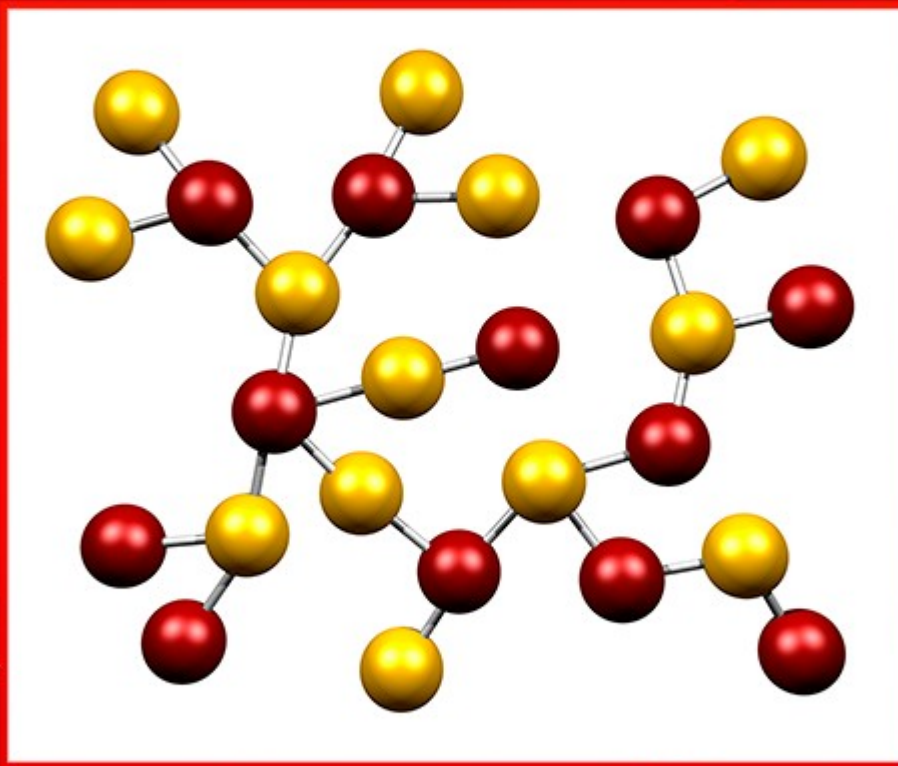


# **Backlink Building for Newbies!**

**Discover How to Build Backlinks  
for FREE - Step by Step!**



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Building backlinks is one of the most important things you can do for your website. For the uninitiated, backlinks are links from other websites that are pointing back to your site. They are also known as incoming links and inbound links. As an internet marketer, backlinks are vitally important to your success.

Backlinks help your website move up in importance on search engine pages. With a large quantity of backlinks, your website will move up in the rankings for your selected keywords. The more backlinks you have to your site, the better. However, not all backlinks are created equally! As you learn in this report, you need to have the right type of backlinks in order to move up in the rankings.

When websites first started linking to each other, backlinks were used by webmasters to suggest other websites that he or she enjoyed and wanted to pass on to the visitors. This still happens quite a bit but these days backlinks are an important part of a webmaster's Internet marketing strategy.

Search engines like Google use the number of backlinks a website has in order to determine its relevance. If your site has 10 other sites pointing to it with a link and the keyword phrase "make money online," the search engines spiders will be able to determine that your site has to do with making money online.

If you have a hundred sites pointing to your site and using the keyword phrase "make money online", that is even better! The sites that are linking back to your site have to meet certain standards in order to be counted as "votes" for your site and that keyword phrase. In this report, you will learn the most effective linking strategies in order to quickly and efficiently move your site up in the rankings.

## **Basic Backlinks Concepts**

Before we get into the exact strategies for building backlinks to your website, you need to be familiar with a few important concepts. These terms will help you understand backlinks so you can put them to good use with your own Internet marketing projects.

Although there are several different search engines, for the purpose of simplicity we will be talking about how to increase your rankings in Google. Google is by far the most popular search engine and if you can rank well there you can be sure that your sites are ranking well in other search engines like Yahoo and MSN.

Google also gives you the added benefit of the page ranking system. Google has a way of evaluating each website and giving it a page rank of anywhere from 1 to 10. The higher the page rank, the more important a website is in the eyes of Google.

This is important when you are building backlinks. When a high page rank website links to your site, Google will begin to see your site as more important as well. In the Internet marketing world, this is known as passing along "link juice." You will get more link juice from having a PR 5 website link to you than having a PR 1 website link to you.

