

# Piggyback SEO

In this Marketing Action Guide, you'll learn how to "piggyback" on the authority of websites that Google already trusts, so you gain FAST first-page rankings and get more traffic to your website...

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## THE BIG FAT SEO LIE

Any SEO consultant worth his salt will tell you it will take about 6 months or more to get ranked in Google. And for the most part, that's true.

But it's also a big fat LIE!

You see most business owners and SEO consultants only focus on ranking their own website. And if you only focus on your website, then yes, it can typically take some time to get ranked in the top of Google's results.

However, there is a shortcut. There's a little-known and seldom-used SEO tactic to get you ranked in Google in DAYS, not months. It's called **Piggyback SEO**.

Have you heard of Piggyback SEO before? Can you guess what it's all about? Let's take a closer look at how this works and why it's the fastest way to get ranked in Google for most businesses.

## **How PIGGYBACK SEO WORKS**



The secret sauce with Piggyback SEO is that you are NOT going to get your own website to rank in Google.

That's right, instead of trying to get your own website to rank, which I said earlier can take upwards of 6 or more months, you're going to "piggyback" on the other websites. Let's take a look at an example and you'll quickly see why this works so well.

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I'm sure you're familiar with YouTube.com. YouTube is the most popular video sharing site. Plus, Google owns YouTube. So all signs point to the fact that YouTube is a trusted and authoritative website that Google wants to rank high in the search results. In other words, YouTube webpages have a competitive advantage in SEO compared to most business webpages, which aren't as trusted by Google.

It's not that hard to understand when you think about it from Google's perspective. Which would you have more confidence is going to satisfy the Google user who typed "how to fix back pain"?

- A. A business webpage from Joe chiropractor, or
- B. A relevant video from one of the most popular websites, YouTube.

I'd put my money on YouTube. And that's why Google will give prominent placement to YouTube videos in their search results. Google, for obvious reasons, fully trusts and expects YouTube webpages will satisfy their users.

With Piggyback SEO, you're "piggybacking" on Google's trust of another domain. For example, Google is already going to give preference to a website like YouTube, so if you publish a relevant video, then you can cut the line in the search results.

Now this technique is not only for video sharing websites. Google also trusts big press release websites like PRWeb.com. So you can also publish a relevant press release on a trusted site like PRWeb.com, and your release can quickly get ranked high in Google. And later in this report, I'll give you a more complete list of all the trusted domains you can use to get multiple first-page listings.

So at this point you're probably wondering how this helps generate leads and sales for your business. If you're publishing content on another website, then your prospects are going to these other websites and not YOUR website.

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That's true, so you need to make sure all of the content you publish eventually encourages your prospects to either contact you directly or to visit your main website. In our YouTube example, the video would end with a "call to action" to learn more at your website, or to call your business to schedule an appointment.

Let's recap how Piggyback SEO works in 4 simple steps:

1. You're publishing content on websites that Google already trusts and favors in the search results (i.e. YouTube is a great example).
2. Your content quickly ranks high in Google and prospects click to read or watch the video.
3. At the end of your article or video, you encourage the prospect to visit your website, email you, or call you.
4. You convert the leads into paying customers 😊

Now that you know how Piggyback SEO works, let's look at how exactly you can implement this in your business.

## HOW TO PIGGYBACK

Piggyback SEO is not only the fastest way to get ranked in Google, it's also one of the easiest. There are really just two basic steps:

1. Step 1. Identify your target keywords
2. Step 2. Publish content on high-authority sites, using those keywords

## 1. IDENTIFY YOUR TARGET KEYWORDS



The first step in any SEO campaign is to pick your keywords. This is critical because your keyword selection will determine your success or failure. So just like Indiana Jones, when the Grail Knight asked him to select the Holy Grail, you must choose wisely!

At Main Street ROI, we always recommend you select what we call “buying intent” keywords. Buying intent keywords are the phrases a customer would type into Google just before buying your product or service. For example, “best chiropractor in NYC” is a “buying intent” keyword.

Alternatively, “research keywords” are just as the name implies – for research only. Research keywords should be your second priority, because very few people who type them into Google will end up making a purchase. For example, “back pain remedies” is an example of a research keyword in the chiropractic market.

