

SEE YOU

AT THE TOP OF

New 2013 edition

GOOGLE

*“Search Engine Optimization made
simple and effective”*

BENGT ALVÅNG

SEE YOU AT THE TOP OF GOOGLE

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OTHER BOOKS BY THE AUTHOR

Swedish:

FOKUS Rekrytering – A how-to book on selecting the right candidates
for specific jobs.

Överlevarna – A novel about a man who after a personal tragedy
looks for ways to continue his life.

Överlevare - på riktigt. To be published end of 2013 - Based on interviews
with survivors of WW2 concentration camps and the Thailand tsunami.
On how they managed to survive – and go on.

English:

Survivors – for real

(Same as “Överlevare – På riktigt” above)

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ACKNOWLEDGEMENTS

I would like to thank my IT expert-friends who have helped me during the past 15 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 had tried 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.

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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 requires a lot of time and money. It is written in a way that I hope you will find both interesting and motivating.

I wrote it as I became aware of that many people don't do even the simplest actions that can be done to boost ranking on Google. Most people who KNOW how to do it are too much "IT oriented" to be able to write a simple and pedagogical instruction for people who are NOT "IT experts". And many IT consultants make MONEY on 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.

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

1. THEORY



HI GOOGLE, MY FRIEND

When YOUR CUSTOMERS use keywords to look for products or services that you can provide, you want to show up at the top of Google's ranking. Whether the keywords are "Paintings Wisconsin", "used cars", "fitness London", "vegetarian restaurant Sydney" or "sauna club Stockholm", it does not matter. You want them to type in what matches Google's requirements, so that you show first.



For that you need to know what Google wants, in order 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. Because most customers will not go beyond it. Unlike any other relationship, your relationship with Google is all on its terms; it's a question of: "How do you want me to be?" "Ok, then, that's what I'm willing to be for you, Google. Do you love me now?"

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 that just needs a little TLC now and then. What I am about to share with you in this book has got my products and services on three, sometimes even four, of the ten top positions on Google. For other, more competitive product areas of my company, I am usually on Google's first page once or twice. This has given me customers and turned out to be great advertising; in my case, partly because journalists can easily find you, when working on a subject related matter.



WHAT THE IT CONSULTANTS DON'T WANT YOU TO KNOW

This manual could not have been written before now. That's simply because it's only in recent years that ordinary people, who are not IT-specialists, are now able to upload videos, design and create websites, blogs and so much more – all by themselves!

So it's all in your hands! You - by yourself – can do what it takes for Google to love you. You don't need to be a "web expert", nor do you need to hire one. Ordinary people can do all the things required to get a high ranking on Google.

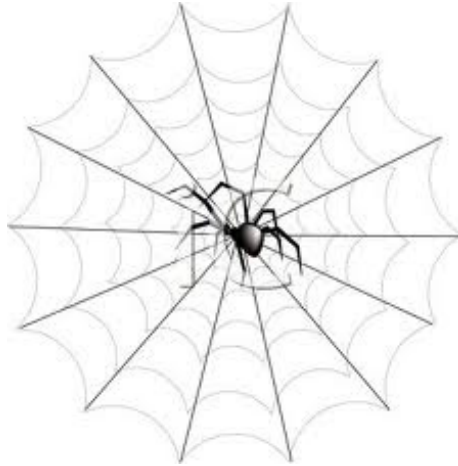
That's why I am able to write this guide, and that is also why you will be able to increase your sales, without having to pay big bucks to consultants. Even though it's the "major players" on the net, who have the most professional and most comprehensive web sites, and therefore have an edge, Google DOES have room for smaller players, like you and me - as long as we behave ourselves, and are neat and clean, and we ensure high quality. Google doesn't want to be a predictable shopping mall with only well-known brands. They also want to offer a variety of good content. I have hired consultants

on three occasions, and paid as much as \$500 a month for them, but none of them gave me results which were as good as what I got, when I did it myself! And that is because Google is excellent at recognizing "tricks". Google wants a real, genuine relationship, nothing faked - like when someone else chooses your words for you or how you should 'dress', in order for Google to love you. Google is a chastened lover that sees through all of that!



You should know what Google wants from you, but everything must be genuine and represent your real self and the service you are offering. 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



Google's search engine optimizer is known as "the spider". It's a little bit like Coca Cola's secret recipe. People are constantly trying to figure out how the latest generation of this spider thinks.

The spider is actually a computer program that scans the entire World Wide Web's records and popularity, in order to provide valuable and relevant results to Google-users who are searching for a term.

OPTIMIZE

as defined by Webster online dictionary:

To make as perfect, effective, or functional as possible

SEARCH ENGINE OPTIMIZATION

as defined by Wikipedia:

Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in a search engines' "natural", or un-paid search results.

Let's say, for example, that you are searching for "hot dog stand". Google wants the search results to be of great help to you, because otherwise you will eventually use another search engine.



Key words and phrases are all that Google has to go on, because that's what people put into the search box when looking for anything. So everything the Google spider looks at on your behalf, while scanning the web, has to be evaluated in terms of relevance and value in relation to KEY WORDS.

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

- There are links to top ranking sites on many popular sites or blogs, or in comments on these blogs. Top ranking sites are technically fault free and their layout and design are both effective and comprehensive.
- Keywords/ -phrases will be included in headlines and in text (usually just about three to five times per page, but not more because so called "keyword-stuffing" is not something Google rewards. These words will most likely also be included in the

web address itself, in the title of the page, (that which is seen in the search results), and in the text indicating the individual names of the images on your site.

And then there is something special, which – in some circumstances – can provide a guaranteed place directly on the front page. We'll get to that in Part 2 – Practice.

In early spring 2013 – two years after the first edition of this book was released - there was a major update of the Google Spider, and as usual, many websites that had tried to flirt with Google, PRETENDING to be what they were NOT (legitimate and valuable sites for the Google searchers), fell down the ranking on Google like dead ducks. BUT – the author of this book found that his own sites were still up there on the first page, because the advices in this book is about getting into a long term and honest true love relationship with Google.

