Introduction

I'm not a big fan of fluffy introductions, so this guide is going to get right to the meat and potatoes of it all. ☺

We both know that you're reading this because …

1. You want to increase your search engine rankings (Google, Yahoo, Bing, and even the small search engines)

2. You want more traffic

3. And you want all of this so that your websites can sustain themselves and make you money.

So, with that said, in this guide I'm going to go through what I like to call our *SEO Formula*, containing steps and guidelines to get the most out your linking campaigns using Backlink Beast (or any other system that you may use, for that matter).

The methodology I have used here can work on any site – an aged site, a new site, an affiliate site, a site that sells its own products, or one that is designed to make money from Adsense.

Some of the initial strategies here (not all) are based off of a new site, so take the guidelines and apply it to your existing site. If there are things I have listed in the first few steps that you haven't done with your old, existing website… I suggest you apply those.

Then move on to the later steps of the formula. Since you may already own a website, you may skip past step 1, but at least read through it to get a good grasp as to why we select the types of domains that we do.

The examples, steps, and "formulas" that are listed here aren't a *guarantee* of what works for all sites, but it's what we **start** with and use on our sites. Since SEO is always changing and differs from site-to-site, you will need to adjust some of the specifics laid out here. But this will give you a GREAT starting point.

From there, take off with your own added strategies as you learn more about SEO, more about your competition, and more about how the search engines are liking or disliking your current linking campaigns. Scale up/down the number of links you're building and anchor texts you're using as you start to see some results.

SEO is not an instant thing. I'm sure you've heard that before. If your keyword is super competitive, like for example "lose weight fast". It's extremely difficult to rank for a keyword like that, and it can take time. It takes patience, and it takes a lot of excellent content with a very low bounce rate… and again, patience and perseverance. If you do your keyword research properly though, and target high-traffic keywords that are easier to rank for, my strategies will accelerate your Google rankings and help you keep them long term.

Though many forms of traffic building do work, such as Youtube, LinkedIn, Twitter, and Facebook, the single most profitable form of traffic is to build links to your site via [Backlink Beast](#) and use those links (when created properly) to boost your rankings in Google.

It's important to use Backlink Beast in a smart "common sense" way. If you just go nuts building links from every single site inside Backlink Beast and point all of those thousands of links straight to your money site, I can tell you right now that you

most likely won't rank high in the search engines long term. It may give you a quick initial boost, but that's not what we want. We want to do this for the long haul.

If you're reading this guide, you most likely already own Backlink Beast, but if for some strange reason you don't, you can get it here: www.backlinkbeast.com

So be smart about your linking, and keep it as "natural-looking" as you can… and just as important, **use great quality content that surrounds your links AND quality content on YOUR website.** If you have a weight loss website, make sure that your website has quality content for the visitor to read and not leave your page in 3 seconds because of the garbage they just saw.

You want an easy to follow site structure (i.e. I suggest Wordpress) and you want to give your readers something to actually read on your site. If you want to make money, spend the time on developing quality content. Write it yourself, outsource it at www.iwriter.com (if you don't like what someone wrote for you there, you don't have to pay), or use a software like [Article Builder](http://www.articlebuilder.net) (again, make sure you read through the content before using it).

Here are the key points of the guide…

1. Build links with quality content.

2. Build links with different anchor text.

3. Use your common sense and don't go nuts building links at an insane pace.

4. Slowly increase the level of links you build as you are increasing the types of links you receive.

5. Randomize the anchor text such that you rank for your keywords, don't get slapped by Google for having obvious artificially created links. Make it *look* natural. Look at this cheat sheet for a good example of anchor text link density percentages :

[Click here to download the Backlink Beast Linking Cheat Sheet](http://www.backlinkbeast.com)

6. Create the randomization in such a way that you also rank for long tail keywords that may not have even been in your initial keyword selection process.

7. Set up a schedule so that you know when to move to the next phase of link building.

8. Once you see some progress, continue forward with the new campaigns for your site. Don't stop building links – that's a major red flag to the search engines, especially once your site is ranking high. Be consistent.

9. Start adding in some other link building tools. But make sure that you always test before going nuts with your next linking endeavor.

With that said, let's jump right in to step 1…

1) Finding and Buying a Domain

When starting a "new site", we either use aged domains with PageRank (PR) or Exact Match Domains (EMD) for our niche sites.

Obviously, if you're selling a particular specific product, you'll want to use that as your domain name. But if you're building a niche site for affiliate marketing, Adsense, etc… I'd suggest doing one of these two options.

