



As small business owners we're "fishing" for more clients, successful fishermen use more than one "line in the water" to fill their boat with fish

You already have a website, most of you already have a company blog... I'm saying we need multiple "lines in the water", so I'm saying we need multiple supporting blogs to have "multiple lines in the water"

Real estate agents and mortgage consultants usually have the standard "off the shelf" website provided by the broker, most of you also have an [ActiveRain real estate blog](#). An ActiveRain blog's sole purpose in life is to "support your main site", all of the social media networks you join are ONLY to support your main (money site).

Your Facebook, your Twitter, and your ActiveRain blog all "support" your main site.

All of them should carry your main site's link

(a major component of SEO or Google Ranking is backlinking: to climb in rank, we want other websites to carry our link, those other sites in effect become "backlinks" to, or inbound links pointing to your main site)

We all want something from Google, if you want something FROM Google, use as many of the free tools Google provides as possible. Google favors blogs, Google bought Blogger.com, that means a Blogger blog is a Google blog.

You wouldn't want to be seen showing up to a Chevy convention, driving a Ford... would you? (think that through for a minute)

Every website that hopes to improve in rank in Google should have a Blogger (Google owned and operated) supporting blog, but don't stop there... there are dozens of other popular blog platforms, Wordpress.com, Hubpages.com, Tumblr.com are just a few

This ebook is one in a series for teaching you how to optimize your supporting blogs

NOTE: a Google blog is a Blogger blog... however, the end result is a blogSPOT.com blog

...I'll explain: Blogger.com is a blogging "platform" where you have the option of hosting your blog on YOUR webhosting account (your domain.com) OR... hosting the same blog on Blogger.com's domain.

The is known as a "sub-domain", yourblog DOT blogplatform, you'd expect a subdomain on blogger.com to be some-blog.blogger.com but NOooo... geeks tend to want to be "cute", and there is a LOT to be said for being unique (for the sake of being unique, Google really, really, REALLY LIKES unique content) So someone at Blogger decided to name blogs hosted on their server to be like "Your Spot" on Blogger

Hence a Blogger blog hosted on YOUR domain (using the Blogger blogging platform) will end up being yourdomain.com

But the same Blogger blog hosted (for free I might add) on Blogger.com ends up being yourblog.blogSPOT.com

for example: <http://realestateinfrederickmd.blogspot.com/>

How to do some simple/ basic SEO optimizing for a blogger.com blog

Assuming you already have a Blogger.com blog, log into your Google account, while logged in, go to Blogger.com

The screenshot shows the Blogger 'Name your blog' setup page. The page has a blue header with the Blogger logo and 'Push-Button Publishing' text. Below the header, there are two steps: '1 NAME BLOG' and '2 CHOOSE TEMPLATE'. The first step, '1 Name your blog', is active and contains the following fields:

- Blog title:** A text input field. A red arrow points from a callout box to this field.
- Blog address (URL):** A text input field with the placeholder 'http://[] .blogspot.com'. A red arrow points from a callout box to this field.
- Word Verification:** A section with a distorted image of the word 'ineroo' and a text input field below it.

At the bottom right of the form is a large orange arrow button labeled 'CONTINUE'. The Windows taskbar at the bottom shows the time as 12:48 AM on 1/31/2011.

Callout Box 1 (Left): Name Your Supporting Blog The Keywords You Want To Show Up in Google For

Callout Box 2 (Right): Keyword Phrase first-hyphen-Geographical Area Your business competes in second

What do you call your blog?

Not your company name: no one cares what your company name is, no one cares about your brand... what they care about is what they're looking for.

SOooo... name your blog what you people are likely to type into Google to find what they're looking for. What people type are called "keywords"

