

SEO BREAKTHROUGH

How to Dominate Search Results and Land on Top

www.websitebreakthrough.com

WEBSITE BREAKTHROUGH

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Introduction

Without a doubt there are a million enjoyable things you could be doing right now, but you are here reading this fantastic guide and there is only one possible reason: that unavoidable, terrible, exciting struggle called SEO. Let me guess, you have a website that is doing decent or maybe it's brand new and the fact that your competition ranks higher than you in a few searches drives you crazy. Maybe you've tried some link building or social media, or maybe you even hired an outsourced SEO firm. No matter what you may have tried in the past this book can help you. It will bring to light many of the simple but very important things that contribute to great site optimization. It will also provide you with insights you may never have considered before and secrets that will save time and money as your site rises to the top.

Our company is called Website Breakthrough and we are the ones that keep the other Internet marketing companies in-check. You can visit us at www.websitebreakthrough.com. We've built our entire business around evaluating SEO and marketing professionals and then providing information about each one to the public. So what do we look for in all these companies? We look for the ones that are genuinely successful at what they do. Then we dig to find out why. We like to think of ourselves as the FBI of SEO and Internet marketing.

Now that we understand each other lets get to the part you care about.





SECTION 1

What You Think You Know About SEO

Section 1: What You Think You Know About SEO

Picture this: You're sitting in a workshop dealing with SEO and listening as the speaker rambles off all the standard things that contribute to the order of search results. You're thinking you've heard it all a million times and you start to wonder if everyone else in the room has too. Then you start to wonder if some of them are your competitors and if you are all just doing the same standard things how will you ever come out ahead in search rank!

This isn't one of those worthless workshops. Our goal here is to explain a better way. Sure directory submissions, rich content and contextual links are essential, but there are creative ways to do even the most standard of things.

So lets start fresh and pretend you have no predetermined thoughts about how to perform SEO.

We like to compare SEO to cooking dinner, but no one likes food that was prepared in a filthy kitchen so let's start with that.





SECTION 2

Cleaning the Kitchen

Section 2: Cleaning the Kitchen

Cleaning the kitchen means whipping your sites into shape internally (We say “sites” because you need more than one even if you don’t think so, but we’ll get to that later). Before you can go out and conquer the search results you need to take care of business at home.

Scrubbing Your Content

Start with your Metadata. Title tags are the most critical Meta Tag and are the only tags that will influence SEO. Title tags have a direct effect on search engine relevancy and ranking. Make sure that your keywords appear in your Title tag. The title tag is displayed as the first line of most major Search Engine Results Pages. Avoid using just “Home page” for your title tag. Home page does not tell potential visitors or search engines anything unique about the site.

- Title Rules -

1. Character Limits – 65 or less. Including spaces. Sorry folks, if you write more your title will end with a “...” Some cases you can have up to 70 characters but just play it safe and stick with 65.

2. Keywords and key phrases – Make titles page specific. Use longer key phrases where possible. The more relevant your title is to content the better your pages will rank, and obviously higher rank = more traffic.

3. H1 tag – Repeat your title tag in your headline. This will help with relevancy and communicate clearly that the audience has landed on the correct page.

Next are your description tags. The description will appear underneath the title tag on the search engine results page. The keyword being searched will appear **bolded** when contained in the description tag or title tag. Studies have shown that potential visitors are more likely to click on your link when the beginning and end of the description is bolded.

- Description Rules -

1. Character Limits – Google will only display up to 160 characters including spaces when it comes to descriptions. Yahoo and MSN will display a little more (165 and up to 3 lines) but stick with 160 as a max.

2. Visibility and Click through rate – Remember to sell to the audience. Use the title and description to hook visitors. It's like a great commercial.

3. Visitors are not stupid – Tell the truth. Visitors will leave if your title and description do not match your actual web content.

4. Universal Descriptions – Do not do it. If the site content targets multiple keywords it is better to leave the description tag blank. Search engines will pull the keywords from the sites content and display the content that surrounds those keywords. These keywords will be bolded. Bolded information will always improve visibility and click through rate. Use discretion when using the description tag.

We won't spend much time on keyword tags, because they only matter in boring seminars. In the real world they have nothing to do with SEO except if you are missing them. No keyword tags can mean a drop, but having them will not boost you. All we're going to say is that you should have them.

Your site content however should be rich with keywords but not flooded. Have at least 4 paragraphs of relevant text on each page you are optimizing, but do not mention your exact key phrases more than two times each if you can help it.

