

Underground *Link Building* Volume 1



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Introduction

You know what I absolutely hate about SEO work? *Building Links*

When I first got into this SEO game I remember spending the majority of my time either soliciting other webmasters to trade links with me or finding sites that I could submit my link to. Then I would hope and pray that they would take the time out of their day to put up a link to my sites.

After about 3 months of doing this for 40+ hours a week, I began to become very discouraged. Even though I was doing everything the Gurus told me to do for SEO I still could not get my site to rank in Google ... and Yahoo and MSN were not very impressed with my efforts either!

This is when I began learning about the "Dark Arts of SEO". I got my start with a program called Traffic Equalizer. I still remember these glory days of Black Hat SEO. It was almost too easy and we collectively killed Traffic Equalizer's effectiveness.

But something I quickly learned was that the challenge is less about building sites as quickly as possible and more about building sites while also building links automatically that appear to be natural to the search engines.

While several of my good friends and associates were still building blog farms and using blog & ping. I was building links utilizing a little-known technique.

While everybody else was pulling out their hair trying to find out how to build links to their sites ... I was quietly dripping new links to my sites automatically and in the process staying under the radar!

You see on my journey to mastering SEO, I quickly realized I needed to be more effective and not just more efficient. Believe me there is a big difference between these two words. It is very easy to find and use several pieces of software that may help you build links more efficiently. For example, by helping you send out hundreds of link exchange requests, but how effective is this really?

From my experience not very ... and for Black Hat sites forget link exchanges or many other great links building methods.

Imagine submitting a press release for your latest spam site ... LOL!

In this first volume of Underground Link Building, I am going to reveal to you a secret technique that you can use to find and build links to jump right over

your competitors and obtain the high search engine rankings that up until now you could only dream about!

It's true. I myself have been using these closely-held link building strategies to obtain higher rankings for the past year. And now you can use them, too!

But first, let me just say that to get the most from this report, you should at least have a basic understanding of common SEO terms. You should especially know what a backlink is and its importance in ranking for your target keywords.

Here's what backlinks basically are:

When another website links to another using a hyperlink this will be used by the search engines to basically vote for your website. Unlike a democracy where the votes are all equal, the search engines believe some links count more than others, and this is basically what the PageRank algorithm determines by giving different webpages a score based on how much PageRank has been passed to them. Now I am not going to bore you with all the details of the PageRank algorithm. But if you insist on knowing the details here is the [link](#).

Now in order to fully understand how to properly build a natural looking link portfolio you need to understand two important concepts, Link Popularity and Link Reputation.

Link Popularity would be the sheer number of links you have pointing to your webpages. It could also be thought of as how much PageRank is being passed to your webpages.

Link Reputation is what types of keywords were used in the anchor text. This is used to determine relevance for certain search terms in the search engine.

So there are two battles to be won. The first is to get as many highly valuable links as possible. And the second is to build relevance for the keyword phrases you are targeting.

Now I don't want to totally minimize the on-page SEO factor because it has its place, but from my experience I could make up for a lot of poor on-page SEO with excellent off-page SEO.

Now that you are more familiar with backlinks, I should also warn you that these secret techniques that I am about to reveal are considered to be in the "dark arts of SEO." So by giving you this knowledge, I am going to leave it up to you to decide how to best use it.

Personally, I have found that using this secret technique “with care” has yielded much better results over the long run. In fact, my own personal strategy is to fly under the radar and appear as natural as possible when using these techniques.

One last thing before we get started, I urge you to go lock the door, take the phone off the hook and get comfortable so that you can devote your full attention to what you are about to read.

Yes, this report is that important!

It’s no understatement to say that what I am about to reveal could allow you to explode your page rankings - and online income - in no time!

So without further ado, let’s get started ...

First, Why Are Links So Important to Your Online Success?

Here are two quick reasons:

1. They are “Spider Food”!

Links are essential in order to get your new sites spidered by the search engines and get your sites indexed so that they can begin to rank for your target search terms.

After all, you can have the greatest product in the world but if nobody can find it or even knows anything about it, you aren’t going to make any sales!

