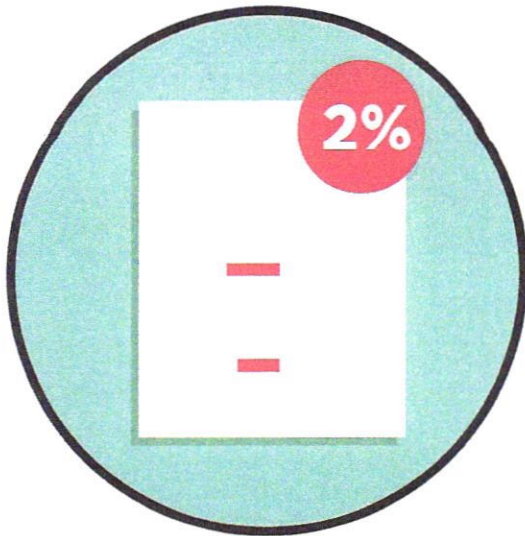


Stack 2

Group 2

Set 3

Some assumptions and notes



We are assuming that a keyword density of **2%** is a percentage that would not get you penalized for 'over optimization.'

Each page contained an **identical meta title**. Using a meta title allows for quick indexing as meta title is the most important on page indicator.

Next month we reveal the next test in this series where we ignored keyword density and placed the keyword the same number of times in different locations/indicators on each page and added word count. This test sheds some light on what over optimization vs under optimization looks like.

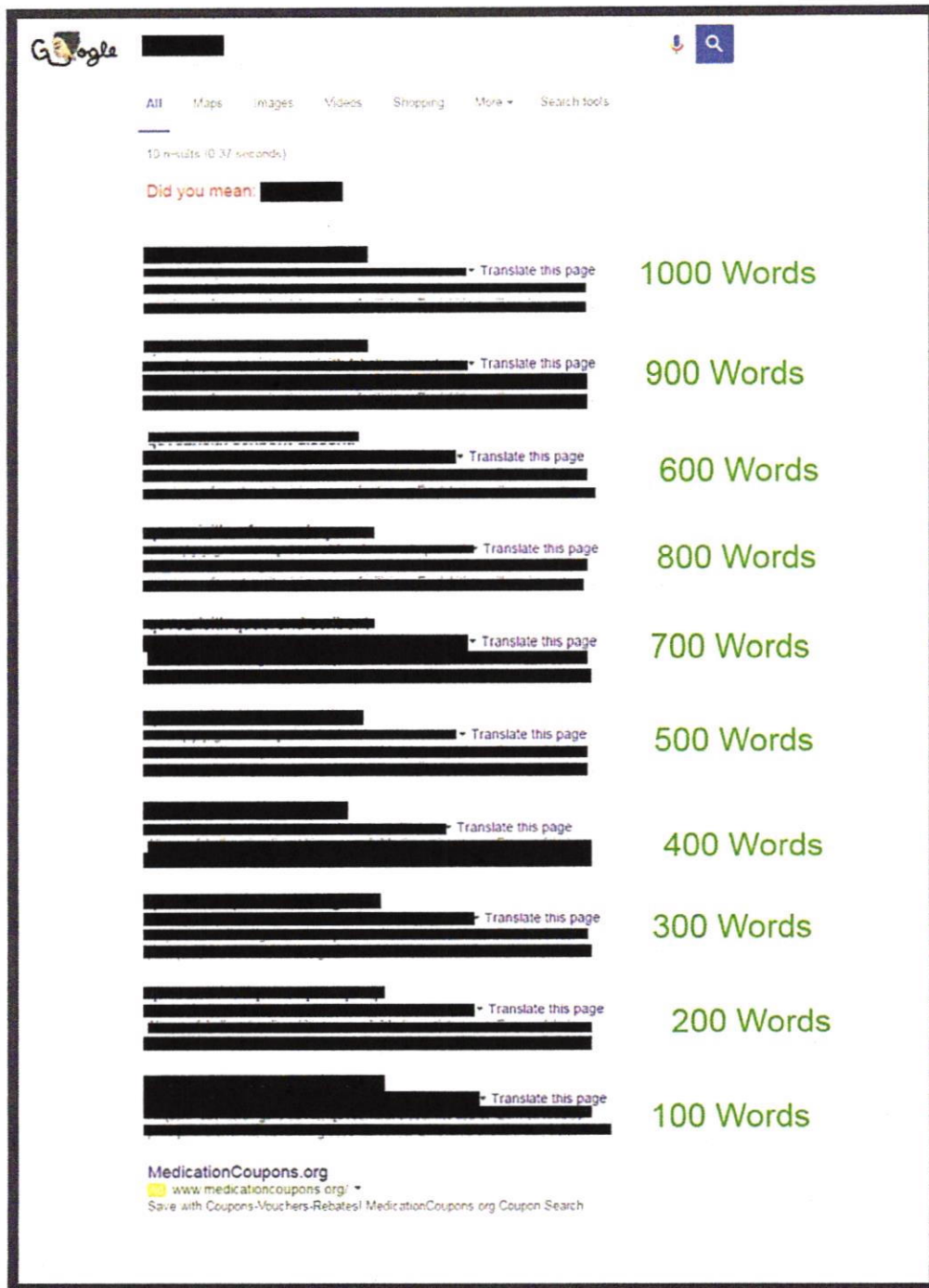
A stylized illustration of a man in a dark suit and red tie, standing on a dark, jagged rock formation. He is holding a red megaphone to his mouth and shouting. The background is a teal sky with three white, torn-paper-style clouds. A dark, irregular speech bubble points from the man towards the right.

