

Backlink Expo

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(Me and my beautiful wife)

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Introduction To Search Engine Optimization

In simple terms Search Engine Optimization means building any webpage search engine friendly. We have to build in such a way so that search engine can find out webpage easily and display our webpage in search engine result. Now problem is there are too many websites all over the world. Search Engine will give our website a good rank if our website meets all requirements to do that. Search Engine optimization is not a difficult task. But it needs lots of consistent work. Of course it depends on situation.

In this guide I am not going in complete details in Search Engine Optimization. But I thought of giving an introduction so that it can help beginners.

Types of Search Engine Optimization:

Basically there are two types of Search Engine Optimization – **Onpage Search Engine Optimization** and **Offpage Search Engine Optimization**.

Onpage Search Engine Optimization:

Onpage optimization basically consists of all of the ranking factors that are located on your webpage. Below are the main ranking factors:

1. Title: This is the title of your webpage. In html it looks as `<Title> </Title>`. It is very important to put your main keyword inside title. If you put blank inside title tag you won't be able to rank in search engine.

Google display the Title of any web page in their search result in clickable format. Try to complete your title within 60 characters.

2. Meta Description: It appears just below the title in the search engine result. Make a proper description for your webpage including all your main keyword. Don't put more than 5 keywords and try to complete Meta description within 150 characters.

3. Meta Keywords: Use your main keywords here. More than 5 is not good.

Google has clearly mentioned that Meta Description and Meta Keywords are not included to determine search engine ranking. But it is better to make Meta Description attractive. Many readers not only read the Title but also Description. At least I read description and then only click. So, try to make it appealing. If you are providing a free report then you can mention the word FREE! In Meta Description. Some people may click your website just reading the word Free even though if it not in #1 position.

4. Header Tag: These are the tags that appear as `<h1></h1> <h2></h2> <h3></h3>`. There are total 6 header tags from H1 to H6. Use it for your webpage properly. Put your page main heading including main keyword in the `<h1></h1>` tag and sub heading including sub keyword `<h2></h2>` tag and continue like this. Whenever search engine crawl your page it crawl the header tags before the text.

5. Bold, Italic Tag: Use `` tag to make your text bold and `` for italic. Mind that I did not say to use `` to make bold because search engine give more importance to `` tag.

6. Image Alt: Alt is an attribute for the img tag. It appears when the browser can't display image. Here is an example how you will have to use:

```
 </img>
```

Always put meaningful content using keyword. Don't overdo it as search engine may see it as spam.

7. Link: Links are used to link another page or website. We can create a link in html as `Download Antivirus` Always use good Anchor text while creating link and use your keyword. `Click Here` is **NOT** a good example of Onpage Optimization.

Well, these are the basic Onpage Search Engine Optimization Methods.

Some More Tips:

1. If possible link to Wikipedia.org, About.Com or some very authority websites. It is useful if you are going to develop some affiliate website with less content. For Example if your niche is Yeast Infection then create a link to Wikipedia that says about Yeast Control. Similarly you can link to a page from About.Com
2. Create a link at the bottom of your webpage to your website itself and keep it at the most right. Use your main keyword there. For example **copyright 2009-2010 [Yeast Infection](#)**.
3. Try to use main keyword in the first line of first paragraph. Again in the last paragraph. Keyword density 2% - 3% is just fine.

Onpage Search Engine Optimization won't take much time and it is better not to spend too much time on Onpage SEO. Search Engine rank website based on Offpage SEO. From my example you can find out that very easily. I don't have any content but yet I am in first page. Spend more time on Offpage SEO.

Offpage Search Engine Optimization:

Offpage optimization basically consists of all of the ranking factors that are NOT located on your webpage that the search engines look at when ranking a website.

These include:

- The number of websites linking to you (Backlinks or incoming link)
- The Google rank of the website linking to you
- The anchor text used in the link linking to you
- The number of outbound links on the website that is linking to you
- The IP Address of the websites linking to you.

So, basically Backlink is the core of Offpage Search Engine Optimization.

Till now I have covered the basic of SEO. I hope this will help a newbie to know more about SEO.

Backlinks:

Backlinks are nothing but incoming links to your webpage. It is the link from other webpage to your webpage. You need backlinks to rank in SERP (Search Engine Result Page). It is proportional to competition. More competition means you need more backlinks. If competition is low you need less number of backlinks. Few points to remember:

1. Give importance to quality of backlinks, not to number of backlinks
2. A backlink from a high PR domain has good value.
3. Backlink from a high PR Page is even more valuable than a backlink from high PR domain.
4. Use various methods to build backlinks. Diversity is too important while building backlinks.
5. Change anchor text while building links. The main idea is to make it like natural link building.

I believe this is enough as an introduction to backlinks.

The main aim of this guide is to show you how to get more out of each backlink you create. The problem is it is hard to index backlink if we create them in member profile section. I found an easy strategy through which you can get all backlinks indexed very easily and automatically. You will learn the exact process that I follow. However in this guide I am not covering how to get backlinks. If you want to know about backlink source then please don't forget to read the last page.

How to Get All Backlinks Indexed?

Backlink building is an easy task but getting them indexed is really hard. I tried so many ways to get them indexed and finally I got one good and easy way to do that. This way you can expect more than 85% links to be indexed within 2 weeks.

So, what is my exact process?

It is really easy. You need to spend some time initially while configuring the system. But once you did, you just need to spend 5 minutes or less daily.

What we are going to use?

1. [Twitterfeed.com](https://twitterfeed.com)
2. [Ping.Fm](https://ping.fm)
3. RSS Feed
4. Profile URL that contains your backlinks

I am sure that you know about all the above service. If not don't worry. I am going step by step. There may be a script to do the exact process. You need to install script in your server. Actually I don't want to create any trouble for my hosting account because of automation. I found a way through which you can do it without using any script and just spending 5 minutes or less.

Step 1:

1.1 Create one account in Twitterfeed.com

1.2 Collect some RSS Feed. You can collect either from any Article Directory or any News Site. Please read the terms and condition before using any RSS Feed. You are going to select a RSS Feed of a blog or article directory which is updated daily many times. This RSS Feed is going to play a great role in our game. So, choose wisely. Collect more than one RSS Feed. Now copy all the RSS Feed in a Notepad.

1.3 Now we have to create one account in Ping.FM I believe you know about it already. It is a third party service through which you can ping multiple blogs with only one click. Here we are going to do it automatically.