2. They Help Your Pages Build Relevancy!

Links are a major way search engines determine how relevant your web pages are for search terms. By building links from relevant websites, you are helping ensure your site gets spidered and indexed by the search engines and ranked accordingly.

Building relevant links to your web pages is the number one thing you can do to improve your search engine rankings.

You see, obtaining high search engine rankings is fast becoming not just about having as many links to your site as possible, but having as many quality, relevant links to your site as possible.

To further explain this concept, we should take a close look at ...

The Google Patent

Why is the U.S. Google Patent one of the single most important documents published in the past decade?

Here's why: This paper reveals a great deal of information on how to rank in Google and gives us some idea of the direction Google is trying to go and what they are going to be looking for in the future.

What we know about Google is that they rely heavily on inbound links to help rank websites for given search terms. The good thing is that through the Google Patent they have now explained how it all works!

Google has long been known to look at the number, quality and anchor text as factors in weighing the value of a link. But it has now come to light that Google also considers historical factors in their computations.

This explains the theory of the "Google sandbox" or what can also be described as the aging of a new website before it will begin to rank in the index. This countdown begins the minute links to a brand new site are discovered.

Google apparently records:

- When the link is first discovered
- If that link changes over time
- And the speed at which a site gains links

Why is this new information important? Because it's now clear that obtaining too many links too fast can cause your site to be shoved in the sandbox and possibly be de-indexed by Google.

Let's now take a closer look at how to avoid setting off any alarms when building links.

Setting Off Alarms

As you have probably noticed, it's becoming harder and harder to build enough links to your websites to make a difference in the search engines. There is continually more competition and Google is continually improving their spam filters to penalize your link building efforts.

To succeed today, you must grow your links steadily and slowly to keep from "setting off any alarms." You must also be mindful of where you are obtaining your links from and if those sites are "relevant."

If you go out and obtain thousands of links to a brand new site you are almost guaranteed to get your site shoved in the sandbox and possibly ignored.

Your goal now, when building links, should be to make that link growth appear as natural as possible.

In the following sections, I will share 5 insider strategies that you can use to help ensure your sites' link growth appears natural and to prevent your websites from "setting off any alarms." Then after I reveal these tips I will show you the technique I use that will allow you to fulfill everyone of these 5 requirements to appearing as natural as possible.

Appearing Natural Tip #1: Find Relevant Links

The first thing you must do when you begin your quest to build links to your website is find relevant websites that will link to you.

How I classify a relevant link is this: the page where your link will appear either mentions your keyword or a synonym to that keyword.

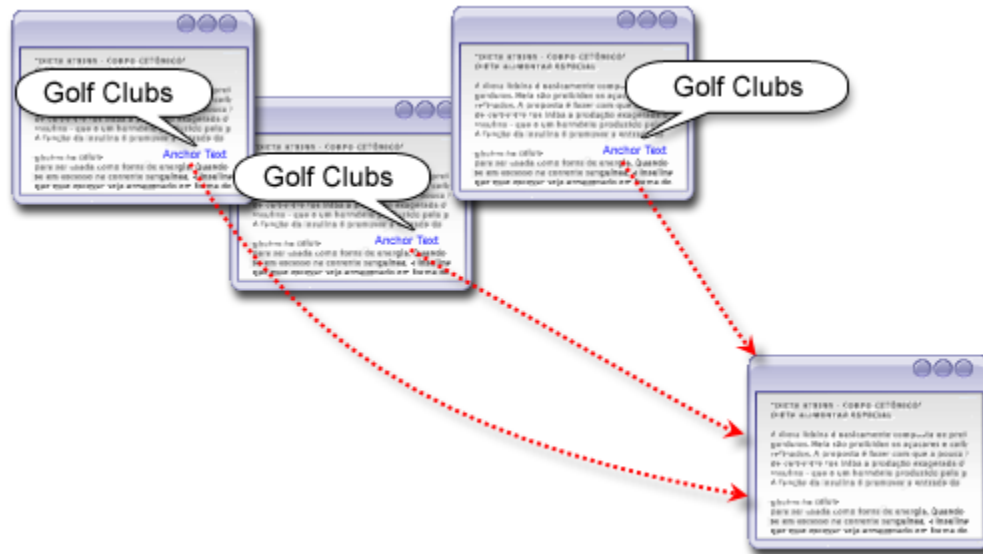
As of right now, it does not appear that Google, Yahoo and MSN are using relevancy in their ranking algorithms but, trust me, they soon will.

