



<http://DoSEOyourself.com>

Welcome to my personal Blueprint on **how to rank any site at the top of Google**. I know there is a lot of shit out there and a lot of people claiming to know what they are talking about.

There are people trying to sell you all kinds of rubbish, so I thought I would put the record straight and teach you everything I know about SEO...

And No, Im not charging a thing! Although there are Affiliate links on my blog, I have removed all affiliate links from this page. I want to tell you how it is. No Bull!

Here **I am going to show you** a summary of my link building blue print that will **get your site ranked at the top of Google**. Take a look at it and then continue to work through each step as I guide you through each phase of this summary!

This is **seriously powerful stuff!** So if you are serious about SEO and high rankings then pay close attention. I've made a tone of stupid mistakes in the past and wasted a hell of a lot of time and money on poor SEO

So this is your opportunity to skip all of the amateur mistakes that I made! Sit back and enjoy....

**Before you begin!!** You should be aware that it doesn't always take back links to rank a site. If you have a site in a small niche then Tiered link building may not be necessary. I explain in detail [in this post](#) about checking your competitors to see what factors are ranking their sites. It's important you know this before starting SEO on any site.

If your site has already suffered a penalty or algo penalty then this may not work. I have found that Google is giving preference to domains with no black hat history!

[Check out this post](#) to see exactly what SEO strategy your site requires

## **Build A Solid Foundation**

Quality  
Content

Detailed  
Content

Be The  
Best

Solid site  
Structure



- Better than  
Your competitors

Social  
Share

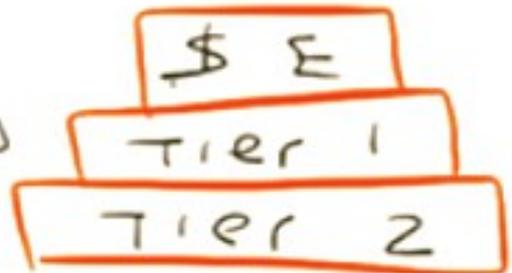
"Optimised  
Titles & descriptions"

Rank for lots of long tail 



Quality  $\times 3$   
SPIN  
Articles

Contextual  
Articles + web 2.0



DoFollow links ✓

Forget about your main keyword for now

So many people who start out at SEO are so hooked up on trying to rank for their chosen keyword that they completely forget about the sole reason why they are doing SEO in the first place, and that is to get traffic! Google are updating their Algorithms all of the time and one of the latest ones saw an increase in 'Semantic' searches!

Basically this means more relevance will be placed on meaning of your site and 'real' queries will become more apparent. For example, lets say your niche is 'widescreen tv's', Google will now better understand what the user is actually searching for and if your site is suitable to fit that query! Searches might include 'what is the best value wide screen tv'.... 'Should I get a LCD or LED wide screen tv'

There are tons of long tail keywords that you can pick up and it is stupid to just concentrate on 1 specific keyword. So get that out of your head right now! Your site is built around your niche, **not a keyword!!**

I'd prefer to get 5000 visitors per month from 20 different long tail keywords that 5000 visitors from 1 main keyword! Not only are they easier to get, but they are much more likely to convert to a sale.

### **Spend Time Creating Quality and useful Information for your Site**

It goes without saying these days that you need great content on your site, now I'm not saying that great content alone will rank your site, but it certainly will do you good, especially in the long run when competitors are trying to out rank you. I know there are still shit sites that are ranking well, but will they stand the test of time? I don't think so!

### **Here's what to do**

Become an expert in your niche. Read everything you possibly can about your product/niche. Start to write blog posts in detail and don't just go for the standard 500 words. Aim for at least 1k words. Look at all of the pages on my blog, they all have thousands of words.

Set yourself a target of writing 15 quality articles next month. Check your competitors and make sure your content is better than theirs! I don't care if it's an affiliate site, review site, blog or local business. Provide your readers with with more in depth content.

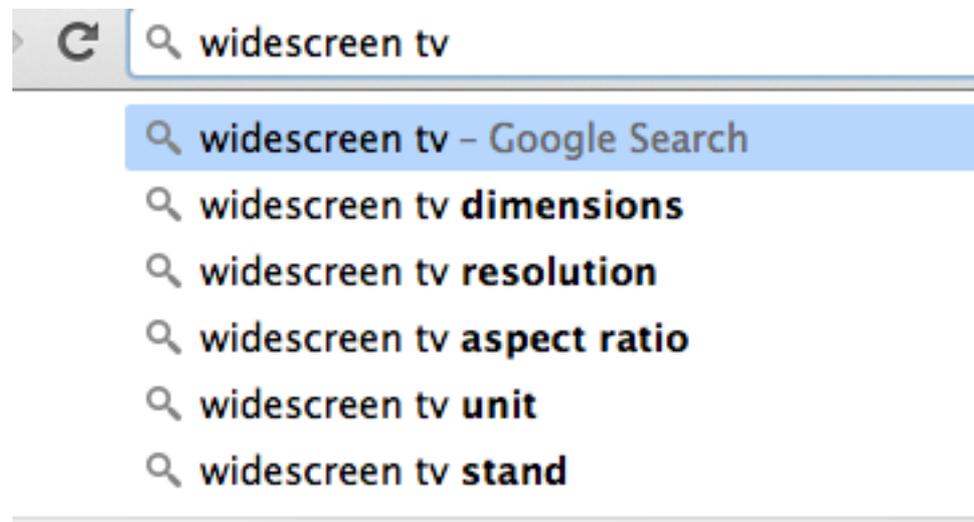
### **What to write about**

This is the key to pulling in traffic from those long tail keywords. You want to write each article as best you can for your users experience, however it is important that you answer the questions that they are searching for.

To find out what they are searching for and to give you ideas on what to write about we can simply use google:

Type in your niche or product, or even the main keyword that you thought you wanted to rank for! Notice that as you are typing, Google will bring up suggestions for you.

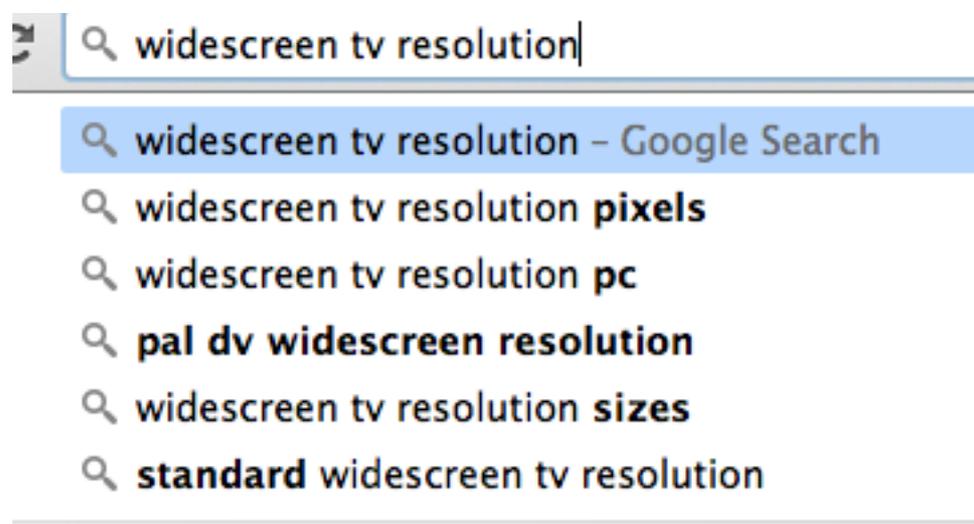
These are the most popular terms that other people have searched for: Using our example I have typed 'WideScreen TVs' into the search engine. Look what it brings up....



Straight away we can see different search terms to do with 'Widescreen Tv's' that you could write about. Lets choose 'widescreen tv resolution'. Now this is still quite a broad term, so we will use it as our starting point.

The article will be about widescreen tv resolution, but we must build on that to pick up the long tail keyword traffic.

We now want 3 or 4 search queries that that we can focus on. To find these we simply type widescreen tv resolutions to see what suggestions it brings up...



Now you can see new phrases appearing, so when writing your articles you can include the words 'standard', 'sizes', 'pixels' etc to help target these search terms.

But this doesn't really give us much to write about. So now we use our imagination a little and think of a few questions.....

what is the best widescreen tv resolution

what is wide screen tv resolution

32inch widescreen tv resolution

You get the picture.... LOL

Keep doing this and you will find more than enough to write about. Other searches will keep popping up or you will think of more.

'What is the best wide screen tv to buy'

'vizio ultra widescreen tv review'

'are 3d tvs worth buying'

I could go on forever, but I won't bore you.

## **Get your on page SEO right**

Im not going to spend to long on this because although on page SEO is important, it's not the Bee's all and end all that some people make out. I've seen shitty websites rank well over sites that contain great information! BUT... Google is getting better at identifying good content,

so **make sure you get it right** to 'future proof' your site from any more algorithm updates.

There are also other factors such as Meta tags, descriptions etc. You will want to get these right to help your chances of picking up those long tail keywords. Here is a good example...

*Title: What Is The Best WideScreen TV to Buy*

*Description: what is the best LED and LCD television to buy. We have reviewed Samsung and sony for the best quality HD tv on the market, we recommend....*

See how I have used one of the long tail keywords as the title, but I have also thrown in a load of other relevant keywords that people may also search for...

Example: 'what is the best samsung LED tv'

'LCD HD widescreen tv, which is the best'

There are lots of variations and if your content is good it will pick up some of these long tail keywords.

### Structure your site correctly

Make sure there are no crawl errors, I use Website Auditor for this.

Make sure your content is easy to read. Larger fonts and shorter paragraphs with lots of headings is usually good!

Interlink your pages and always make sure you link back to your home page from every page on your site. Look at my blog how I include links within my posts to other posts on here!

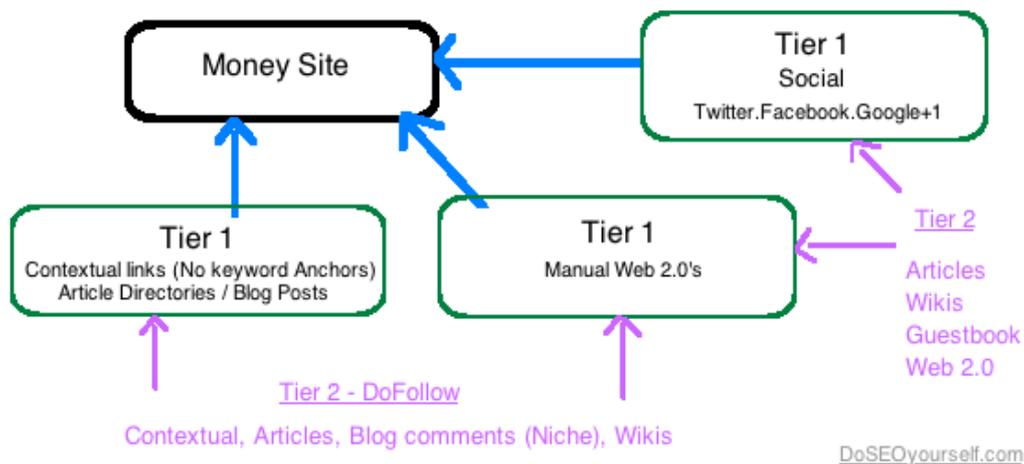
I use [Website Auditor](#) to give me a full analysis of my sites. It also compares your site with the top 10 ranked sites!

What is more important is that you offer your readers value, so make sure your site structure is good and users can navigate easily. Also make sure you link out to relevant sites that your readers would be interested in. Google will like this!

**By This Stage you should have built very solid foundations. Your site should be like a fortress! Any Attacks from future Google updates will be blown out of the water by your quality and relevant content, your awesome site structure and fresh clean history (New domains)**

### Build a solid set of Tier 1 back links.

If you don't know what **Tiered link building** is then take a look at this image below. As you can see, we want to build a set of links pointing to your money site, we then build links that point to the Tiered 1 links, this is called Tier 2. We then build links pointing to your Tier 2, these are called tier 3



## Content (Get it right or you will fail)



Before starting any link building campaign you need content. Get 3 unique articles on your subject, minimum 500 words each.

Spin these articles to show a 70%+ uniqueness. More on how to do this later. **Articles and spinning are very important** so you must make sure you get this right.

Articles must be spun on a sentence level. I also like to spin images and videos into the articles!

I'll show you exactly how to do this in [Step 4](#).

From these 3 super spun articles we can use them to **generate millions of variations**, which helps to combat Google's duplicate content penalty. It also gives our links more credibility!

These Super spun articles will be used for:

**Article 1** - Auto generated Web 2.0's

**Article 2** - Article submissions, Multimedia content,

**Article 3** -Tier 2 Articles, wikis, web 2.0

Once you have your articles in place, you will also need to create Articles titles, descriptions and a list of keywords. I'll show you how to get all of this prepared!

**Build some Kick Ass Manual Web 2.0's**



I build a minimum of 5 [Manual Web 2.0's](#). These are small web 2.0 sites that I build manually with unique content. They are made just like a real site, with videos, images and outbound links. **Manual web 2.0's are powerful** and I will show you exactly how to build them in later in the series!

## Boost it with Tons of Auto Generated Web 2.0's



After I have my manual web 2.0s in place I use some [nifty software](#) to build auto generated Web 2.0's. Use keyword and a key word variation as well as a lot of raw anchor links which are surrounded by your keywords. (See my article on [why Keyword Anchors are almost dead](#)). Use one of **your super spun articles** to do this and generate at least 20.

Link to both your money site and to some of your manual web 2.0s as well as random sites. It's important not to leave a footprint. So mix your links up a bit.

## MultiMedia Links



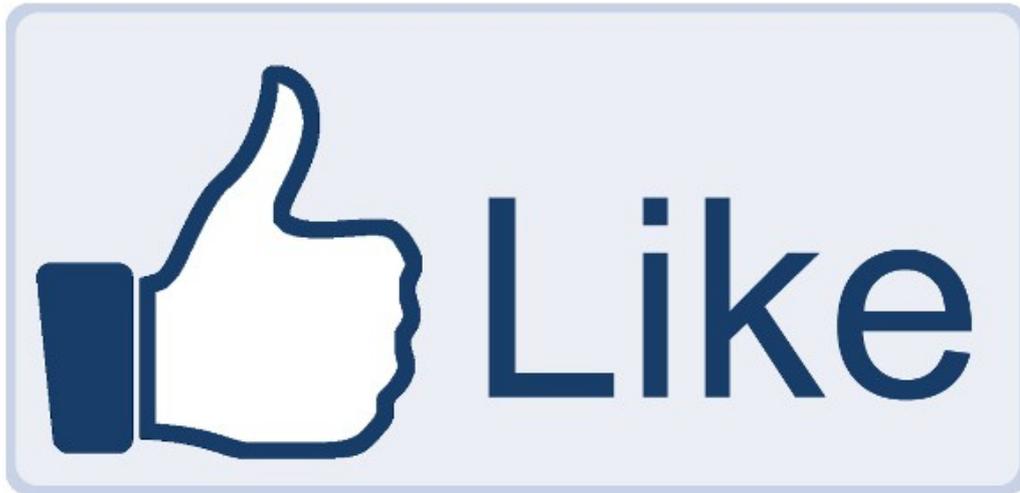
Use your super spun article number 2 to create a pdf document. Include 2 links to your money site... You can also create a powerpoint presentation. Upload them to a few major document sharing sites.

Pop over to Fiverr and get a video made, upload the video to youtube and make sure there is a link back to your site!

### **Article Submission For Anchor Diversity**

Some people say this is not as powerful as it once was, however there are still some good article directories and you should upload your articles to a few of them. Use this to diversify your anchor text. Use variations of your keyword and also include generic anchors such as 'click here', 'visit', go to' etc.... I'll show you how to automated all of this with a few clicks! [Building Powerful Tier 1 links](#)

## **Build a diverse set of social signals**



[In Step 6](#) I will show you how to build social signals Such as Tweets, FaceBook likes and Google+1. It has become apparent that **social links** are becoming more and more relevant, and I can only see it increasing in the future.

Social media is absolutely massive these days and Google are taking into consideration the amount social sites that are linking to you.

I have actually seen sites move up the rankings based solely on Facebook likes. Later in the series I will explain exactly how to exploit social media and how to build up social links to **strengthen your back link profile**.

It's also a great way of getting more traffic to your site.

All of these links must be good links with quality, unique content and most of them must come from Niche related sites. This will build up good trust and a very solid back-link profile to **help strengthen your site and rocket it up the serps**.

The important thing here is to not build spammy links pointing to your site. Google does not like this and you are likely to get penalised.

Don't worry if you don't know how to do any of this because I will explain **EXACTLY** how to do all of this in the following steps of my **Do SEO Yourself** series.

So stay with me and you will learn a lot! I will show you exactly how to build powerful web 2.0's that will give you a ton of link juice, and I will also show you how to use 'Ultimate Demon' to build your Tier 1 links. Most people get this wrong!

