A DECADE OF SEO KNOWLEDGE PRESENTS

LINK BUILDING: HOW TO BUILD LINKS THAT HELP YOU RANK ON GOOGLE

THE DEFINITIVE NO BULLSH#T GUIDE TO BUILDING AUTHORITATIVE BACKLINKS AND DOMINATING SEO

SERPLOGIC
REAL TALK MARKETING

TOMMY MCDONALD

- Rank Higher
- Attract More Relevant Traffic That Converts
- Generate More Leads, Customers, Sales, etc.
- MAKE MORE MONEY

Intro

Links are still the number one ranking factor Google's algorithm uses to determine the SERP results. If you want to rank higher you have to build links. It's been this way since day one and it's not going to change -- at least not anytime soon.

While the fact that links are the number one signal hasn't changed, the art of link building has. It's all about strategically acquiring authoritative links. Quality over quantity, so to speak.

The majority of people that try to build links give up before they gain traction and experience results. Why? Because it's not easy and it takes time. Today, people want results immediately -- and with no work involved.

This is also what leads people to try to take shortcuts, and they end up falling for low-quality link building services. Private networks of sites with no traffic. Spammed blogs with an article talking about DUI lawyers between blogs about viagra and CBD oil.

Then, you have agencies like mine that specializes in link building. We can get you essentially any authoritative link under the sun. But that comes at a price. Large brands and businesses that are already doing well can afford to allocate large budgets to link building, but the average site owner can't afford to hire a full-time agency partner.

This is why I put this together. This is packed full of information and those that have followed me for a while know that I'm direct and don't have a filter. This isn't a teaser or just a taste. Anyone that is armed with this information can secure high-quality authoritative links, and many at no cost aside from the work element.

"But Tommy, why would you put this out there when you sell links"

Let me address this now. It's very simple. The businesses that can afford to hire an agency like mine aren't going to suddenly do their link building in-house. They have the financial means to outsource their link building and don't want to have to worry about it.

It's a convenience factor. Why do people hire landscaping companies to mow their lawn? Sure, they could do it themselves, but why have to worry about that if you can just hire someone to do it for you? The same logic applies here. Just because someone can do something doesn't mean

they are going to spend the time and effort on it. But, not all businesses and website owners have the financial means to outsource their link building effort.

This is meant to help small businesses, new blogs, etc. There is so much bullsh#t and nonsense out there, and a majority of it is just plain wrong. I've been providing value via our blog for years. Sharing tips and strategies is nothing new to me, but this information has massive value, hence the small price and the limited number of units being sold.

There is an advantage to understanding SEO, even if you start off building links on your own or in-house and then having the financial means as your business grows to outsource the link building to an agency like mine.

My goal with this was to create an affordable resource packed with value that would benefit those that took action, and I believe this accomplishes that perfectly. Jump right in and enjoy.

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Chapter 1: Build Your Website Foundation BEFORE You Build Links

Design to Reach Your Conversion Goals

I see so many businesses and website owners approach my agency looking for the best links way too early. Rather than spending thousands of dollars on authority links, they should invest that money into their website.

I'm not just talking about the design, although an attractive layout and visually stimulating design are important. I'm talking specifically about having a website optimized to help you reach all of your conversion goals.

High keyword rankings and traffic volume are great, but it's worthless if you aren't converting your website visitors. Most SEO agencies will rely only on ranking reports and Google Analytics data to convince the client they are worth paying each month.

But all of that money spent on SEO and links is being pissed away because the website they are ranking and sending traffic to isn't designed properly from a conversion standpoint. It doesn't matter if you are a major e-commerce brand with 100s of consumer products, a local landscaping business servicing a small community, or a specialty restaurant. The goal of every website on the planet is to convert traffic.

This is either in the form of a lead, a direct sale, an email address capture, a social media follow or share, a phone call, an in-person location visit, getting directions, etc. You need to first clearly identify all of your conversion goals and then make sure that your website is fully optimized to help you reach those goals.

The higher percentage of your traffic that converts, the more effective your SEO will be and the larger of an ROI it will be directly responsible for. Spend time and break down every component of your website, from the copy to the offers. Look at your data and see what path your visitors take on your website.

This is the best way to identify potential roadblocks and problems. Building links and sending traffic to a website that isn't 100% optimized for conversions is like trying to build a new house in swampland without a foundation. It doesn't matter how much effort, money, and resources you throw at it -- it's never going to be stable and work.

A website that converts at a high rate is the solid foundation you need before you start investing time and money on SEO, let alone expensive authority links. I suggest split-testing as much as possible, use a heat map tool to see what is happening on your site, and then use paid traffic to help you optimize.

I'm not saying you need to go hire a web design agency and drop $20,000 on a new design. You can use templates and make minor changes. The important thing is that you make sure it converts for YOUR traffic. Just because a theme or layout works for one business doesn't mean it's going to perform the same way for you.

Be sure to also set up conversion goals in Google Analytics as soon as possible. The sooner you can start collecting that data the sooner you will optimize your conversion rate between that industry standard of 2-3%, and even higher if you learn how to identify behavioral signals and make necessary changes.

Optimized for Speed and Load Time

This is another thing a large percentage of websites completely ignore, and that is the speed and load time of each page. There are two major reasons why you need to make sure that your website speed is optimized, and when I say this I mean every page and not just the homepage.

Google's Algorithm Uses Speed as a Ranking Signal: Since Google's main goal is to provide its users with the best possible results it should come as no surprise that speed is a ranking signal. Not only do they want to return the best results from an informational standpoint, but also a UX (user experience) one as well. While many speculate that it might only contribute to 1% of the algorithm, it's something that you can easily do. If not, laziness is to blame.

Visitors Demand Fast-Loading Websites: Google's algorithm considers speed because users demand a website loads fast. They aren't going to wait around for a site to load. If there is a lag or they feel it's slow they will leave. It's that simple. At the very least your pages should fully render in less than two seconds.

Many clients will tell me that their website speed is perfect, and after a quick look the homepage does indeed load quickly, but their blog pages and inner pages are slow as a pig, which has a negative impact on their rankings.

Most homepages are fairly light on the content and resources. We will often notice that the inner pages, and more specifically the blog pages, are using more resources, server-calls, and scripts because of plugins. Take the time to ensure that every single page is fast and optimized.

It may take some time to get this done if your website is large, but once you have it under control it's easy to maintain. Simply ensure each new post or page on your site passes the major testing tools. There are four I suggest you use:

WebPageTest: This is my favorite tool, as it gives a lot of insight as well as suggestions to fix the issues. Make slight changes and re-run the test and watch your speed improve. This speed tool gives you the most data to analyze.

PageSpeed Insights: This is Google's testing tool so it's important to make sure that your website is at the minimum a 90+ (in the green) for both the desktop and mobile scores. If you want to rank, and Google is going to tell you exactly what they think of your website's speed don't you think you should listen and react accordingly? Of course, you should!

Pingdom: This tool is middle of the road and doesn't really do anything different, but I always like to check several. You will find that some are better at detecting issues than others. My theory is that if you can score highly on all of the tools you are good to go.

GTmetrix: Another great tool, I specifically like this one when it comes to image optimization. This does a good job of showing you exactly what images are causing any issues and lag, especially when it comes to server scaled images. It will tell you what size to change it to as well as the savings it will provide.

Some sites can also benefit from using a CDN (content delivery network). With these, you get what you pay for. In my experience, the free ones are more trouble than they are worth. If you have a large website that is generating revenue invest in a quality CDN and watch your speed improve.

Also, if you are a blog, consider using Google's AMP. Some plugins can automatically handle the conversion for you. The load time improvement is incredible.

Tracking and Analytics to Measure, Analyze, and Optimize Results

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Building links and going all-in on SEO without a plan to measure, analyze, and optimize results is like going to a gunfight with a knife. You might make a little progress at first and even stay alive for a bit, but you will eventually get squashed, and fairly quickly.

Here are some things to implement on your website from the very beginning. Having this set up before building links and working on rankings will help you achieve your desired results easier.

Google Analytics: This is standard, and there is absolutely no reason why you shouldn't have this installed. The most important part of setting up Google Analytics is to set up your conversion goals properly, and always assign a dollar value to each goal. This helps you to see the kind of ROI search engine optimization can deliver.

If you are an e-commerce store you know what each sale is worth to you in terms of a concrete amount. But if you are creating a goal for an email newsletter opt-in you need to consider what that is worth to you. Is it worth $1? $5? What about a quote request form? How much is each lead worth? Be realistic with these numbers. Having accurate information and data is what allows you to make intelligent decisions that lead to growth.

Heat Map Tracking: The more information you have about your visitors the better. When you can break down each CTA click to the traffic source you can quickly find the best sources and scale them while also identifying traffic sources that produce tire kickers and time wasters. There are plenty of heat map tools out there. Hotjar and Crazy Egg are both very good.

Advertising Pixels: From Facebook to all other social media networks and display ad networks, install their pixels ASAP and allow them to gather data. If you can, start building audiences on each right away, even if you aren't going to spend money on paid campaigns for a while. When it comes time to scale your content marketing effort you can push your blog content out to audiences that are already familiar with your business. This is the easiest way to attract social shares and links because you are placing it in front of people that have a high interest in the content.

Google Search Console: This is a big one. There is so much data available for free that many miss out on because they don't want to connect their website. This is 2005-ish thinking. For those that have been in SEO for a while will remember fearing using Gmail, Analytics, or any other Google product or service, out of fear that they were "spying" on link building and SEO activities. Search Console is a massive source of valuable information, which I'm going to touch on in more detail next.

Google Search Console Performance and Indexing Audit

Before you go wide open with link building and SEO you should do an on-site audit of every page and then run all of them through Google Search Console. Let me explain.

First, use freely available tools, like Yoast if you are running on WordPress or Moz's on-page SEO grader. Make sure that each page is targeting one main keyword that you want to rank for. If the content is thin, beef it up. You can use Ubersuggest to see what pages are ranking for your target keywords and then create better content.

Once you have all of your pages and content optimized you will want to run each URL through the inspection tool. Once it's returned, even if it says the URL is on Google and indexed, click the "REQUEST INDEXING" button. This will get Google to crawl the page and its content again.

If you made changes to optimize it for better search performance this will help you rank higher. Any time you make significant changes to any page on your website you will want to do this. This is just being proactive, as you don't want to wait for Google to randomly decide to crawl the particular page again. You might be waiting a long time if you don't take this into your own hands.

You should also make sure there aren't any site health issues that could prevent you from maximum SEO gain. The "Coverage" section will show you all known and reported errors, such as 404 broken links, etc. It's a good idea to fix these quickly, as performance is something Google's algorithm takes into consideration.

Doing these things doesn't cost you a dime. Spend the time to make sure your website is a solid foundation you can build on. If not you can see all of your hard work, time, and money wasted.

Chapter 2: Interlinking

How to Build Links On Day One

"I don't know how to do link outreach and I don't have money to buy links. So how can I build links?"

This is a question I have heard multiple times over the years and I always ask the person if they have WordPress admin access (or access to whichever platform their website is built on), and when they tell me they do I tell them that they can start building links right now.

Link building on your own website is something so easy to do that it's almost always overlooked. Do you have service pages? Product pages? Category pages? There are endless ways to interlink and use fairly aggressive anchor text in doing so, while not appearing to be overly spammy.

The best strategy for interlinking is within your blog content. Publishing content regularly on your blog is the smartest SEO strategy you can invest your time and money into. It not only helps you attract organic traffic, but it also gives you content assets that you can use in your outreach.

You are going to find it very difficult to find quality websites that are going to willingly link to your homepage. Unless it's a press release or a major news announcement that is trending, there is really no reason to directly link to a homepage. In fact, many of the larger authority publications have changed their guidelines to prohibit homepage links.

Websites have become bombarded with guest post requests, link swap requests, and outright bribes for homepage links. Not only has this caused most to just prohibit them at all, but it caused many publications to no-follow all links sitewide.

It started with Huffington Post no-following everything across their entire site, which then resulted in Inc, Forbes, and Entrepreneur to follow suit. Then they became very strict as far as homepage links and naturally, this has trickled down with smaller blogs and websites adopting the same policies.

So, when you perform outreach you need to have great pieces of blog content to pitch. This must provide value and offer reasons for the website to link to it. If a website is receiving several dozen pitches daily what is it about your blog post(s) that will stand out and make it impossible for them to deny your pitch?

Take this approach from day one, and as you are creating content interlink with other relevant content on your blog. If you already have blog content, audit it, going through it all looking for opportunities to link within your own website. This is great for your SEO and as you build your website's authority over time it helps to evenly distribute that authority throughout. This helps raise all of your pages in Google's organic search results.

If you use Yoast's SEO plugin it will show you how many outgoing internal links you have in each post. YOu don't want to go overboard, but having a few links pointing to additional content on your site is great for SEO and it helps to keep your visitors on your website longer. This reduces your bounce rate and increases the chance of them converting.

Silo Linking: Main Keyword and Long-Tail Variation Pages

Using a silo content strategy on your website is another simple way to interlink and create a very healthy and strong SEO base to build from. If you look at some of the best websites out there you will see that they are heavily invested in this strategy.

Some fear triggering a Google penalty with this strategy, but that shouldn't even be a concern as long as you are publishing high-quality resource pages on your site. Sure, if you are throwing up low quality spun content it's going to get you in trouble, but not if you are creating valuable

content assets and linking to them using this strategy. I'm going to show you a perfect example of how this can be done. Lawyers.com is the leading authority when it comes to law firm directories. If you look at their Find a Lawyer page you will see this:

Top Legal Issues

Bankruptcy	Employment	Medical Malpractice	Traffic Violations
Business	Estate Planning	Patents	Trusts
Car Accident	Family	Personal Injury	Workers Compensation
Corporate	Foreclosures	Probate	Wrongful Death
Criminal Defense	Immigration	Real Estate	
Divorce	Intellectual Property	Social Security Disability	
DUI and DWI	Landlord And Tenant	Tax	

View All Legal Issues >

Popular Cities

New York	San Diego	Indianapolis	Portland
Los Angeles	Dallas	Seattle	Memphis
Chicago	Austin	Denver	Oklahoma City
Houston	Jacksonville	Washington	Las Vegas
Phoenix	Columbus	Boston	Louisville
Philadelphia	San Francisco	Detroit	Baltimore
San Antonio	Charlotte	Nashville	Milwaukee

Search by States

Alabama	Illinois	Nebraska	South Carolina
Alaska	Indiana	Nevada	South Dakota
Arizona	Iowa	New Hampshire	Tennessee
Arkansas	Kansas	New Jersey	Texas
California	Kentucky	New Mexico	U.S. Virgin Islands
Colorado	Louisiana	New York	Utah
Connecticut	Maine	North Carolina	Vermont
Delaware	Maryland	North Dakota	Virginia
District Of Columbia	Massachusetts	Ohio	Washington
Florida	Michigan	Oklahoma	West Virginia
Georgia	Minnesota	Oregon	Wisconsin
Guam	Mississippi	Pennsylvania	Wyoming
Hawaii	Missouri	Puerto Rico	
Idaho	Montana	Rhode Island	

They have a top legal issue section, a popular city list, and an option to search by state. Each of those links brings the user to the corresponding page. When you look at the metrics for that main silo page you will see that it's DA 68 and PA 53, leading you to believe that they have made an effort to build links to this resource page in order to build its authority.

Why?

Because that authority then gets distributed to all of those other resource pages that are linked out from the main silo resource page. If you take the time to really comb through that website you will see that they rely heavily on this strategy.

When you truly understand how to create silo pages and increase their authority by earning links from websites that consider it a helpful resource you can really leverage them to pass link juice to other pages that target lower competition terms.

At scale, this can really snowball your organic traffic. It can be done for any niche or industry. You just have to get creative. A small local landscaping business could create one major resource top-of-the-silo page that talks about lawn care tips, and link out to individual pages targeting the local towns they service.

This can be done to look perfectly natural -- a helpful resource, and not a link building scheme. You can even take it a step further and turn your pages that target your main keywords into mega-resource pages, and then link out to pages that target long-tail variations. There are multiple ways to do this.

Just look at Barstool Sports footer and you will see how they are passing juice to their pizza rating website:

Is that done for SEO purposes? Of course. Very few people, if any, are reading Barstool and looking in the footer for pizza recommendations. They know that their authority can be leveraged to help those pages rank, driving traffic to their pizza app website, which then translates into downloads and users.

That is a great example of how to use a silo linking strategy correctly, even though they are linking out to another site it's one they own. Don't be afraid to get very aggressive with this. Lawyers.com does it very aggressively and it hasn't hurt them. In fact, it's helped them greatly.

Advanced Interlinking to Pass Authority

Once you fully understand the power of interlinking you can then start to get very creative with ways to create very powerful and authoritative resources on your website that you can then leverage to push up other pages on your site in the SERPs.

One of the best examples of this I have seen in a while is Neil Patel's Ubersuggest tool. It's quickly become one of the most popular keyword research tools and SEO strategy tools out there. There is a free version so it's something that everyone can use to some degree.

He acquired the tool and placed it on his own website's domain, redirecting the previous ubersuggest.com domain as well. Why? Because he knew he could leverage it and drastically increase his authority with it. It currently sits on https://neilpatel.com/ubersuggest/ and as of this writing the DA is 88 and the PA is 67, with just under 172,000 inbound links.

Read that again. Just under 172,000 inbound links. To that one URL. That is amazing. There are a few pages on his site that receive a massive benefit from this: the blog, as well as his consulting and training pages.

