



Achieving Page One Google

Reaching Page One Google

Here is what you will learn in this lesson.

- Why Relationship Marketing is the New Media
- How to Be More Efficient in Finding Your Customers
- How Your Website Has to be Structured

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The New Environment

Most Mission Statements include the presumption of ever increasing revenues. It is difficult to greatly increase revenues without adding customers and/or selling existing customers more products and services.

One event and two trends have greatly affected businesses and how they have had to change the structure of their organizations to serve the market.

The event is the recent financial meltdown. It has changed most everyone's revenues, their employee count and Executives' responsibilities.

The first trend is that both the executives in B2B and Consumers in B2C are no longer as responsive to the shot gun approach of Traditional Marketing. It does not differentiate between the needs of individuals. The world has gone long tail, which means everyone sees their needs as special.

The second trend is product and media proliferation. It was stated in one example that in the 90's there may have been 1,500 items on grocery shelves and that grew to 4,500 items. Then there were just super markets but today even that choice has multiplied. Grocery stores are no longer the largest suppliers of groceries.

Secondly our source for information may have been a few radio and television stations, no cell phones, no internet, no computer in every home and certainly no mobile devices. The nation got its news from Walter KRONKITE.

Now there are at least 20 media servers and over 60 million people are now using their mobile devices for communications. Now you can learn everything you need to know while having a double latte.

With this type of accessibility and choice, there is no wonder executives see solicitation as invasive. The "crazy-busy" savvy executives you are trying to reach have given up invasive marketing in their strategies.

This creates the need for two important new strategies.

First, because there are so many devices and media that can be searched for information, *Being Found* is paramount. Even mobile devices can search millions of websites and billions of website pages for information and resources.

Second is finding the right niche and having the authority to compete in that niche. In this age of the long tail where someone could buy the smallest part for their cell phone online, you want to match your Unique Selling Proposition with the need of your Prospect and be competitive for that need. You do not want to be offering over night freight service against Fed Ex, Ups, or the Post Office.

Setting the Stage

Rising to the top of page one Google therefore requires recognition of a couple of facts.

First, you have to be clear on your Unique Selling Proposition. This is the business you are in and how you are better than your competition. This doesn't have to be true of everything you do, but it should be true for the facet in which you are going to target customers.

Your targets (Suspects) will be searching for a solution that has become a priority in one of their strategies. If their Strategy is to reduce operating costs and one of their needs is better inventory control, they will be looking for opportunities to achieve this.

If your USP is a software product or maybe you are an Outsource for inventory control, you will be using "Movers" and "Drivers" to get your Suspects attention. "Reduce Inventory costs and Increase Profits with our Solution". Here you are hitting their strategy and their goal. Your solution is a tactic.

Your targets are Firms that need your tactic to make their strategies successful.

(Getting them to engage and become Customers is covered in Part 2 of this treatise.)

Therefore, my Unique Selling Proposition which is what my business does and why it does it better than my competition is a tactic for my Customer to improve their strategy and reach their goal.

Secondly, my ideal Targets (Suspects) are going to be using the same keywords in their search that I will be using to broadcast my Expertise.

Search Engines primary function is to match the two of you.

Your challenge is to get the Search Engines to recognize you are the best choice.

Your Website

Search Engines have several criteria for judging websites. The most elementary is that your site has to be set up so that it scores high on their scale for proper design. There are at least 50 elements they weigh in judging your site. Running your URL through <http://WebsiteGrader.com> is a start. Your best competition will have scores in the 90% range.

The website grader will point out the weaknesses of your site. The usual corrections require modifying the source code, adding elements, modifying content, creating Social Media connections and increasing traffic.

Retention and conversion features are an important part of the overall strategy to convert Prospects to Customers and adding these features to your website also improve your Search Engine grade.

Elements Search Engine like to see are blogs, RSS feeds (allows visitors to sign up) About US, FAQs, Twitter Connections, Yahoo connection, and other social media buttons. Search engines know these elements increase the likelihood of communication with your visitors and make the site more valuable to Prospects they have given you.

Keyword Strategy

Determine the best niche(s)

A firm's marketing strategy should start with its Unique Selling Proposition (USP). The USP explains the firm's business and how it delivers better than the competition. The USP can be geographical, price, speed, personnel service, quality, efficiency, accountability, safety, experience, expertise and so forth

The Unique Selling Proposition is most valuable when it solves a problem or helps a customer reach their goals. If the USP is the tactic needed for the Customer to fulfill their own Mission, then there should be some alignment between the two parties. It's a win/win situation.

The point of the keywords is to target the niche where their USP will have meaning to the Customers Googling those words to solve their need. So one company provides a solution through keywords and another firm uses those keywords to describe the solution they seek.

The use of those words on the site and the traffic to the site will determine how Search Engines rank the site for those keywords and therefore how many people will see the site.

Find high traffic words

In most industries it is easiest to find the highest traffic keywords. They are usually one word and very general. In the freight industry as a broad stroke the words transportation, freight, shipping, warehousing, and fulfillment are monster niches with millions of sites each using these words.

