The Tao of

C T P M
CONTENT → TRAFFIC → PREsell → MONETIZE

Why SEO Is Doomed And CTPM is *The Way*

Those who follow the Tao are clear of mind.
They do not load their mind with anxieties,
and are flexible in their adjustment
to external conditions.
Chuang-Tzu (399-295 BC)

道

by Ken Evoy

The practice of Tao builds daily simplification.
Less striving occurs, until there is no striving.
When effort is uncontrived, nothing is left undone.
One who wins the world does so by not meddling with it.
One who meddles with the world loses it.

Lao-Tzu (604 BC - 531 BC)
Tao te Ching

道

Nothing happens until something moves.

Albert Einstein (1879-1955)

道

Content -› Traffic -› PREsell -› Monetize

Content makes something move.
Keep it real. Keep it good.
Keep it simple. Make it happen.
You too can "win your world."

The Tao of SBI! (2005)

1. In The Beginning...

In the "beginning," there was the Internet ("Arpanet"). That was for scientists and academics.

Then came HTML and the World Wide Web. **Tim Berners-Lee** delivered the **"Net for the rest of us."**

As the number of Web sites grew geometrically, Search Engines (SEs) appeared to help us find information.

Moving forward, the next step was somewhat predictable. **Where people go...**

... marketers naturally follow... the beginning of e-commerce.

This "natural" progression, of course, led to the appearance of those who market to marketers, including the "Search Engine Optimization" ("SEO") industry.

For years, only large, well-financed companies and highly sophisticated individuals succeeded commercially, until the most recent major step forward...

Site Build It! (SBI!)... *"E-business Success.   Simple. Real."*

E-business is simply "doing business online." *Anyone* can do it, with the right attitude, process and tools. That is exactly what you *will* have after reading this booklet. It really is simple... if you stay focused and **keep** it simple.

Your prospective customers search for information. Meet them by **providing it.**

The **Content** ➡ **Traffic** ➡ **PREselling** ➡ **Monetization** process is simple, natural, and powerful. Its success rate is staggering -- 62% of such sites make the Top 3% of all Web sites...

http://buildit.sitesell.com/sbi-businesses/traffic-alexa.html

> Take five minutes and review **C** ➡ **T** ➡ **P** ➡ **M** now...
>
> http://ctpm.sitesell.com/
>
> Site Build It! provides the complete set of integrated tools, everything you need to execute **C** ➡ **T** ➡ **P** ➡ **M** *flawlessly.* Most small business people start the process hoping that it will "work" (not quite realizing *yet* that *they* make it work).
>
> As you experience the initial trickle of visitors, you wonder. As it turns into a torrent of PREsold customers who monetize in a variety of ways, you "get it."
>
> You know how and why it is all happening. Despite your understanding, the sense of "wonder" remains.

The ever-growing snowball effect of a properly built site (which SBI! virtually guarantees) is almost mystical.   **That feeling has become known as...**

... "The Tao of SBI!"

> "Tao" is used in a completely **non-**religious sense. It translates roughly to the "way" or "method" or "principle." The concept totally excludes any religious meaning, and is used here *only* to convey the sense of simple, powerful, natural and almost mystical effectiveness.

There is, in fact, nothing mystical about it. The results are neither magical nor mysterious. It just kind of *seems* that way, when your success grows beyond what you had dreamed possible, beyond what "the experts" themselves achieve...

http://case-studies.sitesell.com/

Quite the opposite, "The Tao" is founded in solid logic, the predictability of human behavior, and the ever-more-complex algorithms of the Search Engines (but without the need to understand the math!).

A feeling grows. It springs from the liberation of knowing that you can do it and *are* doing it. We call it...

The Special Free(dom) Prize Inside Every SBI!.

Let's get started...
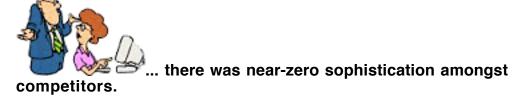
2. Keep It Real...
Search Engines Get Smarter Fast

Everything starts somewhere. And the first Search Engines were indeed pretty simple. To determine the relevancy of Web pages for a search term, they looked for keywords in various places on a page.

It was easy for marketers to meet/manipulate the crude "relevancy algorithms" of Search Engines (SEs). All you had to do was stuff a page with "invisible" keywords (ex., text in the same color as background color) and BINGO! Your page would rank #1 for search requests for that "stuffed" keyword.

"Search Engine Optimization" ("SEO") was not yet an official "profession" (the first marketers discovered and saved their tricks for their own benefit). Their rudimentary reverse-engineering allowed them to rank highly at the engines for all their important keywords, with minimal work.

Life was bountiful for these early-day Search Engine Optimizers (SEOers). The relevancy algorithms were easy to reverse-engineer and manipulate and "beat." (Yes, even then the SEO concept was to "beat" the engines, sort of like the way you might beat the game of blackjack at the casinos.)

And just to make life extra-sweet...

 ... there was near-zero sophistication amongst competitors.

Some SEOers were "good" (known as "white hats"). They played within the rules. They tried to match the "algorithms of the month" without abusing the engines.

Others were "bad" (yup, "black hats"). They exploited loopholes in the rules and otherwise tried to fool the engines. Crude tricks like "keyword stuffing" worked, followed by replicated gateway pages (99% identical, only one optimized keyword would vary).

But the engines evolved.

As old tricks stopped working, more sophisticated gimmicks emerged. "Non-replicated, zero-value doorway pages" and "cloaking" took center stage. Just like the earlier generation of tricks, they worked at first.

But the engines evolved.

And the games continue, new ploys replacing discarded ones, right up to the extremely sophisticated maneuvers of today.

But the engines never rest. They get smarter. It may not seem so day by day, but month upon month, year upon year, they evolve, and *they always will.*

> Don't get the wrong impression. Engines do **not** adapt to counteract SEOers. That does happen to some small degree, of course. The main drive, though, is to get better at their primary mission... **recognizing reality.** More on this later.

While the engines *ban* the "bad" SEOers, even the "white hats" will progressively fall by the wayside. In the long run, the Search Engines don't really care whether an SEOer is "good" or "bad." They are all part of a "whip and buggy industry," unable to keep up with the natural pressure of engine evolution.

And speaking of evolution...

... the Net is a Darwinian environment. SEOers will become extinct as the "search ecosystem" becomes untenably complex.

SEOers, by the very definition of the nature of their jobs, work specifically to rank highly at the Search Engines, for keywords related to the businesses of their clients. They do that by trying to meet the requirements of the SEs' algorithms.

But there are two problems with that approach...

1) Complexity -- In those "good old days," it was fairly easy to reverse-engineer the engines. It is now amazingly complex. So SEOers make their best educated guesses at what the algorithms "require" in order to rank highly.

> If anyone ever gives you the impression that s/he knows exactly what the SEs "want," *run-don't-walk* in the opposite direction. No one knows the "secret sauce formula." At Google, for example, a grand total of three people *might* know the entire big picture -- everyone else works on a small piece of it.
>
> And what about those three people? They are tied down to a Non-Disclosure Agreement that makes the one for Coca-Cola's formula look like Swiss cheese!
>
> Frankly, it's the height of ego and self-delusion for any "outsider" to pretend that they know how any major Search Engine determines what a Web page is all about.
>
> And yet, post after post in SEO forums are all about that. It's really just speculation, a waste of time.

