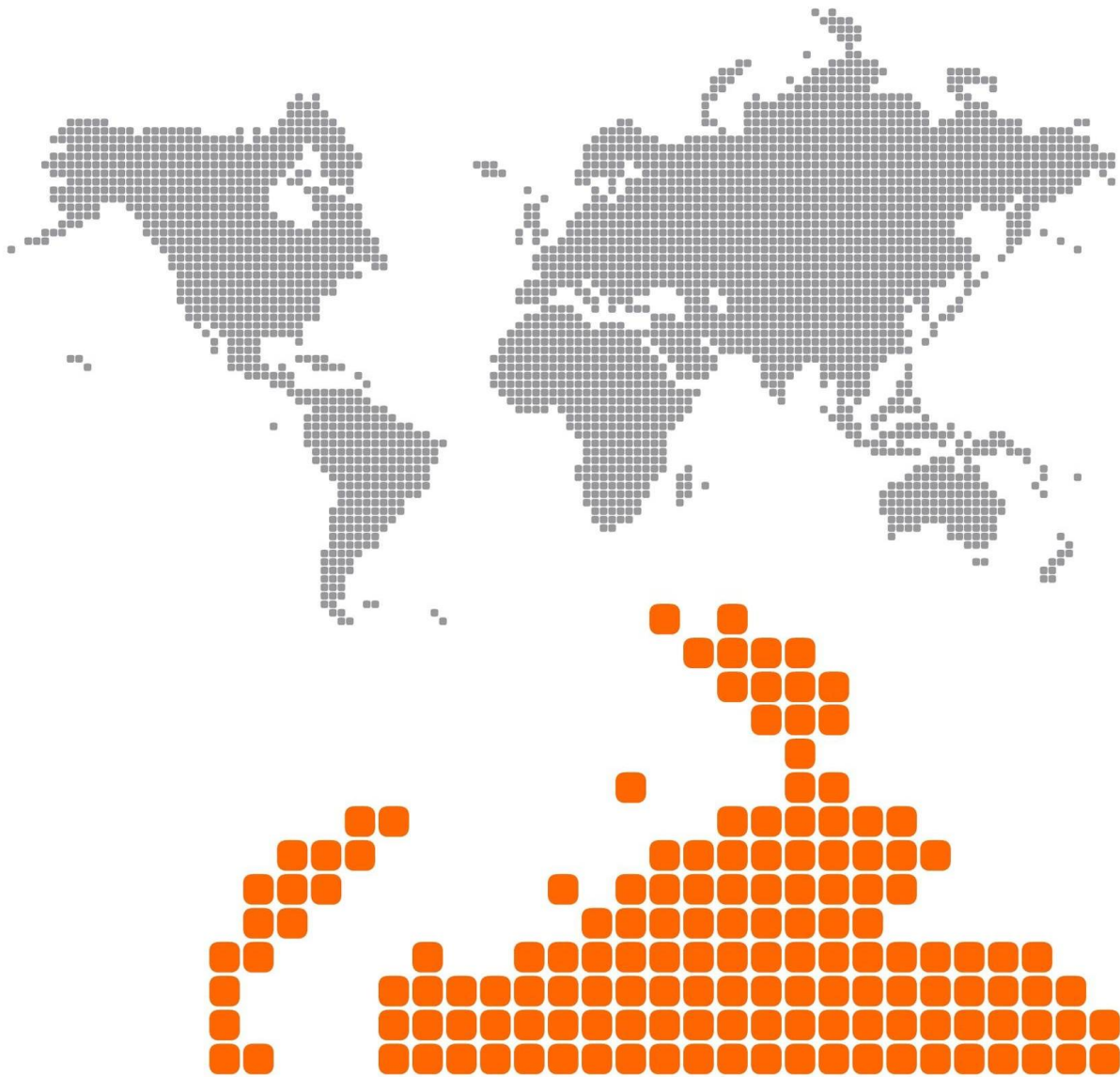


The ULTIMATE Blogging Success Blueprint



How to Attract a Steady Flow of New Clients, and Sales from Blogging

Without Spending Money on Advertising

PDF [2015 update]

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Hi, Matthew Loop here...

Thanks for checking-out the *2015 Ultimate Blogging Success Blueprint*. This business marketing system I've developed and perfected has the potential to radically change your life for the better. It certainly has mine.

In fact, one of the most frequent comments I get from readers after they go through this 39 page PDF is, "I can't believe you gave this document away for free!"

My goal is to absolutely over-deliver right now and reveal some of my best kept secrets that have enabled me to become famous in a few different industries.

This blueprint is highly reliable and the methods shared have worked for tens of thousands of professionals including entrepreneurs, authors, speakers, online marketers, doctors, consultants, coaches, public figures, entertainers, real estate agents, attorneys, and more.

Blogging has been very lucrative for me over the years. The recognition, traffic, and sales it's brought my brand is simply staggering. I've had several blog posts go viral and garner mass attention, too.

When this first began to happen, I would say I was unconsciously competent. Meaning, I created a great blog post, but didn't know WHY people thought it was great.

Then, as I began to study my most successful blog posts, I've discovered a predictable pattern that ensured they were seen by the masses and shared. That is when I became consciously competent.

You see... creating content is what you must always be doing, but understand this. **CONTENT IS NOT KING!** This is probably the opposite of what you've heard by self-proclaimed gurus.

A lot of professionals create amazing content that doesn't see the light of day. It gets buried.

The truth is there's no shortage of great content on the web.

So, what separates the posts that get liked / shared by thousands versus the stuff that doesn't? It comes down to two words, "content marketing."

This is what's most important.

You've got to know how to get noticed, especially if you're like the average majority who don't have connections and aren't "in the club."

Right now, I'd like to share with you my proven formula for starting-up a profitable blog that makes you stand-out from the crowd.

Here's what you'll discover in this chapter:

- The fastest way to get new customers and sales from your blog without spending money on conventional advertising.
- The easiest way to ensure top Google rankings with any blog post in just a few days or less.
- Insanely simple shortcuts to bypass most of the technical barriers that prevent most people from getting started. (I wish I would've known these when I first began. Would've saved me countless amounts of time and money)
- The quickest and most “hassle-free” way to get visitors to your blog on a regular and consistent basis. You'll get endless amounts of traffic on virtual autopilot.
- The best platform to use for your blog. If you're not using this one, you definitely should switch ASAP.
- The top blog plugins and best extensions to use for maximum traffic, social proof, and exposure.
- Simple and effective ways to delegate and outsource most of the “techy” work to get it done efficiently so you can finally focus on building your practice or online business. You'll never get tripped-up on these \$20 questions again!
- How to position yourself as a leader locally or internationally. You'll get people to actually care about what you have to say, which will help you establish a very large viewing audience.
- What technology you need to get started if you are beginner to the world of blogging.
- Strategic marketing tactics that get you an overwhelming amount of traffic to your blog without EVER worrying about a “Google slap” again!
- The inner workings of effective new client / customer acquisition strategies with your blog that position you far and above anyone else in your area, niche, or specialty.
- A cool, free tool that you can easily use to syndicate and propagate your blogs throughout multiple social networking sites and syndicated networks.
- Blog promotional strategies that work like crazy. You could have the best blog in the world, but if you don't know how to market your content, you won't get traffic or sales.
- And much more...

Quick note: Toward the end of this PDF, there's an insightful article I wrote called “How I Got Over 1,800 Likes to One Blog Post.” You'll definitely want to read it after you go through this important information.

Move the Free Line

One of my mentors used to always say, “If you want to build a profitable 6-7 figure business online, it’s important to move the free line.” It’s a simple concept and relatively easy to do. The gains associated can also be tremendous.

This basically means you’re not going to be stingy with the blog posts, videos or articles you create. You want to give a wealth of helpful content away at no cost so others can get to know, like, and trust you.

Consumers are VERY skeptical these days and when you provide valuable information they’re seeking for free, you’ve essentially knocked-down a huge psychological barrier.

We’ve already touched a few important ways to build social proof and calm skepticism in the chapter about positioning. We’ll talk about a couple more factors later in this work.

You’ll want to consistently think of ways you can over-deliver value and move the free line.

This is a big secret to attracting new customers and sales from your blog while generating dramatically more revenue.

