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## **Module 1: Introduction**

I'm very excited for SEO MasterClass, this is the first module, and will share with you something amazing on the final of training.

So, how this training go works: Will be no fluff, all behind of my shoulders, I will show you how to do it, for rank any keyword you want in a matter of days, in a day or in seconds.

How I said to you on the sales page.

What you can expect is not rank instantly, because SEO is long term.

But here on this module, will be a little introduction what you go learn! This will be no fluff, all with action steps.

### **First thing, what is SEO? (Straight forward question & Straight forward answer)**

- SEO is search engine optimization
- Optimize your site for Google Rank You First

Be simple, Google is simple, we want this to be hard, but make this simple, Google is simple, it's not something that have a secret or you can't do it.

Of course, if you optimize how you go see on this training, you go rank for the first page anyway. It's a science, it's not a human person seeing your sites and ranking you.

Don't complicate. The MindSet "Google is Easy"

If is not easy for you, you are over complicated, or over exaggerating.

So, SEO, Optimization on your website, that is SEO.

**The next thing you will need to know is What Google Loves & What Google Hates!**

## **What Google Loves & What Google Hates**

**LOVE:** UX, Speed, OnPage SEO, OffPage SEO, TRUST!

**HATES:** Spam, Bad Quality BL, Bad UX, Low Speed, Non Optimized Sites

If you want to rank, you need to follow these guidelines of what Google loves and what Google hates.

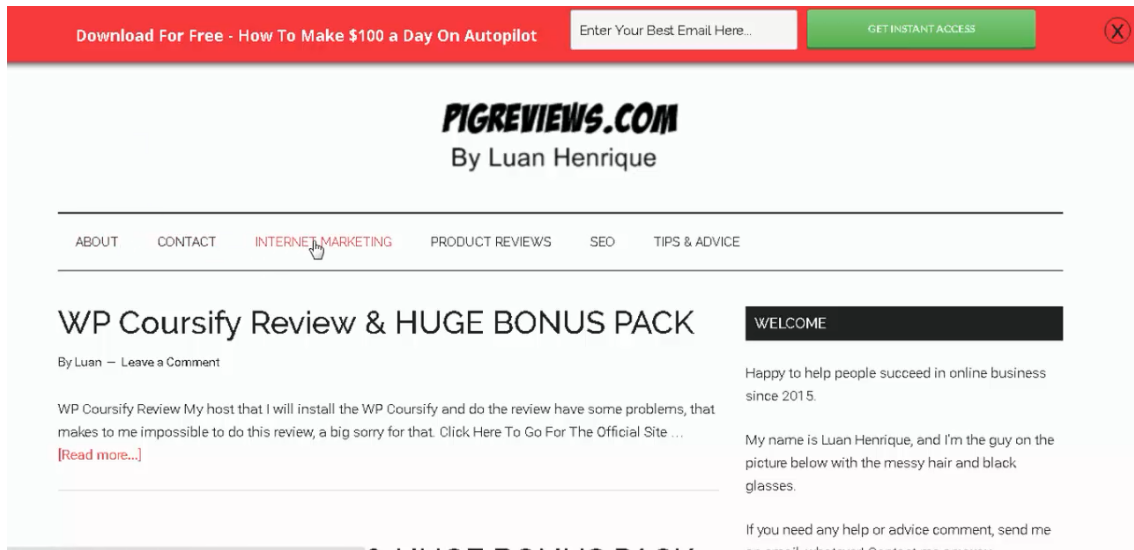
### **LOVE:**

**So the first thing Google Love and you must have is User Experience.**

User Experience: “This site is easy to use? This site is good, optimized? This site have a contact page, about, terms of use, etc?” Or this appears crap, spam, and all over the place?

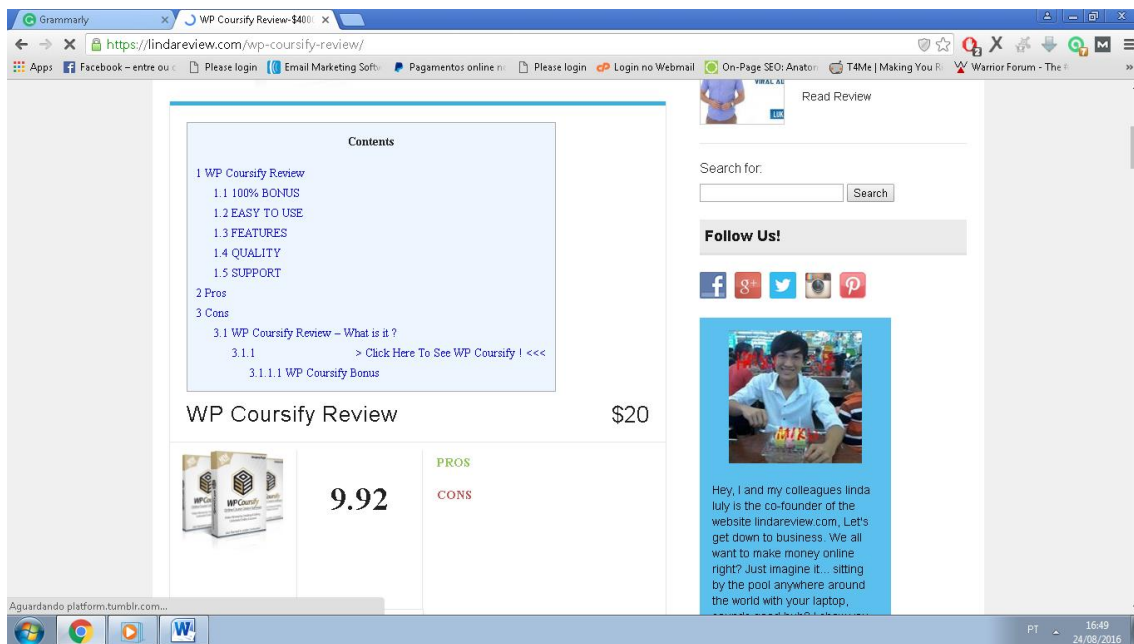
That way that Google thinks. Two examples.

## What site with Good User Experience Looks Like:



About contact page, contact, categories, a site organized, people have a good user experience because have categories, is easy to use, they can contact me at any time. It's no all over the place, it's the way Google Loves.

## What site with BAD User Experience Looks Like:



All over the place, difficult navigation, spam crap, ton of shit things. Looks like crap, no one will want to read more.

## **Second thing Google loves is Speed.**

If your site loads faster, they will rank you faster.

Speed is the second thing that Google loves, and you want to be aware of.

## **Third is the OnPage SEO.**

The optimization inside of your site.

## **Fourth is OffPage SEO:**

Backlinks, Guest Posts, things outside of your website.

## **Fifth is TRUST (THE MOST IMPORTANT):**

Google needs to see your website is good, Google needs to see you are the top of the market, they don't want to rank sites that appear crap, think about you, if you search on Google something, and appears a crap site talking about something you want, you just don't trust the website, and don't want even to read more.

Google needs TRUST your site.

## **HATES:**

Spam, not optimized sites, bad quality backlinks (like from Fiverr), Bad user experience, Low Speed, NonOptimized sites. The site that you see above.

Also, someday I hear something about one guy that says, Google don't want backlinks, don't want optimization, is all about quality.

## **AND THIS IS TOTALLY WRONG!**

If you trust these guys you're getting the worst advice ever.



## **Why most people fail in SEO & Optimization**

- They don't know how to do it.
- They doing wrong. They think they know how to do it, but really don't know everything they need to know.
- Want magic rankings, buy this crap software's, and never get results.

