

How To Get Clients



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Introduction

I'm really grateful to you for taking the time to download and look at this eBook's first and last chapters.

Running an online business puts you in charge and gives you control.

If you don't know where to start this book can help you. If you already have a website and a business, this book can focus your efforts and skills towards improving your service and getting more clients.

As you probably know already, I am an advocate of using a self-hosted WordPress.org site to publish quality information regularly. Doing this will attract visitors to your site and customers to your business.

If you haven't done this yet, or even if you have, I would recommend a bit of keyword research.

Keyword research

This is a vital part of blogging that not everyone realises.

Before you have picked a URL it is absolutely essential you do a bit of keyword research as there may be some words you can put in your web address that will help you with the search engines.

Keywords are the phrases entered in Google and other search engines. Try to look for keywords (exact and broad) that are searched for often (1,000-40,000 searches per month) and don't have a lot of competition.

At [Google Keyword Research Tool](#) you can enter your niche keywords and see how many times they are searched for in a month. This provides some fascinating information.

In order to check out the competition, Google your keyword phrase and pick out the top 5 or so URLs that are returned and run them through [Yahoo! Site Explorer](#) and [Open Site Explorer](#) and see how many links your competition has.

As I say, you can do this when you are deciding on a web address. But also, I would

recommend doing keyword research on each individual blog post title.

It is quite possible to get ranked very highly for the exact match of your titles. So find words that are more commonly searched for (but not too popular as they will be too competitive).

Creating content

It starts with [setting up](#) a [self-hosted WordPress](#) website. Now that you have your platform, everything you subsequently do online points back to your site where you store your best information. 90% of your site should be about education and information.

You should try to write at least one article a week. These articles, above everything else, should be *useful*. Write about how to do what you do. People will still want you to do work for them – even though you’ve explained how to do it!

The internet has made people desperately time poor. They need to spend money to save time. Explaining the way you work will get you more work and will increase interest in you and your brand.

On one hand you need to create incredibly useful content on your site and on the other you need to create content that links to it. It may sound difficult to be churning out useful, relevant articles by the dozen but it really isn't.

Blogs are a two way conversation not a monologue. By listening to your visitors and commenters and looking at your [Google Analytics](#) you'll quickly learn what works and what doesn't. But there are millions more ways to find subjects and titles for your blog posts.

- Go to [Google Keyword Research Tool](#) and enter the keywords of your niche and subjects that you can write about. You will immediately receive back hundreds of popular search terms of keywords that thousands of people are searching for in your niche.
- Go to [Digg](#), [StumbleUpon](#) and [delicious](#) – have a look at the titles that are the most popular that day “What Keeps America Fat: The Harsh Reality (infographic)”, “5 Steps To Empower Your ...”, “How To ... Like An Expert”, etc. Can you rearrange these titles for articles on your blog? These titles work.
- Similarly, look at the sidebars of hugely popular blogs like [Copyblogger](#), [ProBlogger](#) and [ViperChill](#) and see the titles of their most popular posts. “The Two Most Important Words In ...”, “The Eminem Guide to Becoming a ... Machine”, “The Ultimate Guide to ...”, etc. This is an endless source!

- Use forums, LinkedIn Groups, blogs, [Yahoo! Answers](#), [Quora](#) etc., to find out what questions people in your niche are asking and answer them, see what problems they have and solve them.

After a while you develop a “writing mindset” where you can easily rattle off 600 words every morning in a stream of consciousness which you can edit later. Try it tomorrow morning! You’ll be surprised what you can achieve!

Promoting Content

While you are putting out your blog posts you are going to have to do some [work to promote them](#). In the avenues of promotion, remember to spend as much time publicizing other people’s work as your own.

- Share on general social bookmarking sites, such as [Digg](#), [StumbleUpon](#) and [delicious](#). Use [OnlyWire](#) to automate this.
- Share on social bookmarking sites in your niche. Sites like WebBlend, CypherBox, FaqPal, ZaBox, DesignBump and DesignFloat can generate a lot of traffic.
- [Tweet](#) and [Facebook](#) Like.
- [LinkedIn](#): You may join as many as 50 groups. Send your link to all of them at once as a discussion.

- Form alliances with other bloggers. Sometimes it only takes a few votes to secure an prominent position on a social bookmarking site.

Social sharing can come with a warning – don't do too much of this. It can be a real time zapper! Instead allocate maybe 15 minutes doing this. Concentrate on the content, always. [OnlyWire](#) is a real help.

Build links to your site

Building a quality, or even half decent, links takes time. Here are some ways of doing it:

The best way to get quality relevant links to your site is by guest blogging. Start at the top. Present guest posts to the very best blogs in your niche. Never send a guest post to a blog that isn't at least PageRank 4 or has an Alexa Rank of at the most 100,000. This will ensure your guest posts (that you worked hard for) gives you the exposure and quality links that you deserve. Don't forget to make the anchor text of your links the same as the keywords you are aiming for: "Web Designer London", for example.

With a little less work you can write an article for an article site and put a couple of

links in the bottom biography section. An article site will accept lesser quality articles and lower word counts than good blogs. Try [Ezine Articles](#), [GoArticles](#) and [Article Dashboard](#).

Another great idea is to create other sites on online networks. Create accounts at [WordPress.com](#), [Squidoo](#), [HubPages](#), etc., and create some quality content on them that contain links to your site.

