

SEE YOU

AT THE TOP OF

Third updated edition

GOOGLE

*“Search Engine Optimization made
simple and effective”*

BENGT ALVÅNG

SEE YOU AT THE TOP **OF GOOGLE**

*Search Engine Optimization made simple
and effective*

Third updated edition

BENGT ALVÅNG

SEE YOU AT THE TOP OF GOOGLE

Copyright ©2017 by Bengt Alvång

Author Bengt Alvång, info@bengtalvang.se

Original title in Swedish

Hur du syns på Google - för nybörjare

Book design and typography Nathalie Alvång

nat@nathaliealvang.com

New translation and editing 2017 by Real Laplaine

Consulting & Writing

OTHER BOOKS BY THE AUTHOR

Parlez-Vous Rekrytering. Available in Swedish only.

A how-to-book about selecting the right candidates for specific jobs and avoiding hiring troublemakers.

Överlevarna (Survivors). Available in Swedish only.

A novel about a man, who, after a personal tragedy, looks for ways to continue his life. He does this by meeting people who have survived major life-traumas.

Överlevare - på riktigt (Survivors – for real). Free e-book in Swedish and English available at www.bengtalvang.se. A story based on interviews with survivors of WW2 concentration camps and the Thailand tsunami of 2004. How they managed to survive and go on.

How to create Happiness. In English. Swedish version released September 2017 with the title “33 sätt att få saker att hända och vända” (33 ways of making things happen and change).

Thirty-three key principles on “mental magic”, principles capable of changing the world by changing the world within us.

ACKNOWLEDGEMENTS

I would like to thank my IT expert-friends who have helped me during the past 20 years when, as a business owner, I struggled and tore my hair out in frustration and desperation over IT-related problems. One of these, a very successful IT entrepreneur, commented when I asked him to quality-check the text for this book, that he has never seen such an accessible manual about this subject – EVER. This made me happy, because that was exactly what I wanted to achieve.

A special thank you to my family for encouraging the quality of curiosity; a quality which I believe to be the single most essential quality in life.

CONTENTS

Intro 7

THEORY 9

Hi Google, my friend 11
What is so wonderful about getting Google to love me? 12
What IT consultants don't want you to know 13
The Google spider 15
The path to heaven 18

PRACTICE 21

Introduction to the nine practical steps 23
Step 1: How do your customers search on Google? 25
Step 2: Google Maps 27

Step 3: Get the perfect domain name (web addresses) 30
Step 4: How to create a professional looking website
easily and inexpensively 32
Step 5: Create your own blog and with the right name 37
Step 6: Facebook and other social media 40
Step 7: Video sessions - the underestimated
Google-booster 42
Step 8: Backlinks, + outbound & internal links 49
Step 9: Polishing off your website 53

THE WAY FORWARD 57

Google's "Search Console" (earlier called "Webmaster Tools") 59
What about AdWords? 61
Success! 62

INTRO

Congratulations on purchasing a book that will boost your enthusiasm about whatever it is you want to promote on the net! This book will show you how to become more visible on Google and it will not bog you down in complex methods that require a lot of time and money. It is written in such a way that I hope you will find both interesting and motivating.

Many people are not aware of the simplest actions which can be done to boost their ranking on Google. While those who know how to optimize results through Google tend to be too technically-oriented to be able to write a simple instructional manual for the layman. And of course, there are those who want to make money by describing the subject of “Search Engine Optimization” as being too complex and advanced for non-professionals, so that THEY can do the job for you.

This book was originally published in Swedish 2012. In 2013 it was also published in English. The current 2017 edition represents a major overhaul, primarily in the adaption of the content to match the latest advances in Google Search Engine Optimization technology, in order to give you, the reader, the fastest, most economical and simple approach to becoming visible on Google.

That’s all! Now dive right into it and enjoy the ride!

1.THEORY



HI GOOGLE, MY FRIEND

When your customers type in search words or keywords to look for products or services which you can provide, you want to show up at the top of Google's ranking. Whether the keywords they type in are "paintings", "Wisconsin", "used cars", "fitness London", "vegetarian restaurant Sydney" or "sauna club Stockholm", it does not matter. You want their search to show you and your company at the top of the search results.



To do that you need to know what Google needs to place your site, blog, video, etc. at the top of its search results. That's where you want to be - on page one, the Holy Grail.

Why?

Most customers will not go beyond the first page of a search result. It doesn't pay to be on page two. Unlike any other relationship, your relationship with Google is all on its terms. It is a question of, "How do you want me to be, Google, so that we can have a great relationship?"

WHAT IS SO WONDERFUL ABOUT GETTING GOOGLE TO LOVE ME?

Imagine having a salesperson working for you, at no cost, and who the customers contact all by themselves when they are interested in your services and products! It's like having a cash-cow in perpetual motion, one that just needs a little attention every now and then. What I am about to share with you in this book has resulted in my company products and services reaching three and sometimes even four of the top ten positions on the front page of Google searches, amongst other companies in my town in Gothenburg, Sweden. For other areas related to my company, we can normally be found on Google's first page at least once or twice. This has created a flow of customers and turned out to be great advertising.



WHAT THE IT CONSULTANTS DON'T WANT YOU TO KNOW

Prior to 2010, it was more difficult to make a professional impression on the net without paying expensive IT-consultants and web experts to do it for you. The facilities at your fingertips today, were not easy to get a grip on just years ago. Today, anyone can upload good looking videos and design and create great looking websites, blogs and so much more!

You can do what it takes for Google to really love you. You don't need to be a "web expert", nor do you need to hire one. Laymen in this field can do all the things required to get a high-ranking status on Google.

With this guide-book you will be able to increase your sales without having to pay big bucks to IT-consultants. Even though the "major players" on the internet, those who have the most professional and comprehensive web sites, and the capital to invest in on-line advertising, seem to have the upper-hand, Google makes room for the smaller players too, like you and I, if we follow certain protocols.

One of the things you need to know at the outset is that Google is not trying to be a predictable shopping mall with only well-known brands available to people. In fact, they are trying to appeal to all brands and to offer a wide variety of content which appeals to an expanding market.

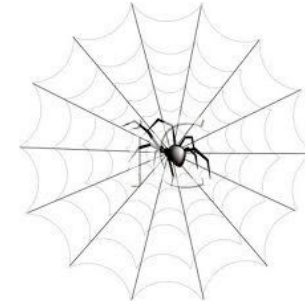
I have hired consultants on three occasions and paid as much as \$500 a month for them, and none of them gave me results which were as good and tangible as those I have achieved when I did it myself! This is because Google is excellent at recognizing "tricks".

Google wants a real, genuine relationship, nothing fake.



Everything you offer must be genuine and represent who you are and the service you are offering to people. You know your own business better than any IT consultant and you know better what your customers want and how they think. It is this “uniqueness” which Google loves - the genuine content!

