

WebFire Wednesday Webinars:

Everything You Need to Do to Create and Rank a Site / Blog



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: Make sure to check out our prior WebFire Wednesday Webinars and our WebFire trainings, as there's tons of info already there that a lot of you are asking for more training on. 😊



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)



London, UK Workshop!

- Free while seating lasts
- www.GetWebFire.com/london



Question #1

- What do you like the most about WebFire 3.0? (Type 1. [your answer])



Question #2

- What do you like the least about WebFire 3.0? (Type 2. [your answer])



Question #3

- What's a feature or tool (whether it would be part of WebFire or not) that you think would be super cool and useful? (Type 3. [your answer])



Now let's move onto our training for this week on Everything You Need to Do to Create and Rank a Blog / Site



How to Rank

- The Steps
- Live Demo
- Q&A



Steps to Create and Rank a Site

1. Do Keyword Research (pick a few keywords) with the Main Keyword Tool.
2. If a new site, use the Domain Keyword Tool to look for exact match domain names.
3. Create a site or blog (blogger.com – free)
 - Use the WebFire plugin when available.
 - Target the keyword(s) as the titles of your webpages and/or blog posts.
 - Use the keywords at least a couple times in the blog post / page.
4. Run the Website Analysis Tool
 - Make sure that all the other SEO bits are optimized (or most)
 - This includes title tags, description tags, headers, image alt tags, schemas, sitemaps, etc.



Steps to Create and Rank a Site

5. Use the Competition Backlink Tool to spy on your competition (or check out the backlink info on the Website Analysis Tool) to get an idea of the MEDIAN number of backlinks).
 - Then get some additional backlinks through either articles, videos, guest blog posts, posts on forums / Q&A sites, etc. using WebFire's lead and content tools.
6. You can apply the same process to just ranking articles, videos, guest blog posts, etc. as well.



Steps to Create and Rank a Site

- Target a new keyword for each blog post or webpage.
- If you want a goal, you can shoot for one post a week (or a month – whatever goal is reasonable for you).
- The more keywords you go for, especially ones that give you the biggest opportunities to rank, the more likely you are to get several top rankings more quickly.
- Lastly, be sure to track your rankings using the Rank Tracker inside of WebFire! 😊



Sound Too Easy?

- It sounds relatively easy because it is.
- Don't be worried if you don't have 100% of everything perfect!
- Even just a title tag, description tag, etc. matching the keyword you're trying to rank for (and being used in the content) can often get results all by itself!
- Important: Because Google also looks at how long someone stays on your site or even clicks through to get to your site, make sure that your content is **RELEVANT** and what they'd want (no tricks) to gain even more rankings over time and not lose them.



Live Demo



Any other questions???

(and cash
giveaway right after)



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

London Event – www.GetWebFire.com/london



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