THE PATH TO HEAVEN

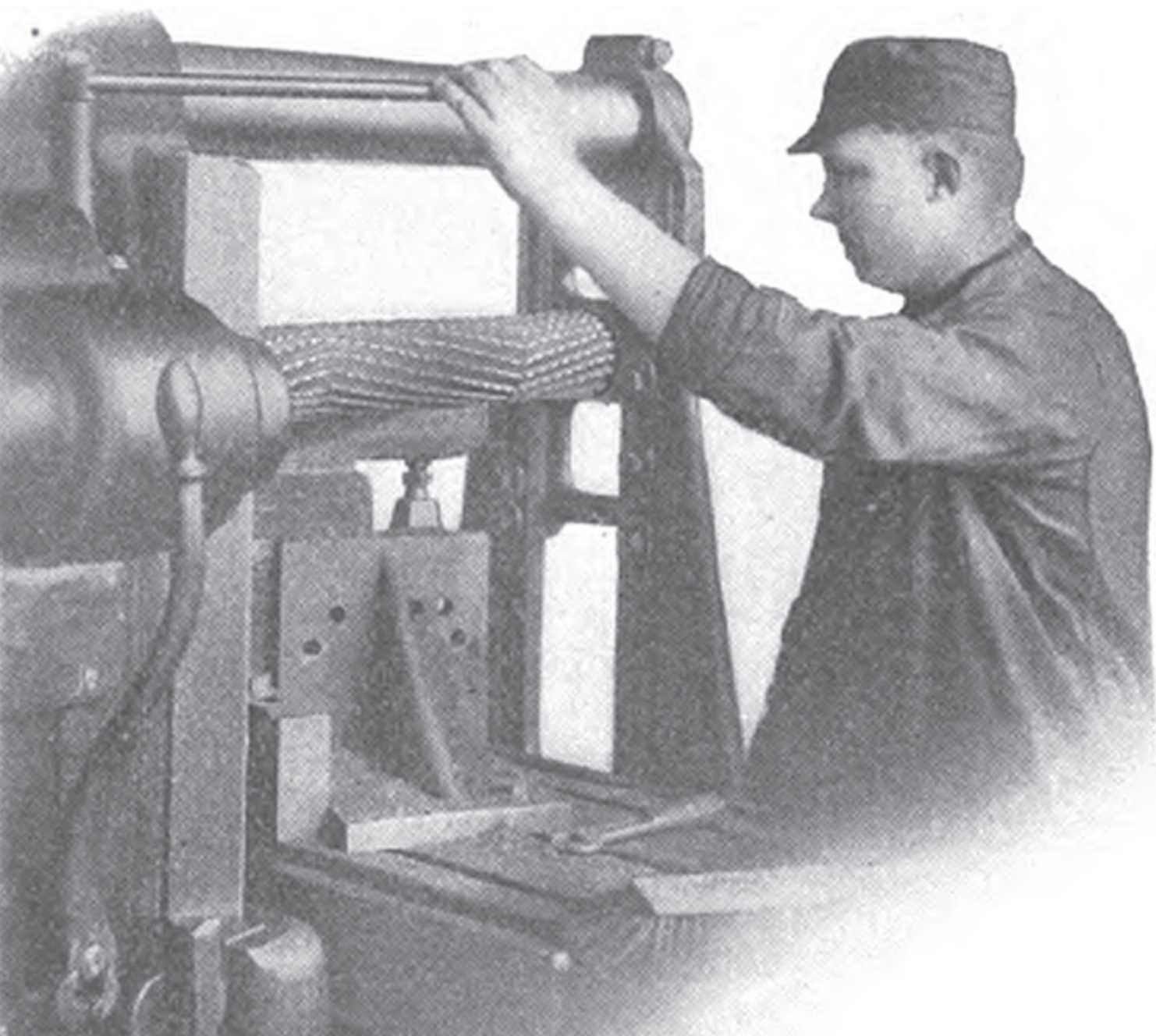


We have just gone through the basic theory of search engine optimization. And that's all you need to know for now. The rest of this book will be about the practical steps of how to get onto Google's first page. I have designed this guide to teach you ENOUGH to get results FAST, without boring you with unnecessary theory. In my experience, this is the quickest way forward. Even though this way is neither complete nor in depth, if we do it any differently, there is a risk I will lose you halfway. This guide is not just supposed to WORK. It's supposed to work for EVERYONE (not just IT-nerds). It's also my intention to satisfy the interest you have already shown in this subject (by getting this manual), and to encourage and increase your interest in it. (Imagine if today's schools took that approach!)

When you read the following tutorial, you will discover that it all becomes a game, a contest. You can test it out right away, by

pretending to be a customer who is looking for products or services that your company provides. You will discover that your company, its products and services can be seen here and now, and you will realize what it is that makes this possible. Suddenly you will show up at the bottom of Google's first page. That is the proof that many more customers can and will now find you, without you having to pay a dime for it! (Well... maybe a few, but nothing like what you previously have spent on your experts). You may also find the subject so interesting that you want to learn more about it, and invest a little time in it - because it is exciting and profitable!

2. PRACTICE



INTRODUCTION TO THE 10 PRACTICAL STEPS



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

- a)** any normal computer user should be able to follow the instructions
- b)** any suggestion should either be free of charge or at least affordable to anyone with a small budget.

But most importantly:

- c)** the advice given has to result in a website, video, blog, etc. which is GOOD ENOUGH to serve your purpose.

How many projects have failed, because someone said to us that it had to be done “professionally”, or it had to be of “high quality”? 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”. Of course “perfect” sounds good, because who doesn’t want high quality? But in reality, the longer it takes before you get a result, the greater the chance that it will never amount to anything, because you lose interest along the way. Of course the opposite is also no good! If you impatiently blame lack of time and money, and do a crappy job which can only destroy your company’s image... well that is obviously not the way to go either! Google has become rather good at giving negative points for poor content/bad quality sites. (“Minus points” means that your site ends up lower in search results, when a customer searches using keyword phrases that relate to your site.)

START OFF BY USING EXISTING RESOURCES

It is often a good idea to start by using existing resources, as far as time, money and personnel are concerned. Get something going that works and serves its purpose. When the whole thing is up and running, this will increase your motivation and your energy.

TAILORMADE TO FIT WITH REALITY

Each project - whatever its nature - has to be tailored to fit with YOUR company’s real-life-circumstances and YOUR actual strengths and talents. This also includes anything that characterizes your local area, and is something you can put your own spin on. Our main concern is to GET STARTED, and then we’re going to take it take step by step - in our evolution towards a more professional and improved online presentation.

The following steps often flow into each other. Therefore I would suggest reading through everything before you start DOING the actual steps, starting from Step 1 again. If you then follow the steps in the order they are listed, you will make the fastest

and greatest impact on your love-relationship with Google.

Apply the steps as best you can, and then read through this manual again, the manual will then make even more sense to you the second time round.



STEP 1: HOW DO YOUR CUSTOMERS SEARCH ON GOOGLE?



It's actually not more complicated than that. All you need to find out is what words or phrases they are bound to type in, when searching for products or services that you are able to provide for them. This is an extremely important step and the prerequisite for all the following steps, if you want this manual to give you the desired results.

