

7 DAY SEO BOOTCAMP



EVERYTHING YOU WISH YOU KNEW ABOUT **SEO**

Hi, my name is Ty - I'm the Chief SEO Expert here at BrandBlast - and I'd like to welcome you to the BrandBlast **7 Day SEO Bootcamp!**

This is our comprehensive 7 Day Bootcamp styled - SEO master guide. For the newbies - and the established SEO experts. This is simply here to help you get better at effective search engine optimization.

Whether you're a newbie or looking to brush up on your current knowledge of all SEO, this 7 Day SEO Bootcamp will provide you with the essentials and advanced tactics to ranking your website(s) in the search engines. Let's go over what you will be learning:

Day 1: What Is SEO?

The big question. What is SEO? I will teach you what search engine optimization is, how search engines function, and why SEO is so important to your business.

Day 2: Keyword Research.

In Day 2 we will cover keyword research and competition analysis. You will learn how to conduct keyword research, take advantage of longtails, and execute a deep competition analysis on your top competitors.

Day 3: On Page SEO.

On Page SEO is HUGE. Without a basic understanding, all of your SEO efforts will go to waste. This is your foundation to a successful SEO campaign. I will show you the latest methods and tools to ensure that your SEO campaign hits the ground running.

Day 4: Social Media Integration.

Social media plays a vital role in our modern society. There's no denying that. It has become a significant ranking factor in the search engines and now you will know how to harness its power.

Day 5: Intro To Backlinking.

This is where off page seo comes into place. The basics of backlinking, anchor text, SEO penalties, and current ranking factors will all be covered on Day 5.

Day 6: Advanced Backlinking.

Crush your competition! These tactics will allow you to decisively outrank and over power the website(s) of your top competitors. Once implemented, you will be sure to see results.

Day 7: Tracking and Monitoring.

With online tools, I will show you how to track and monitor your SEO campaign. It is important to remain organized.

Review: 7 Day SEO Bootcamp in Summary.

Let's review what we've learned and put our campaigns into action.

Bonus: What's Next?

How to implement other forms of marketing that work alongside your SEO campaigns and further increase your website(s) traffic. I will also share my personal tips, ideas, and resources.

What is SEO & Why Does It Matter?

The Big Question

SEO (Search Engine Optimization) is the process of manipulating the visibility of a website or webpage in a search engine's organic results.

The organic results are the unpaid results. If you are ranking in the organic search results, your website is viewed as trustworthy. There are countless benefits to ranking on the first page of search engines. The most notorious benefit is FREE traffic to your website(s).



How Do Search Engines Function?

Search engines use complicated algorithms created by very intelligent people with Phds. Now don't let this discourage you as you do not need the IQ of Albert Einstein to manipulate the searches. Relevancy and trust are becoming more and more important in these algorithms. Your

website(s) is browsed and indexed by search engines using a thing called web crawlers or bots. Now these bots are looking to return the most relevant results to its users.

They achieve this by using the keywords, terms, and topics of web pages to determine what the web page is about, thus returning a relevant and specific search result back to the user. On day 3 you will learn about on page SEO and how to make your web page as relevant as possible to your target keywords or terms.

Why Is SEO Important To My Business?

There is no question, you simply NEED a website for your business. It builds trust with your brand, helps you make sales, keeps customers in contact, and other countless benefits. As the saying goes, 'If you build it, they will come'. Unfortunately this could not be more wrong when it comes to online businesses and websites. Just because your website is live, that does not guarantee visitors and visitors equal sales. You need to market your website and get the word out.

One of the most effective ways to do this is with SEO. Search engine optimization provides one of the highest, if not THE highest ROI for your

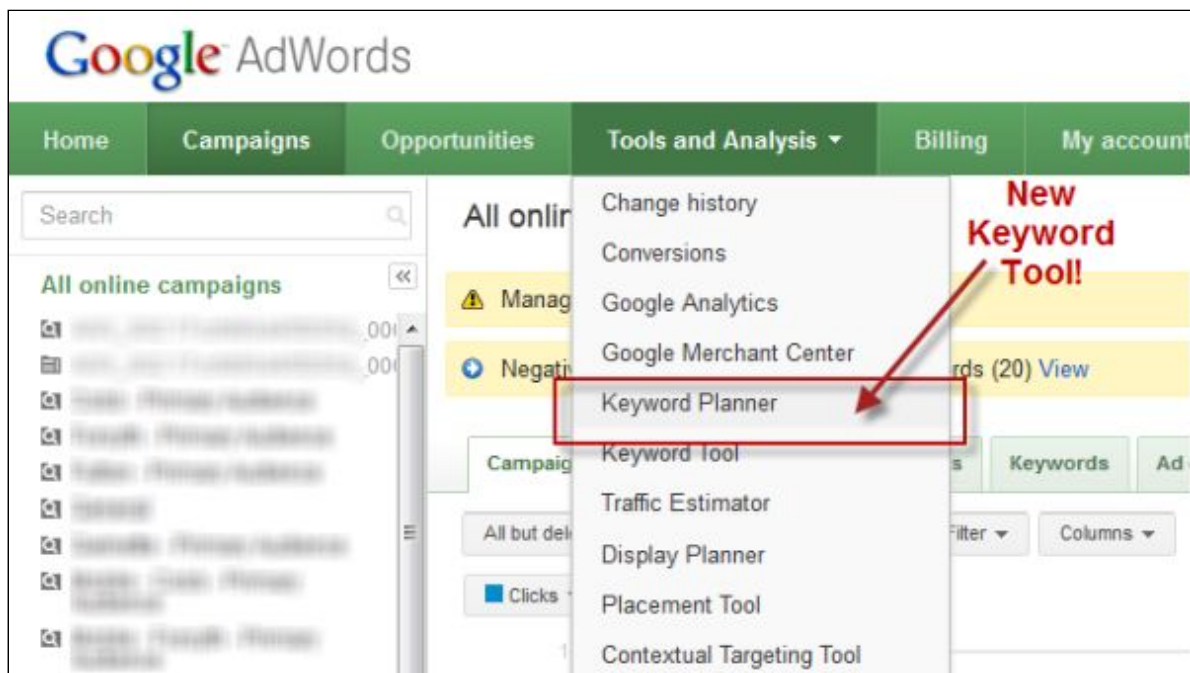
business. Once you manage to get your website ranked on the first page of search engines like Google, your phone may never stop ringing. An online presence can make or break your business and it happens everyday. Businesses come and go due to the online presence their website.