So why not start preparing for the coming changes now? Then when the changes are made, you will be ahead of everyone else - and your rankings will show it!

Here are some more reasons to start building relevant links now:

1. You may actually receive traffic from those links if they are related to the theme of the site they are on.
2. In the future, these links will be viewed by the search engines as more valuable and will make your web pages appear more relevant for your target search terms.

Appearing Natural Tip #2: Anchor Text Variety



Non Natural Anchor Text

The anchor text is the readable portion of the text that is usually underlined and in blue. Here is the html:

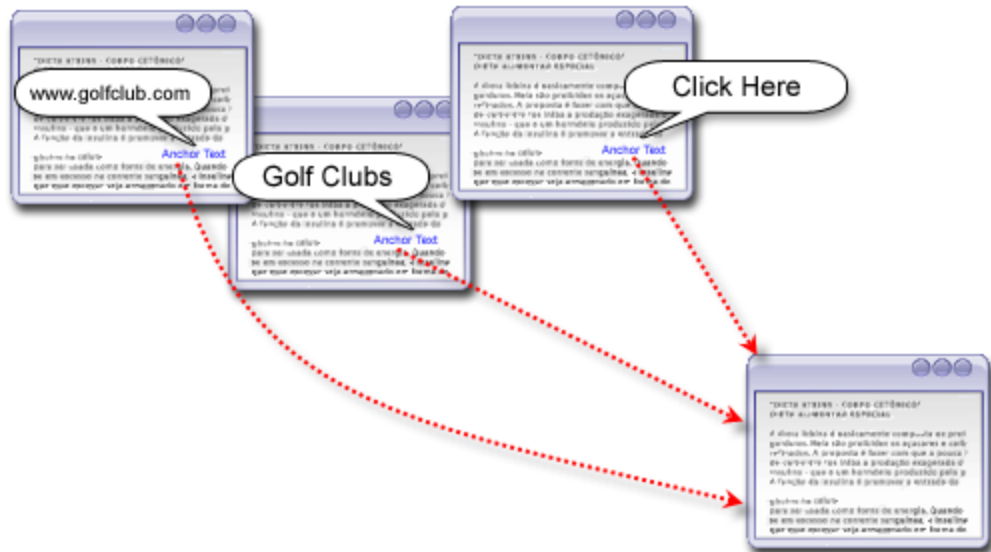
```
<a href="http://www.golfclubs.com">Golf Clubs</a>
```

The portion that says "Golf Clubs" is the anchor text. This is important because this anchor text is how the search engines determine relevance for search terms. So if I want to rank for "Golf Clubs," I would need to obtain some links with this in the anchor text.

Now this is where some people get carried away and shoot themselves in the foot.

You see, many people go out and get 1,000 links all with the exact same anchor text. The problem is that this would not occur naturally. If you were to analyze the backlinks for some of your competitors, I am sure you would find that their backlink anchor text is not 100% pure.

They might have "click here" or "www.golfclubs.com", etc. It looks very suspicious to the search engines if your anchor text is all exactly the same.