Stay Tuned for
those results!

The results were amazing!

The pages indexed the same day they were posted and ranked in order starting with **the 1000 word page in the #1 spot** and going down to **the 100 word page in the #10 spot**. We've kept this experiment running for **nearly 4 months** and the results have stayed nearly consistent. From time to time a page will sneak up or move down a spot or two, but then will return to it's original place in the ordered ranking.

Proof of rankings image



Keyword Density vs Optimization Rate

An important point to define is the difference between keyword density and optimization rate. Keyword density is taking the total number of words on a page and dividing by the number of times that a keyword is used. Optimization rate is a little bit different. Optimization rate isolates the different sections a keyword can be placed on a page and looks at the keyword density in each section. The different sections on the page are then scored and an overall 'rate' is produced.

As you can see, there is a lot going on with on page optimization and one test is not going to answer it all. But we can begin by narrowing down the question to a single variable and then begin to build our understanding from there. Starting with the question 'how many words should be on the page?' let's narrow things down and make some definitions. Let's define 'on the page' as the section known as 'body content.' We'll only focus on paragraph content and not any H tags, bold text, img alt text, or anything that 'goes on a page.' We'll keep keyword density consistent throughout the test.

We built out 10 different pages. For each 100 words we added a paragraph. Page 1 had 100 words and 1 paragraph, Page 2 had 200 words and 2 paragraphs... all the way to Page 10 with 1,000 words and 10 paragraphs.

**100
WORDS**

**1
PARAGRAPH**

**200
WORDS**

**2
PARAGRAPHS**

**300
WORDS**

**3
PARAGRAPHS**

**400
WORDS**

**4
PARAGRAPHS**

**500
WORDS**

**5
PARAGRAPHS**

**600
WORDS**

**6
PARAGRAPHS**

**700
WORDS**

**7
PARAGRAPHS**

**800
WORDS**

**8
PARAGRAPHS**

**900
WORDS**

**9
PARAGRAPHS**

**1000
WORDS**

**10
PARAGRAPHS**



The correct number of words on a page can be a difficult question to answer.

There are many moving parts to on page optimization. There are also many different places you can put a keyword on a page. Once you begin to think about optimization you realize there are many questions involved in the process.

For example, you might calculate your keyword density on a particular page at 4% and then wonder:

Is a keyword density of 4% too much?

too little?

just right?

Does keyword density even matter?

Should I have more/less H tags on the page all containing my target keyword?

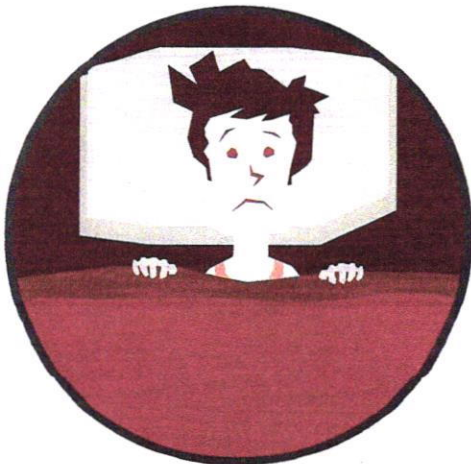
Do H tags factor into keyword density?

Do the rules change from niche to niche?

If Google penalizes for a site being over or under optimized does Google have an optimum optimization rate that we should try to calculate?



Questions



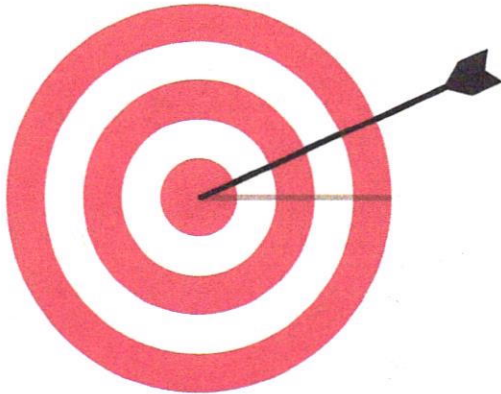
These types of questions can keep you up at night!



SEO Intelligence Agency Test #1



ON PAGE WORD COUNT



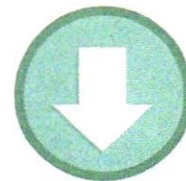
**The goal of real
SEO is to move past:**

- ▶ Opinions
- ▶ Heuristics
- ▶ Rules of Thumb

One of the largest problem areas of opinion based SEO is the idea of:



Over Optimization
or
Under Optimization



To begin to understand optimization we can look at one of the biggest questions you hear from clients:

How many words should I have on the page?

