

## Blogging Mechanics™ Special Report

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## What the Hell Is Strategic Link Building

I bet this was the first question in your mind when you downloaded this report. Well, in this short report you will learn what Strategic Link Building is, why it is critical to make money from your website and how you should do it.

If you will follow the guidelines and recommendations in this report, you not only get top search engine rankings for your desired keyword, but you will hold the position for lifetime.

As you know there are tons of different tools available for backlink building purposes, like Senuke, Article Marketing Robot, Rank Builder, xGenSEO, SEOLinkVine to just a name a few. There are tons of different strategies and techniques and almost anybody who have been 5 minutes in Internet marketing space, has their own approach to backlink building.

People are building forum profile links, signature links, WEB 2.0 sites like crazy. They submit articles to article directories. Essentially, the whole Internet marketing business becomes link building business.

In the same time, I have noticed that there is so much confusion about what is the right strategy to build backlinks for completely new website, in order not to get penalized by Google.

Therefore, in this report I am going to share Strategic Link Building System that works perfectly for me and I am confident it will work well for you.

The 4 phase backlink building strategy that I am going to share with you, works equally good for small niche websites, local business sites, general topic blogs or business websites.

If you will apply the strategy and follow the guidelines, you will get the first spot in Google (common sense for keyword research applies here) and, most importantly, you will hold that position for lifetime.

### So, What Is Strategic Link Building

Strategic Link Building is the sequential system that establishes your website as an authority in your market. It is the strategy that not only increases search engine rankings, but also builds real web traffic to your site.

Have you seen some of the websites, which have only a couple of hundred backlinks from really not so strong websites, but you cannot grab their spot in Google, even if you build 2-3 times more links with even higher page rank?

Well, this is because they have built their links with Strategic Link Building approach and in this report you will learn the same strategies and techniques.

In fact, most people do not have a link building strategy or plan at all.

They create tons of web 2.0 sites or forum profile links and then they expect that Google will rank them high. Some of them order 3-5 articles, spin them as hell and submit to hundreds of article directories.

After a while they become frustrated as the traffic is not coming and also Google rankings don't improve.

In order to make money from your website, you need to have a link building strategy that will bring you visitors. You need to build links systematically and with the purpose.

Strategic Link Building System consists of 4 phases. Each phase has its own purpose, but all of them serve the long term (with long term I mean 2-3 months) goal, which is get #1 spot in Google and get tons of visitors to the site.

In the 1<sup>st</sup> phase, you get your website indexed by Google and you build some authority links, which will increase your rankings right away.

In the 2<sup>nd</sup> phase, you build a strong foundation to become the authority website in your market. This is where the Strategic Link Building approach becomes extremely important.

In the 3<sup>rd</sup> phase, you build the structure around your website. In this phase you will support the links which you created in the 2<sup>nd</sup> phase and also you will add more link juice to individual pages on your site.

In the last, 4<sup>th</sup> phase, you will start to use some of the automation tools to build massive volume of links to all of your properties.

Once you will finish all 4 link building phases, your position on the first page of Google will be so strong, that nobody will be able to attack your website rankings.

# Before You Use Strategic Link Building System

If you are experienced marketer who have got tens of website in the first spot in Google, then you may skip this section. But, if you really want to OWN the position for each of your website, then the next couple of paragraphs will be critical for you.

## Understanding the Keywords

Keywords and keyword research is one of the most important part in order to get your website ranked high in search engines. There are tons of e-books, trainings and even coaching programs that teach keyword research, so I am not going to repeat that.

Instead what you are going to learn here is a concept of keyword structures on your website that will give you foundation for successful link building campaign.

## Keyword Structure for Content

Each piece of content that you are going to create either for your website or link building purposes should be based on 2 types of keywords – primary and secondary.

Primary keyword is one keyword for which you would like to rank for in search engines. Secondary keywords are 4 other closely related keywords that explain more what your particular article or post is about.

This is where most marketers do not pay attention at all. They only focus on primary keyword, but do not look for relevance of secondary keywords.

In order to find 4 secondary keywords, you have 2 options –

1. You can use Google Wonder Wheel (just type in the keyword in Google search box, do the search and on the left sidebar, you will find this tool),
2. You can use Google Keyword Tool and sort results by relevance.

Once you have found 1 primary keyword and 4 secondary keywords, make sure to use those in your content. I usually use the primary keyword in each 100-150 words and each of the secondary keywords at least once in the post.

If you want to get high search engine rankings for your targeted keyword, make sure to apply the primary and secondary keyword principle for each piece of content that you create.

### **Keywords Structure for Your Website**

If you are building small Amazon type review website or small niche website, but still you want to become authority in your niche, then this part will be critical for your rankings.

Let's say that you want to build a small niche website with 5 categories (this is my recommended minimum). So, in order to launch your website you will need to research and create content for your home page + at least 5 articles – 1 for each category.

So, how you should go about keywords for each of the posts?

The first thing that you need to do is to find 1 primary keyword and 4 secondary keywords for your home page. And here comes the critical part – each secondary keyword for your home page post, should be the primary keyword for your first category post and category itself.

Ok. Let's take the real example – let's pick the keyword - coffee maker.

My primary keyword for home page will be coffee maker. This is the keyword for which I want to rank my website in #1 spot in Google.

The secondary keywords for this particular page according to Google Wonder Wheel are (you can choose just 5) – best coffee maker, coffee maker brands, coffee maker reviews, coffee maker comparison and commercial coffee maker.

Some of you may ask why I choose 5 instead of 4 secondary keywords, as I mentioned above. It is because, we will have 5 categories and each of the secondary keyword for home page will become the primary for categories.

So, now we have primary keywords for each of the categories and for the first post in it. The next step in this initial keyword research is to find 4 secondary keywords for each of the categories.

Here we repeat the same step. We just add the primary keyword in Wonder Wheel and here are the results:

- o For best coffee maker – best espresso maker, best drip coffee maker, best thermal coffee maker and technivorm coffee maker
- o For coffee maker brands – best coffee maker brands, best coffee marker reviews, espresso maker brands, krups coffee makers
- o For coffee maker reviews – coffee grinder reviews, krups coffee maker reviews, cuisineart coffee maker reviews, thermal coffee marker reviews
- o For coffee maker comparison – gourmet coffee makers, espresso maker comparison, bunn coffee maker comparison, single cup coffee maker comparison
- o For commercial coffee maker – office coffee maker, commercial thermal coffee maker, commercial coffee marker reviews, used commercial coffee maker.

