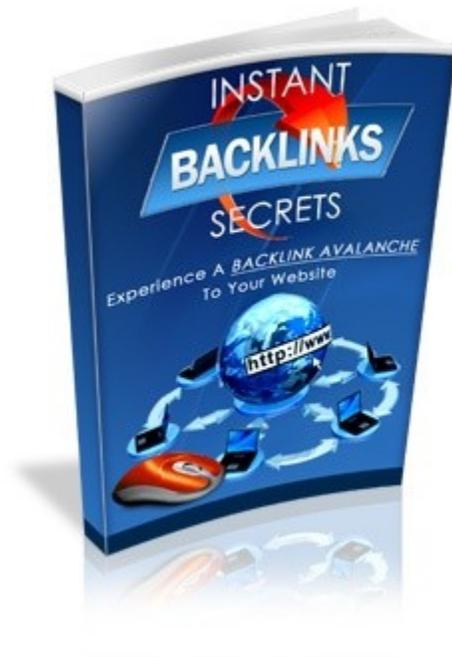


# Instant Backlinks Secrets

How to Get Page One Rankings In Google!



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## Introduction

I have a question for you.

Have you ever seen the Kevin Costner movie 'Field of Dreams', the one where he communicates with the spirits of past baseball greats who urge him to build a new stadium with the immortal line 'Build it and they will come'?

Well, of course, being Hollywood, he does build it and they do come, but hey, that's the movies!

Unfortunately, real life is not always like the movies. This is often demonstrated in online marketing circles by the number of people who set up their own online businesses or build a website to try to make money who seem to believe that all you have to do is 'Build it and they will come'.

In reality, nothing could be less true. The number of new (and often not-so-new) online entrepreneurs who genuinely seem to believe that all they have to do is build a website to make money is terrifying. In fact, from my own experience, I know that an inability to send targeted visitors to their website or blog is the number one reason why most would-be online millionaires never make more than a few cents a month.

The saddest part of all is, it really doesn't have to be this way. There are dozens of tried and tested systems, processes and methods that will quickly direct hundreds of targeted visitors to your website or blog.

All you need to do is successfully utilize just a small percentage of these strategies to start seeing the visitor numbers that you need in order to generate the income that you want.

One key element of sending the kind of visitors you want to see to your website or blog is the use of Search Engine Optimization. In simple terms, this means optimizing your site such that it ranks high on the search engines. When your site is ranked on the first page of Google for the keywords you desire, this will mean more people will eventually click to visit your website.

And provided your website has been optimized to convert for sales or leads, this increased amount of traffic will benefit you surely.

So how do you get ranked on first page of Google?

The secret word is - **backlinks**.

This is the one secret which we use to attain MULTIPLE page one rankings for our own and clients' sites.

See below for proof:

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This can honestly go on forever but we're not going to do that.

Truth is, we've generated a TON of results for our own sites and now you stand to gain.

Because you're just about to discover why backlinks are so important and how you can quickly build a massive link network that almost guarantees the success of your online business ventures.



## **Chapter 2: Why targeted traffic and backlinks are so closely intertwined.**

### **Visitor traffic is the lifeblood of your business...**

If you have a website or blog, it is natural that you want people who are using the net to visit your site. This is even more important if you have a business enabled or monetized site that you have created to generate an online income stream.

Having a site or blog without any visitors is a bit like having a store on the top of Mount Everest. It really doesn't matter how good your store is or how cheap, if no one is aware of your existence and you never have any visitors, you're never going to make any money.

To put it another way, you could set up a website tomorrow and give away brand-new Ferrari's and you would never have any takers if nobody ever found your site.

But there is another important consideration as well. It is all very well attracting visitors to your site, but they have to be the right kind of visitors, the kind of people who are going to be interested in spending money on what you have to offer.

If the only people that you manage to attract to your Ferrari giveaway are 85-year-old grandmothers, you're still not going to achieve much success.

Attracting visitors per se is not enough. The people that you *really* want to bring to your website or blog are people who already have an interest in whatever you have to offer before they come. Going back to our friend Kevin, they certainly would not have come if he had built a baseball stadium in a town populated by soccer or Nascar fans but because it was a 'baseball sort of place' hey, they came.

Now, there is one very quick and easy way of attracting pre-interested or targeted visitors. You can pay to place advertising all over the internet and if you do this properly, you will generate plenty of targeted visitors.

The problem is, paying for advertising can be extremely expensive, particularly if you are operating in a highly competitive marketplace.

Whilst big businesses often launch in the real 'bricks and mortar' business world with multimillion dollar advertising and marketing budgets, this generally doesn't happen with online businesses.

Consequently, paying for advertising is something that new or recently established online businesses can afford to do.

They therefore have to look at the other option, which is to use tactics and strategies that drive targeted visitors to a website or blog at no monetary cost.

Now, you will often see this traffic described as free traffic but you should understand that in the world of online marketing as in everything else, nothing is ever really free. In order to generate targeted traffic to your site, there is always a cost to be paid, either in terms of money or the time you have to put in to make things happen.

That being said however, it is entirely feasible to build a system and network that sends hundreds of highly targeted prospects to your site or blog every day at minimal financial cost.

### **How do you drive targeted traffic to a site without spending?**

The answer to this is remarkably simple and straightforward. You make sure that the major search engines are aware of your existence, after which you do whatever you can to push your site to ever increasing levels of prominence with those engines.

Here's why and then how this works.

According to the latest statistics, Google now commands over 81% of the global search engine market. Whilst not every web surfer uses a major search engine, the majority do. And out of this majority, eight of every ten go to Google as their search engine of choice.

Whilst this does not mean that you can afford to ignore the other major search engines such as Yahoo! and the newly launched Microsoft Bing, your main focal point must be Google.

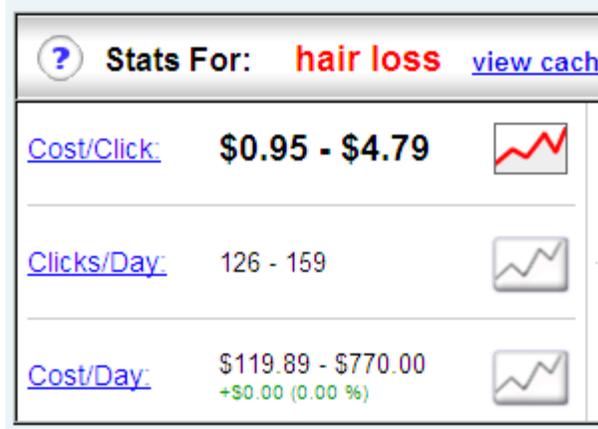
Most people who use the net do so because they need information or advice. Whilst there are billions of dollars changing hands every day online, the majority of people do not go online to spend money. They want answers to their questions or solutions to their problems, and the net is the most convenient place to look for what they need.

They search by typing in a word or phrase that describes what they are looking for before hitting the enter button. When they do so, they will see a search results page something like this (this is for 'hair loss'):

The screenshot shows a Google search results page for the query 'hair loss'. At the top, it indicates 'Results 1 - 10 of about 47,700,000 for hair loss'. The page is divided into several sections:

- Sponsored Links (Left):** Contains three advertisements for hair loss treatments, including 'Are You Losing Your Hair?' from About-Hair-Loss.com, 'Hair Loss Happens' from HairClub.com, and 'Hair Loss Solution' from www.DrDistefano.com.
- Sponsored Links (Right):** Contains four advertisements, including 'Bosley Offer - \$250 Off', 'Losing Your Hair?' from DHIMedicalGroup.com, 'Best Hair Transplant \$' from Capri Clinic, and 'Hair Loss Product Reviews'.
- Organic Results (Center):** A red circle highlights a specific result titled "'Natural' or 'organic' search results...". The result is from familydoctor.org and discusses 'Hair Loss and Its Causes'. Below it are other organic results from MayoClinic.com and a news result from Telegraph.co.uk about a baldness calculator.

At the top left hand corner of the page and all down the right side are paid advertising materials, where companies and individuals who have a hair loss product pay Google to show advertising on hair loss related search pages. Hence, these adverts are highly targeted, but as is indicated by this snapshot from [Spyfu.com](http://Spyfu.com), they are not cheap either:



The top 'hair loss' advertiser – generally, the one whose advert is shown at the top left hand corner of the page – is paying \$4.79 per click on their advert, meaning that they are spending around \$770 a day on advertising. Remember, this is per click on their advert and has nothing whatsoever to do with making a sale, so unless their adverts are converting visitors into customers at a healthy rate, they could be losing a lot of money.

However, your main focus is on the 'natural' or 'organic' search results beneath the adverts on the left, because this is where you want to be. These natural results feature web pages or promotional materials where the owner has done everything they can to make that individual page attractive to the search engines.

If you can manage to do this successfully enough to grab the number one natural search result 'slot', Google estimate that around 42% of visitors who land on this top search results page will visit your site first!

From this single statistic, you can clearly see the power of making your blog or site as search engine friendly as possible.

Let us therefore quickly consider how you do this most effectively.

## **On-page and off-page search engine optimization**

Making your site or blog as search engine friendly as possible is known as search engine optimization (SEO), which is a billion-dollar industry around the world.

There are essentially two different types of SEO, on-page and off-page (sometimes referred to as on-site and off-site) optimization. On-page optimization is concerned with what you do when you're building the site, factors that you include in the code of that site, whilst off-page optimization is primarily concerned with external factors.

All search engines are looking for sites or blogs that feature valuable content, articles, videos, audio materials and the like which will offer a quality experience to human visitors.

The search engines all want sites that they 'spider' (i.e. search) to be easy to navigate, with proper site maps and logical navigation as well. Again, this makes it easier for human users to enjoy your site, so it is entirely logical.

As an example, it is usually suggested that you should have a site map on the homepage of your site and that it should be possible to reach every internal page from that site map within no more than two or three clicks. On the

other hand, your visitor should be able to return to the home page in one click from which ever internal page they visit.

Fortunately, building an appropriate site map is pretty straightforward, with plenty of online resources to help you. For example, if you created your site using HTML, you can generate a free site map from [XML-Sitemaps.com](http://XML-Sitemaps.com), whilst you can download two plug-ins for WordPress that will create one site map for [your human visitors](#) and one for [the search engines](#) entirely free.

Beyond this, different search engines have different focuses with Yahoo!, Bing and most of the other engines more focused on the on-page side whilst Google is more concerned with external factors.

The way I like to look at it, on-page SEO is the way you get your site into the game, so to speak. It's how Google will know what keyword you want to rank your site for.

They won't always oblige, but the on-page elements will be your jumping off point and you need to tend to these factors correctly so that you give you site the best possible chance to make it onto the first page.

Before I get into the specific factors, I want to point out that you should target ONE KEYWORD per page of your site, whether that's a home page or inner page. If you try to target more than one, you'll confuse Google and your site may not rank.

So if Google decides to rank your page for multiple keywords, consider it a bonus. If you intend for your site to rank for multiple keywords, then plan to make multiple pages and target individual keywords with the following principles in mind.

In on-page SEO, you will need to pay attention to the following factors:

- 1) Keyword in your title – you want to make sure it’s somewhere in there. It might be best if the title IS your keyword.
- 2) Keyword in the URL – again, just make sure it’s in there. If the keyword is an “exact match” URL, that is best. However, that is not a necessity to rank, whatsoever. Google probably only gives a small boost for this. The next best is to have <http://example.com/keyword>.
- 3) Keyword in the “description” – this is the part that comes up underneath your title tag in the search engines. It is super-important to Google because it is all about delivering relevant results.
- 4) Keyword in your “H1” header – In html coding, there is something known as headers, H1, H2, etc. Make sure your keyword is in the H1 tag and it’s best if your keyword IS the H1 tag.
- 5) Keyword used on page – Use it from 3-10% density. No reason to nitpick over this.
- 6) A note on meta keyword tags – they don’t matter. But put your keyword there anyway... why not?

You should make certain that you undertake basic on-page optimization because doing so will generate some targeted traffic from the other search engines like Yahoo!, and all targeted traffic is valuable. So once you’ve

figured out “on-page”, you need to start “off-page” (“backlinking”), which is an enormous topic on it’s own.

**To assess how your site compares to your top competitors in terms of on-site optimization and receive viable suggestions on how to improve it:**

**[Click here to check out our SEO report service!](#)**

## Chapter 3: Why EVERY Website Needs BACKLINKS

Many years ago, it was possible to secure top search rankings simply by repeating your keywords more often on the page than someone else did (known today as ‘keyword stuffing’).

Even the most advanced search engines couldn’t distinguish quality sites from spam, so searchers would often leave frustrated, unable to find what they were looking for in a sea of spam and misleading offers that would heavily focus on implementing irrelevant keywords into their websites simply to rank for terms that had absolutely no significance to their actual websites or offers.

But something happened that changed the way websites ranked within the major search engines, offering a fair, genuine method of measuring a website’s overall relevancy to the keywords that were associated with it.

Google’s algorithms made it much harder for low quality sites to make it to the top of the search engines, because instead of gauging a websites relevancy based on keywords alone, they began to use a form of “social proof” to determine which sites were truly of the highest quality and overall value.

Their algorithms were compiled from a unique formula to determine which sites were “real” sites – sites people would actually want to visit from

websites that were using questionable tactics to position themselves within the major search engines.

Their programmers determined that if enough quality sites were linking to a particular site, that it should be given more weight in the search engine results.

And so backlinks became the new method of showcasing the popularity and overall relevancy of websites.

Keep in mind that search engines determine how relevant (and important) your website is not just by the NUMBER of back-links pointing to your website but by WHO is linking to you.

This means that not only do you want to focus on building a high number of back-links but that you also want to focus on quality back-links that are housed on authority sites.

**QUALITY and QUANTITY** are equally important when building your back-link system, and don't kid yourself, if the search engines are forced to choose between the two (and if you have an equal number of back-links as a competitor in your niche), the "vote" will go for the site with the highest number of quality backlinks.

This means that you want to do your best to develop back-links on established websites in your niche.

These are sites that have been around for quite some time, have developed a following, established a community and of course, receive a significant amount of traffic each day.

