

HOW

CONTENT MARKETING

CAN SAVE
YOUR BUSINESS,
INCREASE
SALES
AND FORCE
GOOGLE
TO NOTICE YOU



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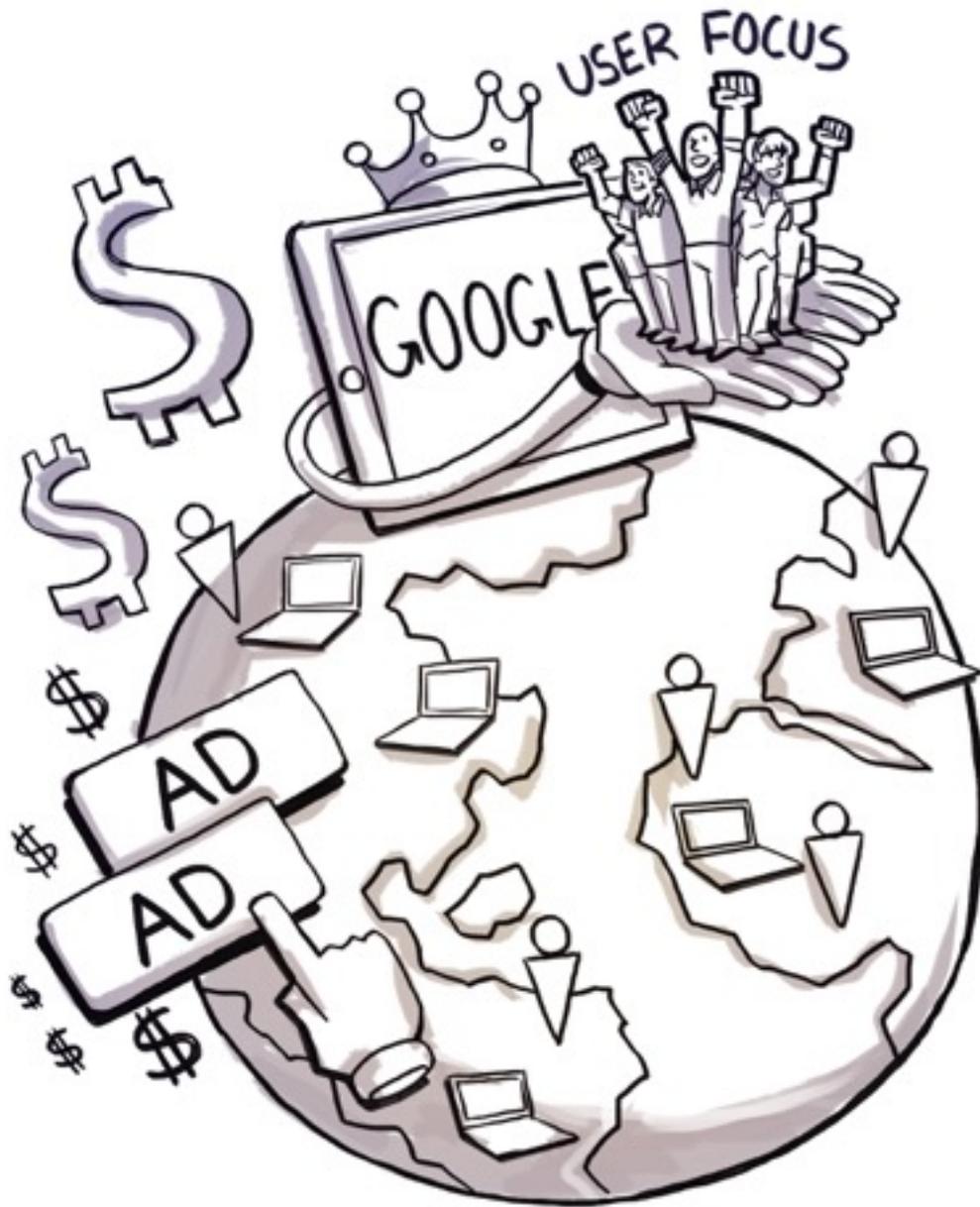
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How Google Works in the Real World



The search engine Google receives more Internet traffic than any other website.

As a marketer, this is important for you to know.

Here are some Google Fast Facts you might find interesting:

- There are more than 10 billion Web pages indexed in the Google database.
- More than 700 million+ unique users use Google every month (and the number is growing).
- There are more than 610,000 Google AdWords advertisers.
- Google launches four new products or services, on average, every month.
- More than 50% of Google's traffic is outside the United States.
- More than 2 million searches are performed on Google every second!

Google's search index is more than 100 million gigabytes

Google's core focus is relevant search for Internet users.