## **The Best Advice I can give you if you wanna rank**



## **Ready?**

Don't hear Matt Cutt's and Google. Let me say you again  
Never Trust Matt Cutt's and Google.

What they say about quality guidelines, is all about quality,  
you no need backlinks, you will never rank!

I tried so many times ranking without backlinks, without  
optimization.

They say you about that because they want to Google good  
things and be away from this spam crap sites.

But if you hear Google and Matt Cutt's.

You Will NEVER RANK!

So that's it for the first module!

## **Module 2: OnPage SEO**

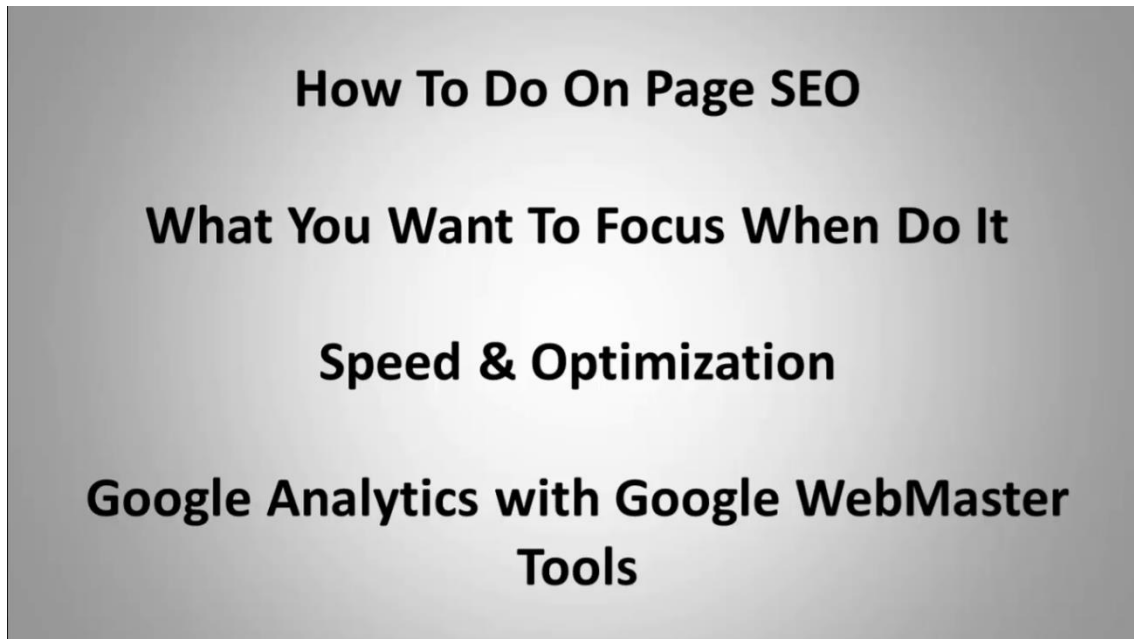


### **What is OnPage SEO**

Straight forward question, straight forward answer.

Is the optimization you do inside of your website (through the page) and not outside like backlinks.

Here's what you will learn in this module



How To Do OnPage SEO

What You Want To Focus When To Do It

Speed & Optimization

Google Analytics with Google WebMaster Tools

**So let's start with How To Do OnPage SEO**

I think the most people using WordPress sites, so follow me here on how to do the OnPage SEO there.

So, the new post.

The keyword I go use for the example of this Optimization is: SEO Services

So if you go rank for another keyword, use another keyword instead.

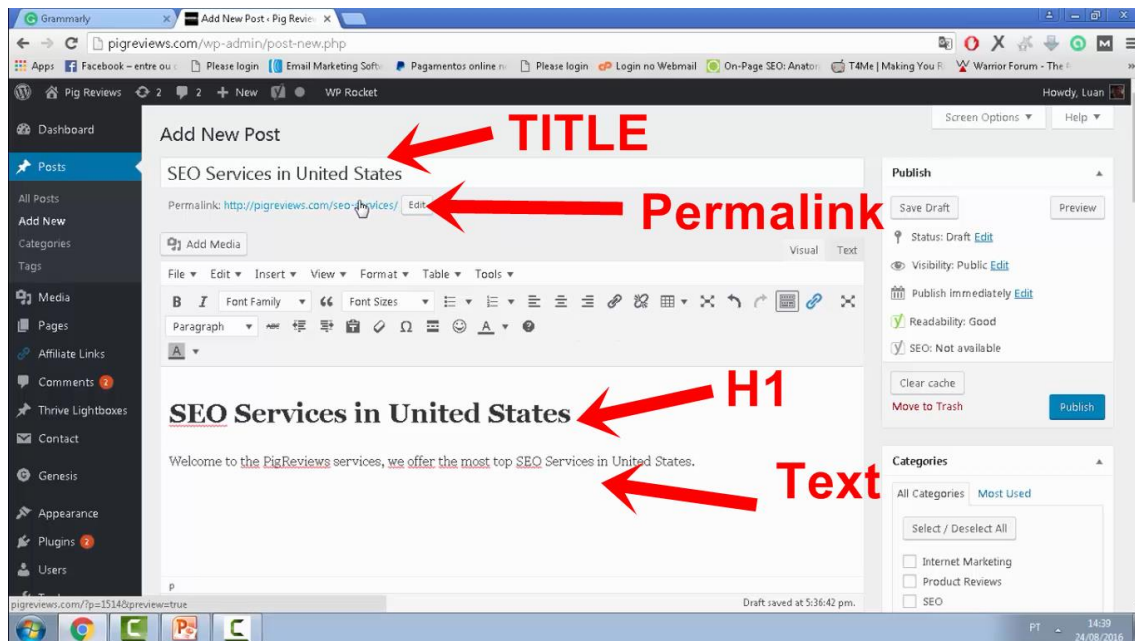
On the example, I go show you how if I want to rank for SEO Services for example.

Also before started, what you should focus when doing it.

**Is FOCUS IN ONE KEYWORD ONLY! Never focus on two keywords, three keywords, ONE ONLY.**

Choose one and go for it.

Ranking for multiple keywords can happen, but is not usual, so!



Okay, so you want to do this for getting started.

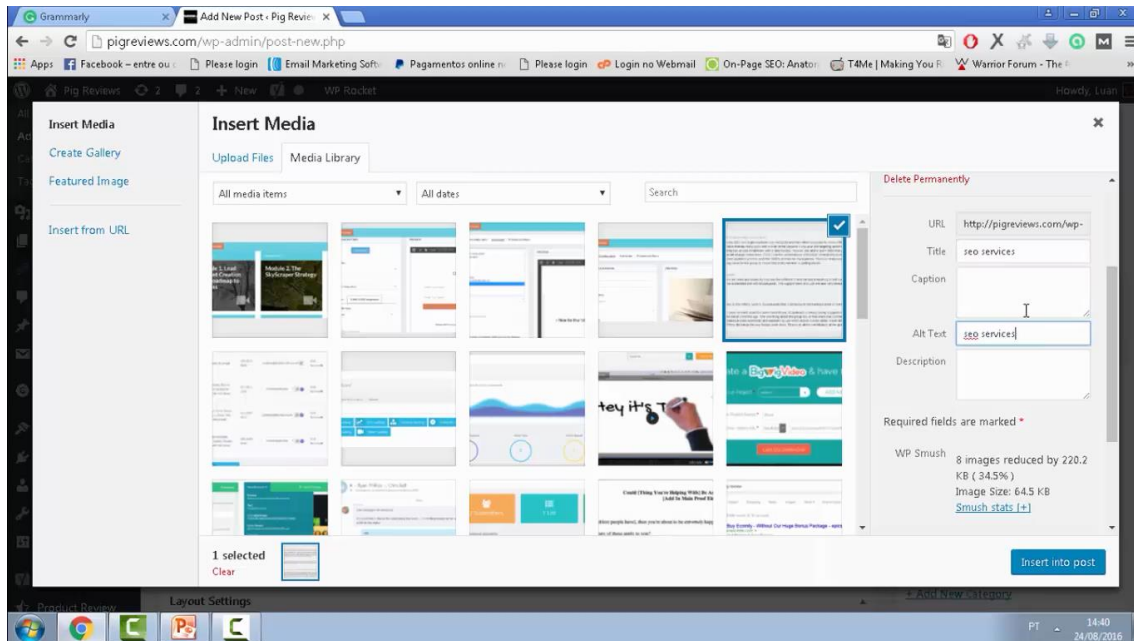
**Title:** Use your keyword in the beginning of the title this will skyrocket your rankings (I'm using there the keyword I want to rank SEO Services)

