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# Google SEO

## Secrets Revealed



# 110 TIPS ON HOW TO GET YOUR SITE RANKED AT THE TOP OF GOOGLE SEARCH RESULTS!

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## Introduction

“If you can become an expert on how to place sites at the top of Google search results, then you will have people looking for you.”

This is what my friend Michael told me at the SEO company I used to work for. Since then, I have worked hard to master not only standard SEO techniques, but ways to help my clients’ sites rank at the top of Google search results.

Now I’m sharing what I’ve learned in the simplest way for those who also want to use Google to advance their business or their passion in the online world.

The eBook you’re about to read illustrates how you can implement optimization and link-building techniques with minimal financial investment to get any Web site ranked at the top of Google search results.

That being said, placing your site or that of your clients at the top of Google is not an easy

task. It requires commitment from you, hours of work and some financial investment.

In this book, I'm staying away from any advice that I have not seen its positive effects already. What you see here are tried-and-true SEO techniques that have worked for every single client of mine, as well as on my own sites.

The book is an easy read, yet it contains almost every single trick you ever need to know to rank your site at the top of Google.

It's true that SEO in general and Google SEO in particular change constantly; but most of the techniques I'm about to share are going to work for many months- if not years- to come. The reason is that I am not about to show you how to "trick" or "spam" Google. In contrast, I'm about to teach you the foundations of what Google algorithm has been built upon. What I will show you are what Google has liked or disliked for many years - but very few people are aware of.

I have no connection to Google whatsoever, but I've been able to "reverse-engineer" their algorithm to a great degree. This has resulted in understanding what Googlebots (algorithms, spiders) are looking for in regards to ranking sites based on their relevance.

### Why Am I Sharing the Secrets?

This book is not intended for large or small businesses which have budget for SEO. Professional companies simply don't have the resources or the time to learn (X)HTML and SEO to get their sites ranked at the top of Google. At the end of the day, they're better off hiring me than going through the learning curve.

The intended audience is those who are either at the early stages of their business endeavors or are Webmasters who want to step into the SEO world – simply because they feel they can help their clients better and/or make a better profit.

So, in some ways I feel obligated to help this community and save them lots of time and energy in attempting to “reverse-engineer” Google themselves. That’s what I can give back.

### Is This For You?

Every site owner, Webmaster or SEO student can learn from this book. Even if you’re a longtime SEO guru, you may benefit from some of the optimization or link-building techniques I’ve discussed in this book.

Having a basic knowledge of HTML is necessary to fully understand the concepts.

If you’re a small business owner and you are determined to bring your business to the top of Google search results without any help from SEO companies, help yourself by reading this book. Just read it carefully and follow its instructions to the finest details – otherwise, you’ll risk getting your site penalized or completely banned by Google for SEO malpractice.

## What You Get With This Book

By purchasing this eBook, you will have access to it for the next year, including any updates I make during the year.

## What You Will See in a Nutshell

The book is divided into the following chapters:

**Keywords Identification** is a description of how to best select your keywords. I'm introducing a few tools you should use to best identify which keywords are suited for your SEO campaign. This is where the foundation for the rest of the book is based. Even if you have a strong feeling about what your keywords are, still read this chapter and follow its tips. You may find new keywords that are better suited than what you've already chosen.

**Optimization** is a very detailed chapter on the optimization techniques that work for Google. I'm staying away from optimization tips that will not greatly benefit your SEO campaign. I

believe this is the best manual you can have on how to optimize your site to rank at the top of Google. All the techniques are tested individually and have some level of benefit for the overall ranking of your site.

We've used the same techniques in optimizing our own sites, as well as those of our clients and we've seen their results over and over again.

**Optimization Don'ts** focuses on optimization techniques that most likely will trigger Google to decrease your site's rank or completely ban it from the first 10 pages. "What not to do" is certainly more important than "what to do" when it comes to Google.

**Links, Links and Links** is about different types of links your site could have - within the site, inbound links, and outbound links.

**Organic Link-building** is the key to ranking your site at the top of Google search results. It covers the techniques and methods of natural link-building efforts that work for Google.

They also are the most helpful and cost-effective ways of naturally growing the number of inbound links to your site.

**Link-building Don'ts** is important so you understand where not to waste your energy and money. Arguably, it is not as important as the **Optimization Don'ts** chapter because you don't have control over who links to your site and in what format.

