

Module 4 – Linking Leverage

1. The web runs on links
 - Having a site is not enough
 - You need to promote it
 - Linking is everywhere – manufactured and natural
 - It's a natural form of promotion
 - We need to tap into it to succeed
2. Genesis of Link Building
 - Sites used to rank on On-page factors alone
 - Google came along with the concept of PR and “votes”
 - Whoever gets the most votes wins
 - Marketers caught on and figured out how to “manipulate” the results
 - Now – whoever gets the “best” votes win
3. 3 Hats
 - White Hat – 100% in Google terms of service. No linking to influence results.
 - Black Hat – spammy, hard core, cloaking (sending the visitor to a completely different page), easy come easy go (short term and software based)
 - Grey Hat – Not spammy but no waiting for someone to vote for you
 - We work in the white to grey area
4. All links are not the same
 - Different links carry different weights
 - All things being equal
 - More PR is better than less PR
 - EDU, Gov are better
 - Age is better
 - Authority is better
 - Quality is better than quantity (20 links can beat 200)
 - In context is better than a list of links
5. Types of Links
 - Article Directories
 - Web 2.0 Sites
 - Blogs
 - Doc Sharing Sites
 - Press Releases
 - RSS Directories
 - Regular Directories
 - Social Bookmarking
 - Forum Signatures
 - Profile Links
 - EDU, Gov links
 - Video Sharing Sites
 - Other Niche Sites
6. How to Link
 - Have to use the anchor text of keyword to rank for

- Have to use similar anchor text as well
 - Have to link to different pages on your site
 - Needs to look “natural”
 - Need to get a variety of types of links
7. The Role of Content
 - Search Engines love content
 - Links in content are best
 - So you need unique content and lots of it
 - But who wants to write all that content?
 8. 3 Articles = 300
 - Take 1 article and turn it into 30, 300 or 3000 unique ones
 - Rewrite each sentence to say the same thing in different words
 - Then go through each sentence and sp[in the individual words with synonyms
 - Use Jetspinner (free) or my Secret Weapon
 9. What not to do
 - Use the same link text for every link
 - Only link to the homepage
 - Too many links too fast
 - Only get 1 type of link
 10. You need a system
 - Create a link (content with link included)
 - Get it indexed
 - Link to the link
 - Repeat
 - See my suggested link map
 - Work on a few links a day

Article Spinning

1. Use The Best Spinner software
2. Under settings and options tab, you may choose to do a sentence selection mode
3. Then paste your written article
4. Highlight all of the article
5. You can choose to rewrite the article by sentence or by paragraph
6. Each sentence is rewritten twice
7. So there is 3 sentence variation for each sentence
8. Click on save to add the changes
9. You can check how much percentage of uniqueness your spun article has
10. It can be seen on the upper right hand of the menu bar
11. After adding sentence variations, you may also add word variations
12. You need to click on identify synonyms at the left bottom part of the window
13. It will look for available synonyms of the words in their database
14. The software underlines the words that have available synonyms
15. Or you can select the word you would like to add a variation to
16. Choose the synonyms that would make sense
17. This will likely increase the article’s uniqueness

18. To generate a spun article, just go to the spun article tab
19. Click on new spin to generate another article
20. You can also use JetSpinner for spinning the article
21. It works the same way with The Best Spinner
22. Use the spin formatting {sentence1|sentence2|sentence3}

Link Map

1. Visual information
2. Center – money site
3. Get links to it
4. Ways to get links
 - Article Directories
 - Web 2.0 Sites
 - Blogs
 - Doc Sharing Sites
 - Press Releases
 - RSS Directories
 - Regular Directories
 - Social Bookmarking
 - Forum Signatures
 - Profile Links
 - Video Sharing Sites
5. Create tier 1 and tier 2 scenario for more popular sites
6. Tier1 sites
 - strongest sites
 - a lot of link authority
7. Submit RSS Feeds
8. Social Bookmark the URLs
9. Ping sites

Article Promotion

1. Submit a content to tier1 sites
 - EzineArticles.com
 - Articlebase.com
 - Buzzle.com
 - Isnare.com
2. Include a keyword rich anchor text
3. Link it to the money site
4. Submit a content to tier2 sites
 - Amazines.com
 - GoArticles.com
 - ArticleClick.com
 - ArticlesFactory.com
 - ArticleDashboard.com

