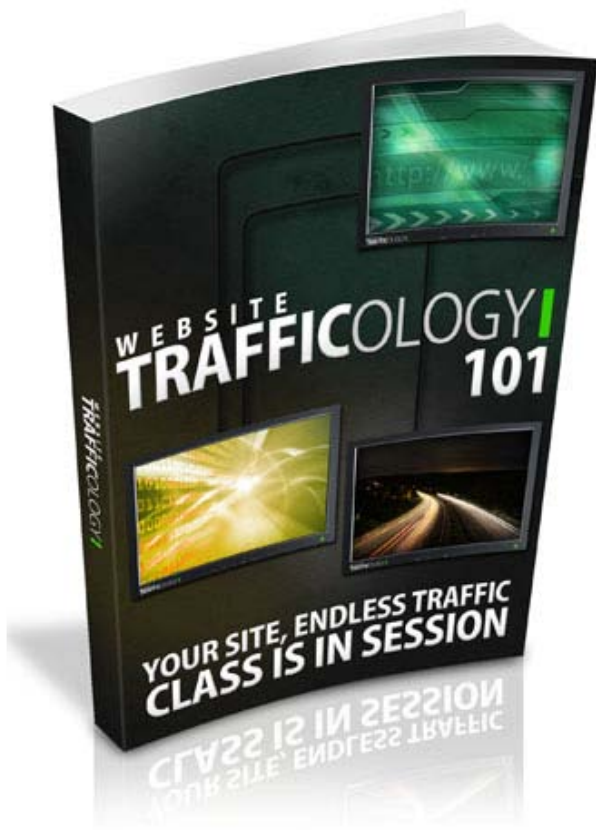


# Website Trafficology 101



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## Chapter I: Introduction

It happens to hundreds of thousands of people each year. A great idea for a website is born, and they begin to furiously work on putting it together. Many hours are spent, and many dollars are invested, with little or no success. How do you figure out what you need to do to be successful?

There are literally thousands of so-called search engine marketing experts out there to direct you, advice is everywhere—and it's often conflicting. Getting good information about what works and how to get your website ranked is critical if you want to succeed. If solid Internet marketing strategies are not used to promote the website, it's going to be lost in a sea of millions of never-to-be-seen sites.

This e-book is intended to help you sort through the mind-boggling mountain of information that is available, and help you get to the point quicker—which is increasing your rankings and traffic. Following the techniques outlined in this e-book will help you learn the best and quickest ways to increase the visibility of your site in the search engines and

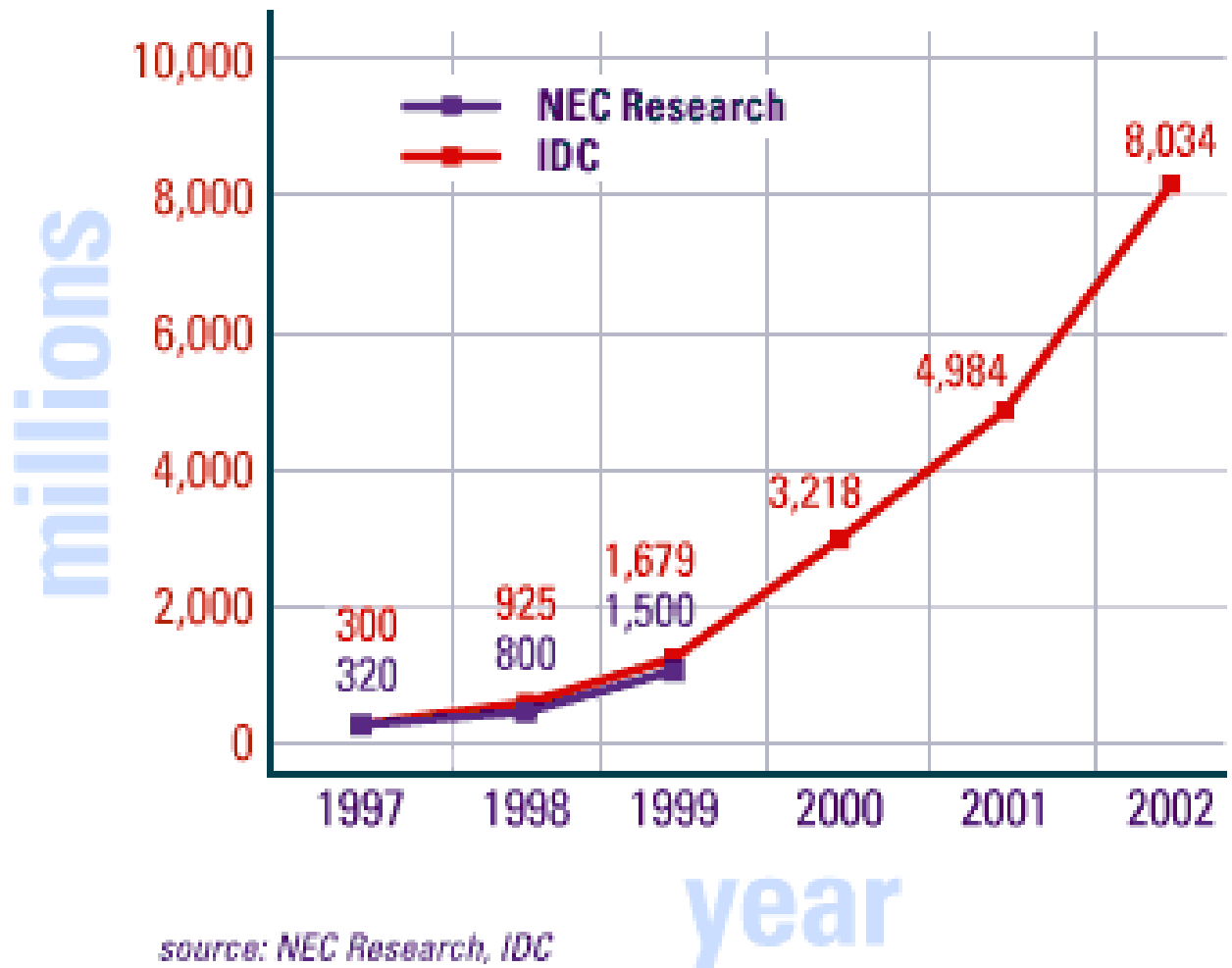
make a plan that not only works, but is easy to stick to. Internet marketing is nowhere near an exact science, and there is no magic formula for success. But, learning and applying these methods will surely increase your rankings.

## Chapter II: Understanding How Search Engines Work

### *Internet History*

In 1997, when the Internet was really in its infancy, there were roughly 300 million web pages available. By 2002, there was an estimated 8 billion web pages available. The Internet continued to grow exponentially, and by 2005, there was an astonishing 7.3 million web pages added on the Internet every single day, with over 19 billion Web documents available.

The chart below illustrates just how quickly the Internet took off. Keep in mind, these results only track the progress until 1992—growth has become more and more rapid each year since.



With so many billions of web pages available on the Internet, you can see how important it is to market yours properly so that it will be found. Competition is fierce! Search engines are the tools that are used to find websites. Using algorithms, search engines sort through stored information about web pages. Based on links and content, each site is indexed according to relevance. Search engines are not operated by humans, so learning to work with the computer algorithms and understand

how they process and store information for indexing takes some finessing. Today, there are a few leaders that account for nearly all the searches performed (Google, Yahoo, MSN), with a few minor players involved.

Excite, the first search engine developed, was created in 1993 by six Stanford University students. Using statistical analysis, Excite evaluated word relationships to aid in the search process. Within the first year, Excite was incorporated and went online in December 1995. Today, it is a part of AskJeeves.

EINet Galaxy (Galaxy) was established in 1994 as part of the MCC Research Consortium at the University of Texas. EINet Galaxy was created as a directory, containing Gopher and telnet search features in addition to its Web search feature.

Yahoo! was born in 1994, a child of Jerry Yang and David Filo. Initially, this search engine was designed to be a listing of their favorite Web sites—each entry had not only the URL, but also the description of the page.

In 1994, WebCrawler was also introduced. WebCrawler was the first full-text search



engine available on the Internet. For the first time, the entire text of each page was indexed.

Lycos broke the mold when the introduced relevance, prefix matching and word proximity in late 1994. In 1996, it was a very large search engine that was already indexing over 60 million documents.

The next search engine to hit the scene was Infoseek, hitting the scene in 1995. Infoseek did not have anything new to offer to the search engine world, but remains in operation—currently owned by the Walt Disney Internet Group.

Alta Vista also was introduced in 1995, as the first search engine to allow natural language inquiries and advanced searching techniques. In addition to text searching, Alta Vista also offers a multimedia search for photos, music and video.

1996 saw the start of Inktomi at UC Berkeley. In 1999, Inktomi introduced a search engine powered by 'concept induction' technology which used keywords and density to sort through documents and provide more relevant hits.

Both MSN Search and Open Directory were started in 1998. Open Directory is considered to be the 'largest, most comprehensive human-edited directory of the web,' according to its website.

In 1997, Google began. Today, Google is hands-down the biggest, most powerful search engine around, currently accounting for 72% of all Internet searches performed. Using inbound links, pages are sorted and ranked.

### ***Navigating Search Engine Information***

Setting your sights on Google rankings is important. Then, you need to figure out how to measure your progress. First, how do you tell if your site is even indexed in the search engines? Well, Google makes it easy, you can just type in *site: http://your site.com* into a Google search, and Google will provide you with all the pages they have indexed for your website. Most Internet marketing experts will assure you that once your site is indexed with Google, there's no need to check and see about any of the other search engines. Once your site becomes indexed with Google, it will

be indexed automatically, since Google is the fussiest.

If your business relies on visitors from the Internet, then it only makes sense that the higher or better your site is ranked in the search engines, the more visitors will click on to your site. More visitors always means more conversions and more money for you or your business.

Ever since the Internet started people have been figuring out ways to manipulate the search engines get their site ranked higher. Just about every 6 months or so, a new technique for increasing your rankings hits the Internet. As soon as people start taking advantage of the technique and use it strictly for Spamming purposes, the search engines, particularly Google, take notice and change their algorithms to counteract this massive influx.

People find a small loophole somewhere, advertise it to everybody on the Internet and cash in big—selling it to the poor unsuspecting masses, only to find that, rather quickly, it doesn't work anymore. Beware of get-rich-quick schemes and instant Internet traffic

businesses, these will probably get your site banned from the search engines before it even has a chance to grow.

SPAM unsolicited commercial email (bulk mail) the flooding of emails, contact pages, forum postings, and comment pages with marketing ploys are designed for no other reason than to get you to spend your money. They send out SPAM in such large quantities because conversions are very low.

Some example of past techniques that no longer apply or work:

1. Blog comments or commenting on the page of someone's post. With most blog platforms such as WordPress, you have the ability to provide a URL along with your name and post. This provided an easy way to build backlinks to one's site. All you had to do was to find every blog possible—especially the ones relative to your niche—and just start commenting away.
  - Now, Wordpress uses the new “nofollow” feature associated with all commented links as a default, this tells the search engines not to index the link and, therefore, not count it.

2. Google Adwords used to allow users to direct visitors to any link that they wanted. Google has since adjusted this, and now only allows one link to a certain web page per search result. They also require an actual web page to link to.
3. Bulletin board or forum postings also previously allowed a user to provide a link back to their site when they made a post. Not any more—any forum or bulletin board that is not monitored daily will be filled with every kind of SPAM posting available. There is software that can detect forums and automatically post to them.
4. Purchasing links through brokers used to be an easy way to pay to have your site linked to. And, this was usually from a high page-ranked site. Google has devalued a lot of sites suspected of selling links and will also devalue the site that it's linked to, making this not at all worth your while.

The following image shows an example of blog comments:

 On FriendFeed, this post was liked by 2 people and commented on 4 times [hide](#) [View this post on FriendFeed](#)

Liked by [Roger Chen](#), [Corvida](#)

---

 *April 15, 2008 at 9:59 am* [Glenn Slaven](#)  
this is a comment from the Comments Plugin!

---

 *April 15, 2008 at 11:40 am* [Glenn Slaven](#)  
WooHoo, now you can comment on FriendFeed directly from the blog post

---

 *April 15, 2008 at 11:47 am* [Corvida](#)  
I have got to check this out right now! ...via AlertThingy

---

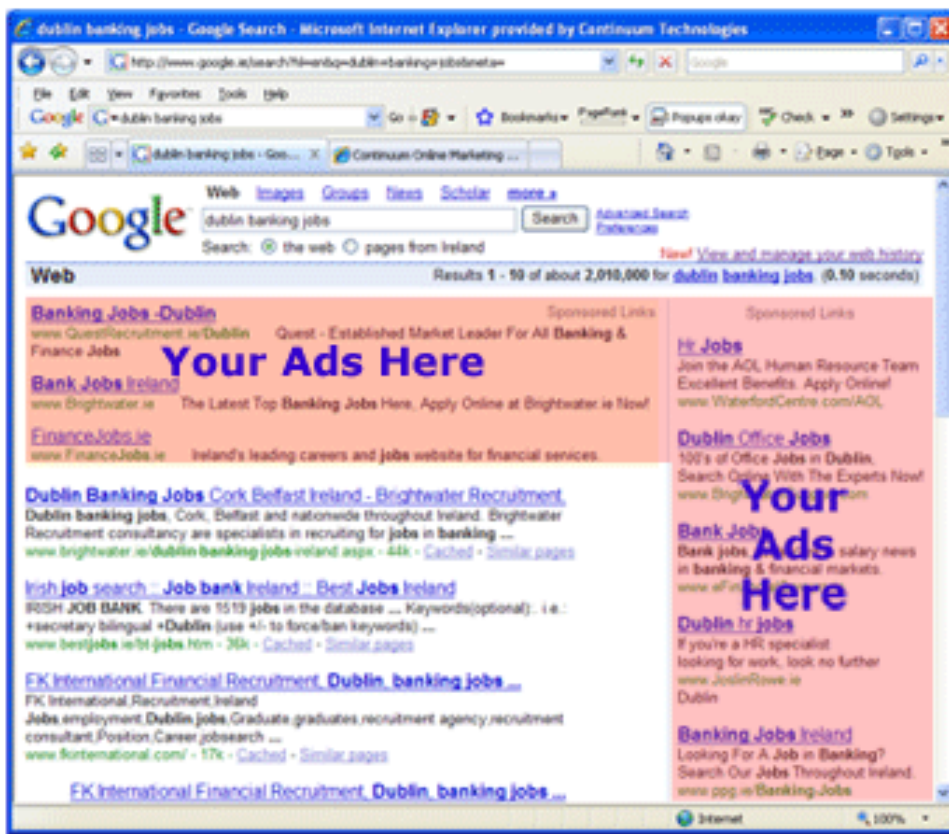
 *April 15, 2008 at 11:55 am* [Corvida](#)  
Glenn could you hope on google talk for a second? ...via AlertThingy

**Add a comment on FriendFeed**

Username:

API Key?:

Google Adwords are the “sponsored” links on the right and at the very top of any search result. These people pay to have their listings provided here. The price is determined by demand. Essentially, the higher you bid, the higher your sponsored listing will show up. The cost of the bid varies with the niche.



