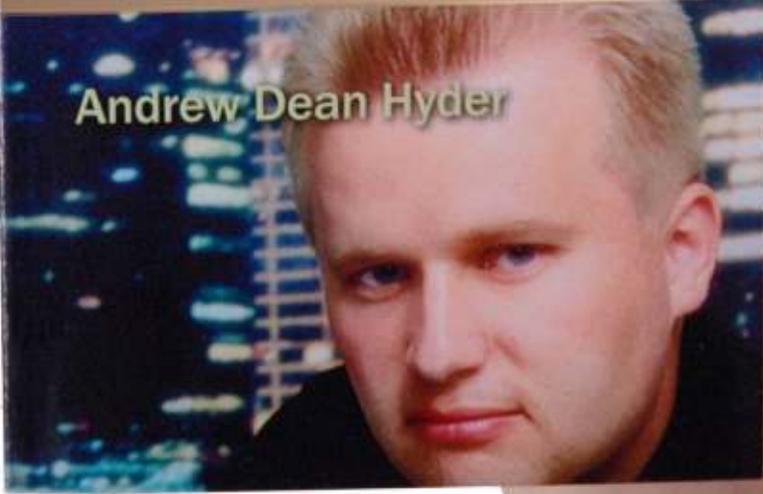


# SEO

## The Right Way



Andrew Dean Hyder

# **SEO The Right Way!**

## **An Insider's Guide to Getting Your Website to the Top of the Search Engines**

By Andrew Dean Hyder  
Technology Pioneer and Author

Version 2.7 in pdf

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## Abstract

Mr. Andrew D. Hyder is a technology pioneer who started writing code at the age of 12 in 1978 on his TRS-80 Color Computer. With an “abundance” of ram memory (4k) he started to develop video games. Since then he has amassed copious amounts of research notes and legacy code from his 35 years of software development and most recently (relevant to this book) from his 17+ years of SEO (Seach Engine Optimization) experience. Most of this (very short) book was taken from these (mostly the recent) notes.

Some of these notes date back to this Tandy Model 4P computer disks, due the fact that computers didn't have hard drives back then. This computer is still in his office as a relic and reminder of his humble beginnings.



Obviously, the concept of SEO did not emerge until the mid 90's and the SEO acronym even later. However, this is when Hyder began to monetize his love of code and code writing. Before it even had a name, Mr. Hyder was at the cutting edge of SEO.

***“If Search Engines are how people will find things on the Internet, then to the extent that we can insinuate ourselves into the top of the search results, is the extent to which we can control the flow of revenue in the new economy”.***

*– Andrew D. Hyder:*

*1998 PGBN Investor Meeting, Minneapolis Minnesota*

Included are many new concepts about SEO that have never before been released to the public. Easy to read and very comprehensive, the reader is made aware of what Search Engines are really doing when they look at a website.

The Author has many additional SEO gems that are not included in this version of the book that will be included in future versions of this writing over the next year.

As new chapters of this book are completed, and older chapters are updated, you will notice that the version numbers of the specific book that you download will change. This version is Version 2.7.

If you watch for version updates you can keep up with the new additions of the book. However the best way to learn SEO “the right way” is to become a client of Mr. Hyder's company. Hyder's clients are really his friends, and he really does share everything he knows with each and every one of them.

## Forward

Have you ever felt that there must be an *easy and affordable* way to get your website to the *top of the Search Engines*? You are not alone.

There is something wrong with an industry, that does not teach its clients the "*how and why*" of SEO in a way that *is very easy to understand*.

This book is guaranteed to give you quick and effective new techniques that you have never heard about from the SEO industry. It will give you greater clarity on Search Engines and SEO, *not shroud SEO in mystery*.

Yes, you are about to discover how you can *mirror the secrets* of one of the best-producing SEO software visionaries of all time – *Andrew Dean Hyder*.

First, be forewarned: Other SEO "experts" criticize him; yet *secretly copy him*. Having engineered two popular Search Engines, Mr. Hyder regularly calls-out the ineffective yet prevailing methods typically preached by so-called SEO "experts".

We now unveil Mr. Hyder's book...

## *"SEO - The Right Way"*

Included in this book are instructions on how you can have the opportunity to be *personally trained by Mr. Hyder* to use one of the most powerful Search Engine optimization tools *ever invented*.

This book is scientifically precise, yet easy to understand and even refreshingly humorous. *Regardless of your technical ability*, these easy-to-use tools and techniques make a top Search Engine ranking as easy as *simply following his instructions*.

We combine our SEO success with a philosophy of empowering our clients. As a client, if you ever get stuck, we are there with *FREE unlimited tech support*. If necessary, we will walk you through every step, on your way to the top.

*You are about to become  
SEO Empowered  
and SEO self-reliant.*

## Introduction

Search Engine Optimization (SEO) is actually a misnomer phrase. It's not the Search Engine you are optimizing, but the webpages of your website. A more accurate industry term would be "Website Optimization for Search Engines", but the acronym WOSE doesn't sound as cool I guess. :-) So we are stuck with SEO.

My name is Andrew Dean Hyder. I am (among other things) best known as the CEO of a publicly traded software company. My first dot com success started in 1995, when I wrote one of the first and by far most successful SEO cloaking engines of all time. In only 4 years, I turned my technology into a \$22 million dollar company and sold the technology to a private firm in 1999.

This was before the term SEO was coined. Then I used the term SEP (Search Engine Positioning) which didn't really catch on, probably because "positioning" implied trickery in the minds of some.

While I don't advocate using a cloaking engine these days for SEO, my former cloaking engine, still holds what I believe to be the *world's record* of search engine rankings, having once held the 1<sup>st</sup> through 30<sup>th</sup> positions in the one word phrase "*Viagra*" in AltaVista.com (I'm not a weirdo; I actually had a client that was a Viagra pharmacy vender). Interestingly, the "holy-grail" of SEO success is obtaining any #1 position on a popular *one-word* phrase.

Over the last 15 years, we (my company and I) have amassed over *8 million subscribers*, upon our various search technology properties, and we have helped many of them gain real footing on using search and SEO technology to advance their businesses.

Currently, my clients and I hold #1 positions in Google for many top keyword phrases. While some of my methods are contrary to the advice typically given by SEO "experts", I have personally designed and coded two major search engines, and have a unique insider's view of what the search engines are actually doing. Frankly, I would say that there are few others out there that know more about SEO than I do.

I don't say that to sound cool or to brag, I say it to build confidence, that your time here reading will be well spent. It's important to know that what I teach is not "spam" and does not get you banned from any of the search engines it is "*SEO the right way*".

By-the-way, if you were wondering what a *cloaking engine* is... Simply put, a cloaking engine is a software/server system that delivers completely dynamic content that appears to be completely static content. In addition, a cloaking system gives the search engine what it needs to rank the website higher, and the general public different content.

A cloaking server appears like any other server/site, but when a visitor request is made it delivers each visitor custom content designed for its specific purpose. Further, the public

gets content that looks good visually while the search engine gets “ideal” content to rank it above everyone else in the keywords you have chosen.

Before we go any further, I want to make it clear that I am *not* going to teach you cloaking here. Knowing what it is however will give you a better understanding of SEO. The real “trick” in my cloaking engine was the *Artificial Intelligence* I built into the system to determine *who the visitors were* accessing my pages; the Search Engine “spiders”, “crawlers” (indexing robots) or real people. Search Engines actually use a lot of “slight-of-hand” to prevent cloaking engines from fooling them.

One interesting trick Search Engines use is to make their spider announce or identify itself when it comes to your website, then secretly send out another anonymous spider that looks like a human’s browser, and then *compare the results between* the two spiders. If they are different, then they can detect when someone is using a cloaking technique.

