# SEARCH ENGINE BLUEPRINT

## INTRODUCTION

**Thanks for downloading our Search Engine Blueprint.**

My name is Thomas Petty, although my friends call me Tom (yes, just like that *other* guy!). Hopefully you know that the search engines like Google are really *the* place to market your business. I give talks to groups of people all the time, and I always ask,

*"How many of you used Google yesterday?"*

Invariably, every hand in the room goes up.

We all know this, and yet there is so much mystery around how to get your business listed at the top of the search engines like Google.

I've taught hundreds of people from all over the world the secrets to getting to the top. Google has 1 trillion web pages in their index, and I joke that, "Your job is really simple: to get ahead of all the other 1 trillion web pages!" Most people look at me with complete skepticism.

The reality is that it's not rocket science!  A little bit of work, planning, and a step-by-step process is really all it takes for *anyone* to get onto the search engines.

This document is the actual step-by-step process that I teach as well as use for my own clients. None of it is complex, nor is it difficult. You just have to take it one step at a time.

*If you follow our 8-step, systematic blueprint, I absolutely guarantee that you'll see results on the search engines!*

So read on to find out what the secret sauce is. It's really no secret, but we've broken it down into manageable bites that anyone can do. Every single step is 100% free, so you won't have to spend a dime on anything. (I♥FREE!)

If you're afraid because you don't know HTML (the web page language), don't worry. You don't have to know it at all. You can either make these changes to your own website, or just work with your own web person to implement your plan.

You can do it!

Warm regards,

Tom

## 1 – LOCAL SEARCH

According to the US Small Business Association, 97% of all businesses in the USA are small businesses. You and I generate most of the products and services in this country, and export most of the goods. Furthermore, we all prefer to do business with someone locally too – someone in our own town or city. This includes all kinds of industries (but certainly isn't limited to):

- Acupuncturists
- Architects
- Assisted living
- Auto glass
- Auto repair
- Car Dealers
- Chiropractors
- Computer repair
- Decks and patios
- Dentists
- Doctors
- Electricians
- Fencing
- Flooring
- Hair salons
- Handymen
- Heating & air conditioning
- Home remodeling
- Landscapers
- Lawyers
- Notaries
- Painters
- Plumbers
- Restaurants
- Roofers
- Tax preparation
- Tree services
- Web design
- Window treatments
- Window washers

**People *are* searching for you right now** on Google and the other search engines. Getting your business found for local search is critical, because chances are, your customers aren't going to drive very far to do business with you. There's someone else just over the hill for them, so concentrate on getting found locally.

Smart phones are increasingly becoming the place where consumers go to shop and find a business to patronize. It's completely possible to be found locally for one-word phrases like "insurance", if you've done everything correctly.

The example here is a client that gets phone calls every week because someone is looking for an insurance agent locally. He keeps track of this, and knows exactly where every new client comes from.

The smart phone tools give the customer instant access to your information, your website, and best of all, a button to call you. If your customers see that you've got rave reviews, it's going to make it more compelling for them to get in touch with you.

With a little bit of work, you too can get your business listed right at the top of the heap, and the best part is that it doesn't cost you a nickel!
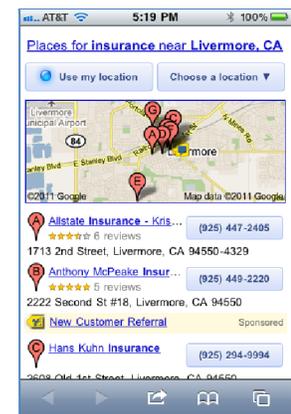
## 2 – FIX YOUR WEBSITE

I've looked at hundreds, if not thousands, of websites. My estimate is that 95% of the websites out there have problems that are preventing them from showing up on the search engines. Some of these websites have problems serious enough that they will never be on the search engines – in essence, **they are completely invisible**.