Flooding a page with the same phrases that make up the majority of your back link anchor text will just look obnoxious to Google.

One extremely important thing however is to have a header early on in the page text that begins with the main key phrase you will be targeting for that page.

Keeping Your URLs Squeaky Clean

For the love of Google, please make sure your URLs are SEO friendly. None of this *“.com/?p=34”* trash. If your URL doesn't contain the main key phrase you want it to be relevant for, then improving rankings will be a thousand times more difficult.

If your site has experienced some major changes lately you need to make good use of your htaccess

file. This file is particularly useful if your URLs were recently made SEO friendly or if several of your pages were condensed or renamed. Since there is a plethora of great htaccess redirect tutorials on the web we won't reinvent the wheel, but here are a few links that offer great information on the subject.

<http://www.seobook.com/archives/001714.shtml>

<http://www.seodesignsolutions.com/blog/seo/using-htaccess-for-301-redirects-seo-and-more/>

<http://www.siteproneews.com/2010/06/29/why-you-need-a-htaccess-file-for-seo/>

To illustrate the importance of URLs and particularly domains in terms of SEO we would like to tell you about a couple of domain experiments our company did.

We had a client who was in the wrinkle cream retail business so we purchased various domains that had to do with wrinkle treatments. They were all new domains and not existing sites. One of the domains we purchased was wrinklecreamtreatment.org for \$300. We bought it because we wanted to see if it would rise in search ranking faster than a less specific name when the same link building strategies etc. employed.

What happened was incredible. In just 3 weeks after building only a handful of mediocre links the site had hit the first page. We tested domains in this manner over and over again and we came to the conclusion that *A DOMAIN IS INFINITELY IMPORTANT IN TERMS OF SEO*. There is no other way to say it. **"Premium domains"** or whatever you want to call them are much easier to rank than unspecific, generic ten-dollar domains.

Do yourself a favor and next time you want to rank a site quickly don't go cheap on the domain. If you spend money on nothing else, spend it here.

Preventing Contamination

Each year approximately 1,000 people die of salmonella poisoning. Another one million die from malaria, and caffeine kills 1.2 billion websites. Ok that last part was a lie, but caffeine is what Google calls their new search algorithm and it happens to be very good at detecting link farming and what some refer to as "black hat" SEO tactics. It also seems to kill your search rankings if you have more than a few links to non-credible or even blacklisted sites.

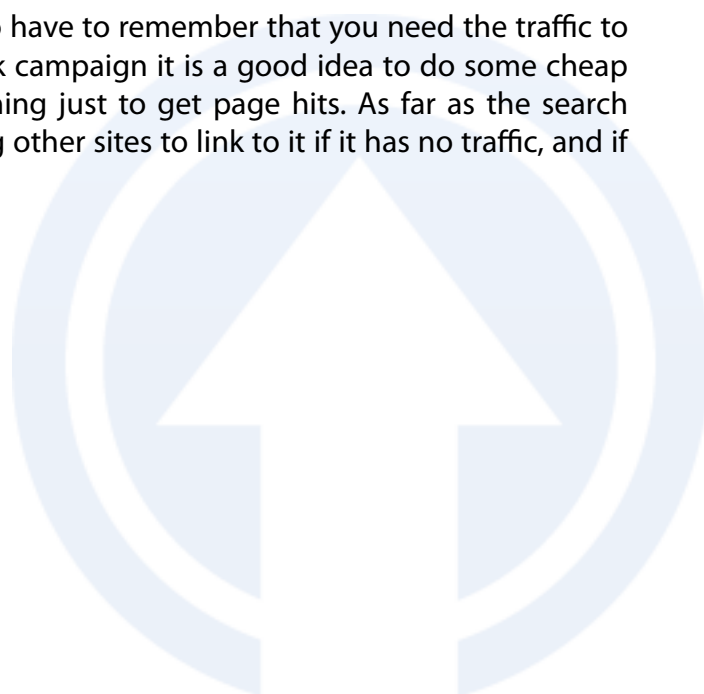
How do you avoid becoming contaminated by these things and being buried in the search results? For starters you can be mindful of all your outbound links and make sure to use the “nofollow” tag as much as possible. You can also keep track of where your back links are coming from. More is not always better and being associated with a few bad sites can mean coming down with a bad case of S.S.D.S. (sudden search death syndrome).

