

Piggy MAKES BANK



Profitable Projects

Making your bacon in 30 minutes or less

SEO Analysis

Workbook & Checklist



You Also MAY NOT Give Away, Sell or Share the Credit Herein

©2014 Susanne Myers & Tracy Roberts PiggyMakesBank.com

ALL RIGHTS RESERVED.

No part of this report may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without the express written, dated and signed permission from the author.

DISCLAIMER AND/OR LEGAL NOTICES:

The information presented herein represents the view of the author as of the date of this publication. Because of the rate with which conditions change, the author reserves the right to alter and update his opinion based on the new conditions. The report is for informational purposes only.

While every attempt has been made to verify the information provided in this report, neither the author nor his affiliates/partners assume any responsibility for errors, inaccuracies or omissions.

Any slights of people or organizations are unintentional. If advice concerning legal or related matters is needed, the services of a fully qualified professional should be sought. This report is not intended for use as a source of legal or accounting advice. You should be aware of any laws which govern business transactions or other business practices in your country and state. Any reference to any person or business whether living or dead is purely coincidental.

Every effort has been made to accurately represent this product and its potential. Even though this industry is one of the few where one can write their own check in terms of earnings, there is no guarantee that you will earn any money using the techniques and ideas in these materials. Examples in these materials are not to be interpreted as a promise or guarantee of earnings. Earning potential is entirely dependent on the person using our product, ideas and techniques. I do not purport this as a "get rich scheme."

Any claims made of actual earnings or examples of actual results can be verified upon request. Your level of success in attaining the results claimed in my materials depends on the time you devote to the program, ideas and techniques mentioned your finances, knowledge and various skills. Since these factors differ according to individuals, I cannot guarantee your success or income level. Nor am I responsible for any of your actions.

Materials in my product and our website may contain information that includes or is based upon forward-looking statements within the meaning of the securities litigation reform act of 1995. Forward-looking statements give my expectations or forecasts of future events. You can identify these statements by the fact that they do not relate strictly to historical or current facts. They use words such as "anticipate," "estimate," "expect," "project," "intend," "plan," "believe," and other words and terms of similar meaning in connection with a description of potential earnings or financial performance.

Any and all forward looking statements here or on any of my sales material are intended to express my opinion of earnings potential. Many factors will be important in determining your actual results and no guarantees are made that you will achieve results similar to mine or anybody else's, in fact no guarantees are made that you will achieve any results from our ideas and techniques in my material.

Recommending Profitable Projects To Others

Can we ask a favor?

If you're enjoying the monthly reports and task lists and find them helpful, would you mind recommending it to others? We'll gladly pay you a 50% commission on anyone you send our way.

This means that if you refer two people, your affiliate commission will cover your cost for Profitable Projects.

To grab your affiliate link, go to the [member area here](#) and log in with the user name and password you created when you signed up. Click on Affiliate Area, then Links and Banners to find your affiliate link for Profitable Projects. Or just email us at piggymakesbank@gmail.com and we'll email you your link.

Thanks a bunch – Susanne and Tracy

SEO Analysis

Welcome to another Profitable Project. This week we are going to be talking about on page SEO. We'll give you some tips on optimizing your content. We'll also take a look at what's starting to rank right now and how we can tweak our content to get it to rank higher. Last but not least we'll talk about how to take everything you've learned in this report and apply each time you write another article or blog post for your site. Let's dive right in ...

Step 1 – What's Ranking Now

If you don't have Google Analytics installed, start with the stats that your webhost gives you (look for something like AW stats in your cpanel). We also suggest you install Google Analytics right away so you can find more keywords down the road.

Note – Google Analytics is not reporting on all the keywords your site is getting traffic from. It does however give you a nice little sample which works well for what we are doing here. Go with the information Google gives you and go from there.

Look for the terms you're already ranking for and are getting traffic from. From there we'll tweak on page SEO this week. Next week we'll do some targeted link building to boost rankings even further.

We recommend finding about 10 keywords you want to work on right now.

Step 2 – On Page SEO

Next we've got to make sure it is easy for the search engines to figure out what our page should rank for. This is called on page search engine optimization. Don't worry, it's not nearly as complicated as it may sound and if you do things right (We'll show you how), it will make your articles and blog posts better for your readers as well.