The below formula is by no means a "rule".   I've listed several criteria that we look for when buying an aged domain, but if I ever run across a domain that is like 12 years old, I buy it even if it hardly has any links pointing to it, or a lower PR. So use these as "guidelines".

The Aged/High PR Domain-Finding Formula:

1. Have a minimum of 30 backlinks and at least 10 referring domains (the more, the better)
2. Domain PageRank of 2 or higher.

3. Have a minimum of 1 page indexed in Google.
4. [SEOMoz](#) Page Authority (PA) and Domain Authority (DA) is higher than 10.

   a. Alternatively (or in addition to), you can look at [MajesticSEO's](#) "Trust Flow" for a value of 10 or higher (if 20 or higher, then it is **really good**)

Tools Needed:
- [FreshDrop.com](#) (to search and buy aged domains with PR, history, and incoming links)
- [RankRecon.com](#), ahrefs.com, or MajesticSEO.com (to check backlinks data).

Both strategies work great, but as I write this, we've been finding that using EMD's get faster results in smaller niches with lower competition.   They tend to get faster ranking results that stick. But for tougher, more competitive keyword phrases that can take several months to get ranked for, it's good to start with an aged domain with some links, PR, and history.

2) Choosing Your Keywords For Your Niche

This is not a detailed tutorial on how to choose a niche market and the keywords you should or want to rank for, there are plenty of tutorials out there on that. This wasn't written for that purpose. If you don't know how to find profitable keywords to rank for, I'd suggest doing a little more research on that topic. This guide assumes that you already have a good grasp of that.

I'm pointing out this step because it is important, and in the case of SEO, you need to do your keyword research BEFORE moving forward. So that's why I've placed this step as Step 2.

With that in mind though, I will give some quick tips, using a formula that has been working well for me when choosing my keywords for my **niche sites**. Yes, these are for my affiliate niche sites or "Adsense" type sites.

The Niche Competition Formula:

1. The PageRank of the top 3 results should be 3 or less.
2. The top 3 competitor sites should have less than 2,000 backlinks each.
3. **None** of those top 3 competitor site domains should be large authority news sites (CNN, BBC, Wikipedia, etc)

You can use the SEO Quake Toolbar to easily check these.

SEO Niche Keyword Research Formula:

1. Global Exact Monthly Search for your target keyword is more than 3,000.   (5,000 or more is preferable)
2. EPC (earnings per click) is more than $1 (if you want to monetize using AdSense)
3. The keyword is making people money (by looking at the Adwords ads). This is just a quick check that I do.   Go to Google, type in the keyword that you're thinking of using. If you see a bunch of Adwords ads in the search results, then it means PPC marketers are aggressively advertising for that target keyword. And most likely, it's making them money if they're willing to continually spend money on it.

3) Your Website and On-Page SEO Factors

This guide is more geared towards off-page SEO, so I'm only going to go over some brief details about on-page SEO here.   I would suggest you do some more research on **recent topics about on-page SEO. It's still very important.**

Things have changed a bit the past year in terms of the importance of on-page factors. In recent years, on-page SEO took a nose dive in terms of how important it was. For the past few years, off-page SEO completely dominated

how search engines ranked sites. But more recently, on-page SEO is making a comeback and holds an important role.

In my opinion, as I write this, on-page factors aren't as important as off-page factors (like linking campaigns).

So if I were you, I'd start by concentrating on the biggest, and most important on-page SEO factors, optimize your website to include those, and then after that, get started on your off-page SEO (linking campaigns).

You can always go back and tweak minor things later, and improve on your site's on-page factors.   The sooner you start your linking campaigns, the better. Plus, it's easier and much quicker to edit your site.

Here are some of the most important and basic on-page factors (yes, this is a brief summary):

- **Inter-link WITHIN your site**.

This is becoming more and more important with on-page SEO. Let's compare two sites real quick…

1. Wikipedia.org (was NOT hit hard from Google's updates. In fact, the updates helped their rankings)
2. EzineArticles.com (was hit extremely hard from Google's updates)

   These two sites are both full of content. The two sites have tons of backlinks pointing TO them. But the one key difference is that EzineArticles has very bad on-page SEO. If you look at their content, they rarely link from one article to another within the site. That is, their inter-linking within their own site is really bad. Most of the links in the content of their site points to external websites only. This is not good.

   Now, compare that to Wikipedia.   If you look at ANY of their pages, you'll quickly see that they have an insane inter-linking strategy going on. Now, obviously you don't need to do go that in-depth with your website, and you're most likely not creating an online encyclopedia either… BUT… the

point here is that from Wikipedia is linking from article to article to their own internal pages. This passes link juice, shows Google that your site is a real functional site, and it is a user-friendly site with easy navigational flow.