How do you know if a site or directory has been blacklisted? You can see if it ranks for any search result and where. Try typing the exact domain, no spaces and without the extension in to Google. If it doesn't show up as the first or second search result then something is wrong and the site has probably been penalized. Which means: **DON'T BUILD LINKS THERE.**

In all the years we've been doing SEO there is one horrible thing that has really stood out among all others. It has contributed to the rise and fall of many great websites. It is also one of the most tempting things to do as an SEO professional when trying to produce results for your clients. What is it? **Building too many links too fast.** Sure everyone knows they need to have a well-rounded link building campaign, but many seem to have a serious lack of self-control when it comes to the rate at which they build links.

The biggest secret we have found when it comes to building links is that your link building has to be in line with your traffic, especially if you are using [Google Analytics](#) as your tracking software. When you come across an opportunity to build hundreds or thousands of links quickly it can be very tempting, but remember that consistency is key. A site that builds 500 links every other week looks much less natural and consistent in terms of Internet popularity as a site that builds 150 links week after week.

Before you can start building links quickly you also have to remember that you need the traffic to justify it. When you are ready to start a serious link campaign it is a good idea to do some cheap semi-targeted pay-per-click advertising or something just to get page hits. As far as the search engines are concerned a site should not be getting other sites to link to it if it has no traffic, and if links are showing up they are probably unnatural.





SECTION 3

Deciding On The Keyword Menu

Section 3: Deciding On The Keyword Menu

Obviously you would never start cooking before you've decided on what you want to eat. SEO is the same. Before you spend a whole bunch of time on your campaign you need to be absolutely sure on what you can and want to rank for, then you need to create milestones and organize your goals.

Eyes Bigger Than Your Stomach?

Only Wikipedia can rank for everything, and some keywords just don't make sense to go after. Meaning you may as well just buy the site that ranks first. Keywords and phrases like *"travel"* or *"weight loss"* are fought after by an elite group of gladiators that you don't ever want to get in a brawl with until you're completely ready. Unless you've already dominated every other health or vacation term you can forget keywords like those even exist.

When defining an SEO campaign we recommend the three-tier approach. The three-tier approach means establishing three main milestones and then a path that will take you to each one.

Say you were promoting a site that sold wrinkle creams. You would want to do some extensive research into what words convert into sales the most effectively and then look at what was possible for you to go after. The term *"wrinkle creams"* gets a lot of searches, but a term like *"best wrinkle cream"* actually converts a little better. You will want your three milestone key terms to be ones that will pay off once you rank for them, and you will want to go after them in order of least competitive to most. Your three milestones might look something like this:

1. **Best Face Cream** (4,400 exact searches/month via Google)
2. **Best Wrinkle Cream** (6,600 exact searches/month via Google)
3. **Best Eye Cream** (14,800 exact searches/month via Google)

Now that you have your three milestones defined, you will want to decide on a couple variations of each one that you will use to build links. Take each milestone and look for a couple good spin offs. When you are done your tiers might look something like this:

1. Best Face Cream

- best face creams (*plurals typically get much less searches*)
- best facial cream

2. Best Wrinkle Cream

- best wrinkles cream
- best wrinkle creams

3. Best Eye Cream

- best under eye cream
- the best eye cream
- best eye wrinkle cream

When you start building links it is important to only focus on one tier at a time, and go in order of competitiveness. Do not move on to the next tier until you have ranked on the first page for the previous milestone. No one ever went straight from little league to the pros. Methods only work if they are followed. For each tier that you are working on devote about sixty percent of the link anchor text to the milestone and the other forty to the lesser keywords, the plurals etc.

What is everyone else cooking?

When you are ready to start building links and you have made sure you are getting a little bit of traffic to justify it, don't go in blindly. Take a long look at where your competitors are building links and what is working for them. You can use things like [Back Link Watch](#) and [Yahoo's site explorer](#) and see if it is possible to level the playing field a little and get some links in the same places. If you can get links on half or more of the sites they are on plus many they are not then your site will easily look comparable to search engines. Just make sure you're not trying to get a link on a site that is owned by a direct competitor.



SECTION 4

Slaving In The Kitchen VS. Hiring A Cook

Section 4: Slaving In The Kitchen VS. Hiring A Cook

You may be looking at the whole SEO game and wondering if it is really something you want to tackle. You understand the massive role it plays, but you don't have the time, energy or patience to go at it hard. If this is you then you may want to consider finding someone to do it for you.