THE GOOGLE SPIDER



The program developed by Google to search and index sites on the web, and to present links which are relevant to the search-criteria entered by people, is normally referred to as the “spider” or “web-crawler”. Exactly what this spider looks for, and how it correlates and rates these things, is a secret that Google keeps close to their chest, to make it harder for people to “trick” or manipulate the spider. Google constantly improves the intelligence of the spider. Today it is pretty good at “reading and understanding” what it finds, as well as determining the value and authenticity of its search-results. People working with Search Engine Optimization, or SEO, are constantly trying to figure out how the latest generation of spider thinks. This book is based on my personal experience, as well as the fact that I have studied the latest findings from SEO experts and from Google itself. By analyzing the common denominator among sites, those that come up HIGH on search-results, one can arrive at certain conclusions about how the spider operates. This book will summarize all of this for you in a simple and straightforward way so that you can achieve wonders all by yourself.

These are some important definitions to understand:

- *Optimize* is defined by Webster’s on-line dictionary as: to make as perfect, effective, or functional as possible.

- *Search Engine Optimization or SEO*, is defined by Wikipedia as: the -process of improving the visibility of a website or a web page in a search engine’s “natural” or unpaid search results. Let’s say that you are searching for “hot dog stand”. Google wants the search results to be helpful to you, because otherwise you will go off and use another search engine than Google itself.



Key words and phrases are all that Google uses, because that is what people put into the search box when looking for anything. Everything the Google spider looks at on your behalf, while scanning the web, is evaluated in terms of relevance and value in relation to those KEY WORDS – that is, the words you or your potential customers type in.

When you type in “hot dog stand”, the top-ranking search results will all have something in common, which makes the Google search-spider love them. Here is an example of some of the most important things that they are bound to have in common:

- They are linked to popular and high-quality sites.
- The sites are technically fault-free and their layout and design are both effective and comprehensive, which makes them easy to find and search.
- Keywords/phrases will be included in headlines of those sites and usually several times more on their home page or another site-page – but not more than that because so-called “keyword-stuffing” is not something Google rewards. These words will most likely be included in the title of the page, (that which is seen in the search results), as well as being part of the name or descriptive caption for images.

There is something special, which, in some circumstances can provide a guaranteed place directly on the front page of Google, and we will get to that in more detail in the section called PRACTICE, a bit further in this manual. (My latest business line reached a prominent position on Google first page just 2 weeks after I used this “trick” in the beginning of 2017.)

In early spring of 2013 just two years after the first edition of this book was released, there was a major update of the Google spider. As a result, many websites that had tried to flirt with Google, pretending to be what they were NOT (that is, legitimate and valuable sites for the Google searchers), fell, like dead ducks, down Google’s ranking. My sites, however, remained on the first page of Google’s search results, and the reason for that is because I had already established a long term, honest and true relationship with Google.

THE PATH TO HEAVEN



We have just reviewed the basic principles of how search engine optimization works. That is all you need to know for now. The rest of this book will be about the practical steps of how you go about getting onto Google's first page.

I have designed this guide to teach you enough to get results, without boring you with unnecessary theory. In my experience, this is the best way forward. If we complicate the subject, there is the risk that you will get lost along the way. This guide is not just supposed to work for some people. It is meant to work for EVERYONE. It is also my intention to satisfy the interest you have already shown in this subject and to encourage more interest in it.

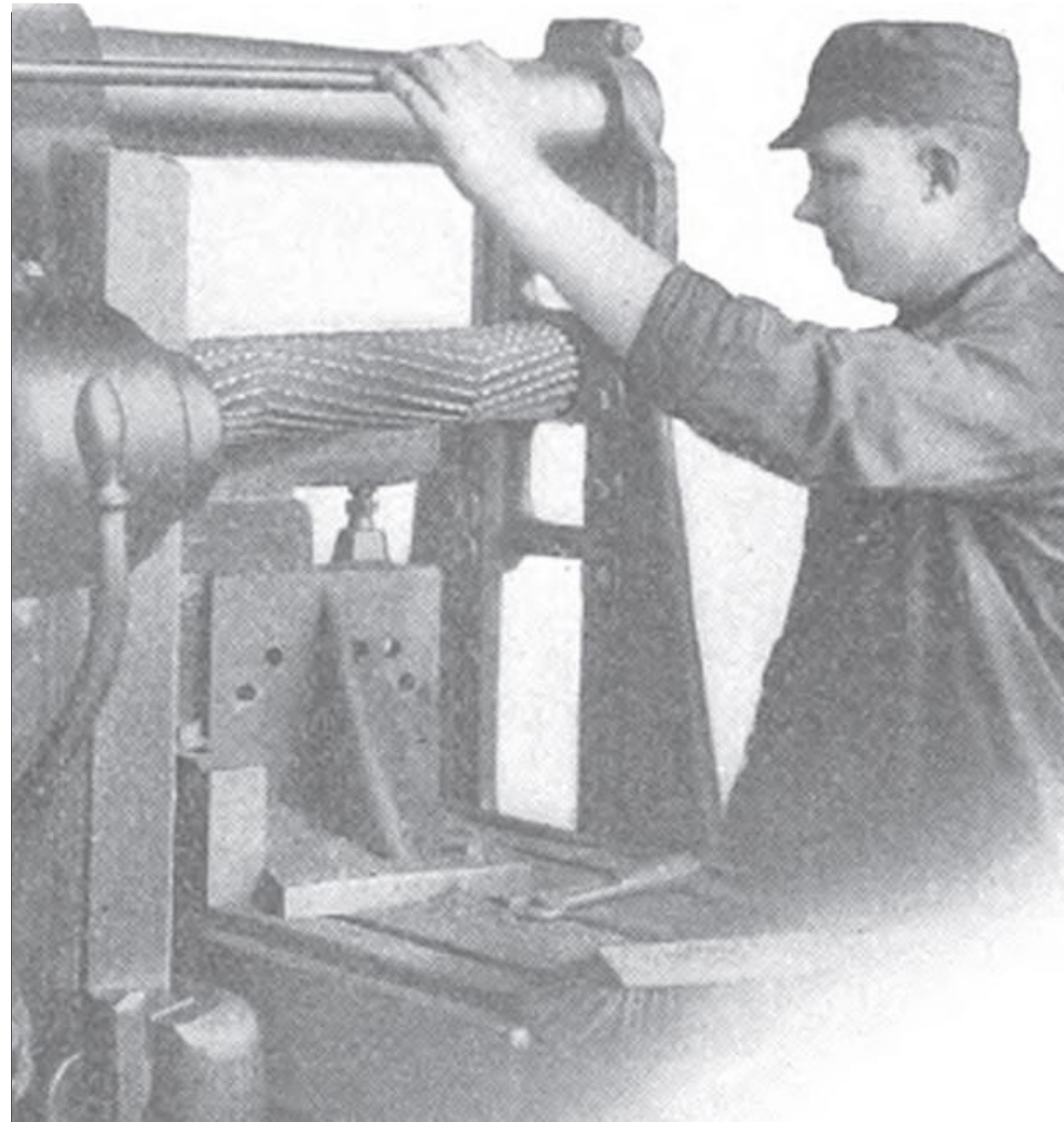
When you read the following tutorial, you will discover that it all becomes a game, a contest, and as you use the material in this book, you can start to see the results.

An effective way to get a subjective reality on this, and to see exactly how your company or business appears, is to pretend to be a customer who is looking for products or services which you provide. You will quickly discover how you are ranked and what improvement can be achieved through SEO. By using the tips provided here, you might go from page two or three and suddenly

appear at the bottom of Google's first page results. Proof that many more customers can now find you without you having to pay a dime for it!

