

# Tyba

## Search Engine Optimization Report



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Tyba SEO Report

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## Introduction

One of the greatest marketing tools nowadays must be Search Engine Optimization (SEO). SEO can be defined as the process of improving the visibility of a website in search engines like Google or Yahoo via the unpaid and organic search results. It is free and it doesn't appear to potential clients as something that is pushed onto them like aggressive advertising. SEO can be used for multiple purposes: Google AdSense advertisements, affiliate marketing, persuading people to join communities or to sell own products. This report will focus on informing and persuading potential customers, since this is the most relevant for Tyba. The purpose is to make progress in the search engine listings, so that more potential clients will be exposed to Tyba.

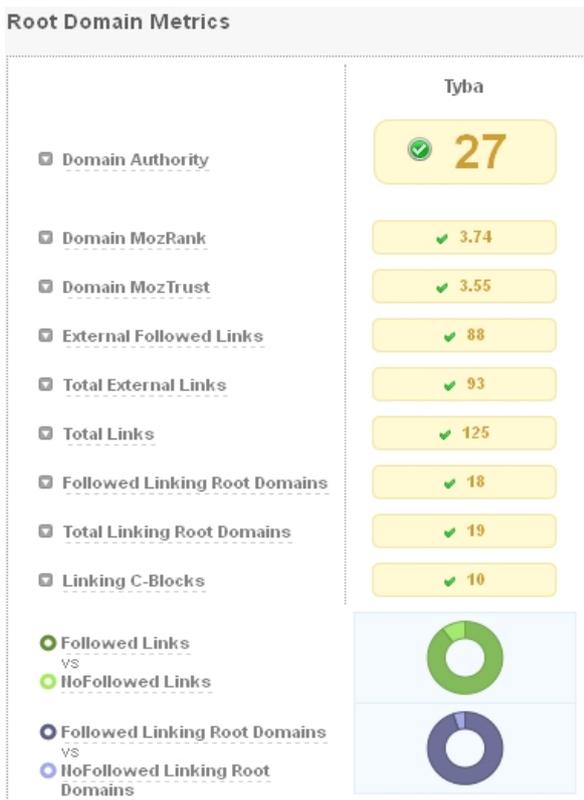
## A Look under the Hood of Tyba.com

First of all, let's analyze the current SEO metrics of Tyba.com/.

Link metrics for the page <http://tyba.com/>

Page Authority	Domain Authority	Linking Root Domains	Total Links
37/100	27/100	19	35

Deducing from the metrics shown in the image above, the Tyba homepage has a relatively high Page Authority for its low number of backlinks. This implies that the current backlinks that point to Tyba.com/ are relatively strong. Nonetheless, a Page Authority of 37 and a Domain Authority of 27 are not very impressive. This should not come as a surprise as Tyba has performed no SEO efforts in the past, and thus the situation can easily be improved when more attention is paid to this area of online marketing.



The image to the left shows more detailed information about the whole domain instead of just the homepage. The number of total links is higher here, because the backlinks to the whole domain are counted, not only the links which point to the homepage, Tyba.com/. From the 93 total external links, 88 are DoFollow links, which means that these backlinks are counted by Google. Only 5 backlinks are NoFollow. This can hinder high rankings of Tyba.com/, because such a high ratio appears unnatural to Google.

All in all, it can be concluded that Tyba should build much more backlinks in order to improve website authority. Furthermore, more variation should be applied between DoFollow and NoFollow backlinks.



One of the most important SEO measures is PageRank. Google PageRank is one of the methods Google uses to determine a page's relevance or importance. Important pages receive a higher PageRank and are more likely to appear at the top of the search results. Google PageRank is a measure from 0-10. The more high quality backlinks, the higher Google PageRank will be.

Tyba currently has a PageRank of 2. This is certainly not bad for a site that does not have a lot of backlinks. Alexa Rank measures how much a website is visited. The lower the rank, the more visitors the website receives. Tyba should strive to have this number under 100,000.

## Keyword Research

The first step to gain more potential clients via Google is solid keyword research. This can be done by brainstorming what a customer of Tyba would type into the Google search bar. The ideas that come out of the brainstorming session are inserted into the Google Keyword Tool. The Google Keyword Tool then returns thousands of terms that are somewhat related to the primary search phrase. In order to cut the wheat from the chaff, the following criteria have been applied to filter the most suitable keywords for Tyba to target:

- Relevancy  
Sometimes the tool delivers random or loosely related phrases like: 'Justin Bieber Lyrics.' Needless to say, we do not want to include such keywords in our campaign.
- Intent behind the search.  
Goes a little bit deeper than the first criterion. Looks more at the psychology aspect of search engine optimization. What is the person, typing this phrase into Google, really looking for? Moreover, what is his or her motive for performing this search. For example, someone searching for 'Funny Cat Pictures' is less likely to engage in consumption than a person that types in 'How to Get Rid of Acne.'
- Monthly Exact Worldwide Searches:  $X \geq 400$   
Ranking for a keyword in Google requires effort and time. We do not want to spend our precious time on ranking for keywords that almost nobody searches for. On the other hand, we also do not want to target phrases that are searched for more than a million times per month, since these keywords will be almost impossible to rank for due to strong competition.