Now, acquiring Ubersuggest cost Neil Patel $120,000 so it was a hefty investment that not every business is capable of dropping, and understandably so. But, that doesn't mean you can't create something as equally epic. That tool fits perfectly with his audience. The trick is to do the same.

What if you are a basketball blog? You could create an infographic of the top 50 players of all time. If the design is great and the content is fun you can easily attract links from authority sports websites and increase the strength of the page. Then, by interlinking out to other pages on your site you can leverage that newfound authority to benefit your SEO across the board.

You can also create an interactive resource on your website. For example, Rate.com has a mortgage calculator resource:

This is something they can use in their outreach, offering financial websites or personal finance blogs to link to it. It's a resource that is very helpful, doesn't require an opt-in, and is put together very nicely.

I can promise you that they are intending to leverage this to pass authority just by looking at what links they have below it. They are linking out to inner pages using "mortgage rates" and "different home loan options" as anchor text.

Think about what your audience is going to see as something of value. Not necessarily your visitors specifically, but rather your broader audience. Remember, this is a link building tool to pass authority. If you can come up with a resource that accomplishes both, great.

Rate.com's mortgage calculator is a great example of that -- it's something that relevant sites can link to as a helpful resource as well as something their own visitors will find useful. It acts as a link building magnet as well as a lead generation magnet.

Link Out to Authority Sites and Resources (Don't Be Afraid to Leak Juice)

Every page on your website should link out to a website reference point that has authority in the eyes of Google. This could be a Better Business Bureau profile, a Wikipedia page, a news article from a major media outlet, or a case study.

Again, it will depend on your website. A local dentist might link out to resources on the ADA's website. A law firm might link to an article from the FTC's website. Here is an example from a law firm blog article:

> Liability coverage pays the damages of people in the other car involved in an accident caused by drivers on your policy. Expenses can include car repair, car rental, and medical expenses. Liability coverage extends to accidents that are caused by you or anyone covered by your policy, including a driver operating your car with your permission.
>
> 2. **COLLISION COVERAGE.** This coverage pays for damage to your car regardless of who caused the accident. The company will either pay for the repairs to your vehicle or if the vehicle is "totaled" (actual value is less than repair cost), they will pay up to the actual cash value of your vehicle, minus your deductible.
>
> Often, instead of using Kelley Blue Book Values, insurance companies are now attempting to determine the actual cash value of your vehicle by comparing your vehicle with the sale prices of similar vehicles in your geographic area. It is helpful to locate comparable vehicles for sale in your area to use as a basis for the evaluation of the value of your vehicle.
>
> 3. **COMPREHENSIVE COVERAGE (PHYSICAL DAMAGE OTHER THAN COLLISION)**. This coverage pays for damage to or loss of your car from causes **other** than collisions, such as hail, vandalism, flood, fire, and theft.
> 4. **PERSONAL INJURY PROTECTION (PIP).** Texas law requires an insurance company to offer drivers and passengers Personal Injury Protection insurance coverage, known as "PIP". PIP insurance is mandatory, unless you sign a waiver declining the coverage.

The link out to KBB, which is the top authority when it comes to car values. DO they have to link to that resource in order for their article to make sense? No, of course not. The potential law firm client could read that article without the link, but linking out to other websites is part of a healthy SEO strategy.

I talk to many website owners that don't link out because they fear passing link juice to other websites. I can promise you that not linking out and only interlinking will raise a red flag. It's not natural.

Remember, it's important to make your link profile, both inbound and outbound, as natural looking as possible. If someone had a website and was blogging without having any SEO knowledge would they link out to other articles and resources? Yes, they would. It's a natural thing to do.

If you are really worried about losing a little link juice look at the biggest websites in the world. They link out to several resources in every article, across thousands of articles. If anything, not linking out will actually hurt you.

Referencing authority sites that Google already trusts is a great way to get them to associate your website in the same category. While not instant, over time it's going to help if you not only acquire links from authority sites, but also link out to them from your content.

One thing I will advise you against is linking to other websites that you are competing with, as I have seen some clients link to competitors and even affiliate sites in some instances that were selling their products.

Use common sense here. In the example above the law firm article links to Kelly Blue Book, an automotive pricing resource. They aren't competing with them for their target keyword or for any keyword for that matter.

It's an authority website that was highly relevant to that particular article. Don't misinterpret authority sites with niche-relevant websites. Make sure the article or resource you are linking to is relevant to the particular page you are linking from. That's what is important. Passing a little authority to the KBB site isn't harming that law firm, but if they were linking to an automotive article on a competing law firm's blog it would be a different story.

Chapter 3: How to Identify "Good" Links for Maximum SEO Gains

Understanding What Makes a Link Relevant & Desirable

There are many things to consider when evaluating relevance. Many people will just look at some vanity third-party metrics and declare a link relevant, but it doesn't work that way. If I was

building links for a local pizza restaurant I'd rather three links from popular food review blogs than a single link from Forbes.

Why?

First, the three food review blogs are more relevant, as they relate to food, and second, the chances of those links being do-follow are much greater. A local pizza restaurant has no business being mentioned, let alone linked to by Forbes unless they did something extraordinary that warranted large-scale national media attention.

Also, Google has devalued links from large media sites because of how easily they are acquired (as long as you have deep pockets), so again, the relevancy of a link comes into play now more than ever. Here are some of the things to look at in order to determine if a link opportunity is relevant beyond just the niche of the website. These factors contribute to their desirability.

Anchor Text: Some link opportunities will provide a more lenient opportunity when it comes to anchor text. What is your goal? Are you looking for brand name anchors? Very specific keyword anchors? Generic "here" or "more info" anchor text?

If your goal is just to increase your website's authority then anchor text is irrelevant, but if you are targeting specific inner pages and want exact-match anchors to push your SEO to the limit, then your options are going to be much more limited.

Inbound and Outbound Links: A very quick way to see whether or not a blog is legit or just a network blog is to look at its inbound and outbound links. Is it only linking to websites to pass SEO value? Is it linking out to resources naturally? This is where common sense comes into play. If a blog's articles are just linking out to DUI law firms and CBD products, for example, that is a red flag.

Also, if there are no inbound links to a site that is also a red flag. Look at large outlets and popular blogs. They receive natural links. Links on real websites are much more desirable -- and safer. Learn how to quickly spot real sites and those that are questionable.

Page/Site Content: Remember when the standard for all blog content was 500 words? Then it was 750. Then 1,000. Now it's over 1,000. This is some silly rules SEOs made up. Look at the biggest sites in the world and you will see a huge range. From 250 word articles to 3,000 word articles. There are no patterns. Why? Because they are real sites.

If a blog has nothing but 500 word posts it's a red flag. While the vanity metrics might appear nice, when you look under the hood you realize it's a complete turd. Take time to glance at each site target's content.

Indexing Percentage: Look at a site's most recent posts and copy the first paragraph and place it in Google search. Does the article show up? If yes, that is a good sign. It means the site's content is indexed fast.

If it doesn't grab an article from the past week. If it shows up the indexing might be a little slow, but that's nothing to be too alarmed about. If content from a week or two ago isn't indexed that's a red flag. You will then need to do a little digging. Make sure you are only building links on websites that have its content indexed -- and fairly quickly.

Interlinking Structure: I mentioned interlinking earlier. It's very important and any real website interlinks because of its benefits. If a site doesn't that's a major red flag. If a site only exists to sell links they have no interest in interlinking -- their own SEO is of little concern to them.

If you notice that they do interlink throughout their blog that shows you that they are spending the time and effort to improve their SEO, which is a great sign that it's not just a network blog.

Referral Traffic: Many people don't consider referral traffic as a benefit of SEO, and those that think this way miss out. Again, I'm going to reference Forbes and use a local pizza restaurant as an example. If they land a link on Forbes the odds of someone local to them seeing it, clicking on it, and then going in to order a pizza is slim to none.

But, if they scored a handful of links from local media outlets (local news stations, local food blogs, etc.) then not only get the link value but if those links are contextual in real content, local traffic will see it and possibly click-through, some of which could possibly turn into customers, making those links much more desirable.

As you can see, more factors need to be looked at and evaluated than just "DA" and third-party metrics -- a topic I'm about to dive into next.

The TRUTH About Moz's Domain Authority (DA)

The way SEOs talk about Moz's Domain Authority (DA) metric you would think that it replaced Google's PR (Page Rank) metric. Well, it did in terms of how it is referenced, but honestly, it has nothing to do with PR, let alone Google for that matter.

DA is a magical third-party metric that has zero influence on Google, the search results, or anything at all. It's essentially a bullshit number designed to get more people to use Moz's paid SaaS toolset.

It's best used as an initial gauge, but beyond that, you need to let common sense take over and do a bit of peaking around. I mentioned several things to look at above in the previous section. Following those tips will prevent you from being blinded by shiny object syndrome.

Many people see “DA 80” and immediately think they are acquiring a great link that will benefit their SEO when in reality it got that Domain Authority rating with a bunch of expired redirects, making the link worthless.

DA is very easy to manipulate and inflate. I could buy some expired domains, throw up some blogs, and build a “DA 60+ network” of blogs using nothing but Fiverr gigs. Don’t believe me? Go to Fiverr.com and search “increase da” and look at what pops up. There are a countless number of gigs promising to increase a website’s DA -- and very quickly. Take a look and see for yourself:

There are two types of people that will buy these gigs and put their websites into the hands of these clowns:

Naive Noobs: Sadly many noobs will fall for this, and I can honestly see why. I have personally contacted several of these sellers and they all claim to do “white hat Google safe techniques” which is complete bullshit.

Then they continue to press until you bite or tell them to piss off. I’ll let you guess what I did. Anyway, they use automation to build spammy links. This enables them to provide a report, which they claim is responsible for the increase. But, what they really do is point a bunch of expired domains at your site. This boots the DA, and the customer is happy...until it drops.

They remove the redirects and point them at the next victim. They rinse and repeat until their account gets shut down. Then they just flip it to a new one. These scumbags are crooks, often operating dozens of gigs under different names.

From what I have seen, if you fall victim to this you can recover, but it takes a disavow report and being very proactive. They burn a lot of unsuspecting noobs this way. It’s a shame that Fiverr allows pure crap.

Network Owners: Then we have those that run networks. They know the DA will eventually drop when the redirects are removed, so they continue to buy these gigs to maintain their inflated numbers. They don't care about burning a site into the ground. If that happens they move the blog and its full content to another domain.

I’ve been in the SEO game for a decade and I’ve seen it all, including “news” websites that move to new domains on the regular. I’ve fallen down some rabbit holes while doing research and the level of redirects and layers you can uncover for some of these network sites is insane.

So, is Moz’s DA a trusted metric? When used correctly, it can help. But, to make decisions based on it without doing some digging is reckless.

Ahrefs Domain Rank + Majestic Trust Flow & Citation Flow Explained

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Just like Moz, Ahrefs is a third-party company that makes its money by selling subscriptions to its SaaS product. Again, zero influence on Google’s results. It’s speculation and guessing, but with a gun to my head, I would go by Ahrefs Domain Rank (DR) over Moz’s Domain Authority (DA).

The data is a little more in-depth, and you can also use TF (Trust Flow) and CF (Citation Flow) to determine how good a domain is. But, just like with DA, all of Ahrefs metrics can be easily gamed as well through Fiverr gigs.

A quick search of “increase dr” will return an endless amount of gigs to inflate Domain Rank (DR):

When you look at these gigs and you see how many reviews there are you get a sense of two things:

1. A lot of people use these services, making it very important that you know what to look for underneath the numbers to determine whether or not a domain is worth it in terms of link value.
2. Many people are clueless about SEO. Just read the comments. “Wow, amazing. Thanks. My DR and DA are now so high!” These people are looking just at the number a third-party is kicking back -- not at the actual SEO performance of the gigs. It’s very sad.

You can search for “increase tf” as well and be presented with gigs that promise fast boosting of that metric as well:

One great feature of [Ahrefs backlink checking tool]() is its Referring Domains data. Here is an example of Frobes.com:

They have almost 1.1. Million referring domains linking to them. That is both massive and what you call a natural link profile. Are some low quality? Of course. Are some the best links in the world? Yes. It's a mix, and it's what Google loves.

Now, here is a report from a blog I know is part of a network:

As you see, the DR (Domain Rating) is very high -- 75. Also, they have 228,000 links. Looks great, right? Wrong. They only have 464 referring domains. This website is pure spam and its metrics are inflated. It's a worthless link. But they sell guest posts for $500 and they sell a lot of them.

They publish more than a dozen posts a day, all of which are paid. So this pile of steamy sh#t blog is making $6,000 a day selling sponsored posts on a "high DA and RA site" with do-follow links, but the posts aren't worth more than a $5 Fiverr gig.

So, just because some SEOs prefer Ahrefs metrics over Moz (myself included) that doesn't mean they cannot be gamed and inflated as well. You're going to be falsely misled if you rely just on the number alone. You have to be willing to dive into the domain and take a look behind the curtain to see what is really going on.

It can seem to be a pain at first, but once you know what to look for you will quickly differentiate between winners and losers with very little effort.

No-Follow vs. Do-Follow

The no-follow vs. do-follow debate has been going on forever, and while do-follow links are more desirable as they pass authority and "juice," you cannot simply ignore no-follow links. Google constantly adapts and some of the most powerful links are no-follow. An example is Wikipedia (they follow internal links but any link to an external website received the no-follow attribute).

When link prospecting the easiest way to see if certain links are do-follow or no-follow is to install the Moz toolbar. It's a free Chrome browser extension that can be installed here. Sign up for a free Moz account and you can easily see the metrics of any website you are browsing and also quickly highlight all no-follow or do-follow links. Here is an example of the tool being used in a NY Post article. As you can see the contextual link within the content is do-follow:

With most of the website links that are considered "highly desirable" these days being no-follow, it's kind of changed the approach. Google definitely values them, but from an SEO standpoint you need to consider the following:

- You need a diverse natural link profile. Having 99% do-follow links just isn't believable, under any circumstance. Links from social media profiles, most business directories, blog comments, forum links, etc. are all no-follow, and they have always been no-follow. A natural profile includes no-follow links, and some of them hold more weight. It really comes down to how difficult it is to get the link and/or the requirements to get said link. The Better Business Bureau is a great example. A link to your website from an Accredited Business profile is no-follow but the only way to get that link is to be a real business and meet the qualifications of being an Accredited member. A fake business or a low quality lead generation landing page cannot get a link from there -- not even by paying. Therefore Google places a lot of weight on BBB links.

- Is there the potential for referral traffic? Forum links are a great example. Sure, a link on a forum might not give you do-follow juice, but if it's a high traffic forum with an audience interested in your product or service, it's a good link. SEO value might be very minimal, but it's going to get you more traffic, repeat visitors, more organic searches with click-throughs, etc. From a business standpoint, this kind of link with high referral traffic benefits is highly valuable in terms of generating business.

Now, instead of just having to worry about sites using the no-follow attribute we have to worry about two new tags, which I'm going to address separately below.

UGC Attribute

Last year Google announced the UGC (User Generated Content) attribute, as a tag that could be used to identify links on a website that are placed by the users/visitors, rather than the actual website itself.

It's an attempt to devalue links that anyone can drop simply by registering an account. You can quickly inspect a link and see what attributes if any, a link has. Google made it very clear that publications and sites didn't have to make changes, go back and assign the UGC tag to links, or even use it in the future.

Basically, it's available to use if anyone wants to. Thankfully I haven't seen any large sites begin to use it. I honestly thought Forbes, Entrepreneur, and all the big boys with contributors would tag all of their links as 'UGC,' but that hasn't happened.

Google has already devalued those links to a degree. I wouldn't worry too much about this, as the whole point of no-follow being introduced back in 2005 was to give websites (mostly blogs and forums) a way to notate links that its users were responsible for. This is just another attribute to use that accomplishes the same thing.

I don't see this being a popular attribute moving forward. The default WordPress editor now allows you to assign the no-follow tag and the sponsored tag to links, but not the UGC tag, further proof that it's not being used nor anyone is paying attention to it. This one was a flop.

Sponsored Attribute

The "sponsored" attribute was announced at the same time as the "UGC" attribute. This one is being used more frequently, especially by bloggers, and it's now a standard link option within the default WordPress editor.

Any time you are looking for guest post opportunities make sure to look at recently published content. Inspect the links and look for "rel=sponsored" in the HTML code. I would highly suggest not paying for links that get tagged with this.

They are essentially telling Google that you paid for the link, which at this point is worthless. Let's look at a quick example. Searching "fitness sponsored blog post" pulls up this page, which has this option:

As you can see, they charge $595 for a sponsored post. Anyone and their brother can buy this and get a link. It's a DA 28 and DR 22, so that price is insanely high, but that is not the point. They also provide an example of a sponsored post on their site. When you look at it and scroll to the bottom you see the link. Inspecting it in Chrome brings up this:

```
"yui_3_17_2_1_1602794960130_572">
  ▶<p class style="white-space:pre-wrap;">…</p>
   <p class style="white-space:pre-wrap;">Pake McNally</p>
   <p class style="white-space:pre-wrap;">Become Stronger
   Industries</p>
  ▼<p class style="white-space:pre-wrap;" id=
  "yui_3_17_2_1_1602794960130_571">
...  <a href="https://www.become-stronger.com" target="_blank"
     tabindex="0" id="yui_3_17_2_1_1602794960130_570">
     https://www.become-stronger.com</a> == $0
   </p>
  ▶<p class style="white-space:pre-wrap;">…</p>
  </div>
 </div>
</div>
::after
</div>
```

So, not only is it not marked sponsored, it's not tagged no-follow either. Taking the time to always dig a little deeper will always help you make better link decisions.