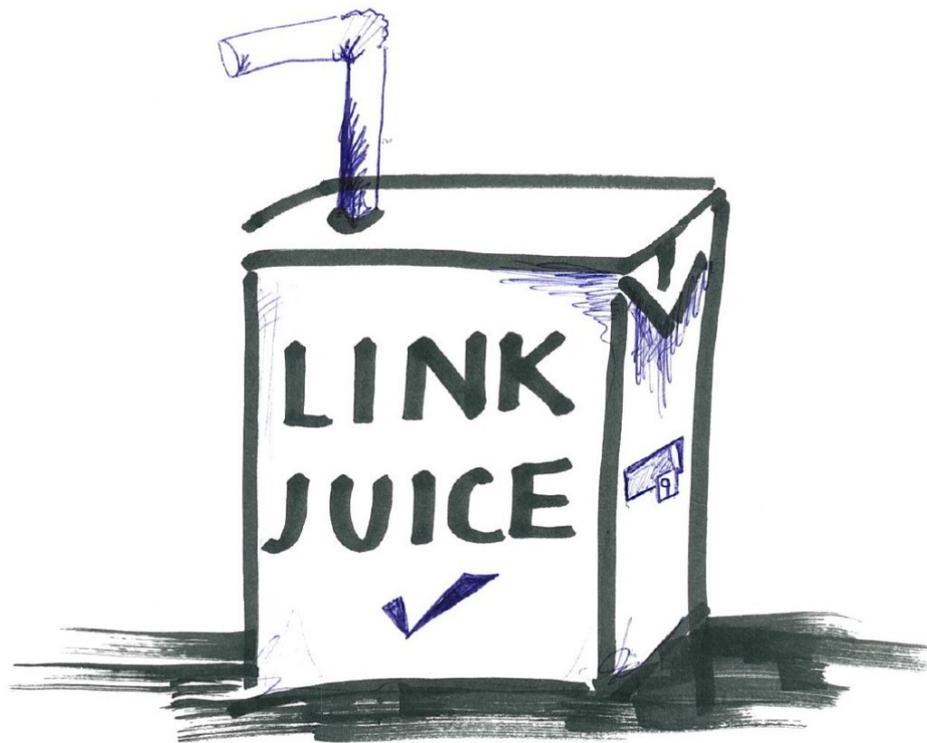
**You Now Have a solid set of 200+ Tier 1 links that are all niche related and relevant. They provide good unique content and will do wonders for your rankings!**

Tip: Keep a list of all your 'active' Tier 1 links in an excel spreadsheet

## **Tier 2 - Give them babies some juice!**

**2. Build Tier 2 and 3 Links...** Once you have your Tier 1 links in place we are going to set up your tier 2 and 3 links. What these do is **add more power and authority to your Tier 1 links**, which has a positive affect on your money site.

The stronger the backlink profile the better. I will show how to set this up so that it runs forever, and continually **boosts your backlink profile**. For this I use 2 peices of Software. The first is called Kontent Machine. With the click of a button this will create spun



content for our tier 3 campaign and some of our Tier 2. The other software that I use is called GSA search engine ranker.

This little baby works on autopilot to **continually build your Tier 2 and 3** back links. I even use it sometimes to build some Tier 1 links, but more on that later.

## **Article Directory Submissions (1000+)**

**These link to your Tier 1's**

Submit your 'Article 3' to thousands of Article directories. Each articles should contain a random link your Tier 1 links! We do this with a few clicks of the mouse using GSA

## Profile Links

**These link to your Tier 1 properties + the Tier 2 article submissions**

Again we use GSA and Ultimate Demon to create thousands of forum profile links pointing to random properties from our Tier 1 links. I also include links to the Articles that we created in the last step (Now you can see tier 3 coming into action)

## Thousands of Blog comments

**These link to your Tier 2 Article submissions + Forum profiles!**

By now you can probably see that we are creating a lot of back links to or Tier 1 properties . Now you need to Spam the shit out of these Tier 2 links. Create a set of blog comments that randomly link to the profile forum links and Article submissions you created for the Tier 2's. Again GSA will take care of this

## Blast your Tier 2's with Anything

You should now have a set of Tier 2 links. Use Kontent machine to create a spun article, it doesn't produce great quality but it doesn't matter here. Blast your Tier 2's with any kind of links. Blog comments, Wikis, bookmarks... The lot!

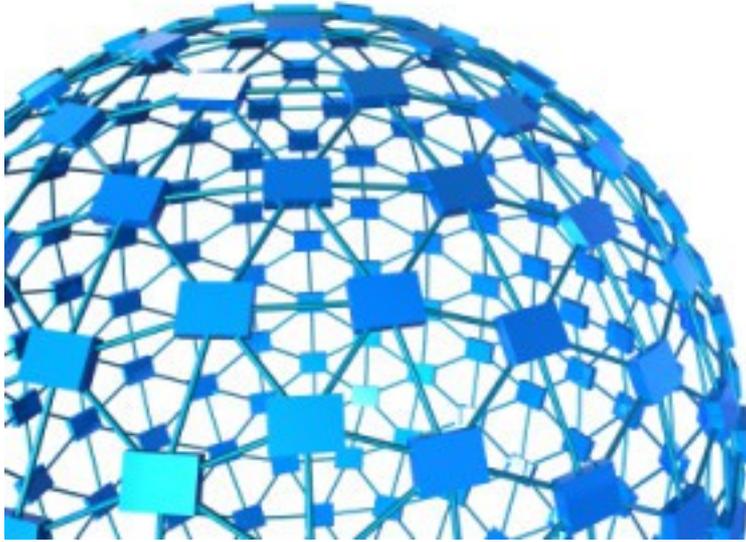
Again GSA can do this and you can leave it running for a couple of weeks!



## Advanced Link Building (Go the extra mile)

**Spy on your competitors** and copy their link building profile. Lets say your site is currently ranked number 33. What do you think would happen **if we could get the same back links** as the sites ranked number 1, number 2, number 3, and so on?.. Sure we'd start climbing and eventually overtake them. There are a number of tools that you can use, such as SEO spy glass. Ahrefs (My favourite tool)

## Build your own Mini Blog Network



If by this stage you are still not top for your keyword then I will show you some **advanced SEO techniques** to really boost your rankings, and this involves building your own high PR mini blog network.

Now [building your own network of blogs](#) to link from is considered 'Black Hat' and could get you slapped or de-indexed by Google.

But don't worry about that! **I'll show you exactly** how combat this so that your sites are completely untraceable from Google. You won't leave a single footprint with the methods I use.

Lets say that the keyword you wanted to rank was 'Cheap hotels in London'. Now what we would do is, **build a few high PR blogs** about the relevant keyword, such as a travel blog, a blog about London.

A blog about Hotels you have stayed in.... Ok you get the idea. Most of you won't have to come this far because if you apply the previous link building techniques then **you should gain high rankings.**



**Rinse and repeat** - If you are competing in an ultra competitive market then you may need to rinse and repeat the steps above. Just keep doing this **until you hit number 1**

So there you have it. A brief summary of how to rank any site number 1 in Google. Over the next few Steps in this series I am going to go through all of the above in detail **and show you exactly how to:**

- Build Quality Tier 1 links
- Spin articles to use for link building (very important)
- Build manual web 2.0's
- Set up Tier2 and 3 links to give your Tiers 1's a ton of link juice
- How to use all of the software and tools I mentioned above
- Track all of your back links
- Build social links
- Develop a mini blog network
- See your site shoot up the SERP's

I've only touched on the basics of my SEO strategy. Please continue to read the following steps for a more detailed approach!

## Step 1 - On Page Factors

It's All About The Content

SEO is dead! you've probably heard it said.....

What a load of BO\*!"£\$

Sorry for the rather blunt introduction, but its true. How many times have you heard that SEO is dead, link building doesn't work. **On page SEO** is no longer relevant etc..

Let me tell you straight, **SEO is not dead**, it's alive and kicking and Im going to show you exactly how its done.

One thing I do agree on is that SEO is becoming more difficult, but this is actually a blessing in disguise because it fishes out all of the spammy wannabe SEO's that don't know what they are talking about, and that leaves knowledgeable people to step in and dominate the rankings with less competition!

Now this is the first step in my SEO Blueprint guide. I am assuming that you already have your site set up and ready to go. In this 'Tutorial' if thats what you want to call it, Im going to be taking about **on page SEO factors**, and the first and most important factor is content.

### Content is King

Google have made it very clear that the quality of **your content goes a long way** to determine your ranking in the SERPs. No longer can you copy/paste any old crap, fill it with your **keywords** and watch your site fly to the top.

Google have clamped down hard on this and it's important that you make sure your content is unique, well written and offers value!

In fact, it's imperative, or is it?

I have taken this from the [Google webmaster blog](#). These are the type of questions you should be asking yourself when it comes to the content of your site:

## What counts as a high-quality site?

Our site quality algorithms are aimed at helping people find "high-quality" sites by reducing the rankings of low-quality content. The recent "Panda" change tackles the difficult task of algorithmically assessing website quality. Taking a step back, we wanted to explain some of the ideas and research that drive the development of our algorithms.

Below are some questions that one could use to assess the "quality" of a page or an article. These are the kinds of questions we ask ourselves as we write algorithms that attempt to assess site quality. Think of it as our take at encoding what we think our users want.

Of course, we aren't disclosing the actual ranking signals used in our algorithms because we don't want folks to game our search results; but if you want to step into Google's mindset, the questions below provide some guidance on how we've been looking at the issue:

- Would you trust the information presented in this article?
- Is this article written by an expert or enthusiast who knows the topic well, or is it more shallow in nature?
- Does the site have duplicate, overlapping, or redundant articles on the same or similar topics with slightly different keyword variations?
- Would you be comfortable giving your credit card information to this site?
- Does this article have spelling, stylistic, or factual errors?
- Are the topics driven by genuine interests of readers of the site, or does the site generate content by attempting to guess what might rank well in search engines?
- Does the article provide original content or information, original reporting, original research, or original analysis?
- Does the page provide substantial value when compared to other pages in search results?
- How much quality control is done on content?
- Does the article describe both sides of a story?
- Is the site a recognized authority on its topic?
- Is the content mass-produced by or outsourced to a large number of creators, or spread across a large network of sites, so that individual pages or sites don't get as much attention or care?
- Was the article edited well, or does it appear sloppy or hastily produced?
- For a health related query, would you trust information from this site?
- Would you recognize this site as an authoritative source when mentioned by name?
- Does this article provide a complete or comprehensive description of the topic?
- Does this article contain insightful analysis or interesting information that is beyond obvious?
- Is this the sort of page you'd want to bookmark, share with a friend, or recommend?
- Does this article have an excessive amount of ads that distract from or interfere with the main content?
- Would you expect to see this article in a printed magazine, encyclopedia or book?
- Are the articles short, unsubstantial, or otherwise lacking in helpful specifics?
- Are the pages produced with great care and attention to detail vs. less attention to detail?
- Would users complain when they see pages from this site?

Writing an algorithm to assess page or site quality is a much harder task, but we hope the questions above give some insight into how we try to write algorithms that distinguish higher-quality sites from lower-quality sites.

Now I know you can not adhere to all of this and I don't expect you too. It also doesn't guarantee you rankings. Can the Google Algorithms really detect quality content over mediocre content?

I don't think so! I wouldn't worry too much about the above. **I have seen sites rank with little or no content** over sites that have a ton of useful content. So phsssss!! to Google...

**Here are my essential checks! Just make sure you get these right and your site will be fine!**

Make sure it is unique (You can [check this using CopyScape](#))

Make sure that **your content makes sense** and that your spelling, punctuation and grammar is spot on!

Make sure **your articles are a decent length**, at least 500 words. I like to include articles over a 1000 words because I think Google is taking more consideration to the length of your articles.

Use Bold to highlight **various keywords** and keyword variations

Include your main Keyword in the 1st Paragraph and last paragraph (Quite old school but still works)

DO NOT overuse your keywords. **Keep your keyword density down** to below 4%

**Link out to other niche related sites.** This will give you authority as Google sees that you are offering useful information.

Internal links - This has become a greater factor outlined by Google.

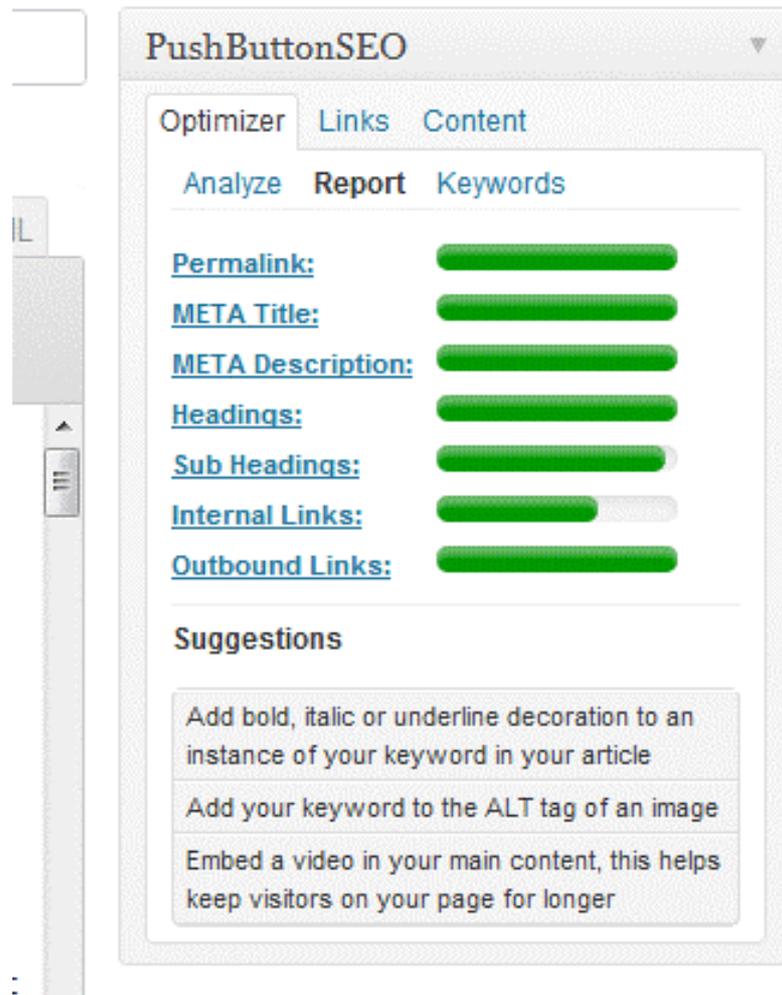
You should interlink your pages. Not only does this help with your sites navigation, but it also helps the spiders to crawl your pages.

If you are promoting an affiliate product, don't just put your affiliate link all over your front page. I got slapped by Google for this!

Make sure to **include Sub headings**

Meta tags and descriptions are becoming less important, but I still make sure they are done, and are relevant.

**How to make sure you have got all of these checks sorted!**



If you are using WordPress, which I do for most of my sites, then you will need a plugin like [Push Button SEO](#) (This is not an affiliate link by the way). This is a great little plugin for helping you with your on page SEO.

Once all of your bars are 'green' then you are good to go.

I use this tool on every page of my site, and the reason for this is because it helps to get more traffic by your inner pages ranking for longer tailed keywords.

I will be doing a tutorial on how to set up and use Push Button SEO

## Location

This will not affect everybody but if you are trying to rank a site for a local business then it always helps to include your business address and phone number somewhere on your site, preferably on your home page as this will build trust with Google.

So there you have it. I wanted to keep this short as it's just a check basically to see if your content is up to scratch. A word of warning though, if you are outsourcing your content then make sure you trust them and check that what they deliver is 100% unique and clearly understood.

## **Articles - To outsource or not?**

There are a couple of [Article writing services that I use which are pretty cheap](#), but to be honest, I write most of the stuff myself if it is being published on one of my sites, unless it's on a topic that I don't know much about, for example, I have a site about growing your own mushrooms. I found a lady that writes some great content for this site.

I couldn't possibly do it myself, but with 'DoSEO Yourself.com' I can write all of my own content because I have a lot of knowledge in this field.

I always outsource articles that I use for link building, which I will come to later!

### **Resources**

Push Button SEO - Software to boost your on page SEO

[Green light Articles](#) - Great for all types of articles (Use Premium if it's for website content)

[99CentArticles](#)

## **Step 2 - Avoid These Mistakes**

Ok, so now you have your site and you have gone through it and optimised your on page and checked that your content is good to go.

Before we get into the nitty gritty things I want you to pay close attention to this post, because it will save you a lot of time and a lot of money.

In 20 minutes you can learn from all of the F\*\*k ups that I made. Believe me, I've made a lot of them, and there is nothing worse than watching your sites bouncing around the SERPS, somewhere between page 3 and page 10, bringing in no traffic and doing nothing except piss us off!