After the selection criteria had been applied, a few thousand keywords were reduced to 40. In order to gain a better overview of these keywords, they were chunked into 5 categories.

- 1) Reputation (Management)
- 2) Personal Branding/Marketing
- 3) Personal Website
- 4) Personal Portfolio
- 5) Online Resume/CV

Group 1: Reputation (Management)	Monthly Exact Worldwide Searches	Competition
Online Reputation	2900	High
Reputation Online	590	High
Online Reputation Management	9900	High
Reputation Management	18100	Medium
Reputation Management Services	1600	High
Online Reputation Management Services	1000	High
Online Reputation Management Tools	880	High
Search Engine Reputation Management	880	High
Reputation Management Company	720	Medium
Google Reputation Management	<u>480</u>	High
Sum Total Exact Worldwide Searches/Month	<b>37050</b>	

Group 2: Personal Branding/Marketing	Monthly Exact Worldwide Searches	Competition
Personal Branding	12100	Low
Personal Brand	1900	Low
Self Marketing	1000	Low
Branding Yourself	1900	Low
Self Branding	<u>1000</u>	Low
Sum Total Exact Worldwide Searches/Month	<b>17900</b>	

Group 3: Personal Website	Monthly Exact Worldwide Searches	Competition
Personal Website	8100	Medium
Personal Websites	4400	Medium
Best Personal Websites	880	Low
Personal Website Template	1000	Medium
Personal Website Design	<u>590</u>	High
Sum Total Exact Worldwide Searches/Month	<b>14970</b>	

Group 4: Personal Portfolio	Monthly Exact Worldwide Searches	Competition
Personal Portfolio	1900	Low
Personal Portfolio Websites	590	High
Portfolio Personal	5400	Low
Best Portfolio Websites	1900	Low
Online Portfolio Websites	590	High
Online Portfolio Sites	1000	High
Online Portfolio	12000	Medium
Portfolio Websites	8100	High
Portfolio Website	5400	Medium
Portfolio Website Templates	<u>1000</u>	Medium
Sum Total Exact Worldwide Searches/Month	<b>37880</b>	

Group 5: Online Resume/CV	Monthly Exact Worldwide Searches	Competition
Online Resume	8100	Medium
Online Resumes	1000	High
Resume Online	1900	High
Resumes Online	1300	High
Online CV	3600	Medium
Curriculum Vitae Online	1900	Low
Resume Website	1900	Low
Resume Websites	480	Medium
Post Resume	1300	Medium
CV Website	<u>480</u>	Low
	<b>21960</b>	

### Competition

After the Google Keyword Tool returns the most relevant phrases, these keywords are inserted into a program called SEOmoz Keyword Difficulty Tool in order to assess if it is possible to rank for the keyword. Another useful way of measuring competition is using the SEOquake Toolbar in Firefox. Both methods were used in conjunction in order to gain a clear picture of competition. In order to explain how these tools work, an example for the keyword ‘Reputation Management Services’ is elaborated below.

### SEOMoz Keyword Difficulty Tool

Rank	Search Result	Page Authority	Page Linking Root Domains	Domain Authority	Root Domain Linking Root Domains
1	<b>Do Reputation Management Services Work?</b> Businessweel <a href="http://www.businessweek.com/stories/2008-04-30/do-rej">http://www.businessweek.com/stories/2008-04-30/do-rej</a>	1	0	98	183,511
2	<b>Online Reputation Management   Services - ReputationChar</b> <a href="http://www.reputationchanger.com/">http://www.reputationchanger.com/</a>	60	200	52	205
3	<b>Online Reputation Management Services that work</b> <a href="http://www.reputationhawk.com/">http://www.reputationhawk.com/</a>	54	260	45	288
4	<b>Our Services - Reputation Management</b> <a href="http://www.reputationmanagementllc.com/services.html">http://www.reputationmanagementllc.com/services.html</a>	39	38	42	731
5	<b>Reputation Management   Reviews   Brand Management Se</b> <a href="http://gadook.com/reputation-management/">http://gadook.com/reputation-management/</a>	48	94	40	222
6	<b>Online Reputation Management Services :: Effective Public</b> <a href="http://www.reputationmanagementauthority.com/">http://www.reputationmanagementauthority.com/</a>	41	57	30	144
7	<b>Online Reputation Management Services by McKremie</b> <a href="http://www.mckremie.com/reputation_management.php">http://www.mckremie.com/reputation_management.php</a>	42	5	50	335
8	<b>Corporate Reputation Management - Internet Libel Defama</b> <a href="http://www.rexofield.com/">http://www.rexofield.com/</a>	52	204	43	281
9	<b>Reputation Management   Personal - Business - Online - SE</b> <a href="http://pageclub.com/online-reputation-management/">http://pageclub.com/online-reputation-management/</a>	35	9	33	48
10	<b>Reputation Management   Reputation Management Service</b> <a href="http://www.titleseo.com/reputation-management-service">http://www.titleseo.com/reputation-management-service</a>	38	8	46	559

The statistics are divided into *page specific attributes*, indicating the strength of the individual page that ranks in the search engines for a certain phrase phrase, and *domain*

*specific attributes*, which measures strength of the competing website as a whole. The higher the number displayed in the box, or the darker its colour is, the stronger the competitor in question is.