Also, just because you see some links tagged sponsored doesn't mean they hit them all with that. Oftentimes you will find that for an additional fee they will not assign the sponsored or no-follow attributes.

If anything, this just gives blogs leverage to charge more. It wouldn't shock me to see all sponsored post options having tiered pricing, with one price for a link tagged with the sponsored attribute, and another, higher price, for a link without the tag.

If it comes down to getting a link on a blog with the sponsored tag or not getting a link at all I'd pass. Find another opportunity that won't blatantly tell Google you paid for the link.

High Traffic Domains > Third Party Unicorn Metrics

I'm going to quickly touch base on what metric holds more weight than most third-party metrics, and that is website traffic. A website with a lot of organic traffic is a good sign that it's real, therefore making obtaining a link from the site more beneficial, both in link value and referral traffic potential.

While you will never know true traffic numbers unless you have access to their Google Analytics account, there are some traffic estimation tools you can use that will give you a decent overview. The two I'd suggest you use are SimilarWeb and Ahrefs. From there common sense and logical thinking have to come into play.

You can also try to get accurate numbers from the site directly.

Look for an advertising page or contact the site using whatever contact information/methods you can find. Tell them you are interested in advertising but would like to see a media kit with site data first.

Most websites that run ads or sell sponsored posts will have this readily available. Most serious advertisers won't enter into a contract without seeing this data. While it takes a little effort, this information can really help you determine whether or not a link is worth pursuing.

Going beyond just raw DA and DR numbers will help you get better links, and your SEO budget will be spent wisely. Remember, SEO is a long-term play. Websites with a lot of traffic are going to increase in authority, as more websites link to them in the future. Over time that link you secure becomes more valuable as it passes more authority and juice to your site.

Chapter 4: Low Hanging Fruit

Directory Link Building (Bonus: 12 Do-Follow Links You Can Build Today)

I'm going to say something that may leave people scratching their heads. Directory links, even what most would consider "low quality" can help your SEO. Why? Because a website isn't going to naturally have a squeaky clean link profile, filled up with only authority links. It just doesn't happen that way.

If you really take the time to dig into the link profiles of the best websites in terms of how they rank for difficult terms and how much organic traffic in total they pull in you might be shocked. How do they rank and have low quality links?

They aren't building all of the low quality links themselves. There are always going to be spammy scraper websites that steal your content and throw a source link back to the original. I've seen it with my own content and clients' -- takedown requests will be ignored so you can disavow them or just keep plugging along, understanding that it's going to happen.

Just because a link isn't from Forbes or Tech Crunch doesn't mean it's useless and won't help your SEO. My agency recently did what I'd refer to as directory link building effort for a client. They had a brand new domain and wanted to warm it up a bit as they built out an e-commerce forum. Content marketing via their blog is going to be a major growth strategy once they go live, so it was beneficial to get the authority up a bit. It's just under DA 20 now, with minimal link building.

I'm going to show you a handful of real examples. It's one thing for me to say, "Sure, you can build links on random directories and profile pages," but that leaves a lot of questions. I got permission to show you these as they didn't have any objection.

So, I'm going to show you a dozen links, all do-follow, that were built in a couple of hours. I want you to see that there are endless link building opportunities. Also, in order to succeed with SEO, you sometimes need to think like a regular person, and not an SEO or someone that understands search engine optimization.

If someone owns a business and joins a forum or group that allows them to put a link in their profile they are going to do it. They are also going to do it without checking the Domain Authority, whether or not the link is do-follow or not, or what the Spam Score is on the domain. Why not? Because the normal person doesn't think like that.

If they see a field to enter a website they are going to do it, in hopes that someone sees it, and clicks on it. That is why natural link profiles have these types of links in them. If Bob owns an auto parts website and joins a baseball forum they are going to put their website link in their bio naturally, without thinking about SEO.

Anyway, here are twelve live examples of links that you can EASILY duplicate, along with their Domain Authority:

1. http://als.anits.edu.in/members/klonowy73170/ (DA 39, do-follow)
2. http://guia.clarin.com/codicetributo/usuario (DA 93, do-follow)
3. http://saskatoon.cs.rit.edu:10001/u/sanatbaghara (DA 82, do-follow)
4. https://amara.org/en/profiles/profile/iIUkk5N32rqz4PFFIzXdUE5DCdOn-K9h8-N5MXU-6QQ/ (DA 75, do-follow)
5. https://enlinea.unitex.edu.mx/forums/user/tinphone66 (DA 34, do-follow)
6. https://www.intensedebate.com/people/proxumeronline (DA 79, do-follow)
7. https://www.baseballforum.com/washington-nationals/32204-small-ball-division-rivals-eat-each.html (DA 38, do-follow)
8. https://forum.sweat.com/u/jessbride/discussions (DA 55, do-follow)
9. https://www.myfit.ca/forums.asp?topic=Weight+loss+supplement+AcidaBurn%2E&TopicId=3349&ForumId=40 (DA 45, do-follow)
10. https://penzu.com/public/33419595 (DA 65, do-follow)
11. https://www.manta.com/c/mbnb7d3/veggie-grill (DA 80, do-follow)
12. https://www.theverge.com/users/tarikkpoker (DA93, *just went no-follow but still a great easy link)

Social Media Profiles Links (Build Them ALL - Fill Up Google Page One with Brand Name)

Back in the day, Google's search results were very simple. There were ten organic results per page, and the goal was to fill that first page up with your own content. It was beneficial to own or have access to all of the web properties on the forest page of Google.

In the early days of SEO, we would create Blogger pages and other high authority web properties. Remember the term Web 2.0? That is a blast from the past for some! Well, today the search results are much more complicated.

We have ads dominating the top of the page, Knowledge Panels on the sidebar, local maps, video results (from YouTube), and even "position zero" information. There are very few spots for true organic content on page one now.

These days, web properties that will rank on top are social media profiles. Consumers use social media as a communication avenue and some even communicate with businesses via social media.

Take a look at Kylie Jenner's brand. If you Google "Kylie Cosmetics" you will see her website under the ads and then the only other truly organic content is the brand's Twitter and Instagram profiles:

Not only does this strategy help you easily occupy all of what is left for true "organic" first page real estate, but you also present search traffic with more options to click-through. Maybe they weren't in the buying mood, but see a tweet in the Twitter feed that catches their attention, and they click-through, eventually landing on your website and converting.

It's a major missed opportunity, and it doesn't matter if you don't plan on using a particular network. If you complete the profile fully, include your business name, a bio with contact details, etc. it's going to rank.

At the very least, register, complete, and optimize profiles on the following:

- LinkedIn
- Facebook
- Instagram
- Twitter
- TikTok
- Pinterest
- Snapchat

Those are the bare basics. It takes a few minutes to do. Be thorough, as the more detail the better. Not just for Google, but for anyone that lands on them. Have a profile image that is consistent across all, along with a bio, a call-to-action, and a website URL -- because these links do help.

Supplier, Vendor, Service, and Software Links

This type of link building can score you very good links -- ones you cannot even buy, but it requires a little relationship building and effort. If you are lazy, skip over this, but if you are creative and willing to put in a little effort this is a great way to add links to your profile that your competitors can't duplicate simply by opening up their wallet.

The first step is to identify any and every possible supplier and/or vendor, service provider, etc. that your business works with. This can be anything from a manufacturer, a company that provides shipping supplies to your business, the company you buy cleaning supplies from, or the marketing agency you pay to do your PPC or SEO.

A local restaurant will have a local produce supplier, a beverage distributor they buy from. A mom and pop retail store will have several companies they buy from.

Every business under the sun uses multiple SaaS products to conduct their day-to-day operations. There isn't a single business that can honestly say this will not work for them.

If you are stuck on this the easiest way to figure out everyone you do business with is to open your bank statement online and audit the past three months. Who did you pay? Make a list and then go to each website and determine whether or not pursuing a link is worth the time and effort.

You will want to note the following:

- The overall authority of the website
- Whether or not there is an opportunity for a link placement (ex: do they have a testimonial section, do they link out to other websites)
- Do they assign the no-follow tag to outbound links (because this strategy takes effort I'd only suggest doing this for do-follow link placement opportunities)

If a potential target passes the first test add it to your prospecting list. Once you go through all of your possible opportunities and have your final list of targets you need to put yourself in their shoes to determine what kind of pitch they are going to be most responsive to.

A lot of how you approach this is going to have to do with your relationship with the company and their size.

For example, we helped a local restaurant secure links from a half dozen vendors in a matter of days simply by asking. They were very small companies and the restaurant owner knew the people in charge at these vendors on a first-name basis.

All it took was a simple ask: "Hey, if I wrote a testimonial for you to put on your website would you link back to our restaurant? It would help us greatly!"

They agreed, we wrote up very nice testimonials that were live within a week and this client received a half dozen do-follow links that ranged from DA 22 to DA 58. Not bad at all. Again, that personal connection was already established so the "ask" could be very direct and to the point.

If you have strong personal relationships with owners, managers, reps, etc. your ask and approach can be direct. It saves time and gets results.

If you don't have contacts you will have to find the right person at the company. LinkedIn is great for this. Look for their content marketing person or business relationship director. Heck, I've even had success contacting the CEO directly many times.

Use Rocket Reach to get the email for any LinkedIn profile you find:

Sign up with a throwaway email address and you get 5 lookups. If you need more, clear your cache and use another junk email.

When you email these people you need to make them feel like your testimonial or review will help them convert more traffic on their website. You want to keep the email short and direct to the point while making it impossible for them not to reply.

Here is an example of a subject line and email body I sent to the CEO of a SaaS company, which resulted in the client getting a nice DA 78 do-follow homepage link.

Subject Line:

"XXXX Helped us grow 575% last quarter!!!"

Email Body:

"Hi XXXX,

XXXXX was directly responsible for a 575% growth last quarter. I am so thankful and would be more than happy to write a testimonial that you could put on your website. If it could help you get more customers I'd be happy to do it as a way to say thank you!"

See how simple that was? What CEO isn't going to reply to that, at least to say thank you. Any reply opens the door. It might take a little back and forth but once your foot is in, securing a link becomes much easier.

Score High Authority Podcast Links Without Starting a Podcast

Podcasts are a great way to build an audience and awareness for your business, but most people don't have the time to record and produce a podcast. But, that doesn't mean you can't take advantage of the link building opportunities that come with having a podcast.

You will want to set up an account with Anchor.FM, a top podcast platform and distribution network. It's free. It's easy.

You will want to come up with a podcast title that is relevant to your niche. Also, make sure the name isn't being used already. Just search iTunes first. Once you have a great name you will want to write a podcast description.

Make this as believable as possible. A nice paragraph explaining what you will be talking about is sufficient. Then you will need to come up with your podcast cover art. Make this in a free tool like Canva. Select the best category for your podcast and include your website URL.

In order for Anchor to distribute your podcast, you need to have a trailer uploaded. Don't worry, this is simple. The easiest way to do this is to download the Anchor app on your phone and login and record your trailer. The instructions are simple. Once you have that done you can submit it for distribution and you can monitor what networks pick it up.

In your Anchor dashboard, you will see your distribution results, and you can also access your RSS feed, which you can then submit to other channels and players if you want.

Let's look at the links you can easily score via this distribution channel without doing anything:

- https://anchor.fm/ DA 80
- https://pca.st/ DA 68
- https://www.stitcher.com/ DA 84

- https://tunein.com/ DA 89
- https://castro.fm/ DA 47
- https://player.fm/ DA 86

Those are just without trying. Then you can also submit your podcast RSS feed to other players and distribution channels, as well as podcast directories.

For the amount of effort it takes to get this set up, the return in terms of link value is massive.

Chapter 5: Press Releases (Links + Leverage)

The Best PR Distribution Partner (Includes Business Insider)

When you understand how to properly leverage press releases they can be great for three reasons:

1. Link Building
2. Referral Traffic
3. Building Trust and Credibility

A quick Google search will turn up dozens upon dozens of press release distribution services. Some are priced as low as $49 and some as high as $2,000. This is one instance where you don't necessarily get what you pay for.

You might think that spending $2,000 to distribute a press release will land you on some pretty amazing sites, while a $49 service will land you on junk. Well, I know two services (one at $49 and one at $2,000) that land you on the same websites, as they both use the same distribution network.

One service is just marketed as an affordable economy option, while the other one has a lot of fancy marketing behind it. The end result though is the same. I've used them all and tested them all over the years, and there is one that I suggest over all others.

This is a legit distribution company, so you have to be a real business to use them. You can't have some shady website and expect them to send a PR out. If you get creative you can make any website, niche, or business work.

The distribution company is GlobeNewswire.

You will want to register a new account with them, using real contact details. If you are a local business, use your business details. If you are an online entity, use your holding company, or whatever angle you can use that is most professional.

After submitting your details you will be contacted by one of their reps. Their holding company is a massive company with several ventures. After submitting you will typically be contacted via email within a few business days.

There is a certain angle you have to take with this in order for these press releases to benefit your SEO, which I'm going to explain in detail in the next section below.

How to Get Press Release Links That Are Direct Links (Not Trackable/Analytic Links)

Ok, once you get contacted by a rep they are going to tell you about all of the different distribution services available. This network has so many options, from hitting local regions, etc. It can be quite costly. They have some clients spending thousands of dollars per release, but those people are doing it for the actual PR benefit and have no interest in links.

Not us though, as we want to build some links.

They really don't have a particular name for the distribution, so just tell your rep you want the "basic distribution package that includes Business Insider" and they will know what you mean. I'm not sure how they are paid, but I am assuming these reps get a cut, so don't be afraid to try to haggle a bit.

The best price I have gotten for this distribution is $300.

Is this a good price? Honestly, yes, because the branding benefit of placing an "As Seen On" section on your website and having "Business Insider" on there is well worth the $300. Then tack on the links and referral traffic on top of the branding and in my opinion, it's money well spent.

"Yeah, but aren't press release links bad?"

I know someone is asking themselves this. But think about it. Legitimate businesses send out press releases every day. It's part of the real business world. Do you think they are worried about these links? No. Not for a second.

Let's first take a look at just a few of the outlets this hits:

OUTLET	POTENTIAL REACH
Yahoo Biz	113,249,289
markets.businessinsider.com	4,738,645
markets.ask.com	2,972,794
Star Tribune	392,262
Arizona Republic	307,949
wallstreet-online.de	284,204
InvestorPlace	198,862
Benzinga	188,872
markets.post-gazette.com	158,300
markets.buffalonews.com	121,593
Boston Herald	98,376
marketscreener.com	80,452
Daily Herald	68,170
kake.com	57,426
thenumbers.marketplace.org	46,124
WBOC-TV CBS-16	36,315
presstelegram	15,425
central.newschannelnebraska.com	15,152
My Motherlode	14,186
Ascensus	9,329
markets.financialcontent.com	8,597
wicz.com	5,629
markets.chroniclejournal.com	3,532
News OK	3,495
Canadian Insider	2,979
Spoke	2,913
Participant Education Center	2,341
business.starkvilledailynews.com	2,202
Frankly	2,057
crweworld.com	1,615

There is Business Insider, Yahoo Business, Ask, etc.

Lots of nice ones to add to your website to help build trust and legitimacy.

Now, when you talk to your rep you have to be very specific about this next part, as it will directly impact the SEO benefit of these releases.

Take a look at this press release they distributed, paying special attention to the links. You will see that they are tracking links and not direct links. Why? Because this allows the client to see how much attention they receive on each distribution, specifically click-throughs.

While it's helpful, we don't care about that. We want links.

Now, take a look at this press release they distributed. Again, pay attention to the links. You will notice that they are direct links. They don't use the trackable analytical links like in the previous example.

This service has the ability to remove the tracking option, but you have to specifically ask for it. The majority of press release distribution services now use these trackable links to show the impact of their distribution.

Most don't offer the ability to put direct URLs. This one does. The only way you're going to get SEO value from links is by having them be direct. Make sure you directly communicate with your rep.

If you have to, use the two example releases above to explain. While most press release links are no-follow, they still have a benefit. In this instance, getting on Business Insider, even on a sub-domain, is worth it.

PR = Use for Brand Authority - NOT for Exact-Match Link Building

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When using press releases for links it's important to do it for brand mentions and naked URLs only, avoiding spammy exact match anchor text. Some press release services will allow you to insert as many as five links into the PR.

I suggest doing no more than three links in each release, with the following format:

- Brand Name
- https://www.yourwebsite.com
- www.yourwebsite.com

This is the best approach for branding, as well as avoiding any Google penalties. When you distribute through real platforms your release will hit some guaranteed, but it's also sent through

the wire, where reporters and other outlets can pick it up.

You want to create a release that has an appealing angle, in an attempt to get picked up by as many media outlets as possible. If you are going to take the time to write a PR and pay for distribution why not try to leverage it as much as possible?

I've seen some releases get picked up by thousands of outlets because they featured a very interesting angle. If this happens and you use exact match anchors it could raise red flags and even trigger a penalty.

There is no reason to risk it. A single brand name anchor and two naked URL variations are the smart and safe approach. It's best for branding and it's best for SEO.

