

seo networker™

## **An SEO Eye for the PPC Guy**

How To SEO a Proven Converting  
Capture Page...

# Agenda

- The Google Adwords Inquisition
- Cashing In on Your PPC Money Keywords
- Why PPC Guys Hate Blogs
- How To SEO a Converting PPC Capture Page

Google Adwords Can Kiss My Big Brown...

# THE GOOGLE INQUISITION



# The Fiesta is Over

- Google Has Declared War on Biz Ops
- Big Money Advertisers are Getting Banned
- Businesses Are Being Lost Overnight
- FTC has turned the heat up on Google and we get shafted.



# Don't Take Google's BS

- Doing Business with Google Sucks
- So Don't Do Business with Them!
- SEO To The Rescue!
  - SEO is NOT Advertising
  - SEO is Less Liability for YOU & Google
  - Much Less Scrutiny from Google





Show Me the Money!

# **CASH IN YOUR PPC KEYWORDS**

# Money Keywords

- If You've Been Doing Adwords for a While...
  - Compile All Your:
    - Profitable Keywords
    - Break Even Keywords
    - Marginally Not-Profitable Keywords
  - Organize Them Into Groups/Categories
    - This is the Basis for Your Site Structure
    - Money Keyword Blueprint (\$\$\$)

**Important!!**

# Burning Money

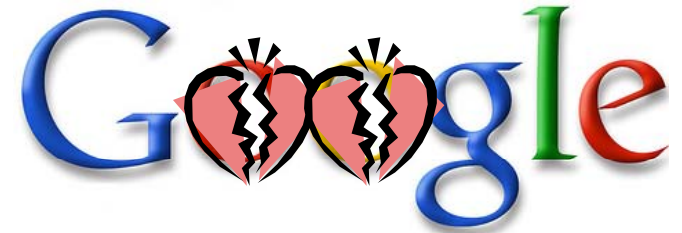


- Top PPC Marketers Worry Us:
  - Literally Spend \$50,000+ per Month
  - Entire Business Dependent on PPC
- Our SEO Consulting for Same Keywords:
  - Literally No More Than \$50,000 1<sup>st</sup> Month
  - Approximately \$5k+ per Month
  - 3-4 Times More Traffic
- Here's Why They Don't SEO...

# The PPC Mind

- Impatient – They Pay & Get Traffic
- Purely Scientific – Can Track Everything
- Anti-Social – “Just Buy My Shit!”
  - Don’t Need to Be a Good Writer
  - Don’t Need to Hang Out on Social Networks
  - Don’t Need a Fancy Blog
  - Good Looks are Optional
- Girlfriend’s Name Starts w/ ‘G’, ends with ‘E’

# That Bitch!



- What is a PPC Guy To Do?
  - Dumped by Google
  - Had Profitable Keywords & Capture Page
  - Thought It Would Last Forever
- Blogs are a Mystery to the PPC Guy
  - Too Mushy – “I Don’t Like To Cuddle”
  - Writing is For Poets and Wussies
  - “I Just Want Leads, Dammit!”



It's a New Hit Show!

# SEO YOUR PPC CAPTURE PAGE!

# Solution

- You Can SEO Your Capture Page!
  - You Know Your Capture Page Converts
  - You Know The Keywords That Convert
  - OMG! Why Change Anything!?!?
- It's Much Simpler Than You Think...

# Components Needed

- Your Capture Page
  - What's the Primary Focus of Capture Page?
- Top 5 Categories (Groups) from PPC Data
  - List of Keywords You Want
  - Group According to Categories
- Cheap Article Writer (You?)
- Create in Wordpress or HTML (PHP)

See It Come to Life!

# **SAMPLE SEO'D CAPTURE PAGES**

# BlackBeltRecruitingBonus.com

Looking to Invest in Blackbelt Recruiting, But Want More Marketing Training?

## Get Black Belt Recruiting Here and We'll Give You 5 Hours of Additional Training on How To Generate Leads and Grow Your Downline with Advanced Strategies for MySpace, Squidoo, YouTube & Google Adwords for FREE!

Over the past year, we've held private training calls with **MLM Goldmine's Dennis Karganilla, Squidoo Ninja Tiffany Dow, YouTube Wiz Frank Bruno and MLM Adwords Master Jim Yaghi**. Up until now, these tele-clinics remained in our private vault.

If you purchase Blackbelt Recruiting through this page, we'll give you access to these exclusive and valuable recordings, absolutely FREE.

In these calls...

