

# **BACKLINKS FOR BEGINNERS**

**Created By Heron Academy Of Internet Marketing**



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# Section 1

## Common Terms & Article Marketing



## **Overview**

This is the first part of the three part tutorial series on how to rank your website in the SERP's under more competitive keyword terms. In this tutorial we are going to look at how to obtain relevant backlinks through the process of article submission.

Optimising a web page for a certain keyword phrase, ensuring it has a keyword density between 2-5%, is a great way to get organically listed under the first page of Google for long tailed keywords. But what do you do if there's other competing sites that rank higher than you under more competitive keyword phrases?

The answer is quite simple. The sites that get ranked the highest under more competitive keywords are those that have "authority" in Google's eyes under that specific keyword. Authority is achieved through Page Rank and Keyword Authority, both of which are achieved through a process known as "backlinking".

A backlink is basically an internal or external link that points towards a specific web page or web site. If for example you had a site called [mysite.com](#), and another site called [banana.com](#) had a link on their site pointing towards yours, you would have a "backlink" from [banana.com](#).

This tutorial shall begin by explaining the basics of Page Rank and Keyword Authority, and how a backlink can affect both. If you already know what Page Rank and Keyword Authority are, it is recommended you skip the following two sections of this tutorial. Remember that Keyword Authority and Keyword Optimization are two different things.



## **Page Rank**

Page Rank is determined by how many links on the internet are pointing to a specific web page. This is not to be confused with how many links are pointing to a website. Even if the index of a website has a high Page Rank, it does not mean that a newly created web page on that website will have any Page Rank. Take for example a Squidoo lens you create, or an Ezine article you write. Even though Squidoo has a high Page Rank for its homepage, you'll find that your newly created lens will have a Page Rank of 0. That's because there will be 0 links pointing directly towards your new lens. A link pointing towards a web page is known as a "backlink", and contributes to that pages Page Rank.

Whenever there is a link on the internet that points toward a specific web page, that pages Page Rank is increased (with the exception of nofollow links). The amount it increases is determined by the Page Rank of the web page that is pointing to it, and a few other things that we won't go into. A link from a site with a Page Rank of 0 will not do much to boost a web pages Page Rank, but it will boost it a tiny bit. A link from a site with a high Page Rank however would instantly raise that web pages Page Rank to a higher level.

This tutorial will be focusing on obtaining external backlinks from other website in order to increase the Page Rank of a specific web page of yours. Internal links are only really of value if your site has some Page Rank already (you can't simply link 100 pages of your own site to a specific web page on the same site and hope to achieve any results, unless those 100 pages have any Page Rank of their own).

You can find out a pages Page Rank by using the Google Toolbar, downloadable here: <http://toolbar.google.com>



## **Keyword Authority**

Keyword Authority is different to Keyword Optimization (optimization is a cause and authority an effect). Google determines how highly a web page will rank under a keyword phrase in organic search results based upon that web pages Keyword Authority for that keyword phrase. Keyword Authority is built by two main things: 1 – Keyword Optimization, and 2 – Relevance of backlinks.

Keyword Optimization you should already know about. It basically involves optimizing a your site, or a certain phrase on your site, around a certain keyword phrase. If this keyword phrase has a good density ratio (density ratio is how often the keyword phrase appears on the page) then Google will rank that page higher. Google themselves approve of this form of Search Engine Optimization.

The second thing that builds Keyword Authority is the relevance of backlinks. Links pointing to your web page that are relevant to the contents of your web page will give you more Keyword Authority than a link that does not relate to the contents of your web page at all.

If for example you had a link to your web page from a site about Bananas, and your site was advertising Car Tires, then the relevance of the link from the Banana site wouldn't be much at all. Therefore you would obtain some Page Rank from the link, but perhaps little or no Keyword Authority from the link. Remember, irrelevant links may help with Page Rank, but not with Keyword Authority.

So how is it determined whether or not a backlink is “relevant” for the purposes of increasing Keyword Authority? It's determined by three main things -

1. The Keyword Authority of the linking Website, 2. The Keyword Optimization of the linking Web Page, and 3. The Anchor Text of the link.

Don't worry, I shall explain all three.

1. The Keyword Authority of the linking website

As given in the previous example, if you have a link from a site about Bananas and you were advertising Car Tires, the link would not give you much, if any, Keyword Authority. This is because the site about Bananas has nothing to do with Car Tires, and therefore Google will recognise that the site is not “authoritative” in any way about Car Tires. If however you received a link from Bridgestone Tires, this link would be incredibly relevant and would give you much more Keyword Authority for Car Tires than the Banana site would.

2. The Keyword Optimization of the linking Web Page

How relevant the actual web page that contains the link to your web page is will also contribute to your Keyword Authority. If a web page is heavily optimized around the



keyword phrase “Bald Car Tires”, then the web page will give you greater Keyword Authority for the phrase “Bald Car Tires”. If however it is optimized around the keyword “Buy Car Tires” then you’ll receive greater Keyword Authority for that phrase instead.

Once again, Keyword Optimization is not be confused with Keyword Authority. Keyword Optimization can result in Keyword Authority, but it alone does not determine Keyword Authority.

### 3. The Anchor Text of the link

Anchor text is one of the simplest but most important things to understand in SEO. Anchor text is simply the text that is highlighted as the link to a website. That’s all it is.

A very common mistake that newbie Internet Marketers make is that they will try and get links from sites in the format of <http://www.mysite.com>. This will give you Keyword Authority under the keyword phrase of “<http://www.mysite.com>”. What terrible Keyword Authority that is! Who’s going to type your exact website domain or web page into Google? No one!

If however you created a link that looked like the following – “Buy Cheap Car Tires Today”, then Google would see that the link text is directly relevant to your sites contents, and will thus give you Keyword Authority under the phrase of “Buy Cheap Car Tires Today”. So how do you create a link in HTML containing a keyword phrase as opposed to the actual URL of the link? You simply amend the anchor text, as follows -

```
<a href="http://mysite.com/">Enter Keyword Phrase Here</a>
```

This is a good link that will give you Keyword Authority under a specific Keyword Phrase .

