

Google Top 10 Ranking Secret!

**How An Ex Body Guard Who Knew Nothing About SEO
Propelled His Site On Google Top 10 For One Of The Most
Difficult Keywords Ever... *Affiliate Marketing***

“Case Study”

By Franck Silvestre

Ex Body Guard & Martial Arts Expert.

Owner of [***Make Money With Affiliate Programs***](#)

And... **The Ultimate [Niche Marketing](#) Research Trick**

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Intro

About the author:

My name is Franck Silvestre, I was a body guard (Some of my clients: Michael Jordan, Thierry Mugler, Many Top Models...). I was also a successful pizzeria owner, after one year, I sold it for a good profits, and I decided to travel since I really like that.

As for my online career, it all started in Dec 2005 (During the Pre-Launch of the Butterfly Marketing). I really started in affiliate marketing in Mars 2006, and the first time I saw the word SEO was in April 2006... I wondered what these 3 letters stand for, and I quickly found that the meaning was Search Engine Optimization.

Note: If you already noticed that I am a non US, my written English still needs improvement... I am from la Guadeloupe, French West Indies, so...

Ok guys, the real meet now... Actually, I was going to reveal my step by step plan for free, however, some of the top marketers (online veterans) advised me to release a paid book.

After thinking about it myself, this information is really valuable, I am not talking about getting top rankings for a minus keyword, but for your main competitive keyword.

Is it easy? Humm, nothing is business is easy, only things that need to be done. Honestly, if you have a basic knowledge about SEO, you already have what it takes. You only need a PLAN. A proven roadmap and a Step by Step system.

You need a PLAN of action, and you need to follow this plan until you get on that first page.

If you really want it, you can do it. It doesn't matter which keyword you are targeting. Here is why:

Most sites on Goggle Top 10 are not updated that often (while your site will be updated daily if you are serious). When you are decided to outrank these sites, you will update your site and Goggle will love this.

Many of those sites on Goggle Top 10 are sticky, however, they are not up to date when it come to SEO for several reasons:

- They think that their position will not be shaken
- They think that nobody will try to outrank them
- They are not in business anymore
- They are too busy, they have too many sites
- They switched completely to paid advertising
- They don't care!
- They are lazy...
- They have too much money to waste time with SEO...
- And other reasons that YOU know better than me.

The truth is that almost nobody has a winning and proven system in place to get this Top 10 spot.

When you will go for this position, it will be a total effect of surprise... Internet marketing is a war. You win if you have the right mindset and the right strategy.

Don't let anybody tell you that it can't be done.

1) What does SEO mean?

SEO stands for Search Engine Optimization. In other words, how to get your website at the top of the search engines like Google, Yahoo and MSN.

If you are brand new to the game, when you perform a search in the search engines (Google for example), you will have a page with 10 results (or more if you changed the settings). The page is divided in two parts: On the right side, you have the paid Results (Adwords) and on the left, the paid results: the SERPs.

SEO will help you to get your site on the first page of the SERP's (also called organic results).

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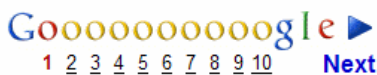
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On the screen shot above, you can see the arrow pointing to the

organic (FREE) results.

2) Is it the same for each Search Engine?

No, while it is easier to get a top ranking in MSN than in Yahoo and Google, sometimes weird stuff happen...

I tried to get a site ranked in MSN for its main keyword, since it was an easy word to target, but I got the high ranking in Google alone, not in MSN.

What about Yahoo!?

Yahoo is tougher to get in, and I didn't even register my site in their directory yet.

Conclusion: My topic is Google, I focus only on Google for my sites and blog, however as a result, I get traffic from Yahoo and MSN. Sometimes, I get high rankings with MSN, however I don't try to optimize my sites for any of these 2 other SEs.

3) Do you need Free Traffic?

The answer is yes, whether you are new to IM or a veteran, you want free traffic to your websites.

4) Do You need a lot of money?

