



Thirty Day Challenge 2009 – Training – Day 08

2009TDC08b: Indexing And Ranking

Running Time: 4mins



Intro

Hi everybody, it's Guru bob, and welcome to Day 8 of the Thirty Day Challenge. It's been over a week already, and you're still with us! Well Done!

By now you should have a Blog, targeted to your Micro-Niche, and starting today – and for quite a bit of the rest of the Challenge – we're going to be beginning the process of getting authority to your Blog and activating ways of acquiring natural traffic.

Now, when you first publish content online, there are some things that you should do straight away – and in the past, those have been relatively manual techniques.

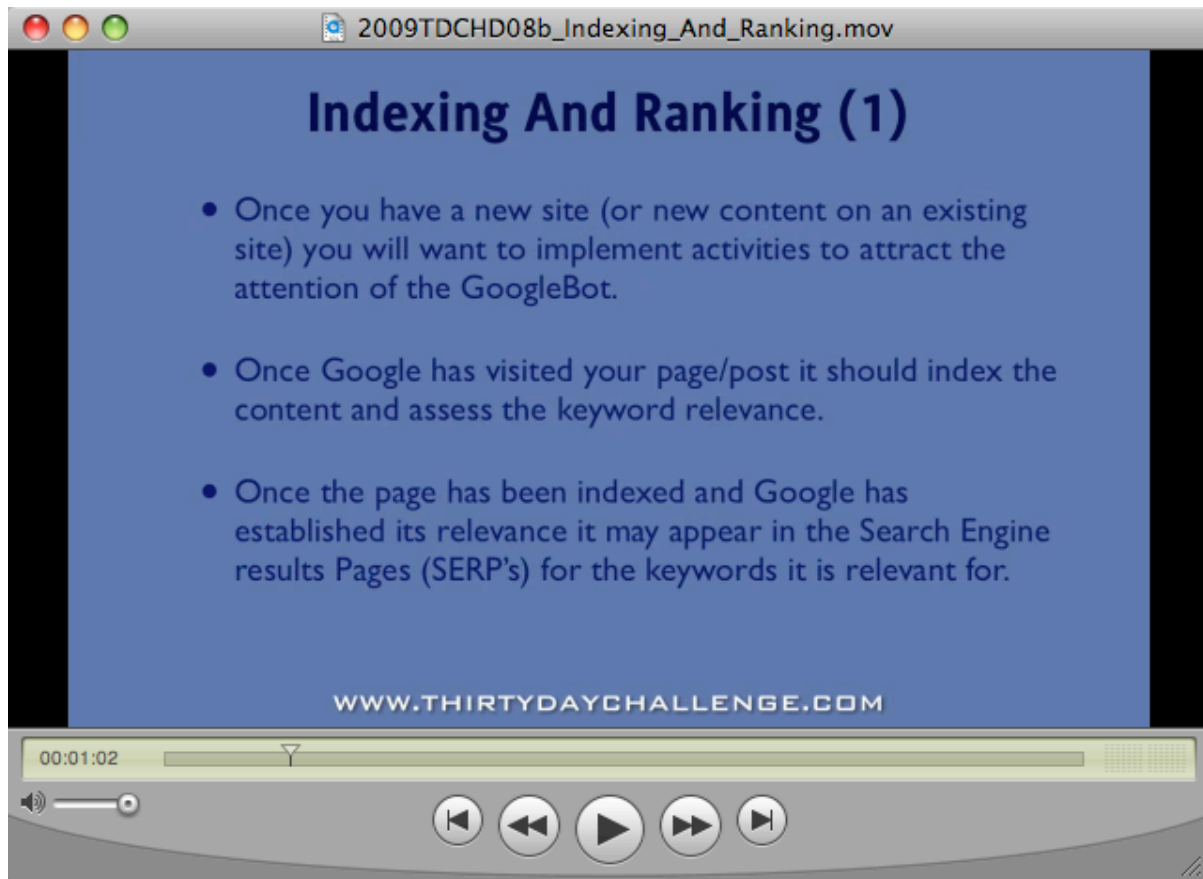
I'm very excited to introduce a **new service** this year, called **Traffic Bug**, which **automates the process** of those initial things that you should do.

But **in this video**, I'm going to be talking generally about the subject of **Indexing and Ranking** - Just to give you a bit of a **context** for what you'll be doing **today** and in the **coming days**.



Indexing and Ranking

[Starts at 00:01:02]



So firstly, some **introductory concepts** about the subject of Indexing and Ranking.

