# **SkyRanker Case Studies:**Rankings & Results in 43 Hours

by Chris Munch of PressCable.com

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## Why Are You Reading This...?

That might feel like an odd question to see at the beginning of a PDF *designed* for you to read and consume its message intently...

**But it's an important question because** the answer sets the stage for everything else we do in our businesses and ventures online.

You see, with one or two extreme exceptions aside...

You'll be reading this because you ultimately want to know how to get more customers... make more sales... online.

And when it comes to making more sales and getting more customers...



There are countless ways to optimize conversion rates, improve sales copy, increase engagement... but ultimately the only way to truly scale is to **drive more traffic.** 

Drive more traffic in your own business or online venture and your profits will increase.

Drive more traffic to others and you'll be paid handsomely for it.

So this PDF, which contains many case studies of successful traffic campaigns born of using a unique, proven and yet almost completely overlooked approach... **will help you drive more traffic**, so you can get more customers, make more sales and profit higher.

## **Authority & "The Tipping Point"...**

One last bit of theory just quickly before jumping into the case studies...

If we want to make more sales, the surest way to do it is by generating more traffic.

Ideally that traffic will be made up of people who are interested in what we have to offer.

#### We call this 'targeted' traffic and the best place to get that is Google.

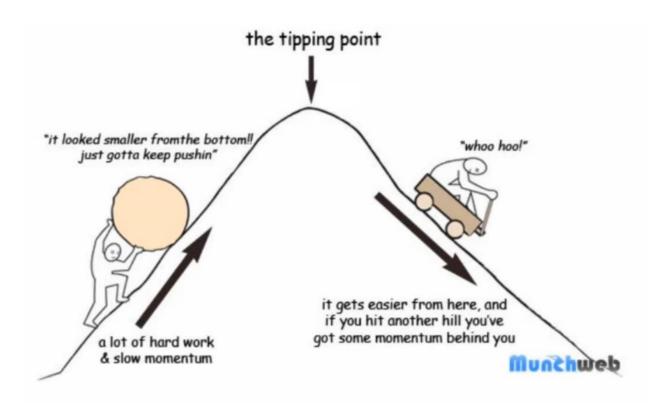
- Imagine you're a Physiotherapist in San Diego and wanted more clients... do you think you'd benefit being the top first result in Google for 'Physio San Diego'?
- If you were selling kitchen equipment online and marketed to people who were into the Paleo Diet... would ranking #1 for 'Paleo Kitchen Tools' sound good?

Ranking high in Google ultimately comes down to one simple thing... **Trust.** 

Google won it's place as the world's #1 search engine by 'knowing exactly what people mean when they search' and providing them 'exactly what they want'.

As such, they need to trust you... and the best way to gain trust is to build Authority.

But if you're starting from scratch, it takes a lot of time and effort up front....



#### The Sandbox & The Tipping Point...

Google places new websites in what's known as 'The Google Sandbox'.

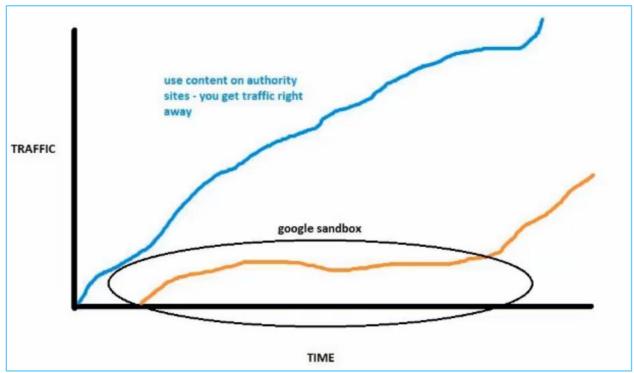
This is where Google places websites its unsure about, doesn't trust, doesn't consider to have any kind of authority and therefore – unworthy to rank and show to its users.

Once you build enough Authority and Trust over time though, Google will eventually allow you to leave the Sandbox and start ranking you – and ranking you quickly.

If you put put in the required time, work and effort with little-to-no reward up front... then eventually you hit **The Tipping Point.** 

At this point, you *have* Authority in the eyes of Google, the traffic comes to you and everything becomes a lot easier from there.

#### Here's a rough diagram to demonstrate:



It takes months (even years) creating content consistently to eventually win Google's Trust and exit the 'probation' period known as the Google Sandbox...

The Orange Line is the way most people approach things... it's slow and takes a long time to see the rewards of your efforts.