So, what is a blog?

In layman’s terms, a blog is a journal that’s available on the web. It’s also called a web log in some circles. The activity of updating and/or posting on a blog is called blogging.

Someone who owns a blog is called a blogger. A blog can also be an entire website.

This document you’re reading has been responsible for turning tens of thousands of regular people, business owners, and professionals into advanced bloggers.

Blogs are typically updated a couple times per week, at minimum.

It just depends on how busy you are and if you have a virtual assistant to update the site for you. The cool thing about a blog is that you need very little to no technical background to update and maintain it.

That’s the beauty of new technology and evolved content management systems.

Then and Now

In the old days, if you wanted to update your website, you had to know HTML coding, PHP, and a bunch of other complicated computer language. There’s no way you could learn it in one short day either.

This was a huge barrier for many aspiring entrepreneurs and internet business owners.

That's completely changed with the introduction of online blogs, though. These platforms allow you to update your site fast and efficiently. You no longer have to be a computer geek to make it work for you.

Actual blog posts are almost always arranged in chronological order, with the most recent additions featured first.

A blog post itself can contain written text, photos, videos or combination of all three.

If you've been to my blog at MatthewLoop.com, you know that I have a variety of content which displays video, audio, text and picture graphics.

It's important for you, as a content creator, to mix it up and consider your audience. Not everyone likes to consume content the same way.

Sometimes you'll want to have all written posts, sometimes you'll want to have videos with a minimal description to spark curiosity, and in other instances you'll want to have professional stock images associated with your text.

There are many different aspects to consider. One of your ultimate goals is to readers accustomed to the real you. You want them to feel comfortable with your authentic personality and style. We want to build strong relationships, liking, and rapport.

Add Elements of Authenticity

I'm going to share with you the marketing and promotional side of blogging today, however you **MUST** add your personal flavor (or true voice).

Your taste, interest, knowledge, and expertise is what's going to compel visitors to become blog subscribers.

People are attracted to your message and insight for many different reasons. One of the key reasons others take notice and give you credibility is if they perceive you as being authentic.

You know, you seem like a real person and not just a scripted piece of plastic.

Your blog is your home online so have pictures of your family, experiences, travels, etc. Also, be strategic in how you integrate your interests for the local community or global niche market you're servicing.

Personalization, appearing approachable, and having humanizing elements on your blog help build rapport with your audience on a deep level.

Blogs are usually developed by one person (either you or somebody else) and updated regularly. They're often written about a particular topic or you can post short, value-driven videos on things that interest your market.

If you're a chiropractor, you might write (or record videos) about what it takes to achieve optimal health. Or, you could discuss conditions that you treat in your office. Then provide information that will help better the reader's quality of life instantly.

If you're a real estate agent, you could create content about what buyers should look for before investing in a home. Or, you could blog about the top mistakes to avoid when selling a house.

This is a great way to position your brand as a trusted authority in the marketplace.

Online, you'll find blogs about every topic imaginable. Things like natural medicine, photography, recipes, search engine optimization, basket weaving, weight loss, bodybuilding, dating, personal diaries, and much more.

You can go to Technorati.com and type-in any topic / keyword you're looking for more information about. It will then bring back a large list of blogs related to the search term you entered. Technorati is just a huge blog search engine.

Google allows you to do the same thing.

Just type-in a topic or keyword, then once it populates, go to the "more" link just below the search box. You'll see a drop-down menu where you can click "blogs."

You can search for "Natural Medicine blogs." If you live in Atlanta, you can search for 'Atlanta blogs'. These are a couple of the best ways to find industry related blogs that you're searching for.

Whole blogging communities have sprung up around many different topics. They put people in contact with other blog owners that they're looking for so they can forge strong relationships.

That's something I'm really going to stress is RELATIONSHIPS.

If you think of blogging and a quite a bit of internet marketing, it's not like your traditional direct response where you may send a postcard out and you might get five customers the next day.

Don't get me wrong, direct response marketing SHOULD BE incorporated into your overall funnel online. If done right, this is what brings-in 5 figure+ paydays. There are very strategic places to incorporate this style of marketing, as we'll discuss.

Our goal is to position ourselves as a trusted center of influence, credible expert, and authority in the market we service. We want to surround the marketplace so that anywhere a prospective client goes, they see us, our content, and blog.

This is called saturation and creates social proof quickly.

Developing an authority-based blog that Google loves doesn't happen overnight.

However, if you start now and implement the strategies in this document, you're going to be way ahead of competitors and outrank others in your industry for highly searched keywords on Google.

This will allow you to get an avalanche of website traffic from organic keywords.

Why Do You Need a Blog?

Why is it so important to have a blog, especially this year and beyond? Here's the big reason. A blog, if used correctly, is a simple way to virtually connect to perspective new clients / customers, to get them to know, like, and trust you before they ever set foot in your office or do business with you online.

It allows you to build a relationship with highly qualified people so they'll eventually buy your product or service and use it to solve the problem they're having.

We're going to discuss the funnel in-depth and where I see business owners completely missing-out.

It's important to have the proper online marketing funnel in place because if you don't, everything is going to fall apart.

You could drive a tremendous amount of traffic to the site, but if you can't capture those qualified leads, then convert them into sales, it doesn't matter at all.

Understand, you're able to build a massive audience / fan base if you work your blog strategically and know how to connect with others wants and needs.

Fans are really great because they want everything that you have.

They want to buy your stuff. They want to come into your office. They want to be around you. They're also disciples for your message and share your content with their friends.

Another important goal of blogging is to establish a RAVING fan base.

Over-deliver on everything so people can't help but feel compelled to share your content and your message with their peers. That will give your brand a viral surge.

Your Home-Base

Think of a blog as like your home-base online. It's a place where you can go to be yourself and create business or personal content. From there, you can interact with readers through comments on the blog or using Facebook's comment plugin.

Your blog allows people to see your human side or your authenticity.

Presenting yourself professionally is wonderful, but you also shouldn't be afraid to kick-up your feet and relax. When readers see both sides, they think "*hey, he's just like me. He engages with his community and doesn't feel he's too good for them.*"

You never want to come across as pretentious or too cool for everyone.

The great thing is when you begin to post content on your blog, the management is pretty easy. Even a second grader could do it, as opposed to the older, outdated websites where you would need to know complex HTML code. Those sites were just a royal pain in the ass.

Best Blogging Platform to Use?

One of the most common questions I'm asked at seminars and online is "What's the best blogging platform to use?" As you probably might already know, there are several services like TypePad, Blogger, Wordpress, and LiveJournal just to name a few.

I use and strongly recommend Wordpress above any other platform... hands-down.

Google adores Wordpress and when you create your blog like I show you, you'll build authority and "author rank" quickly, while creating a non-stop traffic machine you couldn't turn-off even if you wanted to.

If you don't have a WordPress blog, get one! But, there's a catch. You need to make sure that the blog is installed on your website.

Pay very close attention here.

The blog should be installed on your current website OR the blog should actually be your website. You can do both with Wordpress.

If you don't currently have a website, just make your blog your home site.

You can get a domain name from GoDaddy.com.

As an example, let's say you bought AtlantaChiropractor.com

You could then have a programmer install the WordPress blog directly onto the .com (root URL) of that domain, making you website your blog.

Or, if you have a current website like I did before I set-up my blog, you can have your WordPress blog installed as an extension on a separate page.

For instance, my website was already DCincome.com. The site had been live for years servicing doctors. I found a freelance programmer on Elance.com to install the Wordpress blog at DCincome.com/blog

This is very important.

Talk to your webmaster, or whoever created your current website and see if it's Wordpress compatible. If so, have them install the blog at YourSite.com/blog

If your website is not Wordpress compatible, I'd recommend switching to an all Wordpress site.

NEVER have your blog hosted on a subdomain.

What's a Subdomain?

This is basically where you'd go to WordPress.com and sign-up for an account directly on WordPress. They're going to give you what's called a subdomain, which just means you're going to have a website and address hosted by Wordpress. It's going to look something like www.yoursite.wordpress.com.

Why is this a major mistake? First, your content / blog is hosted on the actual Wordpress website, which you DO NOT control.

