World Internet Experts Series

How To Make Maximum Money In Minimum Time Using Brand New Secret Search Engine Optimization Tactics

Featuring David Cavanagh

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Ted: Good morning, Australia! Good evening, USA! Good night, UK! And welcome all points between.

This is going to be a special call tonight. As you know, the World Internet Expert series brings you the top internet marketers, the people who are achieving things, brings them to you and gives them to you free on these webcasts.

You can, of course, dial in 100% free when you go to the internet, WorldInternetWebcast.com. We're here for the teleconference, if you'd like to dial in that way.

Today's special because of our guest, but also today is special because we have another one of the co-hosts. I, myself, Ted Ciuba, normally introduce myself as co-host of the World Internet Summit. But we have with us today another co-host, Brett McFall. Brett, welcome to the call.

Brett: Hey, nice to be here, Ted.

Ted: Hey, I hope so. Any speaker, if you are here, speak up at any point. I'll tell you what, basically we, of course, are getting geared up and we're so excited about the World Internet Summit. Somewhere about halfway through, I'm going to lead us into a conversation where we can ask maybe David a few points about it, ask Brett – of course, we want to get his expertise.

But right now, I'll tell you what, we are interested in getting our guest on the hot seat. Basically, what that means, we are featuring the person so we

want to reveal who that person is to you. And a lot of that is character.

You're going to see some Aussie humor tonight. If you're from Aus, you're going to understand that perfectly. If you're from the USA, tongue-in-cheek, I think you'll like it. It's a lot of fun.

They're crazy guys, I'll tell you for sure, crazy gals.

But among other things and among the most important thing, what we really want to do from any guest we have is get something that we can use today, something that we can make money with today, the real goods.

What we don't want to hear is yesterday's news.

So, with that, I'd like to introduce the star of our show this morning or this evening, or tonight, wherever you are, Mr. David Cavanagh.

David: Good morning, Ted. It's great to be on the call tonight. There has been lots of changes on the search engines the last couple of weeks. And I'd like to thoroughly educate the people on the call tonight, if you don't mind.

Ted: Hey, you know what? That's exactly what I want. But I do want to do one other little thing before we get into your area of expertise.

Number one, give us the brief rundown of who you are, how you got there. Not everybody knows you, you know. And you're obviously an Aussie with that crazy accent. What are you doing in Canada?

David: Well, at the moment, I'm working over here for a company called OneShoppingCart.com. It powers the famous Autopilot Riches, which you own, Ted. I'm doing the marketing here, which I'll also talk to the people at Nashville and the UK about, because I'm very excited. It's the best system they'll ever see on the internet.

I made the move over here in June, and it's been going well so far. I'm doing quite a few seminars over here, and we're adding a lot to Autopilot Riches.

I started off on the internet back in the BBS days, which is the bulletin board systems. I started a company called NumberOnePosition.com, where I went out and helped people, resorts, houses, shops, businesses, etc., to get listed prominently on the search engines.

Ted: And when did you start that company?

David: I started doing these search engines about '95, about '96. The thing is, as you said, a lot has changed since then.

Back then, people will know, anytime you look at a website in your Internet Explorer browser, every time you go to the top and just press "View" and "Source," you can see up at the top what they call metatags.

Years ago, Ted, people used to just copy and paste all of the leading sites' metatags onto their own site, upload it to their web server, and they'd get number on position.

Nowadays, those kinds of things don't work. So since then, I've developed a program called Number One Position, which helped optimize a lot of pages under a lot of keywords, which is still working quite well in a lot of search engines.

As I said, I have to tell the truth. Google, lately, got a big shakeup and it has banned a lot of those kind of things. Not just mine, but a lot of programs that will do that. But there are still a lot of sites in the search engine using mine. I know a guy in Canada who makes $7,000 in a month using the same program, and that was only last week.

But I'd like to tell you the truth and go from here and tell you everything about the search engines to help the people on the call tonight.