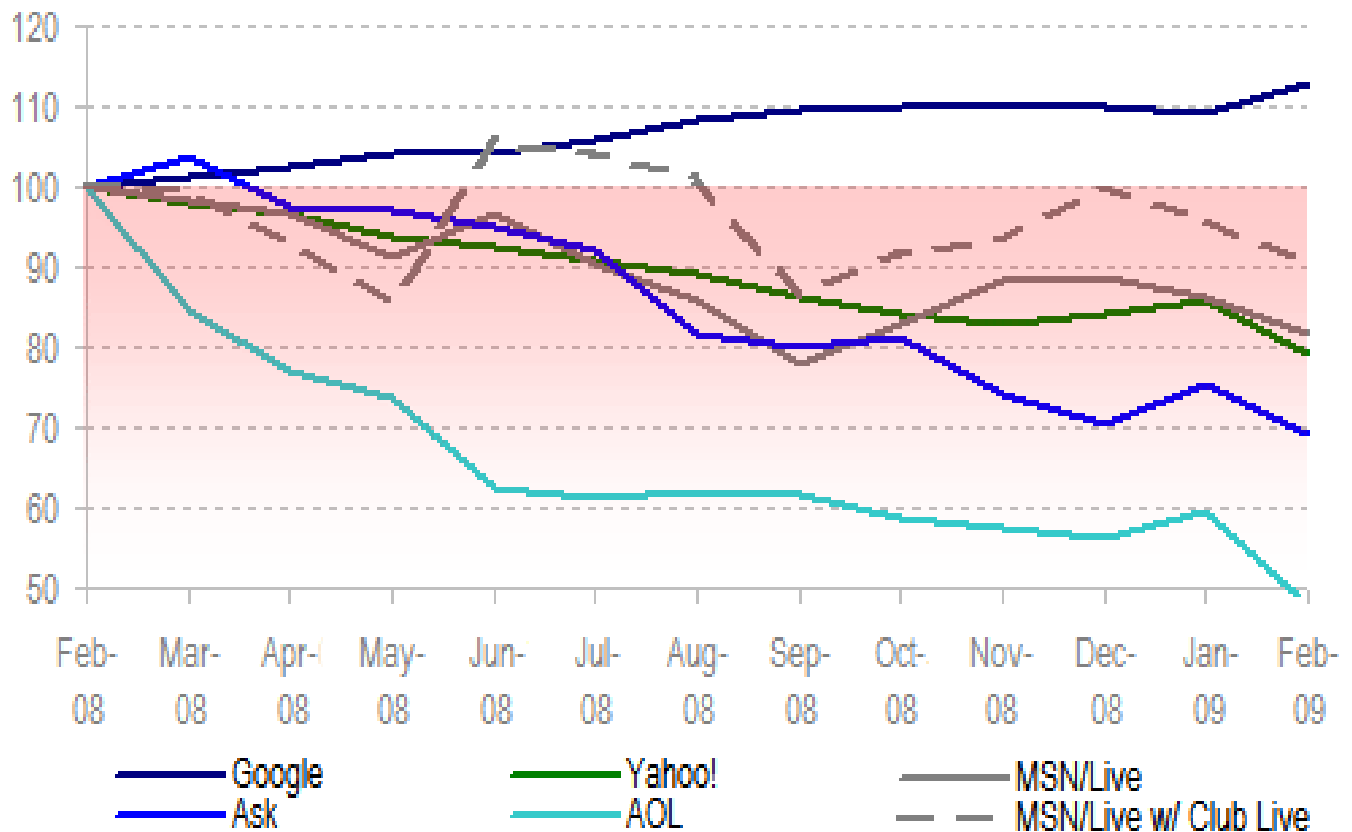
Why do we talk about and concentrate so much on Google? Simply put, Google has by far the biggest market share of all search engines. As mentioned earlier, Google accounts for about 72% of that market? In other words, for every 100 people that search for something on the Internet using a search engine, 72 of those people will use Google. No one else even comes close.



This graph actually shows the market share of all of the other major players actually dropping. Google is the only one still rising.

### Web Search Market Share Trends (without Club Live)

(Share of Searches for the top web search engines indexed to Jan '08)



Clearly, you want to be ranked with Google. And, clearly, you want more traffic to your site. How can you measure this traffic and be sure that you are making progress? Well, in order

to track the visitors to your site, you need to have some sort of tracking enabled. StatCounter is currently the best available and it is completely free. That's right, no monthly fees, and no subscriptions required. It's completely invisible to visitors on your site, and it provides real time tracking, unlike Google analytics which is about a day behind the actual results.

Once you sign up with a StatCounter account, you customize your stats, and simply insert a small code into your web site.

In order to track the progress of your marketing campaign, you need to have a benchmark. This benchmark will determine your overall success. More visitors equals success. And, getting traffic or MORE visitors to your site is the ultimate goal of this e-book.

## **Chapter III: What's Needed to Get Your Site Ranked?**

Some major concepts or factors involved in ranking your site include:

1. Content, which includes keywords. This will also involve your target keywords
2. Internal linking
  - The links within your own web site that point to other pages within your web site.
3. Inbound Links
  - These are links pointing to your web site pages from “other” web pages
4. Meta tags
  - provide search engines with some kind of idea as to what your web page is about
5. WordPress Blogs

### ***Content***

Your web page content is made up of words or text. This text will be crawled and indexed by the search engines. The search engine will analyze your content and come up with a

“theme” of your website. By specifying “key” words and placing them correctly in the right places within your content, the search engines will be able to identify and better match their search indexes to your relevant keywords.

So, exactly what are “Keywords”?

Keywords are usually the overall theme or idea of your web page or site. They are usually the most important or most specific words of all your web page content.

Target keywords are the specific words or phrases that you want your site to rank for and be found when people type these words or phrases into a search engine. The more focused your keywords are (less vague) the greater your chances of ranking higher for your site’s specific keywords.

Once you identify what your specific or target keywords are going to be for your site, you need to actually evaluate the competition for these keywords and decide if ranking among them is actually attainable.

There are some web sites such as weather.com that have been around so long and have such

high authority, outranking them is not impossible, but very impractical within the next several years, no matter how aggressive your marketing strategy is.

You need to focus or narrow down your keywords to rank within the competition that is attainable.

### ***Internal Linking***

A good Internal linking structure is almost always ignored yet it is very important when it comes to indexing within the search engines.

Internal links are the links found within your own website that link to other pages within your website. This is an excellent time to take advantage of some of the techniques used in this e-book, such as link text for example, which we will study a little later.

Many websites have navigation bars that are common across every page of their website, these links are always read by the search engines. A good linking structure is detected by the spiders. If there are dead links, or links

that go nowhere, your website will actually be lowered in the rankings just because of this.

The search engines' philosophy on this, especially Google's, is that they want people to have the best user experience when they use their search engine, so the sites ranked must be helpful and of good quality to the visitor. The websites displayed in a search engine's results page are a direct reflection of the search engine. Therefore, if a result lists a web page that is poor quality and has a lot of dead links, visitors will question the search engine's ability to find them the best results, and may never use the search engine again.

### ***Inbound Links***

Inbound links are links to your website from other sites or external web pages. Since you can't edit or manipulate another web site or one you don't own, Google sees this link as reflecting that an outsider thinks highly enough of your site that he or she is willing to link to it. This is what makes inbound links so important. If your website was exceptional or something that everybody "had" to read, people and other sites would be linking to it

constantly and Google will pick up on this and rank your site accordingly.

Google was the first search engine to come along and rank sites using the number and quality of inbound links as one of the major criteria when listing websites in their indexed search result listings.

### ***Meta Tags***

Meta tags are actual html tags or elements that are embedded within a web page's <head> tag. The <head> tag is a tag that is buried within the code of the actual html file of a web page that specifies certain qualities about the web page itself, such as its description, keywords, and most importantly, the page's title.

When the search engines first started, they relied on these meta tags primarily for their search results. At this stage, all you really needed was some knowledge about how to modify your meta tags and it was very easy to get your site ranked. Once everyone found out about this neat little trick, the SPAMMERS took over and ruined the search results. Credibility

and weight was quickly taken from these tags. This is not to say you shouldn't pay attention and use them, they still have some merit especially the title tag, which will be detailed a little later on in this e-book.

### ***WordPress Blogs***

A Wordpress blog is a useful strategy that a lot of older, static sites have adopted to give their website an edge over their competition. Since Google values and ranks Wordpress platform blogs well, having one, or at least having one embedded within your site is a good thing when it comes to Google's algorithms.

Static sites are primarily for information only, you get to read and follow pictures, and the site is constant with regard to your visitor's experience. Most sites on the Internet are static sites, mostly giving information about a company, business purpose, or a reason why you should buy their product.

Ever since the web became interactive, it's been labeled Web 2.0. People really like to give their opinion, and if there is a place for conversation, many people will gladly



participate. Because of the rise and popularity of Forums, webmasters started to incorporate things like “write a review of this product” into their web pages. People suddenly became able to give their own user experience and opinion about the product. This quickly became popular, because these were considered to be unbiased opinions from the actual public rather than the manufacturer, which can often be tainted.

Therefore, the rise and popularity of Web 2.0 sites like YouTube, Facebook, and Twitter all increased exponentially overnight, not only because these sites filled a much needed void within the Internet public itself, but they allowed people to actually comment on videos, posts, pictures and other comments. Twitter is really nothing more than social text messaging. But, now everybody can read what you essentially texted on Twitter! People love this and the response was highly favorable. Google listened and realized that this is the direction the Internet was going and started ranking web 2.0 sites and giving them increased value at an alarming speed.

This isn't to say that a static site isn't worth anything anymore, you can go to any search

result and you will still find static sites all over the first page of any search engine result. But you will also see web 2.0 sites nudging their way in.

Since Google values and ranks Web 2.0 sites very favorably, it also values and thinks highly of quality Wordpress blogs also. Why? Blogs have the ability for the user to comment on a post, and this gives the user the ability to interact with the site and other people on the site. Since we've already established this is the general direction of the whole Internet, Google favors this and will begin to favor such sites even more in the future.

## Chapter IV: SEO Techniques

You are probably familiar with some basic search engine optimization techniques. Understanding why you are doing certain things and what the intended results are will help you be more efficient when using various SEO techniques. One of the first concepts to grasp is: What's the difference between On-Page and Off-Page Optimization?

On-Page optimization refers to changes that you can make to the actual files of your website directly, specifically the meta tags and the content. On-Page techniques basically control what the search engine spiders are going to "see" when they crawl your site.

Off-Page optimization refers to factors that you cannot control directly, and, therefore, these factors usually carry more weight with the search engines. In the beginning, significant emphasis was placed on the various On-Page factors, so webmasters simply figured out what these factors were and then just went overboard. Once everyone learned how to manipulate their own web pages to gain good rankings, the effect was lost.

This prompted the search engines, specifically Google, to put more weight on Off-Page factors, or the factors that were out of a webmaster's direct control—and therefore harder to achieve.

### ***On-Page Optimization***

On-Page techniques refer to the following types of information:

- Meta Tags
- Content
- Articles
- Keyword Density
- Link Text
- Internal and External Links

Let's talk about each of these techniques in more detail.

### **Meta Tags**

It is important that you understand meta tags and how they are used. Meta elements or tags are HTML or XHTML elements that are used to provide structured metadata about a Web page. Such elements must be placed as tags in the head section of an HTML or XHTML document. Meta elements can be used to specify page description, keywords and any

other metadata not provided through the other head elements and attributes.

Meta tags are embedded within the html of a website file and are always placed within the head tags of a webpage, usually at the very top of the code. The `<head>` opens the tag and the `</head>` closes the tag. Anything contained between the opening and the closing of the head tag will reside within the head tag. Meta tags are not visible on the actual output of a website, they are only read by the search engine spiders. They are there to give "behind-the-scenes" direction to the spiders and have them analyze your page correctly.

To view the meta tags of a website, you need to view the page source of a website. While on the web page, in Internet Explorer you can select "Page," then "View Source." Or, you can right click anywhere within the web page itself and select "View Source."

For Firefox users, you can select "View" from the top menu of the browser and then select "Page Source."

A "meta" tag starts with a "<" and closes itself out at the end of the tag with ">". It has a

name, such as a description or keywords, and then defines the content—which is the actual content you want your meta tag to contain.

So, if I were a search engine spider, I would come to the <meta embedded within the <head> tag of the html code of the website and read Name=description. Then I would read, and index the content= of the description.

If I were selling red toy airplanes, my meta tag would read something like this:

```
<meta name="description" content="All kinds of red toy airplanes available, toy models already built and others ready to build" />
```

This is the way that the search engine spiders know that your site is about "red toy model airplanes."

So how do you actually change these meta tags in your website? If you view the page source from your browser, you are only able to do just that, view it. Edits have to be made directly to the files that reside on your hosting accounts web server. In order to access the

account and edit these web pages, you'll need an html editor such as Adobe's Dreamweaver to do so.

Once you download a web page from your server into Dreamweaver, all of the source code will be available for you to edit. Once you edit and get your tags corrected, you can save the file and upload it back to the web server. This new version of the web page will now be available for everyone on the Internet to view and all the search engine spiders to index.

If your web page did not contain any meta tags (and there are a lot of web pages out there that do not), Google and the others will just index your site using the content or text it contains. This might not be how you want it to appear in the search results. So to get the right title and description for the search results, you must prepare your meta tags correctly.

There are only three types of meta tags that you need to pay attention to and make sure that they are properly done. Each has a different function, and understanding how they all work can help you get the most out of your on-page optimization.

