

Explosive Backlinks!
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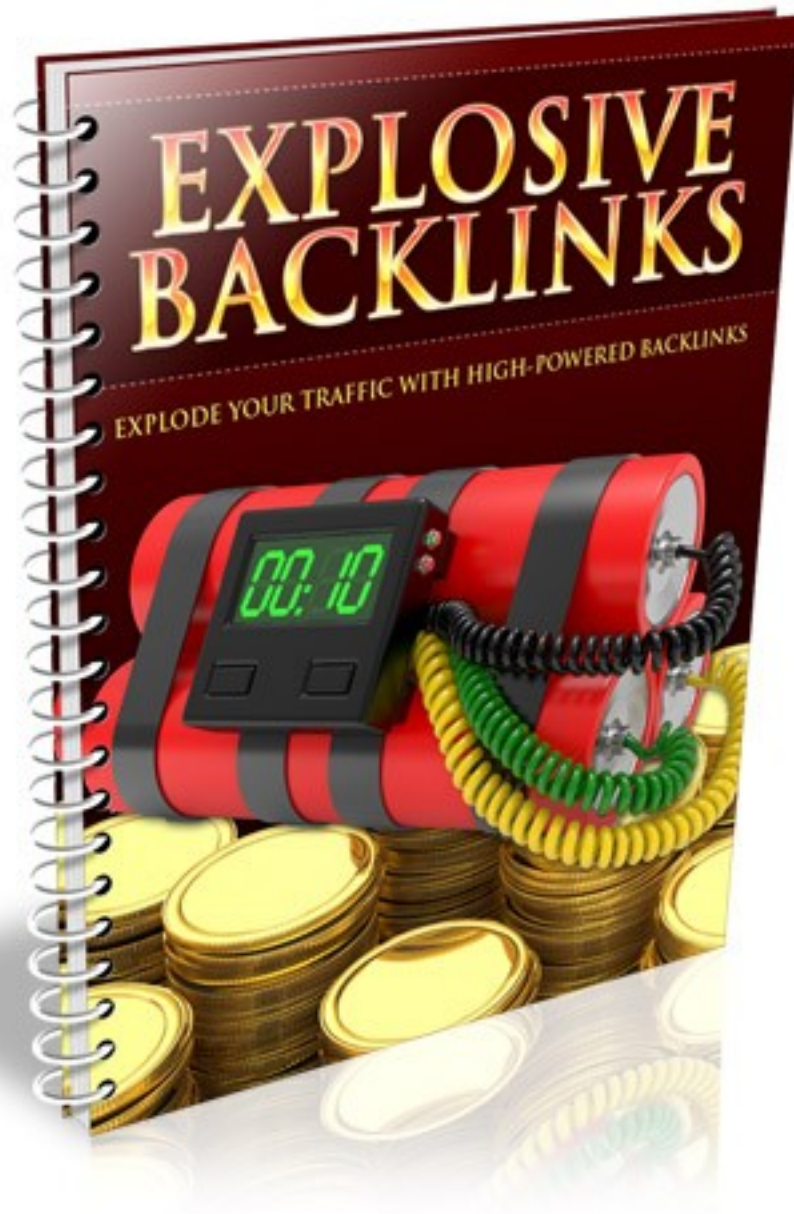


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Explosive Backlinks Introduction

In order for your website to solidify top rankings within the major search engines, you need to work towards developing a solid backlink campaign.

The reason why backlinks are such a critical component in a successful search engine marketing strategy is due to the way that engines like Google place value on your site.

Google measures your websites overall relevancy based on who is linking to you. It's a way for them to quickly evaluate your website and to connect it with a specific niche market.

Backlinks also count as votes for your website, and the more votes you have, the higher ranking you'll receive – plus, developing a solid backlink campaign can help you rank for some remarkably competitive keywords that you otherwise might not be able to secure. Plus, when you work towards developing a targeted backlink campaign, your website will not only gain higher positioning, but it will appear more frequently.

The highest quality traffic comes from the major search engines. Organic FREE search engine traffic consists of some of the most targeted, relevant visitors you'd ever get, and if you are able to secure your position within the top search results for highly targeted keywords, you could eliminate any need to pay a fortune

in pay per click marketing.

