

S/L How I accidentally mastered SEO

Hi XXXXX,

When I started doing SEO - in the late '90s - SEO wasn't even a thing.

In fact, Google wasn't even a thing. The popular search engines were Ask Jeeves, Yahoo and Altavista.

So I didn't see myself as an SEO, I saw myself as a web designer.

But something funny kept happening. I'd design a website - and write the copy - and the website would usually get ranked highly in the search engines.

I didn't realise how strange that was - until people started calling up and asking about this.

The call would go something like:

Them: "I'm friends with {past client} and he told me you got him to the top of Yahoo. Could you do this for me?"

Me: "I've no idea how I did it."

And, yet, I kept getting these results for my web design clients. And when Google came along - with a totally different way of ranking websites - I could do it on Google, too.

All the SEO gurus would be talking about how you "need links" and I'd be doing it with design and words on the page. This was meant to be impossible.

So I needed to figure out what was going on.

Over the next few years, I pieced it together.

And, ever since then, I've been able to consistently get high rankings for my clients.

Some of the techniques I developed - like "tiddlywinks" or "top and tail" - I've never seen discussed anywhere else.

Others were figured out by SEO's who then built careers - and \$1,000 or \$2,000 courses - around those techniques.

Me? I stayed out the guru game and stuck to client work.

Occasionally, I'd do a two-day one-on-one training course. I'd take someone from knowing little-to-nothing to being experts. In fact, a couple of my clients took what they learned from me and got jobs as SEOs soon afterwards.

I'd charge £1,000 for these. Not bad money for two days' work back then, but not scalable.

So I locked myself in a room for a week and did a brain dump of everything I knew about SEO... then spent a month polishing that into a step-by-step system.

Over the next few days, I'm going to share a few nuggets from that system. So keep your eyes peeled for my emails because you're going to get techniques you can apply to boost your rankings.

All the best,

Ray

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Email 2:

S/L The big problem with SEO - and how to overcome it

Hi XXXXX,

If you ask most SEOs, “What’s the secret to SEO?” you’ll get the same answer.

“Links.”

They’ll tell you that, to rank for competitive keywords, you need links from other websites.

That’s because Google treats those links as endorsements. So, the more of these “endorsements” you receive - and the more trusted the sites that give you them - the higher your website will rank.

And that’s true.

But it’s not the whole truth.

They’re leaving out two things.

#1: It’s incredibly difficult (AKA “expensive”) to get worthwhile links

You see, most SEOs say they do link building. But what they’re really doing is “link buying.”

They’re paying website owners to link to your website.

That’s a problem. First, because, if Google realises you’re doing this, your site can get penalised.

Second, because valuable links are... well, valuable. In fact, the best link seller I know charges \$300 per link.

As you can imagine, that adds up pretty quickly. You'd be out \$3,000 for just 10 links.

Most website owners don't have that sort of budget. So they end up hiring a cheap SEO who gets them cheap - and worthless - links.

The result?

If you're lucky, nothing. Your website doesn't get anywhere near page 1 of Google, and the SEO strings you along with excuses about how "these things take time."

That's if you're lucky.

If you're unlucky, you get penalised by Google and you lost whatever rankings you had.

#2: You don't actually need links

If you know what you're doing, you can get #1 rankings - even for competitive keywords... without doing any link building.

I know because I've done it.

I've done it for keywords like...

XXXX

XXXX

XXXX

XXXX

All by doing on-page SEO. But doing in a way that's far more precise than the "sprinkle your keywords on the page" that's usually taught.

And, in tomorrow's email, I'm going to talk about how one of my students used these techniques to take a website from #14 to #4 on Google in just a few days.

Until tomorrow,

Ray

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Email 3:

How to get page 1 rankings - in 3 days

Hi XXXXX,

"Using just what I learned in module 5, I took a client's website from #14 to #4 for their main keyword."

My friend Steve manages PPC campaigns for his clients.

And, when one of those clients asked him to help them with SEO, he turned to me for advice.

The client had used an SEO company, but they'd failed to get them on to page 1 of Google. Instead, they'd been stuck half way down page 2 for years.

I took a look at the website and told him,

"Go through module 5 of my course and do exactly what it says."

So he followed the instructions and wrote some new text for the client's homepage.

Within 3 days, the website had gone to #4 on Google - sometimes showing as high as #2. And it's still in the top 4 ten months later.

The client was delighted - they would have been happy with just top 10 - and they hired Steve to do a bunch more work for them.

You can read Steve's comments - and the success stories of my other students - here:

www.xxxxx.com/course-reviews

All the best,

Ray

PS Tomorrow I'll be opening the doors for my SEO course.

Because the course will include one-on-one coaching, It'll only be available for a limited number of people. So keep your eye out for my email with all the details.