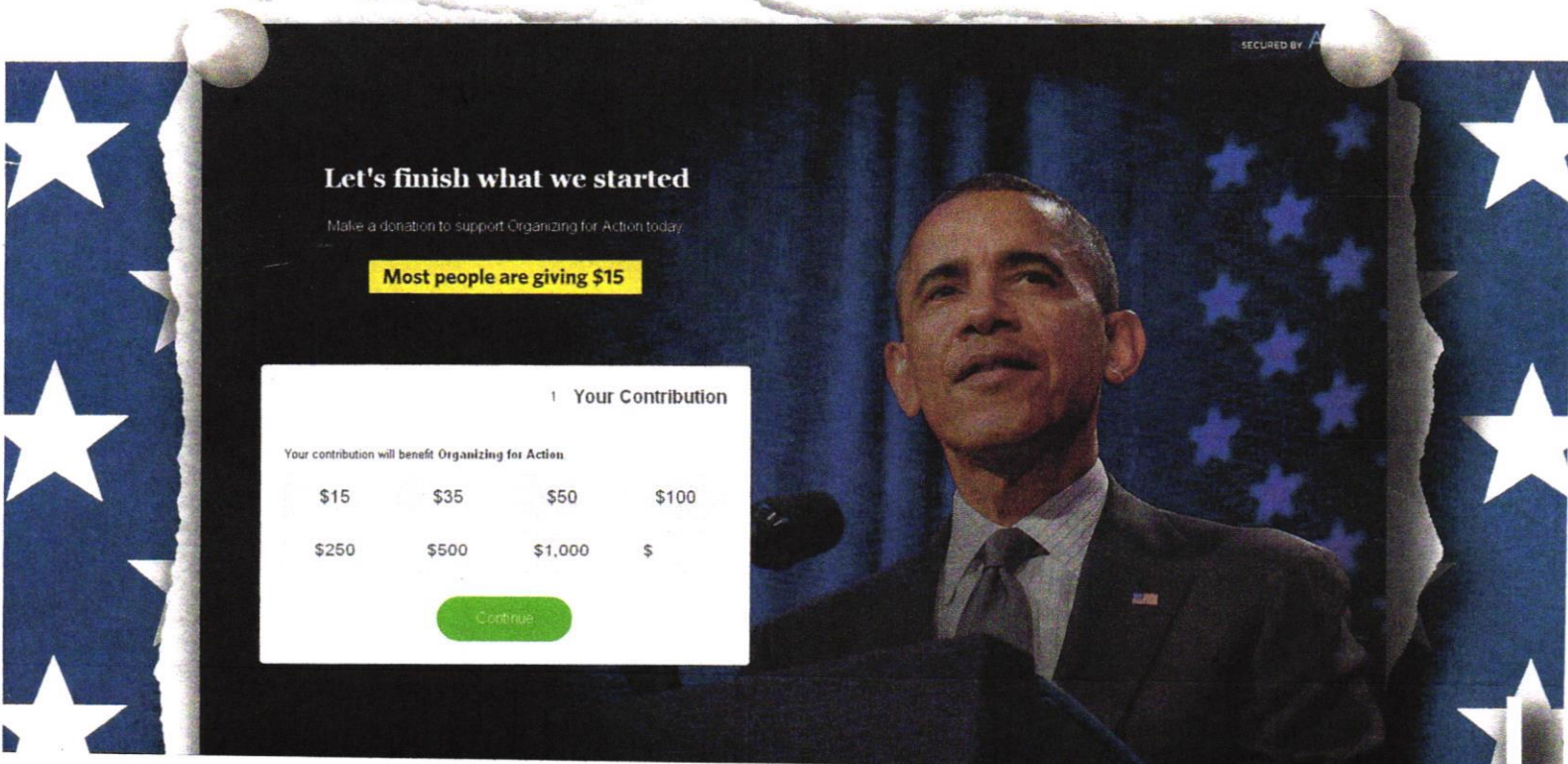


FUNNEL U

ISSUE NO. 11

POLITICAL

HACKING PRESIDENT OBAMA'S \$180M CAMPAIGN FUNNEL





By Stephen Larsen, Funnel University Community Manager

A few weeks ago, I got an email from a buddy who told me to check out an interesting article about Obama. It showed how he raised \$180 million in a very short amount of time. As I was reading this article, I was thinking, "What the heck? How did he do that?" Because as marketers, we do everything we can to push out good products and make money – and here was an example of a presidential candidate pulling in \$180 million with a single page!

I want to show you this multi-million dollar page and how Trump and Hillary hacked him this past election, but first, I want you to know this is purely for funnel hacking purposes.

I am not taking a political stance on any of these candidates.

The comparison between the pages I'm about to show you is interesting. I often get asked how funnel hacking works, and this is a perfect example of how Trump and Hillary used what worked for Obama in the 2012 elections to fund their campaigns. So this can be your road map on how to funnel hack.

OBAMA'S PAGE

First, take a close look at Obama's simple, one-page funnel. To pull people in he immediately uses a call to action, "Let's finish what we started. Make a donation to support

Let's finish what we started
Make a donation to support Organizing for Action today

Most people are giving \$15

\$15 [edit] 2 Payment Information

☐ Make this a monthly recurring contribution

Credit Card Number

12 - Dec 2016

Email Address

First Name Last Name

Phone Number

By clicking this button, I certify that I meet the eligibility requirements set forth below

[back](#) **Donate**

ASKS FOR CONTINUITY

Obama's \$180 Million Campaign Page Step 2 (step 1 shown on cover)

organizing for action today.” So he’s not wasting any time asking for what he wants.

I think it’s amazing how, in bold type and highlighted in yellow, it says “Most people are giving \$15.” And then there are a bunch of preselected amounts in case you’re too lazy to type in \$1,000.