Once you have a new site, like your WordpressDirect Blog - or even a new Post on that Blog, or a new Page on an existing site – then you want to implement some activities to attract the attention of the **GoogleBot**. The GoogleBot is a **Spider** that Google **sends out** to various Web Sites to look for new content and, when it finds new content, it assesses that content in terms of its relevance for Keywords and places that content and the link to that Page into the Google index.

Your site cannot appear in the Google Search Results Pages until your Page or Site has been visited and indexed by Google.

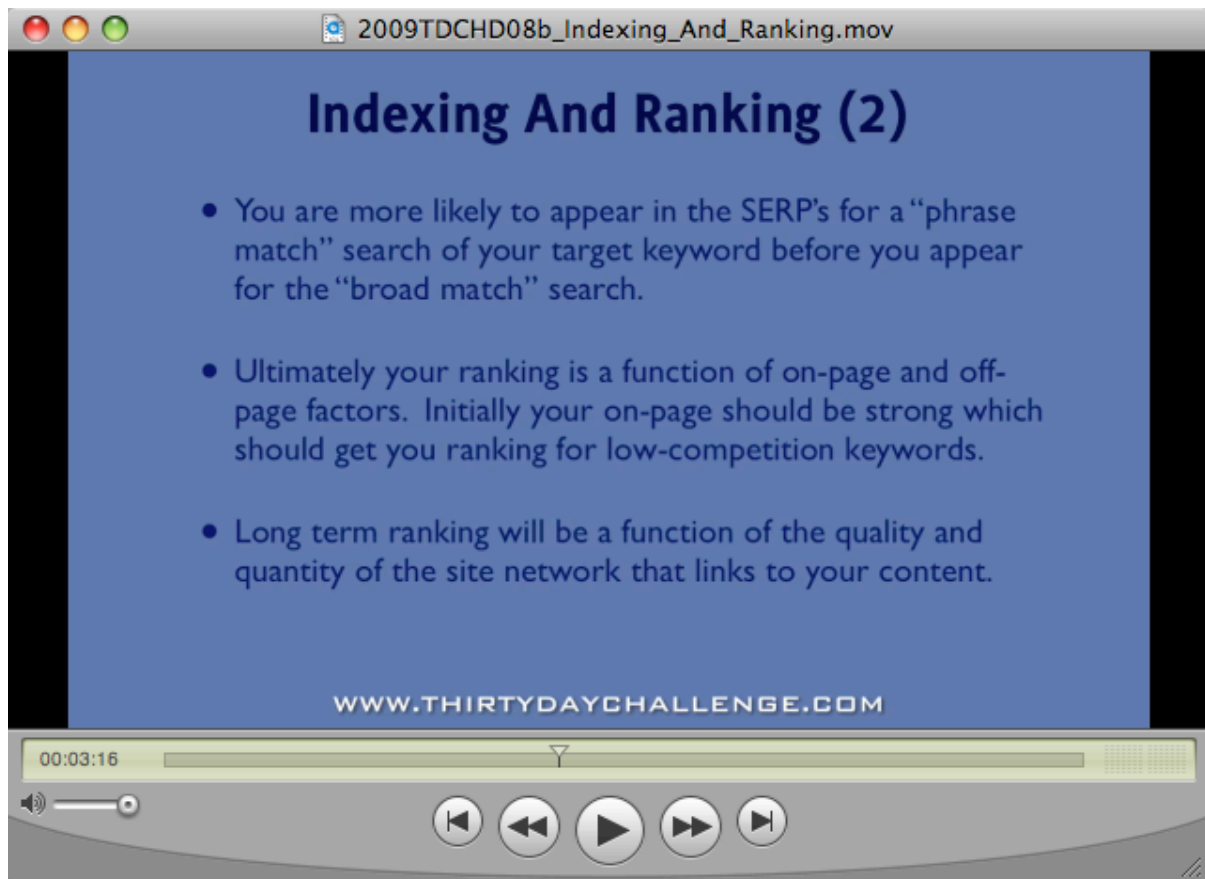
This is true of **all of the search engines** [all Search Engines **must** send a Spider to your site to capture information before your site will appear in their index and possibly turn up in their Results Pages].

On Day 8, we're going to be showing you a process, using Traffic Bug, to implement those activities so that they are more likely to attract the Search Engine Spiders, sooner rather than later (hopefully within 24 hours).



Once Google has visited the Page, it will **assess the content** in terms of its **relevance** for **Keywords**, and if you have engineered your On-Page Keyword elements effectively, as we have been showing, then Google should assess the content that it's found on your Site more likely for your **Theme Keyword** than for any other (which is exactly what we want).

