

## "10 CRUCIAL LINKING STRATEGIES FOR CREATING WEBSITE AUTHORITY" TRANSCRIPT

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*Court:* Alright everybody, for this month's Content Webinar we decided to talk a little bit about link-building. We've done it before in a Webinar, but it's been a while.

We have some extra people here today, it's a big group, and we're excited to dig into this and teach people a little more about link building. We'll be talking primarily about theory today, it will be more about strategy, and it's going to be very conceptual. We have a lot of material to jam in, hopefully it's not too much but I think everybody will enjoy what we have to say this time.

If you do have questions, Mark will be manning the questions, he is here with us. So you can use your questions box and go to Webinar if you want to send in some questions. So, other than that I think we're ready to go.

### **(0:01:01.8) 10 Crucial Linking Strategies for Creating Website Authority**

We are going to talk about 10 crucial linking strategies. Everything is about links, we all know that already, but link building can be confusing. It can be tough to know exactly what to do, what kind of links to get, where to get them from, how to get them. We all know that. A lot of questions come up about this. In our forums a decent percentage of the questions that people ask relate to this topic.

#### **1. PREMIUM LINK BUILDING (0:01:37.8)**

- Premium links are links from established, trusted sites and should be acquired to increase global domain authority
- Premium links legitimize many other types of links -- links that would be filtered without having premium links in place
- High PR is an indicator of trust but ranking is also an indicator of trust
- Premium links are much easier to get from content sites (blogs, etc.)
- Inurl queries can help you to find many potential sources for premium links

We are going to start off by talking about premium link building. Premium links are links that are from established trusted sites, they're the best links you can get. If you can get them it will really help the domain authority of your site and your entire site as a whole, as you are able to get what I usually call premium links. Premium links legitimize a lot of the other types of links, many links that wouldn't work or they would be filtered without having premium links in place.

So, we all know there are a whole bunch of different types of links. There will be links from weak sites, --- sites, social bookmarks, and article links. There are varying types of links, and some are from really great sites, and some from weaker sites. When Google's algorithm looks at the links you have, they know they're always going to see a fairly high percentage of weaker links. Great sites get weak links, bad sites get weak links, so they can't just look at the weak links and say, 'well this site has and that site doesn't' as most of the sites out there will have a decent number of weak links, if they have any links at all. If they don't have any links at all, it is easy; Google knows there is nothing to it if they don't have any links there. But if there are a lot of weak links, then Google is going to look to see if there are any strong links, any higher trust links that are also there. If they are, then they know that it's a more legitimate operation going on. So, premium links can be highly important, especially if you are going for niches that are at all competitive. Obviously everything is on a scale, if there's no competition, no one will have anything and you may not need any premium links at all, but as competition goes up, getting premium links to your site is going to be a great help.

So, how do we determine whether a link is a premium link or not? There are a few different things we can look at:

*Page Rank:* High PR is an indication that there is some trust there, but ranking is also an indicator of trust. Say we're trying to rank for 'oil filters', we can deduce that the sites that rank well for oil filters are the most trusted sites out there for oil filters according to Google, whether they have high PR or not. So PR is a decent indicator, it's a pretty solid indicator, but ranking, and where the sites actually rank in Google, is also an indicator.

How do we get premium links? I have found they are a lot easier to get from content type sites than from sites that sell things, so from blogs and those type of sites. If we go to Google for example, there are some queries we can use to find sites like this.

For example, if we do an inurl search like this, say we want to see blogs that talk about oil filters we could do a search like this.

Inurl:blog oil filters

So here are some different blogs we can get that are related to oil filters. What Google is showing us in this search is the best pages that have 'blog' in the URL for oil filters that they have. We could do the same search for 'oil' if we wanted to go up a step. We would see some blogs that are related to oil. These would be fantastic sites to get links from, because as far as oil goes, Google trusts them.

If we wanted to expand that further we could do a search for BlogSpot blogs, and see trusted blogger blogs that are related to oil or oil filters. Or we could do 'filters'.

If we wanted to see Wordpress blogs we could put "Wordpress" oil filters. So, we will get some wordpress.com, we might also get some that just use Wordpress and that are about oil filters. This happens because in the footer or somewhere they use Wordpress, or in the links they're going to show Wordpress on the page.

This is a PRO site, but to some degree Google trusts it already for this term. Obviously they would not come up as high if we were to remove the "Wordpress" from the search.

Finally you can just do a search for oil filters and see what comes up. The problem here is that a lot of these sites are just going to be a random site selling oil filters, and it will be pretty tough to get links from sites like that. Really what we are looking for, are content type sites that we can get links from. This is a way we can find some; we use Google to find them.

What you are going to do is make a list of content type sites that have trust that you can possibly get links from. When you are trying to do this I want you to think about levels. Say you want to rank for oil filters; there are different levels we can look at when we are doing this. For example we have oil filters, and we have oil. What would be above oil? Maybe cars? On the other side we could have maybe K&N oil filters. So, there are different levels.

1. cars
2. oil
3. Oil filters
4. K&N oil filters

Maybe we can't find really good content sites for oil filters, but can we find them for oil, or for cars. If we can, they'd be great sites to get links from. Or can we go up another level, like transportation, and if we went up one level from that would be something else. There are different levels and these are all related topics and they can all be used when we want to look for sites that we want to eventually get links from.

## **2. BASE LINK BUILDING (0:10:37.1)**

- Domain authority will determine the success of a website more than any other factor
- Base links should be primarily composed of single links from unique sites
- Base links can point to any URL including home page, sub-pages, and category URLs
- Premium links as part of the base are crucial to making huge gains so learn how to get them
- Stop thinking hundreds of links, start thinking thousands or even tens of thousands
- Maintaining a healthy long-term perspective is critical to base building

Let's move on, we're going to continue talking about this subject. Let's move on to a concept, that we haven't talked about a ton and I don't want to get people confused, so we are going to try to explain really well what base links are.

You have a site and you are trying to build trust for this site. We know if we can take a site and build a lot of trust, then everything is going to work better. Everything we try to do later is going to be a lot better. But sometimes in our heads we don't think of two separate types of links but really there are two separate types of links that we use for our sites. The first being base links, and the second being what we will talk about in a minute, spot links. Base links are just links in general that point at our site. They're all of the links that we get.

