

# SEM Business Blueprint



*An “Unconventional” Online Business That Can Potentially Create a SIX-FIGURE  
Income From Just 10 Sales!*

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## Introduction To SEM Business Blueprint...

Hello & thanks for downloading this report...

When I first got into online business full time, it was a challenge to keep money coming in to support the family while trying to learn Internet Marketing. However, after talking with friends in the area, I suddenly realized that there was a HUGE need to bring the same skills that I was learning to the local business market.

As a result, I started two SEM (Search Engine Marketing) businesses from scratch that offered both Pay-Per-Click management and search engine optimization services to other businesses in our area; and due to the huge demand they became profitable right away.

What this meant was that I didn't have to get a "real job" and could dedicate my entire time to the 'learning process'... *plus* I was getting paid to learn and experiment my way to becoming a total expert in the internet marketing arena. ...Expertise that I could then use in both theses consulting businesses, AND the affiliate marketing business that I was building up.

The market for this type of SEM business is ***huge, and will only be growing***. There is SO much room here for people to get into this... and believe it or not, most people will only have to get 5-10 clients to be able to quit their "day job".

So if you are wondering how this business model works please do read on but before you do I want to give you some figures to think about...

- **5 Customers** = Potentially \$50,000 / year
- **10 Customers** = Potentially \$100,000 / year
- **50 Customers** = Potentially \$500,000 / year
- **100 Customers** = Potentially \$1,000,000 / year

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...and don't worry, I am going to show you exactly how I went about getting my customers in this report and have even included a case study on one so be sure to check that out.

***So what is this business model...? And why is it in such demand ?***

You are essentially going to be helping small to medium size businesses get visitors to their website by setting up PPC campaigns, doing SEO work for them or maybe a bit of both.

The truth is many offline companies have no clue how to get traffic to their website and so you are going to solve this problem for them and be their “knight in shining armour”.

Okay, lets have a look at what is involved...

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## Get Set-up For Success...

### Essentials...

As you are going to be providing a service it is best to get yourself the following:

- Incorporated as either a sole proprietor or as a business LLC
- Setup with banking
- Setup with a website (in the main SEM Business Blueprint course, we give you these)

### Services You Can Offer...

These are the services that you will be providing and we go into great detail about this in the main SEM Business Blueprint course. However, here is an overview that you can follow for now. As mentioned already you are going to be providing two main services – PPC Management & SEO Services.

#### PPC Management..

You are going to be building out two campaigns per customer as this will ensure your customer is getting maximum traffic exposure for their chosen market.

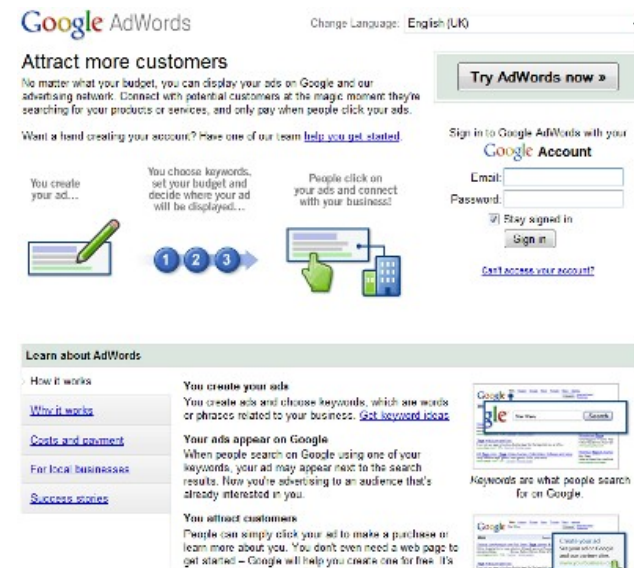
- One for the locally targeted keywords - geo targeting in Google Adwords
- One at a national level – include city & town names with the keywords

Now one thing that we would advise is that you have a 'cost per lead' discussion with your client before you setup the campaign because without this you are lost and cannot gauge what the break even CPC is. Their cost per lead is how much they are willing to pay for a lead or sale. ( we of course provide a spreadsheet for this in SEM Blueprint so all you need do is enter some numbers and out pops your customer's target)

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Once that is complete you will do the following :

- Setup and manage PPC campaigns.
- Do Keyword Research.
- Build huge list of keywords ( both local & national ) and group them by theme.
- Get Adgroups setup correctly with two ads for each.
- Split test ads everyday .
- Bid Management.
  - every 3 to 4 days for first 3 to 4 weeks – use Adwords Editor
  - we go into this in great details in the course
- Reporting.
- Budgeting.
- Lead tracking – via a new 800 number on the website.



