



Goal: Get my lens to #1 on Google

choose a good keyword

- high search volume (over 1000/month)
- low competition
 - PR of first page 30 or under
 - MNF SOC under 20
- "buying" kw ~ over 95% OCI on MNF
- product based keyword

Create quality lens

- good seo
 - kw in url
 - kw in title
 - kw in module title
 - kw anchor text links in modules
 - kw anchor text link in bio area
- good content
 - product features/benefits
 - product reviews
 - product images
 - strong call to action visual and link
 - non text content ~ video/talk bubble
 - create interaction ~ poll/guest book
 - speak conversationally ~ it's not a sales page

Create links

- Free ad blogs
 - unique-article-database.com
 - writers-block-unblocked.com
 - 3stepads.com
 - http://www.orangecaster.com/articles/
 - http://www.freeadblog.net/
 - http://www.freeadvertisingblog.com/
 - http://myfreeadblog.com/
 - http://www.free-advertising-blog.com/
 - http://newbizshop.com/register/
- Submit article to EZA
 - write on topic relevant to your product
 - include anchor text KW link in resource box
 - do not use kw in title
- Submit RSS feeds (only needs done once)
 - squidoo lensmaster feed
 - http://www.dotsauce.com/2007/06/06/55-active-rss-directories-to-help-promote-your-feeds/
 - http://www.newsniche.com/rss-directories-and-submission.php
 - http://www.masternewmedia.org/rss/top55/part-2.htm
 - 3stepad author feed
 - eza author feed
 - blog feed
 - any other relevant feed you can find
- Blogs
 - add post with kw anchor text link to your blog
 - you can use blogger
 - or your own hosted blog
 - or any other free blog availalbe (just read TOS)
- more links if needed
 - UAW ~ www.uaw.internetmarketingformommies.com
 - 1 way links ~ www.getlinks.internetmarketingformommies.com