There are lots of myths about how to get listed on the search engines. Most of them are completely useless, and some of them will actually cause you to be buried at the bottom, or worse, banned from the search engines completely. You have to work pretty hard to get blacklisted, but it's not uncommon.

Instead, what you'll want to do is:

1. See how your website is performing on the search engines with some simple commands
2. Identify the critical problems
3. Fix them
4. Wait for the search engines to notice that we've made these changes
5. Check the results and repeat

We never recommend nor teach any unethical techniques or trickery (these are called "black hat"). There are so many opportunities to get listed on the search engines legitimately without playing tricks or trying to game the system. It's really just not worth it.

By fixing some very basic stuff on your website:

- You'll show up higher in the search engines
- You can market to your ideal customers before they ever come into your website
- You might even get a higher click rate than other websites that show up higher than yours

Sounds impossible? Not at all, and anyone can do this.

## 3 – FIND OUT WHAT PEOPLE REALLY SEARCH FOR

I get people who tell me all the time that they want to show up #1 for "dentist" or "estate planning attorney" or something very generic like that.

I explain that:

1. You'll *never* show up for those types of phrases – there's way too much competition
2. Even if you could, you couldn't possibly consume all the business that that search phrase might get you

Instead, you want to get into your customers' heads and find out what *they* want. You could ask your customers or take a survey. Chances are your customers have no idea what they typed into the search engines, and they'll just say, "I don't know. I just found you on the internet." Not helpful.

Fortunately, there are many more effective ways that you can get into your customers' heads without hiring a psychologist. It's called "keyword research".

I always tell my clients that you have to do keyword research first. If you don't, you're completely shooting in the dark, hoping to hit something. If you don't know what your

customers want, you're wasting your time, money and energy.

By doing some simple keyword research first, you can get listed on the search engines for what your customers *really* want, and this has several advantages:

- It's far easier to get listed for these phrases
- It's more likely people will click on your website
- It's more likely that these customers will do business with you or "convert" (in marketing parlance)

We do this all the time, and it's so much more rewarding to get great results on the search engines, generate better quality traffic, and create more new business, than trying to show up for "dentist".

## 4 – GET ONLINE "VOTES" TO WIN!

In our democratic system, if you get the most votes, you win (well, usually). It's the same way on the web. If someone links to your website from their website, it's like a vote. They're telling the search engines that you're important enough to get a link from their precious website. The more of these links you can get, the better results you'll get.

The search engines reward websites that have lots of links with higher positions on the search engine results pages. Some companies use link building as their primary search engine strategy, and it works – if done correctly.



There are *many* wrong ways to do it, and at best, you can get no benefit from your wasted efforts, and at the worst, get relegated to the bottom of the heap if done incorrectly. The news has been filled lately with many companies that have been severely penalized for gaming the system.

- External links are links from someone else's website that point to your website. Build quality links, and you'll win.
- Internal links are those that you create on your own website. You have complete control over them, and they can help you, if you do it correctly.

How many votes (links) should you have, and how many do you have? How can you get more? It's not that hard, you just have to have a systematic approach to it.

## 5 – GET GOOGLE AND YAHOO! TO INDEX YOUR WEBSITE QUICKLY

One of the most utterly frustrating things about making changes to your website to get higher on the search engines is that it seems to take *forever* for the changes to take effect. It's common to wait three, four or even five weeks before it shows up.

*Yahoo! can take eight weeks or longer!*

After all, the search engines "crawl" your site looking for links (see previous section!). They don't "walk" your site or run through your site, they *crawl* your site, and it's painful how long it takes.

Sometimes, you even forget what you changed, and by the time it shows up, that boat has sailed. After all, if your changes haven't been indexed (or "crawled") by the search engines, it doesn't matter. It has no effect whatsoever on your website position.

Again, there are a lot of myths about how to get your website indexed more quickly, and most of them are dead wrong.

Fortunately, with some free tools, you can provide Google, Yahoo! and Bing with the blueprint to your website, and even tell them exactly what's changed and when. It's called an XML sitemap or "eXtensible Markup Language" sitemap.