So at this point, you have all the initial keyword research finished; now you just need to create the content.

If you will apply the steps above for your initial content of your website, you will build highly relevant website for your main keyword, which will give you critical boost in search engine rankings.

### **Keywords as Anchor Text of Backlinks**

When you build backlinks it is very important to have diversity in the anchor text of those links. You cannot just build tons of backlinks based on your home page primary keyword.

It is very important to use the primary and secondary keyword concept when you build backlinks.

There are no rules about what the best diversity is, but I suggest you follow the 5 + 1 + 1 principle. This means that for each 5 primary keyword backlinks you will build 1 backlink with the secondary keyword of the home page and 1 other relevant keyword from Google Wonder Wheel or Google Keyword Tool.

This will make your link structure extremely powerful, as all your links will be related to the website.

I know it sounds complicated, but in reality it just requires detail planning before you start to work with website and backlink building.

## **Quality of the Content**

Let me start by saying that there huge difference between backlinks with traffic and backlinks without traffic. Would you rather spend hours of creating backlinks and then discover that there is no additional traffic value from them or you would you rather work on backlink building that brings additional traffic to your site.

Well, I know that it is almost impossible to get high rankings and in the same time focus on traffic getting from backlinks. But, you need to have diversity between those links.

### **So, how you build backlinks with traffic?**

It is very important to think strategically at this point. When you will work with Strategic Link building Phase #1, it is very unlikely that it will bring you some traffic. However, it is the important step which will build a foundation for your site to get rankings in Google.

But, starting from the Strategic Link Building Phase #2, you can accomplish both things – you can get high value backlinks and in the same time traffic to your site.

**The concept here is to create extremely valuable content for all of the properties that you will be using in Strategic Link Building Phase #2 and #3.**

Research the content, find out the traffic statistics and competition in Google, find out what people are talking about the subject in forums and then create content, which combines the interest of people and is targeted with keywords.

Once again, it is sounds more complicated than you think it is, as it only requires planning.

If you will work according to plan and will create content that people are really looking for, you will get massive results, including the natural link building from different sources out there.

Here I recorded a free video that will give you one more strategy how to build extremely valuable content that people are really looking for –



Ok. Now that you know how to structure your content in terms of keywords and what is required to build backlinks with traffic, you can start to implement Strategic Link Building System for your newly created site.

## Backlink Building Phase #1 – Get It Indexed via Backlinks

Most people are so impatient to get their site out there that they start to build tons of backlinks via some valueless forum profile links or with a bunch of tools, like Article Marketing Robot or Senuke. Then they run to some ping service and start to ping those links like crazy.

If you want to get high search rankings, then you need to let Google discover your site via the backlinks that you create. Those are backlinks, which is logical for your site at this point, when you do not have a steady visitor flow.

I know this next sentence will be old like the Internet, but it is extremely relevant and important –

**Each backlink is like a vote for your site. So, you can only have as much backlinks to your site (votes) as you have unique visitors.**

Think about this sentence for a minute.

If your website is visited only by 10 unique visitors, then how you can have tens of votes from different domains? It is impossible and Google knows that.

Since last public update of Google ranking algorithm, they measure **activity on your website as well**. This is how they determine whether the links are relevant or they are created just to get rankings.

Take away – make sure to build backlinks in alliance with your unique visitor flow.

## **Preparation for Link Building Phase #1**

Before you start to build backlinks, make sure to do the following things:

1. Once you install WP, make sure to disable search engines while you are setting it up,
2. You can enable search engines only when -
  - a. You have set up your WP theme, plugins and all the settings,
  - b. You have published home page and at least 1 post in each of the categories,
  - c. You have About, Contact, Terms, Privacy, Disclaimer and Sitemap for visitors pages in place,
  - d. Your Robots.txt file is uploaded on the root directory.
3. Once you enable search engines, make sure to delete all the ping services from your WP blog,
4. Add Google Analytics or any other tracking service on your website (make sure to disable your IP from visitor count),
5. Create and submit XML Sitemap to Google.

Now, that you have done all this, you can start to work on Strategic Link Building phase #1.

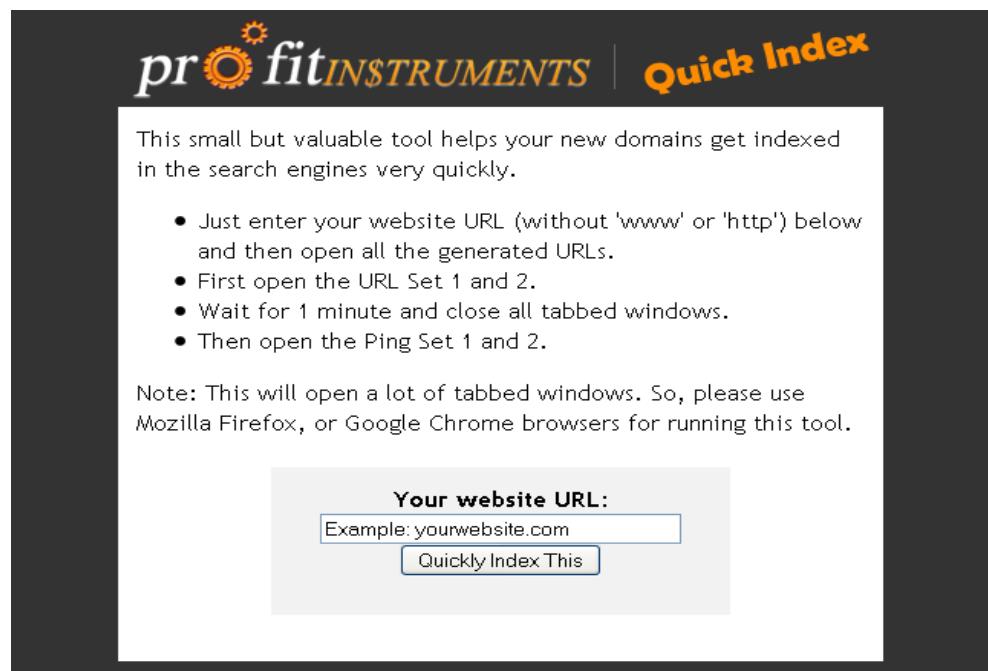
## **How to – Phase #1**

### **Step #1**

Submit your domain name to different URL submission websites. Here is the list of the websites -

- o joeant.com,
- o scrubtheweb.com,
- o rateitall.com,
- o venturebeatprofiles.com,
- o lookuppage.com,
- o markosweb.com,
- o sitejabber.com,
- o jyte.com,
- o talkreviews.com,
- o bessed.com,
- o websitejudge.com,
- o crendel.com,
- o syncrat.com,
- o Alexa.com,
- o Compete.com,
- o Quantcast.com.

