

Bart's Landing Page - Value Being Offered, Goals & The 4 Questions

Value Being Offered:

- Receive regular emails about SEO tactics and tips to help your business rank higher in the search engines
- Tips from a great SEO with lots of experience and results for previous clients

Who Am I Writing To? Who Is Reading This Copy?

- Business owners making at least 5K per month, but want to scale their business with organic traffic from Google
- Niche site owners or bloggers
- E-commerce store owners – Who want organic traffic from Google

Where Are They Now? What Problems Are They Facing?

- Struggling to rank on Google's first page
- Looking to invest in SEO as they don't get results with the DIY approach to SEO.
- Already busy with other aspects of their business, but want to expand their business to get attention from Google organically.
- Looking for a sustainable, long-term source of organic traffic without needing to constantly upload content to social media OR pay for traffic
- They feel like their attention has capped – They're looking to get more traffic to their business, so they can generate more leads and sales.

What Objective Do I Want With Them? Where Do I Want Them To Go?

- I want them to sign up with their email address to Bart's email list
- I want to turn them into leads for Bart's consulting or site auditing services
- In the emails, I want them to click through to Bart's consulting page

What Do They Need To Think, Feel, Or Imagine To Take Action?

- They need to be shown Bart's track record
- They need to see Bart's previous results for clients – So they believe he's the SEO KING
- They need to believe they'll learn a lot about SEO from Bart.
- They must feel like listening to Bart will result in them having more knowledge of SEO, which they can apply to produce results in their business.
- They must feel like Bart has deep knowledge of SEO – Can make them feel this way through case studies and testimonials
- They need to feel like they'll get value from Bart as soon as they enter their email address. – Can do this by teasing what they'll get in the first email. – Use curiosity fascination in the landing page that teases content in the email.

Bart's Copy - Landing Page - (Ideas Before Final Mockup)

Headline:

- Learn SEO Tactics, Tips, & Tricks From a \$1M Valued SEO Consultant... For FREE
- Bart Scaled His Client's Business To Over \$1,000,000 In Valuation Using SEO... Now He's Teaching His 'Saucy SEO Secrets'... For FREE!
- "Bart's Knowledge Of Technical On-Page SEO Is Unbeatable... He Helped Scale My Company To \$1,000,000+ Valuation." – Get Bart's Saucy SEO Strategies Delivered To Your Inbox...
- And Enjoy Long-Term Organic Traffic, Leads, & Sales!
- The \$1,000,000+ SEO Expert! – Scaled His Client's Company Past \$1M Valuation Using SEO... Now He's Sending His Saucy SEO Secrets To Your Inbox.
- Looking to expand your business without burning endless cash on paid traffic? Get Bart's Deep \$1M SEO Secrets, Tips, & Knowledge Delivered Straight To Your Inbox – (It's like having regular chats with a TRUE master of SEO)
- Burning endless cash on paid traffic that doesn't even convert? Get Bart's \$1M SEO secrets delivered to your inbox... and flood your business with hyper-targeted traffic, leads, & sales!
- Trying to master 'Google's Game'? – Get Bart's \$1M SEO tips, tricks, & strategies delivered to your inbox... And rank #1 for your most competitive (and profitable) keywords.
- SEO veteran is FINALLY revealing his saucy search engine secrets to help you rake in more organic traffic, leads, and sales for your business. (without burning a ton of cash on paid ads!)

- Have you ever wondered how much better your SEO results would be if you had a search engine veteran deliver his strategies straight to your inbox?
- Have you ever wondered how high you'd rank on Google for your BEST keywords if you had an SEO veteran deliver his spicy search engine secrets straight to your inbox?
- What if you could rank on page #1 for your most profitable and 'buyer-intent' keywords?
- \$1,000,000+ SEO Veteran... Is finally ripping away the curtains from his spicy search engine secrets... And he's delivering them to your inbox... TODAY!
- \$1,000,000+ SEO Veteran... Is FINALLY revealing his little-known secrets to cracking Google's algorithm and attracting a ton of organic traffic, leads, and sales!
- \$1,000,000+ SEO Veteran... Reveals 'behind-the-scenes' tactics on how he consistently ranks his clients on page #1 of Google.
- FREE... Long-term... Sustainable... Hyper-Targeted Traffic... Flooding Your Business Daily! – Learn The 'Google Game' From A \$1M SEO Master... Get Tips, Tricks, & Strats Delivered To Your Inbox
- \$1,000,000+ SEO Mastermind... Reveals SEO Tips, Tricks, & Secrets That Caused His Clients To Expand Their Business Into Google Search
- \$1,000,000+ SEO Mastermind... Reveals 'Business-Expanding' SEO Tricks That Increased Profits From Organic Results and Killed Reliance On Paid Ads For His Clients.