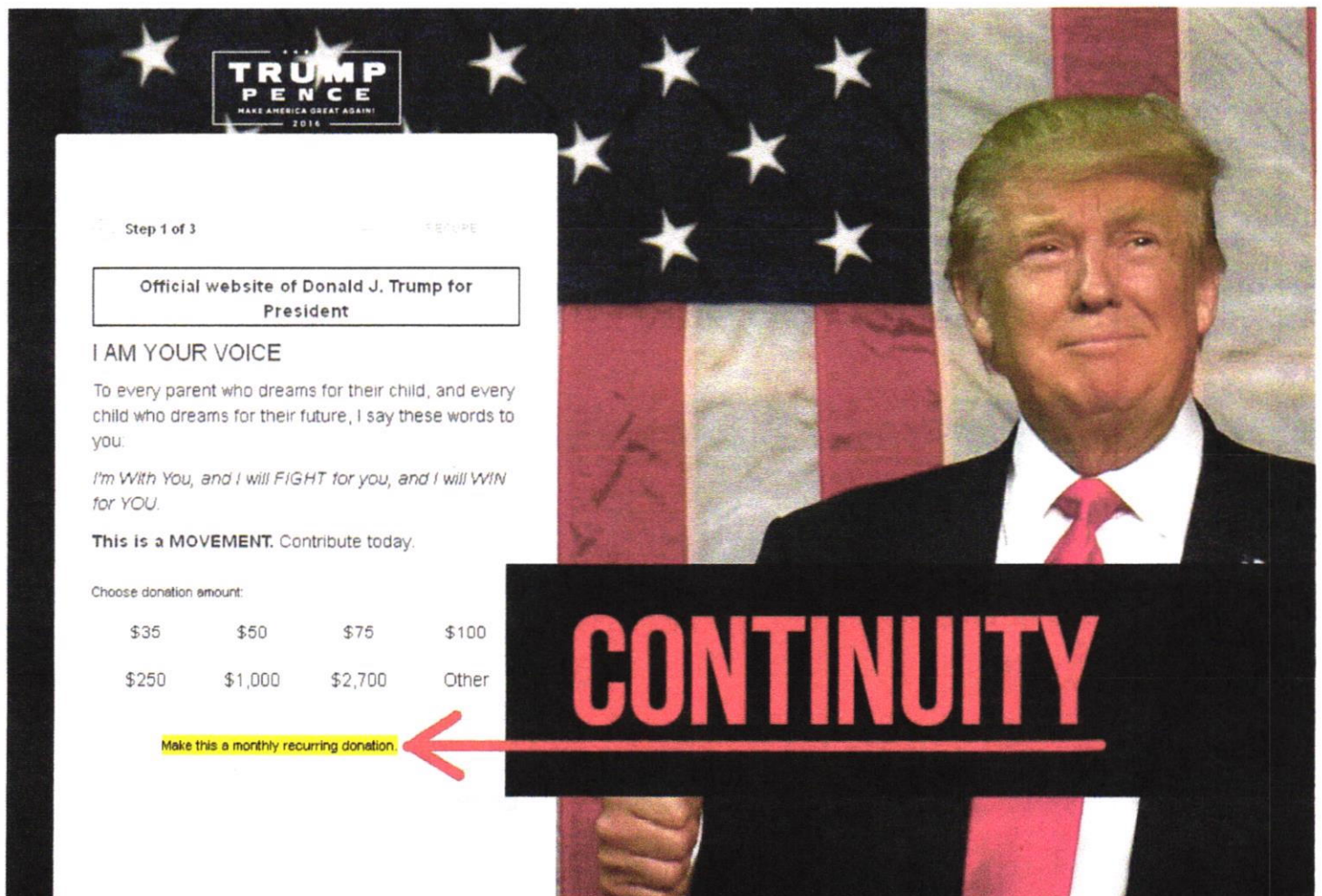
When you select an amount it literally goes straight to the credit card processor.

Another thing that’s fascinating about this page is right at the top you can select to make your donation recur monthly. So he’s asking for continuity right up front. Isn’t that amazing?