While you can (and SHOULD) incorporate a variety of backlinks into your system, including links from authority sites that may not be directly focused on the same topic or theme as your website, always keep in mind that incoming links from quality websites will always play a greater role in maximizing your search engine ranking and overall exposure.

There are many different ways to begin your link building campaign and while many of the traditional strategies can be time consuming, once you have developed a solid back-link structure and begin to increase your search engine positioning, you will be able to easily maintain it.

Keep in mind that by building a solid backlink structure, the traffic you do receive from the major search engines will be exceptionally targeted, and far more interested in the products or services you are offering.

Just remember, don't become complacent once your rankings improve. Keep building backlinks as time goes on, because if you stop, another site will keep building and pass you in the rankings.

You don't want to end up losing the rankings you worked so hard to get, so incorporate these backlink strategies into your ongoing marketing campaign and position yourself for permanent high placement within the major search engines.

So understand that off-site SEO can basically be summed up in only one word – **backlinks**.

Backlinks are a vital component of any website's traffic plan. Without backlinks, a website will have a difficult time ranking for their most important keywords.

However, with a proper backlink plan in place, a website can shoot to the top of the search engines, even for some remarkably competitive keywords, while generating organic traffic to their websites quickly and easily (and at no cost).

### **How Does Linking Really Work and What Does Google Want?**

A link is established when someone places a hyperlink on a page on their site or in a marketing or promotional publication that points to a page of your site. If someone were to click that link, they would be directed to your site. This might be your homepage or an internal article page that is directly related to the topic of an article published on an article directory site, as one example.

The basic concept of linking is that other website owners discover your site and decide to link to it because the page that they link to offers value to their own site users. In these terms, the idea is that other people choose to

link to your site entirely voluntarily because of the quality of the content and materials on your site.

This is why Google place so much emphasis on the importance of links. If other website owners are 'voting' for your site, this must suggest that your site offers the kind of quality that Google wants to give their search engine users. Consequently, the more links you have, the nearer to the top of the search results Google will push that linked page.

There is however one problem with this basic linking concept as far as you are concerned. Relying on other people to create your link network for you could take months or years which is time that most site or blog owners do not want to spend waiting for others to create links for them.

Hence, there are many tactics and strategies that you can adopt through which you can generate links yourself. Many of these strategies are perfectly acceptable as far as Google are concerned, but there are some link building tactics that they do not approve of.

In addition, there are certain things to be aware of when you are attempting to build a link network through your own efforts. What Google want is a link network around your site or blog that appears to be entirely natural.

They will accept many strategies that site owners use every day as a normal part of their promotional activities as being natural link building, but there are other things that you can do which they do not see as being natural.

As examples, if you submit a unique article to an article directory site, you will include a hyperlink from that article to your own site. This is perfectly natural, exactly what everyone else who is using articles to promote their business is doing. Google are therefore more than happy with this as a natural linking concept.

If on the other hand you were to buy links and Google discovered this, they would not be happy.

Hence, in your own link to link activities, everything you do must appear to be natural. There are however some misconceptions about what is natural and the relative value of different kinds of links.

For instance, some marketers believe that you should only look for links from sites that are directly related to your subject matter. As an example, if you own a dog training site, they believe that you should only look for links from dog food manufacturers, pet shop chains, dog accessory suppliers and so on.

From my own experience, this is wrong. Whilst there may be some truth in the notion that a link from a directly related site has a little more value than a link from a site that is not so obviously related, all links have value.

Furthermore, in a natural link network, there is no way that every link is going to be from a site that is directly related to yours. For example, imagine that you have your own political blog and that you discover a major scandal brewing. Think Bill Clinton and Monica Lewinsky for an idea of what I mean.

If you were breaking this story, is it likely that every other site that mentions and links to it is going to be a political site/blog?

I don't think so. A 'human weakness in high office' story of this nature would have all sorts of sites linking to yours, which is completely as you would expect and is entirely natural.

This helps to nail another common misconception about what Google might consider to be natural too.

If you broke a major story like this, is it more likely to generate one link or 1000?

See, contrary to what many marketers might suggest, it *can* be a perfectly natural phenomenon to see a very large number of links created to your site in a very short period of time.

This is not however meant to suggest that you should go crazy. There is no doubt that it would look artificial if you had six-month-old site with only five links that all of a sudden acquired 5000 new links in one day.

Nevertheless, links from other non-related sites are valuable and an integral part of your natural link network and if there are sudden surges in link activity, this is not necessarily unnatural either.

The final thing to understand before moving on to start building your link network is that there are different kinds of links, and that Google accords each a different value or level of importance.

The 'top' level of links and a kind of links that you want most of are one-way incoming links. These are links from external sites and resources to your site where you do not send a link back in return.

In this case, because they have chosen to link to you without you apparently doing anything in return, the suggestion is that the value of the content to which they have linked is high enough to justify the link on its own. As a result, one-way incoming links are the ones that are most likely to impress Google.

Reciprocal links, where someone else sends a link to you and you do the same for them in return or vice versa are less valuable, but still necessary. Finally, you have one-way outgoing links, where you send a link to another site or resource and they do not reciprocate in return.

Almost all of your link building efforts will be targeted at generating one-way incoming links because it is links like this that will push your materials up the search results pages.

However, in a natural link network, there has to be some reciprocal and one-way outgoing links as well, so you need to include these in your link building activities as well.

## **Pointing the link power in the right direction...**

Before beginning your external link building activities, you need to make sure that your 'own house' is in order.

Whilst I have already mentioned that the internal linking structure of your site and the associated navigation should be logical and easy to understand, you need to take the internal link management of your site one step further.

Think of it like this. If you have a business focused site, you are likely to have two or three pages of your site that are considerably more important than other pages.

For example, whilst your homepage will always be a central focal point, it is also likely that your sales page and the landing page which you use to capture visitor e-mail information will be extremely important to the long-term development of your business well.

Consequently, the internal linking structure of your site should make it clear to human visitors and the search engines that these are the most important pages.

The objective of Google and the other major search engines is to index as much of the internet as they possibly can and the way that they do this is by sending search 'spiders' or 'robot programs' to every individual site to see what is going on there.

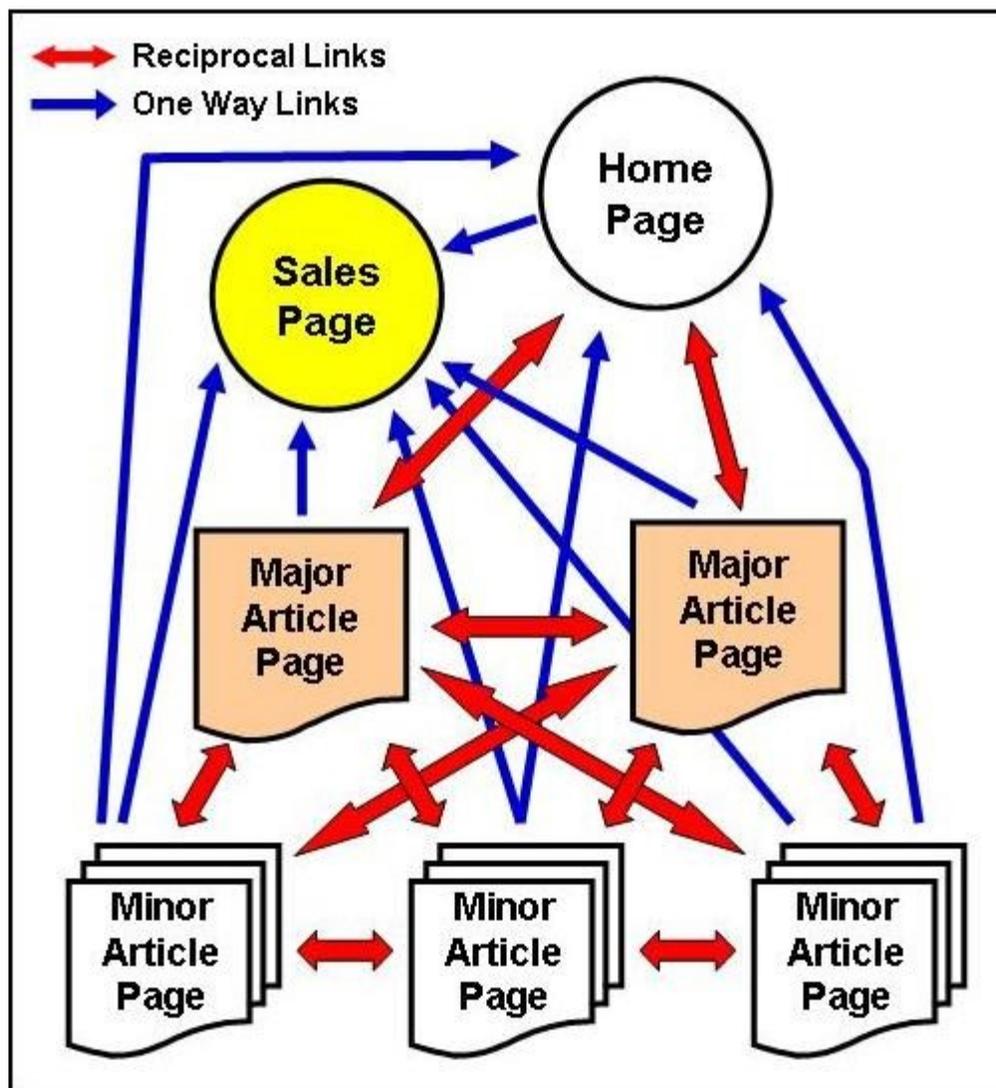
Hence, when Google send their spider to your site, your internal linking structure has to make it clear which are your most important pages.

By doing so, you shift the spiders focus in the direction of those pages, making it more likely that they will rise to prominence in the search results. Within your site, there should be a hierarchy of value assigned to each individual page. You establish this hierarchy of value by linking the internal pages of your site together in a specific way so that the majority of link power is pointed at the most important page of your site.

On the next page is a simplified schematic of how you do this to give you an indication of how this works. For your own site, all you need to do is scale this up depending upon the number of pages that you have.

In the illustration (which I would recommend you print out so you can use it in conjunction with these details), the least important pages of your site are the minor articles pages at the bottom.

Your major article pages are those which you believe provide the greatest value to your visitors, whilst the sales page and homepage are the most important of all in this particular case:



The problem is, you cannot construct your site as a triangle in which all of the link power goes in one direction because you have to be able to find everything on the site from the homepage.

You therefore need to have some way of finding the minor articles (as an example) from the homepage. You do not establish a direct link, but instead, you pass the downward link through the major article pages in an effort to minimize the link power leakage from the homepage.

Hence, the links between your homepage and your major article pages have to be a reciprocal link because otherwise, people would not be able to find the minor article pages at all.

This is of course a massively simplified structure, but it is the kind of structure that you have aim for when you build your site.

In this way, most of the link power passes towards the sales page and the homepage.

Also, you will note in the illustration that I have shown the link between the sales page and the homepage as being one-way link away from the homepage. You might imagine that this should be a reciprocal link but most marketers do not want to do anything to encourage a visitor to leave the sales (or landing) page once they have convinced them to visit.

This might seem contrary to the natural assumption that your homepage should be the most important page on your site, but let me ask you a question? Is the page where you visitor can spend money or subscribe to your mailing list more important to you than a page where they can read articles or see your site map?

As a marketer, the most important pages on your site are your sales and landing pages, hence those are the pages to which most link power should be ascribed.

However, you should note that to keep Google happy, you do need to include a few 'best practice' links on your sales and landing pages, even

though as a marketer, you do not want to do anything that might encourage a visitor to leave those pages.

For example, Google want to see links to your 'Earnings Disclaimer', your 'Terms of Service, your contact information, the site map and so on. Thus, you must include them if you want Google to look on your site as favorably as possible, but that does not mean that you have to emphasize them or make them obvious.

Most savvy marketers will include these links in very light, small type at the bottom of the page so that human visitors can hardly see them.

However, do not try to trick Google by including your links in the same color type as the background of the page for example, because they will pick up on this and penalize you for it:

✓ Refinance ✓ Home Equity ✓ Purchase

Rates as low as

**5.788%** APR

**GET STARTED**

or call 1.866.510.9570

[Assumptions]



" We are very pleased to have GMAC Mortgage as our mortgage company. You have excellent personnel to help or answer any questions. Other businesses should be like yours. "

George K., Alger, MI

**Read these if you can...!**

[Privacy](#) | [Legal Information](#) | [Auto Insurance](#) | [Contact Us](#) | [About Us](#) | [Careers](#) | [Site Map](#)

With the internal structure of your site pointing all of the 'link love' towards the main pages, you are ready to start building your external linking structure.

## Chapter 4: Importance of Keyword Research

Although launching your website or blog might be a big event to you, it is a fact that for the rest of the world at large, it means nothing whatsoever. No other person knows anything about it and as far as the search engines are concerned, you still don't exist.

Consequently, the first job is to stick your head above the parapet to change this. To do so, you are going to use many different strategies to send the search engines to your site or blog to discover what it is all about.

From this, it follows that when you send a search spider to your site, you must make absolutely certain that it collects the correct information from your visit. In other words, if you have built a 'hair loss' site or blog, you must make it as clear as possible that this is the subject matter around which your site is built.

To do this, your first job is to collect together a bunch of appropriate keyword terms by researching the market using free tools like [Keyword Buzz](#) and [Google's own keyword research tool](#). There are many other free keyword research tools you can use, but these two are probably as much as you need.

For the benefit of those who are unsure of what keywords are, let me explain it briefly.

First understand that the majority of net users who are searching for information do not have the time or the inclination to spend lots of time every day searching all over the net for what they need.

On the contrary, they understand that the major search engines will do a far better job of searching for the information they seek than they can, so it is plain common sense to use a search engine like Google.

When people search, they usually do so by typing in a search term that they believe is most likely to produce the information that they are looking for. It is these terms that are used by online searchers every day that are most commonly referred to as keywords or keyword terms/phrases amongst the online marketing community.

So keywords are the terms that people use to search for information when they open up a search engine, it is as simple and straightforward as that.

