



## Work1099 Training Manual



# How To Systematically Build Authority Site Backlinks

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## Introduction

Many independent studies have been conducted on SEO. They want to know which factors will consistently push your website to rank one in Google. And, of course, some factors matter far more than others. Sometimes as much as 10 times more.

And these studies have consistently found that backlinks are one of the top 3 ranking factors for Google. And Google is responsible for most of the SEO traffic in the world. So, it's obvious: backlinks are an absolute requirement for every successful SEO campaign.

But, before we dive into how to best get high-quality backlinks, I need to give you a few quick warnings. We've talked about this already, but it bears repeating.

### Warning #1: Frivolous Advice

Thousands of business owners and marketers are waking up to the fact that they've been lead down a dangerous path by the very same people who were supposed to be helping them with their SEO campaigns.

Because, unfortunately, most information out there about SEO doesn't reflect the best decisions you can make for your business.

**Here's the problem:** there are a lot of “wannabes” out there, and you don't get famous on TV, on the radio, or in the magazines, by helping people improve their business over the long haul. But by chasing after the latest “hot trends” – and doing it day after day. To keep it going – and keep it entertaining – you have to focus on “larger than life” success stories, “buzz,” and the latest attention-grabbing trends for making money in the blink of an eye. Being able to build a stable, reliable business that will last for years may matter more in the long run, but it doesn't make for exciting television.

So most information about SEO is centered around getting your

attention or “magic button” solutions... instead of giving you the best advice. For example, instead of giving you the most powerful backlinking techniques, they are focused on giving you fresh, new techniques that just came out this month... even if those techniques are much less effective for your business.

In this guide, we **aren't** going to give you a comprehensive list of every backlinking technique available. And we aren't going to treat this like a news article and give you the latest new trends.

This module is about the most effective, long-lasting, high-result, low-effort backlink techniques for your business. *Just* what you need to succeed. We won't waste your time with anything else.

### **Warning #2: Out Of Date Information**

For example, it used to significantly increase your search engine rankings to use the exact keyword in your backlink anchor text. So when someone saw the link to your website, they'd see the exact keyword you wanted to rank for.

Google frequently releases updates to their search engines, and just did this recently, as I type this. These updates, as Google updates intend to do, punish websites that game their search engine results. All of the websites who overdid it went straight to the bottom of search engine rankings. Yet some SEO sites are still making these kind of recommendations. You must be careful who you learn from.

### **Warning #3: “Black Hat” SEO**

Most SEO techniques are a lot like the exact anchor text technique we just mentioned. You see, Google wants to deliver the best website recommendations it can to people using their search engine. The searchers have problems they want to solve. And they want to provide websites that solve those problems.

Most SEO techniques are about finding loopholes in their algorithm so that you can show up in search engine rankings even though you aren't the best website they can recommend.

This is sometimes referred to as "black hat SEO." But, really, **most "magic" SEO techniques are black hat SEO techniques.**

Needless to say, Google doesn't like this kind of thing. In their eyes, it's harming their users and watering down their search engine. And they'd be right in many cases.

That's why they are constantly working to remove these loopholes and punish business owners and marketers who exploited their search engine. The multiple animal-named updates are just one example. There have been many others. And there will be many more.

Remember, Google employs a substantial number of very intelligent people who are working to get rid of the cheaters.

And, every time a new update comes out, thousands of businesses and websites suddenly have all their traffic dry up suddenly. Many businesses crash – unless they're well diversified with a variety of lead sources, as we recommend in many of our [Work1099 tutorials](#).

Google is getting better by the day at weeding out all the cheaters. You can't expect to win in the long run. The day will come where you get caught and punished if you try to take shortcuts.

Avoid using black hat or suspicious SEO techniques. They are eventually going to get banned. Any results from them are short-lived and could cause permanent penalties to your website and your reputation.

**What you want instead are techniques that will stand the test of time.** And keep getting you traffic, and making you money, for years to come. You want to build a real business. Not just a short-lived

scheme. This guide will help you do that.

This is one of the reasons we've created a guide based on getting backlinks. Backlinks have been a part of Google's algorithm since the beginning. **And Google doesn't see them as a loophole in their algorithm. They are a valid way to promote your business, especially when you search out backlinks in the right way.**

Backlinks have been a huge part of SEO rankings since day one, and will still be a factor for SEO rankings in the future as well. Any results you get from high-quality backlinks will likely last you for years. And continue to automatically attract customers and make you money for years.

#### **Warning #4: Beware of SEO Sales Pitches for “Fast And Easy Results”**

Any time a SEO specialist promises you fast and easy results for competitive keywords, you should guard your wallet.

Effective SEO that builds a real long-lasting business isn't about fast and easy results. It's about putting in the work consistently month after month and outdoing your competitors. It isn't about rushing for fast results. And it isn't about cutting corners to get easy results.

Successful SEO requires excellence. An excellent website, excellent content and excellent backlinks. And excellence takes an investment of time. It isn't instant or anywhere close to it. In many cases, it means working harder and smarter than the companies and people you are competing with.

Successful SEO is built on applying simple principles week in and week out. Repetition. Repetition. Repetition.

So be careful of sly sales pitches for fast and easy results from self-proclaimed SEO experts. In most cases, these are just trends and tactics that will be here today and gone tomorrow. They aren't what's going to really build a business over the long haul.

Getting involved in those kind of schemes could lead you down the wrong road for months or years... until you eventually realize it's not going to build a real business. Then you'd have to start from scratch and do everything all over again.

**Do yourself a favor:** Decide to set all that hype aside and just focus on doing the work it takes to build a real business (or pay to automate it & outsource it.)

What you want is a mindset of long-term success and a focus on building high quality backlinks that will continue to be valuable for years to come.

In this guide, we are only going to focus on the principles that are going to build your business over the long-term.

If you follow this guide, we'll steer you clear of common pitfalls and frustrations. We'll steer you towards the strategies that are already working in the real world. If you want to have a successful SEO campaign, you must go about building backlinks in the right way.

## **Backlinks Step #1: Knowing Where To Focus**

It can be tempting to just dive in and start getting as many backlinks as you can. But that would be a mistake. You have limited resources. And can only get so many backlinks per day or per month without resorting to backlinking spam software (very bad idea) or expensive labor costs. You need to carefully select which of your pages and keywords you target with those backlinks.

If you spread yourself thin by getting backlinks to too many pages and keywords, you'll never get enough backlinks on any individual page to get it to the front page of Google.



The vast majority of traffic comes from being on page 1 of Google. If you aren't on page 1, you aren't getting any traffic, or barely any.

**It takes a substantial effort to win in SEO.** There are fewer and fewer "tricks" by the day, so you need to focus on long-term methods.

The good news here is that the process of building backlinks also naturally attracts traffic **and** converts them to customers, so you're killing two birds with one stone. When you build backlinks in the way we recommend, you will not only drastically boost your rankings...you will naturally attract real customers and traffic ***via your backlinks.***

Cool, right? We'll show you how to do this later. The key here is to focus on fewer pages and fewer keywords to start, and then expand. So you can get those few pages and keywords to higher rankings and start getting some traffic.

And you need to choose those pages and keyword very carefully. You need to **know** it's a truly excellent choice. If you make the wrong choice, you've wasted weeks of effort ranking the wrong page. Time is your most valuable asset.

That's why, in this section, we are going to cover a step-by-step system for knowing which pages are the best to rank. So you can have a high degree of confidence that you are going to get the maximum results from your SEO campaign.

We'll show you how to start with just some basic ideas and then turn those into content. Then how to know which content to focus on ranking. And we'll make it all step-by-step simple.

### **Step #1: Finding The Most Profitable Keywords**

**This is a tutorial on the process of building the right backlinks in the right way.** But most businesses don't get their keyword choices right. And if they don't get their keyword choices right, they will end up getting backlinks to the wrong keywords and the wrong pages. A good backlinking campaign starts with finding the right keywords.



To help you find that set of premium keywords to target, read the report titled **“How To Find The Most Profitable Top Level Keywords For Your Business.”** Inside this report, you'll discover a step-by-step process for knowing exactly which keywords you should focus on and which keywords you should ignore from a bird's eye view.

This report contains a unique, counter-intuitive method of keyword research that is different from anything you've seen before. And it's proven to be much more effective. Because it's based on past experience with hundreds of search engine marketing campaigns. And it's all laid out for you step-by-step inside this report.

If you have not yet read **“How To Find The Most Profitable Top Level Keywords For Your Business,” STOP** and go read it right now to build your first keyword list and read our guidance. The rest of this report is based around using this specialized keyword research process to analyze the best keywords to target to build your backlinks, so you'll want to have a good set of keywords to start from.

## **Step #2: Find Long-Tail Keyword Phrases**

The last step was about finding a set of fewer keywords (often 200-400) that you would focus on. Now, it's time to select keywords that will be the most effective for your SEO campaign. And then prioritize those keywords so you know where to start.

As a practical matter, it's hard to do this and track everything without using a spreadsheet. We are going to need to gather data on a lot of different keywords and then compare and contrast the keyword choices so we can arrive at our best options. It's just too much data to keep track of it all in your head.

You'll want to repeat this prioritization process on a regular basis (often once a month, or sooner once you start to see significant results). If you have all your data saved in a spreadsheet, it's much easier and faster. Setting this up will save you a ton of time in the long

run.

Using a spreadsheet also enables you to make much better decisions for your SEO campaign. These days, it's hard to even compete without this kind of strategic decision making.

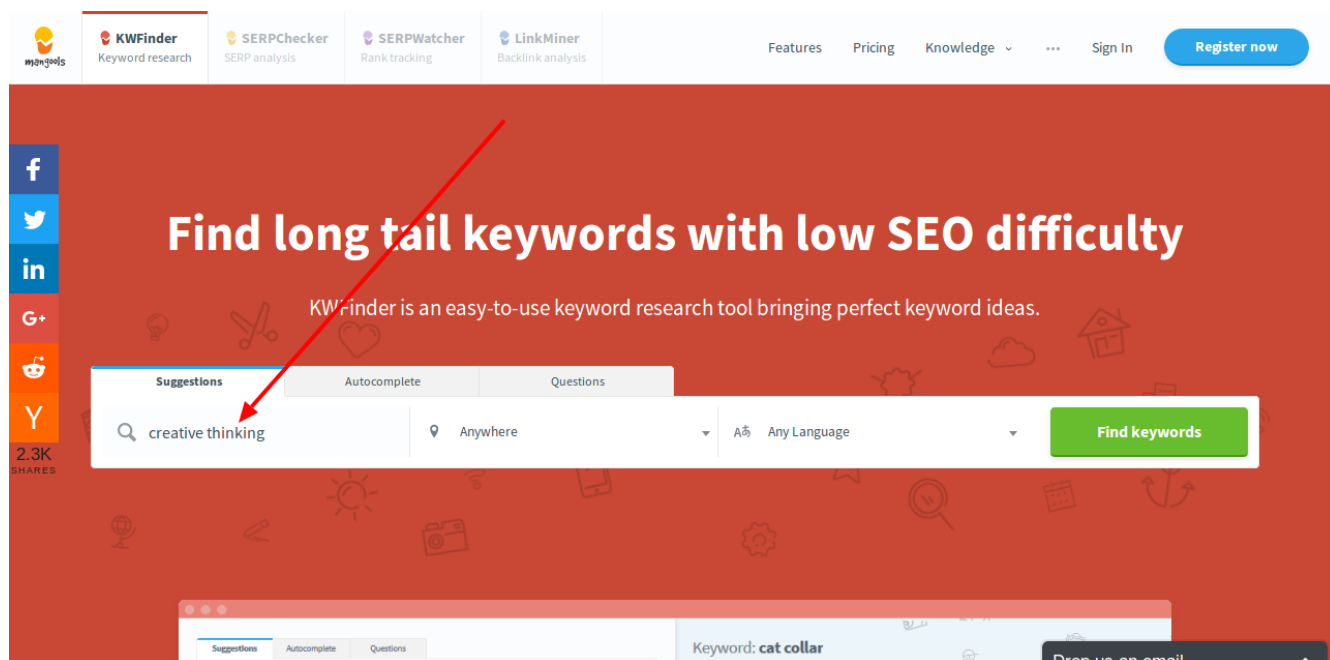
If you don't have spreadsheet software, you can download the free software "Libre Office Calc." It has all of the features you'll need. You can download it for free at [libreoffice.org](http://libreoffice.org).

