



How The Search Engines View Your Sites

How The Search Engines Rank Your Sites

Why Unique Content Works Both Ways

Why Updated Content has a Happy Ending

**IM is Easy – If You Stop Buying EBooks**

A Report by Andrew Paxton



## **Contents**

1. Copyright & Disclaimer
2. How the Search Engines View Your Site
3. Unique Content
4. The importance of Regularly Updated Content to your Links



## **Section 1: Copyright and Disclaimer**

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## Section 2: How the Search Engines View Your Sites

Have you ever stopped to consider how the search engines view your sites? What does a search engine robot see when it visits your sites? Are you using all the tools the search engines give us for free?

If you've read any of my previous reports you'll know I don't build my sites for the robots. I build "human orientated" websites – after all, it's my human visitors who have credit cards and PayPal accounts – not the robots.

I don't ignore the robots. I give them everything they want to see and make sure they don't find anything they don't like. My content though is ALWAYS aimed at human visitors.

So what kind of things are the robots looking for?

**Content which is relevant to the keywords  
the web surfer has entered as a search term**

That's it...

You can argue that there are other snippets the robots look for but that would be splitting hairs. The search engines look for relevant content – full stop.

It does go a bit deeper (well a lot deeper) than that though as the term "content" doesn't only apply to a page of text.

"Content" applies to everything you have on your site.

Articles  
Images  
Keyword set  
LSI terms  
Links

Everything is content and how the content is assembled will tell the robots a lot about your site. Not the visual assembly, no. The overall snapshot the robots can take of your site. This is what influences your rankings, traffic and ultimately the earning potential of your IM business.

Drilling down into some of various elements will give us a good indication of how to structure our sites so as to give the robots the best bait and keep our buyers happy as well.

## Section 2.1: Articles

The first thing we need to clear up here is the actual meaning of the term “articles”. For the purpose of this report, “articles” will refer to every piece of written content on your sites.

How are you writing your articles? Are they just filler to make up pages or do your articles actually tackle a particular problem, offer information and ultimately lead to a solution?

Yes, all websites need filler, but nobody says the filler has to be crap. Your earning potential magnifies the more time visitors spend on your sites and the more pages they view. It’s difficult to sell anything to a 10 second visit.

My newest site is surging up the rankings with multiple Page 1 listings for multiple keywords. This is in a very competitive niche and the competition is pretty well entrenched (although probably getting a bit worried now) and making money hand over fist.

Just to compare like to like, here’s a couple of screen-shots of some metrics from Alexa for my site and the No.1 ranked site in the niche.



Average Page Views for the No.1 ranked site in my niche



Average Time on Site for No.1 ranked site in my niche



Average Page Views for my site



Average Time on Site for my site



According to my Google Analytics account, my actual metrics are a bit higher, but as I don't have access to the analytics information for this soon to be relegated site, I can only compare the Alexa metrics.

I have access to pretty much everything else I need to know about my competition but not their Google Analytics. They might just as well let me have these as well as pretty soon I'll be outranking them for just about any keyword in the niche worth a damn.

So how do you structure your articles to keep your visitors on your sites?

Anything you write should follow a very simple formula:

### **Problem – Information – Solution**

Surely it can't be that simple? How can something that simple be the subject of an endless stream of EBooks and new marketing products?

Well it is and it is. No matter how much you dress the thing up, no matter how fancy a title you put to it, no matter how much you promise to "dominate, kill, stab or otherwise maim the search engines", that's the basis of your IM business:

Problem – Information – Solution

Any keyword phrase a surfer types into a search browser will fit the "problem" section. Some fit better than others, but pretty much any keyword fits the "problem" section.

The "information" section is where your work really starts. How much information do your articles contain and how well do they address the problem? Are your articles just a jumbled collection of nonsense or do your articles actually address the problem and provide information about the causes?

I saw a product launched recently that was essentially a way to create "unique articles" to feed to your sites. What is boiled down to was this:

Rake an article, run it through an online translation and translate from the original language to something else, then back to the original language, creating a unique article.

