

The Simplest (And Most Effective) SEO Strategy

Prepared especially for Ray Edwards' Fans

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Search Engine Optimization? Yikes!

- SEO seems super complex
 - Google - 500 tweaks per year
 - Entire websites talk about SEO
 - SEO experts are really expensive
 - Opinions about SEO are like belly buttons. Everyone has one.
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- Who has time for that?



The Pareto Principle

80%



20%

Just Three Things

Do these three simple things with every piece of content that you create, and get 80% of the SEO job done with 20% of the work.



#1: Create Fantastic Content

Fact: Google sells ads by delivering the best search experience on the internet.

Ask: What do those other articles have that I don't?

GREAT CONTENT



#2: Make It Clear What Your Content Is About

The topic of your content needs to be crystal clear to both man and machine.

(SEO Checklist)



#3 Spread The Word

Fact: "Backlinks" to your content are still very important to Google

Ask: How can I get people talking about my content?



Next Steps – Take Action

- For every piece of content you create, consider the three simple SEO steps.
 - Download extra freebies below.
 - Ask questions in the comments below.
 - Want more information? Join my free 7-day Late-Night SEO eCourse
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- <https://LateNightIM.com/ray>

Action
Changes
Things



<https://LateNightIM.com/ray>

Thank You

A close-up photograph of a black and gold ballpoint pen writing the words "Thank You" in a cursive script on a white piece of paper. The pen is positioned on the right side of the frame, with its tip touching the end of the word "You". The background is a plain, light-colored surface.