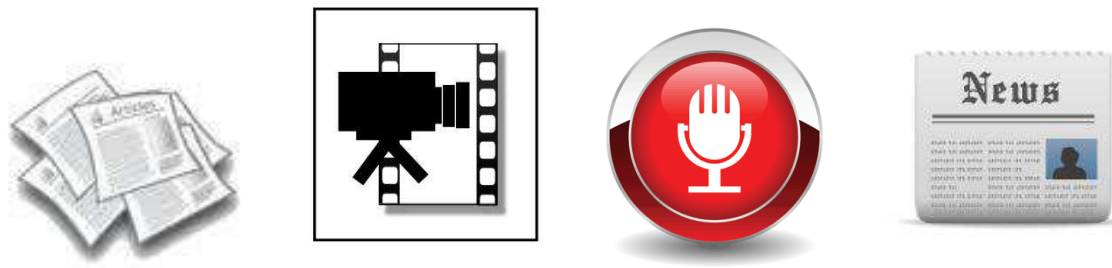
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So, remember: you'll want to focus on "buying intent" keywords first. Once you've completed the Piggyback SEO strategy for your "buying intent" keywords, then you may want to focus on research keywords.

And here's another Piggyback SEO tip. Focus on "long-tail" keyword phrases – phrases with 3 or more keywords in them. These longer keywords typically have LESS competition for the top spots in Google, which means you'll start ranking faster.

To identify the most relevant keyword phrases that are searched most frequently in Google, [use Google's keyword tool](#). Then once you have your list of long tail, buying intent keywords, it's time for the second and final step...

## 2. PUBLISH CONTENT ON HIGH-AUTHORITY SITES



OK, here's where the rubber meets the road. You have your list of keywords and now it's time to get a webpage ranked in Google. Should you publish a video, a press release, an article, or a podcast?

Well, if you're just getting started, then I recommend you pick the easiest format for you and your business. For people who hate writing, audio and video may be best. If you have no idea how to record, then an article or a press release will certainly do the trick. Don't beat yourself up at this stage. Pick a format, match the content to the keyword, and move on.



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Your format will determine which high-authority sites you'll publish your content on and we'll get to those details in a minute. If you want to get fancy and give yourself the best possible chances to rank #1, then create a version of your content in ALL formats.

Here's a quick example. Let's say you're a chiropractor and you want to rank for the keyword "how to choose a chiropractor." That's a nice long tail, buyer intent keyword right? Anyone searching that phrase is certainly in the market to pay for chiropractic care and is down to the final step of choosing the best chiropractor. What would help move a prospect closer to scheduling an appointment?

How about one of the following:

- A video explaining the difference between good and bad chiropractors
- A press release about how bad chiropractors could lead to spinal injury
- An article about the 10 questions to ask before you hire a chiropractor

Any one of those could be compelling enough to get your prospect to click to learn more. So how do you get each of these examples to rank in Google?

The secret to Piggyback SEO is to use your exact keyword phrase early in the title of your content. In our example, we're targeting "how to choose a chiropractor" so the title of the video, press release, and article should all start with *How to Choose a Chiropractor*.

For example, your press release headlines may be one of the following:

- How to Choose a Chiropractor – Good vs. Bad Service
- How to Choose a Chiropractor So You Avoid Spinal Injury
- How to Choose a Chiropractor: 10 Questions to Ask

The combination of using your target keyword early in the title and publishing on a high-authority domain is usually enough to catapult your webpage up to the top of Google. And in some cases, you can get ranked in as little as 48 hours! Of course, that depends on competition and the particular domain you choose to publish on.

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And as promised, here is a list of high-authority websites you can use for Piggyback SEO...

## LIST OF HIGH AUTHORITY WEBSITES

### Video websites

*Submit videos keywords in the title, description, and tags.*

- [YouTube](#) (most important – often will rank on first page of Google)
- [dailymotion.com](#)
- [veoh.com](#)
- [metacafe.com](#)
- [Blip.tv](#)

### Press release websites

*Submit press releases with keywords in the title.*

- [WebWire.com](#) (only \$24.99)
- [PRWeb.com](#) (\$89 and up)
- [ireach.prnewswire.com](#) (\$129+ per release via)
- [BusinessWire.com](#) (\$340+ per release)

### Social networking sites

*Create profiles so you rank for your brand name, personal name.*

- [Facebook](#): Create a Page for your brand. You can also create a Group focused on a keyword.

