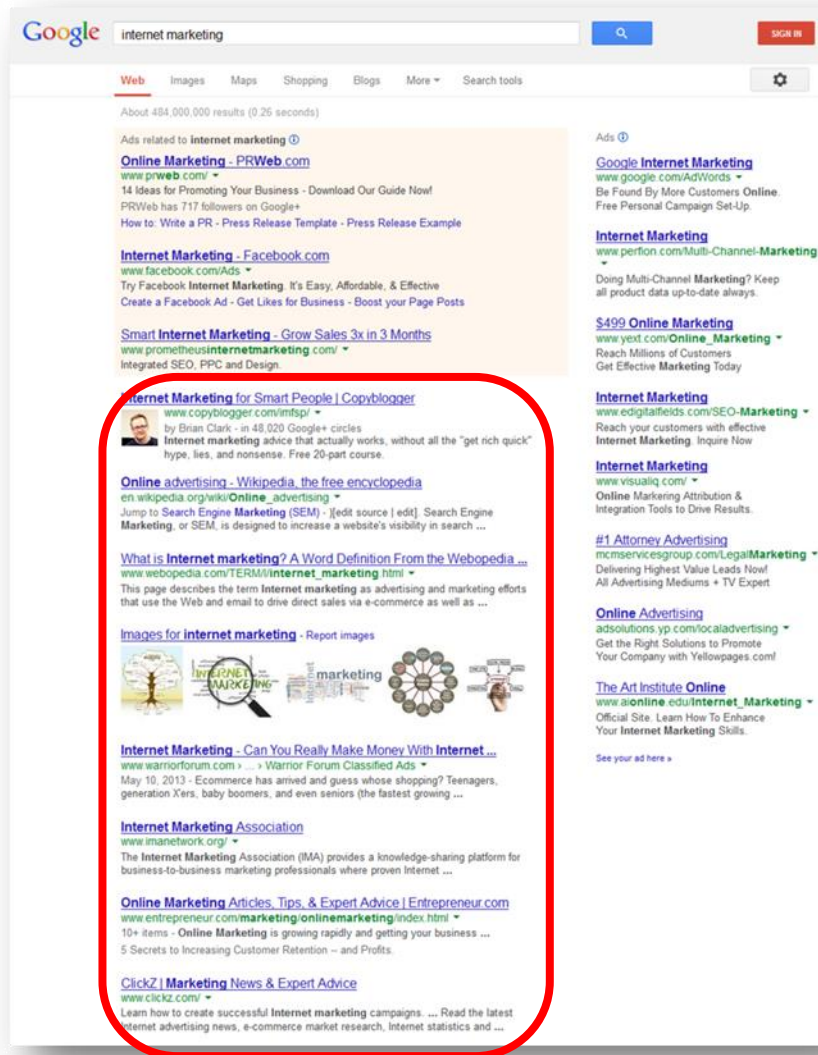
Search engine traffic is known as the most high quality traffic ever. The higher the quality of the traffic you send to your webpages, the greater the benefits you will get from it (Sales, Subscribers, etc.)

There are 2 types of Search Engine Traffic. The Paid search engine traffic and the Free search engine traffic.

The Paid search engine traffic is the practice of placing your website on the sponsored search engine section of the top page. That is something a lot more easily achieved because you buy that spot and pay to the search engine by view or by click.



The **Free search engine traffic** is the practice of placing your website on the natural search engine section of the top page by applying specific on page and off page optimization techniques to your webpage. This is something a little bite difficult to achieve and requires time, but is 100% free of charge from the Search Engines.



The second one is what we are going after on this high quality and step-by-step training and the difficult part of this search engine traffic approach might easily be taken down thanks to the specific techniques we will show in our training. So you don't waste your time, money and efforts.

Why SEO?