**PermaLink:** Use Short Permalinks (Don't put a permalink like seo-services-in-united-states If I want to rank for an SEO Services my permalink should be seo-services)

**H1:** Use you keyword in H1 and in the beginning like on the image above.

**Text:** Use your keyword in the first 100 words of the text, this will skyrocket you.

**Also if you go add images on your post, optimize the image too.**



On the title of image, I want to put my exact keyword: seo services

On the alt image the exact keyword too: seo services

And this IN ALL THE IMAGES!

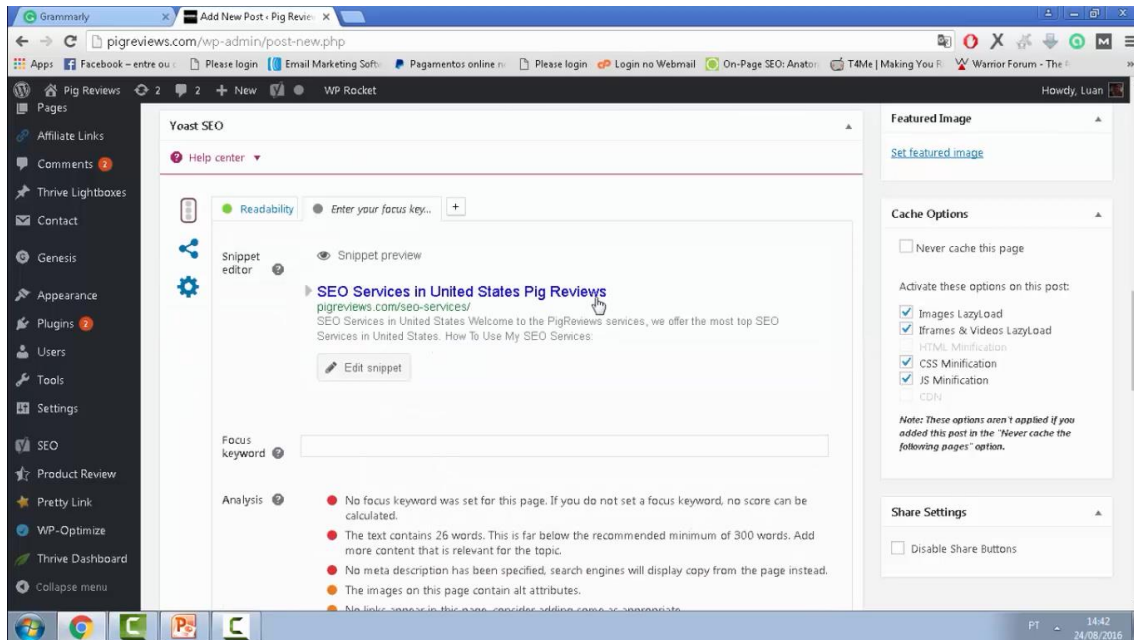
So remember, title, H2, permalink, image, and if I go break down my content, I use H2! I never use H3, H4, H5, H6.

I use only H2 after the H1 for break the content.

**Also for the text you want to have a big text, for example, if I want to rank for SEO Services I want to put a big text like 500-1000 words. And a text of quality.**

I can use tags too, if I want on WordPress, putting the keywords there.

Okay now for the Yoast SEO. If you are using wordpress I recommend Yoast and go give you a little secret here that can make a HUGE DIFFERENCE if you never do it.



On the title, the same thing as has on the post.

Permalink too.

Now a little secret is for META DESCRIPTION.

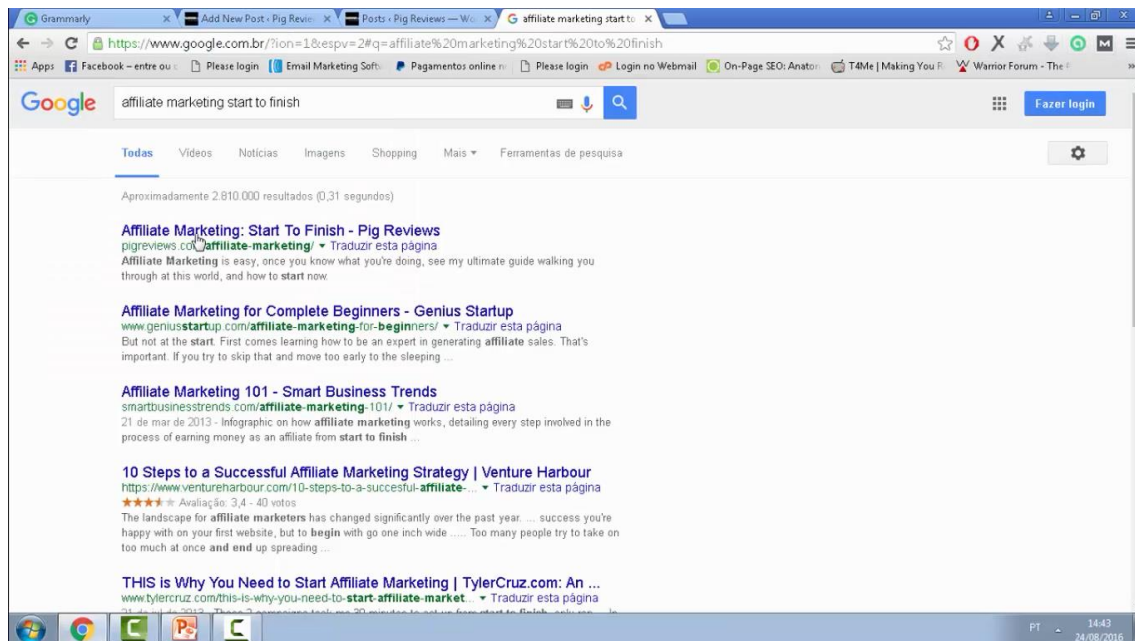
On the meta description put 2x times you keyword.

Like: ***SEO Services in United States, Use our offer to SEO Services here.***

Also, put your keyword on the beginning of meta description, make a huge difference too.

That's it for OnPage SEO, is simple as that, don't over complicate, exaggerate, that's it! That is the perfect optimization you can do it.

Results like this will start to happen:



So, remember, SIMPLE is BETTER!

**That's it for the wordpress, now if you are using HTML sites, do the same thing, but if you don't know how to edit.**

Use <http://fiverr.com> that people will do this for you per \$5 dollars. Ok? Thanks!

## Speed Optimization

Google loves speed like you heard before.

Here're the three plugins that boost speed in WordPress:

<https://br.wordpress.org/plugins/wp-smushit/>

<https://br.wordpress.org/plugins/wp-optimize/>

<https://wp-rocket.me/>

The last is not a requirement as is Paid.