In addition, you can use [Quick Index Free Tool](#) that will help you to submit to even more URL submission websites. Here is the screenshot of it –



When Google will discover your website via some of these links, it doesn't trigger the red flag, as Google thinks that these sites found your website faster than Google did.

## Step #2

Find 10-20 .edu or .gov **related websites (it is important)** where you can get backlinks from. You can do the search in Google with the following search queries –

- o site: .edu inurl: blog "post a comment" -"comments closed" -"you must be logged in" "ADD YOUR KEYWORD"
- o site: .gov inurl: blog "post a comment" -"comments closed" -"you must be logged in" "ADD YOUR KEYWORD"
- o site: .edu "powered by expressionengine" "ADD YOUR KEYWORD"
- o site: .gov "powered by expressionengine" "ADD YOUR KEYWORD"
- o site: .edu "Powered by BlogEngine.NET"site: .edu inurl: blog "post a comment" -"comments closed" -"you must be logged in" "ADD YOUR KEYWORD"
- o site: .gov "Powered by BlogEngine.NET"site: .edu inurl: blog "post a comment" -"comments closed" -"you must be logged in" "ADD YOUR KEYWORD"
- o site: .edu inurl: wp-login.php +blog
- o site: .gov inurl: wp-login.php +blog
- o site: .edu "your keyword"
- o site: .gov "your keyword" - "you must be logged in" - "comments are closed"
- o site: .edu "no comments" +blogroll - "posting closed" - "you must be logged in" - "comments are closed"
- o site: .gov "no comments" +blogroll - "posting closed" - "you must be logged in" - "comments are closed".

It is important that these .edu or .gov WebPages where you are going to get backlinks from, is somehow relevant to your topic. For example, if your niche is weight loss, then you might want to insert "health" as your search keyword in those search queries.

**Important tip here:** *do not post comments on blogs, where you see tens of spam comments already, as they are most likely ignored by search engines anyway.*

If you have 1 website, then for sure you can do this step manually and it will take you no more then 2-3 hours.

However, in order to save time, I personally use [Traffic Siphon Authority Tool](#) (unfortunately, it is not free), which will search .gov and .edu sites related to my keyword. Here is the screenshot of it –

The screenshot shows the Traffic Siphon Authority Tool interface. At the top, the logo 'TRAFFIC SIPHON' is displayed in large, bold, orange and blue letters. Below the logo, a message reads: 'Enter your keyword below and click search. Search times vary depending on the keyword - Please allow at least 60 seconds for results to show.' A text input field contains the keyword 'blogging'. Below the input field is a 'Search' button. The main area displays a table of search results:

Keywords	Type	Extension	PR/ Alexa/ Y!	Follow	Link
blogging		gov			<a href="http://blog.citizen.com">http://blog.citizen.com</a>
blogging		gov			<a href="http://blog.tsa.gov/">http://blog.tsa.gov/</a>
blogging		edu			<a href="http://chnm.gmu.edu/">http://chnm.gmu.edu/</a>
blogging		edu			<a href="http://cloud.lib.wfu.edu/">http://cloud.lib.wfu.edu/</a>
blogging		edu			<a href="http://dahsm.medschool.yale.edu/">http://dahsm.medschool.yale.edu/</a>
blogging		gov			<a href="http://govbooktalk.gov/">http://govbooktalk.gov/</a>
blogging		gov			<a href="http://blog.epa.gov/">http://blog.epa.gov/</a>
blogging		gov			<a href="http://community.fdl.com/">http://community.fdl.com/</a>

As you can see in the screenshot above, you just enter the keyword in the box, and it will return tons of different results related to your search term. Sometimes you can easily find 10-20 .edu or .gov websites, where you can create a link to your site. However, the tool doesn't guarantee it – so, there are occasions when you will need to use the manual search as I described it above.

If you will perform both Strategic Link Building System Phase #1 steps as I described in this report, you will build strong link building structure for your site, which will guarantee high search engine rankings in a long run.

## Backlink Building Phase #2 – Foundation of High SE Rankings

If you will apply the steps I am about to reveal in Strategic Link Building System phase #2, you are going to blow your competition away, and you will own the first spot in Google for life.

In the phase #1 you got your website out there and search engines already come to your website to index it.

If you wonder whether your website is indexed by Google, you can put this search query in Google –

cache:<http://www.YourDomainName.com/>

Even if your website is not indexed by Google, you can move on with the phase #2, as it sometimes takes more time to get search engines to come to your site.

Phase #2 is critical, as you need to set long term foundation for your website. This is where you build backlinks that will tell Google – this site is important, and it provides valuable information, as people are already voting for it.

### Preparation for Link Building Phase #2

Before you start to work on link building phase #2, you need to create 3 unique and never published articles – at least 500 words long. They must be really good, so that people appreciate your work.

The articles should be related to your website. Usually I recommend using some of the secondary keywords of your home page, as if you do your research correctly, you will have high traffic – low competition keywords there.

Additional technique that is extremely effective at this point and will ensure that people will find your work, you can learn in my free video –



Ok. Once you have 3 articles ready, you can start to work on Strategic Link Building System Phase #2.

## How To – Phase #2

Now that you have content ready, you can start to locate high traffic, relevant places, where you can publish your content. Here are the steps what you should do at this stage -

### Step #1

1. Find 3 relevant forums, which allow you to create your own blog and publish content there. Here is the search queries, which you can use in Google to find such forums:
  - o KEYWORD "powered by vBulletin" site: /forum blog
  - o KEYWORD "powered by phpbb" site: /forum blog.

As a keyword you should use primary keyword of your website or, if you cannot find high traffic forums in your micro-niche, try to use some broader search terms. For example, if your website is about weight loss, you might want to try to search for health or fitness.