Ted: Well, just as an observer, I would say that that must be a setback. Because even though there's a lot of other search engines and a lot of traffic's generated from those search engines, Google is the dominant player. Is that not correct?

David: Oh, definitely, Ted. The thing is Google has banned a lot of sites, they've delisted a lot of sites. And on a lot of those sites, they also had those little ads which they call "Google Ad Words." They've taken a lot of money out of their own pockets, as well.

So we'll wait and see, Ted, what happens. But Google is the number one. But Yahoo is really kicking a lot of butt lately. They've gone very, very well. We'll just wait and see.

But as John Reese said, John Reese is a good friend of mine and also yours as well, Ted, as he said, "The faster you fail, the faster you profit."

And as far as I'm concerned, I don't look at this as a failure, I just look at it as something that's worked. But Google, Yahoo, all of the search engines, they could change again tomorrow and reindex all of my pages on every one. They could take everything out.

There's no kind of thing that's one-millionth the same with every search engine. So that's why even people like myself, who test every single day, have to keep reintroducing new ideas to make it even better. And that's one of the things that's part and parcel of any business.

Ted: Yeah. And that's the point I wanted you to communicate. It is just part of the cycle of any business. But in particular, when did anybody ever hear of any stability in the search engines after 1995 or 1996?

David: There was none. There's none. But I can relate to that. As I said, what John Reese said about the faster you fail, the faster you profit or the faster you make mistakes. Because after Google massively changed their online strategy last week with my program, the Traffic Equalizer, I know Jeff and I know Armand and all of the guys, a lot of the guys have had big setbacks.

A lot of people say to you, Ted, "If you build it, they will come." Well, I've got two words to say to that: "Think again!" You need to take deliberate steps in a logical, progressive order, to get your site listed visibly in all of the search engines.

Now, because of Google going public, the registration for Google public offering is set to close on Thursday the 12th, which could reap them as much as $3.3-billion US, which is about £1.8-billion.

Ted: That's an internet success story.

David: That values the entire company of Google at $36-billion. So Google has to clean up its act.

So in turn, as you say, Google is the biggest search engine. They've decided to dramatically clean up their database of overly-optimized web pages, which are not integrated in association with their structure at the moment.

So the thing is, is Google using a filter or some kind of results? Who knows? And whether you call that a filter or a learning curve, let's learn from it and do our search engine optimization the proper way from now on, until we can figure out another way to go around even that.

Ted: I'm trying to put this in layman's terms. Basically, what it seems like to me, just like with the IRS we all suffer from, a loophole shows up and we all go take this legal loophole. And then someone else sees, "Oops, something's happening," and then they change the rules. And now, you've got to conform.

Nobody's talking about evading taxes. Nobody's talking about not trying to do what we have to do. The whole purpose of optimizing is doing everything you can within the limits that you've got.

David: Oh, definitely. I agree with you, Ted. And the thing is, as I said, I had a gentleman who rang me, he made $7,228 Canadian. I equated that to American dollars, of course. Using my program, using Google Ad Cents and click-throughs and things like that, he had about 43,000 pages listed in Google. And he's still got about 16,000 there. So I better not say his domain name, because they might jump on it.

The thing is tonight, for people who don't own a program, who don't own anything except they've got a computer, they've got just a normal connection to the internet and they've got a basic website, I'd like to help those people start from scratch and really help maximize their chances of getting listed permanently, highly, in all of the search engines.

Ted: Well, let's hear what you've got to say, because you're talking about taking deliberate steps in a logical order.

David: Definitely. Definitely. And I say a logical, progressive order. As Alex Mandossian said on his five-hour call last night that we had – I was asleep – as Alex said, "You need to look at the horizon with different eyes. If things go right, wrong, indifferent, you can't blame your mom, your dad, your cousin, your uncle, anything. Face it, move on, the same as all of my users, that's what they're doing.

