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RANK ROCKET

A step-by-step checklist to make
your website Google compliant and
to optimize your search engine rank



Angela Janzen - Fairbanks
of Janzen Marketing LLC

Rank Rocket!

RANK ROCKET

*A Step-by-Step Checklist to Make Your Website
Google Compliant and to Optimize
Your Search Engine Rank*

Now with Video!

by

Angela Fairbanks, Owner
Janzen Marketing, LLC

Foreward

I wrote this book for small business owners who want to see improvements with their online visibility, but don't really have the budget to hire a fancy, expensive firm.

I am not going to go into the long details of my 'story', but rather, I will just jump right into content.

I have been a marketer since 2010, and though I don't control Google, I do know what they are looking for in a website. If you follow the steps I have outlined in this book, you will be well on your way to getting to that coveted first page ranking. I certainly can't promise you results, but I can tell you that every client we've followed these techniques with, are on the first page.

Many of these techniques may be new to you. All of them are above board and real. I do not use any black-hat types of tricks or tips.

What Google wants today are websites that are easy to maneuver and helpful to the user, with lots of great content. They want a website to be informative, accurate and relevant.

Aside from a very basic step 1, all the steps have an accompanying video tutorial. You should be able to get through these steps in a day. You won't be able to implement them all in a day, but you will be able to view and comprehend all the step-by-step instructions.

If you have any questions at all, my contact information is at the end. Feel free to reach out to me for questions, comments, or additional help.

Enjoy Rank Rocket!

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Follow these steps to ensure you have a Google friendly website.

1. Do You Have a Website?

A website is the foundation for building a local web presence. If you do not have a website, then we encourage you to get one right away. The site needs to serve a specific goal, and for most individuals and companies, the goal is to capture leads and effectively communicate with potential clients and customers. If you have not been on your site for quite some time, please take the time and look at each component of your website. Is your Website current and up-to-date? Is all the information accurate?

What additional information can you share with the public that would enhance their user experience when visiting you site?

Does your site load quickly? People won't wait around for a slow, bogged down site.

Make sure your site is not stuffed with a bunch of irrelevant ads. That's annoying. Google is all about 'user experience' right now, so try to keep that in mind as you are going through each step. With each step, ask yourself, "What can I do with this step to enhance the user experience?"

2. How Often Do You Need To Update Your Website?

Every good relationship begins with having strong communication. Your current and potential customers need to be able to connect with you. One easy way to begin building trust and engaging them is to provide relevant and current information. The more fresh content you supply on a consistent basis, the more visitors you will have to your site. As you update your site, you will also help improve your Google rank. We recommend you update your site at least once per week.

If you will make out a simple calendar for the month and put things on there that will be of benefit to your readers, that's half the battle. For instance, every Friday, post about something.

- 1st Friday: a video about your business
- 2nd Friday: an article you have written
- 3rd Friday: Pictures of an event you've held, someone you've helped, inspirational, etc.
- 4th Friday: Do a blog post asking your readers what they need help with, or answer an FAQ.

Your updates don't need to all be a blog post. They can be photo and/or video additions, copy additions or rewrites, etc.

[Video Tutorial of Step 2](#)

3. Does Your Website Link To Other Useful Information Sources?

Helping both customers and potential customers solve simple problems builds trust and credibility. People are more likely to buy from people whom they trust and have built credibility with. Google also looks favorably on sites that not only have incoming links, but also link to other relevant information. Please note, the information that you choose to link to needs to be accurate and timely. These links add to your website and do not take away from it. So, identify websites that your clients will find useful and set up the links today!

For a general rule of thumb, I stick with .gov, .org and .edu sites.

[Video Tutorial of Step 3](#)

4. How Many Different Ways Can People Contact You on Your Website?

Each site should have at least two, and preferably three ways, for people to contact your company. Because of how technology has influenced how we communicate, people have different preferences of how they chose to communicate. Some people hate talking on the phone and prefer e-mail, or they hate e-mail and want to talk to someone over the phone or in person. Having multiple ways for people to contact you makes you and your company more approachable to a broader range of people.

