

# 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 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.

# Introduction to 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

# Introduction to 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](http://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...](http://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

# Introduction to 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

## 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](#)

# Introduction to Quality Backlinks

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

DoFollow Links - Good quality

\*Green highlights with SEO Moz toolbar

The screenshot shows a blogroll with five entries, each highlighted in green. The entries are: "Buy MAPS – Get Bonuses", "Dani Lynn's Blog – MAPS", "Is Mortgage Assignment Profits System (MAPS) For Real? – Article", "MAPS Success Stories", and "Mortgage Assignment – A New No Risk Investing Alternative – Article". Below the blogroll is the SEO Moz toolbar, which includes a search icon, a magnifying glass, a red circle around a pencil icon (indicated by a red arrow), a US flag, a gear, and a question mark. The toolbar also displays metrics: Page: PA: 1, 0 links from 0 Root Domains, Root Domain: DA: 8, 6 links from 3 Root Domains.

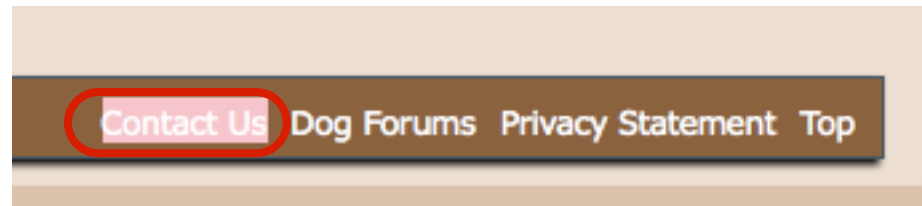
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# Introduction to Quality Backlinks

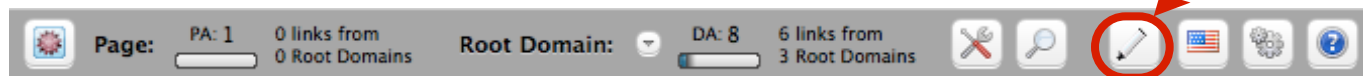
## Scoring System for Links: (Great, Good, Okay)

NoFollow Links - Okay quality (dofollow links are better)

\*Pink highlights in SEOMoz tool



```
<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>  
</ul>
```





# Introduction to 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

## 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

## 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

## 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

## Final Tips For Quality Backlinks:

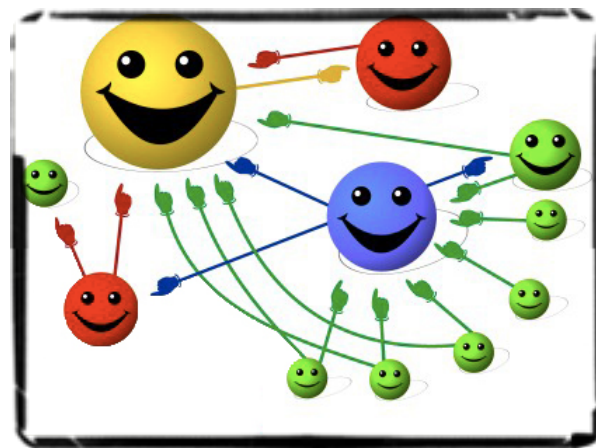
**Rising Authority Sites** - Evaluate sites like you did in the “Analyzing The Competition” Module. If they have a lot of links pointing to them, they are likely going to continue to rise in authority which means that link to your site will become higher quality as well.

**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.

# Introduction to 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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## Next Video...

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