Keywords can be searched for their traffic value with Google. See <http://bit.ly/9FqW8F>

Very few companies will rise to page one Google for these words. It is far more likely that by adding a tail, the competition becomes less and ranking becomes more probable. For instance the completion in "Fulfillment" becomes less as we add "order fulfillment", then "Midwest order fulfillment", then "Chicago order fulfillment" .

Depending on a Site's website grade and authority or traffic, the site can choose the keywords and phrases that are most likely to make it competitive. This requires research into each keyword phrase to determine if there is worthwhile traffic and research into the level of competition for those words or niche.

If you Google the words, you can see your competition. Sometimes if no one is using the words there will not be any significant companies. There will be directories and blogs and non relevant sites. Its best to be where you see some of your competitors.

You cannot pick an unlimited amount of key words. The meta title can only be 50 characters and the description 150 characters and the meta keywords 10-15 words. (experts disagree on the exact amount of words or characters.) Some web designers in the Source Code load 50 keywords thinking they are tricking the system, but they are getting the site penalized.

So start with a longer tail and as Authority increases, the site will start moving into the shorter tail niches automatically. The shorter tails could even be promoted with changes to the site content.

More on Keywords <http://newcustomerdevelopment.com/keywords>

The keywords that I use to broadcast my USP should be the same words that my Prospect is using to solve their problem or find the *tactic* that will make their strategy successful.

(tactic-the individual contribution to a strategy that leads to reaching a goal)

For example...

If the *tactic* is software that keeps better tabs of inventory and allows for quicker processing, I can reduce a firm's operating costs by reducing the time to fill each order. If I broadcast into a niche that I have this capability of creating this result, I am likely to get response from someone looking to reduce operating costs by saving time in their warehousing process.

The secret to getting to Page one Google is translating my capability into meaningful keywords, broadcasting to the right niche, and getting response.

For example, one of my sites FreightShippingSeo.com uses the keywords SEO, Relationship Marketing, Internet Marketing, and Customer Development. Freight and Shipping are monster keywords in very large and competitive niches. Very few of the 11 million websites in this industry can make it to page one.

By key wording my site pages for these words creates my first level of competitiveness.

The second crucial level is creating traffic to these words. This can be done by Advertising with Pay Per Click or even direct mail or other traditional media. The most cost effective method is Social Media where I blog or write informative articles using the key words and get traffic back to my site.

The secret to getting people to read the material is use headlines that pinpoint the problem they are trying to solve (your tactic, your USP). I might title one of my blogs "Relationship Marketing Converts Prospects to Loyal Customers".

The intensity and volume of your broadcasting can determine the speed to which you increase in page ranking. I blog for my sites everyday. You could have a talented writer on your staff fulfill this task, outsource to a blogger or Social Media firm, or hire a writer.

The Mechanics

So what actually happens? FreightShippingSeo is a long tail niche with little traffic. But, because the URL is the only site with those terms, it was immediately number one on that Google page. The higher traffic words are "Freight" and "Shipping". Google these words and the top will tell you how many pages there are with these words. So either of these words alone with just my Tactic would be in higher traffic.

Now by blogging everyday using these keywords, I have loaded my website with pages of content featuring my keywords. My sites grew from 30 pages to 150 pages. At a certain point, I exceeded the content of any site in Freight and Shipping concerned with Relationship Marketing, Internet Marketing, and Customer Development to name a few.

I ideally would love to land on just the "Freight Page" and have my site seen among all the sites people are searching for Shippers.

The blogs I published draw traffic. They draw lots of traffic. So Search Engines find that my site is well constructed, has an over whelming amount of content on my keywords, and is popular for

those keywords. Consequently, I am on page one Google for at least 12 different keyword phrases that I have found so far and usually number one.

It also allowed page one Google ranking for the shorter more popular words of just Freight and just Shipping. It also worked for turning the phrase around to Shipping Freight plus keywords.

The Google Search for some of the phrases are for example:

FreightShippingSEO
FreightShipping Relationship Marketing
Freight Shipping Customer development
Freight Relationship Marketing
Shipping Relationship Marketing
Shipping Freight Relationship Marketing

You can Google any of these phrases and see how many pages are competing for the words.

The rise to page one Google is just part of the over all strategy of building revenues by increasing customers. The website is only one tool. Blogs, articles, P/R, Twitter, Facebook and other Social Media publishing can be just as powerful.

Email campaigns are also valuable tools. If you have Suspect emails or even previous prospects, the lists can be used to convert them to Loyal Customers and help your website. Sending regular emails through someone like Constant Contact or Aweber on your USP can drive traffic back to your site.

Then using the Email responders with either system allows you to follow up regularly with more information that might lead back to your website or free reports or webinars or maybe telephone inquiries.

Every source that can broadcast your USP and Tactic and get a link or visit back to your website promotes your page ranking and creates a Prospect to be converted to a Customer.

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