

The 2016 SEO Organic Traffic Cheatsheet



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SEO Basics and Preparation

SEO (Search Engine Optimization) is a catch-all term for ranking or being visible when somebody does a search. This is mainly ranking on Google, but SEO can also apply to Youtube, Amazon and other web properties where you want to be visible for certain keywords.

In this guide, we will mainly talk about ranking organically on Google with an affiliate website as well as an ecom website.

So, how do you rank in Google? Originally, it was all about links. Each time another website linked to you, it was considered a vote of confidence, and you were pushed higher in the rankings.

Of course, it's certainly not that simple today, but a lot of it is still a combination of trustworthy links and on-page factors that make for a great website your visitors will want to remain at or return to.

This guide talks about both the “on-page” and “off-page” factors that you need to know in order to start ranking. We also have a special section on on-page content, which is becoming more and more important, especially in 2016.

Researching Your Competitors

Before you try to rank for a target product keyword term, you should first find out who is already ranking to see if you can beat them, or at least be highly visible with them.

Throughout this guide, we are going to use the example “glow in the dark earbuds” for an ecom site as our search term to rank in the top ten. We are also going to use “baby carriers” as a search term for an affiliate website.

First, let's see what already comes up for our ecom product search:

Google  

[All](#) [Shopping](#) [Images](#) [Videos](#) [News](#) [More ▾](#) [Search tools](#)

About 362,000 results (0.49 seconds)

Glow In The Dark Earbuds - Amazon.com
Ad www.amazon.com/Electronics ▾
 Big Savings on Glow in the dark earbuds Free 2-Day Shipping w/Amazon Prime!
[Cell Phones & Accessories](#) [Electronics Deals](#)
[Laptops & Tablets](#) [Headphones & Speakers](#)

Amazon.com: Zipbuds JUICED 2.0 Never Tangle Earbuds Featuring ...
<https://www.amazon.com/Zipbuds-Earbuds.../dp/B00E952W76> ▾ Amazon.com, Inc. ▾
 ★★★★★ Rating: 4.1 - 1,391 reviews
 Zipbuds PRO mic Never Tangle Zipper Earbuds with Noise Canceling Mic/Remote, Neon Yellow.
 Zipbuds PMGL PRO Mic Never Tangle Zipper Earbuds, Glow in The Dark. ... Zipbuds JUICED 2.0
 never tangle earbuds were designed with the everyday listener in mind.

Polaroid PHP735WH Premium Tangle Free Glow In The Dark Earbuds ...
<https://www.amazon.com/Polaroid...Earbuds/dp/B00LW5MUJC> ▾ Amazon.com, Inc. ▾
 ★★★★★ Rating: 3.5 - 32 reviews
 Full Glow In The Dark Capability With Flat, Tangle Free Cable; Works With All Generations Of
 iPhone, Android Smartphones, Kindle, iPad, Galaxy, Nexus, iPad ...

Images for glow in the dark earbuds [Report images](#)



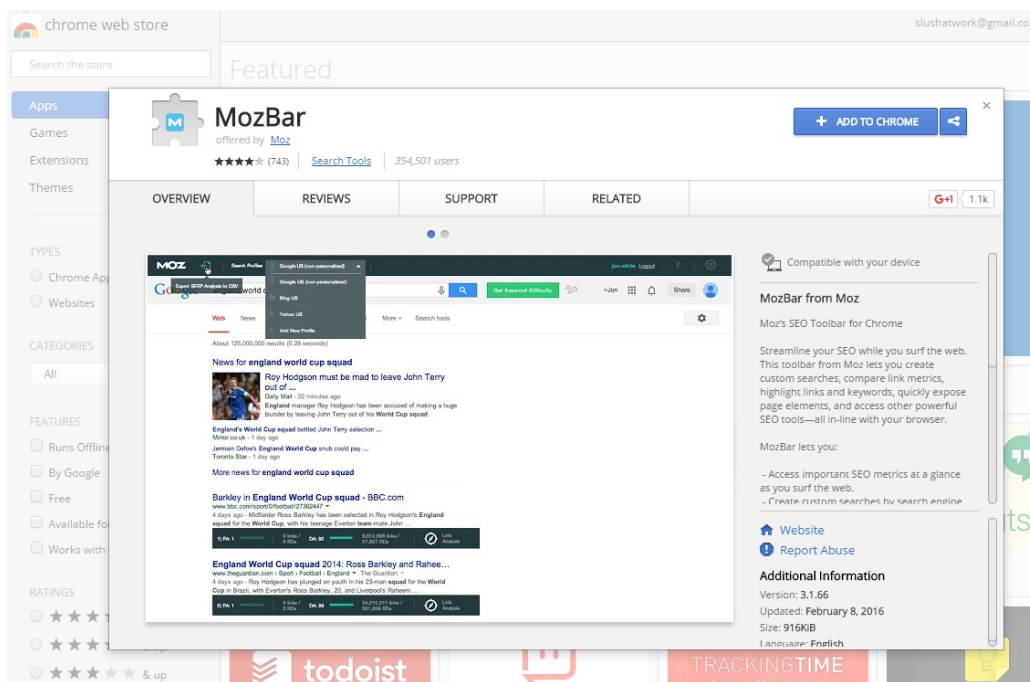
[More images for glow in the dark earbuds](#)

Glow Headphones
www.glowheadphones.com/ ▾
 Glow. The first smart headphones with laser light. Beautiful and brilliant, Glow uses state of the art
 laser technology and Corning® Fibrance™ to make a bold ...

The first two listings are ecom pages from Amazon. Then it shows images, then a brand name website, and a technology blog. An independent ecommerce brand site appears at #5.

What can we learn from this list? First, it's highly competitive, as Amazon sits in the first few positions ... though excellent if have an Amazon listing! With a brand site, some tech blogs, an ecom store and some Youtube videos rounding out the last couple positions, there is also some good variety ... which means opportunity.

So, how do you analyse your competitors? There are a few tools we use, such as The MozBar, from Moz.com (Firefox and Chrome plugin):



Up until a few years ago, most SEO specialists looked at the Google PageRank (PR) of websites, a number from 0 to 10 ... the higher the number, the stronger it was. PageRank acted like the Richter Scale, where a PR of 3 was ten times stronger than PR 2, and PR 4 ten times stronger than PR 3.

Google has since removed PageRank from public viewing, so instead various companies have come up with what they think are accurate strength ratings of a website.

Moz.com is one of the best, and they use a system called Page Authority (PA) and Domain Authority (DA), which is a ranking out of 100. It is based on other websites that link to the page, and a separate measurement of websites that link to the main domain.

So, let's look at the results again with this tool:

Amazon.com: Zipbuds JUICED 2.0 Never Tangle Earbuds Featuring ...

<https://www.amazon.com/Zipbuds-Earbuds.../dp/B00E952W76> Amazon.com, Inc. ▾

★★★★★ Rating: 4.1 - 1,391 reviews

Zipbuds PRO mic Never Tangle Zipper Earbuds with Noise Canceling Mic/Remote, Neon Yellow. Zipbuds PMGL PRO Mic Never Tangle Zipper Earbuds, Glow in The Dark. ... Zipbuds JUICED 2.0 never tangle earbuds were designed with the everyday listener in mind.

1) PA: 47

1 links

DA: 98



Link Analysis

Polaroid PHP735WH Premium Tangle Free Glow In The Dark Earbuds...

<https://www.amazon.com/Polaroid...Earbuds/dp/B00LWSMUKC> Amazon.com, Inc. ▾

★★★★★ Rating: 3.5 - 32 reviews

Full Glow In The Dark Capability With Flat, Tangle Free Cable; Works With All Generations Of iPhone, Android Smartphones, Kindle, iPad, Galaxy, Nexus, iPad ...

2) PA: 1

0 links

DA: 98



Link Analysis

Images for glow in the dark earbuds

[Report images](#)



[More images for glow in the dark earbuds](#)

Glow Headphones

www.glowheadphones.com/ ▾

Glow. The first smart headphones with laser light. Beautiful and brilliant, Glow uses state of the art laser technology and Corning® Fibrance™ to make a bold ...

3) PA: 47

150 links

DA: 36



Link Analysis

'Tron'-like Glow headphones pulse to the music and your heart

<https://www.engadget.com/2015/01/27/glow-headphones/> Engadget ▾

Jan 27, 2015 - At first glance, a pair of Glow headphones might seem like gimmicky glow-in-the-dark earbuds that are designed to get your attention and not ...

4) PA: 58

29 links

DA: 95



Link Analysis

Neon Glow - Glow-in-the-Dark Earphones with Mic and Remote | iLuv ...

https://www.iluv.com/product_detail.asp?model=neonglows ▾

★★★★★ Rating: 5 - 3 votes

Glow-in-the-dark tangle-resistant in-ear stereo earphones with mic and remote for all iPhone, all iPod, all iPad, all Galaxy S, all Galaxy Note, all Galaxy Tab, ...

5) PA: 21

3 links

DA: 47



Link Analysis

Amazon has a PA/DA of 47/98, and iLuv is 21/47. But what do those numbers mean?

Don't delve too deeply into them – it is just one tool to give you a general idea of a webpage and website's popularity and backlinks. Through lots of testing and experience, we found that a DA over 60 will be quite competitive to rank for – they will have many strong, authoritative backlinks to be able to compete ... it wouldn't be impossible, but your website would have to be quite strong as well.

Let's try "baby carriers" as our search term:

MOZ | Search Profiles | Google US (non-personalized)

Google baby carriers

Get Keyword Difficulty with MozBar Premium

All Shopping Images Videos News More Search tools

About 4,670,000 results (0.47 seconds)

Shop for baby carriers on Google

Sponsored

					
Tula Baby Carrier CA\$188.99 Caterpillar Ba...	MEC Happytrails ... CA\$139.00 MEC	Jolly Jumper Cuddle Carrier CA\$39.97 Walmart.ca	Evenflo Infant Carrier ... CA\$24.93 Walmart.ca	Boba Wrap Baby Carrier CA\$50.00 Well.ca	Well-designed Baby Kid ... CA\$57.69 Beddinginn

Baby Carriers | Babies"R"Us - Toysrus.com
www.toysrus.com/products/baby-carriers.jsp Toys "R" Us
 Experience the comfort and versatility of a high quality baby carrier from Babies"R"Us. Find a wide range of baby carriers from top brands.
 Hip & Front Baby Carriers - Baby Wrap Carriers - Baby Sling Carriers

1) PA: 45 10 links DA: 88 Link Analysis

Baby Carriers : Target
www.target.com/c/baby-carriers-gear-activity/-/N-5q0eu Target Corporation
 Shop Target for a great variety of baby carriers, including Baby Bjorn, Moby Wraps, Slings, backpack style carriers and more in front and rear facing styles.

2) PA: 45 16 links DA: 92 Link Analysis

Ergobaby - Baby Carriers & Wraps, Swaddlers
store.ergobaby.com/
 Award Winning Baby Carriers and Wraps. Built for comfort and ergonomics. View parents favorite baby carriers.

3) PA: 65 22,879 links DA: 58 Link Analysis

Similar to our product search, some big names dominate the search. However, scrolling down, we can see an affiliate website in the #4 position:

The Quest for the Best Baby Carrier | BabyGearLab

www.babygearlab.com/Best-Baby-Carrier

★★★★★ Rating: 5 - Review by Juliet Spurrier, MD - Jun 2, 2015

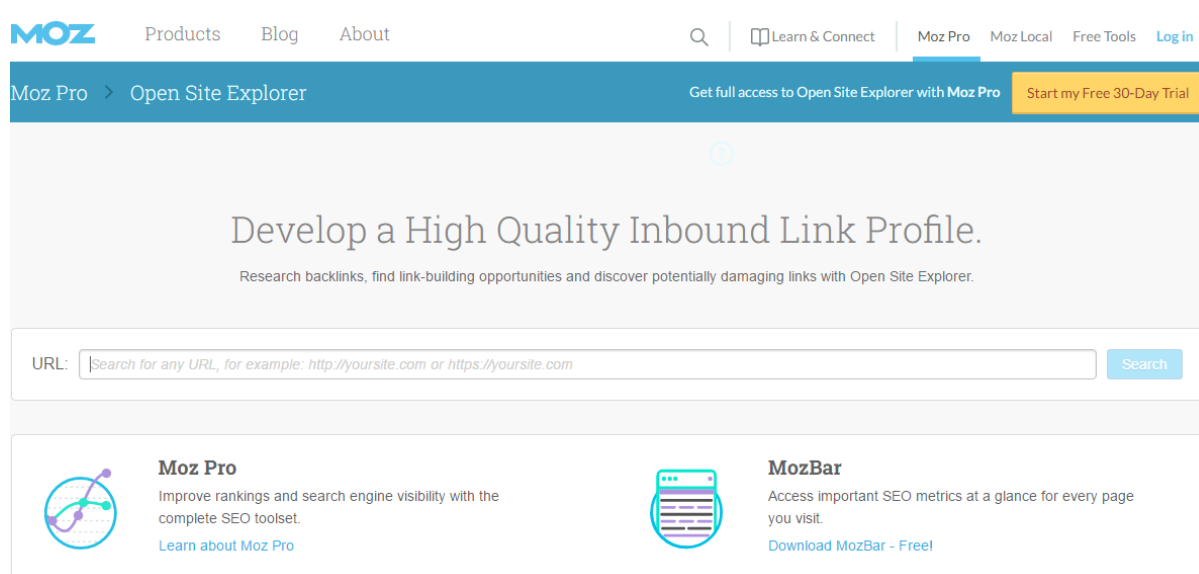
Looking for the best way to wear your baby? In this review, we took 15 of the top-rated and most popular baby carriers on the market today, and tested them ...