Now, people say, "How do you get your website ranked in the search engines?" First thing I'd say, and I'll explain this at Nashville in very, very good detail, first thing, build content-rich websites. What I say about that, if you have a look at something like AdSecretsRevealed.com, which is

Brett's site, build something that's got very, very good content, that will make the reader or make the person visiting your site come back often and often.

You'll see a prime example of that with Brett's free articles and free gifts, because people come back and they want to read more.

And then, it's like dating a lady or dating a man. First time you meet them, you shake hands and you go out and you have something to eat, and then the second time and then the third time.

What Brett's done, he's changed his pages that many times and given that much good, solid, free information they don't mind coming back and going on several dates with Brett.

I'm just using an analogy there. So use content-rich websites.

Ted: But wait a minute! A content-rich website, as you describe Brett's, that would develop that relationship. That's what I heard you describing, get people want to come back. But we're talking about the search engines. Why would search engines be attracted to a content-rich website?

David: Okay, good question. That's what I was just going to get to, Ted.

Ted: Okay.

David: Basically, when you've got a content-rich website, when search engines have got their little computer programs, what I call spiders or robots, go out across the web and they start finding all of the websites and

finding all of the pages through everyone linking to and from each other, as soon as they come across a site like Brett's, a content-rich site which has got a lot of good keywords, a lot of good articles, they will find all the main words and the main key phrases and they'll say, "Oh, this site's got to do with copywriting. I'll put him under that. Oh, it's got to do with Australian copywriting. I'll list him highly for that."

For example, if page one leads to page two, page two to page three, page three to page four, and then page four goes back to page one, you've completed the circle. Every single page has referred to and from each other.

So hopefully, when the search engines come to page one or two, or whatever, they'll follow around and get the whole lot and index that really good content-rich website and put it in a database under several phrases and several terms, not just under one little topic.

Not everyone searches the same way. Content is king. Put your website with really good, valuable content, that will really sell the person on your idea of what your website is, and really look like a properly-seen, structured site for all of the search engines.

Does that cover what you're saying, Ted?

Ted: Well, yeah, it is. But I've got a hard one for you.

David: That's what Brett often says.

Ted: That's that Aussie humor, folks. We're hearing so much about these underachiever sites. We called them mini-websites in the past, but underachiever is the new science of it. One product, one web page, one purpose, which is a sales letter. How can this be content-rich, or is it impossible?

David: No, no, that's fine. Not just because you and Brett are the main part of it, but I'll give a big plug for Frank and Ed, Frank Kern and Ed Gale, who are on the Gold Coast this weekend. I wish I was there with you guys, if you're listening to the call.

A lot of people are going on the net, and they email me every day and using Aussie terms. It gives me the shits. Okay? I feel like firing up more than a cracker in the dunny. But as far as I'm concerned, they come to you and they say, "Should I write about internet marketing?" Every man and his dog writes about internet marketing.

So when you get people like yourself, Ted, who look at those avenues as niche databases, there's still a lot of people who want to read about poetry or people who want to read about mileage between cities.

For example, in one of the databases I saw, it had one Google Ad Word, which are those little things on the side. So, you've got one thing against you, the people searching for superman tattoo pictures.

You see people on the web, you see Frank Kern did, about how to make a parrot talk, they're very, very niche subjects. And, of course, there's no opposition to you.

So when the search engines come there, pick out your phrases, pick out the main words, even though your content might be as long as some internet marketing sites, you've got no opposition. And the chances of you getting a sale, if you've got a good-quality product, is brilliant because you're the only one on the web offering something and the only one with a smart brain.

If I could tell anyone on the call what to do tonight with doing websites, go niche. Go to Frank and Ed and see Brett when you go to the Gold Coast, and suck their brains dry with information. Because seriously, niche is the way to go. But as long as you're focusing in on something that people want to buy and not just what you want to fill, and you've got no opposition against you.

Ted: Okay. So it's a matter of in these niche markets, competition is not there.