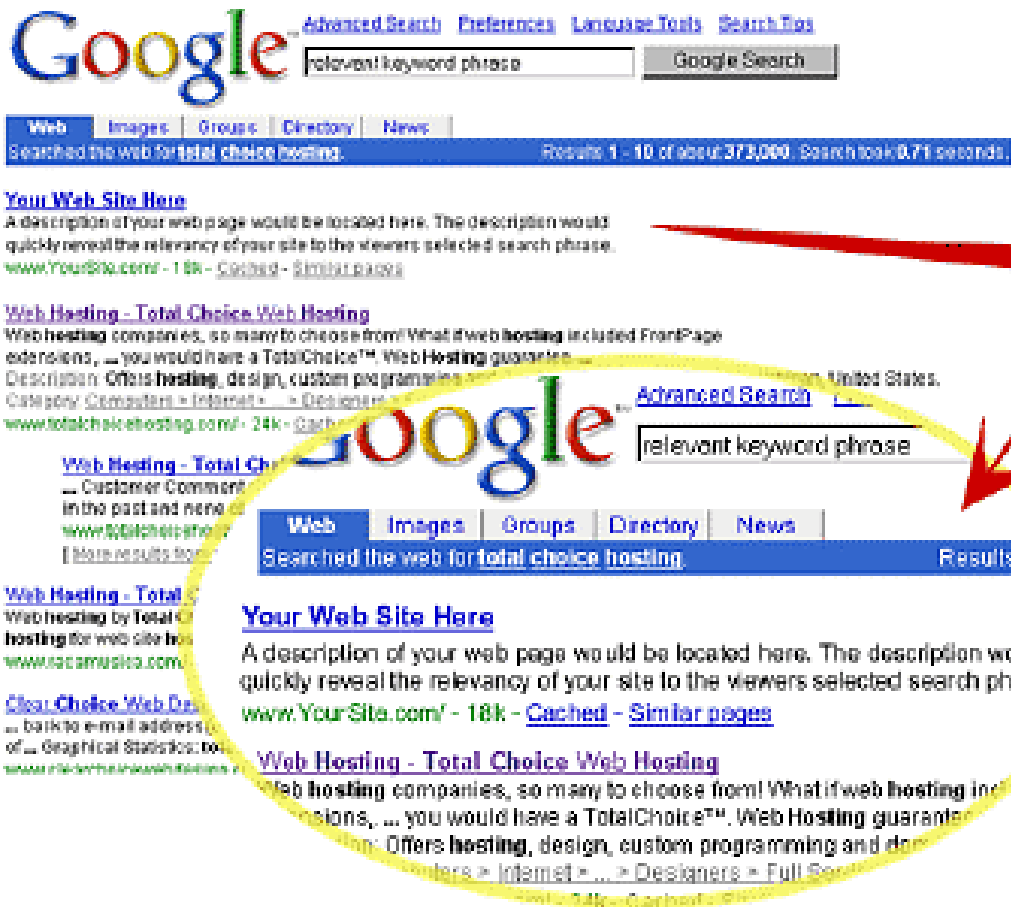
### 1. Title Tags:

Represented by <title> or </title>; these might truly be the most important on-page optimization technique that you can use on your page. I've seen people increase their rankings by a full page, just by correctly using the title tag.

<http://videos.webpronews.com/2006/10/18/title-tag-tips/>

Why is the Title tag so important? It's what is displayed in the top of every web browser. It's also what's displayed in the first line of the search engine results for your website. This can make or break whether somebody will even click on the link to your site in a search engine result. The title tag is also the first words about your site in any search engine result. When your site is added to someone's bookmarks or favorites, these are the 'cue' words that appear.





If your site is about red toy model airplanes and instead of a title of “Red Toy Model Airplanes For Sale” you had “The Best Around” and it didn’t mention anything about your product, even if you were to get good rankings from your site, people will be unlikely to click through from the search engine results because it’s too vague and doesn’t even mention the product.

## 2. Meta Description Tags:

These appear as:

```
<meta name="description" content="this is  
your description of your site" />
```

The Meta "description" tag is the description that is displayed in the search engine results right underneath your title. Not only is this important from an SEO point of view, to give the spiders an idea of what your site is about and what it contains, this description will also help determine whether or not somebody will click through from the results. You have to balance a marketing objective with a search-engine-friendly objective. Get this right and people will click through to your site even if it's not the number one listing.

### 3. Meta Keywords Tag:

These tags appear in this form:

```
<meta name="keywords" content="red toy  
model airplanes, planes, toy models" />
```

Although meta keyword tags are not as important as the other two, (and I don't even think Google really cares what you have listed anymore, thanks to the spammers), there are still some smaller search engines that continue to value and read the meta keywords tag, so if your going to do the other two correctly you might as well get this one right, too.

## **Content**

Content refers to the words (text) that makes up the body of a web page. You should have a good mix of pictures and web copy or content, particularly on your homepage. The search engines will “read” all of the text on your web page and actually interpret its whole theme.

Choosing appropriate keywords and using them effectively will affect your search engine rankings considerably. By manipulating your content, you can push your rankings higher.

## **Articles**

Writing articles and submitting them to article directories is a strategy that has been around for a number of years now, but doing it right can mean the difference between a successful article writing campaign and one that fails.

Make sure you write good quality articles. Since your article will include a resource box at the end of the article, you want people to actually read your entire article then follow

through the link provided in your resource box. If your article is poor quality and just not written well, you will get very little traffic from the directories.

Article submissions provide two functions: You get a valuable link back to your site from the link YOU provide in the resource box. You will get visitors who read your article, want more, and click to your site using the link in the resource box.

The Resource Box is the biography of the author located at the end of an article. What you place in this box is just as important as your article itself. Why? Well, your resource box should be designed to make a reader want more information. Capture them, if you will. The real key to running an effective article marketing campaign is having a well-constructed author resource box.

There are some things that you always want to include in your resource box:

- Your name: always include your name! People want to identify the article with a real person.

- Have a brief sales pitch that ends with a call to action. "For free tips, click here," etc.
- Must include your URL to your site. This is the main purpose of using an article marketing campaign.
- The resource box should be between one and three sentences long.

This resource box has all of the necessary components. It includes the name, what the person does, a call to action (visit the website), and offers free advice and tips (the sales pitch). This resource box is short and to the point, it's effective because it's simple and it actually invites the reader to click through and visit your site for more information.

## Good Resource Box Example

- ▶ “Don VanPelt has written many articles on body detoxification. Visit [Body Detox Resources](#) for free tips and advice on how to live a healthier body through internal cleansing.



There are several things that you should NOT do or include in your resource box:

- Do not run a list of all your websites. This is not effective, just the URL for the site related to the topic of the article is fine.
- Don't make a list of all your credentials and accomplishments. Remember this is not a resume, make a separate web page and include it on your site if you want to do this.

- Don't make it too long, don't drag your resource box out any longer than 20% of the article itself.

This resource box does not want to make me click through to see what else this writer has written. Even if you have a great article, this type of resource box will keep you from getting valuable visitors to your site:

## Poor Article Resource Box

“This article was written by Don VanPelt of  
Body Detox Resources”

<http://moreresources.com>

<http://thebodydetox.com>

<http://myparty.com>

<http://comeandsee.com>



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## **Top 5 Article Directories**

These are the top 5 article directories in my opinion, that are valued highly by the search engines and get significant traffic. Sign up for an account for all 5 and submit your articles to each one:

- Article Dashboard
- Buzzle
- Ezine Articles
- Idea Marketers
- Amazines

## **Isnare.com For Article Distribution**

Isnare is an article distribution service, they will distribute your article to a wide variety of directory sites for you. They also have an extensive email list that they use to alert other webmasters and editors of new content. Your article can be picked up by many different sources, which means a large number of links coming back to your site.

For an article marketing campaign to be successful, you don't want to distribute your articles to just one directory. I recommend that you take two articles and submit them to all five of the previously mentioned well-



respected directories. Your third article, submit to [isnare.com](http://isnare.com) for wider distribution, your fourth and fifth articles, submit to the 5 main directories, and so on.

This will provide a nice “mix” of distribution. Remember you don’t want to rely on one directory or submission service for your entire article marketing campaign. It’s more natural when your articles appear all over, random distribution. This looks more natural to the search engines.

### **Keyword Density**

The first value that we are going to look at is the keyword density of the content of your web page. You definitely want your keywords in your text, but you should be careful about how often you insert them. You don’t want the text to be written unnaturally, as if it were written specifically for the search engines. Most visitors can spot this almost instantly now, and will surely click to another site. You will lose credibility and not have any repeat visitors.

The key is to write search-engine-friendly content that is also reader-friendly.

No one knows for sure what the exact keyword density should be, but many people who have had great success and good rankings tend to agree on a keyword density of between 3 and 5%.

What this means is, if you have 500 words on your homepage, your keyword or phrase should show up about 10 times. If your density is too high, Google will regard this as SPAM and penalize your site accordingly.

Make sure the keywords are added naturally and not just thrown in to get your density higher. If it doesn't read naturally, people will quickly take notice and click somewhere else. While density is important, it's far more important that the text reads well. One thing a respected Authority Site on the Web has is good, well-written content, which is what keeps people coming back to the site.

For your web page, you want to make sure that your main keyword is in the title of the page or an H1 tag. Then include it in the first paragraph and bold the keyword or phrase at its first appearance in your content (preferably in the first sentence of the first paragraph). Remember, search engine spiders read

websites from the top down, so your keywords should appear as close to the top as possible.

Anything written in the H1 tag or title of a web page is given more weight by the search engines when indexing than standard paragraph tags or text. Likewise, anything that is in bold in the paragraph or standard text is given more weight than its surrounding text.

While making just these few modifications to your text won't necessarily get your site to Number 1 in Google, it's the sum of the parts here. All of these little things added together will make a cumulative difference.

## **Link Text**

The next topic covered in this section has to do with Link Text. This is an extremely important technique to master—in fact, if you were to master only one on-page optimization technique, this would be the most important. It's also a crucial part of incoming links when talking about off-page optimization. We'll cover this in both places.

Consider the following content example:

For our fortieth anniversary, our children gave us a trip to a wellness center. At first, we were surprised, but then we became quite intrigued. Our children explained to us that in today's world, it is quite necessary to [detox your body](#). They further explained that this is because we are exposed to toxins on a daily basis. We eat man made products with all kinds of toxins, we slather lotions and creams on our skin that have toxins in them. Even some lipsticks contain harmful toxins. Our children gave us a wonderful gift to help preserve our health and well being.

In this paragraph we are linking to a particular website. But, we use what's known as a **hyperlink**. This links text to a specific web address. What you use for text in this link is crucial, because the search engines view this link and identify what the site is about using the link text.

In this example, Google (for instance) would see this link pointing to:

<http://bodydetoxresources.com>

Google will automatically assume that the site is about "detoxing or detox for your body". This is important because, let's say your are trying to rank for the phrase "detox your body." If you had hundreds of links coming in from all different sources and the text that's hyperlinked to the site is "detox your body," you are likely to rank well for this term.

Let's see what this content would look like if the hyperlink used the actual web address.

For our fortieth anniversary, our children gave us a trip to a wellness center. At first, we were surprised, but then we became quite intrigued. Our children explained to us that in today's world, it is quite necessary to detox your body, for more info see <http://bodydetoxresources.com>. They further explained that this is because we are exposed to toxins on a daily basis. We eat man made products with all kinds of toxins, we slather lotions and creams on our skin that have toxins in them. Even some lipsticks contain harmful toxins. Our children gave us a wonderful gift to help preserve our health and well being.

In this example, the user merely hyperlinks to a site using the actual web address. This is a common mistake because many people don't understand the power and the benefits that come from using link text correctly. While this link does have some keywords in it, hundreds of links identical to this from various sources

will not rank you highly for the keyword phrase “detox your body.”

This is what makes link text so important and why so many people get this wrong. Set up a link building campaign and specify your keywords and link text correctly and you will be far ahead of about 95% of the other websites out there that are all fighting for the same rankings.

### **Internal and External Links**

Internal links are links within a web page that point to another page on the same site or within the same domain. A “Contact Us” page may have a link in the header or sidebar of your site that has a link to this page. This is considered to be an *internal link*. Use link text to your advantage when using internal links as well. Rather than use the word “Homepage” or “Home” for a link that clicks back to your home page, use your keyword instead. Take advantage whenever you can—just don’t overdo it.

An *external link* is a link that points to a entirely different web site or domain name. A

link to another web site from within one of your web pages is an external link. It's these external links that you want to gain for your website—and lots of them.

## **Help With On-Page Optimization Techniques**

What do you do if you have no idea what html tags are nor how to find or edit them? There are plenty of html tutorials that are available on the Internet if you are willing and able to take the time to learn about tags and keywords and how to use them.

An html editor such as Adobe's [Dreamweaver](#) is invaluable when it comes to changing html or other code on a web page.

However, Dreamweaver has a steep learning curve, the program is very involved and takes a lot of time to master. What if you didn't have the time to learn html, let alone software for changing html?

Companies such as NorthEastern Web Solutions, a well respected web design firm, can help change your tags and optimize your entire site easily and effectively. Getting help from pros with a proven track record will help you achieve your goals of higher rankings and



more traffic quicker than if you stumble through it yourself.

### ***Off-Page Optimization***

Off-Page Optimization has to do with factors that you don't have direct control over, such as getting backlinks to your site from other sites. This section covers various off-page optimization techniques that you can use in order to have a successful link building campaign.

Building an incoming link campaign can be accomplished in several ways. This type of optimization encompasses different ways to get links pointing to your site. These include:

- Reciprocal Link Exchange programs
- Directory Submission
- Content you write that is posted on other sites
  - Article directory submissions: This will include links you embed within the content.
  - Blog Posting: You write content that other webmasters use for content on

their sites. (This allows you to embed links to your site within the post.)

## **Reciprocal Link Exchange Programs**

Reciprocal link exchanges are nothing more than linking to somebody's website in exchange for a link back to your website. Managing link exchange programs can be difficult and time consuming. You have to keep constantly checking the other person's site to see if they still have a link to yours. Once you get hundreds, sometimes thousands of exchanged links it becomes impossible to check.

While link exchanges are not valued by Google like they were only a few years ago, this is still considered to be a viable inbound marketing strategy.

You will need to check the backlinks to your site from time to time, and Yahoo has a good tool that is pretty accurate. Google has one as well, but it is highly inaccurate. This is done deliberately so that their algorithms are not reverse-engineered.

In a Yahoo search, enter the following:

linkdomain: yourdomain.com -  
site: yourdomain.com

The results will give you all of the pages on the web that have a link back to your site. You can even further pinpoint this link by clicking on the result and analyzing the page that contains your link.

This is a very useful tool because this gives you an approximate number of links that are pointing back to your site, which is very important information. The best part about this, is that it's free.

Since we are talking about links, this is a good time to mention the rather new "nofollow" tag. The "nofollow" tag is embedded within an anchor tag or text link and it tells the search engine spiders not to follow the link. So, for example, if somebody had a link to your site but had a "nofollow" tag embedded within the anchor tag, that link would be rendered essentially useless. This is an example of what it would look like:

`rel="nofollow"`

So it's a good idea to check the anchor tags of the links pointing to your site to make sure they are being followed and indexed appropriately by the search engines. Checking the anchor tag of a link is simple. In order to do so, you need to view the source of the page within the browser and check the actual tag.