You don’t want a link like this:

```
<a href="http://mysite.com/">http://mysite.com</a>
```

As you can see, your website is already being listed within the “a href” tag. There’s no need to then go on and insert the same website in the actual anchor text, as this has nothing to do with where the link will point.

### Obtaining the Best Keyword Authority

So for the best Keyword Authority, you’ll want a link from another web site that fits into the same category as the topic you’re discussing on your web page. You’ll want the link to come from a web page on that website that contains optimized content for the keyword phrase you hope to gain Keyword Authority under. Lastly, you’ll want the actual link itself to be in the form of the keyword phrase.

But what happens if a site contains only one of the above three things, or only two of them? That’s fine too, it just means you won’t gain as much Keyword Authority as a site that contains all three relevant things. If however you received a good anchor text link from



an irrelevant site with a high Page Rank, it will usually give you more Keyword Authority as opposed to receiving a link from a highly targeted site that had all of the above three things, but had little or no Page Rank. This is of course dynamic and varies greatly depending on the sites involved.

So what happens if you receive a lot of High Page Rank backlinks that have nothing whatsoever to do with your site, with irrelevant anchor text? You will notice that your Page Rank will increase, but your Keyword Authority for the phrase you're hoping to rank under will not increase. It is important you understand this crucial difference between Page Rank and Keyword Authority. Page Rank by itself doesn't mean much, Keyword Authority means everything.



## **Article Contents**

One of the ways we can obtain relevant backlinks is through article marketing. Whilst the value of the links we receive from mass article submissions aren't as great as they once were, they do still hold a lot of value.

You may have learned about writing articles as a form of sales copy in order to drive people to your site. When we're attempting to obtain backlinks, we actually do the opposite. Since our goal isn't to drive people to our site, but rather to obtain relevant backlinks, we will be writing our articles with an entirely different state of mind. We'll be writing articles without trying to sell any product at all! We instead will be focused only on providing helpful, relevant and informative information within our articles, not even mentioning any product.

This may seem absurd, but let's look at things from Google's perspective for a moment. Google wants to provide the most relevant, non spammy and informative content possible to anyone that uses their search engine. They achieve this by providing search results that are relevant to the keyword phrase a person is searching for. The first sites Google will be displaying are those that they believe are "authority sites" for the keyword phrase that the person entered.

A long sales copy landing page about an Acne Treatment eBook isn't going to hold the same authority for an organic listing as an educational site that explains the various medical conditions associated with acne. At least, not naturally. That's because naturally the educational site will receive more backlinks from other websites, from people who think that the educational site has something to offer. It's unlikely that people will be linking to a commercial sales letter (not naturally anyway). That's where we change things as Internet Marketers. We manually create these backlinks ourselves, in order to pump up that Acne Treatment eBook landing page to compete with the educational site.

One way we get these backlinks from sites is by submitting articles to multiple article directories and placing a link within the article that leads back to our landing page. Now remember when I said that we need to include relevant and helpful information within an article as opposed to sales copy? That's because Google will be determining our Keyword Authority based upon the pages and sites of where our backlinks are coming from.

If Google sees the source of all our backlinks as being articles that advertise the same product through repetitive salescopy, then there's a greater chance these results will be filtered. Furthermore, many article directories will reject articles that are advertising a product, or that contain an affiliate link. Remember what our current goal is: it isn't to drive a sale (not at this stage), it's to create a relevant backlink. It's important you grasp this concept.



## **Article Structure**

Ideally, the articles we write for article directories should contain between 400 – 700 words with our keyword phrase occurring between 2-5% of the time. This is a good number to work between as 400 words give you the opportunity to properly optimize your keyword phrase, and setting the limit to 700 words will prevent you from wasting too much time on each article.

Remember, your article should consist of purely informative information, with no salescopy whatsoever. Your goal here is to gain Keyword Authority and Page Rank. Now, say that you wish to gain Keyword Authority under the keyword phrase “pet tropical fish”. You could structure your article as follows -

Example :

Article Title: “How to care for and feed your pet tropical fish”

Article Body: Provide informative information about caring for pet tropical fish (research the internet to find information about this subject if you don’t know it yourself). Repeat the keyword phrase “pet tropical fish” between 2-5% of the time without sounding too spammy. I personally aim for only 2%, as the keyword optimization here isn’t that important, and I find anything higher begins to sound spammy.

About the Author: You include this at the end of your article. This is the most important section of your article and is what will contain the backlink to your targeted web page. Remember, don’t advertise yourself or any product. Your only goal here is to create a link back to your web page that consists of anchor text containing the keyword phrase you’ve optimized the article under. An example of a good “about the author” section would be as follows -

About the Author: “Steven Heron is a researcher of tropical fish, and maintains a website about breeding pet tropical fish.”

Notice that my About the Author section contained no incentive whatsoever for anyone to click on the link? I didn’t advertise the site, because I don’t really care if anyone clicks on it or not. The sole purpose of me writing this article is to create a relevant backlink from the article directories I’ve submitted it to, not to get clicks on my link.

The backlink is relevant because it meets the criteria of a relevant backlink as was explained in the Keyword Authority section. Whilst the article directory I submit the article to may not have any authority on tropical fish, the actual web page itself of the article will be optimized for the keyword phrase “pet tropical fish”. Furthermore, the anchor text link to my web page contains the keyword phrase “pet tropical fish”. So we are meeting at least two of the three things we can do to obtain Keyword Authority, without being in the slightest bit spammy.



## **Article Submission**

Now that you've created your informative, keyword optimised article that contains a relevant backlink to your web page, all that remains is submitting your article to multiple article directories. This is the most important step of all, as without submitting your article anywhere, you won't be obtaining any backlinks!

Now before we proceed any further, let's discuss what duplicate content is, and what it is not.

You've no doubt heard that you should not submit the exact same article to more than one one article directory, that you should amend it slightly in some way. This is because Google will supposedly penalize sites with duplicate content, and this is true to some extent, although I think "penalize" is the wrong word. If two or more sites contain the exact same content, then Google will usually only list one of those sites in its organic search results, effectively filtering the other sites out. This poses a problem for someone hoping to get an article listed within Google under a certain keyword phrase.

