Get More Backlinks

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Introduction To Backlinks

Backlinks are a vital component of any website's traffic plan. Without backlinks, a website will have a difficult time ranking for their most important keywords.

However, with a proper backlink plan in place, a website can shoot to the top of the search engines, even for some remarkably competitive keywords, while generating organic traffic to their websites quickly and easily (and at no cost).

Why Are Backlinks Used As A Measure Of A Website's Overall Relevancy?

Many years ago, it was possible to secure top search rankings simply by repeating your keywords more often on the page than someone else did (known today as 'keyword stuffing').

Even the most advanced search engines couldn't distinguish quality sites from spam, so searchers would often leave frustrated, unable to find what they were looking for in a sea of spam and misleading offers that would heavily focus on implementing irrelevant keywords into their websites simply to rank for terms that had absolutely no significance to their

actual websites or offers.

But something happened that changed the way websites ranked within the major search engines, offering a fair, genuine method of measuring a website's overall relevancy to the keywords that were associated with it.

Google's algorithms made it much harder for low quality sites to make it to the top of the search engines, because instead of gauging a websites relevancy based on keywords alone, they began to use a form of "social proof" to determine which sites were truly of the highest quality and overall value.

Their algorithms were compiled from a unique formula to determine which sites were "real" sites – sites people would actually want to visit from websites that were using questionable tactics to position themselves within the major search engines.

Their programmers determined that if enough quality sites were linking to a particular site, that it should be given more weight in the search engine results.

The trouble was, many legitimate sites were new, or just hadn't been found by other sites, yet. In addition, many webmasters won't link to their "competition" just to obtain relevancy, so it left a lot of legitimate sites struggling to obtain (and maintain) adequate positioning in the search engine for their main keyword phrases.

Legitimate sites had to find a way to stand out from all of the spam, as well as their competition. They had to find ways to get links back to their sites, even if other webmasters wouldn't link to them.

And so backlinks became the new method of showcasing the popularity and overall relevancy of websites.

Unfortunately, a lot of spam sites also use backlinks to help boost their search engines rankings. You have to make sure your site contains unique content, is easy to navigate, and really sets itself apart from all of the other sites out there.

If you do this, backlinks can boost your search rankings tremendously. You could even rank well for keywords you never thought possible if you do a good job of obtaining backlinks to your site from authority websites that are relevant to your overall market.

The more back-links you have, the easier it is to secure your position within the search engines and influence search results so that your website is considered relevant and appears more frequently.

It's no wonder that so many people have turned their attention to building an expansive, solid system consisting of hundreds of permanent back-links.

Organic FREE search engine traffic consists of some of the most targeted, relevant visitors you'd ever get, and if you are able to secure your position within the top search results for highly targeted keywords, you could eliminate any need to pay a fortune in pay per click marketing.

Keep in mind that search engines determine how relevant (and important) your website is not just by the NUMBER of back-links pointing to your website but by WHO is linking to you.

This means that not only do you want to focus on building a high number of back-links but that you also want to focus on quality back-links that are housed on authority sites. **QUALITY and QUANTITY** are equally important when building your back-link system, and don't kid yourself, if the

search engines are forced to choose between the two (and if you have an equal number of back-links as a competitor in your niche), the “vote” will go for the site with the highest number of quality back-links.

This means that you want to do your best to develop back-links on established websites in your niche.

These are sites that have been around for quite some time, have developed a following, established a community and of course, receive a significant amount of traffic each day.

While you can (and should) incorporate a variety of back-links into your system, including links from authority sites that may not be directly focused on the same topic or theme as your website, always keep in mind that incoming links from quality websites will always play a greater role in maximizing your search engine ranking and overall exposure.

There are many different ways to begin your link building campaign and while many of the traditional strategies can be time consuming, once you have developed a solid back-link structure and begin to increase your search engine positioning, you will be able to easily maintain it.

Keep in mind that by building a solid backlink structure, the traffic you do receive from the major search engines will be exceptionally targeted, and far more interested in the products or services you are offering.

Just remember, don't become complacent once your rankings improve. Keep building backlinks as time goes on, because if you stop, another site will keep building and pass you in the rankings.

You don't want to end up losing the rankings you worked so hard to get, so incorporate these backlink strategies into your ongoing marketing campaign and position yourself for permanent high placement within the major search engines.

