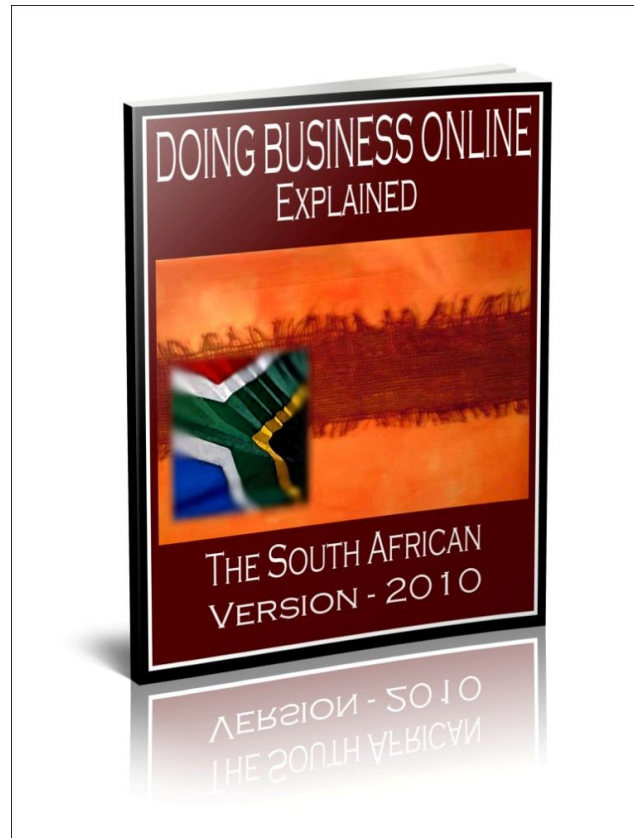


# DOING BUSINESS ONLINE - EXPLAINED

## South African Version



Owning and Promoting a Website is fast becoming an absolutely vital tool to have in your business tool kit.

If your business falls behind your direct competition you might never catch up.

You are already competing against websites that are 10 years old and have well recognised websites that are solidly found by the search engines.

## The Good News...

Most of those websites are not “current” and the owners are resting on their laurels. Sadly the older website owners think that because their websites were working 18 months ago or five years ago – those websites are still working today.

This is not true, they are literally dinosaurs from another era, and the technology and search engine capability has moved on. These old websites are the online equivalent of a Nokia 3310, and all the new websites are the latest Blackberry versions – Which do you think would be more efficient?

*It is now the time of the new websites, those that comply with what the search engine spiders are looking for in a website, to thrive and to generate your business a massive amount of new business. Correctly done your visitor traffic could increase by up to 10 000%. Seriously a website that can jump from 50 to 100 inquiries a month to 15 000 is well worth pursuing. (Please note that the potential visitors would be governed by the number of people actually looking for that term online – so for example “wedding dresses” are searched for 600 000 times every month in South Africa alone!)*

**This is a brief overview of what is expected of the website that will get to number one, page one in the search engine results pages.**

**A general explanation as what simple steps you will need to take to ensure that it is your website that gets the visitors and not your opposition.**

# Welcome to: DOING BUSINESS ONLINE – EXPLAINED

## South African Version

*P.S. What makes this report "The South African Version" is for two unique reasons.*

*Firstly the surge in online business has only recently been made enjoyable by finally upgrading the data speeds that are available to the average South African.*

*The second and more important reason is that South Africans are sick and tired of being overcharged for half the work delivered. This report will hopefully show everybody what level of work need to be achieved to make websites efficient.*

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## CHAPTER ONE – INTRODUCTION

My name is Rob Anderson and I am a small business consultant based in Buccleuch Sandton.

I have owned numerous businesses over my working life and at a time specialised in small work from home businesses. In furthering my education and the development of my skills and education I went online to learn how to market my own website back in 2008. Now as far as the internet goes that – believe it or not- is a very long time ago.

I had the good fortune/misfortune to be new online when millions of newly retrenched people from all over the world also decided to get online and start to make money from the internet.

Due to this fact, almost every single method that used to work, as far as marketing online goes, flew out of the window, and stopped working due to the fact that suddenly thousands upon thousands of newcomers were all trying the same methods at the same time.

