



Module 2 Handout

Action Items:

1. Create 5 Web 2.0 properties as described in the “Intro to Linkbuilding” handout and link each property to your website.
2. Install and set up the two WordPress Plugins
3. Then add two more “Pages” and two more “Posts” to your website.

FAST TRACK ACTION: In addition to the above items...

1. Make two more posts to your blog. Add two more pages to your site
2. Create 5 additional Web 2.0 properties (as in “Intro to Linkbuilding”)
3. Ping your blog and all of the Web 2.0 properties you’ve created

Use Keywords When Creating Posts and Pages

It’s VERY important to include at least one and sometimes two or three of your keywords when creating a post or page. This helps tell the search engines what your site is all about. And at times, your post can even show up in the search engines.

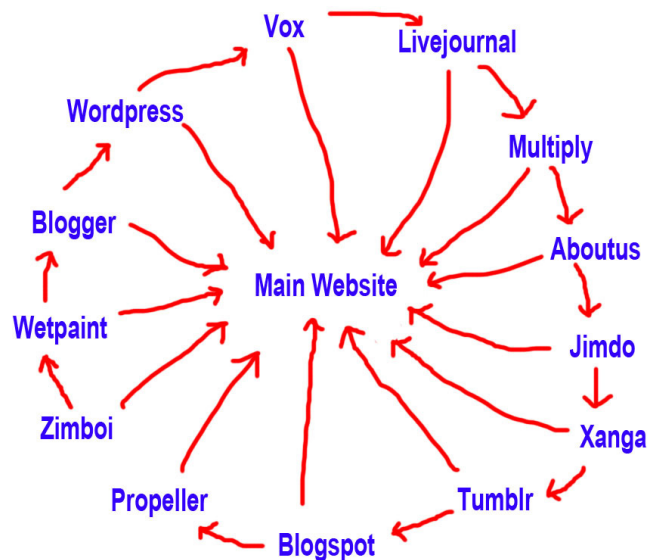
IMPORTANT: Do NOT over-use keywords in your posts. Mix it up. In other words, don’t have “Carpet Cleaning Yourcity” in every post. Create meaningful headlines and use your keywords randomly in the posts. Since pages are more of a mainstay, it’s acceptable to use your keyword phrases in a page title.

How is a link circle done?

To the right is an example of how to do a link circle of Web 2.0 properties. Yours does NOT have to be exactly like this one. In fact, I recommend yours not be exactly like this.

Simply have TWO links on each web 2.0 profile. One link goes to your main website and the second link goes to the next web 2.0 site. Hubpages is the only one I recommend you include only one link.

* ALWAYS use anchor text for your keywords



More ideas for blog posts:

- Go to <http://www.popurls.com> and search for “carpet cleaning” or your keyword.
- Go to www.Google.com and Google your keyword. On the right click “More Search Results.” and then click “Related Search.” This will give you GREAT ideas for blog posts and pages. These are other often searched for terms.

Ping Your Site and RSS Feed With These

- <http://www.Pingomatic.com>
- <http://www.Pingler.com>
- <http://www.Feedping.com>

The Plug-ins You Want to Have Installed

- All in One SEO (for some themes, you may need to uninstall this)
- Google XML Sitemaps (works with 99.9% of all themes)

For support issues:

- If you have problems with your hosting or forwarding a domain name, the best thing to do is call your hosting company. The companies I listed have excellent support.
- If you have specific technical questions about editing your theme, how to add a Wordpress post, or other specific Wordpress technical questions, Mark, my assistant can help you. Email Mark at Mark@hitmanadvertising.com
- Other questions about SEO and how to use Wordpress, should be asked during the webinars.