# The Simplest (And Most Effective) SEO Strategy

Prepared especially for Ray Edwards' Fans

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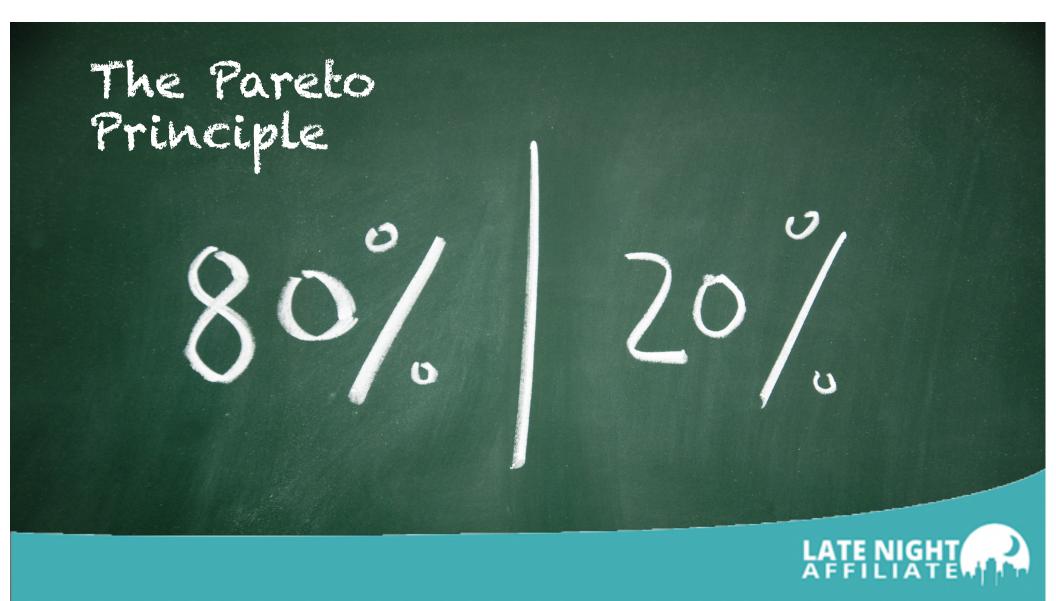


## Search Engine Optimization? Yikes!

- 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.
- Who has time for that?



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#### 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.

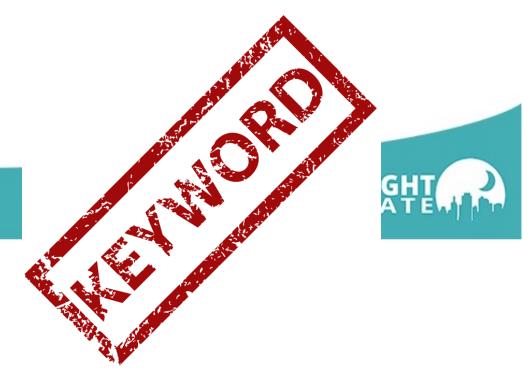
Ask: What do those other articles have that I don't?



#### #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
- https://LateNightIM.com/ray



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Thank You