- \$1,000,000+ SEO Mastermind... Reveals Exclusive Strategies That Will Kill Your Business's Reliance On Paid Ads & 2x Results From Organic Efforts
- \$1,000,000+ SEO Mastermind... Reveals How To Expand Your Business Into Google's Search Engine So You Can Achieve Financial Freedom From Organic Efforts.
- \$1,000,000+ Google Mastermind... Reveals Exclusive SEO Insights That Will Expand Your Business & Increase Organic Traffic For Long-Term Profits
- \$1,000,000+ SEO Mastermind... Reveals Exclusive Insights That Will Increase Your Organic Revenue & Reel In Hyper-Targeted Leads Like Fish.
- \$1,000,000+ Google Mastermind... Reveals Exclusive SEO Insights That Will Help You Achieve Long-term Sustainable Growth In Your Business
- \$1,000,000+ SEO Mastermind... Explains Why Your Business Should Be On Google & How To Increase Your Monthly Revenue With Organic Traffic
- \$1,000,000+ SEO Mastermind... Reveals How To Increase Your Monthly Revenue By Reeling In Hyper-Targeted Leads That Convert Like Crazy
- \$1,000,000+ SEO Mastermind Reveals... How To Turn Your Business Into a Life-Long Money Maker Fueled By Organic Leads & Sales.
- \$1,000,000 SEO Expert Reveals... How To Turn Your Business Into a Life-Long Revenue Machine Fueled By SEO & Organic Leads That Convert Like Crazy.

- \$1,000,000+ SEO Mastermind Reveals... How To Fuel Your Business With Organic Leads That Convert Like Crazy... And Turn It Into a Life-Long Money Maker.
- Turn Your Business Into a Life-Long Money-Maker... Use SEO To Flood Your Site With Organic Leads That Convert Like Crazy
- How many sales would you make if you had a fierce and effective way to attract ideal customers to your website?
- Could you double your monthly revenue if you had double the website traffic? — \$1,000,000+ SEO Expert Reveals
- \$1,000,000 SEO Expert Reveals... Powerful SEO Strategies For Turning Your Business Into a Life-Long Revenue Machine Fueled By Organic Leads That Convert Like Crazy.
- \$1,000,000 SEO Expert Reveals... Magnetic SEO Strategies That Turn Your Business Into a Life-Long Revenue Machine Fueled By Organic Leads That Convert Like Crazy.
- \$1,000,000 SEO Expert Reveals... High-Impact SEO Strategies That Turn Your Business Into a Life-Long Revenue Machine Fueled By Organic Leads That Convert Like Crazy.
- \$1,000,000 SEO Expert Reveals... Modern-Day SEO Strategies That Turn Your Business Into a Life-Long Revenue Machine Fueled By Organic Leads That Convert Like Crazy.
- \$1,000,000 SEO Expert Reveals... Cutting-Edge SEO Strategies That Turn Your Business Into a Life-Long Revenue Machine Fueled By Organic Leads That Convert Like Crazy.
- \$1,000,000 SEO Expert Reveals... Latest SEO Trends That Turn Businesses Into Life-Long Revenue Machines Fueled By Organic Leads That Convert Like Crazy.

- \$1,000,000 SEO Expert Reveals... Latest SEO Trends That Fuel Businesses With Hyper-Profitable Leads Without Spending a Dime on Paid Ads.

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Credibility Booster (Text & What Is Show):

- Reads 3 best testimonials
- Shows graph increases in traffic & clicks from search consoles

Curiosity Bullet Points To Have After Or In Replace Of Letter To Reader:

Here are some of the topics we'll cover in the newsletter...

- The 'Santa' mindset to have when writing blog posts, so they rank on Google's #1 page. (Ignore this mindset and less than 1% of your blogs will rank)
 - (The Santa mindset is the mindset of providing value and actually giving the searcher what they want)
- How to develop the 'Santa' mindset when writing blog posts so almost all of them rank on Google's #1 page. *(This will prevent you from wasting tons of time on posts that won't rank)*
- How to avoid wasting tons of time on blog posts that won't rank by developing the 'Santa' approach to writing articles.