You may also find the subject of SEO becomes so interesting that you want to learn more about it and invest more time into it - because it is exciting and profitable for you and your company!

2. PRACTICE



INTRODUCTION TO THE NINE PRACTICAL STEPS



This is where we move onto practical matters, where the emphasis is on the following criteria:

- A)** Any computer user should be able to follow the instructions provided.
- B)** Any suggestion should either be free of charge or at least affordable within anyone's budget.
- C)** And most importantly, the advice offered should provide a result which serves your purpose.

How many projects have failed because someone demanded that it had to be done “professionally”, or it had to be of “highest quality possible”? Usually the consequence is that **NOTHING** comes of it, because you neither have the money nor the time to pull it off! And many people do not have the passion or patience required to make things “super perfect”. The longer it takes before you get a result, the greater are the chances that it will never amount to anything, because you lose interest along the way. Naturally, the opposite

is also not good! If you blame lack of time and money to justify doing a poor job, which then ruins your company's image, then obviously that is not the best way to go either! Google has become good at giving negative points for poor content and inferior-quality sites. "Minus points" will mean that your site ends up lower in their search results.

START OFF BY USING EXISTING RESOURCES

A promising idea is to start by using existing resources, as far as time, money and personnel are concerned. Get something going that works and which serves your immediate purpose. When the whole thing is up and running, this will increase your motivation and your energy to refine it and make it even better.

TAILOR-MADE TO FIT REALITY

Each project, whatever its nature, must be tailored to fit with your company's real-life circumstances and your strengths and talents. This also includes anything that characterizes your local area and is something you can add your own spin to. The main concern is to get you **STARTED**, and then show you the steps towards a more professional and improved online presentation.

The following steps tend to flow into one another. I would suggest reading through everything before you start **DOING** the actual steps, and then start from Step 1. This will give you an overall concept of what you are trying to achieve and how. By following the steps in the sequence listed you will make the fastest progress toward a good and profitable relationship with Google.

Apply the procedure as best you can, and then go back and read through this manual once again. Now that you've had some hands-on experience the manual will make even more sense to you.

STEP 1: **HOW DO YOUR CUSTOMERS** **SEARCH ON GOOGLE?**



When a person looks for something on Google, the Google spider tries to find relevant answers by connecting keywords or keyword phrases to text, images, websites etc. which exist on the net. The key to SEO is to find out what words or phrases your potential customers are bound to type in when searching for products or services which you can provide. This is a crucial step, and it is the make-break point of success with optimizing Google search-results, and an absolute prerequisite for all the following steps if you want this manual to give you the desired results.

There may be keywords and phrases that you have not thought of, so, ask customers who found your company by searching online,

what words they used, and write them down. There is a good reason for using all manner of synonyms and phrases associated to your line of business, such as in the descriptive text on your homepage, even if the words and phrases are not very often used by customers or people searching the net. The reason for this is that the Google Spider uses these synonyms and phrases to help identify the SUBJECT of your business.

TIP!

When you are ready go deeper into the subject of SEO, consider learning more about Google's tool for finding the right keywords and phrases for your site:

<https://adwords.google.com/select/KeywordToolExternal>

I recommend that you leave this to a later time, after you have mastered the more fundamental actions covered in this book. Let's stay focused on getting your website moving UP to the main banquet table, closer and closer to the VIP section, where the spider's favorite guests are seated on page one.

STEP 2: **GOOGLE MAPS**



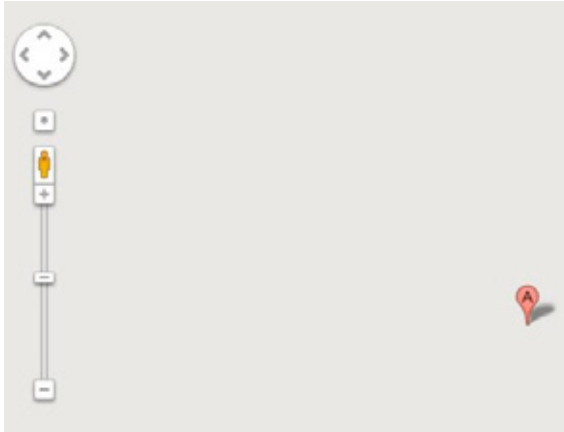
Google Maps is the map that often shows up at the top or at the side bar of the Google page, providing a geographical view of available companies/services which the person is looking for.

In the beginning of 2017 I registered one of my companies, located in Malmö, the third largest city in Sweden, on Google Maps. Two weeks later the company was on the first page of Google search-results, more visible than over 100 of my competitors in that city.

The moral is: register your company on Google Maps. It is a tool overlooked by many of your competitors, and it might be a fast track to fame and fortune. This is important for businesses where geographical proximity plays an influential role. It also provides credibility when people can see where you are in relation to them.

For example, the specific keywords used in a Google search could be, "picture framing Tallahassee" or "tires in Edinburgh". Many searchers add the geographic location to avoid getting "hits" in

locations which are not useful to them. If they live in Edinburgh, they want search results for that city. If your company/service is listed on Google Maps, your chances of coming up on search results is greatly increased.



It is vital that when you register your business on Google Maps, that you include the most important keywords as well as the location. For example, if your business is in Tasmania, and it is called “Happy Hands Massage”, you should register that information in Google Maps – as that will directly assist the Google spider in locating your business based on location, type of business and key descriptive words. This works well as long as not too many competitors does the exact same thing, and it can be your free-of-charge VIP card that gets you to the top of Google.

The easiest way to register on Google Maps is by downloading the “My Business” app to your cell-phone and then follow the directions provided. You can also search, “Google Maps” on your computer and follow the instructions. You will need to register a Gmail address to log in. The sign-up ends with Google informing you that they are sending a physical card to the address you have registered for your company. You will receive the card within two to three weeks and then you use the code provided on the card to activate the service. Within days, or sometimes longer, of entering

that code you will see a small red dot marking the location of your company. “All the spotlights on me!”, as the famous Swedish actor Edward Persson used to say.



Edward Persson

STEP 3: **GET THE PERFECT** **DOMAIN NAME** **(WEB ADDRESSES)**



Domain names are not as important as they used to be. From 2003 through to about 2013, my site rekryteringskonsult.se showed up at the very top of Google when customers, or media, searched for “recruitment consultant”. It was that simple. That, however, is not the case today.

Before 2012 web-designers could use key words like “best-car-deals” or “stress-relief” in their domain name and get good ranking results. Today, that kind of practice can have negative results on ranking. Web content and the value of websites plays a far more significant role.

Aside from using your brand name in the domain name, it is still of value to include type of product or service in the domain name itself. Keep it short and to the point. Long website addresses, including addresses for other pages mentioned on your homepage, is something that the Google spider doesn’t like, so keep web addresses to the point.

Free domain names can be a problem. They tend to be long and therefore not so attractive to the Google spider. Buying and owning your own domain name is easy and economical today using web-hosting sites. And besides, free domain names have a drawback in that you are usually required to permit advertising of other products on those domains and this compromises the integrity and uniqueness of your site. Is that what you really want?

