WHERE'S MY WEBSITE?

Why People Can't Find You Online & How To Fix It!

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Introduction

I wrote this book to help my fellow small business owners and freelancers to do their own marketing and get found online. If you're new to internet marketing or haven't found success promoting yourself on the web, this book will guide you to first page ranking.

My own journey to the top of the search engines goes something like this...

Sometime back in 2008-ish I watched a simple presentation about the difference between having an online business and merely having a website. It didn't occur to me there was a difference. I thought having a website was equal to an online business. I was so intrigued with the presentation, I watched it again and a light switched on in my head that completely changed how I marketed my struggling video production company in Colorado.

I learned about keyword research, finding profitable niches, and even how to choose a website domain name that would help my website get found. After all, if they can't find you to buy your products and services you don't have a business; you just have a website.

When my family moved from rural Southwest Colorado to the Phoenix metro area, I had to restart my business where there were already plenty of competing video production companies and freelancers. After doing some research, I acquired ArizonaVideoCompany.com and started putting into practice what I had learned.

With just some basic internet marketing skills, I built a web presence that put the unknown Arizona Video Company on the same pages as my local competition within about eighteen months. By mid-2013, I was out ranking them for keywords I was targeting. My little one-man video company showed up higher on search results than my bigger, more established rivals. I was getting calls and contact form submissions not only from the surrounding cities of Chandler, Mesa, Tempe, Scottsdale and Phoenix, but from all over the country asking for my video services and graphic design work. They called me because they found me online. I was high up on results – usually page one – because I learned how to work with the search engines to get in front of these potential customers. I'm still learning more and fine-tuning my skills today.

Not too long ago, I built an affiliate website to market my favorite website maker. If someone visits the website, clicks on a banner ad and makes a purchase, I'll get a commission from the company. I created that site following the same simple steps I used before and took that niche website from nothing to page 1 on Yahoo and Bing in less than a month. It appears high up on Google as well and I'm earning commissions on that site almost daily. I will explain how I did it.

I've taken the last 5 years of personal, hands-on internet marketing experience, and poured it into the pages of this short ebook for my fellow freelancers, small business owners, and anyone who wants to have a thriving online business and not just a website. **My hope for you is to start seeing tangible results with your internet presence within the next 3-6 months.**

Getting found online is not rocket surgery, but it might require some rethinking about how the internet works. I genuinely want to help others who are today, where I was just a few years ago. If no one is finding your website, there is a reason why and this book will help. It's not a comprehensive marketing book. It's a simple guide for anyone who wants to do their own online marketing or who can't afford to hire an SEO company to do it for them. I put real information here that companies pay dearly for every month. No fluff or snake oil! You will see results if you do what I teach in this book.

I realize that I can be clear as mud sometimes, so if you come across something that just doesn't make any sense, send me a note. Also, if this book helps your marketing efforts, I'd love to not only hear about your successes, I would greatly appreciate it if you would take a moment to leave an honest review on Amazon.com. It might help someone else to kick start their own marketing.

Chapter 1:

Why Most Websites Are Nowhere To Be Found

Yesterday's business model was all about "Location, Location, Location." The world today is "Information, Information, Information." Today's customers are smarter than ever and go online first before making purchases every single day.

The internet in its early days was called the "information superhighway" with emphasis on "information." The internet is all about instantaneous access to information, all kinds of information, reviews, videos and social interaction to share that information.

To get customers to find your website, you have to speak the language they use, specifically the keywords they type into search engines, paying attention to the details. For example, if they're searching for "red high heels" then you need to let both people and the search engines know you have "red high heels." If your website only says "women's shoes" the search engines will likely pass you by for that keyword phrase – even if you have the very best "red high heels" the world has ever known. And if the search engines ignore you, then obviously the people searching for "red high heels" will never know you exist.

