



Backlink Solutions Special Report

By: Chad Cook

www.backlinksolutions.com

Copyright Information

Copyright © 2007 BacklinkSolutions.com

ALL RIGHTS RESERVED. No part of this report may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without the expressed written, dated and signed permission from the author.

LIMITS OF LIABILITY / DISCLAIMER OF WARRANTY: The author and publisher of this book have used their best efforts in preparing this material. The author and publisher shall in no event be held liable for any loss or other damages, including but not limited to special, incidental, consequential, or other damages.

This manual contains material protected under International and Federal Copyright laws and Treaties. Any unauthorized reprint or use of this material is prohibited.

Table Of Contents:

1. Introduction To Back Link Building

Discover the power in back link building the right way.

2. Problems With Building Back Links

Why building back links can be so difficult for web site owners.

3. The Solution To The Problem

The solution i recommend to help send your SERP's into hyper drive.

4. Turbo-Charging The Process with w.Bloggar

What is it and how to effectively use it to your benefit?

5. FREE Article Snippet Generator

My personal script for speeding up the process of link building.

6. Gathering Your Content

Recommended sources for gathering content.

7. Putting It All Together

The five-step summary i use.

8. Final Words

9. About The Author

Introduction to Back Link Building

The purpose of this guide is to stress the importance of back links and show you an alternative approach to link building. I will keep this short and to the point... no beating around the bush.

Let's get started...

To be a successful Internet webmaster/ businessman (or woman), you'll **need traffic** and **conversion**. Without a combination of the two, you are a sinking ship. If your targeted audience cannot find your site, then in turn your sales will suffer; Whereas if your audience can find your site, then the odds of converting these visitors into buyers increase substantially. The more visitors you have coming to your site translates into greater opportunity. High quality targeted traffic and solid conversion rates are important factors in determining whether you are a success or a failure online.

Obtaining back links is one of the most important parts of SEO (Search Engine Optimization).

Did you know that high quality one-way relevant incoming links are very important when search engines rank your sites? Relevant content and LSI (Latent Semantic Indexing - explained shortly) play a very big role as well. The problem most webmasters often face is:

How do i obtain enough back links to secure top rankings in the search engines?

The answer may seem simple, but in reality it's not so easy. **Back links can make or break a web site's ability to draw traffic and organic rankings from Search Engines.**

The good news is that there are a boat load of ways to obtain back links for your site(s).

Below is a list of possible ways to gain back links.

1. **Social bookmarking**
2. **Submit articles to article directory sites**
3. **Reciprocal link to other sites**
4. **Email webmasters and ask for one way links**

5. Use signatures in your forum posts where you communicate
6. Build content that generates linking to your site based on unique information
7. Offer a valuable service that requires a link back to your site (syndicated content for example)
8. Buy links outright (paid inclusion in niche directories, etc.)

Although there are many ways to obtain these inbound links; There are also obstacles. **Time and money are amongst the top reasons for failure** in the link building field.

When it comes to getting back links to your sites you need to understand that **if it's not a quality link then its pretty much useless** and could prove to be more **harm than good!**

So what is a quality link you might ask?

Let me break it down for you:

1. The **relevancy of the site** that is linking to you is extremely important. If it's not related to your industry - pass on it!
2. **The older the link - the better.** Age plays an important role here so finding places that will hold your link for a long time is a good idea. (I'll help you solve this issue in this report)
3. **Non-reciprocal links** are the best (one way links) – Google holds more value in a one way link.
4. The **location of the link** on the site linking to you plays a factor. More weight is placed on the link if it is closer to the top of the page and if the anchor text is linked **within content** (even more bonus points).

Example:

What Notes in Essential Oils Means in Aromatherapy Circles
Aromatherapy is based on the use of essential oils. There are a number of different essential oils that are used in most [aromatherapy](#) circles. Most recognize more than 150 different essential oils as important to the practice of aromatherapy. In order to help classify these essential oils, notes or the characteristics of the scent are used. There are three types of notes: top notes, middle notes, and base notes.