[Tula Ergonomic Baby](#) - [Ratings](#) - [Baby K'tan](#) - [Onya Baby Outback](#)

4) PA: 32 72 links DA: 38 Link Analysis

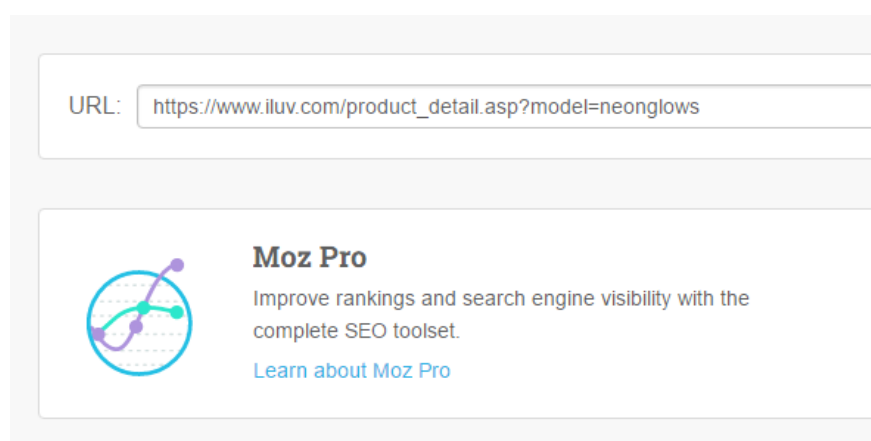
This is fantastic, as it shows that if an independent content website can rank so high, so can our website!

From there, you can find out what makes these websites so strong. You can use Moz.com itself and their Open Site Explorer at <https://moz.com/researchtools/ose/>:



We won't bother with Amazon, as we all know why they are strong ... (something about being the largest ecommerce site in the world) ... actually, you may be thinking, "if I piggyback on Amazon's popularity to rank my Amazon listing in Google, maybe I can get the top spot for my product ... and YOU WOULD BE RIGHT! More on this later.

Let's try iLuv for our competitive analysis:



The page itself doesn't bring back any backlinks ... however, the reason Google ranks the page in the top 10 is because of the power of the website itself ... there are a lot of

authoritative backlinks and citations (mentions from other authoritative sites) about iLuv. You can find this by switching the inbound Links to target “this root domain”:

Inbound Links
Gauge a site's influence. See inbound links to the page, subdomain, o

Target ⓘ Link Source ⓘ Link Type ⓘ

this root domain only external all links

1 - 50 Inbound Links

Title and URL of Linking Page	Link
10 virtually indestructible cases to protect your iPhone 6 Plus 🔍 mashable.com/2015/01/18/iphone-6-plus-rugge...	iLuv www
(302 Redirect) [No Title]	[no a

Some big, authoritative names come up: Mashable, Cnet, Latimes, Gizmodo and Huffington Post. However, as you keep analyzing who links to them, you will also see these names:

- Prweb.com
- Businesswire.com
- Star-telegram.com
- Cbsnews.com
- Examiner.com

What does this tell us? The company uses press releases to announce their products, which attracts the attention of Cnet, Mashable and Gizmodo. So we start to see what this company’s marketing strategy is.

Backlinks (or Inbound Links), of course, are only one part of the story. What’s on the website itself is the other half of the reason the website ranks. Take a look at iLuv’s product page:

Neon Glow

Glow-in-the-dark tangle-resistant in-ear stereo earphones with mic and remote for all iPhone, all iPod, all iPad, all Galaxy S, all Galaxy Note, all Galaxy Tab, all LG, all HTC, and other smartphones, tablets and 3.5mm audio devices

Select a color

SKU Selected: NEONGLOWSEL

\$24.99

[Add to Cart](#)

In Stock

★★★★★
Based on 3 reviews

[Write a review](#)

Shared with

[Like](#) [Tweet](#) [Pin it](#) [Share](#)

About Ratings & Reviews FAQs

Brighten up your night with Neon Glow. This pair of high performance earphones features a flat, tangle-free cable that glows in the dark, making it perfect for nighttime activities. This product is great for joggers and bicyclists as the glow from the cable creates a distinct outline that is visible from a distance even at night, while the flat design prevents tangling. A built-in mic and remote allow for easy hands-free calling and music playback control. Neon Glow provides excellent sound quality and comes in five vivid colors.

Glow In The Dark

Neon Glow features a glow-in-the-dark design that is not only fun to look at, but practical as well. The glowing cable is highly visible at night, making this pair of earphones ideal for nighttime joggers and bicyclists. With its flat structure, Neon Glow's cable is tangle-free, making it easy to manage no matter it's used.

Answer Calls and Change Tracks Easily

Your music keeps you moving and with Neon Glow, you never have to break stride. The built-in mic and remote allow you to easily change tracks: click once to play or pause and double click to skip to the next track. If you have an incoming call, you can click the remote to answer the call and hold a hands-free conversation.

Huge, bold images, an easy to see Add to Cart button, and lots of descriptive text. We'll talk about how "on-page" features are very important for ranking and best practices.

How about Baby Gear Lab?

BabyGearLab™
We test to find the best

baby monitors, bottles, diapers **SEARCH**

EXPERT + INDEPENDENT + HANDS-ON
Welcome Guest!
Join BabyGearLab
Sign In

Reviews Editors' Choice Baby Essentials Shower Gifts About Us

Reviews > The Quest for the Best Baby Carrier Wednesday, June 8, 2016

The Quest for the Best Baby Carrier

Overview Ratings Price vs. Value Chart Buying Advice How We Test



We tested the top 15 baby carriers and compared them side-by-side to see which came out on top.
Credit: Adrian Hogel

Looking for the best way to wear your baby? In this review, we took 15 of the top-rated and most popular baby carriers on the market today, and tested them extensively over a four month period to find out which ones came out on top. Comfort? Ease of use? Back strain issues? To find out, we used each and every carrier on a cadre of babies ranging from newborn to toddler to see how performance changes with growth. Carriers were then rated side-by-side on the following: baby's safety, baby's comfort, parent's comfort, ease of use, and ease of cleaning. Read on to learn which products came out on top.

For those who are interested in wearing older babies and children in a structured, external frame backpack, take a look at our [Best Baby Backpack Review](#).

You also might be interested in our [Infant Car Seat Review](#).

[Read the full review below >](#)

Review by: Adrian Hogel & Juliet Spurrier, MD June 2, 2015

Top Ranked Baby Carriers Displaying 1 - 5 of 15 << Previous | View All | Next >>

Our Ranking	#1	#2	#3	#4	#5
					

Note the similarities between the two websites. One is an ecom site with images and lots of content. The other is a review site with ... images and lots of content. This isn't a coincidence!

Moz isn't the only tool you can use to research your competitors. Try these others out as well, as they have their own databases and so will show slightly different results:

- <https://www.semrush.com/>
- <https://ahrefs.com/>
- <https://majestic.com/>

Most of them have a monthly fee, though you can gain data for free, either by viewing the first 10 results, or limiting the amount of queries per day.

Use these tools to also find out your competitor's "backlink profile", which we will get into below.

Monitoring Your Website

How do you track your own results and statistic? We do this through web tracking tools. We use two: Google Search Console, and Clicky Analytics.

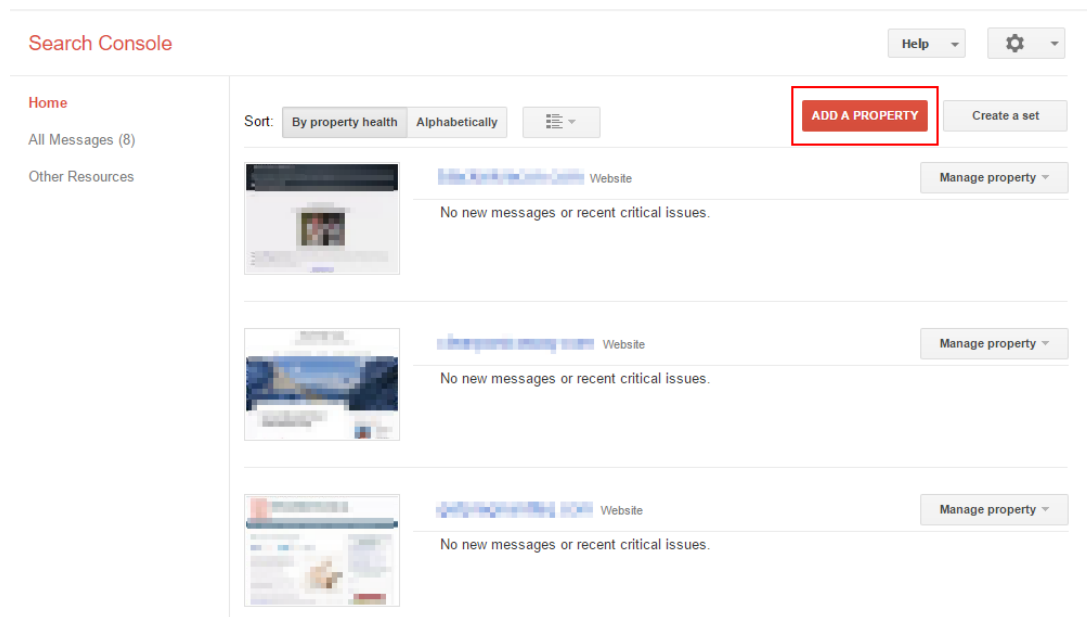
Google Search Console

Google has its own Console (formerly Google Webmaster Tools) where you can view the health of your website, any search crawl errors, how many pages are in the search results, what keywords you rank for and how many people click to your site.

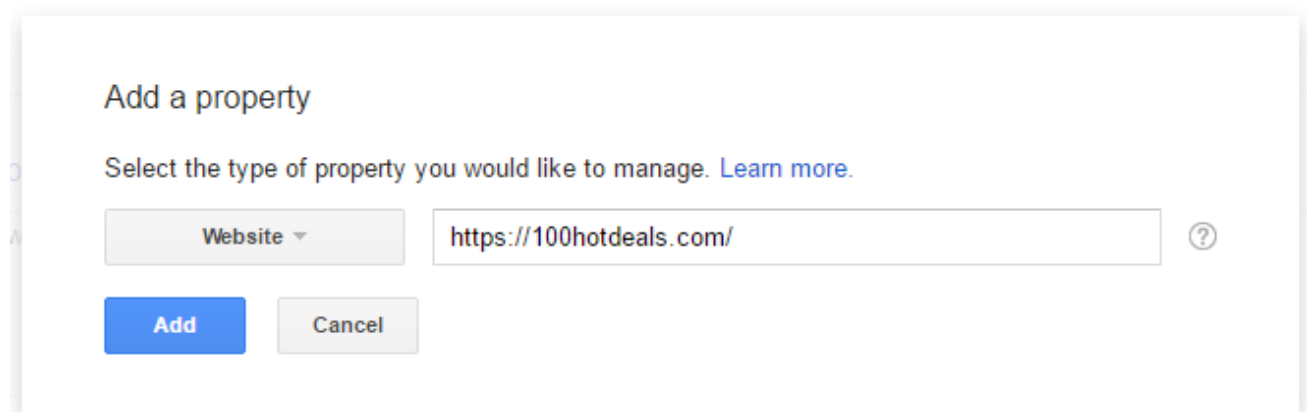
To apply, simply go here when you are logged into your Google account:

<https://www.google.com/webmasters/tools>

Click *Add A Property* to begin the process:



Enter your website URL:



Once it's added, it will have to be verified:

Search Console

Verify your ownership of <https://100hotdeals.com/>. [Learn more.](#)

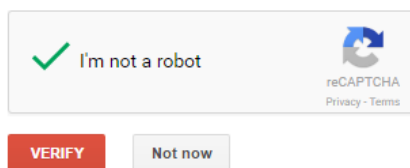
Recommended method

Alternate methods

Recommended: HTML file upload

Upload an HTML file to your site.

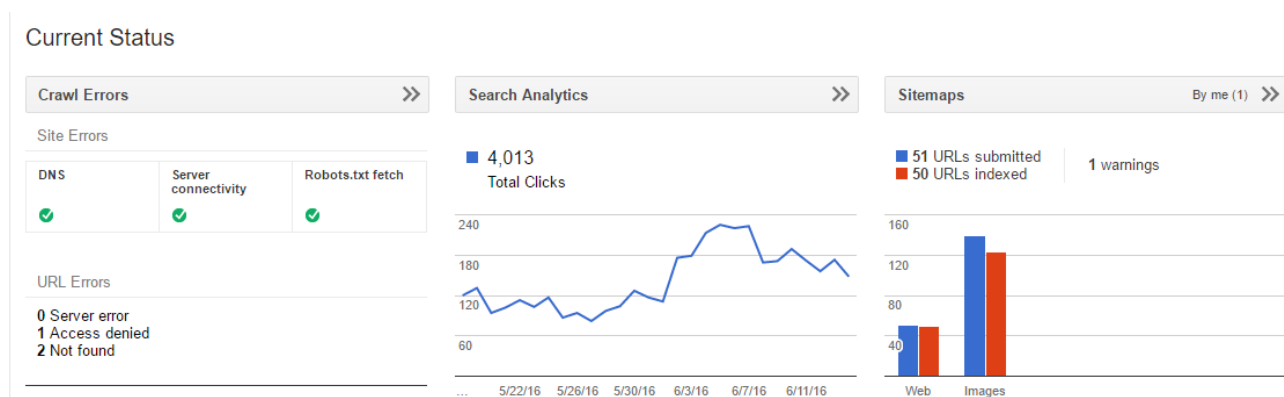
1. Download [this HTML verification file](#). [googleef37f4689c6b6750.html]
 2. Upload the file to <https://100hotdeals.com/>
 3. Confirm successful upload by visiting <https://100hotdeals.com/googleef37f4689c6b6750.html> in your browser.
 4. Click Verify below.
- To stay verified, don't remove the HTML file, even after verification succeeds.



Click the HTML verification file to download it. You will need to login to your Cpanel account at your webhost (or use a program like Filezilla) and add the downloaded file to the home directory of your website. If you don't know how to do this, please contact your webhost on directions.

There are alternate methods, such as adding code to the header of your page, adding code to your DNS settings, linking it to your Google Analytics account, or using your Google Tag Manager account.