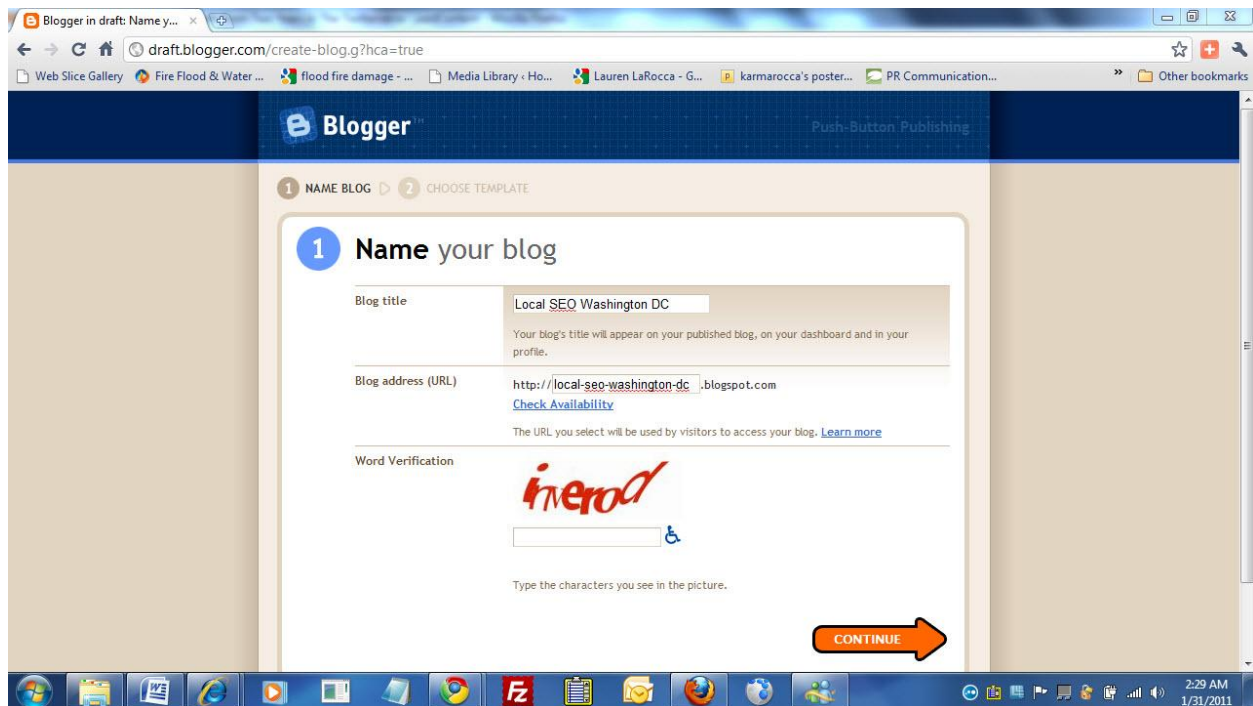
I do SEO (search engine optimization), I perform a **specific type of SEO: Local Search Engine Optimization** (regional search engine optimization)



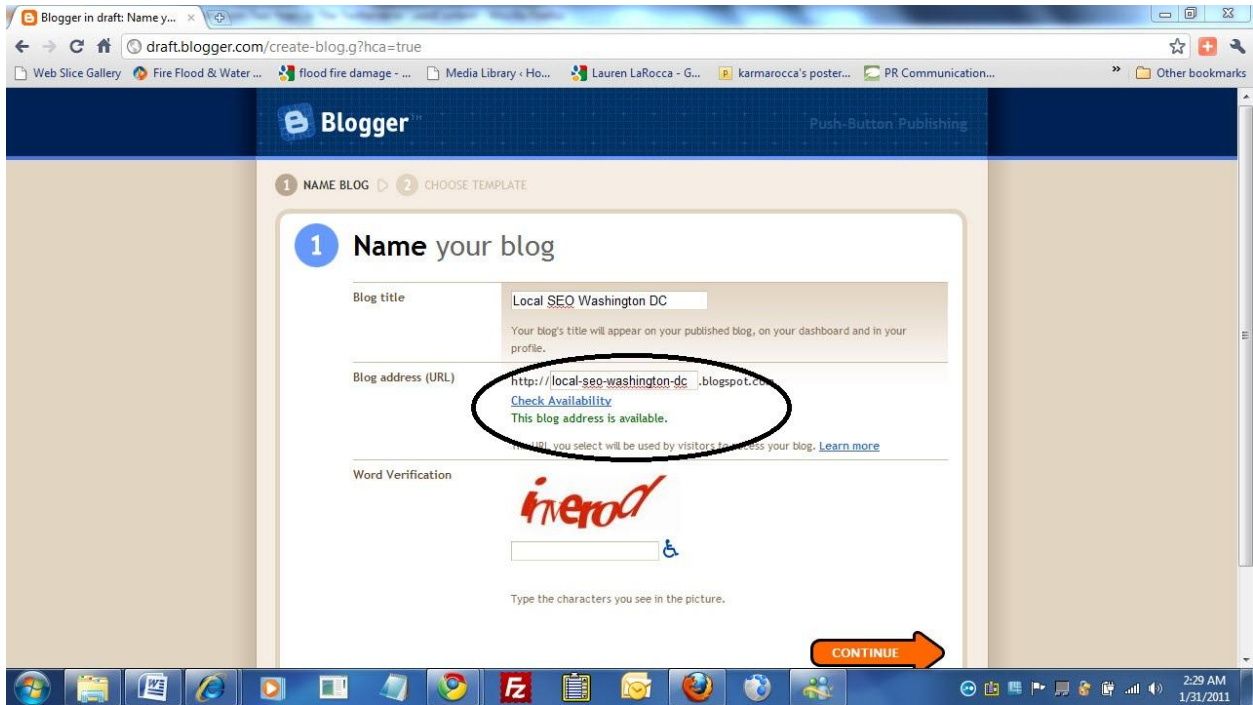
Now, if I called my blog **Local SEO** I'd be competing with 36,100,000 other websites all clamoring to be #1 in Google