Links come in different varieties - one way links and reciprocal links. One-way links are links from another website to you with no link going the other way. Reciprocal links occur when both you and the other website are linked to one another, kind of like in a "scratch my back I'll scratch your" type situation.

Google will also look for the relevancy of the websites that are linking to your site. This is called "link relevancy" and it is an important thing to remember when you are looking for backlinks. For example, if you have parenting, home repair and relationship advice blogs pointing to your make money online blog, these links won't be seen as valuable as other make money online blogs pointing to you.

However, the most important thing to do is get backlinks. If it comes down between having irrelevant links and no links at all, always go with the irrelevant links.

Another important concept is no follow. It used to be that all links coming back to your website were treated equally. These days however some websites, blogs and forums use no follow HTML tags to avoid giving popularity to links.

Basically, nofollow tags tell search engine spiders that the link that will appear next is not relevant or important. Many sites, blogs and forums participate in what is being called the "do follow" movement. You'll see how these sites come into play a little later in this report.

Another important concept is anchor text. If you're familiar with HTML, you know that anchor text is the text it is used in place of a URL. This text will appear in blue and have an underline. When a visitor clicks on that word or phrase their web browser will take them to that website.

The HTML code for building anchor text looks like this:  
`<a href=http://www.yoursitehere.com>Your Anchor text</a>`

For forums, you can usually use the following code:  
`[URL=http://www.yoursitehere.com]Your Anchor text[/URL]`

When you choose anchor text for linking to your website you should do some keyword research to find out which turns you should be targeting. By using these keywords as your anchor text, you'll increase in the rankings for those keywords.

There are many methods to get free backlinks to your website, which you'll see in this report, but I should also mention paid links. You can pay to get backlinks that will help boost the importance of your website. For some people, buying links from a service like Text Link Ads is an efficient way to reach the top of the results page for competitive keywords.

## **Building Backlinks Step by Step - for FREE!**

Now that you know the basics in the world of building backlinks, it's time to start building traffic and link juice. As previously mentioned, there are many ways to build quality backlinks to your site. These methods cost nothing but time, or maybe some outsourcing costs if you choose to go that route.

Keep in mind that backlink-building is a slow and steady process. If you build too many backlinks too quickly, you may be seen as a spammer in the eyes of Google. This is especially true if you have a brand new site. A large explosion in backlinks spells "black hat seo" to the Google spiders. It's best to develop a strategy from these methods and build your backlinks up over time.

We'll go in depth on each of these methods in this report so you can put this advice to work for you immediately.

## Article Marketing

This is by far one of the most effective ways of increasing your backlinks and improving your site's ranking. In a nutshell, article marketing is accomplished by writing a series of short articles and then distributing them to article directories. Each one of these articles has a relevant back link with anchor text that you choose.

To use article marketing to your advantage you simply come up with a list of keywords that you would like to target. Write, or have written, articles that use each of these keywords in the title and several times throughout the body of the article.

After the articles have been written, submit them to several different article directories. You should choose 20 to 30 quality directories that have a good page rank. Remember that these article directories will be sending link juice your way, so you shouldn't just post to any directory you find.

Ezine articles (<http://www.ezinearticles.com>), Go articles (<http://www.goarticles.com>) and SearchWarp (<http://www.searchwarp.com>) should be at the top of your list for directory submissions. Automated article submitting programs like Article Post Robot (<http://www.articlepostrobot.com>) make this process very simple.

The second benefit to submitting to article directories is that your article can get picked up and distributed on other blogs and websites with your backlink intact. For this reason, it's absolutely necessary that you create quality articles that are genuinely helpful to your niche. If you're not sure what to write about, try reading several articles in your niche to get topic ideas.

When you first start out, you should write and submit at least 10 articles using relevant keywords to your website. In the bio box of each article, be sure to use a link back to your site with the relevant anchor text. Submit and manage at least an article per week in order to continue building backlinks. This is an ongoing strategy that will build lots of backlinks over time.

## **Commenting on Do Follow Blogs**

Do follow blogs are blogs that have opted to remove the no follow instructions from the comments section. This means that any comments that you make on these blogs will send link juice back to your website.

Commenting on do follow blogs is a quick strategy that you can use to build more backlinks for your site. Just as with the other techniques in this report karma you should give preference to relevant, do follow blogs.

Do follow blogs are relatively easy to find. When a blog is a dofollow blog, the webmaster normally advertises this fact proudly. The do follow movement is growing and it is becoming possible to find do follow blogs in every niche you can imagine.