If something happened to their website tomorrow and you'd be screwed. Your content would be lost forever. Also, they have rules about what you can and cannot post.

On the other hand, when you have Wordpress installed on your personal website, you have ALL the control. You can post what you want, when you want, and don't have to worry about getting slapped.

Another important note here

Subdomains NEVER get ranked as high as regular websites, especially a website that has WordPress installed that's consistently updated.

You could do all the on-page and off-page search engine optimization (SEO) in the world, but you still wouldn't be able to effectively rank high on Google and compete with other authority sites in your market.

Never get a subdomain for your blog.

It's always better to have the blog installed directly on your website or just to buy a separate URL / domain name along with a separate hosting account. Then get the blog installed directly there.

As I mentioned previously, contact your current webmaster or whoever does your website. You want your blog installed on either the website itself at the .com "root URL" or the /blog extension like the example above. Either one is fine.

Outsourcing

If you don't have a webmaster, here's what I want you to do next. Go to Elance.com or oDesk.com. These are two of my favorite outsourcing websites and I use them regularly.

They can be your best friends when you fully understand the power of leveraging other people's expertise.

If you're reading this report right now, you're probably an online marketer, doctor, entrepreneur, or other professional. You don't have time to get tripped up on these \$20 questions or think you need to be a technical whiz.

It's all about being resourceful. Strengthen your strengths then delegate your weaknesses.

If you ever have a question, feel free to email me or my support staff and we'll point you in the right direction.

But, if you know anything about me, if you've checked out my blog, if you've invested in my other trainings systems, you know how much I stress cost-effectively outsourcing to the experts.

If it's not your strength, then delegate it. In fact, about 99% of all online marketing can be delegated in some way, shape or form.

If you're feeling overwhelmed, it's because you're not being resourceful. You don't have the strategy in place to acquire professionals in the key positions that keep your online machine going successfully and consistently while you sleep.

I teach entrepreneurs like yourself how to create marketing systems that run on autopilot so you can step-away from the business at anytime without losing money. In fact, my clients make money when they're on vacation.

The faster you learn how to truly be resourceful, the more money you'll make, the more freedom / flexibility you'll have, and the happier you'll be.

You could easily go to Elance.com or oDesk.com and hire a freelance programmer to install your WordPress blog for under \$40.

They can do a quick install which might take them a few minutes. This saves you A LOT of time and a major headache of trying to learn this process. If the programmer you hire does good work, keep him around on a freelance, per-project basis.

In my business, I have a couple programmers that I can send a quick email to and they take care of what I need. I pull the trigger fast then they implement with speed because THEY are the experts at programming.

Once the Wordpress installation is finished, you're ready to go and login to your administrative panel and start posting content. It's very simple to do. Let the programmer take care of the hard, techy stuff.

Note:

The best thing that I like about Elance and oDesk is that you can view each provider's feedback / reviews based on jobs they've completed in the past. You can actually view their portfolio of previous work, too.

This allows you to be certain that the contractor has experience with WordPress.

In your Elance job posting, you would also want to mention EXACTLY what you're searching for. The title of the posting might be "Need a Wordpress Expert to Install a Blog."

In the job description, you could go into specifics regarding the project.

"I'm looking for somebody who's very knowledgeable and experienced with WordPress. I'd like you to install a blog on this website_____. Here is exactly where I want it, etc."

You can tell the contractor exactly what you want and they will do it because that's their area of expertise.

Strengthen your strengths and delegate your weaknesses.

I don't recommend marketers, doctors, or other business owners learn how to program themselves. This is not what makes you money in your business.

Your time is best spent implementing and finding other expert so you can continuously move forward and grow your business. Work on the business, not in it.

With Elance or Odesk, you know exactly what you're getting.

Eventually, you may get to the point in your online business where you might want to have somebody on staff part-time or full-time. Understand, you don't need to when just beginning.

Hire the programmer on a freelance, per-project basis. That means you pay them by the job. It's the most cost-effective way to get a task completed to your liking.

So, what else do you need to get started blogging after you get the WordPress blog installed by your webmaster?

A Custom Theme or Blog Design

You absolutely need a custom theme and blog design. I prefer a template with the ability to add pictures and videos to the home page because you want to engage your visitors.

The blog should have personality and be interactive so readers will stay on your site longer. The last thing you want is something boring and dull, which makes people bounce off quickly.

Your blog is your home online, so it should have your style and feel. It also needs to have key direct response marketing and social proof components.

I touched briefly on this before.

In a minute, we'll go into compelling psychological triggers to have on the blog.

If you currently have a website with a certain design or template, you might have your webmaster design a congruent blog theme for you. If they cannot, just outsource it.

In terms of custom blog themes and design, you have a couple options. You can go to Google and search “Free WordPress Blog Themes,” “Wordpress Blog Themes,” or “Custom Blog Themes.” You’ll find hundreds of websites that have wonderful themes that you can have your programmer install for you.

Many are aesthetically appealing to the eye. They look good and can provide a great first impression as a potential new client / customer visits your website. You can even have your webmaster build your own theme. Or, just simply go to Elance and hire a programmer.

When I originally had my blog designed, I was searching online through hundreds of blogs. None had what I wanted, only bits and pieces here and there. I wanted it to look great, but it also had to have a direct response component to get people to take action. I also wanted that WOW factor to make a great first impression.

Find a professional blog design you absolutely love.

You can always contact that same person that set up and designed the blog you see online. Usually, their contact info is in the lower right corner of the site.

However, if they wind-up being out of your price range, just go to Elance or Odesk and have a developer overseas duplicate the site for you.

You’ll be able to get all the features that you want, for probably a third of the cost you’d pay someone here in the USA.

Theme Design Tips: Compelling Psychological Triggers and Positioning

We need to assume all of the visitors coming to your blog are from cold traffic, meaning they have no idea who you are and weren’t referred by a colleague.

Here are a couple things you can do to create INSTANT credibility on your blog in order to get people to trust you and provide their email.

First, have the Facebook “like” and Google+ buttons at the top of your website above the fold. See an example at my blog – <http://DCincome.com/blog> . Then, your goal is to get as many likes and +1’s as possible.

Think about this. If you went to a website and saw that over 1,000 people had “liked” the website, what would you think? You’d subconsciously give the website or blog some degree of credibility just based on the number of likes.

This kind-of goes along with the herd mentality.

Use this influence factor to your advantage and make sure you have the Facebook “like” and Google+ buttons displayed at the top for visitors to click. On top of the number count, when these buttons are clicked, your blog now gets shared with the visitor’s friends on Facebook.

Let's delve into the second positioning factor. If you've been featured on major media (FOX, NBC, CNN, ABC, and CBS), display the logos above the fold on your blog. People automatically give you more credibility if you've been showcased on mainstream media outlets.

If you haven't been on TV, then have a press release written about an announcement in your business. Then, go to PRweb.com and purchase their \$200 package. Why? When you do this, PRweb will distribute your press release into the major news outlets.

Many times you'll get picked up on local NBC, CBS, FOX, and ABC affiliates. You can link to those websites from your blog and legitimately say you've been featured on these mainstream channels.

This adds yet another important layer of credibility.

Remember, people are incredibly skeptical these days. We're just trying to get them to let their guard down so we can actual help transform their lives for the better. Use the TV logos on your site.

The third way to position yourself as an industry influencer and to capitalize on how people have been conditioned is to have photos of celebrities on your blog.

If you recall what I said earlier, I mentioned that **celebrity = credibility**.

You can have pictures with local or international celebrities. If you go to my blog at <http://DCincome.com/blog> you'll see rotating pictures with quite a few mainstream celebs like David Copperfield, Charlie Sheen, Rob Schneider, Michael Gerber, Bob Proctor, and more.

When a visitor comes to your website and sees pictures with famous public figures, it's an instant credibility booster and positions you above other people in your market. It's credibility by association and you look cool.

The final influence factor you want to take advantage of and integrate is a Facebook fan page widget on your blog. See mine right below the rotating images on my website.

This serves as a social proof builder simply because visitors can now see the thousands upon thousands of other real people that have liked your Facebook fan page.

Think of the internet as a big popularity contest. If you're perceivably more popular than competitors, you'll reap the lions-share of the customers and sales.