The Blue Line is what we propose you do in this PDF... leverage the pre-existing Authority of mainstream websites and start getting results right away...

... in as little as 43 hours.

## Page #1 Rankings in 43 Hours...

This case study report is going to reveal to you, the fastest way to effectively "hijack" Google's Page 1 Results; bypassing regular SEO methods for much quicker results.

Using this method you can get your rankings on the first page of Google for very lucrative search terms in 24-48 hours (and often even quicker!).

This method also complements other business and marketing strategies...

For example; with SEO, it makes PBN links even more powerful... for eCommerce, we've seen it boost a brand's sales by double... with Local Clients, it's proven to be ultra-effective for getting them into the Local 3-Pack, time and time again...

## All these rankings you're about to see were achieved LESS THAN 24 HOURS

after receiving approval of the Press Release...

#### A Quick Note On Local Rankings...

Using SkyRanker, you can rank local businesses very quickly in Google.

This is generally considered the fastest and most attractive way to profit and get a significant ROI using SkyRanker and PressCable.

#### Here's why...

Local businesses are happy to pay **\$500 - \$1,000+ per month** for this service due to the rapid results it delivers... and it only takes you around **30 mins/month** to fulfill.

**NOTE:** That 30 minutes actually drops to almost zero if you get PressCable's PR Authoring Team to write the releases for you ongoing... the service becomes <u>completely</u> hands-free at that point. So you just sell it once and then receive \$500+/mo recurring payments without any additional time, work or effort...

(Can you see how profitable this could be for you potentially?)

#### SkyRanker delivers results for Local Businesses in FOUR Important Ways:

- 1. Overnight Rankings for lucrative local search terms to drive leads to their site...
- 2. Positive PR and news stories to help boost conversions...
- **3.** Generates 200+ Backlinks from trusted authority news sites, which helps rank the client's site over the long-term...
- **4.** Generates 200+ Local Citations, which are **super powerful** for getting a business into the Google Local 3-Pack... this is a huge and unique advantage!

Local Citations Like This Are The Secret To Getting Into Google's Local 3-Pack...

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Phone: 01753 650 650

For more information, please visit http://www.physiodynamix.com

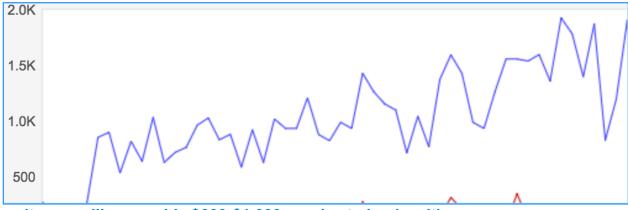
Source: PressCable

#### A Quick Note For SEOs...

- PressCable Press Releases do an excellent job of diversifying a site's backlink portfolio, with at least 200 clean, white hat, authority links per campaign, from reputable, branded sites, which Google trusts.
- This makes your PBN (Private Blog Network) Links even more powerful and
  effective as Google expects to see this kind of mix from a popular site and trusts
  it more as a result.
- PressCable is key to this of course, since its trusted, authority distribution is what makes it all possible.

## An eCommerce Case Study...

Here's the revenue chart for just one product where the PR Strategy was applied:



... it was selling roughly \$600-\$1,000 per day to begin with...

After implementing the PressCable PR strategy for roughly 1 Week...

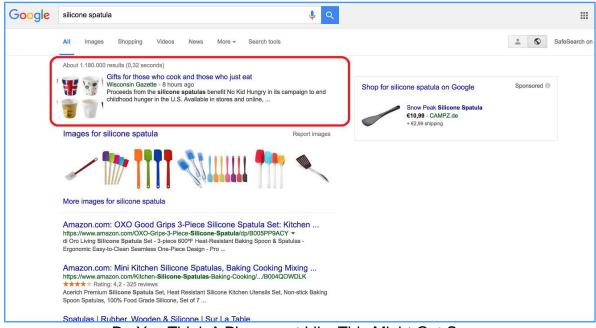
... it went to an average of \$1,400 per day!

And after 2 Weeks of following and implementing the strategy...

... it went to an average of \$1,750 per day!

**DOUBLING SALES...** Making a serious return on investment!

... Can you see why this has become a mandatory eCommerce launch strategy?



Do You Think A Placement Like This Might Get Some

Major Traffic & Cause A Big Sales Spike Over 2-7 Days?

#### We Want To Use Press Releases With eCommerce Because:

- You'll get hundreds of backlinks from very trusted, high authority websites to your own site or listing and this'll help you rank better in Google...
- 2. It will help establish trust with your potential customers as these household brand name websites will be talking about your product...

