

THE CTRL-RM METHOD

FOR RANKING ON PAGE ONE OF GOOGLE



How I Took My Friend's Business
Website From Literal Obscurity All the
Way to Page One of Google

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How I Got My Friend's Business Website From Literal Obscurity All the Way to The First Page of Google Using the CTRL-RM Method

A step by step process of getting to page one of Google fast and safely

So, I was able to get my friend's business website from literal obscurity to the first page of Google using a special method that has worked for me time and time again over the years.

By the time you finish this special report, you will understand just how this method works, but first, let me introduce myself.

My name is Greens Zambasa and over the past 17 years, I have launched, run and sold several online businesses right here in Zimbabwe.

You could say I was one of the earliest adopters of the internet as a business platform in the local context.

When I started out, there were very few people in this space and it was such a small community that most of us knew each other personally.

Fast forward a decade and a half and a lot has since changed. Several other players and full-fledged companies now operate in this space in one form or another.

I don't want to bore you with my story because this report is all about **helping YOU** .

I share a bit of my story for the sole purpose of emphasising the point that I have pretty much seen it all as far as ranking websites on Google is concerned.

I know what works over the long term and what can get you permanently banned on Google.

So, why Google?

There are over 5 million people with access to the internet in Zimbabwe. Many of those people use Google on a daily basis to search for a wide range of information.

A significant number of these people use Google to find products and services. When they search, they often never go beyond the first page.

What it effectively means is that **anything other than page one** will mean that **you are practically invisible** on Google.

That was the case with my friend...

In fact, his website was **nowhere in the first 10 pages** for his main search keyword. Actually, he was nowhere on Google even though his website was several years old.

Now, that's really unusual for a website that had been around that long.

Using the **CTRL-TM** method for **getting websites on the first page of Google**, I was able to move his business from obscurity to the **top 3 results on page one for his main search phrase.**

I also helped him rank for other relevant keywords that I eventually discovered when I audited their site to establish what needed to be done.

The CTRL-TM Method

Now, on to the method I used to get them ranking and eventually getting business through their website.

What Is The CTRL-TM Method?

The **CTRL-TM method** is a framework I use to consistently get websites ranking on the first page of Google. It is a process that gets results without "**gaming**" the system.

It gives Google exactly what they want which means you don't run the risk of getting penalised or, worse off, getting **permanently banned** from Google.

Like I said, I've been around for a while and I pretty much know what works and doesn't.

CTRL - RM is an acronym standing for:

Communication

Trust

Relevance

Legitimacy

Reputation

Moat

This is the process I use to help Google correctly identify and classify your website and eventually push it up the Google rankings over time.

Google runs a **complicated algorithm** that they use to rank websites on their platform.

However, just like you don't need to know the complexities of a car to drive it, you don't need to fully understand the rules of driving on the "**Google Highway**" to get to your intended destination while also avoiding getting into a minor or major accident.

Let's now look at these stages one by one.

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Proper Communication

The first thing that needs to be done as far as ranking on Google is concerned is to make sure that there is proper communication between Google and your website.

Google uses a special piece of code known as "**spiders**" that go to your website and "**crawl**" it, reading all the information on the site. When they do this, they establish what your website is about then classify and rank it accordingly.

If your website is not formatted properly, the Google spiders will not be able to figure out what the main theme is and will not be able to rank it accordingly. This was the case with my friend's website when I took it on.

It was **improperly formatted** meaning it was **not communicating properly with Google**. Google had no clue what the website was about and therefore could not rank it in front of my friend's potential market.

I had to get into his website's back end and fix this for him. Within less than a week, he was on the second page of Google just from fixing this one simple thing. **The first part was done.**

I've seen a lot of local websites and the majority have this one problem and it's a **difference between them generating leads and sales** from their website and **having an online presence that really does nothing** for them.

Build Trust Quickly!

Being able to communicate with Google will get your website in Google's rankings but climbing the rankings requires something else. It requires **Trust!**

Look at it this way. For Google to be relevant as a search engine and earn revenue from advertisers, they need to make sure that they **provide searchers with the best possible responses** to their searches.

This means that they need to ensure that the **websites ranking at the top of Google are the best quality and trustworthy sources**. In the Google world, trustworthiness is established through various means.

One of these ways is through established, **trustworthy brands referencing your website by linking back to it**.

A link is like a vote for your website. A big website like Huffington Post, Google News or The Herald linking to your website is more valuable than 20 other links from a different, lower quality website.

Building trust quickly involves getting many links fast to your website but in a strategic way. **Too many links too quickly will lead to your website getting penalised by Google**.

For my friend's website, I used a unique method of getting tens to hundreds of links pointing to his website without it looking unnatural to Google. **Within another week, his website had already climbed up to number 7 on page one**.

I had also made some changes to his website so that it generated leads for him. It's pointless to drive visitors to your website then do nothing with them.

This step gives your website a quick boost but is not a viable method in the long term.

In order to keep climbing the rankings, I needed to do more. This takes us to the next step.....

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Build Local Relevance

My friend's business is local so he needed to communicate that to Google so that he could rank well. One of the ways that Google does this is through **directory listings and Google My Business listings**.

We've all seen the local business results that Google shows whenever you search for local business search terms such as *"restaurants near me"*. Google will show your local businesses under *'Places'*.

All the results here are businesses that have set up a **Google My Business** listing also known as GMB. Having this set up as well as listings in local directory sites that show your **business name, address and phone number** shows Google that you have a legitimate local business.

Over time, your site will move up the rankings.

Legitimacy

Legitimacy is established through **social proof**. In the search engine world, this is done through other reputable sites linking back to you. We touched on this earlier but the links we are talking about here are the more permanent type. These will last for months, years and, in some cases, decades.

In this step, you will be getting **high quality links from high value websites**. I spoke earlier about links being like votes. **The more high value individuals give you their votes, the more you will be viewed as a legitimate, trustworthy individual**. This is exactly how things work with Google as well. Remember, for their business to work, they need to ensure that the top results in Google are **credible and reliable sources of information**.

Reputation

This step is linked to the previous one. However, in this stage, we are using **the support of the masses**. In this stage, I built **5 small websites per** day and placed strategic links on them pointing to each other then eventually pointing to my friend's site. If you do this stage wrong, **you will get your website penalised by Google**.

This stage is definitely one of the hardest to do as it involves a lot of work and skill. Building 5 or more small websites per day is no small feat. The results though, speak for themselves.

I built a total of 25 of these properties over a period of 5 days.

Building a Moat

If you've watched movies depicting the dark ages, you'll be aware of castles that had a draw bridge and a water body surrounding the walls. This was a defensive mechanism to **protect the castle by making it very difficult for any would be invaders to get inside the castle walls**.

The water body surrounding the castle was known as a **moat**.

When you have done all of the above steps and gotten your site to rank, you need to **build a moat around your site**. There are several ways of doing this which include raising your site's authority by adding more content to it, building more links and building more external assets to help it keep its high ranking.

This is what I am still doing right now for my friend's website. We have reached top three on Google and we continue to build a moat to ensure that it's really difficult to knock the site off its perch.

My friend is happy and I'm happy to have helped a friend go to the next level in his business.

These are the steps to take in order to reach the top of Google and get leads and business from your website. Your website is not something that's out there to just look good, it's supposed to bring in leads and money on a continual basis.

I hope that you've learned some things from this short report.

If you need help with your company website and would like to get onto the first page of Google, you can reach me by phone on:

+263776803255

or WhatsApp me on:

<http://wa.me/263776803255>