5. The **number of links** that you have pointing to your site is a big factor! Look at how many back links your competition has... then get more quality links to yours!

6. Lastly, the most important thing to remember is the use of **quality anchor text**. Target your keywords and LSI here. If you don't then all of your hard work on obtaining back links would be a complete waste of time. The secret here is to vary your KW in the links. Do not run out and get 100 links pointing to your site with your top KW. You need to mix it up with your LSI keywords as well. The SERPS love this!

What is LSI or Latent Semantic Indexing?

You'll need to know your LSI or Latent Semantic Indexing and how important it is with the latest algorithm updates to search engines like Google, Yahoo and even MSN.

LSI is based on the relationships as well as variables of words with your main keyword phrase and the weighting that is added to those keywords.

Latent Semantic Indexing is the latest in SEO search engine optimization for better keyword ranking in search results.

You Can Get Better Search Engine Rankings For Your Web sites With Latent Semantic Indexing

This is a process or call it a technique that assist the search engines like Google to better rank your content with more relevant information by employing words that compliment the main keywords and key phrases.

Let me explain how LSI works with this example:

Take the keyword Marketing, now by using words like Internet, web site, advertising, web, search engines, site traffic, conversion, etc... Google is able to take the additional information provided to better serve searchers by providing them more relevant results.

By providing the additional terms Google is better able to separate this keyword term and relate it to Marketing on the internet vs Marketing in a magazine or newspaper.

Let's look at another example of Latent Semantic Indexing:

Fork - kitchen, silver, food, dinner, table, dinning, etc.

VS

Fork - street, Rhode Island, road, 95 Harrison Avenue, city, etc.

Google is able to separate the meaning of the search term fork for the kitchen from fork in the road. Help Google supply more relevant content and they will reward you.

So by utilizing Latent Semantic Indexing within your content and employing other SEO factors such as keyword weighting and proximity can separate your sites content from the rest of the junk listed out there.

LSI seems to show more importance than the overall keyword weighting technique that just repeats a key phrase over and over in the copy, which both looks and reads like crap. **LSI holds much more value** to Google than ever before so be sure to write your web copy with it in mind, it may make a significant difference in your rankings.

This info on LSI was supplied from Wayne R. Hagerty at pixseo.com and you can also find a short video on LSI from the URL below.

<http://www.pixseo.com/latentsemanticindexingLSI.htm>

Now before we move on towards the heart of this report... let's first talk a little bit about link building and the different ways one can go about building inbound links. For those that have little or no knowledge about link building please read the following section before I get to the solution to these link building problems.

Link Popularity

Link popularity is a measure of the quantity and quality of other web sites that link to a specific site on the World Wide Web. It is an example of the move by search engines towards off-the-page-criteria to determine quality content. In theory, off-the-page-criteria add the aspect of impartiality to search engine rankings.

Link popularity plays an important role in the visibility of a web site among the top of the search results. Indeed, some search engines require at least one or more links coming to a web site, otherwise they will drop it from their index.

Search engines such as Google use a special link analysis system to rank web pages. Citations from other WWW authors help to define a site's reputation. The philosophy of link popularity is that important sites will attract many links. Content-poor sites will have difficulty attracting

any links. Link popularity assumes that not all incoming links are equal, as an inbound link from a major directory carries more weight than an inbound link from an obscure personal home page. In other words, the quality of incoming links counts more than sheer numbers of them.

To search for pages linking to a specific page, simply enter the URL on Google or Yahoo! this way:

link: <http://yourdomainname/pagename.html>

For searching link popularity and Page Rank from all three search engines Google, Yahoo and MSN I like to use this tool: http://www.iwebtool.com/link_popularity

Reciprocal Linking

A reciprocal link is a mutual link between two objects, commonly between two web sites in order to ensure mutual traffic. Example: Jen and Tim have web sites. If Tim's web site links to Jen's web site, and Jen's web site links to Tim's web site, the web sites are reciprocally linked.