The pages that are ranking for this search phrase are relatively weak. However, some of the domains have much authority in Google's eyes, especially Business Week. All in all, it would be feasible to rank top 5 for this keyword in the short term. The number 1 position can only be gained in the long term, think about a range of 2-3 years of concentrated SEO efforts.

## SEOquake Toolbar

### 1. [Do Reputation Management Services Work?Businessweek ...](#)

[www.businessweek.com/.../do-reputation-management-services-work...](http://www.businessweek.com/.../do-reputation-management-services-work...)

Small Business. Do **Reputation Management Services** Work?Businessweek - Business News, Stock Market & Financial Advice. By John Tozzi on April 30, 2008 ...

SEOquake | PR: 0 | I: 1,670,000 | L: 0 | LD: 18092576 | I: 803,000 | Rank: 749 | Age: oktober 19, 1996 | whois | source | Sitemap: no | Rank: 382 | Price: 5186719 | ?

### 2. [Online Reputation Management | Services - ReputationChanger.com](#)

[www.reputationchanger.com/](http://www.reputationchanger.com/)

by Cliff Stein - in 205 Google+ circles - More by Cliff Stein

ReputationChanger.com has grown to be the world's best comprehensive online **reputation management** company.

SEOquake | PR: 2 | I: 68 | L: 30 | LD: 38 | I: 93 | Rank: 148604 | Age: september 19, 2010 | whois | source | Sitemap: yes | Rank: 199141 | Price: 26474 | ?

### 3. [Online Reputation Management Services that work](#)

[www.reputationhawk.com/](http://www.reputationhawk.com/)

Recent client testimonial. I wish I would have contacted you 3 months ago when my problem first started! You have taken a thorn in my side, and moved it ...

SEOquake | PR: 4 | I: 65 | L: 1107 | LD: 2016 | I: 12 | Rank: 903738 | Age: juni 20, 2007 | whois | source | Sitemap: no | Rank: 436782 | Price: 9010 | ?

### 4. [Reputation Management | Reviews | Brand Management Services](#)

[gadook.com/reputation-management/](http://gadook.com/reputation-management/)

by David Daniels - in 472 Google+ circles - More by David Daniels

**Reputation Management Services** are critical when considering fiscal implications. Our Brand Management Services and Reputation Management Reviews ...

SEOquake | PR: 0 | I: 5,320 | L: 0 | LD: 187 | I: 467 | Rank: 495056 | Age: oktober 28, 2005 | whois | source | Sitemap: yes | Rank: 1751582 | Price: 887 | ?

### 5. [Our Services - Reputation Management](#)

[www.reputationmanagementllc.com/services.html](http://www.reputationmanagementllc.com/services.html)

**Reputation Management Services** help you protect your online reputation on search engines. Call Reputation management llc today to hear about our services.

SEOquake | PR: 1 | I: 18,700 | L: 5 | LD: 59 | I: 27 | Rank: 608088 | Age: mei 4, 2009 | whois | source | Sitemap: wait... | Rank: 222354 | Price: 32107 | ?

As you can see, the results from the SEOquake Toolbar differ a little bit from the data provided by SEOmoz. The top 3 results are the same in both tools, however, ReputationManagementLLC.com ranks a place lower in the SEOquake tool, while Gadook.com ranks one spot higher. This difference is mainly due to where on the world the search is performed, among other factors. Therefore, it is recommendable to use a wide array of tools for competitor analysis and to process the results with common sense, before making any conclusions. A wrong conclusion based on faulty competitor analysis can cost weeks of hard work, simply because the keyword is unrankable in practice, due to strong competition.

One important metric the SEOquake Toolbar shows is PageRank. PageRank is a relatively easy and intuitive indicator of how strong your competitor is. SEOquake also shows exact age of a site, one of the greatest SEO factors in Google's eyes. The older the website is, the

stronger its position search engines tend to be. The number one result, Business Week, has a low PageRank (0). The only reason why this page ranks so high, is the strong authority and age of the domain itself.