As the months fly by, the job of algorithm-chasing becomes harder and harder... with lower and lower yield. Bad news for SEOers.

2) Reality -- If the "complexity" problem sounds big, it's nothing compared to the issue of "reality." Actually, **"Complexity Avenue" meets "Reality Street"...**

... at "Impossibility Square."

To understand why, let's jump to an important question and its oft-overlooked answer...

Q: "What is the ultimate goal of Search Engines like Google?"

A: "Recognize what a page/site is all about *and* how good it is."

Sound easy? Well...

It *is* easy **for a human.** But it is incredibly complicated for a machine. Yes, Search Engines *are* getting more and more sophisticated...

> · Computing power continues to double every 18 months.

> · Hundreds of brilliant computer PhDs work 24 x 7 to build smarter algorithms

> · Major technology jumps (ex., Artificial Intelligence) will become important.

So the engines will indeed get better and better at what their goal boils down to... **Recognize Reality.**

However, SEOers do not **create** reality. They merely **mimic** it. They try to meet a formula's definition of reality... a definition that is constantly changing and becoming more and more complex.

In a mere year, today's "sophisticated definition of reality" will be considered as crude as "keyword stuffing." How in the world can anyone keep up with that kind of acceleration of complexity?

They can't.

The SEOers' never-ending chase of the ever-evolving algorithms is doomed. Even today, algorithm shakeups cause great consternation. Whenever the "Google Dance" happens, a pained uproar goes up amongst the SEO forums, as if Google owed them a living.

Whenever a major Search Engine changes its algorithms, SEOer teeth-gnashing starts anew. The same controversies flare...

"How unfair," they clamor, "that the engines don't post their relevancy criteria." Somehow, they figure the search world would be a better place if that were to happen. Better for whom? And for how long? Every "black hat" would quickly get to work on mimicking the "secret sauce."

Chuang-Tzu (399-295 BC), the greatest Tao thinker of the Chou Dynasty, wrote...

<div style="text-align:center; color:blue;">
Those who follow the Tao are clear of mind.
They do not load their mind with anxieties,
and are flexible in their adjustment
to external conditions.
</div>

You stand at an important crossroads... get distracted by complicated SEO and other conflicting messages, and run the "treadmill of ever-increasing complexity"?

Or focus exclusively on **C** ➡ **T** ➡ **P** ➡ **M** to leapfrog straight to what the engines seek... **reality** (relevance and quality).

The proof of the "power of simplicity" is indisputable -- 62% of SBI!-built sites surge into the Top 3% of all Web sites...

My recommendation? Clear your mind. Simplify your life. Focus on SBI! and your business. Do not become distracted by the 100 decibel noise all around you. You will "win the world by not meddling with it."

As we proceed, remember this important fact...

The Search Engines owe nothing to SEOers, "good" or "bad." Nor do they owe the honest SBIers a thing! That's right...

The Search Engines owe nothing to those who use **C** ➡ **T** ➡ **P** ➡ **M.** They do not "reward" you for creating great Content out of appreciation, nor as a way to say "thank you." *It's merely what happens* because of what the engines want.

So... to whom *do* the Search Engines cater? Simple...

They deliver *searchers* the best search results possible. And they do *that,* in turn, for one reason only...

Search Engines owe their actual customers**, *advertisers*,** the most targeted eyeballs possible. That obligation is why all engines will constantly strive to get better at the two-word mission that best summarizes their #1 Goal...

3.   The Search Engine Mission...
Recognize Reality

Why is recognizing reality the Search Engine's #1 Goal?

Think about your own reaction when you do a search at an engine. What do *you* do when it delivers high-quality, relevant sites consistently?

You come back for more. You tell your friends, too, with zeal. Bottom line... more and more surfers do more and more searches.

And what does *that* mean?

Ah-ah! A really great question. Now we **are** getting to the heart of the matter...

Ever notice the ads on the Search Engines Results Pages ("SERPs")?

Those advertisers are the SEs' real customers. Surprise!...

All this time you thought that the SE "product" was "search" and that the "customers" were the "searching surfers."

Nope... the *real* customers are the advertisers. The "product" is the targeted interest that **each and every searcher...**

... openly declares whenever they do a search.

Targeted surfers, that is what the SEs deliver to their customers, the advertisers.

Think that's cynical? No, it's just business. If you want to know who the customer is, *just follow who pays money to whom.*

Bottom line for the SEs... the more relevant the search results, the greater the number of searches, the more ads sold, the higher the profits.

> There is an interesting "other" bottom line. This one belongs to the marketing companies who **buy** those ads...
>
> As a marketer, it *may* be profitable to advertise. But it is ***always*** profitable to rank highly in the SERP's editorial listings.
>
> It's **easier** to buy ads, of course. Simply spend money. Hope for a positive ROI.
>
> C ➡ T ➡ P ➡ M takes time and effort... but the diamonds are forever.

What happens if an SEO marketing company threatens the SEs by degrading the relevancy of the SERPs?

They will hurt it, that's what. Why? It's elementary...

If you degrade their relevancy, you hurt the mechanism that delivers targeted surfers to their customers.

And here's the surprising news...

SEOers, "black hat and white," degrade the quality of the SERPs. Oh, and...

... *my* hat does not count. I'm not an SEOer.

It goes without saying that both white hats and black are doomed. The "black hats" play a never-ending game of "stay one step ahead to avoid getting banned." We won't talk about "the bad guys" anymore -- they are irrelevant, worth mentioning *only this one time* for the overview.

The good ones play a slightly different game, "chase the ever-changing algorithm without tricking the engines." However, they are not "creating a reality." Although they do not trick the engines, their focus is on the engines, not on delivering reality (in the form of high-value content).

In other words, they do the maneuvers that they do so well, specifically for the engines. They put tons of "sort-of content" into the engines' database. That is not what the engines want. In the long run, they seek reality... *genuine content, not facsimiles* that were performed just for the engines' benefit.

Life would be wonderful for the engines if everyone just kept it real. Luckily for you, they don't. Why "luckily"?

Because if you follow **C ➡ T ➡ P ➡ M,** you have a running head start. And it's only going to get bigger as the engines get smarter. This book shows you how to leapfrog SEOers **and** all other small businesses online. How? By following...

"The Tao" of C ➡ T ➡ P ➡ M

The Tao is "the way." It keeps things simple. You jump straight to the end point, **reality.** That is what the engines want. So easy. So powerful.

What exactly is *reality*?

Another fabulous question, and I promise not to get philosophical. I use the term "reality" in a very specific sense throughout this e-booklet.

Here is how *reality* works...

STEP 1) Web surfer looks for information by entering a search term at an SE.

STEP 2) Search Engine returns a SERP (Search Engine Results Page) which features links to both **editorial** content (the actual search results) and **advertising** that contextually fits the nature of the search.

STEP 3) Surfer either clicks on an ad, or clicks on an editorial search listing.

Most viewers regard "editorial content" as being more credible. (Not all actually understand the difference, an ethical shortcoming of some engines. But that's another story, for another time.)

Think of an *offline* newspaper. You read the stories and you see the ads. Many of those stories are, in fact, the results of publicity efforts by marketing companies. **But you regard it as editorial. So...**

 ... your "BS filter" is set much lower when you read an article in a newspaper. You are more open-minded and believing about what you read. (That is why, by law, those "tricky pages" that look like editorial content but are really one huge sales letter, must say "ADVERTISING.")