No, you don't need a lot of money if you are focusing on one or two websites. But if you have some cash... Outsource!

5) Do You need a software?

No, you don't need a software either. I had a software named Traffic Travis (does almost everything that [Keyword Elite](#) does), however, I used it only two or three times (just to check my competition).

It's true that it will save you a lot of time, however it's not required. Plus, a software is never a magic pill, you need to understand that YOU need to do the work.

6) About SEO Firms...

I don't know what they can do for you, and SEO isn't a rocket science. I don't advise to put your sites in their hands.

However, I am for outsourcing your tasks. Once you know what to do, it's easy to teach to someone else who can do the work for you.

7) About Keyword Research tools...

The only research tools I used was [wordtracker](#) (both free and paid tool) and inventory overture. I also like to use Aaron Wall's SEO tool as well, it helped me a lot.

Keyword research

Here are the free tools I use to find keywords:

- [Pixelfast](#) To see if our chosen topic was profitable. How? if you find bids higher than \$0.50 it is profitable.
- [Digital Point Keyword Tool](#) To find keywords people are searching for. We will use those keywords on our site because We want people to find it when they search in Google!

Important Update: *The Internet is changing fast, and at the time you are reading this, some of the free tools mentioned above may not be working effectively.*

You can use the Free Wordtracker Keyword Tool instead. Google External is also a tool that you want to use. You need to open an adwords account (it costs \$5).

<http://www.freekeywords.wordtracker.com>

<http://adwords.google.com>

Keyword Research is really important.

Important: Many SEO experts claims that the best keyword research tool on the planet is Google External. I agree with them, and since I target Google for my sites, it's working for me.

Some of advantages of Google Keyword Tool:

- It's for Google by Google.
- You get related terms. **Highly Important**
- You can spy on top rankings sites by extracting their keywords: **Highly Important**

You need to understand that in order to rank for your main keywords, you need to get top rankings for some specifics keywords in your niche. This lead us to our next chapter:

8) The long tail...

What is the long tail?

These are long keywords (constituted of 3, 4 words or more). If

you don't have a certain amount of knowledge in a given niche, it will be almost impossible for you to find those long tails keywords.

This is why the keywords tools above are important (specially Google External).

For example, if you are in the Learn Spanish niche, a long tail keyword would be:

“how to lose 30 pounds in a couple of weeks”

“how many calories do you need to cut to lose 2 pounds a week”

If you are trying to loose pounds, you already know many of these long tails keywords, and propulsing your site at the top will be even easier.

For more on the long tail, listen to this audio from the man who wrote the book: “The long Tail”

Long Tail marketing is the future of small business. Listen to this interview with Chris Anderson, author of the book “The Long Tail”, and discover why it's crucial for every small business person to grasp this concept.

[Long Tail Interview](#)

Try to optimize your site for as many of those keywords. It's amazing to see all these new marketers putting all their energy in bum marketing (don't get me wrong, it's a good thing), while they could build a winning website!

9) About Keyword stuffing...

Well, this isn't working any more, no need to tell you. Don't get me wrong, you do need to carry out an effective keyword research.

What I mean is that the keyword density craze is over, now things are more subtle.

Why you do need to inform Google about your topic with the right keywords, you need to learn...

10) Do you know your LSI?

LSI stands for Latent Semantic Indexing. I was happy, because just after I started to look into SEO, I stumbled upon LSI, and I did my homework.

It's amazing to see that today, many webmasters (I think the majority) don't have a clue about LSI!

This my friend is one of the major elements, the missing key.

What is it all about? A brief summary...

Google want to make money... A lot of money, and for that, they need people like you and me to put thousands of dollars in their Adwords program.

Now, if all these MFA (made for adsense sites) and other crappy keyword stuffed websites were to pollute Google Top 10, Internet users (Google users) would change the way they search on the web because they never find what they are searching for.

They would go to Yahoo! Or MSN to search. And that, Google can't accept it.