We know this to be the case, "Domain authority will determine the success of a website more than any other factor."

Let's open up Excel, and build a sample of URLs here. We have our site, site.com and we will have a whole bunch of other pages. We will have 10 sample URLs.

<http://site.com/>  
<http://site.com/url-1/>  
<http://site.com/url-2/>  
<http://site.com/url-3/>  
<http://site.com/url-4/>  
<http://site.com/url-5/>  
<http://site.com/url-6/>  
<http://site.com/url-7/>  
<http://site.com/url-8/>  
<http://site.com/url-9/>  
<http://site.com/url-10/>

Here is a sample site. It has a home page and a bunch of different URLs, it doesn't really matter what these URLs are, and we're just trying to create a sample.

This is basically the difference between base links and spot links. Base links are any of the links that we get. We are trying to build a whole bunch of links to the site so the site has trust. Whether we

point the link at the home pages, or different URLs, it doesn't really matter as it is going to help the site as a whole no matter where we point the links. That really isn't a factor.

Spot links are different. We'll talk about spot links in a minute. Let's say that this URL is going to try to rank for a keyword phrase, 'keyword 1'. So spot links are when we build links for this particular URL individually, just pointing at this URL to strengthen this URL. We will go over that more in a minute, but that's the basic difference.

With base links, it doesn't really matter at all where we point those links. Traditionally speaking, most people point a high percentage of those links at the home page of the site and that strengthens the site as a whole. People usually do that and that's why you see the home page of a site has the highest PR of all of the URLs of the site. It is not always the case, but it is most often the case.

You need base links so that everything else will work. Until your site gets a certain number of links, nothing else will work. If you put up a URL and you get 2 links to that URL because you're trying to rank for a keyword, nothing will happen unless the site already has enough links as its base. If it has enough links as its base, then a lot of times it takes very little links to get a new URL or a certain URL to rank for a specific keyword.

Base links can point to any URL, including home pages, sub-pages and category URLs -- it really doesn't matter.

Premium links as part of the base of the links are crucial to making huge gains so learn how to get them. Premium links legitimize everything; they make everything look better and more natural, so really they're a key.

Here is something I wanted to talk about specifically. When we work with coaching clients and we talk to them on the phone a lot of cool things happen. We are able to talk more specifically about numbers, and not only that but as time goes on and work happens, and as they're putting in the effort, we can talk specifically about what's happening and how they're doing. If they're not doing enough we'll let them know. That is really helpful. But something that I've told most of my clients is that they need to stop thinking about getting 100 or 200 links, and they need to start thinking about getting thousands of links or tens of thousands of links so that their site has a really solid base of links. That's where a lot of people go wrong, and that leads us to seeing questions in the forums such as, "I already have 100 links and I'm not really seeing a whole lot. What's going on, what's up with that?" It is really interesting, because people who have been around for a while have had sites on line for a couple of years, will see link numbers that are much bigger than that.

If we do a link domain search, for example, on the Keyword Academy, "linkdomain:thekeywordacademy.com"

We don't do a lot of link building to this site, but it has been online for a while, some people like it so as you can see we have quite a few links. There are a lot of links here and that it is a really healthy base of links. Those links are going to allow us, in the future, now that we're ready to develop this domain more and try to get specific URLs to rank well for keywords; we have a great base as a lot of people are linked to us.

It is tricky to get people to think as big as they need to think, without getting overwhelmed because right here, something that is really crucial: Maintaining a healthy long-term perspective is critical to base building.

I am not naïve; I know how much work it takes to create a hundred links, and how much it takes to create a thousand links. You can't plan on getting them all at once, it takes time. The KWA has been on line for 1-1/2 years and some things that will help you out are that you will get a lot of links that you weren't planning on. That is going to happen no matter what type of site you have. With the KWA, a lot of people just link to it. It runs Wordpress which means it is going to ping blog search engines whenever we post and that will create links, they're going to show up here inside Explorer in Yahoo.

A lot of that will happen, and it is just a matter of continuing to work at getting the links you can. Over time it will build up, it will build up a lot bigger than you think and it won't take as much effort as it seems in the long term. In the short term it could be kind of annoying, because first of all Yahoo Site explorer runs behind by a lot. So, you get links and sometimes they don't show up for quite a while even though they're there. Especially weaker links, like the links you get from blog search engines, they really don't show up for a while.

In the short term, don't put too much pressure on yourself to see a big number here, but long term you will see a lot bigger number than you think.

Mark and I haven't talked about this number, but I have no idea how we have that many links, no idea at all, because we don't do link building for this site. We post on the site, we have been able to get some links here and there but we don't really do it. So neither one of us could explain how we have that many links at all. They will come with time, if you're getting some links yourself, especially if people like your site at all. Some links will just be mechanical from blog search engines, and scrapers. So, don't put too much pressure in the beginning. You need to understand this concept that unless your site gets this healthy base of links you cannot have expectations that are very high because not a lot is going to happen until you have that base. If you can get yourself to 1000 links pointing to anywhere on your site--home page, post pages, whatever url, category pages--then that is going to bring your whole site up to a level that will allow you to work on individual rankings and get them. Those individual rankings won't take nearly as much work once you have that healthy base.

That's something to think about--base links. We need to separate them in our mind from other types of links that we're using to strengthen a single page of our site.

### **3. BASE CONTENT DEVELOPMENT (23:18.4)**

- The future is in hybrid sites that develop both respect from the niche's community AND use concepts of link development and authority.
- Do you consider domain authority and link building while you develop content?
- Developing your writing skill, sales skill, and ability to influence will amplify the results of your efforts

- Pillar content development
- Design can help, layout can help
- Brand auditing: how brand-able are your domain, niche, and scope. (counter argument: someone has to rank for oil filters...)

*The Future is in Hybrid Sites:* This is interesting because, people ask me all the time, what the WEB is going to look like in the future, where are things going, what type of sites are going to be doing fine five or ten or two years from now? What type of sites will be the best? I really believe the future is going to be hybrid type sites that develop both respect from the niche's community and use concepts of link development and authority.