It is important that your domain address doesn’t automatically redirect the customer to another main page, on a different site, which you own. One of the largest car brands lost their international page because the spider revealed that the domain address was leading people to another site owned by that same car company. In other words, it wasn’t honest or transparent, so of course it disappeared from Google.

Avoid copying a website page which you have elsewhere, and pasting it into another page. When you copy text from another website page it can backfire, because the Google spider thinks that something fishy might be going on and that you are not giving the searchers original-quality content. For one of my sites, called rekryteringskonsult.se, I used material from a book I had written, to create a page with genuinely helpful info for HR-people and recruiters. Naturally, I also took the opportunity to link to my company’s main site.

STEP 4: HOW TO CREATE A PROFESSIONAL LOOKING WEBSITE EASILY AND INEXPENSIVELY



This is an area where considerable progress has been made, and there are numerous online merchants who make it easy to register a web address and to design a professional website.

Most professional sites, which have variable functions included, are produced and maintained by professional web-designers, who often take more than \$3000 for their work, and when you want

something changed, they ask for another hefty sum. Simpler pages can be made for \$500, but even that cost may be unnecessary. If you construct the website yourself you will be the administrator of it and you will also know how to manage it.

“Web hotels” have functions that you can easily learn to use, even if you’re not an expert.

I will not go into the details of how to design a web-page, since this is described in simple terms on most web-hosting sites. It is necessary that you familiarize yourself with the web hotel features if you want to keep control over your website and update it regularly with your own texts - which is something that Google likes to see happening.

As technology advances, we find website-hosting companies evolving, and for that reason I make no attempt at recommending web-hosting services. Check them out for yourself, see if you can find good recommendations about their services, look at what they provide and check the small print. Watch out for gimmicks like “free domain names” for the reasons listed above.

Normally, when building a website on one of these web-hosting services, you would use a template, a pre-made blueprint or matrix, as the basis for your page, so the look and style of the template is of course important. They should be attractive, professional and provide easy-to-use menus and navigation. Complex or unclear pages will lose you customers in the blink of an eye.

Many websites focus on getting all the relevant info onto their start page of the site, and making it easy to just click on different options on that start page if they need to get to another place on the site. You can’t trust that the customer clicks on menus and chooses where to go. You have to catch them on the start page text page and directly lead them to where they should go. Optimum is to have for example three big squares which clearly indicates different product categories, or whatever, and have the customer or reader just click on the relevant one. Make it easy for them. Over 70%

Of people today search the internet using their mobile phones and if the starting page doesn't catch their attention, you lose them. Despite that, it is still a plus from the Google spider viewpoint to have a lot of relevant and high-quality data on different pages, but don't let that mislead you into making the whole thing complicated and vague for the user. It's a distractive world out there, especially on the net, and customers lose patience quickly. Do not assume that customers will necessarily focus on YOUR site just because they are interested and motivated to purchase something. Many people "surf the net", that is, quickly scan through sites, looking and comparing to see what attracts their interest. This is the whole reason why it is important to make your site appear at the top of Google when customers search for the type of service or product that you provide. Customers tend to click on sites that come up at the TOP of search-results and they don't generally go much further. When people do find your site and visit it, you want to be sure that you hold their interest and compel them to ACT; such as "Click here" or "Enter your email address here and we will send you..." or "Comment" or "Share" or best of all...ORDER HERE. If your text is too long, or promotional videos are more than a minute or two in length, you stand the chance of losing attention.

According to Google's own directive, use of a suffix such as .com .org .se .biz etc. has no influence on how pages rank. Take what is available but look for which suffix is the one that is expected for professionals in your kind of business and in your country/region. The ".com" suffix works internationally. In Europe, we have the ".eu" suffix which is commonly used. Avoid using irregular-looking suffixes even if they are "cheap". They could be interpreted by users as a virus site, fake or unprofessional.

It is best to register your own domain. Google assumes that a person who goes to the trouble of registering (and paying for) his/her own domain, is making a greater effort to do something with their site, compared to someone who has gotten hold of a free domain. It has happened that certain domain names are suddenly considered not worthy of much attention from the Google spider because it has noticed a high frequency of illegal or low-quality

materials associated with it.

It is not necessary to have your own domain, if you don't want to spend ANY money at all. If you do everything to get your site loved by Google, there is still a good chance that your site will march right up to Google's first page. Whatever the case, think about what impression your company's main site creates if it does not have its own unique domain name. Usually, your e-mail address is also associated with your domain, and it can look amateurish if you do not have your own domain suffix as part of your main email address. Try it yourself by comparing these. Which one imbues more confidence in you as a buyer?

Greatdeals001@gmail.com or greatdeals001@greatdeals.com

Note: When you are asked to provide a "title" on the website, be aware that this is something else than a web address. The title is what appears in bold when you search using Google. It is important that the title is something that is relevant to your site and which contains words or phrases that you know your potential customers will be searching for when they are looking for the products or services that your company can provide. You can, and should, put different and relevant titles on each page on your site.

You can sometimes find a place in the home page editor where you can put in the description which then appears below the title of the site. It's called the "snippet". It will say something like, "Description". Fill it in with something descriptive and relevant that you think will make people want to click on that link on Google. Google can provide its own title or description about your page, based on text, headlines, picture-text, as well as your own suggested title and description of your site, to provide better search-results.

Don't get hung up on titles or descriptions if you can't easily find the editing tools for them in your editor function. It will all sort itself out, and besides, as you become more familiar with this subject you will find yourself exploring and becoming more adept with these tools as you start fine-tuning your website.

WORDPRESS.ORG

WordPress deserves special mention here because it has become a powerful competitor with other website services, especially since other services can sometimes be so much “cut and paste” which looks terribly “home-made”, amateurish and dull. WordPress helps to avoid this. Since the first edition of See You at the Top of Google, published in 2013, WordPress has gone from being a free blog-only-tool which took quite some technical skill to install and run, to being commonly used for building good-looking websites. Once you become accustomed with their interface, WordPress is easy to use and you can create professional sites. They offer free access to many styles of templates and they are mobile-friendly, which is important because Google punishes sites which are NOT mobile-friendly by referring them to seats at the far end of the table, away from the main action. Remember, over 70% of users today search the internet using their phones, so if your site is not easy to use and navigate, you will lose a tremendous amount of potential business right there. There are a lot of different apps available today which, with a single click, will install into your WordPress site, such as Yoast SEO, which helps to make your site even more attractive to the Google Spider.

A NOTE ABOUT HTTPS

In this new edition of See You at the Top of Google I want to add an important selection-criteria which you should know about. In 2016, Google announced that the Google spider was losing its appetite for sites which were not “secure”, meaning that they were not adequately encrypted against hackers and those attempting to steal information. A “secure site” is recognized today with the denotation of “https” instead of “http”. Https stands for Hyper Text Transfer Protocol Secure. The encrypting languages have different names, but you don’t need to concern yourself with that technical aspect. Just make sure the web host services provide “https” as a standard. Aside from the negative effect on Google ranking, non-encrypted sites can result in a warning in the browser when someone tries to enter your site, which doesn’t help build credibility with the potential customer.

