



WordsmithBob.com – Bob McClain

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TC WEB PROS PRESENTATION ON SEO...

TIPS, TRICKS AND SECRETS TO MAKE DO-IT-YOURSELF SEO A REALITY FOR ANY SMALL BUSINESS OWNER

12/15/2009

By Bob McClain – WordsmithBob.com



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KEYWORD ANALYSIS

Without the right keyword phrases, everything else is just a waste of time and money...



Free Keyword Analysis

- **Google Adwords Keyword Tool -**
<https://adwords.google.com/select/KeywordToolExternal>
- Search quantity versus competitiveness
- Longtail keyword phrases
- Everything you need to know is on Google...




Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's URL. [Keyword Tool Tips](#)

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

Want more keyword ideas? Try the [Search-based Keyword Tool](#), a new tool that will generate ideas matched to your website.

Results are tailored to **English, United States** [Edit](#)

How would you like to generate keyword ideas?	Enter one keyword or phrase per line:	Selected Keywords:
<input checked="" type="radio"/> Descriptive words or phrases (e.g. green tea)	<input type="text" value="plantar fasciitis"/>	To advertise with these keywords on Google, export them in TEXT or CSV format. Click 'Sign up for AdWords' to create your AdWords account, then paste the keywords into your new campaign.
<input type="radio"/> Website content (e.g. www.example.com/product?id=74893)	<input checked="" type="checkbox"/> Use synonyms	No keywords added yet
	Type the characters you see in the picture below. ?	+ Add your own keywords
		<input type="button" value="Sign up for AdWords"/>
	<input type="text" value="hgelsol"/> <small>Letters are not case-sensitive</small>	
	Filter my results	



Google Adwords Keyword Tool

Type in your most general keyword phrase for your first run through. Once you've collected plenty of keyword phrases, then you can run some of them for options...

Keywords	Estimated Ad Position	Estimated Avg. CPC	Advertiser Competition	Local Search Volume: November	Global Monthly Search Volume	Search Volume Trends (Dec 2008 - Nov 2009)	Highest Volume Occurred In	Match Type: <input type="button" value="Broad"/>
Keywords related to term(s) entered - sorted by relevance								
plantar fasciitis treatment	1 - 3	\$1.14		27,100	18,100		Nov	Add
plantar fasciitis surgery	1 - 3	\$0.78		5,400	4,400		Nov	Add
plantar fasciitis cure	1 - 3	\$1.03		1,900	1,900		Sep	Add
plantar fasciitis exercises	1 - 3	\$0.60		12,100	8,100		Nov	Add
plantar fasciitis orthotics	1 - 3	\$1.27		4,400	2,400		Nov	Add
plantar fasciitis pain	1 - 3	\$1.11		8,100	4,400		Nov	Add
plantar fasciitis splint	1 - 3	\$2.27		22,200	14,800		Nov	Add
plantar fasciitis symptoms	1 - 3	\$0.59		3,600	4,400		Jan	Add



Random Results

The most important things are Advertiser Competition, Local Search Volume, Global Search Volume and Search Volume Trends. You want upward trends.

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Keywords	Estimated Ad Position	Estimated Avg. CPC	▲Advertiser Competition	Local Search Volume: November	Global Monthly Search Volume	Search Volume Trends (Dec 2008 - Nov 2009)	Highest Volume Occurred In	Match Type: <input type="text" value="Broad"/>
Keywords related to term(s) entered - sort by relevance								
plantar fasciitis pronunciation	1 - 3	\$0.05	<input type="text"/>	Not enough data	91	No data	No data	Add
ecco plantar fasciitis	1 - 3	\$0.05	<input type="text"/>	Not enough data	110	No data	No data	Add
topaz plantar fasciitis	1 - 3	\$0.05	<input type="text"/>	Not enough data	320	No data	No data	Add
preventing plantar fasciitis	1 - 3	\$0.05	<input type="text"/>	Not enough data	73	No data	No data	Add
swede o plantar fasciitis	1 - 3	\$0.05	<input type="text"/>	Not enough data	1,300	No data	No data	Add
plantar fasciitis natural	1 - 3	\$0.05	<input type="text"/>	Not enough data	390	No data	No data	Add
plantar fasciitis heel cup	1 - 3	\$0.05	<input type="text"/>	Not enough data	91	No data	No data	Add
plantar fasciitis alternative	1 - 3	\$0.05	<input type="text"/>	Not enough data	170	No data	No data	Add
plantars fasciitis	1 - 3	\$0.05	<input type="text"/>	Not enough data	91	No data	No data	Add