Let's give an example of both of those. A site that gets a tremendous amount of respect from the community in general is problogger.net. It has tons of links because people link to it all the time--they love to link to this site. It is a straight up, heavy content blog, lots of posts, new posts all the time, a couple of posts today, another post the next day, almost every day there's new stuff on this site and it gets tons of natural links. I'm sure this site gets a lot of organic traffic, but if you actually dig in and look at how many links it actually has versus where it ranks for a lot of terms, you are going to see that it is probably not doing as well as it could, in fact it's not doing anywhere near the level that it could do if there was more attention given to it ranking well.

On the other side of the scenario would be a site like moneymakerinfo.blogspot.com. This site is by Alan Lew, who is someone that I know. This site does amazingly well. It ranks really well for a lot of things. This site is a little bit different. He's not as social; a lot of the posts are guest posts now. It doesn't have that side of it, the feed-count isn't as high, and it doesn't have that social aspect. It's not the first site you think of when you think, "Make money on line" but obviously it's a good site.

Those are the 2 different types of sites. I think the future really is about people who can do both. They can develop respect from everyone else and get tons of base links that way, but also they can use knowledge, SEO skill to strengthen individual rankings within the domain to make things huge.

That's where I see people really doing well. There are different levels of success obviously. It doesn't necessarily mean you absolutely have to do that to make it work but it will be a huge advantage to you if you can do both things.

*Do you consider domain authority and link building while you develop content?* When you create content for your site are you think, in, "If someone reads this is some day, is it likely they'll be able to get a link to this content or not. I'll be honest, I have sites where I do this and sites where I don't. No question, the sites where I do this have a healthier base of links than where I don't. But some niches are tough to work with. I've come up with some solutions to that, that we will talk about in a minute that won't work for some of my older sites, but will work for the future. It doesn't mean we're going to all of a sudden throw away a site, if we can't do something like this with it. But it is something to keep in mind for the future with new sites.

*By developing your writing skill, sales skill and ability to influence people it will amplify the results of your efforts:* If you can write well, if you can influence people, if you have that ability to sell people then, yes, it will make everything a lot easier. Obviously Darren Rouse at problogger.net is great at that. He's great at writing, great at influencing people, so without doing a lot of the other stuff he is able to do amazingly well.

Some people are a lot better at the other side; it's something that can definitely help out. I want people to think of it as a link building strategy because it is a link building strategy.

*Pillar content development:* where you put out there easy to see work that people will like is going to really generate a lot of links. It just does. It took us a while to figure that out, but over on courtneytuttle.com these posts that we have in "Court's Best Work" section here are posts that have really been linked to a ton. They've been linked to a ton, they get tons of comments. Here's a post that has almost 500 comments. People have linked to this post like crazy. It happens because a post was created that took a really long time to create; it took me days to create this post. It is also positioned on the list in a way that no matter where you come to the site you can easily find it over here. A decent percentage of people who come to this, no matter which page they come to, are going to see this pillar content here. It took a lot of time to create that stuff, I have six posts here and between those six posts I probably have 60 to 100 hours of time spent on those. A lot of time went into writing those posts, and they are consequently the posts that get linked to the most. They are a lot of reasons why if you do a search for that site you will see a lot of in links. That happens because people like it. People like the site, they come and find something they like, they go back to their personal blog and they talk about it, or they put a link in their sidebar or they tell other people about it. So, I am able to create a lot of links that way.

*Design can help, layout can help:* If the site looks terrible it might affect how it influences people. If you put your best stuff where people can see it, it will help, so layout can make a difference.

*Brand Auditing:* Here is something interesting that I've been thinking a lot about lately--brand auditing. How brand-able are your domain, niche and scope? I haven't considered this until lately.

People who follow Griz quite a bit know that he says "not every keyword has to be on a domain that is social," and that's totally true. He always says, "Someone has to rank for oil filters, and how are you going to be social about oil filters?" It's not like there's a group of people out there saying, "these oil filters are the best" and are fighting back and forth on their blogs about which ones are cool and which one's aren't cool, which ones work well and which ones don't work well, which ones last. That community of people does not exist, and if it does, it's probably pretty small. If you want to rank for something like oil filters that does not have that community aspect, what do you do then? If you want to take advantage of that principle what do you do then? My solution would be to look up a level or two levels, because maybe people don't care enough about oil filters to create blogs and sites about oil filters, that are social and linking back to each other, but what about cars?

There are tens of thousands of blogs about cars, and there are big blogs and big content sites and bit news sites about cars. What if, instead of setting up oilfilters.org, net or com, you set up as some kind of car expert or car guru, where that is the focus of the site? You can create pillar content based

around that, maybe it's blog posts, analysis, reviews, video. The site can still take advantage of that, and somewhere on the site you can still do the work you need to do on oil filters. Just because you want to rank for a specific keyword doesn't mean you have to set up a site just for that.

There is still maybe a way to create respect within some community, that you would get a whole bunch of base links that you would not get otherwise, to help you not have to get all of those links yourself. It is something to think about.

#### **4. LINK NETS (0:35:34.4)**

- Link nets are internal links, links from pages within your site
- Nets should consist of at least 3 links from individual URLs from your site but can include as many as you are able to give.
- Links should be given from relevant URLs and should be given from within the main text body of the page

We talked about link nets last month in Massive Traffic 101, which is the Webinar we did a month ago.

*Link nets are internal links, links from pages within your site:* If we open our spreadsheet, and we say, "we want to rank for KW1 with this keyword here". That would mean we could edit some of our other URLs to create links that point to this page, using KW1 as our anchor so we can create extra authority from within our site. So, that's a link net, it's editing other pages of your site, other URLs from within your site to point links here.

*Three links from individual URLs:* If you are going to bother to set up a link net, I would recommend setting up a link net that consists of at least 3 links from separate URLs in your site, but they can include as many as you can get. If you have a site that has 1000 pages, and you have quite a few related to the keyword you're working on, then it would make a lot of sense to edit more than 3 pages. The more pages you edit, the more links you create from within your site pointing to the URL you are trying to rank for this keyword, the better off you will be.

In some situations it will make sense to put a link in a sidebar, so you get a link from your entire site to the page you're trying to rank for. If it doesn't fit in to the sidebar anymore, then just edit other pages or posts that are similar and create your net this way. When we get 1 on 1 coaching, with someone who already has a site, gets some traffic and makes some money, this is one of the first things we want to look at on their site as it's one of the quickest ways you can gain traction. If you have a site that already gets traffic it is very easy to go in and look at that traffic and determine where it is coming from. So you can see what keywords the site already ranks for, how much traffic those rankings bring, where they sit in the Search Engine results, and by pointing links from inside your site, you can pass more authority to that page and you can improve the ranking of that page.

