

# GOOGLE DOMINATION

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- By Kim Roach

This short step-by-step report is for those who just want the golden nuggets. If you're just looking for the icing on the cake, this is where you'll find it.

In this report I'm going to give you a step-by-step plan to follow to get front-page Google rankings within 24 hours. So, let's get started...

The secret weapon I use to get ranked on the first page of Google is a site called Webwire.com. This is a press release site that seems to stick to the front page of Google like glue.

But don't worry if you don't have a press release, you can use traditional articles as well. In fact, that's what I would suggest you do. I'll tell you why in a bit...

First, you need to go ahead and register for Webwire. You'll find a link to the registration page on the right-hand side of the home page. Once you've registered, you'll be able to log in with your username and password.

Keep in mind that submitting a press release to Webwire cost \$20, but I can guarantee that it's well worth it. In fact, I usually make my money back within a few days from the affiliate links I include in my articles.

But before you submit an article to Webwire, you need to find a hot, hungry market and a buyer keyword phrase that you want to rank for.

Whenever you are doing your keyword and market research, keep in mind that the two most-valuable types of visitors to you are those that are specifically researching a certain product or people that are desperate to fix a problem they have.

The key to success in Internet marketing is to sell what people are already buying.

In fact, the easiest way to make money online is by targeting people who are already on the "verge" of buying.

When you target "buyer keyword phrases", you don't have to convince someone to buy something. You simply place your content in front of the right crowd and direct them to the sales page.

If your keywords are targeted and attracting the right type of traffic, you will generate sales easily and quickly.

Imagine that you're wanting to sell high definition televisions. You've done your

keyword research and found the buyer keyword phrase: "Samsung LN46A650 review". This Keyword phrase is extremely valuable because it includes a brand name and a model number.

You've set up your Web 2.0 platform as I will be teaching in this course and you're now ranking on the front page of Google.

Whenever people click through to your article, they will read a thorough review of the product and get a link to the best price online at Amazon.com (which, of course, includes your affiliate link.)

You have a very high chance of making sales because you have targeted a visitor who is looking for a specific brand name, model number, and a review of the product. This is a visitor who is on the verge of buying. As an affiliate marketer, your job is to simply to stand in front of this traffic and funnel them to your affiliate link.

Do you see how much easier this is then trying to convince an untargeted or semi-targeted visitor to buy a product?

It takes far less traffic if you're getting the right kind of visitors to begin with.

Target people who are at the far-end of the buying cycle. Product-related keywords are golden because the person searching for them are typically at the far-end of the buying cycle. They're just looking for the best price or reviews of the product.

Some "buyer keyword phrases" include:

"How to lose weight before a wedding" (desperate for a solution)

"How to restore deleted files" (desperate for a solution)

"Acne Free in 3 Days" (looking for a specific product name)

"Suunto X9i" (looking for a specific product name)

Get the idea?

The video covers in-depth strategies on how to uncover very targeted buyer keyword phrases.

Once you've found the buyer keyword phrase you want to go after, you need to check it's competition in Google. I have a couple guidelines I go by to determine whether or not a term is too competitive.

I look for results of less than 30,000 when I put the keyword phrase into Google with quotes. I look for results of less than 10,000 when I use the intitle operator.

Here's what I mean... If I wanted to analyze the competition for the keyword phrase "black murakami" (which is a luxury handbag) I would put the following into Google:

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"black murakami"  
intitle:"black murakami"
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For the first search ("black murakami"), I would look for search results of less than 30,000. For the second search (intitle:"black murakami"), I would look for search results of less than 10,000.

If your keyword phrase meets the rules, you've probably got a winner. But the real key is to find those buyer keyword phrases that easily convert into sales.

Once you've found your buyer keyword phrase, it's now time to set up your content on WebWire. But first, you must make sure that your content is structured in a way that converts to buyers.

Here's the formula I follow. It's called AIDA.

1. Attention
2. Interest
3. Desire
4. Action

In the first paragraph, you need to connect with your reader. For example, if your article is about weight loss, you could begin with asking a question...

"Are you struggling with weight loss? Have you been on one diet after another just to be disappointed and discouraged. If you've been trying to lose weight for any amount of time, then you know how difficult it can be."

This first paragraph is the place where you really need to step into your customer's shoes and connect with their fears and frustrations.

In the next paragraph, you'll start to offer them a plan of action.

So you might say...

It's been proven that 95% of diets simply don't work. But don't give up hope yet, because I'm about to show you 3 simple ways to start burning fat faster without having to workout for hours a day.

And then you would talk about 3 of your weight loss tips.

And finally, you would end by getting them to take action.

Your job as a marketer is to get people to take action today. You must paint a vivid picture of the benefits they can get from your product and then send them to your affiliate link.

Your bio should literally grab the reader by the throat and pull them through to your website. To do this, you need a resource box that's packed with benefits.

Here's an example...

Are you ready to melt away the fat and turbocharge your metabolism?  
Click here to get the lean, toned body you've always wanted.  
Tell Me The Secrets...

Or...

Click here for instant access to 20 knockout best man wedding speeches, 100 entertaining toasts, and a comprehensive guide to giving a heartfelt, meaningful speech that everyone will remember fondly...

Once you've created an article that follows the AIDA formula, go ahead and log into Webwire and submit it. When you post your articles, be sure and follow these steps.

**1. Include your keyword phrase at the front of the Title.** If your keyword phrase is only 1 or 2 keywords long, put it in the title twice. For example, If your keyword phrase was Gizmo 2000, you could use:

"Gizmo 2000 - The Truth about Gizmo 2000"

I've found this technique to rank higher in Google. But only use this if your keyword phrase is just 1 or 2 keywords long.

**2. Include your keyword phrase once or twice in the first paragraph.**

**3. Sprinkle your keyword phrase and variations** throughout the article, but

don't go hog wild. It needs to be natural.

4. Webwire also allows you to include 5 related keywords to your article at the bottom of the submission form. Use this area to include your targeted buyer keyword phrase and related keyword phrases and variations.

Once you have submitted your article, Webwire will publish it immediately, which is one of the many benefits of Webwire.

But your not finished yet. Once your article has been published in Webwire, you need to get it indexed in Google. It doesn't matter how good your content is if Google doesn't know your page exists.

To get your page indexed in , you just need to submit your page URL to a few high-profile social bookmarking pages. We will be using Digg, Mixx, and Propeller.

The Google spiders are crawling these social bookmarking sites all day long, which allows you to get indexed very quickly.

By submitting your article to all three of these popular social bookmarking sites, you should get indexed within 30 minutes.

Lastly, go ahead and ping your article at [Autopinger.com](http://Autopinger.com).

This process alone can often have you ranking in Google within 24 hours. However, if you want to take it even further, I would suggest that you do some additional link building to get your pages to stick to the front page of Google.

My favorite link building activities include article marketing, social bookmarking, and software submissions.

Watch for the video for an in-depth guide to getting unlimited one-way backlinks.

I hope you've enjoyed the Google Domination Report. I know that if you follow this course exactly as I have laid it out, you'll start making money. Take Action. The key to success is taking action. If you have any questions, comments, or just want to share some of your awesome results, please feel free to email me at...

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Take Care and Happy Ranking!