NEVER let social proof work against you. Always try to stack it in your favor, whether it's fans on Facebook, followers on Twitter, reviews on Google, etc. You want to dwarf your competitor's numbers.

Additional Customization Tip

If you run a local, brick and mortar business, I recommend your phone number be in the upper right-hand corner of your blog. You want to make it blatantly obvious and easy of others to contact you.

You have to make it easy for people to call your business. People don't instinctively know what to do. That's why in previous videos and teleconferences, I spoke about how you want to tell people exactly what to do after the end of the video.

It's the same thing on your blog. You want to guide them in a step-by-step manner so it takes all of the guess-work out and makes it easier for a prospective client to call.

Remove as many barriers as you can and you're going to see that your website / blog will convert much better.

In the end, that's the most important thing. You could have the best website in the world, but if it doesn't get people to take action and buy your products / services, it doesn't matter.

It's important to know your metrics. If you send 100 visitors to the blog, how many actually become sales and/or new customers? Google Analytics can tell you the traffic numbers and how others are finding your site online.

You've got to know these numbers so you can track, then improve them to increase your overall conversion.

Include a Short, Memorable, One-Liner Slogan

Another thing that you should have on your blog is a short, memorable slogan or three words that really describe what your site is about. If you go to <http://DCincome.com/blog> right now, you'll see I actually have two.

One in the header image to the left that says "social media revenue strategist" and the other just below the header image that says "Earn More, Experience More, Give Back."

That sets the tone so when someone visits this page, they know exactly the information they can expect to receive. They know my mission.

If you look to the right on the header graphic, you'll see three bullet points that tell the reader what's in it for them when they subscribe to my email list. Above, you'll see a title that says "Grab My FREE Blogging Success Blueprint."

Something to realize here is that the average internet surfer typically only stays on a website for a few seconds, so you need to impress quickly and get their attention. That's what my blog is geared to do. Hence, people stay there for several minutes on average.

Your blog must have the WOW factor so you can grab attention and increase your conversion easier.

Have your own slogan that's congruent with who you are, your specialty and your personal mission.

Take some time, investigate and really put some thought into this because you want to give the best first impression and attract the ideal clients and/or customers you're searching for.

Wordpress Plugins

Next, I'd like to touch-on the specific plugins I recommend for your Wordpress blog. There are 10 crucial scripts that you want to have. A blog plugin is a very simple extension that allows your WordPress blog to have magic powers, as I like to say.

You don't need to get caught up in the programming language, just know that once you find a webmaster or programmer to install the blog, he can also easily add these individual plugins.

Here's a comprehensive list.

- Facebook comments

This particular plugin allows Facebook comments to be posted on your blog under each post. Just Google "Facebook comments plugin" and you'll be able to easily find it. If you want to see an example of how it looks, then visit my blog and find a recent blog post. If you scroll down after the post, you'll see the Facebook comments section.

- Akismet

The Akismet plugin prevents spam from getting posted on your blog. When your rankings start to rise, when your Google page rank increases, and when the traffic starts to surge, be prepared for spammers. This is one of the plugins that can save you A LOT of time, energy, and hassle. Definitely have this, or another spam plugin installed.

<http://wordpress.org/extend/plugins/akismet/>

- Audio Player

The next extension you'll want to have is the audio player. If you do any teleclasses or teleconferences like what I frequently do, you'll want to have this audio player plugin installed.

The audio player allows audio MP3s to play from your blog. It's extremely simple once the script is set-up. Here's the link:

<http://wordpress.org/extend/plugins/audio-player/>

- Google XML Sitemaps

Google XML Sitemaps is a must for your Wordpress site. This extension helps Google spider your blog faster and easier. Google likes scripts that are easy, that it can pick up very quickly, and websites that are organized. That's what the XML Sitemaps plugin

does without getting too technical. It just makes it simple for Google to read and crawl your website.

<http://wordpress.org/extend/plugins/google-sitemap-generator/>

- All in One SEO Pack

The next plugin that you absolutely must have is the All in One SEO Pack. SEO stands for *search engine optimization*, which is basically the process of getting your website ranked at the top of Google.

This script allows you to alter, organize, and create different types of meta data for the website and each individual blog post. (meta title, meta description, meta keywords, etc).

Here's a powerful blog post to check-out when you have a couple minutes. The video shows you how to create top ranking and "SEO friendly" blog posts.

<http://dcincome.com/blog/how-to-create-top-ranking-and-seo-friendly-blog-posts/>

I'm not going to get too heavy into meta data because it's something that your programmer can help you with.

However, if you're going to do market research, you should be familiar with keywords and these concepts already. The site meta data needs to contain the keywords you want to rank high for on Google.

In a few minutes, I'm going to share with you an awesome tool I use which makes knowing exactly what prospective clients / sales are looking for VERY simple. In the meantime, here's where you can find the All-in-One SEO pack.

<http://wordpress.org/extend/plugins/all-in-one-seo-pack/>

- Twitter Widget

The Twitter Widget script is another great plugin. If you visit my blog, you'll see it on the right, just below the Facebook widget. It's the live conversation feed from Twitter so my readers can see what I'm speaking about this second.

Anytime I post and update from Twitter, it immediately posts that update on my blog. When a new reader visits my blog, they get to see I've recently updated my Twitter status. That tells them I'm actively involved in social media and engage with followers.

Building community is extremely vital, and this little widget shows you're listening to your audience and building relationships. That's critical. Here's the link to the extension:

<http://wordpress.org/extend/plugins/twitter-widget-pro/>

- Tweet, Like, Google +1 and Share

This is another essential plugin I highly recommend. You can see that on my blog at the bottom of each individual post. When someone clicks these, they can instantly share my blog posts on Twitter, Facebook, or Google+.

Another important thing I'd like to point-out here is that this plugin helps you build social proof. The more that your readers, family, and friends or subscribers retweet, like, and +1 your blog posts, the better you look. You give the impression your content is popular.

Online, whoever appears more popular wins. It sounds kind of childish, but it's true.

The web is a big popularity contest and people typically congregate around whoever is followed the most. It's almost like that mass herd mentality. People are very predictable given certain situations.

You want to do your best to shift the social proof in your favor, and that's what this social plugin can do. Not to mention when a person shares your posts, it gets you more exposure and more traffic to the site.

Make it easy for readers to share your content, too. The average Facebook user has over 200 friends. When they click the LIKE button, their friends get a chance to see this. This one strategy can bring massive viral traffic to your site.

You can find the plugin at this link:

<http://techxt.com/tweet-like-google-1-and-share-plugin-wordpress/>

- Pinterest pin-it button

This is basically another share button that allows others to spread your content on the wildly popular image sharing website, Pinterest. You need to make sure you have a high quality image on each blog post so others can share.

This widget also gives a numbers count like the Tweet, Like, Google+ 1 share plugin referenced above. You can find it at this link:

http://business.pinterest.com/widget-builder/#do_pin_it_button

- Get the Image

This is a highly intuitive script that can grab an image by custom field input, post attachment, or extracting it from the post's content. I'd recommend having a high quality image inserted in each blog post in case others want to share your content on the popular image sharing website, Pinterest.

- RSS Feed

You also want to make sure that your programmer has an RSS feed installed. Most WordPress templates and themes come with that standard, but just make sure that it installed. RSS stands for *really simple syndication*. It allows others to get and receive your updates very quickly.

The news now finds us. We don't have to search anymore for our interests, hobbies, or news. That's why you want to make sure that you do have the RSS feed on your blog.

These are the plugins I personally use and I strongly recommend you have on your blog. They will greatly help your optimization efforts. No need to get overwhelmed here because your programmer will get these up and running for you in no time.

Lead Capture System

This is where MOST bloggers, online marketers, entrepreneurs, doctors and professionals completely miss the boat. The majority of business owners I speak with do not have an automated, online follow-up system in place. No do they have a solid lead capture mechanism or ethical bribe.

Here's the deal. Since we know that the average person stays on any given website for a few seconds, we have a VERY limited window of opportunity to get a qualified email address and name of a prospective client / customer that's interested in our services.

Getting their contact info on that first visit is essential if you want to have a long-term, sustainable, and lucrative business.