I already rank #1 in Google (organic ranking) for the keyword phrase: [Local SEO in Maryland](#)

I'd like to rank for the same thing in Washington DC [Local SEO in Washington DC](#)

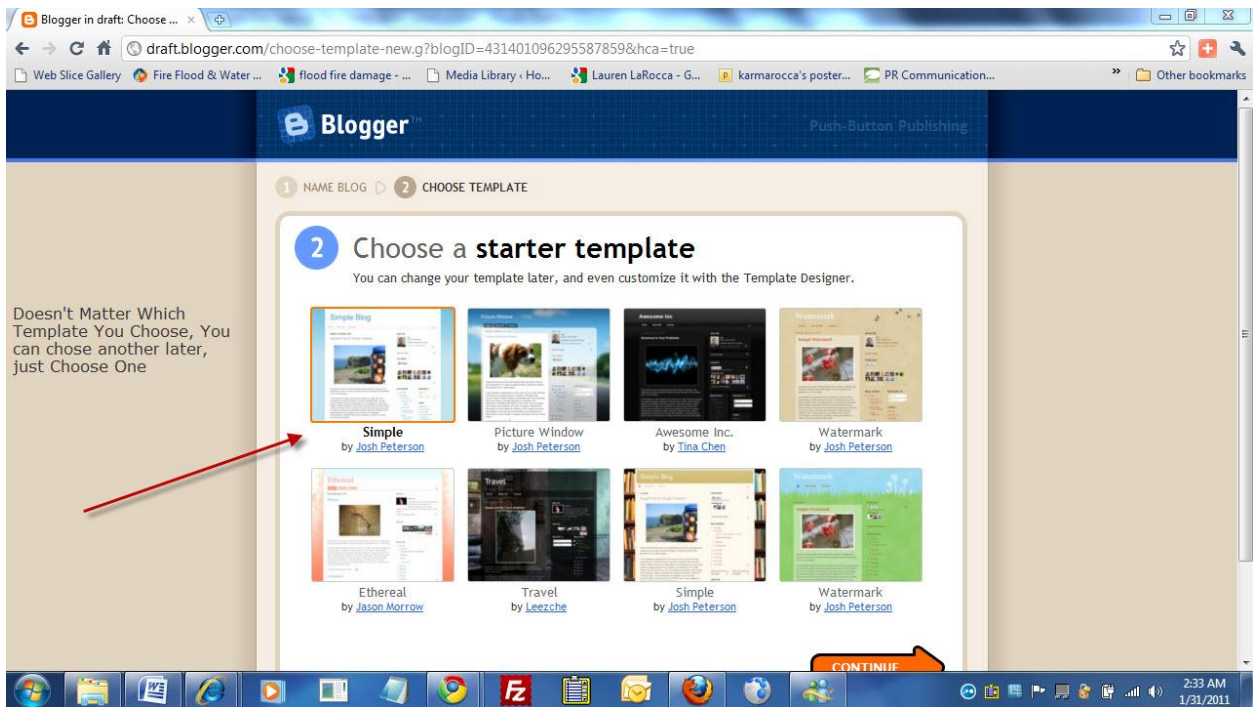


Check to ensure the "keyword laden" blog name you're shooting for is available:

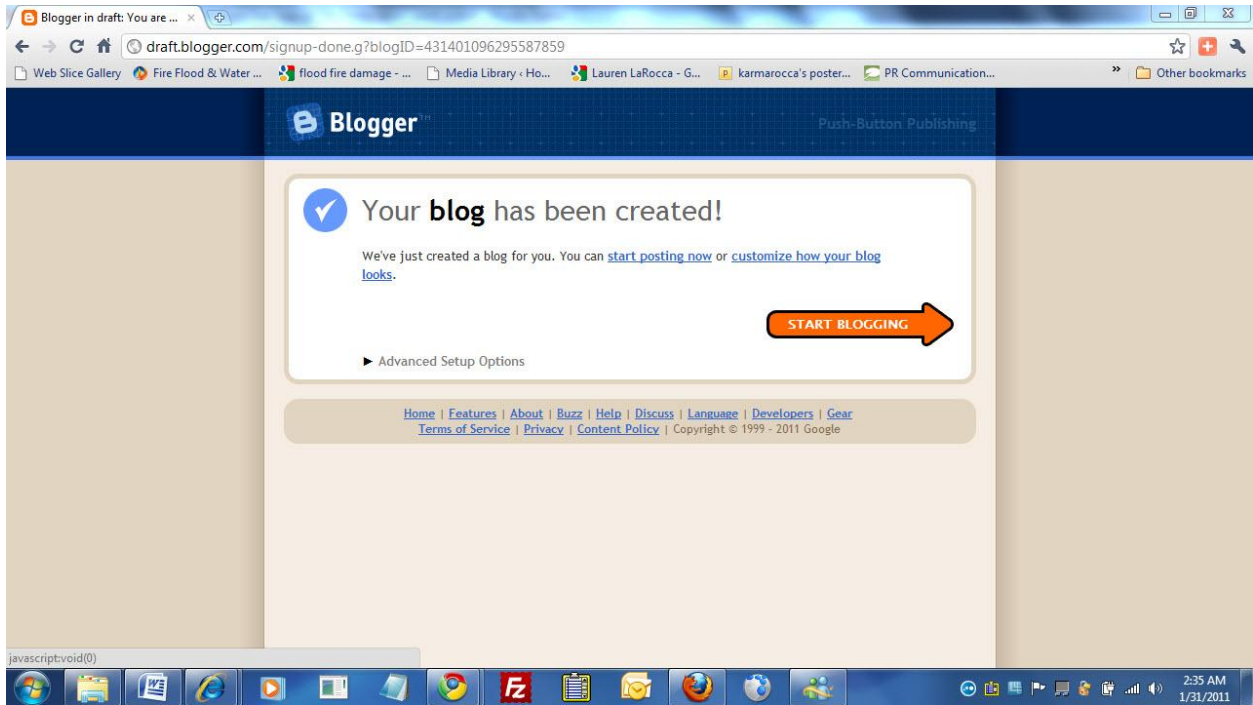


Don't get "hung up" on how pretty the template is, you can always change it, right now we've got a lot more important stuff to do "under the hood".

Aesthetics can be tended to after we take care of functionality.