This applies to pictures and images as well. The search engines can't tell what an image is unless you label or describe it with text. You might have a picture of a delicious bacon breakfast burrito on your restaurant website. It looks amazing to anyone who sees it. But search engines can't "see" it like people can. They read text descriptions. If the name of the photo you uploaded to your website is 0074.img and isn't labeled as "breakfast burrito", guess what? The search engine won't know! All it sees is 0074.img. And who wants to eat 0074.img for breakfast? I tried 0074.img once. It was terrible!

Countless business websites won't get found because the website itself isn't built correctly. From web page content, to images not being labeled, to site information, all the way down to the domain name, most websites are designed to appeal only to people, not to get found by search engines.

This is a very critical point: The popular keywords people use to search with, are the same ones you need to have in your website content, blogs and any media you embed on it. The problem is that most websites don't have enough of that specific information on them for the search engines to sink their teeth into.

Keep reading because there are some awesome tools available to help you to discover the right keywords and phrases you need to have on your web pages.

Summary

The internet is all about information, information, information. To market anything online, we must speak the language used by web surfers.

Chapter 2:

How The Internet Works

I've never called myself an "Internet Expert" but I know enough to get multiple websites on page one of the search engines. Allow me to briefly explain how the internet works and more importantly, how you can work with it to get found and get traffic. Understanding how things tie together will help you market yourself.

The way I see it, there are three parts to this whole World Wide Web thingy:

• People

• Search Engines

• Information

We the people go online looking for information. We access that ever expanding ocean of information using search engines. The search engines use algorithms, robots, pixie dust and whatever else to categorize and prioritize all that information to give to people. By default, they give us 10 organic results per page at a time. Think about that: You have a 1 in 10 chance to be seen in the organic results of Google's page one for any given search phrase. Talk about a narrow window of opportunity. By organic I mean non-advertising results. If your website isn't one of the top ten results out of potentially millions of possibilities, you won't be on the first page. Few people go to page two and even fewer to page three. Only insomniacs go deeper than that.

Keep in mind that the search engines compete against each other for our attention. Google competes against Bing, Bing competes against Ask, etc., They all try to deliver the most relevant results to web surfers.

If the search engines can't find information easily on your website, or don't "trust" it, your site could be buried many pages deep where people don't look. It doesn't matter how awesome your content is. What matters is how you feed it to the search engines.

Now a word about "trust". In some ways, search engines are a lot like us people. They place greater importance on information from trusted sources. Just as we might trust a recommendation from a close friend over advice from a total stranger in an overcoat. Search engines give priority to "trusted" websites and blogs.

How do websites gain trust with search engines? With things like:

• Longevity – How long a website as been around

• Regular website updates

• Consistent business information everywhere your business is listed

• Popularity - New Visitors & Repeat Visitors

• Inbound Links From Other Trusted Sites Like Facebook, YouTube, Google Places, etc.,

• Compelling Content that makes people stay on the site for a while

• Social Interaction - "Likes", Shares, and Links back to your website content.

All of these "trust" factors take time to accomplish, which is why I tell my clients to look at their web presence like a garden. Gardens need regular maintenance or it will be overrun by bugs and weeds. But a few minutes here and there throughout the week will keep your garden happy. Happy is good.

It's easy for a busy person over 35 years of age to have a "set it and forget it" mentality with a website, because for decades the go to source of information was the annual phone book or Yellow Pages. But like a buck for a gallon of gas, those days are gone! Today people use those heavy phone books for door stops, weapons and booster seats for small children today.

A profitable web presence is not something you "set and forget." The online landscape changes daily. If you don't keep up with it, your competition will overtake you and push you further away from top page placement where customers look to do business– and it can happen faster than you think!

Summary:

• The internet is all about information.

• People use keywords and phrases to find information, therefore, your website and blog must have keyword rich titles and content, including properly labeled images and photos.

• Websites must be built to appeal to both people and to search engines

• The search engines prioritize websites and blogs according to how much they "trust" its content

• "Trust" is earned by things like longevity of your website, how often it's updated, inbound links from other trusted sources, and how often people visit, like and share your information.