Yes, you will notice the ads. You may even read those that "connect" with what you seek -- some of those may be relevant and timely. So you may even act upon those. But generally, we all read ads with our toughest "BS filter" functioning.

Let's compare that with the *online* world...

We're back to the SERP. You may notice the ads, even give one or two a quick read. You might actually click on one that hits you as highly relevant. Other than that, *you click and read the editorial search results with more credibility.*

STEP 4) The surfer decides if the SERP delivered what she wanted and if the content was any good. In other words, the surfer "recognizes the reality of that page" (i.e., relevant and good information).

STEP 5) Based on that recognition, the surfer takes other actions. These "other actions" are becoming more and more important to the SEs. They actually measure and track a variety of parameters that serve as ways to measure this behavior ("off-page criteria" -- we'll get there in a second).

Humans have little trouble recognizing the reality of a Web site. Search Engines do, however. Some day, they *will* use highly advanced technologies like Artificial Intelligence to "simulate human judgment." But for now, if they can't be as "smart" as a human, they can at least measure what humans do (collectively) *if and when and after* they click on an editorial link on a SERP.

OK. Let's go back to STEPS 4 and 5...

Suppose that the surfer had entered "porcupine mating habits" as her search term. She clicked on the #1 editorial search listing (the text ad for Viagra did not seem too relevant, but it *might have been*... if the searcher had been a male porcupine).

In any event, our typical Web surfer is now reading a page about the mating habits of the porcupines. Let's see how she reacts (at various levels of consciousness)...

Is this page delivering the info I wanted?

Is it excellent material? Is it well presented? If so...

Is it so good that I'm interested in this site and will click through more of its pages?

Wow! Look at the time. I didn't realize that I've already spent 90 minutes here.

Should I provide a link to this page on my own site about porcupines? It's great!

Hey, it has an RSS feed! I'll publish that feed on my site.

Superb -- I'll post about this site in the porcupine forums.

The reality? This visitor found relevant info. She loves it (i.e., it's a good page). How can the engines recognize that reality (relevance and quality)?

"On-page criteria" provide a "simple degree of relevance"... so *do* sprinkle your specific keywords in all the right places (ex., TITLE, META tags, headlines, body text, links, etc.) *on* each page. Balance with synonyms and associated words, too.

"Off-page criteria" track human behavior, starting from the SERP to what happens later (up to months later!), to determine **quality.**

For example... Which of the editorial offerings got the click? (Human must have thought the title and description were pretty relevant. Of course, an engine has to account for relative location on the page.)

How long did the surfer take to return and do another search? (The longer, the better that page must have been -- everything else being equal.)

How many links go to this page and how good/relevant are those links? (The more high-quality, relevant links to that page, the better.)

All the examples of our porcupine surfer's reactions (see above) can be measured and tracked. And they increasingly determine **more** than just a "higher degree of relevance".... they also imply *better quality.*

These, and hundreds more, are collectively known as off-page criteria. And, as we'll see, there is only one way to generate strong off-page criteria.

> It is fairly easy to "trick" any **single** parameter, such as "click popularity" (more on this later) or "time to return to engine" or "inbound links." The engines do build in fraud protection and ban the "black hats." But as the number and importance of off-page criteria grow, it becomes **increasingly more impossible to "SEO" them.**

You want to build a successful online business. The way to do that is not through SEO. Why not?

Because SEO merely mimics reality. And, as time passes, the ever-smarter SEs will recognize SEO'd sites for what they are... pale imitations of reality that do not address what the searcher was looking for... quality.

SEO sites are not "reality." And the engines recognize that better and better.

4. Quality Drives "Off-Page Criteria"

Do you know the special edge that separates SBIers from the rest of the pack... including SEO experts?

Human behavior.

SBI! sites smell real, because they *are* real.

You simply know when someone knows his "island of expertise" and loves it. *That* is what PREselling is all about.

After that, human behavior tells the engines all they need to know.

SBIers have all the pleasure *and* all the effectiveness of *being* real, instead of the tedium and ineffectiveness of simulating reality.

Earlier, I mentioned that most SEOers merely play an algorithm-chasing game. They mimic reality.

The problem with that game is that they "play" **against the most sophisticated search experts in the world...**

... hundreds of brainiacs, all working for the Search Engines. Not only are they brilliant search experts with a dizzyingly impressive array of skills, their resources are virtually unlimited. And all they do is work on "search."

I won't even pretend to know all the off-page criteria that engines track, nor how they weight them. I **can** tell you with certainty that this knowledge does *not* matter. All you have to do is "skip the math" and leapfrog to deliver what they do seek...

Reality, in the form of relevance and quality.

Most experts refer to off-page criteria loosely, and almost synonymously, as Google **PageRank.** However, my pet theory is that Google **PageRank**, while of some value, is merely a diversionary tactic, a bit of SEO entertainment. It keeps SEOers focused on one narrow aspect of off-page criteria, while in fact all the major engines have likely developed hundreds of off-page criteria.

What is **PageRank (PR)**?

It is a relative measure of a site's reputation according to the quality (and, to a lesser extent, the quantity) of its in-pointing links. Google's toolbar displays the PageRank (PR) score of a Web site.

Much has been made about PageRank and how it impacts SEO. Theoretically, a site with PR of 7 will likely rank higher than a site with a PR of 3 for the same keyword, everything else (ex., on-page criteria) being equal. And a link from a site with a PR of 5 is more beneficial to you than a

link from a site with a PR of 3, all else being equal (ex., link from home page or 18th-tier "links page"?).

It's best not to take PageRank too seriously... or you will soon be on the wrong side of the 80-20 rule and start chasing algorithms, too! Worse, you may fall into the "manipulation" trap. Speaking of manipulation... don't! So...

How do you achieve a high PageRank score?

> You want the expert sites
> *in your market*
> linking to you and
> hopefully nobody else.

How do you accomplish that? **C** → **T** → **P** → **M!**

Make your site Content so good that others will **want** to link to you. Of course, a little, honest push-start by a solid, simple inbound link program is a good idea. (If you are not an SBIer, click here to review **Make Your Links WORK!**, an excellent traffic-building resource.)

Sometimes, it appears as if Google "writes our stuff." Or is is the other way around? **Google loves great content. And great content is exactly where C** → **T** → **P** → **M starts.**

Another hand-glove/**Google-SBI!** fit is Google's AdSense Program...

http://adsense.sitesell.com/

A perfect income generator regardless of your **primary** Monetization model. See the Monetization HQ for more options (password-protected for SBIers only)..

http://mhq.sitesell.com

Do you see now why even the most competent of the "do-good" SEOers degrade the quality of the SERPs? They focus on pleasing the Search Engines, including building more and more inbound links. But they have near-zero focus on delivering truly *sparkling* information for humans. How can they?

Let's answer this question within the context of our "porcupine mating" page example from above...

SEOers know nothing about porcupine mating, nor do they care. And it shows...

No sparkle. **No** passion. **No** extra-clever turn of a phrase.

No "watch those quill" jokes.

They may score well for all the on-page criteria ("relevance"), but those are now just the "ante." They get you into the "game."

The engines want RELEVANT *and* EXCELLENT content.

The best way to deliver reality?

Stop faking it. Be real.

SiteSell was the first company to conceptualize and develop the natural, powerful process of...