There are other ways to get links to your site: there are directory links, forum links, blog comment links, blog trackback links, social media links, etc.

Then **link to the links that link to your site**. You can increase the power of that first tier link. Do this with social bookmarking, again use [OnlyWire](#) to automate this.

Create relationships with others in your niche

You're not going to do anything on your own! It is important that you regularly comment on a few blogs in your niche. Try to forge a relationship with other bloggers that are similar to your or who are where you want to be in terms of popularity.

Once you've commented on their blog enough times (maybe 5 times) for them to get to know you email them and ask them a quick question about your niche to strike up a conversation.

You could ask if you could publish their advice on a particular topic. So you write a glowing tribute to them on your blog along with this information. This will cement your relationship as everybody likes flattery.

After a while, you'll maybe have 5 to 10 "blogging buddies" who you could ask for a quote on a particular subject. This, apart from creating an [easy to write but great to read post](#), also further enhances your relationship with them.

Further down the line you could be swapping advice, interviewing each other, writing guest posts for each other and selling each other's products. Whatever happens, it's beneficial to everybody to network with people in the same niche.

I hardly need to say that the relationship needs to be two-way. Don't ask for too many favors without offering a few first!

Further tips & tricks

You have to have the basics in place on your WordPress website. You need keywords in your permalinks; keywords in your titles and headings; a theme that is structured for SEO; an XML sitemap; a robots.txt; a redirect from the non-www to the www version of your site or vice versa; a contact page; images that display correctly and enhance visually; a single RSS feed; a mailing list; Facebook, Twitter, Google+ and YouTube presence; etc. – all this is explained in later chapters.

How to fuel your online business

Getting more clients is one of the most important things any professional or company will do. Internet and content marketing is in it's infancy and businesses are only just starting to figure out how powerful it is. It's essential you become a part of it now, if you aren't already.

This document includes all you need to know about how to set up a web presence and how to attract visitors to your site and customers to your business.

Is it easy?

It's not difficult, but it is important to remember that you can't cheat the system. There is no easy course of action.

If you have quality content and quality inbound links then targeted traffic and customers will come your way.

Blogging and internet marketing require patience. Although, you may see instant results, you're in it for the long term – it takes a while to secure a reputation. If you proceed with internet marketing as laid out in this eBook, a little bit every day, a blog post every week, you will go a long way to securing lead generating content online that will be there forever, working to bring traffic to your website and business to your company.

The efficacy of blogging

Some people have asked me, for example: "I write articles about freelance design and other freelance designers are interested – great but how does that get me clients?"

Your articles will increase your popularity, popularity increases links to your site, more links to your site increases your chance to be found on Google for someone searching for a graphic designer.

Have “freelance designer” in the title of your blog (or first page of your site) and have “freelance designer” in the blog post titles (but only where it is natural to do so) – this further increases the chance of being returned in the search engine results for “freelance designer”.

I’m being hopelessly simplistic here but this is the basics of what I’ve done (along with a bit of link-building) and I’m still on the first page for “freelance designer” in the UK.

A way of life

As our towns and cities become more congested it makes sense for us to stay at home to work whilst spending more time with our families and in our communities.

As you know, the barriers to entry are negligible. You basically need just a computer and a phone – and I don’t use the phone that much!

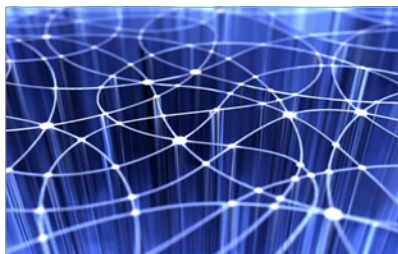
As far as I'm concerned, working in a company for someone else has become an outmoded way of doing business. The "office routine" with it's rituals of meetings and water cooler conversations conspires against getting work done.

Working for your own online business is an entirely different experience, however. The "office routine" is replaced by a lifestyle where every second of every minute is taken up with a task that is getting you closer to where you want to be.

Where you want to be – more money, more autonomy, more creativity – is up to you. How you get there is detailed in this book.

This book comes complete with every tip, trick and tool that has got me where I want to be and further! There's lots here that's not on my blog because I have been able to say things here and not worry about my own clients finding out my secrets!

Please don't hesitate to [contact me](#) if you wish to discuss any of the contents here.



And finally...

Once again, thank you for downloading this eBook's first and last chapters and reading them.

After following the recommendations in the eBook, your blog will be set up to increase traffic and interest in yourself and your company.

You should try to write at least once a week, at least 600 words but more is better. Try to pack the blog with quality information about subjects connected to your area of expertise.

Whilst blogging, remember to put appropriate keywords into the titles, subtitles, tags, image alt texts and body text.

You should set up and maintain a network of bloggers, followers and contacts within your area of expertise.

Work consistently to build links by using the article marketing, guest blogging and social media techniques explained. With these techniques, don't put all your eggs in

one basket, don't rely on one source of traffic or linkbuilding. Look at the recent Google upgrade, the people who only relied on article marketing really suffered.

Thank you for reading this document. Between these first and last chapters there are 14 more chapters and 100 more pages of quality content explaining the exact technique to get clients.

If you wish to discuss anything [please get in touch](#).

All the best!

A handwritten signature in blue ink that reads "Rob".

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