Its Number 1 Principle is: Focus on the User and All Else Will Follow.

You'll often hear the term "user centric" in Google press releases, product announcements, and at conferences.

People turn to Google as a reliable source of information. Because of this reliance, Google found itself in the unique position of bringing marketers and consumers closer to each other. The end result was the creation of the Google AdWords advertising process.

Google AdWords is their version of the pay-per-click (PPC) advertising model.

PageRank is an algorithm used by Google Search to rank websites in their search engine results. PageRank was named after Larry Page, one of the founders of Google. PageRank is a way of measuring the importance of website pages.

This according to Google:

PageRank works by counting the number and quality of links to a page to determine a rough estimate of how important the website is. The underlying assumption is that more important websites are likely to receive more links from other websites.^[2]

This is not the only algorithm used by Google to order search engine results, but it is the first algorithm that was used by the company, and it is the best-known.

Understanding the searching algorithm used by Google is critical when it comes to developing content, websites, YouTube videos, and landing pages that are “Google Friendly”.

Why Content Marketing Matters



Content is a valuable resource when it comes to traffic, marketing and sales.

Knowing the how and why of developing content is crucial to your success with Google and the other search engines.

If you want your increase traffic to your website you'll need engaging, relevant written and visual content. Generic, copied or redundant content won't work!

Written content should focus on primary keywords. In other words, when you develop content it needs to be relevant to your topic or subject. There's a term used in programming which is "meta tag keywords".

"Meta tags" are information about information. In other words, Meta tags describe information in a particular document, website or other source.

Ten years ago the Meta tag keywords in your website code were crucial. Google used this information to index or classify your document on the web.

But today, Meta tag keywords are not as crucial. In Google's Webmaster Central you can read all about it. Google still uses Meta tags to classify information, and keywords are important. But the actual content on your website, documents or anything you post online is more important.

Visual content is a big deal too.

Videos, images, graphics, and other visuals are a big deal too. We won't go into visual content in this special report. But

A recent study shows that videos on landing pages increase conversions by up to 86%.

The bottom line is relevant content rules the day on Google, and the other search engines.

And so, developing and writing relevant content for the Internet and your site is very important. When you develop content the right way you'll begin to see results almost immediately.

[How to Avoid Getting BANNED by Google](#)

No one is actually “banned” by Google, but content is rejected all the time.

One of the biggest problems facing Google is the proliferation of redundant, repeat or duplicated content on the Internet.

Google’s challenge is to “spider”, qualify and index only the most useful, relevant content.



Google's "spider" is an automated software program that "reads" thousands of pages content on the web in nanoseconds, and then "indexes" this content (or a link to it) in the main Google search engine database.

Six Ways to Get Banned by Google

1. You can develop your website content to be efficiently catalogued by Google. You can also specify which sites should be cached or ignored by Google spider bots. Designing your content so Google sees one thing and visitors see something different is called **cloaking**. This can be done with redirects or with programming, and it's strictly forbidden.
2. Spam sites try to obtain page views by duplicating content on multiple pages. In other words, it's repeating the same copy over and over. Don't copy and paste content and insert it into your website, and don't violate copyright by copying content from someone else.
3. Write your own content or retain a reputable company to help you. If you copy, paste or use someone else's content in most cases it won't be original, relevant or useful.
4. Meta tag keywords are not as important to Google anymore. However, when you list keywords that are directly related to your site just **don't** repeat the same keyword multiple times. Spamming keywords by

listing every word in the dictionary one way to have your content rejected or ranking lowered in Google.

5. Don't hide keywords by making the background color the same as the font color or *font matching*. Google is REALLY GOOD at catching this, and they'll likely reject content in their search engine index.
6. Google doesn't appreciate robots writing your content. Automated Google queries and automated link submission are both against Google's terms of service, and both of them can get your content or site banned.

5 Things Your Content MUST HAVE According to Google

One of the best ways to bring your content up to speed in Google's eyes is to always produce fresh, original, and relevant content.

1. You need to write and develop high-quality content on your pages, especially for your homepage. This is the single most important thing you can do. If the content on your site offers useful information it can attract visitors. It helps to write content that is clear and accurately describes your topic.
2. Proofread. It's amazing how many people ignore or just bypass the proofreading process. You need a separate set of eyes to read your

content. Proofreading will catch typos, grammar mistakes, spelling, and missing words. There are also tools like the Flesch-Kincaid Readability Index.



3. Don't use images to display important names, content, or links. The Google "bot" (automated software program that crawl the web) doesn't recognize text contained in graphics. Use ALT attributes if the main content and keywords on your page can't be formatted in regular HTML.