Number 2, ReputationChanger.com, has a low Pagerank (2) and moreover, a low backlink count and overall domain authority. Tyba.com/ currently already has a PageRank of 2, and with some SEO efforts, could definitely take the second place over from this website. The only disadvantage Tyba.com/ has compared to ReputationChanger.com, is the fact that this competitor has the phrase ‘Reputation’ in its domain name. Although, importance of domain name has declined significantly over the years, it is still a factor Google pays some attention to when considering relevance of a page. The word ‘Tyba,’ on first sight, has nothing to do with reputation management and, therefore more effort has to be exerted, relative to the competitor, to overcome this disadvantage. This applies to all keywords and SEO efforts of Tyba.com.

ReputationHawk.com, which takes up the third spot, is stronger than ReputationChanger.com concerning PageRank and Age, but still ranks lower because ReputationChanger.com has more backlinks towards this specific page with the specific anchor text ‘Reputation Management Services.’

**Spying on Competitors with: SEMRush**

One of the greatest tools in the industry of internet marketing is SEMRush. This service makes it possible to see what keywords competitors in the search engine listings are targeting. Basically, it allows you to spy on competitors SEO operations. In the following, a few (in)direct competitors of Tyba will be thoroughly analyzed for the keywords they target, which position they have in the listing for that specific keyword and the amount of traffic per month that searches these specific phrases.

**ReputationHawk.com**

Reputation Hawk was one of the first companies to begin specializing in suppressing unwanted search results during the spring of 2007.

Keyword	Pos	Δ Volume	CPC	URL	Traffic %	Costs %	Com.	Results	Trend
<a href="#">online reputation management services</a>	1 (1)	480	16.59	<a href="#">reputationhawk.com/</a>	31.56	41.53	0.86	5,550,000	
<a href="#">reputation management services</a>	3 (3)	880	16.70	<a href="#">reputationhawk.com/</a>	11.08	14.67	0.82	50,100,000	
<a href="#">internet defamation</a>	2 (2)	320	6.95	<a href="#">reputationhawk.com/...tion.html</a>	5.82	3.20	0.88	8,090,000	
<a href="#">internet reputation</a>	3 (4)	320	10.00	<a href="#">reputationhawk.com/</a>	4.02	3.19	0.94	381,000,000	
<a href="#">defamation of character</a>	18 (9)	8,100	1.45	<a href="#">reputationhawk.com/...tion.html</a>	3.39	0.39	0.15	499,000	
<a href="#">google reputation management</a>	3 (4)	260	15.80	<a href="#">reputationhawk.com/...ival.html</a>	3.27	4.10	0.94	29,200,000	
<a href="#">google reputation management</a>	4	260	15.80	<a href="#">reputationhawk.com/...ment.html</a>	2.54	3.19	0.94	29,200,000	
<a href="#">internet slander</a>	2 (4)	140	7.58	<a href="#">reputationhawk.com/...tion.html</a>	2.54	1.53	0.95	925,000	
<a href="#">reputation management service</a>	2 (2)	140	17.71	<a href="#">reputationhawk.com/</a>	2.54	3.57	0.97	68,900,000	
<a href="#">reputation hawk</a>	1 (1)	36	5.63	<a href="#">reputationhawk.com/</a>	2.36	1.05	0.34	12,800,000	

Although, ReputationHawk.com does not offer the exact same service as Tyba, it can be argued that both companies are vying for the same type of customer. ReputationHawk’s

website is somewhat strong with a PageRank 4, and already ranks pretty high for keywords found in the keyword research section earlier in this report. The main difference is that ReputationHawk.com is clearly focusing on sound SEO and they have more content on their website than Tyba. However, with a few months of SEO, Tyba could definitely catch up on this competitor and achieve higher rankings for keywords like ‘Reputation Management Service’.

### CarbonMade.com

Running since February 2006, Carbonmade is a web 2.0 online folio hosting solution produced by a group called nterface Apps and as of writing their site contains over 506,958 folios in over 45 categories.

Keyword	Pos	Δ Volume	CPC	URL	Traffic %	Costs %	Com.	Results	Trend
<a href="#">carbonmade</a>	1 (1)	5,400	0.10	<a href="#">carbonmade.com/</a>	14.80	1.13	0.00	5,880,000	
<a href="#">online portfolio</a>	1 (1)	4,400	1.78	<a href="#">carbonmade.com/</a>	12.06	16.45	0.90	342,000,000	
<a href="#">grimes</a>	11 (11)	18,100	0.49	<a href="#">claireboucher.carbonmade.com/</a>	4.96	1.86	0.00	11,400,000	
<a href="#">carbonmade</a>	2 (2)	5,400	0.10	<a href="#">carbonmade.com/signin</a>	4.09	0.31	0.00	5,880,000	
<a href="#">free portfolio website</a>	1 (1)	1,000	1.92	<a href="#">carbonmade.com/</a>	2.74	4.03	0.95	116,000,000	
<a href="#">free online portfolio</a>	1 (1)	1,000	1.73	<a href="#">carbonmade.com/</a>	2.74	3.63	0.70	19,300,000	
<a href="#">carbon.made</a>	1 (1)	1,000	0.10	<a href="#">carbonmade.com/</a>	2.74	0.21	0.02	25,900,000	
<a href="#">online portfolio sites</a>	1 (1)	720	2.22	<a href="#">carbonmade.com/</a>	1.97	3.35	0.94	83,200,000	
<a href="#">online portfolios</a>	1 (1)	720	2.13	<a href="#">carbonmade.com/</a>	1.97	3.22	0.87	6,700,000	
<a href="#">carbonmade.com</a>	1 (1)	590	6.95	<a href="#">carbonmade.com/</a>	1.61	8.61	0.20	3,980,000	