Is that what I use.

Another thing, you need have a website mobile ready. So use a THEME mobile ready inside of WordPress.

For seeing if you site is already mobile-ready, follow the link:

<https://www.google.com/webmasters/tools/mobile-friendly/?hl=pt-BR>

If you are not mobile ready, make sure you change the theme for be it.

And if you don't use WordPress. Use Fiverr for HTML mobile ready.

Another plugin you want to use is YUZO Related Posts

<https://br.wordpress.org/plugins/yuzo-related-post/>

This goes give you free backlinks, because you go have in every single post of your site, a related posts links, and your site will boost the authority automatically.

Now the last thing.

### **Synchronize WebMaster Tools with Google Analytics**

I know don't appears that will give a high boost on your rankings, but synchronize your analytics with your Google WebMaster tools.


You go see what happens haha 😊

<https://support.google.com/webmasters/answer/1120006?hl=pt-BR>

That's it for this module, I hope you are excited for the next!  
& Let's do this!



## Module 3: OffPage SEO



### Module 3 OffPage SEO

This module you will learn OffPage SEO.

#### **So, what is OffPage SEO?**

The OffPage SEO is everything you do outside of your site, outside of your page, means backlinks, guest posts, facebook shares, whatever you do outside of your page.

I guess everyone knows that OffPage SEO means backlinks.

And is exactly what we go do here.

Here's what you will learn:

**Where To Buy Your Backlinks**  
**get more info, click here, see this, blabla**  
**What To Do When Buy**

**What You Should Focus When Buying**

**Indexing**

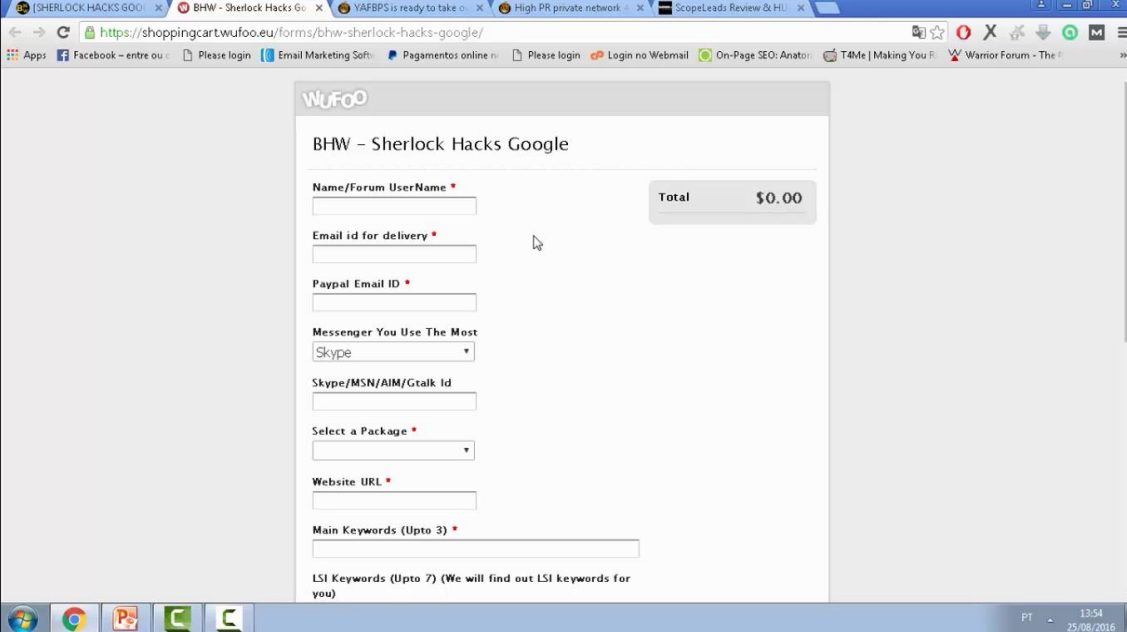
So, the three services I recommend for OffPage SEO  
(BackLinks)

<http://www.blackhatworld.com/seo/sherlock-hacks-google-v5-150-high-da-sites-added-45-types-of-link-building-50-off.504092/>

<http://www.wickedfire.com/links-and-seo/183562-yafbps-ready-take-over-2015-confessing-my-sins.html>

<http://www.wickedfire.com/links-and-seo/183441-high-pr-private-network-400-posts-24-thing-works-press-release-add.html>

So, if you use one of these services, you go see forms like this, for put the url, keywords, when to click to buy:

A screenshot of a web browser showing a shopping cart form on the WUFO website. The browser's address bar shows the URL 'https://shoppingcart.wufoo.eu/forms/bhw-sherlock-hacks-google/'. The form is titled 'BHW - Sherlock Hacks Google' and includes several input fields: 'Name/Forum UserName', 'Email id for delivery', 'Paypal Email ID', 'Messenger You Use The Most' (a dropdown menu with 'Skype' selected), 'Skype/MSN/AIM/Gtalk Id', 'Select a Package', 'Website URL', 'Main Keywords (Upto 3)', and 'LSI Keywords (Upto 7)'. A 'Total' field shows '\$0.00'. The browser's taskbar at the bottom shows the date '25/08/2016' and time '13:54'.

**And pay attention now, as I'm about to explain you, how you go fill the forms the right way, and how to fill the form on every order you do.**

If you will use these guys or not, don't matters, follow these steps on every SEO service you buy out there.

**So,**

When you go choose the keywords for the service, ***you want to be careful***, use only one keyword (your main keyword).

**Use this only 10%-20% with EXACT MATCH KEYWORD.**

For example, if I go buy backlinks for keyword "ScopeLeads Review".

I go ask the seller, to do only 10%-20% of exact match keyword (this means ScopeLeads Review). And the another 80%-90% I will ask for them use generic keywords or naked url.

**Generic Keywords means:** click here, see it, more info, etc.

**Naked Url means:** <http://your-url.com/url-here>

If you use the services I recommend here, they already do that without you require.

But if you go buy services out there, you want to make a requirement for them, **here's the example of the script of requirement.**

*"Please use only 10%-20% exact anchor text, and the rest use generic keywords or naked url"*

**\*Exact Anchor Text:** these anchors are the exact match of your target keyword. For instance, your target keyword is "link building," so your anchor is also "link building."

If you do that, they will understand what you need, and will do.

IF YOU DON'T DO THAT, is easy to receive a Google penalty.

So remember 10%-20% exact anchor, and the rest go with generic keywords.

Another thing, my Main Keywords will be in the example "ScopeLeads Review".

*Why I only do one keyword? Remember the focus on OnPage SEO?*

The most SEO services offer where we can choose up to 3 keywords for they do backlinks, **but you want to focus only in one instead.**

So If I want to rank for "affiliate marketing". I want my main keyword to be only "affiliate marketing". Nothing more.

**More one thing you need to be aware** of is if your site is not trustable in eyes of Google, you want to be aware of these percentages below:

So I recommend if your site is new, go with the max 10% exact anchor, or you can receive a Google Slap.

But if you have a site a long time, trustable, on page optimized, cool user experience, you can go with 10%-20%.

Ok?

If you don't get that, contact me right way on the support, or FaceBook group and I will help you.

If you use the services I recommend here you will be safe, and all will have this forms like on the images to you fill out, that is VERY EASY!

If you follow my steps you will be able to rank very fast and will be safe from Google Slap.

Now, if you don't want to use those guys, you can use this sites for your research, that is Services that will work.