**Important:** *try to find forums with Alexa ranking below 50 000. If you do not use Alexa's status bar, which will give you an instant indication of that ranking, you can [download it for free here](#)*

2. Create complete profile in each of the forums – it means you provide all the details for the profile, including image and avatar. If you do not want to use your own name in particular forum, you can use [Fake Name Generator](#) to get some name ideas,

3. Say hello in the community as you would normally do, when you start to participate in some of the forums,
4. Search each forum to find 5-10 relevant threads and post really good and meaningful replies. *Here is what you need to be aware of:* try to post on 3 old threads and 7 recent threads. If you will post only on old threads, most likely you will get banned by the admin of the forum,
5. Set up your blog on each of the forums,
6. After 2 days publish 1 blog post on each forum. Use 2 anchor text links back to your website – 1<sup>st</sup> link with your website primary keyword goes to your website home page, 2<sup>nd</sup> link with the primary keyword of your article goes to the sitemap page,
7. After couple of days, when the forum accepts the signature below your replies to threads, you need to add signature link back to your blog entry on the forum (not to your website, but forum blog post),
8. After your signature is approved, make sure to post 5-10 more replies to different threads.

So, in this phase, not only you will get **extremely powerful backlinks to your site**, you will also create **powerful internal backlinks structure** to that blog post, which will transfer the link juice to your website.

## Step #2

Once your signature is approved on the forums, and you have all the links working as described in the step #1, you need to do couple of more things in order to empower your current link network. Here is what you need to do:

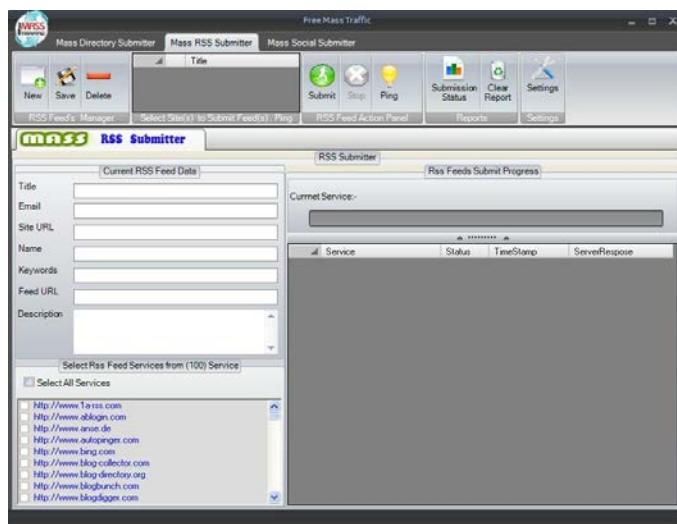
1. Create 15 WEB 2.0 sites. Here is the list of possible WEB 2.0 sites:
  - o PR 6 <http://www.blog.co.uk/>
  - o PR 4 <http://theblogs.net/>
  - o PR 7 <http://www.friendster.com/>
  - o PR 7 <http://knol.google.com/>
  - o PR 6 <http://www.zimbio.com/>
  - o PR 8 <http://www.livejournal.com/>
  - o PR 5 <http://www.sitejabber.com/>
  - o PR 4 <http://www.apsense.com/>
  - o PR 3 <http://blogetery.com/>
  - o PR 7 <http://edublogs.org/>
  - o PR 5 <http://www.blogster.com/>
  - o PR 8 <http://www.bravenet.com/>

- o PR 5 <http://www.sosblog.com/>
  - o PR 6 <http://www.webjam.com/>
  - o PR 7 <http://www.digitaljournal.com/>
2. Spin or rewrite the blog post, which you published on forums and create 5 unique versions from each blog post. Make sure that they are at least 50 percent unique between each other and also against the forum blog post,
  3. Publish 1 article on each WEB 2.0 site and make 2 backlinks – 1 to the respective forum blog post and 1 to your forum blog itself,
  4. Build 5 forum profile backlinks for each of these WEB 2.0 sites,
    - o You can use this site to find relevant forums <http://www.big-boards.com/> or,
    - o Use the following search queries in Google - KEYWORD "powered by vBulletin" or KEYWORD "powered by phbb".
  5. Create separate RSS feed for each location. Make sure to use the title of the blog post and create a 200 characters long description for it,
  6. Submit all RSS feeds to RSS directories.

Some of you might have a question – how to create RSS feed and how to submit it to directories.

You can create RSS feed via tons of different free services. My all time favorite is HitRSS.com.

Regarding the RSS feed submission, there are many different software's available. Considering the price and value, I believe that [Free Mass Traffic](#) software is the best right now. Here is the screenshot of the software:



It will submit your RSS feed to 100 RSS directories, so your links get indexed very fast.

Since all forum blogs are constantly indexed, Google will discover your website via some very powerful link structure, which will radically boost the search engine rankings for your website.

I consider this step the most important part in link building. This is where you set the foundation for your website, and this is where you introduce your website as an authority in your market.

**If you will apply this strategy step by step, you will lock the #1 spot in Google for your desired keyword.**

## **Backlink Building Phase #3 – Let's Play The Ball**

At this point your website will be at least 2 weeks old, with some extremely powerful backlinks.

If you followed the Strategic Link Building System to a "t", all of your links should be indexed by Google, which is important before you move to the next step.

Before you dive into Phase #3, there is one very important question you need to answer - How many unique visitors per day you are getting to the website?

There are several factors, what Google measures when it decides the ranking for the website. Here they are:

1. On page optimization – all your blog posts should be optimized accordingly,
2. Off page optimization – this is how many backlinks you have and how valuable they are,
- 3. Activity on your website – how many visitors are visiting your site daily and how much time they spend there,**
4. How big are your website – how many pages your website have and how frequently your website is updated.

Comprehensive guide to the factors 1, 2 and 4 you will find in my Blogging Mechanics Special Report – ***How to Grab the #1 Spot in Google for Your Newly Created WP Blog.*** You can find it on BloggingMechanics.com.

Now, usually if you do the proper keyword research, if you followed the primary and secondary keyword principle, plus content that you published on forum blogs is what people are really looking for (in other words, it is extremely valuable), you should see at least 20 – 50 unique visitors per day.

However, if you are in a micro niche market, you might not have that amount of visitors I am mentioning here. So, in this case you need to buy traffic.

If you are buying traffic, then make sure that you get at least 75-100 visitors a day for at least 7-14 days, and then you can lower the level to something like 35-50 unique visitors per day.

## **Get Traffic to Your Website**

There are many ways how you can get cheap and in the same time very good traffic to almost any website online. In this section I will give you some ideas and strategies, but since this report is about link building, I will not dive too deep in this.