1.4 Once your account is ready you need to create certain account to post. Basically for this purpose 4 are enough and these are:

1. [Tumblr.com](https://tumblr.com)
2. [Posterous.com](https://posterous.com)
3. [Vox.com](https://vox.com)

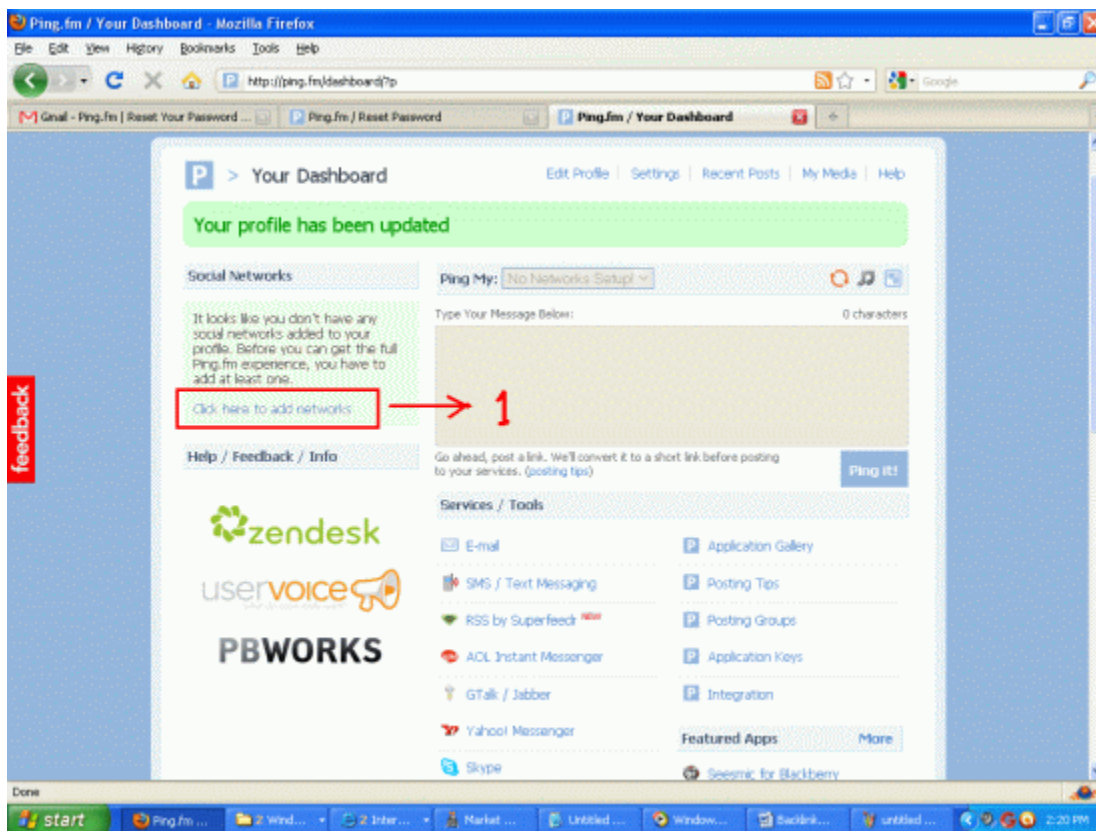
4. Multiply.com

Create one account in all of the above. For simplicity you can use same user id and password everywhere. Copy them all in a Notepad.

Step 2:

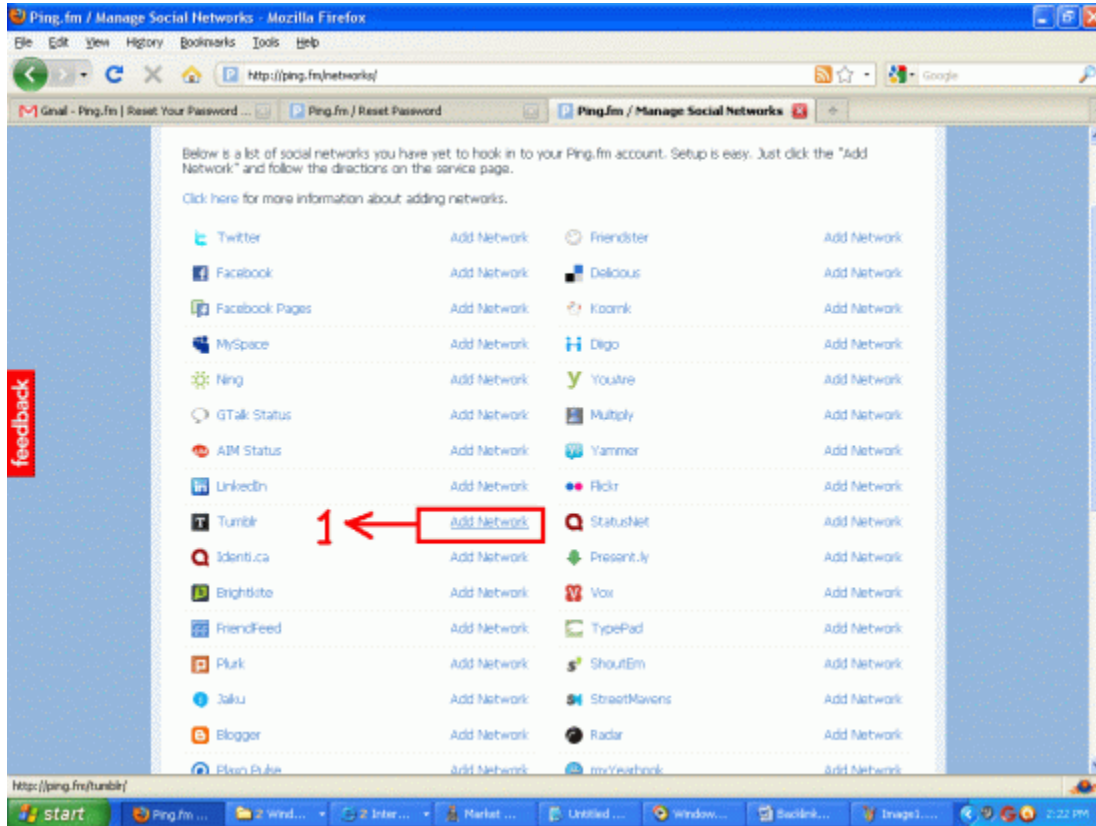
I am showing with screen shot here so that you can set Ping.FM account very easily. I am writing down all the instructions. Excuse me for my bad images. I will try my best to show you all the steps properly. Even though if you get any doubt please email me or pm me. I will get back as early as possible.