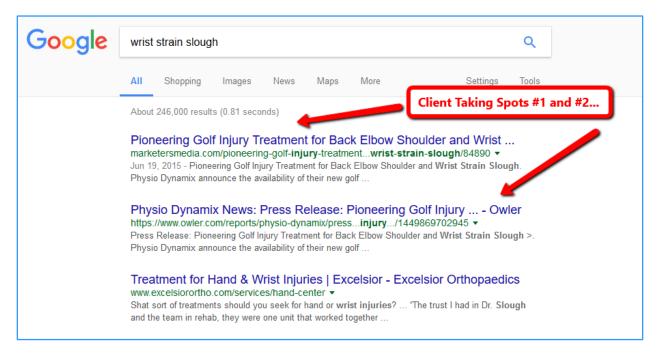
(Yep, and this is how you can ethically get those 'As Seen On...' badges!)

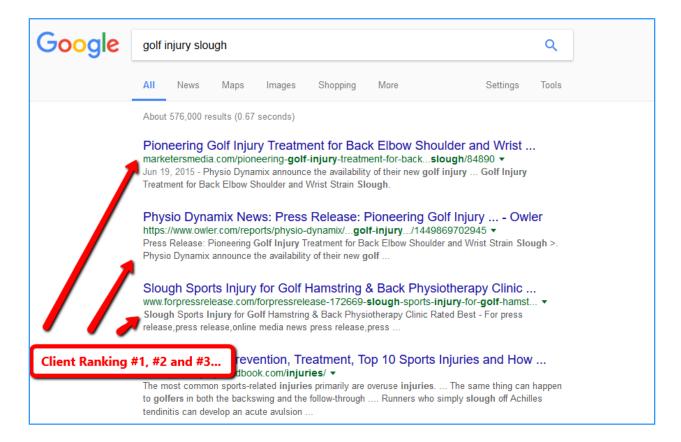
- **3.** When someone is thinking of buying your product and they do a search for your brand name, they'll see the likes of NBC, ABC, Fox News talking about you!
- **4.** You can get great rankings and placements on Google search results for a great boost in traffic, especially as the trend hits (as seen above)...
- :: NOTE :: The Above Is Conditional On You Using A <u>High Quality</u> PR Provider!
- :: NOTE :: Cheap & Free PR Services Simply Do Not Have The Power Required!

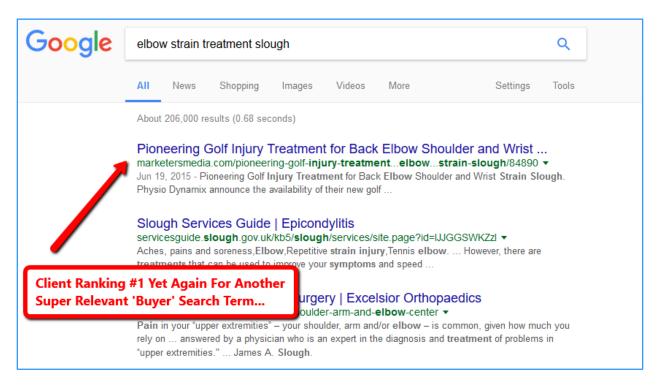
## A Local Client Case Study...

One of our early clients was a Physiotherapist operating in a small town near London with a population of about 120,000...

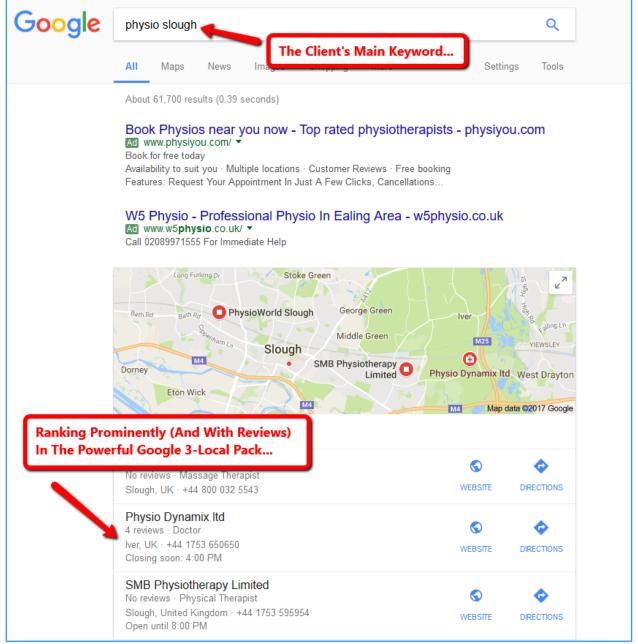
We asked him what his patients most often came to him for, built a keyword strategy around that... and then went to building his PR campaign! **Here are the results...** 







Notice how we can get high rankings for multiple keywords with just a SINGLE press release through PressCable's Authority Distribution...



