

# SEO SIMPLIFIED

*"An eBook in hand is worth thousands of blogs in the internet bush."*

*Anonymous*

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***"Patience and Persistence"***  
SEO Expert Qualities

## SECTION ONE

### What is SEO?

Put simply S.E.O are the initials for Search Engine Optimization.

It is making your website friendly to search engines such as Google, Yahoo search and many more. It's about letting the search engines learn what your website is all about. It is making it simple for the engines to find your information easily and relay it to readers searching for content that matches what you have produced.

The search engine would like to know what your website is about.

**Your Keywords** will tell the engines this.

Is your site popular?

**Backlinks pointing to your site** tell the engines this, the more you have the popular your site is.

Social signal also indicates the popularity of a website. The more **shares**, the more popular your site is.

How do you make your site more shareable?

Produce content that adequately tackles real people's problems. People will share it and spread the word on social media.

### Can anyone perform SEO?

Yes, anyone can rank their web pages to the top of Google search results. It all takes some learning and an extra effort.

**NOTE:** Google ranks web pages and not the domain. You may have pages that top the search results while others do not at all.

But if you do not have time on your side but still want some side income, why not try out the paid experts in this field.

### Types of back linking strategies

There is generally three strategies

#### **Black Hat Link Building**

These are linking strategies that goes completely against Google link building strategies. They include but not limited to:-

- i. Buying links
- ii. Automating Link building
- iii. Keyword stuffing-Overusing your keywords on a page to manipulate the search engines.

#### **White Hat Link Building.**

These are strategies that completely follow back linking strategies stipulated by Google.

#### **Grey Hat Link Building**

This is a mixture of both white and black hat strategies. Most webmasters use these strategies. It is a smart way to doge Google algorithms from hitting your site with a penalty.

Following white strategies may take you a lot of time, up to 12 months to see desired ranking results. Short cuts make things easier, but you have to be careful too.

Yes if Google finds you using black hat strategies, they will penalize your site by devaluing it from the ranks or de-indexing it completely. Meaning people searching for terms you were ranking for wouldn't find you in the results.

## SECTION TWO

### Site Optimization

#### WEB DESIGN

Two things to look at:

1. User Experience.

Put the reader's interests first. Your website should be give the reader an easy time when interacting with it.

- Menus should be easy to locate.
- Colors should be pleasing to the eye.
- Should have an organized structure
- Pages should load first. –do not use a lot of plugins if you are using wordpress platform.

These things reduces bounce rate. Bounce rate which is a ranking factor.

2. Mobile Friendliness.

Make sure that your website is mobile responsive. Google has added this as a ranking factor too. If you are not a technical guy, find a web designer to test the responsiveness of your site.

**NOTE:** Make sure that your site pages are indexed by Google. Use Google search console to verify your site ownership. Otherwise, Google crawlers will not be able to find your pages regardless of the smartest SEO strategies you use. This is the starting point.

#### KEYWORD RESEARCH

In my opinion I believe you can rank for any key word.

If you have enough backlinks, quality content and enough social signals, then you can easily rank your site pages.

Remember Google ranks pages not your domain. Some pages may rank on first page while others will be buried in millions of other webpages from other web sites.

Sometimes you may not have enough backlinks to beat already ranking websites from authority sites. These sites rank for many keywords, especially the high volume search Key words.

To rank, you need to focus on low search volume keywords. However, the volume must be huge enough to make economic sense, if you intend to sell something on your site. We all want the maximum relevant traffic to our websites. Any search volume of above 1500 monthly searches is good for business.

If you are making sales on your site, consider targeting buying intent keywords such as

"Best bike reviews"

"bikes for sale"

"Cheap bikes in ohio state"

### **Keyword research tools**

You will need some tools to do your keyword research and analysis. Here is a list of Keyword Research Tools sorted in popularity order.

#### **Websites**

1. Ahref
2. Majestic SEO
3. SEM Rush
4. Moz Research
5. Keyword Finder
6. Keywordtool.io
7. Keyword shitter
8. Ubersuggest
9. Answer the public

### Extentions

1. Keyword finder-Works with **Ubersuggest** to give you the search result volume for each keyword.
2. Mozbar-Gives you the Page Authority (PA) and Domain Authority (DA).

**Take Away:** To install these extensions, head over to settings on Google chrome, select it. On the settings page, select extensions at the top left. On the bottom of the extension page select get more extensions. On the search bar, type Mozbar. Once the search is complete, select install Mozbar on top right. Mozbar will download to your computer, once complete; a window requesting you to install it will appear. Accept the request to add the extension. Once complete, you will see a blue icon on top right of your browser with a capital M on it. Click on it and sign up to use it.

Repeat the process for Keyword finder.

**Note:** You will only be using one extension at any one time.

### Getting to work.

For a beginner, you can use Semrush, It's free service is enough to hit the ground running for your keyword research project.

### Ideas:

To get ideas of what people are searching on the internet, you can use the following free tools

- i. **Keyword shitter**- Give a list of key words people use.
- ii. **Keyword tool**-Give a list of key words people use.
- iii. **Answer the public**-this tool gives you questions that surround your keyword that people are actually typing on the search engines. If a question



has a huge search volume, then you can perform an in-depth research and write a quality piece that solves the query. Then optimize it for search engines.

Open each of these tools on a separate tab.

Key in your keyword on each site.

The tools will process a list of possible search terms that users are typing on the search engine.

Example: Key in "New york Lawyer"

You will be amazed by the diversity of search terms people use and how people think differently.

**Take Away:** We want a Keyword that has minimal competition but with enough search volume. Any search term with over 1500 search volume is an interesting candidate to be considered.

To rank fast, focus on long tail search terms. These are terms with more than four words on them e.g. "Best lawn mower of 2017". Sometimes when the keyword has low competition, a keyword with two words only could be classified as a long tail keyword.

Go back to our tools; look for terms that have a long tail structure and copy one.

To know the exact search volume for the key word you have chosen, head over to Semrush.com, paste your long tail keyword on the search bar. Also choose the country you want to see the results for.

Semrush will give you the number of times that particular keyword is searched per month. It also gives you related terms and their search volume. You can have a look at these terms too and use them. If it is above 1500, then it is worth your time.

Now that is not enough;

You will need to know the competition for that key word. How do you do this?

### Analyse the following.

Type the test item plus the key word on google search bar then view the result just below the search bar. Test items are: intitle,inurl,inanchor or a combination of them all.