So, till now you have your own user id and password for Ping.Fm. Please log in and once you logged in you will get the below screen:



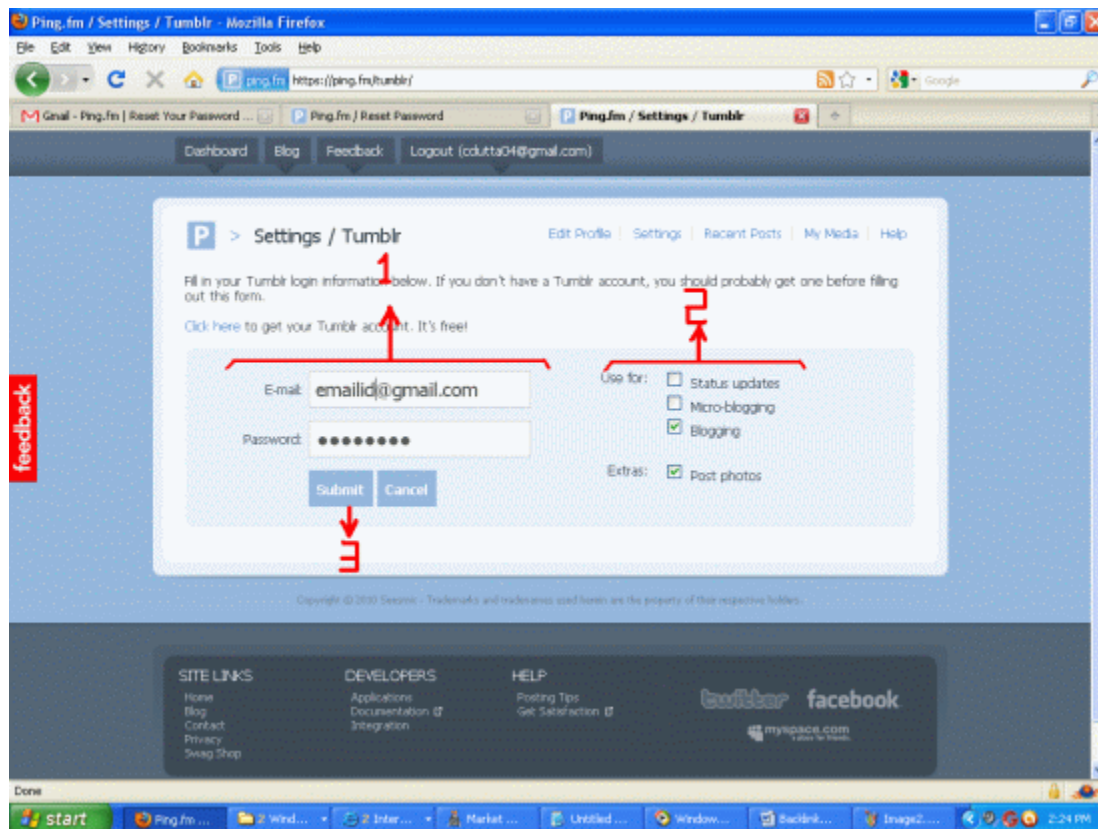
1. Click on – “Click here to add networks”.

Once you do that you will get the below screen:



1. Click On "Add Networks"

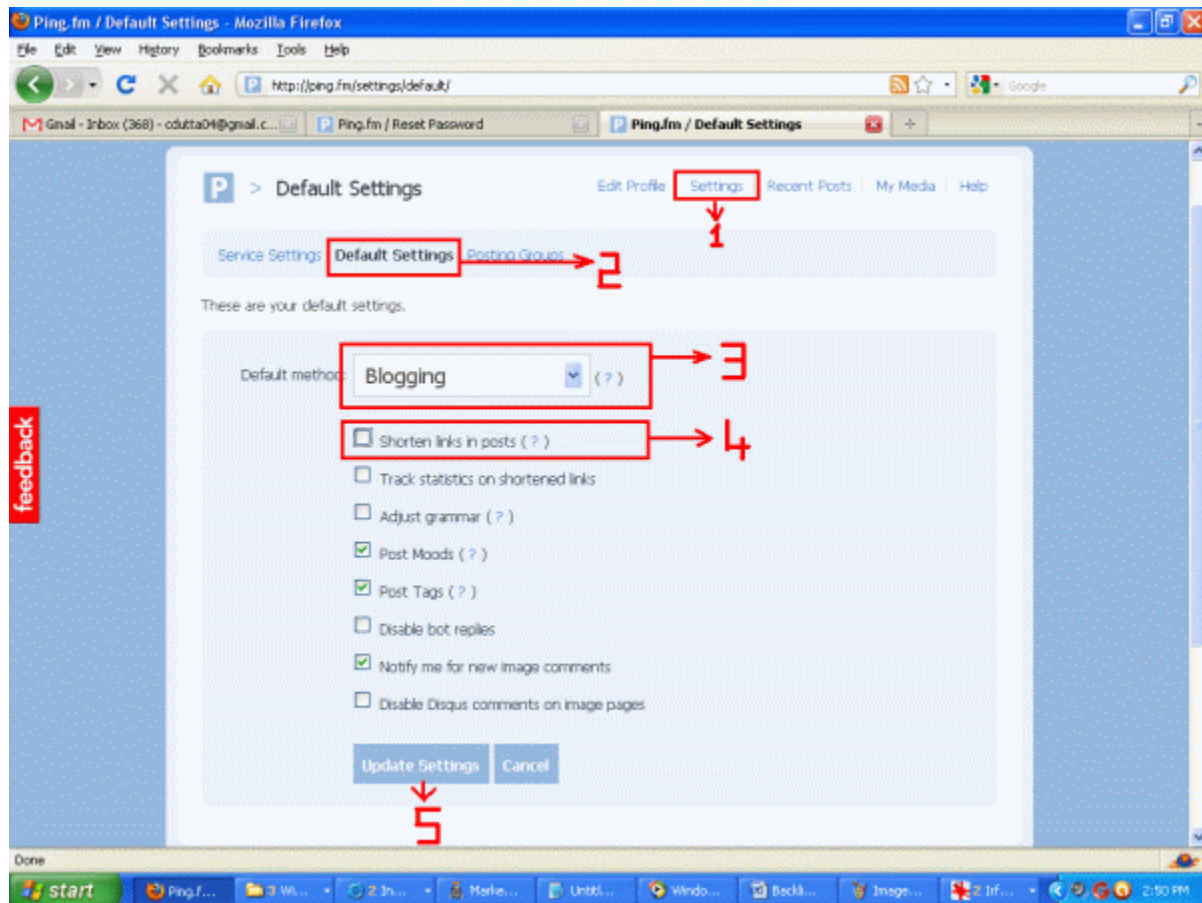
As shown in above screen I am going to add Tumblr. You have already created account if you are following me. Now follow the next steps:



1. Enter your Email Id and Password for Tumblr Account
2. Select only Blogging
3. Click on Submit

Till this you have added your Tumblr account in your Ping.fm dashboard. Now follow the same step to add other networks as Vox, Posterous and Multiply. You can try with Blogger.com and Wordpress.com as well. But these 4 are really enough. Anyway I am not a fan of Wordpress. I have seen many suspended Wordpress Blog.

