

The SERP Fuel Technique (RANK in Google Each & Every Time)

In this report I will be showing you how to Rank in Google using the SERP Fuel Technique.

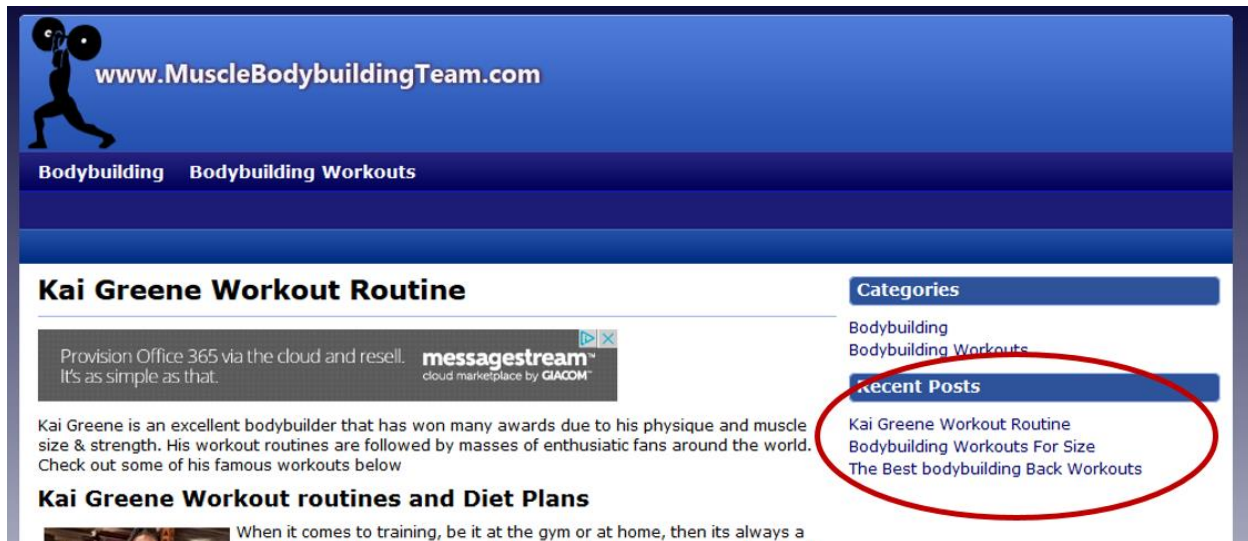
This technique uses nothing other than the power of Internal Links that YOU Control.

Internal links are used by almost all authority sites and have the power to influence your search engine ranking in a big way.. especially if done correctly.

I will be showing you exactly how to achieve this

But first because almost all of us use WordPress, let's take a closer look at WordPress in action.

As standard WordPress is a great platform, it's designed to boost each and every new post you publish. It usually does this by showing your most recent posts in a sidebar widget so that they are linked to from each and every page on your site.



This makes it easy for your visitors to find your most recent posts. It also builds a large internal linking structure to newly created posts. And it's actually a very good way to give new posts the best chance of ranking in Google.

But as soon as you start to publish more content and the older your posts get. They will no longer be linked to from the recent posts widget or on every post/page on the site.

This causes a downwards effect on older posts both from an SEO perspective and a user perspective.

1. Users won't be able to find your older posts as easy as they once did because they are no longer linked to from every page on your site.
2. Older posts will lose internal links and will start to fall in the Search engine rankings.

This is a problem faced by almost every WordPress site.

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If you already have a WordPress site that gets traffic, then you will be able to relate to the following

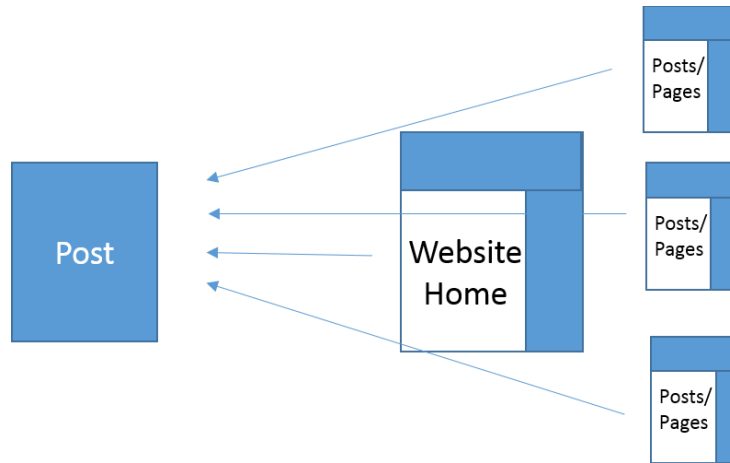
You spend time creating excellent content > your content starts to get traffic from the get go and even starts to rank in Google > You then continue to do the same.. add more content with great results, **BUT** then realize how the older your posts got then the less visibility they got and sent less traffic.