You would not believe how much time I have wasted on poor SEO. The one good thing that has come from it is that I have gained a vast amount of experience and I have learnt a lot about SEO.

Finally I am now in a position to get my SEO done properly and quickly, and if it goes tits up, I know exactly why and exactly how to put it right. So sit back and soak it in.....

## **1. DO NOT outsource your link building**

What?... This one may surprise you because most people and businesses outsource their link building, and I don't blame them really. Lets face it, there are thousands of SEO firms and individuals who claim they can get you to number 1.

You can buy packages that deliver high PR back links to your site, social links and even authority links.

The scenario usually goes like this. 'Your site is doing piss poor in Google and you need to get it to number 1 for your keywords. You search around and find someone who can get it ranked highly and they make all sorts of guarantees! It sounds great, and for a couple of hundred dollars you think, what the hell, it saves me a lot of time and I'll get good rankings.

A few months down the line your site is still ranking number 87!!!. You then move onto something else or give up all together. I've been here many times. If you haven't then well done, just make sure you stay away.

The worst culprits for link building and SEO are [Elance](#) and Odesk. There are literally thousands of people on their offering low cost SEO, 99% are from foreign countries such as India and the Philippines. They can often work for 2-3\$ per hour and they have good skills, however, I have used these many times before.

I have hired people from the far east to do SEO on one of my sites. Results have never been good, although they do actually go out and do the link building, I find that they are stuck in 2006. What worked then does not work now.

Another thing is that I can't trust them in regard to where they are building these back links from. Any type of spam can see your site getting a big slap from Google.

I had a case once where a guy was building some niche related blog comments for me. He basically messed up and posted comments on completely the wrong sites and build far to many.

I then got slapped because my anchor txt diversity was way to high. I have many stories like this but I won't bore you with all of them.

The main reason why I suggest that you do ALL of your back links yourself is so that you have total control over them. You know exactly where they are

coming from, what your anchor texts are, your diversity etc.. Basically you know your metrics and if something goes wrong you have the power to get it removed and solved quickly. More on this later.

## **2. Relevant Niche Links**

Google has made it clear that its not the amount of links you build but its the quality of the links. Lets say your in the Travel niche. It would be much better to have 1 or 2 links from a well respected site in the travel nice, that it would to have 100 links from random sources. This is a big mistake that many people and SEO's make.

Its all well and good building links, but they must be niche related links. I have wasted a lot of time in the past building links that have no relevance and it's possible that these links will do more harm than good!

There are a number of ways to obtain good quality back links and I will explain all of this later in the series. Whenever I start a link building campaign I always use niche related links

## **3. Over Optimising on page**

This is something you used to get away with back in the day, however Google has clamped down on over optimisation. I remember the days when all I had to do to rank well was to stuff my page with the keyword. Use it in the Heading and images and everywhere else it can go.

Nowadays this will get you a penalty and your site will go toppling down the SERP's. If you did this now it would be very poor SEO practice. You should already know this by reading Step 1, but I ad to throw it in there because I see it happen so often!

## **4. Over Optimised Link profile (Keyword percentage too high)**

This is something I have got wrong a ton of times and I have been slapped for it! It is often the number 1 culprit when people ask me why their site has suddenly disappeared off the search engines.

I run a back link check and I find that the keyword that they are trying to rank for makes up something like 72% of there total backlink anchors. Google see's this as an attempt to trick it's algorithms and they penalise you for 'over

optimisation'. I have had it happen on my own sites, even with a 30% diversity!

This is a big problem for the inexperienced SEO wannabes! but rest assured, we have it covered here and I will explain exactly what to do to build a diversified back link structure that looks totally natural and won't get penalised by google!

[Check out my post on ranking a new site](#), This shows you how to combat over optimisation!

Can you recover once you have been hit by this?

Yes you can. I have seen sites bounce around all over the place depending on the keyword diversity. If this is the case for you then you need to build more variable links and natural links such as 'click here' 'visit' 'go to' 'check this out'. Doing this will lower your main keyword percentage and hopefully see your site moving back up the SERP's

## **5. Building links too quickly**

Another sign that you are up to no good is building backlinks too quickly. If you have 10 links today and tomorrow you have 2000, then Google will raise its flag and see that you are trying to manipulate your rankings. Getting hundreds or thousands of links in a short space of time is not natural.

Link building is a slow process that has to be done overtime so that it is natural to the search engines. If you have ever been on Fiverr you will see tons of gigs that promise to get you a 1000 high PR backlinks or build you a link wheel with tons of links. A word of warning, stay well clear of these.

In fact stay clear of [Fiverr](#) all together when it comes to SEO. The only thing I find it good for is Video creation and logo designs.

There you have it. My 5 biggest SEO mistakes. Just by avoiding these mistakes you are well on your way to better rankings. Join us in Step 3 to see exactly how to plan out your attack!

If you are trying to rank a niche affiliate site then [check out this post](#). It will be very valuable to you

## Step 3 - Build 'Powerful' manual Web 2.0's

Welcome to Step 3 of my SEO BluePrint, guide/course or whatever you want to call it, I don't care as long as we get the rankings we want!

Now in the [introduction](#) I gave you the plan that you should follow to gain the results that you desire. In the next few steps of this "**Absolutely amazingly brilliant Bible of SEO**" I am going to go into more detail of everything I mentioned in step 3, and I will show you exactly how to do it.

### **Building Manual Web 2.0's gives a solid foundation**

When starting a new link building campaign for a site or clients site, the first thing I do is to **set up and build manual web 2.0's**. Now i know you can create them using software or get some shit gig off fiverr that does it, but I don't want any of this crap!

I want quality blogs that actually look like real blogs and there for pass more link juice and go unnoticed with Googles mystical super physic robots!  
There are some rules that I follow and it's imperative that you follow them too, down to a tee!

Doing this alone can **rocket your site to the first page**

Yes, I have seen cases where just by creating a few of these **manual web 2.0's** a site has climbed the SERP's, and that's without doing anything else. This is **extremely powerful stuff**, but let me warn you. It's not something you can do in a few minutes. This takes around 4 hours per Web 2.0 property, and that's once you've got the hang of it.

I like to create a minimum of 5, but I try to aim for at least 10. So sit back, grab a coffee and lets begin!

Firstly you will need to prepare your content. It is vital that all of this content is **hand written by you!**. This way we can be assured that it is totally unique, it is not spun and it is relevant to our subject.

Here is what you will need for each web 2.0 that you make:

Think of a name for your blog that is related to your money site/keyword. You've got to make it seem genuine. So lets say you were targeting the keyword 'Cheap Lawnmowers', you wouldn't call your web 2.0 'cheap Lawnmowers.wordpress.org' because this just looks to obvious and spammy. You need to think outside of the box a little. Something like:

- The Grass is greener...

- The Perfect Lawn
- The Lawnmower man

..... Ok, not great but you get the drift!

Now you need to **register brand new email address**, just pop over to hotmail or live .com and make one up. We want this to look as real as possible so its advisable to have a unique email address for each Web 2.0.

### **The Content**

1 x 300 word Welcome article

Just a brief description of what the blog is about. Do not include any links here!

### **1 x 500+ word Article (Main)**

This is the main article where you will place the link back to your money site. Make sure you spend the most time on this one and assure that it is well written and formatted. Also include a couple of contextual links to other sites in the same niche (preferably high pr). Add at least 1 image or an image and a youtube video. Include your link within the first paragraph.

### **6-8 x related Articles (Filler content)**

These are smaller articles of around 250 - 350 words. Just write these really quickly and make sure it is related to the topic of your site. It doesn't have to be brilliant but it does have to be hand written. Just find articles and paragraphs off other websites and simply re-write them so they are unique. It should take you no more than 15 minutes per article.

### **1 x About me page**

A simple paragraph or 2 about you. (not actually you but a made up person). You can even include the email address on here so that your web 2.0 looks even more authentic.

### **10-20 images**

### **4-8 Youtube Videos**

### **5-10 Authority links (But not your direct competitors)**

A list of relevant keywords that are similar to our main keyword. This site will actually look pretty good when it's done and it might pick up some long tail keywords, so make sure you include these long tail keywords in your articles!



### **Don't leave any trace!**

Now that you have all of your content ready, we need to **set up our web 2.0**, but before this it is recommended that you login to a VPN service so that your I.P address cannot be traced, this way there is no footprint leading back to you, so **all of your web 2.0's will be completely unique.**

Now Im not going to spend too much time talking about VPN's but the one I use is called [HMA pro VN](#) (It stands for Hide My Ass!) I think it's about a Tenner per month but is well worth it! You can select I.P addressed from anywhere in the world!

[Sign up to HMA here](#)

### **Set up the blog once , and let the rest take care of it's self**

Login into VPN

Go to <http://wordpress.com>

Click get started and away you go. Make sure to use the mail address you created!

Delete the 'Hello' post and example page.

Set permalinks to `/%postname%/`

Change the Wordpress theme and get into the habit of having a different theme with each web 2.0

### **Install the following plugins:**

WpSecurity

Google xml sitemap

With Wordpress you can actually schedule your posts, so we can upload all of them at once and forget about it. I always upload my About page (make this a page) and my welcome post right away. I then **Schedule all of my other articles** for once a week. It doesn't really matter what order you place them in.

You want to make sure that each article contains an image or an image and video. Format the **text with bold where applicable**. On some of your posts you want to link out other sites. This will make your blog appear more realistic and not look so obvious (like if you only linked to your money site). Fill in the Title and descriptions with the SEO plugin!

Here are some other useful tips that I apply:

Include internal links. I.e, Link to your other posts!

add a 'Contact me' page ( A great plugin is 'Contact for 7')

Install W3Cache to speed up the blog

By now you should have a **pretty good looking site**, and over the next couple of months the posts will publish themselves and you will have created a strong backlink to your money site that not only offers a lot of link juice but it's extremely relevant!

Almost done!



To make your **new powerful web 2.0** even better you can open a new twitter account and include the URL in your Twitter bio. Send a few general tweets out over a week, and then include the link again in one of the tweets! This will help to get the blog indexed quicker and again,

it will like a perfectly normal blog! (Actually, It is a perfectly normal blog, or is it not! hmmm)

You can also purchase a few Facebook likes and other **social media links**. But nothing over the top and spammy!

[Fiverr](#) is ok for things like this

### **Pheww! That's it**

Just rinse and repeat this process using the different blog platforms, here is a list that you can use:

<http://wordpress.com>

<http://blogger.com>

<http://tumblr.com>

<http://yola.com>

<http://livejournal.com>

<http://webnode.com>

<http://jimdo.com>

<http://multiply.com>

<http://webs.com>

<http://www.squidoo.com/>

<http://www.tripod.lycos.com/>

<http://posterous.com>

<http://storify.com>

<http://over-blog.com>

<http://angelfire.com>

<http://bravejournal.com>

<http://newsvine.com>

<http://journal-space.com>

<http://blog.com>

<http://skyrock.com>

<http://jigsy.com>

<http://areavoices.com>

<http://webstarts.com>

<http://dailystrength.org>

<http://sitew.com>

<http://blogs.rediff.com/>

<http://snappages.com>

<http://www.dinstudio.com/signup/blog>

<http://thoughts.com>

<http://soup.io>

<http://alivenotdead.com>

<http://migente.com>

<http://www.onsugar.com>

<http://insanejournal.com>

<http://350.com>

<http://devhub.com>

<http://beep.com>

<http://blinkweb.com>

<http://flixya.com>

<http://simplesite.com>

<http://webgarden.com>

<http://blogbaker.com>

<http://www.wetpaintcentral.com>

Later in this SEO blue print we will be looking at [building links to your web 2.0's](#) to boost the authority which will in turn have a positive affect on your money site and shoot up them SERP's

p.s. Keep a list of all of your manual Web 2.0's in an Excel sheet for later!

What you will need:



[Sign up to HMA here](#)



[Article Service](#)

## Step 4 - Prepare Killer Content

This is a very important step in this SEO guide. Get this wrong and all of your efforts can be wasted! Preparing your content in the correct way is very important, albeit it's piss boring!

But stick with me because I'm going to show you how to get unique articles and how to spin them on a 'super level'. Article spinning is very important and most people fuck it up! so pay attention and I'll show you how to do it correctly.

As you read on the introduction page. You are going to need 3 super spun articles.

Writing them can be a ball ache, so I always outsource them as you can get them pretty cheap these days. But it's important that they are well written articles that are unique and pass copy scape. I personally use [Greenlight](#) and [99centarticles.com](#)

I have found them pretty good and for \$x for 500 words it's not too bad! Order 3 articles on the topic of your niche/keyword. Try to mix it up a bit rather than having 3 articles on exactly the same thing!

When you receive your completed articles from [Greenlight](#) or [99centarticles.com](#) Read through them and check for any mistakes. Save the articles as (Article 1, Article 2 and Article 3)

### What exactly are these articles for?

We will be using all 3 articles in the later steps when we get round to building our links. Articles are important as they offer relevant content to your site and a lot of our Tier 1 back links will be coming from web 2.0's and article directories! It's important that you prepare all of this before building any links because if you don't, things will quickly get on top of you and you will start to wonder what the hell you are doing! Trust me, I've done it!

Ok...

Article 1 will be used for Web 2.0 properties

Article 2 will be used for Article submissions and Media content such as pdf's and power points

Article 3 will be used mainly for Tier 2

We must ensure that every article we publish is different and unique. Now considering we are going to be publishing our articles hundreds, even thousands of times it is imperative that we spin them.

## Super Spin the shit out of your articles

This is where I see a lot of people fail. They will load their article into a spinning program or software and click 're-write', export and off they go! Well let me tell you... This is lazy and is no good. In fact it's harmful because your backlinks will stem from shitty content.

What me must do is spin our content to a very high level! and I'm going to show you exactly how to this right here.

1 - Open your first article and separate each sentence like Ive done below:

*Getting an SEO service working for your business is a great way forward for your business growth.*

*You have understood that SEO is one of the most important web marketing strategies that need to be implemented in your business for an overall growth and online presence.*

2 - You need to re-write each sentence twice. Select a different colour (I use blue) and start to type a different version of the sentence underneath the original one. Repeat this a second time, again using a different colour (this time i use red).

When you have done this it should look like this.....

*Getting an SEO service working for your business is a great way forward for your business growth.*

*Moving your business forward with a SEO service is a great way to grow your online business.*

*Business growth can be achieved with a solid SEO service working too strengthen your buisness.*

*You have understood that SEO is one of the most important web marketing strategies that need to be implemented in your business for an overall growth and online presence.*

*SEO is an important marketing tool when it comes to growing your overall business online, its probably the most important web marketing tool that you can implement.*

*Understanding that SEO is the most important factor to building your business is essential if you want to build your online presence.*

3 - Do this for the whole article and then organise the sentences into paragraphs.

We will now use spintax so that each sentence rotates every time a new article is produced. Here is what each paragraph should look like:

*{Getting an SEO service working for your business is a great way forward for your business growth.}*

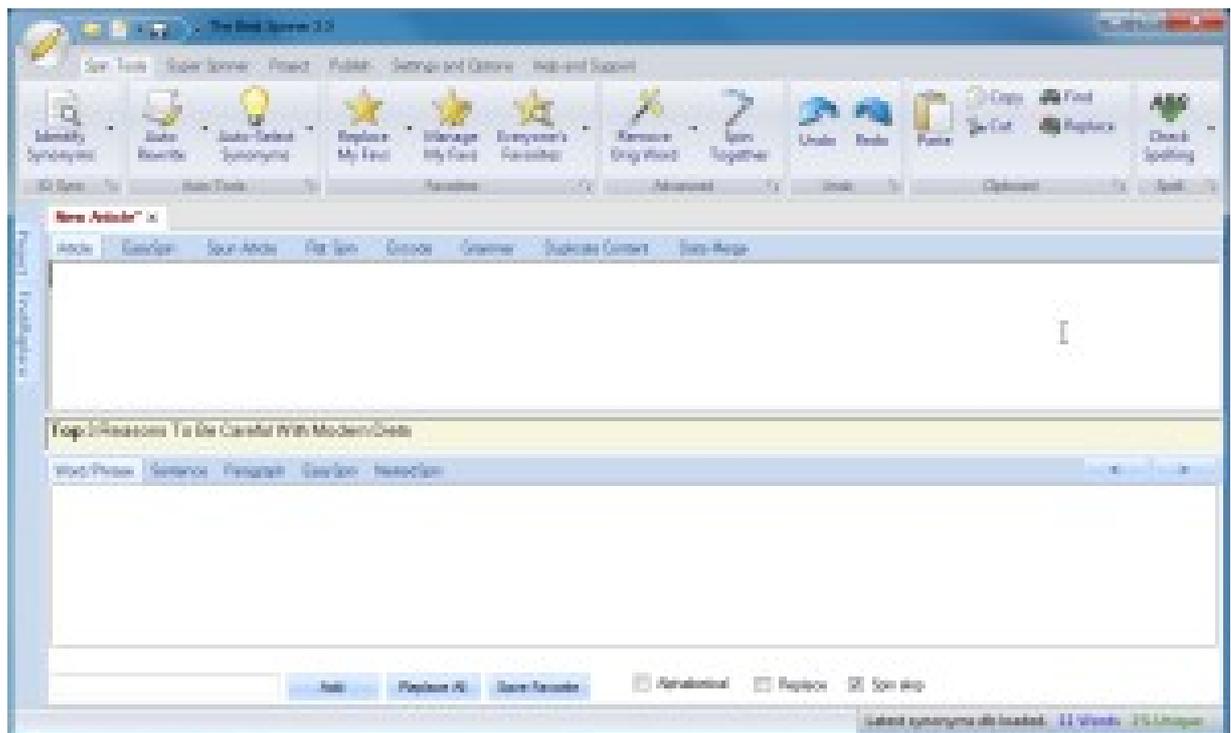
*Moving your business forward with a SEO service is a great way to grow your online business.}*

*Business growth can be achieved with a solid SEO service working too strengthen your business.}* *{ You have understood that SEO is one of the most important web marketing strategies that need to be implemented in your business for an overall growth and online presence.}* *SEO is an important marketing tool when it comes to growing your overall business online, its probably the most important web marketing tool that you can implement.}* *Understanding that SEO is the most important factor to building your business is essential if you want to build your online presence.}*

This will produce a random sentence from the first set of 3 and a random sentence from the second set of 3!