- I. **In anchor**-Number of times your keyword has been used as anchor text used by webmasters. The less the number of results returned the better the keyword. Anything below 100,000 results is worth forecasting on.

The screenshot shows a Google search interface with the query 'inanchor:best dog food'. The search bar includes filters for Volume (0/mo), CPC (\$0.00), and Competition (0). Below the search bar, the 'All' tab is selected, showing 'About 8,510,000 results (0.72 seconds)'. A red arrow points to the first search result, which is titled '13 Great Formulas From Some of Our Favorite Brands' and is from the website 'reviews.com'. The result snippet includes a table of dog food brands and a 'Dog Foods' section listing various products. To the right of the main result, there is a 'A Quick Dog Food Type Comparison' table. The bottom of the result snippet shows the link 'Best Dog Food Reviews and Ratings of 2017 - Reviews.com' and the URL 'www.reviews.com/dog-food/'.

check this results

Google

inanchor:best dog food

Volume: 0/mo | CPC: \$0.00 | Competition: 0

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Settings Tools

About 8,510,000 results (0.72 seconds)

13 Great Formulas From Some of Our Favorite Brands

**Dog Foods**

	Dry	Wet	De-hydrated	Raw	Home-made
✓	✓	✓	✓	✓	✓
✗	✗	✗	✗	✗	✗

8 Addiction New Zealand Brushtail & Vegetables Entree Canned Dog Food

9 Orijen Puppy Grain-Free Dry Dog Food

10 The Honest Kitchen Embark Dehydrated Dog Food

11 AvoDerm Natural Chicken Meal & Brown Rice Formula Puppy Dry Dog Food

9 more rows

Best Dog Food Reviews and Ratings of 2017 - Reviews.com

www.reviews.com/dog-food/

About this result • Feedback

- II. **In title**-Number of times the keyword has been used in title that is in <title> html tag across different web pages on the web. The less the number of results returned the better the keyword.

The screenshot shows a Google search interface with the query 'intitle:best healthy dog food of 2017'. Below the search bar, it indicates 'Volume: 0/mo | CPC: \$0.00 | Competition: 0'. The search results show 'About 358,000 results (0.67 seconds)'. A red arrow points to the first result, '13 Great Formulas From Some of Our Favorite Brands', with the text 'Check this results' next to it. The result is from 'Reviews.com' and includes a table titled 'A Quick Dog Food Type Comparison'. The table compares five dog food types: Dry, Wet, Dehydrated, Raw, and Home-made. The 'Dry' column has a green checkmark, while the others have orange X marks. Below the table, there is a list of dog food brands and a link to 'Best Dog Food Reviews and Ratings of 2017 - Reviews.com'.

Google

intitle:best healthy dog food of 2017

Volume: 0/mo | CPC: \$0.00 | Competition: 0

All News Images Videos More Settings Tools

About 358,000 results (0.67 seconds)

Check this results

13 Great Formulas From Some of Our Favorite Brands

**Dog Foods**

	Dry	Wet	Dehydrated	Raw	Home-made
Pros	✓				
Cons					

8 Addition New Zealand Brushtail & Vegetables Entree Canned Dog Food

9 Orijen Puppy Grain-Free Dry Dog Food

10 The Honest Kitchen Embark Dehydrated Dog Food

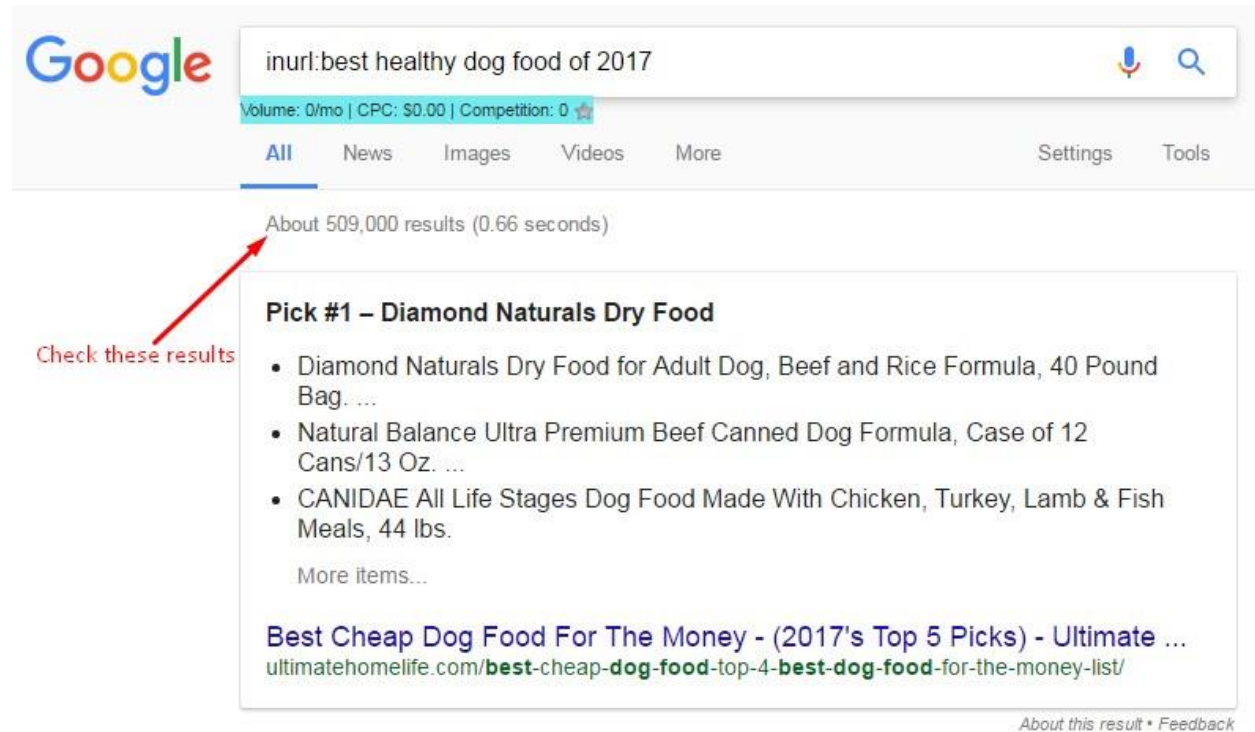
11 AvoDerm Natural Chicken Meal & Brown Rice Formula Puppy Dry Dog Food

9 more rows

**Best Dog Food Reviews and Ratings of 2017 - Reviews.com**  
[www.reviews.com/dog-food/](http://www.reviews.com/dog-food/)

About this result • Feedback

- III. In **URL**-Number of times the keyword has been used in the URL across different pages on the web. The less the number of results returned the better the keyword.