This is the three sites that you can work with SEO that works:

<http://www.blackhatworld.com/forums/seo-link-building.43/>

<http://www.wickedfire.com/links-and-seo/>

<http://www.warriorforum.com/warriors-hire/>

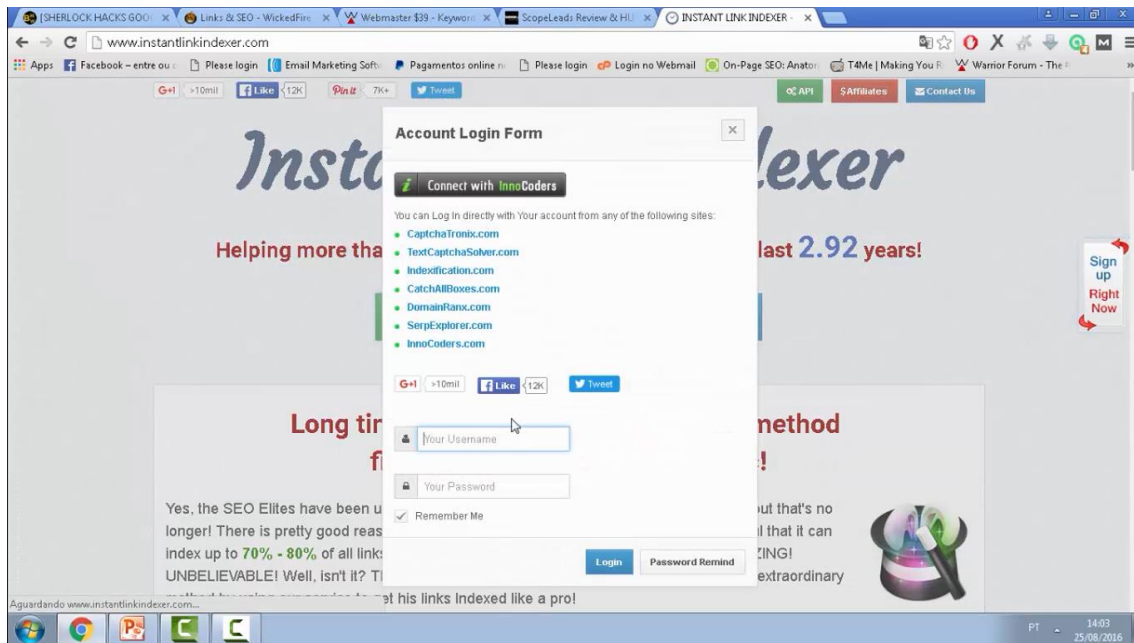
When to choose the member that you will buy from, see the comments, testimonials, focus on that when to buy!

That is three best sites that have worthy backlinks and backlinks that work!

## Please NEVER BUY BACKLINKS FROM FIVERR!

If the service you use, give you a report of backlinks, you want to index these backlinks!

And here's how indexing,



I use this service <http://www.instantlinkindexer.com/>

And is the best service out there for indexing, BEST EVER!

Is very cheap, and if you want a coupon code: *imdiscounts*

Is auto explain inside, just upload the report.txt, or the backlinks urls and sent to indexing!

So, remember,

- Focus on one keyword only for rank
- Use generic keywords for don't be Google slapped
- Use my three recommended services because this works very, very well.

That's it for this module, Hope you're ready for the next!  
Any doubt join FaceBook group.

## **Module 4: Research & OutRank Competition**

### **Module 4 Research & OutRanking Competition**

This is the fourth module of SEO MasterClass, I'm very excited, if you have this boring guy outranking you, you go have right here, what they do, how to outrank them.

So, Research & OutRanking Competition

What you will learn:

**Competition and Why Not Focus on  
BIG KEYWORDS**

**How To Do a KeyWord Research and  
Why**

**How To OutRanking Competition**

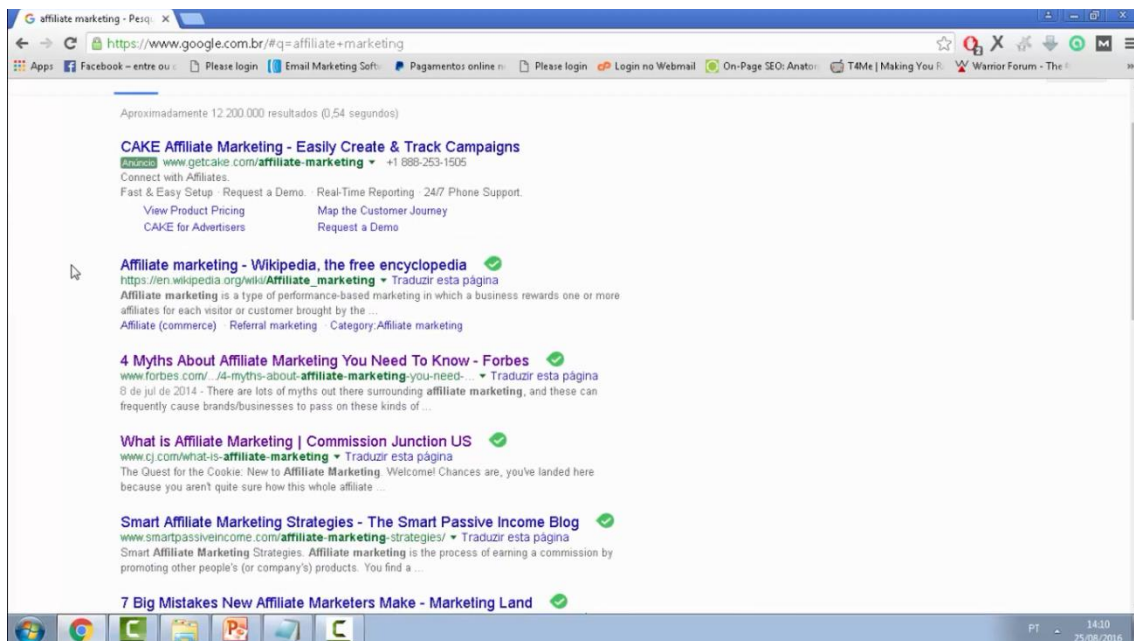
## Competition and Why Not Focus on Big Keywords

Ok, why you not should focus Big Keywords, can be a waste of money and waste of time, you can ask yourself *“why is a waste of money, why is a waste of time?”*

Let's me give you an example right here,

If I enter on Google right now, and search for keyword like toys, or better, affiliate marketing,

If I search for that, what you go see is,



You will see sites like Wikipedia, Forbes, CJ, all that sites **have a high budget and are making thousands per month.**

If you don't have all this budget, how you can outrank them, really, think about it.