## Keywords Identification

Before you start SEO efforts on any Web site, you need to have a clear understanding of the main keywords.

Keywords are what the prospective clients may search for on Google when they find your Web site. You may have only one keyword for your business, or you could have hundreds. If you have many, it is crucial to know which ones are the most important. The most important keywords are not necessarily the most sought-for keywords – as they are often extremely competitive.

If your SEO efforts are focused on getting ranked for an extremely competitive keyword and you have a small budget to work with, you may never get to where you want to be and find yourself exhausted and hopeless after a few months of hard work. But if you select your keywords properly, your efforts will bear fruit in a relatively short period of time. When you find success in less competitive keywords and you see your business grow, then you can

allocate more budget to SEO and target more competitive keywords.

Here is what you should do to find and rank the keywords:

### **Tip 1**

Think of what words or phrases your prospective clients may search for to find your Web site. Compile a list of such words and phrases in a spreadsheet (i.e. Excel).

### **Tip 2**

Search on Google for some or all of these words and phrases and visit your competitors' Web sites (the sites that come up on the first page). Look on their pages to identify other keywords you may have missed when compiling your list. Add these keywords to the list.

### **Tip 3**

Visit [Google Keyword Selector Tool](#) and copy/paste all of the keywords in the middle field under "Enter one keyword or phrase per line."

Google will generate a comprehensive list of all possible keywords related to your list that were searched for on its network from the previous month.

#### Tip 4

Click on the **Global Monthly Search Volume** heading to sort the keywords based on the most searched for keywords.

#### Tip 5

Scroll to the bottom of the list next to “Download all keywords” and click on “csv (for excel).” Of course, you can choose any of the three options.

Now you can save your new file as the most comprehensive keywords list for your business. Please note that this list needs additional work to be the ultimate keywords list.

The bigger the search volume is for these keywords, the more important they are. But the most important keywords may not be the ones you want to target right off the bat.

Note: the search volume number is blown out of proportion by Google. The actual numbers may be less by one or two digits (i.e. a keyword that shows 10,000 searches per month may in reality have only 100 to 1,000).

### **Tip 6**

Remove keywords that have less than 1,000 searches per month. They simply won't be worth any SEO efforts in most cases.

### **Tip 7**

Starting from the top keyword, search for it on Google and see who comes up first. Ignore the following listings to get to your first competitor on the first page:

- a. Google Map and the listings next to it
- b. Wikipedia
- c. .gov sites
- d. .edu sites

- e. Authoritative sites – the ones that are known to be THE ultimate source for the particular keyword
- f. News Results
- g. Image Results
- h. Video results

### Tip 8

The list could go on, but the point is to find your first “real” competition that you’re eventually going to beat on the first page. Usually, the competitor’s site has a full URL without any sub categories or sub pages (www.competition1.com vs. www.noncompetition.com/keyword/keyword2.php).

### Tip 9

Type your site’s URL in the top field at [Yahoo Site Explorer](#). Press “Explore URL” to learn about your site’s inbound and outbound links.

The results you see here are divided into two sections: **Pages** and **In-links**. The pages tab

contains the URLs generated by your site – or the Web site’s inner pages. The in-links (inbound links or back-links) section contains the URLs that have a link on them pointing to your site.

The most important factors when getting rankings with Google are the number of in-links and the quality of the sites that have placed the links. The more back-links a site has and from the most authoritative Web sites these links come from, the better its chances are of ranking at the top of Google. That’s the basic rule of Google SEO. In the link-building section of this book, I’ll show you some methods for increasing the number of the site’s inbound links.

### **Tip 10**

Copy the first competitor’s URL and paste it in the top field at [Yahoo Site Explorer](#). Press “Explore URL” to learn about your competition.

### **Tip 11**

If the top competitor has anywhere from 500 to 3,000 more in-links (back-links) than your

site, it's very possible to beat them within a few months and rank your site above them.

Remember, SEO is not something that is accomplished overnight. In some cases, it requires months of hard work, even though you have all the knowledge necessary to rank above your competition.

### **Tip 12**

If the competition has 3,000 or more in-links than your site, then it's best to remove the top keyword from the list and move to the second most searched-for keyword. In some cases, if you feel it's still worth it to be on the first page after your first competitor, you should repeat the process and analyze all the first page listings. It may be relatively easy to rank on the first page and still get some traffic from the most searched-for keyword.