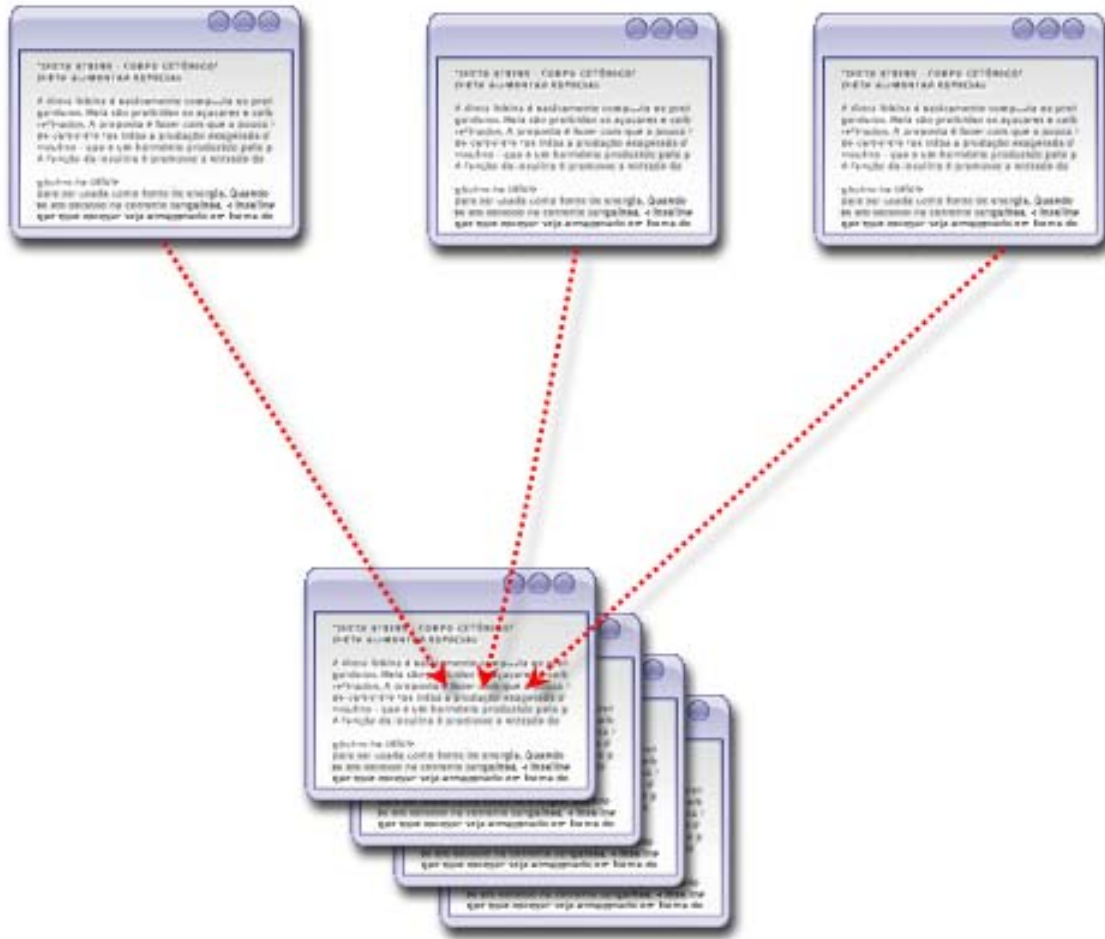
Natural Anchor Text Linking

In order to appear natural you need to ensure you build links using a variety of anchor text. Don't be afraid to junk up your anchor text a bit. You may find it actually helps you in your rankings 😊

I would recommend you use your top target keywords as anchor text using some variations with other keyword phrases. Also, throw in some "click here" and some "www.mydomain.com" ... this will ensure your links look natural.

In fact, you should come up with a list of anchor text variations that you can rotate through for each of your site's pages. This will ensure your link portfolio looks as natural as possible to the search engines.

