

Affordable Google Rankings – This is How Getting Ranked Actually Works...

I'm assuming that you're reading this because you have a site that needs more traffic – specifically from people searching for your target keyword (or key phrase) in Google's search engine.

If that's the case, then let's first of all talk about HOW Google ranks sites, just to dispel any myths that you might've heard in the past – and perhaps also just for your own curiosity. This is a highly condensed and “simplified” explanation, but it's accurate nonetheless...

Google is a multi-billion dollar business that depends solely on its millions upon millions of daily users to use it as a starting point on the internet. Google monetizes its search results by displaying targeted text-ads related to the query searched for.

Users choose to use Google because its organic, unpaid results, are usually relevant to the query – and because it works & loads results quickly. Relevance and speed, then, are the single largest foundation of Google's success.

Therefore, Google literally wants to send you traffic – but your site needs to be relevant to the user's query.

How does it decide which sites are relevant to a query?

Ah, yes... the million-dollar question (perhaps more aptly re-worded as saying, “So how can I make Google rank *my* site for a certain query?”). Well, as they say – a picture is worth a thousand words.

So before I explain how Google ranks sites, let me show you an example. Please take a quick moment and open a NEW browser window. Head to Google.com, and then search for the keyphrase, “click here” (without the quotes), or simply click the “click here” link below:

[click here](#)

What comes up as the #1 listed site is Adobe.com's page where you can download Adobe Reader. Now – why is Adobe Reader considered by Google to be relevant to the search term “click here”? Why not rank a site that has to do with “clicking”, or perhaps a site with a domain name such as “clickhere.com”?

Because Google uses a natural, link-based voting system to determine how to rank any given site within its index. So in other words, though there are many factors involved in how a site ranks, Adobe Reader's download page has the most links pointing to it from across the internet (on thousands of different sites) whose links with that URL are worded with the phrase: click here.

For example, if you wanted to rank as the #1 spot for the search term “Los Angeles Temp Agency”, then you would want to get as many other sites as possible to link to your own domain, with the link-text (the words that are linked, usually in the format of blue-underline) says Los Angeles Temp Agency.

The amount of links required to influence Google's rankings as such ranges from 1 to 100,000 or more. (It depends on how many sites are aiming for the same keyword).

But it has as much to do with quality as it does volume. Obtaining one such link from a site that Google weighs highly – such as an official Newspaper website – will have much more overall value than a link from a free classified ads website.

This, in a small nutshell, is how Google “works”.

There are other factors, but this is definitely the most influential part of the formula.

So What's the Strategy Then – Build As Many Links as Possible?

Yes and no.

Remember how I'd said that Google's survival depends on it's ability to provide actual, relevant results for its users?

This means that as a company, part of their own strategy is to continually improve their search algorithm so as to defeat the efforts of webmasters and website owners who are exploiting the way Google works in order to obtain free traffic.

Google doesn't mind sending free traffic at all – but what they definitely do care about is making sure that users trust their service. If non-relevant sites are capable of ranking for a given term just because they built numerous links – then that's a problem.

In fact – Google's algorithm is currently much harder to manipulate than it once was. Google actively looks for UN-NATURAL linking patterns which would indicate mass-submissions, link-trading and other schemes designed solely to manipulate their engine.

For example, if you built 10,000 links to your site this month, I can absolutely guarantee you with complete certainty that not only would your site NOT be listed in Google for months to come (they delay rankings for new sites that obtain unnatural-seeming links). And perhaps even more than that, it would be tagged as “spam” and simply blacklisted.

Natural links, then – are the ONLY way to go.

Meaning, building links the hard way (contacting sites individually and asking for a link, submitting press releases, advertising and creating exposure, and then letting the natural “word of mouth” across the web equate to a natural linking pattern, etc.)

So, as you can see – *normally*, this would be a major headache. Google only wants to rank sites that get “link votes” naturally, and from trusted websites.

But here's the good news...

The System Can Still Be Use To Your Advantage

And this is where I come in.

Very simply, I have proprietary access to literally thousands of unique, trusted websites. I can write content on these sites, generating one-way links that Google will soak up like a sponge – because they're natural.

Google sees these links as being natural and relevant, which means that I can effectively rank your site for several, reasonable keyword targets. It also means that I can rank different pages of your site for their target keywords.

But it doesn't stop there – in fact what you'll find is that the majority of your traffic from Google is going to come from a whole range of similar variations of these keywords, based on your site's own text content.

But it all starts with building natural links.

My normal packages start at \$500.00 USD, which would be 100 one-way links, but I do offer a \$50 trial of 10 one-way links. Please contact me to discuss this in more detail, but here's a summary of what's included:

- At least 100 One-Way Links. Absolutely no 3-way or reciprocal exchanges (10 links for the trial offer)
- Links originate within the context of an original article, written by me or my staff. I do not use spun content.
- Articles (with your link) are published across a high-quality network of blogs, with a wide range of domains, IP Addresses and server C-Classes.
- This is NOT bookmarking, article submission to directories, link directory submission or blog commenting.
- Posts are queued up naturally, over time, so that your links build randomly, and slowly. Your site will NOT get sandboxed this way, and your rankings will hold.
- This is a proprietary service that I only offer to a very limited amount of clients per month. I have no official website that markets this service, because I only want to work with a small number of clients.
- I have publishing access to thousands of high-PR blogs (English only, all original content) across a variety of niches and topics. This is how I'm able to generate quality, one-way links that stay permanently.
- I only market white-hat sites with quality, original content.
- You'll typically see results within 2 weeks to 2 months, depending on the keywords you're targeting.
- Due to the sensitive nature of this service, and to maintain the security of the site network, I cannot reveal link sources as other freelancers can. What I CAN do, however, is guarantee link popularity increases. You'll be able to clearly see in a few weeks (using tools like Yahoo's site explorer) that your domain has several new inbound links.

I'll also have to make sure that your site will be compatible for this service, being as I can only publish quality content (so no pornographic, adult-related, or gambling sites or related topics), and I can only create links for sites that are actually relevant to the target keywords.

Don't delay on this. Other "SEO Firms" will charge you up the yin-yang for the same thing (and quite possibly less) than what I can provide at wholesale prices.

This is the real deal – as you'll soon see from your own Google rankings. Just imagine the new flood of free traffic you'll be getting straight from the search engines...

Sincerely,
Marvin Phillips
1-813-335-7334
marvin@firstinfobank.com
<http://www.firstinfobank.com>