So, in effect, you may not have to have that extremely content-rich. Like if you're in an internet marketing site, you'll still stand out.

David: Oh yes, definitely. Definitely. And the thing is you're selling people what they want to buy, not what you want to shove down their throats. And I'm sorry if I'm talking straightforward, Ted, but everyone says, "But I want to go and do the newest internet marketing thing." Everyone's doing that.

So why not diversify? Why do you think the Gold Coast has got 440 people turning up? Because they see the value in going laterally and not living inside a box.

If you're going to get on the net, if you're going to go into search engines, if you're going to try and make money on the internet and do what everyone else does, you usually achieve what everyone else does, as well: nothing.

But if you go, like Brett's done, with his copywriting, or like Frank Kern's done with how to make a parrot talk, or Jennie's done with interviews, Jennie Armato, you're going niche. You're going with things that people really want and they'll buy. So you'll be ultra successful. You'll be ultra successful.

Ted: Cool-o. Listen, I don't want to get you too far off-topic. Let's move back. You were talking about different ways, and we were talking about building content-rich websites, and we did talk about the underachievers.

David: Alright, that's one of the points. That's one of the points.

As I said, the second point, Ted, make sure your metatags – as I said, when you press "View Source," make sure your titles, your keywords, the words on your page, everything relates exactly to what the people have been searching for.

You can always go to Overture and just press on their search tool, or you can go into WordTracker.com, and it will tell you if people have been searching on those kinds of things. So then you know if it's a good topic.

Link popularity is brilliant for getting you into search engines, because people often say, "Do I need words in my title? Do I need words in my page?" The answer to that is definitely yes.

But to show you something totally different, if you've got a site that is brilliantly populated all over the net – for example, with the word "computers" all written on everyone's website, all pointing back to your website, and you haven't even got the word "computers" written on your page, do you think that would rank or not?

What I suggest people do, go to Google, type in the word "computers." No brackets, nothing like that, just lowercase, the word "computers." You'll see the last count was 68-million listings. The number one listing across the world is Dell.com. Go to their main page. There's not even the word "computers" written anywhere on the main page. Do you know why? Because of link popularity, which are made by a lot of other websites who are promoting Dell.com with the words "computers" linking back to Dell.

So what I'm saying to you, link popularity as well as your metatags, as well as content-rich websites when you first start off is brilliant.

When you're at the capacity and the moneymaking availability of Dell, then I suppose you don't have to worry about it because they've got about 70,000 links pointing in.

So I suggest to you to definitely get link popularity.

Ted: We could never be a Dell. But if we could get a good handful and get articles up on other sites and everything, we could radically multiply the number of links we do have. And in competition with others, that would put us ahead of a majority of people. Is that correct?

David: Exponentially, Ted. Exponentially.

Ted: So that's another good strategy.

David: I'll rattle of a few, though, just to write down. I really want to help the people tonight, because my goal is to give you as much information as possible within the hour, where they can't say, "David was pitching a product." I don't want to pitch nothing. I don't want to sell you anything. I just want to give you quality info.

So moving on to the next point, use your key phrases in your anchor text.

What I mean, for example, Ted, in layman's terms, a lot of people, you'll see on their page, on every page, "Home." And you click on "Home" and it leads back to their index page.

Now, when Google or Yahoo sees that word "home," go and do a search in the search engines for the word "home." There's lots of homes. But as far as I'm concerned, what kind of home is it?

So put "search engine optimization home," or "World Internet Summit home," or something. That's just one little thing. That's like the computers leading to Dell scenario.

Now, pay-per-click search engines. There's lots of things like Overture, Google, and there's payperclicksearchengine.com. There's thousands of search engines out there, where you can bid on your respective key phrases that you know people are looking for. Some might be only 5¢. Some could be 10¢. Big words that are really hard, of course, you pay a lot more money. But it's another way of getting traffic to your site.