- **Dennis Karganilla from MLM Goldmine** will show you the secrets behind his widely successful **MySpace MyStory Marketing** tactics, so you can stand out as a top leader in the largest social network in the world.
- **Squidoo Expert Tiffany Dow** will show you how to get **top search engines ranking with Squidoo** and expose your business to thousands of people, even



training ever done exclusively for network marketers.

Simply fill out the form below, to learn how to get access to these priceless bonuses when you buy Black Belt Recruiting on July 22nd.

First Name   
Last Name   
Email

Strict Anti-SPAM Policy.  
We will never sell, rent or distribute your information.



Brought to you by Ray & Ferny:



Ferny & Ray are former aerospace engineers turned internet marketers. Despite holding degrees from MIT & Harvey Mudd, respectively, and both having earned graduate degrees from USC, Ferny and Ray decided to turn their backs on engineering and jump into the vast and profitable world of online network marketing in 2006. **They owe their financial independence to Mike Dillard and courses like Black Belt Recruiting.**

Copyright © 2008 [Attraction Marketing Formula, LLC](#).

[Terms](#) | [Privacy](#) | [Offer](#) | [Directory](#) | [Dillard on Wieser](#) | [Real Black Belt](#)

# PPCDominationBonus.com

Home

Jim Yaghi

Mike Dillard

PPC Videos

Adwords News

Networkers

seo networker™  
presents...

**How To Get PPC Domination for FREE!**



Jim Yaghi



Mike Dillard

Register To Learn How You Can Get Jim Yaghi's PPC Domination Course for FREE and Discover a Little Known Secret On How We Use Adwords To Trick Google Into Giving Us the Most Profitable Keywords for SEO...

Here's How To Get It for FREE!



★ PPC & SEO Unite! ★

Learn How To Get PPC Domination for FREE!

Name:

Email:

# AttractionMarketingFormula.com

The screenshot shows the homepage of Attraction Marketing Formula. At the top, the logo 'AMF Attraction Marketing Formula' is displayed in a blue gradient. Below the logo is a navigation bar with links for Home, About Us, FAQ, Testimonials, and Articles. The main content area features a large blue headline: 'Here's How To Promote Your Business on the Internet Rejection FREE -- Without Wasting Your Time & Money Chasing Dead Beat Leads...'. Below this is a paragraph of text: 'This is the exact information we've personally used to earn six-figures from home, fire our bosses in the aerospace industry and stand proud & tall in front of the so called 'loved ones' who dismissed our business as a "scam".' This is followed by a sub-headline: 'This AMF 10-day Bootcamp is about getting you results, period!'. A registration form is enclosed in a dashed blue border, containing the text: 'Register IMMEDIATELY in your 10-Day Attraction Marketing Bootcamp and receive step-by-step instruction on how to attract customers to your business using Google & other Powerful Online Tools!'. The form includes input fields for 'First Name:', 'Last Name:', and 'Email:', and a 'Show Me My Bootcamp!' button. Below the form, it states 'Strict Anti-SPAM Policy. We will never sell, rent or distribute your information.' and includes a small icon of a person with a red 'no' sign over their head. On the right side, there are three vertical panels: 'GETTING STARTED' with links for Internet Marketing Lessons, Video Overview, and MLM Leads; 'TRAFFIC GENERATION' with links for SEO - Google Marketing, Adwords & Pay-per-Click, and Web 2.0 Tactics; and 'ESSENTIAL SKILLS' with links for Email Marketing, Copywriting, Funded Proposals, and Alpha Prospecting.

**AMF** Attraction Marketing Formula

Home About Us FAQ Testimonials Articles

## Here's How To Promote Your Business on the Internet Rejection FREE -- Without Wasting Your Time & Money Chasing Dead Beat Leads...

This is the exact information we've personally used to earn six-figures from home, fire our bosses in the aerospace industry and stand proud & tall in front of the so called 'loved ones' who dismissed our business as a "scam".

*This AMF 10-day Bootcamp is about getting you results, period!*

Register IMMEDIATELY in your **10-Day Attraction Marketing Bootcamp** and receive step-by-step instruction on **how to attract customers to your business** using Google & other Powerful Online Tools!

First Name:

Last Name:

Email:

Show Me My Bootcamp!

Strict Anti-SPAM Policy.  
We will never sell, rent or distribute your information.