I wrote a very complex “anonymous spider detector” that I named “creepy hit”. I named it this because I always thought it was kind of a creepy or underhanded business to “sneak” on to someone’s website pretending to be someone else, (spoofing id data). Of course I was operating a cloaking engine, so who was I to take the high road? :-). But that is another story.

Not to worry, however, because cloaking really isn’t necessary (at all) in this day and age if your webpage content matches your keyword choices. Proper cloaking (an oxymoron, since most people consider the practice cheating) requires expert knowledge of rewriting http web servers and traffic packet data spoofing, in addition to what I teach here. And... it’s very expensive to implement *correctly*, (if I may use those words together).

Using a poor cloaking engine is a great way to end up in the spammer category and be banned from the search engines. I suggest avoiding the methodology completely unless you are ready to invest \$100k into doing it “the right way”. Again, I’m not going to teach it here, however lessons learned make me (and soon you) uniquely prepared for doing SEO “The Right Way” or better said, a way that keeps everyone out of any “gray” areas from an “ethical” and “terms of use” perspective.

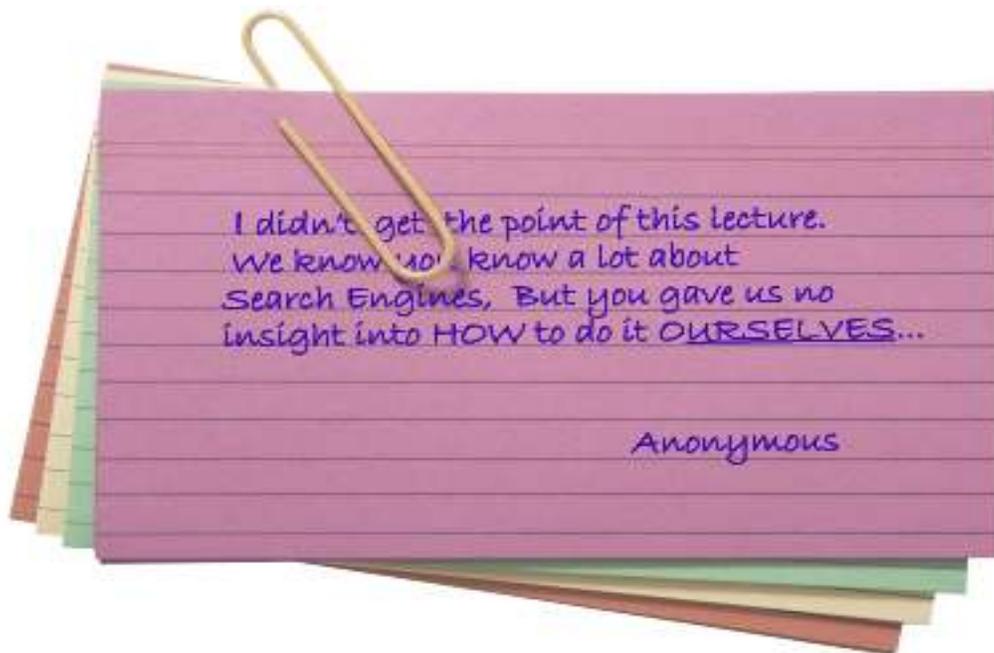
At this point, you may wonder, why I am sharing all my SEO secrets with people in a book that is *FREE* of charge. Well, for more than a decade I kept my experience very close to home. However, my personal philosophy has evolved over the years, where I now see a lot more value, to empower the people I work with. And over the long run, it has and will continue to be more profitable to share what I know.

I believe I am now creating more quality relationships than I ever did before with clients. My clients are extremely loyal and well taken care of. To illustrate one of the reasons I changed my “hoarding information” mentality; let me tell you a story:

Back in 1999 I was one of the Key Speakers at “Search Engine Strategies” (the popular Search Engine trade show). I will never forget the Question and Answer portion of my

speech at the end. Now, imagine, this is a huge room full of people, and they all kept asking me the same basic question. “How do you get listed at the top again?” See, in my talk, I hadn’t really revealed **any proprietary secrets**. “That’s our proprietary information” I kept saying. “...but if you become a client” etc. etc. At the end, most of the people were shaking their head as they walked out, clearly irritated.

From this and other experiences like this, I realized what a huge mistake I made. Empowering people with quantifiable real information that they can use tomorrow, with or without me, should have been my goal. Then I could have monetized all my knowhow by consulting with the ones who really do appreciate what I have to offer them. I still have some of the (negative) comment cards today, that I got from that talk. I keep them to remind me how frustrating and futile it is to hold everything as a “secret”.



Therefore, I want to give you (and especially our clients) as much information as I can. If you really have an interest and want to know SEO the right way, I want to share everything I know. I want to give you not only the best tool in the business, but I want to teach you how to use it, and most importantly **why it works**.

Before we get started, I will tell you that I won’t waste your time teaching you things that I’ll assume you already know. What I mean is, I am going to make some assumptions that you know the meaning of terms like HTML, “flash”, “jpg”, “browser” and other Internet terms that you if you don’t know, you can easily look up elsewhere.

Personally, when I read a book, I like to read content that is “punchy”, witty and to the point. I will attempt to do so for you here. I hope I can deliver on the witty part ;-)

Let’s get started...

## Google Has Issues

I would like to go on record as saying (actually I've been saying this for years) that Google's ranking algorithm, called "PageRank", (the method that is now the standard) while better than its predecessors, is still *horrible*. I mean really bad in 2 different ways:

- 1) Google uses hypertext link relationships to determine (a large portion of) the relevancy of a webpage. Simply put, this means that the more "quality" websites that link to your webpages *must mean* (sarcasm implied) that your website is more relevant than websites not linked as much, in the subject matter of your content. While this *can* be true, it is not *always* true.

For example, let's say that your website has content that provides the only (and new) solution to a very popular problem. When your new website is indexed by Google, even if your content may be the most relevant to the subject matter, (and the keywords searched), it will never be found in search results *until* the world discovers/finds your website *and links to it*.

So I ask: How are they going to find you unless you are linked? Further: How are they going to link to you if they can't find you? See the horrible "Catch-22" created by this methodology? (See Wikipedia's Catch-22 page). Using this method Google cannot deliver the most relevant content; they only deliver the most relevant *linked* content. This is where most website owners find themselves. Stuck where people can't find their website, unless they go directly to search result page 50 (or worse).

- 2) Another problem the link relationship method of ranking websites causes is that "spammers" (a term used for people who try to trick a search engine with various techniques) and non-spammers alike, must foster, create, and even manufacture reasons for people to link to their webpages. This is best done with article/blog content about the subject matter of your website (more on this in a later chapter) which *links* to your website with a hypertext link. Where this gets *horrible*, is when many websites *compete* for a specific popular keyword phrase. This competition causes a glut of regurgitated content to be manufactured, remanufactured and "spun" (more on "content spinning" later).

This glut of trash copy content is slowly making the web a big steaming pile of spam (useless and overdone). When all you get in a Google search result is competing websites spinning essentially the same content over and over again, you know why. Do a quick search on "Osteoporosis" and you will see website's using a lot of the same basic text over and over again.

Well, there you have my Google methodology rant. With all that said, Google is what everyone uses, so let's move on to... How to climb up Google (and other search engine) rankings using the "HE Standard":

## The Human Experience Standard, (aka: “The HE Standard”)

To establish in your mind a general perspective on how a website gets indexed by a Search Engine, think about how **you** (a human) decide what a website is about. This is what you do: You read text, and look at graphics, click a few links, and then look at those webpages in the same way. After a few clicks and scrolls, you click back, back and back, and then keep on going forward. Right? That is how **we do it**, (humans).

If someone asked you what the site you last visited was about, what would you remember? What you saw and remember is generally what your brain (consciously or unconsciously) stored as **the important aspects** of the website.

