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## **“SEO For WordPress: Advanced SEO Strategies”**

### RSS Feeds

Create an RSS feed and syndicate your website to RSS feed directories. You can create an RSS feed for free at: <https://feedburner.google.com>

You can research RSS feed directories online, but I put together a small list of RSS feed directories below to get started.

Submit your website to the RSS feed directories below

### **RSS Feed Directories:**

- <http://www.feedage.com>
- <http://www.plazoo.com>
- <http://www.rssmicro.com>

### **Why Use RSS Feeds?**

1. They are content discovering systems. Once there is a new post from your blog site, it is instantly included in their indexed posts. They display your content in their list of latest published articles.

2. RSS directory sites are valued high by search engines. Once new content is displayed on RSS sites, it's a certainty that search engines will include these posts in their crawling database.

3. RSS directory sites are crawled by various types of content syndication engines and hence your blog stands a good chance of being included in multiple search engines.

4. These RSS directory websites have a good user base. Their members are subscribers to different blogs, so your blog stands a good chance to get good number of free subscribers through these systems.

### **Piggyback Authority Websites**

Create accounts at the websites below using your main keyword as your username. Make sure that you add real content to the websites and build backlinks to these websites.

Obviously when you create the accounts, make sure that you link back to your main website:

- <http://www.yelp.com>
- <https://www.youtube.com>
- <https://vimeo.com>
- <https://about.me>
- <https://www.scribd.com>
- <https://www.pinterest.com>
- <https://www.blogger.com>

- <https://wordpress.com>
- <https://www.tumblr.com>
- <http://www.dailymotion.com/us>
- <https://www.amazon.com>

Find more authority websites here:

<https://www.quantcast.com/top-sites/US/1>

### **Pay Someone To Write Articles For You**

- <https://www.upwork.com>

If you hire an article writer, check to make sure that the articles they're writing are unique. Here's a simple duplicate content checker tool:

- <http://smallseotools.com/plagiarism-checker>
- <http://www.copyscape.com>

### **Turn Your Document into a PDF Document**

- <http://smallpdf.com>

### **Submit Your Articles to Article Directories & PDF Sharing Websites**

Here's a list of some PDF sharing websites:

- <https://fliiby.com>
- <http://issuu.com>
- <http://www.slideshare.net>
- <http://pdfsr.com>
- <http://www.edocr.com>
- <http://www.authorstream.com>
- <http://www.4shared.com>
- <https://www.scribd.com>

You can also outsource the article submission process to a freelancer if you don't have time, but I recommend that you do it yourself at first.

Freelancers usually create new profile accounts each time they submit articles for you. If you submit the articles yourself, you can build reputable trustworthy profiles on article directories and PDF sharing websites.

Submitting your articles using a trustworthy profile with a reputation will improve your chances to rank the article on Google, Yahoo, and Bing.

### **Tiered Backlinks**

Create a text document that has all your authority backlinks (tier 1 backlinks). Use Fiverr and/or SeoClerks to build backlinks to your tier 1 authority backlinks.

- <https://www.seoclerk.com>
- <https://www.fiverr.com>

If you manually create tier 2 backlinks using authority websites, then it's 100% whitehat SEO.

If you use Fiverr, SeoClerks, or an automated software to create tier 2 backlinks; then it's greyhat SEO.

If you use Fiverr, SeoClerks or an automated software to create MASSIVE amounts (thousands) of links directly to your **main website**, then it's considered blackhat SEO.

Blackhat SEO can put your website at risk because most automated backlinks are very low quality. Don't build automated backlinks directly to your main website.

## **Deep Linking**

Build backlinks to all your inner pages, not just your homepage. You should create backlink campaigns to all your pages and articles.

Search engines rank a lot of blog posts and individual pages. Those pages will only rank if they have a lot of backlinks and authority. So make sure that you write long optimized blog posts (400 + words). Don't forget to add your to your H1, H2, and H3 tags.

## **Free Link Checker (when outsourcing backlinks)**

- <http://www.scrapebox.com/free-link-checker>

## **Press Release Websites**

Submit your articles and announcements to Press Release websites to get a boost in Google, Yahoo, and Bing.

- <http://service.prweb.com/home>
- <http://www.prnewswire.com>
- <https://ireach.prnewswire.com/Home.aspx>

## **Indexing backlinks**

Help Google find and index every single page that has your websites link. Here are some good indexing tools that you can use:

- <http://onehourindexing.co>
- <http://www.indexification.com>

## **Private Blog Networks**

Build additional WordPress websites on related topics, and only link back to your main website.

## **301 Redirects**

After your Private Blog Network starts to rank in Google, you can redirect those domain names to your main website. All the authority and keywords will be passed on to your main website.

### **Redirect Aged Domains With Authority**

Here an easy way to find aged domains with authority and good page rank with Google:

- <https://www.expireddomains.net/godaddy-expired-domains/?start=0&o=pr&r=d>

You can use aged domains to create blog networks, or just set up a 301 redirect to your main website.

Make sure that the aged domain name isn't penalized by Google. If the domain name isn't indexed, then it *might* be penalized.

Once you understand these advanced SEO techniques, you can move on to Search Engine Marketing (SEM).

SEM involves things like:

- Mobile optimization and SEO
- Content above the fold
- Adjusting your title tags to increase click through rate
- Optimize your homepage to convert traffic into sales
- Email marketing
- Exit Pop-ups
- Pay Per Click Marketing
- Video Marketing + more

If you follow these steps correctly and consistently, you'll blast past all the amateurs and you'll see who your REAL competition is..if any.

## **"Private SEO Group"**

I've created a private group limited to only 3 new people per month. In the group, I teach you what I call Search Engine Hacking.

In the group I reveal SEO trade secrets not openly discussed by anyone in the industry. I'll be your personal account manager, dedicate development hours to your website, and give you access to all my resources to get everything done 10x's faster.

Here are a few basic requirements:

- You must understand the basics presented in these video.
- Have your own product or service (no affiliate websites.)
- Minimum marketing budget of \$1,000/month.
- Had your website for at least one year. (no new websites)

If you meet these requirements, request an invitation by following this link:

<https://elite.seonoble.org/request-access>

I'll schedule a phone interview to see if you're a good fit for the group. If approved, we'll get to work on your business right away and get you on the first page of Google.

Thank you for taking the time to watch my videos. Please leave a review if you liked the videos. Thanks!

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*-Kent Mauresmo*

<http://seonoble.com>