How to Write a Press Release That Will Get Distribution on Major Websites

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Using the distribution partner I suggested above will land your PR on multiple sites automatically, and if that is all you want, fine. But, if you want to truly try to get a viral release distributed you need to have a creative approach.

There are thousands upon thousands of press releases sent out every hour. Reporters' news desks are overwhelmed with them. You have to stand out in your title alone, as most will scan those only and also set alerts that monitor titles.

This is why creating PR titles around current events and hot trending topics is the best way to secure more placements beyond just the standard distribution. Some niches will find it easier to create a click-bait title that is newsworthy and trending, and others will have to get creative.

Most press releases are between 450 and 550 words. That is pretty standard. So, I'd advise you to write the PR as close to the time you are going to distribute it as possible, allowing you to have the best shot at finding a trending topic angle.

Let me give you a great example of a topic/angle I have personally seen go viral.

A certain celebrity was trending hard in the news. Media outlets were cranking out any and all stories surrounding this person because it was bringing them incredible amounts of traffic.

A local restaurant sent out a PR titled similar to, "[Celebrity Name] Offered Golden Ticket Redeemable for Lifetime Free Meals"

The PR was picked up by so many outlets that published the actual PR, but because it was so timely, many sites ran their own article, referencing the press release, which resulted in many of those articles directly linking to the restaurant's website. Many of the links were do-follow as well.

So, if you want to receive distribution beyond just the standard guaranteed placements you need the following elements:

- A click-bait type title involving a trending topic
- A “story” that has appeal and gives outlets a reason to want to mention it and write about it
- A little luck

I mention “luck” because the news desks subscribed to receive PRs see thousands of them come across every hour. You need a little luck on your side to catch the right eye. I’m not saying it’s not possible -- it is. But, you also need to be fully aware of how difficult it is.

To help increase your odds of receiving the best distribution, let me lay out an example template to follow.

Winning Press Release Template (Write a PR in 15 Minutes)

Here is an example press release template you can use.

There are multiple sections. You can always adjust and modify as you see fit.

This is just a guide -- and a proven winning layout to help get you started.

This is an example PR for an influencer house. I made this up just as an example, so you can see every section and every paragraph.

Use this as a template:

Addison Rae & Her 65 Million TikTok Followers Heads New Influencer House to Offer Brands Lucrative Marketing Opportunity

Limited Number of Partnerships Available -- Brands Are Encouraged to Inquire ASAP

LOS ANGELES, OCTOBER 10, 2020 -- SerpLogic officially announced plans for its Los Angeles-based influencer house, which offers brands a lucrative opportunity that will change the way they market to consumers. With a limited number of branding and partnership opportunities available combined with the anticipated high demand, brands are encouraged to inquire immediately about available options.

“This is something that I have wanted to do for a long time,” said Tommy McDonald, Founder of SerpLogic. “The entire marketing landscape is evolving and the majority of consumer attention is now found on mobile devices -- through influencers, both micro and mainstream. The timing is perfect and I am excited to help brands experience the highest value available in terms of brand exposure.”

The concept was initially conceived in early 2018 and over the past two years, all of the details and working components were pieced together. This has resulted in a concept that is set to deliver a platform and exposure mechanism that is unmatched in terms of dollars spent in relation to laser targeted audience exposure and virtual brand activations.

“When brands see the value this opportunity presents it’s going to blow their mind,” says McDonald. “There is truly nothing available that comes close to the sheer branding power that this project provides. I’m 100 percent confident that this is going to completely change how brands market to consumers. Needless to say, I’m very excited.”

Brands that become involved will benefit from the long-term return and being associated with some of the biggest social media influencers. “The early adopters are going to benefit greatly by getting locked in early. Through our influencers and their social media reach, the earned media value is unmatched,” adds McDonald.

The project already has interest from top D2C brands. The house is a sight to behold -- an over-the-top modern mansion.

“This announcement is an open invitation to brands that are ready to innovate and be part of something special. Agencies are also welcome to contact us in regards to their clients’ involvement,” says McDonald.

Brands -- or their agencies -- interested in more information regarding involvement and placement in front of tens of millions of consumers daily are encouraged to contact SerpLogic immediately. Full details are available for qualified brands. SerpLogic can be contacted via their website: www.serplogic.com

About SerpLogic

SerpLogic is an online marketing agency. The company specializes in link building, SEO, and other online marketing services. Aside from being a service provider, the SerpLogic website also provides free tools and tutorials for those interested in learning more about search engine optimization and online marketing.

Contact: Tommy McDonald
https://www.serplogic.com/

Chapter 6: Linkable Content Assets

If You Build it (Content Asset) They (Links) Will Come

Ever see the movie *Field of Dreams*? Great movie. The message:

The same logic applies to link building. If you build an amazing content asset the links will come.

I look at a lot of websites each week. Over the years I have seen thousands of websites across every niche imaginable. From brands doing millions of dollars in sales weekly to blogs that generated maybe $10 a month in AdSense revenue.

There has always been one differentiator when it comes to the sites with the better link profiles, and that was the content on their website. It doesn't matter if we are comparing local law firms or global consumer brands.

The websites with the better blog content always have better links. Are they better companies? No. They are just better at creating content that is attractive enough to other websites, resulting in them linking to it. Whether you are trying to gain links naturally from other websites stumbling on your content or via outreach -- you need something unique and special.

A few tips:

- Don't publish low quality content on your website for the sake of "posting content" because you see it suggested by every SEO guru. If you are going to do it, do it correctly. I see so many businesses post crap and wonder why they don't see any results. If you are going to invest in content marketing hire the best or fully commit to writing in-depth content that provides value.

- Quality over quantity applies here. I have seen websites that post a new blog every day that never earned a single natural link, and then websites that made something so epic that it continues to earn them natural links three years down the line. Great content assets can become evergreen link magnets.

- Approach building content as a long-term play. Doing this helps you think of special content assets you can build that will contribute to your SEO and link building success for years to come.

How to Hire Professional Writers (Stop Buying Low-Quality Content)

I have spent the past few years really working on my writing. For those of you who are regular readers of the SerpLogic blog, you may have noticed that I have posted new content consistently month-after-month.

My approach with our blog has always been to provide value to our readers. We don't do outreach with our blog content, and that is by choice. I take the time to write for our blog subscribers, and if we attract some links, which we do, then it's a bonus.

One thing I have learned is that writing is not easy. It takes time to map out an idea, break that idea into sections, and then further dissect the ideas into bite-sized chunks that readers can easily consume. Then, writing it in a way that a broad audience will get the same takeaway is another skill set.

I'll be the first to admit that the work required to write quality content is more than the average business owner is going to have. Those that do have the time likely also have the money to hire a professional.

There are a lot of writers out there looking for work, but the number of writers that are worth the money is much smaller. There are many different freelance marketplaces out there. It doesn't matter where you turn to source content writers, this formula will help you find the right one for your business.

- **Run away from any writer that uses the term "Native Speaker" because they are likely working for a content mill**. Just because a profile on a freelancing website appears to be an individual it doesn't mean that's who is really behind the account. Many content mills post ads that appear to be freelancers but they are using fake profiles to lure in clients. If they refer to themselves as a "Native Speaker" run away. No real writer refers to themself that way. [PRO TIP: Always run a reverse image search on their profile picture. You would be shocked at home many times I find the same photos on stock image sites]

- **Give potential writers very detailed tests to weed out the garbage**. Have a process potential writers must go through in order to apply. This can include a video interview, samples, keyword research tests, article title assignments to test creativity as well as SEO knowledge, and very specific instructions such as a required subject line to submit. If someone can't follow directions in the beginning before being hired it's only going to get worse. If they fail the first test clip them. Only move on with those that follow your directions exactly as you present them.

- **Do Zoom call interviews with top prospects**. The writers that pass the first test are now ready for the second round. Do a Zoom call. This allows you to not only verify they are a real person, but it also allows you to see if they are punctual and you get first-hand experience dealing with them, while also seeing if their personality will gel with yours. This is important. You and your writer need to be able to communicate effortlessly.

- **Avoid hourly rates, instead negotiate a per-post rate**. I've experienced both situations across different content projects for clients. The hourly writers always drag the

process along, with multiple edits and revisions, while the flat rate writers deliver faster. In both situations, the quality is the same, and the flare rate content is more affordable.

- **Make it known you want a long-term relationship**. If a writer is just looking for some quick cash it might not have the opportunity to develop into a long-term relationship. Opt for professional writers that do this as a career and won't be going anywhere soon. The key is to have a writer become the voice of your blog and business. This will only happen over time.

- **Hire freelancers over agencies**. This comes down to a speed and cost savings. Freelancers will deliver quicker and at a lower rate because the agency cut is removed from the equation.

Finding a writer that you can easily communicate with and that understands both your niche and audience inside and out will result in content worthy of linking to.

How to Write Content for Pre-Determined Link Targets

Sometimes you need content written for other publications, not necessarily your own blog. This could be for a contributor account you are trying to secure or a one-off guest post you want to submit.

It doesn't matter if you are going to write the content yourself or hire a ghostwriter to do it, if you submit content that already "fits" the target in terms of style, format, and voice, it will greatly increase the odds of them accepting your pitch and publishing your content -- while also hopefully scoring you a link.

These are the most important features to mimic when writing content for a specific target:

Title Style & Format: There are several different styles when it comes to titles and their formatting. Some Capitalize all first letters, while others only capitalize the first letter and all other words are lowercase letters. Little details like this mean a lot to editors and can mean the difference between being accepted or rejected.

Content Length: Pay close attention to their content length. If they publicly accept guest posts, look for their guidelines page. If they say 800 - 1,200 words, make sure it's at the high end, but don't go over their max. Doing that gives them more work because they have to trim it down. Doing the bare minimum shows them you are only after a link. If the max word count is 1,200 I'm submitting something that comes in at 1,185.

Voice & Tone: Every blog has a tone or style, and its readers get used to that. If you submit a post that features the same voice and tone it gives them less work, as little to no editing will

need to take place. If a website can literally copy and paste a submission they are more inclined to publish it.

Interlinking: Look at a few examples to see what they tend to favor in terms of interlinking. Some will always interlink for the first few links, while others are more random. Some will have a minimum number of links that go to other posts, while others do it here and there. Identify patterns and replicate them. This comes back to making less work for them. If they receive a pitch that is already linking to relevant content on their site they can push the “publish” button faster. Remember, they love free content. It drives page views and ad revenue. But, if they have to spend a lot of time editing it ends up costing them money to publish your post.

Heading and Subheading Formatting: Just like titles will vary from publication to publication in terms of capitalization, so will headings. Spending a few minutes making sure you understand how a blog formats its content goes a long way in helping you get your pitch and submission published.

Paragraph Length: The average blog reader has a short attention span. Over the years many blogs started to favor paragraphs of 2-3 sentences over huge paragraphs. They found that visitors engaged longer with content that was broken up into several smaller paragraphs.

Why Infographics Are Still the Best Content Asset

When infographics first started picking up steam in the early days it became very clear they would become a valuable link building tool. This led to oversaturation and everyone was pushing out infographics.

Then suddenly many people proclaimed that it was a dead method and infographics no longer were effective for link building. This is simply not true. The problem was many websites were publishing crap. They used Fiverr gigs and cheap templates. It’s no wonder no websites wanted to publish them.

Some of the most successful infographics went viral because they featured unique and interesting information combined with a very appealing visual design. You can’t just slap some info and a weak design together and expect the same kind of results.

If you have a great topic and interesting information paired with a great visual design you can clean up when it comes to securing great links.

This is why in my opinion (and experience) infographics are the best piece of content you can create for link building:

Humans are Visual Creatures: Someone is going to engage with an infographic over a regular blog post 9 out of 10 times. Why? It's easier and more enjoyable. If you can figure out how to get your message across visually, do it.

They Attract Social Shares: If you analyze content on blogs and sort it according to social shares, you will notice that infographics always have a higher number of social shares. I've seen some blogs that average 20 to 30 social shares per post, but then have some with thousands of social shares, and sure enough, they are infographics.

Easily Re-Published: When you are using your infographic as link bait and pitching other websites and blogs, you will receive a positive response as long as your infographic is high quality because the site can easily publish it by simply pasting your HTML code into their CMS. Want an even better response rate? Send them a pre-written intro that is unique and specifically written for their website. This makes it a situation where they can publish an engaging piece of content with literally no work.

Gives Websites Additional Social Media Content: After publishing the infographic they can share it on social media, knowing that just mentioning the word "infographic" is going to attract clicks and website visitors. You give these sites social media content that's going to command attention.

They Break Up Monotony: Most blogs publish nothing but text-based posts. An infographic allows them to mix it up and it breaks up the monotony. Tip: look for highly trafficked blogs that don't publish infographics on a regular basis. You will find that they will bite if you pitch them something unique and special.

As I mentioned, you need a great topic and amazing content, but all of that is useless without an amazing design. For that, I'm going to introduce you to a freelancer that has been in the infographic game since day one and is used by several agencies that resell his design for up to 35X the cost.

Bonus: Direct Access to Top Infographic Designer ($100 Cost) That Top U.S. Agencies Use and Resell for $3,500

Going to keep this very short and sweet. If you want a talented infographic designer that many top U.S. agencies use, I want to introduce you to Supratim Deb.

He owns a web development company, but has also been doing infographic design as a freelancer for years, and started when they first became popular.

You will have to negotiate a price, but this is what I have personally seen him charge over the years to agencies that buy in bulk:

- $100 per infographic design (no source files)
- $120 per infographic design (including the .PSD file)

This is for the design only. You need to provide content. If you give him the content mapped out exactly how you want it you will be very happy.

As mentioned above, there are agencies that resell his designs for anywhere from $1,500 to as high as $3,500. There is a massive markup in infographics. Most designers on the freelancing sites don't know how to create amazing infographics. Supratim does.

His email address is supratim@w3webhelp.com

Chapter 7: Help a Reporter Link Building

How to Get 3-5 Authority Links Monthly

If you own a website, you should have an account registered on Help a Reporter. It's the easiest way to earn authority links with very little work, and the best part is it's free. When a journalist or reporter has a question they will often submit it here.

Why?

Because they know they will receive dozens, if not hundreds of responses, and within those responses, they will find what they were looking for. Most full-time journalists at the major media outlets are paid a salary to write. They work on articles for a long time, and if they need a quote or an expert opinion, Help a Reporter is the easiest way to get that and improve their piece.

A few things you need to be fully aware of:

- Requests sent out via Help a Reporter gets a lot of attention. In order to stand out, you have to truly provide insight that isn't going to be sent by dozens of others, all after the same goal -- press and a link.

- Put thought into your response. Replying quickly is important, but a few random sentences of generic information isn't going to get you a favorable response -- it's going to result in the journalist deleting your email.

- You need to have a 'professional credibility resource' to send with the pitch that paints the picture of you being the leading expert in your field. This can be a fully built-out and impressive LinkedIn profile or a profile/bio page on your website. A reporter needs to click on it and within seconds think, "Yeah, this is the person I need to quote."

Help a Reporter sends out multiple batches of requests daily, Monday through Friday. The first one comes very early, then another mid-day, and then another at the end of the business day, EST time.

You have to read them right away and reply fast. These journalists get bombarded and are more likely to accept an early reply rather than wait and let them pile up. It's more work to wait days and then comb through a hundred responses.

You also never want to explain why you are the best person to help them with their story and then request that they contact you. That is giving them more work. Even if you are qualified they don't have time to chase you.

For the best close ration, reply once with full information. Give them the insight and answers they want, and then at the end provide them with your full contact information, a link to your 'professional credibility resource' as well as something along the lines of:

"Please let me know if you use my response, as I'd love to send it out to our newsletter and share it across my company's social media accounts as well as my personal ones."

This increases your chance of being published and earning a link because:

- The journalist doesn't have to chase you down or go back and forth with emails -- you give them everything they need in one shot.
- Linking to a resource that sells them on why you are the expert gives them the confidence to use you as a source.
- Offering to share on social media and to your email list means the article will receive extra traffic by including you. Many publications give their writers traffic quotas. If they feel that by including you it will help reach those numbers it gives you an edge. If you have an impressive number of followers or a huge email list make sure to mention that. It only helps.

Lastly, this is a numbers game. You can not expect to reply to a few requests here and there and expect to rake in the links. Many stories take weeks, if not months to put together. Being consistent and replying to relevant queries daily will eventually return steady links.

Media Outlets Using HARO

REUTERS · FOX NEWS .com · Chicago Tribune · TIME

Mashable · REFINERY29 · The New York Times · THE GLOBE AND MAIL · WSJ

abc

Contributor Magnet Method (Add Contributors to Your Blog Weekly)

Do you have a blog on your website that you would like to get active by having guest authors and contributors constantly publishing content for you -- for free? If so, this is a very simple method to attract new blog authors consistently.

First, your blog needs to meet Help a Reporter's Alexa ranking requirement. Direct from Help a Reporter:

A website must be fully launched one month prior to submitting a query for it, and the site must have an Alexa ranking of 1 million or less. To determine the Alexa ranking of your website, please visit http://www.alexa.com and enter your website in the "Browse Top Sites" search box at the bottom of the screen. Your website will be judged based on the overall Alexa traffic global rank, not the traffic rank in the U.S.

To see if you qualify, run your domain through this tool.

My agency's site qualifies, so I could sign up for an account on Help a Reporter to access the "I'm a Journalist" features. Now, what you want to do is send out some very generic requests with the full intention of not using them.