To keep their (BIG) share of the pie, they need to make those searchers happy at the two levels: FREE and PAID search.

They need to give the most relevant results. Google spiders will scour the web and the top 10 sites for a given keyword. If your site doesn't have the main keywords on its page, it will be see as non relevant, because there is no "expert verbiage" on your pages.

For example, if you want to build a site on Self Defense, and your first page doesn't have the words Attack, or protection on it, Google spider will not count you as an expert on your subject.

And they will not reward you by presenting your site to

searchers...

I'll teach exactly how to do this in my seo book, if you didn't do so, you can still register here to get the first to know:

[Be the first to know](#)

While LSI is highly important to get top rankings, you need to understand how to apply this to your site easily.

Here is a tool you can play with for now, you will find related keywords which are directly related to your main keyword. Be sure to have these on your pages: <http://www.kwmap.net>

Let's continue...

11) The Old Good SEO Techniques

While many people are still wondering if this (anything in IM) is working or not, you should always test.

Many people say that something doesn't work, and they didn't even try it...

About **Onpage Optimization**:

If you had to keep only one thing?

Answer: Title Tag.

It's the title of your page, on your HTML page, between the <head> html tags. It looks like this:

```
<html>
<head>

  <title>My Cookie Recipes Site</title>

  <meta http-equiv="Description" content="">

  <meta http-equiv="Keywords" content="">

</head>
```

About **Off-Page Optimization**...

As you already know, off page optimization is more important than onpage optimization...

Something I don't bother with: Reciprocal Linking.

I receive many requests for reciprocal linking, however I don't link with other websites for the seek of linking. If I link to another website, it's only for 2 reasons...

1) The site is a valuable resource for my visitors.

2) It's an affiliate link!

Of course, if an authority site ask me a link back, I will Exchange...

Good websites don't link to second class websites... Google is watching.

I will talk more about my overall strategy in my Seo book:

Article marketing,

Blogging, (very important part of my strategy, see note below)

Directory Submission,

Getting One Way Link,

etc,...

Note: If you want to get your hands on my blogging strategy now, you can download my PDF here: [Blogging Strategy](#)

Note: I use wordpress, and you should use it as well.

Important: You need to have your Wordpress blog on a folder on your main website: <http://www.YourSite.com/blog/>

12) Fresh content

If you didn't noticed it yet, Google loves sites that are always up to date, and fresh content. Google love web 2.0 sites. Google love RSS feeds, actually, they just [bought feedburner](#).

13) Duplicate content issue

I use original content on my sites. Sometimes, I use a PLR article, however I rewrite it completely. I look at the first paragraph, and I just rewrite it with my own words.

I repeat for all the paragraphs. Usually, when I finish the article, it will be completely different than the original.

Recommended Resource:

Do you need to design:

- * Web sites?
- * Sales pages?
- * Mini sites?
- * Blog graphics?
- * Affiliate pre-sell pages?
- * Landing pages?

Here is your **A to Z**, All **step-by-step**
(screen caps + videos where needed)

Easy Web Assistant
+ Irresistible Bonuses:

[Click Here](#)

The Wrap Up

I hope this information was helpful. If you need to get one thing from me, take this one:

Build a **Quality site**. A site you would like to show to your family, a site you are proud of, the site that people will want to send to their peers in an email. When, this happens, Google will also love your site.

Obviously, you know almost everything about getting top rankings, all that you need is a system, a roadmap proven to work.

I am going to teach you everything, Step by Step, so stay tuned.

You will do much better if you are an expert in your topic. It's not an obligation, however it will help since this is not a short term strategy.

Franck Silvestre.

The Body Guard Marketer!

[Http://www.MakeMoneyOnlineHow.com](http://www.MakeMoneyOnlineHow.com)

Want to learn How To Do it STEP BY STEP? If your answer is yes, just register to the priority notification list...

Click On The Link Below:

Seo Book: [Google Top 10 Secrets](#)

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Franck Silvestre