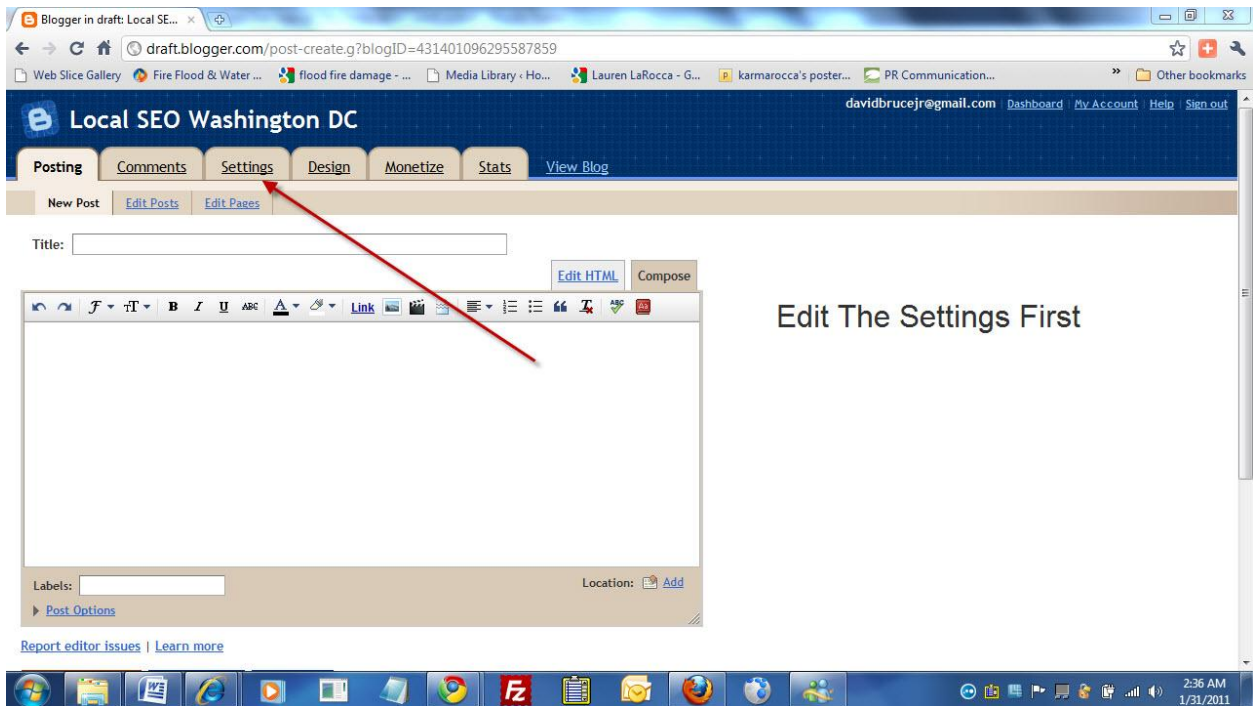
Doesn't Matter Which Template You Choose, You can choose another later, just Choose One



It's not the automobile outer shell that makes a race car fast.... It's what's under the hood

Under The Hood Of Your Blogger Blog

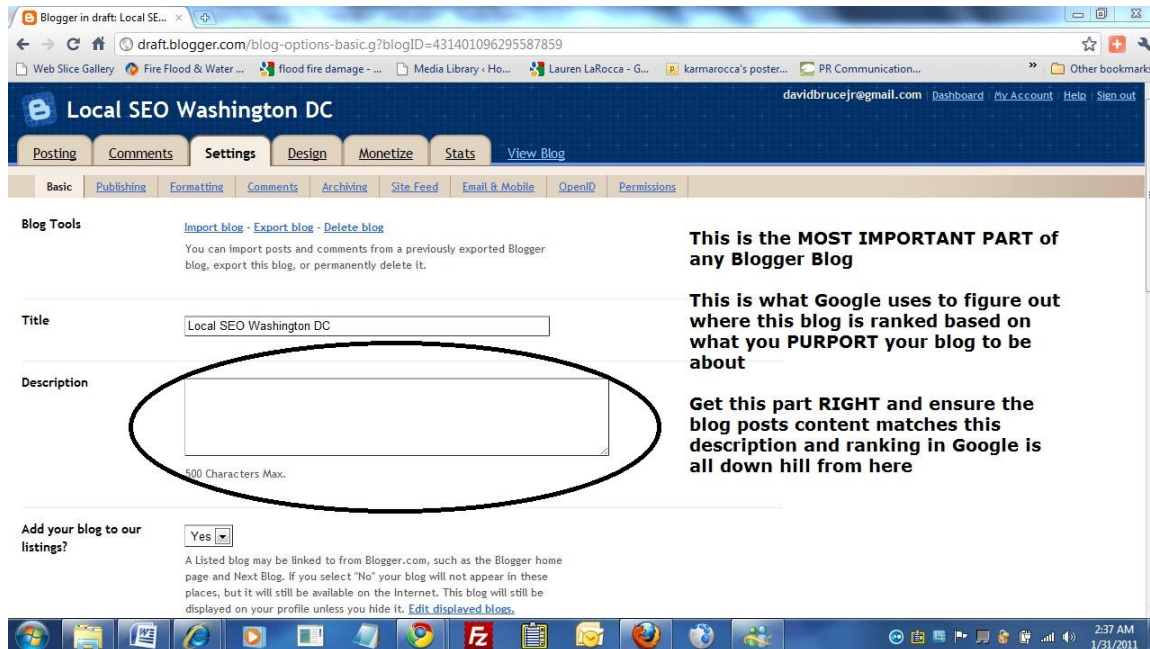
“Settings” are what makes one blogspot outrank another blogspot