Keyword Research

What is a Keyword?

A keyword is a word that has great significance to the topic you are searching in a search engine. Keywords are the base of how search engine work. Targeting specific keywords will drive targeted traffic to your webpage and will increase your conversion rate. You can determine

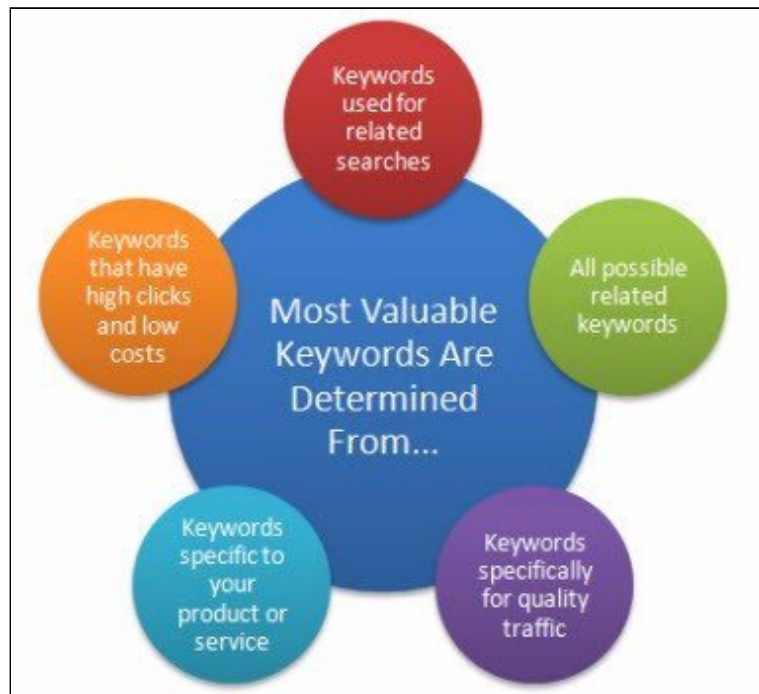
the value and search volume of a keyword using an online tool such as the [Google Keyword Planner](#). Now let's dive into some keyword research!



Choosing Your Keywords

By using the [Google Keyword Planner](#), you can get ideas on what keywords would be best to target on your website. Enter in a few terms or phrases you think people would search when looking for your business and services. Let's say you are a dentist from New York City. Good search phrases and keywords to target would be 'nyc dentist', 'top dentist in nyc', 'cosmetic dentist in nyc' and so on. Together those keywords have a monthly search volume of 1,220! That's 1,220

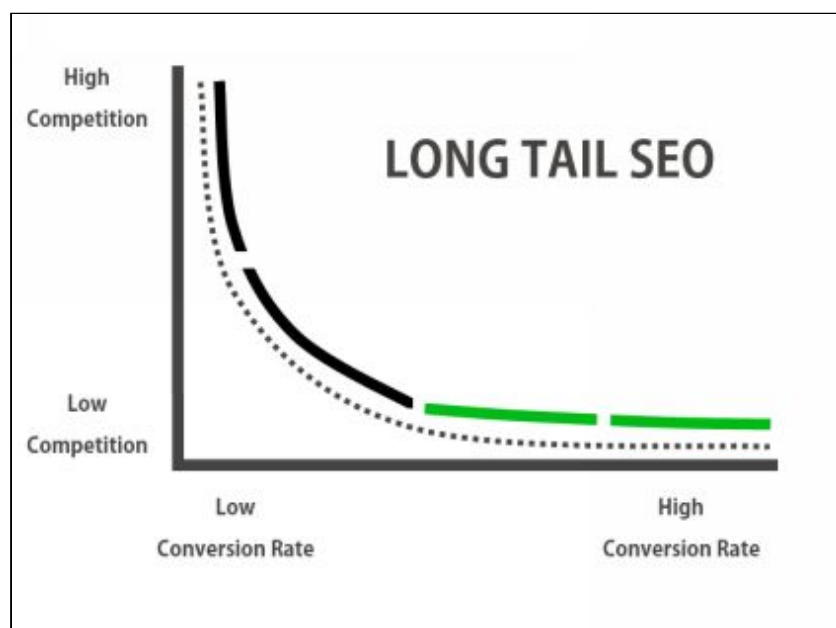
potential NEW clients each month if your were to rank for those keywords. Now are you seeing the power of SEO?