Below is a typical example of How the current process with WordPress works

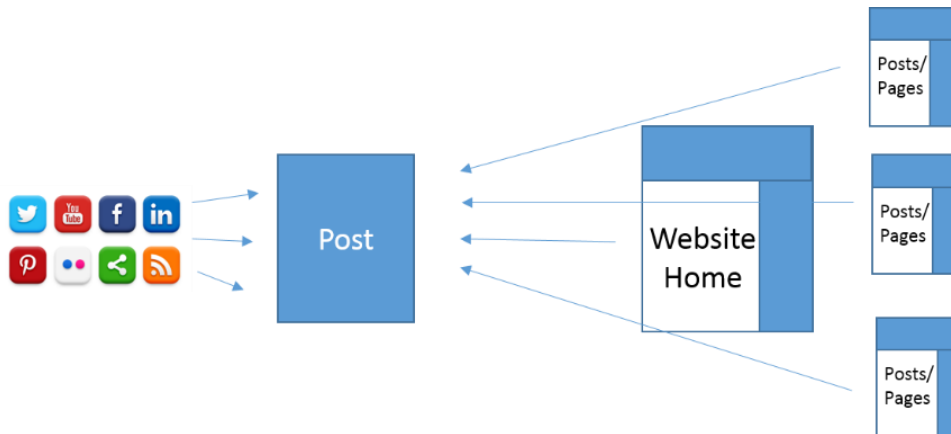
Step 1- Create Post



Step 2 - WordPress naturally links to the post from sidebar widget



Step 3 – Create External Links to post



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With this method almost all internal links to your post are dependent on the recent posts widget to link back to it.

As soon as your post gets older, it will no longer show in the widget and will lose internal links. It gets less traffic and start to lose rankings.

We faced this exact same issue with our posts, just like you do, and knew there had to be a better way...

..a way that would allow each post to rank and continue to rank no matter how many articles are published on the blog.

And a way to energize each and every single post to give them an even better chance of ranking in Google.

Let me Introduce You to **SERP Fuel**

SERP fuel posts reside on your website.

They link back to your main post but DON'T get linked to from your main site.

They give you the chance to

- Build internal links
- Diversify your anchor text
- Rank in Google for even more keywords.

But the best thing about using SERP fuel, other than that fact it allows you to rank each and every single post you publish..

..Is that it doesn't change your website structure. It doesn't make your website look any different and it provides your users with exactly the same experience they currently have.

By Giving SERP Fuel to each post you create you get to:

1. Rank in Google and remain ranked
2. Diversify your anchor text
3. Rank for more keywords
4. Build an internal linking structure that even Google's daddy couldn't ignore 😊

The SERP Fuel Technique

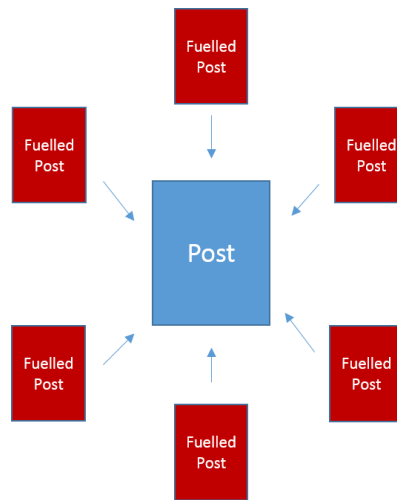
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The SERP Fuel Method