We don't claim to be the only ones on the face of the earth that know anything about SEO, and we understand that it's only because of an entire team of talented professionals that our company has been able to accomplish incredible things when it comes to ranking sites. If you don't want to deal with it there are plenty of people willing to do your SEO, but just beware that for every good SEO guy there are two scam artists.

When shopping for SEO professionals there are a couple extremely important things to look at. First, what sites have they worked on before? Second, where does their company's site rank? If they won't give you examples of their work this is a huge red flag. They can promise all the links, and internal services in the world and for dirt cheap, but if they don't have any currently ranked customer sites to show you then there is a huge problem. When SEO professionals do provide you with examples, be sure to call up the client and get his or her feedback as well. Don't underestimate the fact that web professionals will often embellish their achievements. It's best to ask the site owner what exactly the SEO Company did for them and how they felt about the whole experience. Get good references.

It is also important that an SEO professional have experience doing work for at least semi-related sites. Each SEO company has different resources when it comes to link building. Some may have great networks of health sites to build links with, and others may be better at promoting technology sites because of their own unique network.

In short, just be sure to do your homework.

If you decide to cowboy up and take care of business yourself, then there are a few things you should know.



The Official Do-it-Yourself Section

Welcome to the part where we give away all our dirty secrets and SEO tricks. The biggest secret is that there are no secrets when it comes to SEO. It's just about giving Google more of what it wants.

When you first start your campaign it is important to grab up the quick easy links. Here is where you can go to get a few:

<http://www.statbrain.com/www.yourdomain.com>

<http://www.websiteoutlook.com/www.yourdomain.com>

<http://www.builtwith.com/?yourdomain.com>

<http://snapshot.compete.com/yourdomain.com>

<http://www.aboutus.org/yourdomain.com>

<http://www.quantcast.com/yourdomain.com>

<http://www.cubestat.com/www.yourdomain.com>

<http://whois.tools4noobd.com/info/yourdomain.com>

<http://www.alexa.com/siteinfo/yourdomain.com>

<http://www.alexa.com/data/details/?url=yourdomain.com>

<http://www.siteadvisor.cn/sites/yourdomain.com/summary/>

These will help your site start to become a part of the landscape. Next you may want to go and post to some classifieds websites and link back within the body of your posts. Some people underestimate the value of doing this. You can go and post to sites like [Craig's List](#) or [US Free Ads](#) is another good one.

When your site is indexed and showing up in a couple obscure searches it's time to get it listed in directories. We caution you against using automated services for this part, because even the best ones still may post your site to blacklisted directories and then you could be seriously screwed.

Go look for directories that have to do with your niche and then make sure they are still indexed by Google. If you type its domain into Google and they are nowhere to be found within the search results, then they have a serious problem.

While submitting to directories you will also want to do some social bookmarking, meaning you should go and submit all of your URLs to sites like [Digg](#) and [Propeller](#). For this part there are actually several services that do a pretty good job. We recommend [Social Poster](#).

If you have some extra time at your disposal we highly recommend trying to become an active digg.com user. It is kind of a club where once you are in and recognized by the other members then every time you [Digg](#) their stuff they will [Digg](#) yours. I know of several companies who devote a ton of time to this because they've found that if they can start a miniature digging frenzy around one of their URLs their traffic spikes incredibly high for hours. If they can do this three or four times a week, then the payoffs greatly offset the effort. Enough about that though, lets move on to more intense things.

As a huge part of your campaigns you should focus on contextual links. Obviously you want a well-rounded handful of back links, but links imbedded within the bodies of articles hold a special kind of value.

There are many article submission sites and automated services. Do yourself a favor and forget the automated services. All they do is take one article you give them and submit it to every site that will take it. You may get Google to recognize two of the articles, but the rest they will ignore as duplicate content and the links imbedded within them will do you no good.

You have two options when it comes to article writing and submission. You can write millions of unique articles yourself and submit each one to a different site, or you can outsource that to someone.

You might be able to find some high school kid with decent writing skills who will work for beans, but if not there is another option. We recommend creating a few job descriptions for article writing and posting them to [Odesk.com](#) or [GetaFreelancer.com](#). Both of them are good and have tons of providers from all over the world willing to work for as little as a dollar per article. As part of the job description you can even tell them what links to include within the article (no more than two). You can give them a list of article submission sites and tell them to submit each article they write to one of the sites.

Here are a few article submission sites you should check out:

<http://www.isnare.com>

<http://www.ezinearticles.com>

<http://www.articlecity.com>

<http://www.goarticles.com>

Some of these do not allow links within the body of the article, but you can post links in the *"about the author"* section.