Once your website is Verified, you will begin receiving information. There is a wealth of information you can view, such as any crawl errors, visitors to your site from the Google search results, and what pages are indexed in Google:

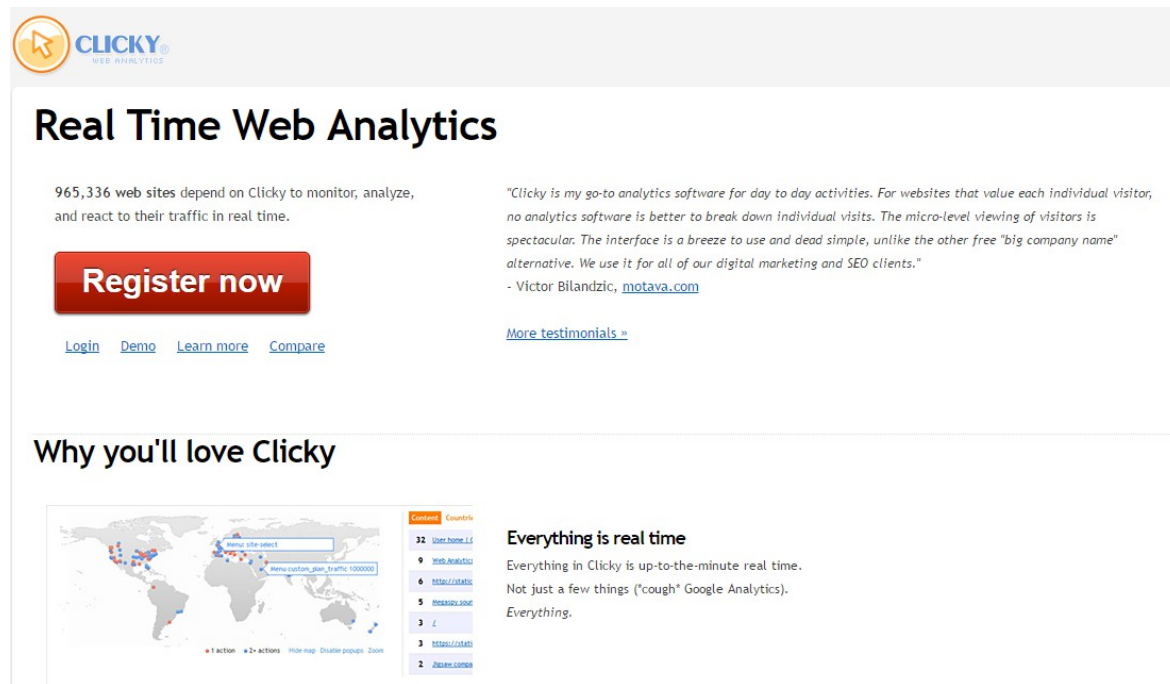


Going into detail on each of these is another guide in itself, but there are many resources online that teaches you have to submit a sitemap (most Wordpress SEO plugins generate one for you), how to fix common errors, and how to interpret your analytics.

Clicky Analytics

There are many website analytic programs out there. Our favorite is Clicky, due to its simplicity. It is free for 1 website with 3,000 page views per day, and \$79 per year for 10 sites. We find it much easier to use than Google Analytics (which is free).

To start go to <https://clicky.com/> and register:



The screenshot shows the Clicky Analytics website. At the top is the Clicky logo. Below it is the heading "Real Time Web Analytics". A text block states "965,336 web sites depend on Clicky to monitor, analyze, and react to their traffic in real time." Below this is a red "Register now" button. To the right of the button are links for "Login", "Demo", "Learn more", and "Compare". Further right is a testimonial from Victor Bilandzic of motava.com, praising Clicky's micro-level visitor analysis and ease of use. Below the testimonial is a link to "More testimonials".

Real Time Web Analytics

965,336 web sites depend on Clicky to monitor, analyze, and react to their traffic in real time.

Register now

[Login](#) [Demo](#) [Learn more](#) [Compare](#)

"Clicky is my go-to analytics software for day to day activities. For websites that value each individual visitor, no analytics software is better to break down individual visits. The micro-level viewing of visitors is spectacular. The interface is a breeze to use and dead simple, unlike the other free "big company name" alternative. We use it for all of our digital marketing and SEO clients."

- Victor Bilandzic, motava.com

[More testimonials »](#)

Why you'll love Clicky

Everything is real time

Everything in Clicky is up-to-the-minute real time. Not just a few things ("cough" Google Analytics). Everything.



Content	Count
User home	32
Web Analytics	9
http://static	6
blogspot	5
...	3
https://static	3
blogspot	2

Fill out all the necessary information:

Register

Please note...

If your site has more than 1,000,000 *daily* page views, please [contact us](#) before registering!

Email address

Real name

Choose a username

Choose a password

Language [?](#)

By registering an account, you agree to our [terms of use](#), and you assert that you are at least 13 years of age.

What web site do you want to track?

http(s)://

Note: Clicky is designed for tracking web sites. Clicky may not be used to track widgets, ads, or other similar items.

☒ Enable on-site analytics

A widget will be displayed on your web site that shows information about your visitors currently online, and enables the ability to invoke heatmap reports for whatever page you are viewing. Only you, the site owner, can see it. [Learn more here](#).

Once you are in, you will need to add tracking code to the footer of your website. To do that, click Preferences and Tracking Code:

Dashboard Visitors Content Searches Links Platforms Locale Campaigns Goals Uptime Custom Spy Big screen Twitter Alerts

Preferences

Info Preferences Dashboard **Tracking code** Visitor tags & filters Email reports Widgets Saved filters RSS feeds

[+ Register a new web site](#)

[✕ Delete this web site](#)

Once it is installed, you will begin to get data almost immediately. Clicky is “real time”, in that it lets you know how many visitors are on your website RIGHT NOW. You will find tons of data about your visitors, and if you upgrade, you can also activate heat maps to track your visitor’s mouse movements:

The Basics

Summary [Visitors](#) [Actions](#) [Uniques](#) [Time](#)

Visitors Expand	891	+9%
Actions Expand	1,463	+12%
Average actions	1.6	0%
Total time	2d 18h	+13%
Average time per visit	4m 30s	+4%
Bounce rate	14%	-18%

Visitors



Links

Incoming [Domains](#) [Recent](#) [Unique](#) [Outgoing](#)

http://www.example.com	1	0%
http://www.example.com	1	0%
http://www.example.com	1	0%
http://www.example.com	1	0%
http://www.example.com	1	+71%
http://www.example.com	1	0%
http://www.example.com	1	0%

Content

[Pages](#) [Entrance](#) [Exit](#) [Downloads](#) [Events](#) [Media](#)

http://www.example.com	573	+13%
http://www.example.com	196	+6%
http://www.example.com	99	-5%
http://www.example.com	86	-19%

(Note the plunge in visitors ... this is because the screenshot was taken at the beginning of the hour.)

Data you can see in Clicky:

- Visitors
- Set up certain “actions” you wish to track (ie visitors going from your home page to your product page and clicking the Buy button)
- Total time on site
- Average time per visit
- Bounce rate
- Non-Google links to your site (ie from Facebook, Pinterest, other websites ... great for tracking your linkbuilding efforts)
- Visitor demographic data
- Traffic sources
- And much more!

All this data is also segmented by page, if you are tracking particular products – by default, page data shows the usual bounce rate and average time per visit, but also the searches they typed in to find your page (most of it is “secure search” as Google no longer makes this data available), the referring domains (different Google countries,

Bing, Yahoo, etc), and demographic data for the last 100 visitors to your page:

2:05pm		Bsnl	 1 action	2m 1s	  google.co.in [secure search]
2:03pm		Charter Communications	 1 action	1m	  google.com/
2pm		Orange Home Uk	 2 actions	3m 17s	  bing.com [secure search]
1:55pm		Time Warner Cable	 5 actions	13m 30s	  search.yahoo.com [secure search]
1:54pm		Sprint Pcs	 1 action	10m 19s	
1:53pm		Virgin Media	 2 actions	6m 36s	  google.co.uk [secure search]
1:42pm		Airtel Broadband	 2 actions	2m 3s	  google.co.in [secure search]
1:39pm		Time Warner Cable	 2 actions	4m 40s	  google.com [secure search]
1:37pm		Dialog Telekom Plc	 1 action	2m	  zapmeta.ws liver cleansing diets
1:28pm		Shaw Communications	 1 action	10m	  google.ca [secure search]
1:23pm		Telstra Internet	 1 action	2m	  google.com.au [secure search]
1:22pm		Viva Kuwait	 1 action	2m	  google.com.kw [secure search]

Again, talking about all this data and how to use it is a guide in and of itself. Clicky has many manuals on how to interpret this data and set up custom actions.

On-Page SEO – Your Website

There are two main areas Google looks at when ranking a web page – trustworthy and relevant links to that page (off-site), and the quality content on that page (on-site).

Google wants the best experience for their visitors, and that means the most relevant and useful content in their search results. In 2016, more than ever, Google is tweaking their algorithm to search for and favor content over anything else.

Through the years, Google has added tweaks, layers and algorithm improvements to their search results, doing their best to filter out spam, black hat SEO techniques and non-relevant results. There are over 200 ranking factors that go into how your site and page will rank.

A quick word about Google's two most infamous algorithms:

Panda – Mainly “on page” - has to do with the quality of your website. Targets poor-quality and duplicate content.

Penguin – Mainly “off page” - looks at your link profile, unnatural keywords and over-optimization of your site.

The “on-page and “off-page” algorithms neatly divides what we are covering in this guide.

As a business, Google does everything they can to have the searcher find the BEST result for their query right away. In order to do that, the information that ranks on top needs to be the BEST and the most RELEVANT information.

So, it makes sense that before you do anything else, you MUST have the highest quality website possible. If visitors love your site, Google will love you. It's that simple!

So, what does Google consider a “great” page and website that it wants to rank? It involves these factors:

- ✓ Unique, quality content and images (MOST IMPORTANT!)
- ✓ Your title
- ✓ Advertising
- ✓ Your domain name
- ✓ Links on the page
- ✓ Freshness of content

- ✓ Trust pages
- ✓ No over-optimization
- ✓ No duplicate content
- ✓ Mobility usability
- ✓ Technical and statistical factors – bounce rate, time on site, website speed, etc

Let's go over all these in detail.

Unique, Quality Content and Images

Note, this is by far the MOST IMPORTANT ranking factor for SEO ... you may have the strongest “off-page” backlinks to your site, but if you do not have original content, you WILL NOT RANK. PERIOD.

Because this is so important, we have moved this into its own separate section below.

Your Title

When you think of ranking for your product, have an interesting, eye-catching title with your main search term naturally included (“The Quest for the **Best Baby Carrier**” is a great example for a content website.

As an example, let's say you decide to sell earbuds on your ecom site. You can see the product here on Ali Express:



If there are ten other ecom stores selling this same product, chances are their title will be “Glow in the Dark Earphones Luminous Light Glowing Headset In-Ear ...” (You see where we’re going with this.) Basically, most people will straight copy and paste the title into their own product page.

Back to the search results page (starting at #4):

'Tron'-like Glow headphones pulse to the music and your heart

<https://www.engadget.com/2015/01/27/glow-headphones/> Engadget ▼

Jan 27, 2015 - At first glance, a pair of Glow headphones might seem like gimmicky glow-in-the-dark earbuds that are designed to get your attention and not ...

Neon Glow - Glow-in-the-Dark Earphones with Mic and Remote | iLuv ...

https://www.iluv.com/product_detail.asp?model=neonglows ▼

★★★★★ Rating: 5 - 3 votes

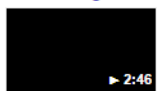
Glow-in-the-dark tangle-resistant in-ear stereo earphones with mic and remote for all iPhone, all iPod, all iPad, all Galaxy S, all Galaxy Note, all Galaxy Tab, ...

The First Smart Headphones with Laser Light by Glow, LLC - Kickstarter

<https://www.kickstarter.com/.../glowheadphones/glow-the-first-smart-headp...> ▼ Kickstarter ▼

Jan 27, 2015 - Glow, LLC is raising funds for Glow: The First Smart Headphones with Laser Light on Kickstarter! ... Come to the Dark Side, We Have Glow :-).

Unboxing the Polaroid PHP735 Glow in the Dark Noise Isolating ...



https://www.youtube.com/watch?v=_nBeDCQAprg ▼

May 17, 2015 - Uploaded by Unbox Review

Hey everyone, welcome to Unbox Review. This video contains the unboxing of the Polaroid PHP735 Glow in ...

If you are selling these, how would you make your product title stand out? Even if you rank in the top ten, the visitor to the search results still has to choose which page to click ... you want them to click yours due to an attractive title ... and yes, Google definitely tracks which website is clicked the most!

For iLuv: “Neon Glow – Glow-in-the-Dark Earphones with Mic and Remote” ... the title is descriptive, detailed enough to grab a visitor’s attention, and has an attractive star rating graphic (which you can activate by doing a search for “Wordpress star rating plugins”, though it’s up to Google to decide whether to show it in their search results.)

Advertising

Google has a filter against ads “above the fold” - basically, if a visitor comes to your website, they should see useful, readable content, not huge blocks of ads. Advertising is okay – as long as it does not dominate the page.

Google also looks at the amount of content on your page in relation to the amount of ads. Though there are no set rules, if you have a 600 word article on your affiliate website, 2-4 ad blocks are sufficient. We usually have a banner ad on the top right of the article, an ad within the content, and in the sidebar.

For ecommerce sites, you obviously don’t have to worry about this, as you are selling your own product, not advertising.

Links on a Page

If you are ranking an affiliate website, no more than 2 or 3 affiliate links per page. What we do is ONLY have links on certain main selling pages and the home page. All other supporting pages have internal links back to the home page and selling pages.

A few do's and don'ts to keep in mind:

DO link to other authority sites, if they are relevant to the topic – no keyword links. Instead link to the URL or a “click here” link.

DO add affiliate links, but no more than 2 (3 is okay if your article is over 800 words).

DO NOT add too many links, either to external sites or around your own site. When adding a link, ask yourself: If a visitor is reading your page, will the link you add be valuable to them?