While all search engines that support the "nofollow" attribute exclude links that use the attribute from their ranking calculation, the details about the exact interpretation of the attribute vary across different search engines. Each search engine has their own individual interpretation of the "nofollow" attribute.

- Google states that their engine takes "nofollow" literally and does not "follow" the link at all. However, some experiments conducted by search engine optimization companies show results that contradict this. These studies reveal that Google *does* in fact follow the link, but does not index the linked-to page, unless it was already in Google's index for other reasons (such as having other NON-nofollow links that point to the page).

- Yahoo follows “nofollow” links but will exclude them from their ranking calculation.
- MSN Search respects “nofollow” and does not count the link in their ranking, but it is not proven whether or not MSN follows the link.
- Ask.com ignores the attribute completely.

So, why would you choose to use the “nofollow” attribute? If you are linking to another site from content contained within your own site, the “nofollow” attribute reduces the overall links in your site that actually get indexed. Too many outgoing links can tend to look SPAMMY. Reducing this can help your site gain credibility, and credibility with the search engines will improve your rankings.

### [Link Market](#)

There is software that will run a link exchange program, but it's still quite time consuming. There is a much easier way to manage and to search for link exchange partners, by using Link Market.

Link Market has millions of members who are all looking to share links. Once you have an account, people will find you and ask you to “trade” a link. You can also search all the websites available for only sites that are relevant to yours and ask for a trade. The search and trade request functions within Link Market are very easy. This program is very affordable as well.

[Link Market](#) makes running a link exchange program very simple and efficient. You don’t have to keep adding links one at a time, or be an expert programmer to add a link. Once your account is set-up, you set up your link exchange page, add the code, and you’re all set. You don’t have to do anything else but select either “Trade” or “Do Not Trade” when a link exchange request comes in.

A word of caution, however, regarding link trading: Don’t trade links with any sites that deal with pharmaceuticals, gambling, or pornography. These are considered “bad neighborhood” sites and a link from one of these sites to yours does not sit well with the search engines. There’s been debates over whether or not this can actually hurt your

rankings, but just to be safe don't even do it. There are plenty of other good sites you can exchange links with, you don't have to settle just to get a link.

## **Article Submissions**

Submitting articles is completely free therefore, it is wise to take full advantage of this useful technique. Submitting content to an article directory will perform two valuable off-page optimization functions:

- Visitors will click from the article to your site using the link provided in the resource box of the article
- You will gain a valuable link to your site from a highly respected article directory.

There are quite a few highly respected and highly ranked article directories that are great places to submit content containing a link back to your site. Often, an article in a respected directory (such as [Ezinearticles.com](http://Ezinearticles.com)) will rank higher on a search result than the actual website it refers to in the article.

Articles submitted to directories need to include the right information in order to be useful. Start by writing an article using your keywords throughout. Then, you link back to your site using what's known as a *resource box*. Submit the article to the directory using one of the easy software programs that guide you through the submission process. Then, not only will you have a quality link back to your site, but you will have visitors finding their way to your site by way of the article.

## **Content You Write That Is Posted On Other Sites**

Writing content that is posted on other sites is a technique that will help you build inbound links to your site.

### **Blogs**

When blogs first became popular in the early part of the decade, each post allowed others the ability to post additional comments.

Therefore, anyone reading the post or opening up that page had the ability to say whatever they wanted in a comment. There was also a spot to submit a URL or website address within your comment. Once this became widely



known, everyone starting commenting on everyone else's blogs because they had the ability to get an easy link back to their site just by submitting their URL with the blog comment.

This literally became an overnight problem and search engine engineers had to solve this fast. The answer was the universal attribute "nofollow" used within an anchor tag. Now all blogs by default have the "nofollow" tag built into any comments that are submitted with a URL, and since Google does not index a link embedded with a "nofollow" attribute, there was no longer any benefit to flooding blogs with SPAM commenting anymore. The problem appeared overnight and was solved almost as fast.

## **Forums**

Forum postings are still a good technique for getting backlinks to your site. When you sign up with an account in a forum, you are usually allowed to have URL's attached to each posting. These are URL's that link back to your site and are indexed and counted each time you make a post.

*A Word of Caution:* Make sure your post is good quality and relevant to the discussion, otherwise a forum moderator will get wise to your scheme of merely posting for links and rapidly delete your account and all your postings.

Therefore, find a forum that's relevant to your niche, sign up for an account, attach your web address to your account and make a few insightful posts on some discussions. Since you do have a website that is relevant to the forum itself, you should be knowledgeable and be able to provide some good quality posts.

## **Content for Other Pages**

Writing content for other web pages allows you to say what you think needs to be said about your niche while allowing you to control any embedded links within the content back to your site. Many webmasters will give you the courtesy of having a link within your content in exchange for providing the content in the first place. Remember, everybody is looking for content for their sites, and all the text on a site gets indexed. So, the more pages and text you have, the more you will be found for relevant searches in the search engines.

## Link Building Tips

You should understand that there are inherent problems when trying to build up links to your site. When you are asking others for a link to your site, most webmasters will want a reciprocating link. You'll run into webmasters who hate anybody trying to sell a product or make money online.

Commenting on blog posts, adding your opinion in forums, and signing guestbooks with your URL used to work really well for getting links, and they were easy techniques to use. And as with anything, once it's easy and the spammers find out about it, it gets abused and the significance and value drops.

Therefore, these techniques still do work, somewhat, but their value has gone down over the past few years because of all the spammers trying to use these techniques. There are much better ways to gain better and more respected high quality links now.

One very current and valuable technique for getting a link back to your site is to write a post for someone else's site or blog. And since

Google values the content on most blogs, a link back to your site from a blog post is very valuable.

Since most webmasters are not going to write a post for you and include a link to your site for nothing, offering to write the post for them, allows them to do no work at all. They basically get free content and you get a link back to your site. Everybody wins essentially. Since writing content takes time, it's not easy, and not as prone to the spammers, at least not yet.

There are two strategies that you should use for building your Inbound Link campaign:

1. Directory Submissions

- There are a lot of "directory" sites out there that will list links to all sorts of websites. People used to actually search directory sites for companies, products, and other stuff. Now, the search engines completely dominate and there is no need for directory sites. Yet, they are still plentiful, and a good way for you to get a link back to your site. Submission to directories should be incorporated into your link building

campaign, because it will help round out all your various sources of links. You don't want all your links coming from article directories, for example, this looks fishy to the search engines and if they sense any sort of fuzziness, they will degrade your site accordingly.

## 2. Link Exchange Programs

- There has been a lot of content written about link exchange or reciprocal links being dead. This is not the case, exchanging links from other relevant websites still works and should be part of your overall campaign. Again, this helps to even out the sources of links.

## Directory Submissions

### [Fast Directory Submitter](#)

The best way to submit your site to directory sites is by using automated software. These programs aren't actually entirely automated, (there is still some work involved), but [Fast Directory Submitter](#) is quick, it's free to use, and it allows you to vary the link text and description for each submission. This is important because if you had the same link text and description for each directory

submission, the search engines will know something isn't right, and think you are just spamming the directories. Remember you need to make everything look as natural as possible, otherwise you will send up a red flag and you will not get the rankings results that you are striving for.

For a quick video tutorial on how to use this software, [click here](#).

Fast Directory Submitter allows you to set up an account that can have multiple campaigns. (A campaign is just a website.) ([see video](#))

For each campaign, you select the keywords and link text, it's best to use at least three, you don't want all your links in directories to contain the same information, this isn't natural. Again, the search engines value the "natural look."

The software allows you to submit to thousands of directories right through the program. This means you won't have to search for directories and submit your site to each one individually. This saves an enormous amount of time. This is the best directory submission software you can find. The

software is free; however, to submit your site to the thousands of directories available in the software, each campaign costs \$20. This is just a one time fee, and well worth the money. You could accumulate thousands of links just by using this software.

There is much talk and many articles and posts written about directories being dead. Well in a sense this is true, but from an SEO standpoint they do provide one thing: a link back to your site. No one searches directories anymore looking for goods or services, this is done directly through the search engines now, so DON'T expect any traffic from a directory, but you'll get a link and some of these directories have high page ranks, so you can get a very valuable link too.

While you shouldn't rely on directory submissions for links, you should use the directory submissions to round out your total link building campaign, in addition to reciprocal links, article directory submissions, and blog network postings.

## Link Exchange Programs

The main reason that you need to add links to your site is to drive traffic to your site. When used correctly, link trading can increase your number of links. There are three main effects of having a lot of links on the Internet pointing to your site:

- People will see the link to your site and click on it while browsing through your link partner's website.
- Search engines will rank your site higher if you have high link popularity. This means your site will show up on the top and not the bottom of the search results.
- Many search engines use what are called "spiders" to crawl the Internet and index new and updated old sites. The spiders will move more easily and crawl your site more often if there are links all over the Internet. This translates into having your site be listed more quickly and revisited more often.

Getting link exchanges or reciprocal link exchanges between you and other webmasters used to be a very time consuming process. You would first have to find a site you would like to exchange a link with. Then you would



have to perform a 'who-is' search to identify the webmaster and get their email (this is assuming this information wasn't hidden). Then, you would then have to send them a polite email, asking for an exchange with their site.

This process used to take forever. Eventually this would work, but to get any kind of significant number of links this would take you years. Fortunately there is now a solution, and one that will cut this time down to only a few months.

### [Link Market](#)

Link Market is a manual, human interaction link exchange program. In other words, once you create your account and set up your links page, all you have to do is basically select "Trade" or "No Trade" for any requests you receive. The website handles the actual link and uploads it to your link page for you. This was another time consuming task webmasters just don't have time for. Once you actually were able to get a webmaster to agree to exchange links with you, you had to manually upload the link information to a links page on your website.

With Link Market you set this page up once, with the code they supply and you never have to manually add a link again. This saves many, many, many hours of work.

You can search for relevant link partners and others belonging to the network will be requesting a link from you. With millions of members, there is never a shortage of websites to exchange links with.

Traffic from link exchange pages will come from:

- People that happen to browse the other site's resources or related links pages and click on your link
- More links to your site from other sites will count towards your rankings in the search engines, placing you higher in the search engine results
- When you have links to your site coming in from so many other sources, these sources are constantly getting crawled by the search engine spiders and a link to your site will steer the spider in your direction, causing your site to get crawled more often.

## Using Blog Network Services for Building Links

### [LinkVana](#)

Another service that is available to help you obtain quality one-way links to your site is [LinkVana](#). LinkVana is a network of blogs that you can post content to. Each individual post is posted to a high quality blog that includes a link back to your site. What's nice about [LinkVana](#) is that they have a staff of well-versed English writers that will compose all these posts for you, if you just don't have the time.

These are quality one way links, so there's no need to reciprocate and add a link to them from your website.

The system allows you to take a short post, such as content about your product or service, and have it dispersed throughout the entire [LinkVana](#) network of blogs. Each short post can include a link to any page on your site that you wish. The big advantage that [LinkVana](#) has over any other blog posting network is that these are high quality blogs set up to specifically give you the maximum quality links back to your sites.

The blogs in the [LinkVana](#) network are set up so that they are each on a different class-C IP server address. A server address consists of 4 numbers such as 98.105.225.04 each number represents something more specific. Think of it like this: the 98 would be the country you live in, the 105 would represent the state, 225 would be the county, and 04 would be the equivalent of your street address.

If all of your links came from the same IP address, this would look funny, and to a search engine this could mean that you own a site on a specific server address and are linking to your own site many times over from the same server IP or website. When you vary the IP address, this looks more natural, as if people from all over the country were randomly linking to you. This natural linking view is what the search engines are looking for.

[LinkVana](#) is careful and sets each blog up so that they appear to be coming from all parts of a country, in our example people from all over the United States in every state. Having links from many different class-C IP servers will weigh favorably when the search engines index your backlinks.

Why are the blogs such high quality in the [LinkVana](#) system? Every single blog has at least one of the following attributes, which give you maximum quality backlinks:

- A good Google pagerank, usually between a 2 and a 5
- Tons of links to these blogs; having a link from a blog that has thousands of links to it will only help you in your rankings. The blog is viewed as a quality site because it has so many links to it, so when it links to your site, this creates the appearance that your site is also a quality site, otherwise the blog wouldn't be linking to it.
- Domain Age: The older a domain name, the more weight it carries in the search engines and the more money it's worth. These blogs all have good "aging". Older is better according to the search engines. This is based on the theory that, if the site is still around after many years, it must be a good quality site that people still get information from regularly.

[LinkVana](#) is very easy to set-up, and once you have everything set, you only need to submit content. LinkVana will automatically disperse the content however you choose. I always

choose the “humanize dispersion” method, this seems to work the best and appears more natural.

Remember, you don't want to have 100 posts show up overnight. It's better to have 100 posts appear over a month's time because this looks more natural. Make sure your link building campaign looks natural. If it looks as if you are flooding any particular area, this will be regarded as SPAM and your site will be penalized accordingly.

There are many benefits of subscribing to and using the [LinkVana](#) system. Some of the primary benefits include:

- Google respects blogs because they are Web 2.0 compliant. Links from blogs are favored highly over other sites.
- You can have an unlimited amount of ONE way links back to your site, without waiting for a webmaster or other site owner and begging them for a link (the actual number of links that are received by asking a site owner directly is very low).

- You can do the writing, or if you don't have time, they will write every post for you for only \$2 per post.
- Their writers are excellent, high quality writers. There's no chance of having poor writing hurt the image of your website.

### [1WayLinks](#)

[1WayLinks](#) is yet another blog network that you can submit content to for posting on various blogs throughout the network. You have the potential to create as many one way links back to your site as you want. The way it works is that you write a post, including links back to your site, and you determine the number of blogs you want the post to appear on.

Unlike [LinkVana](#), these blogs are merely submitted to the network, not owned by the network, so there is a wider variety of sites and different webmasters looking for content for their site. Each blog is monitored for quality so you don't have questionable sites link back to yours.

In order to participate in 1WayLinks you must have a blog of your own, because you will submit content to other blogs and they will submit content which can end up on yours. It's kind of like asking a website, "If I write some content for your site and you post it, I will do the same for you." This is a similar concept to reciprocal links as in the previous Link Market discussion, however, in this case you are trading *content* which contains links. This concept is much more powerful than just trading links.

If you don't have a blog, one can be easily set up for you so you can participate in this network. And it doesn't have to be the site that you are promoting. In other words, I can submit content about a site I want to promote. The blog I have in the network can be totally unrelated, a kind of "sacrifice" blog, in a way. In doing this, I can keep unwanted content off the main site I am promoting.

After you set up a blog and submit it to the network, remember that other people will be submitting content to the network for inclusion on your submitted blog, with hopes of getting a link back to their site. The content written by other people is automatically uploaded by



the network, you just choose a specific category of your included blog and then the content is included on your blog.