**If you wish to save time and rely on our professional SEO team to conduct the keyword research for you:**

**[Click here to check out our Keyword Research service!](#)**

Continuing with the 'hair loss' example, let's imagine that the following are keyword phrases that I can use to drive targeted visitors to my site (which they would be):

organic hair loss remedy;  
drugs that cause alopecia;  
organin hair loss products.

Incidentally, you should always aim to have a keyword list of no less than 30 or 40 similar phrases, but for this example these three are sufficient.

Next up, you want to ensure the anchor text of your backlinks contain the keywords which you've just gathered.

See, many people link their site together by sending visitors from one page to another using either the URL of that page (e.g. YourSite.com/ArticlePage1.html) or with a generic phrase such as 'Click here' or 'Hit this link'. For search engine optimization purposes, this is no use whatsoever.

What you should use is an **anchor text link** which you would create by inserting something like this in the HTML code of your article:

```
<a href="http://www.yourdomain.com">Your Keywords</a>
```

Using anchor text to create your links both internally and in your external publicity and promotional materials is extremely important, because this re-emphasizes to the search engines that this is your primary keyword phrase.

Consequently, by using anchor text wherever possible, you make sure that the search engines index your webpage or external promotional materials for the phrase on which you are focused.

As an example, look at this article that I have published on my site:

### Organin hair loss products - which work best?

Losing your hair can be a terrible thing, but the best organin hair loss products can do a great deal to reverse the situation. If you are going bald, there is no need to tolerate this blight upon your life any more, because there are a great number of highly effective products on the market.

Of course, the main challenge is to know which organin hair loss products are the most effective, what products are best for reversing the worst effects of alopecia. The all-important answer to this question is exactly what I am going to present to you in this article.

My keyword term is in the article title and it is always most effective when it is used as near to the beginning of your title as possible. I have also included the keyword in the first and second paragraph, and in both examples, it is an anchor text link to the appropriate 'organic hair loss products' article page elsewhere on my site.

I have also used bold type for the link as well, which is fine as long as the same phrase does not appear more than three or four times in your article (which it should not do).

When you are building your site, use anchor text links rather than 'Click here' generics that give the search engines no indication of what your site is about.

Similarly, use anchor text links in your external materials that drive links back to your site as well. However, when creating anchor links for the purposes of sending targeted traffic from external resources, you should try to introduce some variety, because using exactly the same anchor link does not look natural.

For example, as well as using 'organin hair loss products' for the majority of my anchor links, I might also send traffic to the same page using 'organic hair loss remedy' (it's *nearly* true, plus this is one of my main keyword phrases) as well as variations on the original keyword phrase such as 'hair loss products with organin' and the like.

In the interests of mixing things up a little, I would even use the odd 'click here' or 'hit this link' every now and then because this is the way that many people who are not aware of search engine optimization create links. In other words, it's natural, so you need to do it occasionally.

Now that you've understood the basics of keyword research, let's dive straight into the various backlink strategies!

## Chapter 5: Backlink Strategy 1 - Building A Link Wheel

Whilst at this stage your own site is still a mystery to the search engines, one highly effective strategy for rectifying this is to build a constellation of satellite sites and blogs on highly rated external resource platforms.

Because these resource sites have already acquired a good deal of kudos and power with Google in particular, you can create a series of mini-sites which point links your main site that Google will very quickly pick up on.

Furthermore, because the value of incoming links is to an extent judged on the importance of the site from which those links emanate, by using highly rated mini site and blog building platforms, you can give the link power of your main site a significant boost fairly quickly and simply.

### **Blogger.com**

[Blogger.com](https://www.blogger.com) is a free blogging platform that is actually owned by Google. Consequently, it should be no surprise that Google picks up every new blogger blog site very quickly as they spider the site several times an hour looking for new content.

As a result, if you create a new blogger blog and use it to point a link at your main site, you will probably find that blog is indexed within half a day at the outside and that Google will be crawling all over your site within a couple of hours.

Creating a blogger blog is simplicity itself. If you already have some kind of Google account (e.g. a Gmail address for example), sign in to blogger using this information. If not, create a new blogger account as it is free anyway.

Once you log in, you will be on the dashboard page, so look for the 'Create a Blog' link at the top right hand corner:



On the next page, you create the title and URL of this new blog. You are going to include your keyword phrase in your title and URL if possible but because every URL on the net is unique, you should check whether the URL that you want is available before adding the title.

In this case, the URL that I want is available, so I'll use the same URL and title:

## 2 Name your blog

Blog title	<input type="text" value="Organin Hair Loss Products"/> Your blog's title will appear on your published profile.
Blog address (URL)	<input type="text" value="http://OrganinHairLossProduct.blogspot.com"/> <a href="#">Check Availability</a> This blog address is available. The URL you select will be used by visitors to :
Word Verification	 <input type="text"/> 

Add the 'captcha' code and continue. On the next page, you choose a template for your site and unless you have any particular preference, I would suggest leaving the default 'Minima' template as it produces a nice clean blog:

## 2 Choose a template

Choose a custom look for your blog.

You can easily change the template later, or even create your own custom template design once your blog is set up.

**Minima**  
Created by: Douglas Bowman  
[preview template](#)

**Minima Black**  
Created by: Douglas Bowman  
[preview template](#)

**CONTINUE**

‘Continue’ once again and you should see that everything is finished. You are ready to start adding content to your new blogger site, so let’s ‘Start Blogging’:

**✓ Your blog has been created!**

We've just created a blog for you. You can now add your posts to it, create your personal profile, or customize how your blog looks.

[▶ Advanced Setup Options](#)

**START BLOGGING**

Now, you probably understand that the main purpose of building this site (and the others which you will subsequently create to propagate your

satellite site network) is to generate one way links to your main site. The temptation might therefore be to do little other than add a two or three line article as a way of doing so.

However, the people who run Google are nobody's idea of fools and they understand perfectly well that this is what many marketers will do. As a result, if you try to 'cheat' with only one two or three line article on your blog, Google are quite likely to ignore it.

With all of the satellite sites and blogs that you build, it is important that you add some quality and value. Whilst you don't want to waste inordinate amounts of time on these sites, you do need to do enough to indicate to Google that this is a real site that you are building, and not merely something designed to generate a link.

For this reason, when you first add information to your new blogger blog, I would not recommend trying to create a one-way link to your main site immediately. Whilst there is no harm in including your keyword in your initial posting, I would suggest waiting until you have three or four articles published on the site before you start thinking about generating links.

Fortunately, you can add a new article to most of the satellite sites which I recommend you create every day or two. It is therefore only going to take a week or so to get your sites to the position where generating links to your main money maker with a realistic chance of Google paying attention becomes a viable proposition.

As far as possible, you should try to publish unique articles on each of your satellite sites for a couple of reasons. Firstly, it makes it less obvious that each site in your satellite network is linked together (although this will become relatively obvious) and it makes it far more likely that each of the individual articles will be indexed by Google separately.

This significantly increases your chances of one of your sites getting pushed up the Google search results pages, which is as you know the ultimate objective.

Now, of course, writing many different keyword focused articles can be time-consuming and difficult, so you should shortcut the process in this way.

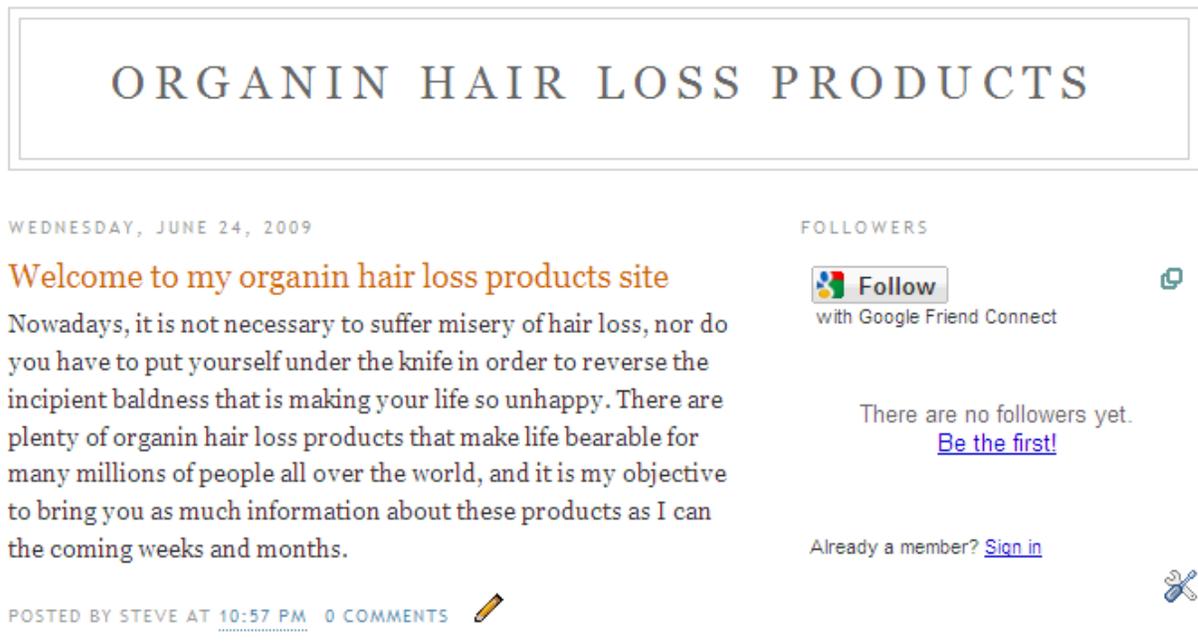
In the first instance, see if you can find any free Private Label Rights articles that are focused on your market niche. A couple of good places for free articles are [PLR Wholesaler](#) and [Resell Rights Weekly](#) but you can also run a Google search for 'your keyword + PLR' if you can't find anything on these sites.

Now, run the articles that you want to work with through an article spinner program like [JetSpinner](#) which will enable you to produce many different variations of the same article from the base materials.

And of course, if you cannot find suitable materials to start this process with, you can write one article and then use the spinner to create many different variations, which means that you don't have to do the job yourself.

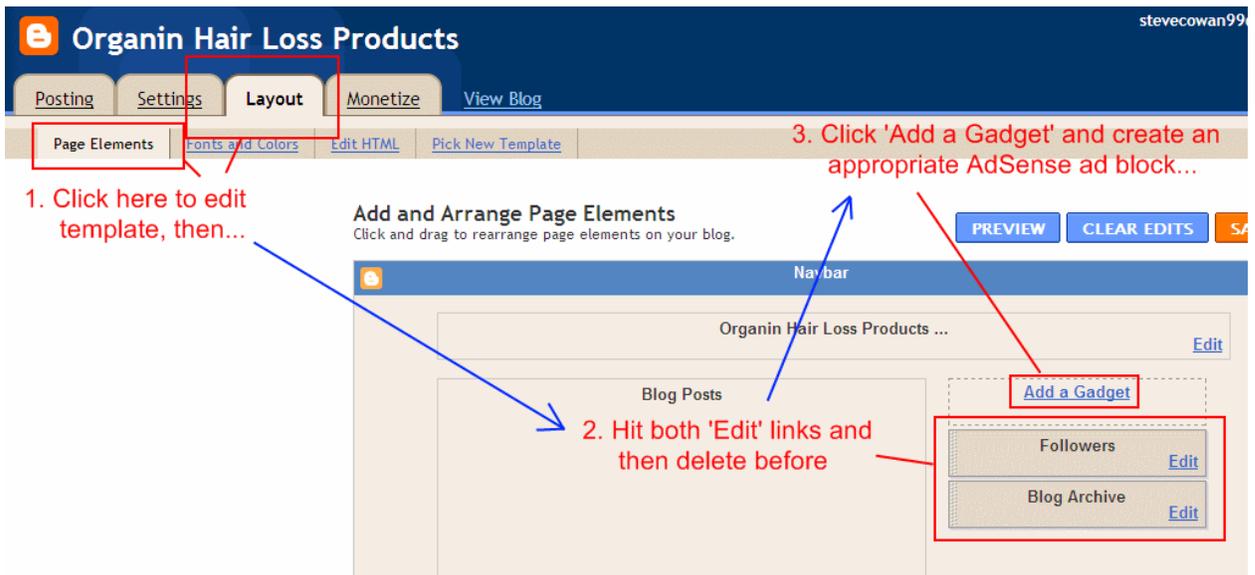
With this process completed, you should now have a couple of hundred articles which you can use to populate all of your sites. When you do so however, check that each article you are publishing is unique using [Copyscape](#), and if it is not, modify it as necessary or try another version.

With my first 'mini-article' added to the blogger blog, the site looks like this:



It looks okay but I would have a quick 'tidy' before starting to publish any more content, mainly to get rid of the 'stuff' on the right-hand side of the page.

I would replace it with an [AdSense](#) advertising block, not because I expect to make any money from this site but rather because adding AdSense is probably what Google would expect me to do:



After all, almost all business focused blogger blogs include AdSense so by following suit, I suggest to Google that this is a site designed to earn money and nothing to do with link generation. It's perhaps a little sneaky but it makes sense, and having an additional money maker is never a bad thing.

Now it's looks a lot tidier and is pretty much what Google would expect:

# ORGANIN HAIR LOSS PRODUCTS

WEDNESDAY, JUNE 24, 2009

## Welcome to my organin hair loss products site

Nowadays, it is not necessary to suffer misery of hair loss, nor do you have to put yourself under the knife in order to reverse the incipient baldness that is making your life so unhappy. There are plenty of organin hair loss products that make life bearable for many millions of people all over the world, and it is my objective to bring you as much information about these products as I can the coming weeks and months.

POSTED BY STEVE AT [10:57 PM](#) [0 COMMENTS](#) 

Ads by Google



### [Aculas: Hair Loss Laser](#)

Laser has no efficacy ! ?  
Key for Hair Regrowth --  
Laser Dose  
[www.konftec.com](http://www.konftec.com)

### [Cure Male Baldness](#)

Herbal Cure for Male  
Baldness Effects of Bald  
Hair  
[www.vitalwellnessmakeover.com](http://www.vitalwellnessmakeover.com)

### [Rogaine 5% 3-Month \\$43](#)

Remember, get three or four articles published before adding anchor text links pointing at your main site. Nevertheless, from the very beginning, you must 'ping' information about your new site to the man search and directory resources. Use both [Pingoat](#) and [FeedShark](#) for this task, and make sure that you do it every time new content is added to the site.

