

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

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.

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:

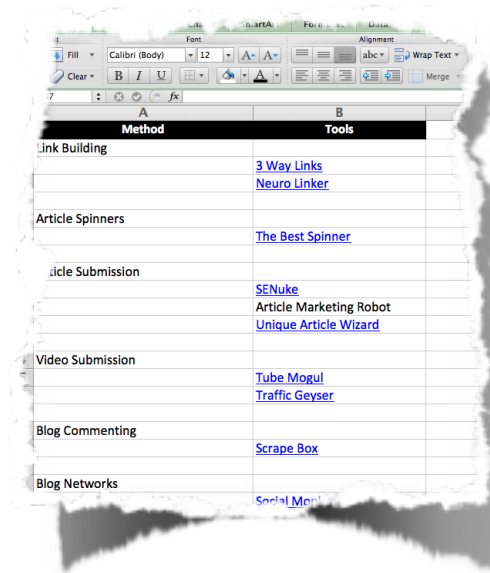
I have {formed|created|developed} these {thoughts|opinions|ideas} by {doing|performing} {deals|transactions} with my {team|partners} as well as {discussing|talking} with a {few|number} of {attorneys|lawyers} who between themselves have {done|performed} thousands of {owner|seller} financed {transactions|deals}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

Introduction to Automation

Automating Off Page SEO: Tools & Resources

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

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



A screenshot of a spreadsheet application showing a table with two columns: 'Method' and 'Tools'. The table lists various SEO methods and the tools used for each. The tools are listed as hyperlinks.

Method	Tools
Link Building	3 Way Links Neuro Linker
Article Spinners	The Best Spinner
Article Submission	SENUke Article Marketing Robot Unique Article Wizard
Video Submission	Tube Mogul Traffic Geyser
Blog Commenting	Scrape Box
Blog Networks	Social Monkee

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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