For ecom sites, you usually will not be linking out to other websites. However, you should offer other products besides the one mentioned on your product page, so if your visitors click to another part of your site, the bounce rate is reduced and the time on your site increases ... and they may end up buying both products!

Your Domain Name

Think of a brandable domain name. www.ergobabycarrierx.com may rank for “ergo baby carrier” ... for a while. But it sounds spammy, and Google will eventually devalue you unless your content is fantastic ... and your website is limited to only selling one brand of baby carrier.

Instead, think of your overall niche, and have a more general, brandable domain name. If you are selling the Ergo baby carrier, sell other carriers as well. Your domain name could be something like BabyCarrierHub.com. This gives you much more flexibility, future expansion, and it will look much better in the search results.

Freshness of Content

Once your website is built and is ranking, keep adding pages to keep your site up to date and fresh. If Google sees new content or products being added, they will know you are an active website.

Trust Pages

Google looks out for the following pages to check how legitimate a website is:

- ✓ A valid Privacy Policy (create one at <http://www.generateprivacypolicy.com/>)
- ✓ Terms and Conditions: <https://termsfeed.com/terms-conditions/generator/>
- ✓ About Us: Great page to talk about your company

- ✓ Shipping rates page and return page (for an ecom site)
- ✓ Contact Us (a web form is fine)

No Over-Optimization

Check your website for the following to avoid any over-optimization penalties:

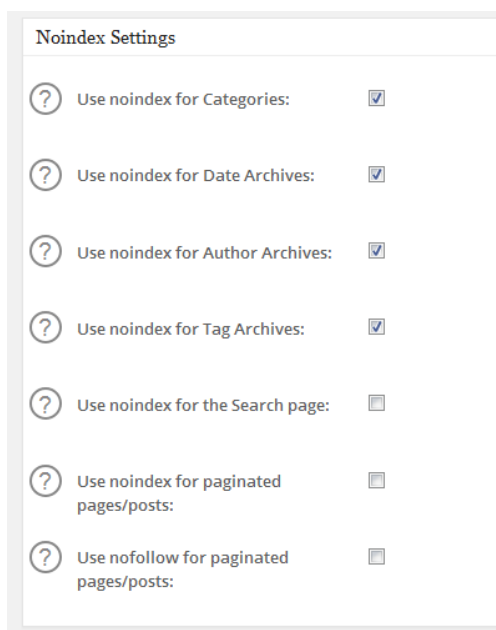
- ✓ A natural sounding and eye-catching title and description
- ✓ No keyword stuffing – don't keep repeating "ear buds" in your description, thinking that the more times you repeat it, the higher in the search engine results you will go for the keyword "ear buds" ... the opposite will happen.
- ✓ No optimization on page URLs – don't make your URL sound like the Ali Express title!

Basically, write original, natural-sounding content, a variety of relevant sub-headings and descriptive bullet points. View high-ranking content and ecom pages to see why they rank.

No Duplicate Content

Many times, a Wordpress website will have inflated pages. If you have an archive page and category page, the pages and posts you create could appear in several locations ... on the home page, on other posts as "You may also like ...", on category pages, etc. If you use tags, there will be lists of pages with summary of posts categorized by tags as well.

To prevent a possible duplicate content penalty, your SEO plugin will have options where you can check to disable search engines from following and indexing this type of content. For the All-in-One SEO plugin, you will have these options:



Other SEO plugins will have similar options for this as well.

Spelling & Grammar

Yes, Google will also check your spelling and grammar as part of their quality score. They also check this to combat a common (and long outdated but still used) spam tactic called article spinning ... basically, software that will take one piece of content and “spin” it into hundreds of other articles to be used as spam content.

After writing your product description, you can check it for spelling and grammar at a place called Grammarly.com.

Mobility Usability

These days, a majority of search engine traffic is done through mobile devices ... in fact, mobile surpassed desktop searches for the first time starting in mid-2015.

So how do you make sure your website is mobile-friendly? Simple ... use a theme that is either “responsive” or “mobile friendly” ... what this means is that the layout of your website will be different and easier for your mobile and tablet visitors to use. (The default 100K Factory Ultra template is mobile friendly.)

To test if your website is mobile, simply look at your website on a phone or tablet. If your website design is “responsive”, you can simply take your browser window on your desktop and shrink the width ... the site layout should change, with images and

content lining up underneath one another, and any navigation elements such as the right sidebar moving to the bottom.

Some features that will change between desktop and mobile devices:

- Text will be larger on a mobile device and paragraphs will cover 100% of the screen width
- Your left-hand or right-hand navigation will disappear or drop below the content
- Your top menu will become a dropdown list
- Images will scale smaller so they will fit on the screen

Are visitors clicking your link? (Click Through Rate)

When visitors view a search engine result page, will they click your link first? To do this, write a great, eye-catching headline and description, as discussed before. Great copywriting is key, and you may want to hire somebody to help you with this.

You are basically trying to “win the spot” by proving to Google that people will click your page over that of the other spots on the page. The more often people click your page in the top ten, and if the other factors are great as well, you will rank higher.

Bounce rate

This is the number of people who immediately leave your site after visiting. Google knows this, because they track which sites people visit from their search results, and who presses the back button. If visitors do not like your site, press back and look at another site to find the information or product they are searching for, there must be a negative reason.

To keep people on your site, engage them with interesting content, images and videos. Needless to say, make sure those that come to your page actually find what they are looking for! If you rank for the keyword “ear buds”, make darn sure you have great images, a description and a clear Buy button for your ear buds!

People leaving your website to another site FROM YOUR WEBSITE is NOT a bounce. A bounce is:

- Your visitor clicking the back button to leave your website,

- Your visitor closing their browser window
- Your visitor staying on your site but not doing anything for around half an hour
- Your visitor typing in another URL to leave.

A good metric for a bounce rate is under 60%.

There are a variety of methods on lowering your bounce rate:

- Make sure your website loads fast
- For an ecom site, have a “You may also like ...” to present visitors with alternative products or articles to click to on your website (lowers bounce rate AND raises time on site!)
- For affiliate websites, have links within your content leading to other parts of your website, and options to read other articles
- Have a clear Call to Action (Buy Now, Read Further, etc)
- Use Bounce-Breaker (our in-house tool) and offer some sort of deal if visitors click the back-button

Time on site

How long do people visit your site? A good metric is 2 minutes or more. If average time spent is shorter, find out what you can do to improve it. Is the navigation too confusing? Is your product description too short? Is your content hard to read? Do you have “You may also like” active to encourage your visitors to browse around your site?

Do everything you can to keep visitors on your site. Here are some suggestions:

- Videos in your content description (videos are proven to be one of the strongest ways to keep people on your site)
- Customer reviews or interesting blog comments
- Internal links within your content to go to other pages on your website
- Test by increasing the font size
- Lots of great images, and captions with the images
- Lots of white space, short paragraphs, sub-headings and bullet points ... remember, people scan pages ... very few have time to actually fully read your content

Page speed

If your site is too slow to load, visitors will click back and look at another site. Google counts this as a bounce, and can measure the speed of your site.

To speed up your site:

- Make sure image files are small.
- Use a good “caching” plugin for your Wordpress site such as W3 Total Cache – this saves a static “snapshot” of your website page so it loads faster.
- Check your webhost to make sure it works well. Sometimes cheaper packages means having your website on older and slower servers

2 seconds is an average time for your website to load. For ecommerce sites, studies show that people start to abandon their shopping carts if they have to wait over 4 seconds.

You can check your website speed here:

<http://tools.pingdom.com/fpt/>

Google also has a page speed insight checker:

<https://developers.google.com/speed/pagespeed/insights/>

SSL Security

SSL security is a must for an ecommerce site. For affiliate sites, it is only necessary if many of your competitor affiliate websites are also doing it. Otherwise, don't worry about it, because you aren't directly selling anything (but the merchant you are representing must have SSL!)

The scroll rate (are people actually reading?)

Yes, Google knows how people are digesting your content, and can detect whether people do scroll down to continue reading (if they do, it is a great indicator that they are engaged.)

For an ecom site, if people don't click your Buy button right away, you definitely want people scrolling down your page, reading the content or browsing around your website.

You can learn a lot about your visitors with a (paid for) tool that actually records your visitor's mouse movements and scrolling on your page. Using it, you will know where they pause on your page, where they click most often, and heatmaps will show where a selection of your visitors usually look on your page.

There are a couple tools that will do this:

<http://www.crazyegg.com/>

<https://www.clicktale.com/>

<https://www.hotjar.com/>

Using these tools, you can see some incredible information about how your user interacts with your webpage.

Bonus: Social Proof

When you are researching a product to buy, do you read customer reviews? Of course you do! This is social proof, and is incredibly important for your conversions and general user experience.

Customer reviews is a core feature of the WooCommerce plugin for your ecom site, so you will want to encourage good reviews. There are a variety of ways to encourage this:

- After the customer receives the product (calculate the shipping time and add a week), send them a follow-up email asking if they like their product and to leave a review on your website
- Offer a discount for a future purchase if a customer leaves a review
- Have your friends write a review!

If you have an affiliate site, blog comments offer the same functionality. After all, you will still be selling a product. Ask your visitors to leave a comment if they've purchased or tried it.

Social proof is also great for on-page SEO for the following reasons:

- Bounce rate is reduced and time on site increases, as visitors read your reviews or comments

- Good reviews and comments encourage visitors to buy, also showing Google that your website is highly relevant for the search term you are ranking for
- Newly published reviews / comments adds to your original word count
- Newly published reviews /comments also signals that the page has been updated, making it fresh again in Google's eyes
- Social tools like Facebook, Pinterest etc can show the number of times your page was shared. Higher numbers will prove to visitors that others loved this content as well (so it must be important and the best ... Which it is!)

On-Page SEO – Your Content

It is a tired cliché to say “content is king” ... but it is more true than ever. If you have a great title and description, a fantastic domain name, Mark Zuckerberg personally linking to you, a super-fast loading website and trust pages, you will still rank at the bottom if you don’t take care of the content on the page. You need unique, quality content on every page of your website.

Writing Content for Ecom Websites

If you own an ecommerce store, you are very likely thinking “how can I create unique, quality content for a product I don’t own?”

Easy. Write your own detailed product description of the product. Even if you don’t own it but are just selling it, there is no rule against not writing unique content for that product.

Buy the product and take high-quality, professional-looking images of the product, using the product, and close-ups that your visitors will find useful.

Note: Original images also gives you a chance for your image to rank in Google search for images ... another great source of organic traffic!

After all, if 5 websites are selling the exact same item, which website will attract the most customers? The one with the greatest user experience and one that shows more care and detail in the product description and images!

How do you know if your description is unique? Or, more importantly, that Google thinks it’s unique? Simply copy and paste your content into Copyscape.com to make sure it is 100% unique.

The good news: a majority of your ecom competitors will just copy and paste the default manufacturer’s description and use their default images.

Be the one website that stands out by offering a unique user experience. Here’s some other tips to make your content stand out, be unique, and have Google (and your visitors) fall in love with your product page:

- Buy the product and write about how you used it
- Film a video about it and embed it in your page
- Take your own images of the product to make them unique

- Make sure users can leave reviews – this is for social proof, freshness of content on your page, and extra unique content

Writing Content for Affiliate Sites

For affiliate websites, we are more and more using the term “content websites” ... why? Because Google *HATES* affiliate websites. Traditionally, affiliate websites offered little to no value to the end user. Websites were built strictly to gain a commission on a sale.

We’re not simply changing the name from “affiliate” to “content” ... for those marketers who have been in the business for over 15 years, it’s also a change of mindset from simply throwing up pages with affiliate links to creating valuable, content-based websites with affiliate links seemingly an afterthought.

Google does have an entire page devoted to website owners who wish to operate affiliate websites:

<https://support.google.com/webmasters/answer/76465>

The first sentence sums it up:

“Our Webmaster Guidelines advise you to create websites with original content that adds value for users.”

Basically put, affiliate websites can get Google-love if the main focus is on providing value to the user. The link to sell the product should always be secondary.

Affiliate program content should form only a small part of the content of your site.

Make sure your website doesn’t ONLY have products you are trying to sell ... most of your site should be original articles in the form of “how to”, personal reviews, educational pages and other content that adds value to your website.

Ask yourself why a user would want to visit your site first rather than visiting the original merchant directly. Make sure your site adds substantial value beyond simply republishing content available from the original merchant.

When building your website, ask yourself why your visitor will have an experience better with you instead of the merchant. (ie a personal review.) Study Babygearlab.com to find out why this website ranks so high ... it has massive, detailed

reviews on baby items, and you can bet the owner has a huge, huge following (and affiliate commissions!)

When selecting an affiliate program, choose a product category appropriate for your intended audience.

Basically, match your content with the niche you are selling in. If you sell baby carriers, your website should be about baby care, travelling with baby, types of baby carriers, etc.

Use your website to build community among your users.

Many of the most successful affiliate websites are those where users can interact with each other. Personal blogs with a loyal following and forums are great examples.

Keep your content updated and relevant.

As previously discussed, keep your website fresh with new content, expanded pages, and newly published blog comments.

Should you write all the content yourself?

Not necessarily. Writing takes a lot of time, time which can be better spent promoting your business.

If you have a creative writing or journalism background, by all means, write your own descriptions. Otherwise, you can get excellent quality content written for between \$15 - \$50 per article.

One strategy to use is to hire a writer, then buy and send them all the products you wish to have great descriptions for (maybe use airmail so they don't have to wait a couple weeks!)

Great outsourcing services we use to hire our writers:

Upwork.com – Our main source for writers. Used to be called Elance.com.

Fiverr.com - though you will pay much more than \$5, and in fact prices are rarely \$5 anymore. We would use this to try and find a writer for long term, rather than as a quick source of content. Also a great source for photographers.

Freelancer.com – Similar to Upwork, and a great alternative.

Guru.com – More for technical writing and business projects, but also a great source of writing talent.

Twago.com – A freelance marketplace that caters to Europe (ie British English content writing.)

Whether you write the descriptions yourself or all have somebody write them for you, you want the descriptions to be unique and detailed, with lots of bullet points and subheadings with short paragraphs.