*Links from Relevant URLs:* When you do this, you want to give links from relevant URLs. If you have a general site that covers a variety of topics and you want to improve a page that ranks for oil filters,

you don't want to go to a page that talks about USB hubs and link to your oil filter page. It is not going to pass relevancy because it is not topically relevant. Look for URLs that are topically relevant. So if you have URLs about oil or cars or oil filters, or a specific type of oil filter then those are the URLs that you are going to want to use to create your link nets.

## 5. SPOT LINK BUILDING (0:39:52.5)

- Spot link building is when you get links that point to an individual URL of your site with the intent of strengthening that URL.
- These links will be many times more effective if your site already has a healthy base of links.
- Spot links should be comprised primarily of single links from unique sites.
- Premium spot links will result in larger movements but are not always necessary for sites with a lot of authority
- Spot links are of course also base links *but* base links are not always spot links.

I hope the new terminology isn't scaring anyone off. I feel the need to separate it, because in the forums a lot of times we see question like, "We have this many links and we're trying to get ranked for this, but what's going on? We're not there?"

We need to be able to say, "How are the overall links, base links?" and you can say, "I have so many of those." Then the next thing we're going to talk about is "How are the spot links? How are the links that are pointing at the page that you're trying to rank for oil filters?" They are two separate things, and they both have to be there if you want to get ranked well.

*Spot link building is when you get links that point to an individual URL to a site, with the intent of strengthening that URL:* These links will be many times more effective, if your site already has a healthy base of links. If your site doesn't have a healthy base of links then you don't have a trusted site and it is going to be very difficult. That is why a lot of times, if people are only working on spot links, or their site doesn't have many links, but they put up a new page about K&N oil filters, and they want to rank for K&N oil filters, they get a few links, a few sites link to that page and nothing happens, they still can't find themselves in the top 500 and they are thinking, 'what is going on, because I have these links.' They go and look up the competition and a lot of the other pages only have 3 or 4 links, and they are completely baffled.

The competition has the base links in place, but they don't have the base links in place, so those spot links aren't going to have the desired effect. They are two separate things; they both have to be there.

Spot links, like base links, should be composed primarily of single links from unique sites. Those are always going to be the best links, getting a single link from a site out there that you haven't been linked from before. Obviously getting two links from a site is better than one, but it's not as good as getting two links from two different sites.

*Premium spot links:* How do premium links fit in here? Premium spot links will result in larger movement. Say you are trying to move up for K&N Oil Filters, and you are able to get a link from the premium car blog on the internet. The best car site out there or at least the best car blog out there links to your K&N oil page. That will result in a much larger move than getting a link from a weaker site. But if you already have a decent base of links in place, you already have some good links then it is not necessary to get premium links. I see this quite often with stronger sites that I have. Once you have a lot of good solid links in place, everything else is easy. You put up the page, about a topic with a new keyword that you have. Maybe it is not a super competitive keyword. One or two links from even weaker sites is going to make a huge difference, and a lot of times that is all you need. If you don't have any authority, it is going to take a lot stronger spot links to get ranked. That is where premium spot links fit in.

*Spot links are also base links:* I don't want to confuse people with this, but I want to throw this out there. Base links, by definition, are links to anywhere in our site. They're links to your home pages, your category pages, and post pages. Any URL you link to is a base link. So, when you get some spot-links for a specific URL because you want that URL to rank for something, it is also a base link and would count as a base link. But, base links are not always spot links. Sometimes you get a whole bunch of links for your home page because you want to strengthen the site in general. Or you get a whole bunch of links to a category page because you want to strengthen the site in general and maybe that will help that category specifically. But that does not mean that every link we get is a spot link.

Mark, I'm thinking before we move on, maybe we should take a few questions. I know we're throwing out some new terminology that we haven't used before so I think we should take a few questions.

### **QUESTIONS (0:46:12.8)**

*Mark:* Right now, if your questions aren't what I consider super related I'm going to have to delete it and go on. I'm going to have to skim and delete these questions, if they're more tactical and less conceptual, so we'll keep our questions along those lines.

### ***Q. In everything you're talking about where would an internal link plugin like SEO Smartlinks fall into it?***

*Court:* Good question. A plug in like SEO Smartlinks, they allow you to define a keyword and a URL that the keyword will always link to. If you want this URL here to rank for 'oil filters' for example, then we can use a plug in to make it so any time the phrase 'oil filters' in our site is used it will link it back to this URL on this site. It can help you to create a larger net of internal links that point to this site, because it will create links that you're not really planning on. Of course, that's going to be really relative as if you don't have any other posts that talk about oil filters, it's not going to do anything.

So, the question you have to ask yourself is, 'have I talked a lot about oil filters?' This is especially something you have to think about quite a bit if your keyword is really a long-tail and it's not something that will be used. Something like 'best oil filter reviews'--is not something that you will really

use in your site. So you could set this up using Automatic SEO Links, or SEO Smartlinks and it will never create a link for you as this text will never be used anywhere else in the site. It's just one of those things that can be used when you are trying to create an internal link net. It is something that can be beneficial if you know that you have used the keyword phrases that you are trying to use as anchors when you create those links.

If you don't know then you'll need to go in and do it.

***Q. How do blog roll links factor into what you're talking about tonight?***

I think blogroll links is actually #9 in our list so we are going to cover that specifically. Let's just wait until then for that one.

***Q. Are no-follow links worth getting?***

No, not really.

***Q. Clarifying statement: Base links are mainly to the home page, getting lots of them. Spot links are to pages or posts on the site, even if you don't get quite as many spot links but they are strengthening the individual posts as well as to the site overall?***

That's right, except that base links can point at any page. A high percentage of them generally point at the home page with most people's strategies, but they don't have to they can point anywhere on the site.

***Q. If you use a related topic or related post plug in with Wordpress or Joomla, does that perform the same function as an in-content link like you get with Automatic SEO links or SEO Smartlinks?***

Not really, no. It is not going to appear within the main text body of the page. Also, you are not going to be able to choose which pages are getting linked to the most. This is something you're going to have to do on top of that. There's nothing wrong with installing a related posts plugin, as it is going to make some of that happen for you, but it is not going to be as good as actually figuring out which related pages you have and linking from inside the main piece of text on the page, it's not going to replace it. It can be useful, but it won't help as much as it would if you actually made sure that this happened.