- **Use H1 tags in your content.**

- **Make sure that your images have an alt text using "your keyword"** or a variation of your target keywords.

- **Make sure the image filename is something like:** your-keyword.jpg

- **Make sure to include your keyword and related keywords are in the Meta Description and tags**, without stuffing it. ** make it sound natural **

- **Your URL structure of each post/page on your site should** only have your title of your posts/page (with hypen) behind the main domain. Example: _www.yourdomain.com/title-of-page-with-hyphen_

Wordpress is a great site framework to use because of the ease to changing the linking structures (e.g. permalinks) of your pages' URLs. To set this up with Wordpress, it's really easy. Go to Settings > Permalinks.

Then change the structure to: /%postname%

If you're using Wordpress, I'd also recommend installing an on-page seo plugin. There are tons of great On-Page SEO Plugins for that really help with optimizing your content as you create it. A few suggestions are:

Free On-Page SEO (site wide) plugin: All-In-One SEO Pack

Daniel Tan's: SEOPressor

Brian Johnson's: PushButtonSEO (good for optimizing content for each post/page)

4) Choosing Your Link Anchor Text Keywords

This is very important! And it's one of the key points to avoid Google's latest updates.

First, download this cheat sheet if you haven't already:

[Click here to download the Backlink Beast Linking Cheat Sheet](#)

That PDF is obviously a guideline, and shouldn't be viewed as a 'Rule'. But it's a great starting point to use as a reference to go back to.

Once you decide on the target niche keywords that you want to rank for, use the below methods for deciding "what percentage" of anchor texts of any of those keywords you should be using.

Big Mistake

I am still seeing a lot of my customers making the mistake of linking too often with the exact match keywords they wish to rank for. Big mistake in my opinion but everyone has a right to do their own SEO.

Definition: Exact Match Keyword
An exact match keyword is the keyword or keyword phrase you wish to rank for, so if I wanted to rank BacklinkBeast.com for "SEO Tips" and put that into the anchor/link text, then THAT would be an "exact match" keyword/keyword phrase.

If I put this into my anchor text, "The Callens Rock the Internet with great SEO Tips" then that would be considered a "partial match" which I will discuss later.

Partial matches are Ok, but use a LOT of **different** ones. Do NOT link to the same partial phrase over and over again. Randomization is really important with only a sprinkle or dash of an exact match. This is natural in the eyes of the search engines.

Safer Anchor Text

I like to see a lot of URL or brand anchor text links pointing to the site that you're trying to rank. As you watch and monitor your link density profile then you can make the decision to add partials and of exact match.

Examples of URL anchor text

URL as anchor text:
http://www.BacklinkBeast.com
www.BacklinkBeast.com
BacklinkBeast.com

And then all of those with a / at the end is very common, so:
http://www.BacklinkBeast.com/
www.BacklinkBeast.com/
BacklinkBeast.com/

Our brand is the domain name, or BacklinkBeast and it could be seen in many iterations as well.   For example: BacklinkBeast, Backlink Beast, BACKLINK BEAST, or Backlink-Beast.

I consider a domain's "brand" as the domain name text "without" the extension. (.com, .net, .org, etc.)

Examples of BRAND anchor text

Domain Brand as anchor text:
BacklinkBeast
Backlink Beast
BACKLINKBEAST
Backlink-Beast

Random and Misc Anchor Text

My thought on all the "click here," "visit" or "more info" links are good, but they are <u>over used.</u>

Since we have looked over hundreds of linking profile's and directly looked at the link density, we have really gotten to be able to tell from looking at the anchor text if the site has been SEO'd or not.

The goal is to <u>NOT</u> look SEO'd.

The normal garbage keywords of the past have become _really redundant_ and it is now obvious that they are a part of a SEO link campaign. _(I am not saying to totally stop that, but you really need to use a larger brush and variety)_

Instead, choose really random stuff and only do 1 or 2 links with each keyword or phrase. A good trick is to go to a competitor's site and look at all the keywords that would be in the "other" category that have less then 1 percent of that sites link density. You can pull hundreds of these from them and know that they are more then likely Market related keywords that probably should be appearing in YOUR link profile! **It is THESE keywords that you will be safer using in an automated linking system. You can do this at** http://www.rankrecon.com/

Another strategy is to use LSI keywords, synonyms and phrases. Related searches (you know, the ones you see at the bottom of Google's search) are another way to pick out market specific keyword phrases that would be appropriate to your market.