Chapter 3:

Use Your Passion To Find Your Niche

Discovering what you're passionate about is easier for some than others. Some people know from childhood what they want to do with their lives. That wasn't me. I pursued all kinds of rabbit trails in life before I understood what I was genuinely passionate about. There are some good reasons why this is important and worth the time and energy to nail down for yourself. And by the way, no one else can answer this for you, nor can you decide it for someone else. Only you can answer the passion question for you.

The reason why passion or at least a strong interest is important to building an internet presence is because you're going to invest time in creating lots and lots of content for your website(s) and blog(s).

If you're passionate about something, than creating content, taking pictures, making videos and posting to a blog won't even feel like work. You'll enjoy it! And that enjoyment will shine through in your content.

If you're not that interested in a subject, then it will probably feel like work, and you may not do all that's necessary to attract customers. A competitor with more passion who's also reading this book will outrank you.

Building my video production presence online has been a fun journey. I regularly tweak things on my websites and post things on my blog. Sometimes I'll get a cool idea for a blog post when I'm in the shower or while out on a walk in the gorgeous Arizona sunshine. The first thing I'll do is keyword research to see how people are searching for cool idea. Then I'll use those results to help me find an angle on the subject. Then I'll write, create a graphic to go with it, and maybe even make a video from that post. I'll do this on a whim because I love my video production business. If I didn't really care that much about it, believe you me, I wouldn't do it.

The whole point of this chapter is to address the importance of working with your natural interests and passions to build an online presence. It's going to take real, ongoing, creative work. Anyone who tries to tell you otherwise is lying to you. Lying is wrong. Tofu is wrong too.

Discovering Your Passion

This might veer a bit off topic, but I think it's worth it. Years ago I listened to an audio book called [The Psychology of Achievement](#) by Brian Tracy, one of the most successful entrepreneurs and sales trainers ever. I've listened to the presentation several times and I highly recommend it. In it he poses a couple of scenarios to help a person discover what's really most important to them, and thus what they're passionate about.

The importance of understanding and pursuing our passion is the overall sense of peace we'll find in our lives going forward. How many corporate executives have left their big salaries behind to open a bakery because their heart wasn't in mergers and Excel spreadsheets but near the smell of fresh bread coming out of the oven? Lots of people have made that trade and their only regret was that they didn't do it five or ten years earlier.

Allow me to summarize the two scenarios from Brian Tracy here:

Imagine that someone has just handed you a check for $10 Million dollars, completely tax free, no strings attached. The $10 Million is yours free and clear. You never have to work again if you don't want to. How would that change your life? What would you do?

To get the most out of this little exercise, you should stop reading and really think this over. Would you quit your job? Would you relocate? What would you change? What would stay the same? Take about 5 minutes and really ponder the possibilities, because there's another part to this.

I mean it. Take 5 minutes and think about it.

Now, here's the other scenario and different from the first one. Forget about the $10 Million. Imagine your doctor just called and wants to see you right away. You arrive and take a seat in their office. He or she looks you right in the eye and says that you've got some kind of incurable virus and you've got exactly six months to live. Absolutely nothing can be done to prevent your demise in exactly 180 days.

Now, how would that change your life? What would change? What would stay the same? How will you live your remaining days?

Somewhere in your answers to those two scenarios is what you value most and perhaps what you're passionate about. Is that something you can pursue in an online endeavor? Would you enjoy deriving an income from that pursuit?

Another way to fine tune your passion is to ask yourself what you're interested in enough to:

• Research and learn more about

• Practice over and over again to gain expertise

• Do without getting paid

• Write about

• Make videos about

• Travel for

• Invest money into

Once you have clarity on your what your passion is or strong interests are, you can do keyword research to discover profitable niches, or specifically a niche market. Why is finding a niche important, you ask? Because on the world wide web, some niches are too broad or already dominated by other people or companies for you to be found where people are looking.

Let's say your passion is to make copper jewelry. But in your keyword research you discover that no one is looking for copper jewelry or they are, but there are 31 other copper jewelry makers online with strong ranking. The reality is that you may be a gifted copper jewelry maker, but you'll probably never rank high enough to get found and become profitable.