As stated before, Search engine traffic is the greatest traffic ever you could wish to get to your website in order to build a highly successful business over the web that may last years to come. Let me show you some crazy Eye Opening Facts about SEO that will help you to understand why SEO is something that can add unlimited value to your business over the web:

Eye Opening SEO facts:

Online visitors make frequent use of search engines to find products and content.	
	Users believe that the website links at the top of a search engine are the most credible or relevant.
Top ranking sites make more profit from increased online traffic.	
	Users have a tendency to use another search engine, rather than stay on a search engine that has insufficient results on the first page.
Less than 25% of users search the second page of search engines.	
	Over 50% of online buyers purchase products from websites found via search engines.
Over 60% of users search sites on the first page of search engines.	
	Over 80% of users use search engines to find a website.
Over 70% of users like to use the web to find out about new products.	
	70% of the links that search engine users click on are organic.

80% of users ignore the paid ads, focusing on the organic results.	
	75% of users never scroll past the first page of search results.
Search and e-mail are the top two Internet activities.	
	Companies that blog have 434% more indexed pages, and companies with more indexed pages get far more leads.
81% of businesses consider their blogs to be an important asset to their businesses.	
	A study by Outbrain shows that search is the #1 driver of traffic to content sites, beating social media by more than 300%
SEO leads have a 14.6% close rate, while outbound leads (such as direct mail or print advertising) have a 1.7% close rate.	
	79% of search engine users say they frequently click on the natural search results. In contrast, 80% of search engine users say they occasionally/rarely/never click on the sponsored search results.

When you see data like this you really have to believe that there is a lot of money to be made in here. Many people might be talking about it, but very few can really teach how to productively position your business there and make money with it at the same time.

By the end of the 10 steps outlined in our training guide, you will know everything you need to know to be able to scale your business online a lot more with the Search Engines.

What exactly is the Google Panda Update?



Before I explain this to you, I really need to make sure you know what Google is. Google Inc. is an American multinational corporation specializing in Internet-related services and products. These include search, cloud computing, software and online advertising technologies. [\(Taken from Wikipedia\)](#)



Google Search (or Google Web Search) is a web search engine owned by Google Inc. Google Search is the most-used search engine on the World Wide Web, receiving several

hundred million queries each day through its various services. [\(Taken from Wikipedia\)](#)

Google's mission is "to organize the world's information and make it universally accessible and useful," and its unofficial slogan was, "Don't be evil." [\(Taken from Wikipedia\)](#) The way Google accomplishes that mission is by creating what is called the Google Algorithm.

Google knows you want quick answers and not millions and trillions of websites in front of you. So they have created an algorithm to do that, algorithms are computer programs that look for clues to give you exactly what you want. And there is where Google focuses the updates. Google wants to give you the best possible answer as quickest as possible.

Now talking about the Panda; I will not be technical here. I just want you to know what in the world the famous Panda update is all about. I just want you to say: Yes, I know what Panda is and I will not let that silly animal slap my website up.

Sometimes Google names their algorithm updates after names. The Google Panda is a change Google



made to their algorithm released in February 2011. The purpose was to reward top search engine rankings all “higher-quality sites” and to lower the rank of “low-quality sites.”

It caused a surge in the rankings of news and social networking websites and a drop in rankings for sites containing a lot of advertising.

So now that you understand what Google and their algorithm is all about, you can now say that the Google Panda is an update made to care more for High Quality Sites and care less for Low Quality sites.

When you think on the Google Panda just think on “Highly Quality Site.” That’s all you need to think about it so you don’t get overwhelmed about all of the content about the topic.

Google has made several changes to their Panda update since February 2011.

Google shares information as well on “What counts as a high-quality site.”

Twenty-three bullet points is that Google itself says will help webmasters like you and me to rank well in today’s Google Search Engine.

Let me outline those 23 bullet points right away in the next subject.

How in the world do you avoid a Panda Slap?



Out of the millions of pages talking about the subject, I just decided to go to Google itself to look for a solution to this scary epidemic for low quality sites. Google has been kind enough to share a lot of information about the subject and I will give you the most relevant one.