These Results Were Quickly Seen With Just A Single Press Release Per Month!

#### The Client's Results...

- He got too busy at one point to even call us back and tell us how it was going...
- He maxed out his opening hours, treatment rooms and staff...
- Now at full capacity with a full appointment book, his business is now generating well over £100,000/year...
- And it's all down to these simple 15-minute campaigns you can do too!



Kam Bassi

Physio Dynamix

July 2015

"Jay has managed to really drive our business forward. The results in just 3 months of working with him have been incredible, we have several spots on the first page of google and other search engines. Business has really taken off and I never thought we'd be too busy to cope, it's a good problem to have and I cannot wait to see what we can achieve together moving forward"

Do You See How You Could Easily Charge \$500 - \$1,000 Per Month Or More When You Can Deliver The Kind Of Results That Make A Client Say Things Like This...?

# 200+ Weird Local Citations & Ranking In The Google 3-Pack

#### If you were Google, or even a regular ol' human! Which would you trust more?

- **1.** A local business with a couple of links from some random websites you never heard of, plus a couple of citations on some standard business directories? or...
- **2.** A local business with <u>hundreds of links</u> from high authority websites, with hundreds of local citations and mentions on household brand name news sites?

## Business #2 is the one winning Google's Trust... and you can achieve that literally with <u>a single</u> SkyRanker Press Release!

You see, SkyRanker gets your release published on hundreds of authority TV & Radio brand news sites, which each carry high authority...

Each of which can link to your client's business and the citations themselves will register in Google too, all for about 15 minutes effort on your part.

This strategy can be applied to a client's Google Maps Listing and creates a huge advantage for a number of reasons...

#### #1 - Nobody Else Is Doing This...

The fact is, right now, while SEO might not be officially saturated... we can at least agree it's more *competitive*.

Having these 'weird citations' in your arsenal make you a very valuable asset and give you a unique edge and service to provide.

This will help in both attracting and closing clients.

#### #2 - It's Very Effective...

For some businesses in some locations (i.e. population of <50,000), you can get a client ranked in Google's 3-Pack in a matter of weeks.

More competitive terms, for businesses in higher population areas, for example, may take 3-6 months with 1x release per month...

Highly competitive terms will need more traditional SEO efforts, the use of a PBN for example...

- ... however these unusual citations will help massively in that pursuit and give you an edge the competition doesn't have...
- ... while the press release itself actually helps diversify your other link building efforts, making a more natural, trustworthy backlink profile in Google's eyes.

#### #3 - Amazing Results For The Client (worth \$500+/mo or more)...

The truth is, ranking in the 3-pack gets a local business enormous exposure and can literally transform the fortunes of your client.

We've used this – and this alone – to triple a client's business to the point he's too busy to cope and keep up with the demand.

You also get the overnight rankings of the press releases themselves for low-to-mid competition keywords phrases about specific products and services.

This happens almost immediately after publication... at which point a client will happily pay you \$500-\$1,000/mo for...

#### ... and remember, this only takes you 15 minutes of effort per month!

(or 0 minutes if you get PressCable's writers to run your client's campaign for you...)

Can You See Why A Client Would Pay You \$500-\$1,000/mo For This?

## Why Do We Rank So High?

This is just SOME of the distribution you get using SkyRanker & PressCable...



That means your single piece of content (*not much different from a simple 300 word article*) can appear on household brand name TV News & Radio sites across the web.

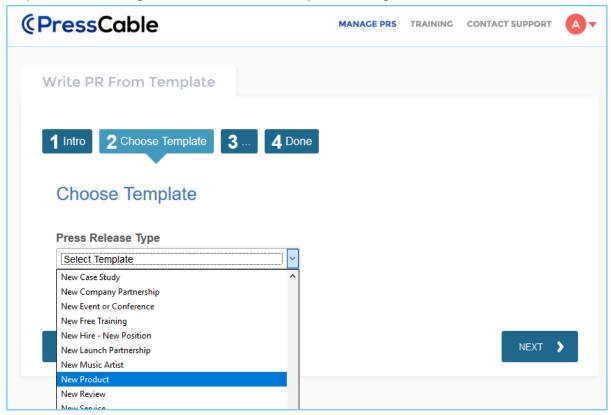
It would be incredibly difficult to get published on these kinds of sites through regular means... by using SkyRanker and the PressCable Distribution Platform, however...