- How to make sure you're not wasting time on blog posts that won't rank by developing 'Santa's' approach to content creation.
- How a simple but powerful mindset shift will prevent you from writing blog posts that don't rank... And how to develop that mindset quickly.
 - (The mindset is providing value and giving the searcher what they want)
- Discover the beginner SEO mistakes that lower your site's domain authority and kill your rankings (and how to avoid them)
- Why having 1 tiny feature on your site is CRUCIAL if you want to steal first page rankings from your competitors.
- Why technical issues, like slow loading speeds, broken links, and mobile unfriendliness cause customers to bounce and Google to hate your website. *(PLUS how to fix them!)*
- How to optimise your blog posts, service pages, and product pages so they appear on page #1 for as many search queries as possible.
- How to start seeing a return on your SEO investments as quickly as possible, even if your website is brand new. *(PLUS the main reasons why most businesses don't see a return for years!)*
- The 3 main places to focus your SEO efforts if you want to improve your page #1 rankings and steal traffic, leads, and sales from your competitors.
- How to leapfrog over your competitors by focusing your SEO efforts on the main 3 places.

- The power of ranking as a featured snippet (aka position 0) for high-volume search terms and how to replace your competitor's featured snippets.
- How to replace your competitor's featured snippets (aka position 0 rankings)
- Why the "wing it" approach to SEO doesn't work and what to do instead if you want to maximise your page #1 rankings.
- The quickest way to make Google fall in love with your site so you can start reaping the rewards of your SEO efforts in months, instead of years.
- Why SEO is one of the best investments for ANY business and how to maximise profits from Google's organic traffic.
- How to be 100% confident in your SEO strategy and why so many business owners feel like it doesn't work.
- Common traps almost all business owners fall into when they dip their toe into the world of SEO. *(PLUS how to avoid these traps and make endless profits from organic results)*
- What to do when you're feeling frustrated with the tiny results you're seeing from your massive SEO efforts.
- On-page SEO tricks you can apply to almost every page on your website to increase your domain's authority.
- Tips for ranking new articles on page #1 extremely fast using simple on-page SEO tactics. *(The more posts you rank, the more money you make)*
- How to rank fresh hot articles on page #1 extremely fast using simple on-page SEO tactics.

- How to focus on EVERY on-page aspect of your articles so they rank on page #1 as fast as possible. (*Discover how to optimise your images, alt texts, and headlines for SEO*)
 - How to optimise images, headlines, alt texts, meta tags, and paragraphs to rank new articles on page #1 fast.
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SHORT & CONCISE Letter To Reader With Bullets Mixed In:

Dear Business Owner,

If you want to make as much money from your business as possible by eliminating the hefty cost of paid ads...

While STILL bringing in hot, targeted leads every day...

Then listen up for the next 45 - 60 seconds.

You're About To Get An Unfair Advantage Over Your Toughest Competitors.

As ad costs continue to rise on every major platform...

As people become increasingly reluctant to engage with ads...

Making a profit on ad spend becomes harder, resulting in a loss of both money and hope.

That's why investing in organic traffic has become the #1 solution for staying ahead of the curve and saving your business.

While advertisers FORCE their stuff down customers' throats...

Organic sources attract your perfect customers like a magnet.

So, if you're serious about investing in SEO and dominating the search engine for your industry...

I invite you to join my free email newsletter.

You'll receive exclusive SEO insights I've used to boost my client's first-page Google rankings and generate a ton of traffic, leads, and sales.

Like Vaibhav, whose company now sits at over \$1,000,000+ valuation:

[*Image of Vaibhav testimonial*](#)

[*Vaibhav graph spike*](#)

And Chris...

Who now ranks his agency's clients at the peak of many hyper-competitive keywords.

[*Chris testimonial*](#)

Here's a little sneak peek of the topics you'll learn from my emails:

- How to develop the 'Santa' mindset when writing blog posts so almost all of them rank on Google's #1 page. *(This will prevent you from wasting tons of time on posts that won't rank)*
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If you want an endless stream of hungry buyers pouring into your website daily...

If you're one of the few whose business will flourish in the coming years...

Then just enter your email below and you're in!

You'll hear from me soon :)

[EMAIL OPT-IN FORM]

- Bart "*SEO Mastermind*" Magera

1. Letter To Reader:

Dear fellow business owner,

If you've been going solo in your SEO strategy for the last few months without much to show for your efforts...

Then you being here today is fate.

You see...

Most people try to wear every hat possible in their business:

- Web developer.
- Content creator.
- Advertiser.
- Social media guru.
- Legal jargon.

- SEO wizard.

The truth is...

Every successful business has a team.

I don't know exactly where you are, but a great team will grow your business to the next level.

Since you're here...

Chances are you're looking to expand your reach and grab customers from Google's search engine.

