

**WebFire Presents: Wednesday Marketing Webinars**

# **New Age SEO**

**Everything You Need to Know to  
Get Ranked Today**



# Welcome to WebFire's Wednesday Webinars!

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



Free Facebook Group:

[GetWebFire.com/fbgroup](http://GetWebFire.com/fbgroup)



Now let's move onto our training for this week on everything you need to know to get ranked...



# Overview for Today

- New Age SEO
- Q&A
- Cash Giveaway



**New Age SEO...**

**Everything you need to  
know to get ranked**



This talk will focus on how to rank your sites (or your clients' sites) using the latest ranking techniques, which consist of several different techniques than what you may have heard elsewhere.





But the following techniques, when combined, are almost guaranteed to not only rank you now, but well into the future as we only promote the techniques that the search engines WANT YOU to do (no black hat tricks that never last long)



There's really five things that you need to do to rank well.



You don't need to do all five, as even just a couple of them can get you ranked well, but when you do all five at once, you greatly increase your chances of top rankings even for more competitive terms.



Here are the five things you should do to  
rank for any term!



## Step #1

Research your keyword(s) and know how competitive they are compared to their relative search volume and type of traffic



To see how competitive a keyword is, you want to search Google for the keyword(s) and see how many of the organic results (not ones labeled as ads) contain the exact keyword phrase somewhere in their title tag (the blue links that you click on)



If there's five or more that do, it'll be a much more competitive keyword to rank for that will require some extra work (and for sure doing as many of these steps as you can).



If there's only a couple or less results with the exact phrase in the title somewhere, you'll have a good chance of ranking for these keywords if you use them in your webpage titles / blog post titles





If there's zero sites using that keyword in their title, you have an almost guaranteed chance of ranking simply by targeting in your own title!



After you determine that you have a keyword that isn't too competitive, you want to make sure that it's at least one of the following two things...



Something that gets enough searches each month to make it worthwhile (usually at least several hundred or more).

Or...



A keyword that is more likely to be a keyword a buyer would be searching for (like “buy a diamond online” vs. just “diamond”).



A good buyer keyword doesn't have to have a ton of searches to be worthwhile, but the less "buyer type" keyword you have, the more search volume you'll want to make it worth targeting.



Luckily, WebFire has a few keyword tools (the main Keyword Tool is the most useful here) that can help you not only identify which keywords have the best search volume, but also which ones will be the easiest to actually rank for in any market along with tons of keyword suggestions for you.



## Some Exceptions to the Rule:

1. Some extremely competitive and short keywords like “diet” or “weight loss” sometimes don’t follow the title tag rule (here’s why...)
2. Not all keywords, especially ones far less used (under 100 or so searches) get traffic stats on them, but that doesn’t mean they’re necessarily bad (here’s why...) (Question keywords can be a great exception too at times...)



## Step #2

Make sure to optimize your site for the keywords that you picked, especially in your title tags / blog post titles





Having keywords in your title tags can be one of the biggest factors in ranking, especially for low to mid competitive keywords.



Each webpage that you have on your website can have a different title tag, just like how each blog post on a blog can have a different title for each post (which is treated as a separate webpage)



So you can have one page targeting each of the keywords to increase your chances of ranking for multiple keywords, but make sure that obviously the content reflects the keywords that you're trying to rank for too.



If you don't know how to edit your title tags, keep in mind that many blog platforms usually have the titles of your blog posts default to your title tags, while you can Google how to edit your title tags or hire someone to do it for you otherwise. Or...



You can use WebFire to automatically help you adjust your title tags even if you're not a technical person or computer savvy at all using our built in SEO tool. 😊



You can even use it to help you adjust other things on your site to help with your rankings like image / alt tags, header tags, description tags, sitemaps, etc. ... all stuff you don't have to worry about if you know nothing about as long as you have the tool to help you.



**Pro Tip:** Try targeting a new blog post, webpage, video, or whatever with a new and different keyword that you optimize for and rinse and repeat the process for best results.



## Step #3

Make sure your titles / title tags are not only optimized for the proper keywords, but that they're also compelling to get more clicks!