Appearing Natural Tip #3: Deep Linking



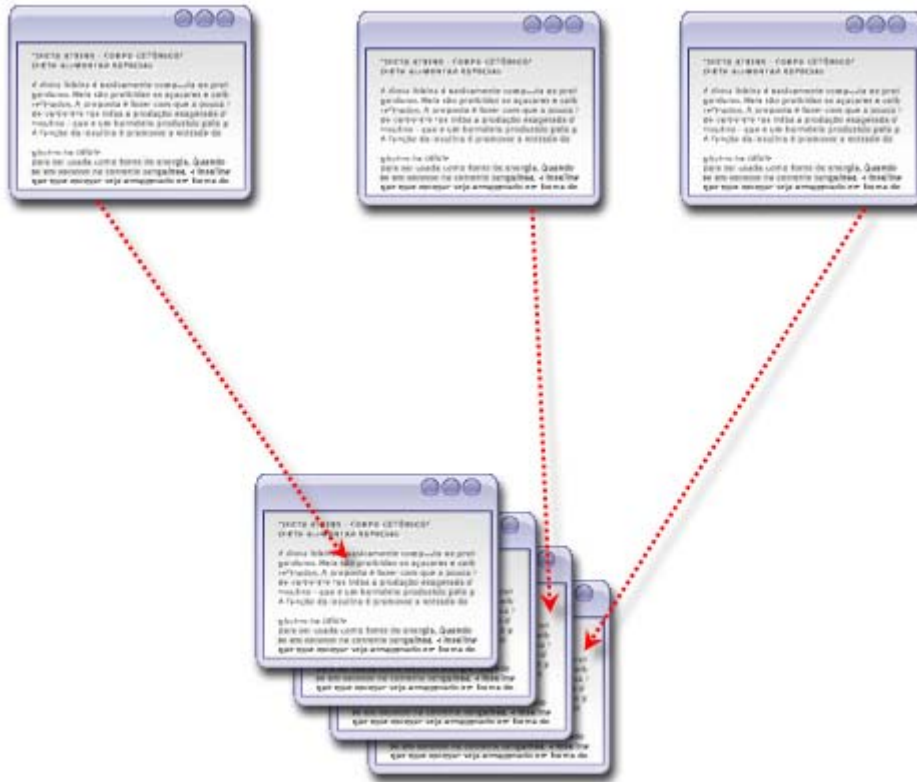
Non Natural Inbound Linking (100% of the links go to the home page)

This is an important tip and could be the difference between success and failure of your newly launched site(s).

Deep links are links to internal pages of your website. Most people will aggressively build links only to their homepage ... but this is definitely not the most natural looking linking profile.

Instead, I would recommend you split you inbound links between your home page and your internal pages.

You should still have about 50% or so of the links point to the homepage, but spread the other links out across your other pages.

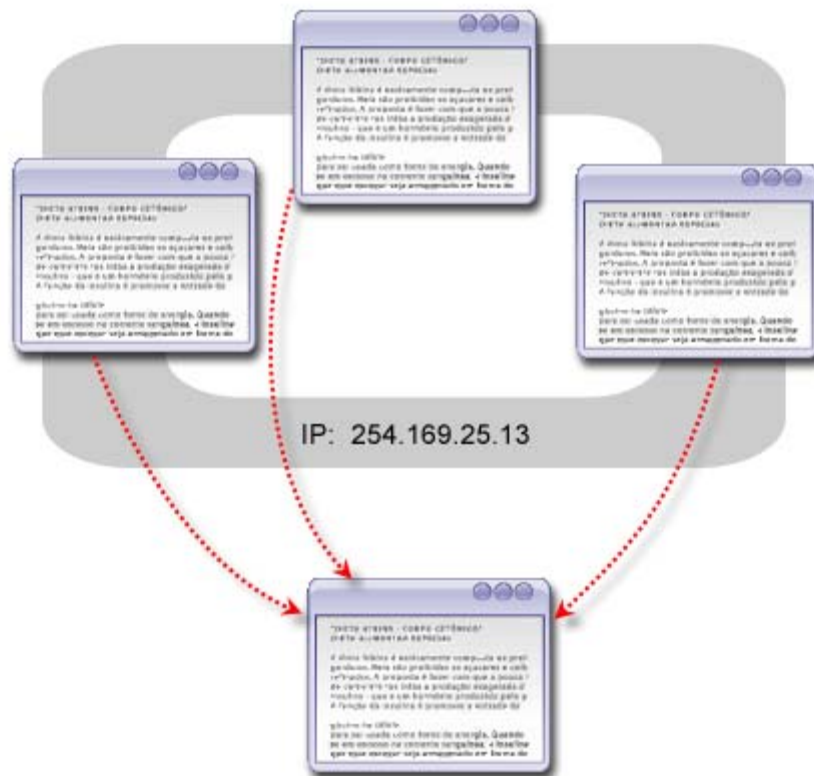


Natural Inbound Linking

This has a couple of benefits.

- This will result in your site getting deeply spidered which in turn will cause the search engines to find and index more pages faster.
- You will also start to notice that your internal pages will begin to rank better for their target keywords.
- I believe if you do this on newly launched sites you can keep yourself out of the "Google sandbox."

Appearing Natural Tip #4: Unique IP Addresses



Non Natural Linking from single IP address

Every website is assigned to an IP address. An IP address can also be thought of as the equivalent of a street address or a phone number for a computer or other network device on the Internet.