SBI! provides the exact process and all the tools necessary to successfully execute it. It delivers *reality that ranks.*

Focus purely on SBI! -- shut *out* distractions -- you *will* succeed.

High-value, relevant CONTENT puts *the power of human reaction* (an important part of off-page criteria) to work for you. More on this in the next chapter.

The bottom line is that SBIers "build reality"... exactly what the Search Engines seek.

That is why **C** ➡ **T** ➡ **P** ➡ **M** outperforms SEOers now. And it will do so, more and more, in the future.

If it sounds simplistic, it is. **It's simple, but it's not easy.** Confused?

SBI!'s unique set of integrated tools removes all the technical and tedious complexity, so the process is *indeed* simple. But it is never easy to build a business. Neither the Internet nor SBI! can suspend common sense or the fundamental laws of economics. It takes work to build a business. Take a look...

http://case-studies.sitesell.com/

Examine the case studies of these small business people. Some add millions of dollars to their net worth. And they share these million-dollar lessons with you. Their businesses are each *different* in nature. **Yet they impart the *same* insights...**

One is the importance of applying effort and passion to achieve the results you want. The other relates to Site Build It!'s contribution. With SBI!, you can focus on your business while it takes care of everything else.

You will never read those words by an SEOer. It's all math. It's needlessly complex. And doomed to get more complicated while falling behind even further.

> **To professional Webmasters and SEOers...**
>
> Please do not take anything in this booklet personally. It merely lays out the reality of the future of SEO. It explains the way things are, and extrapolates to what will be. Many people don't like reality when it does not fit their perception of it, especially when it is painful to accept.
>
> *Ignoring reality does not make it go away, though.*

Please do not misinterpret what I am saying in this booklet. This is not a "slam" on SEOers vs. SBIers. It is merely an extrapolation of obvious trends. That projection ends up at an unavoidable conclusion in the not-too-distant future.

Competent SEOers can still be quite effective for now, but not for a lot longer. SBIers are destined to outperform SEOers by greater and greater margins, with less and less effort.

The results.sitesell.com site is an example of this.

Why do SBIers keep doing better and better?

It's simple...