Google is trying to find what people are looking for, by linking their keywords or keyword phrases to texts, images, websites etc.

These are the very same keywords and phrases that we need to use, in order to get your products and services on Google's first page. There MAY be keywords and phrases that you have not thought of. So ask a number of customers who found your company by searching online, what words they used, and write them down.

Tip!

Google has a page where you can get help to find which keywords are most often used:

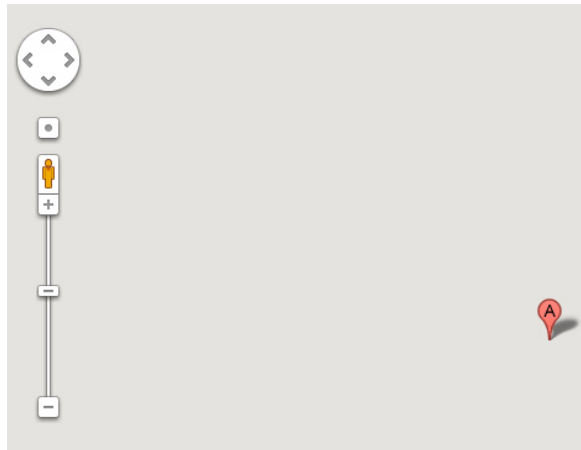
<https://adwords.google.com/select/KeywordToolExternal>

STEP 2: **GOOGLE MAPS;** **KEEP THE ORIGINAL** **TELEPHONE CODE** **OF THE AREA YOU'RE** **LOCATED IN**



Register your company on www.maps.google.com. This advice is mainly important for businesses attracting customers who are based in the geographical proximity. But there are benefits for all others as well, for instance, web shops. In any case, go for it, you've got nothing to lose!

If you search for “rekrytering Goteborg” you will see my business, FOKUS Recruitment, on the list of businesses in Gothenburg – on the first page of Google – with the written address and a small flag on the map of Gothenburg on the upper right indicating the location. This is a typical result that a customer gets when he types in central keywords for a specific industry, plus the geographic location. The specific words for such a keyword search could for example be “picture framing Tallahassee” or “tires in Edinburgh”. Many searchers add the geographic location in order to avoid getting “hits” that are in locations which aren’t useful to him. There are in fact a number of recruitment agencies in Gothenburg (Sweden), which are much larger than mine, still – there I am: on the front page of Google!



Apart from signing up at Google Maps, the reason for this is that I have a central company location in Gothenburg, and above all that I have kept the company’s area code, 031-7118750, even though the number is now connected to a mobile. Did you notice that almost every company geographically listed under Gothenburg has an 031-area code? This was part of the subscription-deal from my cell (mobile-) phone company; it’s called “3” by the way.

Other providers may have similar deals to offer. I'm sure you have noticed that the use of area codes is becoming less common these days, since we are more or less living in a "mobile and wireless age". This is actually good news for you, as this makes it easier for Google's spider to couple you with the geographical area that you're located in. Make sure this phone number is on the front page of your company website! When you register your business on Google Maps, you are creating your keywords when you enter the company's details.

With the Google Gods on your side, after a few days (or even



immediately) you will see your company on Google's first page. Voilà! "All the spotlights on me!", as the famous Swedish actor Edward Persson used to say!

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



Google likes addresses that contain your keywords. Like my www.rekryteringskonsult.se. It's that simple. When I discovered that the above address was free I immediately registered it and constructed a home page for it, and it landed almost directly on top of Google when searching "rekryteringskonsult" (recruitment consultant). See for yourself.

The Swedish word for “hot dog stand” is “korvgubbe”. For a hungry customer who is looking for a hot dog stand, the domain name “korvgubbe.se” is likely to position itself quite high up on his search results. The same applies to sports- and event organizers, who are searching for someone who can sell hot dogs. And . . . hey presto . . . our hot-dog-salesperson is in business!

Remember NOT to do this in such a way that the address simply links to another main page you have. You must also avoid copying another page you already have and then putting it there as well. This can backfire badly, because this page then appears (to the Google-spider) to be a site that Google-users will not find valuable. As already mentioned, if Google-spider comes across pages that just copy other materials that are already online, it can punish with minus points.

For rekryteringskonsult.se I used material from a book I had written beforehand to create a page with genuinely helpful info for HR-people, who are about to recruit staff, and who want to get tips on how to select the best candidate. In addition to that, the entire book is also available there as a download. Naturally, I also take the opportunity to link to my company’s main site.

The next step is about registering and putting together a good looking website for a pittance.

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



This is an area where much progress has been made online. There are a number of online merchants that have made it easy to register Web addresses and put together a website that looks

quite good. Most professional sites that have a lot of functions are produced and maintained by professionals, 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 page yourself you will be in charge of it, and you will also know how to manage the site when it is on line.

The new so-called web hotels have functions that you can easily improve, for example by tinkering with texts or adding more pages, even if you're not an expert.

When my company started job coaching – helping unemployed people with their job search – in Gothenburg, (there were 300 similar companies in Gothenburg 2009-2011) I registered www.jobbcoach-goteborg.com. See for yourself where it is when searching for “jobbcoach goteborg”

I did this on www.vistaprint.com without any major problems, even though I have to admit, things sometimes froze or went slowly. But it definitely was worth it. And cheap. Click on “Free websites” on the left, (it is free for a month), and run as instructed. A package that costs about \$10/month covers the basic requirements. You can also search there for available domain names and buy them cheaply and simply. Think carefully before selecting the address. Remember that keywords/key phrases, perhaps with your company's name, should be included there!

But ... While working on this manual, I examined what the current situation is out there, and came across a web host that beats anything else I've seen. It's www.n.nu. I registered a domain there and then upgraded to the pay version of “premium” and was very impressed. You can register a free website for one month trial, for

starters, and then upgrade to “Premium” and then add your very own domain there. What is special about n.nu is that one of the best search engine optimizers in the world is behind it, so techniques for getting the sites up high on Google are integrated thoroughly into the web hotel. The premium (=paid) version in particular will lead you step by step to help you make YOUR homepage a real treat for Google. It’s almost like getting a full education on the subject. They even have a system that automatically switches on what is known as back links (See Step 9) to your site when you have created a homepage of high enough quality by following their instructions.

To test the premium version of their offer, I moved my address www.yourwishisyourcommand.se over to n.nu from another web hotel. After just a few days, my site showed up on Google’s first page when I searched for “your wish is your command” (which is a kind of brand name). I had not managed to get to the first page for over half a year, because so many English sites that used the same brand name took up a lot of space on Google, but once I was on n.nu, and with the built-in backlinks I mentioned above, I finally got the result I wanted.