Web site owners often submit their sites to reciprocal link exchange directories in order to achieve higher rankings in the search engines.

Reciprocal linking between web sites became an important part of the search engine optimization process thanks to the link popularity algorithm Page Rank employed by Google, which ranks web sites for relevancy dependent on the number of links that led to a particular page and the anchor text of the link.

Three Way Linking

Three way linking (**siteA -> siteB -> siteC -> siteA**) is also a kind of reciprocal linking but a special case. This type of linking is becoming increasingly popular since some search engines are giving less consideration to the value of normal reciprocal links.

The attempt of this link building method is to create more "natural" links in the eyes of search engines. The value of links by three-way linking can then be better than normal reciprocal links, which are usually done between two domains.

One Way Linking

One way link is a term used among webmasters for link building methods. **It is a Hyperlink that points to a web site without any reciprocal link**; thus the link goes "one way" in direction.

It is suspected by many industry consultants that this type of link would be considered more natural in the eyes of search engines. Similar to 'one way links', there is a three way link building technique in SEO.

There are many theories on text link building and one way links verse reciprocal links. Google is the company that has made this concept very popular with their Page Rank technology. This term is mostly used in the business field of search engine optimization, Internet marketing and online advertising.

Automated Linking

In order to take advantage of the need for inbound links to rank well in the search engines, a number of automatic link exchange services have been launched. Members of these schemes will typically agree to have several links added to all their web pages in return for getting similar links back from other sites. (Not a recommended technique)

An alternative to the automated linking above is a Link Exchange forum, in which members will advertise the sites that they want to get links to, and will in turn offer reciprocal or three way links back to the sites that link to them. The links generated through such services are subject to editorial review.

How Google PageRank uses links as "votes"

Google describes PageRank:

PageRank relies on the uniquely democratic nature of the web by using its vast link structure as an indicator of an individual page's value. In essence, Google interprets a link from page A to page B as a vote, by page A, for page B. But, Google looks at more than the sheer volume of votes, or links a page receives; it also analyzes the page that casts the vote. Votes cast by pages that are themselves "important" weigh more heavily and help to make other pages "important".

In other words, a PageRank results from a "ballot" among all the other pages on the World Wide Web about how important a page is. A hyperlink to a page counts as a vote of support. The PageRank of a page is defined recursively and depends on the number and PageRank metric of all pages that link to it ("incoming links"). A page that is linked to by many pages

with high PageRank receives a high rank itself. If there are no links to a web page there is no support for that page.

Numerous academic papers concerning PageRank have been published since Page and Brian's original paper. In practice, the PageRank concept has proven to be vulnerable to manipulation, and extensive research has been devoted to identifying falsely inflated PageRank and ways to ignore links from documents with falsely inflated PageRank.

Google Toolbar PageRank

The Google Toolbar's PageRank feature displays a visited page's PageRank as a whole number between 0 and 10. Google has not disclosed the precise method for determining a Toolbar PageRank value. Google representatives, such as engineer Matt Cutts, have publicly indicated that the Toolbar PageRank is republished about once every three months, indicating that the Toolbar PageRank values are generally unreliable measurements of actual PageRank value for most periods of year.

Problems With Building Back Links

I can't think of anything more mind numbingly tedious, not to mention soul destroying, than sending out hundreds or thousands of link requests. Whether you do this by hand, or (heaven spare us) automatically, it's **still a hit or miss method**. You could spend a lot of time using this method and not reap the rewards of even obtaining back links from webmasters. It is their web site and they determine the rules! Therefore, if you are trying to build back links for a brand new site, what are the odds of any webmaster trading or giving you a one way link if your site has next to no link popularity?

Fact is, (and while this may seem ridiculous to some) webmasters look for high pagerank before "trading" and before relevance when in turn they should be looking for the opposite first.

