

"How It's Actually Possible To Rank Better Than #1 In Google And Yahoo - Overnight!"

Before I begin, I'd like to tell you the reason I chose "this" specific topic to teach you. I came across a powerful story that I'm going to share with you at the end of this lesson. This story really opened my eyes to what is possible on the web and what all of you should incorporate into your search engine optimization strategy. It's a no brainer and anyone serious about search engine optimization would be a fool not to use what I'm about to teach you. Now, to the topic at hand...

If it isn't enough to rank #1 in Google in **less than 28 days**, I'm going to teach you how you can actually rank better than #1 in both Google **AND** Yahoo, **overnight!**

Yeah, I can hear you now...

That's impossible. What a ridiculously hypish statement. Brad's completely out of his mind. While #3 might be true :-) you truly can rank above the #1 position in Google and Yahoo in less than 24 hours!

Take a look at the screenshot below to see what I'm referring to:



How do those sites get listed in those locations? I mean, you can see the top website was created less than 20 hours ago!

Let me tell you about a little known strategy for:

- Getting **MASSIVE** amounts of backlinks in a short amount of time
- Gaining **INCREDIBLE** exposure to your website in under 24 hours
- Positioning yourself as an **expert** authority in your market
- **All for FREE!**

The technique is called **writing Press Releases**. Press Releases have been around for a very long time. They're more popular and effective in the offline world... But are extremely powerful in the online world as well, although MUCH less known.

I seriously suggest you learn how to write effective Press Releases before people finally catch on and it loses its power.

So, what is a Press Release anyway?

Note: The definition of a Press Release is quite simple. It is an announcement of an event, performance, or other "newsworthy" topic that is issued to the press.

So how in the world are we supposed to write some "newsworthy" article and issue it to "the press"? I mean, what is "the press" anyway? That's not important for now... Just focus on writing an article that you think people, in general, would want to know about...

Structuring your Press Release

Let me show you how to properly structure your Press Release. In order for "the press" to possibly pick up your article, you'll need to structure your Press Release in the proper format. Many people have great topics for their PR, but because their format is not correct, "the press" simply ignores what they've written.

If you're going to take the time to write an article(PR) then you should make sure you've written it using the correct format. Below you'll find a sample template of how to properly write a Press Release to ensure that "the press" will at least read your article(PR).

Press Release Format

Headline Is in Title Case and Short, Ideally Not More Than 170 Characters; This Headline Is 138 Characters Long and Does Not Take a Period

While the headline uses title case, capitalizing every word except for prepositions and articles of three words or less, the summary paragraph is a little longer synopsis in regular sentence form. It doesn't merely repeat the lead. It just tells the story in a different way.

City, State (PRWEB) Month 1, 2005 -- The lead sentence contains the most important information in 25 words or less. Grab your reader's attention here. And don't assume that your reader has read your headline or summary paragraph; the lead should stand on its own.

A news release, like a news story, keeps sentences and paragraphs short, about three or four lines per paragraph. The first couple of paragraphs should cover the who, what, when, where, why and how questions.

The rest of the news release expounds on the information provided in the lead paragraph. It includes quotes from key staff, customers or subject matter experts. It contains more details about the news you have to tell, which can be about something unique or controversial or about a prominent person, place or thing.

"The final paragraph of a traditional news release contains the least newsworthy material," said Mario Bonilla, customer service representative for PR Web™. "But for an online release, it's typical to restate and summarize the key points with a paragraph like the next one."

For additional information on the news that is the subject of this release (or for a sample, copy or demo), contact Mary Smith or visit www.prweb.com. You can also include details on product availability, trademark acknowledgment, etc. here.

About XYZ Company:

Include a short corporate backgrounder about the company or the person who is newsworthy before you list the contact person's name and phone number. Do not include an e-mail address in the body of the release. Your e-mail address goes only in the "Contact e-mail" box when you first upload your press release.

Contact:

Mary Smith, director of public relations
XYZ Company
555-555-5555
<http://www.YourWebAddress.com>

Include safe harbor statement (if applicable).

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Once you know the proper format, you'll need to be sure you keep the following in mind while writing your article(PR).

Press Release Power Tips

- **Is your news "newsworthy"?** The purpose of a press release is to inform the world of your news item. Do not use your press release to try and make a sale. A good press release answers all of the "W" questions (who, what, where, when and why), providing the media with useful information about your organization, product, service or event. If you read your press release and it reads like an advertisement, rewrite it.
- **Start strong.** Your headline and first paragraph should tell the story. The rest of your press release should provide the detail. You have a matter of seconds to grab your reader's attention. Do not blow it with a weak opening.
- **Stick to the facts.** Tell the truth. Avoid fluff, embellishments and exaggerations. If you feel that your press release contains embellishments perhaps it would be a good idea to set your press release aside until you have more exciting news to share. Journalists are naturally skeptical. If your story sounds too good to be true, you are probably hurting your own credibility. Even if it is true, you may want to tone it down a bit.
- **Pick an angle.** Try to make your press release timely. Tie your news to current events or social issues if possible. Make sure that your story has a good hook
- **Use active, not passive, voice.** Verbs in the active voice bring your press release to life. Rather than writing "entered into a partnership" use "partnered" instead. Do not be afraid to use strong verbs as well. For example, "The committee exhibited severe hostility over the incident." reads better if changed to "The committee was enraged over the incident." Writing in this manner helps guarantee that your press release will be read.
- **Economics of words.** Use only enough words to tell your story. Avoid using unnecessary adjectives, flowery language, or redundant expressions such as "added bonus" or "first time ever". If you can tell your story with fewer words, do it. Wordiness distracts from your story. Keep it concise. Make each word count.
- **Avoid the hype.** The exclamation point (!) is your enemy. There is no better way to destroy your credibility than to include a bunch of hype. If you must use an exclamation point, use one. Never do this!!!!!!!!!!!!!!