... getting your Press Releases onto these high authority news sites (that both Google and the general public trust)... we're getting serious rankings and quality traffic

#### Using PressCable Is Very Easy...

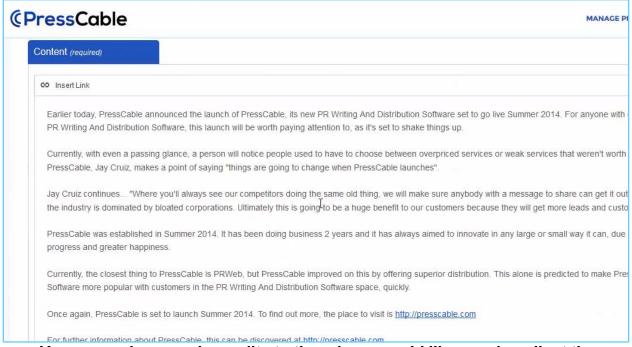
SkyRanker is the name of the full package on offer to you right now as of publishing this guide – and part of that package is access to the unique Press Release Distribution Platform... **PressCable**.

If you've never done a Press Release before, then great news... creating and getting one published through PressCable is as simple as filling in a form online.



You can follow the prompts and guidance of the PR Writing Software, fill in the blanks and **in less than 10-15 minutes** you have a complete Press Release ready to publish!

Then just hit 'Publish PR' and PressCable will begin the distribution process, there's nothing more for you to do... except wait for the results that arrive within 24-48 hours!



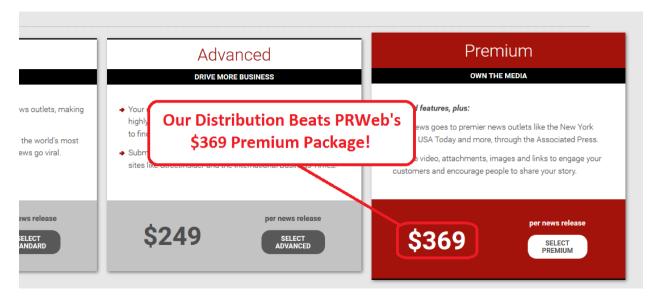
You can make any minor edits to the release you'd like, maybe adjust the headline to include more specific keywords or be more attention-grabbing...

(SkyRanker gives you training on all of this in the Member's Area...)

#### What's The Closest Comparison...?

PRWeb is the closest competitor to PressCable in terms of distribution, although PressCable's distribution is slightly greater and continues to grow...

Where SkyRanker & PressCable completely dominate though, is the distribution you are getting FOR THE PRICE! (plus the software and training...)



PRWeb's \$369 package is *slightly less* distribution than PressCable, and costs you a lot more, which cuts into your profits and can be a serious barrier for many people.

It's these inflated prices that keep the power of Press Releases out of reach for most entrepreneurs, start-ups and small businesses!

Of course it's still possible to profit at this price...

But with SkyRanker... your costs go way down and your profits go way up for the same and even greater results.

Speaking of profits...

## 4 Different Ways To Profit...

#### Strategy #1 - Make Money With Local Clients...

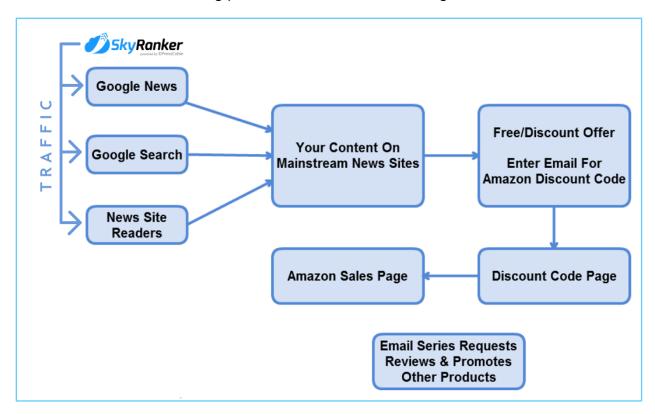
- Choose 5 potential clients.
- Submit content via SkyRanker for each of them (don't charge the client upfront)
- Then show the client the results when you have the content ranked.
- Control where the traffic goes from the content with a simple redirect script.
- If the client stops paying you you can send the traffic somewhere else.
- Charge \$250-\$500/month+ for the rankings.
- This is covered in detail in the SkyRanker training.