In a case like that, you'll need to refine your search to see where you can rank. You might need to consider other ways to market your jewelry or to adjust your product offerings. For example, you might find a competitive niche for "turquoise and copper necklaces" or "copper gem stone jewelry" or "handmade copper bracelets." Aim for those niches. Think of it as getting your foot

in the door into the larger niche of "copper jewelry" and build on it. Get people to your website by offering what they're looking for, then invite them to see your other products. Brick and mortar stores do it all the time!

Summary:

• Discover and fine tune what you're passionate about in life.

• Being passionate or intensely interested in your website presence will help you to do the visible and invisible work necessary to get found online.

• Be willing to find a niche for your products and/or services using imagination and effective keyword research.

Chapter 4:

The Right Tools – Use What Works For You!

There are plenty of loud voices out there telling us that if we're serious, we should only use this website maker or that keyword research tool, etc. To me it doesn't boil down that way. I don't believe there are right or wrong tools. I believe it comes down to what tools are right for you. It's like the difference between a manual or automatic transmission. Both work, both are street legal, and both will get you where you want to go. Pick the tools that you like best and that work for you because you're the driver!

Website Maker

A website is your base camp online. It will serve as your business brochure, storefront, and hub of information. Treat it as real as any brick-and-mortar building because it will attract or repel customers as effectively as anything in the physical world.

When I got started making websites, Adobe Dreamweaver was the most recognized name out there. So I forked over the big bucks and bought Dreamweaver along with the other important programs bundled with it. I also had to get extra training videos because Dreamweaver was anything but intuitive. The learning curve resembled Mt. Everest.

Later I searched around for something easier to work with. I tried CoffeeCup, WordPress, and some others before landing on a drag and drop simple program called [Weebly](). The name might sound like something from children's toy aisle, but I can assure you it's a serious website design program with plenty of template options and features to have you running with the big dogs.

Weebly works for me and here's why:

• It's the easiest, most fun website maker I've EVER used.

• It's an online program which allows website updates from anywhere with an internet connection.

• It's affordable.

• There are several tutorials explaining all of the behind-the-scenes SEO stuff.

• And the geniuses at Weebly are constantly adding new features.

The real key for me is ease of use. Weebly is easy enough for this blond guy to use it, which means anyone can master it. The learning curve is very short which will save you time, and money on blood pressure medicine.

[Weebly]() works for me, but I don't know if will work for you, so I recommend trying different ones on and seeing if they fit. Find what website maker you click with, because you're going to be working with it over and over, perhaps day after day. If you hate the process, you might not do what's necessary to get that website found. Feel free to use more than one if you want. Some have different features than others, so look around. If you like driving a stick – get a stick. If you're an automatic driver like me – get an automatic and enjoy the ride as much as possible!

Blogs

Think of a blog – which is short for "web-log"- as diary, ongoing newspaper column or magazine article. A blog post can feature updates, new products and features, pictures, videos, and any other news that would be of interest to customers.

Blogs are particularly helpful for websites with pages and information that won't change much. A blog post can talk about a product or service, then link to that website page.

Let's use the copper jewelry example earlier. The gemstone copper jewelry webpage still features the same six pieces. Nothing has changed on the website nor are changes expected anytime soon. But you can make weekly blog posts about the birthstones to go with the copper. Talk about the history of copper jewelry, latest news about copper, etc., and other related topics that you wrote based on keyword research!

Once again, use whatever blog maker you like to use as you might be updating your blog more often than your website. Weebly offers the same drag-and-drop simplicity with their blog maker, and I've added blogs to all of my websites from within the Weebly platform.

Keyword Research – The Foundation of Any Online Marketing

Let me make this point very clear: **You are wasting your time creating content if you don't start with keyword research.** This critical step is overlooked by most people, which is a costly mistake. Investing a few minutes to properly research keywords can literally make the difference between 10 people or 10,000 people visiting your website or blog.