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## SEO Services...

For your SEO services you will...

- Figure out which keywords to target.
- Recon by fire if PPC already being done.
- Do some competition analysis.
- Pick top 3 – high volume / low competition phrases.
- Implement some of the important On Page SEO factors like including the keywords in the
  - <title>,<meta keywords>, <meta discription>, <h1>, <alt> tags
  - privacy policy, terms & conditions, sitemap pages etc...
  - keyword density of between 2 & 5% or so
- Consider creating new landing pages to target keyword phrases.
- Create a Link Building plan ( see the link building section at the end of this report ).



On a side note, we also ended up having a “funnelling discussion” with many of our customers and bringing some of our internet marketing “savy” to the table as many did not have any 'calls to action' on their landing pages which meant their lead conversions were very low. We found this to be a great source of revenue and of course very profitable as we just outsourced the work which you can do aswell!

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## How to Get the All Important Customers...

Okay now that we have defined what our services are and how we would provide them it is time to find out how we get people interested as our services are worth nothing unless we get customers in - right !

*So how do you go about getting customers... Well, you simply do what we did and -*

- Tell everyone you know what you are doing.
- Join your local chamber of commerce.
  - do a free presentation and educate local businesses on what you do
  - self promotion of course ( we have a complete presentation that you can use in the SEM course )
- Team up with your local web designer and offer a finders fee.
- Search engine traffic ( try and get to no.1 for a local SEO term).
- Bid on SEO terms in your local area (avoid broad match).
- Offline methods.
  - Your local paper, magazines etc.
  - Direct mail



This is just a brief overview of what is covered in the course but is more than enough to get you going on signing up some customers so be sure to check these methods out.

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## The Sell & Close

Getting the meeting is the hard part so have confidence as you are the one bringing a “gun to the knife fight” so to speak. Just remember to:

- Do your research.
- Explain where they are & where their competitors are in the search engines.
- Explain SEO / PPC concepts including landing pages and the reasons for using them.
- Need to have discussion around calculating ROI & tracking.
  - we cover this extensively in the SEM course
- Explain general pricing.
- Action plan to send proposal in say 48 hours.
  - we include a couple of proposals that you can use in the SEM course itself.
- Follow up 48 hours after sending proposal.

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## Case Study...

Now that you have had a chance to go through all the theory I want to take you through a case study of a customer of ours for a hair salon in Raleigh.

First off the customer was referred by a friend of a friend so again shows you the importance of telling everybody about your business. Actually most of our business came from this method so definitely don't underestimate it.

- The site was poor and the client was totally uneducated about SEM ( search engine marketing )
- Had no ranking at all for anything related to Raleigh Salon and was only found in the search engines under their own name.
- Three separate businesses ( hair, salon, spa )
- Competitors were ranking and advertising on PPC

*So we put together a meeting agenda to discuss the following*

- What is the current situation ( as in where were they ranking currently ).
- We talked through the kind of traffic that they were getting ( which was none ) and that of their competition.
- We then gave them a primer on SEO/PPC and how Google determines who gets on page 1.
- Explained to them how we could get them on Google's listings and talked more about our services.
- We went through our spreadsheet with them to figure out the visitor value.
- We put together a proposal for the work and started the project and below are the results.

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## Results...

- Sold a whole new website.
- outsourced it & made 2,000 profit.
- Sold PPC & SEO Services.
- Customer had a large increase in traffic & leads.
- Very good ROI (return on investment)

We had another customer who was already doing PPC and had conversion data already in place so for him we got the following results:

- Increased traffic by over 40%
- Decreased his CPC by 25%
- Decreased cost per sale by 30%

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## Conclusion...

Setting up a successful SEM Business is not that hard to do once you have the right tools & resources. I have provided in this report a blueprint of what you need to do to succeed and this business type is something that literally anyone can do.

Remember you only need 5 customers to be able to make a full time income from this business model and I can guarantee you there are many businesses in your local area now that are crying out for this type service.