#### Strategy #2 – High Ticket Affiliate Programs...

- Choose affiliate programs that pay \$100+ per sale (SkyRanker training includes a list of high paying affiliate programs).
- ▲ Target keywords with "buyer intent" (SkyRanker training includes a PDF and video showing the proven keyword selection method in detail).
- Make profits immediately.
- △ Do this repeatedly so that you keep profiting from traffic that comes years after you've done the work building up your passive income.

#### Strategy #3 – Boost eCommerce Sales & Rankings...

- Whether you're selling your own eCommerce products or using an affiliate program such as Amazon Associates, you can drive more traffic and sales...
- ▲ This will help your rankings, conversions, provide a sales boost and make everything else easier – just remember to keep doing it consistently!
- ▲ Use SkyRanker to quickly drive traffic into this simple but powerful funnel to launch new or existing products, make more sales & get more reviews...



#### **Strategy #4 – Seeding Viral Traffic Campaigns...**

- Place viral content on a minimalist landing page with nothing but the content and social share buttons.
- ▲ Submit a SkyRanker release promoting the content, and let PressCable drive 200+ backlinks to the site and a bunch of initial 'seed' traffic.
- ▲ Watch your rankings, traffic and social following increase and if you happen to place an affiliate link on your landing page too Enjoy Your Commissions!

results?

#### Many More Money Making Strategies In The SkyRanker Training...

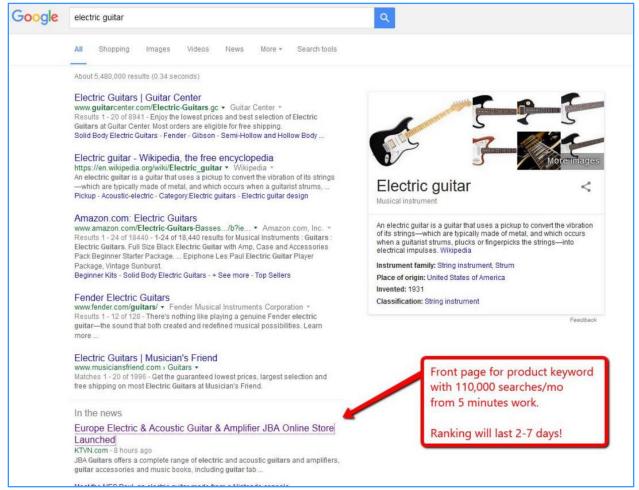
In the full SkyRanker training you'll see a whole different range of ways you can make profits and strong ROI creating & submitting press releases via PressCable.

You've probably also thought of many different ways you can use the first page rankings and traffic you can get this way to generate profits for yourself.

Remember this method works because your content lands on hundreds of authority **news** sites that people and Google **trust**. It's a powerful combination at work for you.

✓	Do you see the potential in this method now?
✓	How are you planning on using it?
<b>√</b>	Which method of profit will you use to get a greater ROI?
✓	Will you build your own authority site?
<b>√</b>	Will you launch the next best-selling eCommerce brand?
✓	Will you profit by driving the traffic for others?
✓	Will you land those \$500-\$1,000/mo payments from local businesses by getting them rankings and landing them in the local 3-pack?
✓	How many releases will you publish each month?
<b>√</b>	Will you write them yourself or hire writers so you can scale and get bigger

### More PressCable Case Studies...



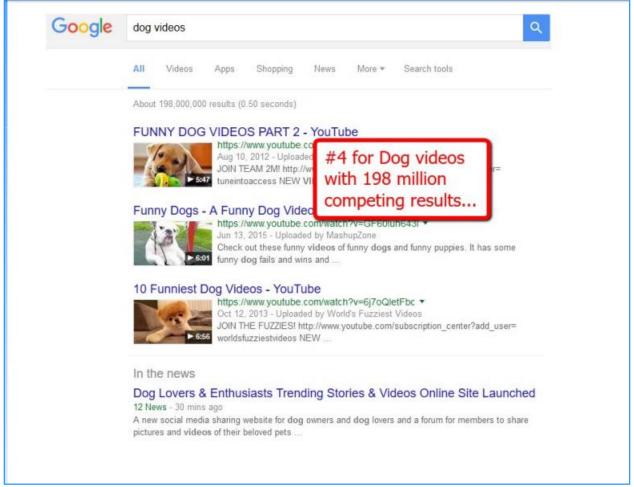
Ranking Prominently For A Massive High Competition Search Term...

