



TOP DOG Technology

White Paper

An Introduction to Our System for Obtaining Thousands of Optimized Pages to Dominate Online in Google: Our TOP DOG Technology

How can a new or neglected website in an oversaturated market leapfrog its competitors and achieve top rankings in Google? It requires a massive commitment of money and time. Or does it? With our TOP DOG Technology, online dominance is affordable and only weeks away. It's a game changer.

As any veteran web entrepreneur can attest to, just because you build it doesn't mean they'll come. Not, anyway, without a resolute commitment to robust, consistent, and expensive online marketing efforts. Even then, a wait of many months to over a year is required to realize high rankings in Google's organic search results and then profit from the resulting surge in web traffic.

Not many small to mid-size business owners, however, have the means or fortitude to continuously shovel money into the online marketing furnace until results can show a positive ROI. Many need a positive return almost immediately, making online marketing's long-delayed results a catch-22 situation for them.

But what if you could dominate in Google's organic search results for thousands of keyword phrases—in just a matter of weeks? And what if this solution required a much smaller investment than other online marketing strategies would require to achieve inferior results? What would such a solution mean to your online business?

Our TOP DOG Technology has been built to help any website utterly dominate for thousands of keyword phrases for any product, brand, or company. It can even dominate for countless keyword phrases containing a competitor's name. TOP DOG is that powerful.

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A Primer on Search Engine Optimization (SEO)

Traditional search engine optimization (SEO) practice attempts to optimize a web page for several keyword phrases that each are in significant demand yet have weak relative competition. The problem with this practice today, however, is that the Web is so saturated with web pages (over 25 billion estimated), and SEO is such a prevalent practice, that finding a keyword phrase with sufficient demand and weak enough competition to be realistically targetable is a tremendous challenge.

In other words, most of the profitable keywords have been snatched up already, especially by big corporations with huge online budgets who can afford to outspend smaller competitors. Just do a search for any mainstream product and take note of how many first-page search results are dominated by giants such as Amazon, Walmart, Target, and other massive retailers.

A couple of SEO workarounds to this indelible disadvantage are to optimize for *long tail* keyword phrases and to *geotarget* keyword phrases.

Long Tail Keywords

Long tail keyword phrases are ones that are very specific and highly targeted to a particular niche. They tend to have lower demand than more generalized keywords, yet they also have less competition, so ranking well for them is usually an attainable goal. Long tail keyword phrases also tend to be “long” in terms of the number of keywords they contain.

Optimizing a web page for, say, “Drew Brees #9 Saints jersey” is an example of long tail keyword optimization. Although there may be many searches in Google for “Drew Brees jersey” and similar *short* keyword phrases, the competition for those phrases is probably fierce. On the other hand, a Google search for “Drew Brees #9 Saints jersey” may produce only one or two competitors on the first results page using that specific phrase. Therefore, optimizing for that exact phrase offers much greater potential for high search engine rankings compared with optimizing for shorter keyword phrases.

The downside is that search demand also tends to decline proportionally with the length of the long tail keyword phrase. So while the pool of long tail consumers is

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easier to tap into, that pool is also smaller. A major upside to long tail consumers, however, is that they know exactly what they're looking for when they type in their long tail phrase. Thus, conversion rates tend to be higher with long tail consumers.

Geotargeting

Geotargeting is a type of long tail keyword optimization that adds geographical tags to keyword phrases. It links the keywords to a particular area, such as a state or a city. For example, a Chevy dealer in Boise, Idaho may optimize for the keyword phrase "Chevy dealer in Boise, Idaho" and similar geotargeted phrases in its website. This strategy sensibly targets auto consumers only in the Boise area—the dealership's market. Additionally, the local online competition is much more easily surpassed than online competition for just "Chevy dealers" and similar phrases with no geographical filtering.

Although demand for geotargeted keywords phrases tends to be small, conversion tends to be higher versus standard SEO. For, geotargeted web pages provide web searchers with the local options they were specifically looking to find.

SEO Recap

Here's a recap of the three main SEO strategies discussed above:

Standard SEO

- Targets keywords with high demand and weak relative competition
- Upside: If successful, can direct a high volume of traffic to your website
- Downside: Excessive competition makes high-demand, low-competition keywords rare; therefore, ranking well for profitable keywords is probably impossible without a significant online marketing budget

Long Tail Keyword Optimization

- Targets keywords with low demand yet virtually no competition
- Upside: Very easy to attain top search engine rankings; traffic is extremely targeted and therefore converts well
- Downside: Demand can be too low to support sufficient profitability

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The TOP DOG Solution

There is a solution that capitalizes on the upsides of all of the aforementioned SEO strategies while eliminating all of the downsides. It is our TOP DOG Technology.

TOP DOG stands for **T**housands of **O**ptimized **P**ages to **D**ominate **O**nline in **G**oogle. It is a technology for building up to a million web pages within a single website. Each web page is tightly optimized for a single *long tail* keyword phrase, thereby enabling each page to easily rank highly in Google searches for its unique keyword phrase.