(I would like to make it quite clear that none of the companies I mention in this manual are “paid advertising space.” I do not get paid by anyone to name them.)

In 2003, when I signed www.fokus.nu (before the major Swedish magazine, ‘Fokus’, came out), I was not thinking of using my keywords in the web address. I simply thought it was a nice address, and I had done a lot of other things that together brought the page up to page one rank on Google, using different important keywords. At that time, the easy-to-use web page construction tools

of today's web hotels did not exist, so I tracked down the person who had made a particular website that I liked the look of, and paid that person something like a thousand dollars to create my company page as well.

I'm not going to go into the details of how to make a page, since this is described in simple words on the web hotel's site. You would in any case need to familiarize yourself with your web hotel features, if you want to retain control over the website, and update it regularly. (This is something that Google likes, because then a customer will see that the page is lively and up-to-date).

PLEASE NOTE! When you are asked to provide a "title" on the website, please be aware that this is something else than a web address. The title is what that 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.

I have made some pages on the Danish www.web10.se. I can also post websites here that I have made in a separate web application, called "Kompozer", (this is also free of charge; see Step 10). The hosting companies vary of course, depending on which country you are in. You just have to check them out, see if you can find some recommendations for some of them, see what they provide and check the small print etc. They will probably have a "1 month free" offer etc, if they don't have the common "free version" AND "premium paid version". First make sure, that you're very familiar with everything in this manual, and then see if you can follow my recommendations, in regard to the web page construction tool of

the particular web host of your choice. It's my personal experience, that if your web host won't easily allow you to do the basic steps in this manual, then that web host is either not up-to-date with current demands, or it's too complex and therefore not very user-friendly. In that case, it might be an idea to consider dropping it and trying another one. Normally you would use a template, a pre made blueprint of a page, as the basis for your page, so the LOOK of the styles and templates is of course important. They should look attractive and professional, since they are supposed to greet the visitor with easy to understand menus etc.

It is so cheap, and often even cheaper to register additional domain names, once you have subscribed to a web host, so it's a good idea to create multiple pages, using different keywords, thus increasing the chance of getting a high position on Google. Remember to make them completely different, with different purposes! Not just to avoid Google figuring out they are from the same company, but also so that your customers do not get confused. A further advantage is that in doing so, you can boost your main site's attractiveness in Google's eyes by linking to the main page from the daughter sites (See Step 9).

By the way: According to Google's own directive, the suffix (.com .org .se .biz etc.) has no influence on how the page ranks. Take what is available, but look for which suffix is the one that is expected for professionals in your kind of business in your country. The ".com" works everywhere. In EU we have the ".eu". Avoid irregular looking suffixes even if they are "cheap", just to avoid looking like a virus site or – at best – an unprofessional one.

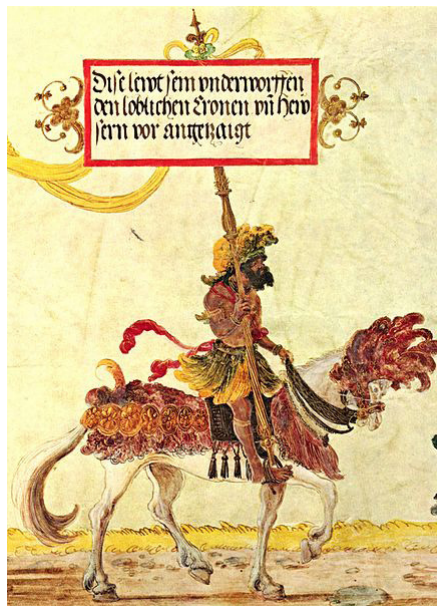
It is best to register your very own domain. Google assumes that a person who goes through the trouble of registering (and paying money for) his/her own domain, is making a greater effort to do something good with his site, compared to someone who has got hold of a free domain (which often has intrusive advertising that almost certainly makes it less attractive in the eyes of the Google spider).

It is, however, not absolutely NECESSARY to have your own domain. 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 gives, if it does not have its own main domain. Usually, your e-mail is associated with your domain, and it can look amateurish if you do not have your very own domain suffix. It is to my knowledge not possible to have your own domain for free anywhere, because someone has to pay for it.

STEP 5: **CREATE YOUR OWN** **BLOG WITH** **THE RIGHT NAME**

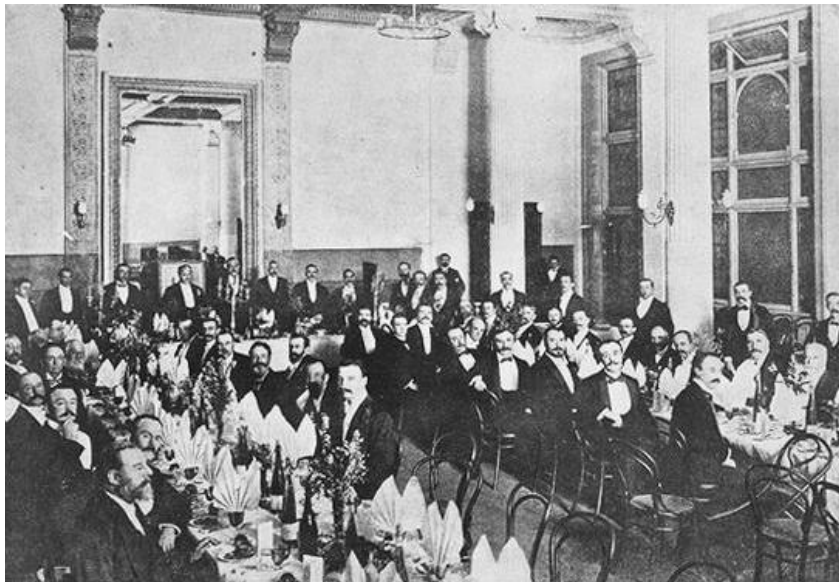
Google likes to give a mix of different types of web content in response to people searching on the net. Apart from the usual web sites, videos, news and especially blogs will be included as well. Go to a provider where you can register a free blog. Just search for “free blog” or “make your own blog free”. Some say it’s best to run a free blog at www.wordpress.com, but I have not tested it myself. It’s free, but the \$99/year version without ads is even better. A blog feature is requested by many, so most hosting companies have started to run with blog features in addition to the “make your own home page” tool. If you sign up for a separate blog (not the one included in your website), it is important to specify a blog address with the appropriate keyword phrases. Name the title of the blog the same way, and use appropriate headings (preferably with your key words) on each blog post as well. I got my blog on www.metrobloggen.se/jobbcoachgoteborg onto Google’s first page, using the keywords “job coach goteborg”. And it didn’t take much time either. I haven’t done anything with that blog for over a year, but it still comes up rather high on Google.

