

## SEO Design Dynamics

### Small Business & Local Business SEO

#### Giving Away Our Trade Secrets! “DIY” Tools You Need for Small Business SEO

If you're planning on doing your own Small Business SEO you're going to need a few tools along the way. We use the affordable tools referenced below every day to successfully develop and execute SEO campaigns for our very own customers.

#### Tool #1

[Traffic Travis SEO Tool](#). Bar none, this is the best and most affordable complete SEO tool on the market for small businesses. Research and find the best “Phrase Match” keywords according to [global search counts \(national businesses\)](#) or [local search counts \(local businesses\)](#). “Phrase Match” is selected under the advanced settings under the Research tab. Using the Traffic Travis keyword module is a cinch!

- **National or global businesses** should also take the “*Competition*” rating into effect. Traffic Travis does an awesome job rating keywords competition!
- **Local businesses** shouldn't worry about competition rating so much. You're only competing against local businesses so the keyword competition is always relatively the same within the confines of a local area.

**Zone in on your favorite 10 keywords then make sure to use them frequently in your page text as well as in page titles or section headers within your site.**

Then use this amazing tool to discover the backlinking sources to your toughest competitor's websites. These could be business directories, other websites and blogs, etc.

Establishing *Quality Backlinks* represents **90% of your success in SEO** versus worrying about having the “perfectly optimized” site content – we've learned this the hard way.

Submitting your site to the top business directories and link sources you're competitors use is something you should consider doing 1-2 months in after you've set up the campaign described below under “Tool #2.” These are super easy to discover using Traffic Travis!

Speaking of **Quality Backlinks**, you won't have the time or know-how to create the right mix of quality editorial, contextual, web 2.0, link wheels, and social bookmarking backlinks on your own. Take it from us. We tried for two years to succeed at this manually and fell flat on our faces!

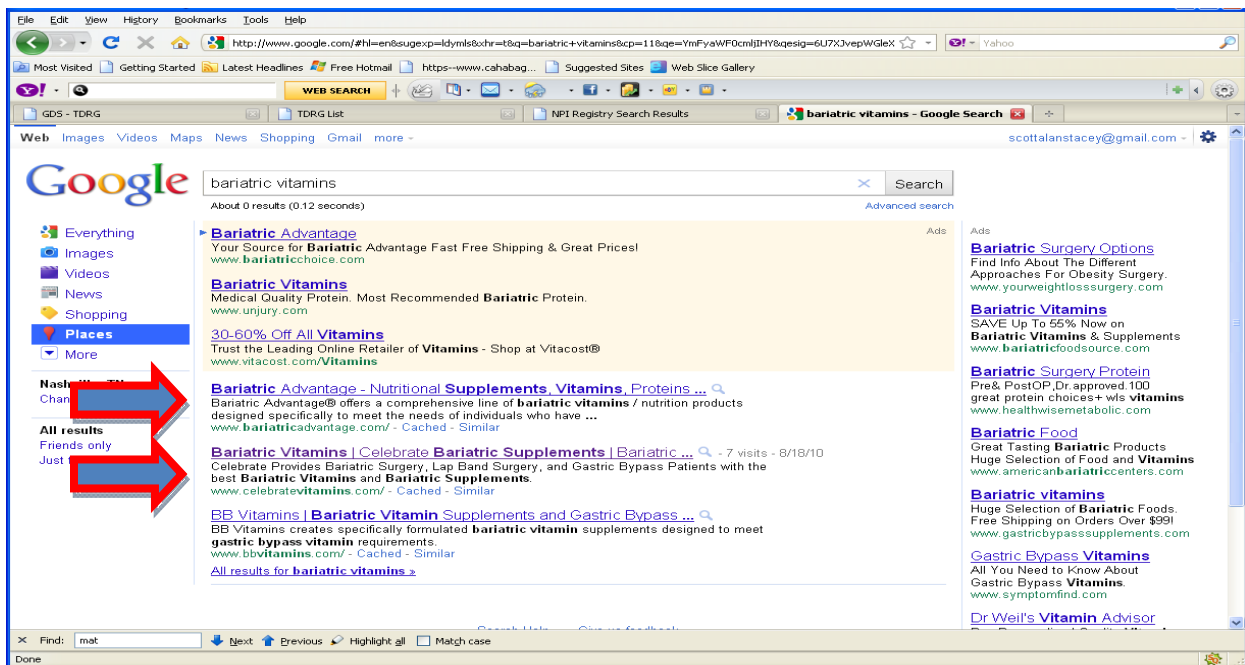
## Tool #2

Even if you choose to blow off the Traffic Travis backlink analysis you can make up lost ground with this next tool. **Fact is, this single backlinking resource is the #1 ingredient behind our success with every SEO client we work with!**