Relevance, traffic and the PageRank determine the quality of the link, but are not so easy to get!

The time it takes to build and maintain back links and the cost of buying good high PR back links is far too much if you ask me.

The cost of just a good PR4 starts at about \$20 to \$45 a month and a good PR5 could set you

back \$50 to \$75 a month. Now if you really want to spend the bucks you could drop \$200 up to even \$500 bucks for a PR8... ouch!! Those of you that have shelled out your cash for back links know what I'm talking about.

Take a look at this text link broker site and you can see for yourself what the going rates are. While your there also check out the PR9 prices.

<http://www.textlinkbrokers.com/inventory/sites/pagerank/8#results>

Obtaining back links is the most time consuming, backbreaking task in SEO. Not to mention can be very expensive if buying your back link's one-by-one as illustrated above.

The constant searching and hunting for your next link, regardless of its quality, can be overwhelming and above all else... very time consuming. **Time is money here!**

BUT!

Those days are gone! I have the webmasters ideal " **Back Linking Solution** " here for you... a back link solution that will take you away from those crazy long nights spent hunched over your keyboard, plugging away emailing webmaster after webmaster and praying that your link is added to his or her site.

**While everybody else was still pulling their hair out trying to find out how to build good high quality links to their sites ...
I was quietly building new links to my sites and in the process out ranking most in highly competitive markets!**

Personally, I have found that building back links "with care" has yielded much better results over the long run. In fact, my own personal strategy is to appear as natural as possible when building my back linking portfolio for each site I own.

One last thing before we get started, I urge you to go lock the door, take the phone off the hook and get comfortable so that you can devote your full attention to what you are about to read.

Yes, this report is that important!

It's no understatement to say that what I am about to mention could allow you to **explode your page rankings** – and **online income** – **in no time!**

So without further ado, let's get started ...

First, Why Are Links So Important to Your Sites Success?

Here are two quick reasons:

1. They are "Spider Food"!

Links are essential in order to get new sites crawling with search engine spiders and ultimately indexed so that they can begin to rank for your targeted search terms.

2. They Help Your Pages Build Relevancy!

Links are a major way search engines determine how relevant your web pages are for search terms. By building links from relevant web sites, you are helping ensure your site gets search engine spider action, indexed and ranked accordingly.

The number one thing you should be doing for your sites is building relevant inbound links to improve your search engine rankings.

You see, obtaining high search engine rankings is fast becoming not just about having as many links to your site as possible, but having as many quality, relevant links to your site as possible as well.

Ok, enough rambling let's get to the juicy stuff of this report...

In the next section I'll talk about how I get hundreds of High Quality, Niche related back links from web sites with solid PR, spider activity and all trust by the big three search engines - and to as many sites as i wish!

The Solution To The Problem

With this solution you can now grab hundreds of back links from...

1. Powerful established sites trusted by the search engines

2. **Hundreds of sites to post to, I'll show you how to simplify this**
3. **With varied Page Rank - 1, 2, 3, 4's and 5's you can link from**
4. **Categorized sites, so you can obtain relevant links easily**
5. **Residing on various data centers with unique IP's**

And... **NO!** this isn't some kind of spam comment posting method so you can scratch that thought from the back of your mind - this method has nothing to do with spamming sites.

This service will even satisfy even the most hardcore SEO online marketers looking for strong back links and higher search engine rankings. Any member of these sites can gain some good solid back links to help boost their rankings and send there profits soaring through the roof.

Introducing **Backlink Solutions...**

Backlink Solutions brings you a new solution for grabbing one-way text links from hundreds of sites. This service is one of a kind... and if you can get in... consider yourself lucky as it's only being made available to a small group of online marketers.

So what's so special about Backlink Solutions?

Well ok let me explain...

For starters Backlink Solutions is **not just a membership site, it's a community**... a community of online marketers working together to build an unstoppable back linking solution for almost any niche, and from 100% white hat sites.