More and more, engines are measuring off-page criteria. And off-page criteria are measured by *human reaction* to the quality and the relevancy of the search results delivered. The engines are tracking these "human reaction" parameters, a few of which were mentioned earlier...

```
Is this page delivering the info I wanted?

Is it excellent material?  Is it well presented?  If so...

Is it so good that I'm interested in this site and will click
through more of its pages?

Wow!  Look at the time.  I didn't realize that I've already
spent 90 minutes here.

Should I provide a link to this page on my own site about
porcupines?  It's great!

Hey, it has an RSS feed!  I'll publish that feed on my site,
thereby providing up-to-date mating information on my site as
a service to my visitors, since I don't cover that aspect of
porcupine activity <ahem>.

This is superb -- I think I'll post about this site in the
major porcupine forums.
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How *many* off-page criteria are there?

We cannot even *begin* to speculate on what hundreds of the top professional Search Engine minds who "live and work search 24 x 7" could dream up. Ignore

anything you read in SEO forums when they comment knowingly on Google's algorithms. It's all idle speculation, yielding zero actionable material.

As I said earlier, there are only a few people in the entire world who have the entire big picture. And they are not talking.

However, it is safe to assume one thing...

The engines want to *recognize reality...* quality and relevance.

So here's a radical concept...

5. Why Not Just Give It To Them?

Why bother *simulating* reality?

The days of "chasing-the-algorithm" are coming to an end. Do NOT waste your time on SEO. It dooms you to working too hard, on all the wrong things.

Work on your business instead.

SEO is a treadmill and the engines increase its speed continuously. You run like mad, just to stay a step behind thousands of the smartest minds on the planet at Google, Yahoo!, MSN, Teoma, etc.

Every time they improve their relevancy algorithms...

... you have to run faster and harder, just to catch up.

Instead, leapfrog SEOers by "keeping it **real." C T P M** sites are *exactly* what SEs want...

Reality. Relevance. Quality. Happy searchers finding what they want.

Here's the basic idea...

STEP 1) Plant enough "on-page hooks" to let the engines know what each page is about. Blend those hooks ("Specific Keywords" -- focus on one per page) into excellent content about that specific topic. *That* is the SBI! 80-20 approach to the "on-page" part of business-building.

Use the unique **Analyze It!** tool (part of SBI!'s system) to show you when "enough is enough" -- no need to waste time tweaking, endlessly perfecting a page for an algorithm. Instead, build a page that delivers tremendous content.

Sure... get the important on-page criteria correct. **Then...**

Don't tweak.

Instead, create more and more great content... related and high-value content that delivers what humans want *and* that passes Analyze It!.

"Analyze It!?" Yes, this SBI! module tells you when you have it "right." Unlike SEO, SBI! does not worry about the 14th decimal place of some parameter that happens to be "flavor of the month."

And SBI!'s equally unique, specially formatted Ranking Reports also tell you when "enough is enough." If you are getting some pages in the Top 30, great!

The Keyword Ranking Report shows you how each page ranks during a search for its Specific Keyword. If you see a number (from 1 to 30) in a box, it means that a search for that Specific Keyword, at that specific Search Engine, ranked at that spot (i.e., at #1 to #30) for at least one of your site's pages.

If the number is bold, that page ranks at that number in the Top 30 for a search for its Specific Keyword. A plain number reports the best ranking result that was found for ANY page from your domain for a search for that Specific Keyword.

The ultimate goal is to get one page in the Top 30 for a given keyword. Other pages with the same Specific Keyword basically play a useful, supporting role.

When you score in the Top 30 of the Ranking Report, it is basically saying, "You've done as well as you can for the ON-page criteria for this keyword (phrase)."

Now continue to build more content.

Then get inbound links -- a little, honest push-start (next step) by a solid, simple inbound link program is a good idea.

The net result will be like an incoming tide that raises the boat of your site. Your site will progressively rank well for harder and harder keywords, until ultimately it wins for the hardest keyword of all. In other words, your lesser words build the "content pressure" that pushes your second tier, which finally pushes your home page into the Top 10.

You will find that, *without changing or tweaking a particular page,* you start to win the Ranking Report for its Specific Keyword. From there, you'll start to build an unstoppable momentum.

Nori's anguilla-beaches.com site illustrates this point well. Her Top 20 keywords deliver 1/3 of all her "found-by-SE" results. But her huge base of one-of keywords accounts for nearly 80% of all search terms that find her!

You will start to build off-page criteria, which is nothing more than a fancy way of measuring how humans behave after they visit your page.

And if you have followed **Make Your Content PREsell!** (non-SBIers click here to get it) the *human behavior part* comes automatically.

While SEOers constantly chase algorithms and mimic reality, SBIers are already delivering the reality, the searcher satisfaction, that the engines crave.

STOP -- don't tweak -- build more content.

So, what remains?

STEP 2) Get that snowball started rolling down the hill through inbound links.

Building an inbound link program, as I said earlier, gives your content a "little honest push-start."

> You will commonly see "inbound" links referred to as "back links" by SEOers. It's a confusing term. Back to where? Back from where? Whose "back"? We will use the more obvious terms "inbound" links" or "in-pointing links" or "incoming links" to mean links from other sites that are pointing, coming or bound to your site.
>
> We'll cover the "bare bones" of why and how to build an inbound link program in this step. But please see **Make Your Links WORK!** (Traffic section of the TNT HQ) for full information. Like the rest of Internet marketing and SEO, it is all too easy to get distracted and be misled down wrong, time-wasting roads...
>
> MYLW! will keep you on the right side of the 80-20 coin. (For non-SBIers, click here to get MYLW!.)

The main benefits of securing a few inbound links?

First, some engines do not have an "Add URL" page -- you can only be listed in their index after their spider follows a link to your site. If you think about it, instead of free submission, inbound links become your "submissions" to engines that do not offer a submission process.

Second, this is a crude but effective way to get your off-page criteria started. Remember, "off-page criteria" is merely a fancy term for measuring how humans behave AFTER they visit your page.

In a nutshell, a few, well-chosen, inbound links **get your site rolling** like that proverbial snowball, ever-accelerating and building...

Make Your Links ROLL!

Bottom line recommendation? After you have 20+ pages of content, turn your attention to inbound links. SBI! takes you through the 80-20 process for building a link program. Like everything else, it's an easy step-by-step program

Start at the major directories -- those that are appropriate for your circumstances. Work through the important second tier directories, then the theme directories and hub sites. Add a few high-quality links from Value Exchange.

It's all explained in Make Your Links WORK!. I'll quickly review two of my favorite (lesser known but high-yield) techniques here...

   i) List your site at relevant "theme-relevant" hubs and directories. What is the best way to find these?

Search It!
http://searchit.sitesell.com/

Choose **Specialty Hubs and Directories** in the "STEP 1 Search Category" drop-down menu, and then proceed through each of the "STEP 2 Search Types"...

The searches above find terrific, highly targeted hubs and directories. No other tool makes this so high-yield, low-effort.

> Keep Search It!'s tiny window open in a corner of your monitor, for 24 x 7 access and instant info-mining of the Web...
>
> • every search you could ever want, all in one spot
> • advanced searches pre-packaged
> • constantly being refreshed!
>
> From Keyword Brainstorming, Research and Competition to the absolute-ultimate Reference Library For Content, Search It! does it all.
>
> Please... take your time and review the online help. Try it a few times and soon you'll be using it 10-20+ times per day. Search It! will become your indispensable e-commerce search tool.

　　ii) Secure high-value exchanges with non-competitive, related sites through Value Exchange. Natural and powerful, Search Engines love it. And it's free!

It is the simplest, fastest, most efficient, and (most importantly) most *real* way to identify high-value sites which *want* to link to your site.

Find high-value, similarly themed sites, and then exchange links to honestly increase your link popularity. It's a true, ethical use of the Net, exactly the way Search Engines want you to do it... relevant sites linking to relevant sites only.

Register for Value Exchange after you have 20+ quality pages -- link to the SBI! version of Value Exchange through Site Central -- it has advanced maintenance and anti-link-fraud technology that the free version for non-SBIers lacks.

We offer a free version of Value Exchange to everyone to build up a huge pool of non-SBI! sites, giving SBIers many more sites outside the SBI! circle than inside. That's important because "choice is good" and because it's natural -- it's real.

Take your time and **be picky.** Your goal is merely to secure two or three quality exchanges with good sites (and preferably nice people).

More about off-page criteria...

If you follow the principles of the **C** ➡ **T** ➡ **P** ➡ **M** process, your site will automatically start to build **all** the off-page criteria that the engines track, *even the ones that you don't know about* (and there are many more, I'd guess, that SEOers, even the most sophisticated ones, don't know about or could imagine).

