

WebFire Wednesday Webinars:

Three Mistakes We Still See and More SEO Data (part 2 of 3)



Welcome to WebFire's Wednesday Webinars!

Every Wednesday at 2 pm EST, We'll Host a
Live Training and/or Q&A Call for WebFire
Members



These trainings will either feature myself (Brian Koz), Shawn Casey, both of us at once, or occasionally a featured special guest if we think their expertise would be of value to our members



If you're here or registered for the series, you'll get a reminder each week so you don't forget, but if you can't make one, we'll have the recordings in the members area within a day of any of the calls under the "Training" tab on the left side navigation bar.



Use these calls as an opportunity to get even more training, ask strategy type questions, get feedback, or make suggestions on what else you'd like to see!



Special Note: Lots of you have been asking for specific training on many things already covered (how to rank, how to reply to leads, etc.)

All of this has been covered on our prior WebFire Wednesday Webinars and our WebFire trainings (and we constantly reiterate several key concepts), so make sure to check those out.



WebFire Member Rules to Success:

1. Follow the steps and trainings we have.
2. Don't give up (seek help when needed but don't get too dependent)
3. No whining or negative attitudes (quickest way to fail)



A few quick announcements...



Announcements

- Site Analysis Tool tweaks should be done today (if not live during this training itself)
- .edu and .gov tool in the works!
- Schema tool in the works!
- New Facebook Group Page – getwebfire.com/fbgroup



Announcements – Masterminds!

- We have two masterminds coming up...
- What will be covered...
- Vegas Mastermind – Sunday, June 26th.
- London, UK Mastermind – Sunday, July 10th.



Stuff You'll Learn...

- How to increase the price and value of anything you sell
- How to more easily cut deals with the big players
- How to buy even big sites / businesses for essentially no cost to you (killer)
- Why you're wasting 80% of your ad spend on Facebook
- Who are the top places to buy quality traffic from
- How to build and optimize your sales funnel
- Quickest and easiest ways of building a list
- And more!
- E-mail brian@webfire.com if interested



London and Atlanta Workshops!

- WebFire members get free access to our London and Atlanta workshops
- GetWebFire.com/event



Now let's move onto the training for the day, followed by our Q&A where you can ask anything you want.



What You'll Learn Today:

1. Three Mistakes We Still See
2. More SEO Data (live)
3. Our Q&A!



Three Mistakes We Still See...



A lot of you, despite a lot of our training addressing these things, are still doing a few key things wrong, which are hurting your ranking and traffic chances...



So we thought we'd address the top three
right now. 😊



Three Common Mistakes Still

- Misconception of keyword targeting
- Having a crappy website / content
- Doing next to nothing and expecting the world



Misconception of Keyword Targeting

- You can't just optimize your site for a keyword – it has to not be insanely competitive too if you want the easier chance of ranking.
- Even when you pick a less competitive keyword, you can't just throw it up as the title tag of your site and expect to rank – the content and everything must reflect the terms you're trying to rank for too.
- A lot of people are missing one or both of the above and THINK that they're following our training when they're not. 😊



Having a Crappy Website / Content

- Some people are optimizing their sites just fine ... sometimes even following good SEO rules...
- However, a chunk of these people sometimes have very crappy websites with very poor content
- If your website makes no sense, the content isn't relevant, is hard to read, or contains weird images or stuff that doesn't flow, people will immediately click back and you won't rank
- Even if Google tests your site out with a top ranking for a while, you'll quickly lose it unless the user has a good experience.



Doing Nothing...

- Another chunk of people are trying to take the super easy way out of everything...
- They'll submit their site without optimizing it and expect the world...
- They'll do one spammy type comment / post without adding value and expect to get tons of traffic and sales.
- Or they'll go after super competitive terms without doing the extra SEO suggestions to compete there.



Now let's go into part two of three of our data...



Live Data Stuff 😊



Q&A (and cash giveaway right after)



New WebFire Facebook Group at
www.getwebfire.com/fbgroup



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