



## Module 8 Handout

### **Action Items:**

1. Make 1 post to your blog. Ping and bookmark it.
2. Create 5 links to a page on one secondary service (rugs, upholstery, etc)
3. Create a page or post for a zip code and create 5 links to the new page
4. Check your privacy and permalink settings

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

1. Create 5 links to another secondary service
2. Create another zip code page and create 5 links to the new page

## Page For All Your Services

- Create a page for each of your services
- Bookmark each page
- Create incoming links for each page
- This will help get the individual page ranked and also your main page

## Create a Page For Individual Zip Codes

- This is especially effective in larger cities
- Create the page called “ZIPCODE KEYWORDS” (ie. “32515 Carpet Cleaning”)
- Bookmark the page
- Create incoming links to the page

## Privacy and Permalinks

- Make SURE your site is able to be viewed in the Privacy section
- Check your permalinks and change them if possible. If you can't change them without messing up your links, don't worry about it.

## Keep Promoting

- Don't stop building links until you rank #1
- Leave up any links that you build and avoid removing them
- After you rank #1, you can cut your amount of links down, but don't stop entirely