When engines track off-page criteria, what are they really tracking?

Human judgment... *of your site.*

And why does **C** ➡ **T** ➡ **P** ➡ **M** play a role?

Human visitors will like the content on your site. It is relevant, **and** it OVERdelivers superb information. When that happens, your visitors, collectively, proceed to fulfill all the kinds of **off-page behavior** that the engines track. For example...

• They choose your site more often than the others on a SERP.

• They spend a lot of time before returning to the engine for another search.

• Some of them link to your site from theirs -- it's a compliment to your quality.

• Some will even publish your RSS feed -- another vote of confidence.

• Others mention your site in prominent forums, discussion groups, media.

> When engines measure which link a surfer chooses and clicks on a SERP, that is called "Click Popularity." It was one of the first off-page criteria. Like any ONE criterion (on-page or off), it can be manipulated. And of course, the engines have the means to detect and penalize most such attempts.
>
> But, even if an SEO trick works for a while, this manipulation is still just part of the "dying black art." As the engines build greater and greater complexity into their algorithms, measuring hundreds if not thousands of possible off-page criteria, the ability to manipulate it becomes more and more impossible. **Heck, we don't even KNOW most of those criteria!**

See what I'm getting at? Offline human response to your site is trackable from the time the surfer is deciding which page to click on the SERP.

We cannot begin to guess at **all** the off-page criteria that could be tracked. However, if you deliver reality (i.e., a solid content-laden site with high-quality, relevant information), off-page criteria will take care of itself, almost automatically, *due to searcher satisfaction.*

You cannot fake, mimic or simulate human reaction. It *happens* as your delighted visitors fan out across the Internet and spread the word in trackable ways. It does so *automatically,* with just a light touch of "guidance" by you, especially at the start of your online experience.

After getting the basic on-page criteria "close enough" (STEP 1 above), STEP 2 **starts the off-page snowball rolling.** Get some inbound links. Build some

word-of-mouth buzz in all the right places. Do whatever ELSE is relevant for your target market, your business, and your circumstances. Remember...

"Off-page criteria" simply means how engines measure human judgment/behavior before, during and after a visitor clicks on a Search Results Page to visit a site. It could be as short-term as how quickly visitors return to the engine. Or it could be as long-term as how many relevant links build up to that site over time.

These 2 steps (high-quality **CONTENT** with "*on-page* hooks" **and** inbound **LINKS** to start *off-page* criteria) **get the snowball rolling down hill,** speeding faster and faster in its descent, momentum growing as it builds and builds. From there, you'll start to build an unstoppable momentum. **Just be careful...**

 ... don't hurt yourself.

As your site builds with more and more Content, as you get more and more inbound quality links and other off-page criteria, you start to win the Search Engine Ranking Report for more and more of your keywords... without endless tweaking. This happens first for the "easier" ones *and then* for the more competitive ones...

All without having to tweak the pages!

By now, the "big picture" of how to build a profitable online business (in the most effective way possible) is becoming clearer to you. It seems so obvious, once you understand it. **So by now, you must be asking...**

6. But What If SEOers "Get It"? They Won't!

What if SEOers *get* **C** ➡ **T** ➡ **P** ➡ **M**? Won't they out-do us ordinary small business people?

Good question. I used to wonder about that. But the answer is no.

SEOers are very left-brained. Being left-brained can be a great thing. But too much of this great thing can make it difficult to change direction.

Part of **"The Tao of C** ➡ **T** ➡ **P** ➡ **M"** is that you have to *give up control to gain control.* You have to give up control over every single mathematical parameter possible. Instead, **focus on building high-value Content and...**

... "Trust the force, Luke." (Darth ended up on the "right side.")

SEOers do not yet understand that the science of delivering search results is already way beyond their speculation. It may take them years to realize and openly admit the demise of "simulated reality."

A personal experience has caused me to consider that many SEOers may never "get it." The following story drives two points home...

1) why SBIers will outperform SEOers (more and more as time passes)

2) most SEOers won't get it.

Here we go...

I once answered a question in the searchenginewatch.com forums about "competition" numbers or "Supply" in SBI! terms. It is the number of Web sites that supply content about a given keyword.

> We did, after all, invent the entire concept of Keyword Demand, Supply, and Profitability. Sometimes, though, I regret it when I see some SBIers get "number-bound!" (Supply and Demand numbers are merely generated by the computers of various Web resources. They may have glitches for many reasons. So treat Supply and Demand and all "numbers" as fallible guidelines. Trust your brain above all!)
>
> Sorry, I "sidebar" off the sidebar! Regarding the SEO forums...
>
> Remember that we track the SEO forums (and every other Internet marketing resource) so that you do *not* have to! Focus on your business. When we find anything of enduring importance, the SBI! Xpress e-zine shares that with you.

The essence of my answer explained the difference between Demand (how often surfersearch for a keyword) and Supply (how many Web pages create content for a specific term). I went on to explain how to use this information to find profitable niches, including a basic, step-by-step process.

The bottom line conclusion...

As long as you apply the human filter at the end of this process, the Supply-Demand-Profitability process is an excellent way to identify profitable niches about which to create content that ultimately turns into traffic and income.

There was an excellent reply. "Marcia" noted that the best way to get started on the road to building free Search Engine traffic is to work at "ranking highly" for the more exotic, less in-demand words.

> Yes, you will indeed first start to rank at the engines for the "easiest" keywords. Your most important ones will rank later, without tweaking if you are getting the basics right, as your site grows and its overall "off-page reputation" improves in the eyes of the SEs.

It was a super point. It's very hard for a brand new site to rank highly for tough, competitive words. But you **can** "get the traffic ball rolling" by working the fringes.

So I replied, building upon that. This time, though, and just to challenge folks into a little controversy, I lobbed a grenade into the midst of a bunch of SEO experts...

I explained why the **C** ➡ **T** ➡ **P** ➡ **M** approach of **"keep it real"** is far more effective, now and especially long-term, than SEO. In other words, SBIers were destined to outperform SEOers now, and even more in the future.

Here's a direct quote from that post...

> We choose to leapfrog "advanced, nth degree SEO" and head straight towards reality. By giving the SEs enough on-page hooks to sink their teeth into, and by otherwise PREselling with excellent content and getting some key inbound links, human visitor behavior takes over and does indeed build the off-page criteria naturally and organically.
>
> Overall, we show our users how to "engineer success" through superb content that hits the basic on-page criteria and that WOWS the human visitors. Ultimately, it is those delighted human visitors who generate all the off-page criteria (with a little help from the marketer of course, who must start the ball rolling by securing a few good inbound links). All of this to (hopefully) lead into a little controversy...
>
> I find that heavy SEO emphasis is a little like chasing the Holy Grail. The engines get steadily more and more sophisticated at reaching the ultimate goal, which is simply to recognize reality the way humans do. SEOers have to chase this increasing sophistication constantly. Instead...
>
> We choose to leapfrog the algorithm-chase and head straight to reality. And, all in all it's worked darn well for our tens of thousands of small business users. For example...
>
> My own daughter started her anguilla-beaches.com site by eating away at the edges. She started when she was 14. She didn't rank anywhere in the Top 500 for her toughest word, anguilla. As she built more and more content, got more and

> more links in from Caribbean and Anguillian sites, as people
> loved her site more and more, they naturally deliver
> off-page criteria (we can only imagine what Google must
> track -- I doubt if more than 3 people have the complete
> picture, and their NDA is probably tighter than Coke's!).
>
> The effect is like a boat with the tide coming in. For example, when
> she puts up a page about "anguilla wedding," is spidered and
> ranking in the top 10 within days. It's a slow, steady,
> tortoise-like process... but the tortoise wins in the end
> (she has averaged about an hour per week over a period of 2
> years). And the only "work" I've done with Nori is on how to
> write more effectively for the human reader ("PREselling"),
> not SEO or anything like that.
>
> At the opposite end of the spectrum, "geeks" like Marc Liron
> do the same thing, but in a bigger way as adults with more
> time and devotion and generate 15,000 pages per day at his
> updatexp.com site. Ask him what kind of advanced SEO he does
> and he'll just chuckle -- he abandoned those worries long
> ago.
>
> Now, I know I'll get banged by a lot of SEO experts who love
> chasing the zillion variables down to the 4th decimal point
> or, worse, who still love "fooling" the engines. But you're