Just look at some high-ranking ecommerce pages in your niche (including Amazon) too see why they rank. Most likely it's due to good content with short sentences and paragraphs and lots of bullet points. They need to be easily and quickly digestible to the reader, with a big BUY NOW button.

Once you receive your descriptions, use an inexpensive service called Copyscape.com to make sure your articles are 100% unique. There has been more than one occasion where a writer has tried to cheat me by simply lifting content from another site and passing it off as their own.

Google-Approved Quality Content

Yes, Google does not like affiliate sites ... this is because 99% of them are low quality and not useful to readers (aka “spam” or “thin sites”).

However, if the website adds unique value for the visitor, and only includes two or three affiliate links on a page, they will rank. Build your site for people, not around keywords for the search engines.

Read these thoroughly:

Webmaster Guidelines: <https://support.google.com/webmasters/answer/35769>

More Guidance on Building High Quality Sites:

<https://webmasters.googleblog.com/2011/05/more-guidance-on-building-high-quality.html>

From the second article ...

Would you trust the information presented in this article?

If you've never seen this website before, would you trust it? Would you enter your credit card information?

Is this article written by an expert or enthusiast who knows the topic well, or is it more shallow in nature?

Google wants to reward subject experts, professionals and enthusiastic writers. In which category do you fall? You don't have to be an expert or professional. Being an enthusiast is fine.

Google is fine with "original research" or "original analysis" - they don't expect product reviews from users alone. Google rewards reviews from subject experts (original research) or review from subject enthusiasts (original analysis)

Does the site have duplicate, overlapping, or redundant articles on the same or similar topics with slightly different keyword variations?

Is your site over-optimized? If your site has the following pages, you will be penalized:

- A Guide to Baby Carriers
- Are Baby Carriers Right for You?
- All About Baby Carriers

Instead, you want one huge, powerful, original guide on baby carriers, then several natural supporting pages on how to use baby carriers, types and brands of baby carriers, and general articles on baby care and parenting. In fact, that's why Babygearlab.com ranks #4!

<http://www.babygearlab.com/Best-Baby-Carrier>

Would you be comfortable giving your credit card information to this site?

Do you have clear terms of use, privacy policy and contact and customer support information?

Does this article have spelling, stylistic, or factual errors?

Is the article produced/generated using some tools? Is it a professionally written but gives no value to reader? Think of quality and originality. It is okay to have some grammar issues, as most passionate bloggers don't have degrees in English writing.

However, there is a huge difference in quality between \$3 outsourced SEO writers and legitimate, passionate bloggers who publish content because they believe in the product, hobby or idea.

Are the topics driven by genuine interests of readers of the site, or does the site generate content by attempting to guess what might rank well in search engines?

Make sure you only have a “review” page which sounds impartial, and create lots of useful content around it. Listen to reader comments. Many of them will be questions ... so answer them with new articles!

Also, you can add a search plugin on your Wordpress site that captures search queries entered by visitors using the default Wordpress search bar on your website, if you have it - <http://wordpress.org/plugins/search-meter/>

It will not only list search queries that users have entered into your search bar, it will also list phrases where they *didn't find the answer*, due to no posts matching their query. Use these queries to generate new content!

Does the article provide original content or information, original reporting, original research, or original analysis?

If you are promoting a certain baby carrier, buy and review the product yourself. Collect information from real users on forums, yahoo answers, Facebook and other sources. (If you can't find other information, it's a warning sign that the product isn't well known, and you may want to rethink promoting it.)

Give it to your outsourced writer and have them write the review from their own point of view.

Does the page provide substantial value when compared to other pages in search results?

Can you provide information different from other people? Can you think of a different and unique perspective or point of view?

How much quality control is done on content?

Does the article tell the real story claimed in the title? Is the source of your information reliable? Did you cite and gave credit to original sources or researchers?

Does the article describe both sides of a story?

Have you accurately listed both pros and cons? A review that is nothing but positives is cause for suspicion.

Is the site a recognized authority on its topic?

It will be once you rank!

Is the content mass-produced by or outsourced to a large number of creators, or spread across a large network of sites, so that individual pages or sites don't get as much attention or care?

This question is specifically targeted towards sites like About.com and Ezinearticles. All of your pages should be well written and well researched.

Was the article edited well, or does it appear sloppy or hastily produced?

Have you (or your outsourcer) taken the time to write a high quality article?

For a health related query, would you trust information from this site?

If you have a heart health website, would your family trust the "heart healthy recipes" you have written for your website? Would you want your friend or family member who is having fertility problems read it and try what is suggested on the page you published?

If a legitimate visitor asked a question as a comment, do you research before answering them. These are real people looking for answers or real ideas.

If you are in a health-related niche, make sure you stress that you are not a doctor. I have disclaimers on my health sites stating this, yet I am bombarded with questions from people asking advice that only their doctor can give. If the comment is high quality, I publish it, do lots of research on the symptoms they mentioned and carefully answer it, stressing that they should see their doctor.

Would you recognize this site as an authoritative source when mentioned by name?

This is why you want your website name to be brandable. Someday you might be involved in advertising it as a commercial during the Super Bowl!

Does this article provide a complete or comprehensive description of the topic?

Don't write a quick 400-word article if you can write a comprehensive 2000 word article.

Does this article contain insightful analysis or interesting information that is beyond obvious?

Everybody knows that "healthy diet and exercise" is the key to losing weight. Can you say something extra which isn't obvious?

Is this the sort of page you'd want to bookmark, share with a friend, or recommend?

Would you be embarrassed to show this site to a friend? (Well, maybe. Depends on the niche!) But if somebody has an embarrassing condition and knows somebody else who has the same problem, would they recommend your site.

Does this article have an excessive amount of ads that distract from or interfere with the main content?

Do you have excessive ads images or links like Buy Now, Add to Cart, visit the official site, more info, download now, etc after each paragraph?

For my sites, I limit all affiliate links to two per page (sometimes three, one being an image). I rarely put affiliate links on supporting pages, but instead have the "call to action" linking to the review page. ("To learn more about this, Click Here")

Would you expect to see this article in a printed magazine, encyclopedia or book?

Would you be confident to send this article for publication in a national magazine?

Are the articles short, unsubstantial, or otherwise lacking in helpful specifics?

Basically, is it in-depth and helpful to readers?

Are the pages produced with great care and attention to detail vs. less attention to detail?

Are the facts correct? Is there a lot of "meat" in the article?

Would users complain when they see pages from this site?

Basically, would they immediately click away if they saw your site? (High bounce rate.)

The “Super Article” Page

If you already have a high authority website (in Google’s eyes), Google will give you the “benefit of a doubt” and assume that your new article will be high quality as well. They will rank your new content high right away, and “float” you near the top.

What about a brand new affiliate site? Google will obviously not think your site to be an authority website – you need to earn their trust, first. To do this:

1. If you have an affiliate website, write one GIANT, extremely high quality article (we’re talking 3000+ words). This could be your home page, but more often it can be a product page or just a blog post. However, make sure it links directly from the home page.
2. Link out to many high authority places from this giant article, and have these links open in a new window. (So once they’re finished, they can close the tab and see your website again.)
3. Start replacing a majority of these links as future quality posts within your site ... bonus points if you can make them BETTER than the articles you previously linked out to.

<http://www.babygearlab.com/Best-Baby-Carrier> is a FANTASTIC example of this in action. The website owner created a massive review page of several baby carriers, then wrote supporting content on baby carriers in general. There are 20+ links to other baby carrier reviews on her website, and you can probably imagine that at the beginning of the website’s existence those links were to other authority baby carrier websites. As a result, this single page, with almost NO backlinks, ranks in the top 5 for several baby carrier terms. In fact, looking at this website in SEM Rush shows this website receives over 360,000 visitors a month just from organic search terms!

We discuss this Super Article content strategy in more detail on the June 2016 “What’s Working Now” webinar.

Example of an Affiliate Review Page

Whether you decide to create a massive 3000+ word “Super Article” or not, each affiliate product review page also needs to be large, detailed and high quality to rank.

Here's a sample structure for a 1500-word review page for a product we would be selling:

1. Header - Keyword phrase within, attention grabbing, curiosity-driven

3. Introduction, explanation, use primary keyword only once

Three - four lines of content with short paragraph

Ask a question of your reader

Soft product pitch, have the link as a bullet point - avoid overused SEO terms like *review* or *scam*

2. High impact graphic of product, or informative image

around 350 x 350 px

Interesting sub-heading (Sub-headings throughout the article)

4. Discuss why the problem is happening.

Highlight some medical and technical lingo describing the problem, linking to authority sites as citations and proof.

Most people will skim this part, but to Google it shows you are an enthusiastic researcher who is to be trusted. Use words and phrases common in the niche, and terms similar to your primary keyword.

5. Optional Youtube video from an authority source discussing the problem or product. Summarize the video below

High impact image

Add more images, discuss some solutions, ingredients in the product, benefits for you, the reader

6. Soft-sell the product with benefits in point form

7. List negatives or downsides, side-effects, what not to expect from it - this not only shows you are an impartial reviewer, but refunds will be lower because the reader now knows what to expect from the product

8. Discuss product in more detail - how it helps your solve your problem.

Pitfalls to avoid

Conclusion, Call to Action

BUY NOW LINK
(Text or button)

"P.S. Let me know how it worked for you. Leave a comment below!"

Links to more information - stay within your website

1. Header

Create some curiosity. Instead of “My Review of Baby Carriers” write “Why Baby Carriers are the Healthiest, Best Option While Walking with Your Baby”

2. High-Impact Graphic on Right or Left Hand Side

Either an image of the product, a smiling woman (or man) with their baby, etc. If it's an image of the product, add an affiliate link.

3. Initial Content on the Right or Left of the Image

An introduction, with the keywords you want to rank for naturally included in the first 1-3 sentences. Don't yet include words like “review”, “scam” and other overused and spammy SEO terms. Instead, you want a “soft sales pitch” introducing the product and your story.

Add an affiliate link, like “[Click here to learn more](#) or continue reading my story.”

4. Add an interesting sub-header, then ...

Ask the reader a question, or continue talking about your story.

In paragraph 3 or so, begin adding some technical and medical words, and add a link or two from high authority sites (not Wikipedia, that's been done to death. Search for authority .gov or .edu sites, if it's a health site.)

This section will prove to Google that you are an “enthusiastic researcher”. Most people will skip this section, but the people who do read will trust you more, since you know what you are talking about – and make sure you know what you are talking about!

5. Optional: Youtube video

Add a high-quality Youtube video, with content explaining what the video is about.

6. Soft-sell the product

Now continue discussing the product, explaining in detail what it is about, what it involves, the benefits, ingredients if it's a cream or health supplement, etc. This will be the “meat” of the article.

7. List Cons

Now list the cons – what didn't work for you, any alternatives to try instead (without affiliate links). This can obviously have a negative effect on your conversion rate, but it's vital to show that you are not simply an affiliate marketer chasing a sale – you are an enthusiastic and impartial reviewer and user with a positive experience.

Obviously, the pros have to outweigh the cons.

8. Conclusion, Call to Action

Now you have to convince your visitor that this product is worth buying. Discuss how it helped you, ask if you did buy it, did it help you? (and please leave a comment below), add a BUY NOW link or button, and an optional image of the product (if you didn't have it at the beginning.)

Some other things to test are to include three links for “more information” at the bottom. They will all go to other articles within your site, to keep the reader at your site if they decide not to buy. Play around and see what converts the best. Use a tracking tool to measure clicks on each affiliate link (Pretty Links can do this for you.)

Actually say “P.S.” at the bottom, asking the reader how it worked for them. This makes you sound even more personable, and encourages comments and reader interaction.

Amazon SEO

If you have an Amazon listing you are trying to rank in Google search, you have a huge advantage just by being on Amazon and their maximum domain authority.

You only have control over your title, images and description. Luckily, Amazon has spent hundreds of millions of dollars on keeping bounce rate low and user engagement high – their entire business depends on it!

The best thing to do is do a search for a competitor's listing that is ranking high on Amazon, and note the following:

- The backlinks JUST to the page
- Their title
- Their images
- Their description
- Their user reviews

Obviously, not every Amazon product ranks on Google. Off-page linking factors in this case is more important. For what you can control, make it the best user experience possible. That means:

Clear, large images – Ideally, use all the image slots available to you, and at least 1000 x 1000 pixels.

An eye-catching title – Use the keyword you want to rank for (both on Google and Amazon) in a natural-sounding order. Actually, what we’ve been finding lately is that using your brand FIRST rather than your keywords is more effective.

So, if you are selling white-label earphones, instead of saying “High Fidelity Earphones by (Your Brand Name)”, start with “(Your Brand Name” High Fidelity Earphones.”

Bullet Points – Write your main “sales pitch” in the bullet points, listing all the benefits and descriptive content. A majority of the time, viewers will only read this. Just like website content, Google measures Amazon product page bounce rate as well, so you want to keep the visitor on your page.

Description – Those who continue scrolling down past the bullet points will likely read your description. If they have interacted with your page this much (and remember, Google and Amazon both measure a visitor’s mouse actions and scrolling as a ranking factor), they are more likely to buy.

The description will have the same rules as on-page content – short sentences and paragraphs, lots of white space, bold sub-headers, more bullet points (in the form of *, as you can only use limited html), and a call to action at the end (“Scroll up and click Buy Now!”)

Your Amazon Product Page and Backlinks

Ranking an Amazon product page is the same as ranking any page (see “Off-Page SEO, below) ... however, because you already have the massive domain authority of Amazon, it doesn’t take nearly as many backlinks.

One thing to be aware of is the URL of your product. You can’t exactly tell which URL Google will index, so wait until your product actually appears in Google so you know which URL to promote.

To do this, simply type your product with your brand name. It may take a week or more for a new product to appear. If it still doesn’t appear, make sure you have at least a review or two.

Off-page SEO - Linkbuilding

Way, way back in ancient history (2008, when dinosaurs roamed the earth and AltaVista was still around) you ranked your website simply by pointing as many links as possible to your website. It didn't matter where – forum signatures, blog comments, press releases, web 2.0 sites, social links, and paid text links.