4 - Now It's time to use Spinner Software

I actually use 2 different pieces of software however you can just stick to 1 if you like. If you opt for 1 then get '[TheBestSpinner](#)' as this does everything we need.



I personally like to use Spin-Rewrite because it's easy to use, does not require any download and I can use it on my Mac. I personally use this to spin my articles but I use TheBestSpinner for other features that Spin-Writer does not have.

Ok, Copy and Paste your semi spun article into one of the spinners. For this example I am using Spin-Write

## Spin Rewriter 4.0 - Step 1

[« Back to Control Panel Home](#)

**Quick Tip:** You can always re-read the »[Get Started Tutorial](#)« to learn awesome new things. Also, feel free to check out our comprehensive collection of [Spin Rewriter Video Tutorials](#). Enjoy!

What do you want to do?

[Rewrite a Single Article ✓](#)

OR

[Rewrite Multiple Articles ✕](#)

### Step 1: Rewrite a Single Article

» Please enter your original text here:

```
{Getting an SEO service working for your business is a great way forward for your business growth. |
Moving your business forward with a SEO service is a great way to grow your online business. |
Business growth can be achieved with a solid SEO service working too strengthen your business.} { You
have understood that SEO is one of the most important web marketing strategies that need to be
implemented in your business for an overall growth and online presence. | SEO is an important
marketing tool when it comes to growing your overall business online, its probably the most
important web marketing tool that you can implement. | Understanding that SEO is the most important
factor to building your business is essential if you want to build your online presence. }
```

Your text contains approximately 125 words.

» Would you like to spin your original text on **paragraph** and **sentence** level?

[NO ✕](#)

[Start the Rewriting Process! ▶](#)

[I'm Feeling Lucky! 🍀](#)

[\[ settings \]](#)

Click Rewrite Spin

You will notice that some of the words in your article are underlined. Now click on 'One Click RE-write'

Select 'correct' as this is the safest option.

Tick the box for... 'find synonyms for single words inside spun phrases as well (multi-level nested spinning)

Click the start one click re-write process

You will now be faced with something that looks like this.....

## Spin Rewriter 4.0 - Step 2

[« Back to Control Panel Home](#)

**Quick Tip 1:** Use »Left« and »Right« arrow keys to quickly jump to the next / previous word.

**Quick Tip 2:** Punctuation and the correct "a/an" usage will be fixed automatically in the next step.

**Quick Tip 3:** You can edit your article by clicking the *Lock* in the bottom right corner. (not recommended)

### Step 2: Rewrite your article by highlighting words and phrases.

```
{ Getting an SEO service working for your {business|company} is a {great|fantastic|terrific|excellent|wonderful} {way|method|means} forward for your {business|company} {growth|development}. |
Moving your {business|company} forward with a SEO service is a {great|fantastic|terrific|excellent|wonderful} {way|method|means} to {grow|expand} your online {business|company}.
|
{Business|Company} {growth|development} can be {achieved|accomplished|attained} with a {solid|strong} SEO service working too {strengthen|enhance|reinforce} your {business|company}. } { You {have|have actually} {understood|comprehended} that SEO {is one of|is among} the most {important|essential|crucial|vital} {web|internet} {marketing|advertising|advertising and marketing} {strategies|techniques|methods|approaches} that {{need|require} to|have to|should} be {implemented|executed|carried out} in your {business|company} for an {overall|general|total} {growth|development} and online presence. | SEO is an {important|essential|crucial|vital} {marketing|advertising|advertising and marketing} {tool|device} when it {comes to|concerns|pertains to} {growing|expanding} your {overall|general|total} {business|company} online, its {probably|most likely} the most {important|essential|crucial|vital} {web|internet} {marketing|advertising|advertising and marketing} {tool|device} that you can {implement|execute|carry out}. | Understanding that SEO is the most {important|essential|crucial|vital} {factor|element|aspect} to {building|developing|constructing} your {business|company} is {essential|important|vital|necessary|crucial} if you {{want|desire} to|wish to} {build|develop|construct} your online presence. }
```

Uniqueness Stats: *billions of possible versions (99% unique on average)*

[ Enter Fast Mode ]



As you can see, the software has spun the article for us. Words highlighted green have been spun. Now this is where a lot of people fuck up because they stop there and use the article as it is.

Now this simply isn't good enough and the end product probably won't make any sense. What you must do is go through the whole article manually and check every spun word to see if it makes sense. You also need to add more spun words.

To do this simply double click on any word and it will give you an option for various words. Select as many as you can that make sense. Once you have done this (boring I know) you can click continue to final step.

Click 'Generate a unique version of text'

Now you will see a unique version of your article. Here is what our example paragraph looks like. (I've not done any manual spinning at all, I just let the software do it, which is not recommended, but to be fair it's done a pretty good job)

*Moving your business forward with a SEO service is an excellent means to grow your online company. You have actually comprehended that SEO is among the most essential web marketing strategies that should be executed in your business for an overall growth and online presence.*

#### Summary

By this stage you should realise that you need to spin your articles on a sentence level and then manually spin the words to create a super spun article. There is a very handy tool in TheBestSpinner which shows the overall uniqueness of your article:

Open TheBestSpinner

Click 'Publish' at the top

Click 'Generate and Compare'

Enter 50

Click 'Generate'

We are looking for most results to be above 80%

## **Outsourcing Your Content**

Preparing your articles can be very tedious, not to mention time consuming. I now outsource all of this work as I simply don't have the time to do this for every project that I do.

Here are the services I use:

[ArticleContentSpinners](#) - Great Value and they produce a fully spun article on many different levels. The level of quality is high and the turn around time is quick too! I use this service for all of my Tier 1 and Tier 2 spun Articles.

## **Other Content that you will need**

As well as 3 super spun articles you are going to need a set of Titles and descriptions because when we come to build your Tier 1 links, we will have to submit this information into the software for bookmarks and web directories.

You will also need at least 15+ Titles for your articles:

1 x Set of Bookmarks and Titles Spun (I do 10+ titles and 1 spun description)

1 x Set of Web directory Titles and Descriptions spun

1 x Set of related keywords (Use Scrapebox)

15+ Article Titles

1 x Vide including description (Use Fiverr to get a video)

I do this stuff myself as it only takes an hour or 2!

What you will need:



[Get a copy of the best spinner](#)



[Spinning Service](#)



[GreenlightArticles](#) -They write good articles and they are quick!!

## Step 5 - Build Solid Tier 1 Links

If you followed the last step correctly then you should already have have some quality Tier 1 links in place from the manual web 2.0's. You can now take a breather because most of the hard work is done!

Creating the content and [manual Web 2.0's](#) is the challenging part, the rest can be taken care of with software! There are 2 pieces of software/services I use for Tier 1's and will go through both of them here.

You can see my '[Essential SEO Software](#)' page here  
But for Tier 1 links I use [UAW](#), [Ultimate Demon](#), Link Emperor and [GSA](#).  
Building a good set of Links pointing to our money site is essential.

**But be warned!** using any Software to build tier 1 links must be approached with caution! You must get it set up correctly or you will be doomed. Don't try to build millions of links. We are looking for relevant niche related links, preferably contextual!

It's also essential that you build the right type of links or you could get a slap in the face from Google. Luckily, I explain everything yo need to know right here. Work your way through this page and your site will soon have a ton of high quality, relevant backinks.

Both offer a similar link profile but Ultimate Demon is a piece of software that you can get for a one off fee, where as Link Emperor requires you to purchase credits and then use them to generate links.

**Start out by diversifying with UAW**

A lot of SEO's probably won't recommend [UAW](#) because they edge towards Ultimate Demon because of the large Affiliate payment, Now although I do use [Ultimate Demon](#) myself for some of my link building, I do understand it is quite expensive.

Using [UAW](#) will provide us with a solid foundation of links. The important thing here is to make sure that you DO NOT use any keyword Anchors that you are trying to rank for. Again many SEO's will tell you to build links with keyword anchors.

But I go against this because it's unnatural and you will get slapped by Google if you start to do this early doors.

What we want is a number of contextual links coming from niche related pages, and we want our anchor links to be:

Our brand/business name

our URL in different formats: www.domain.com,

http://mydomain.com, http://www.mydomain.com

Generic words such as: Click here, go to, visit, post

This will look totally natural and UAW does a great job of this.

1. Simply order your Spun articles [Here](#)
2. Enter the Articles into [UAW](#) - See My Tutorial on how to do this
3. Submit and drip feed them with no more than 5 per day

That's it, you have built a solid and natural looking Foundation.

I highly recommend that you [check out this post](#) about building links without keyword anchors

## **Tier 1 Link building – preparation**

You already have your content ready, Great! but before we begin to kick start the Tier 1 campaign it is VERY important that we scrape list of target sites. To do this we use a tool called Scrapebox. This is the Bee's Knees of SEO tools. It's extremely powerful and you will be blown away with it's capacities.

If you only purchase 1 SEO tool then make sure it is [ScrapeBox](#). I think its about \$97, but well worth it. There are tons of amazing features and it can do practically anything!



Very soon you will be in love with Scrape Box :-)

Im not going to go through the millions of benefits right now. I will just show you what you need to do for this part of the linking campaign. When we use [Ultimate Demaon](#) or Link Emperor to set up a Link campaign we are going to need to tell it what sites we want to target.

It's not good targeting random sites because Google is not going to reward your Dog walking website for having a backlink from a London Travel guide site!

Our Tier 1 links need to have a connection and be somewhat niche related!

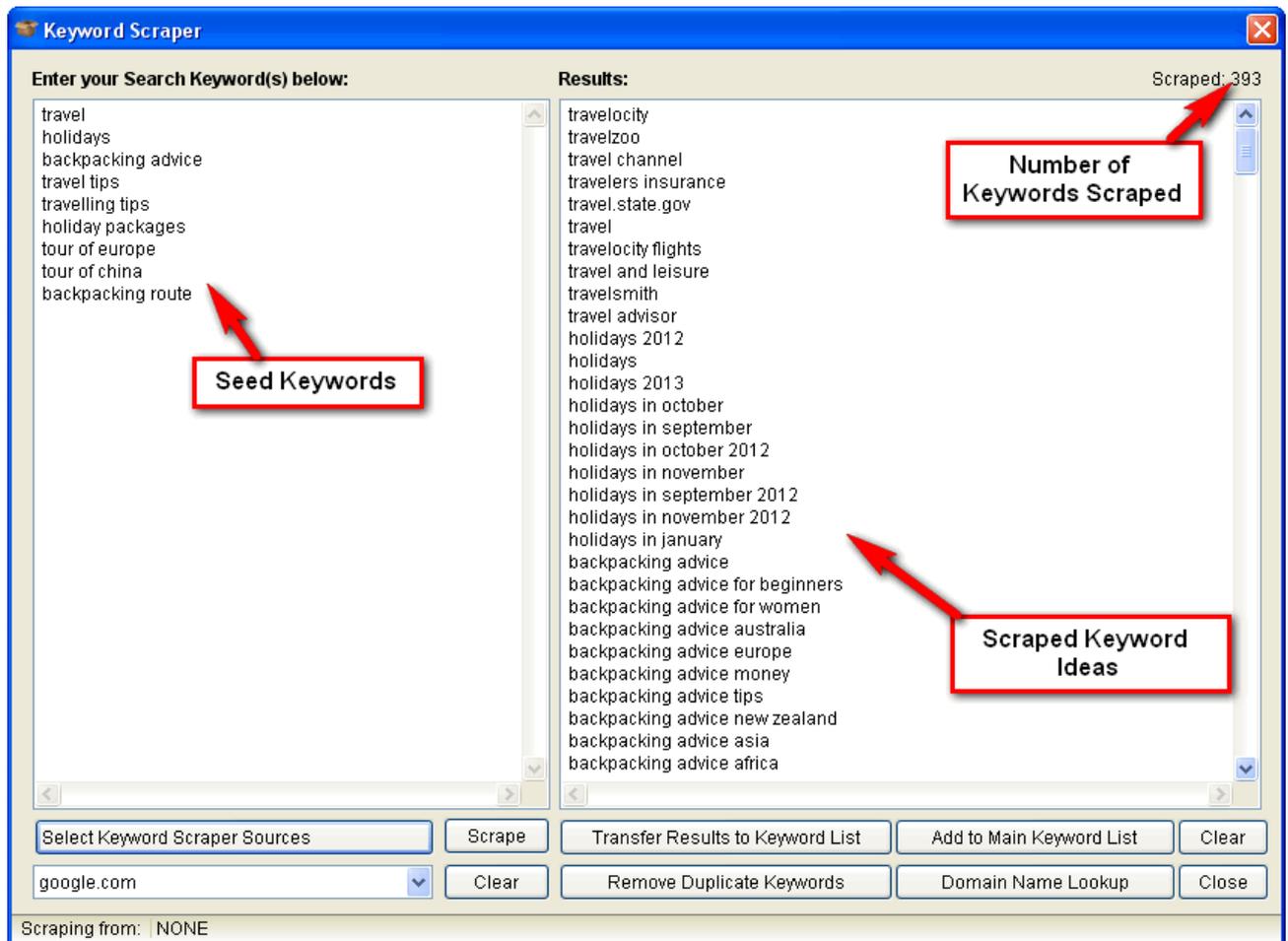
## **Here's how to scrape thousands of targeted sites:**

Open scrape box -

First you must set up private proxies. It is very important that you do this. I personally use xxxx. and I have 25 dedicated proxies. (You will also need these for UD) For a full guide on this + other great features of scrapebox you can check out [Jacob King's Guide to Scrapebox](#)

Now you have your proxies set up it's time to scrape your keywords.

Click 'Keywords' and enter a couple of keywords in the left box



Click 'Scrape'

You will now see a big list of keywords in the right box

Click 'Remove Duplicate Keywords'

Copy and paste the remaining keywords and save them in a text file,

Go back to the main Scrapebox screen , click Import and import the

Keywords

For the next step you will need 2 separate files. A footprints file and a merge list. Don't worry if you dont have a list of footprints or a merge list, you can download mine right here! Just click one of the social share links below and the files will become available for download.

[\[Right Click Here to Download the Footprints Zip File\]](#)

[\[Right Click Here to Download the Merge List Zip File\]](#)

You have already imported your list of keywords. Now click the 'M' merge button in the top left and select the .footprints file that you just downloaded.

Do exactly the same for the .Merge file

You will now have hundreds of thousands of scraped sites.  
Make sure proxies are active and click 'Harvest'

Warning - It could take a couple of days for the harvesting to complete, so just leave your computer running and do something else. I actually have a separate PC for this type of stuff. If this is not feasible you can run this on a VPS.

When it has complete click 'Check PR'  
Export this list as an Exl. file.