### **Google Display Network**

One of the cheapest and in the same time fastest way to get tons of traffic to your website is with Google Display Network. In order to achieve good traffic with this, there are several steps you need to follow (also, make sure you do not have AdSense on your blog, if you are going to use Google Display Network).

First of all, if you do not have Google AdWords account, you just need to open it. It will take 2 minutes to do so.

Also, in order to save money, you should find AdWords voucher for \$100 or even EUR 100. Usually you can get those on e-bay or some hosting companies are giving those as a bonus when you sign up for their hosting services.

## Design Banners

The next step is to design banners for your website. Here is the list of the Google approved sizes –

- o Full banner – 468 x 60px
- o Leaderboard – 728 x 90px
- o Large Rectangle – 336 x 280px
- o Medium Rectangle – 300 x 250px
- o Square Pop-Up – 250 x 250px
- o Small Square – 200 x 200px
- o Wide Skyscraper – 160 x 600px
- o Skyscraper – 120 x 600px

In my experience the best performing banners are 300 x 250px, but you definitely need to create more than one. If you do not know how to do it or you just don't want to spend money on this, you can watch my [GIMP tutorial here](#). In this free video you will learn how to create Google standard banners in just 10-15 minutes.

## Keyword Research

Next step is keyword research in order to get as many traffic as possible for as little as \$0.01 - \$0.05 per click. So, for \$100 you can get from 2000 - 10 000 visitors, which is really impressive.

Keyword research for the type of campaign you are going to construct is very simple and here is the rule – *you want to find as many keywords as possible for your campaign.*

Unlike for a standard pay per click campaigns, where you need to find laser targeted keywords in order to create good quality campaign, here you want to find as much keywords as possible and test them.

In order to do that, you can use free Google keyword tool and/or Wordze keyword research tool. The task here is as following –

**You need to find at least 4000 – 10 000 highest traffic keywords based on the theme of your campaign.**

For example, if you are targeting the Internet marketing niche, you can search for terms – Marketing, Business, Online, Affiliate, Internet, Home based, Blogging and many others.

One of the best ways to come up with the keyword ideas is to go to EzineArticles.com and look on categories. Take the category name and put in the Google Keyword Tool. This will give you tons of different keywords.

However, make sure to keep them according to each topic, as it will be easier for you when you will build ad groups in Google AdWords.

## Campaign Settings

Once you have keywords + banners ready, you can go to Google Adwords and set up your first campaign. Here are couple important things in terms of settings for this particular type of campaign:

- o Select all countries and territories for location,
- o Select only English language (if your site is another language, you can select other),
- o Under Networks and Devices – select display network and relevant pages across the entire network. For devices – select all available devices.
- o Under Bidding and Budget settings – select manual bidding for clicks and for the budget select \$25-\$35 per day,
- o Under Position preference, delivery method – select Accelerated: Show ads as quickly as possible
- o Under Advance Settings – select Optimize: Show better performing ads more often.

Now you can click save and continue to the next step.

## Ads and Keywords

When you create your first ad, you just need to select image ad. Than the system will ask you for keywords. Here you can copy and paste from your keyword list up to 2000 keywords. Take the keywords related to one topic only and paste them in the box, as this will be your first ad group.

AdWords will analyze whether all the keywords are according to terms and conditions and those which will not, you can replace with others.

Then you will need to select the bidding price. Here I suggest you select \$0.03 or \$0.05 and then later you can change that to \$0.01 or \$0.02 (it will depend on how much traffic you will get in your particular niche).

In the next step the system will ask you to upload banners. Here you can upload all of your banners and put your website URL.

This is it for your first ad group. Repeat this step for all your keywords – so, if you have 10k keywords, you can create 5 ad groups.

Then allow Google to approve your ads, it can take up to 2-3 days. Once your ads will be approved, you will start to get traffic to your site.

Then you just need to monitor how much visitors you are getting, so that you can adjust the bidding price accordingly to your needs (how many visitors you need per day).

## **Amazon Mechanical Turk Method**

This method is not so powerful for traffic generation as with Google Display Network, but still you can get good results with it.

Mechanical Turk is the platform which gives you access to thousands of workers, who can do different tasks for you. There are many things that you can do with this system and you can find more information on mturk.com.

### **Here is how you can use it for traffic generation purposes.**

There are 3 steps you need to make in order to activate the traffic to your site.

Here is the first step -

- o Click Design HIT tab in Mechanical Turn dashboard,
- o Pick some of the templates or you can just design your own,
- o First you will need to add some settings for HIT:
  - o Give a title of your HIT – for example, Content Review on Website,
  - o Give description of your HIT – for example, Copy and Paste URL in browser, check the information on the website,
  - o Keywords of your HIT – for example, Internet browsing, article review, blogging, reading, writing

- o Next you need to allocate time for each worker – you can give something like 2-3 minutes and also, you will need to give expiration time – usually I select 30 days,
- o Next step is Worker criteria – HIT approval rate – greater or equal of 95 percent,
- o Next step is Payment for workers – here you can select \$0.01 or more per assignment,
- o Next step you need to select number of assignments per HIT. This is where you select how many unique workers you want to visit your site. You can select between 100 up to 1000. I usually select 100 and then I monitor how fast it goes,
- o Finally, you need to select after how many days or hours you will approve the results – since you just need that the person visit your website, you can select 1 – 12 hours. I usually select 12 hours.

Now, you can move to the next step, which is Design the Layout:

- o First you need to give a title of your task – for example, Review The Article and Answer 2 Questions,
- o Next you need to give instructions step by step –
  - o 1. Copy and paste URL in your web browser – here you need to provide URL of some of your link locations – select one of your forum articles that you created in the Strategic Link Building Phase #2,
  - o 2. Read the article and find link to the website about .... – here you give instructions to go to specific website – your website,
  - o 3. Read the article on home page on the website,
  - o 4. Find link to sitemap and visit the sitemap,
  - o 5. Answer 2 questions:
    - How many sub headlines is on the website home page?
    - How many pages are published on the website?

Once you set this up, just click preview and finish.

Here is the last step you need to take in order to get traffic to your site – Publish the HIT –

- o Find the Publish HIT and review it once again (make sure that the instructions are simple and clear),
- o Review the costs and hit the publish button.

Now you just need to monitor progress of your HIT and make adjustments according to it. For example, if you cannot get as many traffic as you need, you might want to increase the price for the worker, so that they are more motivated to do it.

