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This is a PREVIEW version of the full eBook: Win Google's Love!  
If you like what you see, I hope you'll consider downloading the  
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Win Google's Love - Tips for Increasing Traffic to Your Site

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## **PREVIEW**

# **Some of My Favorite SEO Tips from Part 3 of my eBook Win Google's Love!**

### **Tip #19. Become a guest blogger.**

This is a hot new SEO tip that really works! There are millions of blogs on the Internet. Many blog owners will allow you to 'guest post' an article on their blog. In return they will give you credit and add a link to your site.

Search for a blog that relates to your website. Or search for *guest writer* or *guest blogger* to identify blogs that are specifically requesting posts from other people. Send them a decent article and hopefully they'll publish it with your link.

### **A few tips:**

- Look for active blogs that are updated regularly. If the last update was February 2008, chances are you won't hear back from the owner.
- Look for blogs with a Google PageRank. This will indicate that the blog is credible and has been around for a little while.

- Be sure the blog is related to your site's topic. If you own a fishing site, guest posting on a housekeeping blog won't help you much in Google. And you'd look pretty silly too. In marketing-speak, this is called 'targeting'.
- Be sure you write a quality article. Bloggers are usually pretty picky. They won't usually post any crappy article people throw at them.

Example:

Let's say I want to build links to my site that sells woodworking tools. I would look for a blogger who owns a woodworking blog. I would search for +*"woodworking blog" + "guest post"*. I'd include the plus and quotation marks to be sure you're getting an exact match. I'd then read the blog to get a feel for the kind of content the blogger posts.

Once I'm familiar with the blog I would write to the author, complimenting him on his amazing writing skills, helpful advice, and high-quality blog. Sucking up a little never hurts when you're asking for a favor! In my email, I would also include an article that I wrote myself and I'd ask him if he'd be interested in including it.

Hopefully he'll say yes and post the article. His visitors will become natural traffic to my site. And Google spiders will spot the link and improve my placement in the search rankings. Excellent!

#### **48. PDF files can help site visibility!**

Google can't scan the content of images. It's not too good with Flash and Java. It can't

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decipher the lyrics in an MP3 song or understand the content of a YouTube video.

But it CAN read and categorize the content of .PDF (Adobe Reader) and .DOC (Microsoft Word) documents! It can even read .PPT (PowerPoint) files. Don't be afraid to upload these types of files to your website and link to them. Google spiders will be happy to index them for you.

example:

Let's say I own a website called DayByDayCalendars.com. It has yearly, monthly and weekly calendars for people to download and print out. Visitors love the calendars, but they want to be able to edit them and add their own important dates. Instead of uploading the calendars in html, I decide to design and upload them in Microsoft Word format (.doc). Now, visitors can download the calendars and edit them as needed. And Google can still scan and read the content just like the html files on my site!

### **53. Use the word 'free' on as many pages as possible.**

The word 'free' is perhaps the most common search term that is combined with other words. People want free pictures, free videos, free music, free legal advice, free video game secrets, free everything! Add 'free' to each page on your site - in almost any niche - and you'll get more hits. Simple.

But what if you're not giving anything away? It's okay! Say 'free' anyway. Maybe you can offer free shipping or a free bonus. You can tell customers that they're free to order the color of their choice. You could provide a list of free websites to visit. Maybe you have a couple of free articles on the site for people to read.

Whether your site offers free information, free samples, or free products, you'll want to include the word free on the relevant pages of your site. Even if you have nothing to give away, find a way to squeeze 'FREE' in there anyway!

example:

I have a subscription website of videos that teach people how to dance. The videos are not free. Customers have to pay in order to view them. The site does fine, even without 'free' on it.

Now let's say I add a free preview, nothing more than a little promotional video. And somewhere in the middle of the site, I write 'Click here to see the free preview of my dance instruction video'.

Now that I have added the word free, I'll pick up a lot of new visitors. Some will be searching for *free dance instruction*. Others will have searched for *free dancing tutorial*. Even though my site is not free, Google will have indexed the word 'free' along with the content of my site. As a result, more visitors. And, yes, even when visitors are searching for truly free stuff, they do sometimes buy products that meet their needs.

**Tip #68. Add the names of cities, towns, and states.**

If you have a local business, or if you want to appeal to people in specific areas, be sure you mention the names of specific cities, towns, and states. Don't just mention one place - mention them all. And mention the zip codes too.

Contractors, car repair shops, carpenters, restaurants, lawyers, medical firms, pizza joints,

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travel agencies, hair salons, architects, and everyone who is advertising to a local community needs to prominently mention the name of the community and the surrounding areas within their site's content.

example:

I own a landscape company in Orlando, Florida. My site has information about my company, our services, and our prices. And, yes, the address is on there too. In fact, my site is optimized so incredibly well, that it appears first when you Google the phrase *landscape service*.

But, unfortunately, my site isn't getting a lot of traffic. The reason? People in my area are searching for *Orlando landscape service*, *lawn care in Orlando* and *32801 lawn service*. Simply listing my address wasn't enough. I need to place a lot more emphasis on the specifics of my location.

So I go and change the <title> tag on my site from 'Landscape Service' to 'Orlando's Finest Landscape Service'. And then I change the words on the homepage to read, 'Professional landscaping in Orlando for over 7 years!', emboldening the word **Orlando**.

Then I realize... I can service people in the nearby towns of Edgewood, Pine Hills, Conway, and Fairview too. I go to the bottom of the page and I add, 'Proudly serving our neighbors in Edgewood, Pine Hills, Conway, and Fairview!'.

After a couple of months, my site finally starts getting traffic. Local people know how to find me because the pages in my site specifically list individual towns, cities, and neighborhoods. Google knows how to best index this page so that my local customers can find me.

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If you like what you're seeing, and want many, many more tips like these, then I hope you'll consider downloading the full version from [www.increasing-traffic.com](http://www.increasing-traffic.com) .

The full version includes:

- Over [70 Terrific SEO Tips](#)
- Screen shots of [REAL Websites with SEO Analysis](#)
- An overview of my personal SEO Philosophy... and an [explanation of how I attract traffic to my site.](#)
- A complete glossary with [SEO jargon defined](#)

The Win Google's Love eBook is easy to read and understand, not filled with senseless jargon about coding and html. The truth is: You don't need to be a computer scientist to create websites that rank near the top of Google's search results! If you can use Website Design Software, you can create pages that are bustling with traffic!

I guarantee you'll benefit from reading this book. That's why I offer a no hassle money-back guarantee. You've got nothing to lose! Download [Win Google's Love](#) today!