***Q. Can you revisit the definition of a premium link?***

Premium links are links from really strong sites. Let's use the KWA as an example. It is a site that teaches people different concepts that have to do with making money, creating websites, doing keyword research, link-building and all of those aspects.

What I would do, if I wanted to create premium links is do some searches in Google for the topics our site covers. For example, make money on line, and I would start making a list of some of these sites so that I could later try to get links from these sites. Links from these sites are going to be premium links. These sites are already trusted in Google. Even if I did a search for "link-building" for example, we would see different sites here that would be premium links.

Premium links are links from these guys, the guys who are already established and trusted by Google and the community for the topics we're trying to rank for. Those are what premium links are.

***Q. Should we get more links to the same page from the same website, or to different pages from the same website?***

If we are getting a link from this site here, if we can get more than one link from that site should we point them at the same page or at two different pages? It doesn't matter.

The question is what are you trying to do, are you trying to rank a page for 'best oil filter reviews'? If you are, then it would be a spot link that you would point at this URL. If you are able to get a second link from that site, if it was from the same page of that site you wouldn't want to point it to the same place, you'd want to point it to a different place. If it was from a different page of that site you could point it here. But that is something that depends on what you are trying to do, it is very situational.

***Q. Does pointing links from your site to authority sites improve your authority with the Search Engines?***

No. It's not a bad idea. If there is something that is relevant that you want to link to, and then go ahead and do it. It would be weird if you never linked anywhere, but that doesn't really give you authority. It is getting links from them that gives you authority.

## **6. SPOT CONTENT DEVELOPMENT (0:57:38.0)**

- Spot content development is creating new URLs that are similar to existing URLs with the intent of link-netting to an existing URL.
- Get out of debt example
- Spot content development helps to increase long-tail traffic and also helps to build authority for existing keyword sets.

*Spot Content Development:* We want to talk briefly about another strategy for link-building that is extremely useful, spot content development. This is creating new URLs that are similar to existing URLs, with the intent of link-netting to the existing URL.

Here's the situation, we need this page here to rank for 'best oil filter reviews' and we're working on that. Or say we want this URL here to rank for 'get out of debt'. Here is the principle of spot-content development. This is when we come and create new content on our site; we expand the content that we have to create more authority for this keyword, which is get out of debt. This is really easy to do. The Adwords Keyword tool is a great place to go if we're trying to do this, because we can search for a keyword, 'get out of debt' and we will see what Google gives us. I am going to change my match type to 'exact' so I can see the volume, and I click here to sort by volume.

*Example:* Here is my main keyword, 'get out of debt'. What Google will give me are a lot of related keyword phrases that I can use if I wanted to create more content on my site. So, I could create some more URLs on my site that target keywords that are very similar--for example, 'how to get out of debt

fast'. So, if I had a blog I could put up a new post called, "How to Get Out of Debt Fast" and I would create a new URL on my site that I could use to link back to the URL I'm trying to improve. I could do this a number of times, so that I could improve this main URL here because that's the main one we're trying to improve.

We could create some more URLs. This does some interesting things for us, because, number one, it increases the size of our link net, as now URL10 & 11 are linking back to my page 'How to Get Out of Debt'. So it is increasing the size of my linknet within my site. But at the same time it is showing Google and Yahoo and Bing, or whatever search engines, that this site also provides information about other things people search for that are similar to this. So we are expanding the knowledge base, so it helps us to build more authority that way. It's not just all mechanical.

Say you want to rank for 'Tiger Woods' for example. I will be a lot more likely we can do that if we can cover all the stuff that people search for related to Tiger Woods, like 'Tiger Woods sponsors' and a lot of other stuff related to Tiger Woods that we won't talk about today.

*Increases Long-Tail Traffic:* The more complete the picture we can paint, the more authority we will develop for the keywords we're going for. That is a concept that you can use. There are a lot of benefits. This technique helps to increase your long-tail traffic, because you are targeting additional keywords that you didn't target before. Now, once you create some different URLs that target new long-tail keywords it is going to help increase your long-tail traffic.

It also helps to build authority for existing keyword sets, or the keywords you are already going after, because you are going to link to the URLs using the anchors you are trying to rank for. So it is beneficial on some different levels.

## **7. OFF-SITE SPOT CONTENT DEVELOPMENT (1:02:49.7)**

- Spot content development is using content to create links from other sites
- This is a solid method for getting premium links -- more expertise will be required to get links via this method from the best sites
- Getting links from medium-tier sites is actually fairly easy with this method
- Our guest posting system now gives access to more than 700 total sites

That same principle can be applied off site. You can use other sites to do the same thing. You can put content on other sites so you can get links back. The name we use for this around the KWA is guest posting, or sending articles out to get links that come back. This is one of the most solid methods out there for getting premium links.

Of course, the better the link you are trying to get, the more expertise is going to be required. If you are trying to get a link from Probloger.net you will have to come up with something that is pretty good. If you are trying to get a link from the premium car blog out there, you are probably going to have to come up with something pretty good. But getting links from medium tier sites, that are good but not *the* premium sites out there are usually pretty easy. If they are blogs, it is usually pretty easy

to get to know those people and have them accept the post and publish the post. They don't want to do it because they fear that rejection, they don't want someone to say no because they will feel embarrassed. It is something that has happened to me quite a bit.

I remember back in the day when I started blogging, the big names back then like John Chow had been getting a lot of traffic. He was huge; by the time I came around he was it. I said, "OK I'm going to try to get an article on this guy's site because he did that every once in a while. I wrote one, I spent quite a bit of time on it and I sent it to him. He didn't publish it, he wrote back, he was pretty easy on me, "I have a lot of guest posts in the queue right now, and it's bad timing." He let me off the hook, but he said that, aka, it's not good enough to put on my site. I got shot down, it was a bit embarrassing. But you still have something that you wrote, it wasn't garbage and I just put it up on my site. The alternative, I could take it somewhere else and give it to someone else.

