

John Jonas Interview 2/21/13

Hey everyone, and welcome to today's interview. I'm here today with John Jonas. John is a good friend of mine, and he's one of the most successful internet marketers that I know. He does extremely well in a small handful of niche markets, and he's done an amazing job of building a business that really gives him freedom over his time, rather than the other way around. His business is really as close to autopilot as you can get. In fact, he lives pretty much like he's retired from what I've seen. And that's because he works smart. One of the ways he's done this is that he has discovered how to make the search engines work for him – bringing him traffic rather than him having to work hard for it all the time. So that brings us to the topic of today's interview which is SEO. John is a total master at SEO. He's one of those guys who just kind of seems to know more than everyone else about what's really going on with the search engines and with Google in particular. I've learned a ton from John about SEO, and it's made a tremendous impact on my business. So the SEO game has changed big time in the last few years, especially in the last year, and today we're going to be talking with John about how Google currently operates, what effect their changes have had on website owners and how to make sure that you're building sites that Google loves and will continue to love well into the future. John, it's great to have you.

Thanks Adam, I appreciate it. I don't know if everything you said is true – I'm not as much of an expert as you think I am – I don't know.

You're being modest. I've seen you in action and I've seen your business. I've been fortunate enough to come in and see what you actually do. So John's being modest, just for the record.

So what do you want to start with?

Maybe we could start with talking about where Google was a few years ago and where they are today.

That's a good place to start. So I figured out seven or eight years ago that fighting against Google is not worth it. I figured that out when I was fighting against Google. There are always things that you can do to game Google for a little bit of time, and it's going to work. And it will always go away – it always does. And if you're okay with that constant chance and constant disaster of a business – or go for the black hat or whatever you're going to do... For like six years straight, there wasn't a whole lot of difficulty in getting ranked at Google – and frankly, it's not that hard today either – but all you had to do was just build links. That was the only thing that mattered, and build links to your links and get the right keywords into your links – and that was all that Google wanted – that was all they needed.

The days of what's on your site are long gone. Nobody cares about that. And it does matter what your site says. The words that are on your site are important. The meta tags are important – even if Google says they're not, that's BS – they are important. The anchor text that you're getting in your links are important. I guess we can go into that later.

Here's where Google is coming from and where they are now. In the past, like I said, all you had to do is build links. You could use tools to build links, you could use magicsubmitter.com, SEnuke X, you could use scrapebox.com - there are tons of tools. I don't know what they are and I don't even use them. I've got guys in the Philippines that use them for me. And you build thousands and thousands and millions of links, and that was all you needed to get to the top of Google.

Today things are different. If you build thousands and thousands of links like that, your website will go in the opposite direction. In the past, we were able to build for rankings first and users second. You have to build for users first and ranking second now. We can talk about that. Today it's way, way more important to get fewer quality links instead of tons and tons of crappy links. And it's way more difficult. So that's kind of where Google has come from and where they are now.

So that's a big shift, right? When you're building for the user, that's a completely different approach.

Here's what we found. Google will test a website. So if you put up your website and get a couple of links to it and you say, hey, I'm on the first page of Google and it only took me 48 hours. And you see this from people all the time saying they have a magic secret thing that will get you to the top of Google in 48 hours. Well, yea, they will - and then it will drop away, and that's the problem. What Google does is they test website. This is what I think - they test you. So they find a new website and it's getting a little bit of momentum and getting some links to it - let's put it up to the first page of Google and see what happens. And what happens when a user comes to the site? That's what Google is concerned about. So Google lets you get traffic, let a user come to your site and then what do they do? Do they click back and go back to Google? Or do they move on in your site?

Google has all kinds of ways of determining this. The first primary way is, did the user immediately come back to us? Because if they did, your site is not relevant - your site is not what that user wanted. And if you have a high click back to Google rate, forget it, you're out of here and they will never rank your site again - or at least not without significant major changes.

