



# BE AN SEO ROCKSTAR

EVEN IF YOU KNOW NOTHING ABOUT SEO.

SEO SOFTWARE FOR NON-SEO PROFESSIONALS



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**11** BILLION  
GOOGLE SEARCHES  
PER MONTH



**75% CLICK ON**  
ORGANIC SEARCH RESULTS



**95% DO NOT GO**  
BEYOND PAGE ONE



**94%** ↑ **CLICK THRU RATE WITH**  
**SEARCH + SOCIAL**  
MEDIA COMBINED

## BE AN SEO ROCKSTAR

EVEN IF YOU KNOW NOTHING ABOUT SEO.

This guide will make you an SEO Rockstar. Let's face it, your business needs to be found on Page One in Google when people search for your products or services. If you aren't ranking, you're missing valuable traffic and leads.

Follow our 10 tips included in this guide to get started. If after reading this guide, you think you are ready to take organic search optimization to the next level, you can use gShift's SEO Software to analyze, track, measure and get recommendations about how to achieve even better results. And you won't even have to change your hairstyle!

Find out more about gShift Labs' SEO Software for Non-SEO Professionals at [www.gshiftlabs.com](http://www.gshiftlabs.com).

We have software and services to get you started and really rock out!

## YOUR GOOGLE ANALYTICS CREDENTIALS

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GA LOGIN:

GA PASSWORD:

### TIP #1

#### INSTALL GOOGLE ANALYTICS ON YOUR WEB SITE

If you don't have Google Analytics (GA) running on your web site, get a free account, download the free code and get it installed ASAP. The data you can collect through Google Analytics is truly astounding. A web site without analytics is like a band without a drummer; always missing a beat!

GA allows you to better understand web site visitor behavior, where they are coming from and what they are doing once they get there.

Go now to <http://www.google.com/analytics>

- Sign up.
- At the end of the sign up process, Google provides code that needs to be added to each page of your web site.
- Add the code.
- Log into GA and start looking at the data.

# LET'S CHOOSE KEYWORDS. LOOKING FOR HELP?

**DOWNLOAD GSHIFT LABS' KEYWORD WORKBOOK HERE**

<http://www.gshiftlabs.com/resources/getting-your-keywords-right/>

## **TIP #2**

### CHOOSE YOUR KEYWORDS

Just like any savvy Rockstar who discusses their 'fave' album in every conversation they have, you need to know exactly what your keywords are and pepper them through your web content – both on and off your site.

Don't know what your tour keywords are? Here are three tips to get you started:

1. Look at the Google Analytics you just installed on your web site to see the data GA has collected under "Keywords Driving Organic Traffic". This view will be your reality check, based on what you think people search for versus what they are actually searching for to get to your web site.
2. Pick up the phone and call five of your best customers. Ask them what they would search on if they were looking for your products or services.
3. Go to the gShift web site and download the "Getting Your Keywords Right Workbook" to get more tips for creating your keyword strategy.
4. Take a look at your competitors' web sites and see what keywords they are using.

YES, IT'S TRUE.  
THOSE SEARCH ENGINE  
PAGE RESULTS  
THAT SHOW ABOVE YOU  
///  
**ARE YOUR COMPETITION.**  
//

## TIP #3

### CHECK OUT YOUR COMPETITION

Did you know that anyone who shows up ahead of you on a search engine results page (SERP) for one of your keywords is a competitor?

Stop thinking you know the competition and find out who they really are. It's time to become the head liner. Take your top three competitors and document the answers to these questions.

- What keyword phrases are they outranking you for?
- What keyword phrases are they using on their web sites?
- How many backlinks do they have?
- How many web pages does Google have indexed for them?
- Where are they placing keywords on their web sites?
- What are they doing to get to Page One?

Go Backstage:

Here are some tricks to help you get the answers: Go to any search engine and type "[links:www.yourcompetitorsdomain.com](#)" or go to "[siteexplorer.search.yahoo.com](#)" and look up your competitors' domains. You will see a lot of cool data you can use to build your strategy and take the main stage.

It's not hard to dominate for a keyword phrase with a little research, planning and adjusting on your web site.

