

**Keep SEO Simple**

# **KISS: Keep it SEO Simple with PageRank**

**By Dennis Becker and Rachel Rofe**

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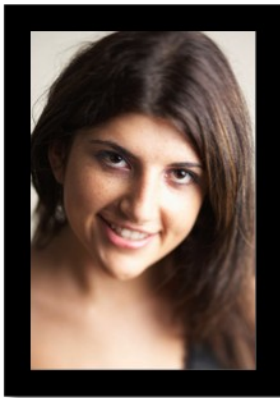
## About Us:



**Dennis Becker** began his Internet marketing career in 1998 by selling on eBay while still running a full time retail business. Beginning in 2002, he became interested in Internet marketing, and spent 3 years trying virtually everything with dismal results.

One day, frustrated and beat, but unwilling to quit, he devised a new strategy to simplify the entire process, starting with a mindset makeover. That strategy changed his life, and he wrote about it in the classic "5 Bucks a Day" book, available at Amazon, or through a link in the resources section.

He also opened an "Insiders Club" in 2007 to help more experienced Internet marketers achieve their first \$1000/day of profits by following proven, sometimes little-appreciated, business models to receive amazing results.



**Rachel Rofe** has been a full time Internet Marketer since June 2006, and has been on the Internet for over a decade.

Although she's dabbled in many fields, she's mostly known as a membership site expert, copywriter to the "Internet Stars", and offline business expert.

She dedicates her time to learning as much as possible, both in Internet Marketing and in life. She joined the staff of Earn1KaDay in 2010.

You can read more about her on her blog at <http://www.RachelRofe.com>.

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## Introduction

The moment you introduce search engine optimization into your life, you are overwhelmed by the very existence of Google PageRank. If you run a website or Internet business, keep in mind the KISS rule: Keep It SEO simple.

Before you wear pace marks in the floorboards, read my introduction to PageRank and find out if it should really run your life (okay, at least your SEO campaign). Chances are, you're all worked up over nothing.

## The Invention of PageRank

Google's founders, Larry Page and Sergey Brin, conjured up PageRank and it snowballed into the basis of how Google functions. Page and Brin's little brainchild didn't become the best search engine by winning the lottery. It became a smashing success because it provides the best results – hands down.

So how did Google gain this killer instinct that crushes the competition? Via PageRank, of course. PageRank provides a way to greatly improve the accuracy and authority of a search response when a user types in a query.

## PageRank Decoded

Essentially, PageRank administers a means to ascertain the value of a website for all search terms or keyword phrases. The value is determined by linking: the more popular sites receive more links, and theoretically rank higher than those who don't. The more inbound links a site has, the higher the PageRank value. In turn, it displays higher in the search results.

If you go on Google's website, they explain the PageRank system as such:

"PageRank relies on the uniquely democratic nature of the web by using its vast link structure as an indicator of an individual page's value. 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 analyzes the page that casts the vote. Votes cast by pages that are themselves 'important' weigh more heavily and help to make other pages 'important'."

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Google continues:

“Important, high-quality sites receive a higher PageRank, which Google remembers each time it conducts a search. Of course, important pages mean nothing to you if they don’t match your query. So, Google combines PageRank with sophisticated text-matching techniques to find pages that are both important and relevant to your search. Google goes far beyond the number of times a term appears on a page and examines all aspects of the page’s content (and the content of the pages linking to it) to determine if it’s a good match for your query.”

Phew! Google, you have done Alexis de Tocqueville proud. However, all of this may sound a bit daunting. The important thing to know is that a combination of variables determines how well your site performs in Google. Below is a list of what you need to concern yourself with:

- Inbound links to your site.
- The relevance of the pages linking to your site and how these pages rank in PageRank (say that ten times fast).
- The keywords used in other sites that link to your own.
- The keywords used in your own site, particularly in headlines and page titles.

You directly control a majority of these variables. Others you are able to manipulate to a point. Just understand that these variables (along with others) determine how your pages rank.

## Going After PageRank

Talk to any avid PageRank chaser and you will hear the same thing: leave PageRank alone and it will come to you. That’s right. Don’t pay PageRank any attention. Just focus on the variables that control it.