- Small businesses should choose the [200 backlink 10 keyword plan](#). Doing this will have you leaving most of the competition in the dust within 3-4 months. Our recommendation – let it run on auto-pilot indefinitely. SEO requires maintenance, and if you cancel, your competitors will begin to catch up with you! Once you “set it and forget it” you won’t have to pay an expensive SEO firm *one dime* to keep your site showing up high in the search engine listings!
- Mix up your backlinking! What I mean is, insert a different mix of keywords and phrases into content on various pages within your site, not just your home page. Then you’ll set up links to point to 3-5 pages within your website based on extremely simple instructions.

## National & Local Businesses | Organic Search Listings

You want your site to show up high on page 1 for Organic Searches as shown below. Let’s put it this way...**those sites not showing up on page 1 of Google stand only a 7% chance of being seen!**

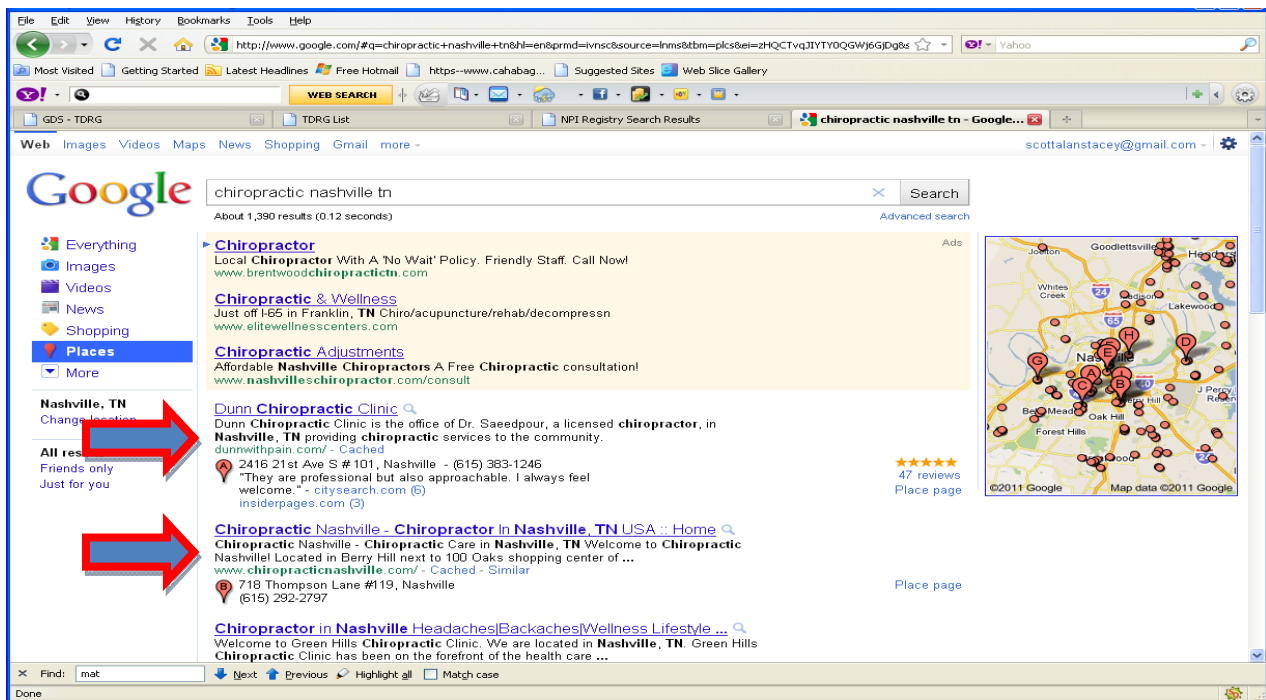


Local Businesses should go through this helpful tutorial on how to set up and optimize the ever important [Google Places Listing](#). National businesses needn't bother with this.

