

# lock-in-2024-stephan-spencer

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## SUMMARY KEYWORDS

google, seo, episode, search, link, infinity, amazing, trust, great, keywords, website, client, article, called, title tag, confidential, wikipedia, workforce, mountain, long

## SPEAKERS

Jay Abraham, Brian Oney

00:00

Yeah, so I've worked with with some pretty big brands over the years. Chanel, Sony, Zappos, CNBC, Bloomberg Businessweek. Best Buy Bed Bath and Beyond Volvo. fluor Corporation. Yep. So just off the top of my head. Those are a few. And I've been doing SEO since the 90s. Since pre Google, actually, this is a fun fact. Google wasn't initially called Google. It had another name. Jay, do you happen to know what that name was? I don't what was most people don't? It was pretty terrible. BackRub

**Jay Abraham** 00:43

what was it

00:44

backrub? Are you serious? Yeah. Yeah. Thank goodness, they change that. So I've been doing SEO since the days of BackRub since before backrub. Even when Infoseek and AltaVista, and Lycos and web crawler and all those various search engines were around competing for minut amounts of market share, and then came back rub Google and ate their lunch. So yeah, 1994 was when I built my first website.

**Jay Abraham** 01:22

Wow. And tell everybody what you do for people today?

01:28

Yeah. So I do SEO audits, consulting, link building strategies, keyword strategies, featured snippet strategies, lots of different strategic deliverables. And then I assist with the implementation too. So it just depends on the client's needs. Sometimes they have an entire SEO team like CNET did, I would train 30 Different SEOs in their internal team, all the latest, greatest stuff, and then they do all the implementation of that. And then there are companies where they're looking for me and my team to do the implementation of the recommendations I come up with. Good

**Jay Abraham** 02:12

now, just for context, help people realize the implication impact and relevance of having better SEO. Management, what it can mean in terms of any kind of a denominator or measurability or quantification

or or factoid that is important enough to set the expectation of why this session could be so transformative. Okay. Yeah.

02:44

So I'll just give one client example where I've been given permission to, to share kind of rough numbers, and that's Otherworld computing. Their clients who initially bought a, an SEO audit from Charity buzz, I put an audit up for auction, I do this every year to support Impact Network. I'm on their board, they build schools and operate them in Zambia, and rural villages. It's just such an amazing nonprofit. So I donate an audit every year, Otherworld computing Mac sales.com as their URL, they won the bid they are they won the auction. And so I gave them a full \$35,000 Worth audit for what they paid, which was significantly less than that it was still enough to fund an entire school to be built in Zambia. So that's pretty awesome. And they were so enthralled with the results. I delivered the results of my analysis, their recommendations and everything in March, they implemented immediately. And in the month of May, they had multiple millions of dollars of additional revenue that is directly attributable attributable to my analysis and their implementation of that. And this is above and beyond the stay at home factor which they also benefited from, because a lot of folks were having to buy Mac equipment and adapters and all these sorts of different devices for their home setup. So that was an additional bump, but multiple millions of dollars just from the SEO impact in one month. So great. Think of the rest of the year, how many millions of dollars that meant if it was multiple millions just for the month of May. That's fabulous. All

**Jay Abraham** 04:55

right. I am going to turn on After my video, I will be here for the duration except for three minutes because I'm filling my pool. And if it overflows, my wife will yell at me. So if there's a real gap, it's only that one time I'm here for you. I'll make various comments. But I'm going to let you basically take over the show. You have, I think, a reasonable list of people who are supposed to be on I can't promise they are but you can call upon them, call up their website, do your magic, and I'll make parenthetical comments. And thank you in advance for everyone and all the value I know you're going to contribute. And again, everybody, he's the real thing. And he's very, very three varies expert at doing this. So everything he does for someone else pay attention, because it probably has some direct indirect relevance to you. So it's all yours. Take it away, Stefan.

