

An Easy to Follow SEO Blueprint – Part III of III

By Fernando Ceballos & Raymond Fong

Alright, here's the final installment of our 3-part SEO series for the Magnetic Sponsoring Inner Circle newsletter.

If you missed the previous two installments, you can find copies here so that this one will make sense to you: <http://www.seonetworker.com/blueprint>

Back when Google had just started, there was a phenomenon going around the internet called, "*Google Bombing*". This Google Bombing phenomenon was responsible for some pretty odd #1 rankings during the early days of search.

For example, there was a time when the #1 position on Google for the search "*miserable failure*" was the Official White House profile for George W. Bush.

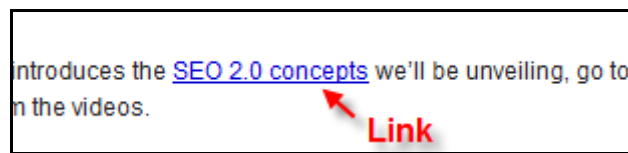
How was this possible? Simple.

There was an organized effort by various bloggers and forum junkies around the world to place hyperlinks on every website they could, pointing back to George W. Bush's Whitehouse profile, with the anchor text "*miserable failure*".

But aside from practical jokes, some SEO folks used this strategy to make tons of money by achieving high search rankings for whatever keyword they wanted - regardless if their website actually deserved that high ranking or not...

You see, back then, Google's search algorithm was very basic and primarily based search rankings on how many other people linked to your website and also the text they used for the linking (called anchor text). The more links you had coming in with the same anchor text, the higher your ranking is for that same text.

(Anchor Text is the text, which actually makes up the link.)



Google has since then caught on and has made changes to their search algorithm.

As a result, George Bush has disappeared from the coveted top spot for "*miserable failure*" and people who solely depended on links for search rankings saw their businesses implode overnight.

This is the reason why the previous two newsletters were on On-Page SEO factors.

Google now not only take into account the incoming links to your website, but it also weighs heavily the quality of the content on your site as well as the organization of your content. Their goal is to quell the practice of Google Bombing and improve the relevancy of their search results.

However, make no mistake about it... getting links from other websites continues to be a HUGE determining factor in how well your website will rank on Google and other search engines - you just have to bear in mind the other components of SEO along with HOW you are getting those links.

Let's look at some legit "Google approved" ways of getting inbound links.

Link Building – The Final Piece of a Powerful SEO Strategy

So how exactly do you get other websites to link to yours? Well there are a number of different strategies. Here are some of our personal favorites...

- 1) **Article Marketing** – Submitting articles to directories like EzineArticles.com or AssociatedContent.com is a great way to build some incoming links to your website and it's totally free.

Depending on how much time and money you have, you may want to outsource the writing of articles, since it can be a little time consuming. Craigslist is a great way to find starving-college-students who would be willing to write 350 word articles for as little as \$10 a pop.

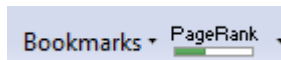
- 2) **Social Media** – similar to the article marketing, submitting content to social media sites in the form of a video, podcast, article or image, is another way for you to strategically place links pointing to your website. This link would usually be placed in the media description or in the resource signature.

Just a heads-up though, as we discuss in details in <http://www.SEONetworker.com>, make sure you are actually adding value or else you risk getting punished by Google...

- 3) **Websites You Own** – if you have a few websites you own and control, then linking to the website you are SEOing from another website is an easy and powerful way to create links to your site. This is especially true if the website you are linking from has been around for a few years and has built up high Page Rank.

We've had some amazing results finding a use for old, outdated HTML websites, because we are leveraging their age and high Page Rank.

(Page Rank is a rating Google gives all websites as a measure of their authority in the market.)

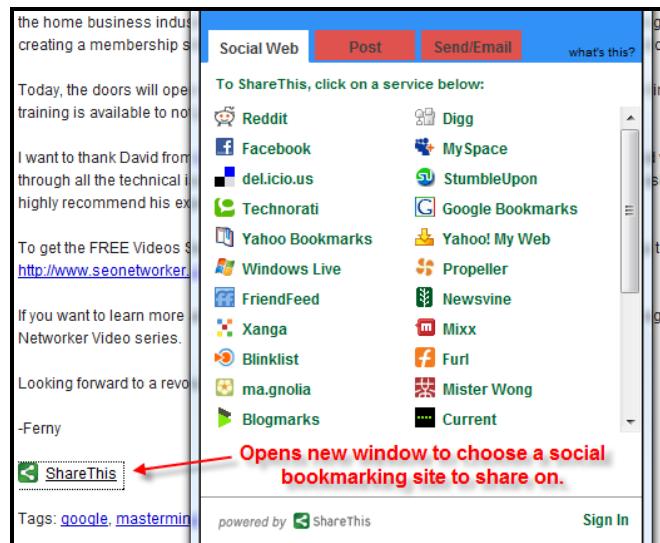


You'll need to install the Google Toolbar on your browser to have the Page Rank of the website you are viewing displayed. You can download from <http://toolbar.google.com>.

- 4) **Social Bookmarking** – using social bookmarking to point links to your website is a good way to do Link Building, as long as you are not using automated tools to create these links across dozens of bookmarking sites.

Automated tools leave “footprints”, which Google will interpret as an attempt to SPAM the search engines and you run the risk of getting your website banned.

A great alternative to automated tools for some viral & passive SEO link building, is to encourage your readers to bookmark, Digg and share your content by adding widgets such as the one available from ShareThis.com. Not only will you build links, you'll also be spreading your content virally.



Advanced Link Building Strategies & Tactics

There are other VERY POWERFUL link building strategies you can take part of, including the participation in link exchanges and link directory submissions.

However these strategies require that you understand how exactly to use these services, the risk involved in using them and how to mitigate this risk. Once you manage this risk, you'll be able to take advantage of them correctly and make your link building efforts passive and automated.

But with great power comes great responsibility, which is why it is beyond the scope of this series.

If you'd like to learn more about some of these advanced strategies and get more detailed information on how we approach SEO to generate leads for our network marketing businesses, you can visit us at www.SEONetworker.com for more free training, videos and an opportunity to mastermind with us.

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We hope this information has been helpful and don't forget to implement right away!

To Big Search Engine Traffic,

Ferny Ceballos & Raymond Fong

P.S. If you'd like to be in the loop about future SEO training and consulting we'll be doing, feel free to visit us at www.SEONetworker.com and sign-up to get more free videos on SEO and achieving top rankings on Google.

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