

# Decrypting Google

**Your Guide To What  
Works And What  
Doesn't In This Post-  
Panda, Post-Penguin  
SEO World**



# Introduction

Hello guys,

It's Radu Hahaianu here and in this quick report I'm going to tell you **exactly** what Google is looking for in a website nowadays.

Unless you've been living under a rock since 2011 when the original Panda update hit, you probably know that the way we used to build our websites is no longer valid. Having a poor micro niche with an exact match domain and just 2-5 articles is no longer a good business model.

Even worse, since 2012, Penguin was released, and a lot of the backlinks that used to work before that time are no longer useful and can actually hurt your website.

This short report is aimed at teaching you why the past Google updates are actually a good thing, how you can profit for them and what exactly you need to do in order to stay relevant and have a prospering website.

# The Problem...

If you want a passive online income for years to come, with little to no work from your side, building and monetizing niche websites is one of your best options. No doubt about that!

That's because everyday people are searching for solutions to their problems on Google and desperately click on ads that present them with that "quick fix". It's a virtual goldmine to say the least, and it's getting better with every click.

And it's not just AdSense you can use to make money passively. You can sell products through affiliate links, Amazon eBooks and more!

However, 90% of people who are building niche sites have been using them completely the wrong way... and as a result a lot of people are skeptical about niche sites even working. So they keep asking this question to themselves... **is SEO dead?**

**Let me tell you right now: SEO is Alive and Kicking!**

The past Google updates are actually a good thing for you and your business: they leveled the playing field, so it's now easier for you to compete and get ahead of the crowd, if you have the right tools and knowledge.

But there's so much bad information on forums that you don't even know where to start from. And if you were to trust SEO providers that promise you the magic bullet for #1 rankings, you'd be out of thousands of dollars before you even realize it!

What if I took you by the hand and showed you exactly all that is to building a successful, authority niche website that would last through every Google update?

**Read on...**

# **...The Solution!**

You can finally say no to 50+ page eBooks filled with fluff you'd never use, or to that \$197 SEO service that will do nothing but take your money away.

Here's how you can build an authority website in just 3 simple steps:

## **Step 1 - Niche Research**

This step is very important, as picking the right niche can make or break the success of your website. Make sure the niche you pick has a lot of potential buyers who are eager to learn more!

You'd need a brandable domain name that is easy to remember. EMDs (Exact match domains) no longer work and can actually hurt your rankings!

## **Step 2 - Building The Website**

Once you pick your niche carefully (and do your research!) it's time to build your website. However, it's no longer as simple as putting 2-3 articles and hope they'll rank.

You need a clear strategy.

Make sure your website has Google Analytics and Webmaster tools integrated, they will be a great source in getting keyword information.

If you want to know what your audience is interested in, check out some of the top ranking websites within your niche. You'll get plenty of ideas for categories and new articles and content.

Harvest and build a list of keywords that you can use to write articles about. You can do that by using the Google Adwords keyword tool.

There's a few factors to take into consideration when deciding what keywords make great articles, but the most important one is common sense.

Check the list of fresh harvested keywords and pick a few that look interesting to you. Check the top 10 rankings for that keyword. If there's at least 1 website in there that doesn't look professionally made, then I'd say go for it!

When writing the content, it's paramount that you have an appealing headline. Make sure your keyword density is around 0%-1,5% and that you're correctly using the H1-H3 header tags.

Use internal linking whenever possible, but most importantly, post regularly!

### **What about content length?**

A few years ago, the concept that 500 words is all you need was floating around like the plague. Let me tell you this: if you're planning on having every piece of content the exact

(or close) amount of words (be it 500, 700, 1000, etc.) you're going to have a bad time!

You should definitely ignore your word count. Just write as much as you feel you should. This way you'll create natural diversity with your content, exactly the way it should be. Don't have all articles with the same word count - it will raise a red flag!

### **Step 3 - Website Promotion**

Finally, now that we have a web asset that respects all Google guidelines for on-page optimization, it's time to look at off-page promotions.

Keep in mind that automated backlinks no longer work (especially for your tier 1) so don't use them!

However, video backlinks are a great way to build some quality SEO juice and even traffic, if your video gets viral.

A few other backlinks that really work nowadays are ones from PDF sharing sites, Press Releases, Infographics and even Podcasts!

However, I'd say that guest posting is by far the single, most important backlink you could get. Although it may be hard to get them, they're worth it!

Another thing you should do is develop a Facebook page or community, which you can use to direct traffic to your articles. Nobody can predict what Google will do in the future, so having your raving fan base to fall back on in case something happens is a good thing!

# Conclusion

Hopefully I've helped you better understand how you should build your websites from now on.

Remember that it's really important to build quality, and that should reflect in your website (layout, content) as well as backlinks (the higher the quality, the better).

Talk to you soon,

Radu Hahaianu

P.S. Make sure you check my future emails, I have a huge surprise for you!