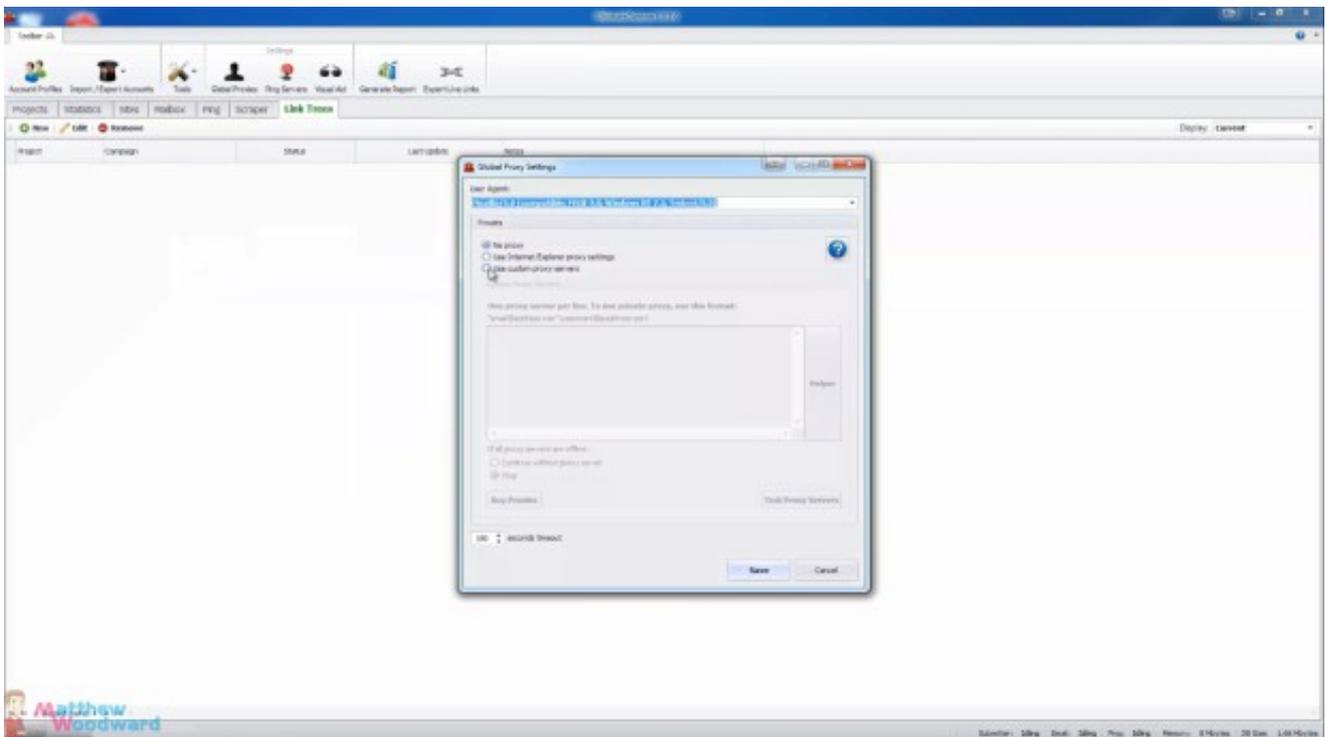
I usually do this 2 or 3 times with different keywords. You can also discard all site with a pr less than 1

## Set up Powerful Tier 1 Links using Ultimate Demon

[Ultimate Demon](#) is a fantastic tool for build links. It's very robust and offers you great control over all of the links it produces. It is also one of the cheapest tools out there and is easy to use! It's my personal favourite and Im going to show you exactly how to use it right here.

### Set It up properly

Here is a quick look at the main screen. Along the top you will see 3 options under settings. The first is Proxies. Use BuyProxies and import them here. Make sure you test them to see if they work and then click save!



Next is '[Ping Servers](#)' - If you want a list of ping servers you can download my list at the end of this page. Import them into [UD](#)

Lastly is '[Visual aid](#)' - Here you must enter your Death by Capture details. This is the capture service that I use because it's the cheapest. [Click here](#) for Death by capture.

Now we want to import the target sites that we just created using scrape box.

- Click 'Sites'
- Click the Green +
- Select all and paste your list of targeted sites into the box
  - Click Start

This could take hours so come back to it later.

Everything else should be set to default

That's the software set up, now let's start a project!

## **Set up a new project In Ultimate Demon**

Here are the types of links we are going to build

Web 2.0's

Article directory

Wikis

blog posts

press releases

video

Do Not Build Social Bookmarks or Directory links! We want all of our Tier 1 links to be contextual links, surrounded by quality content

In [Ultimate Demon](#) we have to set up each one individually, but don't worry, it's pretty quick and simple if all your content is prepared. If it isn't then get your ass back to step 4 - Creating killer content.

We are going to schedule our Tier 1 links over a couple of weeks.

### **Target high PR Sites for Powerful links using**

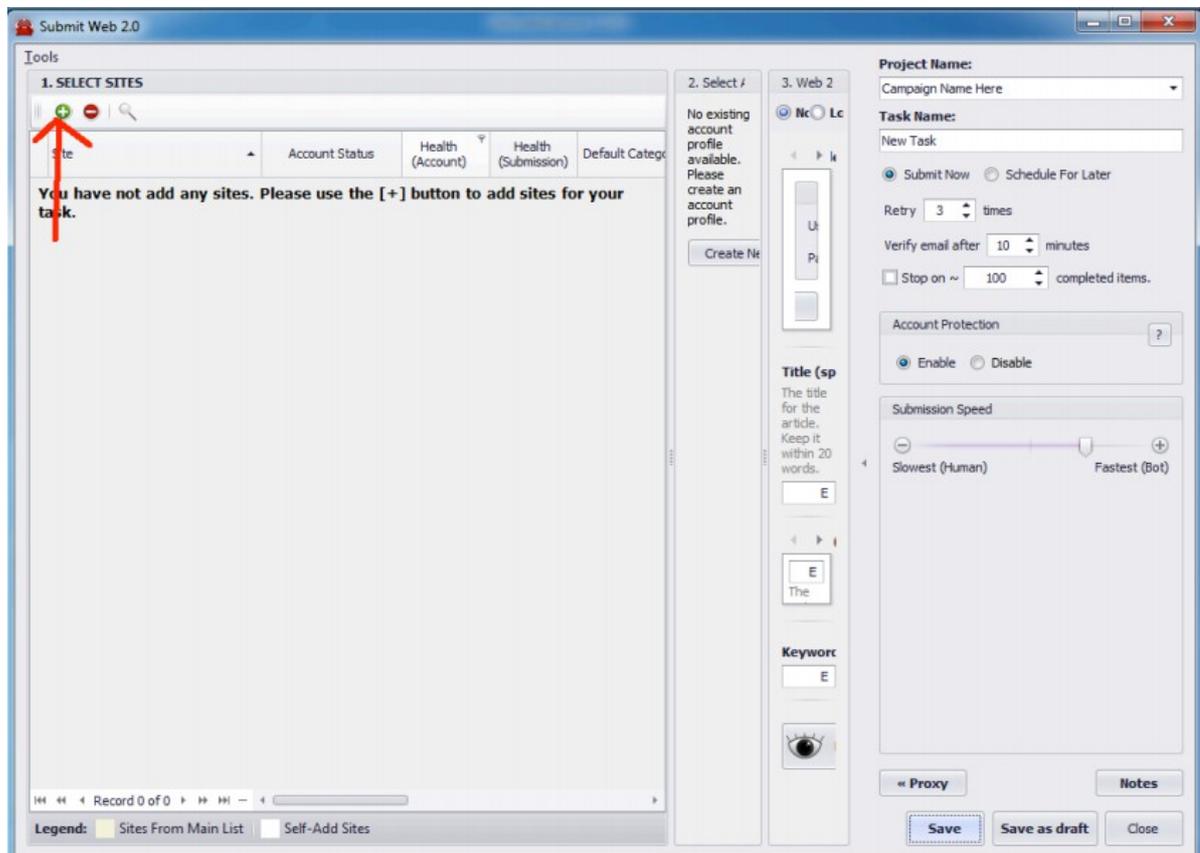
\*Click new projects and give it a name\*

#### **Web 2.0's**

Firstly we are going to set up some web 2.0's. These are different than the manual web 2.0's we set up earlier because this time we are using Ultimate Demon to create a whole bunch of them using Spun Article 1, (which we created earlier) We use spun article 1 as this is the article which we embedded images and videos.

## Create new web 2.0 task

There are 3 different sections to fill in. start with the first one by clicking the green +



You can leave the categories blank here. Sort by PR and select a couple of hundred of the top PR sites and then click add. This is important as we want to make sure that we are selecting the best sites that will give us better links. Now you need to go to the account profile tab and fill in the required fields.

Half of it has already been done for you. THE fields you must fill in are:  
Email (You will need to create a new email account or use an old one that is lying around. A lot of people get a hotmail or gmail one but I have found that it's best to use one from a proper domain, such as email@yourdomain.com. You can create new email accounts in your Cpanel. Warning: don't use the domain that you are trying to rank. Just use something completely different.)

Author Bio  
Website Titles  
Url  
Sub domain  
Min title  
Sub title

Make sure all of these fields are spun!!

**Profile Name:**  
[Redacted]

---

**Account Details** 

**First name (spin):**  
{Lamont|Richie|Alexis|Thaddeus|Isaiah|Seth|Antonia|Vaughn} 

**Last name (spin):**  
{Prestwich|Huxford|Virock|Haswell|Zarr|Graney|Henton|Cza} 

**User name:**  
{mmerrill18|vantonia73|msmar65|anvanorsdol43|zaseth23|tl} 

**Password:**  
{LH|o0|Wh|ba|ye}{Fu|yP|vX|PN|UZ}{7k|3I|l9|3t|3b}{HZ|MC} 

**Email:**  
[Redacted] 

**Gender:**  Male  Female

---

**AVATAR Picture**

**Folder containing AVATAR pictures:**  
[Redacted] ...

---

**Address** 

**Address (spin):**  
{3387 Park Street|2706 Doctors Drive|560 Vernon Street|71} 

**City (spin):**  
{Mokelumne Hill|Farmersville|Gonzales|Ontario|Point Reyes S} 

**State (spin):**  
TN 

**Zip (spin):**  
{38111|38224|37909|38374|38359|38316|37363|37130|38} 

**Country:**  
United States of America

**Miscellaneous**

**Author Bio (spin):**  
[Redacted] E

**Web Site Title (spin):**  
[Redacted] E

**Web Site URL (spin):**  
[Redacted] { | }

**Phone (spin):**  
{208-385-8782|208-437-2626|208-523-3551|208-736-5820} 

---

**Company**

**Company Name (spin):**  
[Redacted] E

**Job Title:**  
Human Resources Recruiter 

---

**Web 2.0 Properties**

**Sub Domain (spin):**  
[Redacted].sample.com

**Main Title (spin):**  
[Redacted] E

**Sub Title (spin):**  
[Redacted] E

The final tab is the Web 2.0 details tab. This is where you enter the actual spun article. Enter your spun set of titles, article and keywords. Once you have done this you should click on 'Contextual links'.

Enter a name for your niche and then import a load of related keywords. (use scrape box). Then you want to import a set of URL's to link to.

Basically what this does is, it adds links to other sites as well as ours so that it looks natural. If every web 2.0 we created only linked to us, it would look a bit dodgy.

To get a list of URL's simply go to scrapebox. enter the keywords and click harvest, after a couple of seconds click stop and just hight a few dozen url's and cop/paste them into the contextual link box in ultimate Demon! Choose to randomly insert 0 - 3

Now you want set up the schedual.

Click 'Schedual for late'

retry 5 times and verify email after 60 minutes

Spread evenly over 10-14 days

Submission speed normal

**Project Name:**

Campaign Name Here

**Task Name:**

Campaign Web21s

Submit Now  Schedule For Later

Retry  times after  minute

Verify email after  minutes

Stop on ~  completed items.

Schedule Start

On:

Over  days

Spread evenly

Spread randomly (for each day)

00 Hrs   24 Hrs

Between 09:00 a.m. to 09:00 p.m.

Account Protection

Enable  Disable

Submission Speed

Slowest (Human)  Fastest (Bot)

Proxy

Notes

Save

Save as draft

Close

That's It. Your Web 2.0's are scheduled and ready to go. Ultimate Demon will now get to work and start building them.

## Articles

Now we want to repeat the process but this time we will set up our articles. Start by click the new task and selecting articles.

The screenshot shows the 'Add Sites' window with the following details:

- Categories (comma separated): news,misc,general,offbeat,interesting
- Unhealthy Sites:  Include  Exclude
- Randomly select: 100 sites
- Buttons:
- Table columns: Site, Type, Page Rank, Alexa, Follow Tag, Selected Category, Date Added, Health (Register, Submission), Trustworthiness (Reputation, Confidence)
- Table rows: demo.articlems.com, www.interesting-artides.org, www.no.daemonnews.org, www.mediawick.com, www.fr.daemonnews.org, informationpleasearticles.information..., www.gr.daemonnews.org, www.es.daemonnews.org, www.ezine.daemonnews.org, www.daily.daemonnews.org, www.daemonnews.org, phpfusion.org, soundarticles.mixinglivesound.com, ezine4you.com, article.boorow.com, myhost.health-information.net, www.helloafghanistan.com, articles.fjewelystore.com
- Legend: Sites From Main List, Self-Add Sites, WOT Reputation: Very poor, Poor, Unsatisfactory, Good, Excellent, WOT Confidence: 1-4 icons
- Selected: 1
- Sort by PR and Select Top 600

Click on 'Select Sites'

This time we want to enter categories. Enter your categories and then add some general ones at the end, such as, news, general, misc, interesting. Click sort by PR and then select the top few hundred results and click 'add'. Now go to the 'Account profile' Tab and fill out the form as you did with the Web 2.0's.

Also you do the same in the Article details tab, except this time we want to upload Spun Article 2, and a different set of spun titles. Again schedule this over 10-14 days and your done

Repeat this process with Social bookmarking, Directories and wikis. Once you have set all of these up go back to the main interface and start your campaigns.

[Ultimate Demon](#) will now begin to build all of these links for you over the period that you specified

Check out this video from Matthew Woodward on how to set up your Tier 1 links in Ultimate Demon

[Click here to view the video if you can't see it](#)



There are also lots of other useful guides and videos about that tell you how to use Ultimate Demon, so instead of writing all of this stuff I thought I may as well just tell you where to find it.

Here is another video you can check out to help get the most out of your profiles. This should be done after your Tiered 1 link campaign has finished

[Click here to view the video if you can't see it](#)

When you are happy with your Tier 1 links you should get them all together, including the UD links, manual Web 2.0's and video links. Put them all together in an excel sheet as we will need these later when we come to Tier 2 link building.

## **Link Emperor - Option number 2 for building Tier 1 Links**

Maybe you don't want to use Ultimate Demon or you don't want the up front costs. Maybe you have a Mac and cant download it. Whatever the reason, I don't care! but what I do care about is Link Emperor.

One of the Great advantages of LE is that it's not a piece of software, it's more of a service, so you don't have to piss about setting up proxies and captchas etc.

LE has a easy to use interface and gives you a load of different link types. It's a credit system so you simply deposit \$147 and you get 30,000 credits to spend, which means you can get a shit load oflinks!

It covers pretty much the same platforms as Ultimate Demon with the usual web 2.0's, article directories, wiki's and the rest of them. The only thing you have to do is to import your target list and keywords and select what link types you want.

What you will need:



[UAW](#)



[Ultimate Demon](#)



[GSA](#)



[Scrapebox](#)



[Proxies - I use these](#)

## **Step 6 - Social Signals are the Future for SEO**

My firm belief is that one day in the near future, social signals will become more relevant than back links! I actually believe it plays an important factor already in ranking sites.

I have actually seen sites move up the rankings solely on Tweets! As we know, Google can change their algorithms at any time, but one thing is for sure, social media is becoming bigger and bigger, and that can only mean one thing for SEO!

Get some F\*%ing Social links.

**Before I tell you how to get them I'll tell you why you need them...**

Like i just said, Social media is growing and the whole world is becoming Socially obsessed. Kids these days are being raised with Facebook, Twitter etc.

and I no doubt there will be something new in the making! As each day goes by more consumers will spend time interacting on social networks.

I personally think it's a disaster for society in general and I personally have never had a personal FB account. Kids are growing up talking bollocks to each other, obsessing over photographs with their heads stuck in their phones 24/7. But that's another debate

Another reason why I think Google will eventually favour social signals over traditional links is because people are more likely to trust a product or website if it is personally recommended by a friend. If a site has a strong social following then obviously it is trusted and is likely to offer good value.

## **What steps should be taken right now to improve my website's social signals?**

There are 2 things you must do with your site:

### **Onsite Factors**

Add these to your site. If your site is run on WordPress then you can install one of the many plugins available.

Add share buttons for Face book, Twitter, Google+. This allows people to actually share your content and build those social signals for you. It also shows Google that you are interacting socially and are willing to share your content. [Check out this post](#) where I have partially proven that adding social share buttons increases ranking!

Add connect buttons so that people can follow you on Facebook and Twitter

### **Offsite Factors**

Sign up to these social sites: If you cant be arsed then at least make sure you have facebook and Twitter including a link to your site. In the Tier 2 link building section we will be blasting these bad boys with some link juice!

- Facebook page
- Twitter account
- Pinterest account
- Youtube account
- Other social media platforms

Sign up to the social channels above and register your business/site details. Just by having this presence will increase credibility of your brand or site, which Google likes.

If you blog or add new content to your site then you can install plugins that automatically post to your fb and Twitter. I recommend doing this.