So when we build a site today, we put no index, no follow on it for weeks and weeks, and maybe months, until we get it looking correct and how we want it for a user. I don't even want Google to index the site until it's ready for users - until the content is good, until the message is good, until we have numerous pages. So that is really, really important from the beginning. Because we used to build a site and just put up crap and start building tons of links. And once it got ranked, then we would go back and modify it. It doesn't work anymore.

So basically what Google is thinking is that if I send this person a visitor, if they find what they're looking for, they're going to stay on that website. But if they leave and come back into another search for the same keyword, that means they didn't find what they wanted, and they're looking for it elsewhere. And that means that site isn't really up to snuff, basically.

Right. Any clickback. Google has so much tracking on line. I don't know what they're doing if you're using Chrome. I don't know how much they're tracking with Chrome. I don't know how much they're tracking user behavior. I would guess they do some. But AdSense is everywhere, and every time you

use Google AdSense, Google knows every page you hit – or every page any user anywhere hits. And they can always track it back to a user because everyone is signed into their Gmail account.

Do you recommend using Google Analytics, for example? Or do you recommend using something else?

I hate Google Analytics, personally. I hate the data that it gives. I hate the way its laid out. It gives me a headache just thinking about going in and looking at Google Analytics data. So I personally don't use it, even though some of my team wants to use it. They can use it – fine – I will never log into it because I do not get anything valuable out of it. And maybe that's just the types of websites that we have.

It is a weird interface.

The data is just so crappy for what I do, and it's so unreliable, that I'm not even going to get into it. Do I recommend using Google Analytics? I don't recommend using Google Analytics in the beginning, no. And maybe I should. Maybe Google gives you a bonus for using Analytics. It's certainly possible because Google does so many things to try to determine if a website is good. Just so you guys know, I have a computer science background. I graduated from college in computer science. So when I think about things like this, I think about it from a programming standpoint like what can you do in terms of an algorithm for how to determine something? So Google talks about having hundreds of signals. Well, I would guess that having Analytics on your website is one signal that could give you a boost. It tells Google that these people are at least trying to improve. They're at least trying to look at their data, trying to write a good user experience. It's probably a very weak signal, but it's probably one of the signals.

That makes sense. And even if it is a boost, it's probably not a big boost, I wouldn't think – but maybe slightly. So you've mentioned a couple of times the importance of user engagement. Is the site good? Are people staying on the site? Is that kind of what Google's Panda update was all about? Or is it hard to classify it in black and white?

You know, it's probably not that hard to classify. I don't know. I don't remember what Panda or Penguin was about. I think Penguin was about punishing you for having too many bad links or for unnatural linking. I think Panda was an onsite user quality experience thing.

That seems to be what people are beginning to suspect. Maybe we can talk about that. What kinds of things are being measured by Google specifically? And what are you doing to keep people engaged on your sites?

The things that I think are the biggest things are clickbacks. Someone comes to your website and they click back to Google. You know, they just click the back button to go back and click on another website or do another search. That means they didn't find what they wanted. I think that's the biggest thing, and that's the bounce rate – I think that's what the bounce rate is from Google Analytics. I think that's the biggest measurement.

What do we do to keep them on? We try to provide a good match to message match where if someone is searching for a certain keyword, what are they thinking of? For example, my outsourcing business, if someone searches for outsourcing and they end up on our website, we're probably not going to keep them. They probably going to go back because we don't have what they're looking for. So I'll look at the keywords and say if someone comes to our website from this keyword, are we providing exactly what they're looking for? Because if we're not, we're not going to rank for this keyword. Because Google may put us up there and then people may click back because they didn't get an exact match.

And that's something that Google has caused us to do. None of us every want to look for anything on a website. We want Google to send us to the exact right page, and we want that information immediately. Google's gotten so good at it, and we're not willing to look and read and dig anymore – because we don't have to usually. And if we go to a site where we don't get what we want immediately, we just click back and go click on another page, because we know we're going to get it pretty quickly. So as you design your site, as you're looking at your site, for this keyword that we want to rank for, are we providing the exact right message on our website to the searcher who just searched that keyword. Is it exact? That's pretty important.