06:01

Okay. Thanks, Jay. All right. So we'll just jump right in. I did have a PowerPoint that I thought okay, we'll see how this unfolds, I might pull up some slides to give some foundational concepts. But I think we're going to just learn by by doing, it's just going to be full immersion experiential, and I think you'll get a ton of value from it. So let's, let's go, first of all to the, let's go to this one here, infinity workforce.com. So is, is the site owner, or the business owner on the call? It'd

**Jay Abraham** 06:54

be drew or J.

06:57

Okay, so are either of those guys on? I'm sure one of them is. Okay. So first of all, we want to look at, so three pillars SCR content, architecture and length. So first, we're just going to start with your link pillar, which involves just looking at domain authority metrics, like citation flow, der is domain rating and a tool called a truss. There's a bunch of different tools that analyze your link profile. From a third party

perspective, it's not Google, but it's emulating Google. So here we go, we have 24, trust flow 27 citation flow. And you may be wondering what that means. Well, a 24 is not really that high, because it's not on a linear scale. 24 out of 100, on a logarithmic scale, which is what this is, means that you're still pretty, pretty low on the mountain, like base camp, or like the base of the mountain. Just to visually illustrate this, I'll pull up a, an actual mountain illustration here. And you can see that the and the scale zero to 10, a seven out of 10 is still at the base of the mountain, it's at the top of that inset in red, you got a long ways to go if you're seven out of 10 to get to the top of the mountain. So just extrapolate that to the 24 out of 100. It's pretty far down the mountain. It's it's a handful of steps up Mount Everest, essentially. So you got a ways to go. And and how do you increase this trust score so that Google trusts your site more? Why you need more links? You need more authoritative trusted links. In particular, it's not about the the quantity, it's about the quality. You can see there's a very large number here of almost a million backlinks pointing to the site. The problem with that is it's only 279 websites. That's off, there's something wonky about that one website that links to you 500,000 times is not passing 500,000 votes just doesn't work like that. It in fact, looks like you have a commercial relationship or that you've bought the links or that it's just not earned by merit. So we want a much more more balanced link profile, fewer external backlinks, more referring domains and a much higher trust flow score, which is the the trust metric for majestic that that emulates or approximates trust rank. And then citation flow is the importance metric that approximates PageRank. PageRank does, the original PageRank algorithm from Google didn't have trust embedded into it, it was just about importance. So what this says here is if infinity workforce is more important than it is trusted by a little bit, both numbers are quite low. And there's only 279 websites on the entire internet that link to this website. That's pretty small. So we could go a lot deeper into the link profile of infinity workforce. But let's just start there and move on now to another pillar of the three pillars. And that's content. So content is it's figuring out what the right keywords are the keywords that your ideal customer avatar client avatar is using, when searching on Google, understanding what the what topics, or what Google calls entities are, are represented by those keywords, and then incorporating the keywords and topics into your content in a way that looks natural and helpful and, of course, optimized. So let's have a look at the homepage for Infiniti workforce. So we can see in the title, which is up here in the in the tab that the title tag is online learning management system trucking business, private fleets school prime for transportation, infinity workforce. That's a mouthful, that's a little bit keyword stuffed, that looks not like it was written for humans, but more for SEO. So I would back off of that a little bit and make it more compelling soundings. So somebody wants to click on that if they see it in the search results instead of a long list of keywords. Because this is what shows up. When you're searching for your company name. For example, in Google, that title tag is the most prominent thing that will show up. So let's see how that works. I'm going to jump to Google put in Infinity workforce, or infinity Workforce Solutions. And there is the title tag, the most prominent part of the search listing. And it's truncated off because it was so long. So business dot dot dot, doesn't mean that the rest of the words don't count in the rankings algorithm. But if there were if they were important to convey to the searcher, they're being truncated not displayed. Also, if somebody is searching for your brand, you want to have a knowledge panel over on the right hand side. It makes you look way more legit. And established and and trusted by Google. Let's see if Jay has a knowledge panel. Of course he does. He's famous. He has pictures and Wikipedia blurb and his birthdate and one more month and then you your birthday. We're a month apart my mind was December 8. Nationality American there's books with book covers, or social profiles. And people also search for now. So hi, JD this Stefan. What's that?

