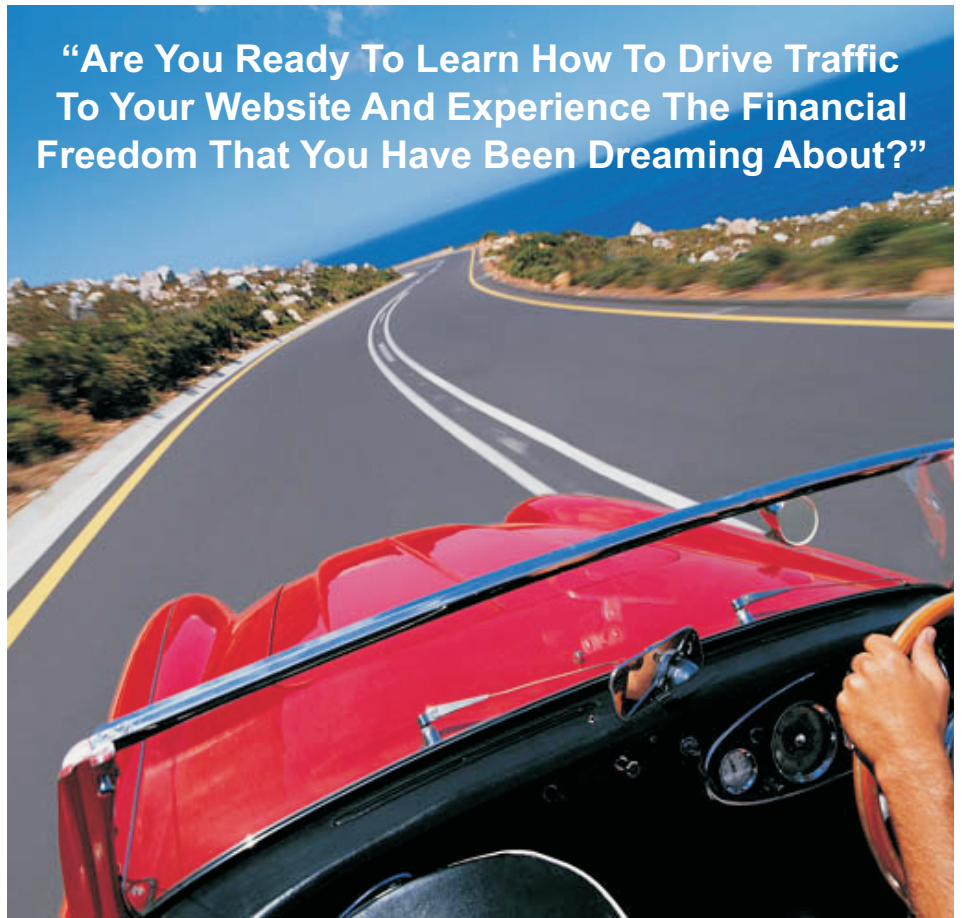




FAQ GUIDE TO
SEARCH
ENGINE
MARKETING

“Are You Ready To Learn How To Drive Traffic To Your Website And Experience The Financial Freedom That You Have Been Dreaming About?”



FAQ – Learn How To Start A Search Engine Marketing Campaign...

“This guide will help answer some common questions about search engine optimization. You also will learn how to build your business on the net into a powerhouse and enjoy the financial freedom of having an online business running 24 hours a day, 7 days a week, 365 days a year and learn how easy it is to make money while you sleep!”

You will learn that there is nothing more powerful for a business then implementing a powerful search engine optimization campaign into your business. As a successful business owner you understand the importance of promoting your business to the world or even promoting your business to a select demographic area. Imagine if you promoted your business to prospects who are actually looking for what you are selling or promoting. This the simple advantage can be yours when you learn the fundamentals of SEO from Rich Alchemist the leading informational source for SEO in the state of Florida.

**Your SEO Source
For Financial Freedom:**

Rich Alchemist.com

10312 W McNab Rd. #A-4
Tamarac, FL 33321
<http://www.richalchemist.com>

Search Engine
Optimization..

 **2009**

Rich Alchemist is the premiere leading SEO informational source for the state Of Florida and we look forward to include more members in our inner circle mastermind SEO group to provide business with the SEO information they need to enjoy an online business powerhouse and experience the joys of financial freedom. We just recently opened up our inner circle to give online business owners the opportunity to learn and experience the benefits and value of your SEO strategies and techniques.

What is SEO?

SEO stands for Search Engine Optimization and is defined as:

"The process of finding out the best keywords for a web site and by the

use of optimizing the web site along with other off-page work making that web site attain a higher position in the search engine result

How do I get my web site to show up in the search engines?

The best way to get your web site listed faster in the search engines is to get links to it from authority web sites (those with high PageRank). The more quality links you have from relative websites pointing to your website will help get you indexed and ranked within the search engines. Also, search engine algorithms have considered LSI, aka latent semantic indexing. What this means is you basically need context related words related to the keyword you are trying to rank for. For example, if you were to rank a web page for "golf", a LSI keyword would be "Tiger Woods". Having a keyword Tiger Woods on your website would notify Google's algorithm that your webpage is about golf. There is ton of other detailed techniques you would need to do and Google continues to add to the algorithm, so having a professional SEO information source help you learn how to implement these techniques into a sound system is key and the true way of showing up on the search engines.