This is a little black hat, but it's highly effective. Just as an example we'll pretend we want to attract contributors to an SEO and Online Marketing blog. We could send out the following requests:

- Att: SEO Experts: What is your best SEO tip to increase Google traffic?
- Looking for Facebook Media Buyers: Give me your best tip.
- Email Marketing Professionals: How has email marketing changed the most this past year.
- Google Certified PPC Experts: How do you lower your cost per click?

These are very general and will receive a lot of replies, which is the goal.

It wouldn't be far fetched if those four simple requests brought in more than 400 replies in total, all willing to share their information. You want to wait 24 hours from the time you receive it and then reply with something very simple and direct like this:

Hi there!

Thank you so much for your response to my questions. I was overwhelmed with replies and received what I needed within the first hour. While I can't use it, I wanted to extend something that you might be interested in.

We are actually going to start accepting contributors on our blog and I'd be happy to get you set up if you would like. You could share your expertise with our readers. All profiles feature a full bio, headshot, and a do-follow link to your site.

Would that be something you would be interested in?

Even a 1% conversion rate gets you a handful of new contributors each time. Add a few each week and watch your blog content snowball. More content being published = more organic traffic to your website.

You can then scale your contributor program and have a pool of article titles from them to pick from and claim on a first-come-first-serve basis. This allows you to give them titles optimized for the specific keywords you want to rank for.

This works so well because these people are replying because they are trying to earn links, and you give them an option that gets them the link they are after, while also giving them the opportunity to be a published author on your blog.

Free Long-Form Blog Content Hack (Unlimited Blog Content)

Long-form content performs very well in search, and when you combine this with a listicle-type article you can really pull in organic traffic and even reach position zero due to the list format.

Sourcing content from roundup-style queries is very easy, and it can be done for any niche under the sun. It's also easy to put together, format, and edit, since you are simply quoting the source (and copy/pasting their part into the article).

The trick is to think of topics that are fairly generic so they attract a lot of replies, but also broad enough that there is room for 20 - 50+ correct answers. So, an SEO blog might send out the following query:

"SEO Experts: What is one link building tip that you use that isn't often talked about?"

Something like this is going to get 60+ replies easily, of which you will have at least 25 solid replies. In the description of your query always say something along the line of, "Please be very thorough and include detailed instructions along with examples. Responses that are in-depth

stand a better chance of being published."

This will result in many of your replies being between 350 to 600 words. If you do a "25 Tips" themed blog post your word count has the potential to be 12,000+ words. When you format the post correctly with numbered headings written using major keywords relevant to each response you will see it turn into a big content asset over time in terms of earned organic traffic.

When you link to each source, no-follow it. This is important because it's going to act as leverage to help you get the page authority boosted, which will help your new long-form monster blog post rank fast.

When you reply to each participant with a link to the article make sure to thank them for participating. Also, mention that you linked to their website in the post. Also mention that all outbound links are automatically no-followed.

Then, tell them if they link to the post from their blog and send you the URL you can make an exception and remove the no-follow tag on their link. This is a great way to get everyone to link to the post, which will help it perform in Google search faster.

Make sure you submit the URL for indexing through your Google Search Console dashboard as soon as it's published. You want Google to crawl the page as quickly as possible. You can publish one of these monster long-form roundup style posts per month, helping you to constantly build new links with little to no work (and no cost).

Chapter 8: Competitor Traffic Sniping

How to Find Your Competition's Top Traffic Pages

I want to focus on top traffic pages, rather than top ranking pages. When it comes down to it traffic is more valuable than rankings alone.

It's the traffic that has the potential to convert into leads, sales, and revenue. Rankings alone won't help you reach your goals and grow.

This is a quick and simple method using Ubersuggest. For this example, we are going to take a look at barstoolsports.com.

Entering the URL into the tool brings up this result:

You see the basic overview of the domain, but we want to quickly see what pages bring the most traffic.

So, click “Top Pages” on the sidebar and it will bring up this:

Top Traffic Pages: barstoolsports.com

TOP TRAFFIC PAGES

TOP PAGES BY COUNTRY US [294,814] CA [67,360] GB [16,524] AU [13,783] MORE

SEO TITLE URL	EST. VISITS		BACKLINKS	
Barstool Sports barstoolsports.com/	123,241	View All	2,225	View All
Call Her Daddy | Blogs, Podcasts and Videos | Barstool Sports barstoolsports.com/shows/54/call-her-daddy	17,470	View All	149	View All
Julia Rose Wants El Pres To Take ONE BITE | Barstool Sports barstoolsports.com/blog/2786664/julia-rose-wants-el-pres-to-take-one-bite	7,510	View All	0	View All
Spittin' Chiclets | Blogs, Podcasts and Videos | Barstool Sports barstoolsports.com/shows/18/spittin-chiclets	4,806	View All	46	View All
Boston | Blogs & Videos | Barstool Sports barstoolsports.com/category/boston	3,540	View All	27	View All
Rough N' Rowdy | RnR | Barstool Sports barstoolsports.com/join/rough-n-rowdy	1,909	View All	2	View All
Man Makes Worst Decision Ever Cheating On Lana Rhodes ... barstoolsports.com/blog/1841549/man-makes-worst-decision-ever-cheating-on-lana-rhodes-with-dr-phil-star-ava-louise	1,603	View All	5	View All
Jobs | Barstool Sports barstoolsports.com/jobs	1,527	View All	30	View All
Barstool Store | Blogs & Videos | Barstool Sports barstoolsports.com/topics/barstool-store	1,513	View All	0	View All
Reddit | Blogs & Videos | Barstool Sports barstoolsports.com/topics/reddit	1,262	View All	3	View All
Dashboard | Barstool Gold | Barstool Sports barstoolsports.com/gold	1,260	View All	21	View All
Pardon My Take | Blogs, Podcasts and Videos | Barstool Sports barstoolsports.com/shows/11/pardon-my-take	1,189	View All	76	View All
Hold | Blogs & Videos | Barstool Sports barstoolsports.com/topics/hold	1,139	View All	0	View All
Pizza Reviews | Blogs, Podcasts and Videos | Barstool Sports barstoolsports.com/shows/12/pizza-reviews	1,131	View All	21	View All
Hot Girl | Blogs & Videos | Barstool Sports barstoolsports.com/topics/hot-girl	1,039	View All	3	View All
Rough N' Rowdy | Blogs, Podcasts and Videos | Barstool Sports barstoolsports.com/shows/73/rough-n-rowdy	1,034	View All	3	View All
KFC | Barstool Sports barstoolsports.com/bio/44/kfc	1,006	View All	6	View All

You will see the page URL, how much estimated traffic the particular page receives monthly, as well as how many links the page has, which is very important.

The top result is the homepage of course, but remember, this is monthly traffic. Look at the third result. That page is receiving an estimated 7,500 monthly visits and the page has zero links. What does this mean?

You could easily get a piece of that traffic, and I'm going to explain this strategy and process in detail in the next section.

Outrank Your Competition: 'Copy x Enhance x Double' Strategy

Once you find pages on your competitor's websites that receive a lot of traffic and do so without having many links built to the specific page it's time to do what I call the "Copy x Enhance x Double" strategy, and it's very effective.

Let me dive right in and explain each component.

Copy

The pages that are receiving a lot of traffic are doing so because of the content on the page. Google likes the content found on the page so much, that it's resulting in it ranking high with few links. This is why you want to target pages that are receiving a lot of traffic with barely any links.

This is a very obvious signal that the page content is strong in Google's eyes. This gives you a great base to start with, as you already know Google likes it. So, you first copy the page. Yup. Copy and paste into a Word document, Google document, or directly into a WordPress draft post -- whatever you use to write your content.

While you aren't going to end up copying it word-for-word (that would get you penalized) you are going to maintain the same structure. Again, Google already loves it, so you are just going to make it better.

Enhance

Before you address the actual content look for ways to enhance the content. Are there any helpful videos you can embed? Is there an opportunity to create and add an infographic to the post? Are there any case studies or information that you can repurpose and add?

Also, is there an opportunity to take the post and turn it into a video to upload to YouTube? This is another way to get traffic, and you can often find freelancers that will create videos of any blog post, making a video file and pairing it with images. Videos are just another way to pull more traffic, and redirect it to your website.

Double

Now comes the important part. As you rewrite the post you want to double it, making it twice as appealing in the eyes of Google. There are certain things you don't want to mess with too much, like headings and formatting. These are often key indicators as to why Google likes a particular page.

Try to maintain the structural integrity of the original headings and subheadings, keeping the text and keywords as close to the original as possible. Then, throughout the content, as you rewrite it just make sure you expand on all points, while also working in additional long-tail keywords and search terms.

That is it. When you consider how easy it is to identify targets using Ubersuggest and then you make time to write the content yourself you will see how your organic traffic numbers can snowball.

Once this strategy starts to pay off in terms of more sales and revenue, you can then scale it, outsourcing the work and going very aggressively. This is how to really scale your organic traffic, and one of the easiest yet highly effective strategies there is.

Chapter 9: Guest Blogging

Complete Instructions (Contacts, Instructions, Etc.) to Secure 25 High Authority Guest Posts and Contributor Accounts within 30 Days

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Want to land guest posts and secure your own contributor accounts? You have to start somewhere and land some placements before you can get on the bigger sites. Guest posting and being a contributor requires a tiered step approach. Don't be afraid to start small. Everyone has to do it. If you are willing to put in the work it can be done, and I am going to walk you through the process and give you 28 targets you can put on your radar immediately.

I want to touch on a few things first:

- They only accept quality content from individuals that are experts and highly knowledgeable.
- You have to write content that fits their particular site, style, etc.
- If you don't have the patience to do it right don't waste your time.
- Use this strategy as a way to gain credibility and don't put links in your content. Instead, secure a link in your bio. This will usually land you a nice homepage link.
- When you pitch let your personality come out. These websites receive hundreds of solicitations each week, mostly copy/paste BS pitch templates that reek of link seekers. The more genuine you appear, the greater the chance of being published.

Let's jump right in.

#1) THRIVE GLOBAL

Sign up here:

https://thriveglobal.com/sign_up/

Follow the instructions and then you can go in and edit your bio. You will want to use this for all of the contributor accounts and send it along with all of your guest post submissions moving forward. It's important to keep the same bio across all posts. I explain how to create a strong bio in a section at the end of this chapter. You can also add your social accounts to your bio. You can always edit this later. You will also need a profile/bio image. Use a professional headshot. Use a 500x500 size one and use the same for all moving forward. This ensures it's centered and it also will maintain its quality when sized down. The key is to have all of your profiles on these sites look uniform. The same bio and headshot across all are important.

This platform uses WordPress. If you are not very familiar with WordPress here is a little tutorial they put together to use their publishing platform:

https://thriveglobal.com/stories/becoming-a-thrive-global-contributor/

You have to assign a featured image to the post like shown in the instructions. Make sure you use a royalty free image. Sites like Pexels, Unsplash, and Pixabay are great for this.

Their word count is between 600-800 words. Go a little above and beyond for your first submission here, but not overboard. Any more and the editor here might come back asking to trim it.

Once you submit it they will tend to publish in 24-48 hours. You will get an email when it's live with a link to it.

Make sure you read their guidelines, found here, and only write an article on a topic they mention. Anything else will be denied. As long as you stay within their guidelines and write something relevant to their preferred topics you will be fine.

#2) MEDIUM

Sign up for an account here:

https://medium.com/

Click the circle in the right hand upper corner once you do, then click on "Profile" and then "Edit profile" next to your name. This is where you can get your bio and headshot 100%.

Once that is done click on the same circle and then click "New story" and this will open up the editor.

Put the title in line one.

Then on the second line click the "+" and then the magnifying glass. This is a search feature for the featured image. Pick anything that looks good or that you feel fits the vibe.

When editing anytime you highlight a heading you will see the options pop up. The "T" is for the largest heading text.

It's a very simple editing program. You should get the feel for it quickly.

#3) KIVO DAILY

Email to:

contact@kivodaily.com

Email Subject Line:

Article Submission

Sample Email to Send: (**Do NOT copy word for word**)

Hi there,

I'll keep this short and sweet because I'm sure you are very busy.

I've attached an article that I wrote specifically for Kivo Daily. Writing is something I have started to do more recently as a creative outlet and a way to relax. It's quite calming for me.

I think it's perfect for your audience. There are no links in it, nothing promotional, etc. I'm sure you are pitched nonstop with those types of requests. I write from experience and I believe I have a lot I can share that will be beneficial to many.

I read your publishing guidelines and it fully edited and formatted to your requirements.

In addition to the attached article you can see a couple of my more recent articles here so you get a sense of my writing style:

(link to your Thrive Global post - or another published article of yours)

(link to your Medium post - or another published article of yours)

This isn't a mass pitch. It's only being sent to you. I also attached my bio and headshot.

I really hope you will consider publishing it. I think your readers will enjoy it.

Please let me know if you have any questions. I'd love to connect and if this article performs well for you (I'll also put some social sharing behind it) I'd be happy to write more in the future. As I mentioned, it's a great creative outlet for me and I enjoy it thoroughly.

Looking forward to hearing from you.

(Your Name)

#4) THE GOOD MEN PROJECT

Go here and start the registration:

https://goodmenproject.submittable.com/submit/92981/first-time-submitters

Then you will be brought to a page to submit your article. The first question is "Are you Member of our Premium Community?" select "No, I am not a member. I'm not interested in membership at this time."

It will ask for your post title, your bio, and your email (make sure your email address is registered on gravatar.com - that is how they pull your headshot)...complete all required fields and upload the article and submit.

#5) GRITDAILY

This is a 2-step process.

a) SUBMIT THIS FORM

https://gritdaily.com/apply-columnist/

Fill out name, email, list social profiles, skip the link to blog field, and then copy/paste the following for the rest of the fields:

Link to previously published articles:

(link to your Thrive Global post - or another published article of yours)

(link to your Medium post - or another published article of yours)

(link to your KivoDaily post - or another published article of yours)

Readers of Grit Daily articles want value from what they read. What topics would you write about and what qualifies you to write about those:

You have to be short and sweet here, and match your response based on the site content and categories and what you have the ability to write about.

Write the headlines of three articles you are ready to research and write:

(Headline example #1)

(Headline example #2)

(Headline example #3)

Attach your article (Headline example #1) by uploading it and then submit the form.

**AS SOON AS YOU DO THAT MOVE ONTO THE SECOND STEP RIGHT AWAY:

b) SEND THIS EMAIL

(ATTACH YOUR HEADSHOT AND BIO TO THIS EMAIL)

Email:

peter.page@gritdaily.com

Email Subject Line:

Contributor Submission

Example Email Body: (**Do Not Copy Word for Word)

Hi Peter,

I just submitted my first article using the form located on the GritDaily site. It meets Grit Daily's guidelines. It is also edited. That page mentioned emailing you once completed so that is what I am doing.

My bio and headshot are included in this email.

I look forward to hearing from you.

(Your Name)

#6) BUSINESS2COMMUNITY

Go here:

https://www.business2community.com/become-a-contributor/apply

Fill out the name and email and then select "Submitting original content" to open the additional fields.

Then, sell yourself in the "Please, in 100 words or less, tell us a little about the themes or subjects on which you most often write:" section.

You have to explain why you are an expert, what you will talk about, and why you will add value to their publication.

Add your LinkedIn profile and then submit.

You will then get an email notification with details to submit (it's WordPress).

#7) BUSINESS.COM

Go here and register an account:

https://www.business.com/signup/

Once you do, select the "Become a Contributor" and then submit the form. Here is what to fill out aside from the name, business info, and socials:

"About Me" - put your bio here

"Experience on the selected topic(s) * (required)"

You want to put 3-5 sentences that explain what you have accomplished and what makes you an expert.

"Links to published content (if applicable)"

(Link to sample #1)
(Link to sample #2)
(Link to sample #3)
(Link to sample #4)
(Link to sample #5)

"Five sample content ideas * (required)"

(Sample pitch title #1)
(Sample pitch title #2)
(Sample pitch title #3)
(Sample pitch title #4)
(Sample pitch title #5)

"Additional information you wish to provide"

Looking forward to sharing helpful information with the Business.com community and readers. (**Do not copy word for word**)

Then submit.

NOTE: you might get a technical error saying it was not submitted. Just hit the button again. It will sometimes take 3 tries, but it will go through eventually.

#8) ADDICTED2SUCCESS

Make sure your email address to Gravatar, as this publication uses it to pull the headshot. (Do this before sending an email)

Email your guest post to:

write@addicted2success.com

Make sure you read the guidelines here. Your article MUST fit this.

Email Subject Line:

Article for Addicted2Success

Example Email Body: (**Do not copy word for word - use this as a format to follow**)

Hi there,

I'll keep this short and sweet because I'm sure you are very busy.

I've attached an article that I wrote specifically for Addicted2Success. Writing is something I have started to do more recently as a creative outlet and I believe I have insight that would benefit your readers.

I think it's perfect for your audience. There are not links in it, nothing promotional, etc. I'm sure you are pitched nonstop with those types of requests. I write from experience and I believe I have a lot I can share that will be beneficial to many.

In addition to the attached article you can see a couple of my more recent articles here so you get a sense of my writing style:

(Link to sample #1)
(Link to sample #2)
(Link to sample #3)

The article is fully edited and formatted correctly. I also attached my bio and my email is connected to Gravatar.

I really hope you will consider publishing it. I think your readers will enjoy it.

Please let me know if you have any questions.

Looking forward to hearing from you.