**Brian Oney** 14:22

How do you create this? How do you create a knowledge panel? How do you how do you make that happen?

14:26

Right so let's let's talk about that. If you already have one though, like Jay does, and you see this claim this knowledge panel button, click it and follow the instructions because the fact this is unclaimed is a missed opportunity. Once you guys you as an Abraham company, claim his profile. This is knowledge profile. You can make recommendations for changes You can't directly change things. But you can suggest things. And because you're the owner of that profile, that knowledge panel, you can get heard a lot better than if you're just a random user. So that's a nice to have. Now, let's say you don't have one at all, like infinity Workforce Solutions. Okay, so let's look at a tool from Kela cube, which will help you to see if you have an entry in Google's Knowledge Graph. So it's called the Knowledge Graph Explorer tool, it's free. It's like calc cube dot Pro. And we're gonna go ahead and put in infinity, Workforce Solutions. Even though there's nothing showing up for a Google search, it could show something in this tool. There isn't, unfortunately, any listings that come up. So that means you're completely invisible to Google's Knowledge Graph. The fast path to getting a knowledge panel is to get a Wikipedia article. But that's very hard, you have to hit a notability threshold that most companies and most individuals can't hit. If if you are a notable company, you have enough mainstream media coverage from secondary and tertiary sources that makes you more of a likely candidate to be in Wikipedia. But then you need to have somebody who's kind of an insider create that Wikipedia article for you. Which is it's that's a tall order. So if, if you know the right people to ask, you can call in some favors. No money should be changing hands, because that's a violation of the conflict of interest guidelines that Wikipedia has. Also, if you create the article on Wikipedia, about your company or yourself, that's also a conflict of interest violation. And if an employee or a family member or someone connected to you in your company, creates that Wikipedia article, that's that's a violation as well. So you'll probably get deleted for that, or have have that article, what's called AF deed articles for deletion or speedy deleted.

**Brian Oney** 17:48

Have you ever done like a brief article on mastering the Boolean search?

17:54

Oh, I have a whole book on it. Okay. Yeah, I literally have a book on it. It's called Google Power Search. I'll show you. That's a great lead. And thank you for that. So let me stop sharing my screen for a moment. So I can show you right here. And I'm going to be coming out with a third edition of this book in the New Year. Nice. This is all the ninja stuff that will tease out from Google. Things like confidential business plans and marketing plans of your competitors. Forrester Research Reports that normally cost 1000s of dollars. It's crazy what you can find in Google if you just know the right search queries to use. For example, if if I wanted to find, let's say, a competitor oh, by the way, this was a great article I just found by using the right query here. Unbounce is a well respected conversion optimization testing platform. And they have the clearly they don't think very highly of autoplay. And as I said, Tony Robbins had an autoplay video, like full screen full above the fold, kind of immersive experience of either UPW or date with destiny. It was enticing. But they they switched it out to a still image because it converted better and they stuck with it. And that autoplay background video has been gone from their site for a couple of years now. So yeah, I'm not just talking out of my hat. let's uh, let's do a quick search for confidential business or in all caps, marketing, because if it's not in all caps, then it's actually the word orange stead of the Boolean operator marketing plan. And then we're going to file type colon PDF, or in all caps file type, colon, doc or file type coin on this. I'm a geek docx. So what this means is I'm looking