STEP 5: CREATE YOUR OWN BLOG WITH THE RIGHT NAME

Google likes to provide a mixture of distinct types of web-content in response to search-requests. Apart from the web sites appearing in the search-results you will also see videos, news-sites and blogs showing up as well.

Blogs can be useful if managed properly and if their content forwards your company message.

There are several ways of putting up a blog.

- You can register a free blog under some blog-provider. Just search for “free blog” or “make your own blog for free”.
- Most web-hosting companies provide the option to display your blog on the site, so you can easily run a blog under the umbrella of your registered domain name as a separate page or incorporated as a link in one of the site pages.

If you sign up for a separate blog (not the one included in your website service), it is important to specify a blog address with the appropriate keyword phrases, such as; www.blogomania.com/used-cars-in-Chicago, and use appropriate headings (preferably with your key words) on each blog post as well.

Contrary to what you might think, you don’t need to hang out at the computer every day and write about everything that happens.

It is true that if you want to get many people to read your blog, you must come up with interesting posts on a regular basis; but the people who usually do this are trying to sell advertising space or their own products straight off that blog, unless, of course, it's a nonprofit. In any case, you must be genuinely interested in what you blog about, otherwise it will be hard to come up with compelling articles that capture attention.



If you want your blog to show up high on search-results and lead readers to your main website, provide information that is compelling, interesting and useful to the reader. The Google spider will appreciate the blog and help it reach the top of Google when visitors search with key words relevant to that blog. An example could be: "inside info" from your industry. Make 3-5 blogs posts at once, things that you want potential customers to know. Some blog services provide the option to schedule future posts. In other words, you can write a series of posts, date-stamp them for release, and they will automatically show up on the days you specified. It's an effective way to keep up a regular presence and to reach more people.

Only blog if you are sincerely interested in communicating through this medium, and not merely as a "gimmick". As we said at the beginning of this manual – Google does not like fakers. Google likes unique "personalities" and originality. If your blog/website is "just like everyone else's" - Google yawns. If it is relevant to what it is supposed to be about (as indicated in the address and title of the blog) and comes with interesting and unique content, you might be rewarded with a seat close to the hosts of the banquet.



STEP 6

FACEBOOK AND OTHER

SOCIAL MEDIA

Social media is a useful SEO tool for helping to raise your brand, service or name. Facebook, Twitter, Google+, Instagram, LinkedIn etc. are often found on the first page of Google searches. Social media has become an accepted and regular means of interacting with customers and audiences – more so than blogs. They are easy to set up and easy to make a good-looking page/account.

There are a few things to keep in mind when using social media as an SEO tool. Google spider will automatically like you more if you keep these in mind.

Websites and blogs are where one provides comprehensive presentations about yourself, your service or product, much like doing a speech to a crowd of people. Social media is different. Social media is “coffee-shop-style-dialogue”. It is as if you are sitting there, over a cup of coffee, and commenting briefly about something. It is quick, fast, and by its nature, it captures attention – but it is never a long-drawn out presentation. With blogs and home pages you can take your time, and people can even make comments, but with social media the interaction is fast and information passes back and forth quickly, sometimes instantly. Homepages and blogs present the embrative picture of who you are, whereas social media permits instant and real-time dialogue. When you set up your social media, be sure that the security/view option is set to “Public” so that anyone can access it and so that Google can find it easily.

Facebook also offers an advertisement service which allows you to place ads which target select types of Facebook users in geographical areas. It’s quite inexpensive and some businesses have become successful using these ads. You can check out Facebook’s free school at <https://www.facebook.com/blueprint> to learn more.

In 2014 Google announced that the volume of followers or likes on a social media platform does NOT influence how they rank sites. Nonetheless, that is no reason not to accumulate followers and get people interested in your sites. After all, it can only strengthen your brand name and help attract more customers.

Naturally, to benefit from social media, be sure to link them to your main website/blog, thereby strengthening your position on Google.

When it comes to social media as a tool for marketing a business, it’s important to have a personal, yet professional approach and tone. Post pictures and real-life photos incorporating yourself AND your services and your products in a positive and interesting way that is not too “stiff”. Maintain privacy, as is proper, but also let the customers see a side of YOU and your passion, and they will be much more interested than if they just received facts and commercial slogans which look the same as all your competitors. However unique you might think your products and services are, the person BEHIND them is also unique.

STEP 6: **VIDEOS**

THE UNDERESTIMATED GOOGLE-BOOSTER



Before you start thinking, “I don’t like being in front of the camera” or “It costs too much to hire a film production company” - read on. What I am about to describe will allow you to be the director, scriptwriter and presenter of your own promotional videos, and it will look good enough on the web - thanks to technological developments in mobile phones, computer software and other programs. With a few steps and making sure to neither over-engineer nor complicate production, you will be able to make a simple presentation about your company and its products/services.

Through the medium of film (videos) you can easily communicate to your desired public. It is not necessarily a disadvantage that it doesn’t look like a million-dollar production. If it doesn’t look sloppy and misguided, it will have the advantage of coming across as REAL and SINCERE, and that, as you know, is worth GOLD in terms of marketing.

Ok, so you’re not quite convinced yet. Maybe you are unfamiliar with the subject and cannot see yourself fiddling with video editing

and things like that? If so, you may be able to draw upon the help of someone who likes to make small video clips on Facebook, YouTube or elsewhere. In that case, you could delegate the technical aspects of video-making to that person. It wouldn’t take more than a couple of hours of his/her time. By observing them, you can learn how to do it yourself. And by the way, most smart phones today can shoot good-quality films providing you pay attention to lighting and sound.



Having a small video clip on your site is considered attractive by Google, and it makes the blog or homepage more interesting, no matter what keywords are used.

1) A VIDEO CLIP SHOULD BE NO LONGER THAN 2-3 MINUTES

Most people don’t have the patience to watch anything longer than two to three minutes. When you edit your video, which you can do using film-editing tools available on most computers today, such as Windows Movie Maker, you can easily add an opening title, add in a website address at the end of the video, and modify your video as to where it should start and end, and then save and upload it.

It is that easy and anyone can learn to do this.

2) GETTING THE RIGHT POSITION OF YOUR CAMERA/MOBILE

If you are filming yourself you can set your camera in front of you on a tripod, or, if you are using your mobile phone, tape it or secure it somehow to a structure facing you, and then test the height, the picture quality and the sound before making the recording. Avoid filming from a lower angle, in what we refer to as the “frog perspective”, because that tends to look amateurish. Remember, when you are recording outside, wind can easily drown out your voice. When filming without a tripod it’s important to keep the cell phone/camera quite steady, otherwise the film will be shaky or jerky – unless of course that is the intended effect you want. Most people can hold a camera still for around 2-3 minutes, but if it’s a problem, steadying one elbow against the chest/stomach with the other hand supporting the elbow, works.

3) INDOOR FILMING VS. OUTDOOR FILMING

If you are shooting indoors during daylight hours, place yourself a few yards from a window and not with the camera facing directly into the sunlight, as that can wash-out the shot. With sufficient sunlight, you don’t require more lighting and the film comes out quite stylish. Indoor electric lighting is sometimes acceptable, but it tends to make one appear pale. It is important to try different positioning of the shots to optimize facial lighting and shadow so it looks natural. Choose an appropriate, relevant or neutral background behind you when you face the camera.