This involved huge amounts of time and resources to stay on top, with complex linking structures we won't get into ... because most of it no longer works, thank goodness.

Nowadays, you don't actually need too many backlinks to your website in order to begin ranking ... in fact, you can often rank with NO links at all, if your on-page factors are great!

Inbound Links vs. Your Inbound Traffic

One rule to follow is to not have more links than your monthly inbound traffic. If you have 1000 websites linking to you in your first month of existence but only received 50 visitors in that time, Google will know something suspicious is up.

Think about it. Legitimate websites are owned by real people, and Google knows how much traffic you get. How can 1000 websites link to you if only 50 people have visited your site?

The one time this rule can be broken is with a wildly successful piece of viral content, but again, Google will know about this happening and see that you received thousands of visitors due to it (and a subsequent, natural rise in inbound links).

Today, instead of investing tons of time to blindly building links, think instead of developing a natural-looking, organic link profile. What is a link profile? It's the variety, quality and relevancy of who is linking to your website.

Building Your Backlink Profile

The idea is to make your anchor text links look as natural and organic as possible. The link "Click Here" is an example of anchor text. For the statement [Click here to buy "Glow in the dark Earbuds"](#), the text in quotes and underlined as a link is the anchor text.

You don't want Google to think you are trying anything artificial to rank your product keywords. You want to look like an honest, high quality, small-business ecom website or blogger. You are an owner passionate about what you sell (you are, aren't you?) If you happen to rank for some powerful keywords, well ... that's great! (Nudge nudge wink wink.) This is how you should be thinking of backlinks:

Be Slow, Be Steady, Be Sloppy.

Slow, as in slow, natural growth. That's not to say that fast won't work. Google certainly understands that it is perfectly natural for a website to gather ten thousand links overnight due to a fantastic marketing campaign. If you can create an inventive, wildly creative viral campaign, all the better!

Otherwise, build your new links slowly, a couple per day, and steadily, from a variety of sources. And sloppy. That is, don't show any sort of structured, "optimized" pattern.

Most links should go to your home page, so you begin to build your "domain authority" ... in fact, because of the type of website you are building, you will be switching in and out the products you drop-ship. Unless you are absolutely certain the product you are selling will be available years down the road, only link to your homepage, or some sort of top category page that is permanent (ie www.yoursite.com/category/gadgets).

When building your profile, these are the types of anchor text backlinks you want to achieve (anchor text is simply the words that make up your link):

10-15% Exact Match Keywords: If you are trying to rank for "ear bud headphones", exact match keywords in your link would be "ear bud headphones", "ear bud headphone reviews", "best ear bud headphones", etc ... the exact keyword phrase is in your link.

15-20% Partial Match Keywords: This would be related keywords and synonyms (ear buds, headphones, Bluetooth in-ear headphones, etc)

15% Persona (content sites only): Your real name or persona for the website (Steve, Steven, Steven Smith) ... usually used in blog comments

25-30% Branded (content sites only): Your plain URL, your website name and variations ("Money site", "Moneysite.com", "http://moneysite.com")

30-50% Branded (ecom only): Since ecom sites almost never have a person's name representing their brand (unless the person IS the brand), replace

with only branded links

20-25% Filler: random text like click here, read more etc.

Of course, this is not exact. There are no published guidelines for this, just estimates from ourselves and other marketers. With everything you do, vary the composition.

Week by Week Linking Plan

You will be searching for a lot of different types of websites to create a variety of backlinks. Personally, we found that this quickly becomes tedious and overwhelming. Luckily for you, as a purchaser of this advanced SEO Formula, you can get this for a special one time low price of just \$27 but we are limited this to 1000 members. You can check out the details [here](#)



This software will save you ton of time by finding all the relevant blog posts, forum topics, Yahoo Answers and other sources for your niche. Think of this as your secret weapon that will launch you to the top.

A great side effect, too, is the trickle of traffic that will naturally come to your site from all these quality links.

The page on Crowdforce has in-depth tutorials on selecting niches, setting up projects, and even outsourcing it to a virtual assistant.

Here's our week by week plan on building links and gaining traffic. They will each be explained more fully below:

Week 1+

- Blog comments (1-3 per day)
- Setting up social websites (Facebook, Pinterest, Instagram, etc)

Week 2+

- Creating a video for Youtube

- Press Release
- Participating in forums, Quora, Yahoo Answers (2-5 per day)

Week 3+

- Continue blog commenting (3-5 per day)
- Release another Youtube video (or three)
- Quality and industry-specific directories

After nearly a month, your link profile will be filled with natural, random-looking links from various sources around the Internet – quality blog comments, forum posts, Facebook, Youtube, press releases and Pinterest images. You'll have a variety of links using your brand name, links with your website address, and lots of random links. Most links will be to your home page. Very safe, very natural looking.

So, you look like an average ecom owner or blogger who spends time networking with other people (blog comments, forums), showing your authority on the subject (forums, Yahoo Answers) and looking for a bit of publicity (press releases, FB page, Youtube videos). Exactly as you should be promoting your business online.

You have legitimate on-site SEO, unique, quality titles and descriptions of your products, and you now have built up this great link profile. The search engines should begin to trust you. But you won't be near the first page ... or you might be. Most likely, you will be fluctuating in the rankings.

Week 4+

- Continue all of the above, but you can increase the frequency of everything
- Private Blog Networks
- Check and improve user engagement
- Benchmark your competition

Week 5+

- Continue all of the above
- Another press release
- Guest posts

Week 6+

- 3+ reviews/blog comments on your most important pages
- Continue link building via Crowdfunder
- Press releases, add new articles on PBN sites, new videos, new social signals

By 12 weeks (3 months) you should by now be getting some decent organic traffic from Google and some top ten rankings. Keep building links, creating new videos, engaging with your visitors, studying your competition, and writing new articles.

Now we will go into detail on how to properly set up everything.

Blog Comments

Week 1+

We begin with blog comments. Using Crowdforce, or simply searching for relevant, quality blogs in your niche, begin participating in blog posts. So, for baby carriers, we would look for:

- Tech blogs
- Audiophile websites
- Gaming blogs
- Music blogs

Since you won't be actually “promoting” your site, you don't have to match the article you'll be commenting on with what you are selling. Just read an article and leave a quality comment. Your name in the comment will be your name (affiliate site) or your company name (ecom site, though you can certainly use your name as well).

Why start with blog comments? Simple. What you are doing is beginning to construct your link profile with innocent, no-follow backlinks, using your brand name. You will have a large variety of these innocent links to help dilute and mask your super-charged, keyword-rich links latter on.

There's also a few side-benefits from this. As you begin commenting and participating regularly to active, popular blogs, other visitors and the website owner will begin to notice you. Some people will visit you, and later on, you can approach the blog owner for a guest post.

Social Sites

Week 1+

During these first early weeks, we also build a Pinterest page, as well as a Facebook page using our personal account (your friends can't see what pages you administer). If you are using a “persona” on your website (a pseudo name that reflects the owner of

the website better), create a new Gmail account, G+ profile, and Youtube account for it. Add banners, images and a few initial posts.

Some niches don't jive well with social sites. For the "embarrassing" niches, you can skip all this. Use your judgment and see what your competitors are doing.

Youtube Videos

Week 2+

Shoot and upload your first Youtube video. As the world's second largest source of search traffic (after Google itself), you absolutely cannot ignore video. There's many different ways to create videos that we won't get into here, but these are the most common you can do:

Demo Video – Using a tripod or a webcam, show the product and discuss how to use it. Make sure it's no more than 2 minutes. The longer the video, the higher the bounce rate as people only watch a bit and leave. Even 30 seconds is fine.

Talking head – If you don't mind getting in front of the camera, shoot a video of yourself presenting and demo-ing the product.

See what your competitors are doing to give yourself some great ideas. Videos can all be outsourced, as well.

Ranking Youtube videos is a lot like ranking webpages. Write a great title tag on the keywords you wish to rank for, add unique content as your description, as well as tags and backlinks. Definitely embed this video into your article or product page as well!

In your content on Youtube, add your website product page URL on or near the first line. In the Youtube search results, your website URL will then appear as part of the short description.

If you do wish to actually rank your Youtube video on Google, the key is user engagement (user retention ... how many people watch the entire video), the number of Views and Likes, and backlinks to the video.

We published a post on how to produce a video:

- <http://www.aidanbooth.com/how-to-produce-videos-like-a-pro/>

And we have information on marketing YouTube videos:

- <http://www.aidanbooth.com/youtube-marketing-blueprint/>

Press releases

Week 2+

We find PRWeb and PRMWire to be the most effective. For extra money, PRMWire will write your press release for you, and it is VERY good quality. We encourage going that route if you've never written a press release before.

Otherwise, there is an art to writing press releases, and writers charge a lot more for them. While writing them or having them written, make sure there are no keyword links, only branded and URL anchor text backlinks to your website.

“Newsworthy” topics to discuss include the launch of your website, the offer of a free ebook on your site, a sale, a new product you are selling, or something related to an upcoming event and your business.

You can also add the press release to your site, in a section called “In the News” to sound more impressive! Google expects press releases to be syndicated to many websites and platforms, so this is one of the few times you don’t have to worry about duplicate content.

Other press release services:

- Newswire.com
- PRLog.org
- PRLeap
- PR.com

Forums, Quora, Yahoo Answers

Week 2+

Using Crowdforce, definitely spend some time on one or a few of these sites. Remember, variety is key in your link profile.

For forums, search for two or three popular and active ones in your niche, and build up your profile. After five useful posts answering other people’s questions, post one of

your own. Only promote your site when it makes sense, and only put your URL or branded link as your forum signature. Find out first if the forum allows signatures (taglines at the end of every post you write.) If not, don't join.

Forum signature links were one of the earliest methods of spam, so most forums will be very strict on signature links. You, of course, will be a quality member of that forum, and your authoritative posts will send a good trickle of traffic from these visitors to your website.

For Quora and Yahoo Answers, only add your site as the "source" for your answer about 20% of the time. (Yahoo banned our account once for adding our own link about 40% of the time.) This is especially true in the beginning, with a new account. Don't add any links to your site until you've answered about 20 questions and raised your account level.

Industry-specific Directories (Ecom)

Week 3+

For your ecommerce site, submit your website to a few niche or industry-specific directories. If the directory only allows tech websites, and looks professional and authoritative, pay the money to include your site. Look for 1 to 3 targeted, pay-for directories.

Using automated software to get your site included in a thousand free directories, however, will kill your site really fast. Don't do this.

Submitting your affiliate website to directories doesn't do much with your rankings, and we no longer bother.

PBN's

Once you've built a baseline of more "traditional" and natural links, it's time to take the leap into dominating the search results. This is done through the Mother of All Linking Methods ... PBN's, or Private Blog Networks ... this will be its own section later on.

User Engagement

Week 4+

Now that you are receiving traffic, you need to start measuring it. To satisfy on-page SEO, you need to improve your user experience and engagement, lower your bounce rate, increase your time on site and page views. You will use data from Clicky or whatever analytics program you use to track your visitors.

Good metrics to follow:

- Bounce rate below 60%
- Time on Site 1 minute or more
- Page views are 2 or more

How do you improve user engagement? Review “on-page SEO” and the “Your Website Content” section.

Also try the following to help improve your website engagement:

- 1. Create a good first impression:** professional looking site, great and seamless header image, complimentary and simple colors - <http://paletton.com/>
- 2. Image positioning:** Place the image slightly lower, so you can only see half on your screen – this gives a slightly greater chance that people will stay and scroll down to see the full image, simply because they are curious
- 3. Readable content:** Lots of whitespace, short paragraphs, lots of bullet points, larger font, more space between lines, use white or light background
- 4. Social proof and increase trust:**
 - User-generated reviews, clear trust pages such as refunds and terms of service, security seals, etc.
 - “Additional Products” – show additional products your visitors may be interested in

Benchmark Your Competition

Week 4+

You have already used these tools to originally research your competition. Now it's time to benchmark them against your website.

Now it's time to go a step further and discover what REALLY makes them rank by reverse-engineering their links and what they rank for.

As a refresher, you will be using the following research tools:

- Moz Open Site Explorer - <https://moz.com/researchtools/ose/>
- ahrefs - <https://ahrefs.com/>
- Majestic - <https://majestic.com/>
- Semrush - <http://www.semrush.com/>

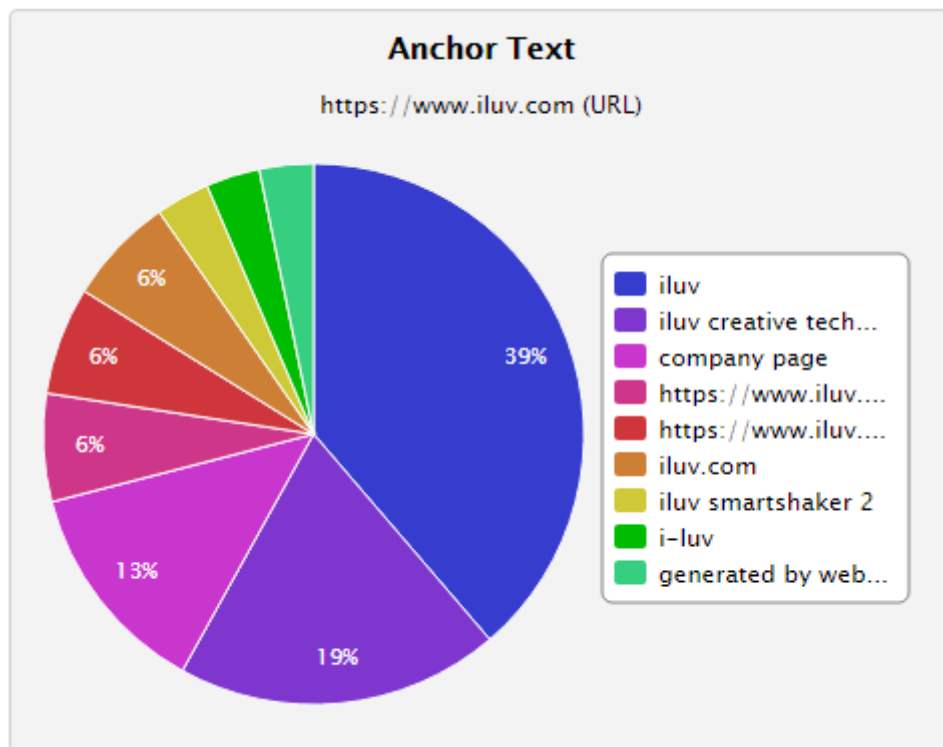
You can use the free accounts, but they will be limited. Some of these tools you will need to register accounts for. In the free mode, you can see their top 10 best backlinks and keywords, which is enough for our needs. For most of the tools, you can do a limited number of queries per day. That's fine, just take a few days to do this.

