

SEO EXPERIMENT – The coolest guy on the planet, Mike Filsaime ?

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

SEO EXPERIMENT – The coolest guy on the planet, Mike Filsaime ?

By Michael Filsaime

SEO EXPERIMENT – The coolest guy on the planet, Mike Filsaime ?

Copyright 2005 MikeFilsaime.com, Inc.

Dear SEO Enthusiast,

There is a reason why this article is called – SEO EXPERIMENT – The coolest guy on the planet, Mike Filsaime ? It is a reality show live internet marketing experiment and you can participate now live be reading and checking the stats daily.

In fact there is a reason why I have it listed in the title and in the first line of this article. There are also reasons why I mention it many times in the article next to my name.

This article is a case study in progress. You see, I met up great top SEO genius. his name is B r a d F a l l o n. (Reason for spaces below.)

I will refer to him as BF from now on.

BF has a site for wedding favors that is ranked #1 for Google, Yahoo, and MSN for the terms wedding favors and wedding gifts. BF also has a course called stomping the search engines. It talks about the importance of getting quality links back to your site to increase your page rank and overall rank position.

Now, I Mike Filsaime, do not claim to know anything about SEO. But at the time of this article writing, Thursday, August 4th, 2005 : 11:13 PM EDT, BF is also number one for the search term:

"The coolest guy on the planet" – Go to Google.com and do a search on that phrase. I would bet he is still number one. I have seen many people slide from the 2–10 position, but BF, the SEO genius is still number 1.

## SEO EXPERIMENT – The coolest guy on the planet, Mike Filsaime ?

You see, BF and Mike Filsaime met in Las Vegas. And we were at a casino playing Blackjack. And I heard him say to a lady dealer, I am "the coolest guy on the planet." And then he said, no really, type it in Google, and you will see bf.com I thought he was joking. But then later I saw he was not. Then I found that there is a club of SEO guru's all fighting for that #1 position for "the coolest guy on the planet." But no one could knock him off.

So I told him I was going to get the domain names and we both ran up to our rooms and I went to GoDaddy and beat him and then got an alternative domain as well. Man was he mad. But I still had to do stuff with it.

So I wanted to try. Yes me, Mike Filsaime wanted to be "the coolest guy on the planet." So I registered two domains on July 6th, 2005.

the-coolest-guy- on- the-planet.com

and

thecoolestguyontheplanet.com

Now, the reason I am using BF and not his real name is that I am competing with him in this race to the top spot and I do not want to help his ranking. But I am using the term often in this article i.e. Mike Filsaime is The coolest guy on the planet, or The coolest guy on the planet is Mike Filsaime so that the keywords are added through out the article next to my name.

So now, 1 month later, I have the domain name, and as write this article, I am ranked as follows for :

the coolest guy on the planet

Aug. 4, 2005

Google.com – 212,000 listings

# 277 ()– the-coolest-guy- on- the-planet.com

Not listed – thecoolestguyontheplanet.com BF #1

Aug. 4, 2005

Yahoo.com

Not listed – the-coolest-guy- on- the-planet.com

Not listed – thecoolestguyontheplanet.com

BF #3

## SEO EXPERIMENT – The coolest guy on the planet, Mike Filsaime ?

O.K. so now, to see if articles really work and the back-links as well. I am going to post this article on my site and see if I can get links back to it by also posting it to article submission services. Then as you read this, you can see the stats above and see if we moved up.

I hope to see that this does work to improve the ranking. Then I will write another article about the results. But at least as you read this you can track it for yourself to see how well the articles have helped make Mike Filsaime, the coolest guy on the planet.

<http://www.thecoolestguyontheplanet.com>

<http://www.the-coolest-guy-on-the-planet.com>

Mike Filsaime creates services and software for effective online marketing. For ways to improve your site performance you can go to

<http://www.MikeFilsaime.com>

and

<http://www.thecoolestguyontheplanet.com>

<http://www.the-coolest-guy-on-the-planet.com>

### **What Did We Learn From The Great Search Engine Experiment!**

**By Mike Makler**

Last Week I did a Search Engine Experiment. I wanted to see if I could brand myself as the coolest guy in the universe. I created a web page that said Mike Makler is the coolest Guy in the Universe. In that Web Page I repeated that Phrase over and over. In less then 24 Hours I was Number 1 in Yahoo for the Phrase coolest Guy in the Universe in Double Quotes. A Few hours later I was no where to be found in Yahoo.

So I then created a few more web pages did a few more blog entries and not only was I back to #1 in Yahoo But I had the top 3 Spots and the 5th Spot in Yahoo as Well. Searching on the same Keyword Phrase in MSN I have the 2nd Spot and 4 total spots on the First Page.

Now if you run the exact same search in Google "coolest Guy in the Universe" don't forget the Double Quotes Not only am I not on the First Page of the Results but I am nowhere in sight on the first 4 or 5 Pages. You will also notice that the entries on the first few pages in Google tend to be very different for The Keyword Phrase the coolest Guy in the Universe. They tend to be more Commercial oriented. RandomHouse, Amazon and the BBC all Appear in the top 5 Results. They all have Google Page Rank values of 8 or 9.

This experiment seems to point to the fact that Google seems to stress Linking and Link Partners over

## SEO EXPERIMENT – The coolest guy on the planet, Mike Filsaime ?

Key Word Density in there search Criteria. An Alternative conclusion might be that Google is slower to index then Yahoo and MSN and Perhaps I just need to be patient. One would be more inclined to believe that 2nd conclusion if some of the other entries from Yahoo and MSN appeared in Google as opposed to those High Page Rank Ones.

Copyright © 2005–2006 Mike Makler

Mike Makler has been Marketing Online Since 2001 – Subscribe to Mike's Newsletter here:

<http://www.ewguru.com/hbiz/list-sign-up.html>

– More Articles by Mike:

<http://weeklytipsandtricks.blogspot.com>



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)  
Menopause, Andropause And Other Hormone Imbalances  
Impair Healthy Healing In People Over The Age Of 30!**

SEO EXPERIMENT – The coolest guy on the planet, Mike Filsaime ?