If you’re shooting outdoors it will have to be in a relatively quiet area or one where the background noise doesn’t obscure your voice. Film in daylight hours, but not in bright sunlight. Cloud cover is preferable, otherwise you get sharp contrasts caused by bright sunlight, and of course, a squinty-eyed “host” does not look good at all! The wind should be minimal, because today’s sensitive microphones tend to pick up background noise quite easily. The sound pick-up should be quite acceptable if you stand about two yards away from the microphone and speak in a relaxed and clear

fashion. If you are using a very old mobile to film with, one that records in lower quality, you must speak louder for adequate pick-up. If you are using a phone, select HD quality for the film. Bear in mind that you can edit the film later, keeping the best parts and cutting out those parts you do not want.

4) THINK ABOUT WHAT YOU REALLY WANT TO SAY TO POTENTIAL CUSTOMERS

It should appear as if a professional is interviewing you, and it will, if you follow the advice given here.

You are the best person at telling others about your business, because nobody knows your company better than you. Be factual and specific, and respect the fact that someone watching the film clip wants “the real dope”, not empty words or something they can get or read elsewhere on the web.

Assume the viewpoint of the person watching your video; what would YOU want to see and hear? Introduce yourself, present your company – yes, a bit like some of the TV commercials; though a few million dollars less expensive to make, and perhaps having a greater impact on the viewer due to the personal touch and your sincerity. After all, you’re not hiring actors to read a script!

Do as many retakes as you want until you are satisfied. You can easily find things to talk about for two or three minutes at a stretch. Usually, in making these videos, the real problem is quite the opposite: once you get warmed up, you talk too much and for too long! So, remember, 2-3 minutes is the right length for a video, unless you’re doing educational or instructional videos and you know your audience will be with you all the way. There is no doubt that you will need more than one take, and it is not as troublesome as you might think. For every re-take, you are given the opportunity to make it just a bit better – more structured, a different tone in your delivery, zooming in or out to make it more dynamic. It is more optimum in such filming to be visible from the waist or shoulders up. If you are visible from head to toe, you are

probably situated too far away from the microphone and this will affect the sound quality – unless of course you can wire a separate microphone to your camera.

Try to get more punch into what you say, maybe a more appropriate introduction, maybe start with you being outside the picture and then entering from the right/left, etc. Perhaps you have someone who can spice up your looks beforehand, or even provide a neutral opinion on whether the recording is good enough. It is easy to lose sight of what a viewer will think about it. So, a second opinion is advisable. It should come from a “positive person”, someone you trust, who has an idea of how your customers would react to the film you are making.

Take advantage of the opportunity to have fun with making videos. Do a neat and tidy job, and do it well, without overworking it. ENOUGH good is good enough. But YOU must like the result too. Do not settle for someone else thinking it is good.

5) TRANSFER THE FILM

When you’re satisfied with the takes, transfer the film to an editing program in your computer – or even upload it directly to YouTube and use their editing tools to spiff it up.

If you are editing it on a desktop/laptop, you can use iMovie on Mac or Microsoft Windows Movie Maker for Windows-based platforms. Import the film directly from your phone/camera to the editing program via a cable or via Bluetooth.

Editing refers to such things as selecting where you want the movie to begin and end, using “FADE-IN and OUT” options, adjusting color or the like. The rest you can play around with depending on your interests and skills. You may want to add an introductory-text, a website address or phone number, or even improve on the sound. Some video editing tools allow you to adjust loudness or take away background noise, even change the brightness of the video, or add in other special effects. Just dive in and learn the process, but don’t overwork it with strange filters just because it looks “cool”. A natural look is often the best choice. Like riding

a bike, you will fall a few times, but once you get it down it is a real pleasure to be able to produce promotional videos for your business.

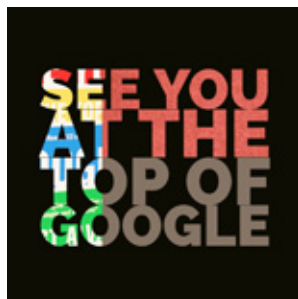
6) FINISHING OFF

You need a YouTube account that is exclusively for the site or the business you want to promote, otherwise viewers can get sidetracked into viewing disrelated private videos of yours if they’re on the same account. So, first register a unique account on YouTube, then upload your video - either from the editing program in your computer or directly from your phone. Using VIDEO MANAGER (on YouTube) select the editing option on your uploaded video and fill in the details: title, description, keywords and geographic location. You must click on the “Public” option, otherwise it will not appear in general searches. The chances are pretty good that if you have put in the correct title, description and the right keywords, that your video will come up high on the search-results.

The Video Manager on YouTube has some neat functions. For instance, you can add text to your video. This is important today because a lot of people will click on videos and just read the text as opposed to listening to the sound – so if you have no text you lose their interest. This is also useful if you plan to translate to other languages as the text permits you to reach new audiences who wouldn’t otherwise be able to watch your video. Don’t let the technical aspects of doing this dissuade you from making and posting videos. The important thing is to get started and to learn the tricks as you go – and you will.

Keep an eye out for new apps as these can help you to improve your videos and presentation. For example, APPLE recently released the free app “Clips” which puts text onto the video automatically as you record your video, allowing you to edit the text afterwards right in your phone. It’s quite amazing. It is referred to as speech-to-text technology. Adobe offers the “Adobe Spark” for making nice looking posts on Facebook or making professional-looking videos and presentations of all sorts. It’s quite fun to play around

with these programs and see what can be created, but again, don't be deterred or get over-creative if you don't know all of them or how to use them. Stay focused and to the point in your posts and presentations. Less is more in this case.



Made with on-line Adobe Spark Post. It took 5 minutes.

It is not unusual for a business owner to fall into the trap of thinking that because they cannot come up with tens of thousands of dollars necessary to pay someone else to make a simple video for them, to then let the idea fall to the side. Again, just as with the use of IT consultants, this area is an example of people who make money on you. They will not tell you that you can do it yourself, and, of course, you can't necessarily make BIG SCREEN HiFi productions either, but for this purpose, you can easily do it yourself and still get a good result.

In addition to just having your video on YouTube, most web page applications permit you to paste in the web address of your YouTube video right on your website or to "embed" the video in links or images. If you right-click on your YouTube video, the video IP address and embed-code pop up. Copy it and drop it into the appropriate box on your website, and voila, your video is accessible. You can see how I did this here: <http://hagarekrytering.se/videos>

There is an alternative to YouTube, called Vimeo, which has the benefit of no ads when viewers access the video. However, it doesn't take a genius to figure out which one is preferred by the Google spider, since YouTube is part of the Google family.

STEP 7: BACKLINKS

+ OUTBOUND & INTERNAL LINKS



Backlinks are the links to your site from other sites on the internet – including blogs, pictures, headlines, news, videos, etc.

There is a reason why I haven't taken up this subject of "backlinks" until this late point in the book. Even though it is a subject which is much talked about by search engine optimizers, because of the role it plays in Google-ranking, it is not something that can be accomplished quickly. Google wants to see a natural growth of links over time - a so-called "organic" or natural growth. Expect a wait of at least two to three months before your backlinks begin to show results.