In addition, maybe you need to set up 3 different HITs – each pointing to one of your forums blogs posts that you create in Strategic Link Building Phase #2. This will give you more diversification of your traffic, which Google will appreciate.

### **Adf.ly Method**

The last method that I want to give you in order to build traffic for your site is Adf.ly method. It is very simple and in terms of quality the lowest of all of these three. But, still you can get some movement on your website.

Here are the steps you need to do in order to get traffic with Adf.ly method:

- You create account with adf.ly,
- Once you log in, you just need to click the link – Create Campaign,
- Next, you need to select the country of your traffic and select how many impressions you want. Currently for US traffic 1000 impressions will cost you \$6,
- In the next step you select your website details and make the payment.

Once your campaign will be approved, you will get traffic very soon.

The problem with this traffic is that you might get around 1000 visitors one day and on the next day will be nothing. This is not a good thing, so you need to combine all traffic sources in order to get the best result.

There are tens of other traffic sources, so you just need to do some more research regarding this.

## **Preparations for Link Building Phase #3**

Now, once you enabled the traffic to your website, you need to do some more work before you get into the Strategic Link Building Phase #3.

Here is what you need to do:

1. Copy and Paste the ping list in your Wordpress dashboard (you will find it along with the Blogging Mechanics Special Report on [BloggingMechanics.com](http://BloggingMechanics.com)),
2. Set up Ping.fm accounts and install the Ping.fm plugin (you can also use WPSyndicator for this, if you have it),
3. Write 2 articles for each category and schedule the publishing once per day. So, if you have 5 categories, you will need to create 10 articles,
4. Prepare 1 unique articles based on how many pages you have on your site, for the Link Building Phase #3. Articles should be based on some of the previously not used secondary keywords and are something that people are truly searching for (make sure to [watch free video](#) – How To Know Exactly What Kind Of Information People Are Looking For On Your Blog).

All these steps are critical for high search engine rankings. Google will monitor the process and will see that your website is growing daily - you have steady visitor flow, you have new content every day and pinging services are giving signals for new backlinks.

This is the true evolution of the website, and Google will reward you for that. This is Strategic Link Building System, which will ensure the #1 spot in Google for your targeted keywords.

## **How To – Phase #3**

At this point - the traffic is coming to your website, the backlinks, which you created in first 2 phases, are indexed by Google, your site is growing rapidly and you have a content ready for the Link Building Phase #3.

### **Step - #1**

1. Create 2 Web 2.0 websites for each of your website pages. For example, if you have 10 pages on your blog, you need to create 20 web 2.0 sites. Here is the list of the sites I use at this stage:
  - o PR-8 <http://www.usatoday.com/>
  - o PR-6 <http://www.blogtalkradio.com/>
  - o PR-4 <http://ww5.yuwie.com/>
  - o PR-6 <http://en.netlog.com>
  - o PR-8 <http://expressionengine.com/>
  - o PR-7 <http://www.openleft.com/>

- o PR-5 <http://www.bakersfieldvoice.com/>
  - o PR-7 [http://www.boomatribune/](http://www.boomatribune.com/)
  - o PR-5 <http://worldvillage.com/>
  - o PR-4 <http://www.gather.com/>
  - o PR-4 <http://websitejudge.com/home>
  - o PR-6 <http://www.enjoyincubus.com/us/home>
  - o PR-6 <http://bravejournal.com/>
  - o PR-6 <http://blogs.bigadda.com/>
  - o PR-2 <http://www.myindospace.com>
  - o PR-5 <http://home.onsugar.com/>
  - o PR-3 <http://microbloghost.com/>
  - o PR-9 <http://wordpress.com/>
  - o PR-6 <http://blogs.abcnews.com>
  - o PR-8 <http://espn.go.com/>
  - o PR-7 <http://bleacherreport.com/>
  - o PR-6 <http://chi.mp/>
2. Rewrite the articles and create second variation of it. Make sure it is at least 50 percent unique,
  3. Publish 1 article on each of the web 2.0 sites,
  4. Create 2 backlinks from each of the articles:
    - o 1 backlink for respective page on your website – primary keyword of that page as the anchor text,
    - o 1 backlink for the forum blog post, that you created in the Phase #2,
  5. Create 5-10 forum profile links back to each of the WEB 2.0 sites that you just created,
  6. Collect URL's and create RSS feed for each of the locations separately. Once again, make sure to use the title and 200 character long description for each RSS feed,
  7. Submit RSS feed to RSS directories.

After you will finish all of the steps in Strategic Link Building Phase #3, you will have enormous foundation for your websites that will crash all your competition for high search engine rankings.

## Backlink Building Phase #4 – The Power of Automation

If you followed all the phases above, you will have an extremely powerful mini-net, which will ensure your search engine rankings for life.

It depends how big your site is, but you have at least 30-50 relevant websites that are pointing links to your site, plus you have some forum profile links, which are pointing to those websites as well.

So, at this stage you can start to use some automation tools to build more backlinks for each of the sites in your mini-net. It will ensure that your main website become the authority in your market. It will also guarantee that nobody can take away the first spot in Google from you.

### Preparations for Link Building Phase #4

At this point you need to make a decision which tools you would like to use. There are tons of different tools, like [Senuke](#), [Article Marketing Robot](#), [RankBuilder](#) to just to name a few.

It really is not so important which one of these tools you will choose at this Strategic Link Building phase, as you can expect the same results with each of it. In my business I use [Article Marketing Robot](#) and [Senuke](#). They are perfect for this link building phase.

The tool which you definitely need to get is [TheBestSpinner](#). You will need to create variations of your articles in order to build backlinks and there is no better tool in the market for this purpose then [TheBestSpinner](#).

If the competition for your targeted keyword is really high, then you might want to consider joining some of the link building networks like [SEOLinkVine](#). It will make diversification in your links, and it will magnify your rankings even more.

### How to – Phase #4

Now that you have picked some of the tools, here is the strategy that will make your website stick in the #1 spot in Google.

**Some people get so excited by the tools that they completely forget about any strategy.**

Therefore, I want to give you a little warning though – do not start to use any of tools without the strategy, follow the steps all the way, and you will have the guaranteed rankings in Google.