So for example, a course that I bought in January 2009 was actually redundant while I was still busy buying it. The development of I-Phones

and I-pads and other related products did nothing to help the changes that were taking place every day.

Google was forced to evolve and develop along with the huge surge of newcomers online. New marketing methods that were unearthed became obsolete within three months, and newer and more powerful methods grew out of the older ways.

It is now two and a half years later and I have successfully survived my training.

My first product and related website took me 6 months to complete and only had a mediocre reaction. It amuses me to now see how obvious my compounded mistakes were, and how easily I could have avoided them.

My biggest (by Far!) was my failure to understand the importance of keyword research.

I am very pleased to tell you that I have evolved very far past that point and now am able to confidently share with you everything that I have learned online.

*At this point I need to mention that while I knew most of the following from firsthand experience, it was very well put by one of the greatest online marketers that I have had the pleasure to discover online... Ryan Deiss from [perpetualtrafficformula.com](http://perpetualtrafficformula.com) – He wrote a report that summed up a lot of very important points that I felt needed to be said, and he did it in a very clear and straight forward way. Thank you Ryan, when I had become very jaded, and had stopped reading any new reports because they were all rehashed rubbish, along came your report, and I really enjoyed it. A fair amount of chapter two is inspired by your report.*

## CHAPTER TWO – ALL ABOUT GOOGLE

Google has a market share of the search engine traffic of somewhere near to 80%. Allowing for this your website needs to be optimised for Google first and all the others later.

To understand the most important thing that you need remember about Google is this...Google's income that they need to protect comes from the advertisers NOT all of us using the search facility.

Their main priority is it keeps giving you the best results for your search efforts.

Now it becomes clear as to why they constantly have to develop massively complicated algorithms to stop spammy sites appearing on your search results.

Google looks for these three main factors when they rank your website.

### 1. CONTENT

This is the Meta tags, keywords, site maps, your domain name and a few other factors. Most of these are factors that once done need not be fiddled with again.

### 2. LINKS

These are the incoming links, your outgoing links and the strength and relevance of the links. This is very important but can be controlled easily. It is just knowing how to do it and applying the daily effort.

### 3. ACTIVITY

This is one of the most important Google changes. Your activity is monitored on a constant basis, all with the end view of seeing that your website related to the keywords that Google will then rank your website with.

In February 2011 Google again did a very big algorithm change, This time it was fondly called the "farmer update" supposedly meant to remove all the Blog-farms from the top spots in the search rankings.

BUT what it really meant is that Google dropped up to 20% of websites right off the rankings just because they were of dubious content.

So you need to construct your website in a controlled manner, all the time using high quality original content.

Your website needs quality relevant linking systems and regular daily activity.

There are dozens of additional factors but essentially those three are the main items that will get you noticed and ranked onto page one of the search results pages.

## THE IMPORTANCE OF YOUR RANKING

Look at this image below and see how fast the number of visits to your website goes down as you slide down the page in the SERPS.

Clearly being in the first position makes a very big difference.



## Overall Percent of Clicks

## Relative Click Volume

|     |                                  |     |            |
|-----|----------------------------------|-----|------------|
| 1.  | <b>42.13%</b> , 2,075,765 clicks | 2.  | 3.5x less  |
| 2.  | <b>11.90%</b> , 586,100 clicks   | 3.  | 4.9x less  |
| 3.  | <b>8.50%</b> , 418,643 clicks    | 4.  | 6.9x less  |
| 4.  | <b>6.06%</b> , 298,532 clicks    | 5.  | 8.5x less  |
| 5.  | <b>4.92%</b> , 242,169 clicks    | 6.  | 10.4x less |
| 6.  | <b>4.05%</b> , 199,541 clicks    | 7.  | 12.3x less |
| 7.  | <b>3.41%</b> , 168,080 clicks    | 8.  | 14.0x less |
| 8.  | <b>3.01%</b> , 148,489 clicks    | 9.  | 14.8x less |
| 9.  | <b>2.85%</b> , 140,356 clicks    | 10. | 14.1x less |
| 10. | <b>2.99%</b> , 147,551 clicks    |     |            |

**1st page totals:** 89.82%, 4,425,226 clicks

**2nd page totals:** 10.18%, 501,397 clicks

## KEYWORD STUFFING?

You can be penalised for doing the old style of “keyword stuffing” in your website, but at the same time the relevance of the keywords still will give you an advantage over then nearest competitor.