I think that's pretty key. It ties back to user engagement.

So what other things are we doing? In the past, we specifically tried to make our landing pages so there was only one option. There were no links on the landing page. You couldn't do anything but the one thing we wanted you to do. And we've changed that a lot where we give you lots of options now. We give you links to other pages, and usually those other pages are an attempt to take a similar action – to opt in, to click a link, to click an affiliate link, to download something – whatever it is – we're going to send you to other pages which are going to also give you more information in order for you to make that buying decision or that action decision, so all those other pages have that behind it – which brings someone to your site, and if they don't see what they're looking for, but they feel like they're still going to get an answer, now at least they know they can click this other link and get an idea of what they're going to get, or maybe get their answer somewhere else. Maybe they will find a link on that page, and eventually, hopefully, it brings them back to the main action that I want them to take.

So in terms of that, is it difficult, would you say, to keep people engaged while at the same time sending them to affiliate offers? Because when you do that your sending them to a different site. Does Google care about sending people to other sites?

No. In theory, Google doesn't even know because if you don't have any tracking on your site, if Google doesn't know if they left your site, if you don't have Google AdSense and the following site doesn't have Google AdSense on their site, then Google doesn't really know what happened to that user, in theory – maybe they do. But what it does mean is that through your site, that user got what they wanted because they didn't come back to Google. And that's Google's goal, to give users what they want because if they give them what they want, they know that that user will come back and use Google again. And that's the problem with Bing and Yahoo. They don't give people what they want. They make you work for it. And I don't want to work for it. And that's what Google is so good at.

We put links to Wikipedia. We put links to Amazon even without an affiliate, just because sending a user on to another site is better than sending them back to Google because they didn't get what they want.

Why not just create a page, get it well ranked in Google, put really good content on it, but no links within the site, but just have a big affiliate ad at the top. Why is that bad?

It's not bad if it works – if people get what they're looking for. The problem is most affiliates don't provide any value, and they want to give the same exact thing that the merchant is giving on their website. So if you're an affiliate, you've got to provide a reason that that person wants to come to your site. And that reason is because they don't know what to buy. They're not sure if they should buy this thing. They want to know more information about it. They want to know what the best product is. They want a review. They want to know what exists in this marketplace. As an affiliate, you have to provide some value. Providing value is not just having a website. That's not value anymore. Six years ago, that was value. Today you've got to provide that user something extra above what they're not getting – a comparison of this versus that or whatever it is. That's what Google likes. Google specifically talks about thin affiliate sites – sites that don't add value. If you add value, Google will really like you. Because Google knows.

I got this from John Barker. He said there's three kinds of searchers online, and people progress through three things. They're either looking for information, or they're shopping, or they're buying. Information means they don't know what they want, or they're searching for a computer desktop, or they search for laptop. They have no clue what they want. And then they realize, oh my gosh, I have no idea what I want – I think I remember an IBM laptop, so they start searching for IBM laptops. And they find hundreds of different models. Now they're starting to compare this one versus that one, and now they're a shopper. And when they start getting down to that, then eventually they will search for this model review, and now they're a better shopper. And then finally they're searching for IBM 360 laptop – and now they're a buyer. They're probably ready to buy, and that's where you want to catch people. And if you're trying to provide them your sales page of “buy now this laptop” when they're still a shopper, well, they're coming to your website and then clicking back – and your rankings don't matter.

I know that the kinds of sites that you build, you just focus on a few, right? And you focus on making them the best they can be in that niche to be a leader in providing content and value in that niche.

Years ago, we tried building just tons and tons of sites, and it worked for awhile, but they were just crappy sites, and now it doesn't work anymore. And we tried entering numerous niches, and some of that worked, and a couple of them made \$1,000 a month or hundreds of dollars a month, but those are all gone today. We've had a couple of good niches and thought we had to build other niches and realized this was dumb. So we just focus on one niche, and we try to make the sites that we have really good – like what you're saying.