Once you set this up (and it's not hard), a couple minutes to update it once in a while, and the search engines will reward you with a much quicker turnaround time. Some systems like WordPress will even update the sitemap automatically for you.

We've seen changes show up in as little as one day by using an XML sitemap file.

## 6 – WATCH WHAT YOUR CUSTOMERS ARE DOING

A little voyeurism is a good thing, right? Not the "peeping Tom" kind, we're talking about customer behavior. If you don't know what your customers are doing in your store or website, you can't tell if your marketing is working for you. You might as well flush your money down the toilet.

If you do any type of offline marketing (Yellow Pages, radio ads, coupons, or whatever), you should be measuring how effective they are. Online marketing is the same thing. Do you have a Facebook page? How many people visited your

website? Are you doing search engine marketing? What key phrases are working for you to bring in new customers, and which ones are buying from you (or "converting")?

Fortunately for all of us, Google provides a fantastic tool called Google Analytics, and yes, it's 100% free.

You have to do a little bit of setup when you first get an account:

- Add the code to your website
- Set up filters to keep your own fingerprints and footprints from spoiling the data. If your web designer is working on your website, you don't want to see *their* traffic either
- Set up goals and funnels so you can see where people are "converting" and where they're leaving your website

Once you've done this, you can see how effective your website is, how your marketing tactics are working, and make adjustments to make them even better.

## 7 – PEER INTO WHAT GOOGLE KNOWS ABOUT YOUR WEBSITE

Google doesn't give up their secrets easily, but with a little finesse, you can look into their systems to know exactly what's going on. Google's Webmaster Tools is another free tool that you must have in your toolbox.

Google will tell you:

- What they know about your website
- What's broken
- Who is linking to you (remember those votes?)
- What has been indexed and what hasn't?
- What does your robots.txt file have in it?
- Are there any errors in your XML sitemap?
- Do you have pages in Google's index that need to be removed?

All of this is great information, and stuff you have to pay attention to in order to be successful.

## 8 – FIX TECHNICAL PROBLEMS

There are several technical problems that can cause problems for you. Canonicalization issues are the most common that nearly every website has, and you should fix it.

Have you purchased multiple domain names, either with keywords in them, or alternate versions of your company name? If so, you  have probably caused a bigger problem for yourself than if you hadn't. This is a technical issue that is very common, but can relegate your website to the bottom of the heap.

Content Management Systems (CMS) like Joomla, Drupal, DotNetNuke, and others are fantastic for managing the content on your website. They make it easy to make changes and update your stuff. Unfortunately, they usually cause big canonicalization and duplicate content problems that the search engines don't like.

Taking a look at your system in a non-technical way is crucial. Simple steps can save you a lot of grief and frustration.

## CONCLUSION

This is our systematic approach to the search engines, especially Google. By breaking down a large, complex process into bite-sized steps, you too can generate *targeted* traffic for your website. The word "targeted" is key here. Your goal should not be to just get any traffic. Who cares if 5000 people visit your website, if no one buys from you? If only 100 people visit, but 50 of them buy, that's a terrific conversion rate.

Those are targeted customers, and with targeted search traffic, you're doing it just right.

**Use these eight steps to generate the targeted traffic, and *you'll win every time*.**

**ABOUT THOMAS PETTY**

Thomas Petty has helped people from all around the world to learn the steps it takes to get listed on the search engines. His goal is to get his clients and his students free clicks from people who are already looking for them.

After 21 years in the IT industry at a Fortune 100 company and many years as a web consultant, Tom takes what many perceive to be a complicated subject, breaks it down into the critical components and turns it into a step-by-step process that anyone can implement right away.

Tom is known for his search engine expertise and results he gets for his clients. He shares this passion and knowledge through his weekly e-newsletter, blog and online videos.

Find out more about Thomas on http://about.me/thomaspetty