So, while each long tail optimized page itself may not reach a lot of web searchers, the creation of many thousands of these long tail web pages will collectively reach up to millions of web searchers on a monthly basis. Not only that, but by nature each of the web searchers will be highly targeted and, therefore, will convert at a higher rate than searchers looking for more generalized keyword phrases.

What our TOP DOG Technology means for you, the web entrepreneur, is utter dominance of any niche online.

Could You Do It on Your Own?

Many web marketers can create long tail keyword optimized web pages. It takes only a moderate understanding of SEO and the long tail strategy. However, to effectively create thousands of optimized pages requires something special.

If you were to manually create long tail keyword optimized web pages, a realistic expectation may be the production of 10 pages per day. The copywriting and on-page SEO required limit how many pages a person or team can produce in a single day. Therefore, 300 long tail keyword optimized web pages in a month may be a realistic goal for one person working full time. If an assistant were necessary and

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could somehow be hired to do the work at only \$10 per hour, the cost to create those 300 pages would be around \$1,600. To create 3,000 web pages, therefore, would cost approximately \$16,000 and take 10 months; and for 30,000 web pages, about \$160,000 and eight years.

These calculations also don't necessarily take into consideration the time required to ensure appropriate keyword density in the pages and the right amount of difference among the pages. Google will exclude from its rankings any web pages that are too similar to other web pages, so ensuring adequate difference among the pages is vitally important.

Article Spinners to the Rescue?

To get around the limitations of manually creating long tail keyword optimized pages, some web entrepreneurs opt for a solution called an *article spinner*. An article spinner is software that will take text content and rewrite it hundreds or thousands of times, replacing specific words and phrases with alternative words and phrases to create ostensibly unique articles or web pages based on the original prototype content. Based on the article spinner used, the selection of alternative words and phrases can either be provided automatically by the software or be entered manually before the spinning process is started.

Article spinners can create the content for thousands of new web pages in just a few hours. It seems like a perfect solution. However, there are several areas in which article spinners fail as an effective solution for creating thousands of long tail keyword optimized web pages.

The first area is in time and expense. Although an article spinner may incur a negligible initial cost (\$0 to \$199), take only a few hours of run time, and work automatically, what do you do with the output? After receiving the completed content, you must then stick it in your template web page and format it. Cutting and pasting and properly formatting the content of just one web page can take enough time; imagine having to do that for thousands or tens of thousands of web pages? Additionally, you still have to manually modify each page's Title and Meta tags to conform to the specific long tail keyword phrase that page is targeting. If we estimate that one web page can be cut and pasted, formatted, modified, and

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uploaded per minute, that means 60 can be done in an hour (after the initial article spinning—and if 60 per hour really is a reasonable expectation), or 480 in an eight-hour workday. Therefore, at \$10 per hour to our loyal assistant, it costs us \$80 to upload 480 pages in a day, about \$2,400 for 14,400 pages in a month, and approximately \$14,400 for 86,400 pages in six months.

Another area where article spinners fail is in quality of content. They tend to spit out semantically and grammatically awful content, especially the completely automated ones. Unless you're willing to painstakingly scrutinize each and every spun article and polish up its content, most of your web pages will contain weird word choices and phrases that will bewilder the reader and likely turn them off. Moreover, Google's indexing algorithms are constantly getting smarter and more able to distinguish crap from good content, so spun web pages risk rejection by Google.

Yet another area in which article spinners fail is in uniqueness. They don't have a built-in mechanism for ensuring an appropriate amount of uniqueness in the output. Google requires uniqueness among the web pages it indexes. If Google finds a web page that is too similar in content to another web page it has already indexed, it will reject the new web page. So, article spinner created web pages have a tendency to be rejected by Google. (Google also typically rejects affiliate web sites, as well, because they contain content identical to all the other affiliate websites.)

How Our TOP DOG Technology Works

TOP DOG Technology works by automatically generating up to a million unique web pages that each targets a specific long tail keyword phrase. A week or two of manual setup time is initially required, followed by a week or two of automated run time.

TOP DOG works similarly to an article spinner but with several key differences:

- The time required for a complete TOP DOG run is from two weeks to a month to generate up to a million unique *live* web pages. In contrast, an article spinner would require up to 12 months just to have 170,000 pages of content spit out, formatted, and uploaded.

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- The expense for a complete TOP DOG run typically ranges from \$3,500 to \$9,500, depending on the scope of the project. In contrast, an article spinner will require an expense many times greater for comparable output (but not results), including around \$150,000 to create 1 million web pages.
- A TOP DOG run produces superior content. Alternative words and phrases (called “variables”) are selected manually to ensure appropriate semantic and grammatical fit. Furthermore, the method in which the run is set up provides greater clarity to the engineer managing the run to ensure quality compared with the confusing processes used by article spinners. (TOP DOG uses a spreadsheet to input variables easily and cleanly in an itemized display; article spinners sloppily use text editors and convoluted variable alternatives stuck between esoteric characters, which quickly gets highly confusing and leads to poor and error-prone output).
- The TOP DOG Technology software contains an internal mechanism for measuring content uniqueness. This system ensures that the output is as unique as possible, mitigating the potential for duplicate content and providing Google with the unique, valuable content it craves.