**GETTING STARTED**

- ✓ Internet Marketing Lessons
- ✓ Video Overview
- ✓ MLM Leads

**TRAFFIC GENERATION**

- ✓ SEO - Google Marketing
- ✓ Adwords & Pay-per-Click
- ✓ Web 2.0 Tactics

**ESSENTIAL SKILLS**

- ✓ Email Marketing
- ✓ Copywriting
- ✓ Funded Proposals
- ✓ Alpha Prospecting

Here's What You Do...

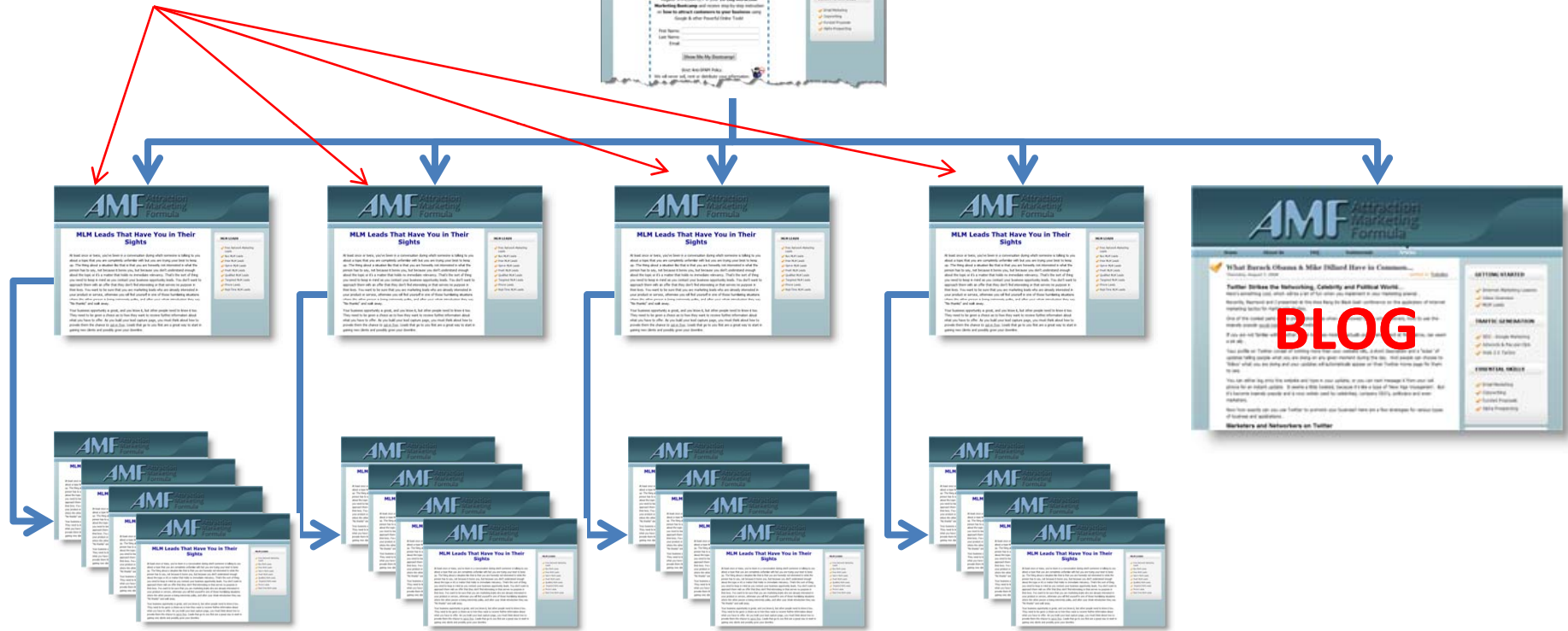
# **HOW TO SEO A CAPTURE PAGE**

# The Hidden Website

Article or  
Capture Page



Capture Page



Articles

Articles

Articles

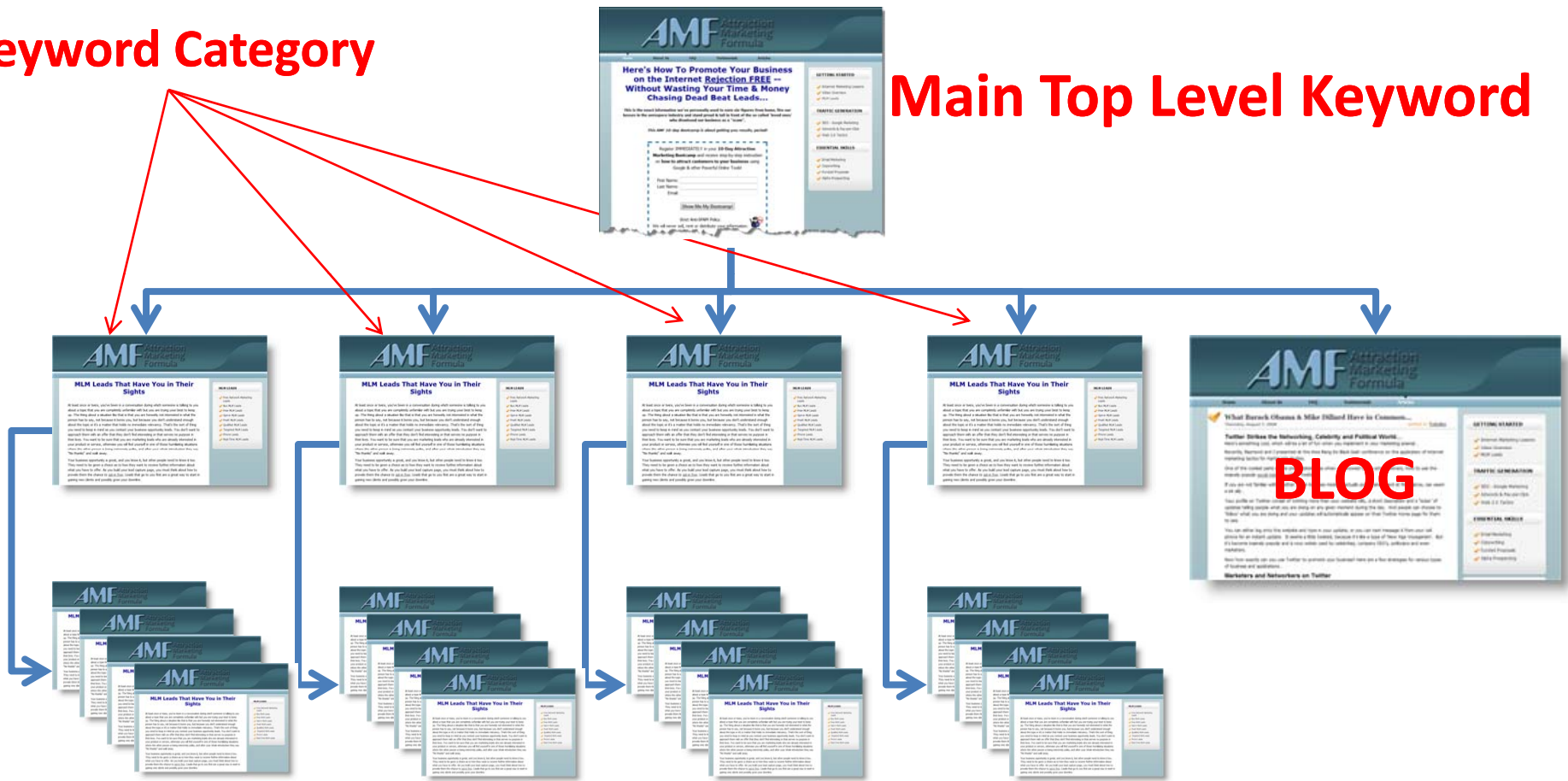
Articles

Copyright 2009, All Rights Reserved –  
Attraction Marketing Formula, LLC

# Targeting Your Keywords

**Keyword Category**

**Main Top Level Keyword**



**Keywords    Keywords    Keywords    Keywords**

# Hidden Navigation Bar

- Links to Other Pages are at the Bottom



The image shows a screenshot of a website footer. At the top, there is a signature in cursive that reads "Raymond Fong". Below the signature is a photograph of two men, Ferny Ceballos and Ray Fong, standing side-by-side. To the right of the photo is a text block titled "Who are Ferny Ceballos & Ray Fong?" followed by a paragraph of text. Below the text block is a navigation bar with several links: "MLM", "MLM Leads", "MLM Business", "MLM Company", "MLM Training", "Business Opportunity", "Leads", "Attraction Marketing", "MultiLevel Marketing", and "Network Marketing Business". At the bottom of the page is a dark grey footer bar containing copyright information and additional links: "Copyright © 2009 Attraction Marketing Formula, LLC.", "Privacy Policy", "Terms of Use", and "Other Self-Funded Projects". Red arrows point from the text block and the navigation bar to the footer bar, highlighting the hidden navigation links.

