

Rachit Dayal's Easy Search Rankings "Cheat Sheet"

Get High Rankings In Google, Yahoo & MSN With Minimum Effort

Phase I – Keyword Strategy

- ✓ **Competing Sites:** Pick keywords from meta tags of competitors.
- ✓ **Non-generic:** Choose 2, 3 or 4 word phrases over 1-word. Every time.
- ✓ **Research from Tools:** WordTracker, Keyword Discovery, Overture Tool.
- ✓ **Popularity:** SEO costs time. Make sure the keyword's popularity warrants it.
- ✓ **PPC Metrics:** If some keywords already perform in AdWords/Overture, use them.
- ✓ **Competition:** Analyze the top 20 results on Google. Are they well optimized ?

Phase II – Site Design and Internal Linking

- ✓ **Landing Pages:** Map keywords to appropriate pages. 1-2 phrases / page
- ✓ **Intra-site Linking:** Link most pages to each other. Use keywords in links.
- ✓ **Crawlability:** Avoid Frames. Choose text navigation over Flash & JavaScript.
- ✓ **Clean Compliant Design:** CSS allows cleaner HTML code over table design.
- ✓ **Navigability:** Have a sitemap. Every page no more than 3 clicks away from home.
- ✓ **Call To Action:** Don't forget to ask for the sale to make use of all the new traffic.

Phase III – Optimizing Web Pages

- ✓ **Titles:** Most Important. Use Keywords. Have Call To Action in sentence.
- ✓ **Hyperlinks:** Use keywords when linking back to this page from other pages.
- ✓ **Headings:** Keywords here help ranking. Sensationalism helps sales.
- ✓ **Meta Tags:** Use keyword & calls to actions in meta descriptions.
- ✓ **Body Text:** Use keywords 2-4 times. Do not stuff. Have a call to action to the sale.
- ✓ **Sales friendly copy:** Search rankings can be sacrificed for sales & conversions.

Phase IV – External Links

- ✓ **General Directories:** Submit to Open , Yahoo & bCentral Directories.
- ✓ **Business Directories & PPC Engines:** Business.com & TheSoftwareNetwork.
- ✓ **Directory Descriptions:** Use keywords but don't over-do salesiness.
- ✓ **Press Releases:** Keyword rich releases through PRWeb & other websites.
- ✓ **Getting Indexed:** Directories are enough. Avoid submission services.
- ✓ **Spam:** Avoid keyword stuffing, javascript cloaking & link farms at all costs.

BONUS: The Only Two Ways to Boost Your Sales from Online Marketing

1. Boost Targeted Traffic

Google AdWords, Overture/Yahoo Search Marketing, Search Engine Optimization, Recruit Affiliates, Joint Ventures, Promote URL in offline ads, Business card/Email signatures, Ads in e-zines, More relevant keywords, Match message to prospect's problems, More "teasing" ad copy, Tracking current traffic, Constantly split-testing each ad & medium.

2. Boost Conversion Rate of your Website

Special landing page for each ad, Collect opt-in email to sell later, Relevant high-quality content, Testimonials & third-party reviews, Special & Time-limited offers, Upselling & Cross-selling, Idiot-proof usability, Clear call-to-action, Contests, Free reports, Simple & safe shopping cart, Constantly split-testing each landing page change.



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Boost Your Sales With Expert Marketing Services by Rachit Dayal Communications

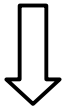
Better Web Traffic With Google AdWords & PPC Marketing

Google AdWords, Yahoo Search Marketing (Overture) and Other Pay-Per-Click Engines (PPC) can transform the quality of your sales and leads. But, the entire system is complicated, competitive and so frustrating that most advertisers give up too early.

Search Advertising Articles and White Papers by Mr Dayal are available at www.RachitDayal.com/PPC/ for Internet Marketers and marketers who want to learn more about search marketing and become experts in this field.

PPC/Search Advertising Setup & Management includes everything your business needs for making predictable profits from Google AdWords, including: goals-setting, keyword research, account creation, campaign organization, ad testing, landing page & conversion consulting.

PPC Tactical Review is a dense 60 minute session conducted with you and your marketing staff to cover Search Engine basics, Adwords/Overture fundamentals, PPC Feasibility, Competition Analysis, Website analysis, Google ad copy critiques, CPC/CTR improvement advice, all customized to your business.



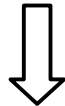
More Sales With Persuasive Sales Copywriting & Conversion Analysis

Great Copywriting Sells. A single piece of persuasive copy can bring in consistent sales for years. But only a few copywriters would test, tweak & improve their work until we've squeezed out every cent of value from that marketing material.

Sales Copywriting Articles handpicked by Mr Dayal can be accessed at www.RachitDayal.com/Copywriting/. These can help any writer reach the level of copywriting success Mr Dayal has had with over \$2 million of sales under his belt.

Persuasive Copywriting Services by Rachit Dayal can dramatically boost conversion rates by creating better sales letters (online & offline), brochures, website sales content, white papers, special reports, email follow up sequences, email newsletters and home page redesigns.

Copywriting Critique is the fastest way to take your existing websites, sales letters, brochures or email sequences to the next level of sales-friendliness. Each critique session analyzes the different aspects of your one marketing piece – call-to-action, use of patterns, headline analysis, sub-head flow, aesthetics and usability.



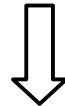
Higher Website Conversion Rates With Better Content & More Traffic

An Effective Website is a necessary part of every great marketing campaign. And they do much more than sell. Great B2C websites sell benefits, excite prospects & ask for the sale. Great B2B websites establish expertise, educate prospects, generate leads & follow up.

Website Profitability Articles and White Papers by Mr Dayal can be downloaded at www.RachitDayal.com/Websites/ and dispense only the most critical knowledge required to make your B2B or B2C website more profitable and bring in consistent sales.

Website Creation, Traffic Generation Services & Consultations from Mr Dayal will bring you his expertise in Web Design, Sales Psychology, Search Marketing, Internet Traffic and Sales/Education Content Creation and provide the guidance for your business's website.

"Website Report Card" Tactical Review is a customized consultation session that lasts 60 minutes and lets you (and any important staff) get a big picture review of how well your website and Internet marketing campaigns are performing. We'll wrap up this session with the most important part – an easy to follow action plan to start getting quick results.



What To Do Next

Each tactical review session (Pay Per Click / Copywriting Critique / Website Analysis) usually costs S\$597, lasts 60 minutes and is usually conducted in a face-to-face meeting. If you mention the coupon code "SEO-Sheet", you can avail any tactical review for only S\$298. The cost of that session will be deducted from any future project work.

Please be assured that this consultation will not be a thinly disguised sales presentation; it will consist of the best intelligence Mr Dayal can supply in a sixty minute time span. Mr Dayal has \$60,000 of PPC Management and \$2 million of Internet Sales under his belt and is considered one of Singapore's leading experts on Internet Marketing Strategy & Techniques.

To schedule a consultation, email Questions@RachitDayal.com (coupon "SEO-Sheet") and we will advise you regarding available time slots.



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