The screenshot shows a Google search interface. The search bar contains the text "inurl:best healthy dog food of 2017". Below the search bar, there is a status bar indicating "Volume: 0/mo | CPC: \$0.00 | Competition: 0". The search results are displayed under the "All" tab, showing "About 509,000 results (0.66 seconds)". A red arrow points from the text "Check these results" to the first search result. The first result is titled "Pick #1 – Diamond Naturals Dry Food" and lists three items: "Diamond Naturals Dry Food for Adult Dog, Beef and Rice Formula, 40 Pound Bag. ...", "Natural Balance Ultra Premium Beef Canned Dog Formula, Case of 12 Cans/13 Oz. ...", and "CANIDAE All Life Stages Dog Food Made With Chicken, Turkey, Lamb & Fish Meals, 44 lbs.". Below the list, there is a link to "More items...". The second result is titled "Best Cheap Dog Food For The Money - (2017's Top 5 Picks) - Ultimate ..." and includes the URL "ultimatehomelife.com/best-cheap-dog-food-top-4-best-dog-food-for-the-money-list/". At the bottom right, there is a link "About this result • Feedback".

Google

inurl:best healthy dog food of 2017

Volume: 0/mo | CPC: \$0.00 | Competition: 0

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About 509,000 results (0.66 seconds)

Check these results

**Pick #1 – Diamond Naturals Dry Food**

- Diamond Naturals Dry Food for Adult Dog, Beef and Rice Formula, 40 Pound Bag. ...
- Natural Balance Ultra Premium Beef Canned Dog Formula, Case of 12 Cans/13 Oz. ...
- CANIDAE All Life Stages Dog Food Made With Chicken, Turkey, Lamb & Fish Meals, 44 lbs.

More items...

**Best Cheap Dog Food For The Money - (2017's Top 5 Picks) - Ultimate ...**  
ultimatehomelife.com/best-cheap-dog-food-top-4-best-dog-food-for-the-money-list/

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#### IV. Combination of "intitle","Inanchor","InURL"

Now some webmasters are smart and knows what Google wants, they put the search term on the title, anchor text and on the URL. This is a well optimized page. An analysis with a result of 10,000 pages is gold mine for you. I use this combination to analyze competition for a keyword.

Google

inurl:best healthy dog food of 2017 inanchor:best healthy dog food of 20

Volume: 0/mo | CPC: \$0.00 | Competition: 0

All News Images Videos More Settings Tools

About 1,820,000 results (0.79 seconds)

Check these results

**Large Breed Puppy Food Comparison**

Name	Ingredients	Protein
Our Choice: Wellness CORE Dry Dog Food	Deboned Chicken, Chicken Meal, Turkey Meal	36.0%
Holistic Select Large and Giant Breed Puppy	Lamb Meal, Ground Brown Rice, Ground White Rice	23.0%
Canidae Life Stages Dry Dog Food	Duck meal , brown rice, oats	22.00%

2 more rows

**Top 5 Best Large Breed Puppy Foods For 2017 | MySweetPuppy.net**  
<https://mysweetpuppy.net/best-large-breed-puppy-foods/>

About this result • Feedback

## V. Page Authority.

Enter the keyword on Google search bar, run the search. Mozbar will give you the page authority (PA) and Domain authority (DA) of each search result. Focus on the first 3 search results. If the DA is below 40 and PA is below 30 then you can easily rank for this search term. Focus more on page authority rather than domain authority.

### Best Dog Foods | Dog Food Advisor

[www.dogfoodadvisor.com/best-dog-foods/](http://www.dogfoodadvisor.com/best-dog-foods/) ▼

A list of the very best dog foods grouped by category and selected by the ... Ten Great Selections ...  
Copyright © 2017 Dog Food Advisor All Rights Reserved ...

1) PA: 56  22,012 links	DA: 58 		 Link Analysis
--	--	---	---

### Top 10 Best Dog Food Brands Reviews 2016 – 2017 - Pet Blog For ...

[www.petsho.com/best-dog-food-brands/](http://www.petsho.com/best-dog-food-brands/) ▼

Jump to What Makes A Good **Healthy Dog Food** Brand? - Seek to first understand your dog's health conditions and needs. Then you'll know what to look ...

2) PA: 22  20 links	DA: 25 		 Link Analysis
--	--	---	---


 Page Authority

### 10 Best Dog Food Brands in 2017 - NotASingleDrop

[www.notasingledrop.org](http://www.notasingledrop.org) › Product Review ▼

Again, it should not contain harmful elements which could end up ruining your dog's health. In this post, we review the top ten best dog food brands in 2017.

3) PA: 29  265 links	DA: 39 		 Link Analysis
---	--	---	---

 Page Authority

### Best Dog Food for Pugs in 2017 | TheHappyPooch.com

[thehappypooch.com](http://thehappypooch.com) › Food & Nutrition ▼

Editor's Choice – The Best Dog Food For Pugs. Royal Canin Pug Dry Dog Food. Wellness Complete Health Small Breed Turkey & Oatmeal. Holistic Select Lamb Natural Dry Dog Food. Eagle Pack Lamb & Rice Natural Dry Dog Food. Royal Canin Pug Dry Dog Food.

4) PA: 22  110 links	DA: 27 		 Link Analysis
---	--	---	---

## VI. Back links for the first four pages.

Use any of following tools to check the backlinks. Type the URL you want to analyse on the search box.

- a) Backlinkwatch.com
- b) Moz open site explorer

If the sites have thousands of backlinks which are of good quality, then it will be difficult for you to outrank them for the search term. You can beat them by having more backlinks to your site.

Site with less than a hundred backlinks and are top four search results are easy to outrank with the knowledge you get from this eBook.






**Take away:** Always, have a note book where you write down the results of the search term emanating from each analysis method. You will use this notes to interpret ranking probability later.

Repeat the processes till you get a keyword you are comfortable working with.

Once you get a good keyword use it as follows in your website.