Time to move on to the next satellite mini-site...

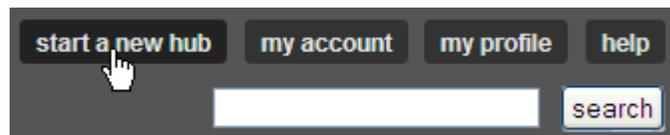
## HubPages and Squidoo

[HubPages](#) is another Google favorite, a place where you can build a modular mini-site, whilst [Squidoo](#) is broadly similar, another modular mini site builder that Google loves.

In both cases, building a mini-site serves two purposes.

Firstly, you can create one-way anchor text links to your main site from HubPages in exactly the same way you did from blogger.com. Secondly, because HubPages is so popular with Google, there is every chance that your new mini-site (known as a 'hub') could feature on the Google results pages in its own right.

Again, open a free account with [HubPages](#) and sign in before clicking the 'start a new hub' link at the top right of the initial dashboard page:



Creating your 'hub' will probably take a few more minutes than setting up your blogger blog did, but it is still something you can do in five minutes or less. Use your keyword as your hub title and URL as in previous example:

# Create A Hub

## 1 Choose a Title

Organin Hair Care Products

## 2 Give Your Hub a Unique Web Address

Organin-Hair-Care-Products

<http://www.hubpages.com/hub/Organin-Hair-Care-Products>

## 3 Choose a Topic. Which Category Describes What Your Hub Is About?

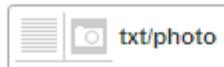
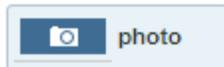
Browse

Search

Health → -Choose (optional)-

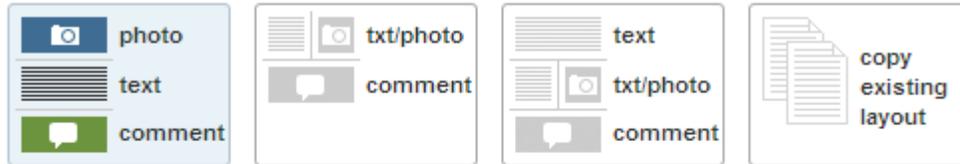
[start over](#) [go back](#)

## 4 Choose a Starting Layout



Pick your category, select a layout, choose some additional tags (note that these are the primary keyword phrases that I highlighted earlier):

#### 4 Choose a Starting Layout



#### 5 Please Add At Least 2 Tags

organin hair care

organic hair loss remedy

drugs that cause alopecia

#### Need more suggestions:

- « health
- « family
- « marketing
- « shopping
- « beauty
- « pets
- « reviews

Move past a couple of 'warning' screens and you are ready to start the hub creation process:

### Assemble Your Capsules

Here's where you assemble capsules to create a Hub. The capsules are listed in the right hand column, and include Text, Photo, Comments, News, RSS and Revenue capsules. To add another capsule just click the name and it will be added to the bottom of your hub. The arrow buttons will help you arrange the Capsules within your hub.

Settings Summary Text Group

**Title** Organin Hair Care Products

**Category** Health → -Choose (optional)-  
[start over](#) [go back](#)  
Try the [category tool](#) for more ways to find the right category for your hub.

**Ads** High Show Kontera Textlink Ads on this Hub?   
 content meets the conditions of the [Google AdSense Program Policy](#)  
 this hub may be considered commercial

**Photos** Link to a slideshow of the photos in this hub?   
(Your hub must contain at least 5 photos, 200x150 or larger, for the link to appear)

**Status** New

#### ADD MORE CAPSULES

text	photo
video	links
news	rss
comments	poll
ebay	amazon
code	

#### EDIT TAGS

- ✘ drugs that cause alopecia
- ✘ organic hair loss remedy
- ✘ organin hair care

[Give me suggestions](#) <sup>New!</sup>

#### CAPSULE ORDERING

Drag and Drop: reorder  
Double Click: toggle width  
"Reorder Now": save changes

On the top right-hand side in the screenshot, you can see various ‘capsules’ that you can add to your hub in addition to your text articles.

Including several capsules on your hub enables you to create a very engaging mini-site extremely quickly so I would definitely recommend including video, eBay, photos, perhaps a poll and an RSS capsules well.

The latter is very important because every time you publish information to your blogger blog, you can send a notification to your hub that you have done so to your hub (and also to the Squidoo lens that you create too). This enables you to add new content to these sites on autopilot.

The whole site creation process is drag-and-drop, so you really can have the thing up and running in half an hour or so:

The screenshot displays the Squidoo hub editor interface. At the top left, there are settings for a capsule: **Photos** (with a checked box for 'Link to a slideshow of the photos in this hub?') and **Status** set to 'New'. Below these are buttons for 'Preview', 'Save Unpublished', and 'Publish'. The main content area is titled 'Organin Hair Care Products' and contains three capsule slots: 'text', 'photo', and 'comments'. Each slot has an 'edit' button and navigation icons. Below the 'comments' slot is a 'Comments' section header. On the right side, a 'CAPSULE ORDERING' panel is visible, showing a list of capsules (text, photo, comments, rss) that can be reordered. A 'Reorder Now' button is located at the bottom of this panel.

You then do a broadly similar thing using Squidoo, except in this case, you are creating a lens instead of a hub.

Apart from that, the whole modular concept is remarkably similar, so once you have mastered HubPages, creating your lens will be a piece of cake.

However, one thing to be aware of especially with your hub is that you cannot cram the site with links. Add three or four articles to both of your mini sites but do not be tempted to create more than a couple of anchor text hyperlinks when using HubPages as they tend to frown on anything that is too overtly commercial.

One of these links should obviously point at your main money making site. The other should be directed at another satellite site in your network as indicated towards the end of this chapter.

### **Completing your satellite mini site 'link power network' ...**

So far, you have three mini-sites in your satellite network, so you need to add a few more before anchor text linking the whole thing together.

Create free accounts with all the following and build a mini-site in broadly the same way as you have just done:

[WordPress.com](#)

[Live Journal](#)

[Wetpaint](#)

[Wikidot](#)

[AboutUs](#)

[Wikispaces](#)

[Weebly](#)

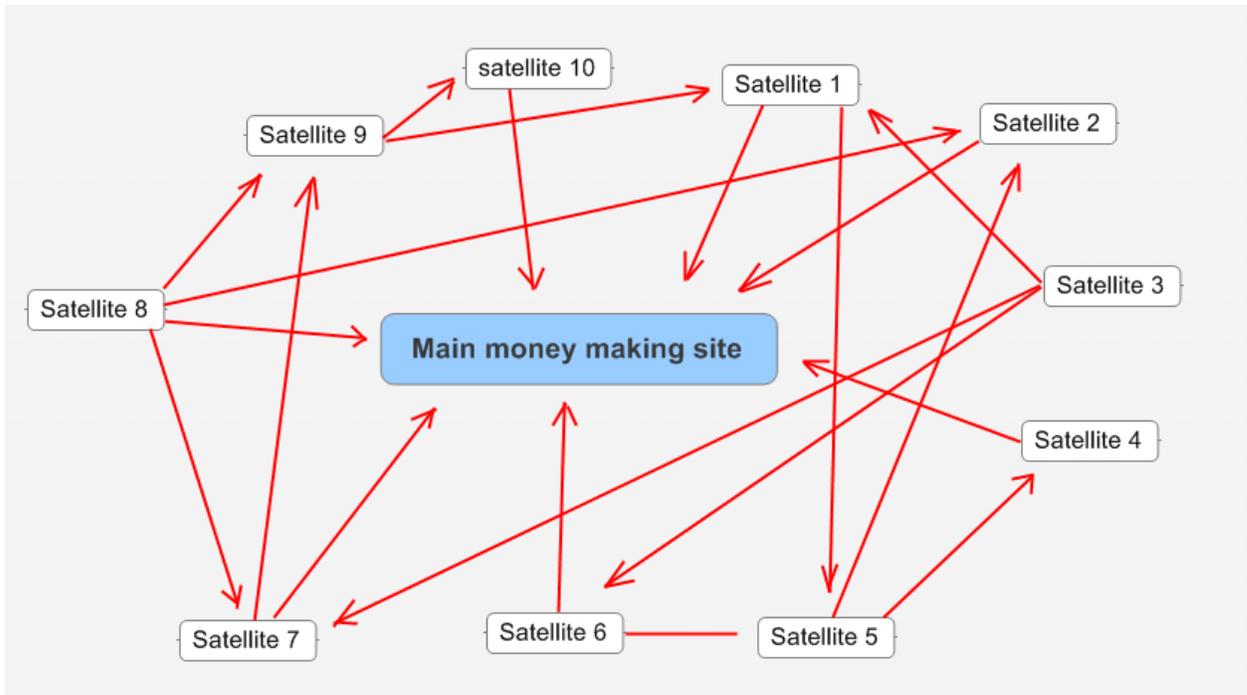
With mini-sites and blogs created on each of these platforms, you now have 10 mini-sites in your satellite network.

You should by now have three or four unique content articles added to each site. Every time you add new content, you should ping information using Pingoat and Feedshark, either by enter the site details in the case of a blog (blogger, WordPress and LiveJournal) or by pinging the outgoing RSS feed where such a feed is available.

So far, there should be no anchor text links on your sites but because you have been pinging them, Google will be aware of their existence. It is now time to make doubly sure that Google can see what is happening and that your main money making site starts to accrue some serious link power.

The key here is to create a randomized system of links. In other words, if the whole link network between your satellites and your main money maker is too obvious, Google will to a certain extent ignore it.

Hence, you need to create keyword anchor text links so that your network is linked together something like this:



All of these links are generated by using anchor text in articles on each of the individual satellite sites. Note that the main money maker is not linked to be every one of them but that there are nevertheless incoming links from eight very highly rated sites.

All of the satellites are linked together in a completely random way, but all of the links in the network only go in one direction.

What you have achieved with two or three hours work is therefore twofold. Firstly, you have generated some top quality links back to your main site from mini-site and blog platforms that Google loves. Those links will undoubtedly bring your main money making site to Google's attention very quickly.

However, each of the individual satellites is built on a platform that is popular enough for that site to feature on the Google search results page in its own right. Hence, you have just created a network that has multiplied your chances of Google noticing some of your content by 1000%!

And remember, just to make sure, send the details about your main site to Google, Yahoo! and Bing manually to make even more sure that they know your site exists.

**If you wish to save time and rely on our professional SEO team to help you  
in your link wheel creation efforts:**

**[Click here to check out our Link Wheel service](#)**

## Chapter 6: Backlink Strategy 2 - Article Marketing

Although you have populated each of your mini-sites with unique articles, the next step is to submit articles to the major directory sites, and for this purpose, spun articles are not really good enough.

What you need to do is sit down and write a series of 350-550 word articles, each of which focuses on one of your main keyword terms. Again, use the keyword term in the article title, the first and last paragraphs and perhaps twice more somewhere else in the body text.

Create a two or three line description of your article, focusing on telling anyone who reads this description exactly why they should read your article. This is in effect a punchy two or three sentence 'sales pitch' for your article, because it is this description which decides whether someone who sees it will take the trouble to read your article or not.

When you submit articles to the major directories, you must also include what is known as a resource box, which is a short description of you or your business. Once again, this resource box is your 'sales pitch' as to why someone should visit your site, so make sure that you tell them.

For example, 'Joe Blow has a blog where he writes about how loss' is a dead loss! Try something like 'Joe Blow is an acknowledged hair loss expert. His hair was disappearing fast until he discovered an amazing organic hair loss remedy that stops hair loss dead in its tracks. Get Joe's exclusive FREE report

to stop your hair loss now by clicking [organic hair loss remedy](#) or go to <http://www.YourSite.com/OrganicHairLossRemedy>'

The keyword term is mentioned twice, once as an anchor link, plus the URL is included for directories that do not accept direct links. There is an attractive free report on offer and a clear call to action telling the reader exactly what they need to do to get the report.

A resource box description like this does two things.

First, it will drive a ton of targeted visitors to your site.

In addition, it will generate an anchor text link to the appropriate page on your site from the directory where the article is published.

Most directories have achieved fairly high Google Page Rank, so this link in itself is extremely valuable.

Moreover, most article directories allow Webmasters to download articles for republication on their site or in their newsletter as long as they include the original author information, including the back links. Consequently, if you create an article that is downloaded and republished many times, one article can generate dozens or even hundreds of links. What is more, it does it all on autopilot without any input from you.

Publishing articles on directory sites is a numbers game. The more articles you publish, the more links you generate.

For this reason, you should use some of your articles to generate links to internal pages on your site to spread the link power more evenly across the whole of your site.

Try to write two or three articles every day using different keyword phrases (once you have practiced, this should take from one hour to 90 minutes) before submitting them to the following ‘top 10’ article directories:

[EzineArticles](#)

[GoArticles](#)

[Article City](#)

[SearchWarp](#)

[Article Dashboard](#)

[Isnare](#)

[Buzzle](#)

[Article Alley](#)

[IdeaMarketers](#)

[Web Pro News](#)

Be careful to submit your articles to EzineArticles and wait for them to publish your work before you submit to anyone else. EzineArticles are very particular about publishing only unique content, so it is essential that they are allowed to publish before everybody else does.

We’ve included a couple of article directories you could submit to in the Appendix, so do check it out!

If you wish to save time and rely on our professional SEO team to help you  
in your article marketing efforts:

[Click here to check out our Article Marketing service](#)

## Chapter 7: Backlink Strategy 2 - Video Marketing

Did you realize that no matter what you use Google to search for nowadays, it is almost inevitable that there will be videos featured near to the top of the search results page (even for hair loss!):

Web [Show options...](#)

### [Stop Hair Loss](#)

[www.JoyceLim.sg](http://www.JoyceLim.sg) Let Singapore's Dr. Joyce Lim treat your **Hair Loss** & Balding problem.