Our objective on the other hand is not to get our articles listed within Google. Our sole objective is to create backlinks to our main web page by placing a link within our articles. Remember that the contents of our main page will be 100% unique and original and will not be submitted to any website or article directory. Our articles on the other hand will be duplicate content. We couldn't care less whether or not anyone actually visited our articles. For this reason, the "duplicate content penalty" isn't as important when we're submitting articles.

With that being said, we have only one objective in mind when it comes to article submission – Quantity. Quantity. Quantity. The more backlinks we get, the better.

So where do you start in your article submission expedition? I could list a few sites, such as ezinearticles.com, goarticles.com, etc.. however there are literally thousands upon thousands of article directories out there that you can obtain backlinks from. There is no way I could list them all here. So to cut a long story short, submit your article, in its unaltered state, to as many article directories that you can find. Don't worry about editing it for each new site.

Now you may think this to be a little absurd, perhaps even spammy, however the truth is quite the contrary. Article directories love informative, original articles, even if they've been sent to a thousand different sites. The only thing they ask is that you created the content yourself, and that the author name corresponds to the name you use on the article directory site. For this reason I recommend using a generic author name on all the article directories that you submit your articles to.

Important: Don't submit duplicate content to the same article directories -

The vast majority of article directories only want original content, and if you start resubmitting the same article again and again to the same directory, with only minor



changes, then you risk getting yourself banned from that article directory.

As a general rule of thumb, I recommend that you create a fresh, 100% original article each time you submit an article to the same article directory. So after you've gone on your great article submission campaign, sit down and write a new article targeting a new keyword phrase that is relevant to your web page, and repeat the submission process again. Article directories will begin to love you if you continue to submit informative and useful articles to them.

Spread out your article submission over time -

Submitting articles containing your web page link to a thousand directories at once isn't a problem, but don't spam your web page link endlessly. For every one thousand articles submissions, you can expect to get anything between 30 – 60 backlinks fairly quickly. This is quite natural. If however Google starts to see that you're getting 500 backlinks after you've submitted your article 10,000 times, in the space of just a couple of days, then Google will start to think that something's not quite right, and you may filter out a lot of those links.

Now a lot of your backlinks won't be counted due to duplicate content issues. Don't be alarmed by this. You will find article directories that have any decent authority will have a lower chance of being placed in the supplemental results, and these are the main sites we want backlinks from anyway.

The longer your site has been around, the more backlinks Google will consider to be normal. So if you can, submit a new article to a thousand article directories once every week, over a period of 6 months. This will provide a natural looking backlink progression.



## **Conclusion**

Some industries are hard to break into due to all the competition. Keyword optimisation on a landing page alone will not get you a front page listing for competitive keywords. If however you have an edge over your competition due to your Internet Marketing knowledge, and are able to amass enough relevant backlinks to give your site authority, then the profits can be potentially astounding.

This level of SEO is effective if done correctly. Remember to make your articles informative, helpful, and make sure you don't advertise any product or service. Don't put anything in your article that may even remotely be perceived as sales copy. Leave that to your main web page that the articles are linking to. Your goal isn't to obtain clicks, it's to obtain relevant backlinks that aren't viewed as being spammy. All big sites need relevant backlinks in order to get listed under competitive keywords. Your site is no different and using the techniques taught, you can start to compete for broader keyword phrases.



# Section 2

## Social Bookmarking For Backlinks



## **Overview**

This is the second part of the three part series on how to rank your website in the SERP's under more competitive keyword terms. If you have not done so, it is recommended you read over Part 1 first.

In Part 2 of this series we will look at Social Bookmarking sites and how they can be used to generate good quality backlinks. There are many misconceptions and myths surrounding just how many times you should submit your site to social bookmarking services, and in this article I will once again give you a “no nonsense” approach that you can use to generate as many backlinks as possible in order to build your Page Rank and Keyword Authority in a natural looking manner.

In my previous tutorial you learned how to rank an optimised web page under a competitive keyword by submitting articles to article directories. In this tutorial we shall be covering ways to create more external backlinks to your web page through a process known as ‘Social Bookmarking’.

This post won't explain what Social Bookmarking is, as you should already be familiar with the term if you're to gain anything from this post. This post will explain the exact ways you can use Social Bookmarking to create backlinks to your site that won't be viewed as spammy by either search engines or Social Bookmarking sites. I'll teach you the quickest and most efficient methods that work for me, and debunk some of the myths that are out there.

I'd like to start this tutorial by discussing some common misconceptions surrounding the 'NoFollow' command. We'll then go on to specific methods that you can use to create backlinks through Social Bookmarking.



## **NoFollow Command**

The 'NoFollow' command was originally designed by Google as a means of preventing spammers from acquiring mass amounts of backlinks to their websites. Since backlinks can influence Page Rank, which subsequently influences organic search results, Google decided to make it so that a backlink containing the 'NoFollow' attribute would not help increase the target site's Page Rank, supposedly to prevent spamming.

A link containing the NoFollow attribute looks like the following -

```
<a href="http://mysite.com" rel="nofollow">Anchor Text</a>
```

For this reason, many people consider NoFollow backlinks to be useless, and not worth their time. The thing is, is that such people are forgetting about one important thing -

Yahoo Follows NoFollow links

There are many debates and arguments surrounding what a NoFollow link is and what it isn't, and I wouldn't dare attempt to say exactly what a NoFollow link does, as I don't believe anyone other than Google knows the answer to that – what I will say however is that Yahoo will index sites with the NoFollow link, and possibly uses anchor text within NoFollow links in order to help determine the Keyword Authority of a website, although this point is open to a lot of debate among Internet Marketers.

A common myth is that NoFollow links mean nothing . The truth is they do mean something, although no one knows exactly what. MSN looks upon NoFollow links less favourably than Yahoo, and Google less favourably than MSN, but Yahoo, at the very least, will count a NoFollow link as a backlink – that is a provable point.

There have been experiments where people even claim to have increased their rankings on Google itself using nofollow links. The problem with such experiments is that it's hard to tell whether the ranking resulted from keyword optimization, or from NoFollow backlinks. I myself am skeptical about such things, and tend not to believe that NoFollow links have much weight in Google. I do however believe they have weight in Yahoo.

An interesting experiment using NoFollow links was conducted on this blog – <http://www.michellemacphearson.com/do-nofollow-links-count-redux/> which makes for some interesting reading.