What are longtails?

In the previous example we used dental terms in the [Google Keyword Planner](#) to identify potential keywords to target for leads. Those keywords can be considered broad to long tail. Lets look at another example. Say we are a mechanic from Los Angeles and we want to find keywords to target on our website. So we choose 'Mechanic', 'Fix my car', 'Oil leakage', and 'Flat tire'. Now these keywords have tens of thousands of searches each month but they are EXTREMELY difficulty

to target on a national level. You would be competing against fortune 500 companies with million dollar marketing and SEO budgets and if you were to take on this challenge, you should be ready to spend years attempting to out rank those companies.

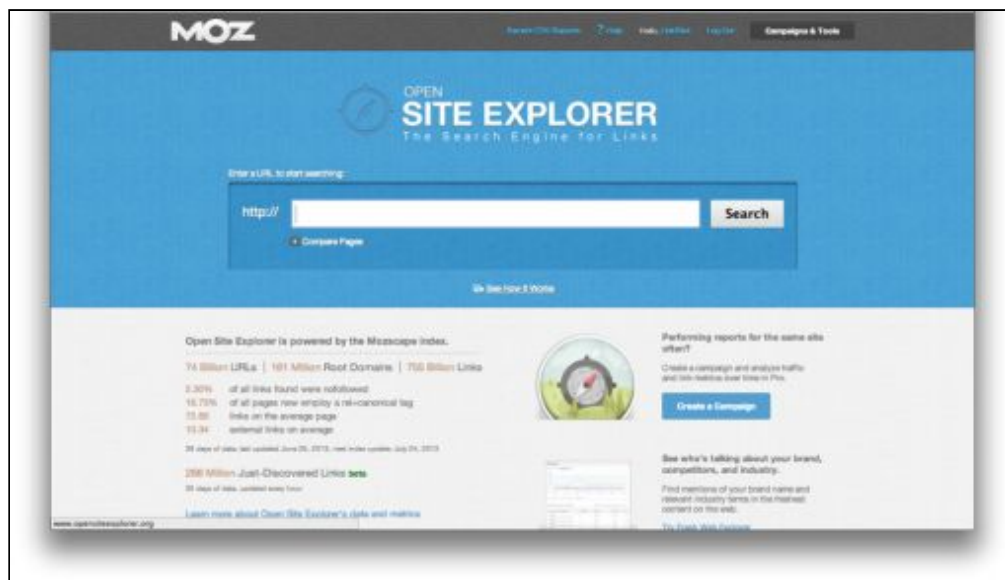


When utilizing SEO, you have to pick and choose your battles. Let's focus on keywords that are more specific and will produce results at a more reasonable time frame. In short we will be focusing on targeting long tail keywords. These are phrases that people are more likely to search for. In example: 'auto repair los angeles', 'car repair los angeles', 'oil change los angeles', and 'la car service'. These searches are less competitive and have a combined search volume of 710! If you target your website around long tail keywords, you will an easier time ranking and remaining ranked.

Competition Analysis

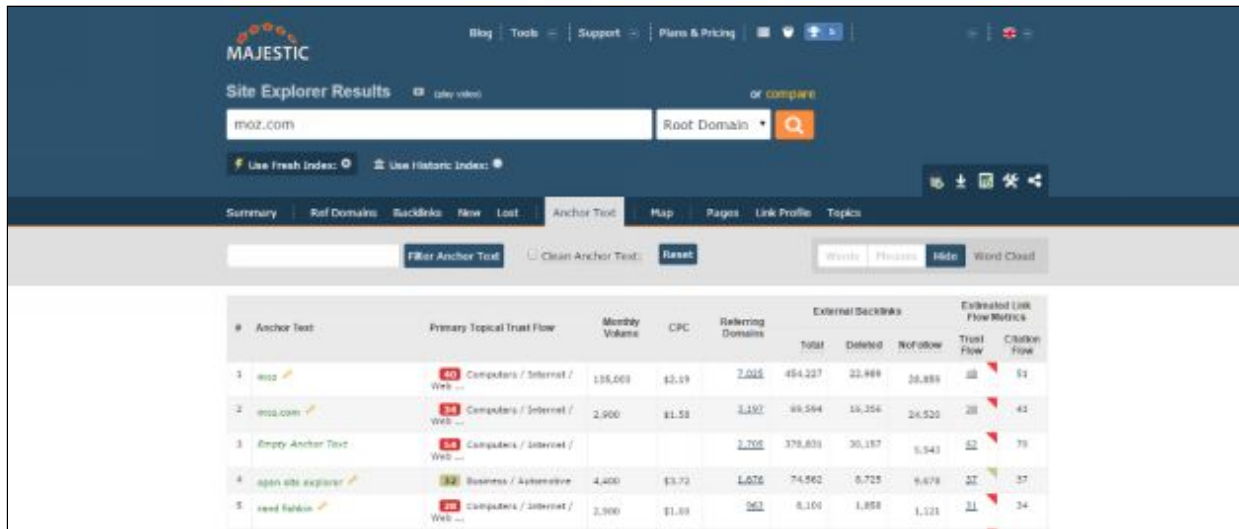
This is crucial. Once again, you need to be smart when doing your SEO. Pick and choose your battles. Your competition analysis will determine how successful you will be when going after your keywords.