### **First Step: Score Your Core Keywords**

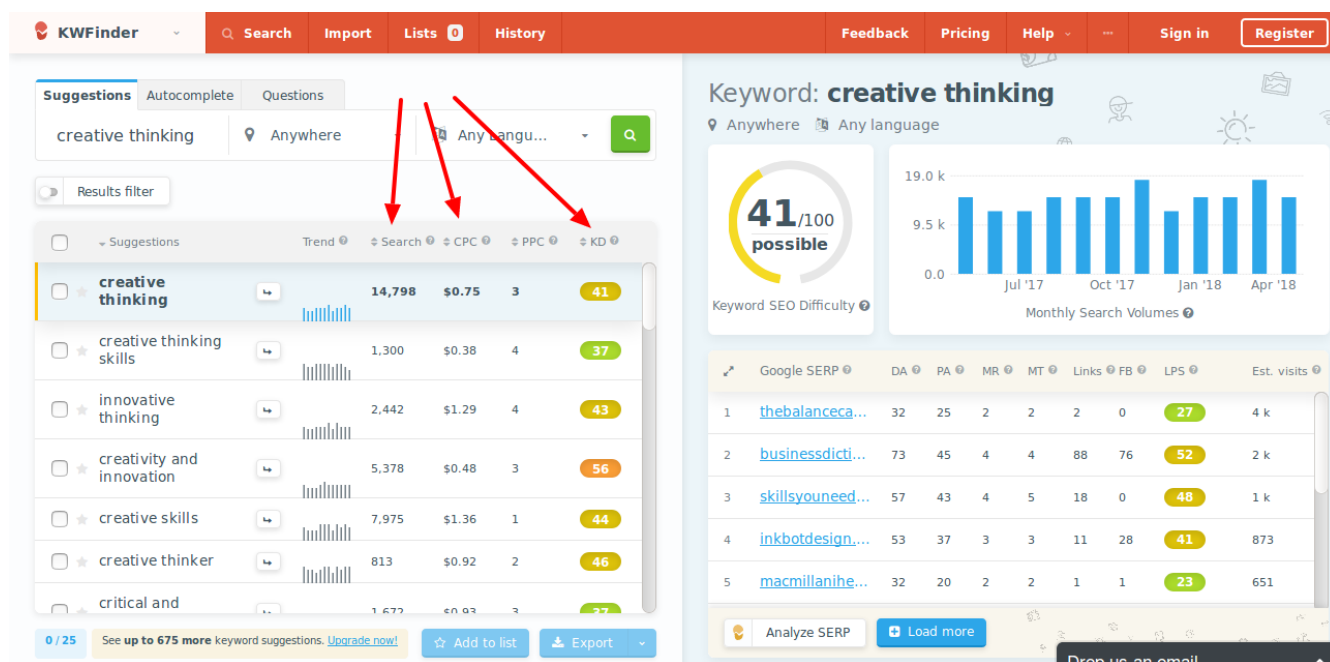
Our first step is to gather data for that fewer set of 200-400 keywords you are going to focus on. If you used an alternative form of keyword research instead of getting our keywords report, you'll want to reduce your keywords to the 200-400 most important keywords. If you have a bigger list of keywords than that, this process will take much longer.

Start by opening the "**Top Ranking Opportunities**" spreadsheet that came for free with this report. If you used our keywords report, you should have ended with a long list of keywords. Now, copy and paste all of those keywords into this spreadsheet. If you used a different keyword research method, do the same from the current place you're storing your keywords.

Now, it's time to gather data on these keywords. Open your browser software of choice and navigate to [kwfinder.com](http://kwfinder.com). On the site, enter the first keyword from your spreadsheet into the search box.



Once the next page loads, you'll want to gather all of the data from the page and enter it into your spreadsheet.



Make sure to enter it in your spreadsheet on the same row as the keyword you searched. Take the data from the search column on [kwfinder.com](https://kwfinder.com) and put it into the search volume column of the

spreadsheet. Then the CPC column into the CPC column. Then the KD column goes into the keyword difficulty column.

Now, for the rest of the keywords, we are going to use a feature called import. But we wanted to have you do just one keyword at first so you could familiarize yourself with their software.

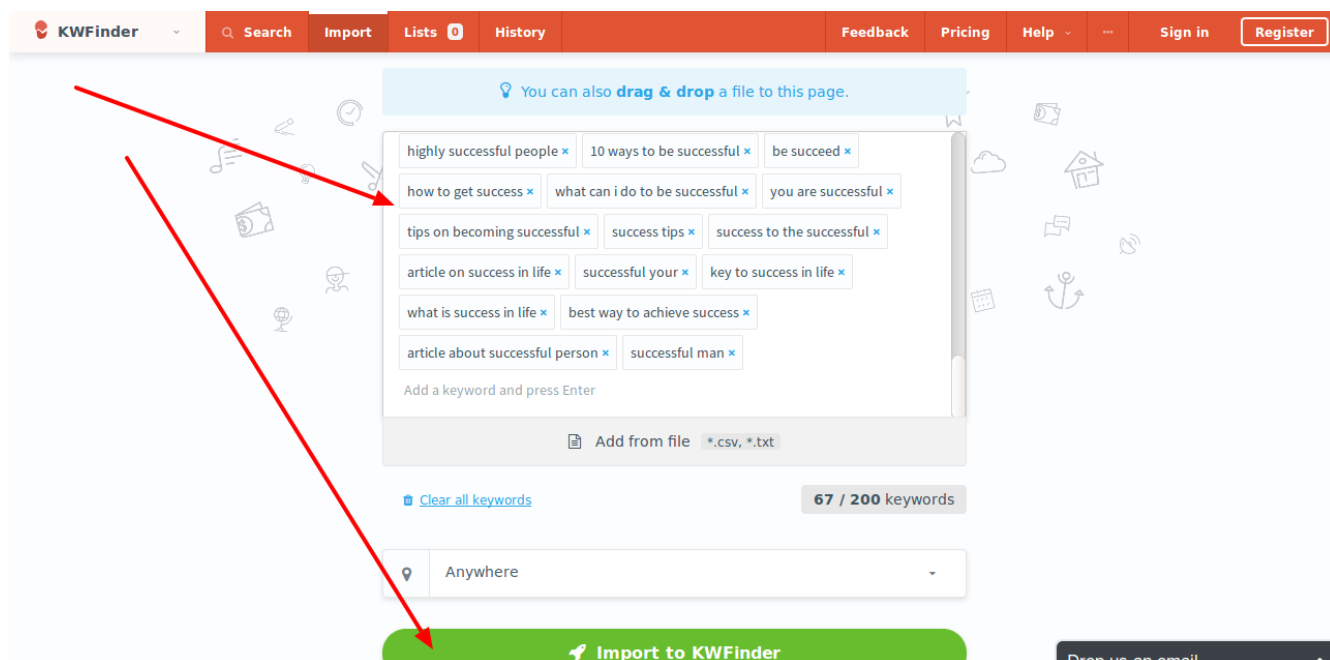
Now, click “import” at the top of the screen.

The screenshot displays the KWFinder web application. The top navigation bar includes 'Search', 'Import' (highlighted with a red arrow), 'Lists', 'History', 'Feedback', 'Pricing', 'Help', 'Sign in', and 'Register'. The 'Suggestions' tab is active, showing a search for 'creative thinking' with filters for 'Anywhere' and 'Any Language'. A table lists keyword suggestions with columns for 'Suggestions', 'Trend', 'Search', 'CPC', 'CPC', and 'KD'. The first suggestion, 'creative thinking', is highlighted. To the right, a detailed view for 'creative thinking' shows a 'Keyword SEO Difficulty' of 41/100 and a bar chart of 'Monthly Search Volumes' from July 2017 to April 2018. Below this, a table lists Google SERP results with columns for rank, URL, DA, PA, MR, MT, Links, FB, LPS, and Est. visits.

Rank	URL	DA	PA	MR	MT	Links	FB	LPS	Est. visits
1	thebalancece...	32	25	2	2	2	0	27	4 k
2	businessdicti...	73	45	4	4	88	76	52	2 k
3	skillsyouneed...	57	43	4	5	18	0	48	1 k
4	inkbotdesign...	53	37	3	3	11	28	41	873
5	macmillanihe...	32	20	2	2	1	1	23	651

On the next screen, copy and paste all of your keywords (the 200-400 most important keywords for your business) into the box. It only does 200 keywords at a time. So if you have more than 200, you'll just repeat this step one more time.

Then you'll click the green button at the bottom.



Now, you'll see the same page you saw before. But this time it will list all of your keywords (or at least the first 200). Now, simply go through the list and copy all of the data over to your spreadsheet. You want to gather the same three columns of data for each keyword as you did before.

With a free account, you can view the first 25 keywords and search 5 times a day. You only need a few good keywords to start with, you can just research the keywords you need little by little, or you can pay to "top up" your account to get more searches if you're feeling impatient.

Note that you can also use [SpyFu](#), which will also provide you with more detailed search traffic levels, related keywords, and much more.

That being said, you don't have to use this software, our tools, or any of the tools we recommend. You could choose another piece of software instead. Maybe you're already using different software. If you do, that's fine. The steps for getting this data will be similar.

## What To Do If You Already Have An Existing SEO Campaign

If you already have an existing SEO campaign, you may be wondering how to take this spreadsheet process and make it work for your existing campaign. To do that, we recommend reading through this report in full. That way, you'll understand all 3 of the processes we recommend doing with this “top ranking opportunities” spreadsheet.

Once you've done that, simply add all your existing keywords to the spreadsheet. Then gather the data for them from kwfinder.com and serpwatcher.com. If you aren't sure how to use these tools, read this whole report first. The report will teach you everything you need to know to do this. Then it's as simple as following along with the processes in this guide to find which keywords to focus on.

### **Step #1: Get Keywords From Your Existing Campaign**

The keyword selection process we just discussed is the one you do at the start of your SEO campaign. It finds all the major opportunities and helps you choose where to start. Once your campaign is up and running, you'll want to do this next keyword selection process once a month. It helps you find new opportunities that you'd never find in keyword tools. And it helps you choose where to focus your resources as your campaign evolves.

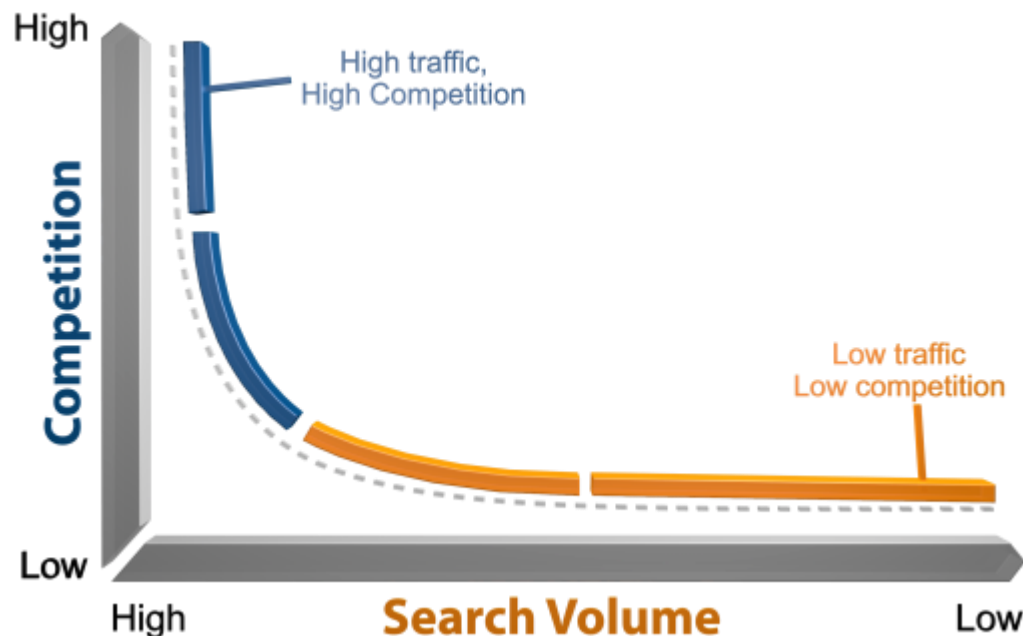
But, even if you are just starting your SEO campaign, you'll still want to read this section now. Because, for it to work, you need to install Google Analytics on your website right now. That way, the data for your site will be available in a month.

### **Step #2: Find Long-Tail Keywords**

When doing SEO, it's best to start out by ranking for long-tail keywords. Then, later, you'll expand into more competitive keywords. If you don't understand what we mean by “long-tail keywords,” don't

worry. We'll explain these concepts in this report. We'll also explain why it's a good idea to do this.

The graph below illustrates the “long tail” concept.



If you make a graph of all the keywords in your market, you'll get a graph very similar to this one.

There are a small number of keywords that are searched a large number of times (they have a high search volume). These are represented by the blue line in the graph. The competition for these keywords is very high. They take longer to rank for and will cost more time, effort and money to rank for.

But if you look at the orange line on the graph, this represents the long-tail keywords. They are called that because of the long tail that goes off to the right on the graph. These keywords have lower traffic, but they also have lower competition. You can rank for those keywords much sooner. And start attracting customers, making money, and testing new products or services much sooner.