Once the Page has gone into the index, there is a command that we can type in to find out whether that has taken place, and I'm going to be showing you that in a minute.



You may find that your site will be indexed **BEFORE** it appears in the Google Search Results Pages. This is **VERY** common. In any case, if it's going to appear in the Search Engine Results Pages (**SERP's**), it will probably appear for the **Phrase Match** search of your Keywords **BEFORE** it will ever appear for the **Broad Match**. The **Broad Match** Searches are **much more competitive** – many, many more Pages are relevant for a Broad Match search – so you'll **probably** notice that **you'll appear first** for the **Phrase Match** search, but you won't appear for the Broad Match for your Theme Keyword. **This is perfectly normal**. It can take **several days** before you'll start to **appear Broad Match**, and you'll certainly be **lower** in the **Ranking Broad Match** than you will Phrase Match.

Ultimately, your **Ranking** in the Search Engine Results Pages **is a function of** the **On-Page** and **Off-Page factors**. If you **followed our instructions**, your **On-Page** factors should **be fairly strong**, and that may get you some **reasonable rankings** for the **very low competition Keywords** we're targeting in Thirty Day Challenge.

However, your **long-term Ranking** will be a function, mainly, of the **quality and quantity of the Site Network** that **links to your content**. In the end, it comes down to the quality and quantity of

30 Day Challenge

there is no charge for awesomeness



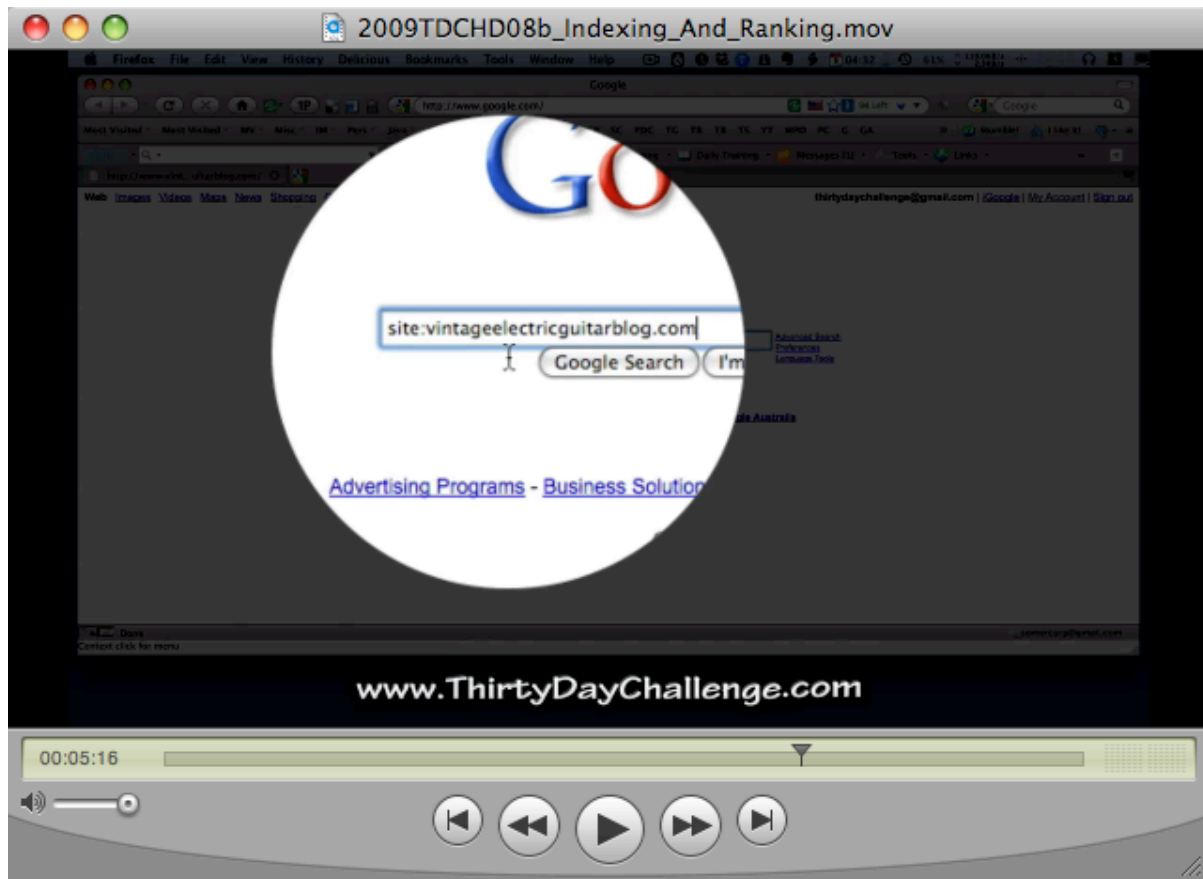
the **Page-specific backlinks** (the BLP column in Market Samurai) that you have pointing to your Site.