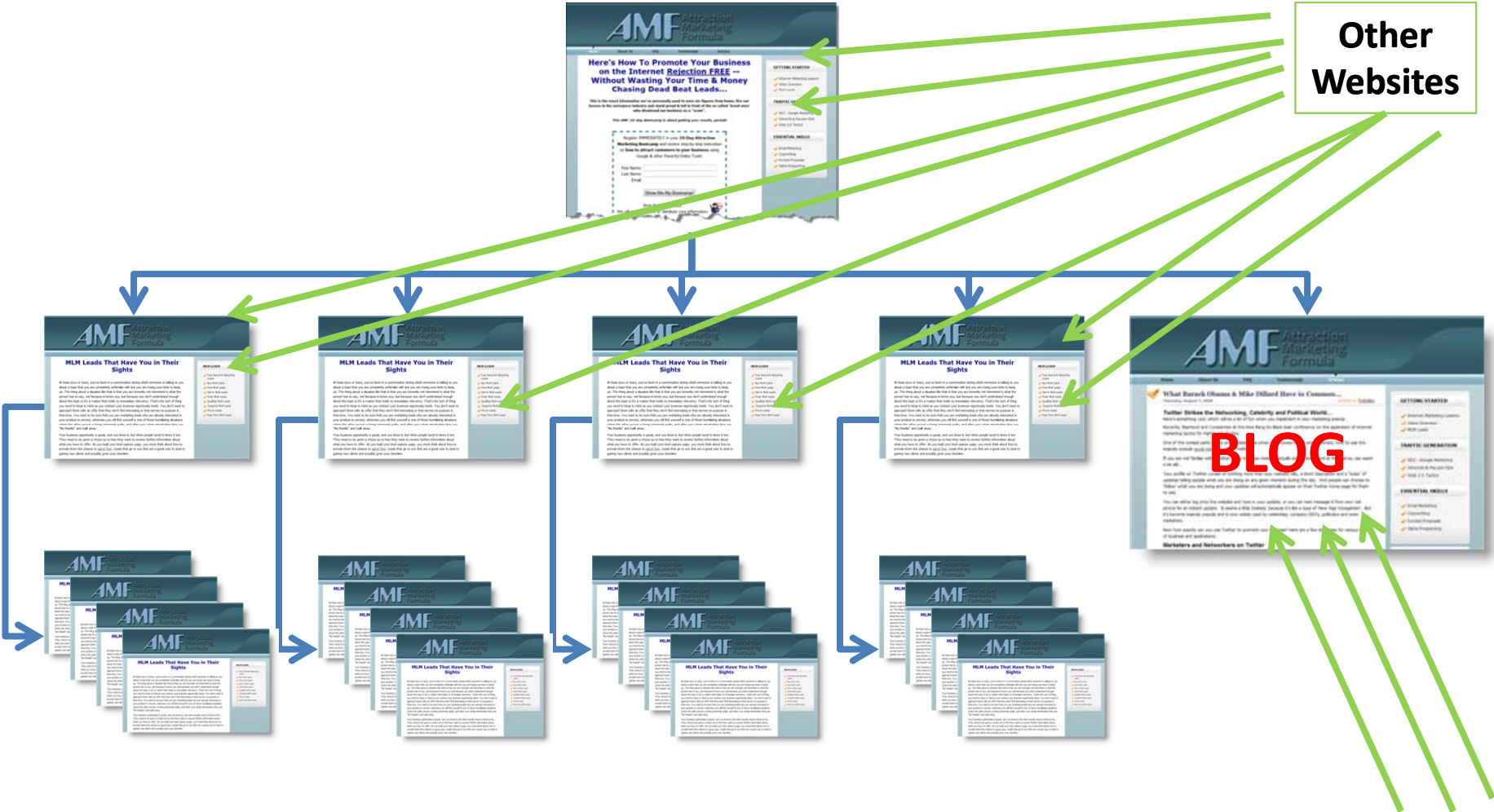
*Who are Ferny Ceballos & Ray Fong?*

*Ferny & Ray are former aerospace engineers turned internet marketers. Despite holding degrees from MIT & Harvey Mudd, respectively, and both having earned graduate degrees from USC, Ferny and Ray decided to turn their backs on engineering and jump into the vast and profitable world of online network marketing in 2006.*

