



Reaching The Top of Page One In Google In As Little As One Week

When you have the right information, climbing to the top of Google in a very short period of time is entirely within your reach. I am living proof. Two weeks ago, I launched my new website, and now I have multiple listings on page one of the Google search results.

An Empirical Truth

Scientists make their way in the world relying upon empirical truths. For those who are unaware, an empirical truth can be defined as, “verifiable or provable by means of repeatable observation or experiment.”

In essence, if you can observe it once, then it is interesting. But, when you can repeat the experiment and achieve the same observations multiple times, then you have evidence of an empirical truth.

From my own observations, what I am about to tell you is an empirical truth, because I have observed it happen again and again.

The Challenge In Exposing The Truth

Anytime someone writes about how to influence placement in the search engines, the writer faces a difficult choice.

In order to light the path of those who come after the writer, the writer must provide some kind of proof as to how the methods work and what kinds of results the writer was able to achieve using the methods.

Introducing the quandary.

In order to believe my story, many people want to see my keywords so they can personally verify my story by reviewing the Google search results. Although you may not be competing directly with my website and the keywords on which I rank, one can almost guarantee that my competitors may stumble over my tutorial at some point in the future.

In other words, if I told you that I was trying to rank for the keyword “cock-a-doodle-doo”, then you (the reader) could validate my results. At the same time, my competitor might discover this article and decide to use my methods and my keywords to outrank my own website in the search engines.

This actually happened to one of my mentors. In a public discussion of these same methods, he had given a bone to the readers of the forum where he was participating in a discussion. Within eight weeks, two of his top competitors held the top two spots for his keyword phrase, and after a five-year run at number one in Google, he suddenly found himself sitting in the number three spot.

So, the question is how I tell my story in a way that will help you to also see the light, without giving away the light bulb...

Have A Little Faith In Those Who Are Looking Out For You

Some of you may choose to have faith in the story that I tell. Others will choose to deny my methods, on the principle that they cannot see my results for themselves.

All I ask is that you have a little faith in my story. Then run your own test. Your test will not require a major investment, but when you see your website climbing from nowhere to somewhere in the Google results, you will be glad that you took my story on a little bit of faith.

Some Background

One of my mentors, Bill Platt, has been telling me about these methods for years. But to be honest, the picture just was not clear in my brain, for longer than I would care to admit.

Now and again, I would read something by one of the Internet gurus, and they would tell that they used these methods themselves. When the really rich people on the Internet tell you something about how to perform well on the Internet, it has always been my position that you should listen. I listened; well, I mostly listened anyway.

I hooked up with Bill shortly after having been told the importance of article marketing. Bill seemed to have the answers concerning the article-marketing model, having been in the business himself for a number of years, through his website (<http://www.thephantomwriters.com>).

Bill always told me that writing articles was about generating traffic and sales from the placement of my articles in ezines. He had also told me that if I played the game right, I could even benefit the rankings of my website in the search engines.

I started using Bill's article distribution service to put my articles into circulation.

Bill had also advised that his client's, who get the greatest benefit from article marketing, use multiple systems to distribute their articles. He advised that Willie Crawford (<http://www.gitofftheporch.com>) was one of the Internet guru's who used more than one distribution service to put his articles into the wild.

Bill said that using more than one service was a good thing, because most article distribution services have their own unique reach, enabling the writer to get published in more ezines and on more websites. He emphasized that the goal should be to get as many people to your website as possible, using your articles as a method for introducing the reader to your website.

Beware Of Your Own Smartness

After using Bill's article distribution services for a few months, I had the privilege of reading John Reese's Traffic Secrets (<http://www.trafficsecrets.com>). John offered many useful tips for a successful online business, but one piece of advice he offered I implemented immediately.

John emphasized the importance of tracking our results. He said that in order to see what is successful, we must have a method in place to enable us to track where our traffic came from. Suddenly, I realized that although I knew that my website had been driving a lot of traffic, I had really no idea where that traffic was coming from or its cause.

Let me clarify that a bit. I knew that most of my traffic was coming from the large numbers of articles that I had distributed through Bill's service and the service of one of his competitors (<http://www.isnare.com>). But, I did not know which articles were generating the bulk of my traffic.

So, I followed John's advice and bought a software package designed to help me track my results (<http://www.dynatracker.com>). Then, I told Bill that from that day forward, we would need to use tracking URL's with all of the articles I distributed through his service.

Bill agreed that tracking was important, but he suggested that there are better ways to track results than the one I was proposing. I listened to John, but I did not fully listen to Bill's advice. Looking back, I kick myself daily for not listening to Bill in that one moment.

Tracking Your Article Results

Bill had always told me that using the Dyna Tracker was a good product for tracking my results, but it had an inherent problem. That problem is that I would be passing the search engine Link Value from my articles to my tracking software and not to the individual pages of my website.

If only I would have listened... I ran a full-year worth of articles with the Dyna Tracker links in my resource boxes. While Bill was telling me to dump the Dyna Tracker links, I was busy praising the value of the data I collected from the software.

One Test Blew My Mind

On one of my regular phone calls with Bill, I told him that I was launching a new website to complement what I was already doing. I asked Bill if he had any recommendations that he would give me on the new site.

Bill told me that I would not like his answer, but if I wanted to hear it, he would tell me.

I have to be honest, a knot formed in the pit of my stomach as I braced for his comments.

He told me that I should get back to basics. He told me that I already knew from experience that articles would help me to drive traffic to my website. I did know that. Bill recommended that I do two articles per week for twelve weeks. I have done that before, so I knew that I could get good results from that advice. He told me to use more than one article distribution service to put those articles in the wild. I followed that advice as well.

Then Bill got to the stomach punch. Bill told me to throw away my Dyna Tracker and provide direct URL links to my website. He also told me to keyword some of those links to my website, for the purpose of influencing my search placement for those keywords.

He told me to test the idea and to measure my results in just a few weeks. He told me if the methodology did not work for me, then I could start using my Dyna Tracker again.

He also suggested that I should use his Link Building system to develop 100 inbound links to my website, targeting the keywords that I felt would be important to my business. (<http://www.linksandtraffic.com>) I figured it was worth a try. Bill had never led me astray before, and I did not expect he was doing so then.

The Results

Within just a few weeks, I was getting a good amount of traffic to my new website. Strangely, I found that I was getting far more traffic from the search engines than I ever had before, yet the website was almost brand new! That just flew in the face of that sandbox theory we all hear about.

So, I started testing the keywords that Bill targeted in his linking job on my behalf. Wow. I found my brand new website sitting in the #12 spot in the Google search results on a two-word keyword that is actually pretty competitive. I also found the keywords we targeted in the campaign sitting in the #1, #1, and the #3 spot in the Google search results. I also found many page one results in the Yahoo search results as well.

Cock-a-doodle-doo! The light bulb went on, finally.

Then two weeks ago, I started another new campaign for my newest website. Within 24 hours of completing that website, I had distributed my first article promoting the website. Within 8 days of releasing that site to the public, I also had page one and page two listings for a wide range of keywords that I have so far targeted for my new website.

When In Rome, Do As The Romans Do

I mentioned three of my favorite teachers in this article: Bill Platt, Willy Crawford, and John Reese. I felt all three needed a mention, because all three have taught me things that have helped me to make money online. If you would like to learn from their expertise yourself, just Google their names.

The most important thing that I have learned since starting my website is that if I want to get rich online, I need to listen to those who are already making money online.

My hope is that you will listen to them too, so you can join us at the top.

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