### [Hey You Stop Hair Loss™](#)

[www.CelebrityProvillus.com](http://www.CelebrityProvillus.com) Celebrity Provillus **Hair** Regrowth RE-Grow Your Own **Hair** Guaranteed!

### [Hair Loss and Its Causes -- familydoctor.org](#)

Information about **hair loss** from the American Academy of Family Physicians.  
[familydoctor.org/online/famdocen/home/men/.../081.html](http://familydoctor.org/online/famdocen/home/men/.../081.html) - [Cached](#) - [Similar](#)

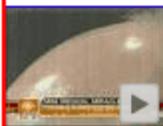
### [Hair Loss](#)

Article about how it grows, causes of **hair loss**, kinds of treatment, and tips to keep it healthy.  
[kidshealth.org/teen/diseases\\_conditions/skin/hair\\_loss.html](http://kidshealth.org/teen/diseases_conditions/skin/hair_loss.html) - [Cached](#) - [Similar](#)

### [Baldness - Wikipedia, the free encyclopedia](#)

Localized or diffuse **hair loss** may also occur in cicatricial alopecia (lupus .... Another gene that might be involved in **hair loss** is the P2RY5. ...  
[en.wikipedia.org/wiki/Baldness](http://en.wikipedia.org/wiki/Baldness) - [Cached](#) - [Similar](#)

### Video results for [hair loss](#)



#### [Possible Cure for Baldness](#)

4 min 29 sec  
[www.youtube.com](http://www.youtube.com)



#### [Dateline NBC #1 - Hair Growth Treatments](#)

7 min  
[www.youtube.com](http://www.youtube.com)

However, these videos do not appear so prominently on the search results page because of the video content itself. As it currently stands, Google cannot 'read' the information from inside the video itself.

Instead, these videos appear where they do because of the written information in the title and description that is submitted to the video networking site along with the video itself.

In effect therefore, you can make an entertaining video about almost anything as long as it bears at least a passing association with the subject of your site as long as you include your keywords in your title and description. Do so and you will drive targeted traffic from sites like YouTube (the third most popular site on the net), Google video and Yahoo! video as examples.

At the same time, you can also generate a one way incoming link from these massively popular sites as long as you create your title and video description in the right way.

Using YouTube as an example, this is how you do it:

The image shows a screenshot of a video upload form with four numbered annotations (1, 2, 3, 4) pointing to specific fields:

- 1** points to the **Title** field containing the text: "Organin hair loss products | organic hair loss remedy".
- 2** points to the **Description** field containing the URL: "http://www.YourSite.com/OrganinHairLossProducts.html".
- 3** points to the main body of the **Description** field, which contains the text: "Everyone who suffers hair loss has probably tried organin hair loss products. In addition, you would probably like an effective organic hair loss remedy as well. Luckily for you, information about both organin hair loss products and many different types of organic hair loss remedy are available on my site completely free. If you have a health problem, this is a site that you cannot afford to miss, so you should".
- 4** points to the **Tags** field containing the text: "organin-hair-loss-products,organic-hair-loss-remedy,hair-loss,stop-hair-loss,bald,baldness,going-bald,a".

The **Category** dropdown menu is set to "People & Blogs".

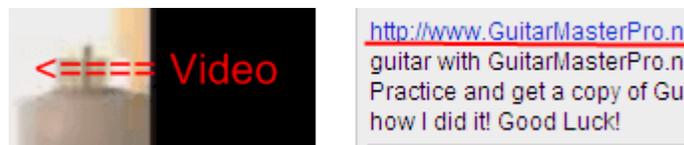
The title of my video (1) is made up of two of my main keyword terms, separated by a 'pipe' (|), whilst the first line of the description (2) is the actual URL of the page that I want the video viewer to visit after they have finished watching.

Beneath that, in the main body of the description (3), I have included both keyword terms a couple of times, whilst by including dashes between the separate words, I have also managed to include the keyword terms in the tags (4) as well.

Creating a description and your title in this way does a couple of things. Firstly, it obviously highlights the keyword terms for which you want this video to be indexed, significantly increasing the chances of appearing on the Google search results pages for the two keyword terms used.

However, by also including the URL of the page on my site, I create a direct link from YouTube (in this case) to my site. While accepting that this is not an anchor text link, it is still incredibly valuable and there is one other advantage as well.

When you include a URL in this way, it appears right next to the top right-hand corner of the video as a clickable hyperlink as in this example:



However, by leaving a space after using the hyperlink as the first line of the description, you ensure that it stands out extremely clearly (unlike this example).

Not only does this create an active hyperlink to your site, it also makes it far easier for the video viewer to visit, because all they have to do is click the link.

## **How do you make your video in the first place?**

There are many different ways to create videos for marketing purposes, with the way that you do so being dependent to a certain extent on the product or service that you are promoting. You can (and should) use any or all of the following video production tactics because by doing so, you will quickly establish what works best in your particular marketplace or niche.

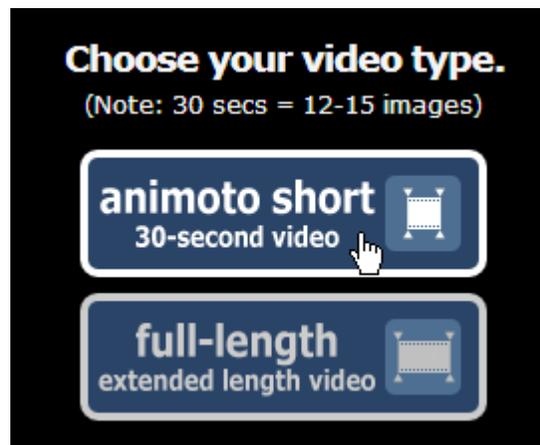
### **Using Animoto to make videos...**

[Animoto](#) is a site where you can create a unique 30 second video 'short' for free which can then be uploaded directly to YouTube from within animoto itself.

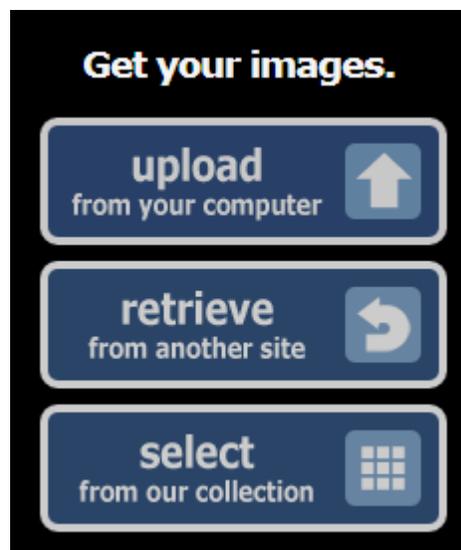
To get started, visit the site to create your free account. Your video, you will need approximately a dozen still images that you can upload to the site as the basis of the 30 second video 'short'. If you already have appropriate

images that you can use, this is extremely simple but even if you don't, you should find suitable images by searching a stock photo site like [stock.xchang](http://stock.xchang).

Once you are logged in, click the 30 second video link to start uploading these images to animoto:



You can do so either by downloading the images directly from the stock image site (if that is where the images are coming from) or by uploading them from your own computer:



You can even use images from the animoto collection but from my own experience, you are unlikely to find a sufficient number of images that are appropriate to your business for this to be workable. Consequently, it is better to use either your own images or those that you have downloaded from a stock photo site to make the video you want.

Next, you add a soundtrack from the animoto collection and that is basically the job finished. All you need to do is create your description and title before uploading the video directly to YouTube.

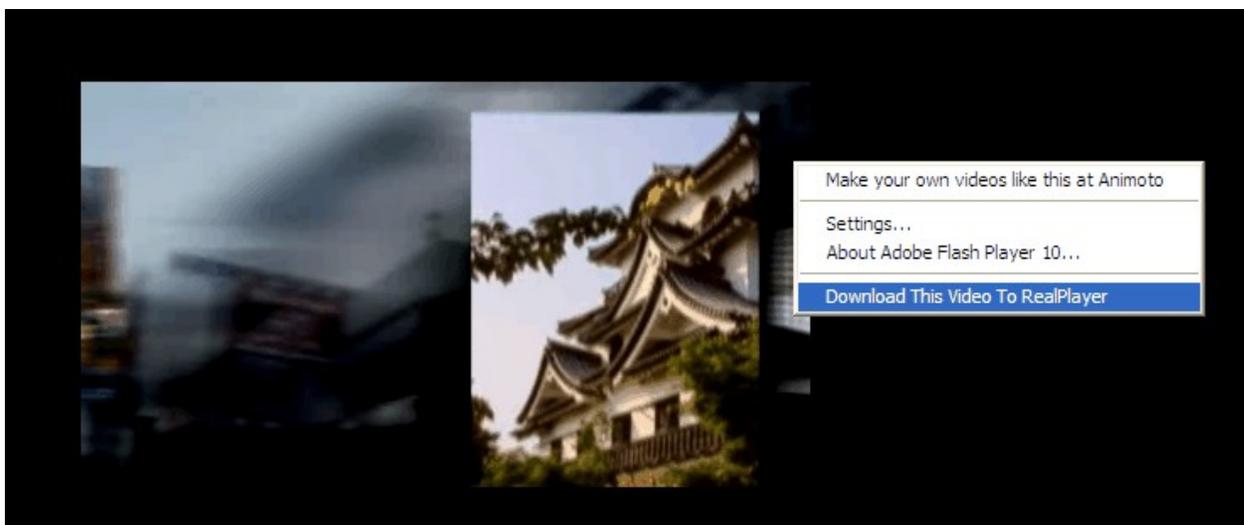
The advantage of using animoto to make 30 second video shorts in this way is that it is extremely quick and easy to do. The downside is that because you are using still images for your video, it is probably not going to be the most entertaining video ever made, although even the most attention-challenged video viewer should be able to stick with you for at least 30 seconds!

The other negative about using animoto is that you can only upload the finished video to one networking site and whilst YouTube is unquestionably the biggest video network, this is nevertheless a limiting factor that may partially restrict the effectiveness and profitability of your video marketing efforts:

CREATION TOOLS	SHARING TOOLS	DOWNLOADS
 <b>1-click Remix</b> Remix into a new video	 <b>Share</b> Send to your contacts	<b>Web Quality</b> Only full-length and hi-res videos can be downloaded.  <b>High Resolution</b> Upgrade this video for \$5 and you'll get hi-res MP4 as well as DVD-burnable ISO files.  <div style="background-color: #0070C0; color: white; padding: 5px; display: inline-block; border-radius: 10px;">Hi-Res Upgrade</div>   <b>DVD Orders</b> <a href="#">Order a physical DVD</a>
 <b>Edit</b> Edit this video project	 <b>Greeting Card</b> Share as a video greeting	
 <b>New</b> Start a new video	 <b>Embed</b> Put on your blog/website	
 <b>Delete</b> Delete this video	 <b>Export</b> Send to YouTube	

**Unlimited full-length videos for \$30!** Get All Access

Although you can embed the video on your site or blog, you cannot officially download the video so that you can send it to other networking sites for example, although I recently discovered completely by accident that you can download animoto video shorts if you use the free version of [Real Player](#) on your computer:



I don't think that downloading the video so that you can upload it to other networking sites is in breach of any animoto rules but if you are planning to do so, make sure that you check whether it is allowable or not.

Alternatively, you could wait until the video appears on YouTube and then [download it from there](#) for free.

### **Using PowerPoint to create your video**

If you use the Microsoft Office suite of programs, you will have PowerPoint installed on your computer. If not, download the free [Open Office](#) suite of programs and use the Presentation program to do pretty much the same thing.

You can use PowerPoint or Presentation to make as many different types of video as you can create almost any kind of presentation and video it. This again represents a very quick and easy way of creating a relatively simple video.

And although you would not necessarily think of a PowerPoint presentation being entertaining, you can make it pretty good fun if you do things right. You can also make the message that your video carries very powerful as well.

Remember that the primary purpose of creating videos is to convince someone that just watched your video to visit your site to see what else you have to offer.

One highly effective way of doing this is to create a two-part video presentation, only one part of which is published externally on sites like YouTube, Google video etc. The other half is published on your own site so that the viewer who has watched the first half and wants to get the rest has to visit your site to do so.

An effective and easy way of doing this using a PowerPoint presentation is to firstly find three or four trivia questions in your market.

The first slide of your presentation will be the first question, which you should leave visible for a few seconds to allow your viewer time to think of the correct answer:

**The world's first public  
aquarium was opened in 1853.  
Was it in...**

- A. Paris**
- B. London**
- C. New York**
- D. Hamburg**



The second slide in your presentation should produce the correct answer to the question. Next, you show the second question and again, leave it visible for a few seconds to allow the viewer time to come up with the answer before providing it with your next slide.

Now, if you have four questions – which I have found to be the best number from my own testing of this particular strategy – you provide the third question and answer in exactly the same way.

However, when it comes to the fourth question, you provide only the question before the last slide which tells the viewer that they have to visit your site in order to get the answer. If you have targeted your trivia questions accurately enough at people in your marketplace, this extremely simple strategy has the capability of driving hundreds of curious visitors to your site, so it is one that is definitely worth trying.

Once your presentation is complete, you need to convert it into a video which you can do by using free video screen capture software such as [CamStudio](#) or [Jing](#) (the latter will also work with a Mac too).

### **More screen capture options...**

Once you have downloaded and installed either of these video screen capture program, you can use them to make videos of almost anything you do using your computer. Indeed, the only restricting factor applicable to video screen capture videos is your own imagination and the limits of the processes that you can demonstrate on your monitor.

However, if there is anything that you do on a regular basis with your computer that other people in your niche would be interested in, you have a perfect subject for a short video. And even if there is nothing that springs

immediately to mind, you might be surprised how easy it is to make informative videos using screen capture software that other people in your market really will be interested in.

One thing that I often do when I am trying to think of a good video subject is look at the software that I have installed on my computer.

Each of those programs has a specific operating method and although you may think that everyone knows how to use the software that you have, this is simply not true. There will be many people out there for whom a training video would be invaluable and as you'll discover a little later, there are thousands of training videos already on sites like YouTube that are extremely popular for this very reason.