There is one more setting in your Ping.Fm account. Please follow the below screen.

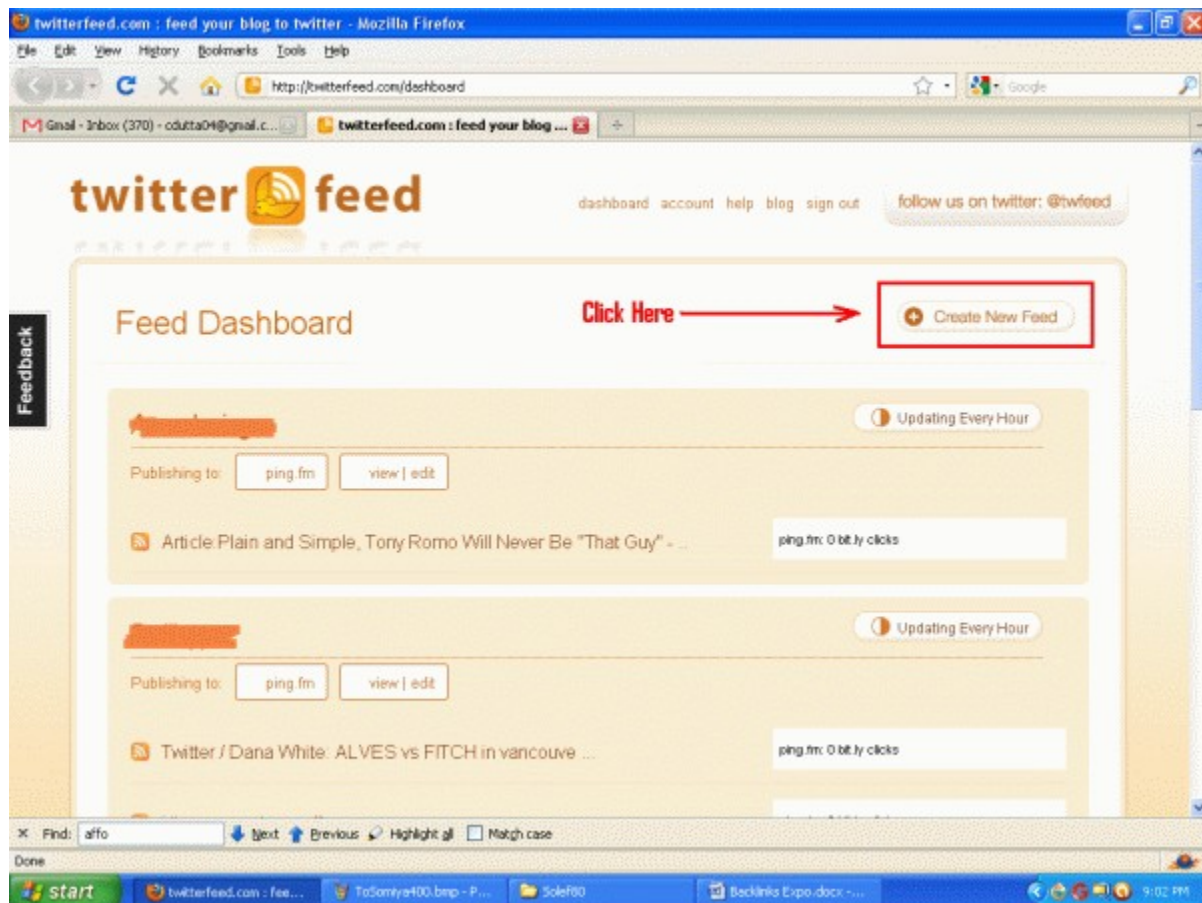


1. Click on Settings in your Dashboard
2. Click on Default Settings
3. Select Default Method Blogging
4. Uncheck Shorten Links in Post (By default it is checked)
5. Click on Update Settings.

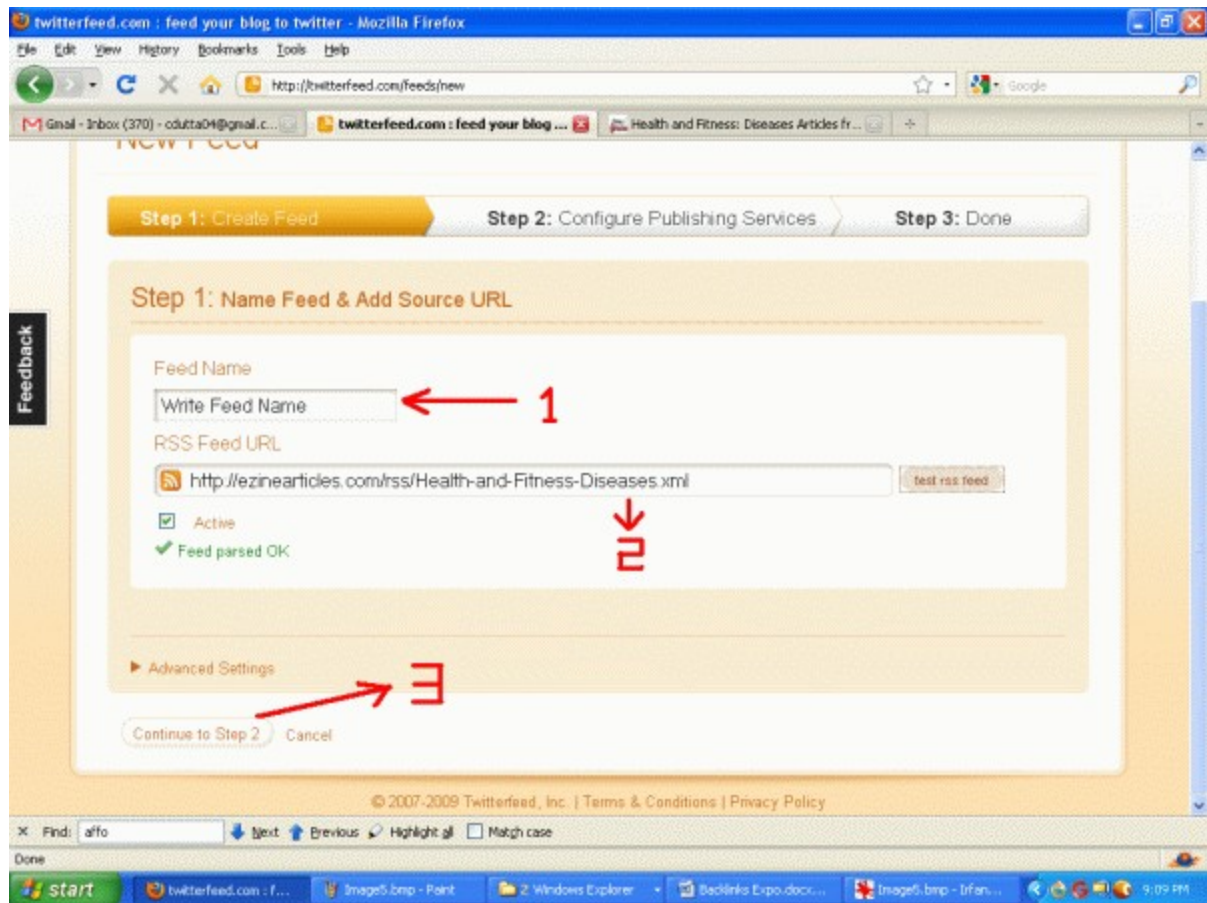
We have completed the initial Ping.Fm configuration. We don't have to do much with Ping.FM now. Our next step will be to configure Twitterfeed with Ping.fm account. It is easy and only one time configuration.