(Your Name)

#9) HUSTLERSDIGEST

Check out the site (https://thehustlersdigest.com) and get familiar with the type of content they publish. When you want to submit a pitch, send it to:

info@thehustlersdigest.com

#10) THE WEEKLY TRENDS

Check out the site and become familiar with their guidelines and the type of content they publish. When you want to submit a pitch, register for a contributor account here.

#11) LAWIRE

Check out the site and become familiar with the guidelines here and the type of content they publish. When you want to submit a pitch, send it to contact@lawire.com

#12) US REPORTER

Check out the site and become familiar with the guidelines here and the type of content they publish. When you want to submit a pitch, send it to contact@usreporter.com

#13) CHICAGO JOURNAL

Check out the site and become familiar with the guidelines here and the type of content they publish. When you want to submit a pitch, send it to contact@thechicagojournal.com

#14) US TIMES NOW

Check out the site and become familiar with the guidelines here and the type of content they publish. When you want to submit a pitch, complete the form located on the guidelines page.

#15) TIME BULLETIN

Check out the site and become familiar with the guidelines here and the type of content they publish. When you want to submit a pitch, complete the form located on the guidelines page.

#16) THE OPEN NEWS

Check out the site and become familiar with the guidelines here and the type of content they publish. When you want to submit a pitch, complete the form located on the guidelines page.

#17) FAB WORLD TODAY

Check out the site and become familiar with their content here. When you want to submit a pitch, send an email to editor@fabworldtoday.com

#18) SPORTZ WEEKLY

Check out the site and become familiar with the guidelines here and the type of content they publish. When you want to submit a pitch, complete the form located on the guidelines page.

#19) ENTERTAINMENT PAPER

Check out the site and become familiar with the guidelines here and the type of content they publish. When you want to submit a pitch, complete the form located on the guidelines page.

#20) GLOBE STATS

Check out the site and become familiar with the guidelines here and the type of content they publish. When you want to submit a pitch, complete the form located on the guidelines page.

#21) FRUGAL ENTREPRENEUR

Check out the site and become familiar with the guidelines here and the type of content they publish. When you want to submit a pitch, send an email to thefrugalentrepreneur@gmail.com

#22) NY WEEKLY

Check out the site and become familiar with the guidelines here and the type of content they publish. When you want to submit a pitch, send it to contact@nyweekly.com

#23) THE SECRETS OF ENTREPRENEURSHIP

Check out the site and become familiar with the type of content they publish here. When you want to submit a pitch, send an email to entrepreneurshipsecrets@gmail.com

#24) KILLER STARTUPS

Check out the site and become familiar with the guidelines here and the type of content they publish. When you want to submit a pitch, send it to news@killerstartups.com

#25) UNDER 30 CEO

Check out the site and become familiar with the guidelines here and the type of content they publish. When you want to submit a pitch, send it to kimberlyzhang01@gmail.com

Complete Instructions to be an Entrepreneur.com Contributor in 30 Days

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Entrepreneur.com has changed a lot over the years. They used to be very strict when it came to who they allowed to contribute to them. They did their due diligence to make sure their contributors truly were experts.

Now, that isn't the case any longer. Anyone can become a contributor, as long as you make it look like you are an expert. If you look at the site's growth, you will see that its traffic numbers are way down from what they used to be many years ago.

This isn't just them, most of the large publications have seen huge drops in traffic. Why? There are just many different choices now. Also, many people would rather watch YouTube videos or listen to podcasts.

Many of the big names that used to write for the publications realized they were giving them free content and receiving little to no value in return, so they started their own blogs, YouTube channels, and podcasts.

When site traffic goes down that means ad revenue drops also, so they need to find additional sources of revenue, hence Entrepreneur rolling out the Entrepreneur Leadership Network.

You can get full details here and click “Apply Now” to submit your application.

As you will see, they have become a pay to play publication. They charge $1,000 (one accepted) for publishing access. They also have a free option that allows you to publish one article every 90 days.

I would go for the free option unless you really want to build your personal brand and post weekly. In that case, the paid option is good because there are some other perks that come with it. But, if you simply just want to be able to say you were published on Entrepreneur opt for the free membership.

You have to take the application seriously. They aren’t going to just accept some faceless person. Impress them with your knowledge and experience. They have to think you really want to share your experience and not just use it as a promotional channel.

To follow up or to check on your application status, use this form. Wait a few weeks before contacting them as it can take a while for them to reply to you.

Complete Instructions to be an Inc.com Contributor in 30 Days

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Becoming an Inc.com contributor by reading out to editors can be a very difficult process. It can take years of relationship building. You can try that and spin your tires, or you can get published on Inc.com right away simply by joining YEC.

This is an organization of young business owners under the age of 45, and when you join one of the member perks is being able to submit your content to their publishing partners, one of which is Inc.com

How do you qualify? Directly from their website, they say:

To apply, you must be...

- 45 years old or younger
- The founder, co-founder, owner or co-owner of your company
- Your company generates at least $1MM in annual revenue

OR

- Your company has acquired at least $1MM in funding since inception

OR

- You must have sold your business for at least $2MM in the last 3 years

There are many creative ways to get around this, and I can promise you that there are several members in there that said they meet the requirements when they really didn't. They use the

honors system. Also, there is an annual membership fee, and these types of organizations will typically take anyone as long as they are willing to pay.

To apply for membership click here. You have to be a real business and have some success. If so, you can be published on Inc very quickly, as well as many other websites. They have a team of editors that review your articles and help you perfect them before submitting them for publishing. You get one bio link in each article also.

Complete Instructions to be a Forbes.com Contributor in 30 Days

---

Want to be a Forbes.com contributor? Like with Inc, there is a fast almost guaranteed option, and it is through the Forbes Councils, another private organization.

They have several different chapters. You would need to be able to somehow fit into one of these:

- Agency
- Business Development
- Business
- Coaches

- Communications
- Finance
- Human Resources
- Nonprofit
- Real Estate
- Technology

To qualify this is what they require:

To apply, you must be a senior-level executive at a company that meets the following minimum criteria:

- generates a minimum of $1M USD in revenue, or…
- has a minimum of $1M USD in financing
- for Business or Nonprofit Council applicants, the minimum annual revenue requirement is $500,000

As you can see they have several categories. You can get creative to find one that best suits you or someone from your business.

Again, this is a paid membership, so that is why there are so many options, and some being very broad. They want as many members as possible. The more members the more revenue this organization generates.

Once accepted you have the ability to publish content on Forbes, complete with a link to your website in your author byline. To apply click here.

Complete Instructions to be an AdAge.com Contributor in 30 Days

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Ad Age is a great publication for anyone in marketing, advertising, PR, or technology.

Also, links as of now are still do-follow. SEO agency owners, PR firms, etc. can really take advantage of this and be creative, creating content that highlights examples and case studies, linking to their clients' sites.

The Ad Age Collective is another membership group with an annual fee, but one of the perks is the ability to publish content on Ad Age.

The requirements are:

Agency:

- Owner or senior-level executive of an agency that
- Specializes in marketing, media, advertising, strategy, market research, PR, or digital, and
- Operates out of North America and
- Has at least $2M in revenue or $1M in funding

Executive:

- Senior-level media, marketing, communications, advertising, or innovation executive for a company that
- Operates out of North America and
- Has at least $2M in revenue or $1M in funding

Technology:

- Martech or adtech founder or other senior-level technology executive working in the industry, whose company
- Operates out of North America and
- Has at least $2M in revenue or $1M in funding

To apply click here. Please note that they often "pause" applications if they are backed up. If you get a message saying applications are paused just check back in a few days. Their backlog dictates when they are open to new applicants.

How to Develop Your Own 'Voice' Without Prior Writing Experience

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One of the best things you can do to help your content be more successful is to develop a voice and maintain that voice across all of your articles. This is how you really build a loyal audience.

When you do this correctly a lot of those readers will eventually turn to you or your business when they have a need for what you offer.

I experienced this first-hand when I started SerpLogic as a marketing blog. I had no intention of building another SEO agency. But, my “voice” became very popular and the blog’s traffic snowballed. As traffic grew so did the email list.

Soon I was receiving multiple messages daily asking for link building and SEO services. This enabled me to launch the new agency to an audience that was ready to buy from day one. I wasn’t an experienced writer. I never blogged before.

The one thing that helped me was using a voice to text app. Back then there weren’t many options. Now, there are several. Google docs even have “Voice typing,” and when you speak like you would to a friend or someone sitting next to you it enables you to create content that your readers will connect with.

It will require you to edit the content, more so than if you were just typing, but it’s a great way for you to get used to seeing your words, as you would naturally speak them, on paper. Once you get comfortable with your “voice” you will see that it becomes very easy to sit down and put your thoughts into your blog CMS.

How to Hire a Ghostwriter if You Don’t Want to Write Yourself

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I have spent the past few years really working on my writing. For those of you who are regular readers of the SerpLogic blog, you may have noticed that I have posted new content consistently month-after-month.

My approach with our blog has always been to provide value to our readers. We don’t do outreach with our blog content, and that is by choice. I take the time to write for our blog subscribers, and if we attract some links, which we do, then it’s a bonus.

One thing I have learned is that writing is not easy. It takes time to map out an idea, break that idea into sections, and then further dissect the ideas into bite-sized chunks that readers can easily consume. Then, writing it in a way that a broad audience will get the same takeaway is another skill set.

I’ll be the first to admit that the work required to write quality content is more than the average business owner is going to have. Those that do have the time likely also have the money to hire a professional.

There are a lot of writers out there looking for work, but the number of writers that are worth the money is much smaller. There are many different freelance marketplaces out there. It doesn't matter where you turn to source content writers, this formula will help you find the right one for your business.

- **Run away from any writer that uses the term "Native Speaker" because they are likely working for a content mill**. Just because a profile on a freelancing website appears to be an individual it doesn't mean that's who is really behind the account. Many content mills post ads that appear to be freelancers but they are using fake profiles to lure in clients. If they refer to themselves as a "Native Speaker" run away. No real writer refers to themself that way. [PRO TIP: Always run a reverse image search on their profile picture. You would be shocked at home many times I find the same photos on stock image sites]

- **Give potential writers very detailed tests to weed out the garbage**. Have a process potential writers must go through in order to apply. This can include a video interview, samples, keyword research tests, article title assignments to test creativity as well as SEO knowledge, and very specific instructions such as a required subject line to submit. If someone can't follow directions in the beginning before being hired it's only going to get worse. If they fail the first test clip them. Only move on with those that follow your directions exactly as you present them.

- **Do Zoom call interviews with top prospects**. The writers that pass the first test are now ready for the second round. Do a Zoom call. This allows you to not only verify they are a real person, but it also allows you to see if they are punctual and you get first-hand experience dealing with them, while also seeing if their personality will gel with yours. This is important. You and your writer need to be able to communicate effortlessly.

- **Avoid hourly rates, instead negotiate a per-post rate**. I've experienced both situations across different content projects for clients. The hourly writers always drag the process along, with multiple edits and revisions, while the flat rate writers deliver faster. In both situations, the quality is the same, and the flare rate content is more affordable.

- **Make it known you want a long-term relationship**. If a writer is just looking for some quick cash it might not have the opportunity to develop into a long-term relationship. Opt for professional writers that do this as a career and won't be going anywhere soon. The key is to have a writer become the voice of your blog and business. This will only happen over time.

- **Hire freelancers over agencies**. This comes down to a speed and cost savings. Freelancers will deliver quicker and at a lower rate because the agency cut is removed from the equation.

Finding a writer that you can easily communicate with and that understands both your niche and audience inside and out will result in content worthy of linking to.

Bio, Headshot, and Tips to Get Your Foot in the Door Anywhere

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Some very simple tips to help you secure guest posts and contributor profiles:

- Create a professional headshot. Even if you don't have one, you can take one with your iPhone and then use a background removal tool like this free one and then palace it on a dark background to make it look like it was taken in a professional studio.
- Keep your bio short and sweet. 3-4 sentences is optimal. Do not use this to talk about how great you are. Just state facts.
- Always use brand name anchor text in your bio. Never try to get exact match keyword links.
- Anytime you are pitching never mention the following things:
    - SEO
    - Links

Remember, it is a numbers game. You aren't going to get published on every site, but if you start small and build your way up you can secure many spots. Then, when you contribute multiple times and start to learn how to write article titles optimized for SEO, you will start to see more people take notice.

This leads to more website traffic, more social media followers, and more people interested in what you do. This is a long-term strategy, but one that is very effective, and also one that many successful business owners used to take themselves to the next level.

Chapter 10: Miscellaneous Hacks to Snag High Authority Links Your Competition Doesn't Have

How to Get Wikipedia Links

There is a big demand for Wikipedia links, and for good reason: they are very authoritative. This also backs up what I have said for a long time: no-follow links that come from legitimate sources still provide a lot of SEO value.

There is also a lot of misinformation regarding creating Wikipedia links. You see, Wikipedia is an open source platform and they welcome corrections, edits, and the addition of information, as long as it's legitimate.

But, like many other things, marketers messed it up. Now there are things in place to prevent spammers from dropping links. The moderators and long-standing community members take their job very seriously. They are volunteers and take it very personally when someone attempts to game Wikipedia.

Anyone can create an account on Wikipedia. The mistake many make is trying to drop links right away after registering an account. I would create one, but take time and let it age. Login here and there. View pages, and then make an edit related to your niche, but one that is very obvious and related to news or current events. Link to a news report and not a business. Do this over the course of 12 months to really age your profile and make it look legit.

But, since nobody likes to wait, you can also do something else in the meantime, and that is buying an aged Wikipedia account. There are many online marketplaces that buy and sell online assets and accounts.

Try to get one that has done previously successful edits in categories relevant to your niche. This will make it look legit.

You also have to be smart in regards to what you are linking to on your website. Write an amazing resource, guide, or article, but don't publish it fresh. That will look suspect, linking to a brand new piece of content. When you publish it, backdate it -- and far.

If a Wikipedia OG user or editor sees a new link placed and notices that it a) is relevant, b) is a source that makes the Wikipedia entry better, and c) isn't a brand new piece of content it is less likely to raise any red flags.

So, start a new account on Wikipedia and age it, while at the same time purchasing an aged user account. Don't get discouraged if your link is removed. A random editor might not like it, and oftentimes competitors will try to get them removed -- because Wiki links are very powerful.

Tip: if a link is removed don't try to place it back in the same spot. If an editor removes it and sees that you place it back right away they will delete it again. Most people that place links in Wikipedia articles are doing it to help, and not for SEO gains. Therefore, they aren't constantly monitoring whether or not the link is still live.

Appearing genuine and natural is key.

Google Alert Link Building Strategy

I like using Google Alerts for two reasons -- link building and referral traffic. I'm going to dive into both because you are missing out if you don't do both. You can set alerts for anything. Whenever Google detects new content indexed that contains the keywords or phrases in your alert you will receive an email notification and a link to the content.

This presents you with an opportunity to:

Earn Links

Let's pretend you own a fitness blog and you are constantly publishing long-form in-depth articles that feature workouts, healthy eating tips, weight loss advice, etc. The content provides a lot of value and is something a new visitor would consider helpful.

You would want to set up Google Alerts for things like:

- Weight loss journey
- Weight loss help
- Diet and exercise
- Workout routines
- How to lose weight

There is an endless number of topics, but that gives you an idea of what you would want to target. Now, you're going to receive a lot of alerts, and this is good. When you dive into your alerts look at all of the URLs and ask yourself these questions:

- Is this a quality website that I'd like a link from?
- Do I have an article on my blog that could complement and enhance a section of the content?

If the answer is "Yes" to both, you want to pitch the website ASAP. A quick message via their contact form is all it takes. Short and sweet is always the best:

Hi there. I love this article: [URL]. I just finished reading it and I actually published a resource that I believe would provide some additional benefits for your readers. If you'd like you can link to it. Check it out here: [URL]. You are more than welcome to reference it in your post if you think it would be helpful!

You aren't just asking for a link. Make it sound like you are offering them a favor by allowing them to link to it. That simple little language tweak will help you land a much higher percentage of these types of requests.

And remember that it's a numbers game. But, when you target the right alert phrases you will not have a shortage of opportunities.

Drive Referral Traffic

While doing the steps above look to see if the article allows comments. If so, create an account using a free email (Yahoo, Gmail, Hotmail, etc.) and not one with your website's domain.

Leave a comment that praises the article, while referencing several points that you like. Then find a way to naturally link to a relevant article on your website. This isn't for SEO value. This is purely to attract referral traffic.

You are already taking the time to look at the piece of content in order to identify a link opportunity. It takes just a couple of extra seconds to see if there is also an opportunity to drive traffic to your website in the event that you don't score the link.

I've had several occasions where I never received a reply to my link pitch, but a comment stuck and drove a lot of traffic, and all it took was a little extra time.

'Now Hiring' Link Building Hack

A very easy way to score a handful of nice links is to create a "Now Hiring" page on your website that lists all of your current openings. Now, you can do this even if you aren't technically looking to hire anyone.

If you are, great. Create a dedicated page with your open positions. You can then optimize the page and even pull in organic traffic consisting of potential job candidates. If you don't have any openings, think about what tasks and jobs you outsource.

Graphic designers? Social media managers? SEO? Content writers? Create a job listing for all of these, complete with a way for the person to apply, attach a resume, etc. The more realistic you make this the easier it is to score links using the 'Now Hiring' method.