Just as each street address and phone number uniquely identifies a building or telephone, an IP address can uniquely identify a specific server or a website.

Here is an example IP Address:

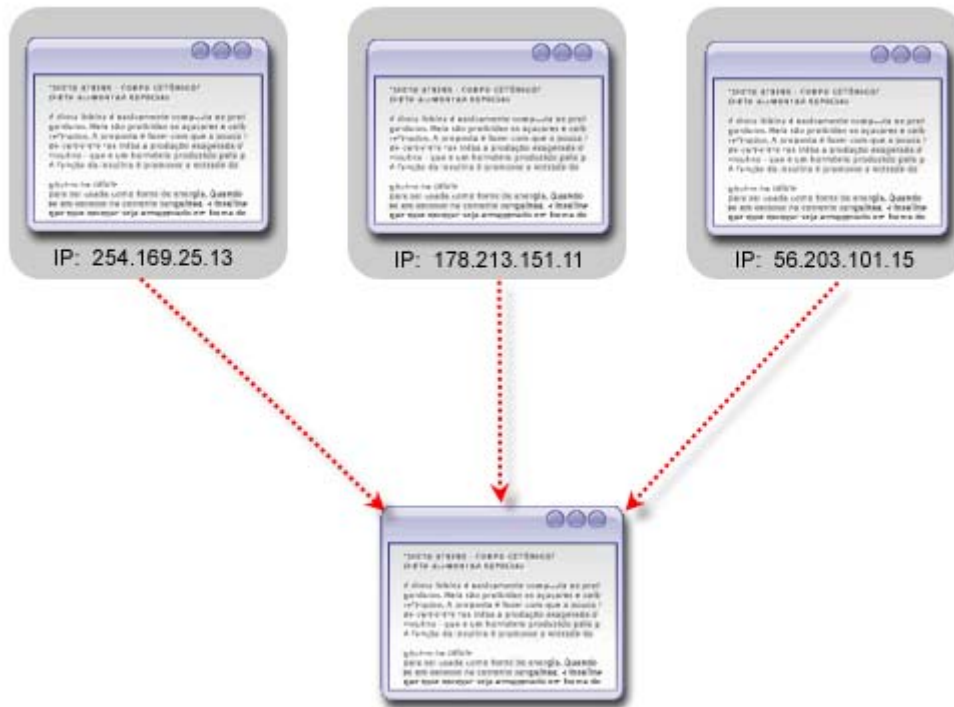
123.456.789.000

A Block: 123

B Block: 456

C Block: 789

D Block: 000



Natural Linking from various IP Addresses

When building your links you want to ensure you get links from a variety of IP sources, this will ensure you have the most natural looking backlink portfolio.

This may sound like a simple tip, but getting site wide links from a high PR website is not a good idea for this reason. You may get 1,000's of links, but they are all from the same IP and will in short order hurt your rankings instead of improve them. This of course is mostly in Google, MSN may still give you some love.

Appearing Natural Tip #5: Link Building Velocity

One of the things that I learned from reading the Google Patent is that Google pays attention to the speed at which you acquire your links.

This is why it is highly recommended that you build your links slowly and at a consistent velocity, or speed. The reason to do this is because a site that is naturally popular will consistently gain new links just from people wanting to share what they have found.

In order to duplicate this, we must resist what can be a very strong urge to acquire as many links as we can as fast as we can.

I have personally found that building 10-20 quality links per day is a good number in the beginning. Then I eventually ramp this up as time goes by.

You may be asking yourself "How in the world do you build 10-20 links consistently?" "How do you find the time, and the energy, to do that everyday for all of your sites?"

Well, the short answer is: I have automated the process 100%, please keep reading to learn more about my simple solution and how you can begin using it too!

My Solution - Blogs

I'm sure by this point you are familiar with Blogs. If by some chance you are not, then you have probably been sleeping under a rock the past couple of years. But just in case you don't know what a blog is: it is simply software that presents content in a journal style.