Step 3:

Log in to your Twitterfeed account. Here I logged to my own account. Once you log in you will get the below screen. Please follow the instructions.

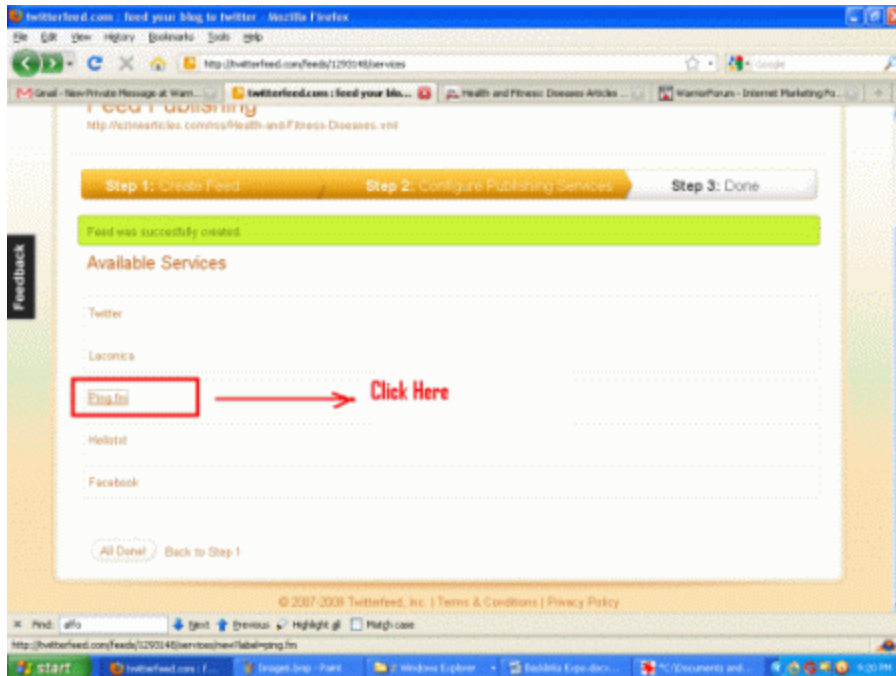


Once you click on "Create New Feed" you will get the below screen:

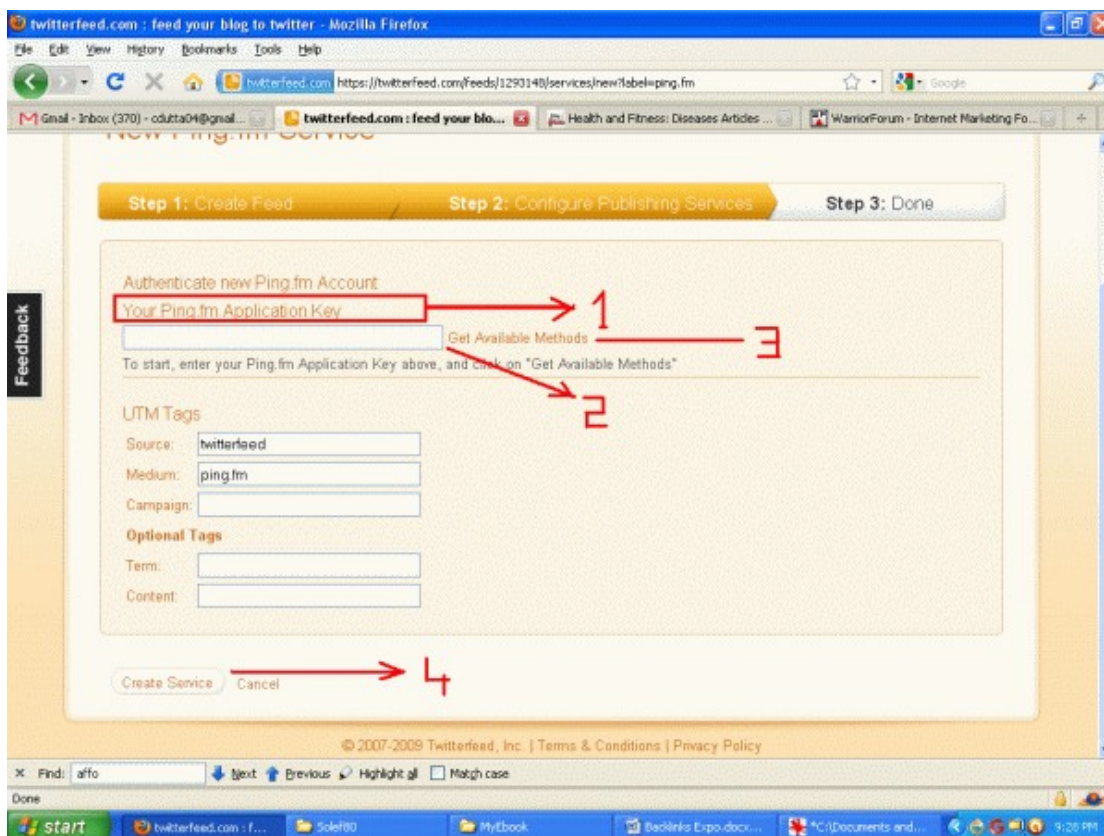


1. Write Feed Name. It can be anything. Actually it doesn't matter anything.
2. Enter here one of your RSS Feed. You already have collected few RSS feed. If you did not then please read Step 1 once more. In this example I took EzineArticles' Health and Fitness RSS Feed.
3. Click on Continue To Step 2.