# Buy some Social links



We still don't know the true impact of social signals but I am very confident that they will play a vital role in the future, if they don't already, and I am certain that they can't do any harm. So go and get some social links. You can actually find gigs on Fiverr.com. Try to find realistic offers, such as somebody offering 20 or so Facebook likes, or 5 tweets to their followers.

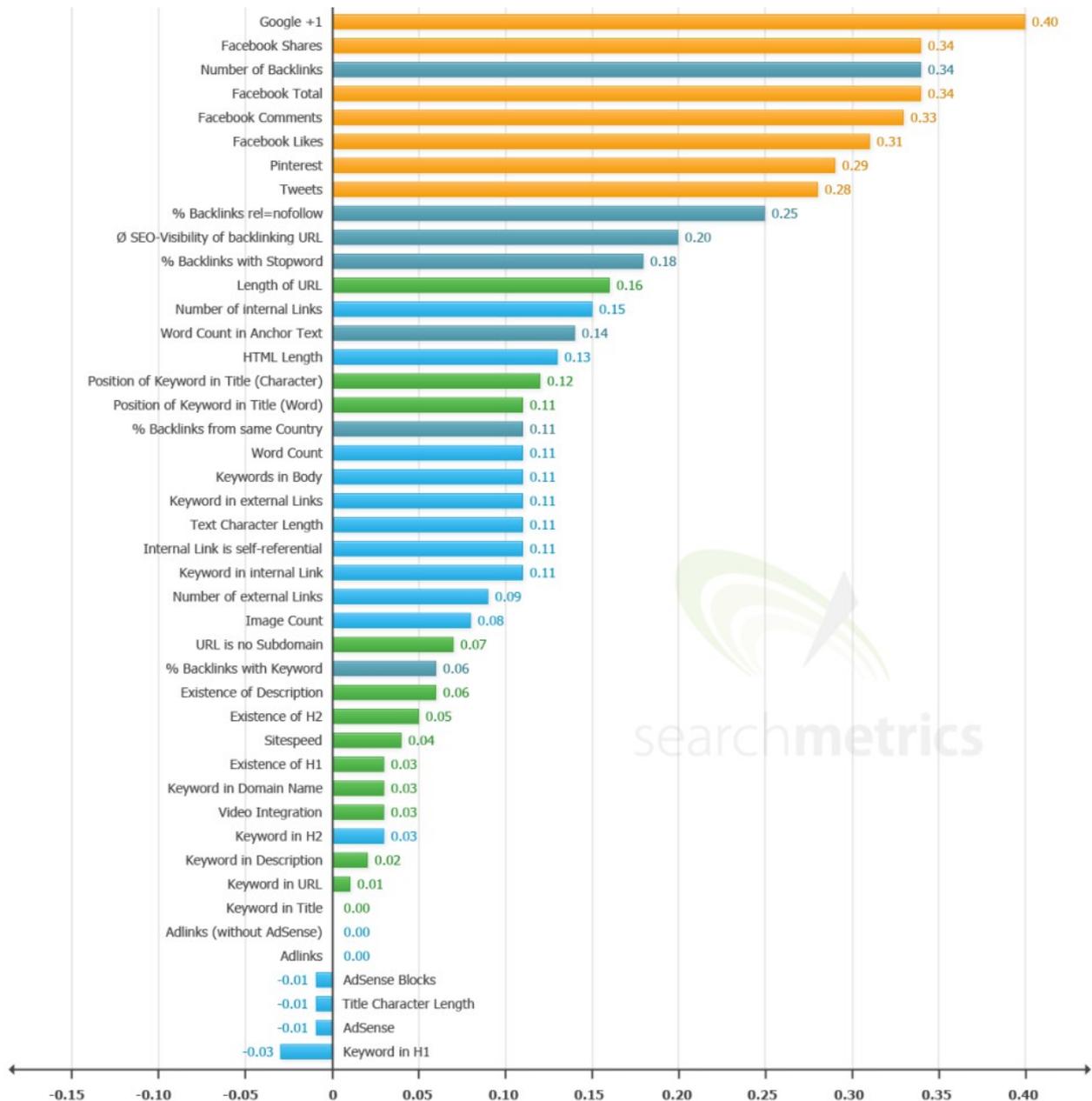
Do NOT buy gigs that take the piss and promise 100,000 social signals, because that does not look authentic and will probably be a load of shit!

There are also services that offer this. I have used: Getsocialshares.com. They offer a decent package for a relatively low fee.

The idea is that we show Google that we are '**Socially active**' as to speak. We don't have to overdo it here.

If you have followed the steps so far you should have a pretty **good diverse set of links and social signals**. Just what we want to rank a site

I think Google+ signals will become the most important Social factors because as we all know, Google will want to be the big dog at social networking too! Check out this interesting graph published by SearchMetrics.



Spearman Correlation - Study of Google search results

## Build Social Links the same way I do (Trick)

You may have noticed that I give away stuff on my blog in return for a social like. You share it on Twitter, facebook or Google+ and you get the link to whatever it is I am giving away.

The plugin is called 'Social Lockers'. It's pretty easy to show up and allows you to customise the share message and url. If your site gets a steady flow of traffic then I highly recommend you install this plugin!

Another thing I do is to add social share buttons at the end of every post. I also try to encourage people to click them by quite clearly stating the fact. Check it out at the end of this post... Oh, and don't forget to click one of them ;-)

## **Step 7 - Build Tier 2 Links for some serious juice!**

If you have actually got this far and completed all of the previous steps then give yourself a big pat on the back, as the hard work is over! If you are skimming through then Download this whole course as a pdf and go through it again and take some action.

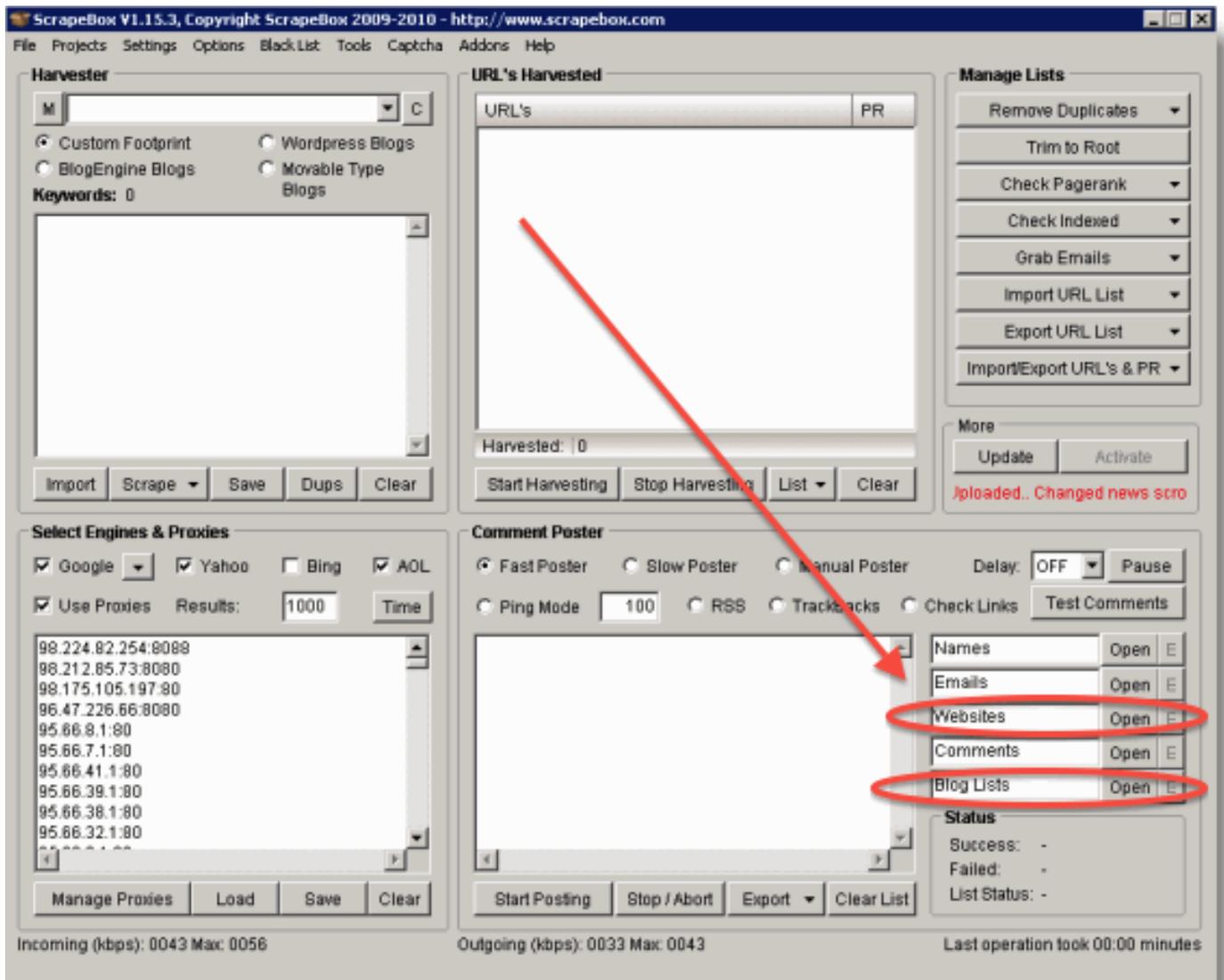
Now that your [Ultimate Demon](#) Tier 1 campaign has finished it's time to blast these links to give them back end juice, which in turn will have a positive affect on our money site! We want to create a list of all our Tier 1 links.

To do that simply right click on each task in Ultimate Demon (web 2.0's, articles, directories, bookmarks, wikis's) and click 'Live link report'. Copy and paste them into notepad. Do this for each task until you have a full list of Tier 1 links.

Save this file in your project folder for now.

Create a new notepad file with your money site URL or URL's and save this. The reason we need these 2 files is because we are going to go into scrapebox and check which links are actually live!

To do this simply open up the file you just saved which contains the Tier 1 links. Open this in scrapebox where it says 'blog list'. Now open your url file where it says 'urls'. Check out the image below to make sure you've got it right!



Uncheck 'proxies' and make sure 'check links' is checked and press check links. Our best friend 'Scrapebox' will now go out and check every single link that we created to see if they are live.

You will start to see a list forming and when it is complete you will see all of the links that it has found.

To clean this list up we want to select 'Export links' and click 'Export link found as Excel'. This little baby will now give us a nice fresh list of Tier 1 links that we can now blast the pants off with tier 2 links.

Try to keep this spreadsheet up to date. Every time you build new Tier 1's just add them here. It pays to be organised.

Now we have a list of Tier 1 links we are going to start building campaigns to target these links with Tier 2 and 3 links! There is some magical software that I use here and with these 2 bad boys you can have it set up in no time.

[Kontent Machine](#)  
[GSA Search engine ranker](#)

[Kontent machine](#) is fantastic at scraping and generating unique, spun articles that we can use for tier 2 and 3. You simply enter a few details and the software does all of the work for you. Im going to show you exactly how to work it and how to get the best out of Kontent machine. You can grab a copy of [Kontent Machine](#) for \$217 lifetime access using [this link](#)  
[GSA](#) - Now this little baby does all of our Tier 2 and 3 link building for us on complete autopilot. It takes a matter of minutes to set up and you can keep it running for as long as you want. It will create thousands of backlinks pointing at our Tier 1 links.

I know you can use Ultimate Demon for Tier 2 links as well as Tier 1 but the reason I use [GSA](#) is because it has a ton more platforms and can target a lot more sites.

## **Build first set of Tier 2 links with GSA**

When it comes to Tier 2 a lot of people will probably use old shit content and blast the back out of it to generate as many spammy links as possible and thats that! But I like to do things a little differently. Remember in Step 4 where we created 3 super spun articles? Well I am going to use the 3rd article to create some decent Tier 2 links.

Once we have built some good Tier 2 links we will then set up a broader campaign of Tier 2's, using a wider variety of platforms and we will use Kontent machine to generate more content.

It will look something like this:-

Tier 2 phase 1

Use our own super spun article

Target these platforms only:

articles

directories

web 2.0's

bookmarks

video

Create thousands of links spread over our super strong Tier 1 links.

Tier 2 phase 2

Use Kontent Machine to create a new article

Target these platforms:

- article
- Blog comment
- Directory
- Exploit
- Forum posts
- Guest book
- Indexer
- Microblog
- Ping-back
- Refer
- Social Bookmark
- Social network
- video
- wiki

This will create a ton more links. We will also use this same method to create Tier 3 links. These are links that point towards our Tier 2's.

To build our Tier 2's we are going to use [GSA Search Engine Ranker](#). A **very powerful tool** that supports hundreds of different platforms, such as bookmarks, wiki's, videos, web 2.0's etc... It also goes out and scrapes target sites for us and it also posts and submits links, confirms emails as well as pinging them to get them indexed. It's a piece of magic really!!

### **Here's how to set it up.**

**Proxies** - It's a really effective piece of kit and extremely easy to setup. So let me just take you through some of the options that you'll need to setup here. On the submission tab you can choose how many threads to use, I've got it set to 100 you'll need to make sure you are using proxies everywhere.

You can configure this and tell it to automatically search for new proxies every 60 minutes and it will actually automatically find those for you and test them so you don't even need to load any proxies into it. I use [BuyProxies.com](#)

**Captcha** - For your Captcha settings I recommend using Captcha Sniper. With [GSA](#) you really do need to use Captcha Sniper otherwise you're going to end up spending an awful lot of money on captchas if you use other services such as Death by captcha

What is Captcha Sniper and why do we need it?

To sum this up quickly, Captcha Sniper is program that sits on your computer and solves Captchas :-). [GSA](#) will get through an absolute ton of these, so

using Death by Catpcha is out of the question because it would cost far too much.

### **So why Captcha sniper?**

It is available for a one off fee. I think it's \$97. I know it's an extra cost but it is a necessary piece of software and it will quickly repay itself. GSA uses lots of platforms and will be building thousands of links, without Captcha sniper it's simply not possible

**Ping/Indexing** - As I said before, It will help you to index these links by pinging them. You can enter your own ping list if you wish. You can download mine right here.....

**Filter** - Pretty self explanatory. You can tell the software not to post on certain sites such as adult and malware.

**Advanced Settings** - This is where you can save all of the platforms and verified links..

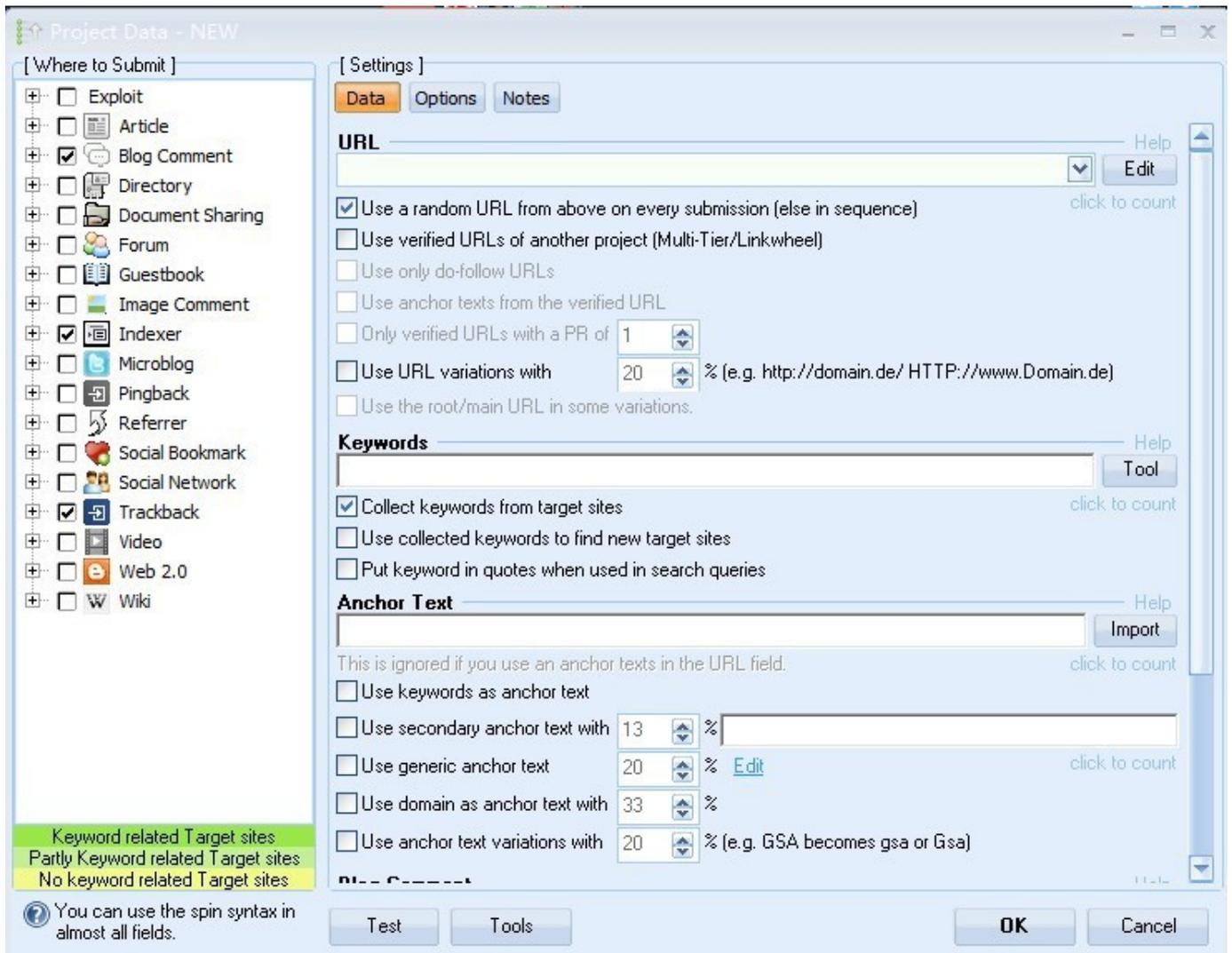
So it is a really really good bit of software it's a onetime payment there's no monthly subscription or anything like that. So yeah highly recommend it.