The same is **somewhat** true with Search Engines. Most people don’t click on “view source code” (as I often do) and look at alt tags, comment tags or read how the website AJAX is talking to the PHP (geek alert).

So then, ask yourself this question: “**Why do you remember**, what you remember, from the web site you just visited?” What words are you most likely to remember, the headline of the page, or the last few words at the bottom of the page? It’s the headline, right?

The search engines must attempt to simulate a human-like experience, to properly categorize your website – for a human to think it’s relevant. In fact, in their publications, Lawrence Page and Sergey Brin, (the founders of Google) give a very simple intuitive justification for their PageRank methods. They wrote that they consider PageRank to be a “model of user behaviour”. In otherwords a best-effort **simulation of human behaviour**.

This is where the “**HE Standard**” comes in: If a Search Engine used **too many** things you **don’t see**, to determine what your website is about, then a disconnect would occur between what your website is really about (from a human standpoint) and what the spider remembered, and the search results would be considered really bad - **by people**.

This is why, it’s important in any SEO program, to give a lot of attention to what **gets seen first by humans**. This is your textual content (in text **and in your graphics**). So, the search engines **have** to remember things similarly to the way humans do, to be able to give results that appeal to humans. Sound logical?

Now I would like to introduce you to a new concept that will sky-rocket your rankings in the Search Engines, and be very painless to implement.

It’s called a Frequently Asked Question website, or as it is most commonly referred to as simply an “FAQ”.



## A Search Engine Friendly, Wordy and Verbose Wiki

Chances are that your website is already up and running. Chances are that you have put a lot of effort and thought into your user/customer/prospect experience. Therefore, I'm not going to suggest you change everything on your website webpages.

Sometimes despite what I said earlier, a good looking content is not always SEO friendly, (even though it probably should be). So... there are usually some basic improvements that can be made to a typical website (to improve your rankings), that do not destroy your look, flow or esthetic goals of the website. You can find these improvements in the next few chapters.

However, I want to focus you on a completely new concept. I want you to think about starting “from scratch” with a completely new website, whose whole purpose for existing is to be #1 in the Search Engines under many of your best keywords phrases; AND to support your SEO efforts for your *existing* website.

This is a website whose esthetics and looks are secondary to its SEO function. The idea here is to create a Question and Answer forum or FAQ, wherein there is an excuse to blog about you (your product and existing website); “but what about my existing website?” you may ask... Let me explain how it works...

Let's say for example that you own. [www.WidgetThingy.com](http://www.WidgetThingy.com). Let's call this your “Primary” website. Let's say that it's all set up for ecommerce and you sell a product called “Thingy”. You want your Primary website to be #1 in Google. If you hired a typical SEO guy to come in and make changes to your website, you (like most of us) would probably panic every step of the way as he “*ruins*” your website, (from a “how it looks” perspective) as SEO changes are made.

This is why I suggest an FAQ that is also a Wiki. Let's call this your “FAQ website”. In my methodology (and in this example) we do make some effective yet transparent changes to [widgetthingy.com](http://www.widgetthingy.com), your Primary website but more importantly, we register and start a new website called [www.WidgetThingyFAQ.com](http://www.WidgetThingyFAQ.com) as your FAQ website.

Why?

First, the new FAQ website's name is relevant to the product “thingy” and to “widget” (what you do). Secondly, an FAQ or Frequently Asked Questions website is an *excuse* to do lots and *lots of SEO* techniques without having to tiptoe around your current messaging and design.

## Why FAQ for SEO?

An FAQ (or website that is full of Questions and Answers), is the perfect foundation for a SEO strategy. Why? One important reason is that an FAQ is naturally very *wordy and verbose*. Search Engines give better ranking to websites with *comprehensive* text.

When doing SEO for my own projects over the years, I found that whenever I had the opportunity to *write* real text content *extensively* about the topic, that website did better than the others. Further, if you look at who consistently dominates Google under almost every topic under the sun, who is it? *Wikipedia.com of course!*

A Wiki is a great concept that allows the world (anyone who registers and complies with posting standards) to post content on whatever they want. So imagine that you owned Wikipedia.com. It's ranked on the first webpage of hundreds of thousands of keyword searches in Google. Would you link it to your Primary website? Absolutely you would. And what is the next best thing to owning Wikipedia? Owning your own FAQ that is also a Wiki and in which you control all content and links.

Considering Google's ranking (link relationship) methodology, what really would happen if Wikipedia actually did link to your Primary website on their "thingy" webpage? Your rankings would go through the roof (as it were). Now imagine what would happen if they put a link to [www.widgetthingy.com](http://www.widgetthingy.com) on their *home webpage*. WOW!

This is why I engineered a platform that could actually accomplish the same thing. My system allows website owners to launch (with very little effort on your part) an FAQ (question and answer system) Wiki (open to the web) to use as an SEO tool for your business.

I did this first for my own projects (with huge success), and then let my friends use it on their own websites. After building in a lot of really cool functionality, I decided to brand it and make it available to a select few businesses that I wanted to work with. I named this system TurnKeyFAQ.com.



The TurnKeyFAQ platform has very advanced SEO methods *built into it* from the ground up. Literally *every* aspect of the system exists to support and improve its own and your existing Primary website Search Engine ranking. The system I built is almost entirely dynamic. This means that the methodology is changeable, updateable, while being painstakingly designed around your keywords so that you can dominate the phrases important to the success of your business.

Interestingly, an FAQ or Q&A website, gives you and others (employees, customers, family, friends, and strangers) a *venue to write*, at length, about your topic and your product(s). The long term value of a Q&A website as an SEO strategy, is that, as more people using it (write or blog in it), the more *relevant* (or found) it becomes when people type your keywords, which in turn, makes more people find the website and use it. Therefore the cycle continues to self-perpetuate, in an *upward spiral* ever more successful. This is the single most important reason why Wikipedia is the giant they are today. In other words, “thank you public for doing all of the heavy lifting”. :-)

Today, TurnKeyFAQ is all of my life long SEO experience, "bottled" into a system that I feel is the pinnacle of SEO technology and technique. See, successful SEO has historically been very labor intensive to the average business and *nearly always* cost prohibitive to do correctly.

In fact, I have never seen an SEO company do what I would call a successful SEO campaign for less than \$5000. There is simply TOO much work to do. As you may already know, (from hiring the low cost guys) that the typical low cost SEO programs usually don't work.

Again, because without a proper (I really mean large) budget, the company doing the SEO cannot afford to do all the blogging and linking work necessary for a successful result (with the typical SEO approach).

What makes TurnKeyFAQ different? We've completely changed the SEO paradigm by putting (at least) 85% of all the SEO work *on to the general public*. It's their *free work*, (asking questions and giving answers) in our specialized platform that makes your FAQ implementation a "hub" of information about the products you sell *and* a very effective SEO strategy.

This means that by using a TurnKeyFAQ implementation, you don't have to pay me or anyone else, to do *all* of the SEO for you. You buy an implementation, (less than a hundred dollars per month) and we teach you how SEO works (the right way), and *setup the entire website for you*.

As the name implies, "TurnKey" FAQ is really easy to use. After we do all the setup, customization and implementation, we go to work and "prime" the system with question and answers. In other words, we get the website started with many of the most important Q&A's about your business. This makes your FAQ *useful* to the general public, but (just between you and I) is secretly designed *for* the Search Engine spiders and crawlers.

We then get your website “backlinked” (more on this concept later) within 100 to 110 good (what Google thinks are good) websites. These links link back to your Primary, and FAQ websites and really improve your PR (PR is what Google calls “Page Rank”, a number between 0 and 10 on the “quality” of a website).

