



## 7th Power Publishing

*by A1 Small Business Marketing*

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## What Do We Do?

Here at 7th Power Publishing, we help small business owners legitimately raise the rank of their websites via the most painstaking and rock solid method available: creating and distributing great content about your business.

Truly "content is King" when it comes to your website. You need to have good, authoritative content on your site.

You also need to have good, inbound links from "authoritative" web pages that share your important keyword phrases. That's where our services can help if you qualify.

## The Rock Solid Way

### What our method is NOT:

- Our method isn't easy
- it's not super-duper fast
- it's not dirt cheap

... but it is a nevertheless a powerful and necessary element for any small business owner that is serious about getting their website rank raised in search engines.

### **About Your About Page**

Your website should have an "About Page", and it is our conviction that your about page should be written in the first person. The warmer and friendlier it is, the better.

In the early days of the web, most businesses that had a web presence got there by having a web-master create their web pages for them as a result of an interview process.

So, it would make sense in those days that web pages were written in the third person, because the business owner was interviewed similarly as they would have been for any conventional media and the result was an "article" or "brochure" published online.

### **That was then. This is now.**

Write (or re-write) your about page in the first person. Make it just as if you were talking to someone personally. You don't want to appear cold or distant, so be personal.

However, you do need good content published about you on other websites, too. This article, writ-

ten by someone else about you, will naturally be written in the third person.

## Articles about You and Your Business

What is the single best way to legitimately raise the rank of your website in the good, major search engines? (We're talking about rank in the organic search engine results pages)

Without doubt and closed to all debate the answer is to have in-bound links from other websites that proceed from pages that include your own important keyword phrases.

## That is what we help you with here at 7th Power Publishing.

We create and publish articles that promote you and your business.

You may either "interview yourself", have a friend, family member or associate interview you, or hire us to conduct your interview and write your article.

### If you are a DIYr (Do It Yourselfer)

If you are long on time and short on money, or you are just a steadfast DIYr, we have a detailed guide available in our store that you may purchase that provides step-by-step instructions to writing your article and adding the appropriate HTML to optimize it for search engines.

The guide also teaches you how to go about getting your article published on other websites once you have it ready. You can buy the guide and then go to work getting your article distributed. If you are convinced you are up to the task and that this VITAL TASK will not go unfinished because of your procrastination, "DIYing" could work well.

### If you Value Your Time and Expert Help

One of the largest and most frequently repeated mistakes that small business owners make is to underestimate the value of their time. Equal to it is to underestimate the value of the real expertise of others.

So, why not do what you do best and hire others to do for you what they do best?

## On Site SEO

On site SEO is accomplished by doing the right things on your own website, such as properly naming your META tags, using HEADING tags and appropriate text decoration.

Accurately naming your ALT tags for your website's images, having the right balance of text and graphics, as well as an adequate quantity of good text are also paramount to good on site SEO.



The things outlined below are seven elements of good, on-site seo, but they are not explained in detail.

### **The Big 7 of Good, On-Site SEO**

1. An accurate TITLE tag.
2. Accurate META tags.
  - \* Description tag.
  - \* Keywords tag.
  - \* Robots tag.
3. Proper use of HEADING tags within the BODY of your website.
4. Correct employment of ALT tags for your images.
5. Good copy and an adequate amount.
6. Proper keyword density.
7. Proper hypertext linking.

## **Off Site SEO**

Off-site SEO is the things that you do to raise the rank of your website in the organic SERPs (Search Engine's Results Pages) on websites other than your own.

Trading links with another website, having someone voluntarily link to your website from theirs or paying someone to host a link or article to your website from their website are all methods of off-site SEO.

Our website reputation publishing is the best way to raise the rank of your website in search engines for the following reasons:

- It utilizes the single most powerful search engine rank boosting vehicle extant: your keyword phrases being implemented in links from other domains on pages with your keyword phrases in them, and your article published within them.
- It employs the mechanisms that the search engines use to determine the value of a website for specific keyword phrase searches.
- Every entry is MANUAL. We are fast, but we are NOT AUTOMATED. Every entry is independently typed and published to web on pages that are well optimized for search engines.

## **How Does it Work?**

Ours is a simple and powerful two-step program.

**First, we expertly craft an lead sentence and full article for your company.**

These are to be published on websites other than your own. They link back to your website and build your website reputation.



## Lead Sentence

We expertly craft a single sentence with your company name, services and keywords. This sentence has two links embedded in it; one that links directly to your website and one that links to your full article on the website.

This lead sentence is a strategically crafted text link ad.

## Full Article

This article is written following a powerful, standardized guide that we have developed. Your article is published according to well-established industry standards with appropriate internet markup, utilizing your important keyword phrases with the correct balance of text, graphics and keyword density.

The entire article is composed with all conventional on-site SEO (Search Engine Optimization) mechanisms employed, and delivered to you ready to redistribute on the world wide web.

If you want to use our guide to learn how to write your article yourself, you may purchase it from our online store.



## Second, we publish that article for you on Seven Strategic Directories.

These seven, strategic directories are the basis for the name of this program: 7th Power Publishing.

### 7th Power Publishing - Seven Strategic Internet Directories

Once your article is ready for distribution, we publish it on two types of manually operated, content rich directories: geographic and categorical.

Our directories are NOT cheap, automated internet SPAM traps or link-farms.

They are the highest quality directories, updated manually and individually only after a thorough personal and manual verification process is completed for those fortunate



businesses requesting and having their listings approved.