The Linkdomain command

I find it is often easier to determine a site's backlinks through Yahoo than it is through Google, as Yahoo seems to update their backlink display more frequently. A good search engine command you can use to view most of your backlinks in Yahoo is the 'Linkdomain' command.

Simply navigate to Yahoo.com and type in "linkdomain:http:yoursite.com" (omit the



apostrophes and replace yoursite.com with your domain). You will notice this displays a list of backlinks to your site, including those from websites with the NoFollow command.

The Yahoo “linkdomain” command is great for spying on your competition, however when it comes to monitoring your own sites backlinks, then using Google Webmaster tools is a necessity.

### The Importance of NoFollow

I hope I’ve convinced you that NoFollow links do carry some weight. There’s a lot of discussion and debate between internet marketers as to exactly what NoFollows links do, however one thing is for certain – NoFollow links certainly aren’t worthless.

I believe it’s important you understand this point before we move on to Social Bookmarking submission, as the natural tendency is to ignore Social Bookmarking sites which only provide NoFollow backlinks. Since Yahoo does value NoFollow links, you should adopt the mentality of “NoFollow isn’t worthless”. Whilst Google is the biggest player when it comes to search engines, one can’t dismiss Yahoo which comes in at a close second.



## Web Page Layout

Before we even think about submitting a web page of ours to any Social Bookmarking sites, we need to be aware of a few things.

First of all, Social Bookmarking sites weren't created so that internet marketers could farm backlinks from them. Some people wonder why they get banned from Social Bookmarking sites all the time. They often think it's because they've made too many submissions in a single day. The truth is actually quite the contrary.

You can usually make many daily submissions to Social Bookmarking sites (with a few exceptions) and not worry about being banned. The reason people usually get banned from these sites is because, quite simply, they submit spam. By spam I'm referring to submitting page after page of garbage with embedded affiliate links. Spamming isn't how you succeed at social bookmarking, and if you're creating a landing page for a website in the hope of quickly selling a product, then don't be surprised if you get banned at every major social bookmarking directory you submit that site to.

Save the landing pages for PPC marketing – with SEO, we're focused on quality more so than anything.

As I explained in the Article Marketing tutorial, your site will become respectable and viewed as being authoritative within the search engines eyes only when you submit quality content that actually helps your readers. This doesn't suddenly change when it comes to Social Bookmarking. The same principle still applies.

Now with Social Bookmarking we don't need to create any more content outside of the web page we're linking to – there's no need to write any articles. The process is in fact a lot easier – we simply create a public bookmark on the Social Bookmarking site that links back to our web page.

For this reason it's important the layout of our web page contains valuable information, as it's going to be the only thing that readers of the Social Bookmarking directories look at in determining whether or not we're submitting useful material or spam.

Our web page should follow a similar layout to our articles, in that its keyword optimized around relevant, useful content. The only difference with our web page and an article is that our web page may be attempting to sell a product of some form, and this is entirely acceptable, however we want to make this as discreet and non spammy as possible.

If you're reviewing or comparing products then make the review sound as genuine and impartial as possible. If you're just writing valuable information about a certain topic, write a recommendation at the bottom of your web page about a product that you find useful and include a single affiliate link. If you're setting up a page that monetizes on AdSense, then make sure the page content is relevant and not spammy. Whichever approach you take, try not to be obvious about advertising any product or service.



You want the web page that you submit to the social bookmarking directory to be helpful to the user. An example of a helpful page which advertises a product is as follows -

“As mentioned throughout this page, you must take care when feeding your fish. Too much of the wrong fish food can make your fish sick, which may require that you purchase medicine. I find it useful to have a tropical fish sickness and disease guide handy just in case. One I use and recommend is \*Insert Affiliate Link to Advertised Product\*, which I’ve found to be useful in the past. Now with all that being said, tropical fish....”

Notice how we’ve made the advertisement in the above paragraph discreet, as if it relates to the subject matter at hand, as opposed to departing from it entirely? The paragraph immediately continues to read in a non-commercial tone after we’ve discreetly advertised our affiliate product. That is an example of the discreet form of advertising that you want on your web page. Social Bookmarking sites won’t view your site as spam if you offer quality information and they don’t perceive that you’re trying to directly market a product.

You may even go so far as to create an optimized web page that doesn’t advertise any product at all, but rather provides only useful content to your readers. Why would you want to go to all the trouble of creating backlinks for a web page like that you ask? Well, there are three reasons -

1. Relevant, optimised content will build your site’s Keyword Authority
2. You may create a link menu on your site to a “products” section. The reader won’t think you’re trying to advertise any product on your site, and if they’re interested in buying something, may click on that section without need of prompting from your part.
3. You could have AdSense or some other third party advertising on your site, which is normally acceptable by most social bookmarking sites.

So, for your web page layout remember to create a relevant title and offer useful content to your readers, and don’t make it obvious that you’re advertising a product. There’s a very low chance that your web page will be viewed as spam by Social Bookmarking directories if you follow these guidelines.



## **Bookmarking Submission**

Now we come to the most important part of this tutorial – actually submitting your web page to Social Bookmarking directories in order to obtain relevant backlinks.

Just about all Social Bookmarking sites will allow you to enter the following fields when submitting your web page to them -

1. The actual URL of the page you're submitting
2. The title of the Bookmark that will be displayed on the Social Bookmarking site
3. A description of the web page you're submitting
4. Some custom tags that are relevant to your site

Now the problem with most Social Bookmarking sites is that they won't allow you to include any anchor text in your link, meaning that you'll obtain a backlink to your site in the form of "http://yoursite.com" as opposed to "Backlink Containing Your Keyword Phrase".

This poses a great problem in terms of building Keyword Authority, however we can still establish some Keyword Authority by including our desired keyword phrase in the title of our Social Bookmarking submission, including it in the description of our site, and lastly by including it in the custom tags sections. This will still allow us to build some Keyword Authority through our backlink, as the web page containing the backlink will be relevant to our keyword, even though the anchor text is missing (remember this from the previous post).

Now it's time to finally socially bookmark our site. Let me start by saying this – most automated bookmarking submission sites won't submit your article to many Social Bookmarking directories.