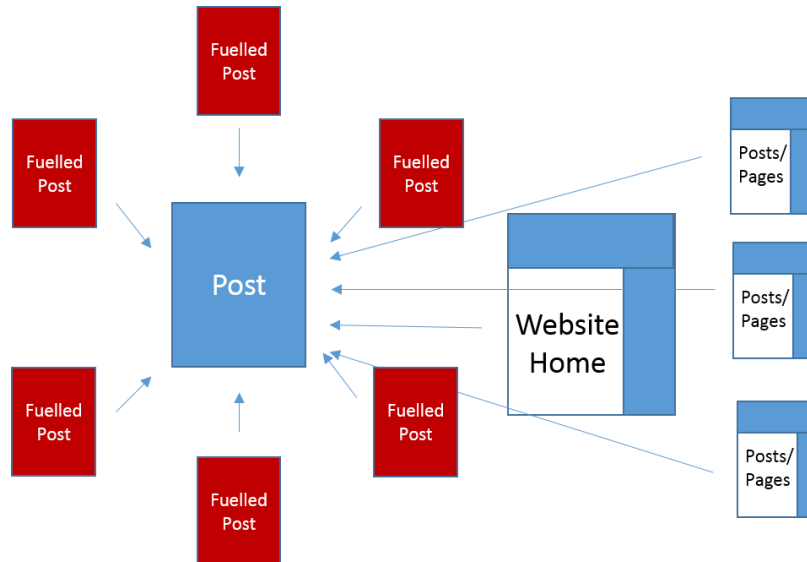
Step 1 Create post



Step 2- Create Fuelled Posts (Internal posts that link to post created in step 1)

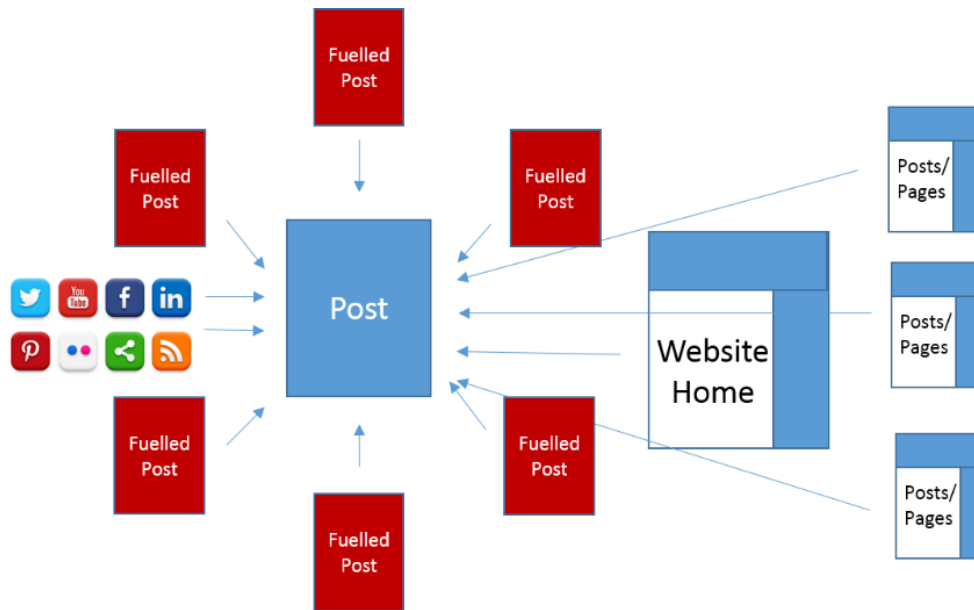


Step 3 – WordPress naturally links to post as usual



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Step 4- Create External Links to post



Step 5 – The final Link

You now need to create an Rss feed or some type of sitemap of all the fuelled posts you created and then place it on your home page or link to it from your sitemap.

This allows the search engine robots to find your fuelled posts, see the internal links you've created and acknowledge the focus your sites giving each post.

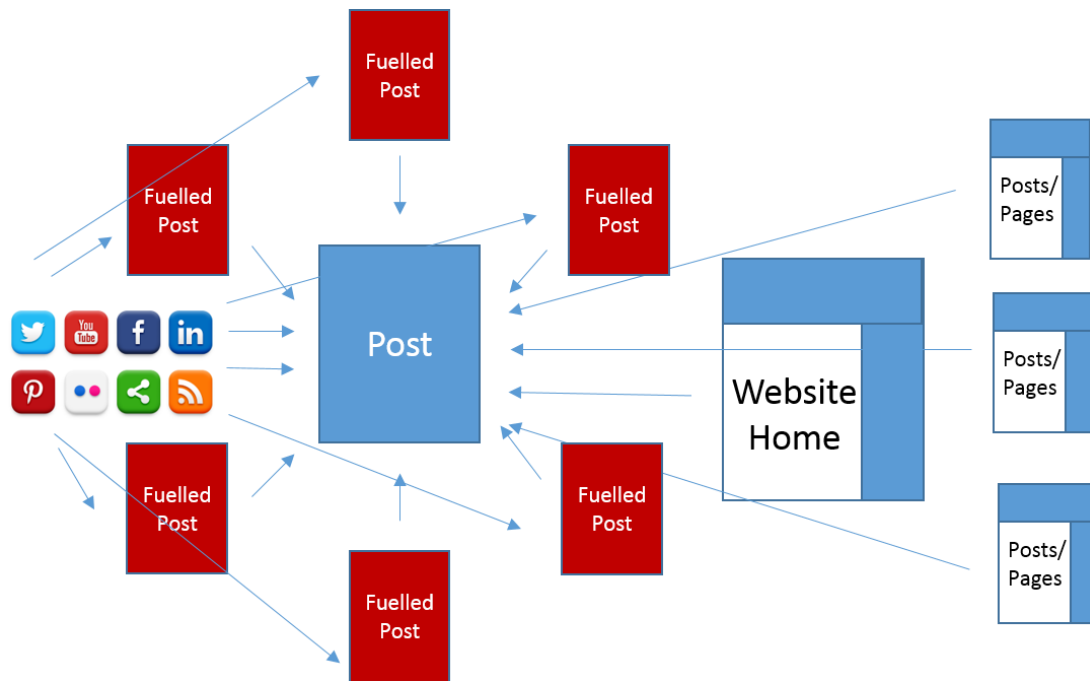
The RESULT: You will be fuelling each post with enough internal links to Rank and remain Ranked even when your posts drop off the recent posts widget