Having the website up quickly also gets it ranked quickly in the search engines. Then I teach my clients the right way to link quality websites to your FAQ website. Although there are many others, the core link relationships look somewhat like this:



Then there is Inter-FAQ linking relationships that we setup. This means that every one of our clients' FAQ websites, link to every other client's FAQ websites in some way. Have you ever heard the expression, "*the whole is greater than the sum of its parts*"? This is a perfect example of it in action.

When working with our TurnKeyFAQ clients, we don't just send them instructions; we provide a *one-on-one SEO education course* that is by far, the best in the world. We give *you* all the secrets you need to become your own SEO expert. The one-on-one instruction course, is personally taught by me, to each TurnKeyFAQ client that we work with.

## Do what you do, just do it *unique*

If you have not already setup your Primary website, or if you are not opposed to making serious modifications, then think about how you can make what you do or sell unique. The more unique you're messaging, the less competitive many of your selected keywords will likely be.



There is a SEO school of thought that says: "It's better to try to optimize for less popular keywords because you can rank higher with less effort, resulting in get more webpage views." I disagree. Planning for failure is never a good idea in my book.

However, in building a complete "*keyword family*", (more on keyword families later) it will allow you to, over time, start appearing in very popular keywords in addition to the less popular ones.

Once you own your keyword family niche, (the less popular words) you will likely continue to advance in the rankings over time. Perhaps even obtain the "SEO Holy Grail", a #1 - one word phrase ranking.

As I mentioned before, I currently hold the #1 position in Google, in several of the most popular three word keyword phrases of all time, (in the financial category). I designed the website around the FAQ methodology, 5 years ago, "primed it" with a lot of quality SEO content, and haven't touched the website in the last 3 years. In these 3 years, it went from position(s) #60 to #30, to its current #1 position.

Good SEO website design will win in the end. Therefore you must trust your design and be patient. This also debunks the myth of needing "fresh" content to advance in Google. Fresh content is nice for humans, but is not necessary to do well in the Search Engines despite what you hear out there from the SEO "experts".



## Keyword Families, Cousins and a few Black Sheep

Words are obviously very important to a Search Engine. Yet, searching websites for words is a massive undertaking, especially when you are attempting to index the entire web. To remain a competitive and relevant Search Engine, websites have to be searched, (crawled or spidered) quickly, efficiently and regularly. Therefore, creating website crawlers that understand words, their meanings, and relationships to one another has a lot of competitive value for a Search Engine.

Billions of dollars have been spent creating Expert Systems that can understand the meaning of content that would rival a human's ability, and in some cases (because a computer never forgets) **better than a human**. So - just in case you don't know, the Google indexing systems, for example, have comprehensive word detection and understanding AI (artificial intelligence) in place. The following is a short and incomplete list of word relationship engines, which Google's indexing software uses.

**Dictionary** – Understands the meanings of words.

**Synonyms** – Can detect words that have the same or nearly the same meaning. For example: dirty: nasty, worn: used, calm: peaceful

**Antonyms** – Words that mean the opposite of another. For example: hot: cold, late: early, new: old.

**Homonyms** – Two words sound alike, like: blue: blew, lie: lye, here: hear. This feature can detect misspellings and unintended errors.

**Part to whole** – A piece or portion of words that are related to the total object such as: toe: foot, sole: shoe, leaf: plant, wall: room.

**Whole to part** – The whole is related to one of its parts, such as tree: trunk, house: room coat: sleeve, piston: engine.

**Age or size** – An animate (living) or inanimate (nonliving) word object is related to a younger or older word object of the same type, such as: fawn: deer, freshman: senior, calf: cow, mother: child.

**Person to location** – A person related to the place with which he is associated. For example: sailor: ship, pilot: airplane, prisoner: jail, President: White House

**Object to use** – Words related to their function. For example: oven: bake, soap: clean, broom: sweep.

**Source to object** – The place from which an item is taken and or context comparison. For example: pound: stray dog, bakery: cookies or bread, mind: thought or think.

So, if the Search Engines own intelligent systems to ***understand meaning*** (like those above), then you can be sure that their spiders crawlers and indexers (as I mentioned before) read your website much like an educated human would, and these systems understand concepts and word usage. They, just as a human, can detect fake and “generated” content. By generated, I mean random content generators, which gratuitously place keywords in where they don’t necessarily fit.

Therefore, when developing textual SEO content for a website, it’s important for everything you write to ***make sense*** (in context), and also be grammatically correct. Everything else being equal, content that is more “in harmony” with itself will rank higher. To do this, you have to understand and know how to use ***keyword families***. It’s hard to believe, but even today, keyword families are something that most SEO “professionals” have never even conceived of.

Keyword families are not to be confused with “Long-Tail” keywords. What are “Long-Tail” keywords? Well, they are very long and very specific, topic-related phrases that correspond to a niche market (e.g.: Orlando low-cost luxury condos; Minneapolis Minnesota golf properties; Scottsdale real estate in McCormick Ranch).

Keyword Families, have nothing to do with “Long-Tail” keywords. In fact, I really dislike the term. As far as I am concerned, Long-Tail keywords are just long keyword phrases, and mostly irrelevant to proper SEO as I teach it. The only reason I mention them, is to differentiate the two concepts, and to avoid any confusion about my use of the concept of keyword families.

In the early pioneer days of the internet (the 90’s) keywords were words you put in your webpages over and over again, randomly and gratuitously, in an effort to get ranked higher. Today, this is called spamming and is easily detected by all Search Engines.

Recently, I read an article in INC. Magazine entitled, “Picking Effective SEO Keywords”. In regard to repeating the same keywords over and over again in your webpage, I was shocked to read:

*“The short answer is that the repetition is just fine, as long as the meaning of the phrase as a whole is sufficiently varied”.*

It seems that even ***today***, the “experts” are still giving out dangerous or completely ***wrong information about SEO***. Keyword Spamming or “repetition” as the author called it is almost always bad for your ranking. The SEO terminology used for a words frequency is called “Keyword Density”.

While the article may be correct about using ***some density***, I would not suggest you go beyond a usage frequency of more than what naturally occurs in conversation - ever. Despite what the “experts” say, ***any*** keyword repetition ***greater than average*** usage, is not going to help you it’s going to hurt you.



Instead of playing a dangerous game of seeing how far I can go before I get banned as a spammer, proper SEO practice is to use Keyword Families, which make the instances that you do use the target keywords, have *significantly more weight*.

So, what is a *keyword family*? Well, let's say for example, that you wanted your website to be found under the phrase: "employee background check" because you sell a background screening service. Your keyword family would be synonyms, homonyms, roots with prefix/suffix variations of each individual word of the phrase, (excluding drop words i.e. "a", "is", "the" etc.). For example:

Phrase: *employee background check*

Family words for "*employee*" are: worker/staff/employees/hand/applicant/employ

Family words for "*background*" are: history/environment/surroundings

Family words for "*check*" are: screening/verify/checking/test/currency/payment

While the above keyword family is far from complete, what I have listed does reveal several important things about the scope of the keyword family. Family keywords include not only synonyms, but seemingly irrelevant and off topic homonyms, person to location, object to use and source to object.

If the search engine spiders run word frequency and relationship analytics on all webpages, (and we know they do) then the more relevance you can build into your content for each *individual* family word, the more important your ideal phrase will be in the *context* of the webpage.

Now that we have introduced a few new concepts, let's review our naming convention for future clarity. Keyword phrases are how people will find you by typing into the search engines; "*Employee Background Check*" for example would be *one keyword phrase*. Consider that *each word* of this phrase has its own family of words.

Therefore *one keyword family* supports (revolves around) only *one* word in the keyword phrase. A typical keyword phrase *family* might contain 5 to 20 words. Some of these words we call "*siblings*, and some we call "*cousins*". More on siblings and cousins later.

If the phrase "*Employee Background Check*" is the target keyword phrase, then using the previous keyword family example, (in your webpage content) might look like this: (by the way, the bold and italic are just to show you the words, and would not necessarily be bold or italic in your website).