The first step to analyzing your competition would be to download or use these three online tools; [Majestic](#), [Moz Open Site Explorer](#), and the [Google Keyword Planner](#).



Majestic checks a website TF (trust flow) and CF (citation flow). Moz checks a website's DA (domain authority) and PA (page authority).

Going back to majestic, TF and CF can determine the quality of a website or webpage.



The screenshot shows the Majestic Site Explorer interface. The search bar contains 'moz.com' and the 'Root Domain' is selected. The 'Anchor Text' tab is active, displaying a table of results. The table has columns for Rank, Anchor Text, Primary Topical Trust Flow, Monthly Volume, CPC, Referring Domains, External Backlinks (Total, Deleted, NoFollow), and Estimated Link Flow Metrics (Trust Flow, Citation Flow). The top results are for 'moz', 'moz.com', and 'Empty Anchor Text'.

Rank	Anchor Text	Primary Topical Trust Flow	Monthly Volume	CPC	Referring Domains	External Backlinks	Estimated Link Flow Metrics
						Total Deleted NoFollow	Trust Flow Citation Flow
1	moz	40 Computers / Internet / Web	135,568	\$2.19	2,015	454,227 22,969 26,889	51
2	moz.com	39 Computers / Internet / Web	2,900	\$1.58	2,192	98,594 16,356 26,520	41
3	Empty Anchor Text	6 Computers / Internet / Web			2,705	378,631 30,187 5,541	79
4	open site explorer	32 Business / Software	4,400	\$3.72	1,675	74,562 5,725 6,679	37
5	read folio	28 Computers / Internet / Web	2,900	\$1.88	263	8,100 1,858 1,121	34

The trust flow metrics determines how trustworthy the website site is and the quality of the links pointing to that domain.



The citation flow metric determines how many websites or RD's (referring domains) are pointing to that website or web page. As an example if a website has a 20 TF and 10 CF, which is a 2:1 ratio, that show that the website is very trustworthy and has high quality links pointing back to it.

Now if another website had a TF of 10 and CF of 20, that shows that the links pointing to it are of lower quality and higher quantity. Ideally you want your website to have a 1:1 ratio or have the TF be higher than the CF.

Moving on to Moz's Open Site Explorer we can determine the power of a website or webpage using DA and PA. The domain authority shows how powerful the entire domain is for the website on a scale of 0-100.

The higher the DA, the easier a web page will be able to rank for a keyword and the same rules apply for PA. When using DA and PA, you want your competitors metrics to be lower than yours or less than 30. In certain cases a YouTube video may rank on the first page of Google for a keyword and have a DA of 100.

Now that doesn't mean that you cannot compete, actually you can **outrank** that video by better optimizing your web page because that

video will likely have a low PA. Page authority gives you a better idea of how difficult it will be to out rank any given webpage.

By using these tools in your competition analysis you can avoid wasting time and money on your SEO campaign by choosing battles you are sure you can win.