The 23 bullet points in reality are questions that many users could ask on visiting a particular webpage, and are questions in the Google mindset that guided them through the update process:

- Would you trust the information presented in this article?
- Is this article written by an expert or enthusiast who knows the topic well, or is it shallower in nature?
- Does the site have duplicate, overlapping, or redundant articles on the same or similar topics with slightly different keyword variations?
- Would you be comfortable giving your credit card information to this site?
- Does this article have spelling, stylistic, or factual errors?
- Are the topics driven by genuine interests of readers of the site, or does the site generate content by attempting to guess what might rank well in search engines?
- Does the article provide original content or information, original reporting, original research, or original analysis?
- Does the page provide substantial value when compared to other pages in search results?
- How much quality control is done on content?
- Does the article describe both sides of a story?
- Is the site a recognized authority on its topic?
- Is the content mass-produced by or outsourced to a large number of creators, or spread across a large network of sites, so that individual pages or sites don't get as much attention or care?

- Was the article edited well, or does it appear sloppy or hastily produced?
- For a health related query, would you trust information from this site?
- Would you recognize this site as an authoritative source when mentioned by name?
- Does this article provide a complete or comprehensive description of the topic?
- Does this article contain insightful analysis or interesting information that is beyond obvious?
- Is this the sort of page you'd want to bookmark, share with a friend, or recommend?
- Does this article have an excessive amount of ads that distract from or interfere with the main content?
- Would you expect to see this article in a printed magazine, encyclopedia or book?
- Are the articles short, unsubstantial, or otherwise lacking in helpful specifics?
- Are the pages produced with great care and attention to detail vs. less attention to detail?
- Would users complain when they see pages from this site?

(Taken from Google)

I consider these questions the solution to the scary epidemic of the Google Slap. As you can see, Google focuses on CONTENT. That is the most important thing to look at on all these questions.

I know there are a lot of marketers online that do all what it takes to game the Google search results and position their low quality sites for commercial purposes and not for real solution purposes.



What I have decided to do to avoid a Panda Slap is “Hugging the Panda” (Give to Google what they want: High Quality Sites, especially on the Content). it’s something absolute possible, we might spend a little bit more time to create highly quality sites with the greatest content; we might spend a little bit of more money to do so, but at the end, we will learn to do something that a really low amount of marketers now know how to do, and we can make a lot of more money because of it.

What exactly is the Google Penguin Update?



The Google Penguin is another change Google made to their algorithm Announced on April 2012. The purpose was to decrease the search engine ranking of sites that violate Google's webmaster Guidelines by using black-hat SEO techniques related to keyword stuffing, low quality backlinks, link schemes, and others.

Spammy link signals, paid links using exact match anchor text, comment spam, guest posts on low quality sites, article marketing sites and links from dangerous sites were among the issues for some sites affected by the algorithmic change.

(Taken from SearchEngineWatch.com)

When you think on the Google Penguin just think on "None Keyword Density" and "High Quality Link Building." That's all you need to think about it so you don't get overwhelmed about all of the content about the topic. Just give a look at what Google thinks of SEO:

"Google has said before that search engine optimization, or SEO, can be positive and constructive... Effective search engine optimization can make a site more crawlable and make individual pages more accessible and easier to find..."

"White hat" search engine optimizers often improve the usability of a site, help create great content, or make sites faster, which is good for both users and search engines. Good search engine optimization can also mean good marketing: thinking about creative ways to make a site more compelling, which can help with search engines as well as social media. The net result of making a great site is often greater awareness of that site on the web, which can translate into more people linking to or visiting a site..." (Taken from Google)

What Google doesn't like is what is called "back hat SEO." What a black-hat SEO webmaster is looking for is to rank their webpages no matter what by not caring about quality and just for marketing or spam purposes. The 2 black hat SEO activities Google is against the most are "Keyword Stuffing" and "Link Schemes."

Keyword stuffing consists of loading the content of a webpage with a lot of keywords out of context with the intention of ranking a site in the top of the results pages.

