

WELCOME TO

Virtual Marketing

Blueprint

Rei Rockstars

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Virtual Marketing Experts



Dani Lynn



Flip

Rei Rockstars

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Virtual Marketing Blueprint Concept

The Virtual Marketing Blueprint Program was designed to provide you with an easy to follow, step by step process of incorporating key internet marketing concepts into your business.

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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

Off Page SEO

What Is It?

It's Link-Building (Building Links To Your Website)

Why Is It Important?

Links are like "Votes". The more "votes" your website is getting, the more popular your website becomes in the eyes of the search engines.

Objective 1 Introduction To Off Page SEO

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Introduction to Off Page SEO

Objective 1 Introduction To Off Page SEO

Off Page SEO Factors

- **Quantity of Links**
- **Quality of Links**
- **Diversity of Links**

Ideally, you want to achieve a combination and balance of all three of these backlinking strategies.

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Introduction to Off Page SEO

Objective 1 Introduction To Off Page SEO

Off Page SEO Terms

- **Link Building** - process of building links to boost off page SEO
- **Backlink** - links TO your website
- **Anchor Text** - words used in a link
- **Inbound Links** - links TO your website
- **Outbound Links** - links FROM your website
- **Votes** - all links are considered votes
- **Link Juice** - authority passed between pages

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Introduction to Link Quantity

Objective 2 Finding & Obtaining Quantities of Backlinks

Quantity of Backlinks

What Is It?

It's the number of links (votes) to your website.

Why Is It Important?

The more votes your website receives, the more popular it becomes with the search engines.

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Introduction to Link Quantity

Objective 2 Finding & Obtaining Quantities of Backlinks

Link Quantity Dangers:

- **Don't build your links too quickly**
 - If search engines feel as if you may be "automating" your link building process and abusing the system you can be penalized.
 - Best rule of thumb is to grow your links slowly as a new site - make it look natural. As your site gains more links, the faster you can continue to build.

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Introduction to Link Quantity

Link Quantity Tips:

- Nothing is black & white and things constantly change. Main factors to consider in backlinks are:
 - Quantity
 - Quality
 - Diversity
- Remember the difference between “total backlinks” and “total domain links”. The more domain links you can get, the better.

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Introduction to Quality Backlinks

Obtaining Quality Backlinks

What Is It?

Quality in terms of linking is determining how “Good” a link is.

Why Is It Important?

Understanding link quality helps you achieve balance between your incoming high & low quality links. Having all low quality links puts you in danger of being considered a SEO-spammer website and you’ll be at risk of being penalized by search engines.

Objective 3 Finding & Obtaining Quality Backlinks

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Introduction to Quality Backlinks

Objective 3 Finding & Obtaining Quality Backlinks

Types of Links

- High Page Authority Links
- Contextual Links
- Side or Footer Navigation Links (ROS Links)
- Do Follow Links
- No Follow Links
- Homepage Links
- Deep Internal Links
- Links with Anchor Text
- Links without Anchor Text

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Introduction to Quality Backlinks

Objective 3 Finding & Obtaining Quality Backlinks

Scoring System for Links: (Great, Good, Okay)

Page Authority - Great quality (the higher, the better)

1. [Training Your New Puppy or Dog, Training Dogs Basic Commands](http://www.dogbreedinfo.com/training.htm)
www.dogbreedinfo.com/training.htm
It is important to start training your new puppy as soon as you bring it home. Training can be done yourself or a professional can be hired. Local **dog training** ...
SEOquake | PR: 4 | I: 3,210 | L: 4 | LD: 12127 | I: 45,100 | Rank: 9961 | Age: May 8, 1999
1) PA: 61 | 260 Lks / 24 RDs | DA: 72 | 12,195,507 Lks / 4,036 RDs | Explore

2. [12 Essential Dog Training Commands Every Dog Owners Should ...](http://www.prlog.org/10280186-12-essential-dog-training-commands-ever...)
www.prlog.org/10280186-12-essential-dog-training-commands-ever...
Jul 12, 2009 - 12 Essential **Dog Training Commands** Every Dog Owners Should Know. Have you teach your new puppy or dog basic **dog training commands** ...
SEOquake | PR: 1 | I: 3,190,000 | L: 1 | LD: 167358 | I: 1,160,000 | Rank: 2037 | Age: n/a
2) PA: 47 | 2 Lks / 2 RDs | DA: 89 | 1,087,030 Lks / 46,320 RDs | Explore

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Introduction to Quality Backlinks

Objective 3 Finding & Obtaining Quality Backlinks

Scoring System for Links: (Great, Good, Okay)

Contextual Links - Good quality

The whole purpose of the Mortgage Assignment or [Assignment of Mortgage Profits System](#) is to give home sellers and buyers an alternative they wouldn't have had before they met you. Fortunately, I was a rookie myself when I got my hands on this system. Let me just say, if there is any rookie real estate investor or agent who is ready to make an investment in themselves and is motivated to take action, they can learn how to do this and make good money doing it. All you experienced agents and investors, well, you'll just hit the ground running as soon as you get your hands on this thing.

