

**WebFire Wednesday Webinars:**

**Common SEO Myths and Some  
of Our Latest Data Findings (and  
more in depth next week)...**



# 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

- Video Firestorm Image Issue Fixed
- .edu and .gov tool in the works!
- Schema tool in the works!
- New Facebook Group Page – [getwebfire.com/fbgroup](http://getwebfire.com/fbgroup)
- Insider Mastermind call after this – [getwebfire.com/mm](http://getwebfire.com/mm)



## 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!



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. Common SEO Myths
2. What Our Latest Data Shows (more in depth next week as data is being analyzed)
3. Our Q&A!



# Common SEO Myths



There's a lot of SEO myths out there that some "experts" are stating as fact, even though they either haven't really tested these things or they're jumping to conclusions too early while missing other big factors



As a result, we've seen a lot of people  
doing the OPPOSITE of what works  
because they're following bad advice





So we wanted to address several of those myths right now...



## Five SEO Myths

- Exact Match Domain Names
- Follow vs. No Follow Links
- Title Tags
- Keyword Stuffing
- Backlink Use



## Exact Match Domain Name Myth

- Lots of “experts” say that exact match keyword domains get penalized by Google and no longer work
- That’s dumb logic (and here’s why...)
- The fact is that they still favor exact match domain names AS LONG AS the site also has relevant content that is also optimized for the keyword(s)
- Years ago you could have an exact match domain without any relevant content and still get ranked, but that’s not the case today (and probably where the myth came from)
- So although you don’t need an exact match domain name, good ones that are available can definitely be a goldmine for you



## Follow vs. No Follow Links Myth

- There's a myth that "no follow" backlinks are worthless.
- "No follow" (or "nofollow" as it's often called) is a special attribute that websites can assign to external links that they place on their site where basically they say that they don't want to pass on any "link juice" to such links.
- This came about years ago and was designed to see what links sites thought were important vs. not.
- The logic didn't work, and here's why...
- Think about it from Google's perspective – if a site links to another site, is it still important to check it out regardless of the attribute / tag? Yes!
- We've seen ranking benefits even from "no follow" backlinks.
- And more so, that's on top of getting traffic benefits from all links regardless if they're follow or no follow (and often times that's a mute point because you can target links for just traffic instead of SEO, even though we've seen an SEO benefit from them).



## Title Tag Myths

- There's a myth that targeting keywords in your title tags penalizes you.
- This is just dumb, as if people are searching for a particular keyword or question, they WANT to see that term in the title tag so they know that the site is still relevant to them.
- This is bluntly obvious in the majority of Google search results.
- However, you want to also make sure to have your title tags have titles that are not just optimized for ranking, but also appealing and compelling to click on.
- There's another myth that you should only target one keyword in a title, but this is only a "half truth," as even though you don't want 10 incoherent keywords side by side just for the sake of targeting, you can target phrases like "What is the best organic dog food" which would target keywords like "organic dog food," "best organic dog food," and "what is the best organic dog food" all at the same time.
- This increases your chances of getting ranked for one of them without seeming too spammy with tons of keywords in your title that don't necessarily flow well.



## Keyword Stuffing Myths

- There's a myth that trying to use your targeted keyword throughout your content is bad and will penalize you.
- This is only a partial truth.
- You DEFINITELY want to use the keyword(s) throughout your content and optimize your page for it, but you don't want to overuse it to where the content doesn't flow naturally.
- We'll reveal some keyword density data in just a bit, but the key is to not use it too much unnaturally.
- There's another myth that you shouldn't over optimize your image alt tags and the like, but that's only half true as well.
- You don't want unrelated pictures to all say the exact keyword (unnatural and most likely just not true), but if you give relevant alt tags to relevant pictures and don't overdo it, it definitely helps and you won't be penalized.
- At the end of the day, Google is just looking for what flows naturally and what sites give value to their searchers.



## Backlink Use Myths

- There's a lot of information out there on the proper use of backlinks, and there's a lot of incorrect info among all of that.
- Some experts say that backlinks are dead, but that couldn't be further from the truth.
- Even though you can rank for some keywords without a single backlink (that was always true), having backlinks can speed up your rankings and rank you higher in a lot of cases.
- However, the days of getting 10,000 irrelevant backlinks are mostly over, as a few high authority backlinks will beat out 10,000 crappy irrelevant backlinks any day.
- But even then, there are some tricks that still work even with "less ideal" backlinks (or bulk backlinks)...
- For instance, one trick is to have a forum post on a high authority site, and then "buy" hundreds to thousands of backlinks TO THE POST (and not your site) that has your link mentioned on it.
- Bulk backlinks to high authority sites seem to not set off the red flags that they would to smaller or unknown sites.
- But either way, links from authority sites still carry huge weight by themselves too.



Now let's briefly talk about what we're doing with our data...





We can track tens of thousands of sites, rankings, internal site data, etc. to see what works, what doesn't, what the current trends are, what the changes in the search engine algorithms most likely are, etc..



A lot of the data is still being computed and analyzed (there's a TON of data and computing power in it, so it was taking a little longer than expected), and we'll be revealing more in detail on next week's call what the latest data is...



But so far, here are a few things we're seeing (again, more exact data, percentages, etc. will come next week)...



## Our Data Findings from WebFire...

- A majority of page 1 rankings contain all or most of the target keywords in the title tags
- Several page 1 rankings are also for “similar” keywords (like ones that Google will auto-fill or know what you’re talking about – like “auto repair madison” vs. “automobile repair madison”)
- There’s a significant drop in keyword targeting when you compare page 1 to page 2 and 3.
- Many of the page 1 sites have ZERO backlinks (that might surprise a lot of people), but there are definitely some that majorly benefit from them.
- There’s a significant drop in keyword density going from page 1 to page 2 or 3 (so page 1 uses the keywords more).
- Other tags do appear to make a difference.
- More coming next week with exact data details!



Interested in the mastermind call to find out more on our upcoming masterminds?

Join us at 4 pm EST at  
[www.GetWebFire.com/mm](http://www.GetWebFire.com/mm)



Q&A (and cash giveaway right after)



New WebFire Facebook Group at  
[www.getwebfire.com/fbgroup](http://www.getwebfire.com/fbgroup)



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