Headline

Let's start with the most important part ... the headline of your blog post. If you are creating your pages manually, this would refer to your H1 tags and the title of your page.

Ideally you want to use your keyword as early as possible in your headline. At the same time you also want to make things interesting for your readers. Here's an example on how to combine the two. In this case our keyword is "email list building".

Headline: Email List Building – 3 Secret Strategies To Build Your List Faster

We have our keyword at the very beginning of the headline, but am still making it sound interesting by promising to share "secret strategies".

Rework your headline as needed, making sure you don't change the permalink (or url) of your page if you're using WordPress.

Content

The next part we want to pay attention to is the content of your blog post or article itself. Use your keyword again somewhere within the first 100 to 200 words of your post. If your article is longer than 500 words, you may want to incorporate it again further down on the page.

It's important that you don't try to stuff your keyword in there too many times or you'll be penalized by the search engines (by not ranking your page). Make sure that everything still reads well. After all, the best rankings won't do you any good if your visitors don't read your content.

Bolded and Italicized Text

This one is easy ... find one instance of your keyword on your page and make it bold or italicize it. We don't do this all the time, but sometimes it's just the little extra "umph" my page needs to move up in the rankings. And again, be careful. If you don't have a lot of text on your page, or are already heavily optimizing, this might be enough to push you over the edge into over-optimization. On page SEO is a bit of a trial and error game. Err on the side of caution and see how much you need to tweak before you start to rank for a give keyword.

Images and Their "alt" Tags

Images are great for visual appeal, but they can also help your rankings. If you use an image in your blog post, name the file with your keyword in mind. We like to use variations on keywords both here and in the link boosts we'll talk about next.

For example, if we're trying to rank for "blue widgets" and have an image of said widget in our post, we would name the image bluewidget.jpg or something along those lines.

Alt tags are little descriptions that help visually impaired people and search engines figure out what your pictures are about. If you have a picture of the item that also happens to be your keywords, make sure you include an appropriate "alt tag". In the example above, our alt tag may read "picture of the blue widget on my desk".

That's all you have to keep in mind when you're reworking or content. Look through your posts and edit the content as needed.

Step 3 – Internal Link Boost

Last but not least it's time to send a little extra link juice to these modified pages. If you are using WordPress to run your site, your basic internal navigation is already taken care of. If not, make sure you can get from your home page to the page or post in question by clicking links. This may involve clicking from your home page to a main article page and then to the individual article for example.

Back to the link boost ... Look through your site and find one or two related posts or articles. For example, if we are working on a page or blog post about email list building, we may go back to an older post where we wrote about the benefits of email marketing and include a little blurb like this:

I'm sure you're convinced by now that email marketing is a great way to increase your bottom line. If you're ready to grow your list, take a look at this post about email list building. In it I share 3 powerful strategies that will help you grow your list faster.

Of course we would link the term "email list building" to our blog post on that topic. This is a quick and easy way to improve your rankings with contextual internal links. These links are a bit more powerful than your regular navigation links. They will also help the search engines move through your site and discover all that great content you've been adding.

Extra Tip – Use This For New Content

One last little tip before we let you get to work on this week's assignments. Use this strategy from here on out each time you create a new piece of content for your site. Instead of looking for what's ranking, figure out what keyword you want to rank for in step one and then follow step two and three before you hit publish.

That's it for this week. Be sure to scroll down for your daily checklist.

Warmly,



Tracy Roberts and Susanne Myers

www.PiggyMakesBank.com

Susanne Myers
Tracy Roberts

Daily Checklist

Day 1

- Find 10 keywords you're already ranking for.
- Make a list of the urls to the pages that are ranking for those keywords.

Day 2

- Analyze your on page SEO for two to three of those pages.
- Make improvements to headlines, content, and tags as needed.
- Find a related article or blog post and link to the improved page from it.

Day 3

- Analyze your on page SEO for two to three of those pages.
- Make improvements to headlines, content, and tags as needed.
- Find a related article or blog post and link to the improved page from it.

Day 4

- Analyze your on page SEO for two to three of those pages.
- Make improvements to headlines, content, and tags as needed.
- Find a related article or blog post and link to the improved page from it.

Day 5

- Analyze your on page SEO for two to three of those pages.
- Make improvements to headlines, content, and tags as needed.
- Find a related article or blog post and link to the improved page from it.