Like Tyba, CarbonMade.com emphasizes ease of use and that no HTML or programming skills are required to run the product they are providing. The main distinction between the two firms is that Tyba aims to service the high-profile student and professor segment of the population, while CarbonMade.com tries to capture the attention of professionals operating in creative industries, like photography. With a PageRank of 5 and relatively high authority according to SEOmoz, CarbonMade.com is definitely a stronger player than ReputationHawk.com. CarbonMade.com should function as rolemodel for Tyba concerning SEO, since they rank first place for many of the keywords they target and the company has a comparable zeal and spirit as Tyba. With hard work and patience, Tyba could definitely become bigger than CarbonMade.com, in terms of userbase and visitor count, since the design and functionality of the websites they are offering is inferior to Tyba.

### VisualCV.com

More than just a resume. (Almost the same slogan as showed on the Tyba homepage). Before VisualCV there was no place online for professionals to create an internet based resume, build and manage an online career portfolio and securely share professional qualifications with employers, customers and colleagues.

With VisualCV, you can do all of this in the same place.

Keyword	Pos	Δ Volume	CPC	URL	Traffic %	Costs %	Com.	Results	Trend
<a href="#">online.resume</a>	1 (2)	4,400	0.54	<a href="https://visualcv.com/">visualcv.com/</a>	28.68	21.03	0.74	229,000,000	
<a href="#">resume.examples</a>	13 (9)	110,000	0.48	<a href="https://visualcv.com/examples">visualcv.com/examples</a>	13.73	8.95	0.35	23,600,000	
<a href="#">visual.cv</a>	1 (1)	1,300	0.10	<a href="https://visualcv.com/">visualcv.com/</a>	8.47	1.15	0.02	86,700,000	
<a href="#">visualcv</a>	1 (1)	880	0.10	<a href="https://visualcv.com/">visualcv.com/</a>	5.73	0.77	0.00	404,000	
<a href="#">visual.resume</a>	1 (1)	720	1.00	<a href="https://visualcv.com/">visualcv.com/</a>	4.69	6.37	0.08	64,200,000	
<a href="#">jason.colodne</a>	1 (1)	390	0.10	<a href="https://visualcv.com/jasoncolodne">visualcv.com/jasoncolodne</a>	2.54	0.34	0.00	3,000	
<a href="#">visual.cv</a>	2 (2)	1,300	0.10	<a href="https://visualcv.com/login">visualcv.com/login</a>	2.34	0.31	0.02	86,700,000	
<a href="#">hanks.fine.furniture</a>	10	5,400	0.79	<a href="https://visualcv.com/hanksfinefurniture">visualcv.com/hanksf...furniture</a>	2.24	2.41	0.28	89,000	
<a href="#">visualcv</a>	2 (2)	880	0.10	<a href="https://visualcv.com/login">visualcv.com/login</a>	1.58	0.21	0.00	404,000	
<a href="#">online.cv</a>	1 (1)	210	1.74	<a href="https://visualcv.com/">visualcv.com/</a>	1.36	3.23	0.15	388,000,000	

VisualCV is definitely the greatest competitor concerning the fifth keyword group: Online Resume/CV. As you can see, VisualCV ranks first place for main keywords ‘Online Resume’ and ‘Online CV.’ They also rank well for other keywords, but these are irrelevant for Tyba.

### Achieving Search Engine Domination

The most important part of this report is the how to. How can Tyba achieve the number 1 ranking in Google for the relevant keywords? One of the fairest aspects of SEO is that it is not the one who spends the most money that will rank the highest. It mostly depends on the amount of backlinks that are built over an extended period of time for those keywords. This mainly requires patience, but Google rewards those who take consistent focused action over a longer period of time. There are several ways to achieve backlinks.