You'll be amazed at the number of variations people come up with to search for information online. They use all kinds of terms you wouldn't think of. You'll also be surprised to see how different the results are between putting one word before another or even singular versus plural. Do your keyword research and you'll know what words to include in your blog titles, domain names, YouTube tags and descriptions, and the first few words of a paragraph.

Here's the back story, the tools, and the exact process I used for the website I built and took the top of the search engines in under a month:

If you hadn't noticed by now I really like Weebly for making websites. I like Weebly so much, I became an affiliate marketer. If someone purchases a Weebly Pro account, Weebly will thank me for marketing their program with a small commission. For years, I've hosted Weebly banner ads on my various websites, but I decided to take it a step further by creating an entire website devoted to marketing Weebly.

The simple keyword research process I used was this: Broad Terms – Sift – Prioritize. My keyword research tool of choice is Long Tail Pro. I started with some broad phrase like "Website Designers" and ran it through Long Tail Pro. After looking at the results, I found that "Website Designers" was too broad and too competitive, but there were lots of variations like "Best Web Design Programs" and "Free Website Creators" among many others. I kept searching and sifting until I landed on "Best Website Maker". Unfortunately, the domain name BestWebsiteMaker.com was already taken, but since hyphens are like spaces between words to the search engines, I chose Best-Website-Maker.com since it was available. I repeated the same sifting process for each page on the website as well as content for each blog post. By the way,

sifting through keywords isn't a long difficult process if you have the right tool. I find profitable keywords in under two minutes with [Long Tail Pro](#).

I highly recommend Long Tail Pro though there are many others out there. This easy to use tool will help you to focus in on profitable keywords, and get a sense of the over all keyword competition.
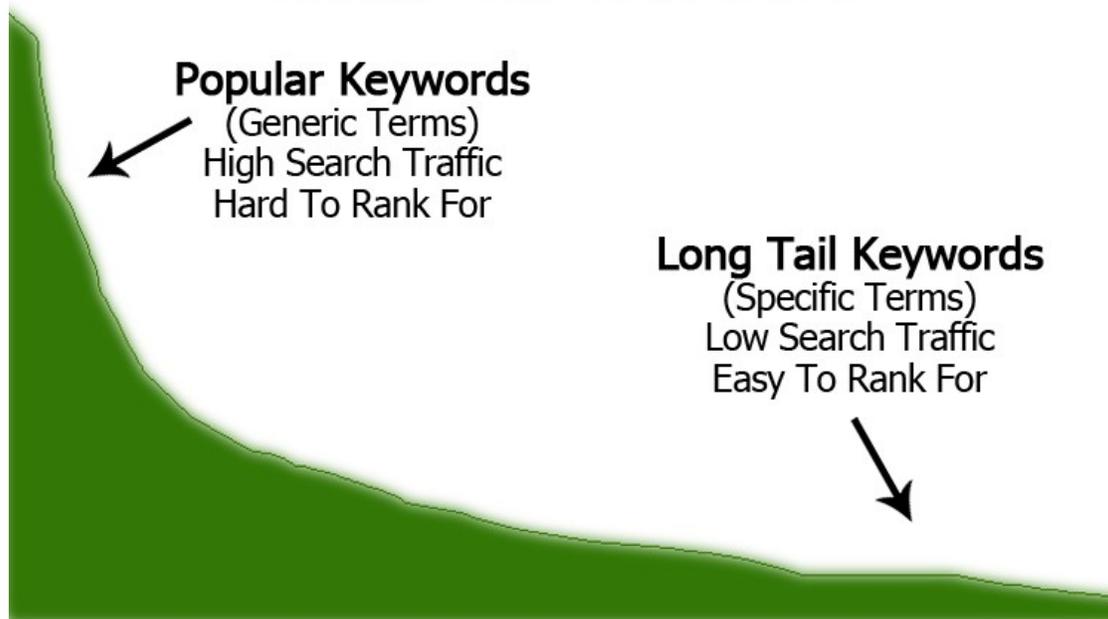
The term "long tail" refers to the downward slope on a graph that stretches out from high to low and left to right. It looks like a long tail. For our purposes, it refers to keywords from most popular to less popular. The point to this is that the less popular a keyword or keyword phrases is, the more possible it will be to rank high for it due to lower competition.

