

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

Rei Rockstars

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.

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

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



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

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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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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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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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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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.



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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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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

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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Next Video...

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