- i. **Title** e.g. <title> **best-bike-2017** </title>
- ii. **Headings** e.g. <h1> **best-bike-2017** </h1>
- iii. **Anchor Text** e.g. **best-bike-2017**
- iv. **In URL** e.g. [www.outdoor.com/best-bike-2017](http://www.outdoor.com/best-bike-2017)
- v. Use the keyword severally in content but do not overdo it.
- vi. Also include the variation of your keyword in your webpage content. You may rank for them e.g. "best lawn mower" could be a variation of the key words " best riding lawn mower" , "best electric lawn mower"

etc. that may have their search volume but not your main focus keyword. This are the results from Semrush.

PHRASE MATCH KEYWORDS (318)				
Keyword	Keyword Variation	Volume	CPC (USD)	SERP
<a href="#">best lawn mower</a>		8,100	0.45	
<a href="#">best riding lawn mower</a>		4,400	0.41	
<a href="#">best self propelled lawn mower</a>		3,600	0.43	
<a href="#">best electric lawn mower</a>		1,900	0.45	
<a href="#">best lawn mower 2015</a>		1,900	0.32	

Do the same for all the pages on your website.

## CONTENT OPTIMISATION

Great content keeps readers coming for more and attracts natural backlinks too.

To do list

- Simple English: If your website is not for a law firm, then write in a language that is understandable by most people and particularly if you are targeting a global audience.
- Use questions as your topics and answer them adequately. Google is picking well answered questions and presenting them as a first result from a readers search. This presents a doorway to your site if your questions get picked.
- Use tables: Similar to questions, Google is favoring them too. If you have something to compare or list, use tables to do so.
- Table of content: Google may pick some of the topics on the table of content and present them as on the first page.



- *Lists*: Google may pick a list you have uniquely prepared e.g. a step by step strategy of performing a task i.e. a recipe for a given delicacy.
- *Long Content*: Google presumes that longer content is of good quality and is worth reader's eyes. This is a strategy to outdo other websites with few words content and overtake them in ranking positions.

A piece with 4000 words is a killer magical content. Instead of having separate pages for every concept you have, why not combine them into one huge piece. Then provide a table of content for ease of accessibility to each section that introduces a different concept. Your main purpose is to rank, right?

Also longer content allows you to use and exhaust all the keywords in the category of the focus keyword. Ensure you use all the keywords variation, because you do not know which keyword google will use to shoot your page to top ten.

Example: If your focus keyword is [dog food], make sure in your content you include "**best dog food**", "**healthy dog food**", "**cheap dog food**" and many more if there are. Of course use your focus keyword more in your content.

You can get a series of keywords per selected focus Key word using any of the keyword research tools I will mention at the end of this eBook.

- *Properly structured content*

Use short paragraphs four lines per paragraph are appropriate.

Include a table of content that will give users shortcuts to areas of interest easily. We are trying to keep the reader on our site for long to either buy something or take any other of your desired action. Some people do not want to read your long piece and a table of content assist them in jumping to the sections of interest.

Use info graphics, Charts and graphs to simplify data expression.

- *Images (SEO them)*: Content without images is dry, images adds liveliness to your website. Also do SEO to your images. Have you realized that when you do a search, Google presents images as a second search result?

This image originates from websites.

How do a few images always make to the top search?

Well the webmasters had done some SEO on them.

To do list

- I. Make sure they are light. Fewer mbs. Compress them using compressing tools on your website control panel or use a plugin on wordpress sites.
- II. Include your keyword as the name of your image. If your key word is a long tail Key word, do this;  
If your key word is "Best lawn mower of 2017";  
Then the name of your image should be "Best-lawn-mower-of-2017.jpg"

Jpg –is the extension of the image format. Always know your image format. Other formats includes png,jpeg

The dash used between the words tells Google that there are spaces between them.

Do not use underscore like this "Best\_lawn\_mower\_of\_2017.jpg ".  
This indicates to Google that this is one word and treats it as such.

Other things you should do are, include the words "image" or "picture" at the end of the keyword. Example, "Best-lawn-mower-of-2017-image.jpg".

Images are door ways to your site if they happen to appear on top searches. Once a reader clicks on it, they may be interested in the origin of the picture and ends up visiting your site.

- *Use Videos*

Embedding YouTube videos to your site ensures readers stay on your site for long reducing bounce rate. You can embed YouTube videos that you have created.

## **GUEST POSTING**

This is an easy way of obtaining a quality backlink from authority blogs if done the right way.

Two ways for this

### **i. Outreach**

To rank on Google, it is paramount that you get backlinks from related websites or blogs. It doesn't make sense for a construction website linking to cooking recipe website but a construction and finance website can marry relatively well. I.e. a finance website could be providing knowledge on how to finance a construction project. Google checks this (Not yet proven true, but it all makes sense)

That said; make friends with webmasters in your niche.

Signup to their newsletters read them. Comment on their blog posts with profound statements that are well thought out and hence stands out from the mass. Help others on that string. Remember you are targeting high DA site for a guest post, therefore aim to be popular and informative.

Thereafter, reach out to the webmaster with your proposal. Use the name you use when commenting, this makes the webmaster quickly remember you and cannot ignore your email.

Another route is using social media;

If the webmaster or the blogger has a social media page or a group (Facebook) or a YouTube channel, become an engaged follower. Comment on their posts, help others, start thought provoking conversation, and ask questions.

Again you are trying to stand out from the crowd.

You will get noticed for your informative and constructive contribution as well as your style of writing too.

At the time of reaching out to this webmasters, they already know who you are and it is highly likely for them to accept you guest post.

## ii. **Sponsored guest post**

This means that you have to pay a webmaster or a Blogger to have your blog hosted on their platform. Most of these are on a lease basis and are therefore not permanent backlinks. However, you can continue the lease if you want to.

The price can be agreed upon between you and the webmaster.

Why should you sponsor a guest post?

- The target domain has a sweet **Domain Authority**-over DA 60 that kicks back link juice to your site.
- The target website has **huge traffic** that may be interested I your content

How do you find websites accepting guest's posts?

Use the following tools

- i. Link Collider
- ii. Drop My link

## **INTERVIEWS**

There are two ways to this

1. Interviewing influential bloggers or webmasters  
Post the interview session on your site and request the interviewee to link back to that session on their site
2. Accept interviews from other bloggers  
Let them host the interview on their site but ensure they mention your link on the interview. Reciprocate the same on your site.

## **LINK EXCHANGE**

You can contact other bloggers on the same niche for link exchange.

