

The

SEO



Myth

**What every business owner
should know before spending
money on internet promotions**

**Written by the successful specialist in
internet marketing and promotion**

Jonathan Smith

“Search Engines do not buy from you... people do.”

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About the author



Jonathan Smith believes that “*Knowing how the ground really lies*” is a must to successful marketing. With very few official laws or guidelines to refer to when commissioning marketing material and company promotion, most business owners are at the mercy of their chosen provider and that provider’s motives.

This is the primary reason behind his e-book *The SEO Myth*; to assist business owners in understanding what is important when it comes to Search Engine Optimisation (SEO) and to clarify the myths from the reality. An added bonus is the prevention of business owners being out of pocket while SEO providers cash in and move on, more often than not blaming everyone else in the process.

Jonathan’s business *Marketing Psych* takes Human Behaviour and applies it to all the marketing that a company is currently participating in. *Marketing Psych* works to evolve a company from trying to sell, to a company that people desire to buy from.

Jonathan says: “*Unless there is a seismic shift in the fundamentals of Human Psyche, underpinning your online and offline marketing by understanding why people do what they do will always work*”

What the reviewers said

“Wow! I really enjoyed it! I loved the tone, short sentences, key messages, directness and humour.

I think this is arguably the best paragraph in the book but it could be missed. You go out of your way to hammer home the 'please people not search engines' theme really well but this golden nugget (as Phil Berg would say) could be lost, which would be a tragedy.

If you are like most businesses then you are service based, that is to say, you are not selling items online without human interaction to complete the transaction. Therefore if you can only manage to complete 20 individual jobs each month why would you need 1000's of visitors? If your website is currently attracting more visitors than you could ever competently cope with (for example 200 a month), but does not encourage enough of them to buy from you, you certainly do not want to be higher up on the Search Engines, what you have is a conversion problem not a page ranking problem.

I am really impressed and more than a little jealous, it's a very good read and in the right hands would be incredibly valuable. A really sharp fresh and bold insight into how SMEs can 'get' SEO.”

June Cory
CEO of My Mustard
(Recognised as one of the UK's top Adword agencies)

“I started off doing a routine review but got really wound up with interest when I realised how terrific this is for me and my business.”

Ed Lincoln
Publishing consultant

Before we start...

SEARCH ENGINE OPTIMISATION (SEO)

(A definition)

The system of methods such as targeted key terms, key phrases placed within the page and the HTML code to increase a website's rankings in search engines ...

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PART 1 Understanding

1 INTRODUCTION - Why do I need this book?

“We can get you on the first page of Google! We can channel 1000’s of people to your website! Using our insider information we can improve your rankings and get you more business! We guarantee... we deliver... we promise...”

... and so it goes on, Search Engine Optimisation (SEO) is being sold everywhere, whether via emails offering you riches through insider special techniques or salesmen on the phone explaining in what can only be described as another language how their company is the only one that can be the saviour of your business.

Subconsciously business owners don’t really believe that it will work, but they still take a chance, why? For many, it is the constant barrage of calls and emails telling them that if they are not using Search Engine Optimisation then they are losing out, big time. It is true that SEO has worked for companies and just maybe it could work for you. Unfortunately trying to get a handle on what you are supposed to do and who you should use is a minefield, as it seems that with every different person you speak to you get a different response.

“Most people do not to have a page ranking problem; they tend to have a conversion problem”

- JONATHAN SMITH

You need this book simply because the selling of Search Engine Optimisation as the holy grail to online business success is a myth, for far too many it is an hyperbolic, under delivered farce sold by people that do not understand the vital basics of marketing and don’t take the necessary time to immerse themselves in the mindset of their clients target audience.

Furthermore, business owners are also not being told what steps they must do to ensure that their website is ready for any SEO

implementation. They are also not being told that these steps can be undertaken with little or no financial outlay whatsoever and if done correctly could negate the need to use an SEO company entirely. Unfortunately far too many website owners are discovering too late that what was sold as an elixir is fast becoming snake oil.

A bold statement? Perhaps, so to balance it out let me clarify that this book is not about SEO Company bashing, there are many optimisation companies out there who are very good at what they do. The problem is that far too often Search Engine Optimisation is implemented before the business website is ready.

This book is in two parts; the first part is about understanding why your website must be ready to receive more visitors, before embarking on raising it towards the top of the Search Engines. If your website is not ready or more importantly you cannot even determine whether your website is ready or not, this is a must read for you.

The second part is a step-by-step guide to creating a website that is focused on your customers' wants and needs. Far too many business owners use their website to talk about themselves, their achievements, accolades and why they are so good at what they do and totally forget to use content that will motivate potential customers to buy from them.

Now there is nothing wrong with 'informing' your target audience of your credentials, these are important, however the first step is to capture their imagination or 'Hook' them in, create content that makes you stand out from the competition. Your credentials should be used to re-enforce the positive vibes, should they be necessary at all. Simply talking someone's language can be enough to get them to buy into you, i.e. literally using the same words in the same order that you clients use and writing these within your marketing material can create rapport with the reader.

Top Tip - Relevancy.

If you were to purely focus on writing content that builds rapport with your ideal clients i.e. words, phrases and questions your clients say, or facts and free advice that would directly appeal to their mindset you will have created 'Relevant Content'.

What is interesting is that all the clever code that Google uses to list and rank website pages on their Search Engine is geared to achieve one thing

‘Relevant Content’. Ideally Google wants users of its Search Engine to only find websites relevant to the search terms they typed in. Focus on your clients, they will thank you for it and in turn Google will rank you highly.

Now you already know that more often than not when you search online for something there are often results displayed that are not relevant to you. You want to make sure as far as possible that your business website does not appear under the wrong search terms this is easier to avoid when you write content relevant to your end user, not while trying to keep Google happy.

“You must focus on WINNING clients confidence and not focus on trying to avoid LOSING out to Google”

- JONATHAN SMITH

Online success is a continual process, there are no quick fixes, the Internet is always evolving as are your clients and competitors you must keep learning and improving your website to stay in the game, similarly you wouldn’t go to the gym for one session and expect to be fit for life, the same applies to your website, whatever you do now will not keep it in shape forever.

With all great achievements, they originally started with one small action, this book is the first step down the *right path* in showing you how you can keep improving your website and your online business acumen long after putting this book down.

When it comes to Search Engines, forget what you have been told before, a new Mantra is in order...