#### 1. Article Directories

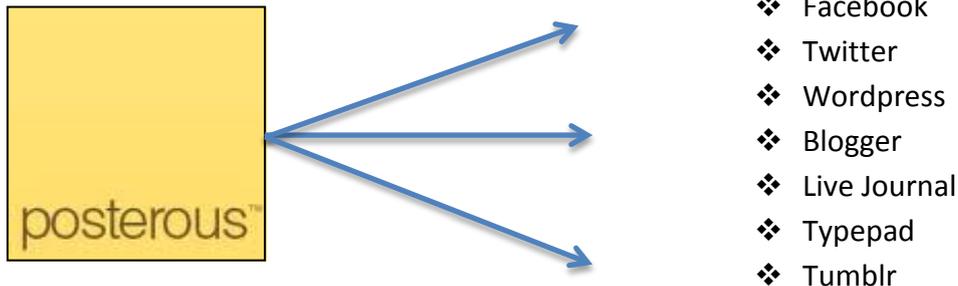
There are various article directories that will allow posting articles on their website with an HTML code linking back to Tyba.com/. It is possible to write articles related to Personal Branding, Reputation Management or anything concerning to the industry. As long as the article is somewhat related to the page it is linking to. In the body of the article a link will be placed like: `<a href="http://www.tyba.com/">Online Reputation Management</a>`

Google sees this link as a vote for the ‘Online Reputation Management’ search result. This is like a popularity contest. The website that receives the most votes will appear on the highest position in the rankings, ceteris paribus (all other things considered equal). So for example, if Tyba has 6 of these backlinks, ReputationHawk.com 3 and CarbonMade.com 1, then Tyba would be number 1 in the rankings. Most important directories for the purpose of generating backlinks are:

- ❖ EzineArticles (2 backlinks in resource box allowed)
- ❖ Buzzle (1 backlink anywhere in text allowed)
- ❖ GoArticles (3 backlinks in total allowed)
- ❖ ArticleDashboard (resource box links up to 3 phrases)
- ❖ ArticleBlast (2 backlinks anywhere allowed)

## 2. Web 2.0

One of the most crucial promotion methods there are. Tyba currently has no YouTube Channel or other forms of web 2.0 activities besides Facebook and Twitter. This could be a valuable way to show what the company stands for, publish videos of how the client website works and to generate backlinks. Posterous is without doubt the handiest tool in web 2.0 promotion. This website allows publishing content that Tyba would like to share with the outside world, directly to all web 2.0 accounts of the company at the same time. Most important web 2.0 networks are:



## 3. Guest Posts

One of the most effective ways to generate more traffic is via guest posts. This entails that Tyba could contact websites and blogs in the industry and ask the owners if the company may publish an article or some other form of value on their website in exchange for a backlink. For Tyba, the following suggestions are made:

1. [www.MarketingPelgrim.com](http://www.MarketingPelgrim.com)
2. [www.SearchEngineJournal.com](http://www.SearchEngineJournal.com)
3. [www.AdamSherk.com](http://www.AdamSherk.com)

The best approach is to give the owners of these websites a call and explain what the company wants to do. This more personal approach works better and has a high rate of acceptance. If there is no phone number available at the 'Contact Us' page of a website, the second best guess is to fax or send a personalized letter and if even this is omitted, email contact could be a last resort.

### IE University: Platinum Backlinks

One of the greatest resources that Tyba possesses is the affiliation with IE University. So called .Edu backlinks are the Holy Grail in the SEO world. Many internet marketers would kill to obtain a regular in-post backlink from an established university like IE. One of my previous clients I did SEO for, Ampelmann Operations Delft, also enjoyed the cooperation with a renowned institute, namely the Delft University of Technology. A few backlinks from TUDelft.nl leveraged their PageRank from 2 to 5 (!).

#### 4. Miscellaneous Backlink Sources

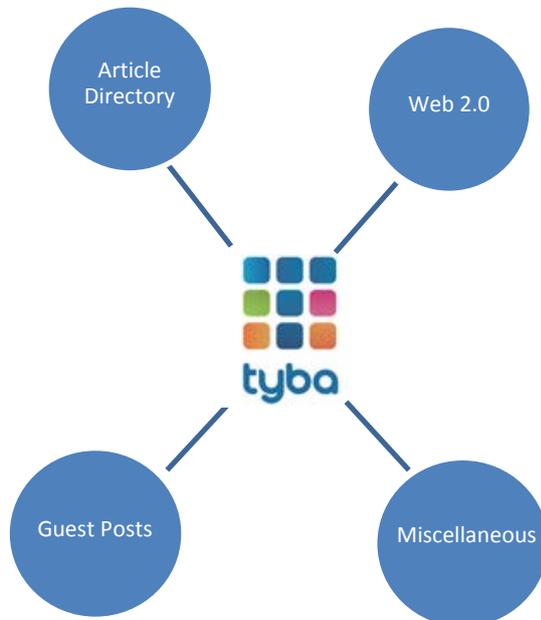
Although, the first three mentioned ways of generating backlinks are most powerful and common, there are many other methods internet marketers utilize to give their website a boost and competitive edge. These include, but are not limited to:

- ❖ Social bookmarks
- ❖ Wiki site links
- ❖ Blog comment links
- ❖ Forum signature links

These sources are more convenient and quicker in implementation than more old school tactics such as posting articles on directories and guest posting, but because of this same reason, Google is not too fond of these backlink sources. It can be expected that Google will keep trying to limit the influence of backlinks that are easy to gain via software or are paid for and therefore, internet marketers should be cautious with building this kind of backlinks. A general rule of thumb is: If it is adding value to the internet, it is a sustainable backlink.