After Continuing you will get the below screen:

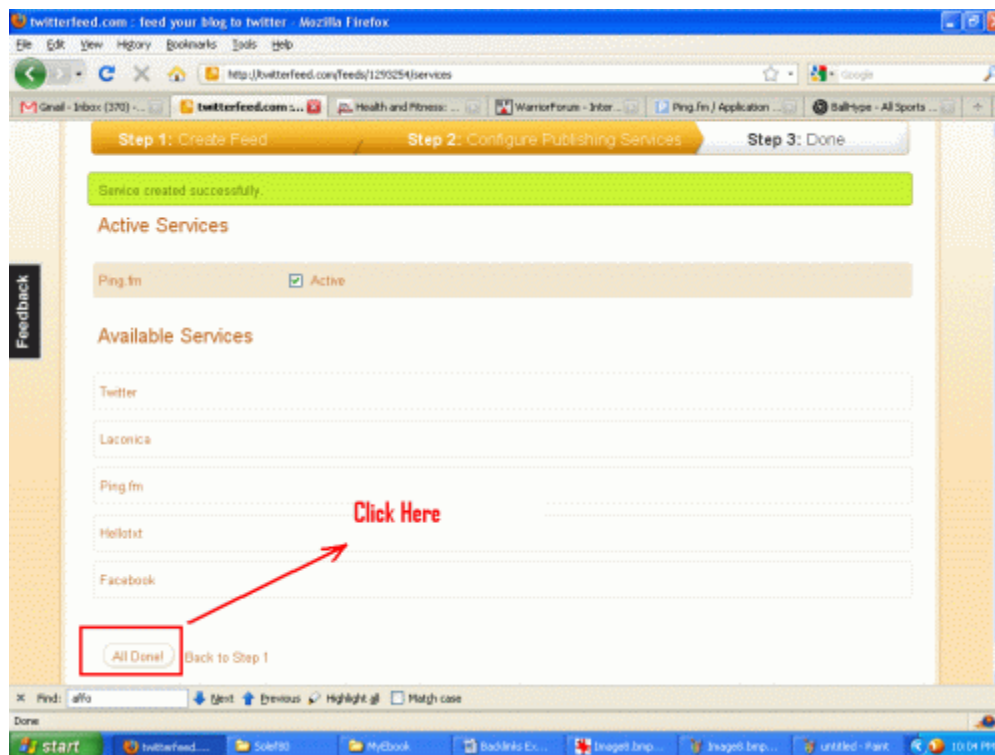


Click on Ping.Fm and you will get the below screen:



1. Click the link “Your Ping.FM Application key”. As you already have registered in Ping.FM, you can collect your Application Key. Once you click the link Ping.FM log in screen will open. There enter your user id and password and you will get the key. Copy your application key in a notepad. You need this key whenever you add another RSS Feed.
2. Enter your Application Key here.
3. Click on “Get Available Methods” link and select Blog.
4. Click the button – “Create Service”

Next you need to click only one button as shown in below screen:



After this step you will get a message as “Congratulations, you have successfully configured a feed!”

Similarly you can add 2-3 more feeds. You have to follow the same step and it is easy.

What we will get doing this?

Twitterfeed will ping to our Blogs automatically those we configured in our Ping.Fm account. Once you configure Twitterfeed account you don’t have to do anything with TwitterFeed. Whenever any new content will be added in all those Feed, it will be posted to our blog. Because of this reason I asked you to select some feed those are updated regularly.

There is only one step in this process. Please follow next.

Step 4:

There are so many Backlinks Packages in warrior forum. It is easy to create the backlinks but main problem arrives at the time of making them indexed. If a backlink don't get indexed that backlink won't get counted at all. I found this strategy very effective for indexing backlinks. Remember this is to create backlinks to your backlinks. So, do not use your main money website link in this step.

When you create backlinks, often those will be in the following format: (Just example)

<http://www.wncgreenbuilding.com/forums/member/1623/>

<http://www.sanramon.org/user/1375>

<http://bible.org/users/ward001>

<http://www.belightsoft.com/forum/profile.php?id=16809>

<http://www.tv-cards.com/messageboard/profile.php?id=5555>

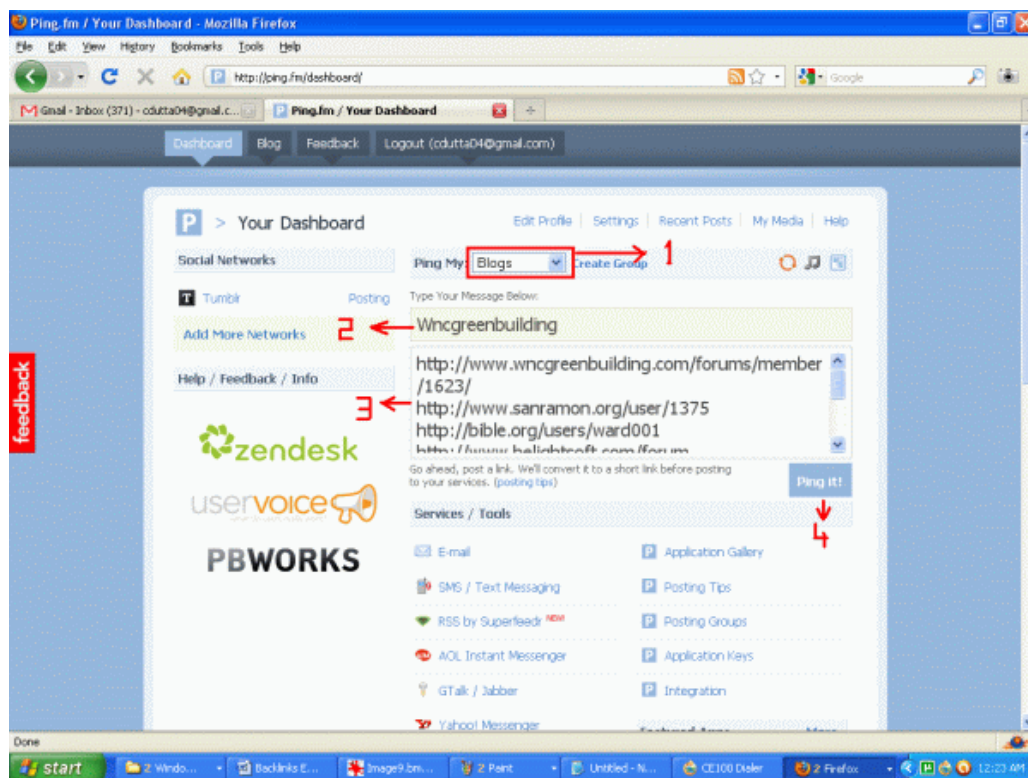
Make a group of backlinks each containing 5 links. If you have built 100 backlinks there will be 20 groups. Now you need to post each group one by one through your Ping.FM account. You can post twice in a day. I mean post one group in morning and one group at night. Even you can create group of 10 links but less is always good. I usually create a group of 5-7 links.