There is so much room for people to get into this type of thing and it is only going to get bigger so I highly recommend you take what you have learned in this report and try putting it into action.

Remember you don't have to be an expert and you only need those 5 customers to be making potentially \$50,000 / year

Thanks for reading !

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**P.S.** Be sure to read the link building plan I have included in the following pages – you can use this as part of your SEO Services to build relevant one-way backlinks for your customers.

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## **A Complete Link Building Plan To Use as Part of Your SEO Services...**

To help you with your SEO Services I have included a comprehensive link building plan below that you can use to get valuable relevant one-way backlinks for your customers. Now before we get into that here is a quick overview as to why these backlinks are so important when it comes to ranking for keywords phrases in the search engines.

### **Overview...**

As a very general rule, the more links a website has pointing to it, the more popular or 'important' Google deems that website to be; and in most instances ( depending on the quality of the links and a number of other factors ) the higher they will place that website in their rankings.

Google measures a website's importance with a system called 'page rank' with 'Page rank 0' websites being the least important and 'Page Rank 10' sites being the most important.

The higher the page rank (or PR) of a website that is linking to you, the more effective and beneficial that link will be to you.

Hypothetically, if 2 identical websites were trying to rank for a particular keyword and one had a single backlink from a PR2 site and the other had a single backlink from a PR8, then the website with the link from the PR8 will out rank the other.

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## Link building Techniques....

### Build your links slowly:

If you build backlinks to your site over a longer period of time they will seem more natural to Google. If you build links too quickly, Google may think you are trying to manipulate their results and will knock you out of their listings.

### Use Anchor Text:

When you are creating a link from another website to your own, always use 'Anchor Text'.

'Anchor text' is the visible, clickable text in a hyperlink and if you were trying to rank for the keyword 'dog training', you would make the Anchor text 'dog training' and the link would be formatted like this:

[Dog Training](#)

And this would link directly to your website URL, which in the case of the above example would be:

<http://www.dogtraining.com>

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## Resources & Tips To Building Back Links For Free...

These are just a few methods. In SEM Blueprint we will be revealing many additional ways to get backlinks without spending any money.

Here's a step by step plan you can use...

### 1. Install SEO for Firefox (<http://tools.seobook.com>)

### 2. Find forums using Big Boards & submit posts (<http://www.big-boards.com>)

- Google likes relevancy, so post on forums / sites that are relevant to the content of your website.
- Use your SEO for Firefox plugin to avoid forums with 'Do Not Follow' enabled because you won't get any link juice from these (the links (assuming you are using SEO for Firefox) will show up red if DNF is enabled)
- Post *helpful* information and add value to these forums or your posts and signature links (which is where you will add your backlink/anchor text) may be deleted.
- Return to the forum to ensure your posts are approved.

### 3. Submit Posts At Blogs Which Have PR

- More blogs than forums have DNF enables, so you must be even more aware here of DNF.
- Search for "Do Follow" lists like the one on Tucson SEO Solutions.
- (<http://tucsonseosolutions.com/dofollowlistoflists>)
- Just Google "do follow blog list" for more lists like Tucson SEO Solutions' above.
- Again, use your SEO for Firefox plugin to avoid blogs with Do Not Follow enabled.
- As with forums, return to the blog over the next few days to ensure that your posts have been approved.

### 4. Comment Kahuna (<http://www.commentkahuna.com>)

- Use this free tool to find high page rank blogs without DFN enabled and automatically post to those blogs.
- Again, add value in your post

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## 5. Web Directories

- See a list of web directories at SEOBook (<http://www.seobook.com/archives/001583.shtml>)
- Find free directories and take the 5 mins required to add yourself on each.

## 6. Social Bookmarking

- Go to Traffikd for a list of social bookmarking sites (<http://traffikd.com/social-media-websites>)
- You want your site on each of these bookmarking services. Because of the trickle-down effect, people who like you will bookmark you and the more people that bookmark you the more Google takes notice... and the more Google takes notice the higher they will rank you.

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## 7. OnlyWire (<http://www.onlywire.com>)

- This will speed up the social bookmarking process above. All the benefits; less time to complete.