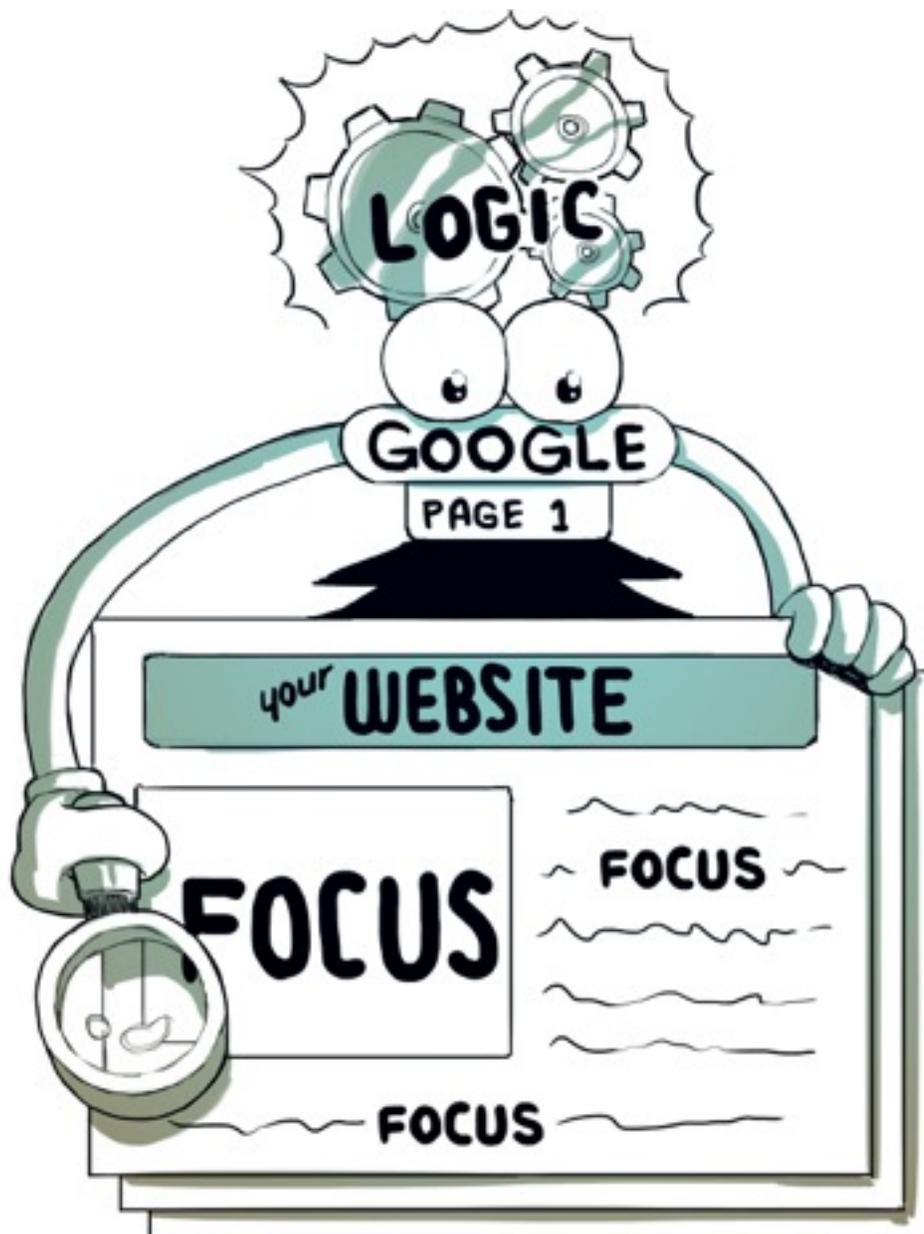


4. Don't create multiple copies your content or page under different URLs. A lot of sites offer text-only or printer-friendly versions of content that contain the same content as the corresponding graphic-rich pages. If your site has identical content that can be reached via different URLs, there are several ways of indicating the canonical (preferred) version of a page. In other words, you don't need multiple pages of the same content under different URLs.



5. Develop your content site with a clear hierarchy and text links. Every page should be reachable from at least one static text link. This is a big deal.

[The Greatest Content Secret to Attract Boatloads of Traffic](#)



One of the greatest secrets to developing content that attracts boatloads of traffic is: LOGIC.

Software programs that “crawl” the web for information such as Google’s “bot” are built on programming “logic”.

Programming logic is a clear method or system for accomplishing an objective.