There are several job board websites that you can submit your available positions. If you create a dedicated page like suggested you can simply link to it. It's very hard to get a homepage link or a link to a generic contact page doing this. But, they will almost always allow you to link to a page that lists all open positions, job descriptions, as well as a way to directly apply.

Even if you go the blackhat route and create a fake 'Now Hiring' page you can set the form to submit to an invalid email address. This way it doesn't interrupt your business. It's important to put some kind of disclaimer near the form submit along the lines of, "We only contact those applicants we deem fit and wish to invite to the next round of interviews. If you do not hear from us please do not contact us directly to inquire about the status of your application."

I have noticed that a lot of the free job board sites will sometimes allow a direct link in the listing and other times not. The best approach is to sit down and hammer it all out in one sitting. Some of the current free job posting sites include these fifteen options:

- Jobvertise
- Hubstaff Talent
- Handshake
- AngelList
- Chegg
- Indeed
- PostJobFree
- Learn4Good
- Startupers
- Jora
- Scouted
- JobSpider
- Ladders
- Jobxoom
- ReliefWeb

What I like most about this strategy is that most websites that don't actively do a lot of hiring or have a Human Resources department will not source job board links. It's a way for some websites to beef up their link profile with links the competition doesn't have.

These types of links are also a good signal that the business is legitimate. After all, why else would they be posting open jobs, right? This is how SEO needs to be approached these days -- with common sense and logical thinking.

Discount & Special Offer Link Hack

There are numerous coupon codes and discount websites out there, and the majority of them will allow people to submit discount codes as well as a link to the website where the offer can be redeemed. Why? The more offers, stores, discounts, etc. the more potential organic traffic they will attract.

Most of these websites are monetized via Google AdSense, so more page views mean more advertising revenue. They also tend to collect emails, which most will monetize by sending out affiliate offers or sell ad placements on a weekly couponing or special savings newsletter.

Not only can this earn you links, but you can also pull a lot of organic traffic if you optimize your offer and listing correctly. Don't just slap it together -- think it out and write a description that targets many long-tail versions of keywords someone would be searching for when looking for discounts and coupon codes related to the products or services your website offers.

There are always new coupon and deal websites popping up, and a quick Google search of "submit coupon deals" will turn up some results and you can fall down a deep rabbit hole -- there are plenty of them. There definitely isn't a shortage.

Here is a list of forty to get you started:

Retail Me Not	Coupon Cabin	Spoofee	Key Code
Coupons.ca	My Coupons	Coupon Craze	Coupon It
Promotion Code	Hip 2 Save	Current Codes	Cheaper Seeker
Coupon Great	Coupon Chief	Daily e Deals	Coupon Connector
Coupons and Deals	Savings.com	Key Code	Offers.com
Krazy Coupon Lady	Jump on Deals	Bargain Briana	Webby Planet
Deal Taker	Yippee Coupons	Free Shipping	Savings Mania
Deal Catcher	Deal Hunting	All Coupon Codes	All Free Coupons
Ultimate Coupons	Gotta Deal	All Online Coupons	Coupon Me Up
Ben's Bargains	Quick 2 Click	Coupon Follow	Deals of America

Remember, links are great, but I have seen this strategy drive thousands of visitors a month to some e-commerce websites, which translated into sales that would not have happened otherwise.

Chapter 11: How to Build .EDU Links

Scholarship Link Building Hack

When it comes to link building, .edu domains are very attractive. Why? There are three things that .edu links give you:

- Age
- Authority
- Trust

They are also highly desirable because they aren't the easiest to acquire. It takes a lot of work and a little bit of finessing to secure these. But, if you do land them your link profile becomes incredibly strong. Building .edu links is one of the easiest ways to pull ahead of your competitors in the organic results and put some distance between yourself and their sites as well.

It's a nice barrier. So, how do you convince schools to link to your website?

With an old fashioned bribe -- that's how. Offering a very general scholarship that is broad enough that thousands of students can apply is one of the easiest ways. It's also one of the oldest .edu link building methods. While some may assume it's been worked to death, it can still be very effective.

With the cost of education rising significantly there is always room for more scholarships.

Note: This is a method that requires you to actually fulfill your promise. If you are going to offer a $1,000 scholarship you have to honor it and run it legitimately. Now, you can create one and allow all schools to extend it to their students -- that is fine.

But, you need to honor it. Also, listing each year's recipient is a great way to build trust and over the years you can get more schools to participate. When they see it is real more will bite. So, do it right and your results will snowball year-after-year.

You can find some active scholarship pages through Google searches. These will typically be the more popular schools. It's a great starting point. Here are some examples of searches to get your mind thinking:

- site:.edu “scholarship programs”
- site:.edu “give a scholarship”
- site:.edu “scholarships”
- site:.edu “scholarships lists”
- site:.edu “scholarship directory”
- site:.edu “active scholarships”
- site:.edu “apply for scholarships”
- site:.edu “private scholarships”
- site:.edu “[your niche] scholarships”

Start a spreadsheet to track your progress. When you find a potential target, run the site's metrics. Not them and also whether or not the link is no-follow or do-follow. Naturally, you will want to target the do-follow opportunities first for the most authority-bang.

Also not the contact information, whether it's an email address or a contact form URL.

You will want to create a dedicated scholarship page on your website. This has to look impressive, as you will be directing schools to the page to inquire about offering it to their student body. At the very least your scholarship page needs to include the following:

- Information about your business
- The total scholarship dollar amount
- The number of winners
- Requirements to apply
- An annual deadline to apply
- An application for students to apply directly

The SEO value when done correctly is massive. Imagine scoring just 10 high authority .edu links for giving a $1,000 scholarship? That comes out to $100 per link. Most sites would pay 10X that for these links. The more attractive the scholarship offer, the more interest you will attract.

But, you can increase it every year to earn even more links. Start small and work your way up.

At the end of this chapter, I give you a list of 140 .edu sites. This is a great place to start looking for additional scholarship opportunities. Even if a school doesn't have a program publicly listed there are creative ways to get them to play ball. If they don't have a program offer to create a scholarship. There is a very good chance they will link to you in the announcement, especially if you publish a page on your website that details the offer.

Internship Link Building Hack

Not only are students actively looking for scholarships, but they are also always looking for internships as well.

This presents you with another opportunity to secure .edu links while also taking advantage of the many different internship programs.

Now, it's important that you check with your local employment laws before trying to score unpaid interns, as some areas require that interns be paid minimum wage. Your local employment office as well as local colleges can help you understand how it applies in your area.

Anyway, it's the same approach to scholarship link building.

You want to create a great intern program page, complete with your available positions, that you can have schools link to from their internship program resource pages.

For some, this is a great way to score social media managers, content writers, etc. -- all for free. You just have to get set up with the school and in exchange for their work and participation, the students receive credits.

Now, like the scholarship method, this needs to be legitimate. This isn't one that can be blackhat.

Here are a few Google search suggestions to find some targets:

- site:.edu “internship programs”
- site:.edu “start an internship”
- site:.edu “submit internship”
- site:.edu “internship lists”
- site:.edu “internship directory”
- site:.edu “active internships”
- site:.edu “apply for internship”
- site:.edu “[your niche] internship”

Use the same style spreadsheet as the scholarship method and be as organized as humanly possible.

You can even do these two methods at the same time. If you make a good contact at a school inquire about the other -- and they will usually be happy to help connect you to the right staff member to speak with. An introduction from a fellow staffer makes the pitch much more successful. So, if you have the time and resources to do a one-two scholarship/internship outreach campaign do it -- your results will be much better.

Student Discount Link Building Hack

I love this method. It works very well, especially for e-commerce brands.

I have seen some stores be able to score some of the most powerful .edu links doing this.

This is a very straightforward three-step process:

1. Create a discount for students (coupon code is easiest)
2. Find schools to list in on their website

3. Score a nice .edu link and sales

The first step is simple. Create a discount. Something as simple as 10% off is fine, but you might want to make it a little more attractive to really catch the school's eye. If you can do 20-25% off, do it, as it will make a big difference in your response rate.

The second step requires manual work.

You will want to take the list of .edu sites below and search Google using this format:

- discounts site:[.edu URL]
- student discount site:[.edu URL]

The list below will get you started, but you can literally find lists of thousands of schools online, all broken down by state. Roll up your sleeves and get ready to work.

Just searching "student discount site:.edu" in Google turned this up:

So, there is plenty of opportunities out there. Most people are just too lazy to put the work in.

Once you have targets, reach out. Here is a very simple yet effective pitch:

Hi there,

My name is [Your Name] and I came across this page [URL of the school's discount page] and I'd like to extend a special offer to your students.

I own [Your Company Name] and we sell [Your Products]. We just started a discount program for students.

Could you possibly list in on your discounts page? Here is something you can easily copy and paste:

[Link to Your Website]

We are happy to offer [XX]% off to all students.
Just use the coupon code [Code] at checkout.

It really isn't that complicated. Make the time to do this right and you will earn some very powerful .edu links.

Bonus: List of 140 .EDU Sites You Can Target Today

I'm going to give you a list of 140 .edu sites that you can build links on. There are multiple ways to accomplish this on each site, with many of them being on sub-domains. These sites are often heavily monitored, so a step-by-step guide for each would kill it.

You have to be creative, create accounts that look legit, and typically age the accounts and activity prior to just dumping links. This is a good project to attack on a rainy day or when you have some time to kill.

Those who are patient and good at sniffing out creative ways to drop links can take this list and turn it into a massive authority injection.

scalar.usc.edu	my.dbq.edu	my.carthage.edu
our.ptsem.edu	carrollu.edu	uwec.edu
uaptc.edu	my.talladega.edu	iway.rosemont.edu
handong.edu	caltech.edu	canvas.uccs.edu
sittingbull.edu	voorhees.edu	nmims.edu
my.sterling.edu	wartburg.edu	my.macc.edu
mimuw.edu	olc.edu	uvm.edu
my.uttc.edu	ttu.edu	skku.edu
dtcc.edu	uga.edu	my.bankstreet.edu
ketchum.edu	muih.edu	academia.edu
yale.edu	truman.edu	qcc.edu
lackawanna.edu	stanford.edu	harvard.edu
msstate.edu	uccs.edu	newschool.edu

wustl.edu	ustc.edu	mit.edu
umw.edu	uconline.edu	yc.edu
uab.edu	uwm.edu	dli.nkut.edu
missouri.edu	umn.edu	ncku.edu.tw
unp.edu	und.edu	unt.edu
clark.edu	ada.edu.az	maine.edu
isi.edu	rit.edu	colostate.edu

tufts.edu	umbc.edu	future.edu
setonhill.edu	sdsmt.edu	springfield.edu
abcnash.edu	esade.edu	fit.edu
wayne.edu	drexel.edu	my.quincy.edu
my.dbq.edu	gemini.edu	uab.edu
nche.edu	upf.edu	unr.edu
msu.edu	berkeley.edu	slu.edu
belmontcollege.edu	upeu.edu	wi.pb.edu
asun.edu	aimm.edu	colonialsd.edu
amity.edu	issaquah.edu	equipperscollege.edu
umobile.edu	atsu.edu	wilmu.edu
successprimers.edu	butler.edu	act.edu
santeeschools.edu	windwardcc.edu	ucdavis.edu
ucla.edu	khai.edu	collin.edu
eastsideprep.edu	allied.edu	dillard.edu
calswec.edu	erau.edu	montpelier.edu
ics.edu	umich.edu	stxavier.edu
utah.edu	uws.edu	crown.edu
uoc.edu	stritch.edu	unifei.edu

northwestms.edu	cityofhope.edu	uit.edu

fullcoll.edu	aacsb.edu	middlebury.edu
just.edu	ldsd.edu	nmt.edu
mbs.edu	cmu.edu	academy.edu
ifes.edu	usn.edu	smcc.edu
cggs.edu	unc.edu	otc.edu
iseu.edu	ki.edu	lamission.edu
landmark.edu	uws.edu	

Chapter 12: Local Link Building

Score Links from Local ABC, CBS, FOX, NBC, etc. Affiliate News Station Websites

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Every market has local news stations, and all of the outlets, even the ones in little small town USA have websites. Know what those websites need? Local stories. A local NBC affiliate channel in a small town is going to syndicate national news stories from the main NBC website, but they also need local-focused content.

This presents local businesses with a huge opportunity to get links. There are two nice things about this strategy:

1. Smaller stations are more open to pitches and very easy to get in touch with.
2. The links are sometimes do-follow
3. The average website visitor sees that you were featured on NBC (or another news outlet) and it builds instant credibility.

Here is the code from a local NBC affiliate website that linked to a local FOX affiliate, and as you see from the source code the link is do-follow.

The smaller stations are often do-follow links and they tend to have very high authority. Links like this are much easier to secure and the SEO “juice” is higher than some of the major media outlets that are no-follow.

```
</aside>
▼<div class="site-content__layout site-content__layout--has-sidebar">
  ▼<div id="primary" class="content-area" data-blueconic-media-
  listener="true">
    ▼<main id="main" class="site-main">
      ▼<article class="article post-1241015 post type-post status-
      publish format-standard has-post-thumbnail hentry category-news"
      data-component="article">
        ▶<header class="article-header">…</header>
         <!-- .article-header -->
        ▼<div class="article-content rich-text">
          ▼<p>
             "MUNCIE, Ind. ("
...          <a href="https://fox59.com/news/crimetracker/court-docs-
             man-admits-to-pushing-3-year-old-down-stairs-after-
             argument-over-food/">WXIN</a> == $0
             ") — An Indiana man faces eight charges after his arrest in
             a child abuse case that left a 3-year-old victim fighting
             for his life. "
           </p>
          ▶<p>…</p>
          ▶<p>…</p>
          ▶<p>…</p>
          ▶<p>…</p>
```

The hardest part of this strategy is coming up with a local angle you can leverage to get their attention and also cause them to write a story about your business, linking to your website.

I’ve found that the best approach is to give back to the local community somehow. This can be anything from donating money to the local Little League, sponsoring a school event, or making a charitable donation to the local fire department.

Once you identify what you are going to do for your “giving back” pitch angle, make sure to document it. Take pictures with the head of the organization. Pictures of you shaking hands and handing over a check. If it’s a huge donation have a large check made for a prime photo op.

Having images to send with your pitch will greatly increase your chances of the media running the story. Also, don’t make the pitch sound like you are just looking for press. A better angle is, “I’d love for you to share our story to help encourage other local businesses to help and give back.”

Saying this gives them a reason to run the story beyond just giving you some press. Be genuine and watch the links roll in. You can do this once and pitch every single local news outlet. Don’t forget radio stations as well, as they also have websites.

As you can see it really isn't hard to score some very nice links when you get creative. You also don't have to have a physical location to take advantage of this angle. Even if you run a blog or a forum -- it doesn't matter.

The headline can read something along the lines of, "Local Online Business Owner Donates $1,000 to the Local Fire Department" and the end result is the same -- a link earned from an authority site.

Do your good deed and make it something you care about. When you start doing these things for the right reasons the results are amplified. When pitching local news stations be very direct. They will often have staff directories and most will list the reporters email as well as social media. Slide in the DMs and send emails.

Here is an example of a message emailed to a reporter for a local CBS affiliate station that resulted in a nice link for a client:

Hi [Reporter's Name]

I'm a local business owner and my company [Company Name] just made a donation to the local library to contribute to the current restoration project. I've attached some pictures of the check ceremony. I was wondering if you'd like to mention this on your website. I think it could help spark some more donations for a great cause from other local businesses. Happy to do a quick interview if you'd like."

Short and sweet and doesn't make it about the business owner. It makes it about getting more help for the local cause, which is what triggers the favorable response.

Become the 'Local Expert' in Any Niche with a Media Kit

You can also score links from local media websites if they quote you or feature your expertise in their stories. The best way to earn links this way is to position yourself as the local expert and make all local news outlets aware of this expertise as well as the fact that you are available anytime to provide insight.

So, how do you become a local expert in any niche? By showcasing your expertise and knowledge. You should have a strong social media presence, a blog that is constantly updated, and you need to reach out, introduce yourself, and build relationships with the local media.

I've gone as far as creating media kits for many clients. I want to share this resource with you.

About Maisha

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Mi tempus imperdiet nulla malesuada. Nunc aliquet bibendum enim facilisis gravida neque convallis.

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maisha@maishaoneill.com

+1 213 123 456

@maishaoneill

Based in Los Angeles, California
P/O BOX — Beverly Hills, 90210

@maishaoneill

It's a great explanation of how to create an influencer media kit. Yes, a local expert is comparable to an influencer -- the same logic behind a media kit applies.

If you take the instructions and tips in that article and use one of these free Canva media kit templates you can put together a very professional looking media kit for free.

There isn't a cookie-cutter way to do this. You want to showcase your expertise and experience in a visual way, highlighting reasons why a local media outlet should have your contact information on standby.

This can work for any niche.

Own a restaurant? Pitch yourself on being the local expert on all things restaurant-industry related. If the news station is doing a story on anything food related -- summer BBQ tips, quick meal prep, restaurant tipping etiquette -- anything -- offer to provide insight and quotes.

Nearly every story that is run on TV is also made into an online version. Some stories are online-only. You can get nice exposure for your business while also scoring nice links.

What if you're a blogger? Pitch yourself as the expert on whatever topic your blog is about. You can also double-dip and pitch yourself as an expert on making money online, blogging, working from home, etc.

Whatever skill sets and knowledge you possess can be leveraged in this situation. Put pen to paper and create a great media kit that sells you. Keep it short. As you will see, most successful media kits are just a few pages.