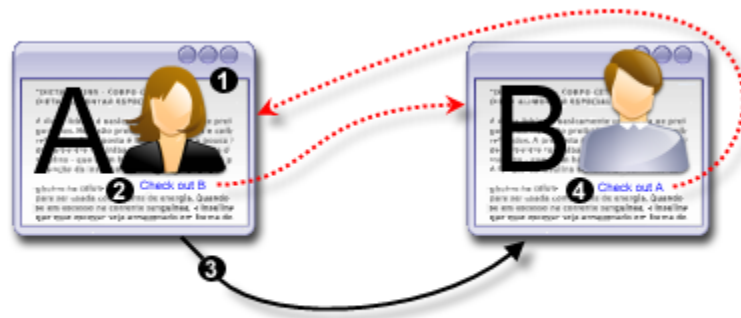
What makes blogs so darn great is that search engines absolutely love them, and for good reason: They contain fresh content!

SO HOW DOES THIS HELP YOU?

Well, the short answer is blogs have a neat little feature called Trackbacks.

What Exactly is a Trackback?

Trackbacks were designed to enable webmasters to notify other webmasters that there is another web page with relevant information. The way this works is illustrated below:



The Normal Trackback Lifecycle. ❶ Alice sees an interesting article on Bob's blog. ❷ Alice writes her own article, linking to Bob. ❸ Alice's blogging software sends a Trackback ping to Bob's blog, containing Alice's name, the URL of her website, and a short comment. ❹ Bob's blog software receives the Trackback ping and automatically inserts a link back to Alice's blog from Bob's website.

Getting Links Using Trackbacks

The beauty of the trackback system is that all of this linking can happen without human interaction, which increases the chance of getting the desired links quickly without having to wait for a reply to a reciprocal link request.

Another thing that is great about Trackbacks is that they use a standardized protocol across all blogging platforms.

Hopefully by now, you are beginning to see that Trackbacks can be an excellent way to build up your backlinks! If so, keep reading to discover what differentiates Trackbacks from Blog Comments, plus how you can exploit Trackbacks for maximum profit.

Trackbacks vs Comments

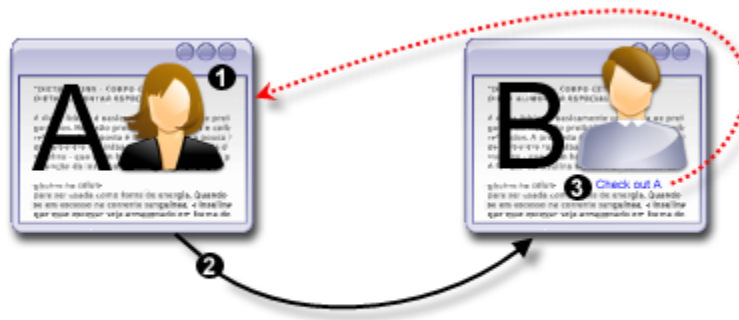
You may be thinking that a Trackback simply sounds like a comment added to a blog post. Well, not exactly.

Comments are there for people to speak their mind about a blog post's content. But a Trackback on the other hand is designed to indicate there is more about this topic to be read on another website.

The fact is that a large percentage of bloggers are totally unaware of the trackback system installed on their website, and don't fully understand how it works. And because of this most of the spam protection mechanisms have been focused on comments not trackbacks.

The links you can get from posting comments to a blog have a high probability of not passing any of its value. Trackbacks on the other hand still hold extreme value.

How to Exploit Trackbacks Step-By-Step



Trackback Exploitation. ❶ Alice actively searches for a relevant article related to the theme of her site. ❷ Alice uses a Trackback pinging software to send a Trackback ping to Bob's blog, containing Alice's name, the URL of her website, and a short comment. ❸ Bob's blog software receives the Trackback ping and automatically inserts a link back to Alice's blog from Bob's website. Alice just received a one-way link from a relevant site.

Where Can You Find Trackbacks?

Trackbacks can be found just about anywhere a blog post is found. Now not all blogging software supports Trackbacks, but the major ones all do.

So one obvious way to find Trackbacks would be to use [Google Blog Search!](#)

In fact, this is an excellent place to start when looking for relevant blog posts to send Trackback pings to. Plus, Google Blog Search has some very convenient Advanced Search features that make searching for relevant blog posts a breeze.