For example, a software program may be developed to count the number of times a word is used in the content of a single page on a website. If a particular word is used much more than other words it would be given “priority”. The other words would be given “lesser priority” and indexed accordingly.

When you develop content for your website it’s a good idea to make sure the focus or subject of a particular page is “weighted” heavily in favor of a particular word. You don’t need to “stack” or “overuse” words, just be mindful of the page focus, and be sure the primary word to describe the focus is represented well.

When all of your content is developed with “programming logic” in mind you’ll begin to see your pages rise in Google’s search results ranking, and ultimately MORE TRAFFIC to your site.

The Holy Grail of Backlinks to Your Content



A “backlink” is a hypertext link from one site or location to your website.

It's important to understand that backlinks intended to manipulate Google's PageRank or a site's ranking in Google search results may be considered part of a link scheme and a violation of Google's Webmaster Guidelines. This includes manipulating links to your site or outgoing links from your site.

Here are some examples of link schemes that can negatively impact your site's ranking in Google's search results:

- Buying or selling links that pass PageRank. This includes exchanging money for links, or posts that contain links; exchanging goods or services for links; or sending someone a "free" product in exchange for them writing about it and including a link
- Excessive link exchanges ("Link to me and I'll link to you") or partner pages exclusively for the sake of cross-linking
- Mass scale article marketing with keyword-rich anchor text links
- Using automated software programs or services to create links to your site

Additionally, creating links that weren't editorially placed or vouched for by the site's owner on a page, otherwise known as unnatural links, can be considered a

violation of Google's guidelines. Here are some examples of unnatural links that may violate their guidelines:

Text ads that bypass PageRank.

Advertorials or native advertising where payment is received for articles that include links that bypass PageRank

Links with optimized anchor text in articles or press releases distributed on other sites, such as:

There are many wedding rings on the market. If you want to have a wedding, you will have to pick the best ring. You will also need to buy flowers and a wedding dress.

- Low-quality directory or bookmark site links

The best backlink strategy



Believe it or not, here are best practices for organic link building.

One way to improve (and acquire) top quality backlinks to your site is to get

involved in the community around your topic. If you interact and contribute on forums and blogs you'll begin to notice backlinks. Great content can serve you well in this area.

Humor can be also be used to acquire valuable links and get people talking about your site and content. On Google Buzz and other social media services entertaining content is being shared more than ever.

A legitimate backlink strategy is a long-term effort.

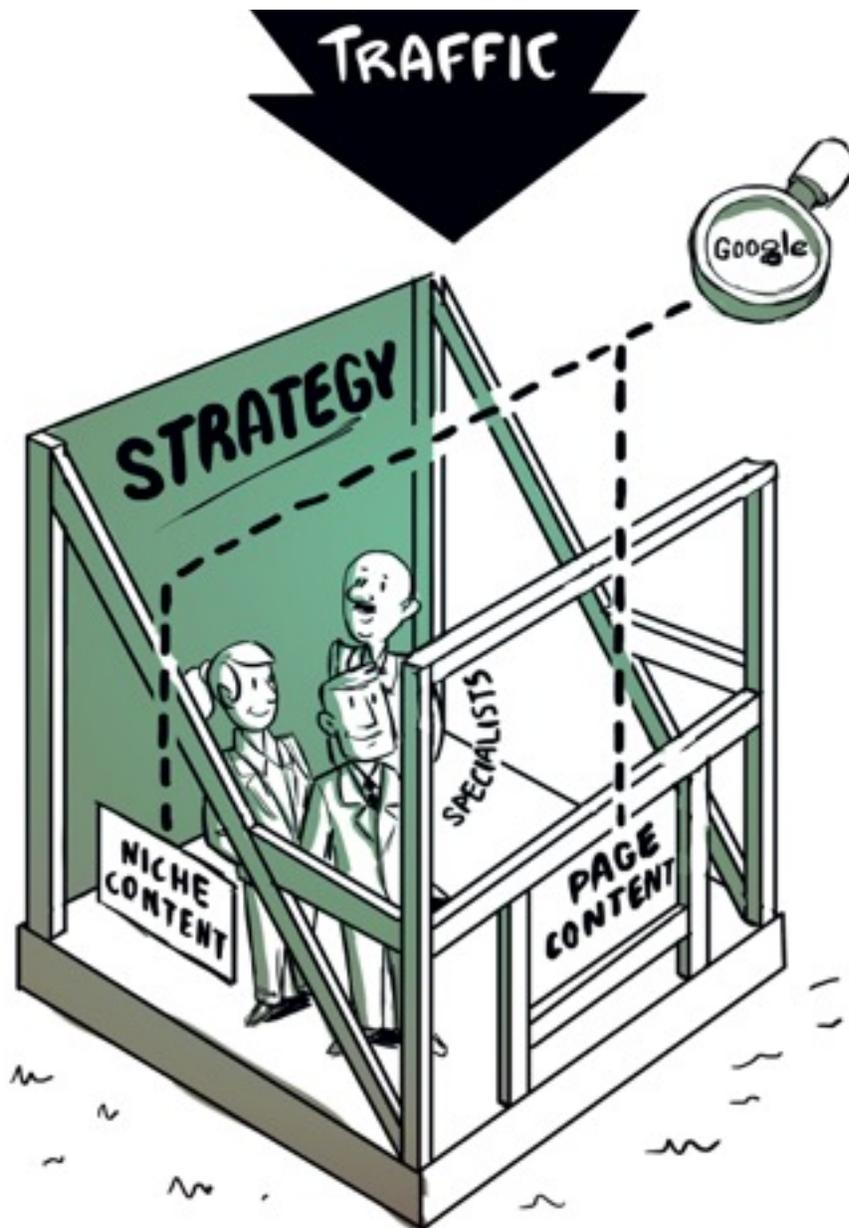
Here are 10 effective ways to build high quality backlinks to your site and content:

