

# Monthly 10-Minute Maintenance Plan

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## Why most SEO packages don't work for long

A criticism of most SEO approaches is that they tend to work well for a while and then the results disappear off into the ether, never to be seen again.

That's a great shame because it's not the way to get the best out of all the work that you've put in to creating your leading search engine results -- yet sadly with most approaches to SEO work it's completely inevitable.

The problem is actually that if you only incorporate one approach to optimizing your website, then the chances are that over a relatively short period of time Google will come along change its algorithms and all your hard work will be lost!

## Why *Google-1st* is different

The good news is that *Google-1st* doesn't suffer from the same problem. This is because rather than using just one technique to get your website to the top of the search engine results, this package incorporates a variety of methods. So just because Google decides to re-evaluate the way that it handles social networking, this won't prevent your Authority Blog Sites from performing well -- and if the search engines suddenly the size but blogs are no longer the "in" thing, then you always got your Video Marketing Ring to fall back on.

Not only have you confused a wide variety of strategies brought together under the *Google-1st* umbrella, but within each of the categories you've also got a large number or different sites and in any given period of time, Google is likely to increase the relevance of one was perhaps decreasing it for another -- leaving your net result unchanged.

## How you can help to keep your *Google-1st* Results!

It actually turns out to be remarkably straightforward to keep your self at the top of the search engine results. All Google wants to know is that your website is properly looked after and that you still care about it. The exact same thing applies to your entire Authority Blog Network too.

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So keeping yourself in prime position on page 1 of Google is actually straightforward as periodically returning to each of your Authority Blog Sites tweaking a couple of things or adding a two paragraph article and -- hey presto! -- you are back in favor.

### Small changes have a big impact

I've carried out an extensive testing on my own results, deliberately allowing Authority Blog Site to drop out of the search results entirely [or released the first page] in order to find out what it would take to bring them back to life.

Amazingly resuscitation simply involved posting a couple of lines of relevant text into each of the blog sites.

### So here is my very simple monthly 10 minute maintenance plan for you:

1. Open your *Google-1st Campaign Spreadsheet* and re-enter each of your Authority Blog Sites one at a time.
2. Add a new post to each which will consist of no more than two paragraphs.
3. Save and publish your new post.
4. Check that all the external links, in particular the Authority Blog Network links remain live.
5. Find a new link to add to your links section. Make sure it's relevant to your subject, but not in direct competition.
6. Now refer to the Ping and submit section of your *Google-1st Campaign Spreadsheet* and be sure to ping and submit anything that's changed.

### And that's it!

If you were expecting some kind of complex update routine, then you're mistaken. All my experience has shown that all you need to do is keep your sites up-to-date and that keeps you holding on to the positions that you already dominate.

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You are essentially trying to demonstrate three things here:

- Your Authority Blog Site is still being looked after.
- It's still relevant to your niche subject matter.
- And it's an expanding source of good information on your specialized subject.

And that folks is why I call this my Monthly 10-Minute Maintenance Plan. It really shouldn't take you much longer per *Google-1<sup>st</sup> Campaign*. So the only way that you'll need to leave more time is if you've created a large number of *Google-1<sup>st</sup> Campaigns* and if this is the case for you then I know you'll want to actively ensure that you maintain your top spots, because buying those top positions using Google AdWords would cost you a fortune!