This is easier than guest blogging. You agree on which keywords you would like used as an anchor text on the other bloggers site. They simply assign the keyword to your URL and you reciprocate the same.

Where can you get link exchange opportunities?

- Events
- Friends
- Facebook Groups

**Caution:** Do not over do this, Two links Maximum!

## **BROKEN LINK BUILDING**

Using scrape box (Purchase and download this tool, Helps in scrapping the web for a number of useful SEO building opportunities), you can get fetch sites with broken links. Look for sites in your niche. Contact the webmaster; make them aware of the broken links. Let them know about your awesome site that they can link to as a reference as it has content similar to the previous linked site. Be smart on the reason for them to link to your site.

This strategy takes a lot of time and effort and most webmasters may not respond.

### **CARRY OUT AN INDEPTH RESEARCH**

Perform an in-depth research with huge amount of facts and references on your target niche. Publish it on your site and share it.

You can reach out to influencers in your field of interest and let them know of your new content. Let them know that you would want your content shared on their social media pages or Facebook groups.

These influencers have huge following. You could end up getting a number of backlinks from this tactic plus huge traffic.

### **INFORGRAPHIC**

You can think of it as huge amount of research data that has been simplified and presented in pictorial format.

How do you do it?

Conduct a good research in your area of interest or niche. Properly format and organize your data. Send it to info graphic designers to produce an info graphic for you.

Embed a generated code that will carry your website URL on it. Use the following site to generate the code. [www.siegemedia.com/embed-code-generator](http://www.siegemedia.com/embed-code-generator). Copy the code to your site. Any time someone wants to use your infographic they will copy the code to their site.

Now that won't happen if you do not promote your info graphic. Reach out to influencers, people who constantly use info graphics in their data, press releases and finally share it across social media and encourage people to share.

## WEB 2.0 BACKLINKS

What is web 2.0?

These are websites that allow you to create your own website on them. You run a website for free on these websites. You just sign up; create a profile, select a theme in some platform and you are good to go.

Examples include: weebly.com, wordpress.com, tumblr.com, youtube.com, blogger.com

Domain Authority of web 2.0 site is always high almost always above DA 95.

Page authority of a web 2.0 or any other website is achieved by the number of backlinks, quality of content, low bounce rate, and social signals.

### **a) Tumblr**

Tumblrs are still dripping juice to websites as I write this eBook in Year 2017. Although you do not get a do follow link from them. They have added a redirect technique that denies you this, but believe me they are still effective. The more tumblrs you use the better.

Get at least 10 tumblrs with page authority (PA) of above 30.

Where and how?

- Scrape them using tools such as scrape box-Takes time and requires some expertise or,
- Buy them on: fiverr.com, seoclerk.com and other SEO market place platforms.

Register them through the following process.

Log on to tumbler

- Register two blogs

- Add content-mostly tumblr is a picture sharing blog although you should input text content as well. Content should be relevant to your main site.
- Do not post your link yet.
- Logout of tumblr
- Change your IP address by using a VPN(IPVanish, PSiphon)
- Repeat the process above but remember to change the content
- Change your IP each time you register two tumblrs.
- Keep the login details on an excel file, you will be using them to login to these blogs in future.
- Wait for three to seven days then log on to each tumblr and post content with your links on them. The reason for waiting is not to let Google or tumblr think that you created those blogs for purposes of back linking.
- Keep on logging in to these tumblrs and adding content to keep them from expiring. Remember, the reason you got these expired blogs is that someone left them to expire.

**Take away:** Keep throwing new tumblr backlinks to your website overtime. Use the process of registering them as described above.

#### **b) Expired Weebly.com blogs**

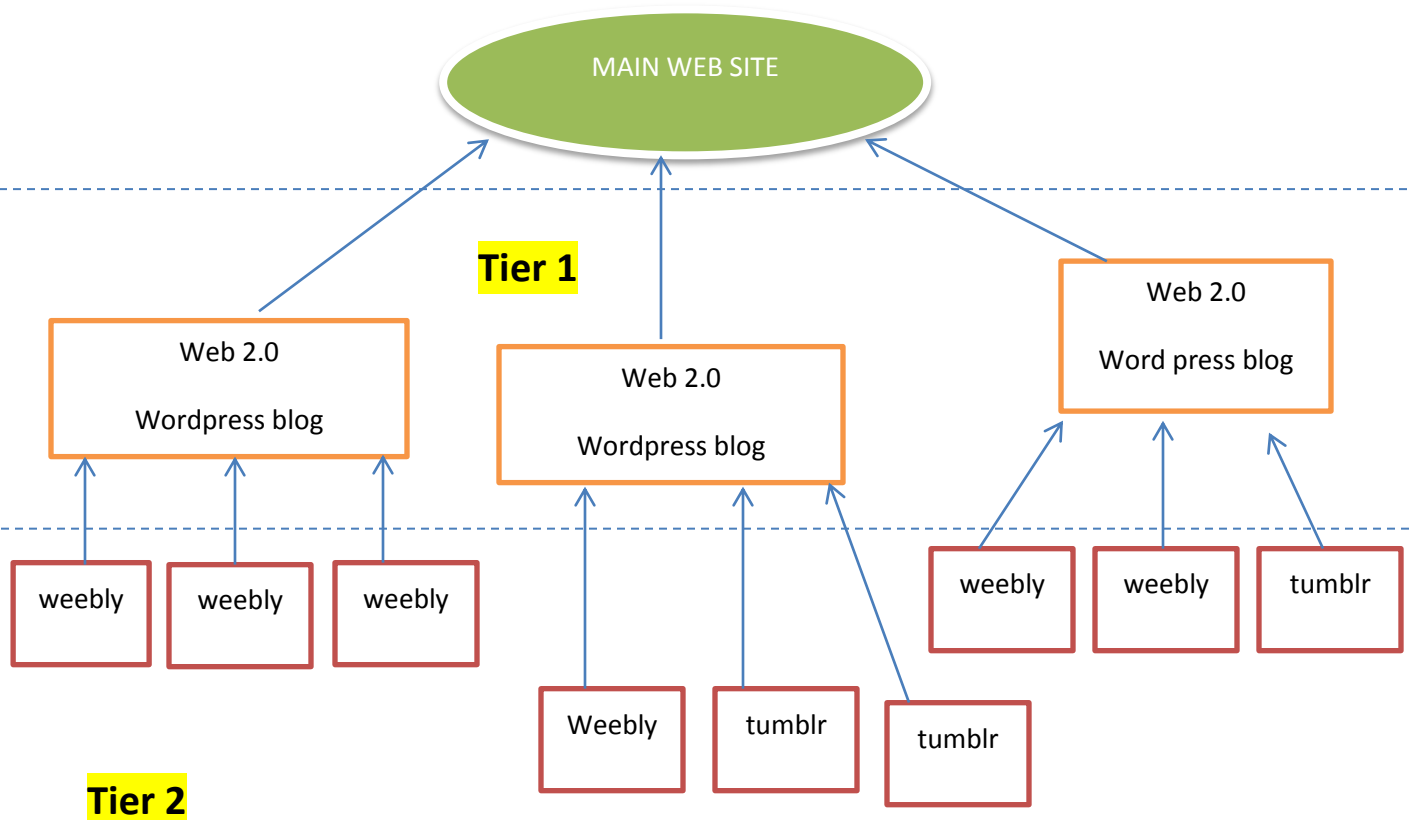
You should get high **page authority** blogs.