While the traffic volume for them is low, if you target a large number of



these keywords, the trickles will add up to substantial traffic for your website.

Also, the traffic from long tail keywords is more targeted, so you'll get higher conversion rates on your site (as long as the content you're offering is directly related to what they're looking for – if they're looking for mp3 ringtone downloads and you give them something else, they will leave your site in an instant, and Google will penalize you. This is called your bounce rate.

With long-tail keywords, it doesn't take as many visitors to get the same results as a more competitive term. With backlinks in place and a website that consistently is adding content, you will naturally get more customers and increase in “authority” in the eyes of Google.

Once you've done that, then later, you can come back and try to rank for some of the more competitive keywords. **You'll discover that it is “magically” much easier because Google has designated your website as an authority with traffic across multiple search terms.**

This also works well because Google looks at your overall website when deciding where you will rank in their search engine. If your website already has a lot of high search engine rankings, it becomes easier to get more search engine rankings. When you are just starting out, it takes more effort. This is yet another reason it's a good idea to start with long-tail keywords. And once you have rankings for a bunch of long-tail keywords, it will be easier to start ranking for the more competitive keywords.

The original 200-400 keywords you selected represent both competitive keywords and long-tail keywords. Now, we'll look for long-tail keywords that are closely related to those.

**Note:** The long-tail method causes your website to convert much better than from “cold” traffic. For a further explanation of why this makes your site convert better, see the report titled **“How To Uncover**

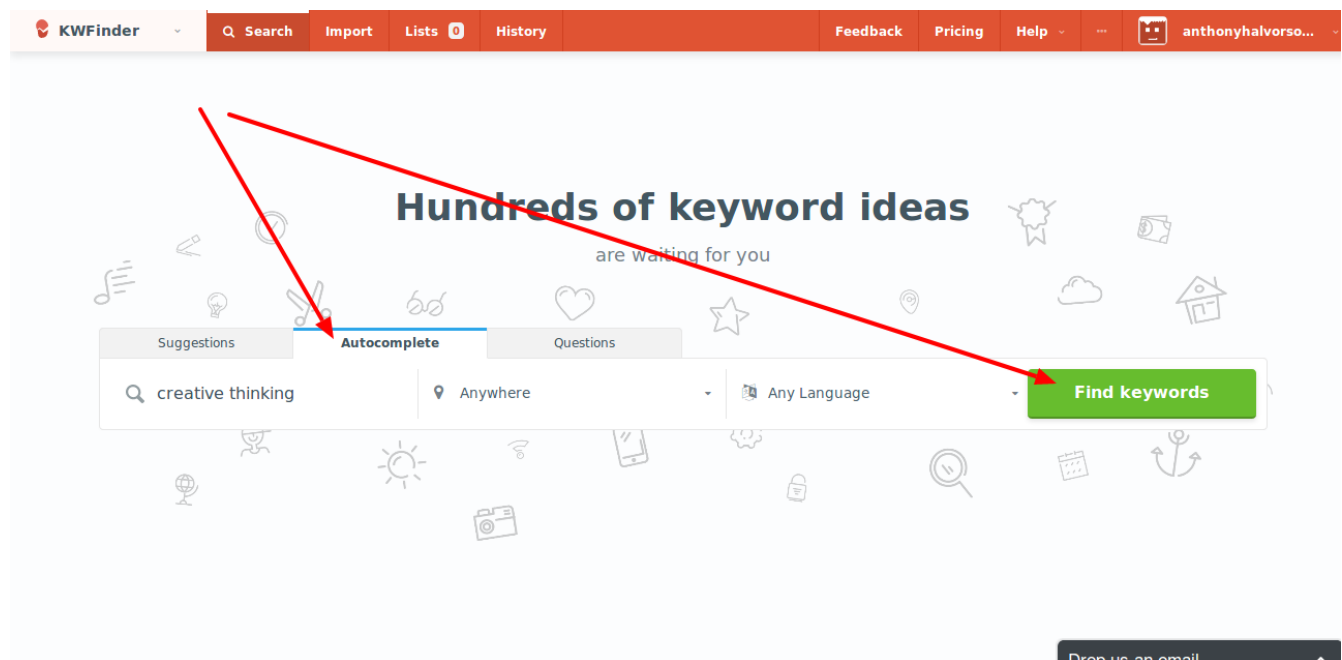
## The Most Profitable Top Level Keywords.”

### We're Going To Do A Thorough Analysis

During this process, we'll gather a long list of long-tail keywords over time. This is because we want to do an exhaustive analysis of all the opportunities in your segment of the market and find the best SEO opportunities.

This will take some time, but it's worth doing this analysis upfront. If you skip this step, or only gather a few long-tail keywords, you'll be missing the best opportunities and you'll get far less results from your SEO campaign.

Let's start by familiarizing ourselves with how this process works. Once you're at kwfinder.com, click the “autocomplete” option.



When we search using the “autocomplete” option, it searches for long-tail keywords using Google’s autocomplete API. Google has the most data of any search engine because they have the most users. We can be sure we are getting a good list of keywords.

Now, what we need to do is search all of our keywords with more than 1,000 searches per month using the autocomplete feature. This will get us all the long-tail opportunities in the market without having to “dumpster dive” for irrelevant or barely searched keyword phrases on our list.

What we want to do is sort our **“top ranking opportunities”** spreadsheet by search volume. This will make it so all the keywords we want to search end up at the top of the list. This makes it much easier for us.

Open your “top ranking opportunities spreadsheet.” Then select all of the rows of keywords. You can do this by clicking the number to the left of the third row. This will select one row. Now hold the mouse button down and drag the mouse downwards until you get to the last row of keywords. This will select all of the rows. The screenshot below shows where you need to click and drag.

Top Ranking Opportunities Spreadsheet.xlsx - LibreOffice Calc

Click Here

	A	B	C	D	E	F	G	H	I	J
	Keyword	Search Volume	CPC	Keyword Difficulty	Current Position	Target Position	Commercial Value	Date of Last Backlinks	Landing Page URL	Notes
3	Creative Thinking	14798	0.59	36	100		93.43885701			
4	Creative Thinking	12345	0.59	36	100		85.34371682			
5	Creative Thinking	23456	0.59	36	100		117.6394492			
6	Creative Thinking	34567	0.59	36	100		142.8094185			
7	Creative Thinking	45678	0.59	36	100		164.1646125			
8	Creative Thinking	56789	0.59	36	100		183.0451037			
9	Creative Thinking	67890	0.59	36	100		200.1377026			
10	Creative Thinking	1234	0.59	36	100		26.98258698			
11							0			
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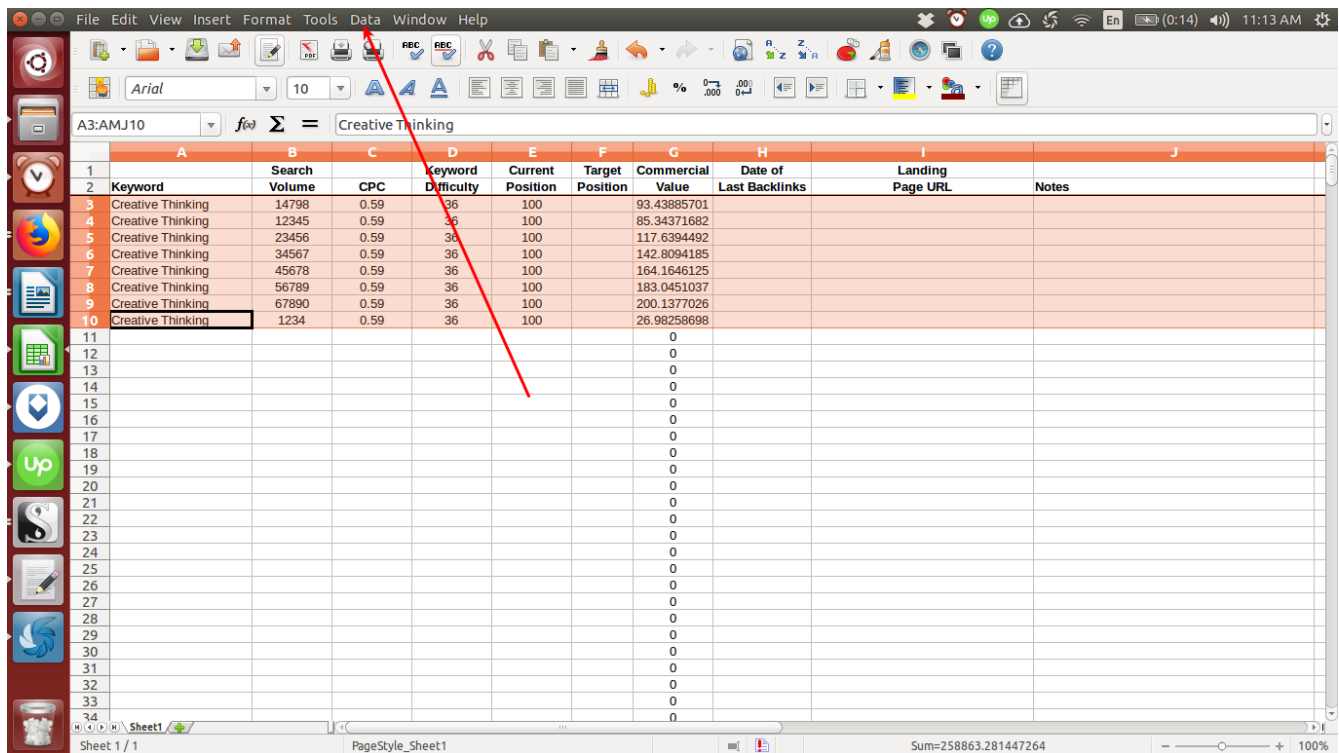
Sheet 1 / 1

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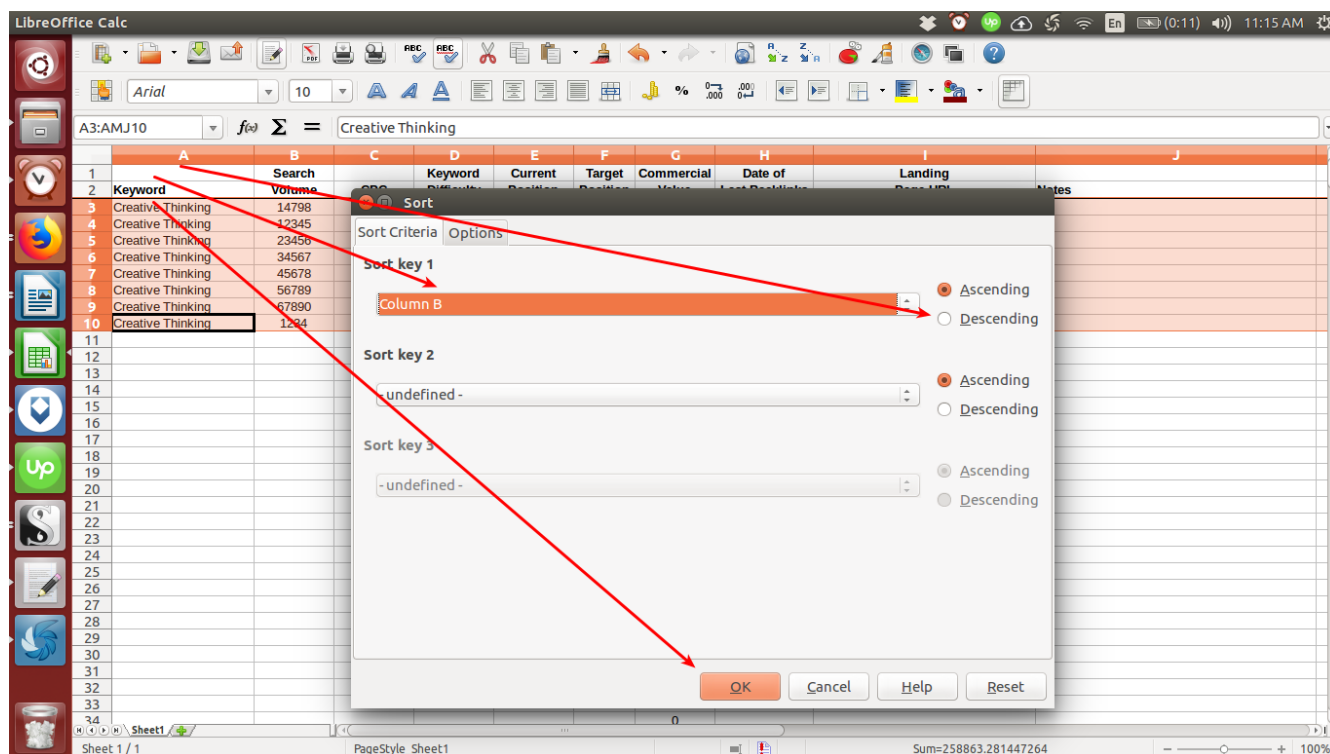
Once you've selected all the rows of keywords, click “Data” at the top. Then click “sort” in the menu that pops up.