It's no wonder that so many people have turned their attention to building high quality backlinks that lead targeted visitors and prospects to their websites.

Instead of spending hours trying to rank in the search engines based only on on-site optimization, you can instantly boost your ranking and generate unlimited traffic just by featuring a link to your site on quality and established websites.

But there's one thing you need to keep in mind when creating your backlink campaigns.

Search engines determine how relevant your website is not just by the **NUMBER** of back-links pointing to your website but by **WHO** is linking to you.

This means that not only do you want to focus on building a high number of back-links but that you also want to focus on quality back-links that are housed on authority sites.

This means that you want to do your best to develop back-links on established websites in your niche. These are sites that have been around for quite some time, have developed a following, established a community and of course, receive a significant amount of traffic each day.

While you can (and should) incorporate a variety of back-links into your system, including links from authority sites that may not be directly focused on the same topic or theme as your website, always keep in mind that incoming links from quality websites will always play a greater role in maximizing your search engine ranking and overall exposure.

There are many different ways to begin your link building campaign and while many of the traditional strategies can be time consuming, once you have developed a solid back-link structure and begin to increase your search engine positioning, you will be able to easily maintain it.

Just remember, don't become complacent once your rankings improve. Keep building backlinks as time goes on, because if you stop, another site will keep building and pass you in the rankings.

You don't want to end up losing the rankings you worked so hard to get!

Getting Started

Building back-links isn't difficult, but it can be time consuming, especially when you are just starting out and learning the ropes.

Don't give up! Once you've been able to secure a handful of high quality backlinks, you'll begin to see targeted traffic flowing to your website and all you need to do is focus on expanding the number of backlinks you have and subsequently, you'll consistently maximize your traffic.

Take it one day at a time, spending an hour a day building your backlink campaigns. If you can afford to outsource it, you can locate affordable freelancers willing to develop solid backlink campaigns for your website on forums like

<http://forums.digitalpoint.com> and through marketplaces like

<http://www.eLance.com> and <http://www.Guru.com>

Here are the most effective methods of building a massive back-link campaign for your website:

Unlimited Backlinks From Authority Blogs

Search engines love blogs, and back-links posted on authority blog spaces will give you instant search engine "juice", with very little work involved.

When it comes to generating back-links with blogs, you need to:

- 1) Find blogs that provide a 'do follow' (the only kind of blogs where a link back to your site will count as a "vote".)
- 2) You explore and read the blog and then you make an insightful, useful or relevant comment to the post that is likely to be approved by the blog's administrator.
- 3) Include your back-link with relevant anchor text on the blog.
- 4) Rinse & Repeat

You can also generate a valid backlink by creating your own remotely hosted blog as well.

These sites often have substantial authority with search engines, so they have the potential to provide some of that authority to your own sites.

You also have fewer rules to deal with that you would at a site like Squidoo or an article directory, so you can link to your own site in every post if you wish. You could even link to it multiple times in a single post as long as you don't go overboard and you provide quality content.

The main requirement most blog hosts have is that you post quality content. They don't want their sites to turn into massive link farms, and they don't want to host a bunch of untouched PLR or stolen content.

There are two main blog hosts:

<http://www.blogger.com>

<http://www.wordpress.com>

The main difference between Blogger.com and WordPress.com is the fact that Blogger allows affiliate links and WordPress doesn't. If you host a blog on WordPress.com instead of your own domain, you won't be able to make any "commercial" posts. You could link to your own blog, but if you aren't careful, it could be seen as commercial and be taken down.

Blogger does allow commercial posts, as long as you are careful to post quality content. You want to make sure your blog doesn't look like a "splog" (spam blog) or it could be taken down.

I advise making a new blog for every main keyword phrase you wish to rank for, and making at least 5-10 posts of at least 200 words on each blog. This way it looks like you are actually contributing real content. If you create dozens of blogs each with one post, you will probably be flagged.

Each blog would have multiple posts about that specific topic, and each post would ideally link directly to a corresponding page on your own site that is based around that particular keyword.

For example, your blog about crocheting sweaters might have the following piece of text at the end of every post:

If you want to learn more about [crocheting sweaters](#), visit my page on it here: [How to Crochet Sweaters](#). I have extensive tips and patterns for free!