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 regularly, you obviously have to 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 blog. In any case, you must be genuinely interested in what you blog about, otherwise it will be hard to come up with texts.



But if you just want to show up on the search results, so that the blog may lead readers on to your company's products and services, then it is sufficient to have material that looks good and is interesting and useful to the reader. An example could be: "inside info" from your industry. Make 3-5 blogs at once, things that you actually want to say to potential customers. Sometimes there is a feature to schedule posts, so they are added to the blog at a natural pace, over the course of several weeks.

But in any case, only do it if you are doing it for real, and not merely as a “gimmick”, for – as we said at the beginning of this manual – Google does not like fakers. Google likes unique personalities that have pondus 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 at the banquet.

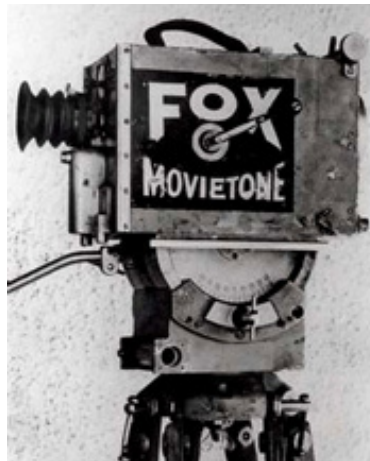


STEP 6: **VIDEO CAPTURE** **SESSIONS –** **THE UNDERESTIMATED** **GOOGLE-BOOSTER**



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” ... just read what I have to say here: What I’m about to describe, allows you to be both the director, scriptwriter and presenter, and it will look good enough on the web - thanks to technological developments in mobile phones, computer software and programs on the web. With a few easy steps, and making sure to neither over-plan nor make a complex production, you will be able to make a simple, straightforward and uncomplicated presentation of your company

and its products/services. You can also just pass on some thoughts about anything that relates to your industry. This could for instance be your opinion about developments in the industry. It's not necessarily a disadvantage, if what you produce doesn't look like a million dollar production. As long as it doesn't look sloppy and misguided, it will have the advantage of looking REAL and HONEST – and that, as you know, is worth GOLD in terms of marketing. Ok, so you're not convinced. Maybe you are unfamiliar with the subject, and can't 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 or elsewhere. In that case, you could delegate the technical aspects of video-making to that person. It wouldn't take more than three hours of his/her time; probably even a lot less. If you delegate this part, try to watch closely the person who is helping you, because the more you can learn, the easier things will be for you in the future.



Having a small video clip on your site is considered attractive and modern by Google – and it makes the blog or homepage more interesting, no matter what keywords are used. Most smart phones can shoot good films if you pay a bit of attention to light and sound.

1) A video clip should be no longer than 2-3 minutes.

Most people don't have the patience to watch anything longer anyway. And it doesn't need to be edited either – all you have to do is choose (in the video-editing software) exactly where you want the video to begin and where to stop.

2) Decide what you want to talk about or what you want to present.**3) Use a tripod, if possible.**

If filming with a cell phone you could for example tape it to a window frame. This way you can easily adjust it to the right height. When filming without a tripod it's important to keep the cell phone/camera steady, because it immediately looks unprofessional if it is shaky.

4) If you are shooting indoors, place yourself a few yards from a window during the day (though not in direct sunlight), then you need no lights and the light makes the film stylish. 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 pretty quiet area. Film in daylight hours, but not in bright sunlight. Cloud cover is actually preferable, since sharp contrasts and a squinty "host" do not look good at all! The wind needs to be fairly calm, because today's sensitive microphones have a tendency to emphasize windy-sounds. I personally like old brick walls as a background. They tend to leave a classy, but casual impression. The sound will be just fine if you stand about 2 yards away from the phone and speak in a relaxed but clear fashion. If you have a very old mobile that records in low quality, you will

have to speak louder. It is best to use a phone that can film in HD quality. You can start the mobile camera filming, and then attach it to wherever it is best positioned. While you're filming, bear in mind that you're going to be cutting out the best part later.

5) Think about what you really want to say to potential customers. It should still LOOK like you hired a professional to interview you, and it will - if you follow the advice given here. You're the best person at saying what YOUR business is all about, because nobody knows your company better than you do.

Be factual and specific, and respect the fact that someone watching this film clip wants "the real deal", not empty words or something they can anyway read on the website. Consider what you would like to look at if you were a potential customer. 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 effect due to the honesty you put into it. After all you're not hiring actors to read a script!

Do your thing and make as many retakes as you want until you are satisfied. Chances are you can easily find things to say for two or three minutes at a stretch without a strain. Often the problem is the opposite: once you get warmed up, you talk too much and for too long! So remember – 2-3 minutes is the right length, unless you're doing educational 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. After all you're only making a 2-3 minute clip. For every retake, you have the chance to make it just a bit better each time – more structured, a different tone in the performance, adjust the 'zoom in/out', so you are visible from the waist or shoulders and up. If you are visible from head to toe, you are probably too far away for

the sound to be good. The sound might be LOUD enough, but the microphone may have needed to auto-adjust to a low volume by becoming very sensitive, so that reduces the sound quality.

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. etc. Perhaps you have someone who can spice up your looks beforehand, and who can give you a neutral opinion on whether the recording is good enough, because it's easy to lose sight of what a viewer – who is neither familiar with you, nor your product/service – will think about it. So a second opinion is advisable. It should come from a “positive expert”, someone you trust, who has an idea of how your customers would react to the film you are making. By all means, take advantage of the opportunity to have fun. Do a neat and tidy job, and do it well, without overworking it. ENOUGH good is good enough. But YOU have to like the result. Do not settle for someone ELSE thinking it is good.

6) What you need to know now is how to transfer movies to your computer, so that you can load the film into any program that can edit videos.

Use iMovie on Mac or, if you run Windows, use ‘Microsoft Windows Movie Maker’. When I write “edit” I simply mean: select where you want the movie to begin and where to end, and if you can get the movie to “tune in” and “fade out” (from/to black), that's even better. The rest you can play around with depending on your interests and skills. You may want to add an introduction text, or improve the sound, (there may for example be “loudness”-function, that makes the sound more dynamic), and you might also want to add a phone number etc. at the end.