Let's take a look at the most effective method of building back-links.

Chapter 1: Feeder Site Backlinks

Building back-links isn't difficult, but it can be time consuming and at times, quite tedious. Still, it's an essential component in boosting your search engine ranking while being able to generate targeted, high quality traffic to your website at absolutely no cost.

Feeder sites are an invaluable tool when creating a solid back-link campaign for your new website.

Feeder sites are an exceptionally fast and easy method of building high quality back-links from some of the highest authority websites online.

Not only are these pages easy to create and maintain, but you can literally develop a massive back-link system in a matter of a few days, just by creating a network of feeder sites and landing pages.

Feeder sites are typically hosted for free on sites like Squidoo.com and HubPages.com, as well as articles that are submitted to various online article repositories.

Many of these websites have a lot of authority with Google and other search engines, which means they are already relatively “trusted”. Since they are established as being good quality sites, links from them carry a significant amount of weight as far as search engines go.

Because most of them will allow almost anyone to create a site or page, it is easy to use them to get backlinks. You do need to spend a little time creating quality pages, but it definitely pays off in the long run.

You could also outsource this work. There are people who will create these pages for you for just a few dollars each, and not only can you get great backlinks from them to your own site, but they will also get their own search engines rankings and traffic, giving you more chances to rank in the top ten than you would have with only your site alone!

Think about that for a moment.

Let’s say you want your site to rank for the keyword phrase “blue widgets”.

Even if your site made it to the number one position for “blue widgets”, you would still have nine other sites on the first page that you would have to compete against for clicks.

But what if you had five feeder pages also listed on the first page? Then you would only have four other sites competing for clicks, which would basically mean you could end up getting 3/5 of the traffic instead of 1/10! (Obviously not every link on the first page would get equal traffic.

Sometimes the number one position actually gets LESS traffic than those sites in other positions. But I’m using these numbers only as an example of the kind of traffic you could be missing out on.)

Even if you assume that in your number one position you get 50% of the clicks for that particular keyword phrase, you’re losing the other 50%! If there were 1000 clicks per day available for that phrase, you might get 500, but you would essentially be losing the other 500.

Now, if you had six of the top ten positions instead of one, you might get 600, 800, or even 900 of those clicks. Yes, they would be going to pages that you don’t control, but it’s important to remember that it’s better for you to have a

chance to send those clicks from your feeder pages to your own site than for them to go to one of your competitors!

There are several different types of sites you can use to build feeder sites and pages. The two that are easiest to use are the single-page feeder site places like Squidoo and HubPages, and the article directories.

Article directories are great, because they often have great authority with the search engines, and you only have to write one short article in order to get a backlink.

You have more control over your pages at feeder site hubs, however. Most article directories have very strict rules, and they only allow you to link to your site once or twice at the end of your article. However, the rules are usually a bit more relaxed on community websites including Squidoo.

Squidoo

http://www.Squidoo.com

With Squidoo being an authority website with search engines like Google, each time you build a lens, you are able to rank for specific keywords used within your page's title and content itself. It's a very effective strategy for generating back links and generating traffic to your website.

Squidoo also offers additional modules that you can integrate into your lens pages, including the option to incorporate an opt-in form into your page, so that you can begin to develop an email list of prospects.

Squidoo.com was built by marketers, for marketers. It was created by marketer Seth Godin, and its rules are very lenient as far as the way you can market.

The rules were once far more lenient than they are now.

There was a time when the site was almost “anything goes”. They were extremely open to almost all types of ads. Unfortunately, a number of people decided to abuse the system. They created low quality pages that were little more than link farms and borrowed (or stolen) content.

Because of this, Squidoo began to lose the tremendous Google authority that made them such a target in the first place. They had to crack down and change some of the rules, and they managed to eliminate quite a bit of the spam that was harming their rankings.

There are still people who attempt to create low quality, spammy pages on Squidoo, but Squidoo’s users are pretty

good at reporting these types of pages. For this reason, you have to be careful to create quality pages with quality, unique content.

Fortunately, Squidoo makes it extremely easy to create pages there. They have a step-by-step wizard that shows you how to make a page. (Incidentally, their pages are called “lenses”.)