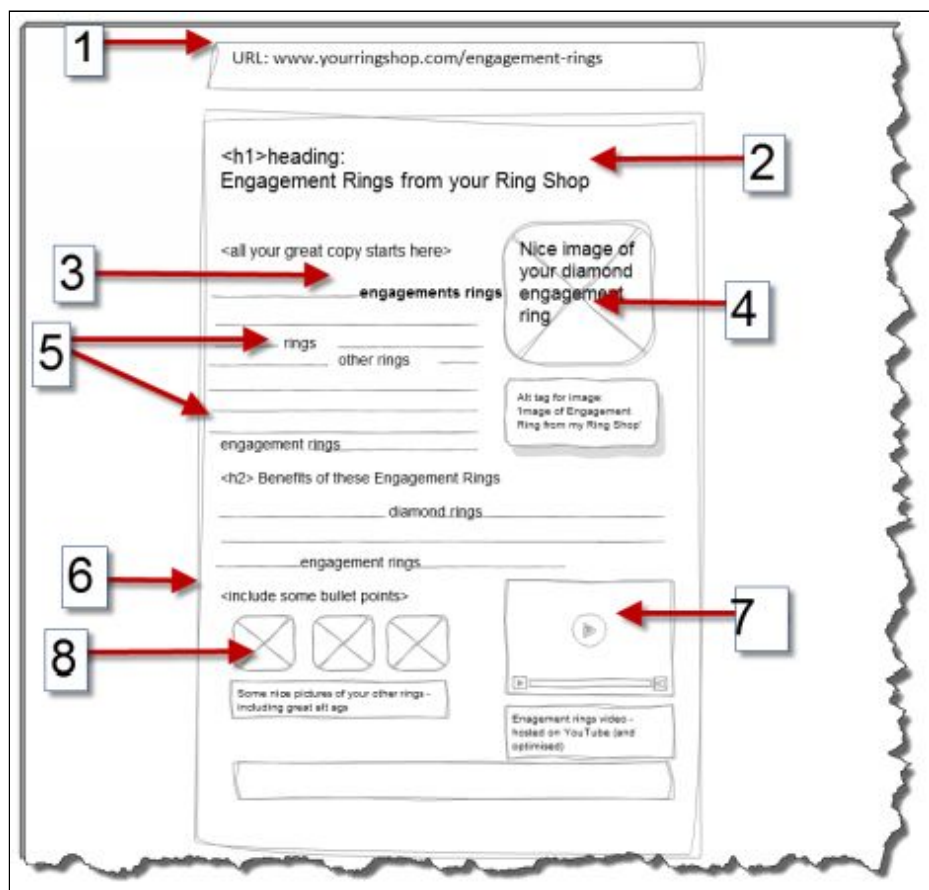
On Page SEO

Intro

On page seo is the foundation of SEO campaign. Without proper on page SEO you will do nothing more but waste your time and budget. You have no need to worry as I will teach you the best practices of on page SEO and how to maximize your relevancy in the search engines.

What Is On Page SEO

In a nutshell, performing on page seo is the process of making a web page as relevant as possible to your target keyword or set of keywords. This will help search engine bots to discover your page's topic.



The Basics

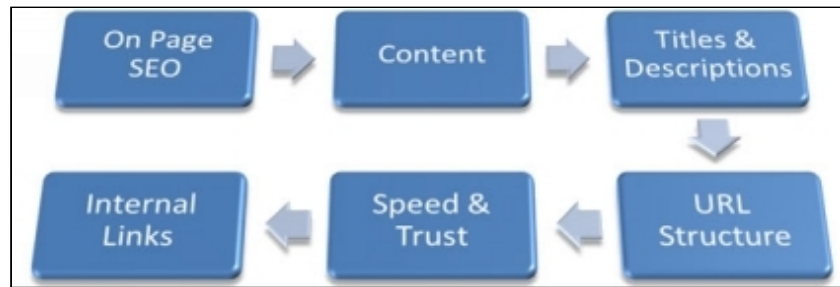
If your web page is about basketball and your target keyword is pizza in Chicago, that makes no sense right? So in a less extreme case if you own a restaurant and your target keyword is pizza in Chicago you would need your web page to be targeted to pizza in Chicago. Your page title should include your target keyword 'Uncles Mark's Famous Chicago Pizza'. Also your domain's permalink should be ['www.unclemarksfamouspizza/pizza-in-chicago'](http://www.unclemarksfamouspizza/pizza-in-chicago).

Now your web page is becoming very relevant to search engines. You also want to add unique content to your webpage that contains at least 500 words or more. Good content also keeps people interested in your website and decreases your CTR (click through rate) which can also help you rank. Another rule of thumb for good on page seo is to add high quality images with relevant alt tags along with a video or two.

Outbound links are also important. You should link out to other websites in your niche but more importantly to other pages on your website. This can make navigating your website much easier for your customers and you guessed it, will help your rank. I suggest using this [tool](#) to aid you in your on page seo efforts.

(free tool - <https://wordpress.org/plugins/wordpress-seo/>)

Here are a few factors to note when dealing with on page SEO:



Social Media Integration

Social Media And SEO

We live in a connected society where we can send a message to anywhere in the world within a second! Social media is THE way to grow your audience and following. Social media is becoming one of the more important ranking factors. Social media activity builds trust and authority to your website, two key elements when attempting to rank for keywords. The more trustworthy you are to search engines the higher your authority will grow. If your interaction is consistent coupled with your link building efforts, you will be seen as brand in the search engines. That is the ultimate goal because search engines LOVE brands.



You can integrate social media plugins into your website to boost activity and exposure on your social profiles. Having good interaction on your accounts will help to spread the word of your product or service. With social shares, social bookmarking, likes, and linking, your content has the potential to go viral. Now let's look at some ways to achieve this with social media marketing.

Social Media Marketing

With Facebook ads, Sponsored tweets, Pinterest posts, and Youtube videos you can reach a large number of people within your niche. You are able to develop and track your target demographic. You can revise and make adjustments to your social marketing campaigns to increase your ROI and focus on the buyers within your niche.



You will grow to be an expert in your market at identifying the buyers from the 'tire kickers'.

Now those are few ideas to get 'the juices flowing'. Take these suggestions and further your knowledge within the

[BrandBlast University](#).

Introduction to Backlinking

The Basics Of Ranking

There are 3 primary metrics to consider when attempting to rank your webpage. 1.Relevancy, 2.Trust, and 3.Authority. If your web page is relevant by means of on page seo, trustworthy with quality backlinks, and authoritative from consistent backlinking, social media activity, and active content. You will rank. If you are having difficulty ranking, build more backlinks and add more content to your blog. That is the formula in its simplest form. Now it obviously is not totally that simple or easy, but by 'rinsing and repeating' you are bound to see positive result within your SEO campaigns.



