

## GETTING A SITE UP AND GETTING IT TO RANK.

See Below Our 13 Step Method

### **1 Get a domain**

The first thing you will need to do before you ever even think of creating, let alone ranking a site, is to purchase a domain name. (Namecheap, GoDaddy, etc...)

### **2 Sign up for a Cloudflare account**

Cloudflare is smart, and it is free. Cloudflare manages the DNS for your site, and also caches certain aspects so that your site continues to load fast.

### **3 Get Hosting**

You will then need to get a hosting account. There are numerous hosting providers that can host a website. (Hostgator, bluehost, dreamhost, etc...)

### **4 Add domain to hosting account**

After you have your domain and hosting account, you will need to add your domain to the hosting account

### **5 Install Wordpress**

Wordpress is probably the most easy to use, and easy to install of all website platforms. Once considered only a blogging platform, it now powers a large majority of the sites you currently visit on the Internet. Wordpress is free to use, and there are thousands of themes and plugins to help you create the site that you want.

The ATM Automatically deploys the sites already live, for you. You don't have to install wordpress, the ATM deploys your ready to go site, to the hosting account.

### **6 Keyword research**

You should use something like Google's "ad planner" to create a keyword list that contains keywords you would like to rank for. Look for the keywords with search volume that is above 5000 global searches per month.

### **7 Analyze the competition**

More then likely there will be websites already ranking for your keywords. You may want to analyze those sites, to learn how many backlinks they have, how popular they are, etc...

One thing you will want to take a look at, is using the keyword phrases you grabbed during your keyword research phase, and using that in search queries in Google.

For instance, if we used the phrase “dog training” we might see something like this:

### [The Dog Trainer :: Quick and Dirty Tips™](#)

[www.quickanddirtytips.com/dog-trainer](http://www.quickanddirtytips.com/dog-trainer) ▼

The Dog Trainer. "My mission is to help you have a wonderful relationship with your dog. Learn how to teach good manners, to decode canine behaviors, and ...

### [Training Your Dog | ASPCA](#)

<https://www.aspc...> ▼ American Society for the Prevention of Cruelty to Ani... ▼

Learning how to train your dog will improve your life and his, and will strengthen the bond between you two. Training your dog will also help to ensure his safety ...

### [B.A.R.K. 'n Friends, LLC - Home](#)

[www.barknfriendsllc.com/](http://www.barknfriendsllc.com/) ▼

Certified dog trainer located in Johnstown, New York, trains dog and their owners in basic obedience, behavior modification of problem behaviors, and offers ...

### [Dog Training Tips - How To Train a Dog - Dogtime](#)

[dogtime.com/dog-training-center.html](http://dogtime.com/dog-training-center.html) ▼ Dogtime ▼

The dog training center offers easy-to-follow videos for housetraining and general obedience — all based in positive reinforcement.

### [Dog training - Wikipedia, the free encyclopedia](#)

[https://en.wikipedia.org/wiki/Dog\\_training](https://en.wikipedia.org/wiki/Dog_training) ▼ Wikipedia ▼

Dog training is the application of behavior analysis which uses the environmental events of antecedents and consequences to modify the behavior of a dog, ...

---

### [Why dog trainers will have to change their ways ...](#)

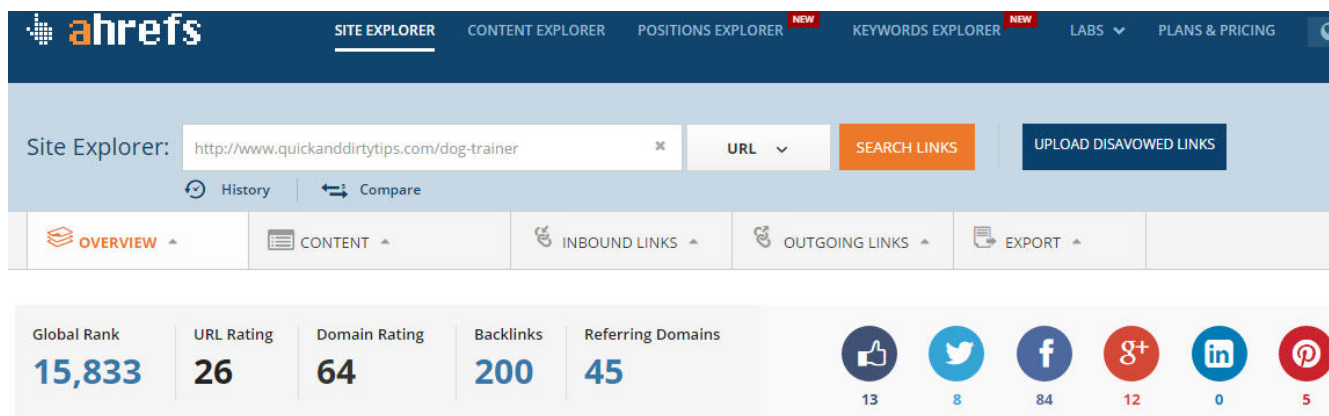
[www.theguardian.com/.../dog-training-john-bradshaw-ani...](http://www.theguardian.com/.../dog-training-john-bradshaw-ani...) - The Guardian

Before we go any further, it needs spelling out that Bradshaw is not a dog trainer. He has not come to my house to turn Lily into a reformed character. He is a scientist – founder and ...

You will want to pay close attention to the titles that you see in blue. Do you see a lot of sites with the phrase dog training in them? If so, that may be a red flag, as the competition may be a bit tough to beat. These sites may already be established “authority” sites for this niche.

However, click on several of the links, and review the content on the initial pages. Do you see a lot of references to dog training?