Of course, this job requires that you to learn how to transfer films via cable or Bluetooth from the camera to the computer, that is unless you already know this! And yes, you will need to learn a little about how these video editing programs work - but all these things are fairly easy to learn these days. The idea is that anyone can do it, if they just put a little bit of effort into it. Modern mobile phones often include the ability to send a movie that has been filmed on a mobile directly over to Youtube. This is only recommended if you have made a video clip that needs no editing, or, if you have edited your film using a program on the phone. Even then, it's not certain you will be able to do what I advise in the next point. Yes, a direct upload COULD work, but you would be taking a chance.

7) The easiest way is to upload a video clip to Youtube from a PC

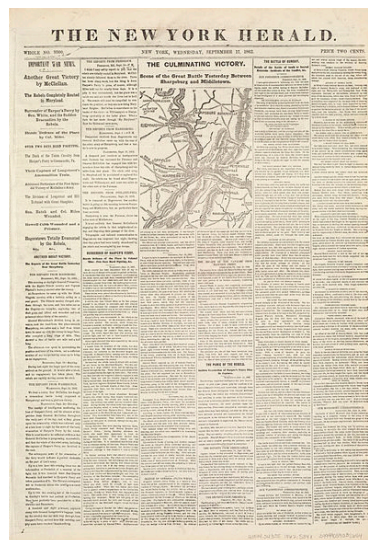
Either you create an account and follow the instructions, or you have a function that sends video directly to your account on Youtube, in your video-editing program. On the Youtube account there is something called "Video Manager". In this, select the uploaded video and fill in the details: that is, what you want to have as the title of the video, what it contains, plus keywords and geographic location. Fill in all information in regard to your keywords and key phrases, so that Google really understands what it's about. You must click on the "Public" option; otherwise it will not appear on general searches. When the video is in place, and all the tags and keywords are set correctly, then the chances are pretty good that the video itself will appear high on Google search results, when your customers use the key words and key phrases that you entered.

So it is quite UNUSUAL that people record seriously considered product/company information, because most people can not come up with \$ 10 000 – nor do they think they can do it themselves. Again, just as with the use of IT consultants, we have here 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 make BIG SCREEN HiFi productions, but for THIS purpose, you can easily do it yourself!

Today, the web page applications on your computer, or at your web host company, often have a feature which allows you simply to paste in the web address of your YouTube video. Thus your video appears on your website, which in return becomes attractive to Google! You can see how I did this on <http://www.jobcoach-goteborg.com/Video.html>. Yes, I'm the one singing at the beginning of the video. Don't worry. No-one's insisting that you sing in your video)

STEP 7: PRESS RELEASES

This step could also be part of the “links-section”, however since it’s a quick and very beneficial thing to do on its own, I have created a separate chapter for it here.



Create a free account at www.mynewsdesk.com and fill it with news-content related to your business. If you search for “press release” using Google, you will get several players who have free accounts, such as www.free-press-release.com and www.press-release.se. Many people use these pages to make themselves more attractive to Google. Keep in mind though that there are journalists out there who keep track of them, and they want real news. It’s therefore not a good idea to post irrelevant or unprofessional content, such as the pictures from your last office party...

Of course there is a chance that the Google spider notices your press release, considers it fresh food for Googlers and ends up listing your press release on the front page – but the main advantage of free press releases is that you can easily link to your main website. In so doing, Google will view your main website as more attractive since a large and popular page such as www.mynewsdesk.com is linking to you! By the way, it would be appropriate and obvious to upload the video you've just made to the press release site!

STEP 8:

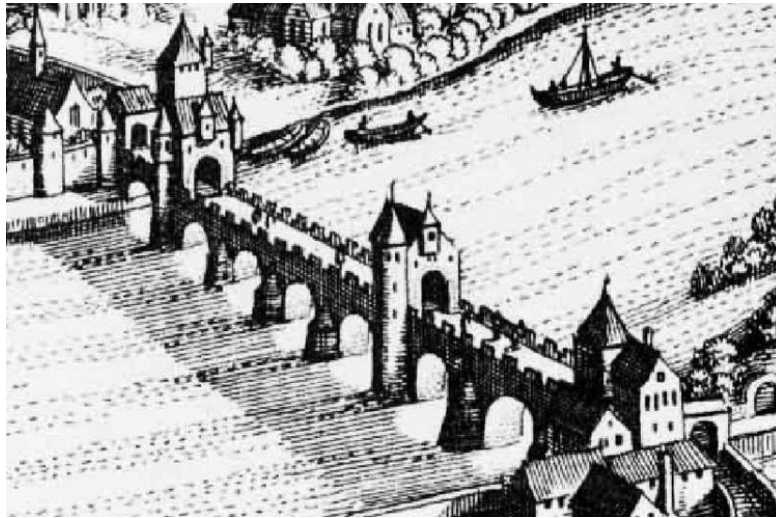
Google+

Google + is, as you may know, an attempt by Google to create something similar to Facebook. It is a fairly new venture, and there has been some discussion as to whether they will succeed or not. It is, however, not a wild guess to assume that Google wants its own baby to benefit by making it more “searchable” on Google than Facebook is. So everything you write on Google +, which is classified as “public” information, does come up on Google.

I’ve started on Google + recently, as I think it’s a very good idea to go with it. Search for “google +” and register. It is a personal website, meaning it’s about YOU, but in the information about you, there are a few places where Google is going to react if your keyword phrases show up. They are: Introduction, Employment, Education and Places. Squeeze your keywords and phrases in there, and Google will love you even more. Make sure you also add links to your various pages, at the place where this is indicated in the information.

As with anything else, the more active you are on the site the better. Get a “circle” of friends and post THE RIGHT HEADLINE, if you want to be found on Google, but start with the previous 7 steps, since they are the most important things to help you get started.

STEP 9: **BACKLINKS**



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

There is a reason why I don't get to the subject of "backlinks" until this late point in the book. Even though it's a subject that is much talked about by search engine optimizers, and an important issue if you want your site to rank high on Google, there is still the problem that it won't get you instant results. It's not something that can be done quickly. Google wants to see a natural growth of links over time - a so-called organic growth, a natural growth. Expect a wait of at least two to three months before your backlinks begin to show real 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 the sites, blogs, etc. are that link to your website, the more love you will receive from Google.

A few years ago there was great abuse in the search engine optimization arena, because consultants sold the backlinks they gathered in "link farms", i.e. pages that were only intended to list a bunch of websites that have paid to be there, in order to get a higher Google ranking. Google's spider has successfully learnt to recognize this, and it is difficult for anyone (except the most expensive IT consultants in search engine optimization) to create genuine and credible backlinks. This is because they usually don't have the special knowledge of your industry that you have; the knowledge that is actually required to create such reliable backlinks. Instead, they try to fake pages and make something like link-farms.



