

WebFire Wednesday Webinars:

Three Ways to Jumpstart WebFire, Basic Overview and Tricks, and Q&A



Welcome to WebFire's Wednesday Webinars!

Every Wednesday at 2 pm EST, We'll Host a
Live Training and/or Q&A Call for WebFire
Members



If you're here or registered for the series, you'll get a reminder each week so you don't forget, but if you can't make one, we'll have the recordings in the members area within a day of any of the calls.



Use these calls as an opportunity to get even more training, ask strategy type questions, get feedback, or make suggestions on what else you'd like to see!



WebFire Member Rules to Success:

1. Follow the steps and trainings we have.
2. Don't give up (seek help when needed but don't get too dependent)
3. No whining or negative attitudes (quickest way to fail)



But first, I'd like to ask you a few questions that will only take a couple minutes and will help us tailor these trainings to you...



Respond with the number next to each multiple choice answer (so if you pick option 2, write 2 in the chat box).



Question #1:

Do you currently have a business of some kind?

1. Yes
2. No



Question #2:

Which of the following ways of making money is of most interest to you?

1. Affiliate Marketing
2. Selling My Own Products
3. Selling Web Services to Businesses
4. Making and Ranking Sites to Sell



Question #3:

What is the main reason why you bought WebFire?

1. For the SEO tools
2. For the LEAD tools
3. For the CONTENT or VIDEO tools
4. For the tools to SPY on your COMPETITION
5. For the TRAINING



Question #4:

Of all the tools that you've used or heard of within WebFire, which is your favorite so far?

1. (Name or describe any tool)
2. (Or write 2 if you haven't had time to know of any yet or decide)



Question #5:

If you could think of any improvements or additional tools that you think would be **KILLER**, what would they be?

1. (List out any improvements or additional tool ideas)



Let's see what the results look like so far!



Now let's move onto the training for the day, followed by our Q&A where you can ask anything you want.



What You'll Learn Today:

1. How to jumpstart your rankings step by step
2. Easy tricks to make money as an affiliate for anything
3. How to sell web services at premium pricing without having to do a ton of work
4. Our Q&A!



First up, how to rank well the easy way...



Why ranking is like walking, driving a car,
or riding a plane somewhere ... and why
most people fail at it...



There's really five things that you need to do to rank well.



You don't need to do all five, as even just a couple of them can get you ranked well, but when you do all five at once, you greatly increase your chances of top rankings even for more competitive terms.



However, just the basics will get you ranked for the vast majority of keywords, especially the low to mid level competitive ones



Here are the five things you should do to
rank for any term!



Step #1

Research your keyword(s) and know how competitive they are compared to their relative search volume and type of traffic



To see how competitive a keyword is, you can use the main Keyword Tool inside of WebFire and look for “green” keywords, or those with a super high SEO score close to 100, as that means that it should be fairly easy to rank for them in the vast majority of the cases.



One of the most important parts of determining how hard it is to rank is to see how many competitors use the keyword you're targeting in their title tag (usually the blue link that shows up in a Google result)



If only a couple do, you'll have a decent shot at ranking well ... but if none do, you're practically guaranteed to rank just by following the basic rules.



Our main Keyword Tool can tell you how many competitors there are with matches under the “title” column as well.



After you determine that you have a keyword that isn't too competitive, you want to make sure that it's at least one of the following two things...



Something that gets enough searches each month to make it worthwhile (usually at least several hundred or more).

Or...



A keyword that is more likely to be a keyword a buyer would be searching for (like “buy a diamond online” vs. just “diamond”).



A good buyer keyword doesn't have to have a ton of searches to be worthwhile, but the less "buyer type" keyword you have, the more search volume you'll want to make it worth targeting.



Luckily, WebFire also has another keyword tool called the Buyer Keyword Tool that can help you find additional buyer terms as well (typically lower search volume, but all great traffic).



Step #2

Make sure to optimize your site for the keywords that you picked, especially in your title tags / blog post titles



Having keywords in your title tags can be one of the biggest factors in ranking, especially for low to mid competitive keywords.



Each webpage that you have on your website can have a different title tag, just like how each blog post on a blog can have a different title for each post (which is treated as a separate webpage)



So you can have one page or blog post (which acts as a new page) targeting each of the keywords to increase your chances of ranking for multiple keywords, but make sure that obviously the content reflects the keywords that you're trying to rank for too.