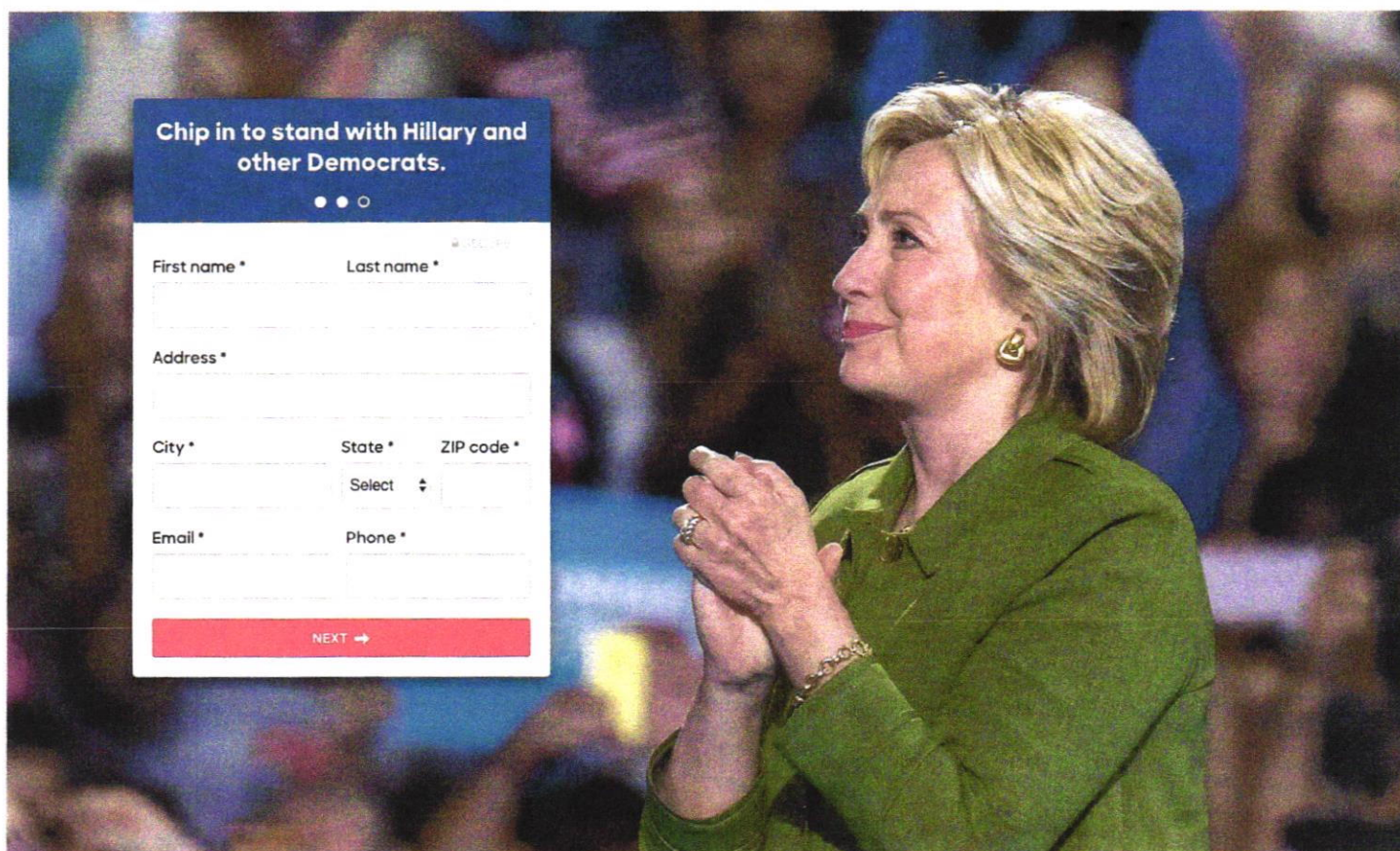
At the end you enter your email address, and start getting messages from the campaign. So Obama obviously won the presidency, so I’m going to set his page as the bar while I show you what Trump and Hillary did...

TRUMP’S PAGE

This is fascinating. Look at what Trump did in the screenshot below. Lo and behold, what does his page look like? It looks *exactly* the same as Obama’s – *he funnel hacked it!* He has a cool call to action, “I am your voice.” Then he has a saying that’s really riveting. Then you choose your donation amount.



Trump's Campaign Fundraising Page



Hillary's Campaign Fundraising Page

Just like Obama's funnel, Trump doesn't skirt around the fact that he's asking for your money. Remember that because it's really important as we go through this.

You select an amount and then you can choose to make it a monthly recurring donation. Again, same thing.

This is similar to the two-step order forms Russell uses where he asks for your email address and then your payment information. And similar to Obama, he sends out emails to stay in front of his followers, tell them what's going on in his campaign, and keep his cult alive.