[Video Tutorial of Step 4](#)

5. Does Your Website Have Target Keywords?

Having keywords that your potential clients are searching for is essential to building a web presence. Your Website needs specific targeted key word phrases to enable the search engines to easily and quickly find you. Done correctly, you will quickly rank in Google and other search engines for these phrases. Remember to verify that your keyword is relevant. If you sell baby diapers, you need to ensure that you are not ranking for adult diapers. Targeted keyword phrases will help you dominate your niche and increase traffic to your website.

A good place to start looking for keywords is the Google Keyword tool. It will help a great deal. Think of long tail keywords. They will be easier to rank for. Let me give you an example. When people are ready to buy tires, they don't put 'tires' in the search bar. They put "Best 2012 Mazda 5 tires size xyz", etc. That's a long tail keyword. Utilize the Google Keyword Tool, but also use common sense and think of how YOU would search.

[Video Tutorial of Step 5](#)

6. Does Your Website Have Links To Your Social Networking Sites?

Having links to FaceBook and Twitter, as well as other social media sites, will enable your visitors to “connect” with you. The people in your life including friends, family, and members of clubs and other associations, are able to communicate with you. Additionally, you create another layer of connectedness. Simply put building and maintaining your web presence also means consistently engaging people and building relationships with them online. And, remember getting to know them offline is also critical. The stronger the relationship, the more likely they will trust you. The fact that they know, like and trust you is essential to your success when you have something to offer. The chances of them buying from you or using your service will greatly increase.

You can simply ‘link’ to these sites, but a better option is to connect your social media feeds to your site. This way, your viewers can see your latest post or two with out leaving your website.

[Video Tutorial of Step 6](#)

7. Does Your Website Have the Ability To Capture Leads?

Your website needs to capture the name and email address of visitors so that you can follow up with them after they have visited your site. Capturing these names helps you build your potential customer database, and it gives you a starting point to connect with those potential customers. Your ability to send emails to them will drive them back to your website. If you are not capturing leads on your website, then you are missing a key opportunity to create life-long customers.

Remember, the more information you request from someone, the less apt they will be to sign up. And, it goes without saying, but don't SPAM your viewers. It's fine to use your email list and you should, to communicate relevant information, special offers, discounts, etc. But, I think it is super annoying to be emailed sales material every single day after signing up for a freebie. I instantly opt out. Just be mindful and honoring as you use your list.

[Video Tutorial of Step 7](#)

8. Does Your Website Offer a Special Report or Checklist to Help in the Decision Making Process?

A special report or checklist delivered to the captured email address is a great way to begin a relationship and stay connected to current and potential customers. People enjoy receiving useful information that applies to them, especially if it improves their lives. By becoming a reliable source of information, you are building trust and establishing a relationship that will lead more people to buy from you or use your service. If you are not currently providing this type of information, begin by simply asking your customers what they would like to receive from you.

A great idea starter would be to make a list of the top 10 questions you get asked in your business, then answer those. You can put your answers in the form of a checklist, infographic, special report, podcast, etc. and then give it away!

[Video Tutorial of Step 8](#)

9. Does Your Website Have Relationship Nurturing Auto Responder Capabilities?

You may wonder how this is different than capturing their name. Well auto responders automatically send out a 'personalized' e-mail message on a specific day, time, or in response to a query from a client or prospect. Capturing their name and e-mail is not enough. You must do something with it. Auto responders are a great way to constantly keep in contact and connect with your current and potential clients and customers. A simple thank you for joining followed by useful information is a great way to create new and lifelong customers. A big tip is to just be yourself in these emails. It is essential to remember the goal is to connect with people, and the best way to do that is by showing them who you are, and why they should trust you.

My earlier remarks about establishing a lead capture also apply here.

[Video Tutorial of Step 9](#)

10. Does Your Website Have An Active Blog or Events and Updates Area?

A blog is a great marketing tool on many levels. First, it allows you to connect with your current customers. You can also communicate with potential customers. It provides a different type of connection than the website. Blogs are a great way to get current information out on the internet. It also allows you a way to communicate your opinion on various topics that your audience is interested in. Last but not least, blogs build your personal brand and allow you to really connect with people.