"Welcome to Andrew Dean Hyder's *Employee Background Check* service. We *work* hard to *test* and *verify* the *history* of your *applicants*. Your *worker environment* and *employee surroundings* are critical for good *staff* morale; your current *employees* will thank you. You can do your own *screening*, (by '*hand*') or you can rely on us to *screen* for you and save you time and money with all your *employee back ground*

*checks. Check* out our contact information below. Remember, we accept all forms of *currency.*”

While the above paragraph is still rough (and does run on a bit), it does illustrate how to implement a keyword family that builds a *massive* amount of relevance for the *target* phrase “Employee Background Check”.

Notice the words “work, worker, checking, check, checks, screening, screen” are used *without* using keyword spamming (using the same word over and over again). In this way, a lot of relevance for the target phrase can be built (packed) into small paragraphs.

Also notice that the word “hand” is used in a different context than its reason for being included in the family. “Hand” (as in “ranch hand”) is another way of saying “employee” (in Texas perhaps), whereas I have used it as a synonym replacement for possibly the word “manually”. This usage simply allows me to use the word for the benefit of the search engine, but present it such a way that it reads well (to humans) within the context.

Here is another more complex example of a real usage situation. One of my client’s phrases was: “Arm and Shoulder Pain”. Therefore after removing the junk word “and” we are left with 3 words: Arm, Shoulder, and Pain. We start with “arm”:

<b>Arm</b> <b>[Siblings or primary usage]</b> <b>elbow / limb / humerus / forearm / radius / wrist / joint / cuff / sleeve / neck / shoulder</b>
--

Here I found dictionary synonyms for the word “arm” for the primary and intended usage of the word. Notice that not all the words here are synonyms, but “source to object” such as neck and shoulder (which also happens to be another part of the keyword).

<b>Arm</b> <b>[Cousins or another dictionary usage]</b> <b>fortify / gird / protect / defense / weapon / supply / build up</b>
--

Here I found the same thing as above but for the secondary usage (or irrelevant usage) of the word. These are called “cousins”. Think of siblings as the primary intended usage of the word in all its forms, and cousins as the same thing but on a secondary usage of the word.

So some of the words may not have been the usage that the original keyword phrase choice implied, but the word “arm” can actually mean these other words, right? Yes, so to make this webpage, *powerfully important* to the word “arm”, we have to use as many of the “Arm’s” family words, even those from the wrong side of the tracks ;-)

So, I think you may be getting the picture here. All these words have a connection to, in one way or another, the word “arm”. When thinking about the known word relationship engines that the Search Engines use, you can see why Keyword Families are important.

For my client, I did the same for “shoulder” and “pain” as I did for “arm”, and then weaved together all the words into an interesting and logical text that flows for the reader. The resulting text ended up like this:

*“Pain is a **symptom** of some **physical hurt** or **disorder**: as in: “the **patient** has **severe pain** and **distension**”). Anyone who **suffers** some kind of **painful ailment** knows what **ails** you can sometimes give **miserable anguish**, **suffering** and **emotional depression**.*

The **painfulness** and **emotional distress** that this **causes** can be more than a **“pain in the neck”** or **nuisance**. This can range from a slightly **bothersome annoyance** or **nuisance** to a **terrible infliction**. The fundamental **feeling** of a **painful sensation** is something that people try to **avoid**. This is especially true of a **somatic sensation** of **acute discomfort** in the **arm** and **shoulder**.

The goal for **limb health** is to **supply**, **fortify** and otherwise **gird** or **build up** a **protection and defense** for this **branch** of the **body** (everything from the **neck** to the **cuff** of your **sleeve**). To **render** your **elbow**, **forearm** and **shoulder** with proper nutrition is one important secret **weapon** for **care**.”

**NOTE:**

Again, the italics and bold are just for your benefit to pick out the family words.  
You would not necessarily bold and italic all these words in your webpage.

Notice all the important family words related to “pain” in the first paragraph. Interestingly, we have found that these **relationships** are **reciprocal**, which means that (by using this methodology) not only are you building relevancy for the word “pain”, but you are also increasing relevance for the word “hurt” and “distension” etc..

This means that as you build relevancy for your primary keywords; you are also building relevancy in **thousands of other phrase combinations** that were never intended or even conceived of. This is what makes the Keyword Family concept extremely powerful.

The underlined part of the text above was an HTML link to another website that my client owned, for an actual solution to the problem of Arm and Shoulder Pain.

## Keyword Family in an FAQ

Normally, you wouldn't optimize your entire website to one keyword phrase - instead you would design one webpage for each specific keyword phrase. Then you take your keyword phrase *families* and build it into this webpage. I use the word *families* because if your keyword phrase for this webpage has three words in it; therefore you will imbed three keyword families into that webpage. These keywords and their *families* will essentially be the skeleton or framework for this webpages content.

This keyword + keyword family framework is also true for the first 10 to 20 questions and answers that we put into your FAQ website. A question containing a primary keyword phrase would be put into the system and the answer would use all the families of this phrase.

Many questions may be posed by you, (pretending to be a client asking it) and the resulting answer(s) may also be provided by you. You might provide the first answer, and the public will give additional answers in the future (which you can edit or remove if you don't like them).

If a question comes into your FAQ that is worded incorrectly, or uses only a portion of your desired phrase, then there is nothing wrong with rewording it. This is much like a speaker who is asked a question from an audience member, who then repeats the question into the loudspeaker, but rephrases the question in a way that people may understand better. Only, in your FAQ you are doing it to make it *more relevant to your desired keyword phrases*.

Again, when you do not have to conceive of every question and answer yourself, , you can focus more on correcting, manipulating, and massaging content to be more SEO friendly. Also much of the SEO content to build naturally over time will require only a fraction of the time costs of other approaches.

One final thought on keyword phrase families. Never select family words *only* because they fit well into your messaging agenda. When selecting the family words, your most important concern is that they support the various meanings of the specific word in the keyword phrase, even if those words seem less relevant than your current messaging.

To illustrate this, let's pretend that one of your keyword phrases is "search engine". Among other family words, one of the *family* (sibling) words that would strongly support "engine" would be the word "motor".

Why? Because it has real (dictionary) meaning to the word "engine" even if you might not otherwise use the word. Creative integration might include the phrase:

“You will *find* that our *search engine* support service will really get your business *motor* running.”

I have included the words “*find*” and “*motor*” (find=search, motor=engine), but there are many more that could be added.

I can personally guarantee that this approach will rank you vastly higher than all other website webpages that do not use Keyword Families. As of the time that I am publishing this book, there are ***no webpages*** on Google that have content about keyword families and their use in SEO.

Therefore, as you/we grow your FAQ website or modify your Primary website with quality keyword families, very few SEO enhanced websites will be intentionally doing the same thing we are doing, and virtually no one (except for myself) is writing about them. At this point, we have ***very little competition***.



Remember that all the large search engines are using comprehensive dictionary, thesaurus, word relationship engines, and frequency algorithms upon the word choices of your website.

This is probably a good time to reiterate the obvious, that good textual content (loaded with keyword families) doesn’t always result in a website that is your esthetic and messaging ideal. It takes a lot of effort, and is a trade off, but it also opens the door for your FAQ website to hold the ***majority*** of this text.

Your FAQ website will appear to be content that is at least in part generated by the public, when in reality; most of the content will be put there by us (myself, my staff or you). If an answer reads “clunky”, but has strong SEO power, then by nature of the venue itself, the answer isn’t a reflection of your company, but a reflection of the “person on the web” who answered the question. Get it? People won’t think that the content is necessarily ***from your*** company.

Now that you understand, how to build and use “families” of keywords in text, how do you pick good keywords to begin with?