As an example, if you have just downloaded and installed one of the video recorders highlighted in the previous section, you're going to learn how to use the software. Consequently, why not make a video to show people how easy and quick it really is to use the software?

Basically, if something – anything in fact – can be effectively demonstrated on your computer screen, you have the basis of a video right there.

Granted, making videos in this way may seem contrary to what I suggested earlier about making entertaining videos because demonstrating something on your computer screen in this way is hardly likely to be enthralling.

Nevertheless, it is still a fact that 'how to' tutorial videos are extremely popular if they focus on demonstrating something that lots of people in your niche need to know about.

Once you have your video ready together with your title and description, you are ready to submit your work.

We've included a couple of video sharing sites you could submit to in the Appendix, so do check it out!

**If you wish to save time and rely on our professional SEO team to help you  
in your Video Marketing efforts:**

**[Click here to check out our Video Marketing service](#)**

## Chapter 8: Backlink Strategy 3 – Directory Submission

Many marketers forget about using directories to promote their site. Such directories are rooted in the concept of the Yellow Book of the offline world and include examples such as [DMOZ](#). Such directories can point people in the direction of your business via link. Additionally, getting one-way links from these directories can significantly improve your Search Engine Ranking Positions (SERPs).

The process of adding your site to a directory is relatively simple. It usually entails four parts:

1. **Selecting a directory.** In this example, we'll use <http://www.dmoz.org>, shown in the image below:



*DMOZ site directory.*

2. **Selecting a category in which to place your link.** You can do this by browsing through the displayed categories, selecting the one that best applies to your niche, and then drilling down to narrow your niche further. In our example, I selected “computers”, then “Internet”, then “Internet marketing”, and then “consulting”. This gave me the following page:

The screenshot shows the DMOZ directory interface. At the top right, there are links for 'about dmoz', 'dmoz blog', 'suggest URL', and 'update listing'. Below these is a search bar with a 'Search' button and a dropdown menu set to 'the entire directory'. The main content area displays the breadcrumb path: 'Top: Business: Marketing and Advertising: Internet Marketing: Consulting (129)'. Below this, there is a section titled 'See also:' followed by a list of related categories with their respective counts: 'Business: Marketing and Advertising: Consulting (343)', 'Computers: Internet: Web Design and Development: Designers (11,969)', 'Computers: Internet: Web Design and Development: Promotion: Pay-Per-Click Advertising (144)', and 'Computers: Internet: Web Design and Development: Promotion: Search Engine Optimization Firms (1,029)'.

- [Advancing Internet Marketing](#) - Offering search engine marketing, email campaign, and PPC consulting.
- [After The Launch](#) - Offering search engine marketing and online advertising consulting.
- [Aloha Media Group](#) - Provides internet marketing consulting, search engine optimization, and web site consulting services in the state of Hawaii.
- [Amese](#) - Providing organic SEO and website design solutions for businesses.
- [Anna Tulchinsky](#) - Provides web marketing and search engine optimization services.
- [Antroar](#) - Supplies internet marketing services including PPC and SEO.
- [Artisan Interactive Consulting](#) - Services include cross channel marketing, website usability, and site optimization.
- [BidAngle](#) - Offering internet marketing services.
- [Bill McRea](#) - Website search engine optimization, public relations and information services.
- [Blue Magnet](#) - Provides search engine marketing and consulting services.
- [Brent Csutoras: Social Media Marketing](#) - Provides information on social media marketing and link building.
- [Clear Stage Search Engine Marketing](#) - Offers information on search engine marketing, SEO consulting services, affiliate programs, and internet marketing.
- [Click Advantage](#) - Offer search engine optimization services including link building and PPC management.

3. **Select the “suggest URL” link in the upper right-hand corner.**

4. **Fill in all of the required fields on the next page, as well as the user verification code, and then hit “submit”.**

Once you complete this process, DMOZ will be able to review your site. If it finds that your site is high-quality, it will add you to its directory, which will increase your site’s page rank and improve its position in search engine results.

From here, you can simply repeat the process again and again using different directories. You can find a large list of these general directories at the following URL: <http://www.strongestlinks.com/directories.php>. Note that some of these directories require payment in order to submit your link. For now, ignore these.

You may also want to consider submitting your site to “niche” directories. These directories help to draw people who are solely interested in the single industry in which your business operates.

Getting listed in these type of directories will help to bring people who are solely interested in your business to your website.

It will also improve your search engine ranking positions (SERPs) considerably by getting your link on sites that are both relevant to your niche and high-ranking.

**You can get in these directories using the following steps:**

1. Head to <http://www.web-directories.ws/Niche/> to check out a complete list of niche directories.
2. Move to the sub-set of directories that is relevant for your particular niche; and then make a note of each individual directory.

3. Head to those websites and fill in all of the appropriate information for your business.
4. Leave links on each that are surrounded by text that contains relevant keywords.
5. Click submit.

Adding your site information to directories can bring a lot of business to your website by improving your SERPs and generating click-through traffic. This also makes it possible to find your website and information about your business when a search is done using that particular directory.

Such directories are often considered “authority sites” by Google and other important search engines. By having your business associated with the directory, your link and your website can benefit from the high page rank and the relevancy of the site.

Do not be afraid to place your business on more than one similar directory. For example, just because you placed your business on one niche directory it does not mean you cannot place your business on another niche directory. These directories are typically free, so feel free to place your business everywhere, so you can maximize the amount of one-way links you pick up.

In addition to general directories and niche directories, you can also place links to your site in a variety of other directories. In particular, blog

directories, local directories, forum directories, affiliate program directories, free ebook directories, and newsletter directories all offer promising spots for you to post your links.

When it comes to making directory submissions, you have two choices.

The first option is to do the job yourself, which means that each individual submission will probably take somewhere in the region of five minutes. Hence, you could probably realistically expect to make 20 to 25 submissions an hour, which will be time well spent if every submission is accepted.

Unfortunately, not every submission will be and even some of those that do accept and publish your information (thereby creating the link) will take days or even weeks to get around to doing so.

The second option might therefore be more time and cost effective, which is to employ an outsourced worker/team to do the job for you.

Regardless of what option you choose, it's time to start doing something!

We've included a couple of directories you could submit to in the Appendix, so do check it out!

**If you wish to save time and rely on our professional SEO team to help you  
in your Directory Submission efforts:**

**[Click here to check out our Directory Submission service](#)**



## Chapter 9: Backlink Strategy 4 – Social bookmarking

Every time you publish content anywhere on the net, whether it is on your own site, an article on a directory or a video that you have submitted to one of the major video networks, you must send information about what you have done to the major social bookmarking sites.

These sites are amongst the most popular on the net, places where millions of people gather every day to find others who have similar interests to themselves. When they do so, they are likely to follow that other person's recommendations to view videos, read articles and news stories, with the option of voting them up or down if they like or dislike the materials in question.

When you submit information about your content to the social bookmarking sites, if it is added to the site, it creates a back link to a page on your site as well (remember, send some links to internal pages on your site as well).

It can also send thousands of visitors to your site in a very short space of time but for the majority of online marketers, the primary focus is on using social sites for one-way back links.

There are however a couple of problems which you need to overcome to make this work as effectively as it can.

The first problem is that some sites do not like (or in some cases even allow) you to submit information about your own content materials. The idea is that other people should do the job for you, as this is seen to represent a positive vote in favor of your contents.

Secondly, some social bookmarking site members are notoriously difficult and hypercritical, so that it is often very easy for your materials to get 'bombed' from the site which means that your link will disappear. There is unfortunately very little that you can do about the second problem, but there is plenty you can do about the first one.

There are hundreds of social sites, whilst there are also several online submission services through which you can submit your information to many social bookmarking sites at the same time. Most of these submission services are manual or semi automated at best, but using them will make the job of submitting your information to a number of social sites at the same time considerably easier.

As an example, [Social Poster](#) allows you to post your information to the 79 social sites shown on the homepage, although to make every individual submission, you have to log in to each manually:

		Name				PR	ALEXA
<input checked="" type="checkbox"/>		Digg.com	R	L	Post	7	143
<input checked="" type="checkbox"/>		Propeller.com	R	L	Post	7	1661
<input checked="" type="checkbox"/>		Reddit.com	R	L	Post	8	1086
<input checked="" type="checkbox"/>		Del.icio.us	R	L	Post	8	401
<input checked="" type="checkbox"/>		Stumbleupon.com	R	L	Post	8	301
<input checked="" type="checkbox"/>		Socialogs.com	R	L	Post	4	71590
<input checked="" type="checkbox"/>		Indianpad.com	R	L	Post	6	5746
<input checked="" type="checkbox"/>		Google.com/Bookmarks	R	L	Post	7	2
<input checked="" type="checkbox"/>		Technorati.com	R	L	Post	8	408
<input checked="" type="checkbox"/>		Slashdot.org	R	L	Post	8	1127
<input checked="" type="checkbox"/>		Getigadget.com	R	L	Post	2	7800363
<input checked="" type="checkbox"/>		Furl.net	R	L	Post	7	5969
<input checked="" type="checkbox"/>		Diigo.com	R	L	Post	4	17899
<input checked="" type="checkbox"/>		Wirefan.com	R	L	Post	3	61191

Alternatively, you could semi-automate the process using either [RoboForm](#) or [InFormEnter](#), which is a Firefox add-on that does pretty much the same job as the better known RoboForm.

The only time that you should submit information about your site to all of the social bookmarking sites is when you first launch it. Thereafter, every time you submit a link to your content to the social sites, you should limit your submission to perhaps half a dozen randomly chosen sites for every submission.

However, as you have built 10 satellite sites and have content materials being published all over the web (on different article directories and video

networking sites, for example), you are still going to be submitting an awful lot of information, which could make it look like you are spamming.

To avoid this, you might consider creating several different accounts with the major social sites that you want your information to go to so that every time you submit, you can do so under a different username.

We've included a couple of social bookmarking sites you could submit to in the Appendix, so do check it out!

**If you wish to save time and rely on our professional SEO team to help you  
in your Social Bookmarking efforts:**

**[Click here to check out our Social Bookmarking service!](#)**



## Chapter 10: Backlink Strategy 5 – Authority Site Profile

### Creation

This is a method which is rising in popularity in the past 1 year, simply because it works like gangbusters!

In a nutshell, you create profiles on high Page Rank authority sites. And not just any profiles, but you must ensure that these profiles allow you to enter your website URL in them. And preferably, it should allow you to enter URLs with an anchor text of your choice.

More importantly, you must ensure that the profiles are **publicly viewable** (i.e. you do not need to log in to view your profile)

With such profiles, it will ensure the search engines are able to index the backlinks in these profiles and add some valuable link juice to your sites.

But you must take note not to add too many URLs in your signature field as it might cause your account to be marked as spam and be deleted as a result. Preferably, you should add a maximum of two URLs.

You may have heard from people who do not have complete knowledge about Search Engine algorithms that leaving your link on an “inner page” that is new or has a low or 0 Page Rank inside of a high Page Rank domain will do your site no good. This is a **FALLACY**.

We have NUMEROUS sites where the main backlink strategy we’ve used is creating profiles on high PR authority sites, and yet they are ranked on first page for Google. And mind you, these are for competitive search terms.

This is an example of a publicly viewable profile page of a high PR authority site: <http://tecto.gps.caltech.edu/forum/profile.php?id=14614>

If you wish to save time and rely on our professional SEO team to help you  
in your Authority Site Profile Creation efforts:

[Click here to check out our Profile Creation service!](#)

## Chapter 11: Backlink Strategy 6 – Press Release Submission

Any time there is anything newsworthy happening in which your business is involved, create a Press Release about that newsworthy event. Then, use one of the many online press release distribution agencies to send it to the major news resources like Google and Yahoo News on your behalf for free.

Many online business people seem to be stumped by the idea of using Press Releases because they cannot think of anything newsworthy to write about. However, if there is nothing that exciting going on, how about creating or starting an event that you can write about?

For example, you could stage some crazy publicity stunt in your local high street or get involved in a local charity event or fete. You could sponsor a local sports event or host an event where mentally disadvantaged children are taught to play computer games.

Really, there is absolutely no excuse for not using Press Releases but the fact is, most online business entrepreneurs tend to stay well clear of press releases. This is good news to you, because it means that the competition is not as hot as it might be in other areas.

Moreover, if you distribute your press release to the major press release sites and it gets picked up by one of the major news bureaus, this single press release can create a torrent of back links as your release is republished on websites right, left and centre.

The thing is, press releases also have more credibility among all the other publicity methods. While reading a press release, readers do not think that they are reading some other disguised advertisement about a product. And they are thus more willing to trust what they read in a press release.

**Here are some press release writing tips that you should take note of:**

1. Make sure the information is newsworthy.
2. Make use of quotes from other people
3. Start with a brief description of the news, then state who announced it, and not the other way around.
4. Tell the audience that the information is intended for them and why they should continue to read it.
5. Ensure that the first paragraph answers some of the important questions, such as Who, What, When, Where and Why.
6. Avoid flowery language, redundant expressions and unnecessary adjectives.
7. Use a catchy headline so that that your press release will grab attention for people to read it.
8. Provide as much contact information as possible so it will be easy for interested prospects to contact you

We've included a couple of press release sites you could submit to in the Appendix, so do check it out!

**If you wish to save time and rely on our professional SEO team to help you  
in your Press Release Submission efforts:**

**[Click here to check out our Press Release Submission service!](#)**

## Chapter 12: Backlink Strategy 7 – Do-Follow Blog

### Commenting

Search engines love blogs, and back-links posted on authority blog spaces will give you instant search engine “juice”, with very little work involved.

***When it comes to generating back-links with blogs, you need to:***

- 1) Find blogs that provide a ‘do follow’ (the only kind of blogs where a link back to your site will count as a “vote”.)
- 2) You explore and read the blog and then you make an insightful, useful or relevant comment to the post that is likely to be approved by the blog’s administrator.
- 3) Include your back-link with relevant anchor text on the blog.
- 4) Rinse & Repeat

#### **Getting Started:**

There are many free-hosted blogging platforms out there that can be used to generate instant backlinks to your site. You can create one blog on each platform, or multiple smaller blogs forming an entire network.