Let's try that just for a laugh and see how effective it would be:

I'll use the text from a couple of paragraphs back, just to illustrate this. I'll use <http://babelfish.yahoo.com/> to translate this to Spanish, then back to English:

## Original Article:

The "information" section is where your work really starts. How much information do your articles contain and how well do they address the problem? Are your articles just a jumbled collection of nonsense or do your articles actually address the problem and provide information about the causes?

## Spanish Translation:

La sección de la "información" es donde su trabajo comienza realmente. ¿Cuánto información sus artículos contienen y como de bien abordan el problema? ¿Son sus artículos apenas una colección embarullada de absurdo o sus artículos abordan el problema y proporcionan realmente la información sobre las causas?

## Back to English:

The section of the "information" is where its work really begins. How much information their articles contain and as of good they approach the problem? They are its articles as soon as its a embarullada article or collection absurd approaches the problem and really provides the information on the causes?

Let's also check how "unique" these articles are. I'll use DupeFree Pro for this:



0% duplicate content - but I dare you to make any sales from an article like that...



Now you might be thinking: Wow – 0% duplicate content – this is stuff I can use...

Well you can, just don't expect to make any money from it. It might feed the robots for a while, but your visitors will be clicking off your sites in a flash.

Ask yourself this: If you came across an article like that would you read it all? Would you click any links in it? Probably not.

As you hard earned traffic leaves your sites in droves, the robots start getting a different message. They see your Time on Site metric drop to shit and your Average Page Views fall through the floor. How do you think that's gonna affect your rankings?

Anything the search engines measure is important to the earning potential of your sites and the search engines measure Time on Site and Pageviews.

Yes, you have to supply bait for the robots – but it needs to be live and wriggling.

## Section 2.2: Images

Images are an important part of your websites. Apart from providing a more visual reference to your subject matter, they also provide some important information for the search engines.

Search engine robots can't decide as to the quality or artistic value of your images, nor can they decide if the images have anything to do with the subject.

What they can read however is the alt text and the origin.

The alt text is essentially a caption. It's like a title you put on your images which describes what the image is about. As images are part of your overall content, an article which is relevant to a particular topic will probably include images which are also relevant to that particular topic. Get into the habit of using your alt texts and get into the habit of using your keywords in your alt texts. Your bank manager will thank you.

The origin of the images is just as important. In fact, as far as I'm concerned, it's probably more important. Let me explain:

The lazy (and doomed) way to build a website is to use data-feeds from various affiliate programs. These data-feeds are a super easy way to generate a ton of content for your sites. It literally takes minutes to do and you can customize these up the kazoo to showcase products from various merchants, across various niches.

Great you might say. In actual fact, you should be running away from data-feeds.

The search engines hate affiliate sites. They hate affiliate sites because too many affiliates try to go the easy route and essentially copy and past content from their merchants, creating a mass of what are essentially the same sites, over and over again.

The easiest way for a search engine to decide if they are going to hate your site is a data-feed and the easiest pointer is the images.

Here's an excerpt from the Google Guideline for their human site reviewers.

*"We differentiate between affiliates that produce extra service, value, or content, and those that simply are duplicates of other sites, set up to boost traffic to other sites and earn a commission for it. The former ones are not Offensive and should be rated on the merits to the query. The latter ones are Offensive. Please read the whole section.*

*Thin affiliate doorways are sites that usher people to a number of Affiliate programs, earning a **commission** for doing so, while providing **little or no value-added***

**content or service to the user.**<sup>5</sup> *A site certainly has the right to try to earn income; we're attempting to identify sites that do nothing but act as a commission-earning middleman.*

*Observe where the links on the site take you. If the links are overwhelmingly leading you to one affiliate program, this is a strong signal that the site is a Thin Affiliate. Likewise, if the pages on the site are homogenous, and the links go to one or more affiliate programs, this is also a strong candidate.*

*Do not call a page affiliate spam when an affiliation is only incidental to the message and purpose of a website. To determine whether participation in affiliate programs is central or incidental to the site's existence, ask yourself this question: **Would this site remain a coherent whole if the pages leading to the affiliate were taken away?** "*

Use a data-feed and all the images are linked back to the merchant's site. Plus, when you right-click on an image from a data-feed and view the image "Properties" these will lead back to the merchant's site. Dead give away.