If you're getting 100 visitors a day to your blog / website and you're not building an email list, you're losing A LOT of money.

Why?

The sad reality is, most visitors that go to your website once will bounce-off and never come back. When you have a list, you can email them valuable content and periodic direct response offers that make them take action!

Your email list is the LIFE-BLOOD of your online business. If set-up correctly, it allows you to generate customers and sales while you sleep. You can also make money on demand.

The email marketing and follow-up system I use is AWeber. It's the best in the business and pretty simple to figure-out. Not to mention their phone support is awesome. You can take advantage of their dollar trial for a limited time at <http://MyProResponse.com>

Let me explain why you need a tool like this.

Aweber serves many different purposes. One of the primary purposes is that it allows you to create a web form on your site.

For example, if you go to my blog at <http://DCIncome.com/blog> you'll notice that below the 3 bullet points in the header banner on the right, you'll see two white rectangular boxes. One is for a name and the other is for an email.

When an individual inserts their name and email, then clicks the orange "Get Access" button, they are populated in my Aweber email database. Then, the first auto-responder email automatically goes out to them, delivering the free report as promised.

The reason I have this form on my blog home page, and multiple pages throughout my site, is to generate interested leads that will eventually convert to sales. I'm also building a huge email list so that readers can get to know, like and trust me.

The money is in the email list.

Some folks will click the orange RSS feed to subscribe to my blog, but that's not guaranteed. Email list building is one of my top priorities and it should be yours, too.

When you don't have an automated follow-up system and are not building an email list, you're gambling haphazardly. You're essentially "hoping" a prospective client or customer will return to your website and do business with you.

This rarely happens.

I don't like to gamble or leave anything to chance. I prefer to stack the odds in my favor. I'd recommend you adopt the same mentality.

When you build a targeted email list and have a reliable management system like <http://MyProResponse.com> you're setting your business up for success. Your programmer can install this script quickly for you, too.

So, what's the best way to get a name and email of an interested prospect?

The answer is to have an ethical bribe like a free consumer report or free video training series that provides valuable information presented objectively.

Here's an example.

Let's say you're a pain-based doctor and most of your practice is for low back pain or disc-related problems.

You can offer a free report called *5 Secrets to Alleviating Low Back Pain Without Toxic Drugs or Risky Surgery*, or something along those lines.

Or, maybe you're a real estate agent. You could then create a free consumer guide titled *10 Questions You MUST Ask Before Choosing a Realtor and Buying a Home*

These reports can be short, between 5 and 10 pages. You'll simply answer (from your experience) some of the top questions people ask and what they should be asking. This positions you as a consumer advocate and above competitors in the marketplace.

In order to really compel, you must have a strong title of a report as well as 3-5 bullet points below it telling them "what's in it for me." Here's an example:

- 1) Avoid the single biggest mistake most people make when _____
- 2) Discover the #1 secret to _____
- 3) Find-out the BEST way to _____

This creates intrigue and curiosity so they'll provide their contact details in order to access this free report.

Focus on delivering real value in the report and don't hold anything back. This is a classic example of "moving the free line." At the end of the document, you can make a call to action for your business.

As mentioned previously, you could also deliver a free video training series. It's totally up to you, though. The most important thing that will happen is that you will now be building a list once these systems are in play. Most people are slow dates these days.

They need to get to know, like, and trust you before doing business with you. There's no better way to create this than through consistent email follow-up.

Notice, if you're on my email list, I regularly deliver valuable blog posts and videos. Then, I periodically make offers for different products of mine. Much of the content I distribute has been automatically queued to go out on certain days.

You set-it and forget-it with Aweber. Meaning, I can write 20 email messages and have them in queue to be sent to anyone that enters their name / email in the lead capture forms. Hence, the term "auto-responder."

It's automatic follow-up and allows you to leverage your time, energy, and efforts for your business.

More leverage = greater profits with less work!

The bottom line is you must have a lead capture form on your website and strong follow-up procedures if you want to MAXIMIZE your customers and sales online.

The email deliverability rate with Aweber is a high 99%. This means you can be assured your emails get delivered. They also allow you to track who opened the emails and which subscribers clicked the links within. You can view the numbers or percentages.

For example, if you send an email to 1,000 subscribers, you'll be able to see what % opened, actually clicked the link, and went to your blog.

You MUST know those metrics so you can consistently strive to improve open rates and click-throughs.

I have to be honest with you, most email management systems I see out there are crap and have the statistical capabilities Aweber does. What gets measured gets improved. If you cannot track your stats, it's time to switch email services.

DO NOT leave anything to chance here.

You'll get dramatically more traffic, customers, and sales when you implement what I've laid-out in this section.

Normally, when I post a new blog I'll send an email to my list shortly after. This creates a massive SURGE of traffic along with training subscribers to click the links in my emails.

This helps to fuel engagement and interaction on blog posts. That, in turn, helps the blog rank better on Google, creates more social shares, and leads to more traffic and sales.

Meta Data

We need to touch on the subject of blog "meta data" a little more since it's very important.

What I'm referring to is called "on-page" search engine optimization (SEO). This is another aspect SEO that's gets your website ranked higher on Google by altering internal data.

Your website should contain specific information that allows Google to recognize the fact that the blog is relevant to targeted search terms / keywords online.

- Meta Title

If I'm attempting to rank for "Anchorage Chiropractor" on Google, I would want to make sure that the words "Anchorage Chiropractor" were located in the meta title, meta description, and meta tags of the website. This keyword should also be found periodically on the home-page, too.

When you install the All in One SEO pack, you (or your programmer) will be able to take care of entering this data with ease. If you're uncertain here, don't be afraid to delegate to an expert.

Hopefully, you've done your keyword research already so you know what prospective clients and customers are searching.

- Meta Description

Your website meta-description should have the keywords in it, too. Make sure to include compelling copy in your meta-description. It's what gets people to click on the actual Google listing. Spark curiosity and interest.

An example might be:

Before you visit an Anchorage chiropractor, read this first! Here are 5 questions you MUST ask before your office visit.

If someone types in Anchorage Chiropractor on Google, they'll see 10 listings on the first page. That description you see under the title of each listing is the hook, so make sure you have compelling text there. Give away a free report and allude to it within the meta-description.

You can test different description headlines to see which one converts better.

- Meta Tags

The meta tags of your website / blog are just like the keyword tags of your videos and articles you might have previously distributed online. Make sure to include the keywords you want to rank #1 on Google that you've thoroughly researched. These should be found in your website meta tags.

This basically tells Google that your content is relevant to the corresponding area of the search engines.

When you create an individual blog post, you'll also be allowed to enter keyword tags for each post. You don't want to overload this section with unrelated keywords. Make each blog post specific to a topic, niche, or sub-niche. Then, vary the keywords accordingly.

For example, if you are a chiropractor and you authored a blog post about Fibromyalgia, you wouldn't add low-back pain related keywords since it's unrelated to the blog topic.

Remember, your primary keywords should be located in the meta tags section. It's a critical on-page SEO component. If you have questions, speak to your programmer, as they are usually fluent in this.

Permalinks:

Permalinks are the permanent URL's (website addresses) to your individual blog posts, as well as categories and other lists of weblog postings. A permalink is what bloggers use to link posts, or how you might send a link to your story in an e-mail message. The URL to each post should be permanent and keyword-rich.

If you go to your Wordpress admin panel and create a new post, first you'll enter the title. If the permalinks are enabled, you'll see a website address appear just below the edited blog title. You may need to click on the white text box below.

A permalink looks like this:

<http://dcincome.com/blog/3-ways-to-add-an-extra-100000-in-recurring-income-this-year/>

If your permalinks are not enabled, the blog post URL might appear like this:

<http://dcincome.com/blog/p122>

Have your webmaster double-check that they're active on your blog. This helps with SEO just like having your keywords in the domain name of your website does. The last thing you want to do is write a great blog post and not have keywords in the URL.

How to Title a Blog Post

I've written pages upon pages about this topic in one of my best-selling training programs called *The Ultimate Content Marketing Blueprint*.

The truth is, when you create powerful headlines for blog posts, people will be 10x more likely to click on your post to that of your competitors, EVEN IF you're not ranked #1 on Google.

This is a little known secret you can use to literally swipe traffic from others for free.