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- [LinkedIn](#): Create a personal profile and a company profile. You can also create a Group, too.
- [Twitter](#): Create a company profile and a personal profile.
- [YouTube](#): Create a channel for your company.
- [Google+](#): Create a company and personal profile. Also, if you're local, get setup with Google+ Local.
- [Quora](#): Create a company profile.

## Doc sites

*Upload PPTs and PDFs, using "long tail" keywords as the title of your post.*

- [Scribd.com](#)
- [DocStoc.com](#)
- [SlideShare.net](#)

## Locally-focused sites

*If you're a locally-focused business, you'll want to take advantage of these sites...*

- [Google+ Local](#): Getting ranked in Google+ is essentially a form of piggybacking, too
- [Local.Yahoo.com](#) - Yahoo Local. Create your local profile.
- [Bing.com/local/](#) - Bing Local. Create your local profile.
- [Yelp.com](#): Set up a listing and it'll likely rank for your brand name.
- [Craigslist.org](#): You could post a keyword-based listing for the services you offer.
- [Meetup.com](#): Create a meetup group with your keyword or brand in the name.

## Social bookmarking websites

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*With these sites, you'll want to submit your homepage and/or keyword-focused blog pages, as well as "linkbait"*

- [Reddit.com](http://Reddit.com)
- [Delicious.com](http://Delicious.com)

## **Hosted blogging sites**

*The best use for these sites would be to create a blog – and either grab a keyword-focused blog name, or use your company name in the blog name.*

- [Tumblr.com](http://Tumblr.com)
- [Squidoo.com](http://Squidoo.com)
- [Blogger.com](http://Blogger.com) (Blogspot)
- [Wordpress.com](http://Wordpress.com)
- [Hubpages.com](http://Hubpages.com)

## **Podcast / interview websites**

*The strategy here is to get interviewed on an internet radio show and include your keyword in the title of the talk. By far the most popular interview website is...*

- [Blogtalkradio.com](http://Blogtalkradio.com)

## **Photo-sharing websites**

*You can create company profiles on these websites and share images with your customers and prospects, and your profile will likely rank in Google for your brand name. Also, you can post images and use "long-tail" keyword phrases in the headline of your post, and your images will also likely show up in Google Images searches.*

- [Pinterest.com](http://Pinterest.com)
- [Flickr.com](http://Flickr.com)
- [Photobucket.com](http://Photobucket.com)

## E-Commerce

*If you are selling a product on your website, consider selling your product on a major e-commerce website, and put the keyword at the beginning of your product listing.*

- [Amazon.com](http://Amazon.com)
- [Ebay.com](http://Ebay.com)

## HOW TO DOMINATE GOOGLE'S RESULTS

Now that you understand how to use Piggyback SEO, it's time to take this concept to the next level and dominate Google's results for some of your target keywords.

In search engine optimization (SEO), what's better than ranking #1 in Google? Is that the absolute best scenario you or your SEO firm could possibly achieve? You may be surprised to hear the answer is NO!

What if you ranked #1, #2, AND #3? Clearly, three webpages ranked in Google is better than just one. To prove this point even further, let's look at some numbers. According to a recent study by SlingShotSEO, the #1 ranked website in Google gets clicked only 18% of the time. So even if you're #1, you're actually missing out on about 82% of the potential traffic for that particular keyword.

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## CTR Curve



Study Conducted by  Slingshot<sup>SEO</sup>

However, if you can get ranked in all 3 of the top positions, then you'll just about double your traffic. That's because the #2 ranked webpage gets clicked about 10% of the time and the #3 webpage gets clicked about 7% of the time. So combined, the top 3 positions account for 35% of the potential clicks for any given keyword. That's much better than only 18% with the #1 spot.

So when you're investing in SEO, your goal is NOT to just rank #1. Don't get me wrong, that's certainly great, but it's not the best you can do. Your goal should be to rank in ALL of the top spots for your target keywords. If you could own every one of the 10 spots on the first page of Google, then roughly 52% of the searches will click on YOUR webpage.