### **Tip 13**

Repeat the above steps until you find the best keyword for your SEO campaign. We call this keyword "Keyword #1." The goal of this book

is to show you how to rank your site for this keyword at the top of Google.

### **Tip 14**

The best keyword is the one that gets the most traffic, and at the same time is relatively easy to obtain your #1 ranking on Google.

### **Tip 15**

Normally, the keywords below Keyword #1 also are important for your business. Keep them on your list and optimize your site for the top few ones. Monitor your site's rank for all of these keywords.

### **Tip 16**

It is important to remember that the number of back-links is only one of the few factors in ranking your site at the top of Google. The other factors are the page rank of the sites that link to your site, the [anchored text link](#) they use, and the relevance of the content of the link-providing Web site. The same goes for your competitors. Therefore, the tips we have here to identify the best keywords are based on (inaccurate) assumptions that the quality of

the links pointing to your competitor's site, as well as the text links, are the same as the ones you will acquire through link-building methods.

In other words, if the back-links you obtain for your site come from more authoritative related sites and the anchored text links are more focused on your specific keyword, you will not need as many links as your competitor to rank above them. The contrary also is correct. If the back-links pointing to your site come from less authoritative sites or are from unrelated Web pages, then you need more links to compete.

## Optimization

Optimization of a site means preparing its back-end code so the search engine spiders (crawlers) in general and Googlebots in particular easily can read it and understand your site's intended keywords. The know-how of Web site optimization is understanding what the search engines look for and what they frown upon as SEO spam techniques.

Web site optimization is the foundation of SEO. Without proper optimization of a site, it's almost impossible to rank well with Google or other search engines.

In this chapter, I lay out the basics of optimizing your site for Google. What works well for Google may not work as well for the other search engines. More important is the [Optimization Don'ts](#), which follow. It's certainly better to not optimize your site at all than to do it wrong and get banned from Google search results pages (SERPs).

## URL

A Uniform Resource Locator (URL) is the global address of a Web page on the Internet. For example, [www.mastergoogle.com](http://www.mastergoogle.com) is the URL for Master Google's site.

### Tip 17

Having your keyword within your site's URL is an important first step. Google tends to value the keyword within your site's URL. If your site is older than a few months and you've already established a good number of back-links, it may not be worth changing your URL. Also, if you are trying to brand your company's name, then you should not worry about keywords within the URL.

### Tip 18

An example of a keyword-rich URL is: [www.keyword#1keyword#2.com](http://www.keyword#1keyword#2.com). As you notice, I'm not using hyphens or more than two keywords within the name. The shorter the URL, the better for your future marketing efforts.

## Title Tag

The title tag is the most important code to be optimized for your site. It appears within the back-end code of your site in the <head> tag. It's also the first thing at the top of the browser when someone visits your site. Google shows the content of the title tag as the title of your site's listing on its search results pages (SERPs). The keywords within the title tag are going to rank much better than the keywords that are not in the title tag.

### Tip 19

Have your most important keywords within the title tag.

The correct format:

```
<title>Master Google: Ranking #1 With  
Guaranteed SEO Services</title>
```

This title is optimized for:

- a. Master Google
- b. Google Ranking

- c. Google SEO
- d. Guaranteed SEO
- e. SEO Services

### **Tip 20**

The title tag of each page of your site needs to be different and optimized for that specific page.

### **Description Tag**

The description tag also is within the <head> tag of your site's code. It is visible by the search engines. Google places less importance on the description tag for SEO purposes, but it shows its content under the title of your site on the search results on Google SERPs.

### **Tip 21**

The description tag is not as important as the title tag within Google's algorithm.

### Tip 22

Use this tag as a marketing tool to promote your Web site and business.

### Tip 23

Including your keywords within the description tag increases your site's rank with most of the search engines.

The correct format:

```
<meta name="description" content="Secrets of SEO for Google revealed. Let me show you the white-hat tricks of Google search engine optimization."/>
```

### Keywords Tag

The keywords tag is placed within the <head> tag as well. It's been overused and abused by the SEO companies in the past.

### Tip 24

The keywords tag is not important at all for Google, but other search engines may still

value its content. We don't recommend using it.