Now let us get a few ideas on how many sites out there are actually linking back to these sites. We will use the “The Dog Trainer:: Quick and Dirty Tips” for an example.



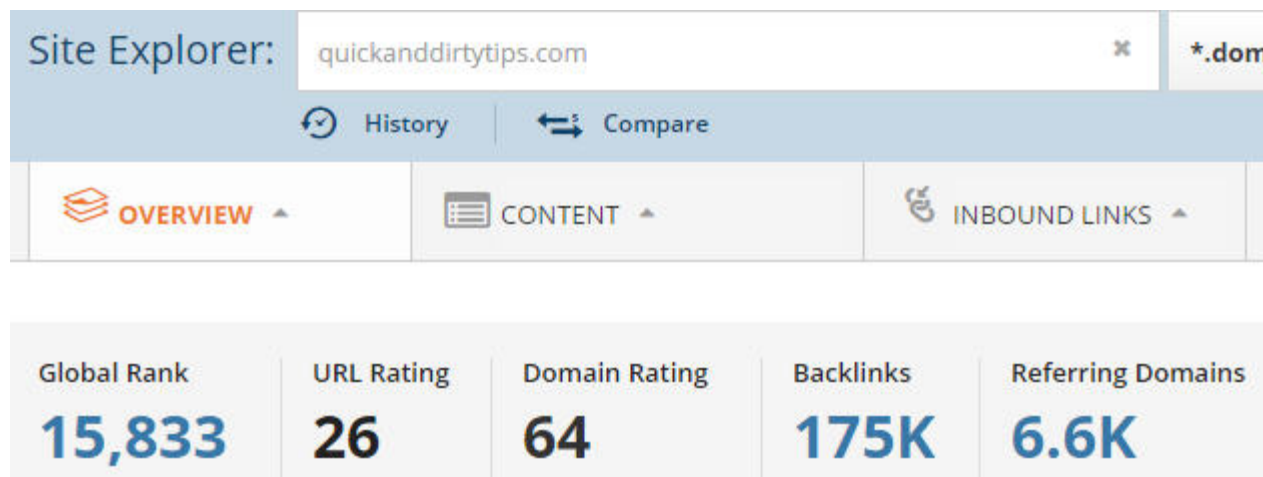
Global Rank	URL Rating	Domain Rating	Backlinks	Referring Domains
15,833	26	64	200	45

Social Signal	Count
Facebook (thumbs up)	13
Twitter	8
Facebook (f)	84
Google+	12
LinkedIn	0
Pinterest	5

So we went to <http://ahrefs.com> and took a look at the exact URL showing up in Google which was: <http://www.quickanddirtytips.com/dog-trainer>

That page alone has 200 backlinks, from 45 different domains. It also has some social signals, meaning likes on Facebook, tweets on Twitter, Google+ links, etc...

So that page in and of itself, is pretty good. So now we want to take a look at the actual main someina domain [quickanddirtytips.com](http://quickanddirtytips.com).



Global Rank	URL Rating	Domain Rating	Backlinks	Referring Domains
15,833	26	64	175K	6.6K

We don't have to look much further than the initial stats, to know beating them, is going to be one heck of a long grueling time sink.

They have over 175k backlinks, and those are from over 6.6k different domains.

So what we would do, is analyze the first 3 and the last 3 results. I can tell you from experience, and testing, the first few results get clicks, and the last few results get clicks. The ones in the middle, see less traffic than the first and last 3 results.

So we would analyze those sites as well, looking for a way into to ranking on the first page.

If we didn't find sites that had little to no backlinks, with a small amount of referring domains, we would move on to the next keyword, and analyze it. For instance we might move on to "Dog Training Tips"

Once we find the keywords that we know we have a chance for, we will go on to creating content for those keywords.

## **8 Create content based on your keywords**

Your site has to have content that is relative to your niche. So for instance if you are doing dog training, you need to have content related to dog training on your web site. You can either pay someone to write the content for you, or you can write it yourself.

## **9 Add the content to your site**

Start adding the content to your site. Making sure that you also create links from your content, to other content on your site. This is called internal linking. With an article on Dog training you would link to Dog training tips, then from dog training tips to Dog training collars.

**Example:** Dog Training ---> Dog Training Tips ---> Dog Training Collars

This helps you build overall relevance for the specific niche you are in. This relevance helps you to rank higher, for more specific types of search phrases.

## **10 Form relationships with site owners, which are in related niches.**

**For example:** We may look for sites that are selling dog food, or pet toys, and try to form relationships with the owners of those sites. What you are looking for is getting a link back from their site, to your site.

## **11 Start some Facebook groups that are public, and start linking back to your site from those groups.**

This will allow you to start getting some social signals going for your website.

## **12 Start a linkedin account, twitter account, and Google + (plus) account.**

Start generating even more social signals for your site.

## **13 Start adding content to other sites, for backlinks.**

- a) Start writing press releases and submitting them to sites like PRLog.org.
- b) Create sites on wordpress.com, blogger, and other types of free web 2.0 blogging platforms.
- c) Submit your site's RSS Feed to feed aggregators like: feedage.com
- d) Submit your site to pinging solutions like pingomatic.com
- e) Submit articles to article directories

## **14 Continue to create content for both your site, and all of the previously mentioned places. The more content you create, the more backlinks you will produce.**

## **15 Increase traffic to your site by purchasing banner space on other sites, using paid traffic**

sources like Facebook, and Google Adwords.

Your site needs to start generating traffic from everywhere. Diverse traffic will help your site rank even better.

Go Through The Above Steps And Take Your Time. *To get a handle on a method that requires less steps and is more automated visit. [www.LeadGadget.com](http://www.LeadGadget.com)*