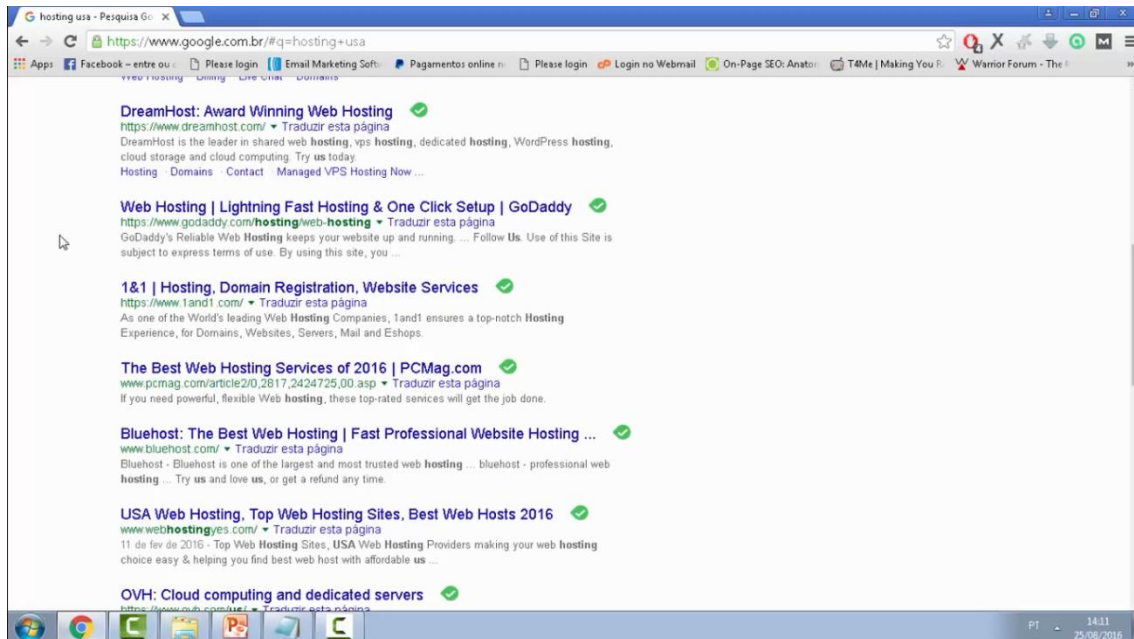
They have all the money to buy backlinks, to hire this SEO Masters, so if you focus on that keywords, can be a waste of time, and a waste of money.



You can't win this competition with a low budget or if you don't have all this money.

So, what I recommend you to do is, focus on low-med competitive keywords,

Another example, for keyword "hosting", we have GoDaddy,



And you know GoDaddy is a big business out there, that have HIGH budget, they have commercials on television, so imagine how they make per month!

So, my recommendation, focus on the low-med competitive keywords.

## How To Do Keyword Research

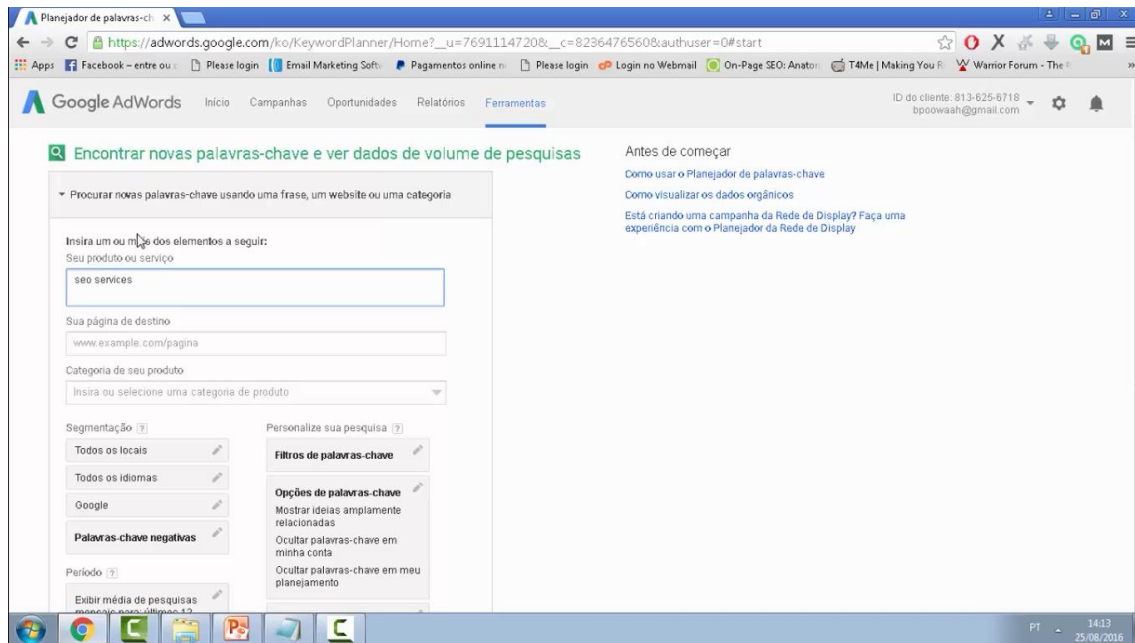
So, what you want to do is search for low-med competitive keywords that you can rank right way, smash the competition, crush on Google, and make thousand of dollars per month.

So what you go do for doing the keyword research, is enter on Google Keyword Planner,

If you don't have account, just create, here's the link for Google Keyword Planner

<https://adwords.google.com/KeywordPlanner?hl=pt-br>

The dashboard will be like that when you logged in,



I click on “*find new keywords using...*”

Then if for example, I'm selling SEO Services, and want to get a good keyword for that.

On the “Your Product Or Service,”

I put my keyword: SEO Services

Then I scroll down and go to *Get Ideas*

Palavra-chave (por relevância)	Média de pesquisas mensais	Concorrência	Lance sugerido	Parcela Impr. anúncios	Adicionar ao plano
seo url	1.300	Baixa	R\$14,18	-	»
seo toolbar	1.300	Baixa	R\$10,86	-	»
top search engine positioning	10	Baixa	-	-	»
seo what is	260	Baixa	R\$59,80	-	»
ethical seo	140	Baixa	R\$20,85	-	»
affordable search engine ranking	50	Baixa	-	-	»
internet marketing service	2.400	Baixa	R\$30,16	-	»

Then Google keyword planner will show you a dashboard like that, with all the keywords related to your product, or exactly what your product is about.

So, for example,

**What I'm looking for is for keyword with low-med competition, a high search per month (2,500+) of searches.**

And that relates to my product.

You don't need rank for SEO Services like I do on example because SEO Services is high competitive, so what I should do, is a search for something that relates to my service.

I found the keyword What Is SEO! 33.100 Searches Per Month & Low Competition.

So I can do an article on my website talking about, and then when people enter on my website, they can see the services too, and buy from me.

That way I can make a lot of money.

Another example, is if I have SEO Services in India, so I put in the search at Keyword Planner: *"SEO Services In India"*

And Google will give you all you need, the keywords, the competition and searches per month.

**So choose one keyword that has HIGH SEARCHES PER MONTH / LOW – MED competitive keyword.**

Then you will be able to rank awesome well!

Now, focus on the keyword you want to rank, and about your products or services related!

Simple as that is exactly what you do.

**Now an extra tip** if you want to make thousands of money per month, is ranking for this low competitive keywords with high searches,

I on my website rank for reviews, so every single day, have new products coming out, and I do reviews, this can make me passive income per month.

And mate, I make \$297 per day / \$790 per week easy with reviews, you can do that too!

Use for affiliate marketing, use for you services, or use for your product!

**That's is a HOT TIP!**

Now, go to the most exciting part.

### **How To OutRank Competition**

Okay, so for you understand fully how to outranking competition, now imagine a scenario, for example, for the keyword *“Affiliate Marketing”*

On the next page you will see an image of who are ranking for this:

#### 4 Myths About Affiliate Marketing You Need To Know - Forbes

[www.forbes.com/.../4-myths-about-affiliate-marketing-you-need-...](http://www.forbes.com/.../4-myths-about-affiliate-marketing-you-need-...) ▼ Traduzir esta página  
8 de jul de 2014 - There are lots of myths out there surrounding **affiliate marketing**, and these can frequently cause brands/businesses to pass on these kinds of ...

#### What is Affiliate Marketing | Commission Junction US

[www.cj.com/what-is-affiliate-marketing](http://www.cj.com/what-is-affiliate-marketing) ▼ Traduzir esta página  
The Quest for the Cookie: New to **Affiliate Marketing**. Welcome! Chances are, you've landed here because you aren't quite sure how this whole affiliate ...