You should also think about creating an account or two on each of these major user-created content sites and adding articles.

<http://www.zimbo.com>

<http://www.gather.com>

<http://www.associatedcontent.com>

<http://www.helium.com>

<http://www.squidoo.com>

<http://www.hubpages.com>

<http://www.blogger.com>

<http://www.wordpress.com>

If you really want something a little bit automated then you can check out SEOLinkVine.com. Basically what they do is take one article you give them and *"spin"* hundreds of different versions of it. Then they post one version on each of the sites in their network. As far as we know they have one of the largest private blog networks on the web. They are definitely not the cheapest however.

The last thing we can tell all the do-it-yourself soldiers out there is to make friends. If you can find out who the owner of a related website is call them up and ask them what it would take to get them to link to you.



SECTION 5

**Some Time Saving Secrets
From Your Mother**

Section 5: Some Time Saving Secrets From Your Mother

Everyone's mom has some time saving secrets when it comes to homemaking, and while We're not your mother we do have a few things we would like to share that can save you a lot of time and boost your rankings without a lot of effort.

Getting your guests to bring desert (free back links)

Wouldn't it be nice if other website owners just loved your site so much they were willing to write about you and link back to you for free. You could sit back and watch as your site rose through the rankings day after day until you dominated the results. If this appeals to you we have a story we'd like you to hear.

Some time back a friend of ours was launching a site similar to [Digg](#) it was called [retweet.com](#). He knew the success of his site depended heavily on building traffic quickly and getting a lot of attention right out of the gate, so he decided to give away ten thousand dollars. I know what you're thinking, giving away ten thousands dollars isn't exactly getting free links, but let me show you why this was such a great plan.

He announced on the homepage of that as part of their debut they were giving away ten thousand dollars to one lucky blogger who installed the official site widget, but only if [retweet.com](#) received at least 1 million unique visitors in the first 30 days. The effect? In just a few weeks they got over a thousand bloggers to install their simple widget and they received tons of press, which meant tons of traffic. When the first thirty days was up they had reached over 750 thousand unique visitors, and their SEO was through the roof. They didn't have to give out the prize, but even if they had it would have been worth it and they would have only gotten more attention. They had no problem selling ads or making partnerships from then on, and even sold the site a few months later for a quarter of a million dollars.

On more story that may inspire you has to do with something we did for a client that had dramatic social media effects as well as massive SEO benefit. It was just an experiment, but we couldn't have been happier with the results.

We were trying to think of a cheap way to build a lot of links for a weight loss site and decided to hold a contest on Facebook. The contest was targeted at mom bloggers and we created a group inviting all of them to write an article about their worst dieting experience. At the end of the contest

we would narrow the entries down to ten finalists and hold a vote. Anyone could vote as long as they were members of the group. The winner would get five hundred dollars. One of the rules was that the article had to contain a link to our site to be considered in the contest.

The contest went on for a month and as the weeks went on more and more people found out about it. By the end our Facebook group had almost two thousand members and 427 articles had been written containing links to our site.

We narrowed the entries down to ten and then let people vote for a week. Then ten bloggers who became finalists told all their friends to join the group and vote for them on the wall. By the end of voting the group had grown to more than 2400 members. We gave out the prize and posted an article about it on our website which generated a spike in page views. We also sent out a note announcing the winner on Facebook. The note contained a coupon code and produced a small spike in sales the next few days. Because of all the back links, site ranking jumped surprisingly and overall sales started a steady incline. The five hundred bucks we gave out was nothing compared to the result of the contest.

Making the table look fuller than it actually is

We have a saying around here it goes “aggregate or be aggregated.” Aggregation can be a powerful tool for SEO if it is approached correctly. Many of the largest sites on the web never actually produce a single bit of content. All they do is organize everyone else’s. If you want a perfect example just look at [Google](#). They look for information everywhere they can find it and organize it into the search results we all love so much. Another great example is [Digg.com](#) they organize all of the URLs and page descriptions they can get their hands on. None of their content is unique, but that doesn’t matter, because it is coming from so many different sources.

When aggregating to improve SEO, there are a few techniques we recommend. However I’ll say this again: YOU HAVE TO BE EXTREMELY CAREFUL. Aggregation can make a lot of enemies in the form of writers as well as spiders. If you want to make your site look fuller by pulling in some outside content a good way to do it is grab no less than 5 active RSS feeds and run them through a script that will convert them to HTML. For help with this see <http://www.rss2html.com/>.