When you write and submit content of your own, including links back to your site, it will be automatically included to the blogs that others have submitted to the network. Since the blogs in the network are from various people from everywhere and not owned by [1WayLinks](#), they are automatically on different server IP's which is to your advantage, since it won't appear that all of the content is from a single source.

After you write your content (which you have control over writing), you get to control the number of links back to your site in each post (maximum of three per post). You specify the number of blogs you would like your content to appear on. The network then handles the rest. And, it disperses your post throughout the network over time, so it looks more natural.

In order to set up a [1waylinks](#) account you need to have a blog that meets certain requirements:

- The blog must be built on a Wordpress platform, and, since Wordpress is the largest blogging platform in the world, this is no problem.
- Set your blog up to receive posts of general interest. You won't have control over what the posts are about, but each post must be approved before it's submitted, so you don't have to worry about anything too spammy or controversial being posted on your blog.
- You need to have a theme installed. Again, once Wordpress is set up, adjusting and setting a theme for the site is very easy.

In order for your post to be approved into the network it must meet the following requirements:

- Only family, G-rated posts are allowed
- Nothing that deals with controversial subjects (e.g., religion) is permitted
- No posts promoting other linking systems will be allowed
- Each post must be at least 250 words in length

- You can have a maximum of 3 links back to your site per post

So let's say you write a post about your website and include three different links, all pointing back to different pages on your website. When you submit the post, you select the number of blogs on which you would like this post to appear. For this example, let's say we choose 100 blogs. Therefore, after the posts are all uploaded to the blogs (remember this happens slowly over time), you would ultimately have 300 links back to your site. Not too bad for writing one 250 word post!

[1WayLinks](#) also enables you to "spin" your content. This is a great way to vary the text and the links. With spinning, each post becomes unique and looks more natural. This is a **very powerful feature** that you should take full advantage of:

Spinning example:

{ Ever wonder sometimes why you feel sluggish and slow?|Why is it sometimes our bodies seem slow and tiresome?|Ever notice that some days you just do not have the energy that you used to?| {But you know that you

are not clinically diagnosed with any ailments|Yet you know that you are not sick from anything|But you are sure that you have nothing wrong with you physically}. {The mind might be willing to get out of bed yet your body is telling you otherwise|You may have the desire to get up and get going in the morning, but your body just won't let you|Your intention may be to get up early and start moving, but the physical body says otherwise}.

### **[Syndicate Kahuna](#)**

[Syndicate Kahuna](#) is another blog network similar to [LinkVana](#) and [1WayLinks](#), however, there is one major difference.

Your blog posts aren't submitted to a blog that's owned by the network as in LinkVana, nor is your post automatically submitted to a user blog, as in the [1WayLinks](#) network. With [Syndicate Kahuna](#), your post is submitted to the network, a blog owner will then read your post and decide whether or not to use it on his or her site.

The posts are submitted to a blog automatically but kept in draft form. The

webmaster will then decide if they want to keep the post or not. If you have a blog, you have a lot of control over what content actually gets on your site. If you have content, your post can end up on an independent member blog of the network.

[Syndicate Kahuna](#) works in a similar fashion as [1WayLinks](#) however, a post is not automatically uploaded to a blog without the webmaster's approval first. With [1WayLinks](#), the network approves all the blogs in the network, yet with [Syndicate Kahuna](#), the webmaster of a blog approves the post. This is the major difference. One is not really better than the other, they are just different, and you can use this difference to your advantage when you participate in BOTH networks.

Another difference between the two networks is that with [Syndicate Kahuna](#), you don't need a blog in order to participate in the network. There is no reciprocating blog, so to speak. If you don't plan on having a Wordpress blog, and you just want to submit content for other sites, this network allows you to do that.

Setting up [Syndicate Kahuna](#) to accept your content is very easy. Step by step, you are

guided by first entering your keywords, your link and link text variations. You have the ability to “spin” the article or post for maximum benefit as discussed earlier in the [1WayLinks](#) section. Spinning allows more variation, when you submit the same text to a number of blogs or sites, the search engines won't rate this as highly as if you wrote 100 different article variations and submitted it for content on 100 different blogs. This involves more work, and more work is valued higher in the eyes of the search engines.

Spinning allows you to have many, many thousands of different combinations of text, which is very powerful. Once you submit your content, the system will tell you the number of available blogs that your post can be submitted to. The more variations you have the more sites that can accept your content.

You literally can get an unlimited number of backlinks to your site, it all depends on how much content you want to submit to the network. There never seems to be a shortage of websites looking for content from other members of the network, this is because it is free to get content from the network. There is

only a membership fee if you want to submit or “list” your articles.

## **Benefits of Backlinks**

Since Google is weighing backlinks from blogs very nicely right now, this is a perfect time to get your campaign going and start getting tons of links back to your site.

You get to write your own articles or posts, therefore you determine what content you post and you decide what links you are going to use and what link text to associate your backlinks with. *Remember link text is the most important concept you can learn regarding backlinks to your site.*

The three main content or Blog Linking networks discussed ([LinkVana](#), [1WayLinks](#), and [Syndicate Kahuna](#)) all work and they work well because your content can be scattered over blogs from everywhere, and, remember that you want nice dispersion here. You don't want your links all coming from the same server.

All the blogs are nicely dispersed and there is such a wide variety of topics and niches to choose from, you can narrow your posts to just

your niche in [Syndicate Kahuna](#), or let them be submitted throughout a wide variety of different topics and niches.

All of these blog networks do have one thing in common: they all disperse your content over time. Nothing is posted all at once. If you set the number of blogs you want your article posted to in [1WayLinks](#) to 100 for instance, a few a day will be added so it doesn't look like one person submitted them all on just one day. This will not work, Google can sense this as unnatural.

## **Duplicate Content**

In the past few years there have been many discussions in the forums and blogs on the topic of duplicate content. Duplicate content is just what it says, posting the same content on various places on the web. Many SEO gurus have stated that if you have duplicate content, your search rankings will suffer as a result.

The truth is, other SEO gurus have proved this theory to be false. Duplicate content is nothing more than a marketing ploy to scare you into a membership or make you buy



something you don't need for fear your rankings will go down as a result. I've read where you don't want the same post on your website and an article directory. Google and others will see this as merely copying your own or somebody else's work and using the content on another site. There is nothing wrong with having multiple copies of the same work on various different websites throughout the Internet.

Google's actual definition of duplicate content is quite different from the SEO scare tactics that litter the Internet lately. Google warns that you shouldn't place the same exact content on two different sites. In other words, have the same exact website on two different domains. The only reason you would even do something like this is to rank for the same keywords by using two of the same sites with different domains. This is kind of like trying to double your chances in gambling. I've seen sites try and do this and they don't rank well for either site—because of this duplicate content. You can't have the exact same site on a different domain or subdomain.

Google is also telling us that we cannot create what used to be called "mirror sites" in an

attempt to increase Page Rank and increase AdSense income. A mirror site is a website that contains the same information that is located on another site. For example, if the site abc.com is the same as def.com, then it may be disqualified from listing by search engines for being a mirror site.

How can you be sure you don't have a problem with duplicate content as far as Google is concerned?

The problem is simple to avoid. Just don't set up a website then register another domain and upload the same exact files to the second domain (this essentially creating a mirror image of your first site), and you'll be fine.

AND, you don't want to use the same exact content on two different web pages within your own site. There is no reason to do this and Google feels the same way—if you do this they feel the only reason is that you are trying to manipulate the search engines, and they hate when it's obvious and will penalize you for it.

### ***What is a Web 2.0 site?***

Web 2.0 is the “new” web, where interaction between the a website and a visitor is allowed. Some very popular web 2.0 sites include:

- YouTube
- StumbleUpon
- Digg
- Twitter

People like to give their opinion, and sites that allow this interaction are more popular, the search engines recognize this is the direction that the Internet is going and adjust accordingly, giving these social sites high authority and high rankings.

Google saw such a potential in YouTube that in 2006 it purchased the website. It’s estimated that YouTube is responsible for about 10% of all the Internet traffic.

So how do you capitalize on these Web 2.0 or social sites? Well, this can be difficult because now you don’t have one moderator of a site or Forum, you have many millions of moderators and if they even sense that your sole purpose on a social site is to sell something you will get “flamed.” Flamed is a term that refers to you getting burned, because once you’re flamed,

your comment or post stays on the site and could actually hurt your business with this negative publicity.

If you can somehow work your product or service into a topic that is very broad, controversial, and just a huge topic of concern in general (without pushing a sales pitch), then you can gain some valuable traffic. Just be careful, make sure you're honest and don't try to fool anybody.

Can you actually get visitors from these social sites to your website? Most people who are on the social sites are there to socialize, not searching for somebody to hire or trying to buy some Sham-Wows. They are usually there to talk about controversial subjects, current events, and other things of interest.

Every once in a while, somebody will start writing their opinion of a product, especially if it's unique and truly helps solve a problem. This can and does happen, and when it does, you will get flooded with visitors. These are not always visitors that convert to sales, but Google sees the traffic your site gets, and the more traffic you get, the more attention they will give your site.

There are currently three big social networking names: What are they and what's the difference among them?

1. Del.icio.us is a social bookmarking site. It works just like the bookmarks or favorites in your browser, except these can be public, in other words, everybody on the Internet can view your bookmarks. People like to share their opinions and their favorite sites. Social bookmarking also allows you to access your bookmarks from any computer with an Internet connection—not just the one your favorite browser is loaded onto.

2. Digg is a social network where you post a short snippet about something on the Internet that you feel is valuable and want to share with other people. This doesn't have to be from your own site. A lot of people "Digg" posts or the pages of other's content. When you have people digging your content on a social network, this can create of buzz for your site. This can lead to very heavy traffic for a short time.

3. Twitter is a social network which is nothing more than short messages that can be viewed

and commented on by everyone. It's the equivalent of texting your friend and allowing the rest of the world to read and comment on your text. It's social text messaging at it's finest.

Social bookmarking sites like Del.icio.us became very popular over the past few years because they allow you to publicize your favorite websites or bookmarks. Remember, people love to give their opinion, it makes them feel worthy and when their personal bookmarks can be shared with the rest of the world, they feel they've accomplished something. People are showing YOU what sites THEY feel are important. This is a great way to give your opinion, without actually have to write what it is.

What happens with these social networks is that Google can index these social or public bookmarks and figures that the site must have some value if somebody was willing to bookmark or add it to their favorites.

### ***Sorting Through Social Sites***

There are literally thousands of social bookmarking sites on the web, and trying to

find the best ones and bookmark your sites would be very time consuming. OnlyWire is a great service that submits your bookmark to all of the top social bookmarking sites for you, all at once. These bookmarks contain valuable links back to your site, and these bookmarking sites are valued and ranked very high by the search engines. So for every new page you make, or for every new post or article that you post on your site, make sure you always submit the new page to OnlyWire and they will add this page to the index of all the top social bookmarking sites.

What do you have to do? Well, first you have to sign up for an account for each social site. Once you do this, you just add your username and password into OnlyWire for each social site. OnlyWire will handle the rest.

The best part is, all you have to do is add a link to OnlyWire from your site and your membership is free. Once everything is set up (your OnlyWire link and account and the social bookmarking accounts), everything is automatic. I highly recommend that you take full advantage of this technique. There are many companies that will charge \$20-50 to "submit" your site or page to 20 of the top

bookmarking sites, this is something that takes very little effort and time after everything is all set up. Don't pay anyone to do this for you.

### ***Other Social Sites Worth Mentioning***

Social sites such as Twitter, Digg, and StumbleUpon are all Web 2.0 sites that allow users to interact with each other while at the same time letting everyone else in the world see the interaction, too.

People have a greater sense of belonging when they leave a comment or post on a social site. This sense of belonging is a fundamental part of human nature. Everyone wants to believe they have a place. These social networks fill that void, and since this is inherent in every human, you can understand how these sites have become so popular.

With Digg, a person is telling everyone else on the network, "Hey, you need to check out this web page!" They include the link and then they can add a small snippet or summary of what you are about to click over to. Because the site is so popular, it's in your own best interest if you own a site to "Digg" your own stuff—this is precisely what I do.



Conveniently, this happens to be done automatically through OnlyWire.

Don't be discouraged if no one reads your "Digg" and clicks to your site. I'm not interested in this aspect, I just want the link from Digg to my site—that's my main reason for submitting the Digg in the first place. I really don't have time to Digg other people's stuff, anyway.

StumbleUpon is another huge social networking site. Instead of having just an account like Digg, the user actually has an entire profile page (similar to those seen on MySpace). Not only can you recommend other sites, but people can view your profile and find out a little more about you.

This network allows users to give their opinions about anything and let people interact with one another. Getting traffic to your site from StumbleUpon is difficult, but it can be done. Getting the link to your site from here is what's more important. So, again, I recommend that you sign up for and create a profile; it only takes a few minutes. When it asks you for your website URL, put it the site that you are trying to push. Start with making a few posts

about your site, see if you can create some buzz about your company or your service. People will comment, and they will tend to click to your site, just to see what all the fuss is about.

When trying to create buzz for your website through these social networking sites, be careful, because there is no longer just a few moderators as with traditional sites, but every visitor becomes a moderator, in a sense, and they can comment on exactly what they feel. Basically, if you use a sales pitch, you will be flamed, and your account could even be closed as a result. This is to keep out the spammers who are drooling over this huge visitor resource. The only defense is that the people or users themselves didn't sign up and interact on these sites for the purposes of constantly being bombarded with ads and sales pitches all day. So they will be likely to do their best to defend against being spammed and solicited, and since their numbers are so great, it's best to not go against them. You and your company could be forever flamed.

However, if you are clever enough and are able to take a controversial subject and somehow offer a solution, or have a great product that

you think many people could benefit from, then these social networks are great testing grounds. If people love what you are offering they will accept you and continue to you're your site through the network, if they don't, you will get quickly pushed aside. Once you're pushed aside, it's best not to argue. Just try again from a different angle after some time has gone by.

### ***Press Releases***

To get things moving in the right direction and gain more exposure for your site, a press release is a often good jump start. A press release is a well-written, newsworthy story regarding a company event—such as a new product or service that you are trying to promote. It provides clear and useful information and describes how this new 'event' solves an everyday problem, or how it can help the environment, etc.

A press release is written with absolutely NO sales pitch, and then it's released to press release sites for possible syndication in ezines, or other news sites and blogs. If it gets picked up by an editor, your site can get tons of

traffic; however, realize that editors have no interest in promoting you or your story, they are just interested in what's going to bring readers to their publication.

This is an example of a press release that is promoting a concert showcasing safe listening to protect hearing. This is an event that is both newsworthy and responsible. Notice the catchy, well-written title that captures people's attention, and the summary that describes the actual event. The body of the press release itself in no way tries to sell you anything, it's merely informing you, but it informs in such a way that piques your curiosity about this event.