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Introduction to Quality Backlinks

Objective 3 Finding & Obtaining Quality Backlinks

Scoring System for Links: (Great, Good, Okay)

Side or Footer Navigation Links, also called Run of Site Links (ROS) - Okay quality (contextual links are better)

Blogroll
.....
Buy MAPS – Get Bonuses
.....
[Dani Lynn's Blog – MAPS](#)
.....
[Is Mortgage Assignment Profits System \(MAPS\) For Real? – Article](#)
.....
MAPS Success Stories
.....
[Mortgage Assignment – A New No Risk Investing Alternative – Article](#)
.....
[Real Estate RE-Volution](#)

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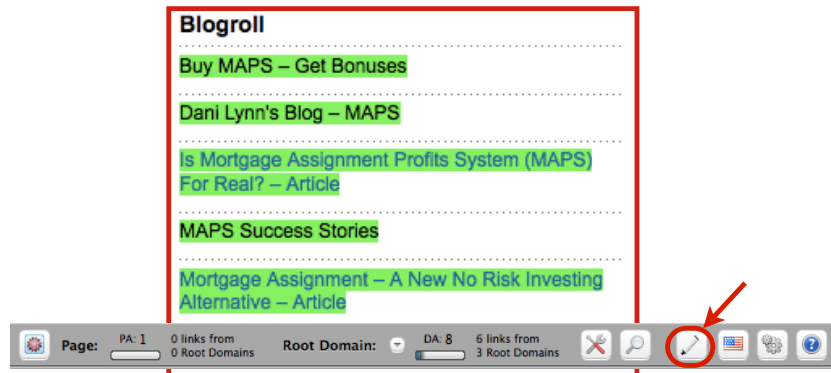
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Introduction to Quality Backlinks

Scoring System for Links: (Great, Good, Okay)

DoFollow Links - Good quality

*Green highlights with SEO Moz toolbar



Blogroll

- [Buy MAPS – Get Bonuses](#)
- [Dani Lynn's Blog – MAPS](#)
- [Is Mortgage Assignment Profits System \(MAPS\) For Real? – Article](#)
- [MAPS Success Stories](#)
- [Mortgage Assignment – A New No Risk Investing Alternative – Article](#)

Page: PA: 1 0 links from 0 Root Domains Root Domain: DA: 8 6 links from 3 Root Domains

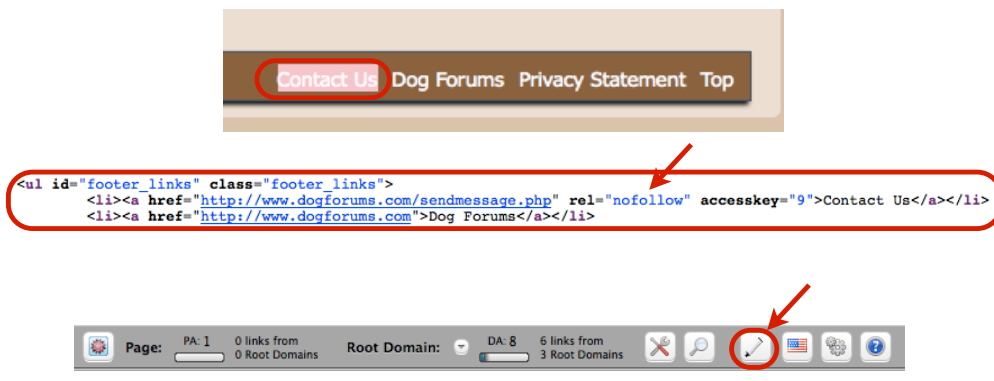
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Introduction to Quality Backlinks

Scoring System for Links: (Great, Good, Okay)

NoFollow Links - Okay quality (dofollow links are better)

*Pink highlights in SEOMoz tool



Contact Us Dog Forums Privacy Statement Top

```
<ul id="footer_links" class="footer_links">  
<li><a href="http://www.dogforums.com/sendmessage.php" rel="nofollow" accesskey="9">Contact Us</a></li>  
<li><a href="http://www.dogforums.com">Dog Forums</a></li>
```

Page: PA: 1 0 links from 0 Root Domains Root Domain: DA: 8 6 links from 3 Root Domains

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Introduction to Quality Backlinks

Objective 3 Finding & Obtaining Quality Backlinks

Scoring System for Links: (Great, Good, Okay)

Homepage Links - Good quality

The whole purpose of the Mortgage Assignment or [Assignment of Mortgage Profits](#) System is to give home sellers and buyers an alternative they wouldn't have had before they met you. Fortunately, I was a rookie myself when I got my hands on this system. Let me just say, if there is any rookie real estate investor or agent who is

<http://assignmentofmortgagepaymentsreview.com/>



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Introduction to Quality Backlinks

Objective 3 Finding & Obtaining Quality Backlinks

Scoring System for Links: (Great, Good, Okay)

Deep Internal Links - Good quality

Assignment of Mortgage Payments System - Is This System For Real or Is It A Scam?