If you follow their step-by-step wizard, you can have a lens made in just a few minutes. The lengthiest parts of the process would be keyword research, selecting tags, and writing the content. The rest of the work is extremely simple and goes by very quickly.

As long as you don’t go overboard, you are allowed to have pretty much as many links as you want on your lenses. So you should sprinkle links to your site throughout each lens.

Remember to use anchor text to link to your site. Anchor text is the text that is used to link to a site. For example:

Your Anchor Text

In the above example, the text “Your Anchor Text” is the anchor text. It would show up on the page like this:

Your Anchor Text

It would be clickable, and would take users to the URL in the HTML. This is very useful for search engines, because it helps define what the link is about. Anchor text can have a big effect on SEO, so it’s important to use keywords to link to pages.

Let’s say you have a page on your site called “How to Crochet an Afghan”. Some anchor text you might use would include:

- How to Crochet an Afghan
- Afghan Crochet Instructions
- Crochet and Afghan
- Crocheting an Afghan
- How to Crochet Afghans

You would need to use a keyword program to determine which keywords would work well. I usually use the free keyword tool provided by Google, because I find it to be the best and most accurate available.

https://adwords.google.com/select/KeywordToolExternal

Just enter a seed keyword or phrase like “crochet an afghan” and you will get a list of potential keywords, along with the approximate number of monthly searches for that keyword.

This process will also be used for other similar sites, such as HubPages, article directories, and many other backlink sources. You will want to select your keywords carefully, making sure they get a decent amount of traffic and don’t have a lot of competition.

You can check competition by entering a keyword phrase into Google and seeing how many pages are currently indexed using that phrase. It’s best to enter the phrase in quotes for this so you can get an accurate picture of how many people are using that exact phrase on their pages.

Tags are a vital part of creating a lens. (They are also critical when building hubs on HubPages.) Tags are used to define what your page is about, and each tag will create a new page on Squidoo that contains links to all of the hubs that use that particular tag.

So if you use the tag “crochet”, your lens, as well as every other Squidoo lens that uses that tag, will appear on the tag page (or pages) for that particular keyword.

This creates additional backlinks to your lens, so you should put as many tags as you are allowed, as long as you can find enough tags that actually get searches.

HubPages

http://www.Hubpages.com

HubPages.com is extremely similar to Squidoo in many ways. They have a wizard that helps you easily create hubs, they use tags, and they allow marketing.

There is one very major difference between Squidoo and HubPages. HubPages is much stricter about what they allow on their site. It’s not just about the content, either.

HubPages only allows you to have two (2) outgoing links per hub per domain. That means you can only link to your domain twice on any one single hub. But you can make multiple hubs that link to your domain, and you can also link to multiple domains.

So you can link twice to your own domain (perhaps once to your index page and once to one internal page), and then you could link to another domain you own, or to an affiliate link that could make you money.

HubPages is also very strict about quality. Their users are fanatics when it comes to reporting low quality or spammy hubs, so you won't get away with being tricky for very long!

They also have quality control measures in place in their programming, so your hub could set off a flag via their internal control measures, too.

If you have too many tags to fit the length of your content, or if you have too many links, for example, you could get flagged. Just make sure you read and follow the rules carefully.

You can create a massive back-link campaign from HubPages, however unlike Squidoo they are a lot more particular with the type of content that you are permitted to include when building your single page websites (referred to as 'hubs')

With hub pages, you are able to include 'tags' which are keywords that describe what your hub is about, however be

careful not to use an excessive amount of tags or your hub may be removed without notice.

In order to increase your Hubpage author score, you will need to create 5 or more hubs.

You need to increase your author score before you are able to generate back-links to your websites, so make sure that you develop a higher author score (by creating hubs) and that you retain a score higher than 75. If you don't, your links will no longer be followed and you will lose your back-link juice.

Article Directory Strategy

Article marketing is a fantastic technique for generating a flood of high quality back links to your website quickly and easily. All you really need to get started is to create 10-15 articles that combine your keywords within the titles of each article as well as the actual content.

Article Directories Explained:

Article directories are online repositories of articles written and submitted by online marketers, developers and entrepreneurs. By submitting your content into the major article directories you are able to build authority backlinks, increase exposure and build brand awareness absolutely free.

Most of the article directories have tremendous authority with Google and other search engines, so articles submitted to these sites can end up ranking high very easily, especially for less competitive keyword phrases.