Here you see an example of Keyword Stuffing provided by Google itself:

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download, no hands seo software download, linxbot alternative, no h
LinxBot, TweeterNaire , auto seo backlink software, No hands SEO re
autobacklink bomb do, [GET] no hands seo, no hands seo backlinksfor
backlinks sofftware, No Hands SEO, Auto Backlink Bomb dl, nohandsse
forum, software for SEO link building, backlinks software download,
No Hands SEO software, get no hands seo, auto backlink bomb index f
backlink bomb tutorials, no hand seo, no hand seo in mediafire, Dow
linkbot#sclient=psy, nohandseo price, LinxBot â, LinxBot â, LinxBot
hand seo, LinxBot megaupload , auto backlink bomb download, top bac
scrapebox, no hands seo free, banned no hands seo, no hand seo soft
Hands SEO software, Tweeternaire review, No Hands SEO megaupload, f
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Share your sites, news and stories, Submit and Share your sites, ne
review, [Get] NO HANDS SEO, get tweeternaire download, auto backlin
hotfile, tweeternaire filesonic, [get]no hands seo mediafile, back
scrapebox, "No hands seo", No Hands SEO rar, no hands seo rapidshar
tweeternaire backlinks, TweeterNaire, buy linxbot, I used tweeterna
tutoials, TweeterNaire download, no hands seo download blogspot, hi
Bomb rar, auto backlink bomb mediafire, seo software link building
And Pinging Software mediafire, no hands seo filesonic, AutoBacklin
linxbot negative reviews, No hands SEO software, mp hands seo revic
link building software that actually works, download:nohandseo +.ra
scrapebox, auto comment bomb hotfile, Free no hands SEO, No Hands S
seo link building software, linx bot download#sclient=psy-ab, LinxB
Bomb rapidshare, auto backlink bomb rapidshare, autobacklinkbomb do
version rapidshare, LinxBot free download, SEO hand on tutorial, do

[Click here to see full image](#)

Links Schemes consists of any link intended to manipulate ranking in the Google search results. This includes links to your site or outgoing links from your site.

This one is something Google really is after. Google does not like paid links, too many “follow links” (links from other pages that passes ranking power a specific page of your site), links exchanges, automatic link building, too many keyword-rich anchor text links, etc.

Here you see an example of Keyword Stuffing provided by Google itself:

Get Fit Using These Simple And Easy Methods.

Posted on April 6, 2012 by mary

If you agree you are too active to get time and energy to exercise, you’ll be amazed to find out available a fantastic exercise routine a lot sooner than you imagine. This post includes numerous ideas that could show you to improve your workout in a short amount of time, which enable it to [pay day loan](#) you stay healthy and keep the kitchen connoisseur.

To assist you to recover [loan](#) coming from a tricky exercise routine, try out offering the muscle groups exercise the next day. You want to do this softly, about 20 on the weight that one could elevate on one occasion. Try to do 25 repetitions in 2 packages. Choosing this, you’ll have additional blood and nutrients sent to the muscle groups for quicker fix.

Climbing is a terrific way to stay fit while not having to expend every day [fast cash loans](#) a health club. Circumstances car park is a superb destination for a walk, sinc a lot of them have effectively groomed, predesignated hiking trails. You won’t just obtain a cardiovascular exercise routine, there is however a high probability additionally, you will take in some stunning views.

[Click here to see full image](#)

These are the two most important things about the Google Penguin update and below you will see a really great list which will help you avoid the slap.

How in the world do you avoid a Penguin Slap?

The best links are those that people built for you naturally. But if you want to speed up the process you can still do it by yourself, but YOU HAVE TO BE NATURAL. That's the great part of link building nowadays, you don't have to leave your life in the computer to build them, because



Google wants to see they grow naturally. In order to avoid the Penguin slap you MUST AVOID:

- ✓ Lists of keywords without substantial added value
- ✓ Blocks of text listing cities and states a webpage is trying to rank for
- ✓ Repeating the same words or phrases so often that it sounds unnatural.
- ✓ Buying or selling links that pass PageRank (do-follow links). This includes exchanging money for links, or posts that contain links; exchanging goods or services for links; or sending someone a “free” product in exchange for them writing about it and including a link
- ✓ Excessive link exchanges ("Link to me and I'll link to you") or partner pages exclusively for the sake of cross-linking
- ✓ Large-scale article marketing or guest posting campaigns with keyword-rich anchor text links
- ✓ Using automated programs or services to create links to your site
- ✓ Text advertisements that pass PageRank
- ✓ Advertorials or native advertising where payment is received for articles that include links that pass PageRank
- ✓ Links with optimized anchor text in articles or press releases distributed on other sites. For example: *There are many [wedding rings](#) on the market. If you*

want to have a [wedding](#), you will have to pick the [best ring](#). You will also need to [buy flowers](#) and a [wedding dress](#).

