



Okay, it's time to get **GooglePhat!**

I'm going to break down the system for you that we are going to use. This will be a basic overview.

The detailed *step-by-step* processes will come later.

A lot of the beginning info will be too basic for some, yet it needs to be included for those just coming to the realization that the internet is "it" in terms of client acquisition and retention.



Search Engines How They Work

Think of the web as a library. A really big library.

How big? Well, in 2009 we should reach 6.7 billion people on earth. This means that there are now 150 websites for every person on earth.

If you read each website on the net for exactly 60 seconds, it would take you 31,000 years, 24/7, or 600,000 *decades* to read it all. A really big library. So, how will the se's find you in this big mess?



Search Engines How They Work

Search Engines (SE's) catalog this information like the Dewey Decimal System on rocket fuel.

Without search engines, you would need to know the website URL (Uniform Resource Locator) of every site you go to. Obviously, this would be a PIA (Pain In The...) To catalog this info explosion they use "spiders" or "bots". Basically, we will teach you how to make yummy spider food to feed the bots so they love your website buffet!



Search Engines How They Work

What the spiders searching for? Words, the location of words, and the synonyms of words on a web page. Hence the fact, that your WORDS tell the spiders what your page is about. When the spiders compare YOUR website words to OTHER known website's words, they can say "AHA! This site is about Dallas Lawn Care."



Search Engines How They Work

But how do the spiders know that the word “prince” on your website refers to royalty, rock stars or tennis rackets? They can tell by the other words on the page that have similar meaning. This is called “Latent Semantic Indexing.” In our case: lawn = landscaping=fertilizer=sprinklers, etc. However, there is a catch.



Search Engines How They Work

Too much is not a good thing. The se's have filters that can tell if a phrase like "Dallas lawn care" appears so often as to be unnatural writing, that something is wrong. At that point, at least with Google, you go in the "sandbox", their version of "time out" until they know whether or not someone is *intentionally* trying to rank a phrase. **Of course, that is exactly what we are doing!** It is a Cat and Mouse game that we will teach you how to win.



Search Engines How They Work

So rather than trying to “keyword stuff” our way to the top, we will take a different tactic. We will vote our way to the top. Instead, we “stuff” the ballot box.

We do this by building “links” which are sign posts pointing to our site saying “this site has important info about Dallas lawn care.”



Building Links How We Are Going To Do It

Word Press Word Press = Google love. Plain and simple. This will be the first, and possibly most intimidating task you will have to do. Don't worry, **watch the Word Press installation video**. If you decide you want us to do it, we will. Just know that if you watch the video, pause it, do the step, pause, step, etc. you will see it was not as hard as you thought it would be.



Building Links How We Are Going To Do It

Word Press Then we will show you how to install the needed plug ins. Once again, step-pause-step and it will be easier than you think.

We will concentrate a lot on Word Press because it is *just that important*. This is where your “long tail” keywords will come into play. Believe me, it will be worth it!



Building Links How We Are Going To Do It

Web 2.0 Through trial and error I have learned which web 2.0 sites deliver the “juice” or the back links that rank. Everybody knows “FaceBook” and “MySpace”, but how about “BuzzNet” or “Tagged” or the other 100 or so sites we will be building profiles on? Don’t worry, it is quick and easy to do this.



Building Links How We Are Going To Do It

Video Think YouTube is the best place to upload videos about your business? Think again.

In our video section we will show you exactly how to make “slide show videos” and how to get them on the 1st page of Google.

If you can afford the \$300, buy [Camtasia](#). It’s worth the money. You can get a 1 month trial.



Building Links How We Are Going To Do It

Video If you need a screen capture program free, download [Jing](#).

It does not let you “meta code” (we’ll get into that later) data into the file, but it works just fine for basic slide show videos. **IMPORTANT!** Just putting up a video, if you do it wrong, will **NEVER** rank. Don’t do it until we tell you how.



Building Links How We Are Going To Do It

Podcasts Podcasts are linking gold, and soooo easy to do! Camtasia can strip the audio from your slide show videos, as can [Traffic Geyser](#). If you can't afford them, we will have a separate video on making low cost podcasts, that not only rank well, but you can set up a RSS channel and communicate to your clients from your site.



Building Links How We Are Going To Do It

Articles Most of you have heard of EzineArticles.com, and yes, we will use them. However, there are other article directories that rank just as fast and as well as EzineArticles, but are much less picky and not such a PIA. And *contrary to internet myth*, you can use the exact same article on multiple blogs and article directories. We will save the “duplicate content myth” for a later video.



Building Links How We Are Going To Do It

RSS Unless you are in a very large and sophisticated market, chances are your competitors know little about RSS, and no idea how to use it. We will show you how to use RSS to the fullest. It does not matter whether anyone subscribes to your RSS, *Google will subscribe.*



Building Links How We Are Going To Do It

Software This one link building strategy that scares everybody to death. It just *sounds* ridiculously difficult. Actually, it is “fill in the blanks” easy. The problem with software development is that it *ranks too fast*. A “Dallas lawn care toolbar” can take over the page, and **you do not want that**. We will save that as the Coup de Gras.



So Here Is The Deal...

Listen, it ain't "push button" (unless we do it for you), but it is not nearly as difficult as you think to rank. Landscape maintenance and installing landscape lighting takes *sweat effort*. Believe me, after 30 years in the irrigation business, I know what "work" is. This is not hard work.

This SEO stuff is maybe "annoying" like a PIA customer or "aggravating", but *work*, like we think of work, it ain't. This is typing and thinking.

I'll trade that any day for a backache and a sun burn. *You can do this*. I don't care how intimidated you feel right now, as we go through this your confidence, and bank acct. will grow along with your rankings!