In the above example, I've used two different keyword phrases for the links. You could link to two different pages on your site, or you could link once to your main page, and once to a secondary page.

When generating backlinks from established blogs and authority communities, you can include your back-link within the website URL attached to your post as well as within your actual comment box (if permitted).

When creating your back-link, make sure that you use anchor text to describe the website where you are directing people to.

To do this, you need to include a bit of HTML code to create your back-link with anchor text:

```
<a href=http://yoururlhere.com>your keywords here</a>
```

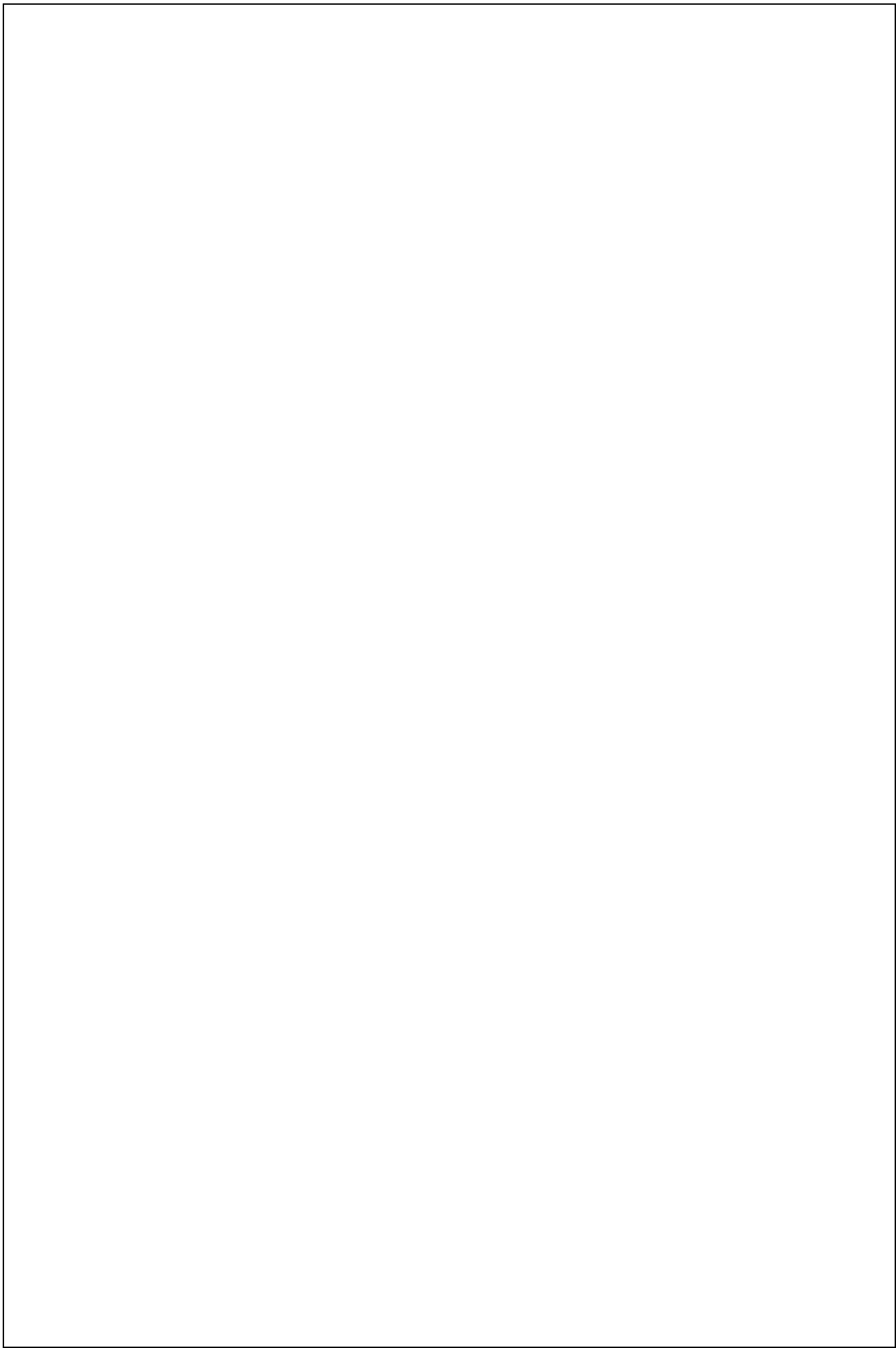
You want to make sure that you include relevant keywords within your actual anchor text so that you can rank for specific keywords.

