

WHY ORGANIC RESULTS RULE

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How one guy went from \$0.00 to \$16,438.00 a day in sales using only natural (organic) search results and only textbook SEO. (*Answer below)

Overview:

Recently, Google updated their algorithm (as they do all the time - to remain one step ahead of the spammers and hackers). This new scoring system crushed a lot of marketers, but even with the changes in the search engines, the website above it still soared. Find out how.

How is it possible to continue to rank high and generate all this traffic?

Organic (natural) search has really kicked in using "long tail keywords". This is a new concept, and very exciting for you, the internet marketer. Continue to use the more prolific keywords, but change your approach, and target the long tail keywords. Competitive phrases should be changed. Essentially, the long tail is the hundreds to thousands of keywords and key phrases that a site is found for, yet rarely noticed or exploited. As an example, Amazon.com makes 57% of sales from keywords outside of the "popular" terms.

Example of long tail:

For example, "cheap holidays" is a highly competitive search phrase. But, change your keyword to use "all inclusive holiday Puerto Vallarta", and you are on your way to using this 'new' technique. Now, you must add a great stats package to help manage this going forward, we show you some of these below.

What's the big deal about Long Tail keywords?

1. They get a lot more traffic
2. Users who are searching with 4-5 words at the same time, more likely a buyer, better conversion
3. Long tail keywords are available, not very competitive (and also free)
4. Easier to rank for (see introduction in red color above, long tail keywords applied almost exclusively)

Facts about organic traffic and why Organic Results Rule:

1. Pulls 250% more than Paid clicks. The eye-tracking heatmap of a recent organic listings study is pretty revealing. Infrared cameras were set up that tracks the users eyes. It was done with some 400 people, and it's very accurate. The "weathermap" shows the red areas that get tons of clicks, and as you can see, they even scroll down to the bottom of the page (left side). We call this the **Golden Triangle**. If you have consistent placement here, you will be an Internet success, assuming

- you have a quality product, service and backend process. The Golden Triangle applies to most all search engines.
2. People click the organic search results first, then the paid ads
 3. Free search drives huge amounts of business to Google and the search engines. This is a BILLION dollar business.
 4. Tip: Pagerank measures "popularity/importance" of a page. Tools, techniques and this ranking system can help you measure progress.
 5. Create strategic landing page(s), add some [adsense](#) ads, and Google will send you a check. (Note: there are techniques for doing this right!)
 6. Conversion rates from organic search **convert nearly 30% better** than paid search. If you have a first page listing for organic results AND Paid Ads, you get an incredible boost for quality traffic to your site. You basically own that page.
 7. Organic results will typically yield you TWO results, for example - one for the main page, and the other for [about-us](#), or privacy policy. (Tip: Privacy Policy page is important for ranking. It's one of many steps to get your [site ranked higher](#)). So, instead of 30%, you are actually looking at over **60% better results**.
 8. Levels of education is also interesting. Web surfers who have a high-school diploma or college diploma's - they will click on organic results first. As much as 64% of them!

Landing Pages, Testing, Tracking and Relevancy:

1. Golden triangle applies to the landing pages also
2. Create relevant copy that is "long tail keyword driven"
3. Track activity from web server logs and use tools like ClickTrack, Omniture, Webtrends, hitbox, Core Metrics
4. Get a copywriter to create relevant data to searches and paid clicks
5. Split Testing (A/B) and tracking those, examples: (run for at least 7-10 days to get some valid data, depending on traffic):
 - a. Change small things
 - b. Change a picture
 - c. Change a headline
 - d. Change a color

Start [using SEO](#) today. Simple techniques to start, then apply the more advanced, from LSI (latent semantic indexing) and conversion routines and linking strategies.

P.S.

If you'd like, send us a request for information, and we'll send you a free SEO ranking report, no charge: [Yes, send me free ranking report](#)

References:

Brad Fallon, Andy Jenkins

*(*MyWeddingFavors and KateAspen do about 10 million a year, and went from zero to \$300,000 in 90 days using organic results)*