If you were deciding on which tool to pay for, we would suggest Majestic. It has the largest database of backlinks.

Using a spreadsheet (found in the member's area), create columns for your own site and those of two or three top competitors who rank for your target keywords.

For each website, fill in the following on your spreadsheet:

- Majestic Citation Flow
- Majestic Trust Flow
- Semrush Traffic Estimate
- Semrush Total Keyword Rankings
- Majestic Total Fresh Backlinks
- Majestic Referring Subnets (these are unique I.P. addresses on unique servers)
- Ratio of Subnets to Total Backlinks (Divide backlinks with unique I.P. addresses)
- Majestic image links
- Majestic follow links
- Majestic no-follow links
- Total Indexed Pages (go to Google and type in site:yourwebsite.com)
- Facebook Likes (if they have a Facebook page, go there and note this number)
- Facebook Reach ("Talking About this")
- (List other social factors, depending on your niche)
- Backlink profile, expressed as percentages:



From this piechart in Majestic (scroll to the bottom of the main report), you can see the entire backlink profile of this website, for all the public to see. Here it is:

Keywords: less than 5% (iLuv smartshaker 2)

Branded: more than 75% (URL's, iluv, iluv createive tech, i-luv)

Filler: 15% (company page, generated by web, other words)

This is a very natural looking link profile, and they obviously are not doing linkbuilding for keywords ... they are just using the power of their brand to rank.

On a second spreadsheet page, note the top ten anchor text keywords found in Majestic and SEM Rush:

[Summary](#)
[Topics](#)
[Ref Domains](#)
[Backlinks](#)
[New](#)
[Lost](#)
[Anchor Text](#)
[Map](#)
[Pages](#)
[Link Profile](#)

☐ Clean Anchor Text:

#	Anchor Text	Primary Topical Trust Flow	Referring Domains	External Backlinks			Estimated Link Flow Metrics	
				Total	Deleted	NoFollow	Trust Flow	Citation Flow
1	<i>Empty Anchor Text</i>	18 Subscribe to see topics	14	1,457	178	-	21	41
2	iluv	7 Subscribe to see topics	12	213	199	3	7	10
3	iluv creative technology	2 Subscribe to see topics	6	16	5	-	2	3
4	company page	2 Subscribe to see topics	4	23	4	6	2	2
5	https://www.iluv.com	2 Subscribe to see topics	2	5	-	-	2	7
6	https://www.iluv.com/	0 Subscribe to see topics	2	2	-	2	0	0
7	iluv.com	0 Subscribe to see topics	2	2	-	-	0	0
8	iluv smartshaker 2	2 Subscribe to see topics	1	4	1	-	2	2
9	i-luv	2 Subscribe to see topics	1	2	-	-	2	6
10	generated by webthumbn...	0 Subscribe to see topics	1	1	-	1	0	0

Finally, on a third sheet, note the unique domains linking to your competitor sites from data gathered in Majestic, Moz Open Site Explorer and ahrefs. If you want to go further, you can also find the actual top pages where their backlinks appear.

[Summary](#)
[Topics](#)
[Ref Domains](#)
[Backlinks](#)
[New](#)
[Lost](#)
[Anchor Text](#)
[Map](#)
[Pages](#)
[Link Profile](#)

Order By: Descending Then: Ascending

#	Referring Domains	Primary Topical Trust Flow	Backlinks	Alexa Rank	Flow Metrics	
					Trust Flow	Citation Flow
1	i-luv.com	12 Subscribe to see topics	1,415	N/A	14	24
2	navigator13.ru	24 Subscribe to see topics	189	N/A	24	18
3	macnn.com	53 Subscribe to see topics	21	63,828	55	64
4	e-techgadget.com	8 Subscribe to see topics	12	N/A	8	20
5	geeknewscentral.com	43 Subscribe to see topics	10	226,429	45	37
6	bestpetcam.com	4 Subscribe to see topics	8	N/A	4	13
7	sitesforge.com	0 Subscribe to see topics	6	N/A	0	3
8	smart-living-blog.de	9 Subscribe to see topics	4	N/A	9	17
9	lightingapac.com	10 Subscribe to see topics	4	N/A	10	29
10	globe.newswire.com	49 Subscribe to see topics	3	31,885	53	47

If you pay for a Majestic subscription, you would get all domains where their backlinks appear, but we find that the top 10 gives us great information.

Reverse engineering your competitor's link profile and backlinks not only gives you a great indication of how your website measures up to theirs, but, more importantly, you

now know where to go for additional links. Contact the webmasters of the sites where your competitors link and see if you can get links there as well! Do one better and see if you can publish a guest post on their site as well!

Guest Posts

Week 5+

From week one, you would have been interacting with blogs by posting quality blog comments (and getting them approved). By now, you would have posted a few comments on the same blog. You now have an opening to approach the website owner for a guest post.

Guest posts used to be a fantastic way to gain backlinks. That all crashed when everybody starting using it as a method to get keyword links, and Google clamped down on the practice with their cuddly black and white animals.

However, for those that were hit (and we were one of them), the reason is that we were placing targeted keyword links in the guest post and in our author profile at the end of the article. It was the keyword links that Google was (and is) after.

Everything that is old is new again. Guest posts were originally just that – great ways to talk about your expertise with another blogger and their audience. There was no emphasis on gaining keyword links. This is how it is again.

Approach the website owner with a friendly email, talking about how you love their site and have commented a couple times on it. Discuss a partnership between your site and theirs – you have a great article you would love to publish on their website. Describe what the article is about, and state that it would only ever be published on their site. Of course, it will be high quality – your own website-type of quality.

Don't discuss links or keywords. If they agree, simply email them the article, with an image of you (or your persona) as the author, and a two to three sentence author bio. Your link will be a branded URL link back to your site in the author profile only ... or perhaps vary it with a link to your Pinterest or Facebook page.

Down the road, you could become a regular guest contributor to their site, and this will strengthen you and your website as an authority in your niche. It is also yet another source of traffic, as many visitors reading your guest posts will also click onto your website.

Of course, hire somebody to actually write the article. If you are selling ear buds on your website, don't just write about ear buds (in fact, don't narrow yourself to this at

all). Just write (or have somebody write) some quality content about gadgets in general, with the author credit back to your website homepage. For ecom websites, ONLY send links to your homepage, in case you stop selling the product in the future. For affiliate websites, we usually link to the homepage, but sometimes to a product page or a Super Article page, if we have one. We would also vary it by often adding our Facebook page or Pinterest account instead.

Guest posts don't just have to be on personal blogs. Larger sites also accept writers. In your niche, type in the following:

- Contribute [niche keyword]
- Write for [niche keyword]
- Guest write [niche keyword]
- Apply to write for [niche keyword]

For the gadget niche, back when we were looking at competitors, you may have seen a website called Engadget.com in the search results ... it turns out they have a contributor's section!

For these larger sites, they are obviously looking for high quality writers and writing, so you may have to go through hoops to be able to write for them. But once you have an article published, and a link in the author credit back to your site, this will be a strong and authoritative link to push your website up in the rankings!

Private Blog Networks

Thus far, you have been building links the natural way ... the way Google wants you to build links – through networking, engaging in other people’s content, and participating in forums, guest posts, etc.

A PBN is like a huge battery feeding your entire backlink profile. Since Gizmodo, Techcrunch and CNN won’t likely link to your gadget site (and if they do, you probably don’t need a PBN), we will instead create our own authority! We do this by setting up our own Private Blog Network.

This is where you'll finally be using your keyword links. Because you have already built up a strong, natural-looking link profile, by inserting a couple keyword links now, the search engines won't be suspicious of anything “manipulative” happening.

Since you have, by now, around 100 URL, branded and random links, having 8 keyword links will not look like glaring SEO manipulation. It'll be hidden by all the “noise” of your other links.

Note that building a PBN is considered a black hat method. The techniques below will create the safest network that Google will actually like.

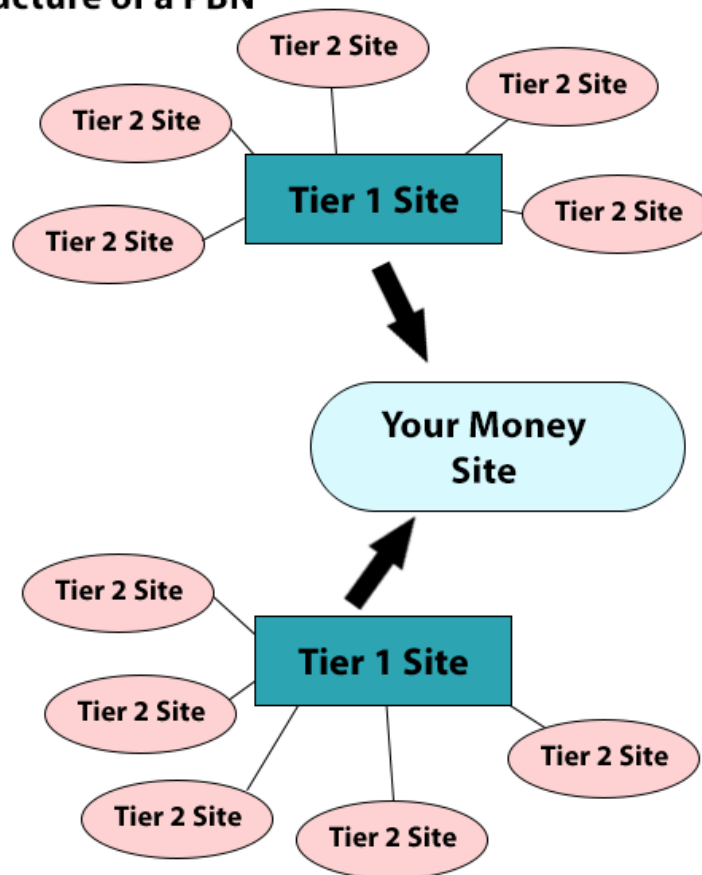
The Structure of a PBN

A PBN is the modern workhorse of backlinking, and every SEO company uses them. They are so powerful, in fact, that Google actively tries to shut them down when they find them.

So, just like before, we want to be messy, sloppy and random with this. We want it to look the natural progression of our link profile ... hey, we’re becoming a mini-authority in our niche ... it’s completely natural for other, more authoritative websites to start linking to us!

PBN’s usually have what we call Tier 1 and Tier 2 links. It’s best to see this as a diagram:

Typical Structure of a PBN



Tier 1 Websites are the strong, authority websites linking directly to your website. Tier 2 sites are weaker sites linking ONLY to your tier 1 sites, NEVER your main money site.

Tier 1 Properties include:

- Web 2.0 sites (Hubpages, Tumblr, Rebelmouse ...)
- Actual authoritative domain websites you own
- Other company private blog networks (careful with this, as you don't own them!)

Tier 2 Properties include:

- Blog comments
- Social links
- Other web 2.0 sites
- Cheaper directories
- Guest posts

Web 2.0 Sites

These are websites where you can build your own pages of content on another website's platform, usually for free.

Some great sources include:

- Hubpages
- Instructables
- RebelMouse
- Zimbio
- Tumblr
- Wordpress.com
- Blogger

Begin writing high quality, unique articles on one or more of these sites. Only use your branded website name, "Click here" filler or your URL as links back to your website. Don't add any for a few weeks, but do add links to other high authority sites.

Read their terms of service very carefully. Some websites are very strict on the types of content and the links to other websites.

Yes, this is a lot of content to write, which is why we as you will be creating some mini-sites on these, such as Blogger and Tumblr. You are writing articles for both your website and various web 2.0 sites. This is why we highly stress hiring a writer to help you do all this.

Articles don't have to be as high quality as those on your website, because you are not really expecting to rank them (but if some do, that's great!) For websites like Hubpages, you can even earn money off your articles. You are building them just for some link variety and a trickle of traffic from those that participate in these websites.

For these sites, we suggest using a service like Needanarticle.com, though definitely try the other outsourcing places listed in the Quality Content section of "on-page SEO".

Of course, articles and mini-sites will be related to your niche ... but don't worry about them being too close. While adding links to your site, add links to other authority websites as well, so it doesn't end up looking completely promotional in nature.

You want them to look informational and useful, while *occasionally* having backlinks to your website.

Authoritative Domains

Next (or alternatively), search for authority domains as a tier 1 site ... how do you acquire one? You will be buying aged domains at auction, with good backlinks. For whatever reason, the previous owner never renewed their domain (lack of interest, business bankruptcy, etc).

There are a variety of places to buy domains at auction, the two main ones being Godaddy and Namejet.

Buying an aged domain gives you a huge advantage, as they will already have backlinks, and their age means Google trusts them more. Of course, you have to do your due diligence ... a domain may have expired and gone to auction because the previous owner had used it as spam and Google had deranked it! Fortunately, there are many ways to check the health and links of a domain before you end up buying.

There's a few ways to find aged domains:

Manually:

[GoDaddy Auctions](#) - \$5/year – Godaddy.com/auctions – Just lists upcoming expired domains on GoDaddy, though there are some filtering tools

[Register Compass](#) - \$37/month – Huge database of expiring domains from GoDaddy, Snapnames and Namejet – you can filter by name, age, Google PR, Moz DA, number of backlinks, and much more. Highly recommended.