In the summer of 2012 there was a lot of talk 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 US, a

net company even threatened people (who link to them) with lawsuits, because of this! This “hunt for low quality back-links” was stepped up in the earlier mentioned spider update of spring 2013. For this reason I can’t recommend that you submit more than 10-20 links to “SEO friendly catalogues” etc. out there. Some sites offer “link exchange”, requiring that you to put their link on your site. Avoid these sites, because it makes your site look cheap. What is more, exchanging a trade of links with others (I link to you if you link to me), is worthless in the area of search engine optimization. The spider sees through it.

Use Google to find “s.e.o.-friendly catalogues”, and see if you can get a list of high quality ones. Sometimes, as with this one in Sweden, <http://www.seo-forum.se/showthread.php?t=7>, high quality sites are marked with a high “PR” (page rank) number, showing that it will benefit your site MORE to be linked from THEM than from catalogues which Google sees as having lower class or interest.

How?

To be on the safe side, write the entire address, e.g.”<http://www.hotdogstand.com>” and not “www.hotdogstand.com”. If it’s possible to link a whole phrase, containing your keywords, to your site, that is the most effective way. That will make the phrase “the best hot dog in Washington” clickable (“hot”) and it will lead to “www.hotdogstand.com”. (When you start applying this theory in practice, you will gradually understand exactly what I mean with some of the advice I give you, even if perhaps it might not quite add up when you are reading it...) If you can make PHOTOS clickable do so, as that’s also a good idea, especially if the image that is there is named in a way that matches your keywords.

WHERE?

We have already mentioned other blogs and websites, Google + and the uploaded video clip that is your own creation. Remember to link from them to your main page!

You can make comments on newspaper articles or other online places, 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 better, because Google always tries to figure out which links are not quite genuine, and thus values links in TEXT higher than links that are collected at the bottom of a page or in crevices along the side. It would also be a good idea, if you had people who could write more or less anything about your website and link to it from their homepage or blog. As I said, try to avoid “exchange links” because they are not as effective as when they are one-way (only link to YOU).

If you have a reason or possibility to put a job offer online, do so. There are plenty of free places to put such offers, (governmental sites, public sites, etc.), and here you put links to your website in the ad text, as part of the contact details that you enter. There are other job posting sites on the net, which copy and place job ads to their pages, (since no one has anything against it), and then you get backlinks from them too. 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 job ad. I have job postings on the net from previous assignments that my company had, which remains on the web many YEARS after they ceased to be valid, but they lie there and they still link to my main page www.fokus.nu, which is beneficial to my position on Google. Forums and blogs that relate to your branch are the hottest in this

regard, because the Google spider appreciates if the backlinks come from sites relating to your business, branch or interest (making them less likely to be just part of some kind of link farm, as I mentioned earlier). Getting backlinks from public forums run by magazines, fan sites or whatever may also be a useful idea. Some commentary chats linked to articles on the net, and some forums and blogs have features which prevent the links from being “hot”. This means they don’t send the viewer away to the external site when the viewer clicks on the link, and Google’s spider does therefore not count any points for it. But that’s not something you have to keep track of. Just go for it, and add a link here and a link there when you are out there on different pages for different purposes. In this way the backlinks grow naturally and you do not have to set aside any separate time for this.

In some situations, you naturally have to pay attention to WHO is cited as the author of what you write online. It is not always appropriate when the business owner himself (or herself) links to his or her own company... nudge nudge, know what I mean, say no more? If you search for your own site by entering e.g. “link: www.hotdogstand.com”, Google will show you which pages link to “www.hotdogstand.com.” It does not show everything, but you get an idea, and sometimes it can be profitable or interesting to know which sites out there see a reason to link to your page.

STEP 10: **POLISHING OFF** **YOUR WEBSITE**

The website is, as I said, just ONE way to present your products and services on search engines, but usually it is the one that consultants concentrate on a little too much, since it can be much easier to get noticed through one of the other media, e.g. blog or video clips. It is easy to get lost in a lot of detail which will make you lose interest, if you get too involved with all the things involved with a website, in order to get the Google spider to like it.



So we're not going to go any more into the subject of websites in this guide, other than to point out that the home page tools available in a number of today's web hosts, such as "webio", "VistaPrint", and "n.nu", tell you more about what you can do with your own program. Sure, you can get very fancy with the "almighty" – Adobe

Dreamweaver – if you pay \$500 and really learn to USE that program. You might well consider making use of it in the future. But right now, let's get the job done quickly, keep the cost down and avoid getting stuck in technicalities. If you're fairly new to this, it might be an advantage to use one of those web host programs that make it easy and neat for you. I will therefore concentrate here on the things you should do, whether you are using a simple web program, or if you are tinkering with one of your own web applications, such as "Kompozer".

Modern web applications – and I include tools for web hosts – are almost always "wysiwyg", that is to say, "What You See Is What You Get". You build up your page much like when you make an illustrated article using, for example, Microsoft Word. You can see immediately what the page will look like, once it's published/uploaded to your host and you type the domain name in the address window.

Your main page is usually a file named index.html. To see an example, go to www.bengtalvang.se and right-click the mouse on an empty field on the page so you are given the option: "Source" or similar. There you'll see how the page is programmed. Aren't you glad you don't have to put in all that stuff by hand? In the past people sat punching in the source code by hand. Although it can sometimes be helpful to know a bit about how the source code is written, you don't have to worry about that today. The wysiwyg homepage construction programs take care of this for you.

By the way, it might be interesting to search your keyword phrases in Google, and see what the top sites on Google's first page have in common. However, you won't be able to see the whole truth,

since you, for example, won't be able to see how many people link to that page. Otherwise it's as with any other gear, tools or software you use – you read a manual, but then you learn by working with it in practice.



THINGS TO CONSIDER WHEN YOU BUILD AN ATTRACTIVE PAGE THAT GOOGLE'S SPIDER LIKES

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 results, or any search engine for that matter, (if you show up there at all, that is).
- In the “Description” of the start page, (that's what comes directly below the title of a page in the Google results).
- In the headlines
- Inside the text – but not SO much that it looks ridiculous, or so that Google's spider interprets it as an attempt to get a better

ranking, and therefore ignores it or even gives you negative points. Go for three to five times per page, and we're talking mainly about the front page, as Google puts more attention on that page than on other sub pages on your site. When you have done that, you can do the same with the other pages; that is, try to fit in the key words that are specific to the subject of THAT page.

- The so-called "Alt attribute" or "alternate text" for pictures, where a picture you have added has a name like, for example "Building your own shed" (as opposed to the name which the image itself has, like, for example "outdoorwc.jpg.")

Don't go too far by adding large or many images. Google does not like pages that take a long time to load, which is what will happen, if there are a lot of pictures.