Let me tell you a secret about Google...

It's one of the most profitable digital traffic sources for businesses.

Whether you run an Ecom brand...

A niche site...

Or an alleyway pizza shop in New York...

Google will flood your business with customers looking to buy EXACTLY what you're selling.

IF...

You do SEO the right way.

(And that's a BIG if)

Being an SEO veteran with almost a decade in the field, let me tell you...

Many businesses get just a slither of their traffic potential after trying cute little SEO strategies for YEARS...

While a majority of traffic still goes to competitors.

You don't wanna be in that spot, right?

You don't wanna waste months on SEO, only to get below-average results.

No.

You want to rank on Google's first page...

You want to see a spike in clicks on the search console...

You want a continuous flow of organic traffic, leads, and sales!

That's what I want for you too.

Which is why I'm inviting you to join my FREE mailing list.

I'll be sending you the saucy SEO secrets and strategies I've used to scale my client's past \$1,000,000+ valuation...

Straight to your inbox.

FOR FREE!

But I warn you...

This newsletter is NOT for the 'dabblers'.

This is for people who are SERIOUS!

Serious about leveraging the most profitable traffic source on the internet in their business, that is.

This is for those who want to see their business thrive in the coming years.

If that's you...

Enter your name and email below.

I'll be in contact with you shortly.

EMAIL OPT-IN FORM

Best,
Bart Magera
\$1M SEO Consultant

2. Letter To Reader:

Dear fellow business owner,

If you're ready to expand your business's reach and scoop up high-paying customers from Google's search engine...

Then lend me the next 30 - 60 seconds of your time.

I'm about to give you an unfair advantage over the competition.

But first, some facts to blow your mind:

- 53.3% of ALL website traffic comes from organic Google results
- 68% of online experiences begin with a search engine
- 78% of local searches lead to an offline conversion

- Organic traffic converts into sales & leads 4 - 8 times better than paid traffic

When your business has a healthy spot on the search engines...

Traffic, leads, and sales shoot up!

Just look at the search console spikes from a few of my most successful clients:

[*Images of search console graph spike*]

[*Maybe some testimonial language from these guys*]

We used SEO to improve their organic Google rankings...

Their traffic skyrocketed...

And so did their revenue! 💰💰

My man Vaibhav, whose SEO strategy I've been guiding since the start of his company...

Has reached over \$1,000,000+ valuation!

Another friend of mine, Chris...

Now ranks his SEO agency's clients at the peak of many hyper-competitive keywords.

[*Image of Chris Testimonial*]

[*Maybe also a graph of his clients*]

Okay, enough bragging...

Let's talk about why you're here today.

You want piping hot leads coming into your business without burning a fortune on paid traffic.

You know investing in SEO is the way to make that happen.

So, you've either:

1. Thought about putting an SEO strategy in place but haven't got around to it yet.

OR...

2. Tried the solo approach to SEO for months (or even years!) and have a tiny slither of the results you were expecting.

If that's you, this is your invitation.

I'll be giving away the SEO tips, tricks, and strategies I've been guarding my entire career!

I didn't think I was gonna do this.

I don't even know how long I'll be doing this.

But I do know this:

Right now,

I'm giving everyone who signs up insider SEO tactics that'll flood their business with organic traffic, leads, and sales.

Usually,

I would charge \$500 - \$1,500 for this type of information.

So I'm not sure how long I'll keep this free for.

I might make it a paid newsletter at some point.

But the fact is...

Right now, the emails are free.

So I encourage you to sign up while you can.

But here's the catch:

This is ONLY for serious players!

This ain't for the dabblers.

This ain't for the short-term thinkers.

This is for those looking to invest in a sustainable, long-term source of hyper-targeted traffic that will serve their business for decades to come.

If that's you...

Just enter your email address and you're in!

You'll hear from me soon :)

[*Email opt-in form*]

Best,

Bart "*SEO Mastermind*" Magera.

Curiosity Bullets:

CTA ideas:

- “I would never normally give out SEO tips for free. This is stuff I charge thousands of dollars for. Creating this newsletter was kinda of a off-the-whim idea too, so I don’t know if I’ll continue this. Regardless of if I continue it or not, I do know that for right now, I’ll be delivering valuable SEO tips to those subbed to the newsletter, so you should get on it before I stop”
- “After years of charging my clients thousands of dollars to be consulted by me and learn my SEO strategies, I’ve finally decided to give this invaluable knowledge out to you for free in my email newsletter”
- This newsletter is only for people who are in it for the long run, not short-term dabblers.