[ExpiredDomains.net](#) – free, similar to Register Compass but not as many features.

There are also many websites offering free searches for expired and expiring domain names. However, be careful, because they log everything you do. We've heard stories of people who had carefully researched an expired domain name, find it to be good, then realize that the same company they were searching with had bought it and was now offering it to them for ten times the price!

We haven't had problems with Expireddomains.net, but we prefer Register Compass for the convenience and more efficient searches and filters.

Hire a link broker:

These people specialize in finding domain names for you. A few marketers we know say they stopped looking for domains themselves and are much more satisfied with a broker. They will do all the work to find you a niche-specific, high quality, “clean” domain. Not only that, they have access to auction markets not open to the public.

Some places to hire a broker:

- Heavydutynames.com
- TBSolutions.info

Checking if an Aged Domain is Clean

So what’s all this about “clean”? Well, while many domains are abandoned due to business closures, finished public projects and plain forgetfulness, a huge amount are due to spam, blacklistings and other nastiness.

Fortunately, there are ways to find out if a domain you are planning to buy is clean, or at least not too sullied. Here are the steps to take:

1. Type the domain into Google.com to see if it shows up, or type site:yourdomain.com to see if it appears (yourdomain.com being the domain you are researching)
2. If the domain does appear ... check the domain name very carefully and make sure it actually is that domain. Scammers can swap domain information
3. Go to Way Back Machine (Archive.org) and see what the website looked like in the past.
4. Check the backlink profile of the domain in Moz, Majestic or Ahrefs and judge whether the top quality links look permanent. Also note any spammy looking links – link farms, cheap directories, “bad neighborhood” sites (porn, gambling, payday loans, etc), and links unrelated to the original site.

What constitutes permanent links and those that may disappear, lowering the value of a website?

Links that look more permanent	Links that look less permanent
• It is found in a blog comment on a quality website	• It is in an active business directory or some sort of listing

• It is found on some sort of archived company report • It is found in an archive, and older archives remain on the website • It is found in an older article or blog post • It is found in a citation for an archived report, research paper or other article	• or citation • It is a sponsored link • It is in a blogroll • It is on some sort of report that updates every certain time frame • It is on the homepage of a quality website
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If everything looks good, nothing is faked, the link profile isn't full of spam links and a good portion of the top links may stay permanent, then purchase it!

Look for either niche-related websites or general websites. You can buy a website in an unrelated niche, but it may look unnatural to Google. With hundreds or even thousands of domains expiring every day, we never found it difficult to find a related domain.

When searching, just ask yourself “would a keyword link from this site to my site make sense?” For a gadget website, an expired domain in the tech niche, gadgets, education, and gaming blogs make great sense. Expired domains that used to be about sports, politics or the construction industry ... not so much, though still doable.

Once you go through all the checks to make sure the numbers are not being faked, and if some of the strongest backlinks look like they are permanent, it's time to buy one!

Setting Up Your New “Aged” Domain

Once the domain is yours (it will take a few days to get it), add it to a webhost different from where your main site is listed. Hosting accounts are your average, popular, everyday hosts - Bluehost, Hostgator, Justhost, etc.

You also don't want every blog to be Wordpress. Some will be Wordpress, some can be straight html, some Drupal, and some could be hosted on Web 2.0 sites and website builders.

Web 2.0 website builders create excellent variety in your PBN network. For instance, you can create a new account at a great website called Yola.com, pay a yearly fee, and host your domain name and build your website there. Places like Tumblr and Moonfruit are still free to add your private domain. However, as time goes on, we're

noticing that more and more websites only offer domain names as part of a yearly service fee. Still, it's worth it for diversity.

Some good places where you can host a private domain:

Wordpress.com Blogspot Yola	Tumblr Blog.com Jimdo	Weebly Webnode Wix
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Once the website is hosted and themed, build the site just like a real site – an About Us, Privacy Policy, Terms of Service, Contact page and articles.

Before buying a website, look at Archive.org to see what the website looked like before it expired. Sometimes, we will use the same content as the old site. If it is a business that no longer exists, we would change the content a bit, removing business addresses, phone numbers and changing the names of the business owner.

Initially add 2-4 articles the first month, then 1-2 articles every month. If your site is about gadgets, you can add articles like these, depending on if it is appropriate to the name of the domain (ie “Sportsbettingwins.com” wouldn’t qualify!)

- 10 Best Gaming Headphones
- Cool Gadgets to Use at the Cottage
- A Guide to Batteries and Battery Life
- How Much Power Do Your Electronics Use When Turned Off?

These articles are unique and good quality, from a less expensive writer on Elance or writing services such as Needanarticle.com. For each article, add an image, 2-5 links to other authority sites, and 1 link to your site.

Again, remember the variety. Some articles will have a keyword link to your main site, another will have a different keyword link to a product page of your site, another page will have [NO](#) links to your site, and yet another will just list your URL or “Click Here” filler.

Best of all, since you own these websites, if you ever change the product on your site, simply change the link destination!

Remember, when Google comes back and notices that this authority website is again live, it might look suspicious if every page has all these new keyword links just to your website.

IMPORTANT: Always add links to other authority sites as well. We never ONLY add a keyword link to our money website, but links to other websites as well. This not only makes the article look more natural and impartial, but you are co-citing your website with other high authority sites.

If your website is listed among links to other authority sites, your website will become more and more associated with those websites as an authority site as well, so you are listed with them ... it's not a huge boost, but every little bit counts!

Tips to keep things looking natural (minimal SEO footprints)

- The home page of the tier 1 site will always have a strong keyword we wish to rank for. This is where most of the “link juice” will reside. However, if you own a dozen PBN sites, we would have a few of them NOT have links to your website listed on the home page.
- We also use image links to vary the types of links, as well as branded and “click here” links on the inner pages.
- Always add links to other authority sites.
- Don't add links to your site on every page of the PBN site.
- Never, ever interlink your blogs (adding a link from one PBN site to another).
- Do not sell advertising on them, or place AdSense on them.
- Use domain privacy for most of your sites ... but leave some with your name and variations of your address (123 Smith St for one domain, 123 Smith Street on another). Don't add any fake info, though. You could lose your domain. For variety, add names of family members or trusted friends.
- Begin with 2 or 3 aged domains and wait a few weeks to see if your site jumps up in the rankings. If you see some movement but not yet enough to push you to the top three, add another feeder domain, keeping in mind to continue building links from Crowdforce and other sources as well.

Organizing Your Network of Tier 1 Sites

We keep track of all our feeder sites in a spreadsheet, listing the I.P. address (webhost the site resides on), the list of articles, the keyword link of each article and which page on our site it points to (if it does), and the date it was published.

A common practice we've seen is to use your private network for all your money websites. We are ultra-paranoid and only have one PBN network per money site. This is so your competitors can't easily see all of your websites if they happen upon one of them ... more importantly, if Google ever takes down your PBN, it will only affect one of your websites.

We don't keep track of Tier 2 links ... it's just too much work with minimal returns.

A Note About PBNs and Google

Google [HATES](#) PBNs. Why? Because it works so well! It is the single most powerful (and unfair) way to rank your website, and Google knows this. The last time there was news about Google shutting down yet another PBN was ... two days ago.

These are the “footprints” or common traits they use to sniff out and delist feeder networks:

- Websites all with the same theme
- Websites with spun or low quality content
- Websites with default stream of ten articles on the home page
- Cookie-cutter post lengths (every article has exactly 500 words)
- Highly competitive keyword links on every home page
- No variety of links – all links on all pages go to the same website

By now, you are sick of us talking about “variety” – but this is the best way to avoid Google penalties. We have not lost any PBNs in the five years we have been using them. Most have lost value with the loss of old backlinks, but this is a natural occurrence you can't really avoid.

Which brings us to ...

Tier 2 Links

Tier 2 links will only ever link to your Tier 1 web properties ... they are basically backlinks to your backlinks. Your aged domains will already have backlinks (that's why you bought them!), so you can now think of them as Tier 2 links.

Tier 2 links don't have to be as strong or as relevant, but you still don't want to be spammy about it. Tier 2 links can be ... the same as you have already been doing, but pointing to your Tier 1 PBN's! These include:

- New Web 2.0 properties (Tumblr, Wordpress.com, Hubpages, etc)
- Blog comments
- Forum posts
- Guest posts
- Directories
- Yahoo Answers
- Etc ...

Yes, this can get tedious and take time, especially if you have several Tier 1 properties. But you may not need to do many ... often only 1 site is enough, and you can often rank even without a PBN. Bringing out the “heavy guns” is mainly for very competitive keywords where strong websites are dominating.

Remember, too, you can think of your original linkbuilding efforts as Tier 1 as well. Say that you managed to gain a guest post to Engadget.com. This article you published points to the home page of your ecom site.

Now, you can take your PBN (both tier 1 and tier 2 properties) and link to your guest post to make it even stronger! This in turn will send strong signals to Google that your Engadget guest article is popular and authoritative, which will rank that one as well. It is possible to rank your guest post AND your website in the top ten for the ***SAME KEYWORD!***

Optional: Buying Links from Other Private Blog Networks

If the competition is very high, (or if you haven't yet built a private blog network) you can buy links from other agencies as well. You can find such people offering such services on forums like Trafficplanet, Digital Point forums, and Wickedfire.

Also, contact an SEO agency and see how much it would cost to have your link added (all SEO agencies use PBNs!)

We ourselves have never done this – we don't want to rely on another person's blog network to rank our sites.

However, here are some services which are fairly safe. NEVER use these links to point to your money site, though! In fact, we would be most comfortable only using the services below for your tier 2 links. Create your tier 1 properties yourself.

WARNING! DO NOT TRY THIS IF YOU DON'T KNOW WHAT YOU ARE DOING!



The only link building service we would be comfortable with to build our tier 2 links would be:

➤ **The Hoth** - <https://www.thehoth.com/>

Black-hat, spammy SEO services can work, if you are very, very careful. However, don't say we didn't warn you ...

➤ **SE Nuke** - <http://www.senuke.com/>

➤ **GSA** - <http://search-engine-ranker.gsa-online.de/> (very spammy URL!)

➤ **Link Emperor** - <https://www.linkemperor.com/>

What we strongly suggest is to have a black hat SEO professional do this for you, and only in small increments (no more than 20 to 50 tier 2 links to your tier 1 properties, and NEVER to your main money site!)

Since we don't specialize in black hat, you can search for services at Blackhatworld.com or Bestblackhatforum.com.

Staying at the Top

Okay, you've made it! Now, how to stay on top? Here are some easy, basic maintenance tasks to perform on your website ...

For your ecom website:

Add new products

Add 1 - 4 new products per month to your site, and/or related posts that support and link to your products. The growth of your website and new content gives signals to Google that your website is active and growing, sending powerful authority signals to continue ranking you and sending you higher.

For your affiliate content website:

Add new articles

Add 1 - 4 new articles per month to your site. I outsource this to Upwork, writing up a project for 12 articles, and adding them all at once. In Wordpress, you schedule the articles for 3 to 6 months in advance.

Add internal links to your home page or other pages within your site when it is helpful to do so – also add links to your product page(s) and other areas of your site. Within your articles, occasionally link out to other authority sites as well.

Add to your PBNs

Add new articles to your blog network with either keyword links or branded and filler links, depending on how your link profile is composed.

It is inevitable that the feeder domains you bought will weaken in time – if this doesn't affect your rankings, don't worry about it. It shows that the variety of your links and your website itself are strong enough.

If your site does drop, simply buy another aged domain and start the process over.

Keep up with Crowdforce – keep up the blog commenting all the way through and beyond – 3-5 times per week. This keeps your profile looking natural and healthy.

Website comments

Encourage your visitors to leave comments, and respond to them. If nobody is leaving comments, write them yourself under a different name and email address, then respond to it!

We can't really prove it, but the two sites which have been #1 for 3 years now has lots of comments. One of them just passed 150 comments on the home page! This shows Google how active your site is. Plus:

- New comments mean new content, especially on your home page. Google loves seeing your page updated, and the friendly Googlebot will come back to index your site more often.
- New comments generate new ideas for articles. You are getting real questions from real people. This is absolute gold, as it measures the actual problems people need solutions for in your niche.

If you have an ecom site, a review of the product accomplishes the same thing.

The 11 Point SEO Health Checklist

Whew, that's a lot of information! Let's go through what we learned, as a checklist of the most important factors to ranking your website in Google's organic search results:

On-Page Website SEO Factors

- ☐ Content: Unique, quality content and images. Descriptive text, short paragraphs, sub-headings, lots of bullet points. User-generated reviews. A demonstration video on how to use the product
- ☐ Title: An eye-catching title, not only for good SEO, but so the visitors looking in the searching listings choose you over your competitors
- ☐ Avoid over-optimization: Add your keywords, but don't overuse them. Balance between SEO and quality content
- ☐ Technical factors: Check bounce rate, time on site, speed of website
- ☐ User engagement: Position of images, readable content, Buy Button position, other product recommendations to keep visitors on your site and lower the bounce rate
- ☐ Social proof: user-generated reviews

Off-Page SEO Factors

- ☐ Backlink profile – slow, steady, sloppy
 - ☐ Blog Comments
 - ☐ Social Sites
 - ☐ Youtube Videos
 - ☐ Press Releases
 - ☐ Forums
 - ☐ Yahoo Answers
 - ☐ Directories
 - ☐ Guest Posts
- ☐ PBNs: buy tier 1 aged, authority domains, send some keyword links to

your ecom website

- ☐ PBNs: create tier 2 links to your tier 1 properties to increase their authority
- ☐ Benchmark your competition to see how many more backlinks you need to surpass them (and find new sources of links)
- ☐ Maintenance to stay at the top: Continually add products, encourage reviews and add new articles to your PBNs

CrowdForce – Special

Hopefully you've found this guide extremely useful and more importantly you put into action what is covered here in this complete blueprint (the on page & off page)

If you are looking to take things to the next level in your business then be sure to check out our special offer we have for our crowdforce software mentioned earlier in this manual.



[Click here to check out our Video on CrowdForce](#)