A TOP DOG run begins with consultation with the client to select or produce the model page for the run. This page can be an existing web page on the client’s site or a new web page created specifically for the TOP DOG run. Whether the client supplies an existing or new model page or we create it, we will still have to “prep” the page appropriately to get it ready for the run.

Once the model page is selected, one of our engineers will manually create variables for the words and phrases in the text. This process can take a long time, for it is critical to choose variables carefully. Ample time spent here will ensure quality output.

Next, the engineer will program the software to automatically hard code web pages that each contains unique content derived from the model page. This unique content will target a single unique long tail keyword phrase, including in Title, Meta, and on-page Header tags, and in body content. Moreover, if the website has the proper URL rewriting system already in place, each page will have a static page URL

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that contains the long tail keyword in a search engine friendly structure (for example, <http://www.example.com/category/subcategory/long-tail-keyword.html>).

The engineer will then push the “Go” button, and the TOP DOG Technology software will work its magic. In a matter of hours to several days—depending on the scope of the project—the software will complete the run, and you will have countless numbers of web pages all optimized for a single niche and each targeting a specific long tail keyword phrase within that niche.

The next step is to upload the new web pages in batches and monitor Google’s indexing activities. From the feedback, the engineer can then determine what additional steps may be necessary to drive more comprehensive indexing. Our engineer will then continue to upload web pages until the run is exhausted.

In just a few weeks, the result will be thousands to hundreds of thousands of web pages individually routing a small amount of traffic but collectively driving a tremendous mass of traffic to your website. In other words, your website will utterly dominate Google and other search engines for a particular market or product niche.

Why Stop with Just One?

By why stop with just one run? If the results are there, there’s no reason to stop with just one TOP DOG Technology run.

After enjoying the spoils of one run, implement another. And then another. Your dominance will be insurmountable for your competitors.

For Maximum Effectiveness...

For maximum effectiveness, a TOP DOG Technology run is best employed in conjunction with other online marketing strategies, such as pay-per-click (PPC) advertising and social media marketing. When various strategies are combined, they collectively facilitate optimal online dominance.

For example, a 2008 study by NYU Stern professors Anindya Ghose and Sha Yang discovered these and other supporting findings:

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- When paid (i.e., PPC advertising) and organic listings are present simultaneously, their combined click-through rates are 5.1% higher than when only the organic listings are present
- The combined conversion rate increases 11.7% when organic and paid listings appear together than when only an organic listing is present

So, by combining a TOP DOG Technology run with other efforts, such as PPC advertising, you will truly maximize your online marketing ROI.

TOP DOG Results

The big question is, what can you expect from a TOP DOG run? This question transcends simply the massive number of optimized web pages the technology will produce. A savvy web entrepreneur wants to know the effect all this output will have on actual traffic to the site and, consequently, sales.

Every website and every TOP DOG Technology run is unique, so it's not possible to predict or guarantee any results in terms of traffic or sales. However, a look at an actual case study illustrates the realistic potential of a TOP DOG run.

A few years ago, a small brick and mortar sports apparel shop was doing quite well with annual sales of \$6 million. Wanting to take things online, however, the business launched a website and employed a TOP DOG Technology run to enable it to tap into the online sports apparel market. The results exceeded expectations: In just two years, this company went from literally zero to \$128 million in annual sales online. The retailer now ranks in Google for over 34,000 keywords and hauls in over 4 million visitors monthly through organic search results alone.

While these results are extreme, they still demonstrate what has actually been achieved through a TOP DOG Technology run. Your own results may be different. Nonetheless, a TOP DOG Technology run executed to create tens or hundreds of thousands of optimized long tail keyword phrases is bound to bring massive exposure to your website and greatly enhance your online marketing ROI.

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About Top Dog Marketing Group

Top Dog Marketing Group consists of a team of experts with decades of collective experience helping to elevate clients to Top Dog status. We cut our teeth in marketing projects for Microsoft, Dell, IBM, Adobe, and Sun Microsystems. In the years since, we have delivered countless successful projects in the competencies of web design, search engine optimization, Internet marketing, graphic design, copywriting, editing, public relations, and more. Through strategic alliances with other marketing service providers, fulfillment houses, suppliers, and manufacturers, we offer everything a web entrepreneur may need to achieve ultimate success.

For More

For more information or to schedule a TOP DOG Technology run, contact Top Dog Marketing Group at 1-866-449-2480 or at info@topdogmarketinggroup.com.

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