> over-engineering and doomed to chase the engines instead of
> delivering what humans want... and THAT actually is what the
> engines want, too.
>
> We just like to keep it real.

Now... pretend you are an SEO expert and re-read that post. **It's a bit like going into a bar in Texas and saying...**

... "I can whup any Texan in here."

Talk about heading into the lion's den. I expected to get fried... blasted... toasted. Nope. I could not believe the rest of the thread...

- numbers, numbers, and more numbers

- stats about this and whether this ratio was better than that one

- "intitle: and inanchor: combined"

- everything except the number of keywords that can fit on the head of a pin!

The realization hit me like a ton of hard disks...

SEOers don't even begin to take into consideration that *humans* read the Web pages. They don't understand that it's the humans that the engines care about.

Worse, their complicated suggestions take a lot of time and energy. You'd literally waste hours determining the degree of competition, and I do mean "waste"...

1) Complexity does not lead to "exactness."

2) Create two pages of Content in the time it takes them to assess its keyword!

3) You only need a quick ballpark estimate because far more important considerations come into play (ex., your human judgment, planned positioning of the site's theme, content of the TIER 2 and 3 pages, etc.).

The total emphasis, *even at this all-important planning stage* (see **Make Your Content PREsell!** for details), was on numbers and *not* upon the intended human visitor experience. This is incredibly instructive. It leads me to these bottom-line conclusions...

1) The engines will get *smarter* and smarter at figuring out "reality."

2) SEOers will have a harder time playing "match that algorithm."

3) SBI! sites will simply do better and better because they deliver reality.

4) "It's magical-mystical how well it works." But there is solid **logic and mathematics** behind the process.

**5) SBI! sites deliver naturally and powerfully what the engines want.
SBIers,** far from being Search Engine experts, outperform SEOers!

On the surface, the effectiveness of SBI! is "almost mystical." This feeling of calm power and effectiveness has come to be known as...

7. The Tao Of SBI!

Let's pull everything together to clearly see how a simple, pure focus upon reality (relevancy and quality) builds e-business, naturally, powerfully, and even, as some would say, "mystically."

There are two basic steps to building a successful Web site and business...

STEP 1) Create great **Content**. The **"C"** of **C** ➡ **T** ➡ **P** ➡ **M** takes care of the "ON-page criteria." Your information both W-O-W-S your targeted visitor **and** gives the engines enough "hooks" to determine "first-look relevance." But mastering "on-page" is not enough anymore. So next...

STEP 2) Start rolling that snowball over the hump and down the hill by getting some good inbound links. How do you get those links?

First, create at least 20 quality content pages. It's hard to take smaller sites seriously. Let's go back to that snowball analogy -- you need to build a snowball of a decent diameter, enough size and weight, to really start it rolling down that hill.

OK, I'm stretching here. **But hey...**

   ... I'm into this snowball analogy too deep now to abandon it!

For information on securing inbound links, review the discussion in Chapter 5.

So... what have we accomplished so far? A great start!

CONTENT and LINKS... those two strong hands create the snowball and then start it rolling down the hill.

Up above, I made a reference to a "hump." This is more than just "part of the analogy." There **is** a hump.

For weeks, often months, **C** ➡ **T** ➡ **P** ➡ **M** can seem a thankless effort. You create content, content, content. Near-zero traffic. You get a few inbound links.

Nothing happens? What do you do, quit?

Nope...

   ... "Tortoise it!"

http://tortoise.sitesell.com/

You "keep on keepin' on!" Continue doing both of these. Do **not** stop. **Persevere.**

Trust the system.

Be **patient**. You are building a **long-term** business that is going to substantially alter your future. It does *not* come overnight.

So... **persist.**

More **content.** Get a few more **links**. Create a bit of buzz in a prominent forum. **Keep building your "Brand of One"** (i.e., your reputation).

And then... it happens. A trickle of traffic. Just a trickle, but it's the first sign that you are getting over the hump.

You start to win the Search Engine rankings for the **less competitive** words.

http://longtail.sitesell.com/

You gain a few, natural (i.e., unasked-for) relevant incoming links. Yes-s-s-s...

Human visitor behavior is starting to take over. So do you stop now?

No-o-o-o-o-o-o-o.

You build more and more content. Use your Analyze It! tool to get the basic on-page criteria correct (for each Specific keyword for each topical page, always).

Some of your PREsold visitors give you more inbound links, without even needing to ask! Directories start listing you. Forums discuss you. **In short...**

The off-page criteria (far more than we could ever discuss here and thankfully we don't need to) **build naturally and organically.**

You are over "The Hump."

And now... here's where the ever-growing, ever-accelerating snowball analogy really starts to fit! The Search Engines "see" how frequently your site changes. They return more often. They spider your new content pages faster and faster.

> Remember those engines that can *ONLY* find you via inbound links? Well, once they've found you, they follow the same behavior.

Of course, as you build more and more content, and rank higher and higher for more and more pages, your visitor count keeps growing. **It's important to keep your PREselling content at a high level...**

That PREselling (" ⬛ P") is vital for human behavior to powerfully and naturally create all the off-page criteria. **No manipulation involved...**

Your PREsold visitors merely behave naturally. The engines measure their "judgmental behavior" by tracking more off-page criteria than we could ever imagine! And you do not have to meddle in those criteria at all...

One who wins the world does so by not meddling with it.
One who meddles with the world loses it.

Lao-Tzu (604 BC - 531 BC)
Tao te Ching

As your excellent PREselling content increases, you receive yet more inbound links, naturally and without asking for them. That, and other off-page criteria, raise the overall credibility of your site. You find pages that never ranked for their specific keywords start ranking in the Top 30, then in the Top 10... **without** tweaking them.

Wow! Life is good. Now you can stop, right? You know what I'm going to say by now... Don't stop. Why should you? You know and love your material.

Have a blast!

Keep building content, content, and more content. Get the on-page criteria "roughly right." And round and round and round it goes... building all along the way.

> Most people don't realize that I'd rather be my own customer than the head of SiteSell. I love what I do, but the responsibilities are enormous. I'd rather be building an SBI! business.

My advice? ***Never*** stop. You **can** slow down once your site is well-established. After all, it does get easier and easier (but never "easy"), regardless of what kind of business you have. Take 2 months off and your site will still be there, growing and earning for you on auto-pilot (one of the advantages of being an infopreneur!).

Of course, if you sell hard goods, you'll need someone around for customer support... unless you take your laptop on vacation (something I refuse to do!).

Once over the hump, the ease with which your site flourishes is what creates that magical-mystical feeling. It's what I call...

 "The Tao of C ➡ **T** ➡ **P** ➡ **M"**

"Tao? C'mon Ken!"

I hate to get "zen"/"Star Wars-y" about it, but you will seriously feel a force with you. It's because your site is real/relevant and good (the reality that SEs seek).

PREsold humans just naturally build all the off-page criteria for you. As the engines consider you as more and more of an authority, you will start ranking higher and

higher for more and more of your keywords at more and more of your pages. The traffic increases, which means more delighted visitors.

And growing traffic means even more off-page criteria are "delivered" by those happy humans, through natural, normal human online behavior. These off-page criteria basically reflect how humans respond to your site. Your portfolio of inbound links is merely **one of many** off-page criteria.

> SEOers seem to forget that inbound links are just one of many off-page criteria. They spend inordinate amounts of time on this single criterion. This is likely for three reasons...
>
> 1) It's simple and controllable -- you can do something
>
> 2) It's measurable -- long live "Google PR"!
>
> 3) There is even complicated, expensive software to help boost your links.
>
> Wow! Talk about an irresistible combination for SEOers.
>
> Bottom line? Once you have a solid link program in place, all this fine-tuning represents time better spent on Content. You do not need any fancy, expensive software. You certainly do not need to do anything at all, just for the engines.
>
> Do not fall into this SEO trap.

Please don't think that I am saying that inbound links are not important. They are. But there is no need to go overboard.

It's relatively easy to get started with a few important, relevant inbound links. *That* gets this whole snowball rolling! Here is the key long-term point...

If you PREsell with great content, you don't have to manipulate all those off-page criteria (**not** possible in any event). All the good off-page criteria happen because of visitor satisfaction. *That* is why SBI! sites succeed *way more than others.*

When it happens, you will be astounded. You will scream, "it works." See the Case Studies site to see what I mean...

http://case-studies.sitesell.com/

After a while, you realize that SBI! delivers *more* than targeted traffic. And even *more* than "success." Much more. Every "e-box" of SBI! comes with a free special prize inside...

http://specialprize.sitesell.com/