## Press Release Example

### Rock Out at a Concert That Won't Have You Missing Out

*Evergreen Speech & Hearing Clinic hosts a concert that turns down the tunes and promotes safe listening.*

Kirkland, WA ([Vocus/PRWEB](#)) May 4, 2009 -- Have you ever left a show with ringing in your ears, or spent the entire night screaming "what?" to your friends? If so, you've experienced decibel levels that can be irreversibly damaging to your ears. On May 30th, [Evergreen Speech & Hearing Clinic](#) will host a concert that is not only fun, but also safe, at the Kirkland Teen Union Building.

**On average a concert reaches 110-130 decibels At this level you might as well be blasting the tunes of a chain saw or small firecrackers into your ear.** The night will bring artists Daphne Loves Derby, Bad Timing, and 4th Avenue to a "turned down" venue. "On average a concert reaches 110-130 decibels," says Doctor of Audiology Tom Norwood. "At this level you might as well be blasting the tunes of a chain saw or small firecrackers into your ear."

At the [Turn It Down: EAR-responsible Concert](#), the sound level will be kept at 100 decibels or lower. Concert attendees will also be given earplugs at the door that will reduce the sound level by 20 dB, allowing attendees to safely listen to the concert for the entire duration of the show.

Also available at the show will be [custom molded earplugs](#) at cost for those who regularly attend concerts, and for musicians looking to increase their hearing protections. Impressions will be taken at the venue. For those who want to try their luck, there will be raffles for custom molded products such as in-ear monitors, earplugs, and earbuds. All proceeds from the door and raffles will go toward the purchase of sound reducing products for the Kirkland Teen Union Building venue, allowing for safer listening concerts, along with the funding for long time patient and Deaflympian Tom Guidon.

Doors open at 7:30pm, \$8 at the door. Visit [www.everhear.com/bhsm](http://www.everhear.com/bhsm) to learn more.

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Once you have your press release written (I highly recommend having this written by a professional, by the way), you can submit it to the largest and highest traffic PR site on the web, PRWeb. If you have any press release, then this is where you release it. If you are an editor or a webmaster looking for content, this is where you go to find it. In essence, it's mostly newspeople looking for that catchy release that's going to get them visitors and you're presenting your release to them.

If you've never written a press release before, be aware there are very strict guidelines, especially with PRWeb. A professional writer will not only get this done for you, but you won't have countless rewrites and edits trying to get it to pass PRWeb's stringent editing. A high quality release will cost you about \$75 to have written. To submit it on PRWeb is going to cost around \$140. It may seem expensive, but not only do you get the possibility of syndication you will also gain a very valuable link from PRWeb back to your site.

Without a doubt, PRWeb has a virtual monopoly on online press releases. With over 133,000 visits per day, this is a great way for you to gain potential exposure. Because

PRWeb is highly respected by Google, any link from this site weighs heavily. The biggest disadvantage is the price; a single press release, done correctly, could run you about \$300.

### ***It's All About The Links***

First, remember that not all links are created equal. To give you an idea of how this translates, consider the following example. Let's say you are going out with your friends to a show or to night club. You drive down the street and see one night club has a huge line of people in front all lined up waiting to get in. And, there's one right across the street that's open, but has no one waiting to get in. Which club would you and your friends rather go to? The likely answer is that you would be trying to get into the one with the line of people. The logic behind this is that there must be something worthwhile inside, otherwise all these people would not be "waiting" to get in. The other club (the one with no line) must not offer anything exciting, which explains why nobody is waiting outside.

When you see all the people wanting to get into this one club, your curiosity is piqued, and

now, you have to know why all these people are trying to get in.

Well, it just so happens that Google looks at websites the same exact way. Just imagine if all those people waiting to get into the club were actually all links pointing to your website. Google see this and thinks, there must be something important on that webpage, otherwise all these other web pages would not be linking to it, right?

Therefore, the more links there are to your site, the more popular your site must be. Its content must be well worth it for these other "sites" to link to it, essentially saying "check this out!" Google is essentially you, looking to go out on the town, checking out these clubs and evaluating them based on who's trying to get in.

Google was the first search engine to do this, to value links to a site and have their search algorithms rely heavily on this criteria. When Google values links to your site, they evaluate how many, the actual link text, and the link quality.



Link quality is defined by how much value or authority is given to the site linking to yours. If this site has thousands of links linking to it, and then it links to you, then it would be valued as a quality link. If the site is from a “bad neighborhood” site (such as a pornographic, sexual, or gambling site), the link will have very little value. In fact, I wouldn’t want any of these sites linking to mine at all. Try to avoid them at all cost.

Now we’ve been telling you that the number of links pointing to your site is very important, in fact, it’s the name of the game. You might be wondering why you shouldn’t just create a blank website, and on that page place one thousand links to my site, wouldn’t that count as 1,000 links to my site? Not so much.

First of all, Google can tell where all the links to your site come from, and this kind of thinking and strategy won’t work. Remember when we were talking about the links coming from different class-C servers related to posts and blog networks? One thousand links from the same page would not only be considered to be from the same server, but they would all be from the same actual site. The link would only

count as one link as far as Google and the other search engines are concerned.

Could you have a thousand different sites each with a page with one link back to your site for one thousand links? Sure, but since you need them on different servers, you would have to have a different hosting account for each one, at a cost of about \$10,000 per month. There are much easier and a lot cheaper ways to get a thousand links.

The quality of those links does count for something, too. If all your links came from questionable sites, or ones that had no authority or traffic, even though you might have a ton of links, the quality of these links will be figured into Google's ranking algorithm. It will only benefit you to get links from good quality sites. *Good quality sites equals good quality links.*

There has been a lot written on this very subject over the past few years. There are those SEO gurus who will tell you to only get links from other relevant sites, and there are those that will tell you it doesn't matter, as long as the link comes from a good quality site.

From my own testing and experience, I would have to agree with the latter. As long as the link comes from a quality site, it shouldn't really matter that the site is completely unrelated to yours. My thoughts are, you should try to get relevant sites linking back to you first, then when you've exhausted this campaign, get them from any kind of good quality site.

Remember the post and blog network blogs, in particular [LinkVana](#)? The [LinkVana](#) blogs are of great quality but they're basically about everything, since they contain posts on every subject posted. And I can tell you from experience and testing that the links from these essentially unrelated blogs do count and weigh very favorably to your rankings. So don't worry about this one too much, even though you may read a lot that contradicts this theory. It does work.

### ***Page Rank***

We've mentioned Google Page Rank a few times so far, but what is it, really?

Google Page rank is Google's own way of measuring the importance of a site. Basically,

it's a numeric value that represents how important a page is on the web. A Page Rank 4 is about ten times the importance of a Page Rank 3 site, and so forth. Kind of like the logarithmic Richter scale that measures earthquakes.

### **How do you get Page Rank?**

Well, for every link you have to your site, you have essentially a vote for your website. Google figures that when one page links to another page, it is effectively "casting a vote" for the other page. The more "votes" that are cast for a page, the more important that page must be. Also, the importance of the page casting the vote determines how important each vote actually is.

There are many factors involved in "link love," as it's called, and one of them is the Page Rank of the site linking to your site and the total number of outgoing links on that same page.

The link love will be divided up evenly between all the links on the page. The more links on the page, the less rank or importance is carried on to your site.

Let's try to break this down somewhat. If there was a Page Rank 3 web page that had only one outgoing link on that page and it was to your website, then theoretically, you should have all of the Page Rank spilled over or carried over to your web page, and your web page should become a Page Rank 3 as well. This is the theory; however, in real life your page will probably end up being a 2, because of various unknown factors involved in Google's Page Rank algorithms.

Should the Page Rank of your site concern you? Well, yes and no. You should basically only be concerned that your site actually has a page rank; and, even if it's zero it's still a page rank. Sites that have been banned or are not indexed for some reason will have no page rank. So this is really a good test to make sure your site is in good standing with Google.

[\(Check page rank of your site\)](#)

How high that Page Rank might be will determine how much revenue you can get on your site, for instance, and how often your site is crawled by the search engine spiders. If you don't change your site much at all, this won't really be a concern, Google will spider your site

anyways, just not as often as a site such as cnn.com for example.

A higher Page Rank site might bring in more advertising dollars because people will pay more to advertise on a higher Page Rank site.

## **Natural Links**

Another way for your site to gain valuable links is naturally. This is really what the search engines expect and want to see. Natural links refer to people and other sites just randomly linking to your site here and there.

If your site is worth it, people will stay and want to come back. They will bookmark it on their social bookmarking accounts, and they might also talk about it in their social site accounts. This is what you WANT to happen.

How do you do this? You have to start with working on your site. Make it good quality, with well-written material and information that people are looking for. If people were able to solve a problem just by going on your site, then, believe me, they will tell others and those others will tell even more. This is called viral marketing, however, you don't have to do

a thing. Just provide a good quality user experience for your visitor and people will naturally start linking to your site. And when it snowballs, you don't even have to have a link building campaign anymore. People will be doing it for you, for nothing!

So start with your website. Make it an experience for visitors that is positive and will inform and help them in some way.

## Chapter V: What NOT To Do

Did you ever get involved in a project and find that you weren't quite sure what to do, so you just started to take advice from everybody and try to do everything? You probably discovered that some of the advice was conflicting, some was even downright wrong. Well, here in this section I will tell you what you definitely **don't** want to do. These recommendations come from my personal experience with my own (many) sites, as well as from the stories of others I know who have unwittingly done some damage to their sites based on bad advice.

### *Link-Farm Schemes*

A link-farm scheme is a system where all the members are linked to each other via a common set of link pages. The result is that all the members have a "links" page with the other members' web addresses on them. Many of these link programs have several hundred or even thousands of members, so by joining you have almost instant access to hundreds of other websites that point links to your sites. This is intended to make your site look very popular.



However, search engines, quite rightly, decided that this kind of artificial link popularity was not a real indication of how popular a site was. In fact, most search engines consider using link-farms to be cheating the system, as it is a method that turn a very ordinary site that nobody would normally visit into a site that appears to be popular.

Don't participate in a Link-farm scheme. They will entice you and try to lure you in, promising thousands of links literally overnight, and thousands of visitors the next day. Remember how I keep telling you that Google wants everything to look natural? Well, a thousand links overnight all pointing to your site is not natural, Google will pick up on this, assume you are part of a scheme like this and actually punish your site as a result.

Most of the links pointing to your site will be automatically generated links that come from only a few websites. Remember what Google thinks when it sees all your links come from the same server IP? Yep, something's not right, it can't be, and, they're right—it isn't. Sensing the links all at once and all coming from the same place will get your site

blacklisted fast and cause your current rankings to plummet.

Google and the other search engines can sense if the links appear too suddenly and also detect what other sites are involved. Consider this example: If 'Site A' is found to be part of a link scheme and your site doesn't look right and it's sharing a link to site A (Site A is linked to yours and vice versa), then this is circumstantial evidence that Google uses to determine that there is no good reason for this other than trying to cheat the search engines. And they hate when you try to cheat them!

It's the same as when you are caught cheating in a casino in Vegas or anywhere, you are asked to leave and not allowed back into the casino, ever. You get thrown out of the casino, never to return, in the same way you can also get thrown out of Google, never to return. Remember they index everything, absolutely everything. So don't participate, it's not worth it, they are much better ways of getting links, just be patient and let them build up naturally over time.

[\(Link Farm Details\)](#)

## ***Purchase Text Links***

Don't purchase a link to your site from a site that sells links or works with a link "broker". Google has recently de-valued a lot of sites that were PageRank 5 and higher because they were selling links. And since they've starting cleaning this up, you just don't want your site linked to from one of these sites or associated with them in any way.

There's nothing wrong with purchasing a link from a site that isn't in the habit of doing this, or a site that does not do business with a link broker. Google cannot trace a link you purchased from an average site with a decent PageRank. So why do this at all?

People tend to think that purchasing a link from a high PageRank site will automatically push their site up in PageRank, and, while this can happen, it usually doesn't. Why? Let's say you had a great PageRank 6 website and people are willing to pay you \$100 a month for each link. Wouldn't you try to get as many links as possible, to increase *your* revenue as much as possible? Of course you would. Now, once you have a few hundred links on that page, the link love gets divided, and the more

links there are, the less PageRank gets pushed into each link and onto the other linked site.

Webmasters will often purchase a link from a PageRank 7 site to get their site indexed faster. Now remember how I mentioned before that your site will get indexed automatically? And that the higher the page rank is, the more often the search engine spiders will visit your site? Therefore, a link from a PageRank 7 site that gets indexed twice a day will also get your site indexed twice a day, since the spiders will follow your link. Why would you want to do this? Well, some people make daily changes and want Google to see these changes right away, and if the spiders don't visit every day, then they won't see your most recent change. They will eventually, maybe in a week, but some people want to be indexed immediately. Note that a link from the homepage of a PageRank 7 site will typically draw about \$500 per month. It's up to you to decide if your content is worth that much.

It's wise to stay far away from any sites that blatantly offer text links for sale on their page, Google can read that, too, and, as expected, they do not favor these decisions.

## ***Get Links All at Once***

How much is too much? Well, no one really knows for sure except for Google, but if you were able to get 100 links one day, then none for the next seven, then 10 the whole following week, then 21 days later you get 500, this wouldn't make sense. Where would they be coming from? Google asks the same question, and it usually means that you got your links from an unlikely source or a source that is trying to cheat the system. Now, if you got 100 links the first day, and were able to maintain that type of backlink count everyday, Google would see this as normal for your site. However, you had better be able to maintain those type of numbers or Google will think something is wrong.

What is right? Since everybody and every site is different, get your links a few at a time. If you can work on getting 10 links a day, everyday, then do that. Google will see this as normal and expect it for your site. If you only have the time to work on getting a few links a day, or 10 links every week then do this, but be sure to maintain these numbers. Be consistent, and most importantly be patient.

I've seen too many people that didn't have the patience to let their links build up over time, got thousands in a week's time, and wondered why three months later they still don't have any visitors. Be patient, and don't rush the links, they are too vital to your overall campaign.

Basically, if you build all of your links at once, or too fast, Google senses this as spam. Google will therefore penalize your site in the rankings. While there is no set rule about how quickly or how many links you can get, it's wise to limit you inbound links to about a dozen or so per day.

### ***Two Websites With Same Content***

Don't ever set up two different websites that have the same exact content. Now, you might ask, "What do you mean, two different websites that contain the same exact thing? How would they be considered two *different* websites then?" By two different websites I mean two different domain names. Let's say you had one domain [www.domainA.com](http://www.domainA.com) and you also had [www.domainB.com](http://www.domainB.com) and you wanted to rank for the same keywords. This would allow you to double your chances of

ranking, because at least one of these sites has to rank well, right? Wrong! If this were the case I'd have a thousand of the same sites just for one product and so would everyone else. Can you imagine what the web would be like if this were the case?