When that happens, who cares? I'm not going to lie, I didn't love it but at least I put myself in a position where I could get a big link. I didn't get it that time but later on down the road I was able to get some articles on his site and some links from there. It took me developing myself a little more, learning how to write a little bit better, getting to be more familiar with his style and the stuff he usually puts up there. So, put yourself out there. The worst thing that can happen is they might not write back, maybe they'll write back and say "this isn't what I usually look for." But maybe you can give that article to someone else.

As far as Guest posting goes, those of you who are members of the KWA, which is maybe half who are listening, can use the Guest Posting system. At this point in time we have had over 700 total sites added to the Guest Posting system. These are blogs that are willing to accept guest posts. So, we have created a central dashboard where you can send posts to all of these blogs, and these are unique content blogs or, bloggers out there who are willing to accept guest posts. You create a post, and then down here at the bottom you can pick which site you want to send to. We have tons of different sites by lots of different categories. You can see just how robust it is, there are tons of sites about finances, health related, lots of different sites in here.

These are people who are willing to publish guest posts. So, it is going to take out some of that concern and save you time. You are not going to have to go out there and find a bunch of people who will accept guest posts. These people will accept it. They will still want a quality piece of content.

But the good thing about this system is, say you write a post, you send it to someone. If they don't like it, they're just going to decline it. It is going to come back to you and you can pick another site to send it to, you can edit it and resubmit it. So, you are not going to lose your work.

As you can see here too, we have a general category, which are sites that are more general in topic and will accept a variety of content on different topics.

If you need to create additional links and you don't know where to go, or what sites to go to, this is a really good resource. Single links from different unique sites are huge. This is the easiest way I know of to get them, that is legit. There are a lot of other services that are not as legit because the sites aren't going to be unique content, they're not going to be owned by different people but they're go-

ing to be a huge network created by one person and obviously there's a lot of risk there. But these are real sites, owned by different people who are willing to accept guest posts. It's a pretty big resource.

If you want to learn more about that, you can become a member. Our first 30 days access is \$1, and you can use this system on that trial. So, check it out!

## **8. COUSIN LINKS (1:10:12.5)**

- Cousin links are used to help rank a single URL for multiple keywords
- These links will be the most effective if main keyword and cousin keywords have similar meaning (or exactly the same meaning)
- These links are simply links with slightly different anchor text.
- The Adwords keyword tool is a great place to find relevant cousin keyword phrases
- Cousin linking should be considered when creating internal link nets
- Guest posting on blogs is a great way to get these links

Here is what a cousin link is. You use cousin links when you want to rank a single URL for multiple keywords. Let's say that this URL here that is set up to go after 'get after debt' and we're working on helping this URL so we can move up for 'get out of debt'. What can happen is that we can use this URL to target more than one keyword. Say we want this also to rank for get out of debt fast, so the same URL, two keywords. How do we do that?

The first thing we need to do is make sure that our new keyword, 'get out of debt fast' appears on the page in the text. After that we need some links that use the anchor 'get out of debt fast' that point at this URL to improve authority for the keyword 'get out of debt fast'. Those links would be called cousin links. So, that's a cousin link.

*Main and Cousin Keywords Similar:* These links are going to be the most effective if the main keyword and cousin keywords have similar meaning, or roughly the same meaning. So, 'get out of debt' and 'get out of debt fast' are very close to each other.

Another example would be like 'get rid of debt'. So, all of these have roughly the same meaning, right? They mean the same thing. Using links like this is going to be a lot more effective if this is the case. It is going to be a lot harder if we try and get this page to rank for something like 'debt consolidation'. It could happen, but it would be a lot harder. Google is very intelligent. Google knows that 'get rid of debt' and 'get out of debt' is basically the same thing. They know that because they have so much data, they know what people search for; they know what people click into. So, they are going to see that relationship.

They are going to know that debt consolidation is somewhat different. They are going to know that 'oil filters' is really different! Sometimes people email me and say, "I have this URL, it is a really strong

URL, PR4 and it ranks really well for keyword x. What I'm thinking, since this is a really strong page, what if I put all these other keywords in there, will it also rank for those?" And they have a list of keywords, but they are completely different keywords on a totally different topic. It doesn't really work that way, as this URL is going to show authority for the keyword that is used in the anchors that point at this URL. So even though this URL is a pretty strong page, it is not going to rank for 'oil filters' when it is about 'get out of debt'. Even if it uses oil filters in it and you get some links for oil filters, Google knows that is completely different. So the authority for oil filters will have to be created from scratch, and that is going to be really tough.

If it is get out of debt, that semantic relationship is there, it's almost the same thing, so it is much easier to rank for both, very easy actually. These links are links with slightly different anchor text, so you can rank for a slightly different keyword.

*Adwords Tool:* The Adwords tool is a great place to find relevant keyword phrases that are close to what you have, we saw that with our 'get out of debt' keyword phrases. There were tons in there; they were just slightly different so it's a good place to go.

This is a concept you should consider even when creating internal link nets. If you want this URL to rank for 'get out of debt' and 'get out of debt fast', that's another strategy you can use to help build up authority for 'get out of debt fast'. Some of the links you create from within your site, you can use 'get out of debt fast' to link back to this URL here.

If you do that, you want to make sure that the page talks about 'get out of debt fast' as if it doesn't you never want to link to a page making someone think this page is about get out of debt fast, if it isn't. You want to make sure, if you use this in a link, you cover your bases that way with the content that appears in the URL.

*Guest Posting:* Guest posting on blogs is also a fantastic way to get these links. When you guest post on a blog, you are in more control of the links you get. As far as Google is concerned, it is still a legit way to get links because there is that editorial aspect, where the person receiving the guest post has to approve it, if they're not cool with it, it's not going up on their site. So it is that editorial aspect that makes guest posting a super legit way to get links. It's not just throwing stuff up and letting it appear wherever. It is, 'here's a post, is it good enough to post on your site' and if it is they're going to put it up. But you do have some control over the links; the GPS is great for that, if you just want some extra links to help improve for cousin keywords.

## **9. BLOGROLL LINKS (1:17:03.6)**

- Blogroll and other site-wide links can be extremely useful for authority building but you have to use caution
- These links are safer and more effective after a healthy base of links is already in place
- Getting a blogroll link from a large site can cause problems if you don't have a link base
- Getting blogroll links from smaller sites doesn't seem to cause problems ever

So, how do blogroll links fit in? Blogroll links, and other site-wide links, like a footer link, or a header link, can be extremely useful, but you have to be careful. You have to use caution. These links are a lot safer and more effective after a healthy base of links is already in place.