## 8. EzineArticles (<http://www.ezinearticles.com>)

- Google loves EzineArticles. It has a very high page rank which is exactly what you want.
- Write a relevant article, including the keyword phrase you want to rank for in the title and at least four times within the article body as this will increase the chance of your article ranking in the top 10 of Google as well as providing a valuable backlink to your website.
- Use the bio box to create keyword phrase anchor text that links to your website.

## 9. Yahoo Answers (<http://answers.yahoo.com>)

- Set up an account for yourself and answer 2-3 posts in the niche *before* adding backlinks (otherwise Yahoo might see it as spam and ban you)
- If there are no questions to answer, consider asking people you know to post questions for you to answer.

## 10. Squidoo, Blogger & Wordpress

Set up profiles, create targeted content rich pages about the product you are promoting and then link to your main affiliate website. More on this in a moment.

## 11. EDU Links

- Google really loves .EDU / .GOV links.
- Many college students receive webspace which can provide pages & links to your site.

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- Find a college student via friends and family, etc. to place a page for you on a .edu site
- Click here for an example page - <http://webpages.csus.edu/~pek34>

## 12. LinkedIn (<http://www.linkedin.com>)

- Another high page rank site (that employs Do Follow links) where you can add your links.
- Set up a profile and list your sites *with anchor text*.

## 13. Flickr (<http://www.flickr.com>)

- Another high page rank site again with 'Do Follow' links

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## The Next Stage - Duplication: Web 2.0 & Article Sites

### An Overview:

There are two reasons why we want submit relevant articles to article directories and set up pages within Web 2.0 sites that are based around the same keyword phrase.

The first is because your individual pages within these websites could be ranked in the top 10 of Google under the same keyword phrase you are targeting with your main affiliate website. If you do manage to get them ranked then you'll obviously dominate the first page of Google results and your traffic and sales will increase dramatically. If your keyword phrase has under 50,000 competing pages and you optimize them correctly, then there's a good chance this will happen, especially with EzineArticles.com

The second reason is that you can link back to your main website using your keyword anchor text which will obviously act as a valuable back link which in turn will help to improve your sites rankings.

I'm not going to go into too much detail on how to set these additional sites up; we go into great depth on it in the SEM Blueprint course. However, please bear in the mind the following:

Most of these websites manually review your content now before they let it go live; so try and avoid making blatant sales pitches. Think of them more as 'feeder sites' which act as traffic funnels to your main affiliate website which in most cases will do the majority of the pre-selling in order to generate commissions.

When you're setting up one of these pages, make sure that you use your keyword phrase in the page title, the page extension (URL) and the tags.

For instance, for our keyword dog training, I would set up the pages so the URL's were like this:

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[www.Squidoo.com/dogtraining](http://www.Squidoo.com/dogtraining)

[www.dogtraining.blogspot.com](http://www.dogtraining.blogspot.com)

[www.hubpages.com/hub/dogtraining](http://www.hubpages.com/hub/dogtraining)

...etc etc

If the pages/extensions aren't available try adding a dash or underscore between the keywords.

### **Adding content:**

What we usually do when setting up new Web 2.0 websites is to have two relevant unique articles written for each (which can be done at [www.need-an-article.com](http://www.need-an-article.com) for \$5 each). We submit those first to offer value and then add in additional and interesting content underneath such as YouTube Videos and other media from a variety of sources.

In terms of linking back to your own site, be sure to place a primary link near the top of the page; but instead of using your keyword phrase as anchor text, use something that will act as more of an incentive for people click on the link and visit the website. For instance, using the example of dog training again, I would initially link back to the website using text such as:

[5 simple tricks to train your dog](#)

Then further down the page, I would begin to use the main keyword phrase as anchor text. Try to link back to the website using some of the other similar keywords, ( as in for this example I would use '[dog tricks](#), [dog barking](#)' etc..) on a couple of occasions as it won't seem so obvious to the moderators at these Web 2.0 sites that you are simply setting up a page purely for the purpose of getting link juice.

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If they think this then they may not let your content go live. Also, after setting up each site, add fresh content to it each week for a period of four weeks.

Here are some of the Web 2.0 sites where you should set up pages...

[www.Squidoo.com](http://www.Squidoo.com)

[www.Zimbio.com](http://www.Zimbio.com)

[www.Hubpages.com](http://www.Hubpages.com)

Also, submit content and articles to both...

[www.Scribd.com](http://www.Scribd.com)

[www.ezineArticles.com](http://www.ezineArticles.com)

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