A lot of this value is passed on to the sites that are linked to from the articles, so these can be extremely valuable and powerful backlinks. For this reason, you should be careful not to abuse the directories.

Many directories are very lenient about the content they accept. They may accept substandard content with inaccuracies, misspellings, and grammatical errors.

But most of the directories that have the most authority and are therefore the best directories to submit to are a bit stricter about what they accept.

Each article should be about 300-400 words in length and whenever possible, try to focus on submitting original, high quality material, or at the very least, well written private label content (although not every article directory will allow private label content to be submitted).

You begin by submitting your articles into the major directories, beginning with www.EzineArticles.com and then a day later, submitting the same articles into a number of other directories.

Therein lies the trick to submitting to article directories. You don't want to just get backlinks. It's a waste of any of these methods to focus solely on getting backlinks! Ideally, you'll want to generate direct visits to your site through the links, as well.

Most directories won't let you place links in the body of the article. Instead, you get a space of two or three lines of text that you can place links in at the end of each article.

Author resource boxes are often the only place where a back-link is permitted, so you need to ensure that your actual article content is compelling and focused on retaining your readers attention long enough to direct them to your resource box featured at the end of the article.

The text you use in your bio box is very important. It needs to entice readers to visit your site. You don't want to waste any of the traffic that your article gets from search engines or elsewhere.

There are many ways to entice people to visit your site. Some people offer a free report or other giveaway. Others do a multi-part article series, posting part one to the article directories and future parts to their website.

Here is an example:

If you've already tried these methods and you still can't get the hang of crocheting afghans, visit my website to read part two of the article, "How to Crochet an Afghan".

Notice that keywords have been used as the anchor text in the example box. This is important, because you want both clicks and quality backlinks from the articles you submit.

Some of the top directories to submit to include:

You begin by submitting your articles into the major directories, beginning with www.EzineArticles.com and then a day later, submitting the same articles into a number of other directories.

http://www.ezinearticles.com
http://www.buzzle.com
http://www.articlesbase.com
http://www.goarticles.com
http://www.helium.com
http://www.articlealley.com
http://www.articlesnatch.com
http://www.articledashboard.com
http://www.searchwarp.com
http://www.amazines.com
http://www.ideamarketers.com
http://www.isnare.com

Notes:

The power of article marketing comes from the authority and weight that the major directories receive from the search engines.

Since many of the articles featured on sites like EzineArticles.com end up in the top search results within search engines like Google.com if you are able to create an article that incorporates your primary keywords, you will be able to effectively rank for some of the most competitive keywords and phrases in your market!

Furthermore, since article directories allow for other webmasters to reprint your articles (retaining your author's resource box), you can easily generate additional traffic from every website that features your content.

It's truly an amazing system for generating prime traffic while building an unlimited number of quality back-links from people who reprint and feature your article content.

Chapter 2: Backlink Forum Marketing

Forums often receive a tremendous amount of traffic, and they often have great authority with the search engines. How many times have you searched for something online and discovered that a lot of the top links were to forums?

Some forums use the tag “rel=nofollow” on their links, especially the link in signatures and posts.

This tag tells search engines not to follow those links, rendering them useless from a purely SEO standpoint.

Of course, those links are still extremely useful if the forum gets a significant amount of traffic. People will see your posts and visit your links, so they are still important.

Still, if your main purpose is to get backlinks, you need to check the links on each forum to make sure the links do not have the “rel=nofollow” tag on them.

You also need to check the forum rules carefully.

Rules regarding signatures and links in posts vary widely from forum to forum, so it's important to check every forum carefully.

A forum signature is a small section of text (and sometimes images) that you can set to appear at the end of every post you make. Some forums allow links in signatures, and some don't. Others allow certain types of links, but not others.

A signature might look like this:

I find that most crochet patterns work perfectly well as they are presented, but occasionally I have to modify them to get them to work. So if the one you're using isn't working, you might try making a few minor changes to it and see if it works.

Visit my blog: Crocheting Madness
And my website: How to Crochet Afghans

The section of text after the horizontal line is the signature section, and the rest of the text would be the actual forum post.

In your signature, you should link to your site, making sure to follow the rules regarding signatures. Don't call attention to your signature in any way, because this is a good way to get banned. Even if you don't get banned, you could end up alienating people who begin to see you as an opportunistic spammer instead of a potentially trusted authority.