- ArticleCity.com
 - ArticleAlley.com
 - IdeaMarketers.com
 - EasyArticles.com
5. Link 2-3 tier2 sites to a tier 1 site
 6. Once published, get the RSS feeds
 7. And submit it to RSS Directories

Video Promotion

1. Make a video about the product that you are promoting (presell)
2. Download a free video software at camstudio.org
3. Submit the video you made to video sites
4. Video Sites
 - Youtube.com
 - Viddy.com
 - Vsocial.com
 - Blip.tv
 - Bofunk.com
 - Flurl.com
 - LiveVideo.com
 - Multiply.com
 - Funmansion.com
5. Put a URL link in the description of the video
6. The link should directly point to the money site

Web 2.0 Promotion

1. Create an account for different web 2.0 sites
2. Publish an article to the tier1 sites
3. Do not publish an article that directly promote your service/product
4. Link the tier1 sites to the money site
 - <http://wordpress.com>
 - <http://squidoo.com>
 - <http://weebly.com>
 - <http://livejournal.com>
 - <http://bravenet.com>
 - <http://webs.com>
 - <http://tumblr.com>
 - <http://blogger.com>
5. Put 2-3 anchor text links in each tier1 site
6. Link tier2 sites to tier1 sites
7. Allocate different tier2 sites accordingly
8. You can choose how to distribute tier2 sites to link to tier1 sites

PR Promo

1. Write a press release for your product/service/site (use 3rd person)
2. Spin the article for variations
3. Submit the PR to the different PR sites
 - bignews.biz
 - pressexposure.com
 - newsreleaser.com
 - healthprspider.com
 - information-online.com
 - www.a.mooladays.com
 - freepressrelease.com
 - freepressindex.com
 - ideamarketers.com
 - pressreleasecirculation.com
 - yourfreepressrelease.net
 - pressmap.de
 - pressreleasepublic.com
 - release-news.com
 - booshplr.com
 - seenation.com
 - lets-find-out.com
 - press-release-articles.com
 - clickpress.com
 - pressbox.co.uk
 - free-press-release-center.info
 - imnewswatch.com
 - freepressreleases.co.uk
 - pressabout.com
 - prfriend.com
 - pressreleasepad.com
 - postafreepressrelease.com
 - pressreleasehome.com
 - pressreleaseroom.com
 - faspressreleaser.com
 - pressreleasestudio.com
 - qualitypressreleaser.com
 - pagerelease.com
 - anyrelease.com
4. Use anchor text link or URL link to link to the money site

RSS Promotion

1. Create an account in RSS sites
 - feefage.com

- feedagg.com
 - syndic8.com
 - rssmountain.com
2. Collect the RSS feeds of each site
 3. Click on the orange box that looks like a radio signal
 4. It will take you to or provide you the feed URL for the site
 5. RSS feed will give you an updated list of the post in the site automatically
 6. Submit the feed of the money site directly to the RSS sites
 7. Take the feed URL of your article directory, web 2.0, video, social profile and PR sites
 8. Go to rssmix.com to create one unique feed for your various RSS feeds
 9. You can combine 5-7 feeds and make it as one
 10. Copy the RSSmix feed and submit it to RSS directory sites
 11. For some sites that does not have any RSS feed, you can create one
 12. Simply login to feedage.com
 13. Go to my HTML2RSS tab
 14. Click on add HTML2RSS to generate a feed for a particular URL
 15. Enter the site URL, enable and save
 16. It will then give you the feed for the URL entered
 17. You can also do the same with html2rss.com
 18. Once you've logged in, click on URLs2feed
 19. It will ask you to enter the title of your feed
 20. Then enter the URLs to create the RSS feed

Social Bookmark Promo

1. To maximize the social bookmarking process is to use delicious
2. Why delicious?
 - It lets you create an account
 - Has a toolbar that will let you bookmark a page quickly and easily
 - Will let you export your bookmarks
 - Import your delicious bookmarks to other bookmarking sites
3. Bookmark the money site
4. Create a link from delicious to the money site
5. The name or title of the link is the same with your anchor text
6. Create bookmarks to your article directory, web 2.0, video, social profile and PR sites
7. Then add related sites so that the bookmarks looks like its including and linking to a variety of sites
8. Create an account for other bookmarking sites
 - a1-webmarks.com
 - mylinkvault.com
 - jumptags.com
 - oneview.com
 - simpy.com
 - diigo.com
 - folkd.com
 - secondbrain.com

