

Google-1st Checklist Schedule

Now I know that a huge manual containing hundreds of pages and screen grabs can look little daunting. Achieving success with Google-1st does of course mean understanding all of the principles that lie behind this program, but when you break it down -- it isn't that complicated.

I therefore prepared this Google-1st checklist schedule for two reasons:

- To provide helpful overview which will keep things clear in your mind.
- As a physical checklist for you to use particularly after you have completed your first *Google-1st Campaign*.

I suggest that you initially worked through your first *Google-1st Campaign* using the full manual, but then subsequently rely on this checklist schedule, only dipping into the manual when you need further clarification on a specific point.

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1. Choose which website you want to promote

[See Page 15 onwards]

You always have a choice between promoting your own website or someone else's. Make that decision now and take a note of the website URL you will be promoting below:

The website I will be promoting is at:

www. _____ . _____

2. Pick your keyword phrases

[See Page 17 onwards]

This is absolutely critical to the success of your *Google-1st Campaign*, so choose wisely and take into account all the advice that you'll find on the relevant pages of the manual.

Take a note of the *Google-1st Campaigns* that you intend to establish. [See Page 27 onwards and the Google-1st Campaign Tables in your Toolkit Download Area].

3. Set up your *Google-1st Campaign Spreadsheet*

[See Page 30 onwards]

Since there is nothing more important than keeping track of precisely what you're doing with Google-1st, proceed to set up your campaign spreadsheet which you can download from the Toolkit Download Area.

4. Set up your own Gmail email address for each Google-1st Campaign

[See Page 38 onwards]

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In order to keep things tidy and also to ensure that you get the maximum possible SEO benefit, set up your own googlemail e-mail address and forward all future e-mail to your regular inbox. Note down your new e-mail address on your spreadsheet.

5. Produce a great marketing video for your Video Marketing Ring

[See Page 43 onwards]

Google-1st relies on a combination of different approaches and your Video Marketing Ring is very important. Collate relevant still images and photographs, go to Animoto.com and produce a free 30-second video.

6. Create your Video Marketing Ring

[See Page 61 onwards]

Use TubeMogul to distribute your new video to multiple locations in order to kickstart your Video Marketing Ring.

7. Ping and Submit your videos

[See Page 72 onwards]

It's time to start telling the world about what you been up to, so ping and submit your new video at all of its many locations.

8. Create your Authority Blog Sites

[See Page 75 onwards]

The biggest single element of each of your *Google-1st Campaigns* is the production of your Authority Blog Sites. Produce five of them by following the detailed instructions up to page 164.

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9. Complete your Authority Blog Network marketing cycle

[See Page 165 onwards]

Google-1st works because of the way that all of the individual pieces of marketing you are undertaking fit Together. Here is where you complete your Authority Blog Network by linking your first Authority Blog Site to your last.

10. Ping and Submit everything that you've just done

[See Page 168 onwards]

By now you will have done a lot of work which you must let the world know about in order to succeed. It's very easy to imagine that the work you have done so far is enough, whereas this step is absolutely vital -- so please do it.

11. Web 2.0 Social Networking Promotion

[See Page 169 onwards]

Once again the power of *Google-1st* really live in the way that it combines various different techniques in order to become bigger than the sum of its parts. Carry out the Web 2.0 Social Networking Promotion semi-automated submissions described up to page 202.

12. Get Clipmarking!

[See Page 203 onwards]

Incredibly powerful social bookmarking which is described in detail in the manual. The only occasion on which I recommend installing a free bespoke toolbar.

13. Complete the rest of the social networking

[See Page 213 onwards]

Follow the detailed instructions to complete various forms of bookmarking up until page 225.

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14. Repeat from step one for your other *Google-1st Campaigns*

[See Page 227 onwards]

So far you have completed a single *Google-1st Campaign*, but to be successful you will be linking several together in order to enjoy the potential benefits of a *Google-1st Mega Hit!* This time you should use the stopwatch and keep a close track of your timings. With each of the subsequent *Google-1st Campaigns* you will find that you get faster and faster.

15. Check and track results

Some of your results may be nearly instantaneous once you have completed a *Google-1st Campaign*, while others will take several days to kick into place. Your job is to check back in and find out how Google is getting on with the ranking of your sites based on each of your chosen keyword phrases.

Interestingly I frequently find that my best keyword optimization turned out not to have been for the exact phrase that I had selected and something else, equally as good, but using a slightly different combination of words turned out to have taken top slots on Google's first page. Therefore you should spend some time typing in different keyword search phrases in order to find out the outcome of your work.

16. Don't forget your Monthly 10-Minute Maintenance Plan

You don't want your new found success to be a flash in the pan, so it is important that you set aside a small amount of time each month to make sure that your Authority Blog Network is in good shape. Follow the Monthly 10-Minute Maintenance Plan in your Toolkit Download Area.