And, if you have a look at my site, at the moment, Ted, if anyone after the call wants to look at it, it's NumberOnePosition.com. I've got no product there, at the moment.

What I've done, I've put it there just to get the person's name and email address. And then, straightaway, they're in my database so I can regularly follow them up on a weekly basis, to give them the best hints, tips, suggestions, Google alerts, Yahoo alerts, any seminars I've got coming up, like you're one, Ted, or anything straightaway.

Imagine this: people have got their websites, and then they're looking and they think, "Oh, this is really good." And they've got this big sales page there. It's different with internet summits or something, where you really have to go into detail.

But just a product like mine, for example, you're sitting there reading it and the next minute you have a blackout, like the gentleman from Ottawa just

said to you, you have a power failure. You don't even know which websites you're on.

But if I get your name and email upfront, tomorrow I can get back to you at any time I want and say, "Hey, thanks for visiting, here's a free ebook. Come back. I'd like to see you again."

Again, it's like that dating. We're building a rapport with our customers. We're really telling the customer the customer is king.

Now, what I say to you there, then I can have, running off of that page, a lot of articles with content-rich for the search engines. I can have a lot of free ebooks. I can have a lot of things.

And then, once you've built a rapport with your customer, once you build a rapport with a search engine and showed them you've got good-quality keywords, good-quality pages, then they'll list you and then they'll buy off you.

Now, another thing which Johan Mok's very good at, is joint ventures. To get in the search engines, if the search engines go around to like all the different sites, and they might pick yours up for example, Ted, they might pick up HowToGetRichOnTheInternet.com or whatever, the thing is they pick up two, three, four, five, because I've got an article written by Ted Ciuba or Brett McFall which leads back, it's got a link back to your site.

So indirectly, you're getting listed in the search engines because of those sites pointing to you. Do you follow what I'm saying?

Ted: That's another reason to have links in other places.

David: Yeah. My next program is going to be a links program, but I haven't told you that yet.

Ted: Hey, I'm glad to hear that.

David: The next strategy, Ted…

Ted: Hold on. I've got someone on your link popularity, wrote me an email. Anybody who wants to write an email, AskNow@WorldInternetSummit.com.

David: Go for it, Ted. What is it?

Ted: Well, it's real simple. In fact, you may have explained it. Just hit it again. "Can you define link popularity?"

David: Okay, what link popularity is, Google, Yahoo and all the search engines and pay-per-clicks.

For example, if I look at WorldInternetSummit.com and there's no other sites that ever put a little link on their page with a click-through that suggests that they go back and look at yours, or there's no emails that never say, "Go to WorldInternetSummit.com," there's nothing.

What link popularity is, say for example NumberOnePosition.com, beyond the bottom of my page I write, "Hey, the world's greatest World Internet Summit, click here," and I underline the World Internet Summit and I link straight back to your site.

And then, of course, I hope I get a reciprocal link, which means Ted says, "Hey, great search engine or great speaker, blah, blah, blah. Click to go to DavidCavanagh.com." That's what link popularity is: the more links you've got coming into your site from themed sites.

What I say to you is don't go and get someone linking into your site from Fred's Free For All Blogs in the middle of Ethiopia.

Say, for example, if you're doing World Internet Summits. Or say you're doing Autopilot Riches, which is the world's greatest automation system, you go and target web designers, you go and target web hosts, you target people in the same industry but not the same product.

So you can complement each other and then you've got thousands of links coming in and out of both domains.

And then, again, you'll be spidered faster and you'll be a lot more popular.

So that's what link popularity is, in layman's terms.

Ted: Hey, thank you very much. Now, we continue.

David: Okay. Another way to get people to your site: message boards or forums, like what you set up, "WorldInternetSummit.com/forums. Every time you put your name there and you put your website, straightaway Google or Yahoo or whoever finds that forum, picks up the links. In the next minute, you'll find yourself in the number one or number 10 or whatever position. And it's one of the pages they spidered over forums.