- mister-wong.com
 - blinklist.com
 - spurl.net
 - linkagogo.com
 - spotback.com
 - tagza.com
 - plime.com
9. Export delicious bookmarks and import them to other bookmarks sites
 10. Take the RSS feed of delicious and other bookmark sites to get links to the feeds
 11. Submit the feeds to RSS directories
 12. Use HTML2RSS if some sites do not have an RSS feed

EDU Promo

1. Install SEO quake in your browser
2. SEO quake will help you determine the site's PR and whether or not the site is nofollow
3. Be sure to check line through "nofollow" and "noindex" to tell whether the links on the page is nofollow or not
4. Nofollow links counts less value than follow link
5. Find a couple of EDU links in Google
6. You can use different search phrase when looking for EDU sites
 - site:.edu inurl:blog "post a comment" -"you must be logged in" -"comments closed"
 - site:.edu inurl:blog "post a comment" -"you must be logged in" -"comments closed" "your keyword phrase"
 - moodle - site:.edu inurl:login "Login here using your username" "create a new account"
 - discussion boards - site:.edu "From""date""time""Remote Name" "last changed"
 - forum links - site:.edu "Select sort method" "joined" "Website"
7. For yahoo reverse lookup
 - linkdomain:http://www.url.com -site:http://www.url.com inurl:.edu
8. You can also look for Gov sites
 - site:.gov inurl:blog "post a comment" -"you must be logged in" -"comments closed"
 - site:.gov inurl:blog "post a comment" -"you must be logged in" -"comments closed" "your keyword phrase"
9. Some sites may require you to create an account
10. Then create a profile on that site
11. Make sure that the site allows people to view your public profile
12. While some allow comments for non-members
13. All you have to do is post a reply to an article and add a link to it

Blog Commenting

1. Avoid spamming
2. Stay away from a page with hundreds and thousands of links

3. Make sure that the comment is valuable
4. The comment should be related to the post
5. Look for blogs that are dofollow
6. Be sure to turn on SEO quake
7. Searching for blog platforms
 - Search with terms below and filter based on pr and dofollow
 - "keyword" "powered by wordpress"
 - "keyword" "powered by movable type"
 - "keyword" "powered by drupal"
 - "enable commentluv"
 - "this site uses keywordluv"
 - To see the links outside the site, go to yahoo and type in link:www.yourdomain.com
8. Backwards Search
 - Find site you know is ranking
 - Use yahoo to find blog links
 - Search for other comments by user
 - Search for other comments by that user
9. Comment Kahuna
 - Download free software from commentkahuna.com
 - Will help you find blogs to comment from

Social and Forum Profiles

1. Profile – user account
2. Have control over it
3. Things to Remember
 - 1000 member minimum
 - No posting of comments
 - Limit anchor text then expand
 - Fill in profile details (will make the profile more legitimate)
 - Watch for "banned accounts"
 - Let new accounts fall off main page
4. 3 questions
 - Publically viewable?
 - Dofollow?
 - Domain PR
5. Instructions
 - Do search
 - Find site
 - Click profile to see if public
6. Expression Engine
 - "Powered by ExpressionEngine"
 - "ExpressionEngine Discussion Forum"
7. VBulletin

- "Powered by vBulletin"
- "In order to proceed, you must agree with the following rules"
- 8. PunBB
 - "powered by PunBB"
- 9. Simple Machines
 - "Powered by SMF"
- 10. Drupal Based
 - "A valid e-mail address. All e-mails from the system will be sent to this address. The e-mail address is not made public and will only be used if you wish to receive a new password or wish to receive certain news or notifications by e-mail"
- 11. WP Mu Blogs
 - inurl:wp-signup.php
- 12. Telligent
 - "It only takes a few minutes to join. Please fill in the information below to create your account."
 - inurl:CreateUser.aspx?ReturnUrl=telligent
- 13. Generic Registration Links
 - inurl:register.php "keyword phrase"