(That ranking lasts around 2-7 days... so that was a lot of traffic for 5 min work!)



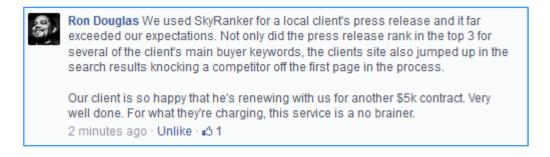
Nir Levi Used Our Client & Trending Topic Strategy To Make ~\$10,000!

(From just <u>TWO</u> Press Releases... Killer ROI and you'll get the <u>same</u> training!)



#### Ranking For Another Major & Competitive Keyword Overnight...

(Stack Press Release Campaigns like this consistently and profit will be yours!)

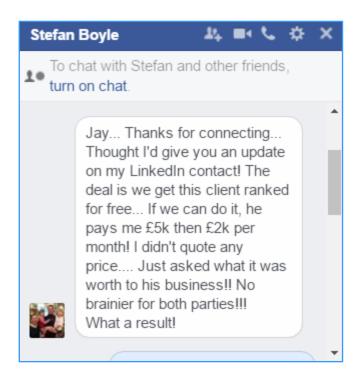


#### Ron Already Made \$5,000 With SkyRanker...

(Delivering results overnight to a local business client in an unexpected niche!)



Frank's eCommerce Business Had His Best Sales Day All Month After Publishing Just A Single Press Release Through PressCable...



Stefan Reached Out To A Prospective Client During A Live SkyRanker Demonstration And Closed For £2,000/mo The Next Week!



4:58pm

i love press cable

we have a 2k a month deal right now for our own stuff

## Queen Of SEO & eCommerce Liz Herrera Uses \$2,000 Worth Of PressCable Press Releases Every Month For Her eCom Business!

SkyRanker and PressCable are really so simple to use, you could actually be up and running with your first campaign submitted for distribution <u>less than one hour</u> from now.

How are you going to use SkyRanker for Profit?

- More Targeted Traffic Across Hundreds Of Keywords?
- Generate A Big Traffic Spike Riding The Wave Of A Trending Topic?
- Deliver Rapid Results To Local Businesses For \$250-\$1,000mo Or More?
- Boost Revenues, Profits & Conversions For An eCommerce Business?
- Drive More Sales For Affiliate Products Or Your Own?

If you were to invest in SkyRanker today, you'd be getting all our exclusive, leading training to accomplish all of this and more...

All it requires is for you to take a moment now and click the link below...

Take advantage of the rare opportunity sitting in front of you right now...

Take Action with this powerful platform – and Get Results as soon as Tomorrow!

Secure Your Special Discount To SkyRanker's Software & Training...

And Get Exclusive Access To PressCable's Authority Distribution...

For A Small Fraction Of The Price You'd Pay Anywhere Else...

http://yesitsfor.me/JohnShea

### **Questions And Answers...**

#### Can You Embed Videos And Pictures In Your Press Release...?

Yes you can. If you wanted to get a video ranking high you could use this press release method to do it. Simply link to it in your release.

#### Can You Direct Link Your Affiliate Offer From Your Press Release...?

Yes you can. In the SkyRanker/PressCable member's section there is full training on exactly how and where you should link to affiliate offers from your press release.

#### Will The Discount Offer Last...?

No. So you should really stock up on as many press releases as you can at the low discount price now. You can buy as many press releases as you want right now and use them in the future, which maximizes your savings and ROI.

## Can You Do More Than One Press Release For The Same Business Or Product?

Yes. You can do multiple press releases for the same business or product, each targeting different keywords or releasing different news. This is an excellent strategy for local business clients and eCommerce too.

#### Can You Sum Up What I'd Actually Be Buying?

You're buying Credits to use with the immensely powerful PressCable Authority Distribution Platform, at a massively reduced price and great distribution power than PRWeb...

This time limited offer also includes lifetime access to the SkyRanker Rapid Content Creation Software and Training Library.

Each Credit entitles you to distribution of a single piece of content, to hundreds of high authority news sites, including household brand name TV news and radio sites.

This gets your content ranked high in Google for multiple low-mid competition keywords in 24-48 hours... and only takes about 15-30 minutes effort for each campaign.

This is a very powerful way to generate traffic that converts.

#### Do My Credits Expire?

Nope! They are available for you to use whenever you like.