HILLARY'S PAGE

Now take a look at Hillary's page. Oh what? She funnel

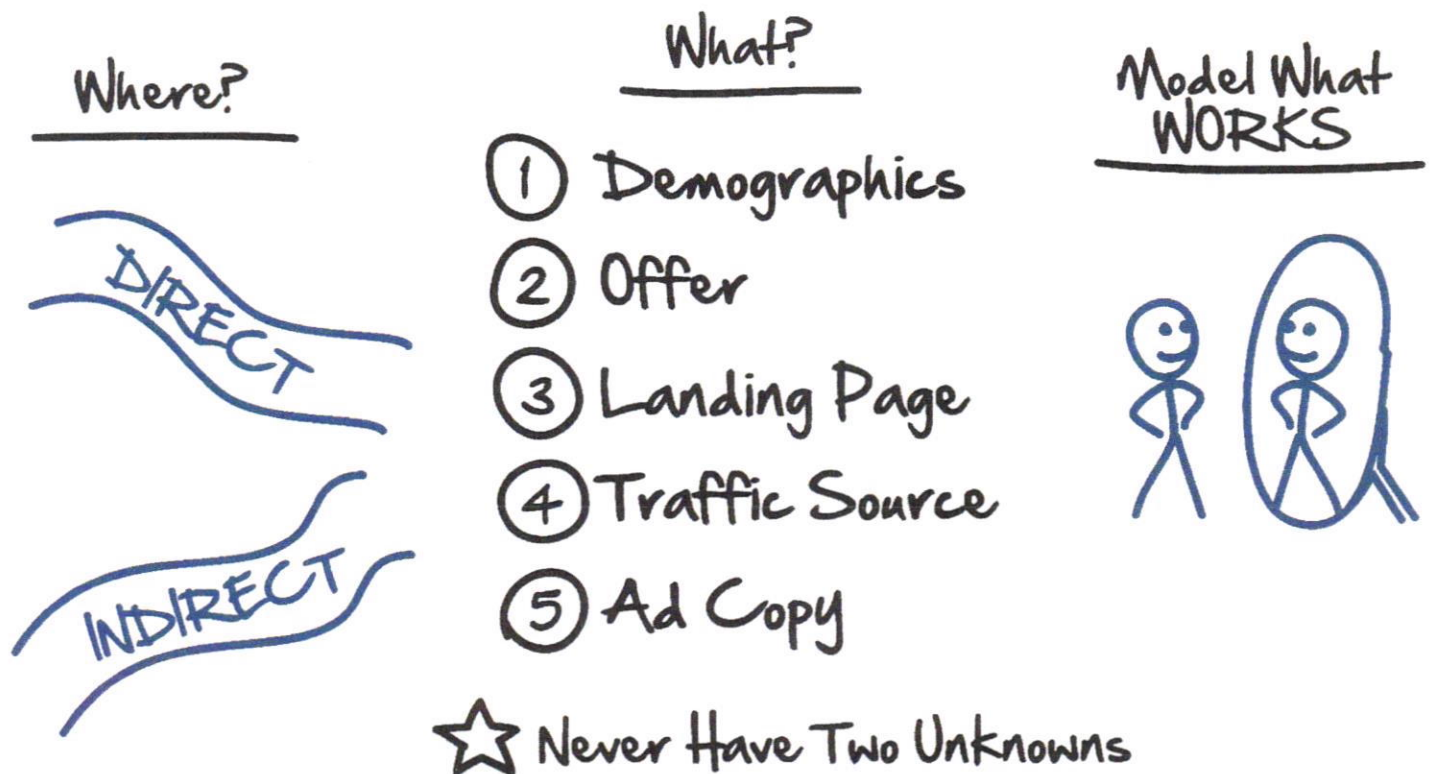
hacked Obama too! They both did it. Again, you can select a donation amount. There's a two-step order form where she commits you with low barrier information (your name and email address), then gets your payment information.

FUNNEL HACKING TRAFFIC SOURCES

If you've read Russell's book "DotCom Secrets," he showed you how to funnel hack. But a lot of questions we've been getting lately tell me at least some of our members are forgetting the basics. We always need to do our homework when we're funnel hacking. You can see how in the sketch on page five.

We just looked at the landing pages and offers (numbers two and three on the list) for each candidate. We also need to look at demographics, traffic sources and ad copy. So let's

EXISTING TRAFFIC STREAMS



FUNNEL HACKED: OBAMA CAMPAIGN



SCAN THE QR CODE OR GO TO
WWW.FUNNELU.COM/COPYCATS
TO WATCH STEPHEN'S HACK ON VIDEO



take a look at traffic sources because this is where it really starts to get good. I like to do my research on websites like SimilarWeb.com and SEMRush.com. These are free sites that give you a lot of good data upfront without having to pay for a subscription.

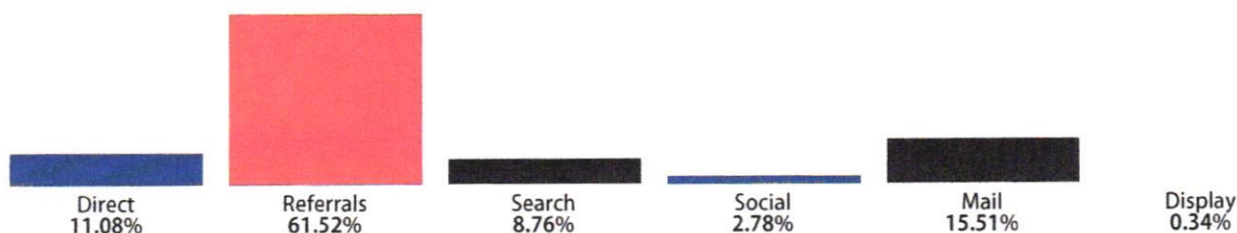
I ran reports for our three politicians and what I found was really interesting. Keep in mind these are current numbers,

and obviously Obama is no longer running. If you look at the traffic sources for each politician, you can see that a huge number of visitors to Obama's site are referrals. Looking at the graph I think it's safe to say he's going after his Dream 100.

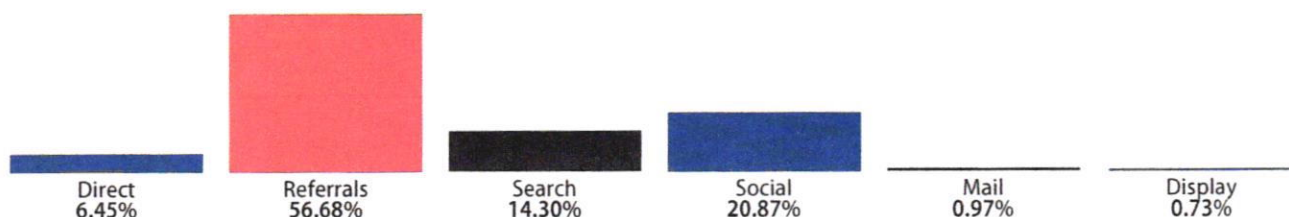
The results for Trump are the same, it's almost scary how similar some of the numbers are to Obama on his traffic sources. He's also getting a lot of referrals. I feel like he's