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Story time!

2 days ago I came across an amazing story about a guy that moved to the top of Google and Yahoo, above **the #1 position...** in less than 24 hours, with very little work involved. Not only that, but the keyword he was ranking for, was **THE** most searched keyword phrase in the world!

Talk about some serious traffic that would bring your website...

So what was this keyword phrase?

George Bush! Yes, that's right, within 24 hours, this guy moved to the top of Yahoo and Google for the keyword "George Bush"... **AND** this was during the United States elections!

What did he write about? Well, during the elections, www.georgewbush.com was using a form of search engine optimization called "cloaking". Cloaking enabled their website to **ONLY** be viewable by those people living in the United States.

Problem: The problem was that any American that was studying abroad or simply living overseas would not be able to view George Bush's website. This could pose a **VERY** big problem. So, what did this guy do? Well, he created a website:

www.GeorgeDeCloaked.com

This website was an exact replica of the real George Bush website (www.georgewbush.com), only it was accessible to everyone, including those living outside of the United States.

It was now time for him to advertise this website to let people know what problem he had solved. What better way than to write a Press Release?

The actual press release can be read at:

<http://www.emediawire.com/releases/2004/10/emw172880.htm> or you can view it below:

George Bush DeCloaked

George Bush employs search engine cloaking technique to ban the world London, England (PRWEB) October 29, 2004 -- With the US Presidential elections talking place next week, George Bush re launched his web site but took the decision to alienate the world, using search engine Spam techniques.

Any visitors not from the US are banned from his website. This has been accomplished using cloaking technology, commonly used by spammers trying to manipulate the search engines. In the interests of democracy, StrangeLogic.com, A search engine technology company has made the content available for everyone to view.

Jason Duke, Managing Director of Strange Logic said, "American politics has a huge effect on the world at large and I felt it was only right and proper that citizens of the globe were able to view George's website. Thankfully, as a Search Engine technology company we are accustomed to such crude cloaking techniques and have developed methodologies to ensure quality for our client base.

These same methods have been used so the world can see the incumbent president's website." The site is available at <http://www.GeorgeDeCloaked.com> and <http://www.georgewbush.org.uk/> About Strange Logic: Strange Logic is a leading Search Engine technology company specialising in increasing their client's financial bottom line through understanding search engine algorithms.

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Email: jason AT strangelogic.com

You can see that his Press Release was written in a way to not only solve a problem, but also to advertise his services! It didn't sound "hypie" and doesn't seem like an advertisement in any way. He follows all of the Press Release Power Tips I mentioned above...

What came out of this Press Release that took him less than 30 minutes of work to write and distribute?

- **A greater than #1 listing in Google AND Yahoo!**
- It also got onto the first page in Google and Yahoo news websites. (They are the #1 and #2 most visited news resources out there (beating CNN, The BBC and others) receiving obscene traffic every minute of every day. When you searched for "George Bush" at either Yahoo or Google the press release was there at #5. When you searched for "George Bush Website" it jumped to #1.
- **The interest that the story generated led to many phone calls from journalists, some from politicians and some from prospective partners.**
- The business that has been agreed through just one of those phone calls is worth £84,000 per year for the next 2 years. That is about \$300,000 from 30 minutes of work.
- **Radio Interviews and various print media that called cannot be measured yet, but at the very least it should increase brand awareness.**
- Links from the approximately 30,000 pages (including multiple PR7 inbounds and 2 PR8s) . This alone would give you a #1 ranking for just about any keyword!

What's the moral of the story?

Write Press Releases! Write Press Releases! Write Press Releases!

Now, the advanced strategies that this guy (Jason) used, I couldn't even begin to go into here. These strategies are what actually separated his Press Release from the thousands of others that may have written about the exact same topic.

The good news is this...

I've spent the past few months writing an **eBook** on the exact strategies that Jason used to get his website to the top of Google and Yahoo within 24 hours. Plus, I go into even more advanced techniques that not even Jason used in his George Bush Press Release.

I've just released the [course](#) and will be doing some serious price testing. Right now it's at the lowest price I'm going to go. Less than 20 bucks...

Over the next few weeks I'll be testing different price points, all the way up to \$147. Just to give you a heads up since you're a "loyal subscriber" ;-) I'm keeping it at \$19.9 for a few days, so if you're interested, grab a copy quickly. You can learn more about the eBook here:

=> <http://www.pressreleasefire.com>

By taking advantage of creating Press Releases now, you'll be leaps and bounds ahead of your competition and it'll be yet another thing that you can use to outrank and outdo them... Jump on it before your competitors do!

Until next time, happy optimizing!

SEO Power Strategies - Day 8 will be coming shortly so stay tuned!

A handwritten signature in black ink, appearing to read 'Brad Callen', with a stylized, cursive script.

Brad Callen
Professional SEO
<http://www.seoelite.com>