In order to discourage this, actually to *strongly* discourage this, Google will penalize both sites and make sure that neither one of them will have any decent rankings. I've seen people try to do this and they can't figure out why they don't get any traffic to either of their sites. This is the reason why, and this is considered duplicate content. In fact, it's mirrored content, and Google can spot in instantly.

Google quickly recognizes this and knows there is no other purpose than to manipulate the search engines or traffic.

### ***Engage in Black Hat SEO Techniques***

"Black Hat" SEO techniques are unethical methods that some website owners use to get their site listed on search engines (and to obtain a higher search engine listing).

You've seen the offers that guarantee you more traffic to your website overnight. You might see an ad in your email telling you that you can get thousands of visitors to your website, starting tomorrow. Any idea on how they would accomplish this? Well, there are a variety of ways. One is to force visitors to your site by using everybody else who also got the email to click through to your site without even knowing about it. There you will quickly get a thousand visitors. Are they wrong? No, but it's nobody who has any interest in your site and therefore a complete waste. Not only that, fooling visitors (which ultimately is like trying to fool the search engines) is considered black hat SEO, and nothing will get you site de-indexed and possibly banned from the search engines faster. And once you are banned, you will likely never be indexed again. That's quite a hefty fine to pay for just trying to get some traffic. Steer clear of these methods.

The three most common black hat SEO techniques that will definitely get your site de-indexed, if not completely banned are:



- Keyword stuffing, or essentially loading your content up with keywords, and I do mean “loading”
- Invisible text, making the text the same color as the background and then loading up with keywords
- Doorway passages, which force the visitor into a site that they did not intend to go in the first place.

## **Keyword Stuffing**

Keyword stuffing is a blatant overuse of your keywords. I've seen sites, with their keywords repeated along the top of the site over a hundred times. Google will read this text, they will see that it's repeated many, many times and they know it serves no purpose other than to try and feed the search engine spiders. If your site is meant for the search engines and not the visitors and Google suspects this, then it will drop you from their search results. Plain and simple. They want their users to have the best search experience, and if your site just repeats its keywords, over and over, they have no time for you.

Example: (link to site that is stuffed with keywords)

## Invisible Text

I've seen a lot of cheap sites try to pull this one off. Make the text the same color as the background, repeat your keywords over and over and no one will see it? Great plan, huh? Sure, the visitors don't have to see this "stuffing," but Google still reads the text, and it still is observed as stuffing. So how does making this invisible get around this? It doesn't, it just doesn't subject the visitor to the garbage. I guess they feel sorry for whoever has to visit the site, and try to limit their misery.

Google will find it, and when they do, your site will drop like a rock in the rankings. Good luck trying to get it back! It's very difficult. My recommendation, just include your keywords in your content naturally. That's all that's needed. Remember, it's all about the links! Don't screw with the content, it's not as important as the links, so it's just not worth it.

## **Doorway Passages**

Doorway passages are pages that a search engine spider can see and index, but when a visitor clicks on to the site, the visitor does not see the page. The code is written in such a way that you are directed somewhere else. Someplace that is probably going to try and sell you something that you don't want. And all you wanted was some information, and you ended up where? How did that happen? A doorway passage!

Doorway passages are used to trick the search engines so that the site gets a higher ranking. Not only do they go against the rules, they also detract from the visitor's experience.

If your site is detected of redirecting as such, it's gone. No time for this kind of trickery for the search engines and their users' experiences.

## ***Pay To Have Your Site Indexed***

Don't ever pay someone to have your site indexed. You probably receive emails regularly trying to get you to sign up with their service

and they promise you that your site will be indexed in 24 hours, and try to convince you that you need it. Well, if that's what you want, then go ahead. But it's not necessary, because as soon as you have a few links to your site Google will find it via these links and spider and index your entire site, automatically, for free!

Only do this only if you want your sites indexed overnight, but it won't get you any rankings faster, so there's really no point. How do companies get you indexed overnight? They have a high PageRank site, say a 6 or higher that gets crawled by the spiders everyday. They place a link to your site from theirs, only for a day (remember, they don't want to give up their PageRank), and the spider will follow and index your site that day.

### ***Pay to Have Your Site Submitted***

It is *absolutely* unnecessary to pay someone to submit your site to ALL the search engines. You've probably received these emails, companies, the ones that are telling you that for \$99 they will submit your site to all the major search engines. There's what, four

search engines that are even worth talking about? Submitting to them can be done yourself just by entering your URL and pressing submit. But, this isn't even necessary, because as soon as the search engine spider finds your site, it's the same thing as submitting.

Since this will happen naturally anyway, don't spend your money on this service.

### ***Featured Links***

I get emails almost hourly from link directories trying to get me to sign up for their "featured link" service for \$19.95 per month. Since these directories have very little targeted traffic what good will this do? You already have a link, why do I need it up in front of everybody else if no one is going to see it? And pay extra for it? Well, the directories are trying to make money, just like anyone else. You'd be surprised at the actual number of sites that have featured links over many directories, and yet wonder why they don't get any traffic.

Spend your money and your time elsewhere. Like on writing and submitting a post for the blogs. This strategy will get you many more links, for a fraction of the cost. What does this cost? Only the time it takes for writing the post or article, but you can even have that done very professionally also, so you don't even have to use your own time. You know how busy we all are! Remember you just want the link from a link directory, you shouldn't actually expect to get any traffic from it.

### ***No Flash Intro!***

Don't ever include a flash intro on your site, especially before the homepage, unless you're a huge site, like msnbc or something similar. Why? Flash shows up as a black hole to the search engine spiders they can't see what's inside, therefore they can't index it. If you have a flash intro for a homepage, don't expect Google to even know what your site is about. This can only hurt you.

While the flash may look very cool and very professional, don't use it as an intro. Use it on the side of your homepage if you have to, but your site needs to contain content. Content is

what gets indexed, and your indexed pages are what gets evaluated and run through the search engines algorithms, along with all the links, of course.

### ***Pop-Ups and Music***

Do not use any kind of pop-ups on your website. You know those annoying little windows that pop-up after 5 seconds or so? How do I know Google does not like them? You can't have a Google Adwords campaign with a link to a site with a pop-up, Google will simply not let you. And since it's an annoying visitor experience anyway, Google will lower you in the rankings because you're lowering their overall users' experience.

Also, don't use music. This is another annoyance that is found on a lot of websites. People think it inspires a mood, but, nothing inspires me more to click to another site than someone else's music choice on a website. If someone doesn't like your choice of music, you might instantly turn that visitor away. How do you know what type of music your listener likes? If you think there's music that everybody will appreciate, then you are naïve, enough said.

## ***Talking Ads***

Talking ads are merely pop-ups that talk. Well, they don't really pop-up, they are embedded. Some visitors think that it is really cutting edge and that it's really cool, maybe... but if you have to put it there then put it only once, and make sure there is a mute button, or that can be turned off. If you use a talking ad, make sure it uses a cookie so it can determine if it's a repeat visitor and not "talk" again. Most comments and posts regarding talking ads are negative.

When adding anything to your site, remember that studies have shown that simpler is better. Why? Well, most Internet visitors do not want to be complicated. A simpler web page is not stressful, and anything that reduces stress will keep visitors on your site longer. A very cluttered and unorganized website is very stressful for most people, and will cause them to leave.

Keep it plain, simple, with navigation in the usual spots, and people will feel more at "home".



## Chapter VI: Site Promotion

### *Keywords*

Keywords are important because this is what gives your site focus. You need to be rather specific if you want your site to be successful.

Example: You wouldn't focus your site and try to rank for the keyword "golf." This covers such a wide variety of interests or things that contain the word golf in it that the competition would be very intense and someone without a \$500,000 annual SEO budget would never be able to compete with.

Nor would you want to try and direct your site to "golf clubs." Again, this is too broad and has very heavy competition. Narrowing this down even further to "ping golf clubs" is a little more specific. While this still might be difficult to rank for because of the competition, it's much better than just "golf."

Narrowing the keywords even further to "purchasing ping golf clubs in florida." While this is definitely a site you could start a campaign and a site for and should rank very well, are there any visitors searching for this keyword phrase? I'm sure there are but not

enough to even bother with or waste time on, unless you're just passionate about ranking for this phrase.

So there has to be some happy medium, say "purchase ping golf clubs." If someone typed in that exact phrase into Google, could you build a site and get it ranked onto the first page. It's likely, with the right amount of time and effort.

You need to identify exactly what keywords or phrases that you are targeting. Targeting keywords will bring your site focus, and it's this focus that Google and the other search engines will sense when they visit, and they will adjust their indexes accordingly. Therefore, your site needs to contain plenty of content. Content that focuses in on your theme and contains your keywords. Three to five percent of your content should be keywords, as a general rule. Remember to keep it natural. Too much will look spammy, too little will lose your focus in the search engines. Write like you are writing for the visitor, not the search engines.

## ***Homepage Content***

It's a very, very good idea to include content including your keywords, on your homepage. Especially when you first start out. Once you have many links coming in (all with good link text) giving Google a good idea what your page is about, then you can start to reduce your content. But to start off, write some good and informative content. Write something that the visitors will want to read. Capture them, then don't lose their interest. If they are interested, then they will browse your site more. Remember that you want to keep visitors on your site for as long as you can. The longer they stay, the better job you are doing capturing and holding their interest.

## ***Perform On-Page Optimization***

We extensively discussed on-page optimization for your site. Make sure all your pages include an appropriate keyword-phrased title. You want your content to have your keyword phrase in the H1 or header tag, and within the first paragraph. Bold the keyword in the first sentence. Google will see this as standing out

and will think it's more important than the rest of the words, which it is.

Include your keywords in the last paragraph of your content also. While this isn't crucial, there are many people who swear by this. I don't, but it won't hurt.

### ***How Do You Determine Keywords?***

We have talked quite a bit about keywords and making sure that your site has some direction and focus, now you might be wondering, "How do I find out what my keywords should be?" This is a great question, and one that many people ask. Well, first of all, I'm sure you have a pretty good idea what you would like people to type into the search engines to find you.

Use <http://tools.seobook.com/keyword-tools/seobook/> and type in the phrase you think you would like to target. Or, type in your product and service to see what people are typing in the search engines and how much traffic is generated per day by these searches. This service will not only tell you what type of traffic that this phrase gets on a daily basis for each search engine, it also breaks down or

narrows down the keywords so that you can see exactly what people are typing in that is related to your particular phrase.

### ***Evaluate Competition***

Once you've narrowed down your keyword choices, you need to identify what the competition is for each of these keywords and phrases. Type the particular phrase into Google and see what comes up on the search results. Click on to each site and get a feel for each one.

What do these sites have in common? Are they professionally done? More importantly, how many links do these top 10 sites have linking back to them. Perform a backlink search for each one using Yahoo Site Explorer. Does the site have 2,000 backlinks or 200,000? If all the sites in the top ten have 200,000+ backlinks, then you need to move on and narrow your keywords down a little more. Go back to <http://tools.seobook.com/keyword-tools/seobook/> and see what the next phrase on the list is and evaluate the top ten of the Google search results again.

This step is crucial, you don't want to skip this. Ninety percent of the sites on the Internet fail. Why? Because they don't take the time to perform this competition evaluation. You need to know what you are competing with before you can compete. DON'T skip this step, it will mean the difference between success and failure.

### ***Memberships and Services***

#### **[LinkVana](#)**

Sign up for a membership to [LinkVana](#). This will give you access to a network of high quality blogs that you can get an easy backlink from. Even though this subscription is \$147 per month (and higher than most), it will start to pay for itself in six months.

And, if you have several sites that you want to promote, you still only pay the same monthly fee. You can set up multiple sites under one account. This is a very attractive feature for people with several sites.

Getting links from the [LinkVana](#) network will help your site in the rankings and it will get you the necessary backlinks that you need,

and they are all one way, no reciprocating a link back, unless you want to.

### [1WayLinks](#)

Start a subscription to [1WayLinks](#). Similar to [LinkVana](#) with the following exceptions:

- You need a blog of your own that will accept posts in order to participate
- The blogs are all independently owned (other members of the network)
- Inexpensive, \$37 per month is the cheapest subscription to a blog network there is

### [Syndicate Kahuna](#)

Get a subscription to [Syndicate Kahuna](#). Similar to [LinkVana](#) and [1WayLinks](#) with the following exceptions:

- Anybody gets to use your post, so there can be a wider distribution
- Webmasters accepting content need to approve your post before they include it in their blog; unlike [1WayLinks](#) which

- requires approval before the post is accepted into the network
- Don't need your own blog to be a member and participate

## Bloggging Networks Compared

# Bloggging Networks Compared

	LinkVana	1WayLinks	Syndicate Kahuna
Need a reciprocating blog to participate	No	Yes	No
Monthly Subscription	\$147	\$37	\$67
Post Automatically posted	Yes	Yes	Yes*
Blogs are system owned	Yes	No	No
Independent Blogs require quality check	NA	Yes	No
Posts spinnable	No	Yes	Yes
All Unique posts	Yes	No	No
Blogs originate from separate C class servers	Yes	Yes/independent	Yes/independent
Links per post	1	up to 3	up to 3
Posts require approval for quality (monitored)	Yes	Yes	Yes
Postings are posted on blog within the system	Yes	Yes	No
		Copyright 2009 onlinemoneysource.net	

[LinkVana](#) contains the highest quality blogs but has the highest subscription rate.

[1WayLinks](#) requires a blog to participate but is the cheapest.



I use all three, even though they essentially are performing the same function, they all have different variations. Using all three allows you to round out all the variations and have the best of all worlds.

If I had to only choose one to participate in, I would choose [LinkVana](#). Even though the cost is higher, you will get the best results from this one if all three were used separately.

### **Consider Adding a Wordpress Blog to Your Site**

If your site is currently a static “view only” site, consider adding a Wordpress platform blog to your site. It can be set up in a separate folder on the site, and have a link placed to it from your current homepage. This will get crawled by the spiders and indexed along with your main domain or URL address.