Forum marketing is a bit time consuming. It's easier if all you're looking for is backlinks, but if you want to make the most of it, you should still try to get people to visit your site.

This will require you to post friendly, knowledgeable messages on a somewhat regular basis. If your posts are too short, or are off topic, people won't begin to respect you.

Forum marketing can be very powerful if used correctly. You have the potential to get a lot of quality traffic on top of your backlinks if you're willing to put in the extra effort to make yourself known and respected on the forums you post on.

If you're in it for the backlinks, you can post less. Just be sure to keep your posts on topic, respond thoughtfully, and always be as friendly and respectful as possible.

Also remember to follow the rules carefully. It takes a bit of time and effort to post on forums. If you get banned, all of the links you have accumulated will disappear, and your time will be wasted.

You can find high-traffic forums in many niches here: http://www.big-boards.com/

This site lists over 2,000 forums in many different niches. If you can't find a forum in your niche here, then try searching for some of the following phrases in Google:

- "your niche" forum
- "your niche" message board
- "your niche" bulletin board

Chapter 3: Backlink Blogging

Search engines love blogs, and back-links posted on authority blog spaces will give you instant search engine "juice", with very little work involved.

When it comes to generating back-links with blogs, you need to:

1) Find blogs that provide a 'do follow' (the only kind of blogs where a link back to your site will count as a "vote".)

2) You explore and read the blog and then you make an insightful, useful or relevant comment to the post that is likely to be approved by the blog's administrator.

3) Include your back-link with relevant anchor text on the blog.

4) Rinse & Repeat

Getting Started:

There are many free-hosted blogging platforms out there that can be used to generate instant backlinks to your site.

You can create one blog on each platform, or multiple smaller blogs forming an entire network.

These sites often have substantial authority with search engines, so they have the potential to provide some of that authority to your own sites.

You also have fewer rules to deal with that you would at a site like Squidoo or an article directory, so you can link to your own site in every post if you wish. You could even link to it multiple times in a single post as long as you don't go overboard and you provide quality content.

The main requirement most blog hosts have is that you post quality content. They don't want their sites to turn into massive link farms, and they don't want to host a bunch of untouched PLR or stolen content.
There are two main blog hosts:

http://www.blogger.com
http://www.wordpress.com

WordPress can also be hosted on your own domain, as you are probably aware, but we are concerned with the free

hosted solution, because it already has some domain authority.

The main difference between Blogger.com and WordPress.com is the fact that Blogger allows affiliate links and WordPress doesn't. If you host a blog on WordPress.com instead of your own domain, you won't be able to make any "commercial" posts. You could link to your own blog, but if you aren't careful, it could be seen as commercial and be taken down.

Blogger does allow commercial posts, as long as you are careful to post quality content. You want to make sure your blog doesn't look like a "splog" (spam blog) or it could be taken down.

I advise making a new blog for every main keyword phrase you wish to rank for, and making at least 5-10 posts of at least 200 words on each blog. This way it looks like you are actually contributing real content. If you create dozens of blogs each with one post, you will probably be flagged.

If you have a site about crochet, you could make blogs based around keywords like:

- How to crochet afghans
- How to crochet mittens
- How to crochet sweaters
- How to crochet handbags
- Beginner's guide to crochet

Each blog would have multiple posts about that specific topic, and each post would ideally link directly to a corresponding page on your own site that is based around that particular keyword.

For example, your blog about crocheting sweaters might have the following piece of text at the end of every post:

If you want to learn more about crocheting sweaters, visit my page on it here: How to Crochet Sweaters. I have extensive tips and patterns for free!

As you can see, I've used two different keyword phrases for the links. You could link to two different pages on your site, or you could link once to your main page, and once to a secondary page.

It looks a lot like a bio box on an article directory, doesn't it? It does, and it's effective. But you can also feel free to add links here and there inside your content, if you prefer.

I would advise not creating too many blogs in too short a time frame. If you do, you could end up getting flagged. I would create maybe 5-10 blogs per week, each with 5-10 posts.

Remember, other users could report you, too. So it's a good idea to make sure you're posting quality, relevant information that people would actually be happy to read.

You can outsource content if you need to. You can get short posts of 200 to 300 words for as little as a dollar or two each, depending on where you look. The most you should have to pay for short posts like this would be about $5 each.