## Header Tags

Header tags are important tags within the content of your site. Their values influence Google's ranking, as well as other search engines. They come in the form of `<h1>`, `<h2>`, etc. within the `<body>` tag.

### Tip 25

Place **keyword #1** within the header tags.

### Tip 26

Make sure you do not use the exact same phrase in all the tags.

### Tip 27

The content of your `<h1>` tag should be different than your **title tag**.

Proper format:

```
<h1 class="black-bold">Dear Google SEO Client,</h1>
```

### Tip 28

Header tags make the text extremely large and could have a negative impact on your site's design. You'll be able to modify the font size, color, etc. within your .css file by using a "class" function just like the example above.

### Image Alt Tag

Alternative image tags (Image Alt Tags) are a code imbedded within an <img> tag. It helps site visitors whose browsers do not show images, and visually impaired site visitors understand the content of an image.

### Tip 29

Image Alt Tags have very little SEO value, if any at all. Nevertheless, optimizing alt tags doesn't hurt the site's overall SEO. It also helps your images rank with Google image search.

### Tip 30

Insert your keywords periodically within the alt image tags.

Proper format:

```

```

## Content

Content is the text on your site that is visible to your site's visitors.

### Tip 31

Content on your site is very important when it comes to Google SEO. Google is based on the ability to read/index Web pages and their content globally. Google places a high value on sites that 1) have great content and 2) update their content on a regular basis.

### Tip 32

Post fresh, original content on your site's home page.

### Tip 33

Include your keywords within the content of your site.

## XML Sitemap

There are two kinds of sitemaps. Sitemaps intended for your site's visitors – so they can see the list of your site's important pages all in one place– and [XML sitemaps](#) intended for Google.

### Tip 34

Preparing and keeping an up-to-date XML sitemap for Google is a very important tool to keep the giant search engine current on your site's content, as well as telling it how often to revisit your site's pages.

## Optimization Don'ts

As I mentioned in the introduction, incorrect optimization can easily penalize your site's rank with Google. The following are the most important SEO lessons for anyone interested in the field.

### Over-optimization

Keyword stuffing is another name for over-optimization of your site. If you repeat your keywords more than necessary for your human visitors, that's called keyword stuffing.

#### Tip 35

Do not over-optimize your Web site. Use keywords cautiously. Having your keywords multiple times on a Web page doesn't change its Google rank. Each keyword doesn't need to be repeated more than once (although a few times are okay). Over-optimization of your site could get it penalized.

#### Tip 36

Keyword stuffing could be done in a variety of

places, including the title tag, description tag, header tags, image tags, etc.

## Same Color Text, Text Links

### Tip 37

Having the same color text as your background (so visitors cannot see it, but Google spiders can) is a very old black-hat SEO technique. Even having similar colors so the text is somewhat visible is not a good practice. Many sites have been penalized for using such SEO methods.

## No-follow Tags

### Tip 38

Make sure your site doesn't have any no-follow tags, whether they are in the header, robot.txt or on the text links, unless it is absolutely necessary to not have Googlebots read a specific page, follow a text link, etc.

## Frames

### Tip 39

Web sites that are built in frames will not get

fully indexed by Googlebots. If your site is built using frames, redo it in normal HTML format.

## FLASH

Google uses Adobe's Search Engine SDK to index content of FLASH Web sites. But that's as far as FLASH SEO can go.

## Meta Data

### Tip 40

Meta data for FLASH sites (if FLASH is imbedded within an (X)HTML page) are limited to the home page. FLASH sites include all the text, images, videos, etc. in a single SWF file. Google simply ignores everything on a FLASH file except its text and the imbedded links.

So, with FLASH sites, you only have one page to optimize.

Note: the number of pages a site has could play a role in its ranking with Google. Having a FLASH site takes that ability away from you.

## Content

### Tip 41

Only the content on the first page is indexed by Google. The other pages are ignored because Google ignores pound signs (#anchors or fragment identifiers). Therefore, the internal pages of a FLASH file also are ignored.

## Images and Videos

### Tip 42

Google currently is unable to pull images and videos from SWF files.

In general, full FLASH sites have a negative effect on a site's SEO efforts. Nevertheless, there are ways to do SEO for FLASH sites. Consult an SEO expert for more information.