That makes total sense. Each person only has so much time and energy to put into something. You can either put it into building lots of different sites, or you can put that same amount of energy into building

one site. I totally agree that's the way to go these days – to make one or two sites as good as they can be.

And the better they are, the more long term they will be.

So to do that, obviously requires these days higher level content. You can't get away with rehashing used content, you can't get away with just giving a basic overview of something in 400 words like you used to be able to. It has to be more in depth. So how are you crafting your content? What specifically is a good article? What does it look like?

It's long. You know, I don't write them. I have guys in the Philippines that write them.

That's amazing. Because you can outsource to the Philippines for a very low cost, and you're saying that you can find great writers in the Philippines to do articles. That's huge.

I have some really, really good writers. They're very creative. I've been through a big, long process with them talking about changing their writing styles from the old traditional way of writing a 400-word article – who cares what it talks about – to, this has to be well done. It has to be something that you would want to read. It's probably taken me a year to get them to change their mentality in writing articles. Because it's not an article anymore. It's a feature thing that gives all the information on the topic. It gives you the pros, it gives you the cons, it gives you some reviews from users, how it's made or whatever it is – it's 800 words, and that's long, and you can't just BS through that. You have to come up with some good information.

So, yes, I do have people in the Philippines that do that. Yes, they do a good job of it. I am involved in the most important stuff. Like when it's sales information, I'll have them write it and then say "This doesn't work" or "This looks fake" or "This is not trustworthy" or "This is using marketing speak." That's one of the things that we talk about all the time is to not use marketing speak. Don't copy the website's product description and then try to say it is so awesome and will do this and this for you. I don't want to read that as a user. So we talk about making sure it's trustworthy. So there's a lot of stuff that you can do like that, and then they just spend time on it. We don't write as much as we used to. We just make sure that they're better. And when they send it in, I'll review it every once in a while and say if it's unacceptable or "This has to change" or "This is really good and I love what you've done" or "You've got to remove this sentence because this doesn't work." One sentence can ruin the entire thing. If there's something in there that is a little bit wrong – you know people aren't stupid – and the user says, "No, I don't trust this" and click back.

So what do you do if you don't know how to identify those kinds of sentences because writing isn't something you're experienced at?

You know, I'm a terrible writer. I think about it from my perspective. When I'm reading it, can I tell if it's BS? We have good BS-o-meters today. Think about your users. Put yourself in your user's perspective. Step away from the business owner. That's the only advice I have.

I think so – if you come at it from there, everything else will fall into place. So I want everyone on the call to be able to visualize a page and how it should look. So can we talk specifically – besides just the article itself – obviously, a page has other components to it – a title, images, maybe a video, possibly an opt-in. What are you doing with all those elements, and how are they laid out, and how are you using them? Are you using commenting? Are you using social media?

It's always different. We do make sure that our articles are formatted nicely and easy to read. We look at about.com often. About has just done a really good job of keeping their site updated with the times over the years. There are pictures, the text is not wide on the page, there are thin columns, there are links to all kinds of other stuff. The sidebars provide social media icons and links to other interesting articles or categories or tags. With the categories and tags, I just think that often they're not relevant or helpful. Nobody wants to click on a category. So we'll try to put more interesting links there. Headers are hard. You know, Amazon doesn't have a header. There's not like a graphic header. So we've tried to stay away from that and just tried to put something functional for the user. Often times, it doesn't matter how nice your header looks – it just looks like BS. So I think that has changed.

So are you thinking just like a smaller, maybe logo...

That's what I have my guys do now – create a logo. And they recently created a logo that said “Most Products Suck” for a specific niche – and that was the logo. And it looks good.

Well, that's a good way to capture people's attention I would think, and make them read more content on the page.

I hope so. It was their idea, but I liked it.

So what about list building? How important is list building these days? Are you still doing it?

No.

Interesting – I didn't expect that answer.