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Why not 100%? Well keep in mind there are also AdWords search advertisers, some people will click to page 2 or beyond in Google, and some people will simply search another phrase in Google instead of clicking on any of the results. So it's impossible to get 100% of the searches to click on your webpage.

Now at this point in the report, I think you know exactly how you can get multiple listings in Google – by using Piggyback SEO! Simply brainstorm different topics for articles, videos, press releases, and/or podcasts that you would want your prospects to see in Google. Then publish your content using your target keyword early in the title, on one of the high-authority websites listed above. That's it!

## **PIGGYBACK SEO EXAMPLES**

One of the best places to use Piggyback SEO is with online reputation management. For example, when a prospect searches for your name or business name in Google, then you want to make sure she goes to YOUR website and not a competitor. And the only way to do that is to get webpages you control to rank in all 10 spots on the first page of Google.

Below is a screenshot of the Google results when I searched for our business name, "Main Street ROI":

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The screenshot displays a Google search results page for the keyword "Main Street ROI". The results are dominated by content from the business's own website and its social media profiles. On the right side of the image, red arrows point from the search results to labels identifying the source of each result: "Our Website", "Our Website", "Our Website", "Twitter", "Facebook", "ResellerRatings", "Google Plus", "WebWire", "LinkedIn", and "Quora".

Search results include:

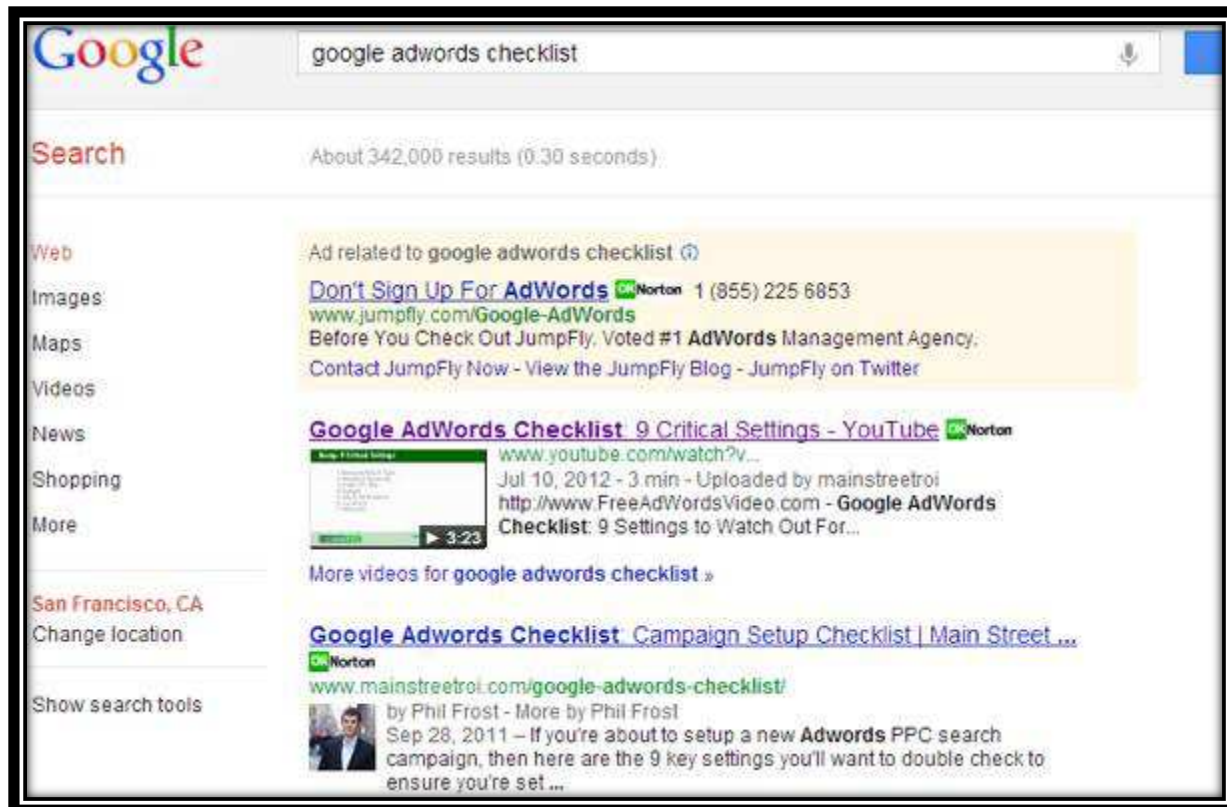
- Main Street ROI** (www.mainstreetroi.com) - by Phil Frost - More by Phil Frost. Main Street ROI is the #1 provider of local internet marketing training for small businesses. Guides - About Us - Small Business Marketing Blog - Contact Us
- About Us | Main Street ROI** (www.mainstreetroi.com/who-we-are/) - Main Street ROI provides internet marketing training and consulting. Since 2010, we've helped more than 500 businesses create profitable marketing.
- Small Business Internet Marketing Courses ... - Main Street ROI** (www.mainstreetroi.com/store) - Main Street ROI offers marketing courses designed to help small business owners create profitable internet marketing campaigns.
- Main Street ROI (Main Street ROI) on Twitter** (https://twitter.com/MainStreetROI) - Main Street ROI (@MainStreetROI). Our mission is to provide businesses with the knowledge, advice, and resources they need to improve their marketing results.
- Main Street ROI - New York, NY - Advertising Service, Marketing ...** (www.facebook.com/MainStreetROI) - How can you bounce back from failure? Check out what Pete Kennedy has to say about learning from failure. When you're done be sure to "Like" & "Share" with ...
- Main Street ROI Reviews - mainstreetroi.com Ratings at ...** (www.reselleratings.com/store/Main\_Street\_ROI) - Rating: 10/10 - 11 reviews. Check the reputation of Main Street ROI. Read real customer reviews. Compare prices to other stores and find coupons.
- Main Street ROI - Google+** (https://plus.google.com/107829011531318028955) - Main Street ROI - We help small business owners attract new customers using internet marketing strategies and techniques - Main Street ROI provides internet ...
- Main Street ROI Reveals Top 3 Online Marketing Mistakes to Avoid** (www.webwire.com/ViewPressRel.asp?aid=156517) - May 15, 2012 - Internet marketing is often faster, easier, and more affordable to implement and test than other media. It is recommended that small businesses ...
- Main Street ROI | LinkedIn** (www.linkedin.com/company/main-street-roi) - Welcome to the company profile of Main Street ROI on LinkedIn. Main Street ROI provides internet marketing training and consulting. Since 2010, we've helped ...
- Main Street ROI - Quora** (www.quora.com/Main-Street-ROI) - Quora is a knowledge-sharing club. In exchange for reading people's answers, you need an account so that you can help out if you know the answer to ...