A big plus for Backlink Solutions is a large percentage of all **membership fees are put back in to the community** to build more servers, and sites across even more unique IP's. A good chunk of the members fees are also put into mass promotion for all of the sites; with the objective of continued value and trust being built within the search engines. This will help make for a very powerful, forever growing linking solution at your finger tips.

With over 150+ sites across 60+ Unique IP's to get you started and much more on the way.

The real vision behind this community involves member contributed sites. Members are encouraged to donate 1 or more of their white hat sites to the system. In turn, member sites

will benefit with fresh unique content added regularly, new traffic and linked across a network of sites.

Member submitted sites will be subject for review before inclusion to ensure sites meet standards. Members who post on these contributed sites will also have to follow the rule set we have set in place and all final words and decisions are made by the owner of the site.

Collectively we all benefit from member contributed sites as these sites increase our opportunity to receive back links and spider activity from a larger amount of sites hosted across even more unique IP's.

Many other things are planned for this community. For instance, members will have the ability to (if they haven't already) build their own blogs, monetize them and **start putting money back into their pockets**. We call this the Pay Per Post network.

A blueprint is being prepared to illustrate and assist with this concept. Continuing on with giving back to the members, we have prepared a Ticket Draw system which randomly chooses a winner every three months. Winning members **win static links across our entire network** of sites for starters with more lined up that we'd like to keep closed.

Lastly, there are many numerous things in store to help with our processes as well as modules to help promote/ build more back links from your posts automatically.

We are building a high-end and very clean linking solution that we can all benefit from... as a community, for many years to come.

The result of this community will give its members a strong advantage over there competitors in almost any niche with the ability to out do most in there back linking quest.

" Backlink Solutions, here i come! "...?

As a reminder, Backlink Solutions has **limited spots available** so consider this a heads up. Only 300 members are being taken in. Growing too big and too fast is out of the question! We are looking to ensure things do not get out of hand and are kept in control so that we can maintain the highest level of service and support possible.

Take Advantage of this Unique Opportunity While You Still Can!

SIGN UP



Important Notes:

No automated blog posting tools are allowed to be used on the sites. If you are caught using automated blog tools to post you will be removed with no questions asked and all your links will be removed from every site.

Ask yourself this:

Is it really worth losing all those back links?

Is it worth losing top rankings?

Is it worth losing all that traffic?

Is it worth losing all that money?

Think about that and I'm sure you'll make the right decision.



Turbo-Charging The Process

Let me tell you about the software and snippet script I use. This solution was put in place to help speed up the posting process, thus saving you tonnes of time. I use a Post and Template software for posting and a very nice script that helps generate snippets with your links already inserted in the content ready for copy & paste posting.

The software I use for posting is called w.Blogger and it is free for download here:



<http://www.wblogger.com/download.php>

There are other Post and Template editors out there but I have found w.bloggar to be by far the best so far.

More on w.Bloggar?

w.Bloggar is a program that acts as an interface between the user and one or more blog(s); in other words, it is a Post and Template editor, with several features and resources that the browser based blog editors do not offer.

Because w.bloggar runs over the Windows GUI, it allows the user to edit posts without being connected to the Internet. Posts can be saved locally; and anytime the user wants to publish a new text, one click on the w.bloggar icon in the system tray brings up the editor, and one more click will post it to the weblog.

Another great advantage of w.bloggar is that it is compatible with most of the weblog systems available, allowing an advanced user to have only one interface to several accounts hosted on several different sites, using different publishing systems.

w.Bloggar Setup

I have taken on the task of setting up each and every site within **Backlink Solutions** so members do not have to spend the time doing it themselves. All members have to do is download a copy of the settings file and **replace the tokens i've created with their own UserName and Password**. There are videos that show how this step is accomplished below.

This will save you a ton of time and will have you up and running so you can start building back links fast.