Don't rely solely on automatic submission.

The primary failed example of automatic bookmarking submission that I don't recommend to anyone is Onlywire.com. I realise a lot of people stand by this site, however I find it quite simply does not work. The supposed "automatic submission" to 20 or so bookmarking sites has only ever resulted in me achieving maybe 2 or 3 backlinks at most. After doing some experimentation, I found that more than three quarters of the submissions on this site fail.

If you're looking for a free, manual solution then a site I recommend is SocialPoster.com. For the purposes of this post I will explain how to do manual submissions through SocialPoster.com.

So without further ado, open up SocialPoster.com in a separate window.

You will notice that the section to the right allows you to enter the URL of the web page



you want to link to. Obviously, insert your keyword optimised, relevant and informative web page in this section. ie: <http://mysite.com/page1.html>

Note: Do not insert a link straight to your domain ie: <http://mysite.com>. This is not recommended for two reasons -

1. It totally bypasses the Web Page Layout section of this tutorial, which explains the need to create a relevant web page specific to a keyword phrase. Linking to an entire domain is not specific or relevant enough.

2. Most Social Bookmarking sites will view your site as being spam. Spammers submit one page sites (usually consisting of a landing page designed for PPC) to Social Bookmarking sites and then wonder why they get banned. That's why. Even if your domain isn't a landing page, and does contain relevant content to your keyword phrase, don't submit it. Submit a web page as opposed to a web site.

Once you've entered your web page into the URL description, enter a valid title that relates to your keyword phrase, followed by a relevant description of your web page which contains your keyword phrase, and finally enter about 5 tags that you want to get listed under (make sure at least one tag includes your keyword phrase, separated by a comma).

After you've done that, you may select your desired method of submission (General List, Frame submit, Light list). I find General List works best. Lastly, select 'All' under the 'Social Websites:' section.

Finally, click 'Start Posting'. SocialPoster will cache all your web pages details on its server, including its title, description and tags, making submission an easy process.

All that remains is submitting your site to the directories on the list.

If this is your first time using SocialPoster, you'll first need to register at each Social Bookmarking site by clicking the "R" next to the site in question, and verify your membership (unless you're already a member of the site). Once you're a member of each site, simply click the "L" button on each site in order to login.

Once you've logged into each site, simply go down the list of sites, clicking on "Post" next to each one. A new window will open up with your web page's details already filled out for you. All you'll need to do is follow the prompts for each site in order to have your web page bookmarked on that site.

Some sites are a little trickier than others. You may find it easier to avoid sites such as Blogger.com or Squidoo, which require you to write an actual article of some form. I often bypass these sites unless I have an article already written that I can submit to them. If you've followed my previous tutorial and already have an article written, then feel free to post the article to sites requiring content (such as Blogger and Squidoo).



## **Submission Frequency**

A commonly debated topic is just how many times you should submit a different web page to the same article directory each day. Some people will say more than 2 submissions will get you banned, whilst others will say limitless submission are fine. I think the best way to find out the answer to this debate is to experiment yourself. Just as with duplicate content, if you take things for granted without experimenting for yourself, you may be missing out on a lot of things (such as quality backlinks).

Some people will never submit the same article to more than one article directory in fear of getting blacklisted by Google, and rather than seeing how far they can push it just once, they forever spend valuable time writing more articles than necessary. The same goes for Social Bookmarking – try submitting ten different but good quality web pages to the same Social Bookmarking site in one day. See whether or not you will get banned. I'm not suggesting you spam on purpose, rather the point I'm making is that it's only through experimentation that you'll learn what works and what doesn't.

What will get you banned from Social Bookmarking directories however is submitting advertising, spam, useless content, or your domain name. Those people that say they get banned simply by making 2 submissions to the same article directory in one day usually get banned for submitting a commercial web page. Due to cause and effect, they believe it's because they submitted too many web pages, when in fact the reason for the ban is most likely different.

Submit useful bookmarks to web pages that you don't own -

A technique that many people use that works quite well is submitting a bookmark to a post from an authority website for every 2 or 3 bookmarks of their own. This method will help keep you below the radar, as your bookmarking submissions will be viewed as being more spread out and 'natural' looking.

Never submit the same web page to the same Social Bookmarking directory -

Just like with article marketing, you should never submit the same content to the same directory. If you've submitted a web page to a Social Bookmarking site and want your domain to gain more exposure within the same bookmaking directory, then create a fresh web page with unique content and submit that.



## **Conclusion**

In this post we've covered ways to obtain relevant backlinks by submitting a web page to Social Bookmarking directories.

Socially Bookmarking your site not only has the benefit of obtaining backlinks, it also increases your sites exposure. Many bookmarking directories have a system where members can either give a bookmark a positive or a negative vote. If members of a bookmarking directory like your web page, they will "vote it up", increasing your sites exposure.

I've achieved a lot of targeted traffic thanks to Social Bookmarking sites, even though my goal at the time was merely to obtain backlinks. If you can, try to become an active member of the community of more popular bookmarking directories, such as Digg or Propeller. The more friends and connections you have within a Social Bookmarking directory, the more positive votes your web page will receive.

There is one important thing you should realise however: Social Media traffic does not convert as well as search engine traffic.

Don't become "socially involved" in a bookmarking site. Remember your primary goal first and foremost is to obtain backlinks for organic search engine listings, not to tell everyone how great your site is. Too many newbie internet marketers become trapped in the "social game" and before they know it they're completely neglecting their internet marketing business. Remember your goal here isn't to socialize, it's to obtain backlinks.



# Section 3

## Acquiring Link Diversity



## **Overview**

In the last two sections we discussed ways to obtain backlinks through Social Bookmarking and Article Marketing. One of the most important aspects of SEO is obtaining backlinks from a wide variety of relevant websites on separate Class C IP addresses. I won't go into what a Class C IP address is, but let's just say it's better to obtain backlinks from different sites, using different methods as opposed to the same sites with the same methods. For this reason we want to spread our link building campaigns over as many types of sites as possible (social bookmarking sites, article directories, blogs, forums, etc).

In this section we will discuss how to build authority under our long-tail keyword phrases, and use those phrases to increase our authority under our main, short keyword phrase.