Now copy a group and follow the next step.

Step 5:

In this step we are going to Ping our blog through Ping.FM. Before this make sure that some contents are already published in your blog. (Blog those you configured through Ping.FM). If you have done all the steps properly your blog will be updated continuously with those RSS Feeds.

Now copy one set of backlinks and log in to your Ping.FM account. Please follow the next steps.



1. Select Blog
2. Write Title (You can write anything here. I just wrote the name of First website)
3. Paste one group of backlinks
4. Click on Ping It

As a result all the profile URL will be posted on your blogs those you set previously. Now continue this step as long as you have set of backlinks. It just takes two minutes to do this work. Just copy and paste. Your blogs will be updated regularly from the RSS Feed and search engine will love this. At the same time it will index your link. All blogs will have valuable updated content, not only profile URL. This way those blog won't look like spam blogs. Of course sometimes you will get some links those never get indexed. What to do, we can't expect 100% perfect result from anything. But I am sure you will get a good result and it works. Otherwise I could not have done so.

Step 6: (Getting result faster)

You can do this step to get fast result. Anyway this is the last step in this process. Once your blog has some content just grab the RSS Feed and submit those to RSS Directory. FeedAgg works great. No need to submit to too many, only to a few is enough.

Now you don't have to worry about backlink indexing. Most of the backlinks will get indexed and definitely you are going to get a good result.

Believe me it really works. You may have doubt. Because of this reason I am preparing a complete Case Study where I will show you how I am able to get First Page Ranking for so many keywords and even PR3 within 2 months. Oh yeah, I will also show how I managed to get double listing. So, stay tuned.

How To Get a New Website Indexed Within Few Hours?

It's really annoying to see that our site is not getting indexed after so many days or even trying so many methods. Don't worry! I will give you 3 ways. Even after trying this, if your website don't get indexed within 24 hours just send me an email or PM me. I am sure that you won't need this.

1. Just go here -> <http://marketingblogonline.com/autobacklinks/> and put your domain name. Who knows you may already have paid for software to do the same task. I found a WSO few days back to do the same task. However you don't need any software to do this. It is just one minute work.
2. Create one account in [Ident.CA](http://ident.ca) and enter your URL in Homepage Field. Use some popular tag in profile such as – health, online, marketing, dieting, fitness, exercise etc.
3. Create one profile in each of the below and create link to your website:

. <http://forge.mysql.com> (You can only enter the Home Page URL)

. <http://pigniq.jp> (Enter Home Page URL as well as Create Anchor Link)

You can ping these profile for faster result.

That's it. I usually do the same step after buying a Domain Name. I buy domain name, install wordpress and then do the exact step as above. Again I am saying; if you fail to get your site indexed even after following these step just email me. I built backlinks for many new sites for so many clients as well as for me and still they are ranking.

How to Get Links From Squidoo Without Creating Any Lens?

It is really very easy to get links from Squidoo without creating any lens. I was able to get links from PR3 Lens. At least I did not have to spend so many times to create a lens and wait to see my lens getting PR.
😊

Type in Google ➡ "Your Keyword" site:squidoo.com "0 points"

Now you will see “Add To List” at the bottom of the Lens. You can add any links there with a Title and Description. Although it is not possible with every Lens. But in many Lens you will get chance to add link using proper Anchor Text. Enjoy!

Building Backlinks to a New Website:

Here I will share some of my experience for building backlinks for a new website. I have build links for so many clients whose site was not even indexed by Google at the time they assigned me. But I can say proudly that still their websites are on #1 page. I will also go with a complete case study. I started one blog in the month of February. I just made 4 posts and actually started building links on March.

Do you know the result? At the timing of writing this it is on #2 and #3 position of Google. It got double listing and **PR3** within just 2 months. Please feel free to check out in Google as – Sole F80 Treadmill and my blog is <http://www.SoleF80TreadmillInfo.Org>.

Rank may be different based on different location and because it is a complete new site. More over it is ranking for many keywords as – Sole F80, Sole Treadmill, Sole F80 Folding Treadmill (2nd Position), Sole F80 Treadmill Review, Sole F80 Review. I did OnPage SEO Well and then I followed my own strategy. Currently I am working for another 4 other websites and they are in progress. In this case study I will go with each step in details.

Few points while choosing a Domain Name:

1. Prefer always .Com, .Org or .Net Domain. .info is not good and very difficult to rank. They need more backlinks.
2. Try to find a domain name with keyword. If keyword domain name is not available then you can use a suffix as DomainNameInfo.com or prefix as myDomainName.com. However a Suffix is always better than Prefix.
3. You can even use Hyphen. But they are hard to remember and more than 2 hyphens is not ideal.

Steps to Work With a Complete New Website:

Step 1:

First task is to make your domain indexed on the same day you bought it. Upload any page to your domain or if you are going to use wordpress then install the blog. Then next task is to make it indexed within a few hours. I have already described how to do that.