#### Conclusion

The most important factor that determines success in SEO endeavors is the amount of backlinks that are generated over a long period of time. SEO is a marathon, not a sprint. In order to reach the number 1 position as efficient as possible, all five common sources of backlinks should be used. The following diagram summarizes from which directions Tyba should start to build backlinks.



## Other Suggested Internet Marketing Improvements

### 1. Adding more pages and content to the domain

Besides the homepage, more pages with content could be added, in order to make it easier target a wide array of keywords. Tyba could, for example, add a blog section or a page with video tutorials.

Tyba currently only has a homepage with a few quotes, pictures and a video. Although, the page does a good job of attracting attention of visitors and converting them, it would be beneficial for the search engine optimization campaign, if a few separate alternative landing pages would exist with more content.

For example, a specific page could be hosted on the domain that explains what the benefits are of having a Tyba website, over just uploading your CV to a database or having only a LinkedIn profile. This page then can be used to target keywords related to the fifth group: Online Resume/CV. It would be possible to target all of the keywords on just the homepage, but more efficient and effective would be to have separate pages for each keyword group.

### 2. Start collecting emails and maintaining a mailing list

One of the most important aspects of internet marketing nowadays is maintaining an email list. Begin collecting emails with a service like AWeber, which I highly recommend. Besides basic functionalities, like automating email follow up and email newsletter delivery, you can monitor all kind of statistics, like how many clients open a specific email you send out to the list. Furthermore, you can even segment the population of your list and see which people ended up purchasing a Tyba website, location based on IP, which links they clicked in an email and what pages subscribers visited on Tyba.com. With these extensive statistics, you can send specialized emails to different segments of the Tyba population, like college students in France or Ivy League professors.

Regarding content: Offer value to customers and ‘fans’ of your brand by emailing them 1-3 times per week with:

- Tips to improve their online reputation besides having a Tyba website.
- Case studies with people landing a job or achieving other forms of professional success thanks to Tyba. This demonstrates the value of having a Tyba website and makes potential customers think about what they are missing out on. It encourages existing customers to improve and maintain their Tyba website.
- General news about Tyba

In order to persuade people that do not currently own a Tyba website to sign up for the mailing list, it would be a good idea to offer a free eBook in exchange for subscribing to the Tyba email list. Make it a win-win situation: They receive a free eBook about online reputation management plus more tips & tricks from time to time in their inbox in exchange for signing up.



Such an eBook does not have to be written by a member of Tyba itself. There are websites where you can buy Private Label Rights of eBooks for a small fee. An eBook about self-marketing or personal reputation management could be bought at a site, like ThePLRStore.com, for roughly 4 US Dollars. In order to design an opt-in that allows visitors to subscribe and receive the eBook, I highly recommend the wordpress plugin: Opt-in Skin.

Opt-in Skin design examples:



### 3. Affiliate Marketing

One of the best ways to rapidly grow your company online is via affiliate marketing. Attract top internet marketers by offering a cut of the monthly profit they help generate. If renowned bloggers like Pat Flynn or Glen Allsopp talk about your brand online, your product will be exposed to an audience of tens of thousands of potential customers.

Many business owners are concerned, at first, about the fact they have to share a part of the revenue, but these affiliate marketers promote your product to people you would or could not have reached otherwise. Thus, engaging in affiliate marketing is a win-win situation for all: Tyba gains more clients, the blogger/affiliate marketer earns a cut of the revenues and the client is exposed to a great service that might improve his or her life.

There are three ways to perform affiliate marketing. First of all, you could sign up at an affiliate network. In my experience, the ones noted below are best: E-junkie, Clickbank and Mediastart, Ads4Dough, Convert2Media and CX Digital Media.

Another way is to approach well known bloggers in the industry directly. Offer them a cut of the revenue and give them some affiliate links or banners to work with. A sound tracking system will monitor which people are coming from the blogger's website.

Finally, Tyba could put a small link down the homepage besides Privacy Policy named: Affiliates. A form can be made on this separate page where potential affiliates can sign up and receive tracking codes and promotional material.

Affiliate marketing is together with SEO the most potent online business strategy there is. People are more likely to buy something, if their friends or someone they regard highly, recommends the product or service. Moreover, your product is exposed to people who would otherwise never have encountered it on their own.

#### 4. YouTube Channel

Tyba currently does not have a YouTube Channel. This is a pity, because YouTube is the number 2 biggest search engine of the internet, behind Google. Moreover, YouTube backlinks are invaluable for SEO campaigns. It is highly recommended to upload current videos to YouTube too, and include a link pointing back to Tyba.com/ in the description. Tyba should utilize every way they can reach the customer online, and YouTube is one of the most important channels for doing this.