Here's my thing on list building. We get pounded – “You've got to build a list” and “The money's in the list.” Well, BS. I don't believe it. I think the money's in the list if you're selling a make money product – at least to me. I've never really successfully done it in other niches. And part of that may just be the niches that I'm in. Maybe people don't want to be on a list – they don't care for your crap. And we have tried it so many times in so many ways, and it's just not working. So I think people get so distracted with “You've got to have a headline” and “You've got to have a list” and “You've got to have an opt-in” and “You've got to have a squeeze page” that they forget to make sales. And my advice is to first focus on adding value so you make sales. Then later once you're getting traffic, you can work on building a list.

One of my guys added a list-building thing recently – and so many people think this... He added a box that said “Subscribe to get tips” and then on to a page. Well, nobody is going to subscribe to that. Why

in the world would someone put their email address in? We're so protective of our email addresses today. So often, I'll see a site that says "Subscribe" or "Get free updates." Well, I don't want any updates. I don't want your crap in my inbox. And I told them that. Nobody's going to put their email address in here. So you can remove it or change it. And he said he didn't expect someone to put their email address in – he just put it there because it looks more real, because that's what people do. So I get that then – it builds trust on a site because you have a subscribe box because everyone wants to build a list. We don't do it.

That makes sense. Now are you selling your own products, or is it mostly affiliate marketing?

I have outsourcing stuff and we build a list – well, we kind of build a list. We have numerous products. Replacemyself.com is where we teach people how to hire Filipinos. We built a list because then we can educate people more on that list. Onlinejobs.ph is the outsourcing marketplace. People join and get an account, and we contact Filipinos, and we send them some emails there. Tracklabor.com is tracking for Filipinos. You track what they're doing. We don't build a list there. Payments.ph is how you pay people. We have their email address, but we're not doing anything with them. We're not sending them emails. It's not like list building or auto responder. We're not doing it. In other niches where we have stuff, we're not building a list.

So going back to SEO, what are the golden rules with link building these days? And what link-building techniques are you using?

Okay, let me first off tell you what the world SEO experts say. "Don't build links." Well, you have to build links. Searchengineworld.com – or whoever those people are – BS. You've got to build links. I'm not in this, but Viagra, for example – you're not going to write content that everyone wants to link to. There is no link-baited content for Viagra. You maybe could do something funny. For dating or lose weight, maybe you can – I don't know. Some niches you just can't write link-bait content. And that's what they all tell you to do is create content that everyone else wants to link to – it's so good that everyone wants to link to it. Well, there's a lot of money to be made in niches where nobody wants to link to anything.

So the first piece of advice is that if you can, write content that people want to link to because it makes your life so much easier and it will be so much more long term. If you can't do that, then you have to get high quality links. And this is where Dan Thies and Lesley Rohde – they don't want to hear this. Those are the guys at seobraintrust.com. And those guys know what they're talking about. You've got to get high quality links, and there's a couple of ways to get it. You pay to get into a blog network and everyone freaks out at the word blog network today because your site's going to get banned – but, you know, it still works. There's a reason Google attacked them – because it works. It's more expensive today – but it still works.

Are you talking about the well-known blog networks that everybody has been using, or are you talking about more underground ones that you have to be almost invited to?

Yes, something like that – where you're going to have to pay a significant amount of money to get into it. And they're low volume. Like, you pay a couple hundred dollars a month to have not many links,

but they're high quality links. They're page rank 5 links. And the higher quality links are way more important today than the lower quality links. And they're way more important than they were in the past. So that's one way – you get blog networks. You go out and do guest blogging. Write good content and get it on other people's blogs that link back to you. Google doesn't like to hear that, but the reality is that Google will never be able to detect that.

Do press releases – good quality press releases that get picked up by like “We have a the highest tier PR web account and we write really good press releases that are picked up by high end newspapers.” If you really know what you're doing and you really want to get into this and look at it, you buy your own high page rank domains – expired domains – even though Google says don't do this. You just have to be super careful with it. It is dangerous and it can be expensive, and it's risky because if you mess up, Google just deletes your whole thing and you just lost thousands of dollars and hosting accounts. But it works – where you're passing a lot of page rank to your sites, and those are good high quality links, and you control them. That's another way of doing it – buying your own domains. Those are the things that we're doing – guest blogging, buying access to other places, buying our own domains.