Gaining Backlinks From Blog Comments

You can include your back-link within the website URL attached to your post as well as within your actual comment box (if permitted).

When creating your back-link, make sure that you use

anchor text to describe the website where you are directing people to.

To do this, you need to include a bit of HTML code to create your back-link with anchor text:

```
<a href=http://youurlhere.com>your keywords here</a>
```

You want to make sure that you include relevant keywords within your actual anchor text so that you can rank for specific keywords.

One thing to keep in mind as well is that you should never use keywords that are already a part of your website title or domain name but instead, focus on including keywords that you hope to rank for but are not already optimized or included on your own site.

For example, if I were leaving a comment in order to generate a back-link to the website **www.Golf-Tips-For-Newbies.com** the keywords included within my actual back-link would instead include alternative keywords that are relevant to my target audience, such as Golf Beginner Strategies “How To Improve Your Golf Swing”, which would direct people from the blog that I posted on to a specific

post on my own website.

When searching for blogs to post your comments on (and build your back-link campaign), you should always focus on relevant blogs that carry the same or similar theme as your own website.

Since you will not only generate traffic from the increased exposure within the search engines, you will also attract attention from blog visitor's who read your post, you want to make sure that you spend your time posting on blogs that are likely to draw in targeted visitors.

QUICK START TIPS TO BACK-LINKS WITH BLOGS

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1) Download the free Firefox plugin available from SEO Quake and use it to locate blogs that allow back-links (dofollow):

https://addons.mozilla.org/en-US/firefox/collection/seo-tools

2) Create a keyword swipe file of relevant keywords and

phrases relating to your niche market that you can use within your blog comments.

3) Create individual pages on your website that feature high quality content and articles that are likely to attract attention from visitors to the blogs that you post your comments on.

If you take the time to create articles that offer information on specific topics and then post a comment (and leave a link) on related blogs, you will be able to begin generating targeted traffic faster and easier than if you post on unrelated blogs OR direct people to a "money" page (salespage).

4) Focus on posting your comments on blogs that contain a higher page rank than your own site. A blog with a page rank of 3-5 will offer a higher value back-link than a low (unestablished) blog. You can determine the blog's page rank by using the SEO Quake plugin.

5) Use the free Comment Hut software to pinpoint blogs based on keyword and customized search terms to quickly locate relevant blogs in your niche market (all of which offer do follow back-links)

http://www.CommentHut.com

6) The Top Commentators plugin offers frequent blog visitors with the opportunity to be showcased on every page of the blog, as a way of thanking you for your contributions. Consider including as many blogs that feature this plugin as possible and if you end up being in the top commentators listing, your website will be featured site-wide, generating a back-link from each and every page on the blog!

The easiest way to locate blogs that utilize the Top Commentator's plugin is by downloading a free trial copy of the Comment Hut software. (see above)

Chapter 4: Directory Backlink Strategy

Directory submissions are probably the most popular method of generating back-links in a short amount of time, however there is one thing to keep in mind when using directories to create your back-link campaign.

You want the search engines to see a natural pattern of

increased back-links to your website rather than an instant flood of irrelevant links pointing to your website. This is really important if you want to avoid being penalized by search engines like **www.Google.com** and risk losing your current position in the search results.

The best approach to take when building back-links with directory submissions is to gradually increase the number of back-links that are featured within each directory.

In addition, you also want to choose relevant categories to place your website listing in, using targeted keywords in both your listing title and description.

Posting your website to directories can be a time consuming, tedious process, so to save time you could consider using a software program that will submit your website into the major directories while allowing you to customize the description, titles, keywords and anchor text used within your listings.

My favorite product on the marketplace right now is Directory Submitter available at **http://directorysubmitter.imwishlist.com/**

While Directory Submitter will not automate the entire process of submitting your website into the directories, it will reduce the amount of time it takes to create individual submissions.

This is important because with automated software programs that will mass-submit your website into hundreds, if not thousands of directories, you risk having your website flagged for review by the search engines who see an influx of links pointing to your website in a short amount of time.

With directory submitter, you can choose the number of directories that your website will be submitted to as well as customize additional information regarding your website, giving you full control over the way your site is distributed and submitted.