You can scrap them using scrape box or purchase them from fiverr or other auction sites

Head over to weebly and register them. Use different email addresses when registering them. We do not want Google mapping all our blogs through an email address and eventually destroying our empire.



## TIERED BACKLINK BUILDING



*A conceptual tiered backlink structure.*

### How to build a Tiered backlink.

Get expired web 2.0 domains. Fiverr.com can help you on this.

In the example diagram I have used 12 blogs.

Have three tier 1 blogs. They should be having the highest **Page authority**. Create good quality content on each of them and have two links pointing back to your site with anchor text on each of them. Also do not forget to link to other websites out of your network to make it look like a natural back linking campaign.

On tier 2 blogs, find good content spinners and spin content for this layer. This layers help boost the strength of the first layer. Create backlinks and anchor text to tier one layer.

Blast each of tier II blogs with GSA links or any other blasting tool available to you.

The first layer protects your main site from the wrath of Google algorithms when they come knocking.

The reason for using web 2.0 is because they do not have huge investment cost and can be easily replaced.

Another alternative to this is **Private Blog network**.

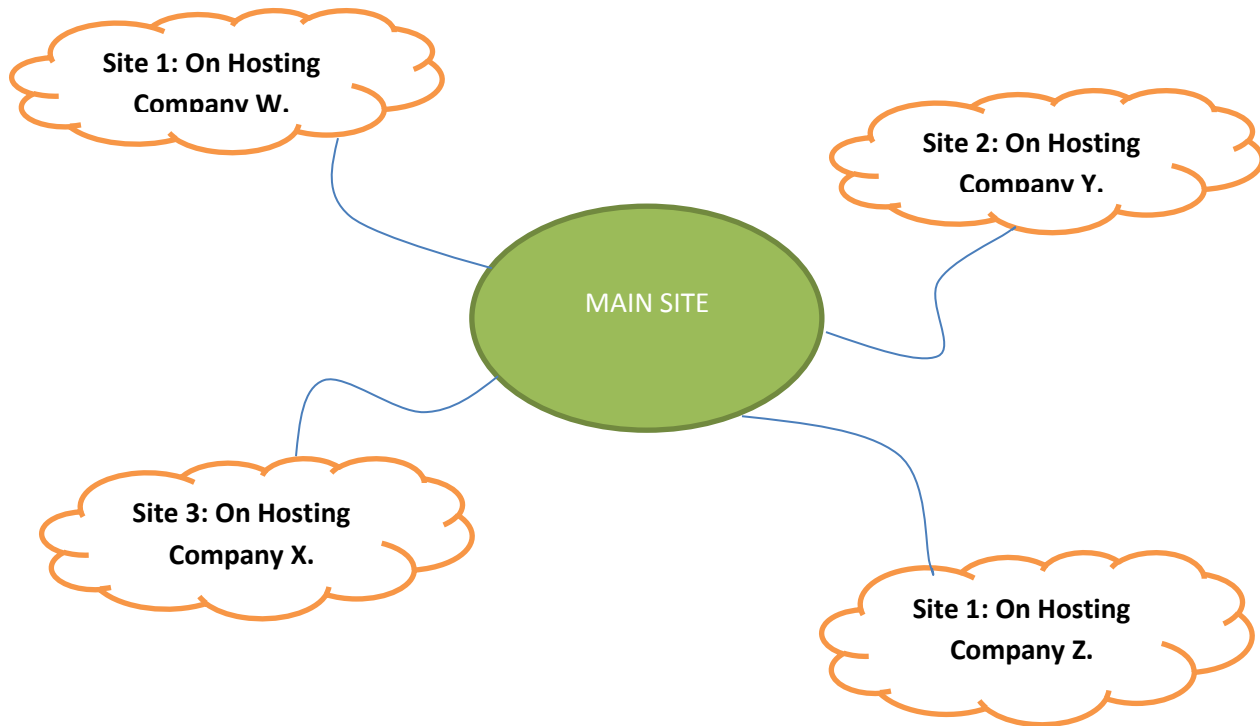
You can use PBN and Tiered backlinks concurrently for utmost results.

### **PRIVATE BLOG NETWORK (PBN)**

Sometimes you will find it difficult to find backlink from authority websites.

You make lots of efforts to reach out extensively for guest blogging opportunity but pretty few actually responds.

Private Blog network is a cluster of personally owned websites that you use to create links to your main site. You hold control of all the sites.



*A conceptual Private Blog Network Set up.*

## How to create a Private Blog Network.

### **1. Use aged domains.**

Why?

They already have earned both page authority and domain authority.

A PA of above 15 and DA of above 30 is good to go.

10 domains will work just fine. You can expand your PBN as wide as you want by hosting more domains and including them in your cluster.

Where do you get them?

Purchase from the domain registrars or blockers.

Namecheap and godaddy are good domain registrars that sell expiring and aged domains.

Verify the backlinks to make sure that they do not have spammy back links

Any site with over 20 quality backlinks is a good candidate

### **2. Hosting**

Each PBN should be hosted on a different web hosting company. This makes PBNs very expensive. But you can recoup some of the money by selling back links to other bloggers and even hosting sponsored blog posts from them.

Hosting companies worth looking at

- Site Ground
- NameCheap
- Blue host
- Green Geeks
- Inmotion
- Your local Hosting providers.