Step 6 – Taking Things to the next Level (Creating external links to your Fuelled Posts)

If you want to take things to the next level then simply create external links to the Fuelled posts you created in step 2 for even more Google Love.

Creating external links to your fuelled posts adds even more authority, gets your posts crawled faster and drips that authority to your main post for incredibly fast rankings.

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Tip

When creating your fuelled posts, it's important that you intelligently link back to your main post using diverse anchor text. This allows you to boost your content theme and lets you tell Google what your post should be ranked for.

It's like having a silo structure for every post you create with each fuelled post reassuring the main posts topic and boosting its relevancy but without the need to change any of your sites structure.

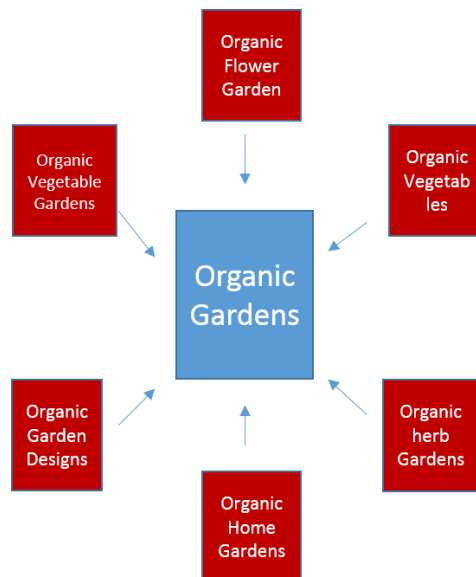


Image shows Fuelled posts in red linking back to main post in blue using varied anchor text

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By using this method, your site will never be cluttered with links to each and every post on your site and you will have an army of fuelled posts working to keep your content ranked in the search engines.

And if you build review sites that only have a few pages then this technique allows you to rank with ease, it even allows you to rank shallow sites without any difficulty.

How to Create Fuelled Posts for Yourself?

The simplest way to create them would be to

1. Create a blank HTML page
2. Add content to the page (Curated content is fine but main post it links to should be unique)
3. Add multimedia such as videos or images
4. Link back to the main post (using diverse anchor text)
5. Upload the page to your site
6. Create a RSS feed or sitemap with all fuelled posts created

The problem with this method however is that it's tiresome, tedious, takes time most can't afford.

And if you have a site with hundreds of posts already then it's going to take you a heck of a lot of time or a dedicated VA to get this done.

And that's why we went out and created a simple yet very effective solution

Introducing WPSERPFuel



WpSerpFuel is a Wordpress Plugin that creates content rich internal pages.

These pages intelligently link to your main posts using diverse anchor text AND are NOT linked to/from your main site.

WpSerpFuel then generates a SEO friendly RSS feed sitemap that contains all the urls to every Fueled post created.

This provides more emphases to each post you publish and focuses your sites attention in such a way that Google is forced to Rank your posts.

WpSerpFuel works with all of the services noted below, all paid for services are optional to work with.

- Google
- Yahoo
- Bing
- YouTube

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- Flickr
- The Best Spinner, Spin Rewriter (requires an account)
- Article Builder (requires an account)
- Your own server or proxies

And it even comes with a fully automated video mode for a fully set it and forget it hands free approach.

When will this be available?

The plugin becomes available on February 26th, 2016 at wpserpfuel.com