#### Smart Affiliate Marketing Strategies - The Smart Passive Income Blog

[www.smartpassiveincome.com/affiliate-marketing-strategies/](http://www.smartpassiveincome.com/affiliate-marketing-strategies/) ▼ Traduzir esta página  
Smart **Affiliate Marketing** Strategies. **Affiliate marketing** is the process of earning a commission by promoting other people's (or company's) products. You find a ...

#### 7 Big Mistakes New Affiliate Marketers Make - Marketing Land

[marketingland.com/7-big-mistakes-new-affiliate-marketers-make-...](http://marketingland.com/7-big-mistakes-new-affiliate-marketers-make-...) ▼ Traduzir esta página  
24 de ago de 2012 - When I first started in **affiliate marketing**, all I wanted was to just make money. Off I ran in every direction, trying everything, with no real idea of ...

#### Affiliate Marketing Guides, Tips & How To Articles - Sugarrae

<https://sugarrae.com/affiliate-marketing/> ▼ Traduzir esta página  
**Affiliate Marketing**. Below you'll find the posts at Sugarrae from the **affiliate marketing** category. I highly recommend you read each of them if you're serious about ...

#### Can You Make Money from Affiliate Marketing? | Tips and Tricks HQ

<https://www.tipsandtricks-hq.com/can-you-make-money-from-aff...> ▼ Traduzir esta página  
9 de mai de 2014 - This article mainly covers the following topics: What **affiliate marketing** is and the different types of **affiliate marketing**. The advantages of being ...

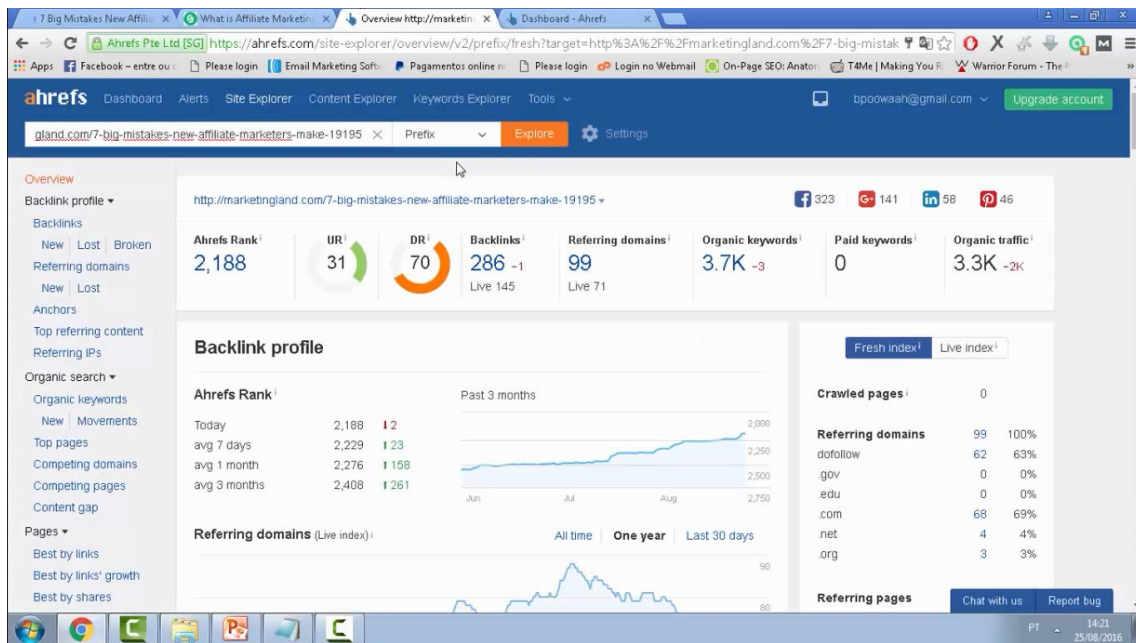
**Now, imagine I'm owner of MarketingLand.com and want to outrank CJ.com for that keyword,**

What I should do is,

Enter on <http://ahrefs.com>

If you don't have money, don't worry, this is 7-day free trial, so you can use a trial version for see this,

And on the dashboard of <http://ahrefs.com> will be like this,



Is just put the two sites on the AhRefs and click explore for comparison.

Now, the first thing you should look is Domain Rating and UR Rating.



## CJ WEBSITE



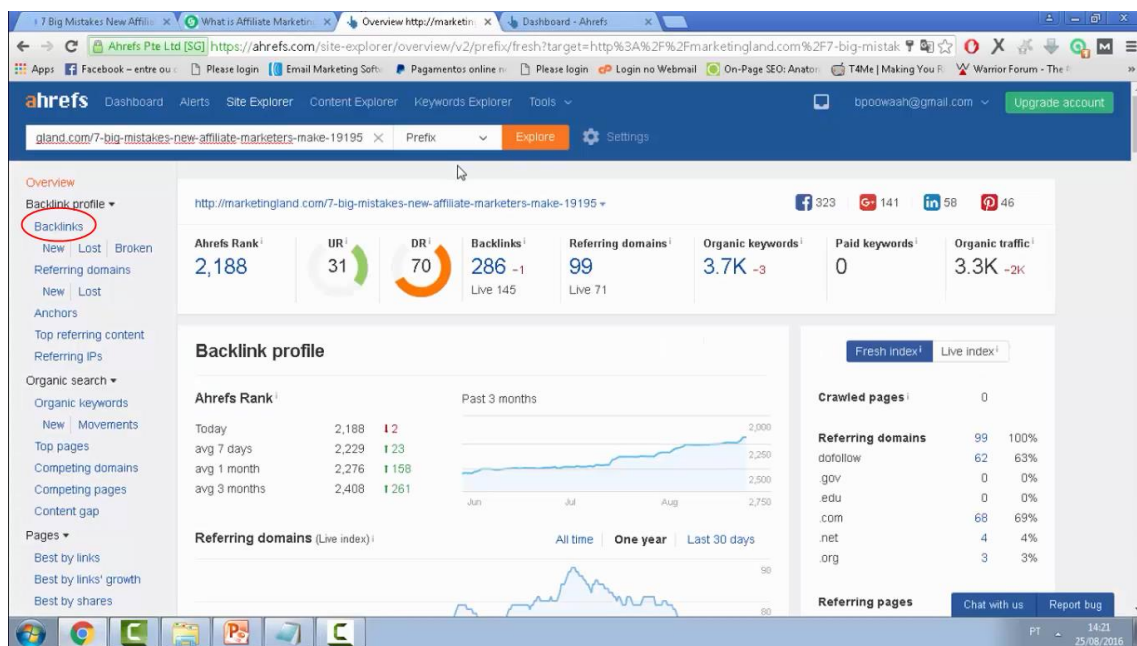


So the first thing you will look at is this, **CJ has a better Domain Rating and UR Rating than Marketing Land website.**

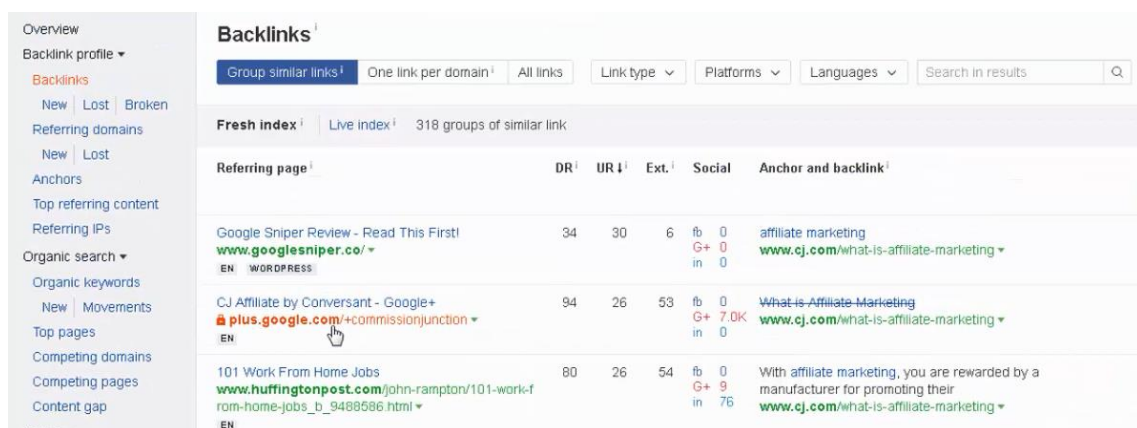
That is one of the reasons,

**How increase the UR Rating, and Domain Rating? Quality Backlinks.**

The another thing you should take a look is the backlinks,



Just click backlinks, and you will see all the backlinks from the two sites.