Getting a blogroll link from a large site can cause you problems. If you don't have some links already it can be too many, too fast. Say you get a link from a huge site that has 100,000 pages, for example. It can cause problems in the short-term because all of a sudden you go from 20 links to 100,020 links, it's a lot of links and it can throw things off. It is a lot better to get blogroll links after you start to get other single links. That said, getting blogroll links from small sites doesn't seem to cause any problems. I've never seen getting blogroll links from a smaller site cause a problem with what I work on. I have seen it cause a problem if you get a really big one right off the bat. The reason that can cause a problem is that it looks like you bought the link. How does it make sense that for your site that you just started, you have 20 links, hardly anyone has linked to you so far, and then 'boom', a monster site up there gives you a blogroll link? It doesn't make sense; it looks like you paid them for it, and so Google will filter it. It doesn't provide any benefit.

Later on, after you have a whole bunch of links, a couple of premium links and a lot of links from different sites, your link profile is looking good. There are lots of links from different sources, people know about you, if then someone puts you in their blogroll it's not that weird. It makes perfect sense. That's why they work out better after your site has a healthy base.

#### **10. SYNDICATED LINKS (1:19:49.4)**

- Syndicated links are links where the same link and piece of content appear on many pages and many sites on the web (article distribution links, press releases, mass bookmarks, etc.)
- These links have the highest risk of getting filtered and if that happens, they will provide no value
- Still provide value when a healthy base is in place
- Premium links can help you to get more value out of syndicated links

These are links where you take an article, for example, and you send the article out and it appears on tons and tons of different pages out there. Articles we're talking about, are like article distribution, press releases, sometimes bookmarks act like this if you get a lot of bookmarks. These are higher risk links; you have to be careful with these links because these are the links that have the most risk of getting filtered out. If that happens, they're not going to provide any value to you. Obviously that's not what we want. We want our links to count; we want them to do good for us. These links can still work when there's a healthy base in place.

If you have premium links, some of the really solid links that are available, then you can get a lot more value out of syndicated links. These aren't links that I use very much. I've used them in the past quite a bit, they worked out well. They can still work well; you just have to be careful with them because, like I say, they are really high risk for getting filtered out. They can even cause problems in

some situations where they can make things go the wrong way if you don't have any of the links in place. So, it's just something to think about.

If you're nervous about them, I wouldn't use them at all. You don't need to use them to do really well, there are so many sources out there that you can use. Especially with the Guest Posting system, there are 700 sites in the Guest posting system. You can get a lot of links now by just submitting content to other sites. So, there's not that much need to use these weaker, lower, I'd say spammier types of links. You just don't have to do it, so it is not something that I really use anymore.

Those are ten different linking strategies that you want to understand. You want to know what they are, you want to know how they work and hopefully they have helped you to see a better picture of what needs to happen and why it needs to happen that way. It is something I think a lot about. I try to read what's going on in the forums quite a bit because I try to get an idea of where things are at. That's something that I feel right now people are missing, they are missing the understanding that a site is going to function a lot better after it has a really healthy base of links. A site is going to function a lot better if it can get even a small number of premium links, even a couple, 2 or 3 or 4 or 5 will make a huge difference for most sites, but those are the links that people traditionally aren't going to try to get, because of fear. They are not going to a person who owns a premium site because they're afraid they're going to look stupid, or for whatever reason fear is going to get in the way.

That is something that people seem to be missing so far, so we wanted to address that. That said, a lot of people who aren't doing that, are still doing really well because there's a lot of other ways to get links. Maybe they don't have any premium links yet, but they have some medium tier links, and they're getting a lot of links from different sites. We have a lot of members of the community that are doing great without getting the premium links.

If they're willing to go out and do what it takes to get some of those better links, so they have a healthier base, it's going to really help out. I want to throw that stuff out there.

#### **PRINCIPLES OF TIMING (1:24:20.5)**

- Weaker links will always be more effective if stronger links are already in place
- Sites that have not been linked to for some time will often *temporarily* get worse when they get new links
- Sites with link profiles comprised of only weaker links will often get worse with new links
- **Premium links will solve almost all timing issues because they legitimize the site**

Now I want to talk about a few principles of timing, because timing is where this stuff gets really hard to understand. It is what has caused things to be confusing. When I wrote about the Webinar, I said Google has changed recently and they do feel different, and there are some different things in there that we need to consider and a lot of that is timing related.

*Weaker links are always going to be more effective if stronger links are already in place:* When people are starting out a new site they're usually thinking how they can get a whole bunch of links. Most

of those links are going to be weaker links; they'll be low PR links from sites that don't have a ton of trust. But if, while they were getting those links, people could get a couple of strong ones it would make all the difference in the world. It is just one of those timing things. Weak links can get filtered and not really count for anything, and that happens quite a bit, if there aren't any good links in place.

*Sites not linked to for some time may get temporarily worse:* Here is another thing that is really interesting, that has been happening in the last year or so. Sites that have not been linked to for some time will often get temporarily worse when they get new links. So you have a site out there, it's an older site that has been on line for a couple of years, but maybe the last year or so it hasn't been linked that much, you haven't been promoting it or writing for other sites, or whatever method of promotion you used in the past. That goes away for a while. You come back; you start to promote that site again. Even if in the last year you haven't really lost ground, the site is still doing well, sometimes when you get new links you will see a drop. It's weird, right? That never happened before, but in the last year or so I've seen that happening and it is pretty interesting. A lot of times, later on--like a month later--it starts to come back; it falls a little more, and then comes back again. It is interesting. It seems to be a temporary test that says, "Is this site going to really improve? Is it going to gain traction? Are people going to keep talking about it, linking to it, or is it going to stop? Or is spamming going on?" It knocks you down a bit, but if people keep talking about you, linking to you it's going to come back and improve from there. So that is something that is interesting and if you understand that timing is in play you can just keep working and you're not going to flip the world upside down.

*Sites with link profiles comprised of only weaker links will often get worse with new links:* This is interesting too. This is a pretty recent development. I've never seen it before in the last year, but now I'm seeing it a little bit. So, yes, sites that only have weak links, Google is starting to get a little bit harsher on those sites. They want to see stronger links there. If you are legit, if you have legit expertise, then why aren't the good sites ever linking to you? They are making us go out there and get some stronger links.