### **Step #1**

1. Take the article, which you created for one of the WEB 2.0 properties at Strategic Link Building Phase #3 and use The Best Spinner to create as many variation as you can,
2. Create 2 anchor text links for each of the articles. 1 link point to the WEB 2.0 property where the original article is posted and 1 link point to the particular webpage of your site,
3. Use one of the tools and submit it to as many article publishing sites as you can,
4. Repeat this process for all of the WEB 2.0 sites, which you have created in the Strategic Link Building Phase #3,
5. Collect all of the URL's, create RSS feed and submit it to RSS directories.

This stage will give you enormous amount of different links, which will boost the rankings of your website. Make sure to monitor which backlinks gets indexed by Google. You can do that via Google Webmaster Tool.

### **Step #2**

1. Create 1 set up PING.FM accounts for each 5 pages on your website. So, if you have 10 pages, you need to have 2 PING.FM accounts (those are completely different accounts from the Link Building Phase #3),
2. Sign Up to [HootSuite.com](http://HootSuite.com) and set up a PING.FM publishing,
3. Via the HootSuite schedule around 10-15 posts per day per account,
4. Your post will be your backlink URL's with some text from the Step #1 above.

This is a very critical step, as you will syndicate your link building content via different social networking sites, which are constantly indexed by search engines. This will ensure that your backlinks get found by Google and it will ensure the claiming of your search engine results.

### **Step #3**

At this point, you just need to strengthen your current link building structure, so that your rankings are really sticky.

1. Each month, create new set of WEB 2.0 sites based on Strategic Link Building Phase #3. So, if you have 10 pages on your blog, create 2 new WEB 2.0 sites for each page,
2. For each of the web 2.0 sites create new unique articles (so, in this example it would be 20 articles),
3. Publish each original article on each web 2.0 sites with 2 backlinks – 1 point to your own website, 1 point to some of your most valuable content on other sites.

### **How you can know which the most valuable content is?**

It is very simple - you need to check your website analytics to find the websites, which sent you the most traffic in previous month (except direct traffic and Google).

It can be some of your forum posts, EzineArticles.com articles, guest posts on other blogs or anything other. So, with backlinks you will reinforce it even more, so that your content get more exposure in search engines.

4. Collect all of the URLs, create RSS feed and submit to RSS directories,
5. Schedule the content publish via your PING.FM accounts.

In Strategic Link Building Phase #4, you need to make sure that all of your backlinks get indexed by Google, starting from the phase #1.

If you didn't see some of your .gov or .edu backlinks, make sure to send some backlinks in that direction, so that Google picks them up.

## **Summary of Strategic Link Building**

If you will follow the Strategic Link Building System and will apply each step down the road, you will get #1 in Google and you will own that place for life.

This is one of the most powerful reports that you can ever read, as there is no other method that can ensure your rankings. Make sure to use it as your reference guide throughout the process.

In the first Strategic Link Building Phase you get your site indexed and build some authority backlinks from .gov and .edu sites. Each .gov and .edu backlink is extremely valuable for your Google rankings.

In the second Strategic Link Building Phase you learned how to use forum blogs to get exposure in front of targeted audience and also how to get authority backlinks for your site. This is hands down the best way how to build backlinks along with the traffic.

Also, do not forget to watch this video, as it will help you to get more traffic directly from your backlinks –



In the third phase, you set a foundation of mini-net, which builds rankings for each of your website pages. It is very important that your backlinks are build for different pages of your blog or website, not just the home page. This strategy builds a spider network around your website, which will make your rankings stick for life.

And in the last Strategic Link Building phase, you start to use automation to build massive backlinks to each of your mini-net properties. This makes Google to spider your site like crazy, as it will see that different links are coming from all over the place.

This strategy is tested already, so if you will apply it for all of your websites, you will reach top search engine rankings for any keyword you choose.

Of course, you need to monitor the progress, as some smaller competition websites will not need some parts of the strategy. However, if you will follow the guidelines, you can be sure to get the highest ranking in Google.

And as we all know – top search engine rankings mean more traffic to your site and more cash in the bank.

## Bonus - 7 + 1 Step Content Leverage Strategy

If you have built backlinks according to Strategic Link Building System, you will be ranked #1 in Google for your desired keyword, which will drive tons of traffic and also sales.

However, nothing is stopping here. Each time you will publish new content, you will need to build backlinks for it. But, since your site is already recognized as an authority in your market, you really do not need to execute the whole Strategic Link Building System.

Therefore, I have put together a strategy that will ensure 2 things for you –

- o it will build high quality backlinks each time you publish new content,
- o it will drive traffic directly to your new content, so that you can experience the power of viral marketing.

If you will learn and apply step by step this 7 + 1 Step Content Leverage Strategy, your WP blog will get exposed to masses each time you publish a blog post, and you will instantly get high quality backlinks, that will ensure your long term rankings for the keyword of your blog post.

### Important – Before Your Start

In order to get highest leverage out of this strategy, you need to set up some content publishing channels, and you need to do some research in order to find the topics, that people are looking for.

Here is publishing channels that I recommend for this strategy –

- o Article directories –
  - o EzineArticles.com,
  - o IdeaMarketers.com,
  - o ArticlesBase.com,
  - o GoArticles.com,
  - o ArticleRich.com,
  - o Amazines.com,
  - o ArticleDashboard.com,
  - o EzineMark.com,

- SooperArticles.com,
- Press Release websites –
  - Seenation.com,
  - Prlog.org,
  - YourFreePressRelease.net,
  - BigNews.biz,
  - Pressreleasepublic.com,
  - Freepressindex.com,
  - And OfficialWire.com (this is paid, but it is very important).
- Social Bookmarking Channels –
  - Digg.com
  - StumbleUpon.com
  - Mixx.com
  - Fark.com
  - TweetMeme.com
  - Reddit.com
  - Delicious.com

Now, that you have all the publishing channels ready, let's dive in to the strategy itself.

## #1 Step - Create Valuable Blog Post

If you want to maintain rankings and get constant traffic flow to your blog or website, you need to update content regularly. The best approach is to set a plan – blog post daily, 5 blog posts per week, 3 blog posts per week or 2 blog posts per week (this is absolutely the minimum).

My recommendation here is to create 2 extremely valuable blog posts on weekdays and 1 on Saturday.

For week days you can create a simple How To or Why or What If article. As your entire content, it should be extremely valuable for your readers.

On Saturdays you need to follow the trends. Visit Google Trends, Alexa and Twitter to find out what people are really talking about and which are hot topics right now.

Then you connect that hot topic with your niche and create good blog post. Make sure that your headline is sensational.