for the word confidential, the word business, the word mark, or the word marketing the word plan. It has to be a PDF or a Word doc of type doc or docx. You know, because the later, more recent versions of Word documents are doc X. And here we go. Let's summer templates. So we can just remove the template. So I'm going to do minus template. I don't want any templates, I want the real deal. I want real confidential business plans. And I just downloaded one. Let's find one, that's a PDF. So I can just pull it up on the screen and not have to load up Microsoft Word. And that's not an actual business plan. Here's how, okay, that's a little old. So I don't know that I would use it if you're gonna make a competitor to busy desk. Isn't that amazing? Yeah, confidential, like this is proprietary. Do not distribute without permission. Oh, shoot, it's on my website and some Google. Oops. Yeah, don't do that. If you're wondering what all sorts of crazy stuff you put into Google, by inadvertently by just adding it to your website, put in a search into Google for site colon, and then your website like we'll use Noah, St. John, an example. So site colon, Noah, St. john.com, no, space after the colon, you'll break the operator, it won't work. In other words, if you put a space in there, and these are all of the pages on newest St. john.com. And you might find Oh, shoot, that was a confidential business plan. I meant only from my mentor to see somehow got picked up by Google. And now anyone can find it. Let's go in and delete that from my website. Oh, wow, you got Keith Ferrazzi as an advisor, I'm impressed. He's cool. Yes, he got all that content. Got, what 400 pages, at least three at least 300. Now the thing about this is it doesn't go past like, typically four or five, maybe 600 pages 600. Like results, I'm looking at 100 results per page. If you're wondering how to do that. It's defaulting to 10. Obviously, for everybody, unless you go into the settings, you go into search settings. And because I'm a geek, who likes to see lots of search results, I I slide the slider all the way to 100. And that allows me to see a lot more stuff. So I'm at the end of the results here. And it says if there are results that if you want to see all of the results, including the ones that were omitted because they're similar. In other words, duplicate two results already displayed, then go ahead and click this link. Now we get even more pages showing up. Not that many more than just one. So we didn't have a lot of duplicate content. So that's good. Duplicate duplicate content is not a good thing from an SEO perspective. Oh, by the way, no, do you have a YouTube presence? That's pretty strong.

**Brian Oney** 23:57

His last comment was he's published over 400 articles and 800 videos. And it looks like he has a watch Noah tv.com I think that's might be his YouTube presence. Nice.

24:10

Well, if you guys are interested in learning about YouTube, SEO and how to get a lot more views on YouTube, and more importantly, watchtime go ahead and type into the chat that you want that and it's slightly off topic. YouTube is the number two search engine so it is still on topic to SEO. But, you know, it's Google is the 800 pound gorilla. Your smaller gorilla is also owned by Google. It's YouTube. But yeah, if you guys are interested in YouTube optimization, I'm happy to cover that.

**Brian Oney** 24:43

We've got a lot of yeses and several heck yeses. Okay,

24:47

fantastic. And now what you have some pages that are dedicated to certain Thought Leaders influencers big time authors JJ virgin she's amazing I've had her on my podcast get yourself optimized talking about how to how to get off a sugar is triggers evil. Now I went two and a half years without eating sugar. It was amazing. I I would have dessert on my birthday or on like a major major holiday but