There are endless opportunities to interact with your viewers in your blog. Think of the content you are posting on your social media sites, and just transform that into a blog post. It would be great if you could post once a week, but daily would be incredible! Think of all that unique content you will have spread all over the internet!

[Video Tutorial of Step 10](#)

11. Does Your Website Have Current and Relevant Articles?

Posting on your blog and writing short, concise relevant information in an article are very different. The articles you write should show off the depth of your knowledge. It helps prove your skill and expertise, and it reinforces your authority. Articles need to stand the test of time and are often referred to as evergreen. Articles can be used as reference points for blogs posts and submitted to various article directories such as Ezines.com to establish yourself with a wider audience.

A blogpost can be about 150 words, with or without a picture attached. An article will be more like 750 words. Go in depth here.

[Video Tutorial of Step 11](#)

12. Does Your Website Have Videos on It?

Video provides for a more powerful impact, and video is especially important for higher retention rates on your site. These retention rates far exceed text or audio. Sites with videos skyrocket to the top of search engines. With video, it is easier to demonstrate your product or service and people are more likely to buy when they watch and hear your video messages, rather than reading or hearing about it. An added benefit of video is the viral element. A video that goes viral will increase your website's traffic and provide great marketing exposure for your business. Keep in mind that the best Websites and blogs incorporate all three ways of communication- audio, video and the written word.

As I explain in the video tutorial, put your video not only on your website, but also Youtube. And, go ahead and post on all of your social bookmarking sites as well!

[Video Tutorial of Step 12](#)

13. Is Your Website Mobile Responsive?

Today, Google places big emphasis on having a Mobile responsive website. This means your website can be easily viewed on a smart phone, iPad or tablet, as easily as it can be displayed on a laptop or desktop monitor. You **MUST** have a mobile optimized website. If your site is more than 2 years old, chances are it may not be mobile responsive. Note, the words 'mobile optimized' and 'mobile responsive' are interchangeable. If you have a Wordpress site, be sure to download a mobile plugin. If you are using a simple platform like Weebly, make sure you are using a current, mobile responsive template.

This is a non-negotiable. The latest information shows that Google will penalize sites that are not mobile responsive.

[Video Training of Step 13](#)

14. Is There a Testimonial on the Home Page?

Social Proof is what a testimonial provides. A customer tells others that your business is the place to bring their business. You are a trusted provider of a very important service. There is no better marketing tool than a testimonial, and the very best clearly shows the customer's name and photo.

If your website is set up to allow for 3 or 4 testimonials, all the better.

[Video Tutorial of Step 14](#)

15. Do You Have An Active Pay Per Click Campaign?

Pay Per Click Campaigns go beyond the scope of this audit. Just know that local keywords are often inexpensive and another way to get onto the first page of Google, Yahoo, Bing and other search engines.

If you have never considered incorporating pay per click into your marketing, then you are missing out on a relatively inexpensive opportunity to increase traffic to your website. Pay per click campaigns have been shown to have immediate results, while not adding a lot of additional cost to a business when done correctly.

Note, 'not a lot of additional cost' is a bit relative. My personal experience is that if you don't have \$300 per month to put towards Google Adwords, don't bother. And, Google won't give you an Adwords Account Manager if you can't commit to that level either.

[Video Tutorial for Step 15](#)

16. Does Your Website Have Social Bookmarking?

Digg and De.li.cious are two examples of social bookmarking sites. Users can “vote” on the content of your site. These votes increase the number of visits by others since they were directed by these “votes”.

The bookmarks themselves become a source of traffic to your site, and they offer an additional channel for the promotion of your content. Many search engines use the categorization and description of each bookmark to understand the content of the webpage. The bookmark effectively becomes another way to show that your site is relevant, and relevancy will always increase traffic to your website.