- ✓ Low-quality directory or bookmark site links
- ✓ Links embedded in widgets that are distributed across various sites, for example: **Visitors to this page: 1,472 car insurance**
- ✓ Widely distributed links in the footers of various sites
- ✓ Forum comments with optimized links in the post or signature, for example:
Thanks, that's great info! – Paul [Paul's pizza san Diego pizza best pizza san Diego](#)
- ✓ PPC (pay-per-click) advertising links that pass PageRank to the buyer of the ad.
(Taken from Google)

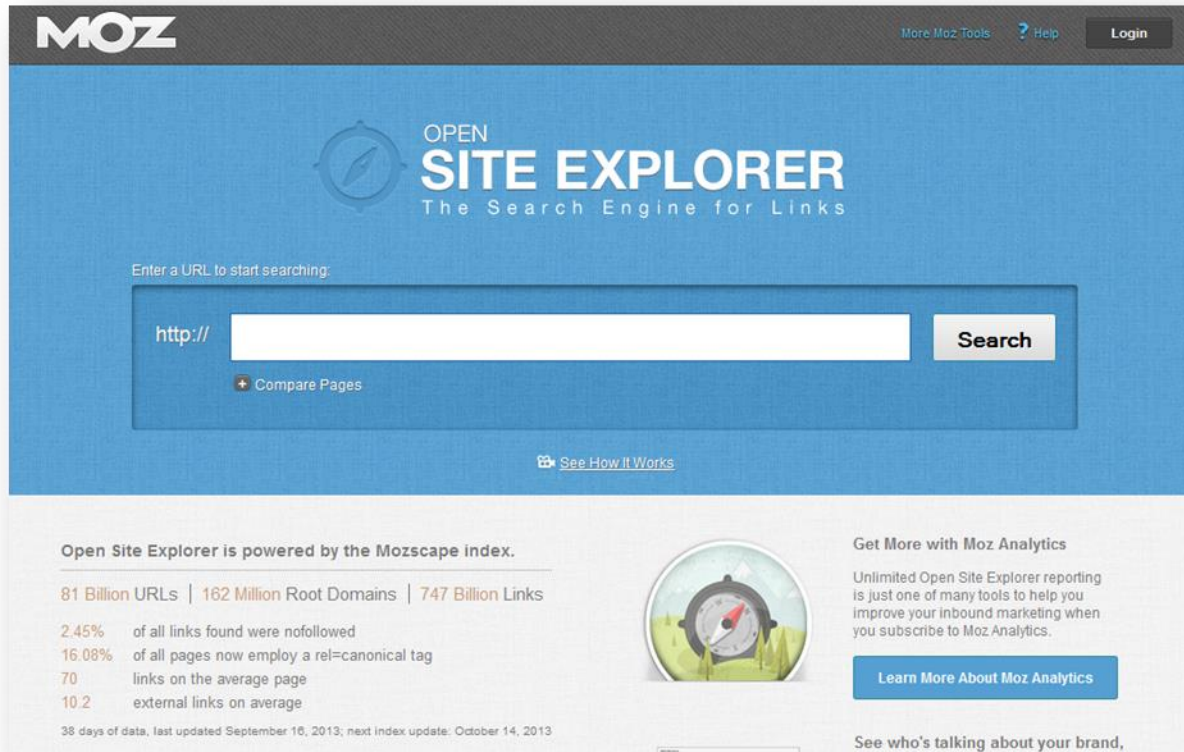
If you participate in any of these linking activities, let me tell you that Google is actively looking for these types of sites and is even asking for people to let Google know which sites they are.

In a resume what you really have to do is “Hugging the Penguin.” Give to Google what they want: Creating useful, unique, relevant and information-rich content that uses keywords appropriately and in context.