1. Develop high quality content
2. Try not to neglect image backlinks. Google takes image backlinks into account.
3. Write guest posts, and on .edu sites to get backlinks.
4. Submit your content and website to Internet directories and article submission directories.

5. Share your content, posts or website on social media sites like Google Plus, Facebook, Twitter, and LinkedIn etc.
6. Bookmark your content or page on various bookmarking sites like Reddit, StumbleUpon, Delicious, and Digg, etc.
7. Submit your content or site to website feedback sites to get high PR backlinks.
8. Submit your content or website to DMOZ, to get high-quality backlinks.
9. Submit your blog to Google news. Make sure to read their guidelines. Not all sites or content are eligible for Google News.
10. Upload YouTube videos and insert a text tutorial link in the description.

There are many more effective ways to build powerful backlinks to your site and content. [Google Webmaster Central](#) is a great resource for anyone interested in building viable backlinks.

How to Develop a Powerful Content Strategy



The best content strategies are those developed with great insight, savvy and in-depth knowledge of your market and customers.

It's also crucial to develop content with a view to Google and the other major engines and directories.

These things can be done in-house or you can retain a professional content strategist to help you.

But everything outlined in this special report should be integrated into any content strategy in order to "get noticed" by Google, and everyone else on the Internet.

The most powerful content should have these five important elements:

- Relevant and current
- Helpful and useful to readers
- Logical and easy to understand
- Implement Google friendly content guidelines
- Market properly (submit content to search engines, article directories, social media, YouTube, media outlets, and RSS feeds)

When these elements are implemented properly you'll begin to see significant traffic to your website or portal. This can mean an increase in inquiries, sales and viral referrals.

Three great resources for a greater understanding of content strategies can be found on [Google Webmaster Central](#), [Warrior Forum](#) and [Lawyers Writing for Lawyers](#).

Fast Start Strategy

There are several ways to approach content marketing.

But the best fast start strategy should leverage the expertise and marketing savvy of content specialists, like [Lawyers Writing for Lawyers](#).

Whatever strategy you incorporate it should have a simple framework or foundation on which to work.

In other words, if the focus of your content is on legal help or legal issues the content strategy should be built with this focus in mind.

Begin with a Google search of a particular legal issue so you can see what is ALREADY working. Let's look at "immigration law" as an example.

The FIRST search result on the first page for "immigration law" is:

Immigration-Law.com

Matthew Oh – Attorney at Law

This particular website is very basic.

However, the MOST IMPORTANT element of the site is the **Google Friendly Content** – which is why PageRank is so high.

The key to successful content marketing on the Internet and especially as it relates to Google is:

- Relevancy
- Usefulness
- Originality
- Backlinks from sites with high PageRank ratings

There's nothing wrong with marketing content which has many different ideas, subjects and insight.

But it's equally important to develop content in niches too. Using immigration law as the "primary" focus of the content, you could develop powerful content in dozens of niches, such as deportation, visa requirements, legal forms, medical examinations, and foreign labor requirements etc.

Once your content strategy has been set you can begin writing and developing powerful, Google Friendly Content, and begin to see the traffic floodgates opened to your website.

[Lawyers Writing for Lawyers](#) specialize in content strategies, development and marketing for law firms, as well as other businesses.

To receive a free content evaluation, visit [Lawyers Writing for Lawyers](#) and sign up today! Let's discover the best possible strategy to get your firm ranked #1 on Google!

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