#### **How Do I Make Sales Or Get Customers From A PR?**

You can insert a link within your release, which will appear in hundreds of traffic-getting places across the internet.

So you publish your release and receive targeted traffic and links as soon as 24-48 hours from submission.

#### **How Much Traffic Can Each Release Attract?**

This depends on many factors, including keywords targeted, interest in the topic and competition.

Each release does however receive traffic from multiple sources, including Google Search, Google News and the hundreds of News Sites themselves.

You might also get picked up by bloggers and journalists who will see and want to republish your content to their own audiences, getting you even more traffic.

On the top end, Chris Munch (The Founder) has a record of generating over 50,000 clicks to his site in a very short space of time, using this method. This takes some skill and practice, but it shows what's possible and training is included.

#### What About Highly Competitive Keywords?

The SkyRanker training emphasizes going after low-to-mid competition keywords to make a profit with this.

Highly competitive keywords have multi-million dollar companies, black hat SEOs, and firms with hundreds of employees targeting them.

SkyRanker lets you, with just 15-30 minutes effort, get rankings and traffic from multiple less competitive keywords, which people are searching for every day.

These results stack up as well to grow your overall traffic over time (as well as in short bursts)... this is the smart and efficient way of generating traffic that converts with minimum effort.

#### Can You Write My Release For Me?

That option is available to both one-time buyers and subscribers (and subscribers get a set number of 'Done-For-You' authored releases each month).

#### Do I Get The Software And Training For Life?

You certainly do!

## Do I Have To Review The Full Training Before Getting A Release Written Or Published?

You don't have to... you can have your first release generating targeted traffic 24-48 hours from right now.

The training helps you target better keywords, make more profit and generate more traffic.

The more releases you publish and the better you get at this, the more traffic and profit you'll be able to generate.

So it's worth doing!

#### What's The Normal Price?

A little under \$160 per credit.

This is still less than half of what PRWeb charges (\$369 for slightly less distribution than PressCable).

It's still 4-5x more than what you can stock up on credits for right now though... or traffic campaigns, depending on how you think of it!

#### Is There A Subscription? How Does It Work?

Once you make your first investment, you'll be offered the option to subscribe... which means you'll be given additional credits (for more traffic campaigns) every month at the same minimal rate (4-5x lower than normal, meaning maximum ROI forever!)

Your first 30 days are paid for and so there's nothing extra to pay for accepting the subscription until next month when you are given more credits to use.

#### **Does My Price Stay The Same For Life?**

If you subscribe, Yes.

If you don't subscribe, if you want to purchase additional credits, you'll have to do so at the normal price.

The Content Software & Training are yours forever though at no extra cost.

#### **Can I Cancel At Any Time?**

You certainly can! There is no obligation.

#### What Are The Differences Between The Packages?

Every package gives you the training, the software and the industry-leading distribution.

The only difference is in the number of credits you're purchasing and the overall ROI (the bigger packages give you better ROI, since the cost-per-credit is lower).

#### **Can I Upgrade My Package Afterwards?**

Yes, you can.

#### Which Package Do You Recommend?

Although the answer is ultimately 'whatever fits your specific needs', we recommend the 20 Credit Pack for Three Economic Reasons:

- **1.** You get the absolute lowest Price Per Credit, so your ROI on each is maximized (meaning more profit in your pocket)...
- 2. You can submit more SkyRanker Authority Press Releases in a shorter space of time, meaning you get more rankings, more traffic and more profit, faster. That means you can reinvest and grow your business faster, which means WAY more profit sooner, rather than later. And money loves speed!
- **3.** You can use multiple SkyRanker Campaigns to grow your business in different ways, or concentrate on a single method and supercharge your efforts.

For example, you could do 10 campaigns for local clients and 10 to promote online or affiliate products... or sell all 20 to local clients for \$5,000-\$10,000... or run all the releases to promote an eCommerce brand and multiply sales... the choice is yours.

You can use your credits at any time. They do not expire. So you can buy now and lock in the low prices while the discount is still running.

Otherwise, next time you want front page rankings, you may end up being stuck paying \$369 to one of our competitors like PRWeb, for slightly lesser results.

20 Credits through PRWeb = \$7,380

Press Release Credits Through Your Special SkyRanker Discount = .......

To See Your Hugely Discounted Price...

Go To The Link Below Right Now...

NOTE: Your Special SkyRanker Discount Offer Will End Soon!

http://yesitsfor.me/JohnShea

Act Quickly To Ensure You Don't Miss Out Once The Offer Ends...