Focus on gaining quality inbound links that are relevant to your site’s pages. Once you begin this practice, your PageRank will naturally improve, and you will naturally increase the amount of visitors to your pages. Again, KISS!

Now, don’t go around chasing links from the highest of PageRank sites. And

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definitely don't waste an ounce of energy adding links from any old site ready and willing to link with you. We all know where that leads, and it isn't pretty. Grow your site organically, be consistent with your SEO, and good things will come of it.

Also, do not ignore the ever-important keywords. Keywords play an essential role in driving the right traffic to your site.

Again, don't waste time trying to provide a healthy dose of keywords to your page titles and headings. Logically title your content, and then think about what words users may type in a search when looking for your content. When in doubt, check out what your competitors use for keywords.

Building a good site means adding quality content with an organic flow of keywords. Be consistent in doing so, but don't get bogged down with the idea that you have to be PageRank-able.

You will be surprised at how much you accomplish by naturally creating content with your audience in mind.

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### **Want More? Here Are Some Resources:**

[Earn1KaDay](#) – the Internet marketer's Insiders Club where we share tips, tactics, success strategies, and disseminate cutting edge information about 12 different business models.

[5 Bucks a Day](#) – This is how Earn1KADay was born. Learn the techniques that, inspired by a 5-dollar bill, took my Internet marketing income from \$30 a day to \$700 a day in less than a year.

[Action Enforcer](#) – This desktop application that will bring you more focus and let you get more done in less time than you ever imagined.

[E1KAD.com](#) – A comprehensive list of all of our products.

### **Article Marketing**

[7 Minute Article Secrets](#) – How to write any article in 7 minutes or less.

[Article Marketing 365](#) – Learn techniques that will bring you yearlong article traffic.

[Article Profit Formula](#) – Learn the formula that John Taylor uses to make each article he uses worth \$28 (or more).

### **Copywriting**

[Copy Cheats](#) – This takes “best of the best” copywriting lessons and puts them all in one page. Your copywriting skills will absolutely get a lot better after going through this report.

[Ultimate Copywriting Handbook](#) - How to write irresistible, persuasive and engaging sales copy so that you can make more sales for your products and services.

### **Freelance Work**

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[Freelance Profit Method](#) – Discover 23 different ways you can earn money as a freelance writer.

## List Building

[List Building Renegade](#) - How to generate massive email lists of targeted, hungry buyers.

## Offline Marketing

[Easy Autoresponder Cash](#) – Learn how to set up easy autoresponder sequences for offline customers. Rachel knows one guy who has over 1,000 businesses paying him \$250 a month for this type of service.

[Get Them Online](#) – Learn how to find offline businesses that want to work with you, how to approach them, and the types of services to offer. There are phone scripts and contracts included in this report.

[Make \\$10K In A Weekend](#) – Learn how to give weekend seminars to offline businesses (which can be outsourced to others) and charge \$997 per attendee. We teach you how to get clients (can be outsourced for free), the exact scripts to use at the seminars (written verbatim for you), and a lot more.

## Outsourcing

[Craigslist Outsourcing Secrets](#) - How to Expand Your Business Growth by Outsourcing Your Tedious Tasks to Freelancers From Craigslist

## Product Creation

[Conversion Profits](#) – How to make the most profits from any customer that comes to your page. This includes converting your advertisements, sales letter, and any message the customer will see. You get resale and private label rights with this.

[Pricing For Big Profits](#) – Discover how to price your products to offer the most value and also bring in the most money. Most gurus would NOT tell

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you this stuff.

[Thrifty Marketers Product Launch](#) – How to earn a lot of money, very quickly, without going through the laborious process of doing an entire product launch.

### **Social Media**

[Facebook Fan Page Cash](#) - Learn how to set up and leverage your own Facebook Fan Pages

### **Becoming Successful**

[Anatomy of a Success: Interview With James Schramko](#) – James is on target to do 8 figures this year – and he's breaking down all his secrets.

[IM Quick Start Strategy](#) - Jason Fladlien talks about the mistakes he made that he thinks cost him 150K in 2009. He'll help you avoid those mistakes.

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