Directory Submitter also provides you with a detailed listing of directories that you can choose to submit to, and will also help you obtain one-way links by filtering through directories that offer a “no linkback” system.

QUICK START TIPS TO BACK-LINKS WITH DIRECTORIES

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1) Focus on one-way back-links when submitting to directories. It's important to have more links coming into your site than going out from your site (internal links should ALWAYS be greater than external links)

2) Make sure that your post is related to the thread you are responding to and that the blog owner will not remove your post, believing it's spam.

3) When submitting your website into online directories ALWAYS choose the category or sub category that is closest to the main directory.

For example, if given the choice of submitting my website that focused on "resumes" into the following directories, here is how I would choose the best category for my website:

Employment >> Jobs >> Resumes >> Interviews >>

I would choose either "Jobs" or "Resumes" so that it receives

a higher positioned link within the directory. The closer the category is to the main (top level) directory, the more exposure you will receive.

4) When submitting your website into online directories, I recommend focusing only on 75-100 directories, rather than mass-submitting your website into hundreds of directories.

You want to build a large number of quality back links however you don't want to end up setting off any red flags from the major search engines who discover that your brand new website is suddenly receiving thousands of generic back links.

5) If you choose to manually submit your websites into online directories, consider purchasing a copy of www.RoboForm.com to speed up the process. (There is a free version that will work on a trial basis).

6) Make sure that you include a relevant description with each submission, including your primary keywords that are focused on your target market.

7) Avoid keyword stuffing when creating your website's description.

Directory Resources:

http://info.vilesilencer.com/top

Niche Directories:

http://web-directories.ws/Niche/

Chapter 5: Generating Backlinks Via Social Bookmarks

Social Bookmarking communities and networks allow for people to create quality back-links quickly and easily from authority websites that hold a high page rank (and massive traffic!)

Social Bookmarking websites are basically sites that categorize and store bookmark (links which direct viewers to a specific website). These sites attract millions of visitors that are looking for information.

What you want to do first is create an organized system to your social bookmarking campaigns. You do this by creating a “Bookmarks” folder within your Firefox toolbar.

Then, you will create a folder for every day of the week, so that you can easily submit your back-links to the top bookmarking websites regularly, without posting to the

same site twice in any given day.

(This is VERY important! An organized system will allow you to get more done in less time while avoiding the risks of being flagged for posting multiple times)

So, your bookmark folders would be organized so that you have 5 individual folders (for Monday through Friday). You can create your bookmark folders from within your Firefox browser by clicking on “Bookmarks” and then selecting “Organize Bookmarks” >> “Create New Folder”.

To begin, you will add 5-10 bookmark sites into each of your bookmarks and then each day, load up these websites and submit your website as a new bookmark.

You will have to create an account on each bookmarking community site first, which should include your full name, website URL and brief description of your site (using keywords!)

You will also want to make sure that you are signed into each account whenever you add a new bookmark (Firefox will give you the option to remember your login information so that it automatically signs you in)

Each day, when you are ready to submit your bookmarks, you simply click on the BOOKMARK folder in your Firefox browser and choose to “Open All Tabs”. This will automatically load up all of the daily bookmark sites in your browser windows, so you can quickly submit your site into each.

Once you have your bookmark folders created, you will begin to add in a series of bookmark sites and communities

to each folder by clicking on “Add new Bookmark” from your Firefox Bookmark control panel:

Here are the top social bookmarking websites and communities:

1 - http://slashdot.org (PR9)

2 - http://digg.com (PR8)

3 - http://technorati.com (PR8)

4- http://www.furl.net (PR7)

5 - http://www.backflip.com (PR7)

6 - http://www.hugg.com (PR7)

7 - http://www.mixx.com (PR7)

8 - http://ma.gnolia.com (PR7)

9 - http://www.connotea.org (PR7)

10 - http://mystuff.ask.com (PR7)

11 - http://www.reddit.com (PR7)

12 - http://www.dzone.com (PR7)

13 - http://www.folkd.com (PR7)

14 - http://multiply.com (PR7)

15 - http://www.searchles.com (PR6)

16 - http://de.lirio.us (PR6)

17 - http://www.dotnetkicks.com (PR6)

18 - http://www.bloghop.com (PR6)

19- http://www.plime.com (PR6)

20 - http://www.bibsonomy.org (PR6)

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