The person that masters creating compelling headlines will get more visitors at the #2 or #3 spot on Google than his / her competitor at #1.

Remember, you can have the best, most helpful content in the world but if you cannot get people to click-through to see it, it really doesn't matter.

Here are a couple ways to construct compelling titles:

1. The "before" you do something blog post or article.

These always pull clicks like crazy due to the consumer friendliness associated and/or implied negativity. When people see posts like this they think they should read this BEFORE doing anything else.

Pretty simple stuff, but highly effective at getting your content read.

See examples below.

- Before you Visit a Chiropractor, READ THIS FIRST
- Don't Visit an Atlanta Dentist Until You Watch This
- Thinking of Weight Loss Surgery? Read This First

The posts in this category should be written in a non-biased, consumer friendly format. You might point out some frequently asked questions or pros and cons associated with the topic. Then, at the end of the post, you can steer them to your solution.

2. How to _____ in (X Number of Days / Hours)

Here's a super simple one that's almost always an instant winner getting you many more clicks and site visitors. It's simple and easy to write, while entertaining your reader. It plays on our natural curiosity.

- 7 Things You Must Do after a Sports Injury
- 5 Things You Must Do After Every Gym Workout
- 3 Things You Must Do After Publishing a Blog Post

Use either one of these blog title templates to knock-out a killer blog post when you're strapped for ideas.

To access 14 more powerful copy-and-paste headline templates that give you an unfair competitive advantage when you create blog posts, visit <http://dcincome.com/go/1182-2/>

What Should I Write About?

One of the most commonly asked questions I get from business owners and entrepreneurs is, "Dr. Matt, what should I blog about?" My response is, you have specialized knowledge in some area so you really have plenty of things to write about.

I would recommend you survey your market, subscribers, or customers to get an idea of what they really want. You can also start to eavesdrop in some of the forums online related to your industry.

See what others are speaking about there. Make notes at some of the burning questions they're asking. Also, create a list of subjects you could deliver value on.

Finding forums is simple and similar to finding blogs. Just use Google and type in "weight loss forums," as an example. You'll find hundreds that populate in the search results.

If you choose, you can write some blog posts yourself or hire a professional ghostwriter from Elance.com. Doing this takes advantage of outsourcing and leveraging your time.

If writing is not your strong point, delegate it to someone proficient.

By the way, don't just limit yourself to writing. You can shoot simple, 2-3 minute videos, post them on YouTube, then embed the productions on your blog.

Should you go the video route, speak to the camera like you're speaking with a close friend. Make sure the lighting is good and that you have a tripod to avoid shaking.

Once the video is completed, you can hire a pro on Elance to transcribe it for you. This is a good example of strategically repackaging your content.

When possible, always repackage your content because you can mass distribute it to separate social mediums and different directories online. This will boost your traffic and influence in the market even further.

You might want to post one blog per week. Or, perhaps you want to do one post every other day. It's totally up to you.

However, the more value-based, ORIGINAL content you have on your blog, the more Google love you'll get. It's going to help your search ranking, your authority as an author, and your website traffic. This will ultimately lead to more sales.

There are numerous topics you, or the person you hire, can write about.

Take an inventory of what you're currently passionate about or talk about what problems your market is facing. Research what people are trying to find solutions for. Every industry has special online forums and active communities.

Go to Google and key in "(your industry) forums" and see which ones come back.

You can write about why you became a _____. Subscribe to other blogs in your industry and see what hot topics their content focuses on. Interview other influencers in your space. I think you get the idea.

You don't have to write super long posts. They can be 400 to 600 words. Make sure you don't have six sentences per paragraph either, as you want to make it easy on the reader's eyes.

Don't complicate things.

One of the marketing strategies I really like is finding local celebrities in your town. You can find famous people any industry or niche you're involved with.

Think about this, in the natural health field, Dr. Mercola and Dr. Oz are very well known. Let's say you approach one of them by emailing or giving a call to one of their assistants. Then you ask them to write a blog post for you or maybe even do a short video.

You'd be surprised on who you can get in touch with that would be very happy to donate content to you because it's going to be mutually beneficial.

Doing this will get that celebrity more exposure and in front of a new audience and it's going to gain you more exposure. Not to mention, it helps provide credibility by association. That's one of the little known secrets very few doctors and professionals using.

With either local or international celebrities it's incredible what people think and do sometimes. You don't want to fight the trend, The bottom line is you want to have guest writers for your blog that have more of a presence online than you do.

Again, you don't need to write every post yourself. You can easily find a regular ghostwriter for probably \$15-20 per post, sometimes less. They can work on an hourly rate if you want to bring somebody on part-time or full-time. It's purely up to you. However much you need, they can give you how much content you can handle.

Keyword Research

I alluded to it before, but you absolutely must do your keyword research before you create a blog post. Find the terms that people are already searching for in your market and create blog posts around them. That's a very important strategy.

If you're doing a video, say the keywords in the video. Google now has speech-to-text conversion, so that's going to influence video indexing. It's still in the infancy stages. There is a lot of speculation on how much it weighs, but don't even take the chance. State the keywords within the videos you make to be sure.

Look at Google's first page. This is one of the things I really want you to recognize. There are always a variety of listings. There are many different ways that you can sneak into the first page, whether it's an article, press release, video, image, or blog post.

Blog posts typically get indexed well if your blog has authority. I'm going to talk about that in just a few minutes, on how to really increase your blog's authority online. When you do, you're going to post a blog and it's will automatically get ranked on the first page. Many times it can be indexed the top slot because in the local business market, very few

people even know how to use this method. It only really gets competitive on a national level.

You want to make sure that you write a title, description, and keyword tags for every post in the *All in One SEO Pack*. Again, I'm not going to get too technically involved in this particular teleclass, but in your WordPress back office you can find some easy video tutorials on YouTube on navigating and how to use WordPress. Go to your back office get an overview of your dashboard.

Once you actually go and add a new post, what you're going to find is if you scroll all the way down to the bottom, you'll see the section where you have the *All in One SEO Pack*. There, you'll be able to add your blog post title, description, and keyword tags. So, when your post gets ranked well on Google, that's what people will see. Do your keyword research beforehand.

Market Samurai

One of the local research tools that I've used for the past few years is very easy to learn. It's called Market Samurai. They have easy-to-follow video tutorials that show you the ropes.

If you go to MarketSamurai.com/c/freetrialnow, you can get a limited time free trial and demo it for yourself. Market Samurai allows you to assess your competition for certain keywords, SEO, and has numerous other ninja-like functions.

Let's say you want to rank #1 on Google for 'Anchorage Chiropractor.' You could plug those words into Market Samurai and the software will tell you about your competitors. It will tell you exactly how they are ranking and how many links they have to their site.

It's a very important strategy and I don't share it that often. You can know your competitors inside and out with this tool. It's a MUST HAVE for any serious internet marketer.

Market Samurai is a very powerful piece of software. You'll find that in the local markets, you'll be able to tell what the most frequently searched words are and what keyword terms have the lowest search volume.

You want to rank for as many as possible that people are searching, so don't get caught up in just ranking for '(Your City) Chiropractor' or 'Chiropractors in (Your City)' because people do search for other related terms, too. Prospective new clients look for niche-related conditions like '(Your City) Sciatica Relief' and other things like that.

Keep an open mind and you're going to continuously be blogging, just like you'll be able to regularly create other different types of content. Or, simply have someone else do it and just have a list of topics that you can consistently rank for. It's almost like target practice when you have this process down. No one in your local market will be able to compete with you.

It's important to go through each and every one of the keywords you want to rank atop Google for. You're going to create a blog post that has valuable information regarding the topic of your choice. Then you can strategically rank it while getting backlinks to this particular post. We're going to talk about those shortly and why they're so important.

Let's say you have a blog post titled *Chiropractor in Anchorage Helps Locals Alleviate Low Back Pain*. In this particular post 'Chiropractor in Anchorage' could be your keywords because you know based on your research, people are searching for that phrase.

'Chiropractor in Anchorage Helps Locals Alleviate Low Back Pain Fast'

As an example, that could be the title of your blog post. Either you or a ghostwriter can write a great, informative post. Low back pain, what is it? How is it caused? How you can prevent it.