# IT ALL MATTERS

SOCIAL MEDIA  
PRESS RELEASES  
BLOGS/YOUTUBE  
DIRECTORIES  
LINKS ON OTHER WEB SITES

## TIP #4

### TAKE INVENTORY OF YOUR WEB PRESENCE

Behind any great Rockstar there's a great publicist spreading the word about their killer client. Do you issues press releases, write blogs or articles? Are you in relevant directories? Where are you publicizing your keywords on the web? Your entire web presence drives traffic back to your site. Figure out what you have and what you're missing.

	Where are you on the web?	What keywords are driving traffic today?	What keywords need to drive traffic in these places?
Social Media			
Press Releases			
Blogs			
YouTube			
Directories			
Links on the web			

**Roadie Tip:** Check out DMOZ ( [www.dmoz.org](http://www.dmoz.org) ), a public directory that lists web sites in categories. Investigate industry portals and places like Wikipedia. If your audience is local, check out all of the free local directories, associations and service club web sites where you can add a link to your site.

## **BACKLINKS CAN BE TRICKY.**

YOU WANT BACKLINKS THAT ARE  
**DIVERSE**  
**HIGH QUALITY**  
& **PLENTIFUL.**

### **TIP #5**

#### BACKLINK-IT

No, this isn't a fancy move while stage-diving. Backlinks are one of the most important elements of any SEO strategy. Backlinks are links to your web site from other sites. It's kinda like having a fan base. All search engines use backlinks to validate and support the relevance of your site content and to provide Internet users with trusted and relevant search results.

So if a search engine, such as Google, determines your site is an authority on a subject (through many factors including backlinks) you will rank higher and potential users can also trust your web site. Backlinks can be tricky. You want backlinks that are diverse, high quality and plentiful over time.

Here's how you can 'stick up' some links:

- Publish your content to other sites or submit your site to relevant directories.
- Use social networks, such as LinkedIn, Facebook and Twitter.
- Distribute videos through YouTube and other video directories.
- Submit blog comments. The types of blogs you want to target are "dofollow" blogs because these will count as backlinks.
- Anchor Text is the text that is being used for the actual hyperlink (e.g. "Click Here"). Try to ensure that the anchor text is something more relevant to your keyword strategy.

# GOOGLE LOVES YOUTUBE, TWITTER FACEBOOK & LINKEDIN.

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## TIP #6 GET SOCIAL

Rockstars thrive on connecting with their fans and listening to the audience. Google loves content found in YouTube, Twitter, Facebook and LinkedIn. Google is constantly crawling these sites and as such, content from these sites will help you rank higher. Optimizing your social accounts, gaining backlinks from and utilizing your keyword phrases on these social streams are critical to your overall web presence.

Gather and own the appropriate social accounts for your business, even if you don't currently plan on leveraging these social sites, to ensure that your business owns its presence (and nobody else claims it). You will be able to rockout any of these social streams when you are ready.

A few tips as you are building your fan base via social media:

- Be transparent with your content. People can spot a phony.
- Talk about topics of interest to others, not just to you.
- Share don't sell.
- Use a real photo with a personal account. People like to know who they are dealing with.
- Listen first, then engage.

Document your social accounts.

	Account Name	Username	Password
YouTube			
LinkedIn			
Twitter			
Facebook			

# KEYWORD-RICH CONTENT IS WHAT MAKES SEARCH ENGINES LOVE YOU.

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BUT THERE IS A DELICATE BALANCE  
BETWEEN WRITING FOR HUMANS &  
WRITING FOR SEARCH ENGINE BOTS.

## TIP #7

### WRITE GREAT SONGS

Like great song lyrics, keyword-rich content is what makes search engines love you. But there is a delicate balance between writing for humans and writing for search engine robots. Great content takes both into consideration.

Copywriting can no longer be considered a soft art, one that's impossible to measure. It's easy to get data about your content and see if it's working for both web audiences:

- Go into your newly installed Google Analytics and look at “Views since publishing” or “average views per month” and track this over time to see if it's going up or down. You want consistent demand for your content.
- See how many shares you are getting on key social media sites (e.g. Twitter Retweets, Facebook Likes).
- Track the number of comments (if a blog post).
- Track conversions around content (e.g. average conversions per month).
- Track your search rankings for content over time.