If you don't know how to edit your title tags, keep in mind that many blog platforms usually have the titles of your blog posts default to your title tags, or...



You can use WebFire to automatically help you adjust your title tags even if you're not a technical person or computer savvy at all using our built in SEO Configuration tool and our Tag Editor (in the Site Analysis). 😊



You can even use it to help you adjust other things on your site to help with your rankings like image / alt tags, header tags, description tags, sitemaps, etc. ... all stuff you don't have to worry about if you know nothing about as long as you have the tool to help you.



These extra little things are helpful, but the title tags are the most important (image / alt tags are also very useful for ecommerce – example).



Step #3

Make sure your titles / title tags are not only optimized for the proper keywords, but that they're also compelling to get more clicks!



If you initially get ranked but then no one hardly ever clicks through to your site, what do you think that tells Google? That it shouldn't be ranked there!



But what if you get a lot of clicks because you have a compelling title? That tells Google that people like your site over the other sites and should rank you higher (which they do).



You can have a compromise between an SEO friendly title and a compelling title at the same time.



For instance, if you wanted to rank for the keyword “puppy potty training,” instead of just having a title of “Puppy Potty Training” (kind of boring), you could target a title of “Best Puppy Potty Training – 5 Minute Trick”



Both titles contain the keyword “puppy potty training,” but the second one contains extra words that make it far more compelling to click through to even if you’re not initially the #1 ranked site!



And not only is it more compelling, but adding extra words before or after like “best puppy potty training trick” instead of just “puppy potty training” gives you more chances to rank for additional terms like:

1. Puppy Potty Training
2. Best Puppy Potty Training
3. Puppy Potty Training Trick
4. Best Puppy Potty Training Trick



The most compelling titles tend to almost always win the game if there's more competition, so definitely keep that in mind when you're competing against others (but still make sure that your content is relevant to the title).



And when we talk about titles, we mean to do this for both title tags and the actual titles of your webpage or blog post.



One quick important thing to keep in mind – you want to make sure that your content reflects the titles that you’re trying to rank for, so be sure to ideally use the keyword throughout the content at least once or twice (or more, but have it read naturally).



These first three things are almost guaranteed to get you ranked for most low to mid competitive keywords even without the next two steps, so as a reminder...

1. Keyword Research
2. Target the keyword in the title tag
3. Make the title compelling and have the content related to the title and containing the keywords



These next two steps will help you even more, especially for more competitive keywords (or for gaining the rankings even faster)...



Step #4

Keep readers on your site and engaged



If someone clicks on your site from Google and then immediately leaves, what do you think it tells Google? That your site doesn't have what they're looking for!



But if someone clicks on your ranking and then stays, what does it tell them? That they found what they're looking for!



That's why you want to make sure to try to keep readers engaged on your site with longer, yet interesting content, engaging graphics, videos, links to internal pages, etc.



And basically just make sure that there's good, quality content that reflects what you're trying to rank for that truly would be of interest to the reader



Interesting info graphics or videos can keep them engaged much longer, as can links to other content that you have on your site.



The longer they stay, the more likely Google will think that your site should not only maintain its rankings, but that it should increase its rankings as well!



Even factors like if others comment on your blogs and such can play a role as well, but one of the top factors is definitely how long they stay relative to other links that they might click in the search engines.



Luckily, WebFire has a lot of great content and video tools to help you keep your readers engaged if you want to automate more of it.



Tip #5

Get backlinks and use social signals



Backlinks are basically other sites linking to your webpages.



There's lots of spammy tools out there that just get you a ton of crappy backlinks, but these tend to do more harm than good (especially long term), as Google and the others look for QUALITY over quantity.



You want links from other relevant webpages
linking to you.



You can get these by making some relevant videos that link to your sites, posting in forums (valuable information first and foremost) and blogs, guest blog posting (where you blog for another person's blog), and distributing your content around as much as possible to relevant sites.



Just make sure that you're not just spamming links all over. You want to make sure that the links are accompanied by valuable information in the posts that you're doing or the content that you're distributing.



You don't need a ton of these backlinks to get awesome results, but having just a few of them can drastically help your own rankings, especially for more competitive keywords.



Luckily, WebFire has several tools available where you can get not only more backlinks, but extra traffic and leads at the same time like its Ranked Lead Finder, Real Time Lead Finder, Guest Blog Finder, Q&A Lead Finder, etc. on top of our Content Submitter and Video Firestorm tool!