So here's the other thing, and this is kind of the last thing about linking. We link to our links. I think one of Google's signals is ‘There's a link here, it's a press release. It's on USA Today, but it's not getting any action. There's no traffic going to it. There's no links going to it. It's on a PR3 page, but who cares?’ Right? So we build links to our links – all of them.

Are you doing that through the aged domains that you're buying?

No – we're doing that through software – on bid garbage link building. But I don't care if USA Today gets D indexed. There are so many links to them, it doesn't matter. But what that does is show action on the page that is linking to my page.

And what software are you using to do that?

Honestly, I don't know.

This is software that you get to your workers in the Philippines – something like maybe SENuke?

SEnuke.com, magicsubmitter.com, I don't know what they're using – whatever they like. I don't care. And that is something that we do, and it's a big deal. We build links to our links. I do not use those software to build links to our main site, even though some of them will tell you to do that. Maybe it's okay. Eventually long-term it's not okay, and I know that because I don't want to fight against Google with my main money site. But other sites that are linking to me – I don't care about them.

That makes sense. So it's key when you do a press release and it gets posted on USA Today or something, then you're building links back to it using some automated software, and that gives you a big boost back to your main page?

I don't know. So you said it's key. I think so. One thing that I've never done is tested anything. I don't test. I don't have time to test. I'm not in the SEO world. I'm not in the "Sell SEO products to people, so we're going to go test Google on these thousand different things, and here's what works and here's what doesn't." We do everything. I don't know if that works, but just based on my computer knowledge of algorithms, that's what we do. We link to our links.

And what about anchor text these days?

So that's a big deal. That's worth reading about. It's worth reading Panda update or Penguin update blog posts from people. And everyone has their own opinion on how much anchor text and keyword richness you can have. So a good rule of thumb probably is that for most of your links, the anchor text should be your URL or some variation of the URL – with HTTP, with www, without the title of your site – should not be your keywords. I would say like 10-20% of them should be your main keywords. That's not very many – 2 out of 10 at most. If you're going to link to someone, you're going to link using their URL very often. Or "click here" or "this site" or "go here." Those are the things that you should be linking to most of the time to get page rank. And we do some lower quality link building, and every single bit of low quality link building is URLs and "click here." We never use keywords in low quality link building – only in high quality links – links that pass good authority. That's where we do some of our keyword linking. But even on those, we're only doing it half the time.

So it is hard to build a website that's going to make money and not have any help at all doing it, so it's a lot faster if you have help doing some of the SEO things like link building and content creation. I know you're an expert at outsourcing. What do you recommend people start with in terms of what they should outsource first and where should they go to outsource – especially if they're on a budget?

If you can build your website yourself, build it yourself, write the content yourself and then get someone else to help you build links. My experience is that you've got to teach them what they're building links for. If you just let them loose, they're probably using old school techniques and they're going to go out and build thousands of links using automated software, and it's going to get you in trouble. Maybe it won't get you in trouble – I don't know.

But we still teach them how to do, what to do, so I always hire Filipinos because there are no communication problems with them. I try to hire people whose English is perfect so that as they write stuff it's perfect and I don't have to deal with it. That was the first person I ever hired, and that's what I would recommend for most people starting this. Hire somebody for their English skills and have them start doing guest blogging. Have them start trying to get you some high page rank links. And you have to know how to do it yourself. You can't just say "Go find me high page rank links" because you have to teach them stuff. That's one of the reasons we created replacemyself.com was to give them tasks to do these things correctly.

I will have someone go out and write a guest post and submit it until they write it right and submit until you get something acceptable. And then go out and link back to it. And then create an RSS feed of our links and link to the RSS feed, and link to those links again. Or I will have them do the research on what domains I should be buying – high page rank domains for my own private sites that I own. I'll have them research it and I'll make the final decision. Or I'll have them use tools that exist. I'll have

them manage the private blog networks that we pay for so they deal with it. That's my advice. Get someone that speaks good English who can go and write an article and submit it to Ezine articles and only Ezine articles, and then link to it numerous times. Somebody can write a press release and submit it with a \$300 PR web release, and link to the ones that get picked up.

