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**Lucid SEO – Quantum Blogging
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QUANTUM BLOGGING

Quantum Blogging is a silly name I came up with for an SEO strategy that I discovered a couple of years ago and that allowed me to get some pretty cool results.

I'm doing this in audio, rather than video because there isn't really anything to show you. This is a strategic move, rather than a technical one and if you know the basics of SEO, then you already have all the skills you'll need.

So - what is Quantum Blogging? Quantum Blogging is a technique that allows you to make a post on your blog, and get that page into a top five, top three, or even number one position, over other websites that have much better pagerank, and way, way more incoming links.

For example – and if you've listened to the teleseminar that Lucid SEO did with Terry Telford you may already have heard this story –a couple of years ago I wrote a blog post about the British tennis player, Andy Murray, and a particular milestone that he'd achieved. Specifically, he'd improved his world ranking to number 10, which meant that, for the first time in his career – Andy Murray was a top ten player.

On the day that this event happened, and, for several days, after this event, my blog post was number 1 in Google for the search term “Andy Murray Top Ten”, and some similar variations of that phrase. This meant that, when someone heard the news on the radio or saw it on TV and did a search on the internet to find out more, the chances were very good that they found themselves on my blog, reading my post.

And what was especially pleasing about this achievement was observing the OTHER websites that were on the first page of Google, but below the number one spot.

It read like a who's who of online news. The BBC website, Reuters, Eurosport, even the official Andy Murray website were on the first page reporting this event, but they were all ranked below my part-time blog project – with it's miniscule amount of pagerank and incoming links.

After a few days my blog post started to slide down the rankings and, although it never left the first page, eventually the bigger, established websites rose to the top. Now that didn't me worry me particularly because,

A) I was at the top while the story was at its freshest and while the majority of the online searches on this story were taking place, and because,

B) it hadn't taken any particular effort to achieve what I had, and so the traffic I received was a welcome bonus on top of my regular readers.

Now the next step – was to figure out why that had happened and whether it could be reproduced, and, over the next year or so, I managed to repeat the trick with a number of stories relating to Andy Murray – sometimes getting the number one spot, sometimes not, but always hitting the first page, and usually the top half.

So what was it that made these results possible? Well, let me start by explaining how to do it and, from that, you'll probably be able to figure out for yourself why this works.

You might want to take some notes, of the following steps – there aren't a lot of them, but they're all crucial (although there's a good chance that you'll have already done some of this work – which will make things easier for you).

Step One: is to have a blog. You can achieve this with a regular website, but a blog just makes it easier. Wordpress is easier to optimize, but Blogger will work perfectly fine and, in fact, my Andy Murray blog was created through Google's Blogger program.

Step Two: is to do the basic onsite optimization that you would do for any website. This means making sure that your Title and Description tags are set up properly, and that you use appropriate keywords in the title of your blog posts.

Usually with a blog, you can specify that the blog post, should automatically be used in the Title Tag, or with Wordpress you can use the All-in-one SEO plug-in that allows you to manually enter the contents of the Title and Description tag for every new post that you make.

Step Three: is basic offsite optimization. This means getting inbound links using variations that include your primary keywords. So for a blog about Andy Murray, I was going for links such as Andy Murray, Andy Murray News, Andy Murray Tennis, Andy Murray Results, and so on.

I didn't get a vast number of inbound links, primarily I had a couple of dozen links from directories. 2-3 links from websites that were on the subject of tennis, but much broader than just being about a single player. I had a couple of links from other sites I owned, that weren't related to tennis at all. And I made the occasional post on some forums about Andy Murray, using my blog as a link in my signature.

So, I did the basics, but I didn't spend a vast amount of time on it – it was, after all, a hobby site rather than a business one. I put some effort in over the first couple of weeks to get some links, and then apart from the occasional forum visit, I left it to gain links naturally.

OK so far? You've probably noticed that there's nothing revolutionary about the first three steps, which are not really different from the basic SEO work you would do on any new site. And it is basic work – this strategy does require some preliminary work, but you don't need to have a massive pagerank to make this happen. Google's Toolbar is not the most accurate guide, but for what it's worth, I don't think it ever went above 3 or 4.

So – with the basics done – there are two more steps that complete the process.

Step Four: you need to get the Google spiders to visit your website at least once per week, preferably two or three times. And this is where using a blog makes the process so much easier.

To get the spiders to visit frequently, you need to post new content frequently and consistently. If you want the spider to visit twice a week, you need to post at least twice a week. If you want it to visit three times, then post at least three times.