#### 5. Snowball Effect

Find a way to incorporate 1-2 backlinks to Tyba.com in client websites. If this can be done, then each additional client will generate more backlinks pointing to the homepage, which will, in turn, improve general SEO of the main website, leading to better rankings and even more exposure to potential clients. In this way, an upward spiral can be achieved.

This plan should especially be implemented in free memberships or Tyba websites of people affiliated to the company. However, for paid memberships it might be a different story, since they are free of Tyba promotion. Still, an ingenious way can be found to include backlinks in a less obvious way in paid membership sites.

#### 6. Adwords Campaign

SEO is a marathon, not a sprint. It will take some time before the main website will rank for highly searched keywords. Therefore, it might be wise to already target most of the 40 keywords discussed in this report by adding them to the Tyba Adwords campaign. Moreover, a decent PPC campaign is a great complement to SEO. A rule of thumb in the SEO world is that the number 1 result in the search engines receives about 40% of traffic. The rest of users click on results lower in the rankings or on the paid advertisement results to the right and above the organic search engine results. Therefore, chances that potential clients are exposed to Tyba's services are greatly increased, if both a SEO campaign and a Google Adwords PPC campaign are run in conjunction.

The screenshot shows a Google search for "organic search engine optimization". The search results are divided into two main sections: "Paid Search Results" and "Organic Search Results".

**Paid Search Results:**

- SEO Search Marketing - Search Engine Optimization** (www.getmoretraffic.com.au/): "Get On The Top 10 Search Engine Rankings".
- Website Optimisation | SearchEngineRankings.com.au** (www.searchenginering.com.au/): "Website Optimisation".
- Guaranteed SEO Results | roi.com.au** (www.roi.com.au/): "13,698 Top 10 Rankings in Mar 2012 Fast track your Results in 2012. 5,295 New Number 1's in March 2012 - 8,423 New Number 3's in March 2012".
- Dejan SEO** (www.dejanseo.com.au/SEO\_Agency): "Most Capable SEO Company. Get a Free Report Done Now".
- Guaranteed SEO** (www.seoquote.com.au/SEO): "We Work around Your Budget! Guaranteed 1st Page Ranking. Quote Now".
- Websites from \$32 a Month** (www.peterinnovations.com.au/SEO): "No Ranking = No Payment. Get your Business Noticed Today!".
- Guaranteed SEO Services** (www.mississ.com.au/SEOServices): "Guaranteed 1st page SEO Ranking. Ethical SEO services, Call us now!".
- "Australia's #1 SEO Firm"** (www.thewebshowroom.com.au/): "6+ Years, 1200 Clients, 32 Staff. Former Who We Are #1 For RFP".
- Organic SEO Australia** (www.sponsoredinsao.com.au/): "Australia's Leading SEO Agency. Call Our SEO Experts Today!".

**Organic Search Results:**

- Search engine optimization - Wikipedia, the free encyclopedia** (en.wikipedia.org/wiki/Search\_engine\_optimization): "Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in search engines' 'natural' or un-paid ('organic' or 'free') search results.".
- Organic search - Wikipedia, the free encyclopedia** (en.wikipedia.org/wiki/Organic\_search): "Organic search results are search engine pages that appear within the search engine optimization industry to distinguish between the two ...".
- Organic Search Engine Optimization | Affordable SEO Services ...** (www.click-finders.com/): "Organic Search Engine Optimization Company offering Internet Marketing services such as: Affordable SEO Services, PPC Management, Social Media ...".
- Natural Search Engine Optimization Guide - Part One** (www.directoryone.com/.../natural-search-engine-optimization-guide...): "A strong understanding of HTML and the Internet. You should understand the basic purpose of search engine optimization. You should have general knowledge ...".

## 7. Search Engine Domination by being Omnipresent

In order to capture as much search engine visitors as possible, it is crucial that Tyba does not only perform SEO on its main website, namely Tyba.com/, but also on some other channels. In this way, Tyba could occupy multiple spots for the same keyword. For example, for a client of my own internet marketing company, I managed to rank for the 1st, 3rd and 4th spot for the term 'offshore access.' The best way to do this is to build backlinks to the following platforms:

- YouTube videos
- Wordpress.com blog
- EzineArticles.com post
- Facebook page
- Twitter page

## Conclusion and Advice

SEO could be a valuable marketing strategy for Tyba. Advertisements are expensive and because magazines are so full of them, clients do not see the wood for the trees. High rankings in Google are more natural to potential clients. Most people entirely trust Google to deliver them the most relevant websites when they search for their specific phrase. It would be best for the company to alternate focus between the following keyword groups: Reputation Management, Personal Branding/Marketing, Personal Website, Personal Portfolio and Online Resume/CV. Competition in the niche Tyba operates in is relatively weak, because there are no high AdSense or affiliate earnings to be made that attract internet marketers in drove. Therefore, it is concluded that if Tyba takes consistent focused action over the following months, search engine domination could be achieved.