## Create Strong Keyword Phrases - Then Build the Family

The worst thing you can do when picking keyword phrases, is to **guess** what your prospects are typing into the search engines. You could copy someone else's meta-tags to see what your competitors are using, but... what if the author of those meta-tags was guessing what the best keywords were?

You really have to be able to **quantify the reasons for your keyword choices**. This means that knowing what people are typing into search engines, and which keyword phrases generate greater sales. Of course this is relative to the webpage that the searcher lands on after he clicks on your link in the search engine.

Therefore, how good your webpages are at closing sales is important to know. It is true that some of this information will not be known until after you are ranked well, however there are ways to get some of this information in advance.

I had a new client call me recently for some in-depth SEO advice (We give unlimited SEO tech support to all our TurnKeyFAQ clients) and he said to me: “after we put in all this [SEO] stuff in place, how do I know - that the traffic I get - **is going to make money?**” This is a fundamental e-commerce business question that you should be asking too. I told my client that there are ways to get a “preview” of future business you will get after you dominate a keyword phrase.

In many cases it is very clear what your keywords must be. When it's not, then I suggest that you open a free Google “AdWords” account. Why? Google provides free keyword frequency results for keyword phrases and **suggestions for other phrases** that you might not thought of. Using the Google AdWords product, you can temporarily buy keywords (ads that appear at the top of the list when those keywords are typed).



Part of the AdWords service is a feature they call “**Contextual Targeting Tool**”. This feature allows you pick other words based upon one main phrase. It also allows you to see what people are paying for those words. Generally speaking, if a keyword phrase is going for \$10 per click, (consistently) then the phrase is making **someone** money.

You will have to decide if those phrases will make **you** money based upon your product and the quality of your landing webpages (The “landing webpage” is the webpage that prospects go to when they click on your link). Note, that if you buy keywords from Google (or any search engine for that matter), it’s not a long term expense. Your natural listings will take over this function.

AdWords **testing** can be very important because once you start getting some good **natural** rankings (and after a lot of growth) you don’t want to find out that you missed one of the better or more popular keywords in your category.

Spend the time now in choosing well searched words that **make money** so that you don’t regret your selection later. However, if later you do find a phrase that you want to add to your SEO strategy, then the FAQ methodology, allows for this as a simple topic expansion.

This means that building your SEO enhanced content should generally be done as a second step. Your first step (part of selecting your keywords) should be to **research or actually buy your ideal keywords** from Google AdWords and track the results from search to sale. The cost of his traffic is almost irrelevant since you are **not** going to be buying the phrases long term; it’s just a temporary test.

Many businesses want to be sure that they have a product and messaging that works **before** they go natural SEO. After they are comfortable, knowing that the paid for traffic, **when free**, would generate a profit, then they begin their SEO plan, on their ideal phrases. As a side note, I do most of the **keyword testing and research for all my TurnKeyFAQ clients for free**. :-)

I suggest that you **select at least five (5) keyword phrases** for your product offering, (most of which will consist of 2 or 3 words). Then start building the keyword families as outlined previously. If you have used Google’s AdWords service to define the keywords that make money, it means that you probably already have a website up and running that you have tested and tweaked from a sales messaging perspective.

By modifying your Primary (non-FAQ) website with good SEO, you run the risk of changing your closing ratio of your messaging. This is why the FAQ **should do most** (but not all) of your SEO. We don’t want to interfere with your current closing rates, (this is a whole other topic that I address personally with my clients).

However, this is where some marketing finesse and forethought are imperative in selecting your keyword families. If the keyword families you create are imbedded into your website so that they **naturally flow**, your visitor prospects will not even notice the website is SEO enhanced and it will also flow with your new FAQ.

## [www.YourPhrasesGoHereFAQ.com](http://www.YourPhrasesGoHereFAQ.com)

If you have many keyword phrases, perhaps 20 or more, and if finances permit, I sometimes suggest to clients to operate several FAQ websites with a different phrase in each of the domain names. As a word of caution, this requires *literally, twice the amount of work*, so it's almost never necessary and is not for everyone.

This however brings up the classic SEO question: "should I own the keywordphrase.com domain of everything I am selling?" Well, let me go on record as saying that *it's not as important* as most SEO people suggest. In my early SEO days, before I developed the FAQ methodology, (where most of the SEO is done on one website), I bought many many domains such as [www.ertejiangmaxart.com](http://www.ertejiangmaxart.com) at which I marketed the work of (you guessed it) Erte, Jiang Tie-Feng and Peter Max, for a secondary market art dealer client. Of course, I dominated the searches under these artist names. :-)

However, I dominated these keywords not because of names in the domain, but primarily because of the *synergy of my content with itself*, (good keyword family usage). I don't however discourage the use of keywords in domain names and URL's. Even if it only accounts for one-half of one percent (0.5%) of your ranking, then it still has some merit and probably should be used. However, don't expect it, in itself, to give you much of a boost in your rankings. It is *the combination of techniques that becomes powerful*.

Using our former employee background check example we might register a domain like, [www.employeebackgroundcheckFAQ.com](http://www.employeebackgroundcheckFAQ.com). However, if these are popular keyword phrases that you have chosen, (even with FAQ on the end) the domain will undoubtedly be taken. Therefore you may want to replace "FAQ" with "QandA" or add small meaningless words in the domain, such as: "now", "do", "a", "the" or "go". i.e. [www.employeebackgroundchecknowFAQ.com](http://www.employeebackgroundchecknowFAQ.com). However if possible, changing suffixes of the words in the domain may work just as well and possibly even read better. For example: [www.employeebackgroundcheckingQandA.com](http://www.employeebackgroundcheckingQandA.com) (although a long domain name) or [www.employeeSbackgroundcheckFAQ.com](http://www.employeeSbackgroundcheckFAQ.com) would work also.

Note that capitalization in any domain name *is irrelevant*. I have just used it here to illustrate the changes in each. Also remember that these websites are *not really for humans*, even though they appear to be. The primary reason for their existence is to pull up the websites that they link to (i.e. your Primary ecommerce website).

It was often said by SEO "experts" that you should separate the words in your domain (or URL address (for that matter) by a dash (-) between words "because it makes your words easier for the spider to know what your website is about". Frankly, this thinking is illogical. If one has even a slight understanding of computer coding then you know that computerized word matching in text without spaces was a problem *solved in the 1970's*.

Further, this wrong teaching ignores the reality that most good domains, (sites you want to see) do not use dashes in them, because they registered the domain before the guys

who *had to* use the dashes showed up. Search Engines could not ignore those guys simply because there were no dashes in their domains.

I'm not saying that dashes in your domain name or webpage name will hurt you, but dashes certainly don't help you, as is often taught. Oh, and the same goes for \_ (underscores) in your URL convention. In other words, you don't have to do this:

www.mysite.com/key\_words.html  
www.my-site.com/key-words.html

when this will work just as well:

www.mysite.com/keywords.html

I recently read an article where two websites were tested in Google's search results. Each site was optimized for one random meaningless keyword phrase, one domain name had hyphens between the words and the other did not.

After they ranked, the results were again tested by swapping the content, and waiting for Google to reindex/spider them. The non-hyphen website beat the hyphenated site both times. What does this mean? Absolutely nothing.

It's tests like this that gets the public *following the mis-informed* follower. Why is the test meaningless? Because the test was not conducted in a *controlled* environment. Any new domain registered instantly gets backlinks (due to new registration lists) regardless of if you want them or not. Further, simply swapping the content doesn't give much respect to Google's ability to recognize fresh content and cache abilities. There are many other reasons as well.

So why mention this? Because this is a typical example of the state of SEO misinformation today. People (with an air of authority), write articles touting "proof" of a new Google SEO rule based upon a *flawed premise*. Then, other SEO "professionals" read and follow (and even re-preach) the flawed test results as fact.