So what are we talking about in terms of cost for hiring a link builder or content creator in the Philippines?

It's pretty easy to find them for \$300 a month full time – and maybe less - \$250 or \$225. I own onlinejobs.ph, but that's the only site I use to hire people. It's the only one I would use. There's four times more resumes there than anywhere else, and it's just easier to find people.

So to get access to your different outsourcing resources like onlinejobs.ph, where should people go?

Onlinejobs.ph is a good start. A better place to start is at replacemyself.com. I do webinars often. It's free, and I will teach you how to do it. Why hire the Filipinos? Why hire them full time? What they can do for you, what not to have them do for you, the 13th month, the two biggest problems you'll run into with Filipinos and how to deal with them. So I teach that all for free in a webinar. Onlinejobs.ph is just a marketplace for finding Filipinos, and it's \$49 to join and get access where you can post your job and apply. You can get a whole lot of information on my blog, jonasblog.com.

Perfect. And just for anyone watching, we'll have links to those places as well on this page. So John, what would be some parting wisdom that you could share – some key ideas that you could share with people who want to succeed with SEO?

The biggest thing that people don't want to do because it's hard is provide value. And this has been the case for years and years. Find a way where you are to provide something different for a user that they need – something that they want – some sort of content that they want which then gives them a reason to go buy something. People want to be told what to buy. Write a review, but don't write a crappy review. Don't write something that people don't want to read – that you wouldn't want to read. I think that's the biggest thing that people miss when trying to do affiliate marketing. They get sold on a premade site and then ask how to make money with it. Well, you can't – it's impossible. You have to go build it, and you have to add value. And when you add value, then building links isn't as hard, and getting ranked in Google is not hard. We had sites that ranked on the first page of Google within a couple of months, and you can do it faster, but within a couple of months with not very many links – 10 or 20 links – they're just good links. And it doesn't take a whole lot.

And then you expect it to go up and down because Google does it every single day now – they change stuff every day. And it's just random. Don't flip out when your site goes to page 2. Go build better links.

I think SEO hasn't necessarily become harder - it's just focusing on doing the right things and following through. It's just that the approach has changed a bit.

The approach has changed. And for me, for awhile I didn't want to change – because it was easy. People have built software tools to do all this linking and it's so easy – and it just doesn't work anymore.

Well, this has been awesome. Thanks for taking your time and coming on this call and just sharing openly with everyone.

No problem. And just so you know, I'm not really an expert at SEO. I'll just read what other people are saying. Dan Thies and Leslie Rohde, they know what they're talking about at seobraintrust.com. I'll read Aaron Wall – or just search SEO and you'll find a billion things – good tutorials that are beginner stuff. And then from there you've just kind of got to put the pieces together because there is so much crap out there. You've got to say, "Is what this guy is saying make sense?" I saw a launch for a YouTube product the other day that said "Leverage the billions and billions of users that are on YouTube and you can get your videos ranked in 20 minutes, and you're going to get so much traffic" - and it's BS. Maybe you will get your video ranked in 20 minutes, but it's not going to stay there. It's not going to get you that much traffic, and you're going to spend a ton of time doing it, but nobody wants to watch garbage. So I try to stay away from the "You can do this – it's so easy..."

There's usually a different agenda when someone is approaching it that way.

Think about what people are telling you. Does this make sense? Is this like building a business, because if it's too easy... When I got started, I got started with a get rich quick scheme and it actually worked. That was 9 years ago. It doesn't work. And I don't see any get rich quick schemes out there that are working. I just got lucky, and I didn't even make that much money with it. But it at least showed me that you can make money, and I learned more from there.

Yea, those days are over. Thanks again, John. This has been awesome, as always.