Ranking Factors

In descending order.

- Backlinks
- On page content
- Engagement and Traffic
- Social Media Interaction

SEO Penalties

In Google there are several manual and algorithmic penalties. They are Penguin, Panda, Mobile Friendly, Top Heavy, Payday, Pirate, Unnatural Links, Spam, and Thin Content. When you are penalized by Google your site will drop from the SERPs (Search Engine Results Page) and lose its rankings. We are going to focus on two, Panda and Penguin. The purpose of Panda is to keep low quality content out of the search engine results.

This also relates to the spam penalty and duplicate content. It is best practice to use lengthy and unique content on your web pages. Refer back to the Day 3's on page SEO guide. Penguin focuses on penalizing sites with unnatural link profiles. These refers to your anchor text which we will review in the next paragraph. An unnatural link pattern refers to link quality (spam), link velocity (how fast links are being built and how consistent they are being built), and link diversity(the different types of links pointing to your site). Now there are ways to recover from SEO penalties. Depending on which penalty you are hit with, you can either disavow *spammy* low quality links in Google webmaster tools or open a ticket for reconsideration if hit with a manual penalty.

Anchor Text

Your need to understand anchor text ratios and diversification when manually building backlinks to your web pages. If you do not take the correct measures, your website will suffer and be penalized. Anchor text is the phrase or keyword that can be clicked on a hypertext link. Ex: [SEO Consulting](#). 'SEO Consulting' is the anchor text and colinkmarketing.com is the destination of that link. Here are some anchor text ratio numbers to refer to if our website was 'schoolofdogs.com' a website about training your dog and our target keyword was dog training.

Brand - 70% (school of dogs)

Naked URL - 20% (www.schoolofdogs.com)

Generic - 5% (click here, visit our website, learn more here)

LSI/Partial Match - 1-5% (how to train your dog, dog training San Francisco, dog trainers, training my dog)

Exact Match - 1-5% (dog training)

Tips

You do not want to follow each ratio exactly, just make sure that your backlinks look natural and that you are not over optimizing your target keywords. Keep it to 1-5% of all your links combined. The less exact match anchor text you use, the stronger those links become in ranking your web page.



Remember to cycle your anchor text when manually link building. Do not use the same keywords each time. By cycling your anchor text, you keep your ratios low and add diversity to your anchor text profile which you can monitor on [Majestic](#).

Advanced Backlinking

Intro

Advanced backlinking is done by manual backlinking. Manual backlinking is the process of actively seeking link opportunities for your web page. You will use social networking, guest and sponsored posts, link exchanging, reviews, and link purchasing. This is where having a decent SEO budget comes into play. Also when manual link building, keep in mind your target keywords and anchor text ratios.



Link Metrics

TF 15+

DA 20+

Social Networking

Use your network of web 2.0s and social connections to build links. Create a highly engaging post that people will share with their friends and family. This is a more automated tactic but the most common and very effective. Also reach out to your network of friends or other websites in your social network to obtain relevant links from them.

Guest and Sponsored Posts

Do a guest post on someone's blog with your links within the content.

Link Exchanging

Ask for a link exchange with another blog in your niche. They give you a link, you give them a link.

Reviews

Do a product or service review for another website and have them post the review on their website with your link or vice versa.

Link Purchasing

Contact the webmaster of a relevant website or blog and inquire about how much it will cost to get a link from them.

Free Alternatives

Some free alternatives to manual link building would be to submit your link to social bookmarking sites, leave comment links on relevant blogs, link on web 2.0s, submit press releases, and build wiki links. These methods can provide positive results but they are not the best methods to obtaining the most powerful backlinks.

Tips

Manual link building is a very effective way to control your anchor text and get the most powerful, most relevant backlinks to your website.