As for social signals, these are things like your site being mentioned on social media places like Facebook, Twitter, etc., as well as people commenting or interacting



This can be easy to accomplish by mentioning your websites or blog posts on your social media accounts like Facebook, encouraging people to like / share / comment, etc.



It can not only help you rank your sites, but it can also be an excellent place to get even more leads and interaction with your prospects!



So although you can post to your social media accounts manually, WebFire has a special tool called Social Poster Fire that can not only schedule these postings for you, but it can also optionally recycle through them to make them never-ending!



If you do even a couple of these five steps, you'll start seeing some rankings, but if you do all five of them, it'd be hard not to rank for the vast majority of keywords out there.



And although there are definitely more helpful SEO tips and advice that you'll learn as being a member of WebFire, if you stick to these five steps, you'll be off to a great start and obtain some great rankings!



Part 2:

Using WebFire to Make Money as an Affiliate



There's several ways to make money as an affiliate with WebFire's tools, but here are a few of my favorite ways...



Favorite Affiliate Money Making Methods

- Write Review Blog Posts and Drive Traffic to them
 - Target terms that the keyword tool says aren't too competitive, but try to aim for terms like “[Product name] Review” or “Review of [Product Name]” or “Product 1 vs. Product 2” and so forth.
 - Make sure your blog post or webpage is optimized for those terms.
 - Have a brief intro, brief summary, pros and cons bullet points, brief conclusion, and a call to action with your affiliate link.
 - You can get even more traffic and leads by using the Real Time Lead Finder, Q&A Lead Finder, and the Ranked Lead Finder Tools (why this is awesome...)



Favorite Affiliate Money Making Methods

- Create and Rank Videos for Affiliate Products (especially high end or recurring ones)
 - Create videos either using Video Firestorm or you can also hire out on Fiverr.com for quick videos too targeting low to mid competitive keywords.
 - Make the videos either as reviews or as overviews for a product that you're an affiliate for ... or even helpful tips that a potential buyer might be looking for (examples for each case).
 - If few or no videos within YouTube contain the keyword you're trying to rank for in their title, you have an almost guarantee chance of ranking there too.
 - Have an affiliate link or redirect link (or mention your blog) mentioned in the video and in the description, and use Video Firestorm to help you distribute and optimize the video
 - Either wait for traffic or jumpstart it by mentioning the video to some sites and leads using our lead tools.



Favorite Affiliate Money Making Methods

- Find people talking about higher end products that you can be an affiliate for, and then help them out with their buying decision (via your affiliate link of course)
 - Use any of the lead tools to identify prospects talking about your niche or any particular product that you can be an affiliate for.
 - Jump into the conversation and offer to help answer their questions, make suggestions, etc. (you can even give out your e-mail address and offer to help them or anyone for free – a great trick – example).
 - In a non spammy way, start to drive the prospects either to your affiliate link, your videos, your blog posts, or to your e-mail where you can close them on a sale.



Part 3:

How to Sell Web Services at Premium
Prices Even Without Having to Do the
Work



Using WebFire, there are several web services that you can sell even without doing much work at all



List of Web Services You Can Sell

- SEO / Ranking Services
 - Paid or Free SEO Reports
 - Fix their SEO Issues or Monthly Ongoing SEO
- Social Media Management
 - Facebook Management
 - Twitter Management
- PR Services
 - Find Guest Blogging Opportunities
 - Reach out to Top Influencers on Their Behalf



List of Web Services You Can Sell

- Content or Video Services
 - Create Content or Videos
 - Distribute Said Content or Videos
- Competition Analyses
 - Analyze the Competition's Sites
 - Analyze Where they Get Their Traffic or Do Their Ads
- Lead Finding or Traffic Services
 - Find Hot Leads and Alert Them to Them (or Post for Them)
 - Help Combine Several Services to Drive Traffic



Regardless of what you pick, the key is to provide value and talk about the **BENEFITS** and **END RESULTS** and not the actual work involved (it's a mindset thing).



Try to make it as Done For You (DFY) as you can, as the more DFY you make it, the more you can charge...



Example: Differences between writing an article, writing and optimizing an article, writing and optimizing and distributing an article and turning it into a video, and creating a new site with content and videos already on it and optimized...

Work wise or Raw cost wise – Not much difference

Profit Wise -- \$3 to \$1,000+



So there you have it – three jumpstart strategies you can start today!

Don't get overwhelmed! Just start somewhere!



Q&A