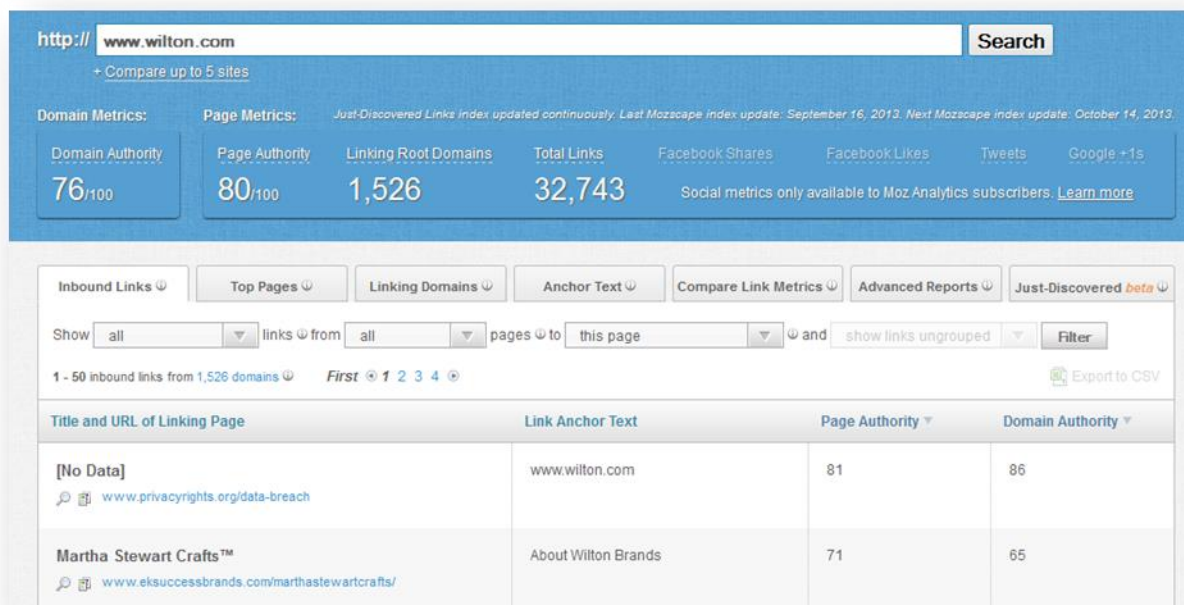
The best way to get other sites to create high-quality, relevant links to yours is to create unique, relevant content that can naturally gain popularity in the Internet community. Creating good content pays off: Links are usually editorial votes given by choice, and the more useful content you have, the greater the chances someone else will find that content valuable to their readers and link to it.

My last golden advice to you is BE NATURAL. Spy on the backlinks of every one of those pages already ranked in the top of Google. If they are in the top that easily can mean Google loves their backlinks. This is the only way to see what's working right now for building links.

An amazing tool you can check out is called [Open Site Explorer](#) provided by Moz.com



There you will have the great chance to spy on all the types of backlinks every single one of those top pages has built on it. There is not greater way to know what's working and what isn't.



Conclusion

Something great I want you to know is that Google DOES NOT HATE webmasters. I know they are really irritating sometimes but they believe in the searches, and by believing in the searches they are believing in us as webmasters at the same time.

Why I tell you this, well because if Google is striving to rank high quality sites to the top results, that means the visitors that comes to our websites (just in case our websites are in the top) will be of absolutely great quality. Because if we are at the top that means our website is actually giving exactly what the searcher is looking for and that will boost your conversions.

We just need to play the same game and that does it. Hug them and be happy ☺

To Your Success,

Dr. Bryan Stoker

Resources

- **Google SEO Updates**
 - ✓ <http://moz.com/google-algorithm-change>
- **SEO Training**
 - ✓ <https://support.google.com/webmasters/answer/35291?hl=en>
 - ✓ <https://www.google.com/webmasters/docs/search-engine-optimization-starter-guide.pdf>
 - ✓ <http://moz.com/beginners-guide-to-seo>
 - ✓ <http://searchengineland.com/guide/what-is-seo>
 - ✓ <http://www.seobook.com/>
 - ✓ <http://searchenginewatch.com/seo>
 - ✓ <http://blog.kissmetrics.com/simple-guide-to-seo/>



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