

SEO

HUNTERS

We've got you covered!



Steve Hawkins

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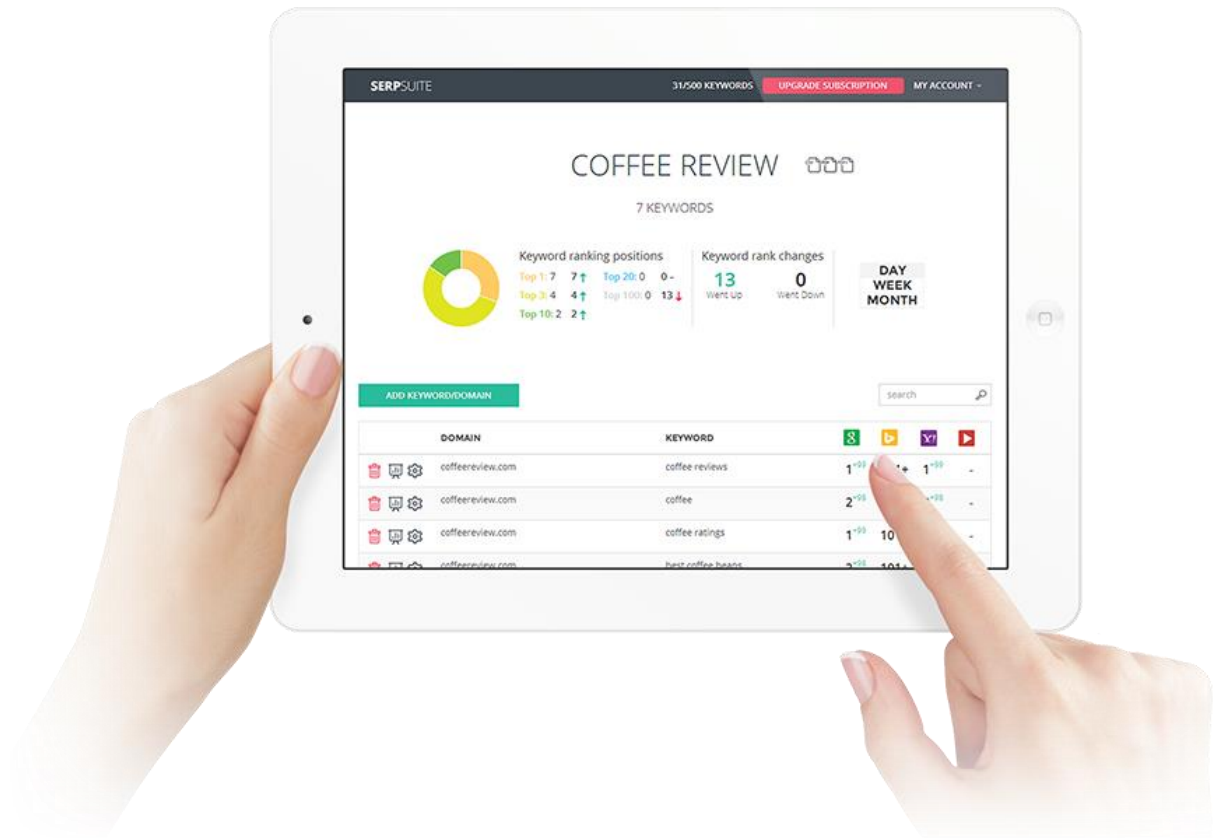
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Contents

- Mandatory Site Pages..... 5
 - Disclaimer Page..... 6
 - Disclosure Page 6
 - About us Page..... 7
 - Contact Us Page..... 7
 - Terms of Service Page 8
 - Sitemap 8
 - Link Alchemist:..... 10
 - Seo Link Robot: 10
 - Doc Marketing Robot:..... 10

Mandatory Site Pages

We all want to our websites up and making money as quickly as possible but after the recent google updates a lot of site owners are finding it harder to rank their sites than ever before.

A bit reason for this is that they miss off a lot of the now mandatory pages that google expects a site to have present to enable them to rank well.

Site without these pages will be penalised by google and not be allowed to rank high in the search engine results.

These internal pages are a **must** for your site moving forward.

Note that I have provided a set of example pages with this training, but I would strongly advise that you do not just copy the content onto your site as-is but in fact rewrite at least a few of the paragraphs to make it unique.

Disclaimer Page

Every site needs a disclaimer page which has to be unique to the site. You can get some ideas on what should be included in your disclaimer page by visiting the following links.

<http://www.ofcom.org.uk/disclaimer/>

http://www.amazon.com/gp/help/customer/display.html/ref=hp_search_request

<http://money.cnn.com/services/disclaimer.html>

The best way to get ideas for your website disclaimer page is to view the authority sites in your niche and look through theirs for ideas but remember the Disclaimer needs to be unique to your website.

Disclosure Page

Again with the disclosure page we need it to be unique and if you follow the guidelines above then you will get ideas on what content you should include in your disclosure page.

The disclosure is similar to the disclaimer but you need to include any information such as 'you receive affiliate commissions for reviews on the site via special tracked links' and that you receive a commission for any sales through your site.

About us Page

We will all have one but is the content within the page unique and relevant to your business? Does it tell the visitor opening times if it is a local business, does it tell visitors they can purchase products online 24/7. Does it have when the business was established, this is just a small example of information you could include in this page but again follow the above example and you will find other ideas.

The about us page should contain as a minimum the following:

- Small except about the person / company
- Business address
- Business contact number
- Working hours
- Google map for the company address

Contact Us Page

This should include all means of communication and have different emails for different parts of the business. So if for example you sell goods you should have an email set up for sales enquiries, sales returns, general enquires and any other thing that is relevant to your business model. Remember the content has to be unique just like every other page on your website.

The contact us page should contain as a minimum the following:

- Email/s to contact the company
- Company telephone number/s
- Online contact form

Terms of Service Page

Again you will find examples following the above but please make sure it is unique as this is important.

The terms of service outlined any terms you have in place when a user navigates your site or performs any actions on your site.

Sitemap

Make sure you have a sitemap page on the site and it is up to date at all times which will also help with indexing your pages. There are lots of plugins available for wordpress sites to help make this task a lot easier.

Sitemaps can be generated on the following sites:

<http://www.xml-sitemaps.com/>

Or if you use wordpress you can use the following plugin:

<http://wordpress.org/extend/plugins/google-sitemap-generator/>

To your success.



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<https://www.facebook.com/groups/mastermindseo/>

Recommended Tools and resources:

Link Alchemist:

Don't let wasted links kill your rankings.. Link alchemist created thousands of links to ensure that the 80% (for an average website) of your links to your website help your site rank better..

[Click To Find out more here](#)

Seo Link Robot:

Fantastic tool and simply the best and cheapest in its class Create accounts, post articles to account, web 2.0, article directory, rss feed submission, social Bookmarking + much more but more importantly better value cost wise than all of its competitors..

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Doc Marketing Robot:

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