other than that no desserts. It was awesome and then I fell off the wagon i Yeah. Listen to that episode on Get yourself optimized with JJ virgin if you have a sugar problem, I need to go re listen to that episode. So get yourself optimized. That's not an SEO podcast that's biohacking personal development productivity. Dave Asprey has been a guest, Michael Gerber, David Allen. Who else? Byron Katie, Tim Ferriss. Yeah, it's a great podcast. I'm biased. But what I want to point out about this podcast from an SEO perspective that I think you'll find pretty interesting is I can optimize to get high rankings for my guests name. Isn't that ninja? Look at this. I'm Scott, Donal, CEO of happy the wearable devices. I'm a biohacker. I've got all these crazy gadgets and and things like Where's where's my Oh, here's a person wearing an aura ring, which tracks my heart rate and everything. This is a neuron. It's got the sensor that monitors your brain activity while you're sleeping. This is the happy clients of mine. And you wear this if you really want to look like a geek on your head, if you want to look less geeky than around your neck, and it has these different frequencies, like it emulates things like caffeine and relaxation techniques and stuff. You just pick the signal like relax or alert or sleepy. It's pretty cool. Yeah. Anyway, so I'm all over the place. Okay. Back to my point. Scott, Donald, CEO of happy. Check this out. Yes, I happen to rank for his name in Google. Look at that number six or seven? Yeah. With a podcast episode where I had him on the show. Here's what that episode show notes page looks like if any of you have a podcast, do what I do. Just totally rip it off r&d it rip off and duplicate it. Instead of just having a bullet list of 10 things I have here. These are the topics we covered in the episode. And here's the little bio of my guest. That's lame. That's that's been content as far as Google's concerned. Imagine if instead you have the entire transcript of the episode turned into a long form blog post so people actually want to read it. No one wants to read a wall of text. That's just a boring transcript that says Scott. Yeah, that was really great question. Let me answer that for you. Stephen. Thanks. That would be great. Really appreciate that. Scott. Scott. Okay, let me do that now. Okay. Data, like nobody wants to read that garbage. Take out all the superfluous stuff. Well, have your team do that. I have a team in the Philippines that does this for me every week for both of my shows. This is the biohacking one as I said, and personal development. I have my other show, because one show wasn't enough. I have two podcasts. This is marketing speak. And I've done the same thing with this show. I didn't always do this. I used to do the bullet list, and the little bio, and the list of links that were covered in the episode. And those didn't rank nearly as well as now that I've got the entire transcript turned into a long form blog post and notice how the text is broken up with images and captions under the images and If If we cover a book mention a book in the in the episode, then that's included as the book cover. Different, great tweetable quotes are turned into click to tweets like this one. We'll even do pull quotes. And I have a checklist for every episode. Again, I don't do this myself, all I do is I hit record. And then I hit stop. After the interview is finished, and I drop it into Dropbox, and I'm done. Okay, that's where my team picks up, where I left off, and figures out all this stuff, what social, quote cards to create for the the episode, turning it into a YouTube video turning, like creating shorter videos for other platforms like Instagram and, and Pinterest and Twitter and Facebook and all that they do all this work, including figuring out what actions are the the next steps for somebody to take based on listening to that episode. And there's even a PDF download of that checklist as well. This is just, I think, best practice. And I can't take credit for this, I learned this from Tom hazard. He has been doing this for his clients for a while. And I just like, Oh, I love this, I got to do this. And we went back through hundreds of episodes in the back catalogue. And did this through the for the whole, the from episode one, all the way onward, we're in like 260 episodes now, for each of the two shows. That's 500. And some pages like this that have 1000s of words that are rich, deep, compelling content that people actually want to read. I have a friend who's a billionaire, and she will not listen to my my show. Either one. She's too busy. But she's told me multiple times, I love that you're doing these long form, blog post transcripts, I actually do scan them now. So yay, I can get the attention of attention interest and all that of a billionaire on a regular basis because I

have this. But it's great SEO fodder. It's, it works. I mean, look, I rank for Scott, Donald's name is just an example. So if you have any audio or video content that you have not taken the transcript of and turned it into something that's easily consumed and compelling, and has photos like just source photos from from places like pexels.com and and unsplash.com and Pixabay. And, and like there's all these different photo pen.com, all these different free photo libraries that you can grab stock photos from, right, let's say you want a photo of, I don't know, a mountain, there's going to be tons of mountains, we've got all these mountains, and they're all free, you can use any of these photos, you don't even have to attribute the photographer. It's it's good karma. And it's polite to to credit them, but you don't have to. Amazing, right. So this is just a super cool, up, up level way to get your content from audio and video out there and in a new way. Okay, back to No. Okay. So imagine taking these kinds of pages about amazing thought leaders and result leaders really like JJ virgin, and turn that into something that's 1000s of words long, and all valuable content and content that you already had. So that's that's pretty cool.