Advertiser Competition

Click on Advertiser Competition to see keywords ranked from most competitive to least. Click again to see them ranked from least to highest.

plantar fasciitis physical therapy	1 - 3	\$0.89		1,000	1,000		Jun
plantar fasciitis inserts	1 - 3	\$1.33		2,400	1,600		Nov
plantar fasciitis foot pain	1 - 3	\$1.06		1,300	880		May
plantar fasciitis cause	1 - 3	\$0.05		Not enough data	720	No data	No data
plantar fasciitis best shoes	1 - 3	\$0.05		Not enough data	8,100	No data	No data
night splint for plantar fasciitis	1 - 3	\$0.05		Not enough data	720	No data	No data
how to treat plantar fasciitis	1 - 3	\$0.83		590	480		Nov
heel pain plantar fasciitis	1 - 3	\$0.75		2,900	1,600		Nov



Plantar Fasciitis Inserts

If you mouse over the Advertiser Competition bar it will give you a general feel for how much competition. Look at searches. Look at trends. It's a good one.

plantar fasciitis splint	1 - 3	\$2.27		22,200	14,800		Nov	Add ⌵
plantar fasciitis shoes	1 - 3	\$1.09		40,500	27,100		Nov	Add ⌵
plantar fasciitis night splints	1 - 3	\$2.07		4,400	2,900		Nov	Add ⌵
plantar fasciitis night splint	1 - 3	\$2.39		18,100	12,100		Nov	Add ⌵
plantar fasciitis treatment	1 - 3	\$1.14		27,100	18,100		Nov	Add ⌵
plantar fasciitis orthotics	1 - 3	\$1.27	High advertiser competition	4,400	2,400		Nov	Add ⌵
plantar fasciitis	1 - 3	\$1.39		368,000	368,000		Oct	Add ⌵

[Add all 132 »](#)

Download all keywords: [text](#), [.csv \(for excel\)](#), [.csv](#)

Additional keywords to consider - [sort by relevance](#) ?

prp plantar fasciitis	1 - 3	\$0.05		Not enough data	46	No data	No data	Add ⌵
plantar fasciitis shoes	1 - 3	\$0.05		Not enough data	28	No data	No data	Add ⌵



High Advertiser Competition + Additional keywords

Is it worth the trouble to fight for a high competition keyword phrase? That's up to you and your client. All it takes is money...Look at Google's additional keywords.

fasciitis exercises	1 - 3	\$0.05		not enough data	8,100	No data
planters faciitis	1 - 3	\$0.91		390	320	
plantar tendonitis	1 - 3	\$1.21		880	720	
plantar faschitis	1 - 3	\$1.35		720	590	
night splints plantar	1 - 3	\$0.05		Not enough data	2,400	No data
heal spur treatment	1 - 3	\$1.12		390	590	
planter faciitis	1 - 3	\$1.08		1,000	720	
plantar fasciitis night splint	1 - 3	\$3.01		1,300	720	
plantar calcaneal spur	1 - 3	\$0.59		590	1,000	



Longtail keyword phrases with low search volumes

What are they good for? Coming up first in Google, Yahoo and Bing for blog posts and articles.



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SEO BASICS

- SEO PAGES - NOT WEBSITES
- SILOING INFORMATION
- VERTICAL INTEGRATION
- LATENT SEMANTIC INDEXING



SEO PAGES – NOT WEBSITES

Plantar Fasciitis
inserts and more

Home Plantar Fasciitis Products Plantar Fasciitis Help Our Story Plantar Fasciitis Blog Plantar Fasciitis Forum

Women's Plantar Fasciitis Shoes

Women's plantar fasciitis shoes are now made by a variety of manufacturers. I know. My wife spent 3 years and hundreds of dollars trying to find the right shoes that relieved her plantar fasciitis pain. Any shoe or shoe brand recommended on this page is there because my wife tried them and they worked. Period.