So you can see all the backlinks from CJ and from Marketing Land, also you can open these backlinks and put yours on the same page.

MarketingLand can do that too.

What you want to see when to examine these backlinks, is the quality!

Okay,

And the last thing you should check is the anchors!

**So, here's the MarketingLand anchors:**

Anchor text	Referring domains	/ dofollow	Referring pages
7 big mistakes new affiliate marketers make	29 31%	15 24%	41 29%
http://marketingland.com/7-big-mistakes-new-affiliate-marketers-make-19195	6 6%	5 8%	4 3%
7 big mistakes new affiliate marketers make - marketing land	8 9%	4 6%	9 6%
affiliate marketing	4 4%	4 6%	4 3%
marketing land	4 4%	3 5%	7 5%
7 big mistakes that new affiliate marketers make	2 2%	2 3%	2 1%
jennifer ledbetter	2 2%	2 3%	1 < 1%
read more	1 1%	1 2%	0 < 1%

You see the most used anchor text is 7 big mistakes new affiliate marketers make.

**And here's the CJ anchors:**

Anchor text	Referring domains	/ dofollow	Referring pages	First seen	Last changed
affiliate marketing	75 27%	62 29%	138 24%	18 Mar '15	20 h
http://www.cj.com/what-is-affiliate-marketing	23 8%	17 8%	29 5%	22 Mar '15	4 h
what is affiliate marketing   commission junction us	32 11%	16 7%	58 10%	23 Mar '15	4 d



You see the most used anchor text is affiliate marketing!

## **So I FOUND THE WHY!**

Why CJ is outranking MarketingLand for the keyword Affiliate Marketing is because of the anchor text.

## **Now, how MarketingLand can overcome and outrank CJ?**

Build more backlinks than CJ with the anchor “Affiliate Marketing”.

Is exactly how works!

Just doing that! Appears easy, but sometimes it's not, because some sites have TOO many backlinks hehe.

But is that, easy.

I hope you get the deal and makes sense.

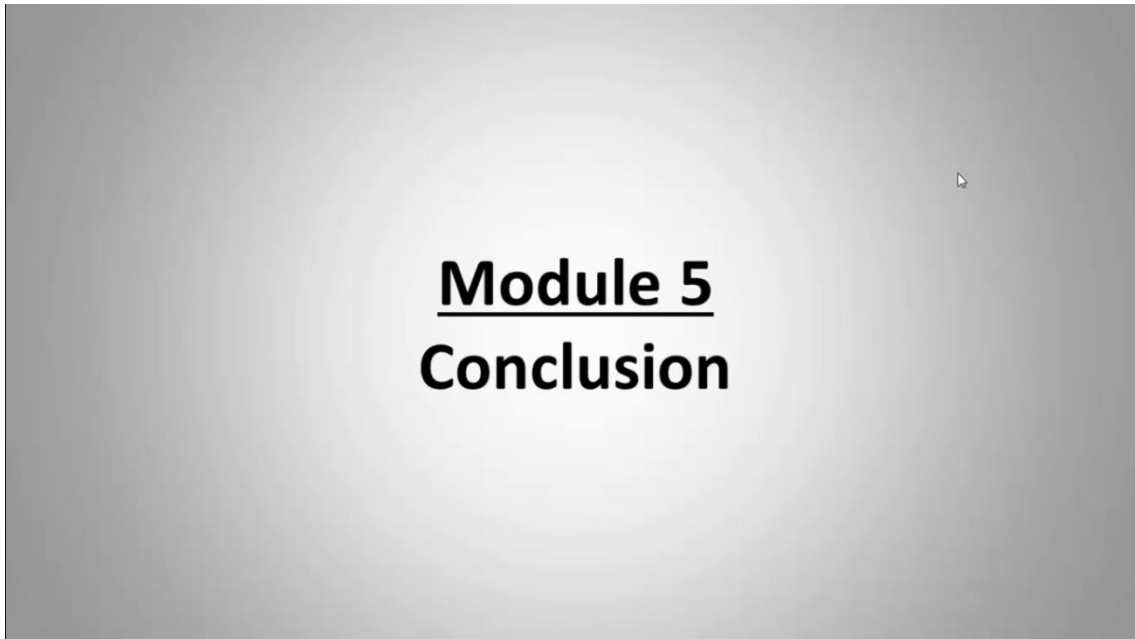
Here's a good resource about outranking competition by AhRefs:

<https://www.youtube.com/watch?v=ejpbSZKj-pA>

Make sure to check it out.

That's it for this module!

## Module 5: Conclusion



Okay, this is the last module.

***Is your graduation for SEO MasterClass.***

I guarantee you if you use this training, all the OnPage SEO plus OffPage SEO that you learn here, you will rank very fast on the first page of Google!

**You're graduate now!**

And let's see what we have here,



### **What To Do Now**

I don't know what you will do now, if it's review if it's ranking for your services and products.

But here's exactly what to do!

You need to be an action taker.

Don't just watch this training, and put off a side, for never use more.

**TAKE ACTION!**

Little 3 Steps.

1. Choose One Keyword To Focus
2. Do The OnPage SEO + OffPage SEO That You Learn
3. Sit back and see the rankings come

Of course, if you don't bought the upgrade the Secret Sauce

**Don't worry, you will get fast rankings too, one week, two weeks, three weeks max, don't worry, if you follow the steps, I promise you, you will rank FAST.**

*What the upgrade does* is make your sites very trustable in eyes of Google, making them rank you so much faster.

You can upgrade at any time here if you want faster results:

<http://seomasterclass.site/oto1>

But of course, is NOT A REQUIREMENT for make this work! If you follow this training be ready for fast rankings, a ton of traffic and a lot of new sales!

Just one thing I ask you, take action!

Another thing,

**A BIG THANK YOU FOR PICK THIS UP**

For read, for watch, for learning, **THANK YOU!**

**Thank you very MUCH!**

I'm excited waiting to hear YOUR RESULTS!

It's not an art, it's not a secret, IT'S A SCIENCE!

If you follow this, you will rank.

Please, take this 3 little actions, I'm ready to hear and welcome you to RESULTS!

Now, if you want to improve your skills on SEO, and become a master, here we go.

Learn from this sites:

<http://backlinko.com>

<http://ahrefs.com/blog>

<http://moz.com>

Remember, **NEVER HEAR GOOGLE AND MATT CUTTS!**

**And for rankings, just follow the SEO MasterClass over  
and over again.**

Again, Thank You!

I see you soon.

Thanks,

Success,

Fast Page One Rankings,

**Sincerely,**

**Luan Henrique.**