Google's spider interprets the backlinks as a sign that your website is apparently appreciated and considered attractive by others on the net. The more popular and the more visited it is in Google's eyes, and the more genuine and interesting it is, the more love you will receive from Google.

A few years back there was a lot of abuse in the search engine optimization arena because consultants sold backlinks they had

gathered in “link farms”, i.e. pages that were only intended to list a bunch of websites that had paid to be there just to get a higher Google ranking. Google’s spider has successfully learned to recognize this trick. See more at: <https://blog.monitorbacklinks.com/seo/types-backlinks-violating-googles-guidelines/>



In the summer of 2012 there was considerable discussion about how Google punished sites for having a lot of backlinks from what Google interpreted to be low-quality sites and link-farms. In the United States, an internet company even threatened people (who linked to them) with lawsuits, because of this! The “hunt for low quality back-links” was stepped up in 2013 and for this reason I would recommend that you focus on the most popular catalogues out there, such as Dmoz, Yahoo directory and Best of the Web. Google punishes sites which try to manipulate its ranking-system by linking to low quality or fake sites and catalogues which are only there to trick the Google spider into thinking that the site is “popular”. Some sites offer “link exchange”, requiring that you put their link on your site. Avoid these sites because it makes your site look cheap. Moreover, exchanging a trade of links with others (I will link to you if you link to me), is worthless in search engine optimization. The spider sees right through it.

When linking to your own website, let’s say from a blog or some other site which you have set up, or where you are publishing a comment on another site, it is advisable and more effective too, to write the entire web address. For example: <http://www.hotdogstand.com> as opposed to just www.hotdogstand.com. Using sub-text on images and imbedding your website link in them so that people can simply click the image to go to your site, is very effective and helps in search engine optimization.

WHERE DO YOU PLACE YOUR BACKLINKS?

In addition to placing backlinks as described above, you can also do such things as commenting on newspaper articles or other online locations and at the end of your comment you just happen to finish off with the address of your website. Or better yet, you mention your website in the middle of your text. This is effective because Google always tries to figure out which links are not genuine and it values a link which it finds in the context, one that is relevant to the subject of your site, as higher than those links listed at the bottom. If you can get people to write something or comment about your website and then link it to your site, it adds traction for Google’s search engine.

Remember: try to think like the Google spider. WHATEVER you do to enhance your site to make it more attractive, it must be perceived as genuine. Google wants its users to be able to find valuable sites of high quality; otherwise the users will go to other search engines (such as Bing which is part of the Microsoft conglomerate.) Without such a system, Google would end with cheap spam and porn sites coming up in search-results, no matter what the customers searched for. The good news is that the two-bit Search Engine Optimization tricks are part of the past, and today you are extremely valuable to Google, because it is YOU who will create a unique and valuable site that Google loves. There are no shortcuts.

If you have the possibility of placing a job offer online - it is advisable. There are plenty of free places to put such offers, (government sites, public sites, etc.), and here you add links to your website in the ad text and as part of the contact details. There are other job posting sites on the net which copy and paste job ads to their pages, (since no one has anything against it), and then you get valid backlinks from them to you. The job ads themselves may also come up when customers use Google to find your products, because your keywords usually appear automatically in the text of the ad. I have had job postings on the net from previous projects which have remained on the web for years after they ceased to be valid, and they still link to my main page at www.fokus.nu, which

is beneficial for search optimization with Google.

Forums and blogs that relate to your branch are the hottest in this regard, because the Google spider appreciates it if the backlinks come from sites relating directly to your business, branch or field of interest, and not link-farms as I mentioned earlier. Getting backlinks from public forums provided in magazines, fan sites or whatever, can also help you.

Some chats forums which are linked to articles or blogs, have features which prevent the links from becoming “hot”. This means they don’t send the viewer away to the external site when the viewer clicks on the link, and as a result Google spider does not give you any points for those links. That is not something you have to keep track of. Just focus on adding links to your sites wherever and whenever you can. The backlinks will grow – giving you added results in SEO functionality.

Special note: Outbound links to related sites is a relevancy signal that helps the spider figure out the topic of your page, and so outbound links can influence your ranking on Google. An outbound link could be a link to a page on Wikipedia which relates to the subject of the text on your homepage. Don’t overdo it. A couple of them is enough. Too many outbound links risks sending the visitor away and down the rabbit hole and they might not come back up.

Special note 2: Internal links is also of importance. Internal linking refers to when you link to your own pages within your own website. Interlinking is good because it shows value and the spider perceives this as a website that has been well-organized and possibly worth visiting.

STEP 8: **POLISHING OFF** **YOUR WEBSITE**



THINGS TO CONSIDER WHEN BUILDING AN ATTRACTIVE PAGE THAT GOOGLE'S SPIDER WILL LIKE

The following locations need to have your key words and phrases, as well as perhaps your company’s geographical location, if it has one:

- In the “Title” of the page, which is what shows up most prominently on the Google search-results, or any search engine for that matter.
- In the “Description” of the start-page, (that’s what comes directly below the title of a page in the Google search-results).
- In the headlines and in sub-headlines.
- As part of the text – but not more than 3-5 times on every page.

The Google spider cares mostly about the first one-hundred words of the text that you have on each page, so this is where you place most of the keywords.

Google pays more attention to the front page than it does to other sub-pages on your site. Remember, most visitors today access the site through their cellphone, so you should collect the important stuff on the home page so the customer is not required to myopically click on it to find what they are looking for. When you have done that with the main page then you can do the same with the other pages.

- Embed “alternate text” for pictures which you upload to your site. Most pictures already have a text or title, like “outdoorwc.jpg.”, or some such. Replace such text with text (assuming you are not violating any copyright laws) that connects the picture to your site, such as “building a shed” or “Italy vacation”.

Don’t overdo it with too many large pictures or too many images. Google does not like pages that take a long time to load, which is what will happen if there are lots of pictures.

As pointed out earlier, Google is getting better and better at recognizing if the actual text material is interesting, unique, relevant and user- friendly. This is good for all the right reasons, because Google wants the text to be of interest to people who search, and you too will want the customer to stay on your page once they find you.

Do not over-estimate the customers’ ability or interest to stay on one page. Just because YOU think it’s interesting to write half a book about your favorite subject does not mean that readers will feel the same.

BEING THE AUTHOR, WRITING THE TEXT

When it comes to capturing customers, and getting them to CONTACT you, you should think like a copywriter, an advertising person and a salesperson! You cannot count on having more than five seconds to catch the customer’s attention, which is why the FIRST impression of the page plays such a critical role. The next challenge will be guiding the customer towards making CONTACT. You do this through a contact form, a phone number and/or e-mail-address. A contact form is often most effective, especially if there is a free offer connected with it. Many web-hosting providers enable you to enter such a form into your web page.

The start or home page, the one that comes up when searching the web address, e.g. www.hotdogstand.com, must be designed to create interest and encourage the customer to make contact, perhaps through a “here and now” offer. Once you’ve finished the front page you can add sub-pages which can be accessed from the menu on the start page. If you insert a menu on your home page it is a very good idea to ensure that the menu text contains keywords and key phrases.