Keep in mind that while her plantar fasciitis shoes are generally for daily wear or casual wear (or just around the house in the case of her plantar slippers), you can **make your other shoes work for you too** by using:

- [plantar fasciitis inserts](#)
- [plantar supports](#) (arch supports)
- [plantar heel cups](#)

There are also **therapeutic products** you can use to prevent waking up with that intense heel pain such as wearing [plantar fasciitis night splints](#). You can also learn more about foot health by reading some excellent [plantar fasciitis books](#) on foot massage and exercises you can use to heal plantar fasciitis. You have plenty of options.

But now, on to the best shoes for plantar fasciitis...





SILOING INFORMATION

Plantar Fasciitis
inserts and more

Home Plantar Fasciitis Products Plantar Fasciitis Help Our Story Plantar Fasciitis Blog Plantar Fasciitis Forum

- Women's Plantar Fasciitis Shoes
- Men's Plantar Fasciitis Shoes
- Plantar Fasciitis Inserts
- Plantar Fasciitis Kit
- Plantar Arch Support
- Plantar Fasciitis Night
- Plantar Heel Cups

Plantar Fasciitis is a *nightmare*. You wake up to heel pain, you can't exercise, you can't socialize, you can barely make it to work.

She developed plantar fasciitis in 2007. She spent months just trying to figure out what was wrong. She went from website to website to find solutions. And all the while, she suffered.

She found the right [plantar shoes](#) and sandals. bought a [night splint](#) to lessen the morning pain, put [plantar fasciitis inserts](#) in her "other" shoes, and started a personal foot care program using [foot stretch equipment](#) and massage she learned from [plantar fasciitis books](#). Eventually, she cured her plantar fasciitis...*then it came back!* You can [read her plantar fasciitis story](#) here.

If you're looking for information, please visit the [Plantar Fasciitis Help](#) page. For specific treatment advice, you should try the [Fasciitis Treatment](#) page. And before you do anything, if you don't already know all about plantar fasciitis, *we recommend you get a couple [plantar fasciitis books](#)* and learn all you can before putting your feet at risk with faulty advice.





VERTICAL INTEGRATION

- Everything on, in, and behind the page must align based on your primary keyword phrase for that page
- The URL
- The MetaTags
- The Headline
- The Opening Sentence
- The Page Copy





VERTICAL INTEGRATION

URL: <http://plantarfasciitisinserts.com/>

```
<title>Plantar Fasciitis Inserts & More | Plantar Fasciitis</title>
```

```
<meta name="description" content="Plantar fasciitis is becoming more common every day. I know. My wife developed this form of heel pain in 2007. After her three year struggle with this injury,..." />
```

```
<meta name="keywords" content="Plantar Fasciitis, Fasciitis Plantar, Heel Pain, Plantar Fascitis" />
```





VERTICAL INTEGRATION

Plantar Fasciitis



Plantar Fasciitis Inserts

Plantar Fasciitis is a nightmare. You wake up to heel pain, you can't exercise, you can't socialize, you can barely make it to work.

I know. My wife developed plantar fasciitis in 2007. She spent months just trying to figure out what was wrong. She went from website to website trying to find solutions. And all the while, she suffered.

Eventually, she found the right [plantar shoes](#) and sandals, bought a [night splint](#) to lessen the morning pain, put [plantar fasciitis inserts](#) into her "other" shoes, and started a personal foot care program using [foot stretch equipment](#) and massage she learned from [plantar fasciitis books](#). Eventually, she cured her plantar fasciitis... **then it came back!** You can [read her plantar fasciitis story](#)

here.

If you're looking for information, please visit the [Plantar Fasciitis Help](#) page. For specific treatment advice, you should try the [Fasciitis Treatment](#) page. And before you do anything, if you don't already know all about plantar fasciitis, **we recommend you get a couple [plantar fasciitis books](#)** and learn all you can before putting your feet at risk with faulty advice.