Reason for hosting the PBN on separate hosting is to avoid the illusion that the sites belong to one person and therefore forming a PBN which can result to Google penalties.

Make sure you purchase or enable WHOIS Guard on each site you host. Remember you want to remain as private as possible.

### 3. Content

You can restore original content by using way back machine to copy the content or creating new content but ensure that it rimes with the URL. If the URL is on finance niche let the new content match that.

Make the website look authentic and should represent a face of a serious organization. Include the usual pages as well as content. Avoid spun content by all means. Have the following pages on all your sites. Make sure your sites do not have similar content. Be smart.

- a. About Us
- b. Business Engagement
- c. Contact us (pages)

People at Google do a manual check at some sites if they suspect a PBN. So you want your **PBN** sites to look as authentic as possible.

### 4. Linking

On the post on the PBN sites, drop some anchor text and a naked link back to your site. The anchor text could contain some of your Key words.

Do not put many links to one money site; two are enough.

Repeat the same procedure for the remaining nine sites.

To appear natural in link building, ensure you link out to other website e.g. you could link to Wikipedia, health websites, Forbes etc.

You could also sell links to other webmasters and bloggers. This all makes your link building efforts less manipulative.

**Note:**

Do not link out to affiliate sites too much. You may raise suspicion. Keep it to a maximum of 8.

Do not link one PBN site to the next .It create a link wheel, it no longer works and will raise an alarm.

## **BLOG COMMENTING AND FORUM CONTRIBUTION**

Find blogs and forums related to your niche and contribute constructively.

Manually finding this blogs can be time consuming. Therefore, I would recommend using the following tools.

- i. Link Collider website.
- ii. Drop my link website.

Websites using comment luv allow you to have your URL on them, use it on the tools above for maximum results.

Most blog comment links are 95% no follow. So you may not want to spend a lot of time on them. However, they are good for creating a mixture of no follow with do follow links from other back linking strategies.

Find forums on your niche then find every reason to leave your site's footprint for readers to follow you and get backlinks too. Do not overdo this or you will be banned from the forums.

## **COMPETITOR LINK ANALYSIS**

Use the following tools to check your competitor links

- i. Backlinkwatch.com
- ii. Moz Open site

Once you get an insight of the type of links behind their sites, you can reach out to the backlink sources and request to do a guest post, or simply drop your link on the comment section of these sites.

### 301 REDIRECTS

- a) Purchase aged domains that have quality backlinks pointing to them, and then redirect the site to your website.

Use the following tools to check your aged domain backlinks before purchasing

- i. Backlinkwatch.com
- ii. Moz Open site

If it has thousands of backlinks, this is a signal to take caution. Most of them are spam links from blasted gaming sites, wikis and Chinese sites.

Get a site with backlinks between anywhere from 30 to 500 backlinks that you can analyze their quality individually.

Once you redirect, the link juice plus the traffic will be flowing to your site.

The more 301 redirects you have the more strength you will be pushing to your site.

- b) Spam an Aged domain with **GSA links**, Use a protective layer such as a web 2.0 or another URL to redirect your spammed domain to. Then redirect that protective site to your main site.

You can purchase GSA links cheaply from fiverr or seoclerk.

Alternatively, you can purchase the software (**GSA SER**) yourself and blast your sites yourself.

- c) Boosting a page rank with 301 redirect

Purchase three or more domains (you can use name cheap for this, they have free WHOIS guard).

You do not have to purchase hosting service for these domains.

The domains names should all be bearing the keyword you are targeting to rank for in your page.

Example:

Bestnewyorklawyer.club

Bestnewyorklawyer.xyz

Bestnewyorklawyer.info

**Take away:** namecheap.com has cheapest rates for this kind of extensions.

Create a web 2.0 blog (use word press) with a unique piece of content; complete with about us page, contacts e.t.c to look genuine.

The web 2.0 should have the keyword that you aspire to rank for

Example: bestnewyorklawyer.wordpress.com

We will use this to drop anchor text that has backlinks pointing to your main site.

On the web 2.0 blog, insert your anchor text appropriately.

**Note:** The anchor text should be exactly the same as the keyword you want to rank for. Example "best new york lawyer"

Assign the anchor text a backlink to the page you want to rank for that particular key word pointing back to your site.

Next, go back to the URLs you have purchased on Namecheap.com or whichever host you choose;

Redirect all of them to the web 2.0 blog you just created.

Now you should strengthen the authority of this blog.



How?

Use GSA links from SEO Clerk or Fiverr. SEO clerk have the cheapest services starting from \$1.

Blast your three Domains with these links. Make sure to include the keyword you want to rank for when requesting this service. In our case we can use "best new york lawyer" as our example key word.

When providing your URLs to the GSA links providers, use the full form of the domain

Example: <http://www.bestnewyorklawyer.club>

**Take away:** You can add thousands of blog comments that you can purchase cheaply from seoclerks.com.

If your site is new, ensure you have a mixture of anchor text from other backlink sources to align with Google requirements. A mixture of naked links, variety of anchor text and click here links.

Now leave the backlinks to index, this can take anywhere between three weeks to two months. Depends on whether the service provider has indexing service as an add-on to GSA links.

## SECTION THREE

### PAID BACKLINKS

#### i. Fiverr

You will get people offering SEO services on [fiverr.com](https://www.fiverr.com) at a minimum cost of \$5.

Many people will rush for these services for their appealing pitch but you have to be weary of getting spam, substandard services from this site. Cheap is expensive. Not to say that you can't get quality providers but getting one is a hard nut to crack.

Instead use more established SEO companies which follow on this list.

#### ii. The Hoth

They have some of the affordable SEO services from as low as \$60 dollars. Here you are assured of quality links and manually done content that you can verify.

Visit: [www.thehoth.com](https://www.thehoth.com) for more

#### iii. Outbrain

Get featured on major news sites backlinks from outbrain. Google search engine loves back links from authority sites such as news sites. If you have links from such, the search engines think that your site is popular and awards you with higher rankings.

#### iv. Taboola-works almost similarly to outbrain.

#### v. RevContent- works almost similarly to outbrain.

#### vi. Paid Directory

There are good directories out there that charge to have your site in them. They evaluate your site before they accept it. Again look for directories that have high DA and PA. (Use Mozbar for this-more on this tool can be found on keyword section)

##### a. Entire web

**vii. Education Sponsorship**

Google loves and respects .edu backlinks.