Backlink Solutions Settings File: Is FREE and Only available to members of Backlink Solutions

w.Bloggar Videos:

Learn how to post using w.Bloggar:



<http://www.backlinksolutions.com/recommends/wBSG-Video>

How to replace the tokens with your Username and Password in the settings file:



<http://www.backlinksolutions.com/recommends/Edit-Video>

5 Free Article Snippet Generator

This is a **very simple but effective time saving tool** and i use this tool quite often. This tool allows you to paste in your content, input your url(s) and anchor text links and generate text snippets for your posts which are instantly ready to be copied and pasted into w.Bloggar.

To use the basic Snippet Generator, you can find a free version on my site here:



<http://www.backlinksolutions.com/recommends/SG-Tool>

To use this script on your own server, you may download a copy here:



<http://www.backlinksolutions.com/downloads/snippet-full.zip>

You can also use our new Text Formatter script if needed:



<http://www.backlinksolutions.com/recommends/TextFormatter>

Article Infuser

Article Infuser is an advanced and **BRAND NEW** software program for creating article snippets. Our basic snippet script will do the trick for generating back links in your article snippets... but for those that like to have more control or more options you may want to take a look at Article Infuser.

Article Infuser is perfect for creating blog content. And if you're into "Bum" or Article Marketing... then you'll also love this unique and very handy tool.

Here's a brief blurb...

Article Infuser is a unique and powerful new tool for enhancing and manipulating your PLR articles. Article Infuser will allow you to add keywords and keyword links, authors and resource boxes, create article snippets, break articles into linked multi-part articles and combine articles into one larger one.

Want content for your blogs? Just take a set of articles about a specific niche or topic and then cut them up into a bunch of smaller article "snippets".

Article Infuser will also add the ending break token for you automatically... very handy if you're posting to blogs.

Click the link below to grab yourself a copy of Article Infuser:



<http://www.backlinksolutions.com/recommends/ArticleInfuser>

Here's a great video on how to use it...



<http://www.backlinksolutions.com/recommends/AI-Video>

6 Gathering Your Content

For content I like to use Private Label Rights articles (PLR Articles). There are other ways to gather fresh new content but I'm going to stick to something simple here.

This is what I do... I'll grab PLR memberships from a few sites like the following:

<http://www.nichehealtharticles.com>

<http://www.privatelabelmonthly.com>

<http://www.articlemembershippro.com>

<http://www.PLRPro.com>

These are just a few off the top of my head. You can Google "PLR Articles" if you would like to find more sites that off PLR articles... there are a lot out there! I will always rewrite my PLR articles as well to try and stay clear of duplicate content. Post the newly written articles on my white hat sites and then simply plug them into the snippet generator and start post them to the sites.

Putting It All Together

1. **Signup for Backlink Solutions.**
2. **Setup w.bloggar software.**
3. **Gather content for posting links back to your sites... (eg. PLR Articles)**
4. **Use the snippet generator script to generate content snippets with your url and anchor text embedded within the content.**
5. **Login to each site with w.bloggar and post your content snippets.**

That's it... it really is that simple!

Final Words

While i could spend all day going into greater detail on each and every topic mentioned above, this report was simply made to provide a basic overview on back linking, the various types and which system and tools i personally use and recommend to help alleviate the every day annoyances of link building the "other" way.

I hope you've found this report useful and I hope to see you on the inside with us, at Backlink Solutions.

SIGN UP



Contacting Me:

If you have any feedback of any sort, you may contact me at esupport-team.com

Success and prosperity,

Chad Cook

A handwritten signature in black ink, appearing to read 'Chad Cook', with a stylized, cursive script.

9 About The Author



Chad Cook, Me!

I will be posting practical information on back link building as well as information on Backlink Solutions regularly to our blog, so be sure to stop by to check everything out at:

<http://www.backlinksolutions.com>

<http://www.backlinksolutions.com/blog/>