Why doesn't my Web site rank very well in the search engines?

Having your web site rank high in the search engines is a science and the rules for search engine optimization (SEO) are always changing.

Here are some reasons why you may be having poor ranking:

- Incorrect usage of the TITLE tag or no TITLE tag content.
- Too many occurrences of the same word in a page (spamming).
- Missing H1 and H2 heading tag content.
- Missing ALT tag content in your graphic links.
- No meaningful content in the first 250 characters on each page.
- Less than 200 words per page.
- Very few pages on your website.
- No links from other websites to your website (link popularity).

Learn How To Invest In Your Business Without Going Broke

"By learning the secrets of why search engine optimization is an uncompetitive advantage for any business who implements and invests into the next generation technology marketing will make your business be extremely profitable now and for years to come. How would you like to build your business and let it run without having you manage it all hours of the day...?"

"It is only a matter of time before your competitors put more investment into your search engine space so you will need to learn and be prepared to counter this threat and keep your online business

Google Versus You

Learn the reasons why you shouldn't compete against Google...

" Learn how to look at your competitors who are already making some money in your industry and do exact what they are doing because you know it works and apply that into your business but make it better! No need to reinvent the wheel right?"

See how you can benefit from the business discovery process that Rich Alchemist will teach you. You can learn what google wants out of your website and how to make your website look like gold in the eyes of Google.

Learn how to focus on whats working for your competitors...

We will help teach you not only how to find your competitors but to manipulate the strategies they are using and make it work even better for you! Heres How...

1.) You will learn how to find not only the highest trafficked keywords but the most profitable for them as well!

Like we stated before, Why reinvent the wheel? You will be able to see exactly which keywords to focus on and the keywords which give you the best Return On Investment. (ROI)

2.) We will teach you how to find which pay per click ads and keywords make your competition the most money and teach you how to make it better for your business. Pay per click is used to make sales for most companies...

We will teach you how to make sales from pay per click ads as well as help you find the exact profitable keywords which will make you money and not cause you to go broke. You will also become a landing page expert not only in creation of landing pages but split testing as well. How does this sound? You set up a pay per click campaign and tweak it to its most profitable potential and then let it run without needing any maintenance. Then all you have to do is watch the checks come in. Again the keywords here are " FINANCIAL FREEDOM"

3.)And so, so, so, much more to learn because this is only the tip of the iceburg...

Sign up and you will see...

Below are some special terms you need to know about to help you learn more about Search Engine Optimization to help your online business get the rankings and search engine ranking you are looking for. This information also will help you understand why your website might now be getting the rankings you would like.

New Website Owner?

Learn How To Stay Out Of The Sandbox

What is the sandbox?

No, it is not that little thing you used to play in as a kid at the local parks. The sandbox is a kind of filter implemented by Google in March 2004 that applies to maybe 99% of all new sites. Its function is to push down new web sites in the search engine result pages. Our theory is that it was Google's solution to stop new spam sites that was created to rank high in the search engine results pages. It took probably sometime before the Google spiders could detect such as a site and ban/penalize it and by that time the creator probably made several new ones.

How do I get out of the sandbox faster?

Link Speed

Some SEO's claim the sandbox actually has nothing to do with time and is actually more a function of linking. There is a double edge sword here. To rank high you need lots of links, but to avoid the sandbox you can't get too many links in a short period of time. As a compromise its proposed that you build your links exponentially which basically means if you get 10 the first week you would get 15 the next week and 20 the following, etc. Its believed it is this slow, steady and consistent increase in your number of incoming links that causes Google to see it as a legitimate and emerging site. So in the first month you may have accumulated 300 links but by spreading them out over the month you have avoided the sandbox filter. Alternatively, you can buy your domain before you even start designing your site and slowly accumulate links. This way by the time you are completely up and ready, you will not be subject to the sandbox.

Link Quality and Relevance

Majority of SEO's and Webmasters tend to go after reciprocal and directory links when starting their first campaign. After all they are most likely a PR0 with a site no one has ever heard of, so they go with the one technique where these factors have little importance. What results is 100's of unrelated and unimportant links. Google has been devaluing the importance of directories over the last year and with the addition of hundreds a day, this trend seems here to stay. In many theories it is believed that if Webmasters get the majority of their links from "Authority" sites, they will be viewed as important and therefore not subject to the filters referred to as the Sandbox

Purely Age

There are still those that feel that age is still the most important factor. If you are registering a new domain name, there is no way around this. However, many SEO's buy old and existing domain names and add their own content. If you are able to get a DMOZ listed domain, you may help your chances even more as it will have an existing link structure. There are many services on the web that offer lists of upcoming expirations so you may be able to grab one at a bargain price. Be aware though that there is a number of SEO's that believe that these domains will be "reset" when ownership is changed so you may be subject to the sandbox anyway.

How long does it take for SEO results to kick in?