## **Keyword Targeting**

If you don't use it already, you should acquaint yourself with the Google Keyword Tool, which can be found here – <https://adwords.google.com/select/KeywordToolExternal>. This tool is an absolute must for your SEO research, as Google is telling you just how popular certain keyword phrases are within their search engine.

I'd like you to load up the Keyword Tool and type in the phrase – Car Tires.

You will see a section above the search box that says Results Tailored For: Country [Edit]

It is important that you click the [Edit] button and select 'All Countries and Territories', which can be found at the very top of the menu. Unless you're targeting a specific geographic area, you should always select this option.

Make sure the 'Use Synonyms' box is selected, and then push 'Get Keyword Ideas'.

You will see how many searches per month the phrase Car Tires gets, but you will also see how many search results various combination phrases get as well. Examples include 'car rims tires' and 'wholesale car tires'.

### The Common Misconception With Broad Keyword Targeting

The important thing to understand is that the number of searches indicated doesn't reflect how many times 'Car Tires' by itself gets searched per month. It indicates how many times searches containing those words get searched. This includes all the combination phrases. It's very important you understand this.

If someone searched for 'Cheap Car Tires' then it would still register as a search under 'Car Tires' as well as 'Cheap Car Tires', even though the person wasn't searching for 'Car Tires' by itself.

This means that if you had a website that was ranked well only under the phrase 'Car Tires', then you wouldn't be getting anywhere near the amount of hits as you might think.

Take for example a keyword such as 'Water'. The Google Keyword Tool will tell you that the keyword 'Water' gets over 60 million searches a month! Who on earth would search for the word 'water' by itself? Not many people at all.

People would search for phrases containing the word 'Water' however. Just think of phrases such as – 'water front', 'water slides', 'clean water', 'water damage'.

These too are broad keywords, think of more long-tail keywords within these keyword phrases such as 'water front real estate', 'california water slides', 'clean water filter' 'water damage insurance'.

Suddenly it becomes perfectly understandable that the word 'Water' may be searched for



over 60 million times a month.

I get lots of people asking me why they're not ranking under their broad keyword, and this is the reason. The broad keyword by itself may have a very low search volume, despite what any keyword tool is telling you. It's the long-tail keyword phrases that contain the broad keyword that contain the real searches.

Therefore if you want to rank under a broad keyword, you must first rank under the combination phrases. Once Google starts to give you trust under the combination phrases, they will see some consistent words in your anchor text, and will thus pass you authority for those consistent words.

This is similar to long-tail keyword targeting, however we're only using these long-tail keywords to boost our site's authority for our main keyword phrase, which in this case is 'Car Tires'.

For our example, let's look at some combination phrases for the phrase 'Car Tires'.

At the time of writing this, the phrase 'buy car tires' has 2000 searches a month. So you may well think "Well I'll just rank myself under the keyword phrase of 'buy car tires' then". Stop right there.

If we try and directly target the phrase 'buy car tires' then we're making the same mistake as we did when targeting the phrase 'Car Tires'. 2000 searches a month isn't very competitive, but we can still dig even deeper. What you want to do is type in the phrase 'buy car tires' into the Keyword Tool search box and hit enter.

We will now see search phrases come up with very, very little competition.

Some search phrases that come up include – 'buy used car tires', 'buy new car tires', 'buy cheap car tires', 'places to buy car tires'.

You will notice all these phrases have a very low amount of competition, and therefore we can hope to achieve a #1 ranking in Google under these phrases with relative ease.

What we want to do is create a page on our Car Tires website optimized under the term 'Buy Car Tires'. We then want to vary the anchor text in our backlinks pointing to this page to contain the phrases 'buy used car tires', 'buy new car tires', 'buy cheap car tires', 'places to buy car tires' etc. Notice we're including the phrase 'buy car tires' but we're also including long-tail keyword phrases in order to gain more authority under various combination phrases for that keyword term.

Once we've built enough backlinks pointing to the page, we will eventually gain authority under the term 'Buy Car Tires'. Once this is done, we can then look at repeating the same process for another phrase such as 'Cheap Car Tires'. We want to create a separate page on our site that's optimized under this new phrase, repeating the process of finding long-tail keywords for that phrase. We keep digging until the phrases we're targeting are no longer competitive.



We also want to link all of our pages back to the main page of our site, with our primary keyword as the anchor text (in this case 'Car Tires'). This is what will give our site authority under the keyword phrase we're targeting.

After we've done this with enough phrases, our site will eventually gain authority under the term 'Car Tires' by itself. Not only that, we will also have a huge amount of authority under the combination phrases as well. Google will reward us with a lot of authority for our desired term.

This is essentially how you target broad keywords. It will take you a lot of time to do this for competitive keywords, and that's when outsourcing and ghostwriters come in handy. But it can be done, and by following the process I've explained you can rank yourself under just about any broad keyword phrase imaginable.

So to summarize, the chart below indicates how to target your keywords -

Homepage	Page 1	Page 2	Page 3
Broad Keyword (eg: car tires)	Combination Keyword (eg: buy car tires)	Combination Keyword (eg: cheap car tires)	Combination Keyword (eg: discount car tires)

Page 1, Page 2 & Page 3 all point to the Homepage with the anchor text 'Car Tires'. Your articles and social bookmarking submissions all have links pointing to Page 1, Page 2 & Page 3 with varying, long-tail anchor text.



## **Blog Commenting**

In my previous tutorials you've learned how to obtain backlinks from article submission and social bookmarking sites. Now I'm going to teach you about blog commenting. Most of you will already be aware of how to use blog commenting to obtain backlinks, but I'm going to be teaching you a little secret that I use to ensure I only make comments on relevant blogs.

### **CommentLuv and KeywordLuv**

When commenting on most blogs, you must unfortunately put your real name as the anchor text in order to have your comment approved. Names such as 'Free MP3's' will often be considered spammy, and unfortunately result in you missing out on having relevant anchor text. Furthermore, most blogs also contain the 'nofollow' attribute, which as you're aware is a way of telling Google not to pass any Page Rank through to your site.

I'm going to teach you a way to make comments on blogs that are relevant to the keyword phrase you're targeting, that will let you use any anchor text you wish, and that don't contain the 'nofollow' attribute.