## Cloaking, Doorway Pages and Redirects

Cloaking refers to showing search engines and users two different sets of content on a single page. This could be done through doorway pages using a JavaScript redirect.

Some black-hat SEO companies build an (X)HTML page and optimize it for a single phrase. The page could have no useful text for Web site visitors. While that's a landing page for most users, the user gets an immediate redirect to a different Web page as soon his/her cursor hits the original text-based page (thus a redirect). The redirect happens so quickly that most visitors won't notice it. On the other hand, Googlebots are unable to see the second page because the redirect happens through a JavaScript file.

### **Tip 43**

Do not use any "spam" techniques, including cloaking, doorway pages or redirects when optimizing your Web site.

### **Intro Pages**

Many Web sites use intro pages either in FLASH or just as an advertising image, such as a logo.

### **Tip 44**

Intro pages have a negative effect when optimizing a site. The most important page of

your site is the home page and when you use an intro page, that's all the home page will have. Having your links, content and the above SEO techniques on the home page is a great advantage. Simply remove your intro page.

## Duplicate Content

### Tip 45

If you've copied your Web site text from another site, know for a fact that your site will be penalized for duplicate content. Google is able to cache who the original owner of the text is and any other site that posts the same text will have its rank negatively affected on the search results.

## Links, Links and Links

If your site is [www.examplesite.com](http://www.examplesite.com), then [www.examplesite.com](http://www.examplesite.com), or [About us](#), which both point to your site, are links.

### Tip 46

It's all about links – 99 percent of your time, energy, efforts and marketing wealth need to be dedicated to linking within your site and, more importantly, acquiring back-links.

## Linking within the Site

Google spiders find Web pages by following links. Your site's home page is found through links other Web sites use when mentioning your site. Similarly, Google finds your site's internal pages by the links to those pages either from your site or other sites.

### Tip 47

All pages of your site need to be linked to one another in one form or another. Google simply

is unable to index pages that are not linked to. The best way to make sure all pages of your site are indexed by Google is to have sitemaps for your site. [Sitemaps](#) are pages that list all of the pages on your site – with a link to each.

### Tip 48

The sitemap page needs to be accessible by Googlebots from your site's home page.

### Tip 49

Google accepts uploading XML sitemaps to its database. The extent of their use is unknown (at least to me). Nevertheless, it's harmless to submit your XML site map to [Google's webmaster tools page](#) on your site. There are Web sites that will help you generate your XML sitemap for free.

### Tip 50

Using [anchored text links](#) is the best way to link your site's pages to each other. Image links, and more importantly, JavaScript imbedded links, are BAD for your SEO efforts. Anchored text links help Googlebots recognize the main keyword for the destination page.

## Outbound Links

Each page of your site has a voting power by linking to other Web pages. The more Web sites a Web page links to, the lesser value each link on the page will have (as a vote of confidence).

### Tip 51

Link to your own Web pages (especially the home page) more than to other sites.

### Tip 52

Link only to sites that add value to your site's visitors' online experience. Unrelated sites and off-topic sites are examples of sites you should not link to.

## Back-links, Inbound Links, or In-links

Your site's back-links, inbound links and in-links all are the same and refer to the links placed on Web sites pointing to your sites.

Google considers each back-link to your site as a "vote of confidence," meaning the site that

links to you is using your site as a reference point and thus giving your site a level of authority.

In short, Google's algorithm is mostly based on the quality, quantity and the [anchored text links](#) pointing to your site.

### **Tip 53**

Your ultimate SEO goal must be to acquire as many quality organic and natural inbound links for your site as possible.

## **Page Rank**

### **Tip 54**

Google Page Rank (PR) is a simple way of recognizing how important a site is according to Google algorithm. Page rank is a number from 0 to 10 given to any Web page by Google. The most valuable sites on the Internet have a PR10, while the least important have a PR0 or no page rank at all.

### **Tip 55**

All links pointing to your site have value, but

the most important links are those coming from sites with high page ranks.

## Text Links

### Tip 56

Text links always are better than image links. Try to acquire as many text links that point to your site as possible.

## Anchored Text Links

### Tip 57

Each text link pointing to your site must have an anchored text (i.e. [Master Google](#)). In this example, Master Google is your anchored text.