One of the simplest way is to find do follow blogs is to search for the popular "U comment, I follow" image in Google images. This is an image that do follow bloggers use to set themselves apart from their no follow peers.

You can also visit the directory Do Follow Blogs (<http://www.dofollowblogs.com>) for a succinct list of do follow blogs. You can also find a frequently updated directory at <http://www.feverishthoughts.com/do-follow-bloggers/>.

Develop a schedule for commenting on do you follow blogs within your niche. Don't let this become a time wasting activity. Visit five to 10 relevant blogs in your niche each week and make comments.

The one important thing to remember is that when you post on these blogs you should make your comments relevant and appealing. Don't spam them with comments. Do follow bloggers generally don't approve comments that seem like spam. Read the post and take a bit of time to come up with something relevant.

## Posting on Do Follow Forums

Some forums have no follow tags that prevent you from getting backlinks from posting on their site. However, there is a growing list of sites that uses the do follow tags. Just like do follow blogs, you can get a great deal of link juice from popular forums.

Forums are terrific for backlinks because they normally have very high page ranks. They also have a good deal of activity so it's easy to stay involved and post frequently. The more posts that you have, the more backlinks you create around the 'net.

There is a frequently updated list of do follow forums here: <http://www.dollarsblog.com/dofollow-forums/>. Although this list is comprehensive, you shouldn't try to join more than a handful of forums for the sake of your sanity!

Participating in a forum can be a real distraction if you let it be. Don't get sucked into spending all day at a forum and pretending that you are working. Go a few times a week and participate in conversations that appeal to you and your niche.

Remember that slightly relevant backlinks are better than no links at all. If you don't find something that relates to your niche in this list, just try an Internet marketing forum or other general forum to build backlinks.

By visiting a do follow forum frequently, but not so much that it interrupts your productivity, you can build a stable of backlinks that will grow your site's ranking.

## **Social Bookmarking for Backlinks**

Social bookmarking is a portion of Web 2.0 that will help you build quality backlinks quickly. Bookmarking websites allow you and other users to bookmark websites as their favorites and share them with others.

Suddenly instead of having a favorites list locked away in a web browser, everyone's favorites are out in the open. People can share their favorites, and if your website is one of those favorites, it can quickly be passed along to others who are interested in your niche topic.

Using social bookmarking, you can gain backlinks to important pages in your website or on your blog. Simply join a few popular social bookmarking sites like:

<http://del.icio.us>

<http://www.stumbleupon.com>

<http://www.digg.com>

<http://technorati.com>

<http://reddit.com>

<http://www.propeller.com>

<http://www.faves.com>

Each time you have a new post or add a section to your website, you should submit a link to these directories. Many Internet marketers have even banded together to exchange social bookmarks, therefore increasing the number of backlinks that each person gets.

If you belong to a social networking site like Twitter.com or Facebook.com, you may be able to ask for "a Stumble" or a post in order to increase your backlinks. If you have a number of marketers on your friends list who understand the concept, they can help you increase your page rank.

The only problem with some social bookmarking sites is that they have no follow tags in their links. You can waste a lot of time by submitting to sites that aren't going to give you the benefit that you think they are. You can help automate the process by using a social bookmarking utility like <http://socialposter.com/> .

Socialposter.com helps you easily submit to a variety of social bookmarking sites all at once. Not only does it help you save time but you'll also be ensured that the sites you submit to will provide you with do follow links.

## Submitting to SEO Friendly Directories

Although web link directories have faded in popularity over the last few years, they are still a terrific source of "link juice." SEO friendly directories will list your website among others that are relevant to your topic.

Unlike the other methods, listing your site in directories is a onetime process. You may want to start with this first and then start building up the other activities as you develop your other backlink building strategies.

Although you only submit your link to a directory once, you can submit to as many relevant directories as you can find. You can start your search here:  
<http://info.vilesilencer.com/top>

It's important to look at the directories you are submitting to carefully. You should avoid directories that use redirects or dynamic URLs. These sites basically leave you without any benefit at all. Ideally, you'll want one-way links from quality directories to your website.

I hope that this report has helped to open your eyes to the power of backlinks and how easy it is to move up the search engine rankings your sites. Remember that building backlinks is a process that you should take time to develop.

Building lots of low quality backlinks all at once will harm your ranking and your business. Use all of these strategies to create backlinks and in no time, you'll have the page rankings that you've been looking for.

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