You can place the headlines and short descriptions in a box in your home page or a news section on your site. Be sure however that you link to the article source (“*nofollow*” of course), and never display the entire article without permission from the owner of the content. You can set the headlines to refresh every so often and this will keep the pages dynamic and updating frequently. It is also good to randomize the order of the headlines so that it doesn’t look like just a list of 5 RSS feeds to the search engines.

Aggregation for link building can be a controversial topic, but we've seen it work for some individuals very well. If you are going to create separate aggregation sites for link building you will want each one to have completely different IP addresses than the site you will be linking to and never have two aggregation sites with the same IP.

The easiest way to create one of these sites is to throw up a WordPress and use a plug in like [WP-o-Matic](#) or [AutoBlogged](#). Look for RSS feeds that not a lot of sites are already aggregating. You can get some from local news blogs or even foreign sites can be good for this. Also make sure all of your feeds are producing related content or the site will just look like a random mess.

Let it run for a couple weeks to build up a few hundred internal pages, then post one link in the blog roll section or somewhere it will be displayed on every page. Within a few days you should have several hundred back links from the site and this number will only grow as more pages are created. You will also want to do some book marking and build links to the aggregation sites. This will make the links your site gets from them more valuable. It will also make sure the search engines crawl it often.

We don't suggest you make this a major part of your link building strategy, but aggregation for link building can be a huge help if done correctly.





SECTION 6

**Enjoy The Feast, But Don't
Get Fat and Complacent**

Section 6: Enjoy The Feast, But Don't Get Fat and Complacent

When all your work starts to pay off and your site is landing on the first page for some major terms it can be easy to switch focus to other things like conversion etc. Turning a profit online includes many variables, but don't forget to take care of business when it comes to SEO. Your site will rise and fall like the NASDAQ if you're not careful. The only way to stay on top is to keep building links and optimizing faster than everyone else. Chances are eventually someone in your industry will read this same guide and start gunning for your spot.

Remember to chew your food

Anyone who swallows their food without chewing it just ends up unsatisfied and unhappy in the bowels. As your site traffic starts to climb make sure to get as much as possible out of each visitor. Traffic is worthless if it doesn't convert into profit. [Google's Optimizer](#) is something you may want to look into. It allows you to try out different versions of ad copy and images on your sales pages to see which ones convert the best. You can also play around with different things yourself. Whatever you do just make sure your conversion rates are always improving. Every wasted visitor hurts your bottom line, and that's what it's all about.

Make sure people talk about dinner after it's over

Throughout the visitor experience you should always be prompting people to share your site. You can do this with retweet or digg buttons, facebook share links, or you can think of your own crafty way to make users want to post something about your site on social networks. The easier you make it to share your site around the web the better. If you have a lot of unique content don't be afraid to let it be syndicated and make your RSS feeds readily available in XML format. There is nothing wrong with guarding your content, but keeping it totally locked down could hurt you. Syndication usually means more traffic. Large news sites found that long ago and in most cases they couldn't be happier every time some blogger decides to display their headlines.



SECTION 7

Wrapping Things Up

Section 7: Wrapping Things Up

We know there is a lot to swallow throughout this guide, so don't be afraid to print it off or pull things out. The information here is the sum of what we have learned both performing SEO and investigating the industry deeply. If we had to list the ten most important things we hope you remember this is what they would be:

1. URLs are so very important. Take your most important keyword and acquire the closest matching domain you can afford.
2. Make sure your sub pages have SEO friendly URLs.
3. Pay special attention to your Meta titles. Make your Meta descriptions eye catching.
4. If you don't have the time or patience for SEO hire someone who does. Believe it or not there are still a few ethical SEO companies out there.
5. Bookmark. Find niche directories. Submit each of your articles only once!
6. Even though it can look very enticing avoid automation like the plague. It's not worth it.
7. Create enticing reasons for owners of sites to link to you.
8. Don't forget to play the game. Keep doing SEO until your last breath.
9. Make social network sharing as easy as possible.
10. Have a good time and don't get too stressed.

That's it we hope you enjoyed this guide and we wish you success and prosperity with all your web endeavors. Don't visit us online for all the best SEO company reviews, marketing tools and more.

Take care,

Your friends at Website Breakthrough



SEO BreakThrough
How to Dominate Search Results and Land on Top

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