The screenshot shows a spreadsheet application with a table of keyword data. The table has columns for Keyword, Search Volume, CPC, Keyword Difficulty, Current Position, Target Position, Commercial Value, Date of Last Backlinks, Landing Page URL, and Notes. The data is sorted by Search Volume in descending order. A red arrow points from the 'Data' menu to the 'Sort' option.

	A	B	C	D	E	F	G	H	I	J
	Keyword	Search Volume	CPC	Keyword Difficulty	Current Position	Target Position	Commercial Value	Date of Last Backlinks	Landing Page URL	Notes
3	Creative Thinking	14798	0.59	36	100		93.43885701			
4	Creative Thinking	12345	0.59	36	100		85.34371682			
5	Creative Thinking	23456	0.59	36	100		117.6394492			
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7	Creative Thinking	45678	0.59	36	100		164.1646125			
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9	Creative Thinking	67890	0.59	36	100		200.1377026			
10	Creative Thinking	1234	0.59	36	100		26.98258698			
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Once the next page loads, set the first dropdown box to the search volume column. In this case, that's column B. Then set the radio button next to it to “descending” instead of “ascending.” Then click the okay button.



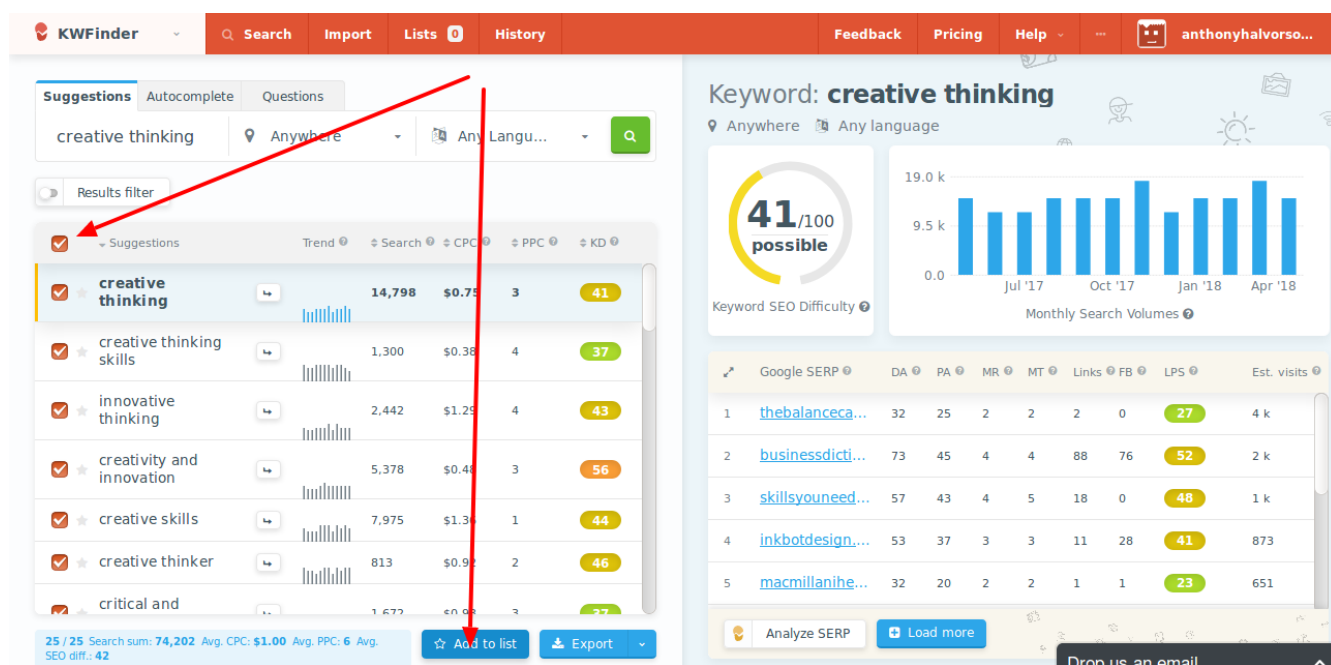
Once you click okay, the spreadsheet will pause for a moment while it completes the operation. If you have hundreds of keywords in the sheet, it could take up to 10 seconds. So just be patient.

Once the operation completes, the spreadsheet will have all your highest search volume keywords at the top. This makes it easier for you to do the next step.

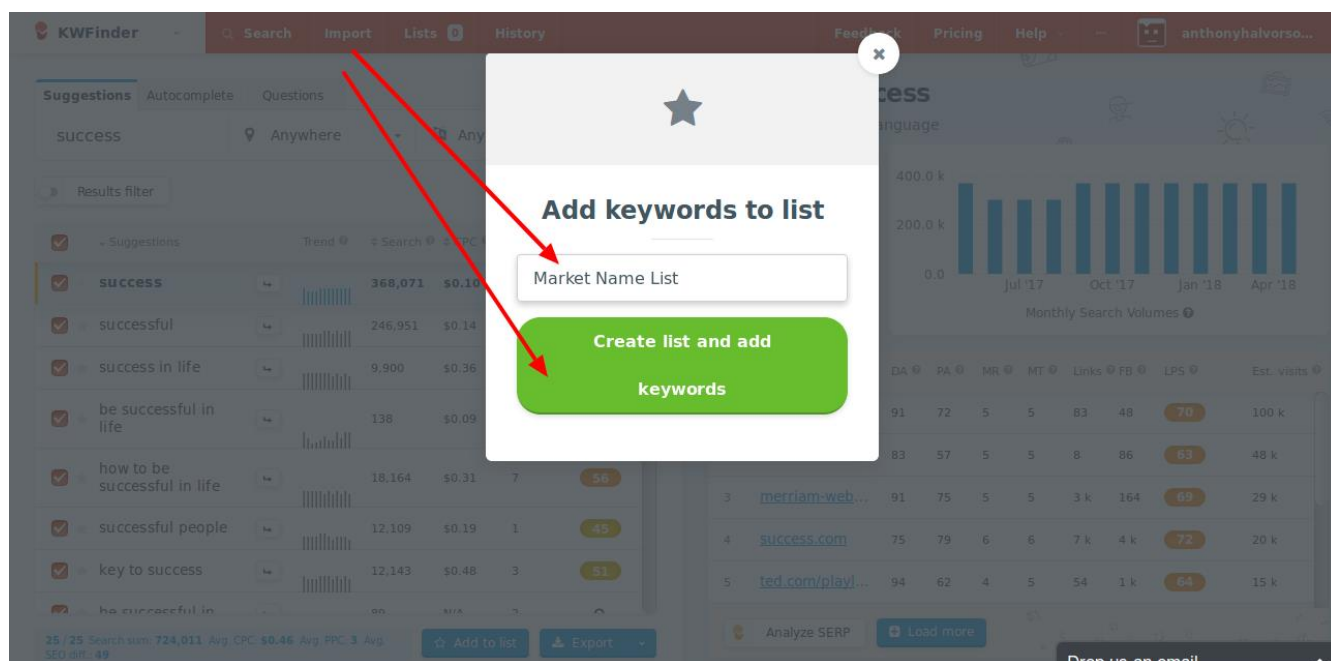
## Gathering Long-Tail Keywords

Now, grab the first keyword at the top of the “top ranking opportunities” spreadsheet. Copy and paste it into kwfinder.com. Select the autocomplete feature and then click the search button.

Now, click the little square at the top left of all the results that come up. Then click the “add to list” button.



Once you do those steps, a box will pop up on the website. Enter a name for the new list and then click the green button. It's best that you take a moment and think of a meaningful name for the list. So it's easy to find it later.



Now that you've done that, those keywords will all be saved to that list in your account. Now repeat those same steps for the next keyword on your "top ranking opportunities" spreadsheet. And repeat the same

steps for all keywords with at least 1,000 searches per month.

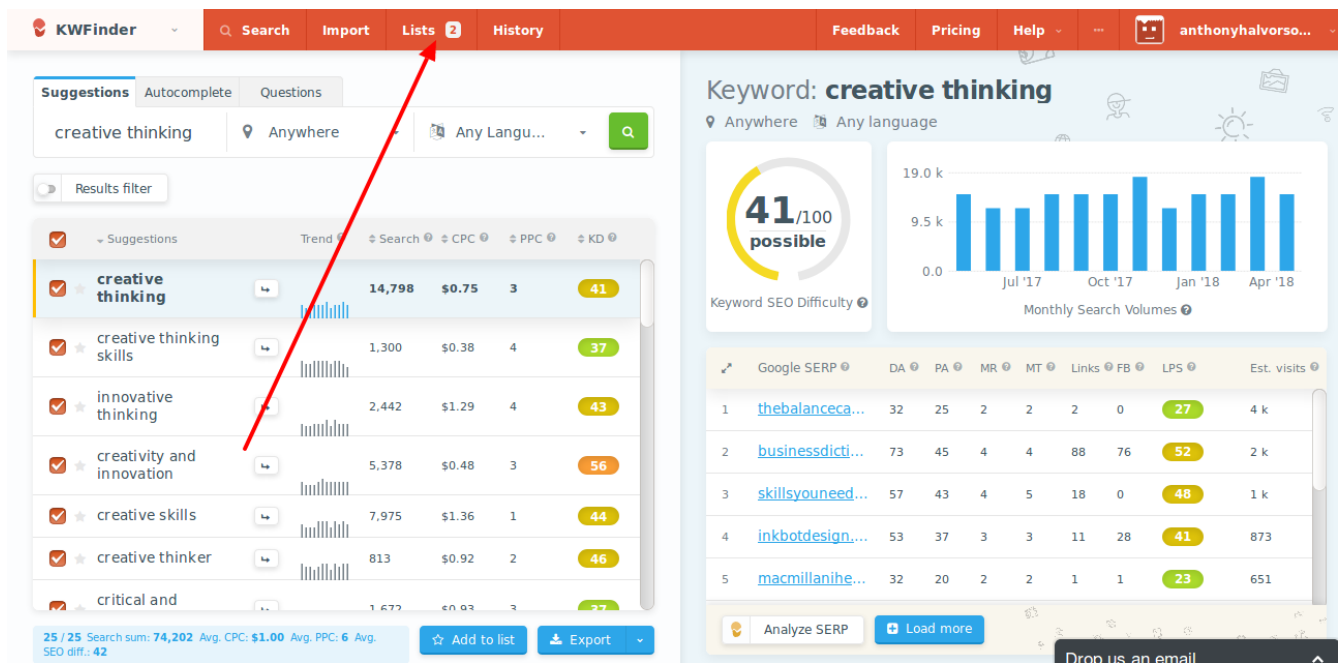
We are using the lists feature of [kwfinder.com](https://kwfinder.com) because it removes duplicates. If you were to search all those keywords and save it in a spreadsheet, you'd end up with lots and lots of duplicate keywords. This is because some keywords will pull up 50-95% the same keywords as other keywords you searched.

Using the lists feature saves you a lot of time. Because you won't have to manually delete all the duplicates in a spreadsheet. Also it will allow us to gather all the data faster too (as you'll see in the next step).

### **Copy List Into Spreadsheet**

The next step is to click the lists button at the top of [kwfinder.com](https://kwfinder.com). It will open a menu on the left side. Then click the open button next to your list.

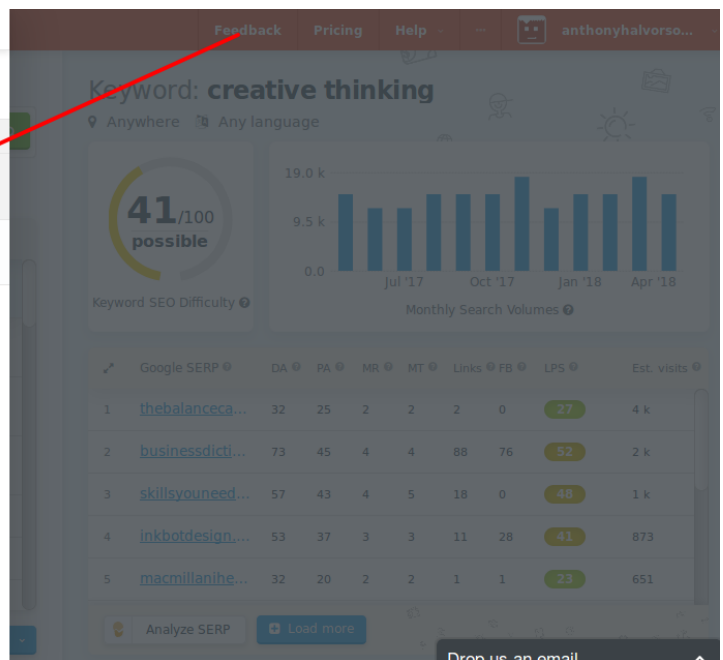




☆ Keyword lists

Search for a list...