What you want to do is look for blogs that have either the CommentLuv or KeywordLuv plugin. These plugins are fantastic and blogs that contain them will allow you to use relevant anchor text for your backlinks.

For KeywordLuv blogs, you will want to put Name@Keyword in the 'Name' field – Example: Steven@Car Tires. You will then want to submit your website address within the website field. Have a look at the below screenshot for an example -




http://www.scratch99.com/wordpress-plugin-keywordluv/

**Houston Lawyers Says:**  
December 22nd, 2008 at 2:55 pm [\(Reply\)](#)

Hey I really like the keywordluv movement. I think it will get some getting used to, but it seems like the natural progression for the dofollowers. Great work!!

**poer from hosting coupons Says:**  
December 22nd, 2008 at 7:41 pm [\(Reply\)](#)

stephen, this is really nice idea after dofollow/nonofollow and commentluv movement. i'll try this plugin in my personal blog. thanks.

just realize something, you also give this plugin a comment preview! nice 

**Leave a comment**

Rules: Leave your name! Enter **YourName@YourKeywords** and **KeywordLuv** will use YourKeywords as the anchor text. No inappropriate or offensive comments. No links to inappropriate or offensive sites. Comments must contribute to the discussion.

Name (required) (YourName@YourKeywords)

E-Mail(not displayed)(required)

Website

Spam protection: Sum of 8 + 9 ?

An example of your comment (make sure this comment is relevant to your post)

**KeywordLuv**  
This site uses **KeywordLuv**. Enter YourName@YourKeywords in the Name field to take advantage.

**Preview:**  
*Steven from Car Tires Says:*  
An example of your comment (make sure this comment is relevant to your post)

Notifv me of followuo comments via e-mail

For CommentLuv blogs, you will want to use your proper name in the Name field. CommentLuv will automatically pass a link back to your website with the title of your last blog post. Have a look at the screenshot below for an example -



Back on Dec 4 I tried to install comment luv on my blog and ran into problems with the integration. I left a message asking for assistance and received a reply that it was being looked into.

Then nothing more. I am trying again and now I get a message that I do not have admin rights nor can I restore the cookie.

Can you help or should I just abandon this venture? It seems like a great feature and I love to have it up and running.

Thanks a million for your reply and assistance.  
And a merry christmas too.

Download CommentLuv

**Andy Bailey**  
December 20, 2008

elfmdn1: a url will help me solve your issue

Andy Baileys last blog post...*Wordpress for business bloggers book review* ♥

**Leave a comment**

Name (required) Steven Zero

E-mail (required) myemail@email.com

URI http://mysite.com

Twitter ID

Your Comment  
An example of your comment (make sure this comment is relevant to the post)

submit

A feed could not be found at http://mysite.com

choose a different post to show

Always make sure that your posts are relevant to the discussion. Don't submit posts such as "Nice Post" as they will quickly get your IP address blacklisted.

Now some CommentLuv and KeywordLuv plugins may have the 'Nofollow' command. You will want to check the Page Source to see if other comments have the 'rel="nofollow"' attribute next to their links.

Remember from my previous tutorials that you shouldn't just dismiss all blogs that contain Nofollow. Nofollow is still worth something in Yahoo and MSN. The main thing you're after is the relevant anchor text.

### Finding CommentLuv and KeywordLuv Blogs

So you may be wondering how to find blogs that contain the CommentLuv and KeywordLuv plugins? Thankfully the process is incredibly easy and straight forward.



You see, every site that uses either of these plugins has a little note at the end of it, advertising the plugin. All you have to do is do a Google search for this note, and all blogs that use these plugins will be displayed.

So to find blogs using KeywordLuv, simply copy and paste the following phrase into Google, exactly as it appears (make sure to include the quotation marks "") -

"This site uses KeywordLuv. Enter YourName@YourKeywords in the Name field to take advantage."

Now in order to find blogs using CommentLuv, simply copy and paste the following into Google -

"Enable CommentLuv which will try and get your last blog post, please be patient while it finds it for you"

So now you have over 200,000 blogs to comment on. That's a bit too many, isn't it? What I'm going to teach you now is how to only bring up KeywordLuv and CommentLuv blogs that are relevant to the keywords you're targeting.

All you need to do is simply type the keyword you're targeting in the Google search box, along with the KeywordLuv or CommentLuv footprint.

This will only bring up blogs that contain the keyword you're targeting.

Let's say we wanted to look for CommentLuv blogs that contained the words "Internet Marketing" somewhere on the page.

To do this you would type the following into Google search: "Internet Marketing" "Enable CommentLuv which will try and get your last blog post, please be patient while it finds it for you"

Notice we typed our keyword phrase "Internet Marketing" in quotations along with the CommentLuv footprint.

Now sometimes, particularly in less competitive niches, you'll notice that no results get returned with your keyword phrase. If that's the case, then you may only want to target specific keywords.

For example, if we tried to search for "Car Tires" "Enable CommentLuv which will try and get your last blog post, please be patient while it finds it for you" then we don't get any results (at the time of writing this).

If however we search for just "Tires" "Enable CommentLuv which will try and get your last blog post, please be patient while it finds it for you" then we do get some results of blogs that contain the word "tires" along with the CommentLuv plugin.

Whilst commenting on these partial matching blogs isn't as good as commenting on blogs



that match our full keyword phrase, we do still get some authority, provided we use the word “Tire” in our anchor text when making the comment.

## **Link Diversity**

By making comments on lots of different but relevant blogs, we’re increasing our link diversity (the numbers of sites that point to ours). The more types of backlinks we have the better. So if we can get backlinks from Article Submission, Social Bookmarking sites and from lots of relevant, different blogs, then we’re doing ourselves a great favour in terms of link diversity, and we will gain more trust in Google.

When posting blog comments, remember to still follow the principles of Keyword Targeting, as was covered in the previous section. Don’t just use your broad keyword as your anchor, instead use long-tail keywords that contain your broad keyword, and link them to a separate page on your site that is optimized specifically for that long-tail keyword phrase.

For example, when making a comment, your website anchor text should consist of cheap car tires as opposed to just car tires.