Make a call to action at the end of your blog post, too. Tell people exactly what to do next. If their symptoms are not improving, put your phone number down at the bottom. Tell the prospective new customer to call right now or visit your website for more information.

Guide everyone by the hand and make it extremely easy for them to get in touch with you. Provide value first and start to go down the line with those keywords you've compiled based on your market research.

Before you publish this post, (ex... *Chiropractor in Anchorage Helps Locals Alleviate Low Back Pain Fast*) make sure you enter those keyword tags, like I mentioned before. This will allow Google to index it online on the relevant page you're seeking.

The keywords should be in the title, description, and keyword tags of the blog post.

You want to make sure that the keywords you select are found throughout the description of the blog post, two or three times depending on how long it is. Write this down, it's very important.

Once that's all completed, you're going to click the 'Publish' link in your back office in WordPress. Now your post is going to be live for your local community to see. It's extremely simple. Once that post has been published, now the fun part begins. It's time to syndicate your content and really announce it to the world.

One of the things that the *All in One SEO Pack* does is it helps to ping your site out into that blogosphere. This allows hundreds of other networks to pick up your content get more local traffic to your website. This will help you to build your authority.

Pingler.com

I also use a site called Pingler.com, so when I post a new blog post, I submit it to Pingler.com immediately afterward. That syndicates your post, propagates it, and

pushes it out to many other networks that take blog content. Then they distribute it so people can see it online. This is a must after you publish each blog post.

Email List

We talked about accumulating an email list before. Depending on what type of post it is, maybe this is a blog post for your potential new clients. If you have a list of 1000-2000 email subscribers / potential new customers, you can immediately send a broadcast with your AWeber account you've just signed up for at MyProResponse.com

You can go ahead and send an email out or you can put it in your follow-up sequence and deliver it at a later time. Doing this regularly will help you provide consistent value to your audience.

Now you can start to get tremendous amounts of traffic to your blog post just from your email list alone. Again, you're going to build trust and credibility by doing that because people can see that you're out to help and empower them. It's important to be that go-to expert they instinctively turn to, as they're going to look favorably at your efforts.

Share on Twitter, Pinterest, LinkedIn, Instagram, Google+ and Facebook

The next thing you can do is share your blog post on Twitter, Pinterest, Instagram, Google+, LinkedIn and Facebook. You can get your friends, family, email list and colleagues to share it, too.

If you notice on many of my blog posts, look down at the very bottom. What do I say? I usually will have a blurb that states, "Like this post? Share it with your friends. Here's the link below." I make it so simple for people to share the content, that's why you can see floods of doctors sharing my links on Facebook and many tweeting my blog posts.

When you do what I just suggested, your traffic grows exponentially and you remove those barriers that would once hold you back from getting your blog content syndicated or bringing traffic to your website.

Backlinks

Something that I want to really stress right now is the fact that we talked about using Facebook, syndicating your content, using Twitter, using Pingler, and sending an email out to your list. Those are going to be easy ways for you to get traffic to your website.

The next thing is going to be linking, more specifically, using what are called backlinks to secure those top spots that you want on Google.

This blog post below shows you what Google wants to see in terms of links. Take a few seconds and bookmark this page

<http://dcincome.com/blog/3-new-google-link-building-guidelines-post-penguin/>

You have to think of links back to your website (backlinks) as like votes. Typically, if you see a website that's ranked #1 online, usually that site has the most authority and high quality social shares / links to it as opposed to the surrounding competitors.

It has the most votes, the most links, hence why it ranks #1.

Of course, all links are NOT created equal, but in a nutshell, that's the most powerful ranking factor. You want high quality online properties linking to your website on a consistent basis, as it helps your site have credibility and trust.

Market Samurai, as I mentioned before, will allow you to assess other factors that are very important providing an unfair advantage over the competition.

An important factor of SEO is having your keywords in your domain name. The other one is the age of the domain name. But again, when it comes down to it, backlinks are the most important aspect. Social shares do matter and someday they might even overtake links as the main authority signal, but today links are still king.

That's why you or somebody else should consistently build general links, natural looking links, and anchor text backlinks to your blog posts for you.

This is overlooked by most doctors, professionals, and online marketers. I can't tell you how many people neglect this. Unfortunately, they're leaving a bunch of money on the table. Most businesses never really get a chance to realize more new clients / customers because they can't rank their blog posts high enough.

One of the strategies that I like to use after I've syndicated the post through all of these networks, is social bookmarking.

These are news networks that include sites like Reddit, StumbleUpon, and others. Definitely put your blog posts there after they're published or have somebody do it for you.

We talked about leveraging your resources.

I'm a big believer in outsourcing all repetitive tasks. Those can be delegated or you can have someone in your office do them. If you have a CA you can train, have them on it. It's really up to you what you decide to do, but make sure that you start to get backlinks in the appropriate ratios to your blog post.

What is an anchor text backlink?

How is it different from a regular link back to your website? An anchor text backlink is exactly what it says, text. Let's say that we're on a blog, forum, or any other web property online, and we're trying to rank for 'Chiropractors in Anchorage.' There are places in forums where you can add your signatures.

Some blogs will allow you to post comments in certain sections. There are even services that will allow you to create blog posts or articles with anchor text links in them, or what are called the resource boxes at the end of the articles.

This is your chance to get anchor text real estate. Just to give you an easy example, if you go onto Google's homepage, in the upper left-hand corner you're going to see some text links.

One of those text links is going to say 'Gmail' if you have a Gmail account. One of them is going to say 'Images', and there are a few other ones up there. Those are actual text links. That's called anchor text, meaning if you click on one of those links, it's going to redirect you to Gmail. It's going to redirect you to Google Images.

The same thing happens if you want to be ranked for #1 'Anchorage Chiropractor' or 'Chiropractors in Anchorage.' You need more anchor text links that have 'Anchorage Chiropractor' linked back to your website than your competitors.

However, anchor text (as a whole) should be no more than 5% of your link profile. Read that again. Refer to the blog post I recommended above for the proper linking guideline.

Read more about anchor text here on Wikipedia:

http://en.wikipedia.org/wiki/Anchor_text

There are numerous ways you can get links like through articles, press releases, blog posts, forums, video sharing sites, etc.

Remember, all backlinks are not created equal. News websites, blogs, forums, press release directories, video networks, and the article websites are sometimes authority properties in Google's eyes. Just really depends.

Author Rank

Quite simply, author rank is your reputation with Google online. This is dependent on many factors. You must consider this whenever you create content, especially now that Google is placing heavy weight on how trustworthy and credible you are.

The author rank algorithm takes the following questions into consideration:

- 1) How often your content is shared?
- 2) How quickly your content is shared?
- 3) Who shared your content, and did those who shared your videos, articles, press releases or blog posts have expertise in that topic?
- 4) Do the same people always share your content?
- 5) How many comments did your content generate?
- 6) Who commented on your content?
- 7) Did those who commented have expertise in this particular topic?

- 8) Were those comments of high quality or low quality?
- 9) Were the comments on your content of positive or negative sentiment?
- 10) How often is your content endorsed; for example, how many times is it 'liked' on Facebook, +1 on Google, pinned on Pinterest, tweeted on Twitter, etc.
- 11) Who endorsed your content?
- 12) Did those endorsing your articles, press releases, videos or blog posts have expertise in the topic?
- 13) Do the same people always endorse your content?

The better your author rank is, the more credible you appear in the eyes of Google. Then they start to rank your content high on the search engines when you follow everything laid out in this blogging success blueprint.

On another quick note, the more original content you have on your website / blog, the more it helps your Google ranking. This is not really new, but it does play a factor in your visibility online.

How I Got Over 1,800 Facebook Likes to One Blog Post

Right now, I'd like to share with you my proven formula for getting attention in a "noisy" world. Among many accomplishments, this knowledge has allowed me to get over 1,800 Facebook shares to this blog post:

<http://dcincome.com/blog/fact-or-fiction-chiropractic-saves-lives/>

When you follow these powerful steps, you'll always have a leg-up on competitors in your industry.

1) Create a Controversial Blog Post Headline

Most blog post headlines flat-out suck! They're boring. The headline is one of the most important components to any successful blog post. Some would argue that it is the most critical piece.