List	Keywords	Created at	Open
market name list	25 / 1000	12/05/2018	Open
Market Name List	25 / 1000	12/05/2018	Open



Once you click to open the list, it will load the list in the data view we saw earlier. Now, it's showing us all of the data for all of those keywords. And we want to get that data into our spreadsheet without having to manually type everything into the spreadsheet.

So we'll click the little square above the data, top left. Then we'll click

the “export” button and select “export with metrics (.csv).”

The screenshot displays the KWFinder web application interface. The top navigation bar includes links for Search, Import, Lists (2), History, Feedback, Pricing, and Help. The main content area is titled "market name list" and shows a search sum of 724,011, average CPC of \$0.46, average PPC of 3, and average SEO difficulty of 49. A list of keywords is shown, including "success", "successful", "success in life", "be successful in life", "how to be successful in life", "successful people", and "key to success". A red arrow points to the "Export" button at the bottom of the list. Another red arrow points to the "Export with metrics (.csv)" option in the export menu.

Keyword: **success**

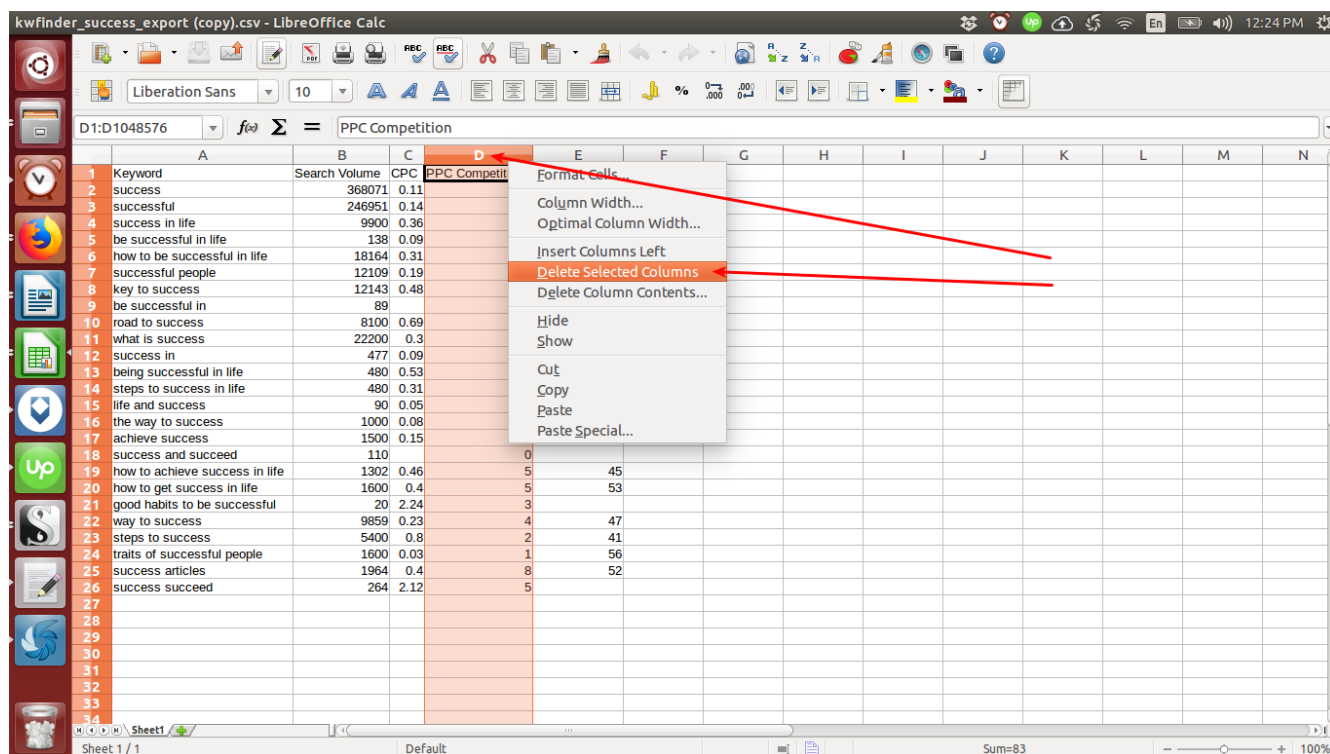
Anywhere Any language Market Name List market name list

Keyword SEO Difficulty: 64/100 hard

Monthly Search Volumes

Rank	Google SERP	DA	PA	MR	MT	Links	FB	LPS	Est. visits
1	dictionary.co...	91	72	5	5	83	48	70	100 k
2	thesaurus.co...	83	57	5	5	8	86	63	48 k
3	merriam-web...	91	75	5	5	3 k	164	69	29 k
4	success.com	75	79	6	6	7 k	4 k	72	20 k
5	ted.com/playl...	94	62	4	5	54	1 k	64	15 k

Once it downloads, open the file. Now, we just need to delete the “PPC” column in this spreadsheet. Then we'll be able to just copy and paste all of the data into the other spreadsheet. To delete the row, click letter above the PPC column. So click the letter D. This will select the entire column. Then right click the letter D and go to “delete selected columns.” This will remove the column entirely.



Now all you need to do is select all the rows of keywords. Do this the same way we did it earlier in this guide. Then copy and paste the keywords into the other spreadsheet.

You are probably now seeing how much time this is saving us compared to manually typing up all the columns of data. We were able to get it all into the spreadsheet all in go.

This is why it's worth having paid software tools. It saves you hundreds of hours and many \$1,000's in fees from having "experts" do it for you over the long run. And it can be hard to even be competitive in SEO without these kind of time-saving tools. There's just not enough time in the world for it all.

## Set The Commercial Value

After copy and pasting the data in, it may have overwritten the "commercial value" column. This is supposed to contain a formula that calculates this for you. To restore it, simply find a column that already

has a number for commercial value shown. Then copy and paste that cell into all the cells in the commercial value column. This will make it auto-calculate the commercial value again.

(If you still have a number showing in the commercial value column, don't worry about this. If it happens or not depends on how you copy and pasted the data in. This is just here in case you need it.)

### **Fill In Any Missing Data**

Kwfinder.com doesn't always load all of the values for the “keyword difficulty” column. It's just how it works – you will need to go back and get any missing data by running another analysis on those keywords. (This is another reason we recommend you use SpyFu as well, for a more complete picture on your data.)

Scroll through the sheet and look for any rows where the keyword difficult value is missing. Then search that keyword in kwfinder.com and manually grab the keyword difficulty value (just like we did earlier in this guide). Then enter it into the spreadsheet. Repeat this for all missing keyword difficulty values.

### **Step #3: Select Keywords To Target**

After having completed all those steps, you've got a spreadsheet filled with keywords you could target. Now, it's time to prioritize your keywords so you know which ones to focus on first.

To make this easier, you want to start by sorting the spreadsheet by the keyword difficulty column in ascending order. Same steps as we used earlier in this guide.

So select all the rows of keyword data. Then click “Data” at the top of the spreadsheet software. Then click “sort.” Then change the first dropdown box to “column D.” And set the radio button to “ascending” order. Then click okay. Your spreadsheet will now be in order by keyword difficulty.

## Selecting Keywords

Having sorted the spreadsheet in this way helps us because we want to find keywords that have low keyword difficulty. Sorting it this way made it so all these keywords ended up at the top of the spreadsheet.

Now scan the list from the top of the spreadsheet to the bottom.

**Specifically, look at the keywords with a “keyword difficulty” score of less than 40.** These keywords are easy to rank for. So we'll start with them first. We always want to start by making money right away. Then, later, we'll expand into the more competitive terms.

Also, look at the commercial value column. Take notice of any keywords that have an abnormally high commercial value compared to the keywords near it in the spreadsheet (compared to keywords with a similar keyword difficulty.) Any time you notice this kind of outlier, bold that keyword's row.

To bold a row in the spreadsheet, first select the row. You can do this by clicking the number to the left of the row. Just like we did earlier in this guide. Then press control+B on your keyboard.

Once you're done, you've selected the first keywords you'll focus on for SEO. Also, you've put them in order. Because low keyword difficulty is the most important thing right now. So you'll simply work on each bold keyword in order top-down.

Later in this guide, we'll talk about what steps to take to rank for these keywords.

## Using Google Analytics For Keywords

[Google Analytics](#) is free software produced and managed by Google. You simply install a small tracking code on your website and it keeps track of data from your website visitors. Particularly, it shows us which keywords people are searching to find your website. If you look at this

data, you'll find new keyword opportunities that you'll never find in a keyword tool. You'll find you are ranking for keywords that you didn't deliberately try to rank for. But that are related to your content nonetheless.

Also, when you find keywords in Google Analytics, it represents keywords that you are already ranking for. **And it's much easier to raise an existing ranking than it is to start from nowhere on a new keyword.** So these keyword opportunities are often better than the others already in your spreadsheet of keywords.

### **Step #1: Sign Up For A Free Google Analytics Account**

Visit [analytics.google.com](https://analytics.google.com). Once you get there, click the “Sign Up” button to get a free account. Keep in mind you can use the same account you use for Gmail if you’d like to.

### **Step #2: Save Your Tracking Code**

Once you sign up for a free Google Analytics account, you’ll be taken to a page that gives you a tracking code. This is the code you need to use so Google can track the data for your website. So put it into a text document and save it somewhere safe on your computer. You’ll need it in a moment to finish setting up Google Analytics.

### **Step #3: Install The Google Analytics Plugin**

If you’re using Wordpress, there’s a free plugin you can use to make this an easy setup. If you’re not using Wordpress, you’ll need to contact your site designer and have them put some code on your website. Or you can follow Google’s instructions for adding the code to your site (the page for this will come up after you’ve signed up for a free account).

The plugin we are going to use is the **“MonsterInsights Google Analytics”** plugin. This is the most popular and most proven Google

Analytics plugin. It's being used for over 1 million websites. Including the likes of Bloomberg, PlayStation, Zillow and many other big sites. It also has a free version that does everything we need. And it's easy to install.

If you haven't installed a WordPress plugin before, follow this tutorial: <http://www.wpbeginner.com/beginners-guide/step-by-step-guide-to-install-a-wordpress-plugin-for-beginners/>

While following those instructions, you want to look for the following plugin: <https://wordpress.org/plugins/google-analytics-for-wordpress/>

Once you've completed that installation, you need to configure the plugin. To do this, go to your admin dashboard in WordPress. Then look on the left side for the menu item called **"Insights."** This is a newly added section of your admin dashboard that came with your new plugin. Click "Insights" then it will open a drop-down menu and click "settings" on that drop-down menu.

Once that screen loads, look for the option called "Authenticate with your Google Account." Once you click this option, it will redirect you to Google accounts. Then you'll sign in to your Google account. Then, it will ask you if you want to allow MonsterInsights to access your Google Analytics account. Click on the "allow" button.

This will then bring you to a page where it asks you which profile you want to track. You need to select the option for your website and then click "complete authentication."

Now your Google Analytics account is attached to your WordPress site. And Google will start tracking data about your site. But, keep in mind, it will take a few hours or more before your data starts showing up in your Google Analytics account.

## The Google Analytics Keyword Research Process



Once Google Analytics has been running for 2-4 weeks, you'll be ready to use it to discover new SEO ranking opportunities. After that, we recommend you do this process once a month.

So if you are just now setting up Google Analytics, you won't do this process just yet. But you will soon. Read through this section, though, so you understand the process and how it fits together with the rest of this guide.

### **Step #1: Login to Your Google Analytics Account**

Visit <https://analytics.google.com> and login.

### **Step #2: View Organic Traffic**

Click "Real-Time" On the left side menu of your Google Analytics dashboard page. This will expand the menu. Then click "traffic sources." Then find and click "Google (Organic)."

This will show you all the traffic you've received from Google's search engine sorted by keyword.

### **Step #3: Look For Keyword Opportunities**

Open the Top Ranking Opportunities spreadsheet using Libre Office Calc or the spreadsheet software of your choice.

Now, go back to Google analytics. Scroll through the list of keywords that you've received traffic from. Look for any keywords that you haven't yet focused on ranking (so you are getting traffic from it but you haven't made a dedicated content page for it). Ignore keywords where you only got 1 or 2 visitors from it so far.

Each time you find one of these keywords, add it to the top keyword ranking opportunities spreadsheet. Just put it at the bottom below the other keywords. Go through the entire list of keywords this way.

Gather all the opportunities.

## Step #4: Check Rankings

Now, for each new keyword you gathered, you want to gather all the related data for it. First, we'll get where you currently rank for that keyword. To do that, we'll use the tool at [serpwatcher.com](https://serpwatcher.com). (If you paid for kwfinder.com, you already have this tool. They come together in the same package.)