One thing that jumps out from the Google Guidelines is this:

***A site certainly has the right to try to earn income; we're attempting to identify sites that do nothing but act as a commission-earning middleman.***

Google doesn't mind anybody earning an income. After all, without sites monetized to make money, the internet would be a very small place.

What Google and the other search engines don't want to see is pages that are built purely and simply as robot bait, offering nothing of value to the human visitors, as the excerpt from the Google Guidelines demonstrates:

*(...for a query that uniquely targets the result page via a search, one-to-one correspondence) to which this result is any good. If a result displays evidence of cheating techniques, for instance if it's a page created for search engine robots rather than for human visitors, such result does not deserve to be brought up anywhere in the ranking to most queries, except, once again, to queries specifically targeting the page.*

Bait for the robots by all means – just make your websites human orientated. Your rankings will improve.



## Section 2.3: Links

Build enough links and you can pretty much rank for anything. The ranking algorithm though isn't only about your incoming links though. It's a measure of incoming and outgoing links as well.

Say you had a site about Football. European football that is – soccer if we must...

If this was a content rich site, then at some point you would probably mentioning FIFA, UEFA, The Footballers Association, UEFA League, Champions League, European Cup, World Cup. All sorts of "authority" sites that should be mentioned in your football website.

Apart from establishing website as a content-rich, informative site, it also gives the search engines a lot more information about where you should be ranking and for which keywords.

Let's take a quick example here:

We'll use the keyword phrase "Liverpool"

Now as a search term "Liverpool" could be relevant to Liverpool Football Club, Liverpool Docks and even the Beatles.

If your website is about Liverpool Football Club, but links to a website about John Lennon, then the search engines might well decide it's a broader site about Liverpool and not give it the rankings it deserves for the "football" niche.

A content rich site which aims to provide valuable and relevant information to visitors will offer more than just outgoing affiliate links. It will also offer outgoing links to the big authority sites in the niche.

You don't HAVE to make a sale on the first visit. Wine and dine your traffic a bit. Put a bit of romance in your IM business. It works.

Some of you will be using high PR back-link packs to build back-links to your sites. If you're not, Why aren't you? Don't you like first page listings? I use as many as I can get my hands on including:

[Angelas Back-Links](#)

[Pauls Back-Links](#)

For a total investment of \$13 a month I get 80 powerful links a month. These link packs just plain old work.

Building 80 back-links for each and every one of your sites might seem like a lot of work and it is. It takes time.

I've pared off some of my sites over the last few months but also picked up a LOT more SEO clients, so I am building a lot of links every month.

To miss-quote Borat "link building is pain in my assholes".

I hate it. It's mind-numbingly boring and I hate it. As link building is the single most important part of your SEO though, ignore it at your peril.

I also hate shelling out every month for the privilege of using somebody's software application which is why I don't subscribe to any link building packages. Well I do to one, but not for the Angela or Paul packs.