If it's a subject you're interested in, this isn't difficult – it just takes discipline to keep up. For my blog it wasn't difficult because apart from certain times of the year, tennis players can enter up to 2-3 tournaments a month. I posted a short review of every match Andy Murray played, and filled out the rest of the posts by talking about future fixtures, making comments about his improvement as a tennis player, and so on.

I also used Google Alerts so I received frequent notifications about new articles that had been written about the player. I'd skim through these and, if I found something interesting, I would post a link to the article and offer a comment on what the journalist had written – either supporting, or criticizing.

Once you work out a good routine and a way to find fresh things to blog about – posting regularly and frequently isn't so hard.

Another way that blogs can help you get the spiders in quickly is by using the RSS feed functionality that most offer. Blogger and Wordpress allow you to setup an RSS feed that will automatically send a 'ping' or notification to different news websites, every time you make a new post. There are lots of websites out there that publish information from a variety of RSS feeds (usually from blogs) and this increases the chances of Google finding and indexing your new post very quickly.

You can submit your RSS feed to RSS directories, just as you would submit your blog to website or blog directories. It's a one-time job when you first start out, and then every new post gets out into the WWW within seconds.

If you do all of this correctly, and keep it up for even just a couple of months – maybe less – you can have the Google spiders finding and ranking your new posts within hours, or even just a couple of minutes after you publish. At the very least,

you should be aiming to get your posts indexed within 1-2 days, and if you're doing all the things I just mentioned, there's no reason why you shouldn't achieve that fairly quickly.

If you're wondering how to find out how quickly your posts are being indexed by Google, you can find this information out via Google Webmasters which includes this in their stats, or simply copy and paste a sentence from your blog post and do a Google search for it in quotes. If nothing comes up, then it's not indexed yet. If your blog post appears, then it's indexed. Job done.

So where are we?

We have a blog. It's had some basic offsite and onsite optimization – and we're getting Google to index our new posts very soon after we publish.

Again, so far, we've not done anything unusual, and nothing that many other websites and blogs aren't already doing.

But **Step Five** - this is where you set yourself apart.

For Step Five, you have to think of an event related to the subject you are blogging about, and write a post about it **BEFORE** it happens. And if that sounds wacky, well then that's why I call it Quantum Blogging.

Quantum physicists tell us that observing particles at the atomic level offers convincing proof that other dimensions, and other universes exist.

Now that's wacky.

One scientist famously said that if Quantum Theory doesn't leave your bewildered and outraged, then you haven't understood it properly.

Don't worry, you don't have to engage in time-travel or worm-hole jumps, to blog about the future. All you have to do is make a prediction. Take an educated guess based on what you know about your chosen subject.

It doesn't matter if your guess turns out to be right or not. If you're wrong, then no harm done. But if you're right, then you just a got a huge head-start over everyone else.

Go back to my original example and you'll understand how this works.

You see Andy Murray fans had been waiting for the day that he entered the ATP Top Ten, because this is always a big deal for a tennis player – especially one who's still in his teens. We'd watched his ranking enter the top 200, then the top 100, the top 50... Breaking into the top 20 was a pretty big deal, but the nearer you get to the top, the harder it gets and the slower progress becomes.

And Andy Murray had been creeping closer and closer to the number ten spot for several months.

Until it reached the point where his fans, looked ahead at his schedule and observed that there was a very good chance that it would happen within the next few weeks. It all depended on how he performed over the next couple of tournaments, and also how his competitors, the players ranked just ahead of him, performed.

The ATP rankings are officially re-calculated every Monday and, one week, just after the latest rankings were confirmed, some bright sparks figured out that if the player just ahead of Andy Murray in the rankings didn't reach something like the quarter-finals that week, then he would slip down a place, and Andy Murray would take his place in the number one spot.

Bizarrely, Andy Murray wasn't even playing that week, but that's just one of the quirks of the ranking system. So for Murray fans, all eyes were on this other tennis player, willing him to be knocked out early. It's pretty mean – I know – but that was the situation.

This situation didn't really get any coverage in the popular media until later in the week, but it was already being talked about on the forums on that Monday.

So – what did I do? I posted a new article on my blog called... **Andy Murray Top Ten**. The article described the situation I just explained and made a couple of comments about it.

Four days later, very late at night - UK time - the unfortunate player in question lost his match and it was now official – come Monday when the rankings were re-calculated, Andy Murray would move into tenth place and, for the first time, he would be one of the top ten tennis players in the world.