TRAFFIC SOURCES

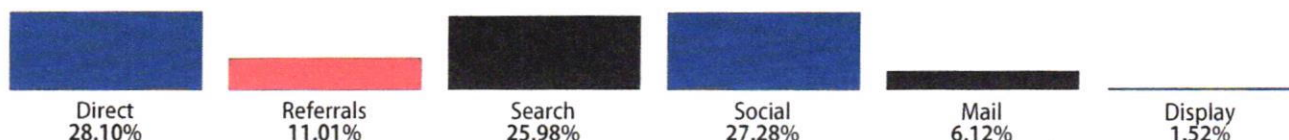
OBAMA



TRUMP



HILLARY



PAID TRAFFIC

TRUMP'S KEYWORDS

34

HILLARY'S KEYWORDS

136

TRUMP'S TRAFFIC

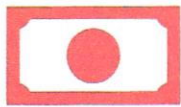
558

VS.

HILLARY'S TRAFFIC

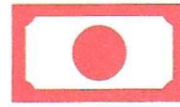
647

TRUMP'S TRAFFIC COST



\$364

HILLARY'S TRAFFIC COST



\$1.6K

watched Obama closely and funnel hacked his traffic sources.

Hillary actually focuses more on paid traffic. I want to look at that more closely because that stat is really interesting.

If you look at Trump's traffic cost, he has 558 visitors that he's paying \$364 for. So his cost to get people to his site are pretty low. But Hillary is spending over four times as much for almost the same amount of traffic. She may not even be making money with it.

There are some interesting statistics out there that show Trump spent way less on his campaign than Hillary did. It makes you wonder how he won. Well, Obama won too, and just like Russell teaches, I think it's because they both went for the Dream 100. In your industry, go find the places where people have strong followings and are getting great traffic and become friends with them.

Another thing I thought was interesting is that Trump even

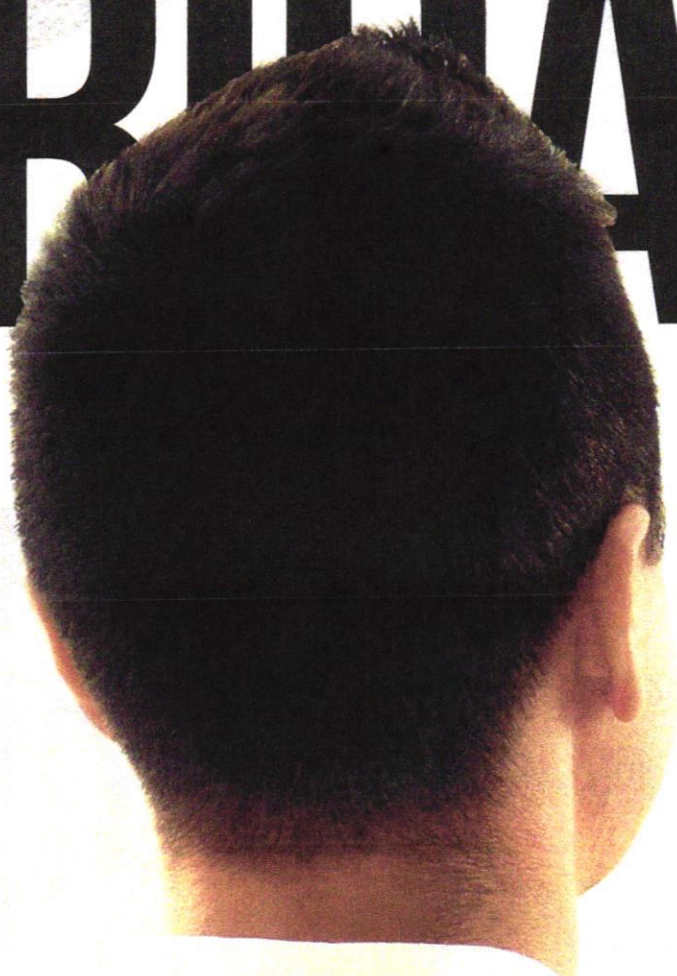
has some of the same referring sites as Obama even though they're part of different political parties. Think about how amazing that is. Trump is actually getting traffic from some of the exact same places Obama did! These politicians are really marketers and they're doing an amazing job.

Again, I'm not taking a political stance, but it's safe to say that from the landing pages, to getting out his message, Trump funnel hacked Obama like crazy. The reports from SimilarWeb and SEMRush really confirm that.

I also found a great widget that does exactly what these politicians are doing to raise funds that I posted in the member's area. You can embed it into your pages straight inside ClickFunnels anytime you are doing something similar.

The lesson here is to do your homework when you're funnel hacking. Hillary's page looks like Obama's, but digging further, she didn't hack some of his traffic sources and keywords as well as Trump did, and she paid more in the end.

FUNNEL **FRIDAYS**

A photograph showing the back of a person's head and shoulders. The person has short, dark hair and is wearing a light-colored, possibly white, shirt. The background is a bright, slightly textured white.

HOW TO HOST YOUR OWN SHOW

- Arrington and John Hargrave of media shower had great relationship.

- Arrington developed Agora's content strategy because editorial team was sub par.

- Arrington used John's service to create much of Kent Moors and Michael Robinson's website content.

- Arrington was given Amer spend to build relationships, his personal brand, and to test his SEO theories.