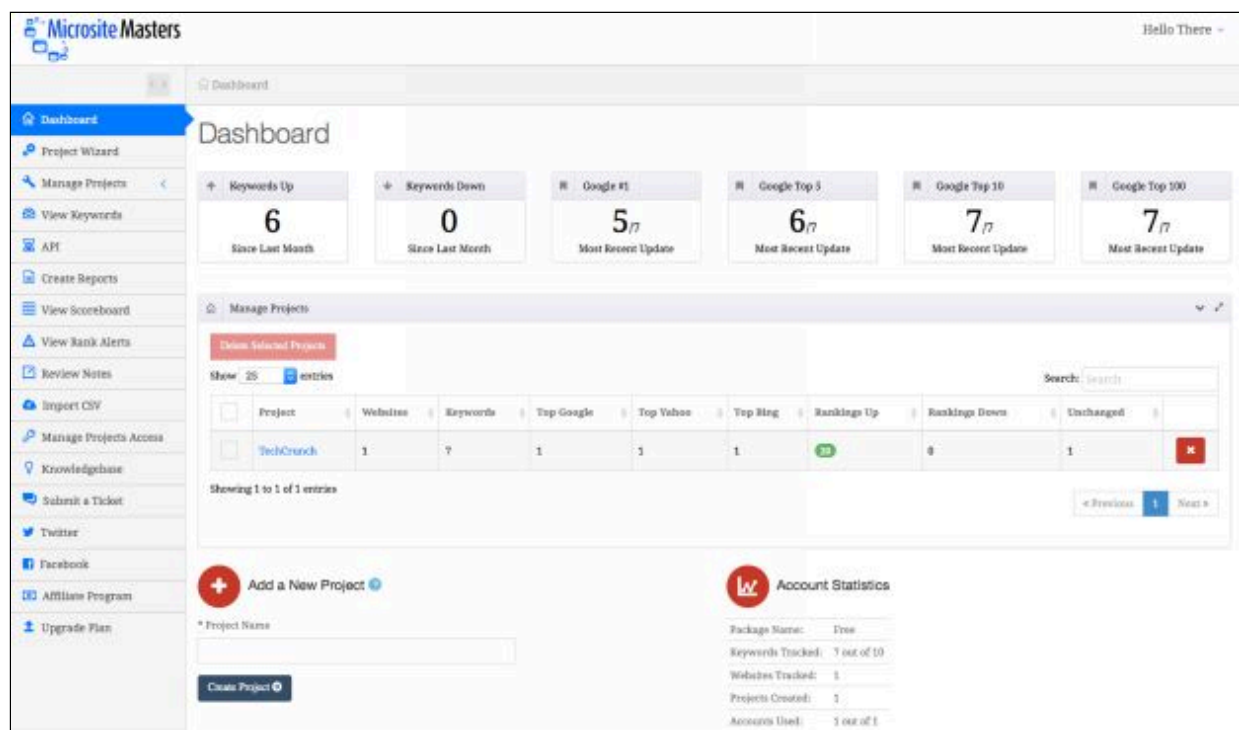


You should check each website your are thinking of manually linking to for spam, quality, and power. You don't want to have spammy or low quality websites linking to yours and you also do not want to overpay for a weak link.

Tracking & Monitoring

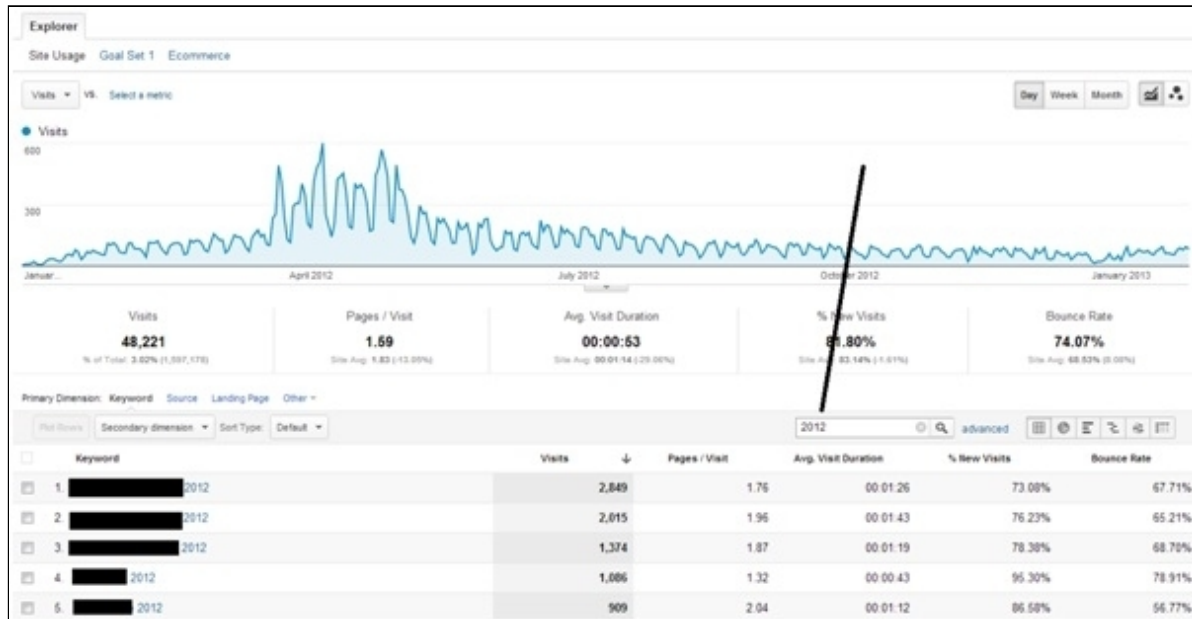
How To Track and Monitor Your Campaign

It is very important to keep track of your SEO efforts. Luckily SEO is one of the few marketing strategies where it is easy to track results and ROI. As for your day to rank tracking you will want to find a reputable rank tracker such as [microsite masters](#) or [cute rank](#).



You will be able to see you rankings grow over time and pinpoint where certain links kicked in that caused your rankings to boost. You may also want to plan and track your anchor text on an excel or Google sheet

when manually link building. This way you know what links you have built or purchased and what your current anchor text ratio is for your keywords and website as a whole.



Tracking and monitoring your SEO campaigns will make sure that you are aware of your budget and ROI. You don't want to blindly build links, waste time, and ultimately waste money. SEO is an investment in your business and should be treated as such.

Review & Bonus

What we have learned?

You made it!

You have completed the 7 Day SEO Bootcamp!