Once you've found a relevant blog post, the next step is to dig around for the Trackback URL. This is the URL that the Trackback ping will actually be sent to, and without this you cannot perform any of the above referenced "linking magic."

So how do you find the Trackback URL?

The Trackback URL is usually located right above or near the comments section of the blog post. However, this can vary according to the blogging platform and the person's blog template. Something to note is that every blog post contains a unique Trackback URL that has been assigned to that particular post.

How To Post A Trackback

If you are doing a legit Trackback, using something like WordPress will greatly simplify the process.

All that you will have to do is input the link to the blog post in your post, and as long as both you and the target blog have Trackback enabled, WordPress will try to locate the Trackback URL and then automatically send a Trackback ping. Unfortunately this is more a dream than a reality.

But for the purposes we are discussing here, you will probably be posting Trackbacks manually. There are a couple of reasons for this.

1. First, the auto discovery feature is not very good. Not because it is a bad protocol, but because a lot of blog software and blog owners delete this snippet of code to prevent the auto discovery from happening.
2. Second, you will have a lot higher success rate by manually finding and then posting to the Trackback URL.

Here is a link to a stand-alone [Trackback Pinger](#)

What are the Risks?

Well, for one you are guaranteed to anger some people. You should be prepared to get a nasty email or two, but it's been my experience that that's all you will get.

Can you get into any legal trouble by exploiting Trackbacks?

Well, it may be frowned upon, but there is not any legislation I am aware of that makes it illegal. Email spamming is regulated but as far as Trackback exploitation is concerned ... *you can ping away!*

Here are two precautions you can take just to be safe:

- Use a very liberal webhost
- And if you are doing the Trackback pinging from your desktop be sure to use a proxy.

This All Sounds Well & Good ... But It Also Sounds Like a Lot of Hard Work - How Can I Automate The Process?

As I mentioned in Tip #5 Link Building Velocity it is important to be able to build your links consistently and gradually over time.

Building links this way will appear natural to search engines and will allow you to build a lot of links over time without setting of any alarms.

Now as I mentioned earlier, I currently build between 10-20 links per day all automatically - and all of them through Trackbacks.

So how do I do it ... and how can you do it, too?

Before I tell you, I should mention that with Trackbacks you may have to ping 100 blogs to get 10-20 links. This is because some of the blogging platforms try to prevent Trackback exploitation. I am continually working to improve this success rate.

But we are here to play the numbers game, so how can we build our links in the quickest, most effective and efficient manner possible?

You can go out manually and search for related blogs and then build a list of Trackback URLs to go to and ping one by one with a standalone pinger.

This is a great deal of work, but it is also definitely worth it considering you are getting links, and these links hold more value than links that come from the comment section of the page.

To give you an idea of how many links are available using this method here are some statistics. For just one blogging platform, there are 64,000,000 available Trackback links. From my research, I usually find about 5K-10K for a very specific two-word search term.

But who has the time or the energy to go through all these Trackback links and find the best ones?

To succeed in today's competitive Internet marketplace, you need to work smarter not harder. You need to be able to work ON your business instead of IN your business.

In other words, you can't afford to spend all of your time researching links. You need to be able to work on other parts of your business and on growing your business if you truly want to see your profits soar.

So here's the trick to making this whole process work without increasing the amount of time you work and without ignoring other essential parts of your business ...

In order to discover the really valuable Trackback opportunities you need a system in place.

You need a system that will allow you to quickly and easily mine the mountains of link data available and uncover the nuggets of gold.

Now at one point in time there was a great service that charged in the ballpark of \$350 for three months of research, and boy was it ever worth it.

In fact, it worked so well that a large SEO company bought them out in less than a month and closed down the memberships to the public.

This is when I began to work on creating my own solution.

That company offered an excellent tool at the time, but it was too basic for my goals. I needed something that could make my links appear more natural to the search engines.

So I created an application called Trackback Spider and my business has never been the same. If you would like to learn more and be notified the moment we release it to the public. Enter your name and email below and press "Notify Me!"

First Name:

Email Address:

We will never rent, share, or sell your name to anyone else...ever! We respect your privacy!



<http://www.trackbackspider.com>