These sites often have substantial authority with search engines, so they have the potential to provide some of that authority to your own sites.

You also have fewer rules to deal with that you would at a site like Squidoo or an article directory, so you can link to your own site in every post if you wish. You could even link to it multiple times in a single post as long as you don't go overboard and you provide quality content.

The main requirement most blog hosts have is that you post quality content. They don't want their sites to turn into massive link farms, and they don't want to host a bunch of untouched PLR or stolen content.

There are two main blog hosts:

<http://www.blogger.com>

<http://www.wordpress.com>

WordPress can also be hosted on your own domain, as you are probably aware, but we are concerned with the free hosted solution, because it already has some domain authority.

The main difference between Blogger.com and WordPress.com is the fact that Blogger allows affiliate links and WordPress doesn't. If you host a blog on WordPress.com instead of your own domain, you won't be able to make any "commercial" posts. You could link to your own blog, but if you aren't careful, it could be seen as commercial and be taken down.

Blogger does allow commercial posts, as long as you are careful to post quality content. You want to make sure your blog doesn't look like a "splog" (spam blog) or it could be taken down.

I advise making a new blog for every main keyword phrase you wish to rank for, and making at least 5-10 posts of at least 200 words on each blog. This way it looks like you are actually contributing real content. If you create dozens of blogs each with one post, you will probably be flagged.

If you have a site about crochet, you could make blogs based around keywords like:

- How to crochet afghans
- How to crochet mittens
- How to crochet sweaters
- How to crochet handbags
- Beginner's guide to crochet

Each blog would have multiple posts about that specific topic, and each post would ideally link directly to a corresponding page on your own site that is based around that particular keyword.

For example, your blog about crocheting sweaters might have the following piece of text at the end of every post:

If you want to learn more about [crocheting sweaters](#), visit my page on it here: [How to Crochet Sweaters](#). I have extensive tips and patterns for free!

As you can see, I've used two different keyword phrases for the links. You could link to two different pages on your site, or you could link once to your main page, and once to a secondary page.

It looks a lot like a bio box on an article directory, doesn't it? It does, and it's effective. But you can also feel free to add links here and there inside your content, if you prefer.

I would advise not creating too many blogs in too short a time frame. If you do, you could end up getting flagged. I would create maybe 5-10 blogs per week, each with 5-10 posts.

Remember, other users could report you, too. So it's a good idea to make sure you're posting quality, relevant information that people would actually be happy to read.

You can outsource content if you need to. You can get short posts of 200 to 300 words for as little as a dollar or two each, depending on where you look. The most you should have to pay for short posts like this would be about \$5 each.

### **Gaining Backlinks From Blog Comments**

You can include your back-link within the website URL attached to your post as well as within your actual comment box (if permitted).

When creating your back-link, make sure that you use anchor text to describe the website where you are directing people to.

To do this, you need to include a bit of HTML code to create your back-link with anchor text:

```
<a href=http://yoururlhere.com>your keywords here</a>
```

You want to make sure that you include relevant keywords within your actual anchor text so that you can rank for specific keywords.

One thing to keep in mind as well is that you should never use keywords that are already a part of your website title or domain name but instead, focus on including keywords that you hope to rank for but are not already optimized or included on your own site.

For example, if I were leaving a comment in order to generate a back-link to the website [www.Golf-Tips-For-Newbies.com](http://www.Golf-Tips-For-Newbies.com) the keywords included within my actual back-link would instead include alternative keywords that are relevant to my target audience, such as Golf Beginner Strategies “How To Improve Your Golf Swing”, which would direct people from the blog that I posted on to a specific post on my own website.

When searching for blogs to post your comments on (and build your back-

link campaign), you should always focus on relevant blogs that carry the same or similar theme as your own website.

Since you will not only generate traffic from the increased exposure within the search engines, you will also attract attention from blog visitor's who read your post, you want to make sure that you spend your time posting on blogs that are likely to draw in targeted visitors.

### **QUICK START TIPS TO BACK-LINKS WITH BLOGS**

1) Download the free Firefox plugin available from SEO Quake and use it to locate blogs that allow back-links (dofollow):

<https://addons.mozilla.org/en-US/firefox/collection/seo-tools>

2) Create a keyword swipe file of relevant keywords and phrases relating to your niche market that you can use within your blog comments.

3) Create individual pages on your website that feature high quality content and articles that are likely to attract attention from visitors to the blogs that you post your comments on.

If you take the time to create articles that offer information on specific topics and then post a comment (and leave a link) on related blogs, you will be able to begin generating targeted traffic faster and easier than if you post on unrelated blogs OR direct people to a "money" page (salespage).

4) Focus on posting your comments on blogs that contain a higher page rank than your own site. A blog with a page rank of 3-5 will offer a higher value back-link than a low (unestablished) blog. You can determine the blog's page rank by using the SEO Quake plugin.

5) The Top Commentators plugin offers frequent blog visitors with the opportunity to be showcased on every page of the blog, as a way of thanking you for your contributions. Consider including as many blogs that feature this plugin as possible and if you end up being in the top commentators listing, your website will be featured site-wide, generating a back-link from each and every page on the blog!

### **Further Tips**

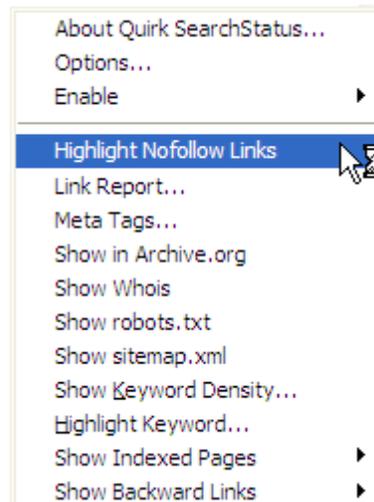
If you use Firefox (and you should do because the security offered is far superior to that of Internet Explorer), you should download and install an excellent add-on called [Search status](#).

Once you have installed it, you will see an icon that looks like this



somewhere in the toolbar at the top or bottom of your browser window.

Right click the icon and you will see a list of SEO factors that you can look at within your browser window, including whether any page you are looking at is using a 'no follow' or 'do follow' attribute:



This is important, because whilst in theory adding comments to other people's blogs should generate back links to your site, it will not do so if they are using a 'no follow' link. Thus, installing 'Search status' is a very quick way of finding blogs which are worth posting comments to in an effort to generate links back to your site.

Open up the [Google blog search](#) page, find a blog that you are interested in adding a comment to and make sure that 'Search status' is switched on.

Now, when you see a blog that you can post a comment to, you know that if you see the user name 'pinked out' like this:

127 Comments 

Sort by   [Community Page](#)



**Dave Davis** 2 years ago

Nice list Andy. Have been on my own quest s  
little campaign.

Oh, and I absolutely LOVE the way your com  
post in itself.

[Reply](#) • [More](#) ▼



**Claudine** 1 year ago

I would be willing to take the chance tha  
are some good spam zappers out there. I  
do is link back.

It means that you are looking at a 'no follow' link so posting a comment here is a complete waste of time.

Adding comments to highly ranked blogs that are using the 'do follow' attribute will however generate one way links to your site, so make sure that your comments are polite, valuable and relevant. Most blog owners have to manually approve comments before they are published, so if your comment is rubbish, it will simply remain unpublished and you have wasted your time.

**If you wish to save time and rely on our professional SEO team to help you  
in your Do-Follow Blog Commenting efforts:**

[\*\*Click here to check out our Do-Follow Blog Commenting service!\*\*](#)





## Chapter 13: Backlink Strategy 8 – Software Submission

Submitting software using PAD files to software download sites is honestly an incredibly effective method of getting high quality backlinks from authority sites!

Though it is one method which is rarely talked about so this means this is one huge untapped goldmine waiting for you to take advantage of!

Essentially, you create a special software file (called the PAD file) based on the software you want to distribute for submission to the software directories. A PAD file is a Portable Application Description in XML that contains information needed for websites to offer descriptions and download information.

Now here's the thing. Because you can specify a website URL and also a title, this provides the perfect opportunity to create a high quality one-way backlink for the software site with your desired anchor text.

After submission, the software directory will publish your software and you gain a precious backlink to your website.

And because most of these software directories are high in Page Rank, these backlinks are highly valuable and will drive your rankings up the search engines.

Of course, not everyone has the knowledge and ability to create the software, the pad file and also find these software directories to submit to.

There are several types of applications you can create though.

First, you can join this free rebrandable software site called [IM Buzz Software](#) (I'm the co-owner by the way 😊)

You get instant access to over 20 rebrandable software which you can rebrand and give away.

So you can easily rebrand these software with your own details and then submit to the software submissions sites.

So check out <http://www.IMBuzzSoftware.com/>

Another alternative method is you can go over to <http://www.conduit.com/> and create simple community toolbars for free. These can be submitted to software submission sites as well.

To submit your software, you need to create a PAD file. You can download a PAD file generator at this page:

<http://www.asp-shareware.org/pad/padgen.php>

After you fill in your PAD file details, you can then submit it to the various software directories. We've listed a couple of software sites in the Appendix, so do check it out.

**If you wish to save time and rely on our professional SEO team to help you  
in your Software Submission efforts:**

**[Click here to check out our Software Submission service!](#)**



## Chapter 14: Backlink Strategy 9 – Joining Link Networks

You might not be aware that there are various link networks where you can join by paying a monthly fee and you'll receive one-way backlinks to your sites automatically.

Basically, you get to add your sites to these networks. At the same time, you are supposed to upload a links page containing certain codes onto your website.

What will happen is your links page will automatically display other members' website URLs and at the same time, other members' links page will also display yours.

So it then creates a network of links between these sites such that each site gets as many backlinks as possible from related websites while still ensuring that all links in the system are one way links.

In short, these link networks provide a fully automated system for giving webmasters as unlimited number of relevant one way backlinks.

Some link networks even allow for syndication on their blog networks, article directories etc.

Examples include:

<http://www.neurolinker.com>

<http://www.linkvana.com>

And here's some good news. Together with my partner Jonathan Teng, we've also developed an awesome link network called [IM Buzz Marketer](#). We've added several new features that is going to blow you away.

The best thing is, we're allowing members to get in for FREE while it's still in beta stage. We'll definitely be charging a monthly fee when it officially launches, but this is your BIG chance to take full advantage of an awesome link network service for FREE.

Sign up for you account here: <http://www.imbuzzmarketer.com/free3/>

## Chapter 15: Backlink Strategy 10 – Forum Posting

Forums often receive a tremendous amount of traffic, and they often have great authority with the search engines. How many times have you searched for something online and discovered that a lot of the top links were to forums?

Some forums use the tag “rel=nofollow” on their links, especially the link in signatures and posts.

This tag tells search engines not to follow those links, rendering them useless from a purely SEO standpoint.

Of course, those links are still extremely useful if the forum gets a significant amount of traffic. People will see your posts and visit your links, so they are still important.

Still, if your main purpose is to get backlinks, you need to check the links on each forum to make sure the links do not have the “rel=nofollow” tag on them.

You also need to check the forum rules carefully.

Rules regarding signatures and links in posts vary widely from forum to forum, so it’s important to check every forum carefully.

A forum signature is a small section of text (and sometimes images) that you can set to appear at the end of every post you make. Some forums allow links in signatures, and some don't. Others allow certain types of links, but not others.

***A signature might look like this:***

I find that most crochet patterns work perfectly well as they are presented, but occasionally I have to modify them to get them to work. So if the one you're using isn't working, you might try making a few minor changes to it and see if it works.

---

Visit my blog: [Crocheting Madness](#)

And my website: [How to Crochet Afghans](#)

The section of text after the horizontal line is the signature section, and the rest of the text would be the actual forum post.

In your signature, you should link to your site, making sure to follow the rules regarding signatures. Don't call attention to your signature in any way, because this is a good way to get banned. Even if you don't get banned, you could end up alienating people who begin to see you as an opportunistic spammer instead of a potentially trusted authority.

Forum marketing is a bit time consuming. It's easier if all you're looking for is backlinks, but if you want to make the most of it, you should still try to get people to visit your site.

This will require you to post friendly, knowledgeable messages on a somewhat regular basis. If your posts are too short, or are off topic, people won't begin to respect you.

Forum marketing can be very powerful if used correctly. You have the potential to get a lot of quality traffic on top of your backlinks if you're willing to put in the extra effort to make yourself known and respected on the forums you post on.

If you're in it for the backlinks, you can post less. Just be sure to keep your posts on topic, respond thoughtfully, and always be as friendly and respectful as possible.

Also remember to follow the rules carefully. It takes a bit of time and effort to post on forums. If you get banned, all of the links you have accumulated will disappear, and your time will be wasted.

You can find high-traffic forums in many niches here:

<http://www.big-boards.com/>

This site lists over 2,000 forums in many different niches. If you can't find a forum in your niche here, then try searching for some of the following phrases in Google:

- "your niche" forum

- “your niche” message board
- “your niche” bulletin board

## Chapter 16: Backlink Strategy 11 – RSS Feed Submission

RSS stands for “really simple syndication” and it’s a way for you to share your content across the Internet. An RSS feed is just a machine readable version of your website/blog/article list/activity list etc and it allows a website to give a live stream of updates in a format that can be used in your web browser, email client or on your favorite news reader application.

This simply means that you can get all of the updates from your favorite websites in one place, instead of having to go to each website to see if there are any new posts or articles.

This is an example of a RSS feed: <http://www.zionglobalmarketing.com/feed/rss/>

And there are numerous RSS feed directories which you can submit your RSS feeds to. We’ve listed numerous RSS directories in the Appendix, so do check it out.

With the structure of rss feeds, there are two ways to have a link. The feed itself should point to the site that hosts it and each item should have a link back to the content as well.

These RSS feed directories will also use the title as anchor text to point back to your site. So this will help you pick up some backlinks with keyword rich anchor text.