Long Partials and Bits of Sentences

I also see ALOT of sentences, or long URLs in link profiles. So, imagine if you were writing about your website, what would be a "natural" link? In my experience, it is a URL, or a brand, so concentrate on THOSE!! And when your link density is high enough using only URL and BRAND, then yeah ok, through in a exact match keyword. **Just do NOT over due it.**

And speaking of not over doing it, seems likes **_<u>less is more these days</u>_**.

It is really important for you to look at your competitor's link profile so you see **what is the standard "amount" of links** in that industry! Some industries have thousands of links pointing to them. Some have hundreds. Do the research in your industry and emulate that.

5) How To Properly "Link"

Another pretty obvious looking question, but in reality, SEO'd sites typically have 1 linking structure or two (at best) that get put into play. **This is NOT the anchor text, but the actual link URL I am talking about in this section.**

In a campaign, the person doing the SEO will decide what the URL is they will link to and try to rank. For example, will it have the www on it or not? That's normally what people think is the only factor into consideration, and it is either one or the other... but in reality it really **needs** to be both to look "natural". And don't make it a straight up 50/50 between the two options, but more of whichever way you present the URL in reality and then about 5-25% the other one.

(Remember to create a canonical change in your htaccess file so you get the juice you send to your site. If you're not sure what that is, search for more info on Google).

And then on top of that, I mentioned in choosing keywords to put the "back slash" at the end of your url as well. For example: .com/ . Many programs end up putting that there in the link and also when people copy and paste, that / makes it in there from the browser, so THAT is normal to be in the mix.

Other odd linking patterns are putting   /index.html or /index.php after your domain name depending on what your homepage is.

Examples depending on your sites structure:
http://www.BacklinkBeast.com/index
http://www.BacklinkBeast.com/index.html
http://www.BacklinkBeast.com/index.php

Another hugely missed linking pattern is the use of the NOFOLLOW link.

I know you may be thinking that you don't want nofollow links. But you shouldn't be thinking like that. If all you have is regular, dofollow links, that's not "natural".

On a side note… As an experiment after the whole Google deindexing debacle that happened several months ago, we wanted to test some things. And we actually ranked sites using nothing but nofollow links on de-indexed sites. So that tells you something about how powerful BOTH are as BOTH are normal.

I am not going to go into why a "deindex site" can still work here as it is outside the scope of this guide, but when you are doing your linking, DO get NOFOLLOW links!! You can create your own with Backlink Beast by adding the rel=nofollow code to the links in your article content.

Test this out yourself, but I personally think a slightly larger % (10-40%) of these is better, and here is why…

Google knows that people are going to have to advertise, and they want them to be able to! But they do NOT want them to advertise for the sake of advertising to get PR passed to them. THAT is against Google's terms and conditions, so they expect the site who is putting the links up, to put a NOFOLLOW link on the advertised link.

So don't you think that with a NOFOLLOW link, Google is going to trust that link just a little bit more? I do! And, we have proven it. They may not pass PageRank, but they DO pass juice!

With all of that said… mix in some nofollow links. The amount is up to you.

6) Types of Content to Use With Backlink Beast

What content should you submit?

ARTICLES: Ideally of course, original content written just for your is obviously the best choice

Original Content

If you don't have it already and want it, you can go to www.iwriter.com to get a low-cost, quality article written for just a couple bucks. Or you can obviously write it yourself and put the links in.

Duplicate Content

Yes it is duplicate content, but I would choose duplicate over BAD spun content any day of the week. Duplicate content is a part of the Internet. Take a press release for example, it is published over and over again.

No **<u>BADLY</u>** Spun Content

I do recommend you have GREAT content. If you can generate great content from spin-ready formats, then go for it!

Remember, we are not trying to rank the created "article post" urls that you are building with Backlink Beast, so a ranking penalty for duplicate content on those new built posts is acceptable. If you're manually creating the spins yourself and then checking each AND every variation of the spins, then by all means... go for it! That's great, original content.

Right here, I'm talking more about auto-spun content that has not been manually edited by you, and then ends up being jumbled garbage that is obviously not written by a "person".   And again, when I say spun content, I mean *obviously* "spun" content.

7) The Power Step: Site Promotion and Link Building

As mentioned earlier in steps 4 and 5, choosing the right anchor text, and in the right densities and diversities, is essential to ranking in Google. There isn't an exact % for every single niche and keyword. This varies, and this is where you should be looking at what your competition is doing. But there are some guidelines that I suggested above. Go take another look at the cheat sheet again, if you just skimmed through it previously. Here: [Backlink Beast Linking Cheat Sheet](#)

Link Building Using Backlink Beast:

(I'll update this as new site modules and features get added to Backlink Beast).