After you publish this blog post, make sure to go straight to the Step #4 below.

## **#2 Step – Rewrite Your Valuable Blog Post**

In this step, you take your valuable blog post and create 1 good quality article. And I am not talking here about spinning. You need to rewrite – take some part of your blog and create really good article around that idea. It will not take you more than 20 minutes to create it.

## **#3 Step – Submit Article to EzineArticles.com**

Once you have the article ready the first thing you need to do is to submit it to EzineArticles.com. Create compelling resource box and put 2 different backlinks to your website – 1 to your home page and 1 for the blog post you just created. This is very important step, as EzineArticles.com is the most respected directory.

As soon as the article on EzineArticles.com is published, make sure to bookmark it via the social bookmarking sites.

## **#4 Step – Create Press Release about the Topic**

In order to get more exposure for your newly created blog post, you need to create and submit at least 400 words long press release. Make sure to figure out some really good headline that is newsworthy.

Search Internet, Twitter and find out what people are talking about. Create a headline that connects with your niche and submit it to press release sites.

When I created published press release via OfficialWire.com – “**Oprah’s Book Club Sets the Trend for Internet Marketers**”, I got 4540 views within 3 hours and there was 10 pages on Twitter with re-tweets about this topic.

The true secret here is that most people never read it. They just see the headline, and they share it in social networking sites, which give you enormous exposure. That is why you need to create exceptional headline.

## **#5 Step – Spin The Seed Article**

Once the article on EzineArticles.com is published, you can spin it and create at least 10-20 new versions with at least 40 percent of uniqueness. Then you

should submit each new version to different article directories that you created.

Once again, make sure to create 2 backlinks to your site – only use different anchor text links then it is on EzineArticles.com. You can link to the same pages on your blog, but just use the different text in your links.

## **#6 Step – Convert Your Article in PDF**

Once your article on EzineArticles.com is approved, convert it to PDF and submit to DocStoc.com and Scribd.com. Make sure to include 1 backlink from your article to EzineArticles.com and 2 links back to your site. You can choose 2 different links for each directory.

## **#7 Step – Social Bookmarking and RSS Submission**

This is very simple, but important step, especially on Saturdays when you will create really good blog post related to hot topics on the web. It will give you extra exposure and give you more traffic to your site.

Now, regarding the Social Bookmarking, please do not bookmark all the articles that you published. You need to bookmark just one of it – for example, bookmark EzineArticles.com and then you can bookmark one press release. In addition, you can bookmark one of the PDFs in Google Buzz.

Regarding RSS Submission, here you need to create RSS feed for each of the links and submit to RSS directories.

## **+1 Step – Publish Guest Blog Post Once Per Week**

I am sure you know how powerful the guest blog posts are. You can get immediate exposure to large audience and build recognition in your niche.

Search the internet and find 5-10 high traffic related blogs, where you can publish guest posts. Read the rules and follow the guidelines.

Try to understand the style of the blog and create content that is closely related to it. Next, create 1 guest blog post per week and each time publish it on different blog.

7 + 1 Content Leverage Strategy is very simple, but incredibly powerful. If you will be persistent enough and follow the steps at least for 90 days, you will get massive results in terms of traffic and value of your website.

## Bonus - How to Take Your Business to the Next Level

When you read through all of the information that Strategic Link Building represents, I am sure you have the question in your mind – it is so much to do, so how I am going to do all this?

And I have to say that this is the right question, especially if you are building several websites and website networks.

Here is the true about online business or any other business – 10 percent of time that you will spend planning things before you start to do something, will save you as much as 90 percent of time to do those things.

The key to online business success is planning ahead and unfortunately most online entrepreneurs are not doing this at all. They just jump in any new idea without any planning at all, and then they become frustrated that things are not going well, and they are not making money.

If you want to build money making website, you need to plan all of the action steps before you even start to do something. You need to build your own system. Here is couple of things you need to consider before you start to build a site –

- What is the purpose of the website in the long run – are you going to sell it later or not,
- Keyword research – you need to know which keywords you are going to target with each page of your website,
- How big will be your website – how many pages and categories you are going to create,
- What is your main competition and how strong they are in terms of rankings in Google,
- What kind of content you need to create for your website and for the link building purposes,
- What kind of structure you are going to use for the website,

- o What will be your monetization strategy for the website and how much money you are planning to make from it,
- o What will be your link building strategy in details.

Those are some of the most important questions you need to answer before you build any of your websites.

## So, How To Do All This

The answer is outsourcing. You need to build a list of all of the things that you need to do in first 60 days for your website and then you need to plan, which part of it you can outsource.

The problem is that most online entrepreneurs outsource things without planning and managing. For example, they order different link building packages with 5000 forum profile links, 50 web 2.0 sites and hundreds of articles submissions without any strategy at all.

Then they sit and wait while Google will rank their site and hope that money will start to come in. **This is called – hope marketing, and unfortunately it doesn't work anymore.**

Link building services are good I am using them all the time. But, you need to plan your link building strategy and point the links at the right time to the right direction.

You can measure the stage of your website with Strategic Link Building System, and then you can point forum profile links or WEB 2.0 links to the right direction at the right time. This will ensure success of your website.

The same applies to content creation. You need to plan content for all of your link building phases and you need to outsource creation of it before you even start to build backlinks.

But, once again – you need to have a plan for the content – you need to create content that is high quality and something that people really want to read – not just some junk articles, like most people do.

Basically, you need to build a system for yourself. This system will be your strategy how to start and develop any of your websites. Here are some questions you need to answer –

- o Which parts of your business you are going to outsource?
- o Where you are going to outsource it – will you be building your own team or will you be using some service companies,
- o At which stage of your website you are going to outsource things.

So, you need to have a business plan just like people are making those for offline businesses.

The next thing you need to think about is expenses and income that you are planning to make. You need to be prepared to make investment in your website at the moment it is requiring, or if you cannot do that, you need to be ready to do the task yourself.

Once you start a website, you cannot stop – you need to work until you get it at the level, which was your target in the first place or you will lose the money and the time that you already invested.

If you will combine Strategic Link Building System with the well-thought-out business plan for all of your websites, you will beat your competition every time, and you will create long lasting money making business.

## Take Action Now!

If you have some questions regarding the strategy or you want to learn more cool strategies in private coaching sessions, please send email to [ask@petergarety.com](mailto:ask@petergarety.com) and I will get back to you.