



# Link Building and SEO How-To Guide

[www.backlinkbeast.com](http://www.backlinkbeast.com)

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## Introduction (the fairy tale version...)

A good friend of mine, and who I like to call an “SEO genius”, Dori Friend wrote a fun little story that I thought I’d share with you. It’s a great intro for this guide and the state of SEO.

A very, very long time ago in the far off distant world of SEO, there lived a King whom was loved by all. He was a pleasant King. He treated his subjects with respect and dignity. And in return, his subjects fought hard for Him and told everyone how wonderful it was to be a part of His kingdom.

The King grew more and more popular every day. People traveled from miles around just to visit and learn more about the King and His Kingdom. And as more and more people came, he became the greatest King of all.

This King also had a sweet spot. He loved Chocolate. And, this love for chocolate made him easy to please by his subjects. Knowing this, all the bakers in the kingdom created wonderful chocolate masterpieces for the Kings subjects to bring to him to feast on. The King loved his chocolates, and in return rewarded those subjects that cared enough to bring him chocolate with favors and land. Everyone was happy and lived in harmony.

But then one day, someone whispered into the Kings ear that his subjects were giving him chocolate only because they knew in return for the chocolate he would reward.

The king was outraged!

He quickly BANNED chocolate from his kingdom and had his knights enter all of the bakery’s and destroy whatever chocolate they could find, killing his loyal chocolate makers in the process.

He then thought, that it wasn't enough to ban chocolate and kill the chocolate makers, he also needed to punish the subjects that brought him the chocolate and the King BANNED them as well.

He started to bribe the weaker subjects into telling him where the underground chocolate makers where. He told them that if they confessed their sins and told him where they got the underground chocolate, and that they would never buy chocolate again, that they might be reconsidered back into the kingdom.

This was a dark and sad time in the Kingdom. Brothers turned in brothers. The gallows were lined up with chocolate makers. And while the King kept getting richer from the travelers that continued to come to him from the previous hails of glory his loyal subjects cheered out for a decade, his loyal subjects were left in the background to rot and wither away.

But throughout all of this, the King never stopped loving chocolate. His love for chocolate remained the same. He just could not tell anyone without violating his own law.

But one day, one of his smarter and daring subjects wrapped the forbidden chocolate in cookie dough to hide the delectable sweet before presenting it to the King. All those in attendance watched and waited nervously for the King's reaction. Looking at the cookie, the King seemed suspicious, turning it over and over, inspecting every inch of it.

But finally, the King put the cookie in his mouth, the audience at the edge of their seats, he bit into the chocolate maker's new dish, and to the delight of all, the King smiled.

The Moral of the story? Make Cookies! 😊

The End

And yes, we are making cookies!

In this guide I hope to impress on you that there are no standards any longer. The recipes have all changed, and **what used to work (with Google) in the past will get you banned to the highlands**, so to get into favor with the King again, you must use a different "recipe". And, for each market, each keyword, that recipe will be different. But the one thing that the recipe has in common is "chocolate" (links).

When I talk about percentages and give advice on how to link, what to link, where to link, I want you to take it as a "general" guide map. You may find that the general rule does NOT always fit as not everyone likes Toll House Cookies.

But by using tiered linking structures and "buffering" your money site, we are disguising the "chocolate" but still giving Google what it wants. 😊

So, with that, here are the “general” guidelines to get the most out your linking campaigns and Backlink Beast (or any other system that you may be able to use).

## 1) Choosing your keywords

This is not a tutorial on how to choose the keywords you should or want to rank for, there are plenty of tutorials out there on that. This is however, a lesson in "what %" 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](http://www.BacklinkBeast.com),

[BacklinkBeast.com](http://www.BacklinkBeast.com)

And then all of those with a / at the end is very common, so:

<http://www.BacklinkBeast.com/>  
[www.BacklinkBeast.com/](http://www.BacklinkBeast.com/)  
[BacklinkBeast.com/](http://www.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 over used.