If you are using another tool to track rankings, that's fine too.

Once you get to [serpwatcher.com](https://serpwatcher.com), sign in to your account (same account as kwfinder.com). Then click “go to the app” in the top right corner. Then, on the next page, click “add new tracking” in the top right corner.

Then, on the next page, enter the keyword you want to track. Then click the green button at the bottom of the page. Then click “trackings” at the top of the screen. This will take you to your rankings.

The screenshot shows the SERPWatcher interface. At the top, a yellow banner reads: "This is the SERPWatcher demo. Subscribe now and get access to all mangools seo tools! [Subscribe now](#)". Below this is a purple navigation bar with the SERPWatcher logo, a "Trackings 0" link (highlighted by a red arrow), and links for "Demo", "Feedback", "Pricing", "Help", and a user profile "anthonyhalvorso...". The main heading is "Setup new tracking" with a "Back to Trackings" button. The form includes: "Tracked domain" (example.com), "Location" (Anywhere), "Search platform" (Desktop devices selected, Mobile devices available), and "Keywords to track". A "You can also paste" link is at the bottom left, and a "Drop us an email" link is at the bottom right. A yellow "DEMO" banner is in the top right corner of the form area.

Once the next page loads, it will show you where you rank for all your keywords you are tracking. Find the keyword you just added and see where you rank.

Save this position (or rank) in the “current position” column in your “top ranking opportunities” spreadsheet. If the position is above 50, just put a “100” in the column instead. This is because we only care about our current ranking if it's at least on page 5 or higher. (I'll explain why we use 100 later in this guide)

Repeat this process for all of the keyword opportunities you just gathered from Google Analytics.

Once you've done that, you'll want to fill in the “current position” column for all your other keywords too. Doing so makes it so we can sort by the current position column.

So if you have other keywords you already rank for, add them to [serpwatcher.com](https://serpwatcher.com) now. If you are just starting out, you won't have any yet.

For all the keywords that you don't currently rank for at all, put a “100” in the current position column. This makes it so, when we sort the spreadsheet by current position, all these keywords will come up at the bottom of the list. This makes it easier for us to select keywords to focus on.

### **Step #5: Check keyword difficulty, Volume and CPC**

Now, for each keyword opportunity you got from Google Analytics, gather the related data using [kwfinder.com](https://kwfinder.com). Do this the same way you did earlier in this guide. Search each keyword and grab the “volume,” “CPC,” and “KD” columns into your “top ranking opportunities” spreadsheet.

### **Step #6: Make Selections**

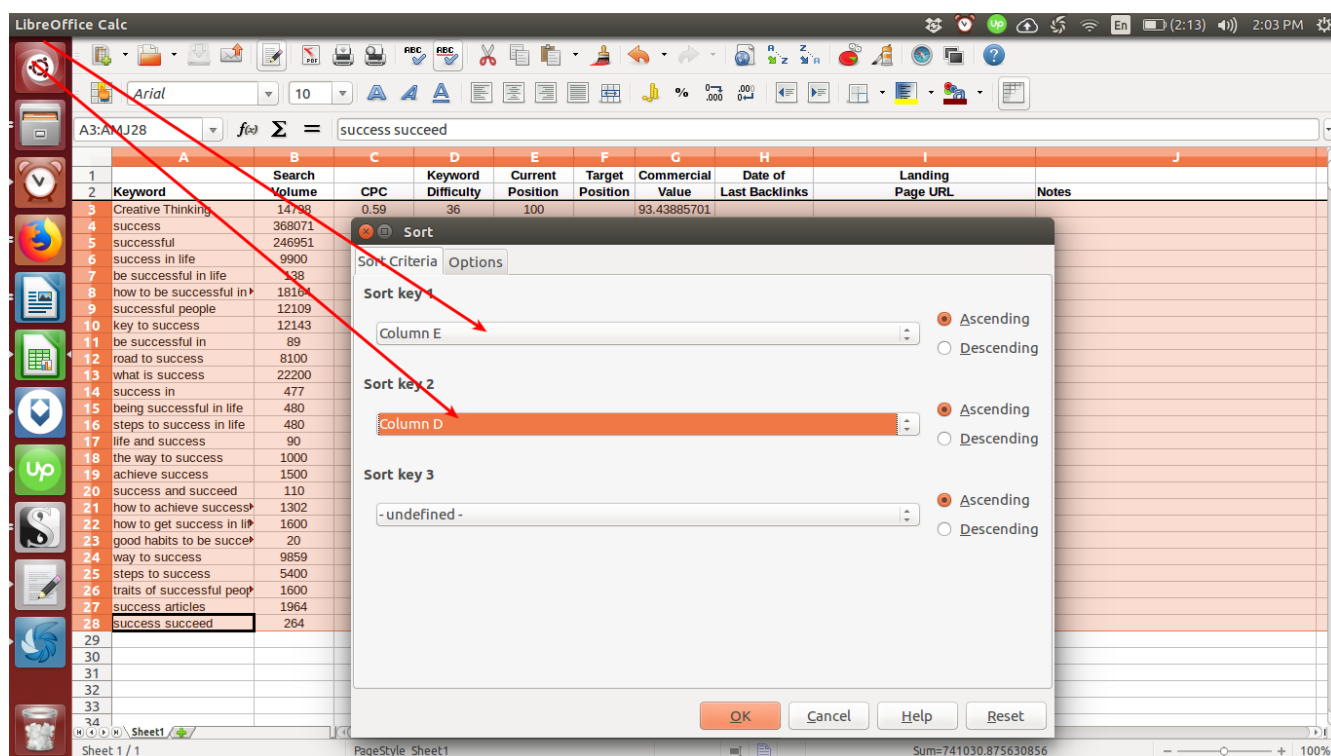
Now that you've gathered all the keywords and data, you want to select which keywords you'll want to actually focus on in the coming months.

Particularly, we want to pay attention to any new keywords you gathered from Google Analytics. This is because you already rank for these keywords. And it's easier to go from page 2-5 to page 1... than it is to go from no ranking to page 1. So you may want to focus on these keywords instead of the others in your spreadsheet.

So now you want to sort your spreadsheet again. But this time we'll do it a bit differently. We'll do what's called a "2-stage sort." First, it will be sorted by current position. Then it will be sorted by keyword difficulty.

To do this, we'll use the same steps as we did earlier in this guide. We'll select all the keyword rows. Then we'll click "data" at the top of the software. Then we'll click "sort" on the menu that pops up. This time, we'll use two drop-down menus instead of one.

Set the first drop-down menu to "column E." Set the second drop-down box to "column D." Put both the radio buttons to "ascending."



Now, go through all the keywords where you are already ranking (those with a current position of 50 or above). And look at them in order top-down. You want to find keywords where it has a low keyword difficulty and a high commercial value. If you notice any that score substantially better than the rest you're seeing, put it in bold. (to bold it, use the same steps as earlier in this guide. Select the row and then press control+B on your keyboard).

When you go to get more backlinks for your SEO campaign, you'll do the same as before. You'll start at the top of the spreadsheet and work your way down. And you'll focus on the keywords that are in bold.

For creating new content landing pages, you'll start with the keywords that you don't yet rank for. And focus on the keywords in bold.

## Step #2: Create Your Landing Pages

For those that don't know, your landing pages are the pages on your website that you'll rank in Google's search engine.

Since this is a guide about backlinks, not landing pages, we won't give you an in-depth treatment of this subject here. But we will say a few things that are important. Because if your landing pages aren't done right, all of your effort getting backlinks will be wasted.

This is because Google looks at more than just backlinks when they decide who ranks in their search engine. Particularly, they look at two ranking factors that tell them how good your landing pages are (as well as how good your site is). They are...

- **Ranking Factor #1:** Google looks at the “bounce rate” of your website. A bounce occurs any time someone visits your website and then immediately clicks the back button. To Google, this is a sign that the user didn't find what they were looking for on your website. The bounce rate is a % representing how often a bounce occurs on your website.
- **Ranking Factor #2:** Google looks at how long searchers stay on your website before searching again. In Google's mind, a user staying on your site longer means they are finding what they are looking for. Otherwise, they'd have no reason to stay on your site.

In order to stay on the front page of Google, these two values must be better than the competing sites that also want to rank for that keyword. Because, ultimately, Google's main thing is making the best recommendations to their users. And these two factors tell them if your site is really what people are looking for.

All those other ranking factors you'll hear out there can help get your site to the front page of Google. But you won't be on the front page for long unless you do well for these two ranking factors we've discussed above.

And it's these two ranking factors that most businesses never hear about and overlook. Because most SEO training materials overlook this stuff or just don't know about it.

And, indeed, this is the reason most business owners and marketers struggle with their SEO campaigns. They are getting backlinks and other ranking factors. But their website just isn't up to par with the competition on the keywords they are targeting.

So it's critical that your landing pages (and your website) are excellent. For best results, they should be better than all competitors on that keyword. That's the goal to aim for.

**STOP right now and read our companion report** that covers on-page SEO (SEO factors related to your website itself). It's called **“How to Setup Your Authority Website For Automatic Traffic.”**

In this report, you'll discover the 4 most important things you can do to make your website rank higher in Google. (without these things, it's much harder to rank high in Google. Even if you're doing everything else right.) Plus, you'll get step-by-step instructions for setting up your site according to these guidelines.

You'll also discover how to create a high converting website. That is, for you to make any money from SEO, your website needs to not just rank high in search engines. It must also convert website visitors into customers who take out their wallet and make a purchase.

If it doesn't do that, you won't make any money... no matter how well your site ranks in Google. This report shows you how to make sure your website actually makes money from your SEO efforts.

To be clear, this report isn't required for the rest of this report to work. But it's likely to be very helpful for getting your site ranked. Especially if you are new to SEO and new to creating a website with high conversions.

## **Google Now Looks At Your Entire Site**

Having a great site is also important because, in the past, Google's algorithms just looked at each individual page of your website. So



when Google was deciding if they'd rank your page, they'd just look at that one page on your site. Today, their algorithms are much more powerful. They now look at your entire site when deciding if they'll rank an individual page. Your site gets evaluated first.

And several independent studies have confirmed that the rating of your website as a whole actually matters more than the rating of the individual page you are trying to rank in their search engine.

So in order to succeed in SEO, you need to build an entire site – **an authority site** - that is worthy of being on the front page of Google.

This makes it important to follow the guidelines in that on-page SEO report we mentioned.

## **Having A Great Site Helps You Get Natural Backlinks**

If you have a great site with interesting, controversial or unique content, people will want to share your site with others. This includes bloggers and companies who will share your site with their followers and readers. You simply make content that is so good people want to share it with their followers and readers.

## **Landing Pages Step #1: Create Your Pages**

If you're just starting your SEO campaign, we recommend you start by creating your first 10 landing pages targeting each keyword phrase. Make sure to do this based on the “top ranking opportunities” spreadsheet. And follow the guidelines in the on-page SEO report when you create them.

Just open the “top ranking opportunities” spreadsheet. Then start at the top of the spreadsheet. And make a landing page for each bolded keyword starting at the top and working your way down.

## **Landing Pages Step #2: Launch Your Page**

Each time you finish a landing page, publish it to your website. Then put the URL for that page under the “**landing page URL**” column in the “top ranking opportunities” spreadsheet. Keeping the URL here makes it obvious which pages already have landing pages and which ones don't. This avoids confusion in the future.

### **Landing Pages Step #3: Setup Rank Tracking**

Once your landing page is live on your site, you want to setup tracking where you rank in Google. This is important because it helps you manage your SEO campaign. **It helps you make strategic decisions about where to focus your efforts in your SEO campaign.** If this doesn't make immediate sense now, it will by the time you've read through this entire report.

We already gave instructions for setting this up earlier in this guide. So we won't repeat it here. Just follow the same instructions. Open [serpwatcher.com](https://serpwatcher.com) then add the keyword you are targeting to your account.

The same thing we mentioned earlier about [kwfinder.com](https://kwfinder.com) applies here too. There are free ways to check your ranking in Google. But it takes an enormous amount of time. Especially because any *real*/successful authority site SEO campaign will one day contain hundreds of keywords.

## **Step #3: Get Backlinks**

Now, with all the prep work out of the way, we're finally ready to get backlinks. Before we could talk about backlinks, we had to talk about selecting the right keywords... and we had to talk about creating excellent landing pages. Only with that foundation in place are we ready to get backlinks. Without that foundation in place, we could waste immense amounts of time building backlinks for the wrong pages and get almost no results from our SEO campaign.