If you initially get ranked but then no one hardly ever clicks through to your site, what do you think that tells Google? That it shouldn't be ranked there!



But what if you get a lot of clicks because you have a compelling title? That tells Google that people like your site over the other sites and should rank you higher (which they do).



You can have a compromise between an SEO friendly title and a compelling title at the same time.



For instance, if you wanted to rank for the keyword “puppy potty training,” instead of just having a title of “Puppy Potty Training” (kind of boring), you could target a title of “Puppy Potty Training – 5 Minute Trick”



Both titles contain the keyword “puppy potty training,” but the second one contains extra words that make it far more compelling to click through to even if you’re not initially the #1 ranked site!



The most compelling titles tend to almost always win the game if there's more competition, so definitely keep that in mind when you're competing against others (but still make sure that your content is relevant to the title).



## Step #4

Keep readers on your site and engaged



If someone clicks on your site from Google and then immediately leaves, what do you think it tells Google? That your site doesn't have what they're looking for!





But if someone clicks on your ranking and then stays, what does it tell them? That they found what they're looking for!



That's why you want to make sure to try to keep readers engaged on your site with longer, yet interesting content, engaging graphics, videos, links to internal pages, etc.



And basically just make sure that there's good, quality content that reflects what you're trying to rank for that truly would be of interest to the reader



Interesting info graphics or videos can keep them engaged much longer, as can links to other content that you have on your site.



The longer they stay, the more likely Google will think that your site should not only maintain its rankings, but that it should increase its rankings as well!



Even factors like if others comment on your blogs and such can play a role as well, but one of the top factors is definitely how long they stay relative to other links that they might click in the search engines.



Luckily, WebFire has a lot of great content and video tools to help you keep your readers engaged if you want to automate more of it.



**Pro Tip:** Don't overthink this! Just make sure that you have content that someone searching for the keyword you want to rank for legitimately would want to read...





## Tip #5

Get backlinks and use social signals



Backlinks are basically other sites linking to your webpages.



There's lots of spammy tools out there that just get you a ton of crappy backlinks, but these tend to do more harm than good (especially long term), as Google and the others look for **QUALITY** over quantity.



You want links from other relevant webpages  
linking to you.



You can get these by making some relevant videos that link to your sites, posting in forums (valuable information first and foremost) and blogs, guest blog posting (where you blog for another person's blog), doing press releases, and distributing your content around as much as possible to relevant sites.



Just make sure that you're not just spamming links all over. You want to make sure that the links are accompanied by valuable information in the posts that you're doing or the content that you're distributing.



You don't need a ton of these backlinks to get awesome results, but having just a few of them can drastically help your own rankings, especially for more competitive keywords.



Luckily, WebFire has several tools available where you can get not only more backlinks, but extra traffic and leads at the same time like its Ranked Lead Finder, Real Time Lead Finder, Guest Blog Finder, Q&A Lead Finder, etc. on top of our Content Submitter and Video Firestorm tool!





As for social signals, these are things like your site being mentioned on social media places like Facebook, Twitter, etc., as well as people commenting or interacting



This can be easy to accomplish by mentioning your websites or blog posts on your social media accounts like Facebook, encouraging people to like / share / comment, etc.



It can not only help you rank your sites, but it can also be an excellent place to get even more leads and interaction with your prospects!



So although you can post to your social media accounts manually, WebFire has a special tool called Social Poster Fire that can not only schedule these postings for you, but it can also optionally recycle through them to make them never-ending!



If you do even a couple of these five steps, you'll start seeing some rankings, but if you do all five of them, it'd be hard not to rank for the vast majority of keywords out there.



And although there are definitely more helpful SEO tips and advice that you'll learn throughout this training and inside of WebFire, if you stick to these five steps, you'll be off to a great start and obtain some great rankings!



In fact, I'd go as far as saying I've never seen a client use these tactics on multiple webpages and not have at least some ranking well IF they followed all the steps.



## Extra Tips:

1. Use Schemas, especially for local businesses, when you can to give yourself an extra boost (especially on mobile).
2. Have a mobile friendly site (why...).
3. Have decent load times (no huge images).





Any other questions???

And cash giveaway!



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