Important Note #1: each site online is different, in a different market, and trying to rank for different keywords, so results **will vary**.   Adjust these schedules as you test your own seo linking campaigns.

You'll notice that I don't suggest specific numbers for the tier-1 links. This is because of differences in every site's SEO campaign.

The most important point in the "schedule" below is **Daily Drip Feed**.

Plus, use a lot of platforms to build your links so that your linking profile will be diverse and look natural to search engines. Feel free to use more link building platforms outside of Backlink Beast as well (e.g. blog networks, etc).

Important Note #2: DO NOT Build Too Many Links on a Daily Basis for New Sites.

For New sites, approximately 10 to 20 tier-1 backlinks daily is plenty!

For Aged sites that already have incoming links and history, or if you are into more competitive niches, then 50+ tier-1 backlinks daily (or more) is fine. Again, it will depend on the niche that you are into. In some competitive niches, I'm building 75 to 100+ tier-1 backlinks daily to sites and getting great results too.

It's important to stay consistent and continue to build links. When you stop your linking campaigns, it can sometimes raise a big red flag to Google… especially if you were previously building a ton of daily links.
Don't forget to build tier-2 links too. It's very important.

Build *roughly* **10 tier-2 backlinks for each tier-1 link** you've build. So if you build 10, tier-1 links today, then build 100 tier-2 and point these to all of your tier-1 backlinks.

Here's a good, consistent link building schedule to go by:

- **Monday**:

Get tier-1 backlinks from Social Network sites.
Get tier-2 backlinks from Social Bookmark / Wiki sites (10 backlinks for each tier-1)

- **Tuesday**:

Get tier-1 backlinks from Web 2.0 Article sites.
Get tier-2 backlinks from Social Bookmark / Wiki sites (10 backlinks for each tier-1)

- **Wednesday**:

Get tier-1 backlinks from Social Bookmark sites.
Get tier-2 backlinks from Social Bookmark / Wiki sites (10 backlinks for each tier-1)

- **Thursday**:

Get tier-1 backlinks from PDF sites.
Get tier-2 backlinks from Social Bookmark / Wiki sites (10 backlinks for each tier-1)

- **Friday:**

Get tier-1 backlinks from Wiki sites.
Get tier-2 backlinks from Social Bookmark / Wiki sites (10 backlinks for each tier-1)

- **Saturday**:

Get tier-1 backlinks from Social Network sites.
Get tier-2 backlinks from Social Bookmark / Wiki sites (10 backlinks for each tier-1)

- **Sunday:**

Get tier-1 backlinks from Web 2.0 Article sites.
Get tier-2 backlinks from Social Bookmark / Wiki sites (10 backlinks for each tier-1)

8) Pump Up the Power of Your Newly Built Links

Each day, you should submit **ALL** of the links that you just built with Backlink Beast over to Linkpipeline.com, including tier-1 and tier-2 links. If you don't get to them each day, that's Ok. But definitely try to stick to a consistent schedule of submitting the links to Linkpipeline.

This step isn't required, but it's highly recommended.

As you build links with Backlink Beast, you will want them to get indexed in Google quickly. This is what Linkpipeline does. It builds additional links to those links from highly-crawled webpages.

After each day, you can submit these links using the built-in Linkpipeline feature under "Tools" inside Backlink Beast.

1. Insert your Linkpipeline API key (which you can get from your Linkpipeline members area. You only have to do this once)
2. Choose the list of URL links you just built
3. Click Submit.
4. Backlink Beast will take all of those links and send them to your Linkpipeline account, and they will instantly be added to your queue, for daily processing.

   We'll be adding a feature in the near future that will allow this to be scheduled as well, so that each day you won't need to manually open Backlink Beast and submit them.

For more info on this integration process, check out the training video in the Backlink Beast member's area about setting up Linkpipeline with Backlink Beast.

Closing Comments

That's it!

As you get your feet wet and you start building out multiple linking campaigns, you'll start to develop some of your tactics. Apply them, and continue moving forward.   To get the best results, you really just need to dive in get started.

If you have realistic expectations for the ranking results, you won't be let down. Remember what I said earlier about using the "Common Sense" strategy. ☺   First go after the keywords that you know you can rank for. Use the steps above for those keywords, learn what works best for you, and then press forward, accelerating your rankings.

Whether you're an affiliate marketer, own a business that sells your own products, or a marketing director for a company, you can rank for your keywords if you use my method.

With that said, if you have any questions about Backlink Beast or Linkpipeline, please use the support desk at http://www.inetinnovation.com/support and we'll get back to you as soon as we can!

For more information about Backlink Beast and to see some of the search engine ranking results it has helped users get, please go to www.backlinkbeast.com

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