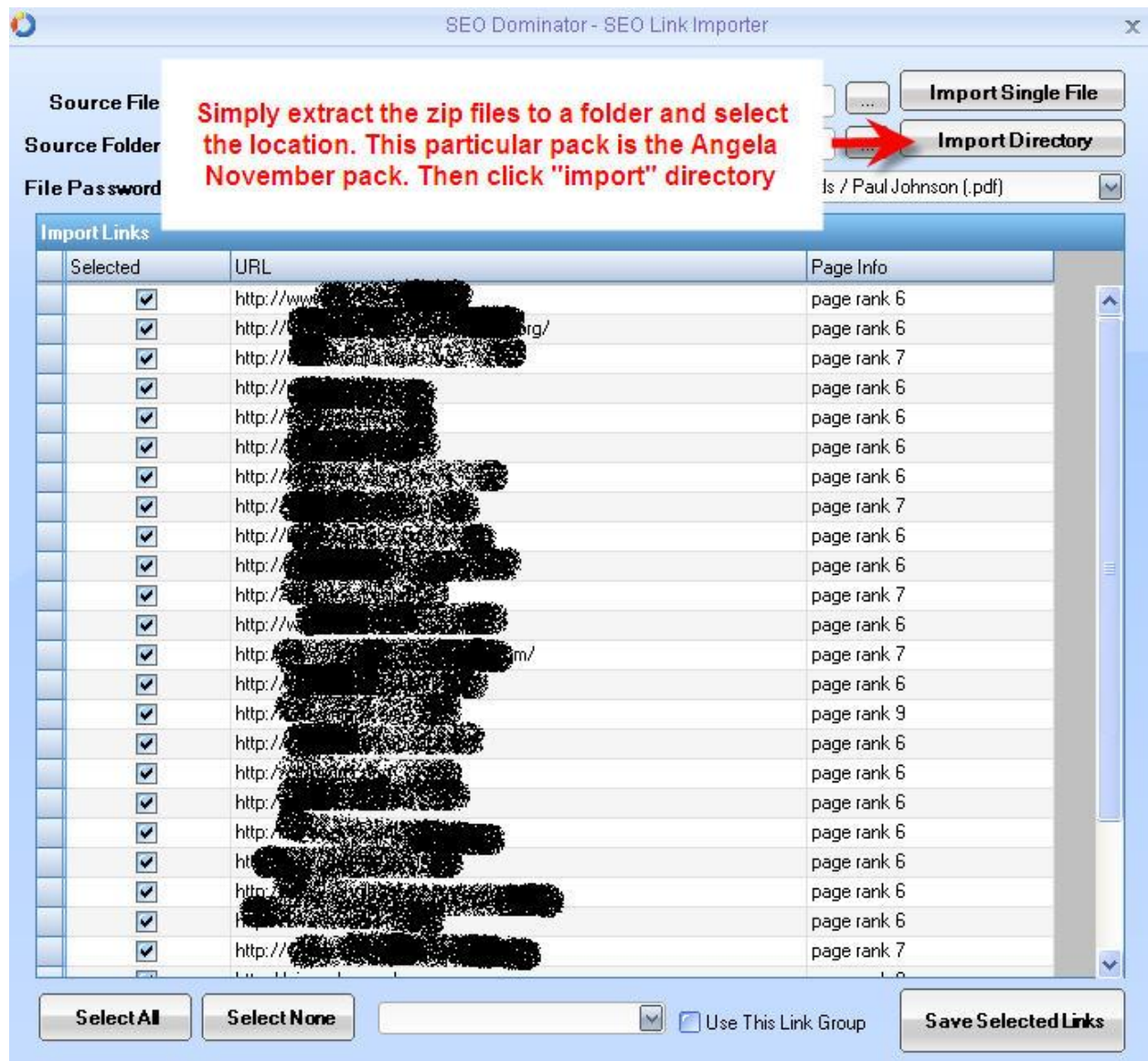
What I do use though is a [piece of software](#) I bought for \$57 one-off. It handles both the Angela and Paul packs (plus a whole bunch of other packs available on the market), automates the whole link building process and even creates RSS feeds and mash-ups to submit to the RSS aggregators for even more back-links.



Supports all the link packages you will ever need and makes link-building a piece of cake. No more "pain in my assholes".

The program works on a “profile” system, so you can store all the information about the site you want to back-link to, along with all the SEO information (url, keyword, texts, html and bb codes).

The links are imported directly from the package PDF’s and the program parses all the links.



You can then either choose to create the profiles and drop the links later or your can create the profiles and drop the links at the same time.

Using this software it only takes about and hour for a pack of Angela’s links and around 90 minutes for a pack of Paul’s links.



One off payment and works like, well, something that works really, really well. I'll be adding some video tutorials to the site but check it out and take some of the drudgery out of your link building.

You can see more on this amazing piece of software [here](#) .



## Section 3: Unique Content

So what exactly is the duplicate content slap and does it even exist?

Well, yes and no.

First of all, let's get something straight. Duplicate content will only ever be an issue if you have this on the one single domain. Use the same piece of content over and over again on the same website and it will harm your rankings as it will mark your site as a thin affiliate spam site.

So that's that. Well, no.