Anyway, I developed this website so you don't have to go through the same thing my wife did. **This is a one-stop-shop for everything plantar fasciitis.** This is your site. Even if you don't need any products, we hope you will [join our forum](#) and **share your story**; what worked for you, and what didn't.

Also, **if you buy any products on this site**, please come back and review them. Visitors need to know what works and what doesn't. We can also modify our product selection based on your input. The current products on the site were either used by my wife or recommended by others we've met with plantar fasciitis.

At any rate, *we wish you health and wellness and freedom from pain.*





4 KEYWORD PHRASES PER PAGE

```
<meta name="keywords" content="Plantar Fasciitis,  
Fasciitis Plantar, Heel Pain, Plantar Fasciitis" />
```





LATENT SEMANTIC INDEXING

- **Latent Semantic Indexing (LSI)** is an indexing and retrieval method that uses a mathematical technique called Singular Value Decomposition (SVD) to identify patterns in the relationships between the terms and concepts contained in an unstructured collection of text. LSI is based on the principle that words that are used in the same contexts tend to have similar meanings. A key feature of LSI is its ability to extract the conceptual content of a body of text by establishing associations between those terms that occur in similar contexts.





KEYWORDS – How many times...

- How many times should your keyword phrase show up on the page?
- Write naturally and don't worry about it
- Remember LSI





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LOCAL SEO

The quickest, easiest and cheapest ways to get real results for your local client.



LOCAL SEO

- PRIMARY KEYWORD PHRASE + COMMUNITY NAME
- COMPLETE CONTACT INFO ON EVERY PAGE
- LIST OF COMMUNITIES SERVED ON EVERY PAGE
- DIRECTORY MARKETING
- CRAIGSLIST





DIRECTORY MARKETING

- TIME TO SUPPORT YOUR SPONSOR
- LOCAL SEO DIRECTORY MARKETING PACKAGE
- <http://wordsmithbob.com/store/directory-site-list-package>
- Package includes:
 - ▣ Client Information Form
 - ▣ Complete PDF list of local and national QUALITY directories with clickable links
 - ▣ All three of my SEO & Website Promotion ebooks





CRAIGSLIST

- Google loves craigslist
- Craigslist ads will come up ahead of almost anything else





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LINKING STRATEGIES

Google loves one-way incoming **QUALITY** links
from **RELATED CONTENT...**



LINKING STRATEGIES

- SWAPPING LINKS
- GREAT CONTENT CREATES GREAT LINKS
- CREATING A “WEB” – Nature hates straight lines...
- 12 TYPES OF LINKS
- CONTENT REPURPOSING





SWAPPING LINKS

- Swapping links is pretty much useless because Google recognizes it for exactly what it is.
- If you do it, make sure “the other guy” is the loser in the swap.
 - ▣ Higher PageRank
 - ▣ .EDU or .GOV
 - ▣ Authority site
 - ▣ They have tons of quality incoming links





GREAT CONTENT = GREAT LINKS

- If you really want great, one-way, incoming links, you need to generate quality content
 - ▣ Blog posts
 - ▣ Articles
 - ▣ Informative, well written website pages
 - ▣ Free ebooks, white papers, case studies





CREATE A WEB

- There are no straight lines in Nature
- Think of your linking structure as a spider web
- Interlinking creates a stronger structure





THE 12 TYPES OF LINKS

- Internal Links
- Directories
- Optimized Online Press Releases
- Article Directories (become established “expert”)
- RSS/Blog Syndication
- Blog Commenting
- Videos
- Forums





THE 12 TYPES OF LINKS

- .EDU Links
- .GOV Links
- Social Bookmarking – Delicious, DIGG, Reddit
- Social Media sites – Twitter, Squidoo, HubPages, look beyond the obvious – Ning (the ULTIMATE source)
- 13th Linking Strategy - Blog Alliance
- ANCHOR TEXT!!!
- Google Alerts





ANCHOR TEXT

Leave a Reply

Name (required)

Internet SEO

Email (required) (will not be published)

info@wordsmithbob.com

Website

http://www.wordsmithbob.com

If you want a picture to show with your comment, go get a Gravatar.