I'd like to start by giving you a warning. Most SEO training materials

(including all the free stuff on Google) will give you a really long list of different ways to get backlinks. **But some of these backlink methods are much better than others.**

In this guide, we aren't going to give you a comprehensive list. We are going to focus on just **the few most powerful ways to get backlinks.** Focusing on these few methods is how you get extraordinary results from your SEO campaign. We recommend you steer clear of most methods for getting backlinks. They just don't get as much results for the time and money you have to put in.

The backlink methods in this guide will get you the most bang for your buck. Maximum leverage, minimum effort.

## Selecting Where To Target Your Backlinks

Before we dive into the backlink methods, we need to share one last process for selecting which keywords and landing pages to focus on. Earlier in this guide, we covered two processes for selecting which keywords to target for your SEO campaign when you don't have any rankings in Google yet. These two processes represent the first two steps for deciding where to focus your SEO efforts. This process we are about to cover is the third and final step.

In this step, you'll learn how to make strategic decisions once your campaign has already begun and you already have pages ranking in Google. Because, as you'll learn in a moment, you'll have to keep making decisions about trade-offs for your SEO campaign every month.

And all it all pays off in the end. Because, if you do these processes on a regular basis, you'll be spending your efforts in the right places, and get far greater results. You'll avoid the common pitfalls and frustration, avoid wasting your time and energy, and have a far more profitable SEO campaign.

This next process is important because the vast majority of your landing pages will require multiple rounds of backlinks to get to page 1 of Google. You'll have to do some backlinks, wait 2 weeks, do some more backlinks, wait 2 weeks, and so on.

You'll have a lot of keywords in your campaign. And they'll all be at a different stage in the process of getting them to page one of Google. So you'll have to make strategic decisions about where to focus your limited time, money and energy. Because you just don't have the time and money to get backlinks for every possible keyword and landing page.

Also, as you'll see in a moment, some keywords and landing pages may turn out to be too expensive to push to higher rankings. So you'll have to decide which pages to push to page one first and which ones to save to maybe do later.

**You'll want to repeat the following process once every 2 weeks.**

If you are just starting your SEO campaign, you won't need to do this process yet. It's not required until you have already started getting backlinks to your website. But, if you're just starting, it's still worth reading about this process now to understand how to manage your SEO campaign strategically.

### **Step #1: Open Your Spreadsheet**

Open Your "Top Ranking Opportunities Spreadsheet" that we used earlier in this guide.

### **Step #2: Update Your Rankings**

As we discussed earlier in this guide, it's important that we know the Google rankings of our existing landing pages. Because it's easier to get a landing page from rank 20-50 to page 1 of Google... than it is to get a landing page from no ranking to page 1 of Google. And we want

to always start by getting the immediate money from our SEO campaign and then scale the rest later.

So we usually want to focus on getting higher rankings for the pages we already rank for. The higher the landing page ranks, the more we might consider focusing on it more. So, in this step, we are going to check our rankings in Google. And we will update the **“current position”** column in our “top ranking opportunities” spreadsheet.

This also gives us feedback about the effectiveness of our previous SEO efforts. **This is important - it will show us how much “link juice” we gained from our last round of backlink building.**

To update your rankings in your spreadsheet, we want to start by sorting our spreadsheet by the “Date of Last Backlinks” column in ascending order. Use the same steps as we did earlier in this guide.

Click “data” at the top of the software. Then click “sort.” Once the pop-up comes on-screen, you'll set the first drop-down menu to column H. Then set the radio button to ascending.

Now, look for any keywords that have their “date of last backlinks” column set to more than two weeks ago. If it's been at least two weeks since the last round of backlinks, we'll update the rankings using [serpwatcher.com](https://serpwatcher.com). Doing it this way saves us a tremendous amount of time over taking the time to update rankings for the entire spreadsheet.

To update the rankings, open [serpwatcher.com](https://serpwatcher.com). Click the “go to app” button in the top right corner. Then click “trackings” at the top. Just like we did earlier in this guide. Then, go through the list and find the keyword you want to update. Then update the ranking in the spreadsheet to match the value on [serpwatcher.com](https://serpwatcher.com).

Once you finish updating the keywords, you want to delete the date in the “date of last backlinks” column for all keywords that you updated.

This way you don't accidentally check these rankings again before getting more backlinks and we don't mix up our data.

### Step #3: Select Which Pages To Focus On

The next step is to decide which pages to focus on next. These pages will get another round of backlinks before other possible candidates.

Start by sorting your spreadsheet using a 2-stage sort. Sort by current position column and then by keyword difficulty. Use the same steps as we did earlier in this guide. Click “data” at the top of the software. Then click “sort” on the menu that popped up. Now set the first drop-down menu to column E. Then set the second drop-down menu to Column D. Click okay.

This puts all the keywords you already rank for at the top. We'll likely want to focus on getting more backlinks for these keywords first.

Now, go through the spreadsheet starting at the top and working your way down. **Look for keywords that meet the following three criteria.**

- High rankings (the closer to page 1 of Google the better)
- High commercial value
- Low Keyword Difficulty

Look for the best keywords according to these three criteria. Put them in bold by selecting the row and then pressing control+B on your keyboard. These are the keywords you'll focus on for getting more backlinks.

### What To Do If You Have An Existing SEO Campaign

If you have an existing SEO campaign, you'll want to add all of the data for your current campaign into your “Top Ranking Opportunities” spreadsheet. Then you'll be able to complete this process. And it will give you strategic insight into where to focus your efforts next.

So add in all the keywords you're already targeting. All the keywords you rank for. All your landing page URLs. Then gather the data for those keywords from [kwfinder.com](http://kwfinder.com) and [serpwatcher.com](http://serpwatcher.com).

## Setting Your Target Position

Believe it or not, you're usually not trying to get your landing pages to the #1 position on page 1 of Google. It's often better to be on page 1 but not at the top of page 1. Here's why...

It's common that position 1-3 on page one of Google are very competitive and difficult to get that rank. The existing pages are just very strong. And it's going to be expensive to obtain those rankings.

On the other hand, it's common that positions 4-10 on page 1 will not have as much competition and will be easier to get. **So, in many cases, you'll want to aim to get on to page 1 but not position #1 of page. It's just a better bang for your buck.**

Note that you might come back and push up these rankings later on if you identify a large number of **buyers** coming from a particular keyword phrase – but to start, getting to page 1 is a huge feat.

This why the “top ranking opportunities” spreadsheet has a “target position” column. This column is where you enter the spot you are shooting for on page 1 of Google. This helps you quickly see which landing pages to target with backlinks. If the landing page has already achieved its target position, it won't need more backlinks.

## How To Select The Target Position

Start by doing this for just the first keyword at the top of your “top ranking opportunities” spreadsheet. Open [kwfinder.com](http://kwfinder.com). Then search that keyword. On the right side of the results page, it will show an analysis of the top 10 websites that rank for that keyword on page one



of Google.

Look at the “**LPS**” column for all 10 competitors. This tells you how strong each competitor is. You want to look for a position on the page (often not position #1 but it could be in some cases) that is easier to get compared to the positions above that on the page.

Identify the highest ranking you can get without encountering higher competition. Then add that position to the “target position” column in your spreadsheet.

Repeat this process for all of the keywords where you are already ranking for that keyword. And schedule to repeat this process on a regular basis. Ideally, you'll do this every time you update the rankings in your spreadsheet.

## **Backlink Method #1: Content Repurposing Backlinks**

In business, you always want to get the most you can for the least cost. One way to do this is to get backlinks by repurposing existing content you've already written. This allows you to get more value from every piece of content you write. And saves you untold hundreds of hours you'd otherwise spend writing new content for every backlink. So you get more bang for your buck.

Just to avoid confusion: it's true that duplicate content on your site is a bad thing. But submitting similar articles to a variety of different sites is not a bad thing. And is a perfectly valid way to promote your business and build backlinks.

### **Step #1: Write An Article**

The goal is to create a new article by repurposing existing content. So start by keeping a big list of all the content you have written. This could simply be a folder in a dropbox account that holds all your past content. It should include all guest posts you've ever written, all blog

posts, all SEO landing pages, all information products, all whitepapers and all emails you've ever written. Any and all content. Then go through that content with the following ideas in mind and look for opportunities.

If you're brand new and have absolutely no information about your industry and nothing unique, fear not. Now is the time to start building your file by researching, writing, and curating your own portfolio of great content related to your market.

Here are some good places to start for doing this...

- Break a larger article, whitepaper or information product into multiple smaller articles with your own notes.
- Combine 2 or more articles into your own unique larger article.
- Scan through existing content and look for possible topics that could be extracted out and made into their own article (usually these will be a smaller part of the article or a bullet point on sales copy, but they can actually be "hooks" for their own article too).

Also remember to rewrite each section instead of just copy and pasting things together and leaving it at that. To make this easy, just look for new ways to say the same thing. An easy way to do that is to look at other written articles or advertisements and use them for ideas.

For example, read the opening of an article and then ask yourself "how could I rewrite a section of my article to be similar to that?" And just start writing down ideas **without stopping yourself** to evaluate the ideas.

This makes it easy to break yourself out of a creativity rut and get you rewriting things more easily. The goal is to just get writing instead of staring at the page. Once you're moving along, it's much easier to keep going and keep coming up with ideas.

By going through your content with these ideas in mind, you shouldn't have any problem coming up with new content by repurposing existing content.

If you're just starting out and don't have any existing content yet, **start by writing the content for your first 10 SEO landing pages.** Then follow the process above based on those 10 pieces of content.

## **Step #2: Save Your Article**

Remember to save every article you write, as you write it. I can't tell you the number of times I've gotten hosed because Windows decided to restart my computer for me when I step away and hadn't saved my work.

## **Step #3: Post Your Article To Your Blog**

Post the article you've written to your blog, and make sure you've tagged it and categorized it with the proper keyword phrase you're looking to target for that article. (If you have already have a landing page on your blog targeting that particular keyword, and the articles you are posting are for additional backlinks only, skip steps 3 and 4.)

## **Step #4: Ping The Article On Your Blog**

Once you've posted your article, use [Pingomatic](#), a free service by Wordpress, to notify all the search engines that you've updated your website and that your article is posted. If you setup your authority site properly following the instructions in the accompanying tutorial, you'll find that you'll get an extra boost because your sitemap will be updated at the same time, making Google even happier.

Our next step is to take your article and distribute it across the top websites. **When going through this process and submitting your articles, put a note at the top that lists all the places it was submitted**

**online.** Because, later, when you come back to add new sources for backlinks, you can take these same articles you write and just push them out to a larger number of websites, add more plugins for further distribution, and so on.

### **Step #5: Submit It To Ezinearticles.com**

Once you've created a new article and posted it to your blog, it's time to distribute it to the top sources that will get you the backlinks you need. You should start by submitting it to ezinearticles.com. This is the highest ranked article directory in Google's eyes. It's a good backlink to get, and easy to do.

So visit ezinearticles.com and look for the link on their site to sign up. Then find the link to submit an article. Simply fill out the form by copy and pasting your article in. Then write a bio box that describes who you are and your background.

When submitting it, you want to put the backlink to your site in the bio box section of the article.

Also be sure to fill out your profile on EzineArticles.com and link back to your main website. This is another free, high-quality backlink from EzineArticles.com.

### **Step #6: Record A Video Of Yourself Reading The Article**

A great way to get several backlinks is by distributing a video to several sites. To make this easy, just make a powerpoint slideshow presentation that covers the main talking points from your article. Then you'll record a video of your screen showing the power point slideshow while you read the article as a script.

If you don't have Microsoft powerpoint, you can get a free alternative called Libre Office Impress at libreoffice.org. It has all the same features as powerpoint. Simply create your slideshow in Libre Office

Impress then hit the F5 key on your keyboard. This will put it in slideshow mode. Then you can use your arrow keys to go back and forth through the slides of the slideshow as you talk.

For recording your screen, you can use the free software called “cam studio.” The [Camstudio website](#) has a free tutorial on how to use it.

**Automation Tip:** You can outsource a voiceover and get someone to create powerpoint slides and sync it fairly easily and cheaply. This is something you will want to automate once you can afford it, since it’s so effective.

### **Step #7: Submit The Video To Youtube.com and Vimeo.com**

Just like the ezinearticles submission, you want to follow the same steps for these two video sites. But this time put the backlink in the description box when submitting the video. You won’t be able to include anchor text, but a link back to your authority website is all you’re linking for. And if your articles are engaging enough, you’ll naturally get organic traffic coming through your links.

### **Step #8: Ping Your New Backlinks**

Let the search engines know that your new articles have been posted, and that they’re all pointing back to your blog.

### **Step #9: Repeat Across Your Initial 10 Articles and Evaluate**

Once you’ve gone through that process with your first keyword phrase, repeat it for the other keywords you intend to post in your first run. You’ll want to wait 2 weeks and see what rankings you gain for the keywords you are targeting. Then, based on your ranking improvements over that time period, you’ll know if you should get more backlinks or if that was good enough.