We all use some kind of auto-blogging or automation systems. These make things a little bit easier to do and are a huge time-saver. I've been using Blog Bot since it was released, and it's now running a network of 29 lovely, lovely Wordpress blogs for me, all with blog-rolls, RSS feeds and unique versions of my content.

Google loves Wordpress blogs and I love Blog Bot.

So back to the NO bit. Remember, we're building our sites for human visitors, so all the sites we use to promote our main money sites should be built for human visitors as well. Ask yourself this: How much do you like wading through a bunch of listings which all have the same content???

I know I don't enjoy that much, so why submit my visitors to that. Use the power of Web 2.0 properties to market your main money sites, just make the content you use interesting and as far as possible, unique.

You don't need to re-write the whole thing for every site you submit to. After all, if you submit an article to Ezine Articles for example and this gets picked up and syndicated, it's the exact same article being re-published on other sites. It won't affect your rankings negatively.

Aim for content which has less than 40% duplicate content amongst the various versions. Submit these to article directories and use them as posts for Web 2.0 properties. Stick them into Blog Bot and run your own network of blogs on virtual auto-pilot.



## Section 4: Regularly Updated Content

You've probably all read about the need for regularly updated content. It's 100% accurate and true. You do need regularly updated content, but for more reasons than you might think.

First of all – why do your sites attract links?

Fairy tale answer is because people find your content interesting and decide to link to it. Actual answer is because you've been building links to your sites to get better rankings.

Even though we, as marketers, are trying to game things a bit by building links to our sites, it doesn't mean we can get away with back-link murder. Anything that stands out too much is bound to be picked up by the search engines and your sites slapped.

You do have the answer though and you don't really need the next great \$97 "Loophole" to teach you how to do this. In a nutshell, here is it:

How many ways can you think of to get back-links. I'll fill in some – please feel free to add your own:

1. Press Releases
2. Article Submissions
3. Web 2.0 Properties
4. Social Bookmarking
5. Blogrolls
6. Directory Submissions
7. Blog Comments
8. Software Submissions
9. Video Submissions
10. RSS Feeds
11. Link Packs

Do you really need another Ebook telling you how to submit an RSS feed for a back-link? How many ways can you say "article submissions"? The list above is as good as anything you'll get in that next "Marketing Breakthrough" Ebook you might be eyeing up. My advice is: **save the money and go out and build some links instead.**

If you really want to invest your money, buy some tools to make the whole process a bit easier and faster. Plus if you use my affiliate links – you get a tested tool and I make a modest affiliate commission. "Good for both" as the Bishop said to the stripper.



If you want to blow your money, buy the next great Ebook. What it will essentially be is something from the list above, “dressed up” a bit and with a convincing sales letter. Add you own methods to the list and apply them **ALL**. I stress the **ALL**, because that’s a big factor in your search engine rankings.

Remember we spoke about the “fairy tale” answer. Well in fairy land, people find your content, decide it’s interesting and link to it. They might also add this to one of their blog-rolls and even book-mark your pages.

In fairy land, somebody might find your stuff so good, they decide to do a Press Release about you. That article you submitted to Ezine was so good – it got picked up and was syndicated on another 400 article directories.

In real life – why not jump the gun? Why not bookmark your own stuff, submit your own feeds, write your own Press Releases. Why wait to be syndicated when you can submit your articles to 100’s of article directories?

Thing to remember is this: **LINK SPREAD**

You need to build back-links to your sites in all kinds of ways for those back-links to look natural to the search engines. The fairy tale approach assumes all is natural and people are finding your sites from a variety of sources. You need to keep as close to the fairy tale approach as possible and build links in as many ways as possible.

That brings us to the key point: **regularly update content**

If you’ve had a page up for a few weeks, then in fairy land, it will get stale and stop attracting links. If you keep building links to stale content, then essentially you’re turning the story into “Snow White and the Seven Perverts” and setting yourselves up for a fall. A natural looking link building campaign should start off slow – build up – then tail off.

Adding new stuff to your sites though means you can go through the whole sequence over and over and over. Keep adding new content to your sites and they truly do become link magnets.

### **Fresh content and plenty of link origins**

Keeps the search engines happy, your rankings high and your affiliate payments maxed.

**Andrew Paxton**