You are well on your way to increasing the online exposure and sales of your business. Now let's recap:

On day 1 we learned about search engines, what SEO is and how important it is to our business.

***On day 2** we covered keyword research and competition analysis.*

***On day 3** on page SEO was our focus. You learned the best way to make your web page relevant to the search engines.*

***Day 4** was all about social media integration and how we can go viral.*

*I introduced backlinking on **day 5** and expanded with advanced tactics on **day 6**. With all of the knowledge you have gained to this point you can now confidently launch your SEO campaigns while tracking and monitoring them from the information gained on **Day 7**.*

Remember your training and your business will be successful. Don't give up. Reevaluate your campaigns and keep pushing. Good luck.

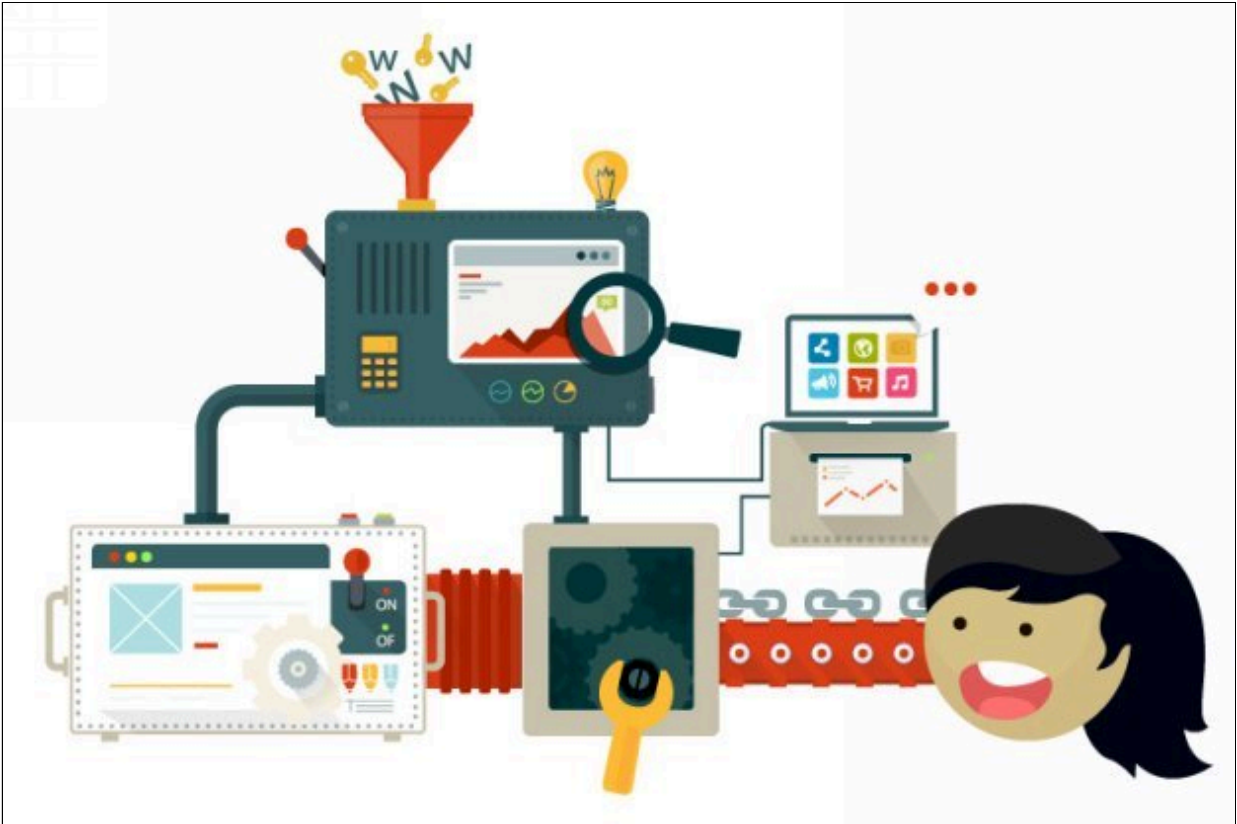
Bonus

So what's next? I would like to share some of my personal ideas and methods that can work along side of your SEO efforts. Two other very powerful marketing strategies that have great potential to increase the traffic to and exposure of your website are Facebook ads and email marketing.

You can learn more about each in the [BrandBlast University](#) will you will get COMPLETE access to all of our university execution plans.

Tips and Idea

Another ranking factor to consider is to make your website responsive and mobile friendly. This means that whatever device your website is pulled up on, it will look and function properly on any screen. This includes tablets and phones. This creates a faster load speed for mobile devices and a better user experience for your customers.



Not all paid search is bad. You may want to look into using PPC (Pay Per Click) with adwords. Although SEO and FREE traffic is more beneficial, PPC can complement your SEO campaign.

Resources

Here is a list of the tools and services covered throughout the bootcamp.

[Colink Marketing](#)

[BrandBlast](#)

[Moz Open Site Explorer](#)

[Majestic](#)

[Microsite Masters](#)

[Cuterank](#)

[Google Webmasters](#)

[Google Keyword Planner](#)

[Yoast SEO](#)