We all want to capitalize on the most popular keywords, right? That's the point: **Everyone** wants to so that means the competition for those keywords is fierce. In most cases, the competition is so intense, there's no real chance for you to rank on or near page one.

On the other hand, if your keyword isn't popular enough, it won't be worth your while to invest time into creating content for it because so few people are looking for it. What's the point of being number 1 in a category no one is interested in?

The purpose of keyword research tools is to help you find the sweet spot of keyword popularity and low competition. That's what I found with Best-Website-Maker.com.

The Truth About "Page One" Ranking on Google

There are hundreds of possible keywords and phrases people might use to find your website. Some are more obvious and popular than others, but the truth is that you can't possibly rank for all of them. Unfortunately, there are SEO (Search Engine Optimization) scammers out there who

will promise to get you on the first page of Google, but that might mean some wildly obscure search phrase that turns out to be meaningless. They capitalize on the willful ignorance of business owners who are too busy running their business. This internet stuff is all Greek and voodoo to them anyway and they just want someone else to handle it.

I understand this perspective, but it's not a good idea to be in the dark about your online marketing. It's also not smart to have someone else in control of your web presence. What happens if they get hit by a bus or their company goes out of business? In time, everything you've been paying for will disappear. Sorry, got a little off topic there.

The best situation for your website and blog is to rank high for several popular search terms and phrases. But here's why the less popular, long tail keywords are important too:

Let's say a popular keyword phrase you want is "Copper Jewelry". It has 1000 searches every month, but the competition is outrageous. Good luck getting to page three on Google! But another related phrase "Gemstone Copper Wristbands" has 150 monthly searches and low competition. That's a great situation! I'd rather be on page one where 150 people might see me every month, than on page three where 999 people never go. Find more of keywords like this, and you'll eventually get 1000 people looking at you across multiple keywords.

Imagine the implied credibility your business has if you keep showing up for multiple relevant keywords – even if they aren't the most popular ones.

Summary

- The best website or blog maker is the one that clicks with you. It's the one that you can use easily and is intuitive to how you think. I use Weebly because it's drag-and-drop simple. Others swear by WordPress. Ultimately, it's your website or blog and you are the one who must build and maintain it. Take them all for a test drive and then decide based upon your own experience.

- Keyword research is critical to getting found online. Use tools like Long Tail Pro to know what keywords and phrases people are already using to find your information, products or services. Once you have your keywords, build quality content that people will like to read, listen to, watch and share with others.

- 1st page on Google can be meaningless if it's for some crazy keyword combination that no one uses. The best situation is to rank high for several popular and relevant keywords.

Chapter 5:

Create Quality Content

As mentioned before, there are two online audiences we must appeal to: The search engines and people.

• If search engines don't "like" our material, they won't put it in front of people.

• If people don't like our material, they won't spend time with it or share it. The search engines will pick up on this lack of interest and push it further down on search results in favor of other sites and blogs offering better quality content. As far as importance, quality content is right behind keyword research in my opinion.

What is quality content? Quality content is material that is so compelling that people will read all of it, listen to all of it, watch all of it, then "Like" it and share it. In other words, it can't be bland and boring like tofu. It can't read like a monochrome robot wrote it. If it's a podcast or a video, it's got to engage viewers enough to make them want to stick around till the end and share it. Here are some more ideas on compelling content:

• Keep it short and interesting.

• Be a conversationalist - not a lecturer.

• Include images and photos when you can to spice it up like a magazine layout.

• If you hear the same questions over and over, create content to answer those questions.

• Set yourself up as the "Go To" guy or gal. Be the expert in your field.

• Be funny. Be quirky. Be yourself. Have fun with your content!

• Offer deals, specials, discounts, if people "like" and share your content.

Think about what keeps your interest when you check out a website or blog. Visit your competitor's websites and see what they're doing that you can use on your website or blog.