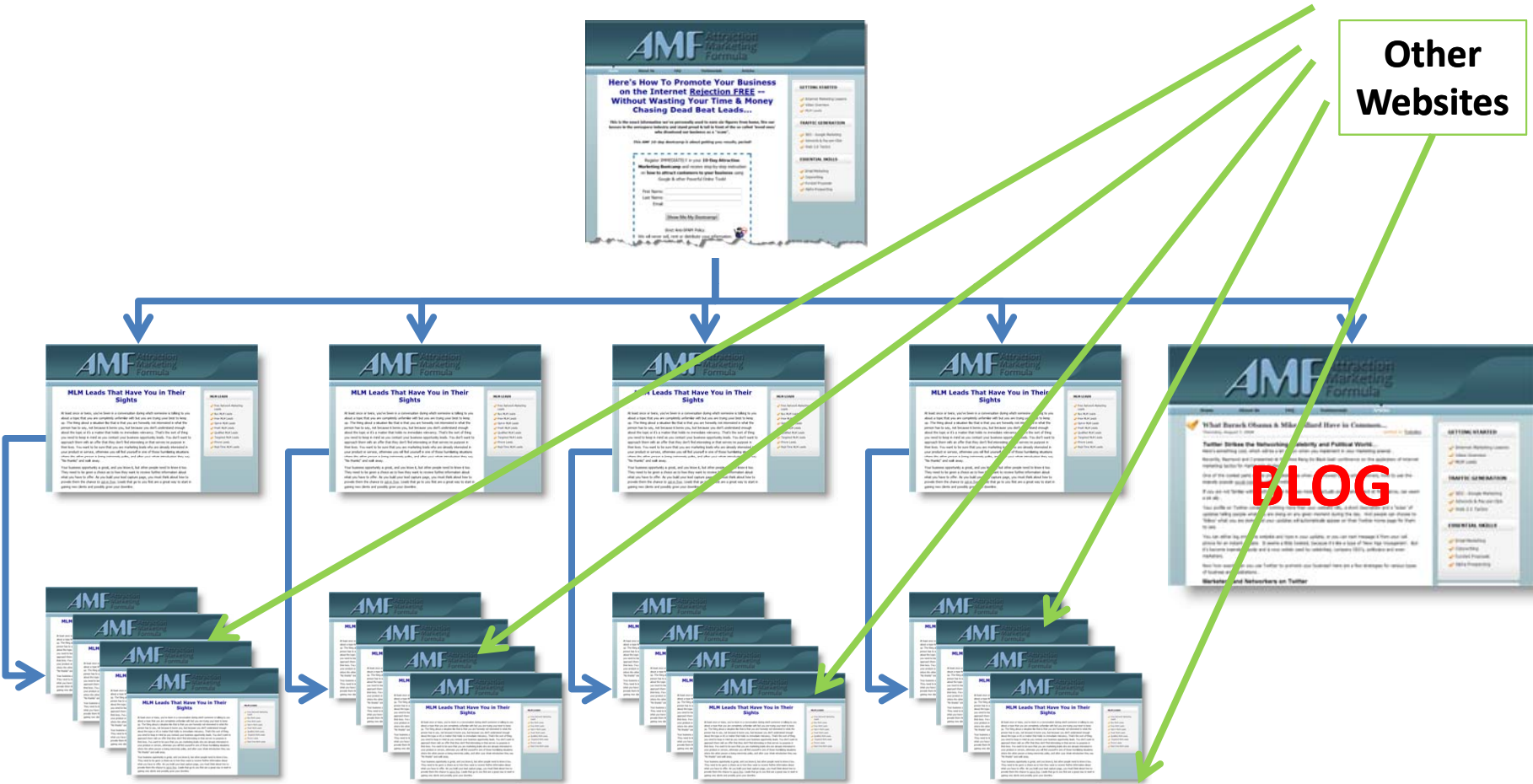
[MLM](#) | [MLM Leads](#) | [MLM Business](#) | [MLM Company](#) | [MLM Training](#) | [Business Opportunity](#)  
[Leads](#) | [Attraction Marketing](#) | [MultiLevel Marketing](#) | [Network Marketing Business](#)

Copyright © 2009 Attraction Marketing Formula, LLC. | [Privacy Policy](#) | [Terms of Use](#) | [Other Self-Funded Projects](#)

# Linking & Deep Linking



# Link to Money Keywords



# This is a Guide

- These are simply suggestions
- The size of the site and # of pages depends on:
  - The number of keywords you are targeting
  - The size of your market
- The Link Building is Very Important!
  - Social Media
  - Article Directories
  - Other Websites

# Get On Our List

- Log Into [www.mycmarketing.com](http://www.mycmarketing.com)
- Go To:
  - Marketing
    - Marketing Modules
      - Search Engine Optimization (SEO)
        - » Tools & Resources (click the link)
- You Also Get All Our Previous Training!