Step 2:

Here you will create the contents for your blog or website. You can either create yourself or outsource it. Create content based on your keyword. Definitely you will put your main keyword in your website or blog Title. Now you should create one Page Content based on your Main Keyword that you used in your Blog or Website Title. Are you confused? Ok, let me give you one example:

See my example Blog – SoleF80TreadmillInfo.Org. In this blog my main keyword is Sole F80 Treadmill and I used that in my Blog Title (Title that appears in Browser). Again I created one Blog post with the Title “Sole F80 Treadmill” which is my last Blog Post. I did it to get double listing in Google.

Step3:

Post original content to your website or blog. If you are planning to start a wordpress blog then 4-5 post is enough. Post one blog post daily and bookmark those. You can use SocialPoster.com, Onlywire.com or SocialMarker.com to post quickly. All are free.

Step 4:

Grab your RSS Feed and submit it to various RSS Directories. This way your blog posts will be indexed soon.

Step 5:

Till now all blog posts are published and you can start building links. In this stage you can build 50 links per day. I did 100 links per day without any problem. 50 are absolutely fine. Point to remember:

1. Do not link back to your home page. Create links to your blog post. You can create links to 2 blog post without any problem. If you want you can use 3 too. For my blog I created backlinks to my Blog Post – Sole F80 Treadmill and Sole F80 Folding Treadmill
2. Do some blog comments also using the main blog or website URL. In my case I used <http://www.solef80treadmillinfo.org> . This way you will create some links to your home page also.
3. Build links continuously and follow my steps to make them cached. I am 100% confident that you will see result. I did same thing and you are able to see my result.

The Most Effective Ways To Build Backlinks:

Here I am going to tell you how to get more from your backlinks. You will discover some most effective ways to build backlinks.

1. Using WEB2.0 Properties:

I know many don't prefer LinkWheel. Even I too don't want to go for LinkWheel because I don't want to leave any footprints. But yet I use them in a different manner. I make sure that each properties I create; they have at least 3-4 articles. I create random links in each of them and point to my domain and inner page. Again I create some links those points to Wikipedia, About.com or some higher authority website. This way all the properties will not only have the links to my domain but also to some authority website. It is certainly not good to have links to only one domain. I submit RSS Feed only when they have at least 3-4 articles. Believe me these Web2.0 properties really help to increase PR in very short time.

You won't be benefited if these Web2.0 properties don't get indexed. So, get them indexed using my backlinks indexing strategy. Just create a links to your Web2.0 Properties and Ping them using your Ping.Fm account. You can use any PLR articles in this case.

2. Creating Blogs or Journal in member profile

There are many sites where they allow us to create member blogs or journal entry. I really love those sites. You can take a great advantage by using those sites. Just create a blogs or your own journal and link back to your website. The main reason why I love those is I don't have to fight to make them indexed. If you don't believe me then just create a blog in - <http://www.savings.biz>

You will be surprised to see your blog indexed within few hours and as a result your backlinks will be counted. But don't spam those; otherwise your blogs will be deleted.

This is a really powerful method to create backlinks. But it needs article. That's not a problem if you use Article Spinner. Write 4 articles, then spin them and use in all Web2.0 Properties and also in different member blogs and Journal. Change the Title in Blogs and Web2.0 Properties. We are just creating them to build backlinks.

I use [Magic Article Rewriter](#) (Affiliate Link) to spin articles. It really works well. You can find out more good review about this in Warrior Forum Review Section. It's only one time investment and its worth. However if you want to buy through my affiliate link then let me know. I will create 20 backlinks for you from High PR Website since I will get a commission.

My thoughts on Backlinks:

I want to share some thoughts here. Backlinks are not magic bullet. We should not expect magical result from our backlinks building efforts. Also diversity is very important. We should always give importance in getting backlinks from various sources through various methods.

Here are my few thoughts:

1. You don't know the exact number of backlinks you need to get #1 position. Reason? Okay, let me tell you. There are so many software that shows backlinks. But from where they collect those data? Of course it is search engine. Google shows a tiny part of backlinks if we use Link:domainname.com. But Yahoo Explorer shows lots of links and it is a great tool. But can we determine our ranking based on Yahoo? Answer is Big no. Don't believe me? Just copy some profile URL that yahoo explorer is showing and check them in Google whether they are indexed or not. Google Webmaster tool shows the number of backlinks but it is very slow. We can make only an assumption on number of backlinks we need. Not the perfect number.
2. Ranking depends on so many other factors as well such as Domain Age, Domain Backlinks, Page Rank, Indexed Page Count, .Edu and .Gov links etc.
3. While building links choose a keyword as anchor text for which you want to rank. Also make sure that Keyword is present in your Title. Title is one of the most important elements in SEO. I found many clients doing mistakes here.
4. Number of back links is always proportional to competition. More competition means you need more backlinks.
5. From my experience I can say Google doesn't care from where you are getting links. Getting links from relevant content is not so much important. Till now I provided my link building service to so many clients and I build links from high PR sites. These are not niche specific sites but yet so many websites are on #1 page. Even I never do only niche specific link for myself. For the both examples I showed in this guide, I haven't used niche specific links.
6. Link Diversity is too important.
7. If you want good position in SERP then you need back links.

Thanks a lot for reading my report. Hope you liked it. This is my first report. So please suggest me if any way I can improve my report. More over if anything is not clear for you then please email me or pm me. I will do my best to help you.

Or, if after reading the report you are feeling that you have invested your money in wrong place then please send me an Email or PM me. I will send you refund instantly. In that case please let me know the reason so that I can improve myself.

Thanks a lot for reading my first report. While saying bye one more small tip to get an instant backlinks from a PR 7 page.

Check the PR of this Page - <http://identi.ca/people/tag/css> - PR7

What you need to do? Just create one user id and enter your URL in Home Page. Then use the tag CSS in your profile. You will see your profile appearing in a PR7 page instantly. Is that cool???

About My Services:

I have a group of people who work with me. We can provide various services and below are the two services that I am offering in WF currently:

Backlink Building Service:

<http://www.warriorforum.com/warriors-hire/124378-affordable-backlinks-building-service-dont-pay-test-free-20-off-all-packages-limited.html>

Wordpress Blog Installation and Configuration Service:

<http://www.warriorforum.com/warriors-hire/140017-cheap-wordpress-blog-installation-configuration.html>

Additional Service That I can provide:

1. **LinkWheel**
2. **Social Bookmarking**
3. **Video Submission**

Also if you need monthly service or any customized service then let me know. I will do my best to give you a satisfactory service.

If you have any doubt, want any help or have any suggestion then just email me or PM me. I will try my best to get back to you as early as possible. This is my email id – cdutta04@gmail.com

Thanks a lot once again. Looking forward to hear from you 😊