As you can see, every single result in Google is a webpage WE created using the Piggyback SEO technique. Since our business name (and most other businesses' names) are very uncompetitive it didn't take long for us to dominate Google's first page.

But as you know, this doesn't only work for online reputation management. Below is another example of how we were able to get the #1 and #2 positions for the keyword, "Google AdWords checklist:"



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As you can see in the image above, the #2 ranked webpage for the search phrase “google adwords checklist” is a blog post on our website. And the #1 ranked webpage is a video we created and posted on YouTube. So roughly 18% of searchers will click on the YouTube video, which gives information and ends by telling people to go to one of our webpages to learn more. Plus another 10% of searchers will click directly to our blog. That means we’re capturing about 28% of everyone who searches “google adwords checklist” every single month.

The main reason why Google ranks the YouTube video higher than our blog post is because Google trusts YouTube.com more than they trust MainStreetROI.com. By leveraging YouTube’s SEO authority, we are able to get multiple listings in Google with minimal effort.

## **You're Invited...**

If you're reading this MAG, I know you're interested in learning more SEO strategies...

And that's why I'm inviting you to be one of the 10 students in our upcoming "**SEO Jumpstart**" class.

When you enroll, I'll teach you everything you need to know to get ranked in Google, so you attract new customers every month.

The class is limited to 10 students, so you'll get lots of personal attention from me. And it's 100% web-based, so you can attend from the convenience of your office.

If you're interested in learning more, send me an email to [phil.frost@mainstreetroi.com](mailto:phil.frost@mainstreetroi.com) and I'll send you all the details, so you can see if it's right for you.

To Your Success!