Your Blogger Description: the NUMBER ONE most important part of your supporting blog

This unassuming little box carries much of the “SEO Magic” for your Blogger blog. What you type here helps Google decide if it trusts your blog to be what you purport your blog to be about.

Get this part “right” and most of your SEO efforts at getting this blog to rank where you want it to rank is likely to be “all down hill”



Sell the Sizzle, not the Steak and do so under 163 characters

You want a minimum of 162 characters for your blogs description... Why?

Because 163 or more will not fit in a Google SERP description

(SERP= seo speak for Search Engine Results Page)

[Social Media and SEO: 5 Essential Steps to Success](#)

Apr 15, 2009 ... Making the most out of combining SEO insights with social media marketing tactics can be accomplished with a roadmap that identifies the ...
[mashable.com/2009/04/15/social-media-seo/](#) - Cached - Similar

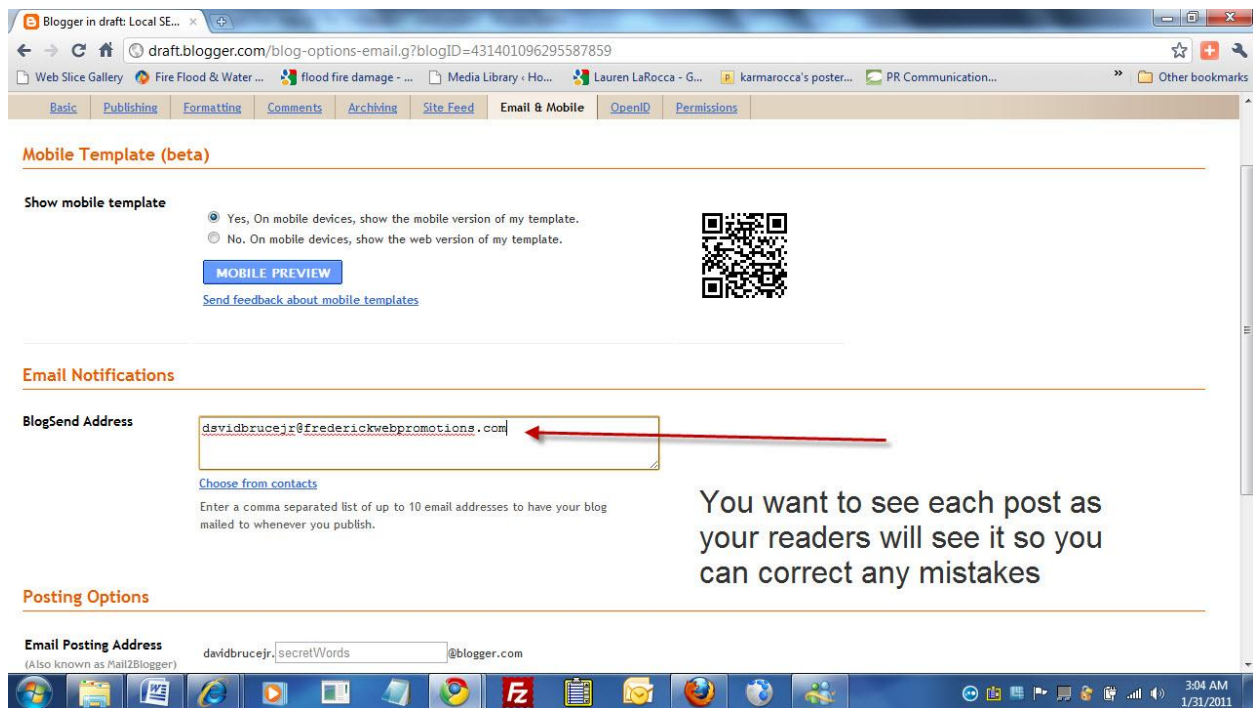
The sentence got chopped off (or truncated), any text description you want Google to use has to get the job done in 162 characters or less.