Related searches: [credit cards no credit](#) [credit cards for fair credit](#) [comp...](#)

### [Credit Cards - Compare Credit Card Offers at CreditCards.com](#)

Compare **Credit Cards** & **Credit Card** Offers at CreditCards.com. Search **credit cards** and reviews about the best low interest, 0% balance transfer, reward, ...

[www.creditcards.com/](#) - 48k - [Cached](#) - [Similar pages](#)

[Low Interest](#)

[Balance Transfer Cards](#)

[Bad Credit](#)

[Instant Approval Cards](#)

[Cash Back](#)

[Reward Credit Cards](#)

[Airline Credit Cards](#)

[Student Credit Cards](#)

[More results from creditcards.com »](#)

Look at the keyword density - see the number of times "credit card" is used

### [Best Credit Cards - Compare Offers and Apply Online ...](#)

We provide you the tools and information to compare and choose the best **credit card** offer for your needs, and the **credit card** application is only a click ...

[www.creditcardguide.com/](#) - 69k - [Cached](#) - [Similar pages](#)

### [All Credit Cards - Credit.com](#)

Easily search all of the **credit cards** offered at Credit.com including rewards cards, business cards, student cards, prepaid cards, secured cards, gas cards, ...

| Search Referral Rank | Destination Website                 | Keyword Share | Site Share | Average Monthly Search Referrals |
|----------------------|-------------------------------------|---------------|------------|----------------------------------|
| 1                    | <a href="#">creditcards.com</a>     | 33.02%        | 13.57%     | 364,099                          |
| 2                    | <a href="#">creditcardguide.com</a> | 4.91%         | 11.50%     | 50,277                           |
|                      | <a href="#">capitalone.com</a>      | 4.60%         | 0.37%      | 1,547,447                        |
|                      | <a href="#">myspace.com</a>         | 3.67%         | 0.00%      | 106,378,142                      |
|                      | <a href="#">credit.com</a>          | 3.03%         | 3.27%      | 111,000                          |

|               |        |              |       |
|---------------|--------|--------------|-------|
| Other         | 15.69% | News&Society | 5.85% |
| Entertainment | 12.60% | Computing    | 5.38% |
| Shopping      | 10.21% | Orgs&Inst    | 4.46% |
| Porn          | 7.19%  | Home&Garden  | 3.82% |
| URL           | 6.78%  | Autos        | 3.46% |
| Research      | 6.77%  | Sports       | 3.30% |
| Misspellings  | 6.53%  | Travel       | 3.09% |
| Places        | 6.13%  | Games        | 2.38% |
| Business      | 6.07%  | Personal Fin | 1.63% |
| Health        | 5.99%  | Holidays     | 1.63% |

That *other* is bigger than most people appreciate.

1. Two-word phrases -- 28.38 percent
2. Three-word phrases -- 27.15 percent
3. Four-word phrases -- 16.42 percent
4. One-word phrase -- 13.48 percent
5. Five-word phrases -- 8.03 percent
6. Six-word phrases -- 3.67 percent
7. Seven-word phrases -- 1.63 percent
8. Eight-word phrases -- 0.73 percent
9. Nine-word phrases -- 0.34 percent
10. Ten-word phrases -- 0.16 percent

Thanks to this website

<http://training.seobook.com/google-ranking-value>

For the images and factual details.

## CHAPTER THREE - WHAT YOU NEED TO DO ABOUT IT

### **Start with keyword research...**

### **Then...**

1. Build the site in a "Google" way.
2. Wordpress
3. Sitemap
4. Basic SEO, tags title etc
5. 15 pages 25 posts

### **Then start the next phase...**

*If you want local search results then you need to turn on the "switches"...*

1. Get straight onto Google maps, and do it right.
2. Register your site onto at least 50 business directories
3. Do this using the main keywords over and over
4. Register your website with as many different classified advertising websites that you can – use the correct keywords.
5. Target very exact video, article and picture marketing for your local search needs. IE if you live in Johannesburg and that is where you are targeting your business then cover almost all the suburbs around you in the keywords on all the switches. So you will have Bedfordview plumbing, Kensington Plumbing, Edenvale Plumbing etc