3. THE WAY FORWARD



GOOGLE'S "SEARCH CONSOLE"

EARLIER CALLED "WEBMASTER TOOLS"



Once you have put up a blog or website you should notify Google of the fact, so that Google's search engine knows about it. You can do this by going to this link: <https://www.google.com/webmasters/tools/submit-url>? You will need a Gmail account to access this service, but that takes only minutes to set up. Once inside, you fill in the web address you want to submit, then click on "Search Console" which gives you access to their tool box. Google continuously provides tiny hints as to what they currently attribute as high or low-value when assessing websites and other material. If you really want to be current and effective as a search engine optimizer, you will need to keep up-to-date on this area and maybe even study-up on other blogs and sites that cover this subject.

Not everyone wants to get that involved in this area of SEO, and for those people the steps in this manual will go a long way towards making Google's spider love their websites. Having said

that, many people will end up fascinated by the subject and will become motivated by the challenge of getting to the top spot of Google's first page, especially once they have seen what can be achieved with search engines. If that's the case, it would be a very good "Next Step" to download Google's manual on search engine optimization, which you can do at this link:

<http://www.google.com/webmasters/docs/search-engine-optimization-starter-guide.pdf>

Be warned though, like most study materials on this subject, they assume that you are quite knowledgeable in the subject. In other words, it isn't necessarily written for the layman.

WHAT ABOUT **ADWORDS?**

MAKE THE WEB LOVE YOU **THE SECRET BEHIND TOP RANKING ON** **SEARCH ENGINES**

I have not yet touched on the matter of Adwords, which are the ads you see at the top or on the sidebar of search results. Obviously, such an advertisement can be seen quite well when users search for your keyword phrases. (Try it by just searching for "Adwords", or use one of the free coupons which Google is keen to send out).

Adwords are not covered in this manual because they are "purchased placements". Nonetheless, Adwords cost very little to run, and they MAY have a value for your business, so don't dismiss them. Have a go at it and see what happens. They are quite easy to set up with the tools that Google provides.

SUCCESS!



It is not the nature of life, society, political arenas or the business world itself, to automatically encourage and support people in what they attempt to achieve, even though they may be doing constructive things and trying to achieve something of value.

It is surprisingly common that the big names in all walks of life often come from a background where they had to be strong and smart to survive through a tough childhood or personally traumatic experiences. However, despite their disadvantages, they learned that if they were to succeed, it was up to them and no one else. The world has many constructive and benevolent people, but they do not replace the fact that in the end it is YOU who are responsible for your success – no one else.

As in the field of sports, your attitude plays a very important role. It causes you to be persistent or it makes you give up. It makes you be creative and full of hope, or it makes you gray and despondent.

How you choose to look at life determines to a very large degree on how things will turn out. No matter what area you are getting into, failures and other people's negative attitude will arrive like a letter in the mail. How much fun would it be if success was completely guaranteed, huh? Those who ultimately become successful in any field – where they have some degree of talent – are those who learn to deal with setbacks and lack of encouragement. They are the masters of their own mind, their own attitude, and they do not buy the message that is sometimes propagated by life and our fellow human beings: give up – try something else!

You can choose to listen to those who have already lost their dreams, and who would feel more comfortable if you also failed at yours; or you can listen to those who have succeeded in their field in life, and who genuinely want to see you succeed. Nothing in this book will help you, in the long run, if you are in constant contact with someone who ridicules you, criticizes you, constantly points out your shortcomings or gives you the, “Why-should-you-succeed-when-so-many-others-have-failed” speech? Or, the, “Why-do-you-think-you-are-so-special, uh?” speech.

There is no one-size-fits-all shoe when it comes to happiness. As with everything, success depends on constant curiosity and development – and that comes entirely from YOU.

There is a lot of material in existence today in this field of “personal development”, and your life can be positively influenced by the inspiration from such materials.

One might say that the “original guru” of modern positive-thinking is Napoleon Hill.

In 1908, Andrew Carnegie, (at the time the world's second-richest man, after John D. Rockefeller) gave Napoleon Hill the task of interviewing 500 of the world's most famous and successful men and women, including Henry Ford, Edison, Bell and Roosevelt, and compiling a grand volume of “The Philosophy of Achievement”, as Napoleon came to call it. This extensive work came out in 1928, and later, 70 years after its publication in 1935, a more easily

digestible version, *Think and Grow Rich*, was in the sixth place of Business Week's list of best-selling business books.



Napoleon Hill

You may already know about Deepak Chopra, Eckhart Tolle and Robert Kiyosaki. Read and choose for yourself what you find useful. In the world of coaching, NLP, or Neuro Linguistic Programming, has become significant. I know one person who saw a woman's tomato allergy disappear right in front of him!

The power of the mind is phenomenal, and that is just a fact. Whether you want to explore the more "hard-core" schools with almost magical results in life, or you just want to boost your energy and motivation - no matter what, please do not ignore this area.

It is easier to help, coach and support other people in your life or in your field, when you have more knowledge and familiarity with the methodology in the area of personal development. Too often, those whose thoughts are fixated on the black side of life, are given mind-altering drugs, or they start some form of self-destructive abuse; whereas a friend who could listen, understand and encourage them and give advice, might have been able to help them get on their feet again. Few things are as hard to live with as not being able to help a friend in need. And if we do not trust in our own ability to give effective help, we might hesitate to offer it,

by telling ourselves that it's not our business, and that we should not "intrude".



In a sense, the Bible and the Koran and the Vedic Bhagavad-gita are also a path to personal growth and strength, if you read them with reflection. Some literature, art and music can also be a path of insight and inspiration. Nature can be too! The test is this: does it make you optimistic and strong and bring you into good spirits? Do they help you reach your goals in life? Anthony Robbins, a motivational coach on life transformation and success, is definitely worth a read. Watch the documentary "I'm not your guru".

You may have heard of or be familiar with the concept of, "The Law of Attraction", which is covered in the mega best-seller *The Secret*, but not everyone finds new-age philosophies interesting. However, if you are curious in this area, I would also recommend reading the book entitled, *Ask and it is Given* – by Esther and Jerry Hicks.

And finally, there is a book which contains absolutely 100% true facts in the area of happiness and success, and that is "HOW TO CREATE HAPPINESS" by the famous Swedish author Bengt Alfvång!

Well... at least give these things a thought. It's not about "believing them", it is about seeing if they tell you something or not. Are they touching on "tools" that might help you steer your life in the direction you really want it to go? If you find that they do, then you

might start to believe in them.

With that I close this guide and thank you for your attention and I hope your success will be much greater than you ever dared hope for!

Bengt Alvång © 2017



BENGTALVANG.SE
INFO@BENGTALVANG.SE

DISCLAIMER

This book is written by someone who puts forward his own experiences and how he has solved his own IT, business and marketing challenges with the steps mentioned in the book. It is meant as an inspiration and a topic for discussion. We have taken great care to provide as much honest and useful information as possible. Still – in the real-world, results can be variable.

We can't guarantee you anything, we can only tell you what we did and hope to be of help and inspiration to you. Any undesirable results, unwanted situations, bad investments etc. are not the responsibility of the publisher, nor the author.

