

My name is Dan Sumner, creator of www.thebloggersroadmap.com and I would like to welcome you to my SEO Bonus Grabber Check list. By following this check list you should be able to rank your bonus pages on the first page of Google for your bonus product key words.

For this example we will use Wordpress (helps if you have your own seasoned blog) and also an SEO plugin. Two plugin's to use can be:

1. All In One SEO Pack
2. Wordpress SEO by Yoast

Once you have these installed we can begin with our bonus template using a 'page' in Wordpress. Once the page is setup you can begin:

1. Key word your title the same as your key words e.g. Simple Traffic Solutions Bonus.
2. Key word your permalink structure with the same key words e.g. Simple-Traffic-Solutions-Bonus (use Hyphens).
3. If you are adding an image (recommended) then add your key words to the title and also the alternate title name field.
4. Write your bonus page as you would from a writers point of view. Don't worry about key wording. Once your page is ready, then take a look and ensure you have the terms e.g. Simple Traffic Solutions Bonus and Bonus and Simple Traffic Solutions in the page at some point. Do not over do it!
5. Add your meta description to the page. This is the description the viewer will see when searching Google. It helps to have the key words e.g. Simple Traffic Solutions Bonus in place.
6. Add your meta tags to the page e.g. Simple Traffic Solutions Bonus, Simple Traffic Solutions, John Thornhill Traffic Solutions bonus. Don't overdo the key words, 4 - 5 is enough.

Once you have the page itself setup, you can then begin to share the content and link back to the page. There are various ways of doing this, here are a few which you can use:

1. Add a sharebar to your blog, which allows people to share your content. Plugin's such as Sharebare or social media share work very well. This allows visitors to share all content on your page, which will create links from social media sites such as Facebook and Twitter and more traffic from shared visitors. A viral effect can occur.

2. Create a video, upload to youtube and other video sites for maximum exposure, remembering to link your bonus page in the description. Key word your video in a similar fashion to your post to gain extra link juice. This will also show in a google search.
3. Create articles about your post and upload them to ezinearticles.com for back links to your page.
4. Create a walkthrough video to show visitors the product. This will add value! You can then interlink your bonus page to the home page of your blog. Google likes this.
5. Share your own links to your bonus via social media sites to create back links.

By taking some time to create all of the above you will rank in the search engines quicker than uploading a new bonus template. Remember Google loves Wordpress websites especially ones that have been around for a while and are active.

Not only will you be ranking your websites for your chosen key word, you will also rank your own blog, which can lead to sales, subscribers and new readers to your blog.

TIP - if you really want to block competition as well, you can buy the specific domain as this will rank eventually. Place it on a redirect to your bonus page.

Remember, always provide good content.

Check out the Dan Sumner Blog at <http://www.dansumnerblog.com> for more tips and info.