## Backlink Method #2: Guest Posting

Some of the best backlinks you can get are from being a guest author on popular blogs in your niche. This is because the backlinks from a popular site is worth a lot more than a backlink from a less popular site.

Even more importantly, **you can get a lot of direct traffic from this method too**; from people who read your post clicking your link in the post. Also, doing guest posts promotes your content and can lead to getting more backlinks from other sites that decide to share your content too.

This also tends to get easier over time. Because the better you're known in your niche, the easier it is to get more guest posting opportunities. And doing guest posts enables you to become well known in your niche. So you can get more results over time.

The best case scenario when doing this is to look for opportunities to become a regular contributor to a site. This allows you to keep getting new backlinks without all the legwork of contacting sites and negotiating the initial deal. Negotiating the initial deal takes a lot of time. Negotiating a second deal or third deal usually doesn't take much at all. Because the site owner already trusts you (as long as the first deal went well).

### Step #1: Make A List of Blogs To Contact

First, we'll start by making a list of blogs to contact. Then, later, we'll contact them. This may seem strange to some people. But it's actually faster this way overall. Any time you can divide tasks into two different phases, it usually speeds things up. Because you get more focused into one mindset (and so become more effective at that task) instead of constantly switching tasks and never getting "in the zone."

To do this, we'll use the **Guest Posting Relationship Tracker**

spreadsheet that came with this report. This helpful because you will be contacting a large number of site owners. If you tried to keep track of it all in your head, you'd be overwhelmed and a lot of stuff would accidentally fall between the cracks. The spreadsheet helps keep track of who you've contacted and what's going on in the conversation. **Use this to begin building a rolodex of important people in your industry.**

## Finding Blogs

The best place to start is searching for blogs that already do guest posts on a regular basis. These blogs will be more open to the idea and will require less convincing.

To find these blogs go to Google and type in “guest post <keyword>” But instead of “<keyword>” put one of the major keywords from your market. A good place to start is by going to your keywords spreadsheet and grabbing all keywords with at least **5,000 searches per month**. Do the above search for guest posts using each of those keywords once. This will help you find all the related blogs in your niche.

Once you've done that, you'll want to think of keywords that are closely related to your other keywords. Then search those. For example, if your business is about internet marketing, some related industries would be SEO, PPC, content marketing and many others. All of these keywords represent different larger segments of the market. And you'll want to make a list of these larger keyword segments. Then search for all of them looking for guest post blogs.

As you do that, you want to pause and check out the blogs that come up. So check out the first 2 pages of search results for each keyword search you do. Add any blogs to your tracking spreadsheet.

## Finding Contact Information



In the previous step, we searched for blogs that already accept guest posts. So they should have a page on their site where you can contact them about doing a guest post. So now it's time to poke around their site and find their contact information.

If you don't find anything, try the "contact us" page or "contact" page. It's usually listed either at the top of the page or at the very bottom of the page. Not all sites have a contact page, though.

If you still can't find their contact information, find the name of the blog owner. It's often on the "about us" or "about me" page. This is often listed at either the top or bottom of the page. Once you find their name, search for them on Twitter and Facebook. You can contact them through these platforms. Alternatively, they may actually list their social media profiles right on their website. If they do, you can find their profiles that way and then contact them.

Whatever information you find, make sure to add it to the tracking spreadsheet. Later, you'll use this information to contact these blogs.

Gathering this list of blogs and their contact information will take some time. But doing this now is going to save you a lot of time overall. So it's well worth doing it this way. Also, you usually need to contact a lot of blogs to get even a few guest posts, especially when you're just starting out. This is why you want to start with a big list of potential names.

## **Step #2: Contact Blog Owners**

Once you've finished the previous step of gathering a list of blogs to contact, it's time to start contacting the blog owners. But, before you do, you'll want to develop a good pitch. Doing this makes it much more likely that you'll get a guest post deal.

To develop a good pitch, you'll want to develop a good concept for the guest blog post you'll do. Then simply share the concept with them. If

it's a good concept, they'll be much more likely to accept your offer than if you didn't explain your plan to them. People just like to know the whole deal before they agree to something.

To develop your guest post plan, you'll want to visit their blog and go through their blog a bit. This will enable you to make a **more meaningful connection** with the blog owner as well. You'll be able to complement them on their blog, with specifics.

As you go through their blog, take note of what their **most popular topic** seems to be. If you write a post for that topic, it will likely increase your odds of being accepted. Your guest post pitch will also be more likely to be accepted if your post concept expands on an existing post on their blog. That way you know it's going to be relevant to them. It also allows you to bring up their blog and show that you are familiar with it. Also makes it easy to complement their blog at the same time.

So scan their blog and look for a post you like and a post that you can expand on with your guest post. Try to think of related topics that you could write about. Write down your ideas and the URLs for the original blog posts in a separate text document. Once you've landed on a really great concept, you'll be ready to contact them.

So go ahead and write up an email proposal. But remember: it should mention a specific post of theirs that you liked and can expand on with your concept. It should be part of their biggest topic on their blog. Also, your concept should be original and unique. And make sure to explain why they should pick your guest post concept.

Use your sales, copywriting and persuasion skills and **explain to them what's in it for them and how it will benefit them, their blog and their readers.**

(Note: The [Work1099 Member's Area](#) contains plenty of tutorials about improving your copywriting skills.)

We recommend that you address the blog owner like you would talk to a colleague in a social setting.

Once you contact them, make sure to fill out the tracking spreadsheet. Particularly, fill out the “where we left off” column. If it was the first contact, you can just put “sent initial contact, awaiting a response.” Then put the date you contacted them in the column to the right of that. This will come in handy in the next step.

### **Extra Credit**

If you can, also tell them you’ve done successful guest posts before and give them a link to 1-3 previous successful guest posts. If you can’t say that about guest posts, you can say you’re not new to blogging and then link them to the most successful posts on your blog. It is important to include writing samples no matter what, so that the blogger knows what you’re targeting.

If you’re new to this, don’t worry. This isn’t required but does help if you can. And in a few months, you’ll have some guest posts under your belt and will be able to include this in your pitch.

### **Send Follow-Up Emails If Needed**

You’ll also want to add something to your calendar 2 weeks from now. You want to check back in with this spreadsheet and see if there’s anyone you contacted but they didn’t contact you back. If there is, you want to send them a follow-up email. Sometimes, all they need is a little reminder to get them going. You can use the template below to follow-up...

From: Your Name  
Subject: RE: {Previous Title Here}

Hey <their first name>,

Just making sure you got my earlier email about this - not sure if it got caught in the spam filters or some other technical glitch ... :-)

<Your Signature>

### **Step #3: Write The Guest Post**

Once you've had someone agree to a guest post deal, you're ready to write the guest post. But there are a few things you'll want to keep in mind...

Remember the guest post concept you developed when pitching the site owner. Make sure your blog post delivers on what you offered.

You want to be able to write a guest post for this site again in the future (for more backlinks). So you want to write a **really** good post. Be willing to spend more time on the post than you usually do.

People are also more critical of you at the beginning of a relationship. So it's a good idea to spend even more time on your first post for their blog. This is the time to really impress them. For later posts, once they know you more, they won't be as critical and you can get by without spending as much time on the posts (but it still needs to be excellent, of course).

Remember to include a bio box for yourself at the end of the article. It should sell the audience on visiting your site by sharing the main benefits you offer (think of your USP), and your main credentials and proof elements. Then include a link back to your site (the backlink) and share your social media profiles.

### **Step #4: Expand To Other Blogs**

Once you've contacted all the blogs on your tracking spreadsheet, you may want to expand your guest posting to even more blogs. Keep in mind, this is not required. You may get all the backlinks you need from the blogs you already gathered – there is an opportunity cost and tradeoff for every backlink and post you do, as you know. If that's the case, you can skip this step. But if you didn't get enough backlinks from that first round of gathering, this is for you.

The reason we saved this step for later is because the earlier step called for finding blogs that are already doing guest posts. These are easier to get. Now, we are going to look at blogs that are not already offering guest posts. This usually takes more convincing the blog owner and more time. So we wanted you to finish that first list of blogs first. But it's still worth the effort to expand that list if you need more backlinks.

To do this, simply repeat the steps from earlier in this guide. But, this time, you are going to type different searches into Google. But you'll use the same keywords as before. Here's what to search for...

Search Google for "<keyword> +blog" This will find a list of blogs in your niche. If you are in a large market, this will pull up tons of blogs. Far too many for you to contact all of them. So you need a way to reduce the list down. So you'll want to only add it to your tracking spreadsheet if it's a high traffic blog.

You can check their traffic level on [alexa.com/siteinfo](http://alexa.com/siteinfo). Then record this information on your tracking spreadsheet. Then, later, you'll be able to eliminate blogs from the list that don't have high traffic (or at least just contact the highest traffic blogs first). Anything ranked in the top 1 million in the US or your region will likely provide a sufficient backlink if the effort is minimal, anything in the top 100k is fantastic and should be a high priority.

Then, once you've searched all of those, you can also search for podcasts in your market. Search in Google: "<keyword> +podcast"

If you find relevant podcasts, you may be able to get on as a guest. Then get a backlink that way (and great content for your own blog, respect as an authority, and much more.)

This will take some hours to gather a long list of blogs. But if you plan on doing a substantial amount of guest posts for backlinks, you'll end up using the entire list. Your efforts are going to good use.

## **Planning Your Backlinks Campaign**

The content repurposing backlinks and the guest post backlinks are the most important backlinks to focus on. For the most part, you're better off ignoring other types of backlinks and just focusing on these two. Just get good at these 2. And expand them to push your content out to even more sites.

When planning your campaign, keep in mind that content repurposing backlinks is always readily available. You can always immediately go out and get more of those backlinks, whereas the guest post backlinks take time to setup and aren't always readily available (unless you have a lot of guest posts already setup).

So any time you want to rank higher for a keyword, you can go ahead and get more content repurposing backlinks. But you'll have to be more conservative with the guest post backlinks. Only use these backlinks for the most important pages to rank, or for more competitive keywords, once you feel you can start competing for them.

Also, after you get backlinks to a page, remember to use the "Date of Last Backlinks" column on your spreadsheet. Every time you get more backlinks, you want to put the date in that column.

This is because you need to wait 2 weeks before checking for a change in your rankings. And you want to see how far you get before

you invest more resources into backlinks. So you don't overshoot your goal and waste resources. So we need to keep track of the date since the last backlinks.

When filling out the "date of last backlinks" column, use the dd/mm/yy format. For example: January 18<sup>th</sup> 2018 becomes 01/18/18. By using this format, it allows us to sort the spreadsheet by this date later on. This is required for the process we discussed earlier in this guide.

## **Regular SEO Maintenance**

SEO isn't as simple as getting some rankings and then forgetting it. If you don't maintain your rankings, they'll go down over time. There's competition in the marketplace. And other people are also trying to rank for those keywords (especially for the more competitive phrases).

So when you check your rankings every 2 weeks, you'll also want to check pages that are already ranked as high as you plan to get them. If their rankings starts sliding down, you'll want to get them another round of backlinks to get the rankings back up.

(When you check these rankings, you can just do it on [serpwatcher.com](https://serpwatcher.com). It's not always necessary to update the rankings in your spreadsheet, it's just easiest when you are getting started.)

You also might consider getting some additional backlinks to your keywords on a regular basis to help cement your position for the long haul. You'll have to decide if your business is in a position where it can afford to spend the resources doing this.

If your positions begin to slip and additional backlinks do not appear to be helping, see what your competitors are doing to start outranking you. Is their content longer? More keyword focused? More social? Better backlinks?

Lastly, you'll also want to maintain your existing backlinks and ensure



they remain active. Over time, some of your backlinks can become accidentally broken. So you can use a tool like [monitorbacklinks.com](https://monitorbacklinks.com). It will tell you if any of your links become broken for any reason. Then you can contact the site owner and ask them to restore it. It's worth checking this once a month.

### **Warning: Don't use the exact keyword in the anchor text**

The anchor text is the text that appears as a blue link on a website. You used to get high rankings by putting all the anchor text to the keyword you were trying to rank for. But now Google penalizes doing this too often. Unfortunately, a lot of SEO guides are still saying this out there. So we thought we'd warn anyone from doing this again, though we've already mentioned it.

Instead, your anchor text should be something that entices them to click the link. The best way to do this is to simply use the same or similar text as the headline of the article on that page. Usually whatever got them to click to see the article will get them to click again to visit your site.

### **Go Get Started**

This tutorial has shown you the most important things you need to know to run an SEO backlinks campaign. Now that you've read this guide once through, it's time to go back and **start implementing**. Make sure to make use of all the processes that are in this tutorial. They'll save you a lot of resources and greatly increase the effectiveness of any backlinks you get. **Always remember: backlinks can only be effective if they are focused on the right pages.**