- Arrington was a Guru but nobody but Bret Holmes knew.

- This is old email from Carrington @ moneymappress.com where Chad is communicating with John Hargrave who would be expert witness of what Arrington meant to the Agora companies.

- Not just SEO, but a consultant.

Microsoft
Outlook Web App

Type here to search

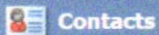
Entire Mailbox



Mail



Calendar



Contacts



Deleted Items (5)



Drafts



Inbox (368)



Junk E-mail



Sent Items

[Click to view all folders](#)



2015



2016



Announcements



DANA VSN



ERIK GOODLIFE MCA JOHNSO... (48)



FIDELITY PAYROLL



RAMIT SETHI



RANK RECON



SHAQIR HUSSEIN



SUPER FUNNELL\$\$\$



[Manage Folders...](#)

Reply Reply All Forward Close

Re: Update

John Hargrave [jhargrave@mediashower.com]

You replied on 3/16/2017 6:44 PM.

Sent: Thursday, March 16, 2017 3:26 PM

To: Chad Arrington

Chad: Great to hear from you. The team is hard at work, and everything out if you need anything in the meantime.

John

On Thu, Mar 16, 2017 at 1:57 PM, Chad Arrington <carrington@mone>

John!

Hey hope you are great! I just got back to Baltimore. Didn't know if

I have team meetings today. If they ask me about content I'll just let

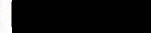
Chad

--

John Hargrave

Media Shower

jhargrave@mediashower.com



Making content better.

- Arrington had mastered Google's Algorithm and would stay ahead of their updates and would give Katie direction for entire team.

Narrative - Arrington given Amen privilege for his

- negative SEO work
- media shower content creation.
- Nobody knew he was compensated to spam negative review competitor websites or to provide content for Guru minisites.
- The public didn't know Arrington developed much of the content they read, not the Gurus.

From: Chad Arrington
Date: March 17, 2017 at 8:24:15 AM Eastern Daylight Time
To: Kathryn Melchor
Subject: OEI MM Touchpoint SEO Update

OEI Oh My: Chad and Katie March Midway Touchpoint

-We've just hit the midway point of March. Just wanted to give you an update on any news of the unconfirmed google update. Our authority, long tail and branded campaigns. As well as our OEI progress. Keep this checklist and we'll have an updated touch point next week. I have a small Friday conference with postmark in the morning and then SEO Intelligence's Don Friend and Kyle Roof have a private Blog Network mastermind for all crowdsourcing SEOs in the afternoon. I'll be on a call discussing Google Penguin, Panda and Fred so I'll let you know if I hear anything out of the usual!

Update 3.15.17

A. Search Engine Land and Google Updates

-Believe "half of what you see" and none of what you hear. Google hasn't made an update we haven't been prepared for since 2011. With any content/link building campaigns you should be creating the highest quality possible. With our Guest Posting, Private Blog Networks, Crowdsourcing and Social Linking we've gone above and beyond to access the best link networks and also use diversity by having memberships to 1000s of websites/link networks. We do have to execute our SEO strategies to a tee, so that their as effective as possible! Updates don't stop us. They happen everyday. SEO Blogging is one of the best ways to get traffic. We'd do extremely well if we were the first to post about any concept. SearchEngineLand does a great job of breaking Google updates first.

-I love what these guys do in the blogging world. They're always first to put out a story on the Google updates. Only Google can confirm whether or not the filters are changing or being updated. Since 2010.

They've updated their algorithm on a daily. Google is doing nothing differently than 2012. Search engine land is doing an even better job capitalizing on the hysteria of non-SEO experts. Editorial create amazing content.

Have some ideas like "Search Engine Land" and we can make some different dents in this search industry. We continue to use the highest quality guest post, social media and private link networks and always will. I just hope

The vendors don't go up on the prices because the "updates" always give them an argument to raise prices. "Church forward".

#1 Ranking for Penguin Update Google

-in2012 the Penguin update sounded exactly like Fred update. hmmm

#1 Ranking for Fred Update Google

-"Fred" shatters the SEO world. Sounds like Penguin. Good "search bait" for SearchEngineLand.

-SearchEngineLand creates a market for their own SEO publishing, tool selling, ad space and revenue generating of their own.

If they create the story around the updates that haven't been confirmed by Google they get highlighted as an authority and rank

Very well for big time keywords. I like their strategy. Resembles what Google does some. Since 2010 they've always had the same updates and

Rules. These filters, more so. If you can create Hysteria you control the market. Even saying "unconfirmed" people who read SEO Newsletters

Will swear their experts. ☺

B. Crowdsourcing?

-Are we still implementing? Let me know what you need from me. If we need someone to outsource to let me know and I'll put that in place.

2. SEO Cost Breakdown

-updated in conference.

-Also got 5 new urls from Kyle and we'll be having a private meeting on 3/22/17 about re-writes and updating outdated content. I'll help him with a routine and schedule that works. He has submitted a new Spreadsheet for March and I'll update the link targets accordingly.

- As for Branded terms. Majority of the negative brand terms have moved from rankings of 9 and 10 to 6 and above the fold for some of the terms. Kent Moors was at #6 on 3.16.17. We'll have a full breakdown of the negative keywords next week. If we don't choose to continue to build rank for these terms. We can use additional link resources to build back up our top 10 authority page targets.