Create a sponsorship program where the brightest kid at the end of the year in a particular department could get a one year scholarship from your company.

Inform the school that you would want the details of the program posted on the school site and have a link pointing back to your site.

This would work well if you do it at the beginning of the year. You get to enjoy the link for the whole year.

**viii. Pay to have your site reviewed.**

Pay review website to review your site-Make sure they give a do follow link.

Example site:

Sitejabbers.com

## SECTION FOUR

### SEO ALTERNATIVES

#### **CREATE A MEMORABLE DOMAIN NAME AND WEBSITE GUI.**

##### Domain Name

Take time to play around with a variety of domain names till you arrive at a domain that can be easily remembered.

Most people think that a short domain name is the most appropriate, but that is not entirely true. A good combination of words to create a good long domain name can work too.

There are numerous tools on the web to assist you in suggesting a domain name.

##### Website GUI

Ensure you have a cool looking website. People remember well-structured websites. Use appealing fonts and colors. Get a good web designer for your site.

Do not include a lot of adverts on your site. They are a turn off to your readers.

#### **PARASITE WEB HOSTING**

Use the web 2.0 platforms as your host. You are the parasite because you do not foot any hosting cost and that you do not loose once the site is penalized by Google which rarely happens.

Create a website on them and Hit that with all the black hat back links. These makes the site ranks fast and reaches the top ten Google search result quickly.

You can have a link from this site pointing back to your main site or you could sell a product directly on these parasite pages.

## **SOCIAL MEDIA**

Facebook, twitter, Digg, Reddit, Google+, Pintrest, Tumblr, StumbleUpon

You can share and encourage your users to share your content on social media.

Make sure you create content that people would like to read and share. Solve pertinent problems and you earn yourself shares and natural links.

If you are using word press platform, there are numerous sharing plugins you can choose from.

Being active on social media increases your popularity; henceforth anything you share will quickly be absorbed and shared. Cultivate an authority personality in your niche and everything you share will be seen as a gospel truth.

### You Tube

YouTube is a great avenue to get traffic. Create informative videos. Do proper YouTube video SEO (I am currently writing an eBook on YouTube SEO), Edit your Videos to start with your website domain name as an introduction to your content. Have it remain at the foot of you video and tell viewers to visit your site at the end of the clip.

Also do not forget to embed your videos on your site. Put them at the middle of the page. They add the time users stay on your site. This reduces bounce rate, I mentioned the importance of this above.

## **EMAIL MARKETING**

Hop onto any opportunity of extracting an email address from your visitors.

With word press, you have tons of plugins that you can use to get emails from readers.

Give genuine reasons to readers for wanting an email from them. Be creative on this.

Some bloggers give free stuff such as an eBook in exchange for an email.

Do not spam your reader's inbox daily once you get their email, they will unsubscribe!

Emails, if used properly can create a loyal following and bring huge constant traffic to your site.

I am currently working on an eBook on email marketing.

## **FORUMS**

Implement a forum on your site. Encourage people to create topics and contribute on them. Get involved by solving readers query like an expert.

Readers create natural long term key words for your site that will propel your site to top search result.

Content created by readers is a good resource for ideas of topics you should write on.

## **QUESTION AND ANSWER PAGE**

Create a page where you ask the users to shoot any question to you where you in turn provide answers.

Importance

- i. Helps create content for that page
- ii. Gives natural long tail keywords to your page
- iii. The more questions there are, the longer the page becomes therefore gives it longer content which I stated is a ranking factor.
- iv. You can send readers to other pages in your site.
- v. Reduces bounce rate
- vi. You can introduce products you are selling on your site.
- vii. Ask them to subscribe to your mailing list.
- viii. Create a lasting relationship and a huge strong following of your fans.

## RESOURCE PAGES

If you have tools that you are using to succeed in a sphere of life, then you should create a page for them and do a detailed review on them.

Share these pages on social media, people are searching for tools to automate most aspects of their life. If you create a rich resource page, people will keep coming back for more on your site.

## ADVERTISING

Advertising is a sure way of your site appearing No1 on Google searches. Other advertising platforms like Facebook are eventually overtaking Google in terms of advertising. Facebook is more targeted, you can select the demographic, taste and preferences time and country you would want to source audience from.

Platforms to advertise on.

- Advertise on YouTube.
- Advertise on Facebook, both video and text.
- Advertise on Google.
- Adding your links to your eBook and selling it on amazon and other eBook ecommerce sites

## RESOURCES

### Websites:

- i. Blackhatworld.com
- ii. Worriorforum.com
- iii. Seosharktank.com

### Facebook Groups:

- i. Nichehack mastermind private group
- ii. Lionzeal mastermind group
- iii. Niche project

### SEO tools:

Keyword research

- i. Ahref
- ii. Majestic SEO

- iii. Semrush-free version is enough to do the analysis,most popular tool
- iv. Keyword Finder
- v. Moz
- vi. Serps.com
- vii. Ubersuggest
- viii. Keyword shitter
- ix. Keywordtool.io

#### Domain Authority checker

- i. Mozbar

#### Ranking Checker

- i. Semrush.com
- ii. The hoth
- iii. Google search console

#### Backlink Checker

- i. Backlinkwatch.com
- ii. Majestic SEO
- iii. Monitorbacklinks.com
- iv. Google search console

#### Backlink and links indexer

- i. Linkcentur.com

#### Traffic analyser

- i. Google analytics

#### Competitor Analysis

- i. Spyfu.com

#### Expired Articles.

- i. Archive.org-Once a site owner fails to renew the hosting service, the site content goes down and cannot be found anywhere on the internet. You can use archive.org to dig for articles related to your niche and publish them as your own. Make sure no other blogger or site has reused it by conducting a plagiarism test.



## MY WEBSITE

### SEO Shark Tank

A resource for SEO and Internet Marketing.

[www.seosharktank.com](http://www.seosharktank.com)

**Take away:** I intend to rank this website without doing any SEO on it.

I will write an eBook on that after my foreseeable success

**What you will get from this site.**

- Web design advice.
- A review of popular most trusted webhosting companies.
- Affiliate Marketing.
- Articles writers.
- A review on SEO Tools
- A list of competent SEO experts to assist you in your ranking campaign.
- Job Board where you can advertise for article writers jobs.
- A forum where you can interact with web design and internet marketing enthusiast.

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Shoot me any question or clarification too through the same email