There are a lot of people out there who put up a site and then they blast it with tons of bookmarks, mass article distribution, and all of those other spammy methods of getting links, the site as tons of weak links. A lot of times, what you will see, is that those sites will never rank that well anyway. And then if you come in and give some new links to the site, even if they're better links, a lot of times the site will get worse at that point. I never saw that happen before the last year, but it does now. It's just because all the links are weak. I don't even use those methods, but I see it with sites that I consult on. If you are out there trying to get ranked with bookmarks and mass article distribution and that type of stuff, it's just not going to fly, you have to have some better links up there.

The interesting thing about timing is that premium links, links from the really good trusted sites out there, will solve almost any timing issue. Because, bam, the site is legit! If the really good sites are linking to your site, it shows that the whole thing is legit. Weaker links are going to be there anyway, whether you have a great site or a site that is not so great, the weak links are going to be there. Again, how does Google tell the difference? They tell the difference by whether the stronger links are there or not. If they are not, it looks pretty bad. If they're there, it looks pretty great.

So, it is a principle that you have to keep in mind when building links.

Let's talk about next week. As you can see, this week's webinar is highly conceptual, it is wide. Here are some concepts. Digest these concepts, but we're really light on the 'how to do this stuff'. Next week we are going to talk about how we do this, how we get these links, where do we get them from, how do we actually execute this when we have a site, how do we do this when we're starting a new site, with a site we already have. We want to cover all the hows and teach you how to execute this stuff.

Next week's webinar will be members only. If you want to be with us, we'd love to have you with us. Our first month's trial is \$1, so it is basically going to cost you \$1 to be there with us next week. Along with that, you will have access to all of our other content, which is our Core videos which basically teach you keyword research, how to pick winners, they teach you link building concepts, content development concepts, site development concepts, so you get access to that.

You get access to our keyword tool which really helps to make the process of finding profitable keywords a lot easier.

You get access to the Guest Posting system. Our motto is that we want to let everybody check out everything we have. If you like us, stay with us, if you don't you are more than welcome to leave. We make that very easy for you; you can cancel from your own PayPal account. There are no tricks. The people who are members of our program are here because they want to be here, they like what they get and they believe it's good value. After the first month the price goes up to \$33 a month. We do have an option at \$29 a month if you don't want to access the forum, you lose some features, otherwise it goes up to \$33 a month.

Mark, is there anything you want to add before we wrap up?

### ***More on GPS***

*Mark:* This will sound a little self-serving but I want to talk a little about GPS. I made the mistake today of getting sucked into some SEO blogs, I broke my own rule which is not to read blogs, ever. I lasted 20 or 30 minutes, then I had a major headache and I was pretty depressed as that's what SEO blogs do to clear thinking people.

Guys what I realized, as I dipped my toes back into the SEO blog world, is that there's so much noise that people forget almost completely about principles and all they want to talk about on their sites are super-duper Link Zipper Pro Deluxe 2.0 edition, and how it will get you a zillion links in 20 minutes and you're going to rank for everything, and people don't really want to talk about the principles.

The principle is that a website that is natural and has high quality content gets linked to in a random way, relatively slowly. The links are generally related content from a wide variety of sites. Some of the sites are strong, some are weak, some are old, some are new, some are the links are from the footer, and some are from the post. There are all different kinds of links. The principle is, if you can do a pretty good job of approximating a natural linking pattern, you are going to rank well.

So, when Court and I came up with the idea of the Guest Posting System is because it's so normal and natural and white hat. Here are a couple of ways that it is different, and natural white hat.

You have services where people have a bunch of different sites, but one person owns all the sites and you can post on those sites and get links from those posts. Not that it hurts you, it may help a little. But Google knows that the sites are all owned by this same person. With the Guest Posting System, the sites look different because they have different themes. They have a different structure, which means the URLs to the posts are different, the domains are registered to different people, the sites are structured differently in terms of categories, people have their own special bias that they use as they build their site and work on their site.

So, it is a very natural thing. When you submit a post to the Guest Posting System, you may submit 5 posts in one day but the site owners will approve one the next day, 2 the following day, zero the third day, one the fourth day and one the sixth day. So the links end up appearing on these sites and getting indexed, in this normal and natural way because of the human element in the process. Not to mention the fact that the content is completely unique and relevant to the anchor text.

I'm getting a lot of questions in the chat box like, "How does the GPS links stack up to this", and "have you ever used this service", or "how many of this and how many of that". I want you to stop and think about the fact, with the GPS system we've almost made it so easy that people can't quite appreciate what the Guest Posting system is, which is the ability to get hundreds and hundreds of totally normal, human reviewed links from unique sites owned by different people. What does that sound like? That sounds like a normal blog, and that kind of link profile is what Google can easily recognize as the right kind of link profile. So, let the noise in your head quiet down a little bit as you consider the opportunity to use a link building tool like that, which revolves around new content, human review, and lots of separation. Just let that sink in.

Court has already told you that GPS, for him, replaces a lot of those link syndication services that may cost \$70 or \$100. It simplifies the whole business. I don't know why you wouldn't want to take the opportunity to use that service when it saves you so much time and gives the opportunity to rank very well with fewer links than with other services you would use. I just wanted to throw that in.

We developed the tool after years and years of doing this and thinking, 'if we could add 500 Ezine articles, or if we could guest post on 300 unique sites, how powerful would that be? What would that do in terms of ranking and making other tools unnecessary? That's what GPS is. So, you need to give it a look if you want to rank well. And you also need to stop reading SEO blogs.

As far as questions, Court, as you got more into details of how fast, and timing, I started to get a rush of tactical questions. "How many of these", "How many of those."

Those are not bad questions, but we'll get into those more next week. Write those questions down and come back to the Member's Only session next Thursday as that's when we'll really get into it. As I skim over these tactical questions is, think about what would naturally happen on a site where a person publishes content and then people start to like that content and link to it. What would the

link growth process look like next week? Everything we do should roughly approximate how that works, and we'll get into that next week. That's it from me Court.

*Court:* Sounds good. Everyone, thanks for being here, take care and we look forward to digging into this a little more next week. Talk to you soon.

(1:41:04.3)