The advantages to having a blog added to your current site are:

- Automatically brings your site into the new Web 2.0 format that is popular and respected with the search engines

- Wordpress contains its own behind-the-scenes administration that is easy to learn and navigate
- Literally tons of support for Wordpress because of its popularity. If you get stuck and are not sure how to do something, type your problem into Google, include the word wordpress in your search criteria and I guarantee you will quickly find a solution to your problem every time
- Google ranks blogs favorably

Having a blog does come with some disadvantages, however. For one thing, you will need to generate some content on this blog, whether it's posts, video, whatever. It will take time to get this going with a decent amount of content. If you would like to have a great deal of content that can be easily added, you need to check out Caffeinated Content. This is actually a Wordpress plug-in that will give you hundreds and hundreds of posts for your new blog. Mostly they are questions asked through Yahoo answers. Caffeinated Content captures all the questions regarding your topic along with the appropriate answers or comments. Just be sure you don't have the posts automatically posted to your blog—you will want to pre-approve everything, and do it

slowly. Remember, more naturally over time. This is amazing software, though, if you need some quick content. I've used this myself and find that the same question on my blog ranks higher in Google than the actual question asked in Yahoo Answers.

## **Writing Articles**

Writing articles began as a great way to improve the visibility of your website by spreading content and links throughout article directories on the web. Unlike link directories, which don't receive much traffic at all but still provide a link, article directories still generate an enormous amount of traffic.

If you wrote an article about your new product that solved a common problem, and your site is brand new, then chances are your article from a highly respected article directory such as Ezinearticles.com will actually rank higher than your website. Visitors will click from the search results to the article, and if they are interested, click through to your site from the link you provided in the article. This can generate traffic and links. So it's a good idea

to include writing articles and submitting articles in your overall link building campaign.

If you need help writing articles, I highly recommend that you download and check out [Josh Spaulding's AMR](#). He's had great success with this strategy over the years with a number of websites.

If you find you don't have the time or the skills to write effective articles. Head on over to [Net Content Writer](#). I know the owner personally and have had many articles ghostwritten using their very talented English-speaking staff. Trust me, you get exactly what you pay for. I tried saving some money by having my very own writer, doing nothing but writing for me, in the Philippines. She could understand English well but the articles used to read so poorly that I spent more time cleaning them up than I would have if I wrote them myself. You can try if you want, but this is coming from experience: people will start to read a poorly written post or article and consider your entire site just as poor just by reading a few sentences. I have no use for gaining that type of reputation.

All you need to provide [Net Content Writer](#) with is your idea or subject, style of writing, keywords, and keyword density if you wish. Not only can Net Content Writer write about any subject you need, they are experienced and knowledgeable in writing for SEO purposes. They understand keywords and how to place them naturally. English is their native and only language. If needed, they can write the posts for your new blog, and even research the subject material for you. This is outsourcing to the max, and if you just don't have the time for this but you need content, and lots of it. Hire somebody, it's not that expensive and you will get very high quality writing.

### ***Directory Submissions***

Download [Fast Directory Submitter](#). The service costs \$20, but you can try the software for free first, here's a video tutorial for the product:

<http://www.fastdirectorysubmitter.com/tutorials/73-fast-directory-submitter-video.html>

While directories don't provide actual visitors to your site, they are a source of links. Note:

You don't want all your links coming from the same source. You DO NOT want to concentrate on one area or one particular way of getting backlinks. For instance, you don't want all your links coming from article directories. This isn't natural and it is viewed that way in the search engines. If it doesn't look natural, then your site will not rank well.

### ***Social Bookmark Articles and Blog Postings***

You need to sign up for an account to [OnlyWire](#). This is a must, because all you have to do is provide a link from your site to them and it's free. Using this service will save you a ton of time, and get your pages bookmarked in all those new social bookmarking sites. This provides valuable links back to your post or whichever page you choose.

Here's what I do: Every time I write a new post or add some type of new content to any of my sites, I immediately bookmark that new page in OnlyWire. This gets the page indexed almost immediately (remember these social bookmarking sites have high page rank). Spiders index them, find your link, follow your link and index your new page. I've had posts

rank in the very first page of Google for a keyword that I included in my post (usually in the title), the very next day after I made the post. This is because they were indexed so fast.

Do not skip this step, it is a very valuable addition to your link building campaign.

### ***Submit to Digg***

Digg is included in [OnlyWire](#), but I like to submit this one separately because Digg is very influential. For every new post or content that you add on your site, go to your Digg account and Digg your own post. Again, this will cause the page to be indexed that same day, and Digg is very powerful. Don't expect visitors to see your Digg and go running to your site with credit card in hand, though. This is extremely rare. You just want that link back to your site.

## ***Local Businesses***

If you are a local business that has an actual physical location somewhere and you also have a website, the single best thing you can do for your website is make sure that your physical address is on every page of your site. Usually you will include this in the footer of the page, which is automatically added on the bottom of each page.

Why the address? Google indexes addresses and if somebody locally types in something associated with your business or along the same subject, Google has a local map index that shows up in the search results for someone who is searching while logged into their Google account. While they are logged in, Google knows where the visitor is based on the region provided in their profile and they will automatically show your "local" business in their results.

Make sure you do this for your site, Google has over 70% of the search engine traffic, so understanding that and using them in this way will always help you.



## ***Conversions***

A little side note on conversions: Now that you have the tools to get your site ranked and have visitors actually clicking through to your site, you need to keep them there. Never has competition been so fierce as it is now on the Internet, because it's opened up to the entire world. Because of the extreme competition, you need to know how to keep visitors on your site, and how to keep them interested.

Fact: Most visitors stay on a site no more than 5 seconds, and then they click somewhere else. If you can keep them there longer than this initial impression, you have a good chance of keeping their attention for a few minutes, and that's all you'll really have.

How do you keep visitors interested in your site? Well, the first thing you need to have is good content, well-written, informative, and interesting content, to keep the reader reading. You need pictures to go along with the content. Professional, well placed, high quality images tend to keep visitors just a few seconds longer. If you have shoddy or amateur pictures, people will click off and find

the sites with the high quality images. People tend to relate more easily to pictures than text.

Place some video on your site. Find relative, interesting, current videos about your subject matter on YouTube, and embed the video right on your site. If you don't like anybody else's video on your subject, make your own. This can be done with a laptop (most come with an installed webcam now). You only need to look and the camera and talk about what your subject for just a few minutes. People will always watch a video before they will read, because it's easier, and remember people are generally lazy, they want the easy way out. Offer both, it works. The added benefit from using a video from YouTube is weighed a little in your favor for Google, since they own it.

Place a poll on your site, ask a question and allow people to respond. People love polls, because they can give their opinion, and we already talked about how people love to give their opinion, it's human nature. Anything that's human nature is going to be big, especially if the medium reaches, let's say.....the world!

# 30 Day Traffic Burst Checklist



Don VanPelt

[websitestrafficology.com](http://websitestrafficology.com)

## 30 day Traffic Burst Checklist

*With so many people trying to get in on the “make money online” craze, or quit your day job and work at home hype, there are a lot of people willing to sell you the secrets to being successful. In fact, there is so much written on this subject you will surely go into information overload and have no idea even where to begin. I’ve provided some great resources at [onlinemoneysource.net](http://onlinemoneysource.net) to help you decide what type of online home business would be best for you. Be careful, there are a lot of people that will take your money, sell you some sort of online money maker, and tell you you’ll make \$5,000 per month. The reality is THEY will be making the money off of your work.*

*Making money online is NOT easy, if it was, everybody would be doing it. The truth is, its hard work, do not believe anyone if they tell you otherwise. I’m not going to steer you in any particular direction, or offer you great niche ideas on what you should get into. I’m going to assume you’ve already done this. And now that you have your site, you need to know how to drive traffic to it. If you follow these steps every day as indicated, your traffic will significantly improve within the next 60 days, I guarantee it. After another 60 days, or 4 months, your site will start to rank highly in the search engines.*

*The first 4 days are on-page optimization. It’s imperative that you make you’re your site is in order before you start this program.*

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- Day 1** – Make sure the Title of your homepage contains your main keyword, adjust if necessary. (watch video) For help on identifying where your title tag is located and how to change it, *see here...*
- Day 2** – Check the Meta Tags of all the pages within your site. Your description tag should contain keywords yet be different for every page of your site. Google does not like to see the same keyword filled Meta tag description on every page; this will impact your site negatively. For help on changing your Meta tags, *see here...*
- Day 3** – Adjust the content of your web pages, paying particular attention to the homepage. Make sure you have your main keyword in the title of the content, and throughout the content using a density of about 3% - 5%. Rewrite if necessary.
- Day 4** – Make sure all pictures within your site are utilizing the “alt” attribute on every image tag. Google searches and indexes pictures, since Google can’t see the picture and tell what it’s about, it relies on the image filename and the alt text attribute. Make sure they both contain keywords. For help and more information on the alt attribute and how to change it, *see here...*
- Day 5** – Sign up for and set up your Link Market account and add code to your site. Search for and invite 25 sites to exchange links with you.

**Day 6** - Sign up for LinkVana. Set up your account and write 2 posts including links back to your site. Submit these posts for inclusion into their blog network.

**Day 7** – Sign up for accounts with the 5 major article directories (See here). Write one article, be sure to include your links within the resource box and submit this article to all five directories.

**Day 8** – Sign Up and set up an account for OnlyWire. This will bookmark your web pages into several social bookmarking sites at once, giving you valuable links from highly respected social bookmarking sites. You will need to sign up for an account with each social bookmark site and enter this information into OnlyWire.

**Day 9** – Download and install Free Directory Submitter. Set up your account and appropriate link text for your site. Submit your site to 100 directories.

**Day 10** – Sign up for 1.Way.Links. Set-up your wordpress blog for inclusion into the network. For help setting up a wordpress blog (see here). Make sure everything is working and write your first post. Use spinning to maximize the effectiveness of the post, 3 different versions of each sentence. Submit your post to the network.

**Day 11** – Sign up for Syndicate Kahuna. Write another post, be sure to “spin” the post to maximize the effectiveness of this technique and get greater exposure.

**Day 12** – Write a press release for your site. Make sure this is newsworthy, and covers some sort of event within your product, site, or company. For tips on how to write an effective press release (here). To have your press release professionally written for you, contact <http://netcontentwriter.com>. Submit your press release to PRWeb.com.

**Day 13** – Write a post or article to be placed on **your** site. Use OnlyWire and bookmark the new page you just created with all the major social bookmarking sites.

**Day 14** – Log on to LinkVana. Write 5 short posts including links back to your site and submit them to the system.

**Day 15** – Log on to your Link Market account, perform a search and invite 100 sites to link back to your site.

**Day 16** – Write a 500 word article about your niche. You will submit this article to <http://www.isnare.com> Isnare is a wide article distribution site. For \$5 they will submit your site to hundreds of article directories. This will provide plenty of links from different sources.

**Day 17** – Create a video, using a webcam, record a two minute video of just you, reading one of the articles you just wrote. Submit this video to every video site you can (for a list see here). Don’t worry too much about the content of the video. Your goal is to get a link back to your site using the account you just set up with each video site.

- Day 18** – Log on to 1.Way.Links. Write a 250 word post but make sure you spin this article or post. Have at least 3 different versions of each sentence and that you include three different links back to your site within the post. Submit this post for inclusion into the network.
- Day 19** – Log on to your LinkVana account and write 5 short posts, be sure to include your links, and submit to the network.
- Day 20** – Write a new page or post for your site. Be sure your keyword content is between 3 and 5 %. Once your new page is “live” on your site, use your OnlyWire account and bookmark this new page.
- Day 21** – Log On to your Link Market account and invite another 100 sites to exchange links with yours.
- Day 22** – Log On to Syndicate Kahuna, write a 400 word article, and submit this article to network to be used by other webmasters for their blogs.
- Day 23** – Log on to LinkVana, write and submit 5 short posts and submit to the network. Make sure you include one link per post back to your site.
- Day 24** – Log On to Fast Directory Submitter and submit your site to 100 directories.
- Day 25** – Write an article, and submit this to the 5 top article directories.
- Day 26** - Log on to 1.Way.Links. Write a 250 word post but make sure you spin this article or post. In other words, make sure you have at least 3 different versions of each sentence and that you include three different links back to your site within the post. Submit this post for inclusion into the network.
- Day 27** - Log On to your Link Market account and invite another 100 sites to exchange links with yours.
- Day 28** - Log on to LinkVana, write and submit 5 short posts and submit to the network. Make sure you include one link per post back to your site.
- Day 29** - Write a new page or post for your site. Be sure your keyword content is between 3 and 5 %. Once your new page is “live” on your site, use your OnlyWire account and bookmark this new page.
- Day 30** - Log On to Syndicate Kahuna, write a 400 word article, and submit this article to network to be used by other webmasters for their blogs.

*As you can tell, this plan is very aggressive, yet it should take you 30 – 60 minutes each day to perform. There's a lot of writing, so be patient and take your time. Remember there is no magic, overnight method that will bring visitors to your site overnight. Even though this plan is aggressive, they are all "white hat" SEO methods, and are all favorable with the search engines. Don't expect any of your posts to kick in, or actually help you for at least 60 days. Therefore, you'll find towards the end of this plan, it starts to repeat. You won't see any significant traffic increases at this point. DON'T be discouraged and quit. This is normal. For the next 30 days, you need to repeat the following every 7 days;*

- Day 1** – Log on to LinkVana, write and submit 5 short posts and submit to the network. Make sure you include one link per post back to your site.
- Day 2** – Log On to Fast Directory Submitter and submit your site to 100 directories.
- Day 3** - Log on to 1.Way.Links. Write a 250 word post but make sure you spin this article or post. In other words, make sure you have at least 3 different versions of each sentence and that you include three different links back to your site within the post. Submit this post for inclusion into the network.
- Day 4** - Write a new page or post for your site. Be sure your keyword content is between 3 and 5 %. Once your new page is "live" on your site, use your OnlyWire account and bookmark this new page.
- Day 5** - Log On to Syndicate Kahuna, write a 400 word article, and submit this article to network to be used by other webmasters for their blogs.
- Day 6** – Log On to your Link Market account and invite another 100 sites to exchange links with yours.
- Day 7** – Write a 300 word article, and submit this to the 5 top article directories. Every other seventh day, or every other week, substitute with; Write a 500 word article about your niche. You will submit this article to <http://www.isnare.com> Isnare is a wide article distribution site. For \$5 they will submit your site to hundreds of article directories. This will provide plenty of links from different sources.

*Follow this 7 day strategy for the next 4 weeks, and I guarantee you will start to see increases in traffic to your web site. For many people, the actual submissions, and navigating the accounts is not hard. It's finding topics, writing posts and articles that can be very difficult for many people. Outsourcing can not only save you time, it can produce very high quality work that you may not be able to do on your own. I've partnered up with NetContentWriter.com to offer a unique service specifically tailored to this marketing plan. They will write all of your content for you based on what's needed for each day. You would just merely have to submit this content to your accounts.*

*For those who want guaranteed results, but just don't have the time for writing, or actually having to submit content to their accounts, I've come up with an All-In-One or turnkey solution. We will set-up your accounts for you, write your content, follow the above plan exactly, provide you with weekly submission and traffic reports. You don't have to do anything, let us use the plan, and perform all of its work for you.*