One thing to keep in mind as well is that you should never use keywords that are already a part of your website title or domain name but instead, focus on including keywords that you hope to rank for but are not already optimized or included on your own site.

When searching for blogs to build backlinks from, you should always focus on relevant blogs that focus on the same niche market you are.

Since you will not only generate traffic from the increased exposure within the search engines, you will also attract attention from blog visitor's who read your post, you want to make sure that you spend your time posting on blogs that are likely to draw in targeted visitors.

Quick Start Blogging For Backlinks



Download the free Firefox plugin available from SEO Quake and use it to locate blogs that allow back-links (dofollow):

<https://addons.mozilla.org/en-US/firefox/collection/seo-tools>

Create a keyword swipe file of relevant keywords and phrases relating to your niche market that you can use within your blog comments.

Create individual pages on your website that feature high quality content and articles that are likely to attract attention from visitors to the blogs that you post your comments on.

If you take the time to create articles that offer information on specific topics and then post a comment (and leave a link) on related blogs, you will be able to begin generating targeted traffic faster and easier than if you post on unrelated blogs OR direct people to a “money” page (salespage).

Focus on posting your comments on blogs that contain a higher page rank than your own site. A blog with a page rank of 3-5 will offer a higher value back-link than a low (unestablished) blog. You can determine the blog’s page rank by using the SEO Quake plugin.

Consider including as many blogs that feature this plugin as possible and if you end up being in the top commentators listing, your website will be featured site-wide, generating a back-link from each and every page on the blog!

Generating Backlinks From Directories

Directory submissions are probably the most popular method of generating back-links in a short amount of time, however there is one thing to keep in mind when using directories to create your back-link campaign.

IMPORTANT NOTE!

You want the search engines to see a natural pattern of increased back-links to your website rather than an instant flood of irrelevant links pointing to your website.

This is really important if you want to avoid being penalized by search engines like www.Google.com and risk losing your current position in the search results.

The best approach to take when building back-links with directory submissions is to gradually increase the number of back-links that are featured within each directly.

In addition, you also want to choose relevant categories to place your website listing in, using targeted keywords in both your listing title and description.

Posting your website to directories can be a time consuming, tedious process, so to save time you could consider using a software program that will submit your website into the major directories while allowing you to customize the description, titles, keywords and anchor text used within your listings.

My favorite product on the marketplace right now is Directory Submitter available at

<http://directorysubmitter.imwishlist.com/>

While Directory Submitter will not automate the entire process of submitting your website into the directories, it will reduce the amount of time it takes to create individual submissions.

This is important because with automated software programs that will mass-submit your website into hundreds, if not thousands of directories, you risk having your website flagged for review by the search engines who see an influx of links pointing to your website in a short amount of time.

With directory submitter, you can choose the number of directories that your website will be submitted to as well as

customize additional information regarding your website, giving you full control over the way your site is distributed and submitted.

Directory Submitter also provides you with a detailed listing of directories that you can choose to submit to, and will also help you obtain one-way links by filtering through directories that offer a “no linkback” system.

Tips For Directory Submissions

1) Focus on one-way back-links when submitting to directories.

It's important to have more links coming into your site than going out from your site (internal links should ALWAYS be greater than external links)

2) Make sure that your post is related to the thread you are responding to and that the blog owner will not remove your post, believing it's spam.

3) When submitting your website into online directories ALWAYS choose the category or sub category that is closest to the main directory.

For example, if given the choice of submitting my website that

focused on “resumes” into the following directories, here is how I would choose the best category for my website:

Employment >> Jobs >> Resumes >> Interviews >>

I would choose either “Jobs” or “Resumes” so that it receives a higher positioned link within the directory. The closer the category is to the main (top level) directory, the more exposure you will receive.