*If just generally all over a niche then just stick to these...*

1. Index slowly
2. Begin doing quality back linking
3. Not more than 50 to 100
4. Keep up daily posting
5. Do a new page every 2<sup>nd</sup> or third day

6. Use ... Google Analytics, Google Chrome and Feedburner all the time, this is because they are properties owned by Google and the fastest way for your efforts to be seen and recognised is to do it all under the watchful eyes of the Google machine. (This method is very clearly covered by Ryan Deiss from the [perpetualtrafficformula.com](http://perpetualtrafficformula.com))
7. Repeat some or all of the above steps over and over again.
8. Please remember to always keep everything that you do closely related to your original keyword research – This is extremely important.

### **Finally do this...**

1. Start to use other Google tools YouTube etc...
2. Start to add a lot more back links
3. Keep adding "user generated" content that gives you natural back linking like freebies with linking in it etc
4. Here you can start to build a "footprint" or link wheel network – pushing the whole lot to a completely new level.
5. Remember that to totally dominate a niche you need to cover most of the busiest keywords.

### **So now you have it...**

Within 30 to 90 days if you have been doing all the work that I have mentioned here your website should be well established on the first page of the search engine results pages.

## CHAPTER FOUR – HOW DO I GET STARTED?

*I need to tell you here that because this report is more of a general overview than a detailed step by step method of marketing, I have not covered all the different permutations that will arise.*

*A great example here is the debate surrounding a static HTML type website VS the more SEO friendly Wordpress or Joomla websites.*

*This is the sort of discussion that could have experienced website developers arguing for a very long time.*

*MY comment is this; MOST serious internet marketers (NOT website developers) will always tell you that Wordpress is the better option. However I also believe that the penalty that a static website suffers can be made up in other departments if carefully planned.*

*One easy way to totally eradicate that problem is to “fix” the deficiency that a static site suffers from, and that is to still add fresh content often, to keep adding linked pages, to make sure that the sites site-map is very powerful and to keep interlinking the content.*

*To be very honest though, I find that most people that tend to stick to a static site do so because they think that all Wordpress websites look like blogs, and do not realise that it is possible to still use Wordpress and yet have a magnificent looking website.*

*So what I have been trying to tell you here is that every single specific situation will have its own unique set of problems and solutions.*

### **So – How do you get started?**

Essentially you need to stick to the basic steps that I have outlined above in chapter three.

**You are welcome to consult me for an hourly fee** and get a better understanding of your overall approach quicker. In certain cases I could

include the keyword research section into our initial meeting. You can find my contact details at the end of this report.

**You need to decide what sort of website you really need** for your business. This is normally not complicated as most websites will be standard – either as a sales page or an information site or as a shopping site. It is unlikely that you will need to have a classified site or any of the others like forums etc.

I wrote a free eBook a couple of months ago detailing the most popular website types – you can go and get a copy here if you are so inclined...

<http://WorkFromHomeMembership.com/17popularwebsitetypes.pdf>

**You need to do very careful keyword research** and triple check that whichever way you proceed from this point is very carefully done.

There is a lot of free content online in regards to doing keyword research and if you do not want to pay for this information, then you must go to YouTube and search there.

You will find that YouTube videos are a great help in doing the different types of keyword research that you might need.

Please check that you are watching fairly recent videos, as the different methods have changed a bit over the last few years.

The keyword section of your planning is 100% the most important, and badly done keyword research is the biggest mistake that you can make for your online business.

If you are happy to pay for the keyword report that I have written – then you are welcome to go here and get yourself a copy...It is only \$14 and comes with a lot more, a few mini sites and a whole lot of training included.

<http://small-business-opportunities.co.za/businessinacrate/>

**You need to set up your initial website correctly**, and any slip up here could get your website sandboxed for months.

One of our biggest failings as humans is our constant need to do things faster or our need to continually look for a shortcut.

This form of self destruction (or downright laziness sometimes) leads us to foolishly seek out software that can automate most of the tedious tasks that are involved in the development of your website/business.

This section of building, linking, adding content and all the other very repetitive tasks can be very time consuming and equally boring, BUT it has to be done the right way.