Then it becomes a game of networking and outreach. Connect with local reporters via email and social media. Most of the small market media personalities have a very small social media following, making the odds of them seeing and replying to your messages high.

Focus on creating and building real relationships. If you do this you stand a chance to become a repeated expert. I have a real estate client that got his foot in the door locally with a FOX affiliate station and over the years has been featured online and on TV dozens of times. It has also led to him being featured on Fox and Friends, a national show seen by millions.

Aside from links this media exposure has resulted in millions of dollars in revenue for his business. And to think, it all started by pitching a small local FOX affiliate. This strategy can help grow your business in ways you never thought possible. I highly recommend investing the time and energy into this.

Local Nonprofit Next Level Link Building (Most Powerful Authority Boost)

Nonprofit websites can be link earning goldmines, regardless if you are in a massive city or a small town. Nonprofits exist everywhere, meaning everyone can leverage this strategy to get some nice authority .org domains.

A quick Google search consisting of [site:.org “Dallas nonprofit”] returns this:

Now, since all legitimate nonprofits run off .org domains you will want to search specifically for them, using location-specific keywords, such as:

- site:.org “[your city] nonprofit”
- site:.org “nonprofit in [your city]”
- site:.org “[your industry] nonprofit”
- site:.org “[your interest] nonprofit”

There are many different ways to approach your search. You will be able to identify local nonprofit websites this way, as well as finding directories and articles that list all local nonprofits. Some of the older resources are outdated, so always check out the nonprofit’s website to make sure they are still operating.

Take that a step further and look at their latest news or blog content and see when the last time they updated their website. If the last activity is several years old there is a good chance it’s not active any longer.

Another VERY powerful search string is (along with different variations of it):

- site:.org “nonprofit our supporters”

Look at what kind of web pages you will uncover:

And yes, those are all do-follow links.

This method couldn't be simpler. Find nonprofits that have a donor page or "businesses that support us" page, featuring links to those businesses. You can quickly check the site's metrics and verify whether or not a link is do-follow or not. Find the website's contact information and look for any information about their donor levels.

I've found that most won't list that information, so create a spreadsheet and then sort it by the metrics. You will want to go after the best authority do-follow links first. If you already know that they link their donors don't even mention that. Send a genuine inquiry seeking more information on their donor and support options.

You're going to quickly learn that their pricing isn't inline with their nonprofit website's authority. I've been able to score DA 70+ links for clients that cost $50 annually, whereas some DA 15 sites had donor programs that started at $1,000 per year.

Remember, these are real nonprofits. They have no idea what their website metrics are, nor that donors are supporting them solely to score a link.

You don't have to stay local, either. I would start locally, as it will help you learn how to quickly and efficiently find targets and perform outreach. Start small, secure some strong links and as your business grows, add more of these links to your profile.

This is hands-down the best way to get genuine high authority .org links.

Chapter 13: Google Search Console for Performance, Crawling, and Indexing

Google Search Console Basics

Many website owners avoid Google Search Console for two reasons:

1. They are overwhelmed by it
2. They think connecting to a Google service is risky

First, Google's Search Console isn't as confusing as it may appear. It's quite simple to get your website connected. Second, Google isn't spying on your website. They don't need you to be connected to Google Search Console to sniff out blackhat links. Their AI has advanced so much

-- if they want to penalize your rankings they have ways to do so without you being connected to or using any Google products or services.

If you are a beginner this resource is a great first step to learn what Google Search Console is and how to get started using it. Once you have it installed this resource provides a great overview of common uses and how you should monitor it on a weekly and monthly basis. Finally, you are going to want to sync your Google Search Console with Google Analytics so the two can share data. You can learn how to do that here.

The most important thing, when it comes to ranking, so make sure you have your sitemaps submitted, both your pages and posts (if you are running WordPress). If you are running WordPress the Yoast SEO plugin will create your sitemaps for you.

Every platform has a different way to create a sitemap, although 99% will follow this format:

- yourdomain.com/sitemap.xml

A simple Google search along the lines of “Shopify + sitemap” (just replace Shopify with your platform) will turn up details on how to build it or locate it.

If you have an old website with a lot of content you will want to submit your sitemaps so Google can learn your website’s structure and begin to crawl your page. This is how it discovers what your pages are about (by reading the titles, headings, content, etc.) and determines when and where it appears in its organic search results.

You can also help move this process along faster by submitting each URL for indexing, which I will touch on below. You will also want to do this each time you publish a new page or post.

How and When to Submit URLs [New and Recrawl]

When you login to Google Search Console you will see a search bar at the very top with this inside it:

- Inspect any URL in "yourdomain.com"

When you enter in a URL from your website it will retrieve data from Google’s index and let you know whether or not the URL is on Google and able to be found via search, as well as if it passes the mobile usability test. You can also see when the URL was last crawled.

There are two instances when you should submit your URLs through Google Search Console.

After Publishing a New Page or Post

Anytime you publish a new main page or a blog post on your website you should head over to Google Search Console and submit the URL. It's going to say that it's not found:

You will want to then click the "REQUEST INDEXING" option, which will tell Google that it needs to crawl the URL. The sooner this happens, the sooner your new content will be indexed and discoverable.

It's possible that your page will get indexed without doing this, but you might wait weeks or even months, especially if it's a new website. Massive websites like Forbes have their content indexed within minutes of being published because Google is constantly crawling it and the search engine knows what websites publish large amounts of content.

Some of these media sites publish thousands of web pages daily, so the spiders are constantly monitoring these sitemaps to instantly crawl and index fresh content for its users to find.

Once you are all caught up and all of your web pages are indexed it's very easy to stay on top of this, even if you are publishing new content daily. Once a new post is live run the URL through Google's Search Console and helps it get indexed quickly.

After Adding or Updating Content

If you enhance or add to older content, updating it and making it fresh, you will also want to request that Google crawls the content again. Many websites often go back and update content to make it fresh.

This is very common, especially with blogs that have click-bait titles like, "Best X of 2020" or other topics relevant to the current month or year. When you update the title, meta description, and page content, you are going to want Google to recrawl it as quickly as possible so your changes are picked up by Google's search algorithm.

Sometimes a website will go back and add to older content that was created years ago to make it more appealing, turning previously thin content into long-form posts optimized for search. Again, it just takes a few seconds to request Google crawls the URL again.

How to Identify New Keywords You Can Rank Higher for in Less Than 15 Days

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If you click on the "Performance" tab within Google Search Console it will show you all of the search terms that are causing your website to appear in the organic results.

If you click on the "Impressions" column you can sort these results based on the number of impressions they receive. Here is an example:

This is a keyword that has received 4,930 impressions and just 1 click. Why? Because on average the website was shown in position #57. Imagine if it was ranking on page one? Not only would the impressions increase, but so would the clicks.

This is the best way to find new keywords to target. Sometimes pages will rank for certain valuable terms without you even trying, and when you are able to find a nice starting point like this you can quickly push those keywords to the top with minimal link building.

You can also then plug in the keyword into Ubersuggest and look to see what pages are ranking on top, take that information, and further enhance and strengthen your page.

You can also look at their link profiles and determine what strategy you will need to map out in order to complement your content with more desirable links.

When you are starting with a page that is already receiving some organic love from Google without any optimization, it makes moving it up higher in the SERPs much easier.

Adding more content and a handful of links will typically move the needle considerably.

I see so many people relying on data from third-party tools and they use that to determine what keywords to optimize for, but fail to realize that all of that data is an educated guess. The data from Search Console is direct from Google -- the search engine you are trying to rank on.

Don't you think optimizing for keywords that Google is telling you are already receiving organic impressions is a smart play? This isn't third-party data that "might" be accurate. It's direct from Google, saying, "Hey, if you want to get more traffic here are some keywords you will be able to rank for quite easily and with little effort and expense."

Map Out Your Link Building & Content Strategy Using Search Console Data

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This is a brand new website a client launched with a couple of dozen long-form blog posts:

QUERIES | PAGES | COUNTRIES | DEVICES | SEARCH APPEARANCE | DATES

Query	Clicks	Impressions
[redacted]	1	4,931
	12	4,134
	2	3,262
	1	2,453
	0	2,200
	12	1,961
	0	1,805
	0	1,800
	0	1,715
	0	1,278

Without doing any link building, this new blog published content for about 3.5 months, and over that time they received 111,000 impressions in the search results, with the average position being around the 45 spots -- the middle of page five.

Using this data we can now map out their entire link building and content strategy. Sorting your data via total impressions will show you:

1. What pages to build links for in order to move up in the results, attracting more impressions and clicks
2. Knowing what terms to explore further in terms of long-tail and alternate variations

This truly couldn't be easier. There are many keyword tools and the data they spit out is estimated. When you look at your Google Search Console data you know it's 100% accurate.

If it tells you that a keyword received 6,000 impressions and 20 clicks, that is exactly what happened. Google is pulling back the curtain to tell you exactly what happened. There is no guessing.

This is the only source of 100% accurate SEO-related data that you can get, and guess what? It's free. It's not $99 or $129 a month. It's free. And it's the most helpful data available to you.

Prioritize Google Search Console data over everything -- and watch your results improve.

Bonus Chapter 14: Secrets to Scaling and Flipping a 7-Figure SEO Agency

Investing in Content Marketing to Make Your Brand Known

I previously sold an SEO agency and I didn't plan on starting another one. While I was contemplating my next business move I launched SERPLogic, the blog, and I started to blog about topics other SEOs wouldn't touch with a ten foot pole.

This was back when all of the SEO gurus were preaching “content is King” while in reality they were buying (and selling) links on a massive scale. They were telling their large following one thing while doing the complete opposite.

I started to let my thoughts fly. I was telling people straight up that links were the way to rank and the gurus were just blowing smoke. They might not have liked it, but business owners and people trying to rank on Google enjoyed the raw honesty.

The blog’s traffic continued to grow, along with my newsletter list.

After a while, I became flooded with requests. People wanted to hire me to do their SEO because they liked my honesty. I was saying it like it was. I was pulling back the curtain and exposing a lot of the BS in the search engine optimization world.

The “top secret” ranking strategies these gurus were spewing were ridiculous. I made it a point to let people know that the “top secret” formula was quality content, strong on-site optimization, and authority links.

Anyway, all of the blogging I was doing was setting me up for success without even knowing it, or planning for it, for that matter. I had zero intention of launching another agency, but the demand was massive and I had a huge loyal audience ready to hire me.

Seeing how important content was, I continued to post -- more frequently and consistently. Over the years this has helped to make SERPLogic a very well-known agency and it’s caused me to already receive acquisition offers.

Each month that I post more content the agency’s value climbs. More content being published means more website traffic and more people learning about SERPLogic. Eventually, this attracts more clients, and the more clients an agency has on its books the more value it has in the eyes of a corporation in buying mode.

When you have a well-known brand along with a book of happy clients it makes you a very appealing acquisition target.

Hire Staff to Prioritize Customer Service

What do you think the number one killer of SEO agencies is?

You might logically think it was delivering poor quality results, but that isn’t it.

There are plenty of agencies around that deliver horrible results and have been for more than ten years. They have one thing down, and that is customer service.

No agency, mine included, can guarantee results. Nobody has the magic Google algorithm figured out. What we can guarantee is delivering the services as described. When you buy links from us we deliver those links, and it's up to the clients to use them properly.

Aside from the services, our clients love that we prioritize customer service. Tickets are answered quickly. There is no waiting.

My tip is to hire support staff as soon as you can afford it. The only way you are going to grow and experience the large monthly retainer volume is to keep your clients happy. Start small and hire VAs to start and then you can eventually hire full-time employees to handle a variety of roles -- not just customer service.

I've been in this game for a decade and I have seen agencies come and go. I've seen huge operations that had millions of dollars in funding behind them fail simply because they focused all of their effort on taking on new clients, and once they had them in the door their focus was off them and on getting more clients signed.

This might look good in the beginning but when you let issues related to customer service pile up you are one complaint away from a complete collapse, creating a mess that is impossible to clean up.

Don't spend money on a fancy office or other things that aren't operational necessities until you have 24/7 customer service. It will be the best investment you make.

Specialize in One Offering and Dominate (AKA: SerpLogic's Link Building)

The saying, "Jack of all trades, master of none" is rampant in the SEO and online marketing world. There are two types of online marketing companies:

- Specialized Provider: This could be a link building agency (like SERPLogic), content marketing agency, PPC agency, or a social media marketing agency. They focus on one main offering and do it well.

- "We Do it All" Agency" Then you have the "agency" that does it all. Their website's services menu has dozens of offers, from website design to social media marketing, with a little billboard advertising and business card design mixed in.

Having multiple offers is fine, as long as you can deliver outstanding service for each. Companies that offer every service under the sun and only do marginal work will never grow.

Their results are never good enough to drive referrals. Their service is never good enough to keep clients happy for long periods of time. They are constantly spending their effort finding new clients, rather than perfecting their offerings.

Think about how many “agencies” there are now. Everyone has an “agency” even if it’s a one-man operation operating from his mom’s basement. SEO and online marketing agencies are a dime a dozen. The only way to position yourself as the best is to -- wait for it -- actually be the best.

I know, shocking.

There are some agencies that can do everything and do it well because they are 600 people deep operations. Look at VaynerMedia, which was co-founded by Gary Vaynerchuk. You have likely seen him on social media.

They do all kinds of creative online marketing campaigns on a large scale. They work with some of the largest companies in the world. They have the ability to hire the best people, which results in providing great service.

The average agency doesn’t have 60 people, let alone 600. If you looked into every “agency” out there you would find that more than 95% were one-man operations. Anyone can pretend to look bigger than they really are online.

Most companies are run remote these days.

If you are just starting an agency or you are serious about growth with a potential acquisition down the line I would niche down and focus on becoming the very best at one offering first. SERPLogic took off with just a single offering in the early days -- authority links.

We put all of our focus on being the best source for businesses (and other agencies) that needed the best links. Over the years we have extended additional offerings but we never drifted out of our main lane, which has and always will be link building.

You become a much more attractive acquisition target if you do one thing better than anyone else, rather than having a half dozen things that you are middle of the pack at. You become more desirable and with that comes a higher valuation.

Over the past couple of years, we have received multiple acquisition offers and every one of them was because of how we positioned ourselves as one of the premier link building agencies in the world.

Focus on mastering one service offering and you naturally become better at it, which leads to more sales and growth. This then directly impact your valuation because your MRR (monthly recurring revenue) snowballs and the higher this number, the more your agency is valued.

EBITDA, which is short for “earnings before interest, taxes, depreciation, and amortization,” measures how much cash is left over after expenses like salaries, rent, software, etc. are paid. Most online marketing agencies with revenues over $8M sell for between 8 and 12x EBITDA. SEO agencies with revenue less than $8M typically sell between 1.5X to 4X EBITDA.

Systemize Your Entire Agency’s Operation Allowing You to Walk Away

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You cannot do it all yourself. You cannot do it all with just a couple of VAs. You have to make intelligent hiring decisions that lead to smooth workflow, creating systems and processes for every single operational component of your business.

It’s easy to say, “I’ll just do it myself and save the money rather than hiring someone and paying them $3,000 a month.” This is the wrong approach and this way of thinking will never allow you to scale an agency past the seven-figure mark.

In the beginning, I tried to do it all. It led to a lot of stress, long nights, and a low quality of life. By hiring the right people and creating a system for everything it has allowed me to drastically improve not only the quality of my life but also the quality of the service my agency delivers.

It doesn’t matter if it’s contacting a new lead for the first time or delivering a link building project to a long-term client. Everything has a process that is mapped out. There is no “winging it” -- there is a detailed system to handle every single aspect of my agency’s operation.

Yes, it makes my life easier. Yes, it allows us to provide a much higher level of service. But, it also makes the agency more attractive to a prospective buyer. Why? They can take over and I can walk away -- and nothing changes. The business continues to operate the same.

If an agency requires its owner to work “in” the business it will never be an acquisition target. I would also highly suggest you document every system and procedure, whether it’s via Google Docs or custom workflows on a collaboration tool like Slack or Trello.

Here is a decent video about setting up systems using Trello. There are countless blog articles and videos online, like this one, this one, and this one. When you see examples of what you can do with Trello you will wonder how you ever lived without it.

I’ve looked under the hood of many agencies and one thing I have noticed is that the owner was very laid back in terms of making sure everyone on the team was on the same page. Stay on top of communication and hold everyone accountable. From outreach specialists to content writers -- everyone needs to be on the same page in order to deliver outstanding results.

Time tracking software is something you can look into, but I've found that when you build a strong team that works well together you can easily see everyone working and collaborating together. Also, team programs like Trello and Slack timestamp everything.

It's very easy to pinpoint problems or holes in your operation when the entire team is in the same work environment.

Also, my last tip: always assume every employee you hire is only temporary. It's easy to get comfortable with an employee and assume they will never leave. What if they do? Do you have a plan? Can they easily be replaced? This is another reason to systemize everything about your agency.

If someone leaves or you have to fire them you need to be able to slide someone else in their role and not skip a beat. When you have a system for everything it's easy for the new individual to pick up right where the old employee left off. This type of forward thinking can help prevent a complete collapse in the event of a team member leaving or being let go.

THANK YOU!

I sincerely thank you for taking the time to read and digest this information. I spent a lot of time on this, extracting the information and knowledge I have accumulated over the past decade. I hope you can leverage this information and I wish you great success in the future.

Best,

Tommy

Tommy McDonald