4) When submitting your website into online directories, I recommend focusing only on 75-100 directories, rather than mass-submitting your website into hundreds of directories.

You want to build a large number of quality back links however you don’t want to end up setting off any red flags from the major search engines who discover that your brand new website is suddenly receiving thousands of generic back links.

5) If you choose to manually submit your websites into online directories, consider purchasing a copy of www.RoboForm.com to speed up the process. (There is a free version that will work on a trial basis).

6) Make sure that you include a relevant description with each submission, including your primary keywords that are focused on your target market.

7) Avoid keyword stuffing when creating your website's description.

Directory Resources:

<http://info.vilesilencer.com/top>

Niche Directories:

<http://web-directories.ws/Niche/>

Social Media Backlinks

Social Bookmarking communities and networks allow for people to create quality back-links quickly and easily from authority websites that hold a high page rank (and massive traffic!)

Social Bookmarking websites are basically sites that categorize and store bookmark (links which direct viewers to a specific website). These sites attract millions of visitors that looking for information.

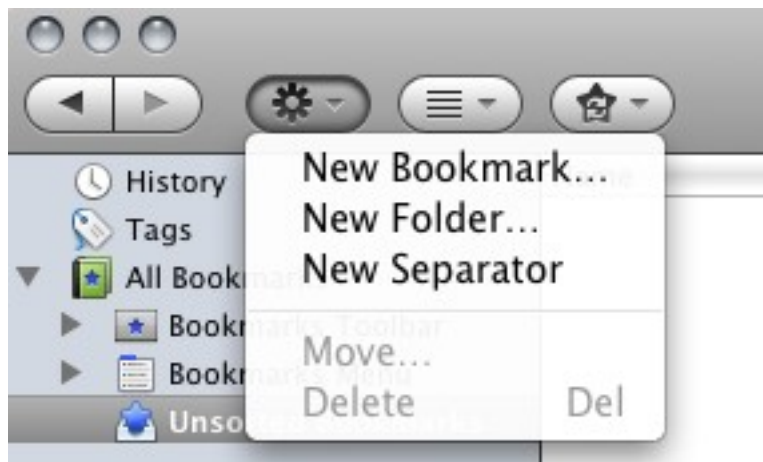
What you want to do first is create an organized system to your social bookmarking campaigns. You do this by creating a “Bookmarks” folder within your Firefox toolbar.

Then, you will create a folder for every day of the week, so that you can easily submit your back-links to the top bookmarking






websites regularly, without posting to the same site twice in any given day.

(This is VERY important! An organized system will allow you to get more done in less time while avoiding the risks of being flagged for posting multiple times)

So, your bookmark folders would be organized so that you have 5 individual folders (for Monday through Friday). You can create your bookmark folders from within your Firefox browser by clicking on “Bookmarks” and then selecting “Organize Bookmarks” >> “Create New Folder”.



To begin, you will add 5-10 bookmark sites into each of your bookmarks and then each day, load up these websites and submit your website as a new bookmark.

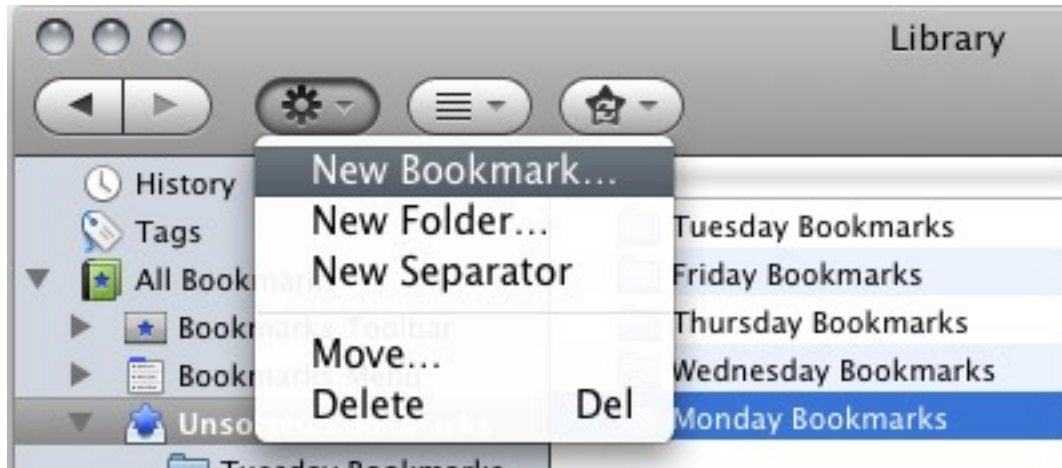
Name	
	Tuesday Bookmarks
	Friday Bookmarks
	Thursday Bookmarks
	Wednesday Bookmarks
	Monday Bookmarks