Indeed, for quite a lot of the Thirty Day Challenge, we'll be showing you **different ways you can get links that point to your Blog**, both in terms of **Pages that you create on the Internet** that will link to your Blog, and **other people's sites** where you have the capacity to **engineer a Keyword-specific backlink** that points to your Site.



Manually Checking if Your Site has Been Indexed

[Starts at 00:04:53]



Now, I'm going to show you how to manually check with the Search Engines whether your site has been indexed. I'm going to use the Vintage Electric Guitar Blog as an example, and it's **very simple**.

You go to the **Google Search** Page, and in the Google Search Box, you type in **site: (S I T E :)** and then the **Domain Name** of your site. In our case, that would be **vintageelectricguitar.com**

[Example **site:vintageelectricguitarblog.com**]

Click the **Search** button.

If some pages come back here [if some results are listed], then you know that **those pages have been indexed by Google**, and therefore have been **found** by the Google **Spider**.

If nothing comes back here, and **Google indicates that it hasn't found anything** that matches that domain, **then your site has not been indexed yet**.

Again, it may take **24-48 hours** until the spiders find your site.



Being Found by the Search Engine Spiders

[Starts at 00:05:56]

The **very best way** of **getting your site found** is if the **Spiders follow a link** to your site from another site.

Particularly where the **anchor text** of the link is the **Theme Keyword** that your Site is relevant for. That is the very best way for the Spiders to find your site.

That's the **whole purpose** of **TrafficBug**, and you're going to be shown in the next two videos the initial activity that will get you those Keyword-specific backlinks to your site so the Spiders can find your site.

[00:06:33]

The other thing that you should be aware of is that part of the reason why we're using WordpressDirect is that the Wordpress Site Blog Installation that we create via WordpressDirect has been **Search Engine Optimised**.

One of the things that happens when you post content onto a Wordpress Blog is that the Wordpress Blog automatically "**pings**" (sends a notification) to the various **Search Engines** to **attract the Spiders** to your Blog. This is something that happens **automatically** when you make a new post. Sometimes, that's even enough to bring the Spiders to your Page and for it to be indexed.

But, **initially**, when you have a **brand-new Site**, it's probably best to do some **extra things** in addition to that, which is where **TrafficBug** really comes into its own.

Wrap Up

I hope that gives you a bit of an idea about getting your site indexed, and what, ultimately, will affect your ranking in the longer term.

Good luck with TrafficBug – I know you're going to love it!



Summary:

Indexing

- Search Engines send out "**Spiders**" to look at your Site content
- Spiders report back to the Search Engines about your Site
 - o Your Site's **Keywords**
 - o Your Site's **Relevance** to those **Keywords**
 - o This information is put into the Search Engine's **Index**
- You need to "**attract**" these "**Spiders**"
 - o **If a Spider does not visit your site, you can't appear in Search Results**
- The **best way** to be **found** by a Spider is for it to **follow a link** to your Site
 - o Ideally, the **link text** will contain your **Theme Keywords**
- **TrafficBug** helps with this

Checking if Your Site Has Been Indexed

- Type **site:** followed by your **Domain Name** into the Google search box
- e.g. **site:vintageelectricguitarblog.com**

Ranking

- **Ranking** in **Search Engine Results** is a **function** of
 - o **On-Page** Factors
 - o **Off-Page** Factors
- **Initial** Ranking is mainly due to On-Page Factors
 - o **On-Page** factors can help in **Low-Competition** markets
- **Long-term** Ranking is affected mainly by
 - o **Quality** of Backlinks
 - o **Quantity** of Backlinks
 - o These are **more effective** in **high-competition** markets
- Your Site is more likely to appear in the Rankings for a **Phrase Match** search
 - o **Broad Match** takes **time** (and other factors)
 - o **Competition** is **higher** for **Broad Match** searches

Links:

Traffic Bug - <http://www.traffic-bug.com/30dc>

Traffic Bug Support - Email - support@traffic-bug.com