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 NOT 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 than 1 percent of that site's link density. You can pull hundreds of these from them and know that they are more than 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 Partial 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 *less is more these days.*

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.

And then also look at the number different C Block IPs you should be getting to your site.

### ***Definition: What is a C Block IP***

*An IP is the address that all websites are given. They have 4 sets of numbers and the third set is considered the "C Block" or "C Class" of that IP. For example if my IP is 209.39.185.56 it is the "185" that is the C Block.*

*The reason this is important that the C Blocks be different is because IPs are sold to hosting companies in sets of 256. Each IP will have the same A, B and C block and only the D block will be different (1-256).*

*So a hosting company will have sets of IPs per server, if you get two links from the sites that have different IPs yet have the same C Block, then Google knows that both those sites are hosted on the same server and likelihood of them being from the same owner is high which if you have to many of these, then it is also a likely flap or "footprint" as we say in the SEO industry.*

Backlink Beast has thousands of different sites in the software, so the variety of IPs is tremendous.

## 2) Choosing where to link from

You would think this would be an easy question to answer, and a question you may not even have thought about, but it is an important one in my opinion as you do NOT want all your links coming from the same place or "type". Link Diversity is key!

**It is safer to have a wide variety of link types, as THAT is natural.**

So even though my experience dictates that links within context are more powerful then footer or blogroll links, don't discard them. Again, look at your competitors' link type density and you will find links coming from not only different types of sites but different places of the site.

And don't forget about "images!" If we can count them, so can Google, and I see a lot of sites ranking with a lot of links coming in from images!

So, on your BacklinkBeast submissions, you can vary how you add links and types of links in your content.

**Contextual:** *This is a link that would be placed inside your text blocks. Google has been know to LOVE these types of links as they are considered “editorial” links and that is really what Google has lead us to believe they are after. And, in my testing, I have found this to be true. This is also why blog networks are so powerful. They consist of mostly posts with contextual links.*

*But, do not let this link love draw you into a over-optimization penalty. Be natural and get them from the following places as well.*

**Images:** *I have been seeing more and more sites ranking with almost nothing but links coming from images. Giving way that Google seems not to link to see as much exact match anchor text, it makes sense that images may possibly be given a bump. Google can definitely tell what an image is now, so an image themed to your content may be just do the trick!*

**Embedded:** *If you are into ranking YouTube videos, you know how powerful this is. So, yeah, embed your videos in your posts and get credit for it.*

**Mentions:** *Site mentions is a URL without a link. So like, I mention my site, BacklinkBeast.com but I do not hyperlink it, it is generally considered a “mention.” And even though I have NOT tested this yet, I hear more and more that Google does pay attention to them, so might as well get some in there as it will not cost you PR leakage of any kind. :-)*

### 3) How to Link

Another pretty obvious looking question, but in reality, SEO'd sites typically have 1 linking structure or two, at best, that gets 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, for example, will it have the www on it or not is normally 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 not a straight up 50/50 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)

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

Other odd linking patterns are putting possibly /index.html or /index.php after your domain name.

**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.**

We have 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 the deindex site works 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.

I personally think a larger % (10-40%) on 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!

## 4) 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](http://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 BADLY Spun Content**

Remember, we are not trying to rank the 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.

## **5) Pump up the Power of the Links that You're Building with Backlink Beast**

Hit those newly built links (i.e. the posts that you build from Backlink Beast) with links from places that I would not know about! ☺ Use other blog networks to build links to them. Use other link building programs to do this...etc etc... This is up to you. But building links TO your links is great!

You could even use Backlink Beast to do this too. There are thousands of sites that Backlink Beast submits to. So you could use some for your initial link building, and then others for the “link to link building”. Again... more linking tiers!

For more information about Backlink Beast and to see some of the search engine ranking results it has helped users get, click below.

<http://www.BacklinkBeast.com>