Google is getting better and better at recognizing if the actual text material is interesting, unique, relevant and neatly set up. This is for all the right reasons, because Google wants the text to be of interest to the people who search, and you DO want the customer to stay on the page.

Do not overestimate 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 way.

BEING THE AUTHOR, WRITING THE TEXT

When it comes to capturing potential customers and getting them to CONTACT you, you have to think like a copywriter, an ADMAN and a salesman! You can't count on having more than 5 seconds

to secure the customer's attention, and this is where the general impression of the page plays an important role. The next challenge will be guiding the customer towards making CONTACT. You do this through a contact form, a phone number and/or an e-mail-address. A contact form is often most effective. Many web host programs enable you to enter such a form into your web page.

The start page, (or "homepage" – the one that comes up when searching the web address, e.g. www.hotdogstand.com), is designed to create interest and encourage the customer to make contact, perhaps through a "here and now" - offer. But once you've finished the front page you need to add sub-pages that can be accessed from the menu on the starting page. It's a very good idea to ensure the menu text or menu image files* contain keywords and –phrases. (*Sometimes the menu consists of clickable image files that have text on them, which the Google spider will not be able to read, so you have to give the image itself a name, as mentioned above). Google considers a site that has menus for sub pages with relevant material, to be much more interesting and useful for visitors than a website that consists solely of one page.

3. THE WAY FORWARD



GOOGLE'S “WEBMASTER TOOLS”



Once you have put up a blog or website online, you should notify Google right away so that Google realizes this without delay. To do so, go to the bottom of a Google-page and click “About Google” and then select “Submit your content to Google.” On doing this, you will be registered at Google’s “Webmaster Tools”, where you can begin to explore and familiarize yourself with how you get access to things you may find useful for improving your site’s exposure on the web. Google continuously provides tiny hints as to what they currently attribute 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 tabs on this, and maybe also blogs and sites that cover this area. Here is the link: <https://www.google.com/webmasters/tools/submit-url/>

Not everyone, however, wants to get THIS involved, and for those people the ten steps in this manual go a long way when it comes to making Google's spider love their websites. Having said that, many people will end up becoming a little fascinated by the subject, and will become motivated by the challenge of getting to the top spot of Google's first page, once they have seen what even relatively small measures can achieve on the search engines. If that's the case, it would be a very good "Next Step" to download Google's own manual in search engine optimization: <http://www.google.com/webmasters/docs/search-engine-optimization-starter-guide.pdf> .

Be warned though, just like almost all other study materials on this subject, it expects you to be QUITE knowledgeable of the subject.

WHAT ABOUT ADWORDS?

[Make the web love You](#)

The secret behind top
ranking on search engines

[sell-more-on-the-web.com](#)

I haven't touched on the matter of Adwords, which are the ads you see at the top or the sides of a page 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 that they are keen to send out).

Adwords, however, are not actually within the subject of this manual, because they are "purchased placements". As such, these are not nearly as interesting for people who search on Google, as a placement in the results list on the front page. Even if you and I BOUGHT a seat at the Academy Awards, chance is that we wouldn't attract as many cameras as the INVITED guests. But Adwords cost very little to run, and they MAY have a value for YOUR business, so don't dismiss them entirely. Have a go at it and see what happens. They are quite easy to set up with the tools that Google gives you.

Success!



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

It is surprisingly common, that the really big names in all walks of life come from a background where they had to be strong and smart to survive through a tough childhood or traumatic experiences and relationships. And they've learned that if they are to succeed, it is damn well up to themselves. There are TONS of constructive and benevolent people out there, but they cannot take responsibility for things which only you can take responsibility for.

Just as in 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 things determines to a very large degree how things will turn out.

No matter what area you're 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 these setbacks and lack of encouragement. They are the master 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!

You can choose to listen to those who have already lost their dreams, and who would feel more comfortable if you did not succeed too well. Or you can listen to those who have succeeded in their field in life, and who genuinely want to see you succeed as well. 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 possible pitfalls 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's no such thing as “learning the happiness trick and then everything is ok.” As with everything else, success depends on constant curiosity and development. There is an awful lot of training

in the field of “personal development”, and everything in your life can be positively influenced by the inspiration from these materials. One might say the “original guru” of modern times is Napoleon Hill.



In 1908, Andrew Carnegie, (at the time the world’s second-richest man, after John D. Rockefeller) gave him 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. You can find out more about Napoleon Hill here: <http://goo.gl/t9lWo>

You probably already know about Deepak Chopra, Dr. Phil and Robert Kiyosaki. But read and choose for yourself what you find useful. In the world of coaching, NLP (neurolinguistic programming) has become a big thing. 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. And whether you want to explore the more "hard core" schools with almost magical results on life, or you just want to boost your energy and motivation - no matter what, please do not ignore this area. In addition, and certainly of no less value, it's easier to help, coach and support other people, when you have more knowledge and familiarity with the methodology in this area. Too often those whose thoughts are stuck in black tracks are offered only mind altering drugs, or they start some form of self-destructive abuse, when a friend who would listen and encourage, understand and give advice might have been able to help them on their feet again. Few things are as hard to live with as not being able to help a friend in need. And if a person does not trust his own ability to help, it's easy to choose not to because you do not want to "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 and art and music can also be a path of insight and inspiration. Nature can be, too! The test is: Does it make you optimistic and strong and bring you in good spirits? (Here in Sweden we have an old "law" that states "Do not think you are better

than others”. So you may only use the word “happy” if you are talking about having just won the lottery, or having had children, or you are in love, or have had a great holiday, or you are on drugs, or have attained religious salvation. If none of these things, then you should not mention the word “happy”. “Content” is the correct word here. You can say it without risk, though it is on the borderline).

The more advanced learn to walk on hot coals with Anthony Robbins (who now also works with Oprah Winfrey), and one of the newer trends is “The Secret”, or its more advanced continuation, *Your Wish Is Your Command* by Kevin Trudeau.

Well... at least give these things a thought. With that I close this guide and thank you for your attention and I hope your success will be much bigger than you ever dared hope for!

Bengt Alvång © 2013



Bengt Alvång has been active as a recruitment consultant for over 25 years, and is today owner and ceo of two companies in the human resource/recruitment area, with offices in 8 swedish cities and employing 15 full time consultants. Marketing services of these companies on the internet through effective search engine optimization has been a vital part of that expansion.

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 help and honest, useful information as possible. Still – in the real world results will always vary.

We can't guarantee you anything, we can only tell you what we did and hope to be of help and inspiration. Therefore any undesired results, unwanted situations, bad investments etc. can never be the responsibility of the publisher, nor the author.