When hyphens (used or not used) account for such a miniscule amount of relevance, the whole argument becomes a huge waste of time. Rather than focus your efforts on hyphens, how much more useful is it to learn to *write quality, smooth flowing content* using keyword families.

Another problem with the hyphen test is that it defies logic that Google would penalize or reward one site over another based upon the hyphen when in fact *humans don't do that*. If a human would think a site called, [www.cake-tastes-good.com](http://www.cake-tastes-good.com) (without any other factors) would be less relevant than [www.caketastesgood.com](http://www.caketastesgood.com) then perhaps Google might put some weight there, but logic would tell you that this is not the case. The hyphen or underscore is just not very important to your SEO efforts.

## Search Engine Spiders can only read text – Right?

It is often said by SEO “experts” that all your relevant content should be *text* based because search engine spiders cannot parse/read your images, flash or JavaScript files. This is *completely* false! In fact, this has been false for at least 17 years. In 1996 I read a patent filed by Digital Equipment Corporation, (the then owners of AltaVista.com) which described a digital version of OCR (optical character recognition) technology for finding *words in web based images*, (that is gif’s and jpeg’s). Now ask yourself, (as I did then) why would (the then) world’s largest search engine, patent the ability to find words in jpg’s and gif’s? Well the answer was obvious to me.

In 1999, I proved that AltaVista *was* reading the content of web graphics in their spider (named “scooter”) when I created *dynamic images* with keywords auto generated within them. I scored the #1 position in many different categories. AV was “mine” and I literally put anything I wanted, wherever I wanted it.

Ask yourself this: How many times have you seen a singular .pdf file come up as a link in Google? To do that, are they parsing pdf’s? Of course they are! It is true that textual content is *extremely* important in determining what a webpage is about, but to assume that search engines are blind to your other content is giving up a very important and proven competitive advantage. It’s also, terribly ignorant of an SEO “expert” to have this mistaken belief, yet for some reason, the *myth persists* even today.

In a day and age where search engines also own web browsers, (i.e. Google/Chrome) you can be sure that the engineers of the Google’s spiders and index(ers) (yes there is more than one indexing robot sent out by Google) are making *spiders as smart as any browser* is. They *are* reading words in your images, JavaScript, pdf and flash files. They are recording your URL, and checking for keywords in your URL after finding the dominate keyword phrases *within your other content*, (regardless of dashes and underscores).

When I refer to your *content*, I mean everything that can be seen by a visitor. Remember, the foremost job of a search engine robot/spider is to *not just* find out what is in your HTML, but to find out what people actually *see* when they go to your website. The search engine’s quality is judged entirely upon its ability to supply relevant *looking* results. Therefore, if a website shows something to a human, then the indexing robots/spiders are reading it. If it’s there but you can’t see it, then it’s getting ignored.

Logically then, they *have to simulate a pair of human eyes* if they want to compete for a good *human like* experience in the results of their Search Engine. Temper this with auto cutoffs (excludes) for very large files. In other words, Google is not going to read all of your massive flash files, not because it can’t, but because their bandwidth resource balancing algorithms would never let one website bog down its processes/business.

If it can’t read your content in a fraction of a second, then it’s going to move on using what it does know about your website. This is much like simulating the attention span of

a human. If a human gets bored of an average webpage in 45 seconds, then the indexing robots who can read the same content in a fraction of a second will do the same.

Therefore, what the robot indexing spider *sees first*, or sees more of, (without spamming in there) will get more relevance than what it sees last or doesn't see much of.

Here is an important exercise for you. Each website webpage you own has what is called a <title> tag </title> in it. What you put *between* these title tags is very important to the search engines. Write a title for your webpage, and also a list of keyword phrases that are important to the webpage. Now reorder the keyword phrases in order of importance. If you were me, you should have something like this:

<title>Andrew Dean Hyder's – SEO the right way, Search Engine Optimization done correctly with FAQ's and Questions and Answers.</title>

Andrew Dean Hyder  
SEO the right way  
Search Engine Optimization  
Correctly  
FAQ  
Questions  
Answers

Do your keywords in your title tag appear in the same order as the revised keyword list? They should. What is seen (read) first, will be giving *more weight* than what is seen (read) last. Putting more than approximately 100 characters (or approximately 16 words) into your title tag may get the words beyond this 'limit' ignored completely.

To a greater extent, doing anything that might be considered *extreme*, (more than what an average website does), puts you in danger of being ignored or worse, (getting put in the spammer category), by the robot indexing spiders.

What is in your title tag may be more important than your actual content, but if your content and your title tag harmonize, then everything has greater relevance. So, it is a balance. Also, words in graphics or text that appear toward the top or top left of your webpages carry *more weight* than those at the bottom and bottom right.

One of the first things that should be done when designing your webpages is to put your most important keyword phrase into a jpg image at the top of your webpage. This should be named the same name as the words in the image itself + another keyword.

For example, if your most important keyword phrase is “discount lumber” and your second most important keyword phrase is “liquidation sale”, then this image might look like this...

## Discount Lumber Sale

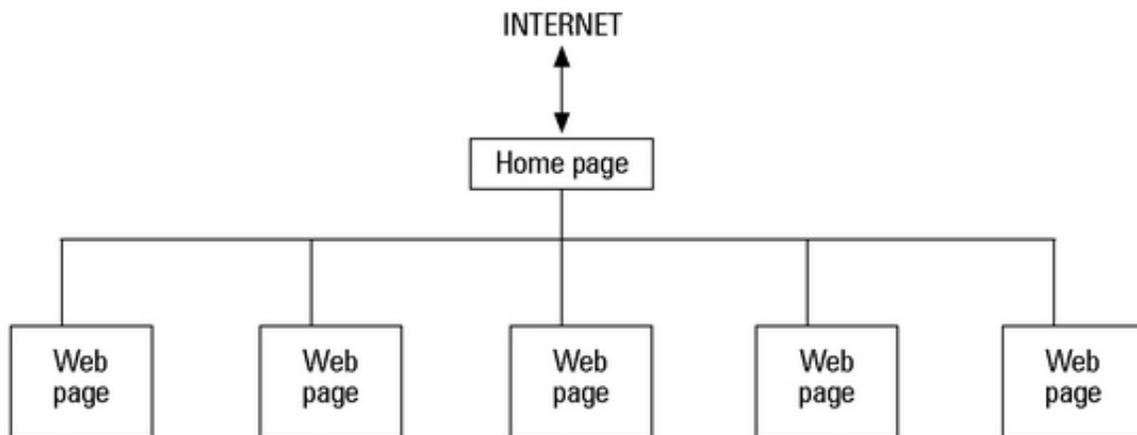
... and would be named “discountliquidationsale.jpg”  
...with an “alt” tag of “Lumber Liquidation”.

Why? Because by “offsetting” keywords (or not including everything at every opportunity), you maintain a natural-like usage in your website. In other words, if a keyword concentration count was applied to this image, it would *not* find, “discount lumber liquidation sale” *three times*, (1 in the image, 2 in the name and 3 in the alt tag).

Obviously you will extrapolate these methods into all aspects of your Primary website, but don't worry; they are *already built in to your FAQ system*. However, on your Primary website, I suggest that you don't try to optimize for more than 1 keyword phrase for each webpage. Further, don't try to optimize for more than 5 keyword phrases per domain. Doing so dilutes the focus away from the more important ones.

In other words, too many topics on a given webpage or website will be counterproductive in your SEO strategy and might also make it difficult for your customers to determine what you're talking about or what your point is. This is especially true when you factor in that only one word in a keyword phrase, can sometimes generate *more than 50* keyword family words (siblings and cousins).

Further, if you have a lot to say on several topics, it's better to write multiple *short webpages on each topic*, than to try to combine it all into one long webpage. Short punchy webpages work best for humans, and of course SEO.