### **Setting up our First Tier 2 Campaign**

So let me show you how quickly we can setup a campaign in GSA. If we come to new and we are going to setup our tier 2 campaign here so just un-tick everything here and then we are going to select article, blog comment, directory, image comment, social bookmark, social network and web 2. And you can see we've got all these fields of data that we need to fill out to complete the campaign.

Now Im going to show you just how pissing easy it is to set up a campaign in GSA.

Click new and you will be presented with a screen like this: Your platforms are on the left and you have 3 tabs ('Data' 'Options' 'Notes')



First we want to select the platforms that we want to use. Remember I said earlier that we would create a campaign using our article 3. Well the platforms you want to check are:

- articles
- directory
- web 2.0's
- Social bookmarks
- video

When you select these you will notice that the tabs across the top change We are doing this to build some decent Tier 2 links, not just all spammy shit!

URL - This is where we enter all of our Tier 1 links. Click Edit and import your live Tier 1 links

Keywords

Anchor text

Enter your Bio in the 'About yourself'

Leave login and passwords blank. Fill in the other fields such as web site title, categories, description.

Now Click the 'Article Manager' tab. Add your spun Article 3 here.

Check 'Insert random URL's

Check Insert random images

Check 'do not submit duplicate articles

Now go to the options tab

Here you select which countries and languages to target. I just make sure it's English by right clicking on one of the countries and then click 'check by language' English. You don't have to do this but I usually do!

The Email verification tab should create a random one for you automatically. Click Test. You should be presented with a black screen. Just go through it and make sure that all of the fields are complete. Hit ok. Save the project as Tier 2 phase 1

Click Start and your first Tier 2 campaign is underway!!!!

## **Use Kontent Machine to produce some super fast Kick Ass content**



[Kontent Machine](#) has been a great piece of kit that I have used for a while. But it just got even better! They have released their 3rd version and it offers some fantastic features.

You can create niche related content at the click of a button and we can use this in our link building campaigns. You can even insert videos, images and contextual links.

You can easily import the content that it creates into [GSA](#) and other link building software. So lets get started...

When you first open the program you will want to go into the scraper options and enter your 'Best Spinner' API details. This will allow Kontent machine to spin the content that it produces. You can also choose to add proxies but I don't usually bother for this.

Basically Kontent Machine will go and scrape a ton of content related to the keywords which you input. It Spins it all together to produce Articles! You can use up to 3 keywords to scrape content for.

It's a simple process and you just have to fill in your campaign name and click 'Generate content'.

There is also an option to add contextual links within the content to disguise our money site. This is optional an we will be doing this in [GSA](#) anyway so it's up to you if you want to use it here as well.

**This is soooooo easy!!!**

You've just got to enter your keywords, select the kind of quality you want and enter your spinner details and your good to go. You can select extra media if you want then finally build and export the content.

Once you have done this just select the software that you are going to export it to. In our case it's [GSA](#). Kontent machine will then format everything to make it even easier for us to import into GSA to start our new campaign!

There you have it, It's as quick and easy as that! You can generate content for your campaigns in a matter of minutes.

## **Create a Campaign**

Just complete these 3 simple steps!

1. Select your content source
2. Name your campaign
3. Enter keywords

**Set up Phase 2 Tier 2 back linking campaign.**

We are going to do exactly the same as we did previously with GSA, except this time it is even easier. Start a new campaign in GSA but this time select the following platforms:

- article
- Blog comment
- Directory
- Exploit
- Forum posts
- Guest book
- Indexer
- Microblog
- Ping back
- Refer
- Social Bookmark
- Social network
- video
- wiki

'This is the cool bit'

Instead of filling all of the options in again, simply click on 'Tools' at the bottom and click 'Import data fields'. Now import the Kontent machine file and Bobs your uncle.

Everything is filled in for you!! Click test and you will a preview of what it looks like.

Remember to add your list of Tier 1 URLs in the URL field

You can also add extra categories too.

Now you just need to go to the options tab and select the correct options for you.

Check 'use keywords as anchor text'

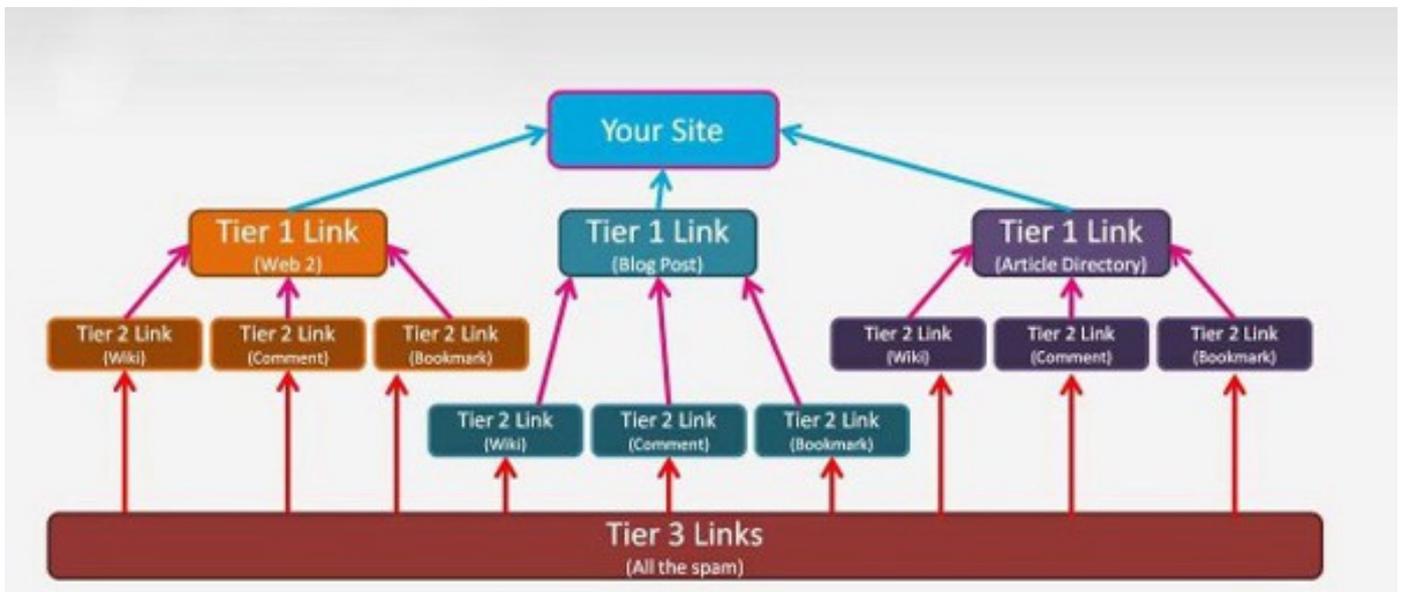
Use generic and natural anchor texts. I usually set it around 20%. I also select 'use anchor text variation'.

Select 'do not use sites with more than 60 links'. Also right click on a country and select 'use english language'

The final step is to check the email settings are working...

Click start, sit back and relax well GSA gets to work!!

## Want to set up a Tier 3 Campaign for more link Juice?



Now you have your Tier 2 campaign up and running we can actually use GSA to build a Tier 3. This means we build links pointing to our Tier 2's. This helps to boost their authority and helps Google to crawl them quicker.

Setting up a Tier 3 campaign is easy. Just repeat the steps from Tier 2 except this time you want to a) Select all of the platforms, except video and documents. b) check the box that says; '**Use Verified URL's from another project**'. Select your Tier 2 project and click ok.

Now import some more content, again just grab this from Kontent machine. Do not use the same content as you did in Tier 2. Fill in any extra fields that have not been filled in automatically.

Make sure you select a different email address to the one you used in Tier 2. Select a load of categories.

You can leave most of the options as they are for Tier 3, as we don't care if it builds shit links. More the better is the key here! Just make sure you select the English language again.

Hit ok and that's it. Your Tier 3 campaign is set up and running. It will continue to build links to all of your Tier 2's.

Now you have a super powerful link Pyramid that will boost your Site up the SERP's

So now you have **just how quick and easy it is** to set up your **Tiered link building with GSA and [Kontent Machine](#)**.

Over the next few weeks your Tier 1's are going to get charged up with relevant backlinks from your Tier 2's, and whilst all this is going on, your Tier 2's are getting a shit load of links from your Tier 3's

With Tiered link building your options are endless. You can create separate tiers for various link types. For example. You could keep your manual Web 2.0's separate, and build their own set of Tier 2's.

What you will need:



[KontentMachine3](#) - Download your copy



[GSA Search Engine Ranker](#)

## **Build your own private Blog Network like the Pro's**

If you want to **kick some ass at SEO** then you better start building your very own **super powerful blog network!** The way things are going you are going to need your own private network to rank your money sites, especially if you are in a competitive niche! But... yes theres a but!

You absolutely must go about it the right way! If you fuck it up then you will have wasted a lot of time and a lot of money, and you could also jeopardise your rankings as google will slap you off the SERP's.

But you have no need to worry about that as I m going to show you exactly how to do it under the radar. So grab a coffee and let me show you how to build a powerful private blog network so you can rank any site!!

### **Why do we need a Private Blog network for SEO?**

You've probably heard all about it. Sites getting de-indexed by Google for purchasing links from blog networks and link farms. It's been happening for the past couple of years as Google has fished out these large network of sites and shut them down.

Problem is, if you had links from them you are likely to be punished too. Purchasing links from blog networks these days is a big no no. However, **blog networks are an extremely powerful** way of ranking your sites as you can get high authority back links that google still seems to favour.

Imagine having 50+ sites with a PR between 3 and 7 and they all included a link to your money site. Just think of all that link juice!! This alone can be enough to **rank some sites number 1.**

Not only that but you have total control over all of the links. You can remove them when you like, experiment with anchor links and also use your private blog network on a number of different money sites. You have total control over your Tier 1 links.

Not only can you use them to **boost your own sites rankings**, but you can also sell links to SEO agencies and also sell links to other niche site builders (can be a little risky though)

If you are serious about SEO then you need to start building your very own blog network starting today.

### **Won't Google find out and ban my sites?**

If you don't do things correctly then yes, they will fuck you! if you are stupid and leave footprints then Google will eventually discover what you are doing and give you a good slap.

There are a lot of footprints that can be left and a lot of newbies fall into the trap of doing this. A few of the most common mistake people make are:

- Using the same Hosting account for all of their sites
- Using the same C-class IP address
- Registering them from the same I.P address
- Not using contextual links
- linking to your money site from all of your blog at the same time!
- Having the same content on your blogs
- Using the same Domain registrar

All of these mistakes could leave a footprint that gets your sites banned. **Building a private blog network** takes time, thought, and money. But the most important factor is 'Organisation'.

You must keep a good record of everything because you are going to have lots of Domains with different registrars, different hosting accounts, different C-class Ip's not to mention all the different usernames and passwords.

## **Buying Expired Domains Is Vital**

The first and most important step to build your **private network** is to purchase expired domain names that have a good link profile, are aged and have a decent Moz ranking. Along with Google PR, these are the most important Metrics to look for when buying domains.

We don't want domains with spammy shit. We must do a bit of research before we purchase anything!

### **Where to find Expired Domains.**

If you have read my \$2k - \$10k challenge then you will see that I explain about buying expired domains there, but when it comes to building a blog network we don't need to be quite as specific, but we do need to make sure we get a few things right. I personally use [Moonsy.com](https://moonsy.com) to search for expired domains.

Show: <input checked="" type="radio"/> All <input type="radio"/> Bid <input type="radio"/> Buy now <input type="radio"/> Fav list		AdChoices <input type="checkbox"/>		Expired Domains		Domain Name Value		Domain Example		By Domain																			
	Fav list	Current Price [USD]	Bids	Time Left	EMD AdSense Profit	new Link Credit Profit	new Link Selling Profit	new Pages with PR	new Max sub PR	Google Home PR	Moz Rank mR	Moz Trust mT	Moz DA	Age	Moz Dofollow Backlinks	Linking Traffic Sites	Unique IPs	EDU GOV	Directory Listed	Keyw TOP20 Google	Search Traffic Cost	CPC [USD]	Global Search	US Visitors	Alexa Rank	FB Likes Shares	Google Index	Web Site History	
		yinyuanmusic.com	12	-	4h 21m	-	36	90	-	1	4.97	-	58	1	2754299	-	3	-	-	-	-	-	-	-	-	-	4 K	24	
		ifmga2013.com	55	10	4h 42m	-	36	-	-	3	-	-	54	1	13094	314	4880	82	-	-	-	-	-	-	-	13 M	7	3	1
		cheapdesignerhandb.....us	12	-	4h 12m	-	3.6	9	-	1	5.02	5.69	53	1	18745	608	1545	14	-	-	-	-	-	-	-	-	1	1	
		epersmaplesyrup.com	10	1	4h 31m	-	7.2	18	1	1	4.98	5.38	52	11	31306	345	2217	31	-	-	-	-	-	-	-	4	3	37	
		aqzyl.com	11	-	3h 33m	-	36	90	-	1	2.37	4.19	51	1	213598	2	-	-	-	-	-	-	-	-	-	-	64 K	1	
		cooperholoweski.com	75	9	4h 14m	-	28.8	54	-	4	4.62	5.59	50	1	4595	222	3764	46	-	6	-	-	-	-	16 M	-	3 K	3	
		luvadlot.com	12	1	5h 53m	-	7.2	18	-	2	4.75	5.42	50	2	9470	109	350	-	-	-	-	-	10	-	-	-	342	156	
		officaluggboots-ou.....us	12	-	3h 30m	-	3.6	9	-	1	4.85	5.58	49	1	11667	383	841	6	-	-	-	-	-	-	-	7	1	4	
		uggbootscheap-outlet.us	12	-	7h 1m	-	3.6	9	-	1	4.86	5.58	49	1	11484	388	866	8	-	-	-	-	-	-	-	-	1	5	
		uggbootsdiscount-o.....us	12	-	7h 51m	-	3.6	9	-	1	4.83	5.57	49	1	11732	377	846	6	-	-	-	-	-	-	-	-	1	2	
		uggbootsoffical-ou.....us	12	-	7h 57m	-	3.6	9	-	1	4.85	5.58	49	1	11541	395	868	7	-	-	-	-	-	-	-	-	1	6	
		discountdesignerha.....us	12	-	4h 2m	2	3.6	9	-	1	4.86	5.58	48	1	11599	360	734	4	-	-	-	1.05	140	-	-	12	1	1	
		cheapdesignerhandb.....us	12	1	4h 7m	-	14.4	36	-	3	4.92	5.59	48	1	11671	371	716	6	-	-	-	-	-	-	-	-	1	1	
		discountdesignerha.....us	12	1	5h 47m	-	14.4	36	-	3	4.92	5.59	48	1	11766	381	674	6	-	-	-	-	-	-	-	-	1	1	
		discountdesignerha.....us	12	1	5h 52m	-	14.4	36	-	3	4.92	5.59	48	1	11847	377	702	5	-	-	-	-	-	-	-	-	1	1	
		fallface.com	11	-	7h 28m	-	3.6	9	-	1	1.60	2.54	48	1	20928	2436	5806	90	-	-	-	-	30	-	-	21 K	-	5	
		cqaqh.com	9	-	4h 31m	-	3.6	9	-	1	3.12	4.69	48	2	3198	3	59	-	-	-	-	-	-	-	-	-	743	36	
		nwfoklifefestival.org	305	15	5h 37m	-	57.6	81	-	5	5.34	6.00	47	3	1483	72	230	1	-	-	-	-	-	-	-	2 K	38	41	
		3gbobo.com	11	-	4h 23m	-	3.6	9	-	1	6.08	5.85	46	1	1023	6	473	-	-	-	-	-	-	-	-	-	420	14	
		socchambers.com	485	28	4h 52m	-	28.8	54	-	4	5.23	5.86	44	16	1064	80	212	1	-	2	1	-	-	-	-	5	4	250	
		edmexoellence.com	12	-	7h 7m	-	3.6	9	-	1	3.90	5.19	44	1	3749	430	659	12	-	-	-	-	-	-	-	-	4	28	
		yjbags.com	12	-	7h 24m	-	3.6	9	-	1	6.30	5.91	44	1	693	1	418	-	-	-	-	-	-	-	-	-	-	13	
		xyysm.com	11	-	4h 2m	-	3.6	9	-	1	6.02	5.83	43	1	632	4	416	-	-	-	-	-	-	-	-	-	459	8	
		yechangjixie.com	11	-	7h 28m	-	3.6	9	-	1	5.95	5.81	43	1	750	2	445	-	-	-	-	-	-	-	-	-	405	6	
		gowagon.com	10	1	6h 55m	-	14.4	36	-	3	6.21	5.92	42	6	750615	76	129	-	-	-	-	0.16	30	-	21 M	-	-	8	
		bwharrischoollibe.....net	11	-	4h 6m	-	3.6	9	-	1	3.66	5.32	42	5	12026	106	864	22	-	-	-	-	-	-	-	-	1	6	
		item4sale.com	12	-	7h 37m	-	10.8	45	2	2	5.62	5.72	41	9	12443	29	298	9	-	-	-	-	10	-	-	-	96	89	
		xbtdz.com	11	-	8h 48m	-	3.6	9	-	1	6.06	5.84	41	1	472	1	366	-	-	-	-	-	-	-	-	-	376	17	
		c243.info	10	-	8h 24m	1	7.2	18	-	2	4.39	5.06	41	3	48996	58	55	-	-	-	-	0.90	110	-	-	-	5 K	24	
		mokugift.com	304	31	4h 16m	-	28.8	54	-	4	5.09	5.69	40	6	1441	72	203	-	-	-	-	-	20	-	-	-	1	196	

The first thing I do is to sort them via Moz DA. By doing this it usually brings up the best of the bunch as DA is more up to date and relevant than PR. Now you will probably get a few high pr domains, like pr 7 but this does not necessarily mean they are good. In fact, I think pr will start to have less relevance in the near future, so PR is not the bee all and end all. I have put together a general guide to pick out possible domains worth purchasing.