Here are a few basic sites you’ll want to be on:

aol lifestream

blogster

twitter

wordpress

xing

stumbleupon

storify

tagged

skyrock

Rank Rocket!

app.net

bibsonomy

bitly

delicious

diigo

feedspot

folkd

friendfeed

hi5

instapaper

jumptags

kaboodle

kippt

linkagogo

livejournal

referral key

pocket

newswine

myaol

[Video Tutorial of Step 16](#)

17. Does Your Website Have the Ability to “Re-Tweet” Directly?

Using Twitter to “Tweet” is another way to connect your website to followers interested in your specific product or service. Twitter is one of the fastest growing social media platforms and already has millions of active users. Many companies are already using Twitter as a marketing tool to drive traffic to their websites. You do not want to miss this opportunity to connect with people. People use Twitter to find a steady stream of ideas, links, resources, content and valuable tips. If you are the one who is providing them, then people are going to be buying from you.

You can easily connect your Twitter account with your Facebook account so your posts show up both places.

[Video Tutorial of Step 17](#)

18. Does Your Website Have An Ezine, Mini-Course or Newsletter?

An online magazine or Ezine, mini-course or newsletter delivered to the captured email address is a great way to begin a relationship and stay connected to your current and potential clients. People enjoy receiving useful information that applies to them, especially if it improves their lives. By becoming a reliable source of information, you are building trust and establishing a relationship that will lead more people to buy from you or use your service. If you are not currently providing this type of information, begin by simply asking your customers what they would like to receive from you.

[Video Tutorial of Step 18](#)

19. Are You Using Press Releases?

Press releases allow prospects and clients to hear about accomplishments and any awards or other relevant information occurring with you, your website and your company. Press releases allow you to share your story and build a reputation in the community. Posting press releases provides visitors information and stories about you. These stories need to intrigue, interest and entertain people in order to keep them coming back to your website for more. The added bonus of creating press releases is that the media might even pick up your story, and you will receive some free publicity.

I discuss this in the video, but some sources for distributing your press releases are:

prweb.com

newswire.com

ereleases.com

prnewswire.com

[Video Tutorial of Step 19](#)

20. Does Your Site Have Comments Enabled on Your Blogs, Articles and Press Releases?

Comments allow visitors to your site to engage with and contribute to your site. Allowing comments gives you another chance to connect with your visitors and draws them back to your site. By allowing your site to be more interactive, you are differentiating yourself from your competitors, and it signals to your customers and potential customers that you care about their opinions. Just make sure to set up to allow 'comments-with approval first' on your site so that you can monitor what is placed on the site. This precaution is not intended to censor the valuable negative feedback provided; rather, it is to ensure that hateful idiots are not allowed to ruin your efforts.

I also like to add that additional layer of protection by utilizing Captcha. I don't have time to read through all the automated spam that can come through. I use the premium version of the Wordpress plugin, Clean Talk.

[Video Tutorial of Step 20](#)

21. Does Your Website Have a Real Simple Syndication Feed Set Up?

Real Simple Syndication is also known as an RSS feed. It is an easy way to distribute your information across the internet. It allows you to create a channel with your content so that it automatically sends your info out each time you post something new on your website. The more readers, subscribers and websites that opt to your RSS feed, the more targeted traffic you will receive to your website. RSS helps you connect with people in real time and increase your rankings in the various search engines.

In the video, I give you step-by-step instructions on how to implement this.

[Video Tutorial of Step 21](#)

22. Does Your Website Have New and Relevant Plug-Ins?

Plug-ins allow you to add features and functions to your website without having to learn coding or programming. Some of the new and relevant plug-ins help you keep visitors on your site, without them using a link and leaving your site. There are plug-ins that are designed to help you with search engine optimization (SEO), and plug-ins that get more targeted traffic to your website. Keeping up-to-date on the latest plug-ins and how they can be integrated into your Website will help you improve your web presence.

One of my favorites is the premium version of All In One SEO.

There is also a plugin called EasyAzon that allows you to easily add Amazon's affiliate links to your website. You can get that [here](#).

[Video Tutorial of Step 22](#)

23. Is Your Website Built on a Blogging Platform?

Blog platforms combine the best of both worlds—being educational and conversational at the same time without blatant selling/pitching. A website built on a blogging platform offers you more control over your website and its content. Blogging platforms, such as Wordpress, offer small businesses a way to customize their websites at a lower cost. The added benefit of using a blogging platform is that they are fairly easy to learn and make updating content easier.