I would like to point out to you here that 95% of your competition will at this point either give up or apply some or other stupid software program to the task and end up dead in the water.

This is great news for the few that are prepared to push past a few hours work a day to achieve their goals at the other end.

**Added Note – Since doing the original copy of this report I do a lot less consultation. I now would rather promote the training course I suggest in this report. So the following section is subject to conditions**

*(At this point I need to tell you that I offer quite a few different packages or hourly rates to complete these tasks on your behalf.*

*I can do things like setting up all your directories, or writing all your content, or simply doing all the back linking that your website needs.*

*This side of my business is subject to availability of the necessary time sections needed to complete the different duties. Some are a lot more time consuming than others, and this would need some consultation.*

*Should you need to discuss these different packages you can contact me directly. There are not many places available. Please find my details at the end of this report.)*

**You need to follow through properly to the end.** Sometimes getting started is easy as your enthusiasm is still strong, but as you creep nearer the 90 day mark you might find that you are flagging a little.

Never give up! I am constantly horrified at the amount of people that start something and within a very short space of time have totally forgotten why they even wanted to do it in the first place.

I am aware that most of the times to do all this properly you are committed to an average of three to four hours of work a day.

*Now I need you to think about this for awhile* – if you were to study for a university degree how many hours would you need to study for your final exams?

And that would only get you to pass ONE set of exams, while doing that many hours on your businesses website could give you a solid foundation for years in your online business!

If you choose your product carefully you might not even need to sell a physical product at all, and could seriously find yourself earning your living from a chair next to your swimming pool.

**You need to take it all the way to the very end.** I know that (again) it can easily be left at this point as you will more than likely be solidly sitting on page one on a lot of the keywords that you targeted, BUT... If you have got this far why not put the boot in so solidly that your opposition could never dislodge you from the top?

There are dozens of ways to keep that huge step ahead of everybody else, and these are all guaranteed to secure your businesses future for many years to come.

These tactics at this stage cover things like e mail marketing, video marketing, viral marketing, and Facebook and other social marketing.

Almost all of these when combined can be a force that is almost unstoppable. Doing blog farms (in moderation) and then using those to turbo up your inbound links can boost your rankings through to all your long tail keywords.

A lot of these social marketing methods I cover in either free or paid for products and I suggest that you place your e mail details onto my e mailing list to stay connected to whatever changes online. While I have

never been big into e mail marketing (I tend to forget that I am supposed to be telling you fresh stuff often to keep you interested) I do remember to send out the occasional mail when something big is happening. You will find those details here at the end of this report.

## CHAPTER FIVE – CONTACT ME

Hey – wouldn't it be great if I had not confused most of you by constantly using all this "online-Jargon"?

I promise that I did not do it on purpose, and I actually hope that I got all this information across to you in a clear manner.

Even if you never contact me for any of the services that I offer, I will be just happy to know that I did try to give you the best information available.

**Ignore all that I have learnt and told you at your peril.**

You would have received this report for free, and I do also have many other reports that I offer for free all designed to get you set off on the correct path in specific sections of the online marketing world.

I will leave you a bunch of links here at the end for you to visit if you so choose to do.

Feel free to telephone me if you have any queries or question in relation to all that I have spoken about here.

I am based in Buccleuch Sandton.

My telephone numbers are...

082 572 5446

You can e mail me at [rob@websitemedic.co.za](mailto:rob@websitemedic.co.za)

Thanks for your time



Rob Anderson

## LINKS LIST

I originally had a long list of sites that I would link you to, and send you to a product or service relating to your websites needs.

However from the time I started to write this short report until the time I had revised it for the third time (now fourth) – I realised that the changes that I keep talking about in this report happen so fast that I already wanted to change 30% of the suggested products that I had inserted here.

It would seem that the latest trends online are forcing the websites / businesses to fast become localised and behave in a very personal one-on-one basis with their customer base.

So I have decided not to put in a lot of links that might not be relevant in 30 days time.

Quite simply I suggest that you go back to my main page on my website and look at whatever other e books and reports are featured there.

That is the only way that I will be able to keep on showing you the freshest trends and marketing methods for your business.

**Here is the address**

<http://small-business-opportunities.co.za/>