### Guide:

- Must have a PR of 2+
- Must be .com, .net or .org (unless you are specifically targeting a country, e.g .co.uk)
- Minimum age of 3
- Moz DA at least 20
- Must have at a couple of hundred links at least, and must come from various I.P's

Obviously the higher the Pr and DA the better, but the higher you go the higher the price!

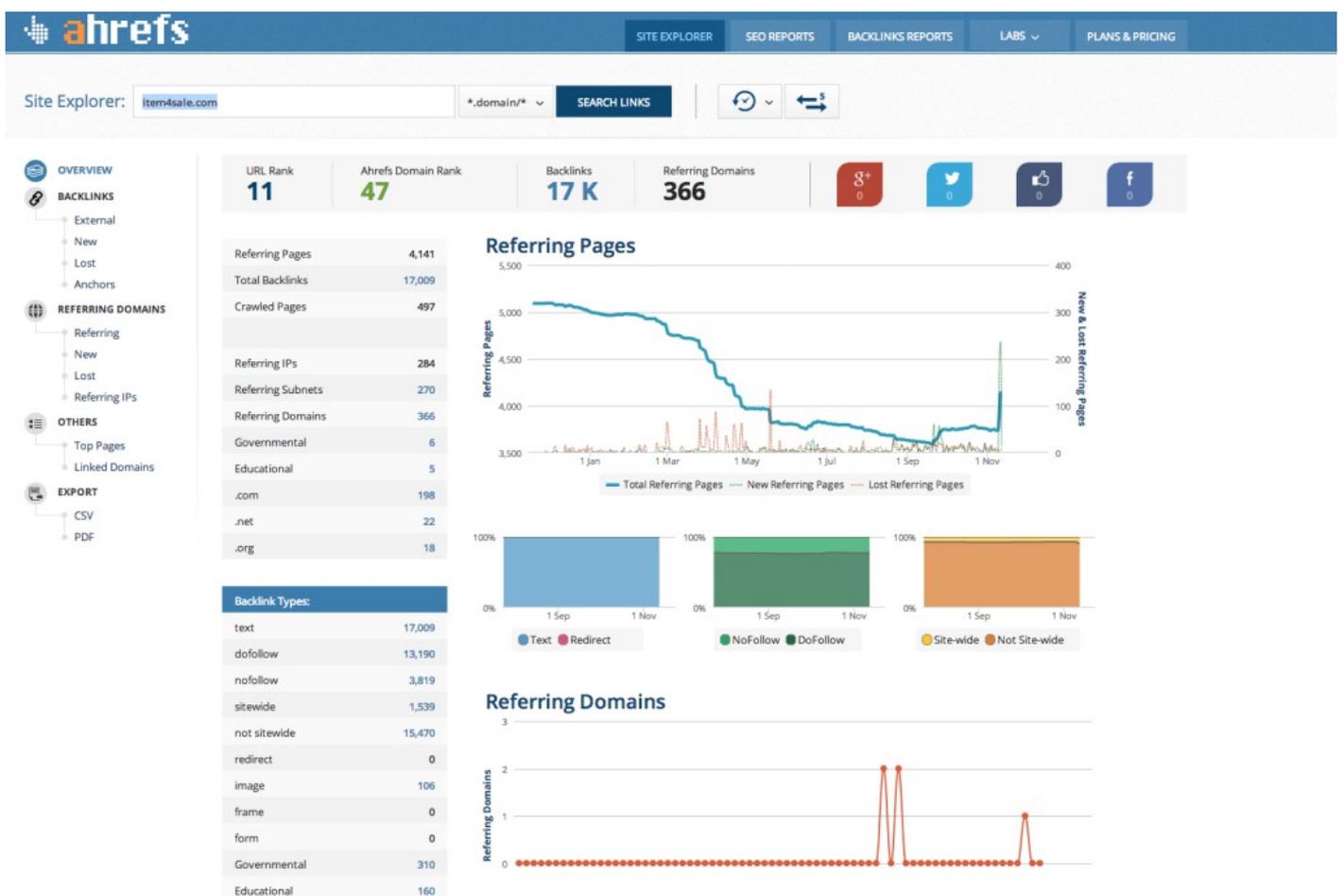
Go through and find a few domains that fit my criteria, you can click 'add to fav list' by clicking the eye next to the domain. You will now have a list of possible domains for your blog network.

### Do your Homework

Now that you have your shortlist, it is time to check the back link profiles. To do this I use [Ahrefs](#). It's the best, simple.

Enter the domain into Ahrefs and it will search for all of the back links. I know there are other tools out there to do this but Ahrefs will give the most complete link building profile. You can also see referring domains, I.P's, Anchor text and a load more useful stuff!

Ok. Looking at the screenshot above of Moonsy.com, there are a couple that fit my criteria. Item4sale.com looks pretty good. So I'll take a closer look in Ahrefs. Enter the URL and you will be presented with an overview like this:



As we can see, it is showing 17,000 backlinks with 366 referring domains. So immediately we can see there are plenty of links from different sites.

To delve a little deeper you can click on the 'Total Backlinks' to see each individual link.

By doing this you can get a quick sense of the type of sites they are coming from.

The next thing I check is 'Anchors'. I want to see the type of anchor profile, if I spot anything dodgy like adult or foreign anchors then I will probably discard the site.

Having clicked on 'Anchors' it is showing 83 different anchor text. Most of it is to do with the game 'World of War craft'. There are a few Chinese anchors but not many.

Overall it doesn't look too bad. We are never going to get anything perfect with an expired domain.

If you could get this domain cheap it may be good to add to your blog network! There are **thousands of domains expiring** everyday, take your time and use Moonsy.com to find the ones that fit our criteria. Set yourself a target of 1 per week, or whatever you feel comfortable with.

When it comes to cost it depends what your overall budget is. I pay up to \$200 for an expired domain for my blog network but most are between \$30 - \$80. OpensiteExploer.org - Use this free tool to check the DA and PA of the Domain.

The screenshot shows the Moz Open Site Explorer interface for the domain <http://www.item4sale.com/>. The interface is blue and white. At the top, there is a search bar with the domain name and a link to '+ Compare up to 5 sites'. Below this, there are two main sections: 'Domain Metrics' and 'Page Metrics'. The 'Domain Metrics' section shows 'Domain Authority' as 36/100. The 'Page Metrics' section shows 'Page Authority' as 44/100, 'Linking Root Domains' as 123, and 'Total Links' as 1,851. There are also links for 'Facebook Shares' and 'Facebook Likes', with a note that 'Social metrics only available to Moz Analyt...'. At the bottom of the metrics section, there is a small text line: 'Just-Discovered Links index updated continuously. Last Mozscape index update: November 6, 2013. Next M...'

Domain Metrics:	Page Metrics:	Just-Discovered Links index updated continuously. Last Mozscape index update: November 6, 2013. Next M...			
Domain Authority	Page Authority	Linking Root Domains	Total Links	Facebook Shares	Facebook Likes
36/100	44/100	123	1,851		

As you can see, this domain has a DA 36 and PA44, a bit lower than what Moonsy said but still ok. Ignore the 'Total Links' as OpensiteExplorer is not as good as Ahrefs and crawling the links.

## Hosting - Spread it about

Getting this right is essential. If you host all of your sites on the same account then you are leaving a massive footprint. You need to use different hosting accounts and providers. There are some services that offer reseller accounts so you get different C-class I.P's for each domain.

If you are using the same company then you must get separate C-Class IP's. There are hosting companies such as SEO Host and SEO hosting, but from experience I would not recommend using them. Firstly you may as well stand up and shout 'Im creating my own private blog network'. If you are using SEO hosting then it's pretty obvious what you are doing.

Another way around this is to use very cheap hosting account, sign up for a couple of dollars, host 1 domain and move onto another one for your next domain. You will end up with a lot of usernames and passwords, but if you organise yourself properly you can manage it.

Create an Excel Sheet and save all of your login details for each domain, this will save you a ton of time and hassle in the future!

## Setting up the sites

If you have a VA (Virtual Assistant) then get them to do this to save you time. But if you want to do it yourself here is what to do.

Most people use WordPress these days so its not a problem if you use WP for most of your Blog Network. Go to your Domains Cpanel and install WP. Login to your WP dashboard and select a new theme. You will want a different theme for all of your sites.

Now download the following plugins.

**WP Security** - make your site as secure as possible, I can't tell you the amount of times my blogs have been hacked!

**WP Robot 3** - This is an automation software that automatically adds content to your blogs. Now I know Auto blogs get a lot of bad press, but if you do it correctly then you will be ok, remember that our Blog network sites are only there to linking opportunities to our money sites! (They have since released WP robots 4)

Get a new Article automatically published everyday. WP Robot 3 is a great plugin. You can enter your categories and sites keywords and it will go out and scrape articles for you. It will also spin them if you enter your BestSpinner API

credentials. However you do need to buy a license and you also need a couple of other tools to help WP Robot get the actual content.

I personally use:

## **ArticleBuilder .net**

### **Big content search**

There are also a few free resources that you can select in WP Robot and they are: ezineArticles, GoArticles and EzineMark.com.

I won't go into detail here but I create campaigns to submit an Article every 24-48 hours. I make sure i tick 'super spun' and ask it to grab images where possible. You only have to set this up once and it will run forever, continually adding fresh content to your blog.

I also like to add a couple of articles myself, with information about the blog and anything else I can think of.

Add a few widgets to the sidebar to make it appear like a real blog, add your categories, calendar, maps or anything. Just make sure to mix it up a bit between your blogs. You can also add a couple of extra pages such as 'about us' page and a contact page. This will your blog seem more genuine! Also add a 'privacy policy' to every site.

## **Hide Your Ass**



Anytime I am working on a site, from registering a domain to adding content, I always use a VPS. Basically this hides your IP address and gives you a new one so you can actually appear to be somewhere you are not.

By doing this you are never leaving a footprint. It's just an extra safety gard that I like to use.

The best VPS service that I have come across is [HideMyAss](#). It's only about \$10 per month but it's well worth it. You can even use it on your mobile

devices so you can appear to be in a different country when your not!! can be helpful for accessing certain sites!

[Get your VPS account here](#)

## What 'Niche' should my blogs be about?

If you are only planning on using your **Blog Network** to help boost 1 or 2 of your money sites then you should set all of them up in the same niche as your money site. so lets say your money site was about fishing rods, you would create a blog network of fishing sites.

You can actually go a little broader with some of them. Just make sure they are not about the exact same topic!

If you plan to use your **Blog Network for SEO** on a number of different money sites in different niches then simply create a number of general niche blogs. For example I have a few blogs on each of the following topics.  
Electronics - apple, iphones, gaming and anything else you can think of.

Business - SEO, internet marketing and anything to do with business

Health - Include any topic regarding health

These are the 3 main Categories. Feel free to mix it up a bit by creating say 20-30 general blogs and 10-20 niche specific blogs!

## Adding links to your money site - Ka Ching!!

This is the bit you have been building up to. Placing links on your blog network to give your money site a good kick up the arse! but be careful, you have to go about it the right way....

I only have 1-3 links on **my blog network sites** for each money site. You must upload a unique article that includes your main 'money site' keyword that you want to rank for.

Now place a raw link as close to one of the keywords in the article. For example:

*Building a blog network is great, to find out how to build your own private blog network visit <http://doseoyourself.com> where there is tons of information on blog networks.*

As you can see, If my keyword is 'Blog networks' then I would place my raw link (<http://doseoyourself.com>) within a sentence that contains my keywords. Google will actually pick this up and your money site will get a **boost for these keywords**, although you havn't used your keyword in your anchor.

Although you can just use your keyword as the anchor I don't really recommend it to often. By all means do it a few times over your entire network, but the main links you want to create are raw links and Brand name (basically the name of your site or company).

When **using raw links** be sure to mix them up a bit. [www.yourdomain.com](http://yourdomain.com), <http://yourdomain.com>, <http://www.yourdomain.com>  
[Read my post](#) on why I think Anchor links are dead, and using this method is much better and safer!

Use your keyword anchor to often and you will get slapped.

### **Place Contextual links to hide your footprint**

If you have 40 blogs, all about your nice and they all have 2 outbound links, and those 2 links happen to point at your money site then this is going to look suspicious! It will leave a big footprint and your hard work could be wasted.



Make sure that you add other outbound links to different sites, preferably **high authority sites** such as Wiki and government sites. This will diversify your outbound links and also help with authority, because if a site happens to link out to massive authority sites plus your money site, then this makes your site look good.

Always include **at least 1 contextual link** in the same article as your money link, and also place a couple around each and every blog network site, to make them look natural.

### **Boost the power of your Network**

Once you have your private blog network up and running and you have started to link to your money sites, it's time to start giving your network a boost, and we do this by building a **solid back link profile** to each one.

We don't need to be as precise as we are in our SEO Blueprint, we just need to build plenty of relevant links to boost the authority of our blogs.

### **How do we do that?**

Our good friend [GSA Search Engine Ranker](#).

Im not going to go through every little detail here as I have already dome this in [Step 7 of my guide](#). GSA is great for building a large number of backlinks automatically. [Please read this post](#) to see how to set it up! Hopefully you have already followed our guide and completed your **Tiered link building**.

Simply use Kontent Machine and GSA to build a campaign for each one of your blogs. Make sure to only use the popular platforms such as Web 2.0's, social bookmarks, directories, wikis.

### **Avoid these costly mistakes and your blog network will never be caught**

- 1) Never interlink between your blogs. EAcH one is completely individual and unique, so keep it that way!
- 2) Link out to each money site no more than 3 times per blog, and use raw links as much as possible
- 3) Use unique content for the articles that will include your links
- 4) Add authority outbound links to make your blogs appear natural
- 5) Try to avoid selling links on your network, it's a Private Blog Network for a reason!

So that pretty much sums it up. My wrist is now aching from al this typing, but who cares. Go out there and get your site ranked number 1.

**Update:** I get asked a lot if I offer this as a service. Although I do take on a few clients for the complete Tiered link building campaign explained in my SEO BluePrint, and specialised SEO, I do not build blog networks for clients!

What you will Need:



VPN - [HideMyAss](#)



[GSA Search Engine Ranker](#).

I hope you have enjoyed guide to ranking any site at the top of Google. Please feel free to share this with your friends, on Twitter, Facebook and Google+

I hope you enjoyed this Guide....

For more great SEO Tips, case studies and Experiments [please visit my Blog](#)

Follow me:

[Twitter](#)

[Google+](#)

Jason Chesters

[DoSEOYourself.com](#)