Within minutes of this taking place, news websites and blogs posted the announcement. Within a few hours, full length articles on the subject had been published. In the UK especially, this was a pretty big deal as Andy Murray was, and still is, the only British tennis player currently in the top 100.

By Saturday morning, there must have been hundreds of websites, large and small, reporting the news either briefly, or at length.

And yet, if you googled the phrase “Andy Murray Top Ten”, my blog post was the article that appeared at the top.

Can you see why that had happened?

The big news websites published their news very early on Saturday morning and were very quickly indexed by Google. Over the next few days, other websites would post links to the story on the big news websites and this would gradually pull the big-hitters to the top of the listings. But for that process to be completed, it took a few days...

and I had given myself a four day head-start.

Couple that with the fact that my blog was very tightly themed on the subject of Andy Murray, and that was enough to give me the top spot for several days. In reality I had hit the number one spot, a couple of days before the event took place, but by getting my story published, spidered, indexed, and ranked in advance of the news breaking, I held on to that spot during the peak of the stories popularity.

And **THAT** is Step Five.

If you're blogging on a subject you know plenty about, you are well placed to anticipate stories before they happen and therefore, you can get in early and steal some very nice rankings over news websites that generally only publish what's happening in the here and now.

Now, if you're thinking ahead, you may be wondering whether it was of any benefit to have an article ranking at the top, when it was only about what might be going to happen. People who searched on the story on Saturday morning were looking for news about the event, not for predictions from a fan.

Well, very simply, I used the blog's facility to edit older posts and added an extra paragraph to the top of the article. It read "Update: As expected Andy Murray is officially a top ten player, etc, etc.

It didn't affect the ranking of the page, and it meant that visitors were getting up-to-date information.

Simple, right?

In fact, this is another piece of the puzzle.

Remember – Google likes websites that are regularly updated with fresh, original content. And during that week, I updated the blog post a couple of times adding an update that reported the progress of the tennis player that Andy Murray fans were hoping would make an early exit.

On Friday, the blog post may have been four days old, but Google re-visited it each time I updated it, so the spiders could see that this page was being refreshed.

I successfully repeated the process on a number of occasions and, it didn't require really, any additional work, it simply meant adjusting the way in which I posted.

When Andy Murray was due to play a match, I didn't wait until after it had taken place to blog about it. I posted a preview of the match using the two player names in the blog post title, along with the name of the tournament. After the match, I added a brief update containing the result, and then made a new post describing what had taken place.

Most people searching for news about the match did so, after it had finished, most likely to try and find out the score, or how the match had played out. By posting in this way, I got my blog post about the match indexed a couple of days before the majority of people began their searches.

When Andy Murray picked up a wrist injury, there was a lot of speculation about how long he would be out for. Wimbledon, the biggest tennis event on the calendar – and the most important for British tennis fans – was still some weeks away when I posted an article about the wrist injury and asked whether it would affect his decision to play?

It was a couple more weeks – with the injury still keeping Murray on the sidelines - before most of the media began asking the same question.

By that time, I'd had my blog post about Andy Murray, a wrist injury, and Wimbledon indexed for quite some time.

It isn't necessary to be able to foresee the future – just look ahead at what might be happening soon, and post about it sooner than everyone else. Update the post occasionally to keep it fresh and, if it's a really big story you're shooting for, get one or two incoming links, specifically to that page to give it an extra boost.

For most niches, you won't need to go to those lengths – it all depends on how competitive is the arena that you're in.

Have a think about the topic of your blog (or the blog you're going to build very soon) and think about the predictions you could make.

If you're blogging about a celebrity or sports personality – what big events are coming up in their calendar? Don't wait until everyone else starts writing about it – get in first.

Perhaps you have a review copy of a new internet marketing product a couple of weeks before release. Make a blog post using the name of the product and the word 'review' in the title. If you're not allowed to publish specific details yet, keep the title, but write about the review you INTEND to publish very soon and maybe drop a few hints. When the embargo lifts, edit the post to include your review

and there's an excellent chance that your review (complete with affiliate link and tempting bonus) will be at or very near the top.

Once you get into this mindset, you'll find posting about future events that you either know will definitely happen, or have a reasonable chance of happening, becomes second nature.

And that's Quantum Blogging. Silly name, but very sensible SEO strategy. Give it a try and let me know when you have a success and I might be able to post your case study on [The Lucid Blog](#).

If you have any questions about this subject, please post them in the members forum – the link is in the Lucid SEO members area.

Next month – I'll be publishing an in-depth case study of an SEO competition that is currently ongoing. So, until then, thanks for listening and I'll speak to you again soon.

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