Why?

Because your headline is the initial attention-grabber.

Whether on Google, Facebook, Twitter... the blog post title is what is seen first. If your title is strong, you can literally hypnotize people into clicking your link even if you're not in the best line-of-sight.

With this said, you obviously need to know your market well. What do they want? What solutions are they seeking? What mistakes are they making?

Previously, in this blogging section I shared a couple powerful examples of how to title a blog post.

I also have 14 more compelling, copy and paste headline templates you'll find at this page here <http://dcincome.com/go/1182-2/>

2) Deliver Value

Now that you have an eye-popping title, you **MUST** deliver the goods in the actual content. This goes without saying. It's best to make your content practical so that people can use and easily implement the information the same day.

Bullet the important points to make it easier to consume for the person reading.

To deliver phenomenal value, you must understand the market you're servicing. Be real, authentic and don't be afraid to go against the conventional grain if your intentions are to clear-up misconceptions and empower.

Address major concerns your audience is facing and provide facts / analysis. Always ask yourself, "Does this content I'm creating help solve a problem or better my reader's quality of life?"

Also, make sure you have clear and specific action steps you're giving others to fast-track their implementation

3) Elicit an Emotional Response

Don't shy away from controversy or stay away from the path less traveled. You need to get readers emotionally involved with your video or written blog posts. Fuse personal stories into the mix to help people connect with you on even more of an intimate level.

Research, find, and include the pain / pleasure points of the audience you're appealing to. Get specific into the small details so you can paint a vivid picture for others.

Furthermore, be direct and give your honest opinion regardless of popularity.

4) Tell Readers What to Do Next

You'd be absolutely amazed by just how many business owners and entrepreneurs do not tell readers what to do next. If you want an individual to like and share your post, **TELL THEM** directly.

Never assume they'll automatically share the piece no matter how great it is. Give people a good sincere reason why they should tell their friends, too.

Lastly, you need to make it very simple to share your content. Have the social share buttons on each blog post like what you see at the bottom of this one.

5) Email Subscriber and Client Lists

Your email list is your #1 biggest asset online. It's the life-blood of any brick and mortar or internet business. When you post new content, email your subscribers and clients that are in your inner circle.

They'll be more likely to share your stuff because you have a long relationship with them.

In your emails, evoke curiosity and let people know the "secrets" they'll discover by reading the content. Or, let them know what mistakes they'll avoid.

List 3-4 bullet points in the email stressing what's in it for them.

6) Facebook Advertising

Facebook advertising has been my secret weapon since 2008. Nothing has gotten my companies and I more exposure, traffic, and sales than this strategy. We've spent over \$350,000 with the social network (and for good reason).

We've also managed over a million dollars in ads for clients.

With the ad that was created for the blog post referenced a few paragraphs ago, I was spending an average of 12 cents per click!

My click-through-rate was as high as 5.12% at one point as well.

You can't afford not to run ads with numbers that low. I promoted the blog post on Facebook for 3 weeks straight.

Paid advertising is the FASTEST way to get noticed and overcome critical mass in any market. It's impossible to compete with the sheer volume of targeted traffic Facebook sends.

If you're not using Facebook ads consistently and your competitor is, you're getting crushed and don't even know it.

Facebook is an untapped goldmine of exposure if you create, optimize, and run ads like I teach in my private coaching programs. Success and sales are predictable.

Return on investment has never been higher and we've seen ranges from 12:1 all the way to 70:1 on average. That means per dollar we invest, we typically get back 12 to 70 depending on the campaign!

Here are a few quick tips when running Facebook ads to a blog post:

Strive for .30 cents per click or less. If you're paying more than that, you're doing something seriously wrong. Get professional help.

Click-through-rate (CTR) should be 1.5 or above.

Set a preliminary low budget of \$7 per day. We can always scale big once the ad is performing well.

Let the ad run for a couple days. Sometimes the cost per click (CPC) drops dramatically after the first day.

Test these two Facebook ad types... “website clicks” and a “page post engagement.” The latter can also be known as “boost posts.” If one performs better, stick with that type.

Test different images, headlines and ad descriptions. The image accounts for over 70% of the reason why a person clicks the ad. The title comes in at a strong second.

Always drive traffic to a blog post with a call to action and never to a plain website home page. **YOU MUST DO THIS.** You’re literally throwing money down the tubes if you’re not capturing names / emails from Facebook traffic.

Far too many businesses pay for traffic only to let everyone look at their page briefly then bounce off. There should be a blatantly obvious (and irresistible) ethical bribe or sorts at the end of the blog post that clearly tells the visitor what to do next.

Remember, Facebook traffic is not “search” traffic like on Google. They’re not searching for specific keywords. So, we can’t just send them to a sales page. Alternatively, drive the traffic to a straight landing page.

The process I’ve described here is what allowed me to get over 1,800 Facebook likes to a blog post and has been responsible for countless others going viral. This, in turn, has gotten us countless sales and clients from the exposure.

This formula is reliable and works like crazy.

Do not haphazardly create a blog post then hope the magical unicorns will carry and promote it online for you. Be proactive and commit to being unstoppable! The formula above is guaranteed to get you noticed.

Twitter Advertising

This is one of my new favorite ways to drive super-targeted traffic to content we produce. You can set-up your first ad at the link below. You must have a Twitter account first.

<http://ads.Twitter.com>

We’re seeing very low costs per engagement much like on Facebook. Twitter boasts over 200 million users and the ad targeting is similar to that of the social network. You

can target by location, followers of other popular figures, by keyword, and more. Start with a low budget of under \$10 per day to get your feet wet.

You are essentially tapping into real-time, live conversation on Twitter. Very few businesses are using this advertising platform so “get while the gettin’s good” and while the clicks are cheap!

I hope you found a tremendous amount of value in reading this free report. The strategies will help you hit the ground running fast so you can MAXIMIZE your impact and profitability with social media.

This powerful document is applicable to any type of business online or offline. If you’re new to marketing your business or a seasoned veteran, apply what you’ve discovered here and prepare to be blown away!

Dedicated to your Success,

Dr. Matthew Loop

PS – Like this content? As the old saying goes... “You haven’t seen anything yet!” Please SHARE this blogging success blueprint with friends and colleagues you want to see thrive this year.

Online success online is predictable when you do certain things in a certain way

If you own a small brick and mortar business I want to personally invite you to join over 7,700 professionals that currently use our famous *Social Media Elite* business building program.

Our top small local business clients get over 30 new clients per month from sites like Facebook, YouTube, Google, Twitter, Pinterest, Instagram, etc.

This shows you what’s actually possible for a brick and mortar business once all systems are in place. Depending on your average value per client, this can skyrocket your monthly revenue.

Social Media Elite was originally created for doctors BUT is applicable to any small business like attorneys, plumbers, realtors, CPA’s, spas, restaurants, etc. See what so many are raving about at <http://DCincome.com/go>

PPS - If you’re an online entrepreneur, author, coach, consultant, speaker, or sell anything on the internet, you might qualify for one-on-one mentorship. This is for those

seeking step-by-step guidance from an experienced entrepreneur that's built a 7 figure business online.

The one-on-one training comes with an aggressive marketing plan and accountability to ensure your success. Due to popular demand, there's a 3 month waiting list for private coaching.

Complete the application found on the following page and you'll be contacted for an interview once a new spot opens-up. You can find more details at <http://DCincome.com/blog/coaching>

If accepted as a client, you'll receive complimentary access to all of our best-selling programs. Weekly calls are recorded as well. Our average coaching client recoups their investment within the first 30 days.

If you're ready for the ultimate VIP / custom experience and want to partake in our most advanced training program here in Atlanta, check-out the exclusive *Total Immersion Day* at this link <http://DCincome.com/blog/total-immersion-day/>

If your business does over 1 million per year in sales, you might qualify for our *Private Jet Mastermind*™. Learn more below.

<http://DCincome.com/blog/private-jet-mastermind/>

For the newest social media marketing strategies that MULTIPLY your new clients / customers and make you more money, follow me on these social media websites:

<http://Twitter.com/MatthewLoop>

<http://Facebook.com/MatthewJLoop>

<http://Instagram.com/MatthewLoop>