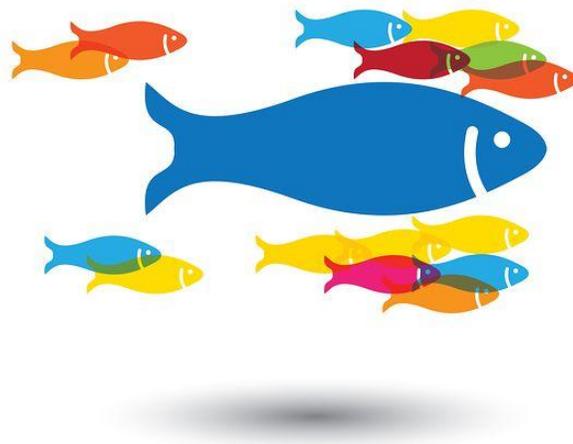


# WHY "AUTHORITY" SITES?

## WHAT THEY ARE AND WHY YOU NEED THEM

Jonathan Leger



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Last summer Eric Schmidt (Google CEO) made the following statement:

*"The internet is fast becoming a 'cesspool' where false information thrives...Brands are the solution..."*

If that were just a random statement I wouldn't give it much weight. After all, Google has a reputation of saying things without really meaning them. However, it has become obvious, based on results, that Schmidt's comments on the importance of brands are more than just empty words.

### **Google is highly favoring brands!**

Now more than ever, they are reluctant to give rankings to any site that is not associated with an overall brand. What do I mean by this?

Let's say you need to lose weight. You go to Google and you search for "easy weight loss plans." You go to one site that has a professional logo, a nice design, a social media presence, a privacy page etc. Now you go to another site that has none of those things. It's basically just an "orphan" site out there in cyberspace.



Which of these sites are you going to trust? Which one most likely **DESERVES** your trust over the other? The first one, of course.

If the first one was your choice, you're not alone. That is the site that Google is going to trust too and that is the site that Google is going to rank higher, even if the backlinks etc. are equal or even lesser in many cases!

These "authority" sites are the future of SEO. If you don't have an authority site, you have an uphill battle ahead of you. The good news is that you can adjust your current site(s) or build your future site(s) correctly with the following tips.

# THE 7 KEY ATTRIBUTES OF AN AUTHORITY SITE

1. Use a brand name (Like 'WooDesigner' for example) that is not heavily keyword based as your domain name and in your logo. By doing this, you reduce the likelihood of Google seeing your site as one of those "orphan sites" and this also reduces the likelihood of Google slapping you with an "over optimization" penalty.
2. Be sure your site is professional looking and legit. This not only increases your legitimacy with your website visitors, it also increases conversions (in many cases) and prevents Google's manual reviewers from flagging your site as a low-quality site.
3. Use high resolution, relevant images and videos in your posts. Again, this is something that is going to increase your perceived credibility among website visitors and Google manual reviews too.
4. Publish unique, high-quality content to your site regularly. Google does not want to see copied content. And if your content is actually engaging, Google is going to know it because your bounce rate is going to be lower and people are going to stay on your site longer. Quality, unique, engaging content is very important.

5. Create a Facebook page and other social media profiles and integrate them into your website. How many legitimate brands out there are not on Facebook, Twitter etc.? VERY few! So if you are not active with social media, you're telling Google that you are probably not legit.

6. Have legitimacy pages like about, contact, privacy and terms. Again, how many legitimate websites out there do not have pages like this? Very few. Leave these out and you're practically telling Google "I'm not legit."

7. Use that same brand name on your social media profiles and anywhere else online! It is only natural that a brand name is mentioned within Social Media and in the anchor text of backlinks. Check out the backlinks for Yahoo (for example). You'll see that their brand name "Yahoo" is used more than anything else in links and social media mentions.

If you can implement all of the above, you are on the right path for the future of SEO and you will reap far more benefits than just top rankings! It just so happens that what Google now sees as an ideal website, is also what PEOPLE see as an ideal website. That means that if you focus on these things, you will not only make Google happy, which will result in top rankings and a flood of traffic, you'll also make people in your niche happy, which will result in a wide range of good things!



Are you focusing on these things now? If not, you can change that today!

Here's to YOUR success!

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