### Tip 58

The anchored text of the links pointing to your site must have your keywords within them. Your keyword#1 (the most important keyword) needs to be in at least 50 percent of your anchored text links.

### Tip 59

Stay away from over-optimization. Acquiring

all of your text links using your keyword likely will red-flag your site for that particular keyword. Remember, it's not "natural" for all your inbound links to have the same anchored text.

### **Tip 60**

My rule of thumb is 75 percent–25 percent, meaning that 75 percent of the links I try to acquire for my clients have their keyword#1 as the anchored text, while 25 percent have other keywords.

## **Similar Sites**

### **Tip 61**

You can acquire links to your site from any Web page. As long as you're not "buying" those links for the sole purpose of SEO, the links have some value for your site. However, having links from similar Web sites to yours in terms of theme plays a significant role in your site's ranking on Google.

## From .edu and .gov

### Tip 62

Links from .edu and .gov sites have the same quality as any other links, per recent suggestions from Matt Cutts.

## From Home Pages

### Tip 63

Links coming from home pages are better than links coming from pages deep inside Web sites.

## Organic Link-building

In this chapter, I lay out some techniques – old and new – to get as many quality links as possible for your site naturally and within a short period of time.

### Tip 64

The further down the list we go, the more difficult it gets to acquire links. However, the link-quality also increases.

**Tip 65**

It's crucial to remember that ALL links pointing to your site need to be built naturally. It's against [Google SEO Guidelines](#) to pay for links for the purpose of manipulating Google search results (which is basically what you're doing). So, you need to be aware of all the ins and outs.

**Tip 66**

My recommendation is to hire a professional SEO expert with a proven record of successful top-of-Google clients to take care of the link-building task for you. This book will help you do this yourself, but be aware that if you do this incorrectly, you could risk having your site red-flagged by Google and banned from its search results. At that point, no one can help you.

**Tip 67**

It's a general rule that those sites with higher page rank are better potentials for linking to your site.

## Directories

### Tip 68

The easiest places on the Internet to get links from are directories. There literally are thousands of directories. Some are specialized and some are general. We've prepared a comprehensive list of [high-quality directories](#) you can use for free. You can increase your link popularity by hundreds of links just by using directories.

## Blogs

### Tip 69

Blogs provide another easy way to get back-links to your site. By posting comments and mentioning your site on related blogs, you can get your site a free back-link.

### Tip 70

Make sure the site doesn't place "nofollow" tags where you post your link and on the header. Nofollow tags forbid search engines from following the text link, removing any

potential link-juice value the text links could have for your site.

## Forums

### Tip 71

Forums are another easy place to get back-links for your site. Most forums are free and do not have “nofollow” tags. Many of them require you to register and be a member for a certain amount of time or post a certain number of posts before they allow you to link to your site. But eventually, you’ll be able to link to your site.

## Articles

### Tip 72

Links from articles are very valuable for two reasons. First, they come from authoritative sites, and second, they come from pages that are related to your site’s topic.

### Tip 73

Write a professional article about a subject in your industry. The writing needs to be written

in fluent English and needs to contain research. It needs to come across as a professional story.

#### **Tip 74**

If the article is anything other than an informative document, it will not be accepted by publishing Web sites.

#### **Tip 75**

Articles DO NOT promote a product or service – at least not directly. Be careful how you present your company. At the end of your article, you could write: “Learn more” and link that to your site.

#### **Tip 76**

Include your **keyword #1** within the title of your article.

#### **Tip 77**

Include your keywords within the body of the article.

### **Tip 78**

Link from some of your keywords to your site “for more information.”

### **Tip 79**

Have someone proofread your article. If it contains grammatical or other errors, the publishing sites will reject it.

### **Tip 80**

If you’re posting your article on your site, make sure to link to it from the publishing Web sites.

### **Tip 81**

There are a few good article publishing sites. Some are free and some charge a fee. We have a list of [article submission](#) sites we use for our clients.

Here is a [sample article](#) we published for a client.

### **Tip 82**

It’s best to hire a professional copy-writer to

write your articles. I recommend [Lorrie Walker](#) for any writing needs.

## Press Releases

### Tip 83

Press releases are a great way to acquire backlinks for your site. If done right, they also give you extra exposure on Google (Google news) and send your site more indirect traffic.