You will have to create an account on each bookmarking community site first, which should include your full name, website URL and brief description of your site (using keywords!)

You will also want to make sure that you are signed into each account whenever you add a new bookmark (Firefox will give you the option to remember your login information so that it automatically signs you in)

Each day, when you are ready to submit your bookmarks, you simply click on the BOOKMARK folder in your Firefox browser and choose to “Open All Tabs”. This will automatically load up all of the daily bookmark sites in your browser windows, so you can quickly submit your site into each.

Once you have your bookmark folders created, you will begin to add in a series of bookmark sites and communities to each folder by clicking on “Add new Bookmark” from your Firefox Bookmark control panel:



Here are the top social bookmarking websites and communities:

- 1 - <http://slashdot.org> (PR9)
- 2 - <http://digg.com> (PR8)
- 3 - <http://technorati.com> (PR8)
- 4- <http://www.furl.net> (PR7)
- 5 - <http://www.backflip.com> (PR7)
- 6 - <http://www.hugg.com> (PR7)
- 7 - <http://www.mixx.com> (PR7)
- 8 - <http://ma.gnolia.com> (PR7)
- 9 - <http://www.connotea.org> (PR7)
- 10 - <http://mystuff.ask.com> (PR7)
- 11 - <http://www.reddit.com> (PR7)
- 12 - <http://www.dzone.com> (PR7)
- 13 - <http://www.folkd.com> (PR7)
- 14 - <http://multiply.com> (PR7)
- 15 - <http://www.searchles.com> (PR6)
- 16 - <http://de.lirio.us> (PR6)

- 17 - <http://www.dotnetkicks.com> (PR6)
- 18 - <http://www.bloghop.com> (PR6)
- 19 - <http://www.plime.com> (PR6)
- 20 - <http://www.bibsonomy.org> (PR6)

Unlimited Backlinks From Content Directories

Article marketing is an exceptional technique at generating a flood of high quality back links to your website quickly and easily. All you really need to get started create 10-15 articles that combine your keywords within the titles of each article as well as the actual content.

Each article should be about 300-400 words in length and whenever possible, try to focus on submitting original, high quality material, or at the very least, well written private label content (although not every article directory will allow private label content to be submitted).

You begin by submitting your articles into the major directories, beginning with www.EzineArticles.com and then a day later, submitting the same articles into a number of other directories.

Each article is “tagged” with your back-link by creating an author’s resource box that is attached to your article submissions.

Author resource boxes are often the only place where a back-link is permitted, so you need to ensure that your actual article content is compelling and focused on retaining your readers attention long enough to direct them to your resource box featured at the

end of the article.

With article marketing, the greater the number of articles in circulation, the more exposure you will receive from both your article directory profile and author resource boxes.

The power of article marketing comes from the authority and weight that the major directories receive from the search engines.

Since many of the articles featured on sites like EzineArticles.com end up in the top search results within search engines like Google.com if you are able to create an article that incorporates your primary keywords, you will be able to effectively rank for some of the most competitive keywords and phrases in your market!

Furthermore, since article directories allow for other webmasters to reprint your articles (retaining your author's resource box), you can easily generate additional traffic from every website that features your content.

It's truly an amazing system for generating prime traffic while building an unlimited number of quality back-links from people who reprint and feature your article content.