Under the Settings, work your way from the right to the left, settings on the right tend to not need frequent fiddling with, settings on the right might need tweaking once or twice a year as we fine tune the keyword selection or keyword targeting strategy down the road.

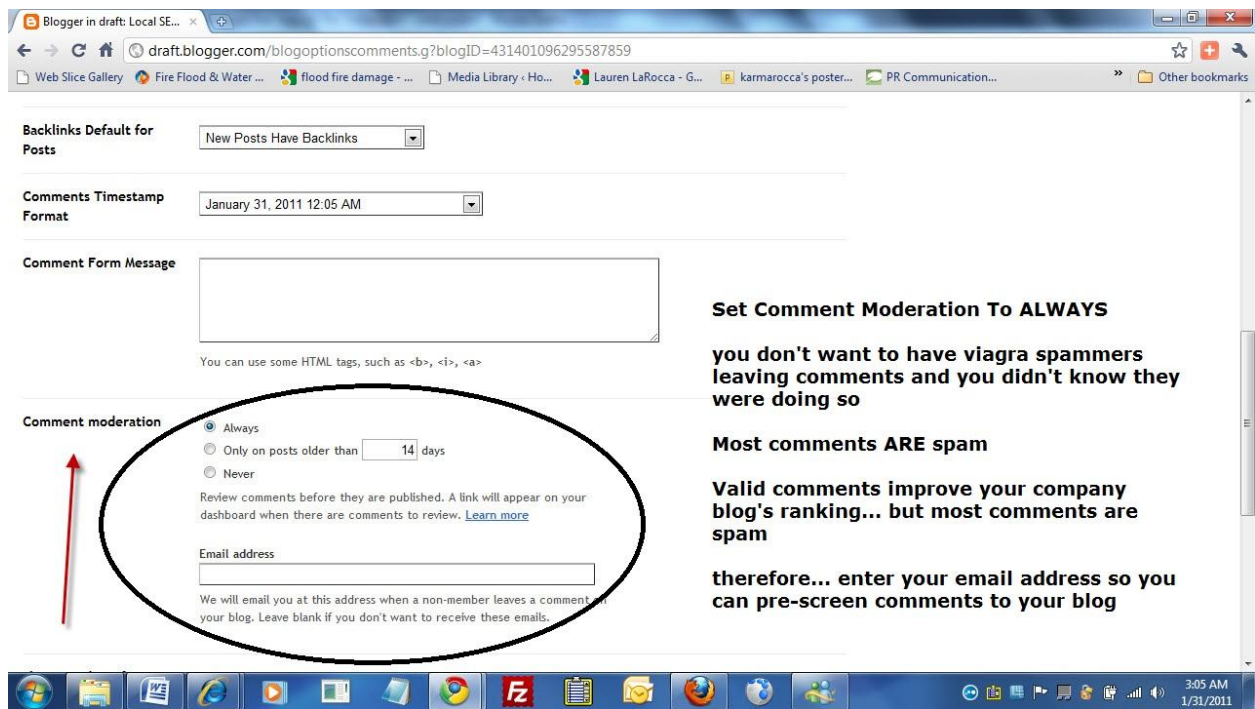
Permissions is for if you have more than one author, for example you might have real estate agents working under you. If you are the real estate broker, you might want to have the real estate agents in your team to post, effectively “sharing” the company blog amongst the employees using it.

OpenID is for associating your blogger blog with, say Twitter or Facebook for easier logging in, using an OpenID means if you’re logged into your Twitter, you don’t have to remember the username password combination (I have 55 Blogger blogs and 15 wordpress.com blogs, imagine having different username passwords for 70 different blogs)

Email and Mobile: you want to have your first blog post sent to YOUR main email so you can see if you made a mistake or have any last minute typos to correct.



Make All Comments Moderated, or don’t let just any spammer leave a comment about viagra or oxy what ever and you didn’t notice it for months



There you have it, you now have a SEO optimized Blogger blog

There are many other things you can do TO a Blogger blog that don't happen "under the hood" of your Blogger blog: Google's Feedburner and trying to get the blog search engine Technorati to accept your blog are among them (for that you'll have to purchase the full version of this ebook)

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