Once your local business Google Placing listing is set up we recommend setting up a [10 keyword 200 backlink campaign](#) for your Google Places Listing as well.

## Why is "Google Places" So Important to Local Businesses?

Bear in mind, it can sometimes take longer for your Google Places listing to appear BUT it's estimated that for the many searches in which these listings appear it's estimated one or more of them are **clicked 82% of the time**....so well worth the SEO investment!!!!



Are these tools free? No. Will they help you succeed and **save tons of money** in the process. **Yes!** If you purchase these tools and utilize them as described above you'll likely never need to call us or any other SEO firm for paid services!

It should be noted that aged domains...or those business websites of your competitors that have been online for a gazillion years are hard to pass in the search engine rankings in just a few months. But I guarantee through the use of these tools that you'll find yourself climbing the rankings aggressively within 3-4 months in most instances

(usually to page 1 of Google). I wouldn't say this if we didn't use these ourselves with great success!

**All you Do It Yourselfers out there should refer to this document for future reference if you're not quite ready to get started today. Taking action beginning today means you're just a few short months away from seeing your site on page one of Google!**

Let me give you a prime example of how using the tools above enabled me to skyrocket a one of my client's SEO without much effort!

**Example :**

A brand new Heating & Air Conditioning Site serving two major cities. This site did not show up in the top 20 pages of Google for any keyword before we started! Here are the steps **we took to get them on page 1 (often high up!) for over 10 quality keywords!**

**Step 1:** Used [Traffic Travis](#) to figure out 5 quality keywords by observing the "local search volumes" outputted by Traffic Travis. If your business serves a national audience then observe the global keyword search volumes instead.

**Step 2:** Enhanced the content on 5 different pages by inserting the keywords we'd chosen into the content whenever possible without making the content sound cheesy! I also made sure the two cities served were listed at the top of each page and in the footer of each page. It's not a bad idea to include the city name here and there in the page text as well – "Chiropractic services in Brentwood, CA" or "favorite Brentwood Chiropractor"...that type thing.

**Step 3:** Set up a mixed backlink campaign for the [10 keywords at 200 backlinks](#) per month using 5 different pages on the site. Cost = \$59/month.

**Step 4:** [Do this only if your business serves a local or regional area!](#) Using the Google Places instructional course I had them set up Google Places listings using the business address in one city followed by a home address in the other city served. I then set up a [10 keyword backlinking campaign](#) to the Google

Places listing at the home address and pointed all 5 links back to that Google Places listing using the 5 different keywords. Cost=\$59/month.

**Step 5:** After setting our backlinking campaigns, we then went back to Traffic Travis to discover some of the business directories and quality linking sources pointing back to their top 3 competitors using the backlink We made a list of 5-10 directories and set the business up with those directories.

**Step 6:** We left all these mechanisms on Auto-pilot and noticed improvement within less than 60 days. Within 3 months my client was on page 1 (often high up!) for all 10 keywords plus 15 others!

SEO requires a little maintenance to sustain but by leaving the backlink campaign in place indefinitely we're in great shape!

Spending \$118 per month plus the small up-front onetime costs of Traffic Travis is remarkable considering what you pay to have a professional do it.

Communicating with the [backlink administrator](#) is super easy. You simply exchange emails and you'll receive a backlink report every 30 days. To cancel, you simply email the administrator to handle this. However I recommend leaving your backlink campaigns in place as they are your life blood!

Using the [Traffic Travis](#) Tool, the [Google Places instructional course](#) (easy to follow!), and [200 backlink campaign](#) are all you need to realize significant success in SEO as a small business operator without the incurring the hefty expense of an SEO specialist!

**Be patient** and wait **45 days** before checking keyword positioning within the Google search listings. The backlinks take a few weeks to propagate and index. Also local businesses should type in "Chiropractor Charlotte" or "Charlotte Chiropractor" or "Chiropractor Charlotte NC" in the search field to get an accurate feel for the search engine rankings in a specific local area. Most searchers will include the city when seeking out local businesses!

**See my special offer below.....**

**PS...**if you sign up for the 200 backlink campaign, simply forward me a copy of your Paypal or Clickbank Receipt to [seodesigndynamics@gmail.com](mailto:seodesigndynamics@gmail.com) along with your website URL and I will provide you an email advising you on how to change your site content to best accompany the backlinking campaign. I will also review your keyword list for you and even help you set up the campaign!