I've spent THOUSANDS of dollars on [real estate investing](#) courses, systems and opportunities - good and bad - over the past 3 years. When I first heard about this system, it peaked my curiosity simply because it was a strategy I had never heard about before. I wondered, is this cutting edge stuff or [is the assignment of mortgage payments system a scam?](#)

<http://assignmentofmort...payments-system-a-scam/>



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Introduction to Quality Backlinks

Objective 3 Finding & Obtaining Quality Backlinks

Scoring System for Links: (Great, Good, Okay)

Links with Anchor Text - Good quality

This is what really ANNOYED ME about the Assignment of Mortgage Payments System at first...

I want you to understand that I had recently decided to be a full time real estate agent and investor and paying my bills was dependent upon me kicking some butt and getting deals done. I had been struggling as a 'newbie' and knew that getting more real estate investing knowledge would give me the edge I needed. After a ton of research into investors and their programs, I decided to check out [Phill Grove](#). ←



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Introduction to Quality Backlinks

Objective 3 Finding & Obtaining Quality Backlinks

Scoring System for Links: (Great, Good, Okay)

Links without Anchor Text - Okay quality

Confidential Assignment of Mortgage Payments System Report

I have a complete Mortgage Assignment Profits System Confidential Report at <http://assignmentofmortgagepaymentsreview.com> . ←

I also list my phone number and email on my site should you have any questions.

All the best,

Dani Lynn



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Introduction to Quality Backlinks

Objective 3 Finding & Obtaining Quality Backlinks

Final Tips For Quality Backlinks:

Rising Authority Sites - Evaluate sites like you did in the “Analyzing The Competition” Module. If they have a lot of links pointing to them, they are likely going to continue to rise in authority which means that link to your site will become higher quality as well.

Page Rank Fakes - Unfortunately, there are ways to “Fake” your page rank so when evaluating sites for backlinks, look at the page authority versus looking at page rank.

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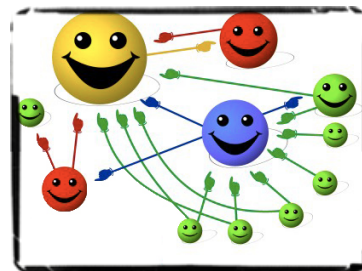
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Introduction to Quality Backlinks

Objective 3 Finding & Obtaining Quality Backlinks

Final Tips For Quality Backlinks:

Outbound Links - A site that only links to you passes more authority to your site and is therefore a higher quality backlink. A site that links to many other websites has allowed much of it's domain authority to be passed on already so it is therefore a lower quality backlink.



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Introduction to Backlinking Diversity

Objective 4 Finding & Obtaining A Diversity of Backlinks

Diversity of Backlinks

What Is It?

Obtaining different “types” of links pointing to your website as well as utilizing multiple sources.

Why Is It Important?

Using only one backlinking strategy has the possibility of destroying your entire campaign during a Google algorithm update and it also looks spammy.

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Introduction to Backlinking Diversity

Objective 4 Finding & Obtaining A Diversity of Backlinks

Diversity of Backlinks Top 3

- “Sources” of backlinks
- “Anchor Text” Variation
- “Deep Links”



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Introduction to Link Building

Link Building Strategy Training

What Is It?

It's the process of putting together a planned strategy for your link building campaigns.

Why Is It Important?

Not achieving a combination or balance between all 3 types of links (quantity, quality & diversity) may lead to penalizations from search engines.