### Tip 84

Write a professional press release about your business or industry. The story needs to follow standard press release format and be written in fluent English.

### Tip 85

Press releases DO NOT promote a product or service – unless that's the topic of your release.

### Tip 86

Some good topics for press releases include tip sheets, anniversaries, milestones, etc.

### **Tip 87**

Include your [keyword#1](#) within the title of your press release.

### **Tip 88**

Include your keywords within the body of the press release.

### **Tip 89**

Link from some of the keywords to your site “for more information.”

### **Tip 90**

Have someone proofread your press release. If it contains grammatical or other errors, the publishing sites will reject it.

### **Tip 91**

If you’re posting your press release on your site, make sure to link to it from the publishing Web sites.

### **Tip 92**

There are a few good press release distribution sites. Some are free and some charge a fee. We have a list of [press release submission](#) sites we

use.

Here is a [sample press release](#) we published for one of our clients.

### **Tip 93**

If the press release is anything but a press release, it will not be accepted by publishing Web sites.

### **Tip 94**

It's best to hire a professional copy-writer to write your press release. I recommend [Lorrie Walker](#) for any writing needs.

## **Offering Free Items**

### **Tip 95**

Currently, the best way of acquiring original back-links is by offering free items, including services or products.

### **Tip 96**

Be creative. Think of ways you can provide services or products to your clients free of

charge. In return, you can ask them to place a link on their site pointing to yours.

### **Tip 97**

Offering free videos, free Word Press templates, free music software, free hosting and free patient forms (for doctors) are just a few examples.

### **Tip 98**

Consult an SEO company for ideas on what free items may be right for you.

## **Link Building Don'ts**

### **Tip 99**

In general, “bad back-links” don't exist. If Google dislikes a specific link to a site for any reason, it simply ignores it. Sites generally will not be penalized for having bad back-links (of course there could be exceptions).

### **Tip 100**

Nevertheless, you should stay away from the following bad links for two reasons:

- a. they are a waste of your time, money and energy and
- b. there is a possibility for your site to get negatively affected by Google for a specific keyword.

## Reciprocal Linking

I link to you, you link to me is an old-school and outdated link-building technique.

### Tip 101

Even if reciprocal linking between two highly related sites is valued by Google, the value is so nominal that it almost doesn't count. I'm very much surprised to see that some SEO companies still contact me to reciprocate links with me or my clients.

## Link Farms

A very old link-building technique. Link farms are sites that have nothing but links on them.

**Tip 102**

Link farms are now frowned upon by Google.

**Tip 103**

Some directories today act like link-farms. You should stay away from those directories. Here is a [list of good directories](#).

**Tip 104**

You can tell by the page rank (PR) a directory has whether it's flagged by Google (PR0 or no PR).

**Buying Links****Tip 105**

[Matt Cutts wrote in 2007](#) that buying links to affect Google's results is spam. Nevertheless, he suggested that if you pay for links to advertise your site, that's a different story.

**Tip 106**

Always be wary of paying a site to place a link that points to your site. In most cases, it is very easy for Google to recognize a paid link

that is geared toward improving a site's page rank.

## PRO and No-PR Sites

### Tip 107

Sites that have PRO or no PR are sites that probably have been flagged by Google, or they are recently-built sites. Stay away from having a link on these sites.

### Tip 108

Never, ever link to a site that has a PRO. That actually could penalize your site for spamming Google. After all, you may not have control of who links to your site, but you can control who your site links to.

## Using the Same Anchored Text Link

### Tip 109

It is extremely important to not use the same anchored text for all of your links. As a matter of fact, if you only use your [keyword#1](#) as an anchored text, the ranking of your site will fall for this specific keyword.

### Tip 110

We don't know when Google algorithms flags a keyword for being overused as an anchored text. But my rule of thumb is 75 percent – 25 percent. That means I only use my [keyword#1](#) 75 percent of the time as an anchored text. I use other words and keywords as anchored text for the remaining 25 percent (I realize I said this twice, but that's because it's an important factor).

### End Note

I tried hard to stay focused on the most important points. Each tip mentioned above could be expanded for clarification. However, that would have made this book way too long. In the near future, I'm going to design online, interactive seminars that you can join to work on some of the above techniques and ask questions. Stay tuned and [subscribe to our blog](#) to be notified of the developments in the near future.