Yes, you could "do" **Content** ➡ **Traffic** ➡ **PREsell** ➡ **Monetize** without using SBI!. As you have seen, there is more than enough useful content on the family of SiteSell sites to show you how to do it...

http://www.sitesell.com/sitemap.html

So you certainly *could* **"do C ➡ T ➡ P ➡ M"** on your own. But, as you have recognized, why in the world would you want to? No other small business service comes close to offering the process, tools, and the sheer monetary value.

And let me blow our (SBIers *and* SiteSell) collective horn a bit...

No one "gets" the process like we do. SiteSell constantly pushes the envelope, helping SBIers to do better and better. And SBIers in turn *help-and-be-helped* to push even farther...

The SBI! Forums are the most motivated, high-signal-to-noise business forums in the world. Closed and private, they are busier than any public forum, populated only by SBIers... serious, non-anonymous, small business people.

Log in to the password-protected Forums, if you are an SBIer...

http://forums.sitesell.com/

Bottom line? There is no better way to execute **C ➡ T ➡ P ➡ M.**

"What about when a major new technology comes in, say full Artificial Intelligence? What will happen?"

Great question! Here's what will happen...

SEOers will wring their hands in panic, grief, rage. They've done so for years, whenever a major algorithm change happens. But the reality is that the engines do not owe ***anyone*** a living. If anything, even the "good" SEOers are an annoyance because they do ***not*** deliver what the engines seek... relevance ***AND*** quality.

SBIers, though, will clap their hands in glee. Hey! The advantage is bigger! Here's why...

The closer the engines come to accurately assessing reality (relevance *and* quality), the better SBIers will do, especially when compared to the mechanical, mimicking world of SEOers.

The collective power of many well-written pages (that please the human *and* the SE) is followed by positive off-page human behavior (delivering the "off-page criteria"). The combination builds overwhelming momentum, and feeds upon itself in a positive loop that continues the growth.

Why?

You know that answer by now.

Because SBI! sites *are* REALITY.

Let's borrow a famous slogan for a moment and apply it to your SBI! site...

 ... "Engineered Like No Other Site In the World"

SBI! "engineers success" through superb content that hits the basic on-page criteria and that W-O-W-S the human visitors. Ultimately, those delighted human visitors generate more and more off-page criteria that engines detect and measure.

The effect upon the Search Engines is **like a boat with a strong tide coming in.** The **competition?**

 Tide's out.

Your site rankings and traffic go up, up, up. More links and off-page criteria.   More content and better rankings. Round and round it goes. And it does all this *without* manipulating the engines...

Instead of chasing the "SEO Holy Grail" and trying to mimic reality by constantly jiggling Search Engine algorithms, you simply build, build, build Content.

That Content sets the whole C ➡ T ➡ P ➡ M process in motion.

SEO has always been **short-sighted...**

 It's a treadmill.

I know because I've been there, done that and sold over $1 million of software, as a solo entrepreneur, before "e-commerce" was even a proven viable concept. But I also got tired of "playing the game."

I realized that the engines are not "in hot pursuit of SEOers, good or bad." Yes, they do have to protect themselves against whatever the latest "trick" might be -- but the mid-term picture is that they will blow SEOers away simply because **they get relentlessly better at recognizing reality.**

Let me repeat that because it is such a key concept, and so many seem to miss this point. They fall into the trap of SEO'ing instead of building their business...

The engines continuously become more and more sophisticated. Their ultimate goal is simply to **recognize reality (relevant *and* good sites)** the way humans do (no easy task!). SEOers have to chase this increasing sophistication constantly. Instead...

SBIers leapfrog the algorithm-chasers and head straight to reality. Tens of thousands of small businesses use SBI! extremely effectively... far more effectively than SEOers and than any other small business.

No other service comes close to delivering success. We prove it, too. No one else does... and they would if they could...

http://proof.sitesell.com/

From teen-age girls like my daughter (anguilla-beaches.com) to uber-geeks like Marc Liron of updatexp.com, SBIers do not worry about all the "advanced SEO voodoo." They abandoned those worries long ago.

You merely go about building your business through content. SBI!'s building, optimizing, background-automated, and special-function tools do all the rest.

If you follow the Site Build It! Action Guide (written or video versions), if you use SBI!'s integrated tools to execute **C ➡ T ➡ P ➡ M**, if you persevere through and over the hump by building more Content and securing some inbound links, that "traffic trickle" will indeed start.

Each of those "ifs" is totally do-able. Each is within your power. And when that snowball starts growing magnificently, **the build** is indeed a wonderful feeling. Your confidence soars. Your motivation triples. But do not get over-confident...

Stay focused. Keep building content. Do you know what your chance of failure is by now? I apologize in advance for **taking the analogy one step too far...**

... yup, the proverbial snowball's chance in you-know-where!

You are well on your way to evergrowing-snowballing success! And you know it.

Of course, it is not *just* about traffic. Notice that the **"T"** is merely the second letter in **C ➡ T ➡ P ➡ M.**

While SBIers build traffic more effectively more than SEOers, we still haven't reached the real bottom-bottom line. *Your* content **PREsells** through the delivery of superb and relevant information.

SEOers overlook this all-important point. Even if they rank #1 for a certain keyword, **what happens when that visitor arrives?** She reads sub-par content that, at worst, is gibberish since it was "built for an algorithm." At best, she receives material from a brochure that has been "SEO'd"...

No spark. No passion. No sale.

However, **reality shines through. *Your* visitor recognizes it.**

And that is where PREselling steps up to the plate and hits a homerun. SBIers build raving fans...

PREsold visitors. In other words, each SBIer builds...

A Brand of One

Unless you are Amazon and already have a brand, "Brand of One" is critical. It makes the final step, **Monetization,** so easy. And, at the end of the day, it *is* all about the final step of **M**onetization. And that is where SBI! excels...

The entire **C** ➡ **T** ➡ **P** process **ultimately aims at the final step...**

➡ **M**

Unlike algorithm-chasers, who may generate some short-lived, non-PREsold traffic, SBIers' #1 goal is to OVERdeliver great Content that PREsells. The "**M"** of **Monetization** becomes the easiest part.

> Ever noticed the difference between a PGA pro golfer and your local amateur who thinks he's pretty good? The pros make it look so easy. It's not, but they have the proper technique... combine that with practice and the results are excellent.
>
> SBIers make it look so easy. You have the right technique, **C** ➡ **T** ➡ **P** ➡ **M**, and you do the work. The good news is all the work is business-related since SBI! makes all the other barriers (tech, SEs, etc., etc.) disappear.
>
> http://videotour.sitesell.com/

Yes, **C** ➡ **T** ➡ **P** ➡ **M** results *are* almost mystical. That tide-rising *is* an amazing feeling. But we are all a bit too-left brained to accept that as the basis for success. So let's get hard-left-brained-analytical as we wrap up this booklet.

The Internet is merely the world's most sophisticated, interconnected database. And, at the end of the day, it all boils down to bits and bytes, 0s and 1s.

SBIers consistently give the engines enough on-page criteria to handle relevance (the *first* half of reality). You have the two key tools (Analyze It! and Rank Report) to provide the end-point of when "enough is enough."

After that... humans see the interface and the words. They like what they see. So their behavior takes care of the off-page criteria.

Those off-page criteria are incredibly complicated. They will only get more so, and they are increasingly important to the engines to determine content quality (the *second* half of reality).

The rest is "just math." Incredibly **complicated math, yes...**

... math for the "triple-thick-glasses and pocket-protector" crew.

But that's OK because we don't need to figure the math out. Let the SEOers play that game. They will only fall ever-farther behind.

With **C** ➡ **T** ➡ **P** ➡ **M**... it's E-business Success. Simple. Real.

Start the ever-building snowball careening downhill. Once you do that, Content and visitor reaction feed all off-page criteria (including inbound links), which feed more Traffic, which builds more off-page criteria, while you keep building more Content. All that great content PREsells visitors, delivering more off-page criteria and leading to Monetization...

C ➡ **T** ➡ **P** ➡ **M...** round and round it goes.

You focus on what counts. SEOers tweak and tinker endlessly.

You keep it real. SEOers mimic reality.

You keep it simple. SEO could not be more complicated.

"Keep it real. Provide what people want."

Yes, basic business rules hold true, even in this third millennium. When you think about it *that* way, doing business has not really changed, even on the Net. Site Build It! merely illuminates the **C** ➡ **T** ➡ **P** ➡ **M** process and provides all the tools to execute it, flawlessly.

The Tao of SBI! takes it the rest of the way. And as the engines get smarter, SBI! sites will widen the "results gap" into a chasm between themselves and SEOers (and all other small business sites)... naturally and powerfully.

Let's close by paraphrasing both modern-day Einstein ("Nothing happens until something moves") **and** Lao-Tzu (from the ancient *Tao te Ching*)...

Content makes C ➡ *T* ➡ *P* ➡ *M move.*
Keep it real. Keep it good.
Keep it simple. Make it happen.
You too can "win your world."

The Tao of SBI!