

# Virtual Marketing Blueprint

## Off Page SEO

### Objectives:

- 1) Introduction To Off Page SEO
- 2) Finding & Obtaining Quantities of Backlinks
- 3) Finding & Obtaining Quality Backlinks
- 4) Finding & Obtaining A Diversity of Backlinks
- 5) Link Building Strategy Training
- 6) **Closely Guarded Off Page SEO Secrets**

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# Introduction to Off Page SEO Secrets

Objective 6 Closely Guarded Off Page SEO Secrets

## Closely Guarded Off Page SEO Secrets

- Indexing Off-Site Pages
- The Google Sandbox
- Automating Your Link Building Campaigns

**SECRET**



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# Introduction to Indexing

## Indexing Outside Pages (With Backlinks)

### *What Is It?*

When Google bots crawl other websites and pages to find backlinks.

### *Why Is It Important?*

It's the most often overlooked component of link building. Search engines don't count links they haven't found which makes those links worthless until they are found.

# Introduction to Indexing

## Indexing Pages With Backlinks

- **“Ping” Servers**
  - Ping-O-Matic
  - Backlink Energizer
  - Linklicious.Me



# Introduction to the Google Sandbox

## The Google Sandbox



### *What Is It?*

A big black hole where your website will go if Google suspects that you are manufacturing/automating your link building campaigns.

### *Why Is It Important?*

It could take 3 months, even a year before you are released from the sandbox and your website appears in the search engines again.

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# Introduction to the Google Sandbox

## Tips To Avoid The Google Sandbox

1. Start the link building process slowly, especially if your site is brand new.
2. If you do start a big campaign, point a lot of links to the off-site content so as those pages gain authority, they pass some of it off to your site.



# Introduction to Automation

## Automating Off Page SEO



### *What Is It?*

Using online tools or resources to automate the link building process.

### *Why Is It Important?*

To do all of the things needed for link building on your own may be a bit impractical in which case you need systems to help automate these tasks for you.

(White Hat Vs. Black Hat)

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# Introduction to Automation

## Automating Off Page SEO

- Spinning
- Alias Account Creation
- Content Submissions
- 3 Way Linking
- & More...



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# Introduction to Automation

## Automating Off Page SEO

- **Spinning**

**SENTENCE EXAMPLE:**

I have formed these opinions by doing deals with my partners as well as talking to a number of attorneys who between themselves have done thousands of owner financed transactions without issue.

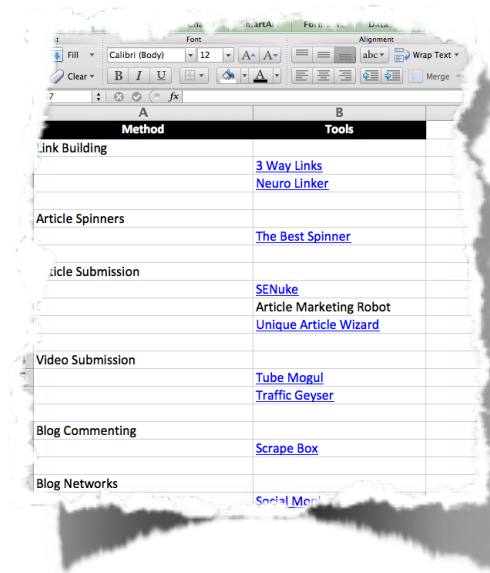
**SPUN EXAMPLE:**

I have {formed|created|developed} these {thoughts|opinions|ideas} by {doing|performing} {deals|transactions} with my {team|partners} as well as {discussing|talking} with a {few|number} of {attorneys|lawyers} who between themselves have {done|performed} thousands of {owner|seller} financed {transactions|deals} without {issue|problem}.

# Introduction to Automation

## Automating Off Page SEO: Tools & Resources

- Hubpages
- Squidoo
- Tube Mogul
- The Best Spinner
- SENuke
- Odesk



A screenshot of a spreadsheet application showing a list of SEO methods and their corresponding tools. The spreadsheet has two columns: 'Method' and 'Tools'. The data is as follows:

| Method             | Tools  |
|--------------------|--|
| Link Building      | <a href="#">3 Way Links</a><br><a href="#">Neuro Linker</a>  |
| Article Spinners   | <a href="#">The Best Spinner</a>   |
| Article Submission | <a href="#">SENUke</a><br><a href="#">Article Marketing Robot</a><br><a href="#">Unique Article Wizard</a> |
| Video Submission   | <a href="#">Tube Mogul</a><br><a href="#">Traffic Geyser</a>   |
| Blog Commenting    | <a href="#">Scrape Box</a>   |
| Blog Networks      | <a href="#">Social Monkee</a>  |

➔ **3 Way Links, Social Monkee, Scrapebox, Only Wire, Directory Maximizer**

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# Introduction to Automation

## Tools & Resources Tips:

- Hire outsourcers who already own these tools.
- Use the “package” resource you’ll find on your download.
- Build Alliances within this group to share the cost of tools.



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# VMB: Off Page SEO Homework



**Prior to the start of the next session, you should complete the following tasks:**

- 1) Review ALL Off Page SEO Objectives**
- 2) Set up a profile on Hubpages & Submit At Least One Hub**
- 3) Set up a profile on Squidoo & Submit At Least One Lens**
- 4) Write one article & submit it to at least 5 article directories**
- 5) Download the Master Resources File & Review all of the Off Page SEO Resources**
- 6) Plan Out Your Long Term Link Building Strategy**

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# *Thank You!*



*We look forward to seeing you on the next  
Virtual Marketing Blueprint Q & A Session!  
Dani Lynn, Flip, Tucker and Sasha*

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