The amount of time required to see results of search engine optimization work range anywhere from 30 days for existing sites in local or niche markets to 24 months for new websites in a competitive of national/global market. *We always stress 4 – 6 months at least.*

Does every page of my website really need to be optimized?

In a word - yes. Every page of a website can be a potential entry point for visitors. You can't predict which page or pages will be ranked the best for specific keywords. As such, each page must be individually optimized to for optimal ranking. Collectively, all pages of your website reinforce the common "theme" of the site, which also can help boost ranking. Don't assume that your home page is the most important page on your site.

Learn the reasons why you can't guarantee a number #1 position in the search engines?

Nobody can guarantee a number #1 position or specific ranking for your site for a given keyword phrase. There are simply too many factors beyond anyone's control - the search engines changing their ranking algorithms, efforts made by competitors, and new sites being added to the Web. Obtaining a specific ranking is analogous to managing a portfolio. You will learn different ways to manage your SEO campaign and monitor the specific keys and other indicators to make sure your business portfolio is managed to the best of their abilities. However, the strategies that we will teach you will help get you to the top spots in the search engines using various types of profitable keywords that your competition may not be using.

See why SEO services so expensive and learn how to do it yourself!

SEO is a highly-specialized craft requiring much research, forethought, skill and can be extremely time-consuming to implement correctly. Not everyone can do SEO and there is a lot of training involved. We will teach you how to avoid the high cost of SEO and show you how to implement our strategies into your business campaign to make your online business a true online powerhouse. However, compared to offline and print advertising, SEO is quite cheap. The cost of having your website SEO optimized is by far the best advertising dollars spent and the return on your investment (ROI) can be very great. In fact, consider SEO to be tax deductible and is literally a marketing expense. And if you look at any successful business and/or public company, in to grow the companies customers, subscribers, and overall brand is investing in marketing. Once your learn how to implement these strategies and finally see your SEO campaign is in it's full fledge process you literally will have an ongoing cash cow that is similar to compounding interest, "One of the most powerful forces in the world."

Learn How To Systematize Your SEO Campaign and Become A Successful Business Owner

Time is Money....

You will learn that when you are a business owner your time is crucial to you and you will find out the more successful you are the less time you will have.... UNLESS

You set up systems on how to replace yourself as an employee of your business and delegate projects and tasks to people most skilled at those positions. Learn how systems can help your business run by itself while you make plans for the future and strategize how you can achieve financial growth to recession proof your business.

Keep Growing...

More websites are populating the internet with content and web pages similar to yours...

This means like a lottery, the more tickets you have(aka web pages) the better chances you win (aka rank higher)

Learn how to do it yourself and act quickly and grow your website to an online powerhouse before your target market and targeted industry passes you up. Rich Alchemist will teach you the most profitable Do It Yourself SEO techniques that will make you wish you started doing this years ago! You want your business to be labeled as the source in your niche market or industry right? So what are you waiting for?

I want to learn more... About the Secret SEO Techniques From Rich Alchemist

info@richalchemist.com

Learn how you can do it yourself ?

Large amounts of time, attention and expertise are needed to achieve the desired results in such a constantly changing niche industry. Most people give up because they are overwhelmed with what it is involved when it comes to search engine optimization. Most people don't even know where to start or who to idle as a mentor when it comes to SEO. Now that Rich Alchemist is here, we can be your SEO mentors for you so that you know exactly where to start and how to do it. Lets face it, most people can't afford the expense of adding personnel to manage their SEO campaign and think about it, the necessary resources alone would be more money than most peoples budget can handle, which is why Rich Alchemist can help you learn how to become an SEO genius with minimal cost to help you stay way within your targeted budget at the same time doubling if not tripling your monthly and yearly profits.

Sometimes, businesses are not setup to do this type of work....

We also teach you to implement a very structured system to use and implement. But... consider this, we know our SEO knowledge works and have tested our techniques for over 5 years. You will learn our unique system which proves this, you can feel confident that all you need to do is plug your business into our Rich Alchemist system and in no time the results will be exposed, making your family much happier that you chose to implement our SEO campaign in your business. **We hold no secrets and will teach you all of our strategies.** We actually do consulting all over the country and we will prove that our SEO knowledge is definitely worth the investment into building a serious monopoly for your online business! Remember, Rich Alchemist has already established a strong, ongoing marketing system all the top search engines, and has experience professionals who are constantly researching the changes and trends in this dynamic field. Our strategies are mechanical as well as fluent to the changes that occur in any marketing campaign.

Contact us to plug in your business into our Rich Alchemist system.

We do not work with businesses who are not serious about moving their lifestyle further.

Rich Alchemist only works with people who wish to improve their net worth by investing in their business and understand there is no get rich scheme around... just solid strategy to build your business to the next level. Select Which Option Fits You Best Right Now, So We Can Help You...
OnInvesting SEO Into Your Business...

I AM READY...

[Learn A Remarkable Way To Put Your Business On Autopilot Using The Internet!](#)



Rich Alchemist
1 (888) SEO-4YOU
10312 W McNab Rd. #A-4
Tamarac, FL 33321