[Video Tutorial of Step 23](#)

24. Are There Ongoing Social Networking Activities?

Sites such as Facebook allow you to create a Fan Page to assist in creating community, sharing information and building trust. Using social media is a free and easy way to market your website, and also connect directly with your current and potential clients. More and more people are using social networking sites as resources to find information on products and services. Social media is here to stay. It is truly important you find away to use it, and evolve with it, in order to build your web presence.

Drill down deeper here and utilize Facebook groups and events in addition to just having a business page.

LinkedIn now has a set up where you can have a business page as well as start a group. What a great way to show your authority! Start a LinkedIn group in your niche and begin inviting people.

[Video Tutorial of Step 24](#)

25. Is Email Marketing Currently Used in the Business?

Emailing existing and prior customers is a great way to stay in touch with them. There is no better way to remind them of the services you offer. Using email is also a very cost effective and a good way to increase sales. Another great advantage of using email marketing is that you can directly measure your return on investment. Use email to ask for and receive feedback from your customers about your product and services. (The responses and requests may surprise you!)

[Video Tutorial of Step 25](#)

26. Is There Any Evidence of Mobile Marketing?

Mobile marketing allows you to communicate directly to a younger demographic, and they buy based upon recommendations from others. With the popularity of smart phones, such as the iPhone and Blackberry, mobile marketing is an area that cannot be ignored. Mobile marketing can be done by a variety of businesses, and is not limited to businesses who only sell tangible items. Sending out special reminders, exclusive offers or announcements are just a few ways to use mobile marketing.

Mobile apps are great because of their push notification capabilities. Many companies out there can create a mobile app for your business. We have created several of these for our clients and they are wonderful for constant interaction. Not every business will benefit from a mobile app, so definitely do your homework before moving forward with a mobile app.

[Video Tutorial of Step 26](#)

27. Did Your Company Name Come Up in Google Places in One of the Top 7 Positions?

Google Places allows potential clients to find you in a local search. It is essential to be present on all three of the major search engines-- Google, Yahoo! and Bing. Many people do not click past the first page of search engine results. If your business does not come up on the first page, then potential customers are completely missing your business, and you are losing another opportunity to connect with people. If you do not know where your business ranks on search engines for the keywords people are using to search, then a good time to find out is today.

[Video Tutorial of Step 27](#)

28. Is There Evidence of a LinkedIn Presence?

LinkedIn is a great way to connect with a variety of business professionals. Along with Facebook and Twitter, LinkedIn is considered to be one of the top social networking sites. It is a great way to network and also get the name of your business out there to other professionals. LinkedIn can also be used as a resource to do research on current and potential clients. LinkedIn should not be overlooked when promoting yourself and your business.

[Video Tutorial of Step 28](#)

29. When Googled, Did the Person Being Branded Show Up in a Positive Light?

If an individual is being branded as the recognizable figure or “face” of your business, you want to make sure that his or her name is on the first page of Google. More importantly, you want to make sure all references are positive. Any negative references or stories will hurt the business’ reputation and ultimately cost you sales. If you do not know how your business is being perceived, now is the time to find out so that you can create steps to change or maintain it.

[Video Tutorial of Step 29](#)

30. Other Website Presence Not Specifically Listed Above.

With all the opportunities to create a web presence, the easiest ones are often overlooked. There are many industry specific opportunities available to help you build your credibility and your business' brand. Each industry has various Website publications that you can submit articles to. Ask if you become a guest author on their blog. You can also go to forums and become a source for expert advice.

[Video Tutorial of Step 30](#)

Rank Rocket!

If you would like to watch our FREE 30-40 minute training on several of these steps, along with some others, you can sign up [here](#).

If you'd like help with any of these items, please email me at Angela@Janzen-MarketingLLC.com

Visit our site, DIYInHouseMarketing.com to get even more ideas and helps!

Angela Fairbanks

785-212-0945

www.angiefairbanks.com

www.janzenmarketingllc.com

www.diyinhousemarketing.com