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Introduction to Link Building

Link Building Methods

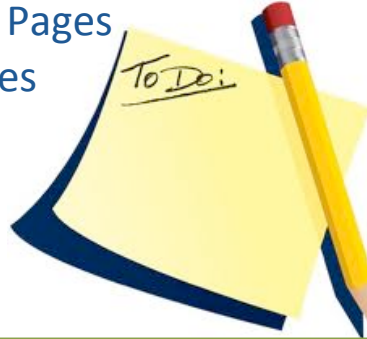
- Viral Content
- Article Directories
- Social Media
- Video Directories
- Website Directories
- Press Releases
- Blog & Forum Commenting
- Guest Blogging
- Buying Links
- Linking Networks
- Podcast

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Introduction to Link Building

Link Building Order of Importance

1. Build Links To Domain
2. Build Links To Third Tier Pages
3. Build Links To Second Tier Pages
4. Build Links To Off-Site Pages



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Introduction to Link Building

Link Building Methods



Viral Content

- Create content that has the possibility of going viral. (Humor, free software, entertaining, etc)
- This ideally what search engines are looking for: Naturally popular content

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Introduction to Link Building

Link Building Methods

Article Directories

- Ezine Articles
- Articles Base
- Article City
- Article Click
- Search for other “Article Submission Sites”



Introduction to Link Building

Link Building Methods

Article Directory Tips

- Be Relevant
- Model Other Posters in that forum
- Follow Posting Rules



Introduction to Link Building

Link Building Methods



Social Media

- Popular Platforms: Squidoo / Hubpages
- Niche Sites (biggerpockets.com)
- Forums (search online: “real estate forum”)

Add links in your profile, your forum posts, your articles, etc..

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Introduction to Link Building

Link Building Methods

Website Directories

- Yahoo! (dir.yahoo.com)
- DMOZ (dmoz.com)
- Jayde (jayde.com)
- Best of the Web (botw.com)
- Gimpsy (gimpsy.com)
- Search Sight (searchsight.com)
- Search for more directories online



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Introduction to Link Building

Link Building Methods

Website Directory Tips

- Most directories don't allow for anchor text
- Most directories don't allow for deep links
- Use generic links - main website or main website name for anchor text



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Introduction to Link Building

Link Building Methods

Video Directories

- You Tube (youtube.com)
- Vimeo (vimeo.com)
- Viddler (viddler.com)
- Daily Motion (dailymotion.com)
- Meta Cafe (metacafe.com)
- Veoh (veoh.com)
- Search for more submission sites online



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Introduction to Link Building

Link Building Methods

Video Directory Tips

- You don't have to create "Hollywood" videos
- Screen Capture Videos work as well
- Some sites have time limits
- Places like TubeMogul.com will syndicate your videos for you.



Introduction to Link Building

Link Building Methods

Press Releases

- PR Web
- PR Leap
- 888-Press Release
- Free Press Release
- Search for more press release sites online



Introduction to Link Building

Link Building Methods

Press Release Tips

- “News-worthy” content
- Fresh & time sensitive content
- 3rd person’s perspective
(be unbiased)
- Model other Press Releases
- Not all submission sites are free
- Not all submission sites allow links



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Introduction to Link Building

Link Building Methods

Blog Commenting - Find other articles or posts relevant to your niche. See if they allow for comments. Read & comment on the article or post and add your link.

Guest Blogging - Posting on other people’s blogs

Buying Links - Check authority of site before buying (don’t get fooled by page rank). Buy in small doses...see if it helped your site. Buy more if they were high quality links.

Link Networks - Alliances

Podcasts - Audio submissions

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Introduction to Link Building

Link Building Strategy Summary

- Don't start link building until you have content
- Get as many high quality links as you can
- Build tons and tons of links but not too fast
- Point links everywhere - not just the homepage
- Use different "types" of links (quality & source)
- Vary your anchor text in links

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➔ **6) Closely Guarded Off Page SEO Secrets**

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Introduction to Off Page SEO Secrets

Closely Guarded Off Page SEO Secrets

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

SECRET



Objective 6 Closely Guarded Off Page SEO Secrets

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Introduction to Indexing

Objective 6 Closely Guarded Off Page SEO Secrets

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.

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Introduction to Indexing

Objective 6 Closely Guarded Off Page SEO Secrets

Indexing Pages With Backlinks

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

PING-O-MATIC

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Introduction to the Google Sandbox

Objective 6 Closely Guarded Off Page SEO Secrets

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

Objective 6 Closely Guarded Off Page SEO Secrets

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.



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Introduction to Automation

Objective 6 Closely Guarded Off Page SEO Secrets

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

Objective 6 Closely Guarded Off Page SEO Secrets

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}.

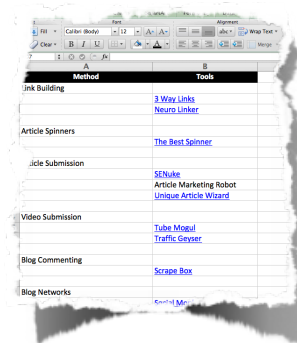


Introduction to Automation

Automating Off Page SEO: Tools & Resources

- **Hubpages**
- **Squidoo**
- **Tube Mogul**
- **The Best Spinner**
- **SENUke**
- **Odesk**

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



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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