**If you wish to save time and rely on our professional SEO team to help you  
in your RSS Feed Submission efforts:**

**[Click here to check out our RSS Feed Submission service!](#)**



## How Many Backlinks Do You Need?

If you're wondering how many backlinks you need to claim a top 5 or the number 1 ranking on Google, the answer is as MANY as possible! Of course, it depends on how competitive the keyword you're targeting is.

As a general rule of thumb, you can do a search in Google using – allintitle:"your keyword". This will show you the amount of competitors that is targeting the same keyword in their title tags which presents a more accurate gauge of the competition level.

The key about building backlinks is you need to build them CONSISTENTLY and from DIVERSIFIED sources.

Just remember this rule and you will never go wrong.

This means you can't just build 500 backlinks in one week and then stop completely while expecting your rankings to skyrocket. Even though your rankings might shoot up temporarily from that spike in backlinks, in order to sustain that ranking, you have to continue building the backlinks every single week.

Simple as that...

Another important thing that you have to take note is, you cannot just rely on one or two link building sources.

You have to make use of a diversified range of link building sources, such as those mentioned in the report above.

We've mentioned 11 of the most effective link building strategies, so you should have no lack of them. Just utilize the various link building methods and build those links on a consistent basis, week in week out. Within a few weeks, your rankings will surely increase.

Of course, if you're targeting competitive keywords, then you have to expect to ramp up your efforts and wait for a longer period for your rankings to improve substantially.

Honestly, there's no magic formula to getting and maintaining good rankings. Just some initial keyword research, on-site optimization followed by sheer hard work in terms of link building.

Of course, you can adopt the lazy way out by outsourcing most of your link building tasks while you focus on other aspects of your business.

The bottomline is, you must ensure a consistent and diversified link building campaign if you wish to enjoy top Google rankings!

## Conclusion

Alright, now that you've learnt all the most effective link building strategies that we personally use for our own and our clients' sites, it's time to start taking MASSIVE action!

It is not going to happen overnight, but once you take action on everything that you have read in this guide, you will very quickly begin to build an extremely strong network of links around your site.

When this starts to happen, you will be amazed how quickly your content starts to shoot up the Google search results and hopefully some of the content that you have published will manage to grab the all-important number one slot for some of your more important keywords.

By using a tool like [SEO Open](#) (another Firefox add-on), you can quickly established how many incoming links sites that occupy the top slots on any search results page enjoy.

Once you have got your site into a top slot, you of course need to keep it there. Consequently, you should continue with your link building efforts, although you probably don't need to do so at quite the same pace as you do when you are first trying to push your content near to the top.

Links are the lifeblood of your site and business as far as Google is concerned, so you should never underestimate the importance of generating

links. Over time, you would of course hope that other people will start creating links for you as well, perhaps by submitting your content to the social bookmarking sites or something of that nature.

However, you can never afford to take your foot off the gas entirely, because if you grab the number one slot, the only way is down, and you surely don't want that to happen!

To YOUR Massive Backlinks!

Calvin Woon & Patricia Lin

The IM Lovebirds

**Think You've Benefited From This Report  
And Still Hungry For More?**

**[Click Here to Check Out All Our Products!](#)**

## **Read On To Find Out How You Can Outsource Your Traffic & Backlink Generation At A Special Discount!**

Do you wish to attain top Google rankings?

Do you wish to have an avalanche of visitors to your website every single day, without lifting a finger?

Do you wish to free your time building links and driving traffic each day while you focus on other important aspects of your business?

If you're like most serious online entrepreneur, your answer would be an astounding "YES"!

And you're in for some extremely **GOOD NEWS**.

See one of the reasons why we're able to spend most of our time strategizing our business and not worry about traffic generation is because we have our own in-house employees who are in charge of these stuff.

And our own in-house traffic and backlink generation team has been carefully trained by us to perform all the time-consuming tasks that are required to push any website towards top rankings and drive a torrent of targeted traffic.

**For a limited time**, we're allowing a selected group of serious business owners to legally \*steal\* our employees and leverage on their expertise and time.

That's right! You can now let our professional team create traffic & backlinks for YOU!

If you wish to find out how you can do so, click the link below NOW:

**[Click Here to take Advantage Of Our Traffic Service At An Introductory Price!](#)**

## Appendix A – Article Directories

<http://www.ezinearticles.com>  
<http://www.goarticles.com>  
<http://www.webpronews.com>  
<http://www.articlesbase.com>  
<http://www.buzzle.com>  
<http://www.articlealley.com>  
<http://www.articledashboard.com>  
<http://www.articleclick.com>  
<http://www.amazines.com>  
<http://www.articlecity.com>  
<http://www.site-reference.com>  
<http://www.articlecube.com>  
<http://www.weeno.com>  
<http://www.jogena.com>  
<http://searchwarp.com>  
<http://www.articlenexus.com>  
<http://www.articlesfactory.com>  
<http://www.article-buzz.com>  
<http://www.articlerich.com>  
<http://www.approvedarticles.com>  
<http://www.articleexplosion.com>  
<http://www.articlebiz.com>  
<http://www.easyarticles.com>  
<http://www.workoninternet.com>  
<http://www.linksnoop.com>  
<http://www.uniterra.com>  
<http://www.webmasterslibrary.com>  
<http://www.premierdirectory.org>  
<http://biz-whiz.com>  
<http://www.homebiztools.com>  
<http://www.articles-hub.com>  
<http://www.ezinefinder.com>  
<http://www.mainstreetmom.com>  
<http://earticlespost.com>

<http://www.ideamarketers.com>  
<http://www.articledepot.co.uk>  
<http://www.articlegarden.com>  
<http://www.upublish.info>  
<http://www.articlecodex.com>  
<http://www.a1-articledirectory.com>  
<http://www.article99.com>

## **Appendix B – Video Sharing Sites**

<http://Bestonvideo.com>  
<http://BoFunk.com>  
<http://eCorpTv.com>  
<http://Esnips.com>  
<http://GUBA.com>  
<http://iviewtube.com>  
<http://Kewego.com>  
<http://LiveVideo.com>  
<http://MegaVideo.com>  
<http://Metacafe.com>  
<http://Motionbox.com>  
<http://Photobucket.com>  
<http://Revver.com>  
<http://Spike.com>  
<http://Stickam.com>  
<http://u2upfly.com>  
<http://Ugoto.com>  
<http://Veoh.com>  
<http://Video.yahoo.com>  
<http://vidilife.com>  
<http://YouTube.com>  
<http://zoopy.com>  
<http://Backflip.com>  
<http://Blinklist.com>  
<http://Del.icio.us>

<http://Getboo.com>

## Appendix C – Directories

[www.dmoz.org/](http://www.dmoz.org/)  
[dir.yahoo.com/](http://dir.yahoo.com/)  
[www.lii.org/](http://www.lii.org/)  
[www.stpt.com/directory/](http://www.stpt.com/directory/)  
[www.business.com/](http://www.business.com/)  
[www.cannylink.com/](http://www.cannylink.com/)  
[www.americasbest.com/](http://www.americasbest.com/)  
[www.joeant.com/](http://www.joeant.com/)  
[www.chiff.com/](http://www.chiff.com/)  
[www.jayde.com/](http://www.jayde.com/)  
[www.skaffe.com/](http://www.skaffe.com/)  
[www.ezilon.com/](http://www.ezilon.com/)  
[www.mavicanet.com/](http://www.mavicanet.com/)  
[www.botw.org/](http://www.botw.org/)  
[www.avivadirectory.com/](http://www.avivadirectory.com/)  
[www.elib.org/](http://www.elib.org/)  
[www.directory.v7n.com/](http://www.directory.v7n.com/)  
[www.rlrouse.com/](http://www.rlrouse.com/)  
[www.gimpsy.com/](http://www.gimpsy.com/)  
[www.goguides.org/](http://www.goguides.org/)  
[www.uncoverthenet.com/directory/](http://www.uncoverthenet.com/directory/)  
[www.qango.com/](http://www.qango.com/)  
[www.bigall.com/](http://www.bigall.com/)  
[www.azoos.com/](http://www.azoos.com/)  
[www.clush.com/Dir/](http://www.clush.com/Dir/)  
[www.illumirate.com/](http://www.illumirate.com/)  
[www.businessseek.biz/](http://www.businessseek.biz/)  
[www.platinax.co.uk/directory//](http://www.platinax.co.uk/directory//)  
[www.informationoutpost.com/](http://www.informationoutpost.com/)  
[www.thisisouryear.com/](http://www.thisisouryear.com/)  
[www.abilogic.com/](http://www.abilogic.com/)

[www.sunsteam.com/](http://www.sunsteam.com/)  
[www.alivedirectory.com/](http://www.alivedirectory.com/)  
[www.site-sift.com/](http://www.site-sift.com/)  
[www.wowdirectory.com/](http://www.wowdirectory.com/)  
[www.01webdirectory.com/](http://www.01webdirectory.com/)  
[www.sporge.com/](http://www.sporge.com/)  
[www.yeandi.com/](http://www.yeandi.com/)  
[www.web10.ws/](http://www.web10.ws/)  
[www.massivelinks.com/](http://www.massivelinks.com/)

## **Appendix D – Social Bookmarking Sites**

<http://www.propeller.com>  
<http://www.stumbleupon.com>  
<http://www.mixx.com>  
<http://www.digg.com>  
<http://www.connotea.org>  
<http://blinklist.com>  
<http://www.folkd.com>  
<http://www.kwoff.com>  
<http://www.spurl.com>  
<http://www.linkatopia.com>  
<http://www.signatureint.com>  
<http://web2list.com>  
<http://www.democracyformd.com>  
<http://www.plime.com>  
<http://www.tagza.com>  
<http://www.indianpad.com>  
<http://www.searchles.com>  
<http://spotback.com>  
<http://www.mylinkvault.com>  
<http://www.grabbr.com>  
<http://quadriot.com>  
<http://www.a1-webmarks.com>  
<http://www.oyax.com>  
<http://buddymarks.com>

<http://www.listerlister.com>  
<http://www.mysitevote.com>  
<http://wagg.it>  
<http://www.feedest.com>  
<http://blurpalicious.com>  
<http://contentpop.com>

## **Appendix E – Press Release Sites**

[www.ideamarketers.com](http://www.ideamarketers.com)  
[www.mediasyndicate.com](http://www.mediasyndicate.com)  
[www.kcstar.com](http://www.kcstar.com)  
[www.ezpress.info](http://www.ezpress.info)  
[www.pressabout.com](http://www.pressabout.com)  
[www.prurgent.com](http://www.prurgent.com)  
[www.directionsmag.com](http://www.directionsmag.com)  
[www.eboomwebsolutions.com](http://www.eboomwebsolutions.com)  
[www.pressreleasemonkey.com](http://www.pressreleasemonkey.com)  
[www.live-pr.com](http://www.live-pr.com)  
[www.freepressreleases.co.uk](http://www.freepressreleases.co.uk)  
[www.1888pressrelease.com](http://www.1888pressrelease.com)  
[www.sanepr.com](http://www.sanepr.com)  
[www.prlog.org](http://www.prlog.org)  
[www.free-press-release-center.info](http://www.free-press-release-center.info)  
[www.afly.com](http://www.afly.com)  
[www.malebits.com](http://www.malebits.com)  
[www.seenation.com](http://www.seenation.com)  
[www.prcompass.com](http://www.prcompass.com)  
[www.pressmethod.com](http://www.pressmethod.com)  
[www.free-press-release.com](http://www.free-press-release.com)  
[www.freightnet.com](http://www.freightnet.com)  
[www.linux.com](http://www.linux.com)  
[www.pressreleasepoint.com](http://www.pressreleasepoint.com)  
[www.transworldnews.com](http://www.transworldnews.com)  
[www.clickpress.com](http://www.clickpress.com)  
[www.ukprwire.com](http://www.ukprwire.com)

[www.usprwire.com](http://www.usprwire.com)  
[www.prwindow.com](http://www.prwindow.com)  
[www.theopenpress.com](http://www.theopenpress.com)  
[www.epicpr.com](http://www.epicpr.com)  
[www.pr9.net](http://www.pr9.net)  
[www.pr.com](http://www.pr.com)  
[www.exactrelease.com](http://www.exactrelease.com)  
[www.24-7pressrelease.com](http://www.24-7pressrelease.com)  
[www.freepressindex.com](http://www.freepressindex.com)  
[www.pressrelease001.com](http://www.pressrelease001.com)  
[www.dwpub.com](http://www.dwpub.com)  
[www.freshnews.com](http://www.freshnews.com)  
[www.widespreadpr.com](http://www.widespreadpr.com)  
[www.pressbooth.org](http://www.pressbooth.org)  
[www.nationalprwire.com](http://www.nationalprwire.com)  
[www.oynlinki.com](http://www.oynlinki.com)  
[www.newsreelnetwork.com](http://www.newsreelnetwork.com)  
[www.programmersheaven.com](http://www.programmersheaven.com)  
[www.learn-more.org](http://www.learn-more.org)  
[www.promotionworld.com](http://www.promotionworld.com)  
[www.hostreview.com](http://www.hostreview.com)  
[www.domaininformer.com](http://www.domaininformer.com)  
[www.webknowhow.net](http://www.webknowhow.net)  
[www.cgidir.com](http://www.cgidir.com)  
[www.javascriptsearch.com](http://www.javascriptsearch.com)  
[www.sbinformer.com](http://www.sbinformer.com)  
[www.nanotech-now.com](http://www.nanotech-now.com)

## **Appendix F – Software Submission Sites**

<http://www.maxxdownload.com>  
<http://www.perfectdownloads.com>  
<http://www.popularshareware.com>  
<http://www.resourcedb.com>  
<http://softwonder.com>  
<http://www.trucostecnicos.com>  
<http://www.123-free-download.com>  
<http://download.12buzz.com>  
<http://www.1st-download.com>  
<http://www.2haveit.com>  
<http://www.3d2f.com>  
<http://5awards.com>  
<http://www.5starfiles.com>  
<http://www.5starshare.com>  
<http://www.ab-downloads.com>  
<http://www.fulldownloads.org>

## **Appendix G – RSS Feed Directories**

<http://www.feednuts.com/>  
<http://www.newsisfree.com/>  
<http://purerss.com/>  
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