Engine  
Tools  
Professionals...

I have seen keyword clouds that use images, text, JavaScript and flash. Many of which link each individual word to another page. Properly developed content, imbedded with keyword families, will always outperform a keyword cloud. **Don't use them** for SEO.

Now that we have touched on links, let's dive into the proper way to use them. Every time I dare look into my Gmail spam folder I see hundreds of variations of the following spam email:

We create a profile for you on high Page Rank blogs, and add a Back link to your website in each profile.

These links are permanent and are never removed.

- Submission to blogs with Page Rank 5-7
- Permanent One-way Links
- Ownership of all the accounts created
- Complete in 10 business days
- Detailed Submission Report

We offer different packages at different price.

For Full Details please read the attached .html file

Now, I have never opened the "attached html file" because it's probably loaded with viruses, but it does raise a lot of good questions. Why does this spam email persist? Probably because the ad is effective at getting people to click on the attached file.

But, what is all the fuss about "Back links"? The short definition of a link is: HTML, or JavaScript code that is used primarily for navigation on the web. They are clickable spots (text or graphics) within your browser that take you somewhere else or open something else. To create a link using standard HTML you would do something like this:

```
<a href=http://www.google.com>Search Engine</a>
```

You probably already know the mechanics of how to create HTML links, but now let's look at them from an SEO perspective. Does what you put **between** the opening <a> tag and the closing </a> tag (text or image "anchor" in this case the word "Search Engine") match the content of the **destination** of the link once clicked?



This is the big question. If there is a **match** between the **meaning** of the Anchor Text and the page (link referral location) that the user goes to after clicking that link, then you have higher link value, than one with a less relevant Anchor Text.

Therefore, if the Link referral location (the page the link goes to) is relevant to the words that get clicked, then this link will help the **destination** sites Page Rank.

So, “back links” are, as previously stated, links to your site from other websites. Here see 8 backlinks going to your website. But here is the twist: Websites with a high PageRank, (or that are already ranked well), have a **greater impact** on your (the destination page) page ranking than those with a low PageRank.



This is where we start to see the value of an FAQ site that by its nature does well in page rank. In your FAQ you have 100% control over **where** each link goes. Obviously, the answer to most of your questions in your FAQ will also include a “Back link” to your Primary website, either the main page, or a page within, that is **relevant to the “anchor”** keywords in the link.

But how do we get the FAQ website back linked causing a good Page Rank score? This is where we “prime” the FAQ for you. Much like what is stated in the ad above, we link your FAQ from other very well ranked sites around the web. I won’t detail that process here, but we will show you exactly how we do that, once your FAQ is up and running.

One final thought as to keyword phrases in the anchor text of links. Links, with your keywords in them, while they help the destination site a great deal, **they also help originating website** somewhat. The linked text or image (text) in the link will be given slightly higher value than the surrounding text.

This is why, unless it creates a navigation problem, I always suggest that you link each page of your website, to every other page of your website (if possible). I try to **keep a ratio of 2 “inter-links” for every 1 “outer-link”** (“inter” meaning a link from one part of your website to another part of your website, and “outer” meaning from your website to any other website).

## To be (the SEO expert) or not to be, that is the question...

Recently I saw this ad on the web:



I didn't click it, but this is about the lowest entry price for SEO that will actually improve your rankings. Why is this? Well as the ad implies, it takes an SEO "team" to do all the work. After an SEO company does its initial changes to your webpages, the only thing left to do is blog your website in an attempt to get more inbound links (or "back links").

This is their primary method to continue your upward movement in the rankings. It is also a great justification for charging \$999 per month. They blog and post, and blog some more with links going back to your website. In fact they get a whole team of people to do this. Over time, it actually does work. However, it is *very labor intensive*, and therefore very expensive.

My approach is significantly different as you have already read. If the webpages that you optimize are better (from the search engines perspective) than your competitors, then any blogging and linking that you *do will compound your lead* over your competition.

Further, the FAQ and Question and Answer format, (that is also open to the public) allows the public, to build 85% of your SEO content. This also gives you an excuse to answer questions posed on blog websites (that you don't own) with partial answers and then a link such as: "to see the full article go to: [www.mywebsiteFAQ.com?q=how-to-buy-right](http://www.mywebsiteFAQ.com?q=how-to-buy-right)" (or some other URL that goes exactly to your desired FAQ website content).

This approach is vastly more efficient from an "hours invested" standpoint. You will find that instead of having to write new copy all the time, as the SEO ("Fully Trained & Certified") :- ) people do, you will simply be adding, modifying, or help shaping the content as it naturally evolves on your FAQ website.

One *very valuable by-product* is that your FAQ website contains all of your frequently asked questions about your business, and becomes a real *customer service self-help tool*.

So, instead of spending \$999.00 per month for a team to do your SEO, (and not teach you how or why they do what they do), I highly recommend our TurnKeyFAQ methodology. At less than 10% of the cost, the TurnKeyFAQ platform will give you a magnitude of **results that blow away** the “Fully Trained & Certified” SEO people.

By taking our SEO course, you learn as much or as little SEO as you desire and or need. I teach this personally, to you and because of this, I find that my clients’ retention of the how’s and why’s is vastly greater.

As you might imagine, in getting started, there are some **significant** customization efforts that must occur. There are some modifications to your Primary domain that we will help you with. Then we design and personalize your FAQ around your keywords and your product offering.

However, we literally do all the setup **at our own cost**. We gave this expense a lot of consideration. In the end, we wanted to make our system as simple and **low risk as possible** for you to get started, so we don’t charge the client a setup fee; we simply decided against it.

Why? Around the 8<sup>th</sup> month of using the TurnKeyFAQ system, we break-even on our setup costs. Our profit actually comes from the 9<sup>th</sup> month on. Our clients are not locked into any long term commitment and usage is completely month to month. While this may seem like a risk for us, when you factor in the results that clients consistently get, it’s not really. By the 6<sup>th</sup> month of using the system your new rankings should be generating a significant amount of traffic. We’ve never had a client that didn’t get a very handsome **return on their investment**.

### ***Can you just do all the SEO for me?***

The short, answer is YES! However, we do need some help from you in learning about your business. Keyword selection is something we regularly do for clients; however, you will need to sign-off (as it were) on the selection of keywords. Further, maintenance of your FAQ website in terms of **answering your own business questions** is probably best done by you. This is why having a core understanding of SEO will help you as you answer or modify questions and answers as they come in.

We do provide many tools to support your use of our tools. In addition to using what is probably the most powerful SEO platform in existence, most of our clients use us as consultants for their FAQ website and we consult or verify what they are doing within it. Since we offer **FREE unlimited SEO tech support** to our FAQ clients, you will never be left in the dark as to SEO or why we do something.

## A LOT More to Come

I hope you have enjoyed this (short) and vastly incomplete and unfinished book. Within a year it should be completed and for sale in paperback through Amazon and Barnes and Noble booksellers. Until then, please check back with us to see when new (free) revisions of the book are published in PDF format.

I also hope that I will have the opportunity to *personally* teach you SEO the right way, and help take your business to the top.

What is the next step? The next step is to go to: [www.TurnKeyFAQ.com](http://www.TurnKeyFAQ.com) and click on the “Apply” button at the bottom of the webpage. Here you can apply to be one of our clients. Alternately, you can call my direct phone number at 1-612-382-5566. Either way, I look forward to talking with you.

I thank you sincerely,



Andrew D. Hyder

[www.TurnKeyFAQ.com](http://www.TurnKeyFAQ.com)  
[andrew@TurnKeyFAQ.com](mailto:andrew@TurnKeyFAQ.com)  
Mobile: 1-612-382-5566  
111 S. Magnolia Ave.  
Sanford, FL 32771

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