Post Your Content Everywhere

Once you have your creative, compelling content, it needs to get online. Posting to your website and blog is the absolute minimum. Here are some other places you could set up accounts for and post to:

• Facebook

• Google+

• Twitter

• Your Email List

• LinkedIn

• Other blogs and forums

I think everyone has a love hate relationship with social media. Don't feel like you have to be on every social platform. I'm not. I waste way too much time just on Facebook! Pick out a few that are meaningful to you and be okay with that. Feel free to spread out your postings over a few days too. You do not have to post everywhere all at once.

The most effective plan I've used goes something like this:

• I get an idea, do keyword research, find the right niche, and write a 350-500 word blog post.

• Then I'll create some images to go along with it. Images are attention getting and they show up when you post on Facebook. Did I mention that I spend too much time on Facebook?

• Then I'll use the blog post to be the script for a video. I'll create the video and upload it to YouTube and optimize it with keywords, tags, and a custom thumbnail. Then I'll embed the video onto the blog post.

• Then I'll post a link to my Facebook pages.

• I'll email a link to my email list

• I might repurpose the content into another blog post later and link back to the original blog. Posting to different places is important, but compelling content is more important. If you create information that people like and share, they will be doing most of your marketing for you. Content that is yawn-worthy won't go anywhere no matter how many places you post to.

Summary

• Combine keyword research and your creative energy into compelling content that will satisfy both the search engines and people.

• Post to your website or blog first, then expand out to other blogs, forums, and social media sites. Focus on the social sites that interest you and don't feel obligated to post to all of them.

Chapter 6:

The Resources I Use

Sometimes having the right tools can make all the difference in the world. By "right" I mean reputable tools that are the right fit for you. Some of these tools I recommend have saved me countless hours of extra work and they did a better job than my other methods.

At the very least, check them out. Yes, I'm an affiliate marketer for some of these, but it's because I use them or have used them and found them worth recommending.

• **Weebly** – By far the best website and blog maker I've ever used.

• **Long Tail Pro** – This is my keyword research tool of choice for finding keywords and niches. I have the Platinum version because the KC tool is worth it to me.

• **PayPal** – I do all my invoicing through PayPal to keep track of things. Most people have a PayPal account and those that don't pay me by check. The processing fees are what they are, but at least there aren't any extra monthly fees. PayPal also offers a Bill Me Later program that is a 6-month no interest option for clients as well.

• **Strayblogger Training** – Excellent, down to earth online training by Nate Rivers on how to make money online with websites and kindle books.

• **Stunning Kindle Covers** – Customizable book covers and templates that look amazing!

• **Video Traffic Academy** – This is James Wedmore's training on how to use video for your marketing. Worth taking a look at especially if you have a fear of being on camera but know you need to use video!

• **Publishing For Profit** – How to make $1000 per month with Kindle books

• **ShareASale** – A site for affiliate marketers. If you want to make money with your websites, this is the place to go to find companies who will pay you to market for them with banners and links.

• **E-Junkie** – Another site that will help you make money online by selling your products or selling other products and services.

Conclusion

Thank you again for downloading this book! I hope you found the material valuable and clear. I truly want to hear that you put these concepts into practice and are seeing results in your own online marketing.

Finally, if you enjoyed this book, please take the time to share your thoughts and post a review on Amazon.com. I would be most appreciative. Thank you!

A Note About The Author

Patrick Sipperly is a writer and producer for the Arizona Video Company. His short stories have been featured in FaithWriters.com, CleverFiction.com as well as many other creative and business related websites. He lives in Chandler, Arizona with his lovely wife.

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Next Steps

- Define your interests and passions, if you haven't already, and decide how you will pursue them.

- Get a keyword research tool like Long Tail Pro and find your niche or niches.

- Build your website and blog and set up your keywords, tags, and descriptions

- Create amazing content that will captivate the search engines and engage people

- List your information with Google, Yahoo, Bing, and other directories

- Connect to social sharing sites that you like visiting

- Create more interesting content.

- Enjoy the process!

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