## **Forum Posting**

The more sources we can gather backlinks from, the better, and forums are one of the best sources to obtain backlinks from. Unlike blogs, most forums do not have the “nofollow” attribute. In this section we will examine ways to make posts on forums that are relevant to our site.

To start with we will need to find forums that contain our keyword phrase as a central theme. We can do this by conducting a Google search for forums related to our keyword phrase.

So how do we restrict our Google searches to only contain forums? One way is through the use of the inurl command. The inurl command restricts search engine results to URL's that contain the keyword we enter next to it. If for example we were to type the command inurl:phpbb into Google then we would only be bringing up URL's that contained phpbb.

As of typing this, the above command brings up over 12,000,000 results in Google. Since phpbb is a type of bulletin board (forum), this means means we have over 12 million forums to post to. This is a little too many results, so what we will do is type our keyword after the inurl command. This way we restrict our results to those that contain our keyword.

An example may be typing inurl:phpbb tires – this brings up over 10,000 phpbb forums which contain the word “tires” in them. This is relevant to the keyword phrase we're targeting (car tires), and therefore a lot of these forums would be worth posting our link to.

But how do we sift through 10,000 forums and decide which ones are worth our while and which ones aren't? One way is to view the forums Page Rank in the search results. We can do this with the free downloadable SEOquake plugin, which is compatible with both Firefox and Internet Explorer. This plugin will display a page's Page Rank in the search engine results without us having to even go to the page. This can save a lot of time.

Once we find a forum we'd like to post on, we need to register an account on that forum. Now what we want to do is create a signature which contains our keyword phrase as a backlink pointing to our site.

Most phpbb forums allow the use of signatures, so after you register your account you will want to edit your profile by clicking on the “Profile” button towards the top of the forum menu. In the profile menu click on “Edit Signature” on the left hand menu (on some versions this may be disguised as “Edit Profile” or something similar).

In the signature box, type the following -

```
[url=http://yoursite.com/]Your Keyword Phrase[/url]
```

Replace yoursite.com with your sites domain, and replace Your Keyword Phrase with the keyword phrase your targeting. Now every time you make a post on the forum, your keyword phrase will come up as an anchored backlink pointing towards your site. Whoever



thought backlink building could be so easy? Simply rinse and repeat this process with the next forum on the list after making a couple of posts.

Now a lot of people come unstuck by making their forum posts spammy. Example of spammy posts include “Hi, nice forum” or “Hi, just introducing myself”. Since a lot of spam bots plague forums with posts like these (phpbb in particular) you will want to make your posts sound as human-like as possible (especially if you have an anchored link in your signature file, as this will raise even further suspicion).

I recommend replying to already existing threads by making an informative post that contributes to the discussion at hand. This will make it less likely that you’ll come under notice, and you’re not as likely to get banned.



## Competition Research

In this section we will examine how to replicate the backlinks of your competition. Examining the backlinks of your competition is a great way to find out just what is causing them to rank so highly. If you find an extra juicy backlink or two that they have, then you should try and obtain a link from the same page if you can.

You will remember from my first tutorial that the Yahoo! Site Explorer is a great way to research which links are pointing to a particular site.

So navigate over to Yahoo.com and type the following in the search field –  
linkdomain:http://site.com

(Simply replace the 'site.com' part with your competition's website)

You will see a number of links come up. All these links are websites that contain backlinks pointing to your competitor's site. What you want to do is go to each of the websites listed here and also place your link on the site as well. This may be easy or hard depending upon the type of site it is.

If the link is from a blog post, then all you need to do is simply make a comment on the blog. If the link is from a social bookmarking site, then try and submit a review of the site if possible, with your link included in the message. Make sure it isn't spammy.

If the link is from a link directory, then sign up to the directory and submit your link on the same page. If the link is from a "Link Page" on a website, then write an e-mail to the webmaster requesting your link be added to the page as well.

Some links will be more tricky to replicate, particularly if they come from sites that have given a direct review about your competitor's website. If this is the case, and you believe your website is of good quality, then try contacting the webmaster of the site in question, explaining that you would like your site reviewed as well. The worst that can happen is that they will say no/ignore you, but you may be quite surprised how many will do a review of your site.

I've received a large number of .edu links in the past, some as high as PR8, simply by contacting the webmaster and requesting they have a look at my site to see whether or not it's valuable enough to be added to their links page. The responses you get may be quite surprising. You can't be shy in Internet Marketing, so get in there and give it a go.

### SEOQuake

If your competition has thousands of backlinks then it can be quite difficult trying to replicate each one. Therefore you will need to prioritise which ones are worth your time, and which ones are not.

You will remember earlier I recommended that you download the free tool SEOQuake. Let



me recommend once again that you do that. This tool is invaluable.

Once installed, SEOQuake will display the page rank of every website within the SERP rankings. You may want to avoid trying to get backlinks from sites with a Page Rank of 0. You will find this tool will eliminate a large amount of time, saving you having to click each site and check its Page Rank.

It's also useful because it will put a line through any links that contain the 'No Follow' attribute. This can save you having to check the Page Source of every website you go to to find out whether the links use 'No Follow' or not.

### Beating Your Competition At Their Own Game

For every site that has a backlink pointing to your competition, try and replicate two backlinks from the same site, but on different pages.

For example, say [www.example.com/page1.html](http://www.example.com/page1.html) has a backlink pointing to your competitor's site. Not only do you want to try and get a backlink from [www.example.com/page1.html](http://www.example.com/page1.html) but you also want to try and get another backlink from the same site but on a different page, such as from [www.example.com/page2.html](http://www.example.com/page2.html).

You're effectively beating your competition at their own game, by replicating all their backlinks and doubling them.

Combine this with your normal link building methods, and you should outrank your competition's website within a few months, depending upon how competitive the keyword phrase is.



## **Conclusion**

If you apply all the techniques and concepts I've taught in this tutorial series then there's no doubt that you will be ranking your sites under competitive keyword terms. Remember that the key to your link building campaigns is to remain consistent.

If you go and build 100 backlinks right now then you most likely won't notice many results. However if you continue to build these 100 backlinks, each and every day, for the next several months, then you should start to notice your SERP ranking increase. If you do not, then you are doing something wrong and will need to pay careful attention to what that may be.