# VITAL CONTENT THAT'S UNIQUE & RELEVANT. ( THIS IS HOW WE DO IT )

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<TITLE>SEO SOFTWARE FOR NON-SEO PROFESSIONALS  
| GSHIFT LABS</TITLE>  
<META NAME="DESCRIPTION" CONTENT=" GSHIFT LABS HAS SEO  
SOFTWARE FOR NON-SEO PROFESSIONALS. GET CONTROL OF  
YOUR ORGANIC SEARCH STRATEGY, GET RECOMMENDATIONS,  
GET RANKED." />  
<H1>TRACK YOUR WEB PRESENCE IN ONE PLACE!</H1>  
<H2>LEARN ABOUT OUR AGENCY PROGRAM!</H2>  
<H3>AWARDS & ASSOCIATIONS</H3>
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## TIP #8

### MAKE YOUR CONTENT SING

Don't forget the album cover and liner notes. It's about the whole album. It's vital that you create unique and relevant Title tags, Headings, Meta Descriptions and URLs for all of your web pages. Titles, Meta Descriptions and URLs are what show up in search results so optimizing these with appropriate keywords is important.

The Title tag is generally the most important content area on a page. Ensure that a relevant keyword phrase is located in the title, while still being readable and valuable for your users.

Although a Meta Description doesn't actually help you rank higher, it is the call-to-action that people will read while they are determining if they should click on your result in the search engines. Making the description accurate and enticing to potential visitors is important.

Search engine robots love structured content, so having primary Heading (H1) tags, which are keyword-rich, are a good way of clueing the robots in to content that is most important on your page. If you want to get really crazy, you can even add keyword-rich subheadings (H2-H6) tags to further structure your content.

# YOUR SEARCH ENGINE STRATEGY NEEDS TO BE GEOGRAPHICALLY ORIENTED.

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## TIP #9

### DECIDE IF YOU ARE PLAYING LOCAL CLUBS OR GLOBAL STADIUMS

Your search engine strategy needs to be geographically oriented. You can get found locally by using Google Places, but if you want to be found globally, you need a strategy based on your country or region. Ranking number one for “leather pants worn on tour” in Canada does not mean you are ranking number one in the United States. Conversely, if all your customers care about is “leather pants worn on tour in Toronto”, you need to crank your Google Places and local search strategy.

Here’s where you can register and build a Google Places page for your business <http://www.google.com/places/>. And hey, it’s free! A Places page is a valuable local listing that can include your business description, photos, videos and even coupons. You can also tell Google what categories you belong in. If you have multiple physical locations, you should have multiple Google Place pages.

Another very good local strategy is to ask your happy customers for online reviews. These can easily be submitted through your Google Places page. Other services such as Yelp.com and the Yellow Pages also offer review tools. Google is paying attention to the volume of positive customer reviews and they are also simply a great way of promoting how awesome you are. Let your fans rave about you.

If your audience is at a more national or global level, here’s are some ideas for improving your ranking in different countries:

- Have a domain name that matches the country (i.e., Canada = .ca)
- Get a local office address in the country you are trying to rank so you can tie it to a Google Places account.
- Purchase hosting services in that country to run a version of your web site
- Start a blog in the country you are targeting.
- Make sure your content references the geographies you serve.

# SIGN UP HERE.



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## TIP #10

FORGET #10 AND TURN IT UP TO 11!

If you decide you just want to “Rockstar-In” and skip the stage set up, we have software that can help make you a SEO Rockstar in no time.

Every day gShift’s Web Presence Optimization software helps non-technical people, primarily marketers and marketing agencies, get control of their entire web presence so they can rank higher organically in the search engines. gShift makes organic search optimization easy to do at a fraction of the cost of hiring a consultant or SEO expert. Plus you can track, manage and measure it!

gShift Labs’ software, analyzes an organization’s web site, blogs, press releases and social presence for organic search factors. The gShift intelligence engine then produces plain-language recommendations on what to do next to improve the organic ranking for specific keywords and keyword phrases. Once a marketer implements those recommended changes, they are annotated to their web analytics in order to understand the impact of any particular change or event on ranking, site traffic volume and conversions.

SEO Software for Non-SEO Professionals

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