This is great advice on finding an online data entry job. One more thing I might add is to set up your own website with your resume, job history, your picture and some examples of online or offline data entry. This gives you a place to send potential employers, plus there's the chance that if you use some Internet SEO tricks, they might find you instead! And you're always in a better negotiating position if they come to you.

submit comment

Comments (0)

[Leave a Reply](#) | [Trackback URL](#)



Internet SEO says:
Your comment is awaiting moderation.
December 15, 2009 at 3:46 pm







This is great advice on finding an online data entry job. One more thing I might add is to set up your own website with your resume, job history, your picture and some examples of online or offline data entry. This gives you a place to send potential employers, plus there's the chance that if you use some Internet SEO tricks, they might find you instead! And you're always in a better negotiating position if they come to you.





GOOGLE ALERTS

- <http://www.google.com/alerts>
- Set up Google Alerts for each of your primary keyword phrases
- Set up Google Alerts for your products or services
- Set up Google Alerts for the name of your company

	Google Alerts	Google Alert - "cheap SEO"	Tue 12,
	Google Alerts	Google Alert - "organic SEO"	Tue 12,
	Google Alerts	Google Alert - "cheap marketing"	Tue 12,
	Google Alerts	Google Alert - "Internet SEO"	Tue 12,
	Google Alerts	Google Alert - "ADD"	Tue 12,
	Google Alerts	Google Alert - "ADHD"	Tue 12,





GOOGLE ALERTS

wordsmithbob@gmail.com | [Settings](#) | [FAQ](#) | [Sign out](#)

Google alerts
beta

Welcome to Google Alerts

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

Create an alert with the form on the right.

You can also [click here to manage your alerts](#)

Create a Google Alert

Enter the topic you wish to monitor.

Search terms:

Type:

How often:

Email length:

Deliver to:

Create Alert

Google will not sell or share your email address.

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GOOGLE ALERTS

Google News Alert for: "Internet SEO"

[Top searched for Christmas products revealed](#)

Utalkmarketing - London, UK

In the democracy of the internet, SEO is king. If retailers are selling what consumers are searching for, then those products need to be easily found. ...

Google Blogs Alert for: "Internet SEO"

[Black Friday Retail Expectations Internet SEO Marketing SEM](#)

By Ahorre

CPG Social Media Marketing Problems | Internet. Black Friday Retail Expectations. Ahorre Dinero. Black Friday 2009 came in with lower-than-average spending, with sales figures about even with 2008's poor performance, according to a ...

[Internet SEMarketing SEM - http://www.ahorre.com/web/](http://www.ahorre.com/web/)

[Your SEO Search Ends at SEO Services India - SEO India, Dimensi ...](#)

By no_email@example.com (NewsDesk)

With the creation of the web world, every individual wants to promote his products and services with the help of this lightening fast global means of communication called internet. SEO India Dimensi believes in following ethical ...

[E Commerce - Domains - Websites... - http://www.pressbooth.org/](http://www.pressbooth.org/)

[Keyword Suggestion Tool | Zone XXX](#)

By o-oum

Best free SEO Tool page on the internet! SEO Company Home. 12 Keyword Suggestion Tools. Visit Our Supporters resource: <http://www.seocompany.ca/tool/8-keyword-suggestion-tools.html>. free keyword suggestion tool wordtracker suggestion ...

[Zone XXX - http://o-oum.com/](http://o-oum.com/)

[SEO - Cutting through the clutter to get you results | Brisbane ...](#)

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[Brisbane Search Engine Optimization... - http://www.searchengineoptimization-seo.com.au/](http://www.searchengineoptimization-seo.com.au/)

[Find Your Perfect Business Niche | Internet Marketing Tips For ...](#)

By marketing learning

... internet marketing articles. Internet Marketing Business Opportunity. internet marketing center. internet





SEO SOFTWARE COMPARISON

- Comparison website for various online SEO software packages versus downloadable software
- <http://cheap-seo-website-marketing.com/>





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