### **There are NO FREE listings on our directories for several reasons:**

1. We are a for-profit, tax paying USA entity and make a living by profit.
2. Our services are marketed by honest, hard-working American citizens that are paid for their efforts, too.
3. FREE directories attract mostly SCAMS and shady businesses. We want to exclude them!
4. Limiting the number of businesses served makes our program more valuable.
5. Limiting the number of businesses served makes our program more powerful.

### **Geographic Directories**

- USA: (top level) Find Any Business (FAB) directory: FindAnyBusiness.com
- STATE: FAB directory - each state has own domain & separate hosting account
- COUNTY: FAB directory - each county has own domain & separate hosting account
- CITY: FAB directory - each city has own domain & separate hosting account

### **Categorical Directories**

- Business Category or Industry \*Group 1 - each has own domain & separate hosting account
- Business Category or Industry \*Group 2 - each has own domain & separate hosting account
- Business Category or Industry \*Group 3 - each has own domain & separate hosting account\*

***You will select your top 3 business categories or industry groups.  
You get to choose which ones will be promoting your business.***

## **What Does It Cost?**

We offer several packages and have one that will fit your budget, beginning at just \$50 per year!

The cost depends upon the package that you choose. The complete program costs \$350 per year.

## **Compare the value of our Program!**

## **7thp Vs. Yahoo**

A single listing in the Yahoo Directory is \$299 year, and you've got to drill down forever to get to it!

*What if you want multiple listings in the Yahoo Directory?  
Each one is a whopping \$299 per year more!*

## **VALUE PURCHASE**



## What do you get for a Yahoo Directory Listing?

Something that looks like this:

[Your Heading Here](#)

Your tiny little one sentence to advertise your site with no hypertext link in it.  
[www.yourdomainnamegoeshere.com](http://www.yourdomainnamegoeshere.com)

That's all! One heading, one tiny sentence and a link to your website on one, hard to find page!

With the 7th Power Publishing program, you get a dynamic text link ad sentence that links to an entire web page that promotes you and you get it for just \$36 more on 6 additional directories!

For 1/6th of that cost, you can get something that will do you far more for promoting your website on the internet!

7th Power Publishing Directories	Cost Per Year	Cost Per Month	Yahoo Cost Per Year	Yahoo Cost Per Month
USA Directory Only ( <a href="http://www.findanybusiness.com">http://www.findanybusiness.com</a> )	\$50	\$5	\$299	Not Available.
USA Directory State Directory County Directory City Directory	\$150	\$15	\$1196	Not Available.
USA Directory * Industry Category 1 Directory * Industry Category 2 Directory * Industry Category 3 Directory	\$250	\$25	\$1196	Not Available.
<b>Complete 7th Power Program: All Seven Directories</b>	<b>\$350</b>	\$35	<b>\$2093</b>	Not Available.

**You get to choose the Industry Categories.** We can help you select the best categories for your business upon request.

- We offer 7 Times the Distribution
- 100 Times + the Content
- For 1/6th of the Price
- ... and a monthly payment option!

## YOU Choose How Your Article Will Be Written

You get to choose if you want to write your own article (and you would pay us nothing) or you can hire us to write your article for you.

- Write your own article (Free)
- Hire us to write your article (\$500)

## **YOU Choose How Broadly To Publish Your Article**

You get to choose if you want to self-publish your article by your own efforts (and you would pay us nothing) or you can pay us to publish your article for you.

- Publish your own article (Free)
- Hire us to publish your article for you
  1. USA Directory Only: \$50/year or \$5/month
  2. USA Directory, Plus State, County & City Directory: \$150/year or \$15/month
  3. USA Directory Only, Plus 3 Industry Category Directories: \$250/year or \$25/month
  4. Complete 7th Power Program: Just \$350 per year or \$35 per month
    - USA
    - Your STATE
    - Your COUNTY
    - Your CITY
    - Category 1
    - Category 2
    - Category 3

## **What to do now?**

Get this form: [http://www.7thp.com/files/7th\\_Power\\_Program.pdf](http://www.7thp.com/files/7th_Power_Program.pdf)

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## **Do You Want Even Broader Distribution?**

In addition, we can publish your article on up to 1,000 domains! You must first subscribe to the complete 7th Power Program to qualify for the additional services which follow.

### **Want to Publish your Article on Additional Domains?**

- **All of these are amazing ONE TIME FEES!**
- 25 domains = \$1,000 (\$40.00 each)
- 50 domains = \$1,750 (\$35.00 each)
- 100 domains = \$3,000 (\$30.00 each)
- 250 domains = \$5,000 (\$25.00 each)
- 500 domains = \$10,000 (\$20.00 each)
- 1,000 domains = \$15,000 (\$15.00 each)

### **About the Domains:**

- Links to external sites limited to 100 per page (google standard)
- Each domain is on its own hosting account
- Page rank for any domain is not guaranteed - the value of this program is NOT inherent to the

domains the articles are published on, but the number of the unique domains with one-way, in-bound links to your website, the way the article is optimized for search engines, and the way that the links themselves are created.

- Banner advertising programs are available for the domains as well. Browse the domains and let us know if you are interested in this additional exposure (and links).

## **Optional, Powerful Feature**

If you want your article to post on the home page on unique domains with your embedded, chosen keywords in the title, we require an additional \$50 fee per year per domain.

We will either use an existing domain or register a new domain, keep it renewed, install a hosting account for the domain, publish a website to it - and your complete article will be on the home page for as long as you pay your \$50/year fee!

You must be a subscriber to the Complete 7th Power Program to qualify for this program. You may purchase a program for 1 to 1,000 domains! (Ask us if you don't understand this optional feature)

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**Contact <http://www.7thp.com>**