So, every single time I go to a forum, guess what are right under it? "Thanks so much, lovely talking to you. David Cavanagh, NumberOnePosition." And I write "Search engine optimization: does it work all the time? No, it doesn't. But what happens if it does once or twice and you get a $200 sale, Ted?

Ted: It was worth your half-minute to do that, wasn't it?

David: Well, it really took me a long time. And I don't like the publicity, as you know.

Ted: And it does stay there, doesn't it?

David: Oh yeah, of course, it does. Of course, it does.

But the thing is I'll tell you another thing, too, Ted. You talk about link popularity, I know why my site got banned. I know why Armand Morin's sites got banned. Any people from America on the call tonight, whether these offend you or not, I don't care because I'd rather tell you the truth.

The truth of the matter is there's lot of people out there very jealous of people getting very high rankings for different programs and different key phrases.

So what they do is they link to you through a very bad site, that's got a PR, a page rank of zero in Google or that's been banned by Google. And they put a whole stack of links all over their pages to you. And I know it happened to quite a few of us.

So if you've got a good site and you're making good money, the best thing to do, besides just doing your business, is just be quiet sometimes. It's better to be a solid achiever, like yourself and Brett.

Ted: It's a whole other story.

David: Yeah. Now, another thing you can do, e-zines. Basically, in layman's terms, they're electronic magazines. They're like a magazine offline, but this is called an e-zine, which is an online one.

You can go and put all articles under there.

I spoke to Ken Giddens, who's one of the leading search engine specialists in the world the other day, for about an hour. And as Ken said, he sold over $500,000 worth of coat hangers. And he said to me, "David, the number one way to get in the search engines is write a 250-word article about your product and about all the keywords in it, and go and give it to everyone. Say, "You can paste it all over your site for free, and put your name and your email address, and then also put your domain name." And he said, "You'd be surprised how many times you'll see your articles floating around everywhere. Next, they'll be popping up in all of these search engines. That's another one.

Ted: That's so amazingly simple, too.

David: Well, yeah. Now, product reviews. Who's to say that you can't go out, see someone like Brett McFall or see Jennie or see my program, and write a review on it? And you can have a site called

ProductReviews.com, for example. And you can go and write out different reviews on different things, submit them to the search engines. You can even put a link on your page that links through to Jennie's or Brett's or Ted's, and get paid a commission, which is an affiliate commission, and get them linked into the search engines that way. That's another way of getting a bit of exposure and money as well.

I don't want just the exposure. If I wanted to expose myself, I'd run down the road naked. But as far as I'm concerned, for exposure, Ted, as far as I'm concerned in search engines, what I want to do is I want to expose my pages, my sites, my experience and everything, but I want to get paid for it.

As Alex Mandossian said to me, because we talked for five hours, I know his comments, he said, "David, I don't go to venues and get paid to go there. I get paid to teach people proper things that get them results."

So that's what I want to do. I want to get in the search engines, but I want to actually make some money out of it.

Email marketing. Brett sends out brilliant emails. So do you, Ted. If you sign up with Autopilot Riches – you can go there tonight, it's a big plug for Ted, AutopilotRiches.com – go there, sign up for the trial. You've got email marketing, you've got broadcast emails, you can track your Google ads right down to who clicked, when they clicked, what time they clicked, and if you made a sale. And it's as simple and stupid as anything to do. Even I can operate it.

Ted: Alright, David Cavanagh. Thank you. I'll tell you what, folks, we're closing up now for the World Internet Expert Series. Another great show. We had our featured guest, David Cavanagh, who really went into a lot of different strategies about optimizing your search engines. But really, it is the essence of success on the internet, because it's what are we doing.

Folks, I'll tell you what, on behalf of myself and Brett McFall and Tom Hua, as co-hosts of the World Internet Summit, our special guest today, David Cavanagh … we wish you endless profits on the internet.

Bonus

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