To speed up the process of submitting articles into popular directories as well as being able to "spin" articles into new ones,

I highly recommend downloading a copy of the Mass Article Control software program, available at

<http://www.massarticlecontrol.com>

Here are the top article directories that you should focus on submitting content to:

<http://www.Buzzle.com>

<http://www.GoArticles.com>

<http://www.ArticlesFactory.com>

<http://www.WebProNews.com>

<http://www.ArticleDashboard.com>

<http://www.ArticlesBase.com>

<http://www.ArticleWheel.com>

<http://www.ArticleFriendly.com>

<http://www.ArticleRich.com>

<http://www.Articles-Hub.com>

<http://www.SubmitYourNewArticle.com>

<http://www.Articlesnatch.com>

Authority Backlinks And Instant SEO

Feeder sites are an exceptionally fast and easy method of building high quality back-links from some of the highest authority websites online.

Not only are these pages easy to create and maintain, but you can literally develop a massive back-link system in a matter of a few days, just by creating a network of feeder sites and landing pages.

Feeder sites are typically hosted for free on sites like Squidoo.com and HubPages.com, as well as articles that are submitted to various online article repositories.

Many of these websites have a lot of authority with Google and other search engines, which means they are already relatively “trusted”. Since they are established as being good quality sites, links from them carry a significant amount of weight as far as search engines go.

Because most of them will allow almost anyone to create a site or page, it is easy to use them to get backlinks. You do need to spend a little time creating quality pages, but it definitely pays off in the long run.

Squidoo

<http://www.Squidoo.com>

With Squidoo being an authority website with search engines like Google, each time you build a lens, you are able to rank for specific keywords used within your page's title and content itself. It's a very effective strategy for generating back links and generating traffic to your website.

Squidoo also offers additional modules that you can integrate into your lens pages, including the option to incorporate an opt-in form into your page, so that you can begin to develop an email list of prospects.

If you follow their step-by-step wizard, you can have a lens made in just a few minutes. The lengthiest parts of the process would be keyword research, selecting tags, and writing the content. The rest of the work is extremely simple and goes by very quickly.

As long as you don't go overboard, you are allowed to have pretty much as many links as you want on your lenses. So you should sprinkle links to your site throughout each lens.

Remember to use anchor text to link to your site. Anchor text is the text that is used to link to a site. For example:

`Your Anchor Text`

Let's say you have a page on your site called "How to Crochet an Afghan". Some anchor text you might use would include:

- How to Crochet an Afghan
- Afghan Crochet Instructions
- Crochet and Afghan
- Crocheting an Afghan
- How to Crochet Afghans

You would need to use a keyword program to determine which keywords would work well. I usually use the free keyword tool provided by Google, because I find it to be the best and most accurate available.

<https://adwords.google.com/select/KeywordToolExternal>

Just enter a seed keyword or phrase like "crochet an afghan" and you will get a list of potential keywords, along with the approximate number of monthly searches for that keyword.

Tags are a vital part of creating a lens. (They are also critical when building hubs on HubPages.) Tags are used to define what your page is about, and each tag will create a new page on Squidoo that contains links to all of the hubs that use that particular tag.

Hub Pages

<http://www.HubPages.com>

You can create a massive back-link campaign from HubPages, however unlike Squidoo they are a lot more particular with the type of content that you are permitted to include when building your single page websites (referred to as 'hubs')

With hub pages, you are able to include 'tags' which are keywords that describe what your hub is about, however be careful to use an excessive amount of tags or your hub may be removed without notice.

In order to increase your Hubpage author score, you will need to create 5 or more hubs.

You need to increase your author score before you are able to generate back-links to your websites, so make sure that you develop a higher author score (by creating hubs) and that you retain a score higher than 75.

If you don't, your links will no longer be do follow and you will lose your back-link juice.

Now, go start building your backlink campaigns and generate unstoppable FREE traffic to your websites!

Wish you all the best!

David Railey

<http://proimsolutions.com>

Recommended Resources

eBooks, Graphics, Software, Squeeze Pages and Scripts

[ProIMSolutions](#)

[ApexList](#)

Auto Responders

[Traffic Wave](#)

Website Hosting

[HostGator](#)

Website Traffic

[Traffic Orbit](#)

Free Hosted Sales Pages

[Sale Page Club](#)

Run Your Own Giveaway Event

[List Builders JV](#)

[Backlink Flood](#)

