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Off-Site SEO 101

With Adam Short & Matt Carter

Adam: Alright, we should be recording and, yeah, I'm ready to go. You're good on your end?

Matt: Yep. Ready to go.

Adam: Welcome everyone to this interview today. It's great to have you, and I'm here today with Matt Carter who is an expert at search engine optimization, and he's going to be basically sharing a lot of his knowledge with us today on this call. What I wanted to do specifically on this interview, and what Matt has agreed to do as well, is talk specifically about off-page SEO - link building basically. For anyone listening, there's basically two aspects of SEO. There is on-page SEO where you optimize things like meta tags, keyword density, internal linking within your site; and then there is off-page SEO, which is basically link building. And most people who know about SEO know that link building is really one of the key aspects of obtaining really good search engine rankings. I really wanted to drill into link building today, and Matt is obviously an expert at that. Matt, I know that you've built many different niche sites and optimized them for the search engines, and you make a very, very good living online doing that. I'd love to talk to you more about that in a second, but what we're basically going to be covering – Matt and I talked a little bit earlier, and there are about eight or nine different aspects or considerations that you want to keep in mind when doing link building, and Matt is going to be talking about those and really flushing those out on this call so that you understand them. And then he has also agreed to share his top link-building strategies which he'll be doing towards the end of the call most likely. So these are the link-building tactics that have worked really well for him. Just to say on a personal note, I've learned quite a bit from Matt, having gone through a few of his products on SEO, and I've been able to tweak some of the things I've been doing to get better results, so he really is an expert. What I want to mention now is the aspects of link building we're going to be covering, which are anchor text (and you might want to write these down), deep linking, page rank, link relevance, no follow, link velocity, IP diversity, Google shuffle, and indexing. And maybe there are some other things we'll talk about as well. But first off, Matt, welcome to the call today. It's great to have you.

Matt: Thanks Adam. It's a pleasure to be here. I appreciate you taking the time to set up this interview.

Adam: Definitely. Well maybe the best thing to do to get started would be if you could just share a little bit more about yourself and what you've done in terms of growing your online business.

Matt: Yeah. Absolutely. A large portion of what I do online is affiliate marketing. I build a lot of the affiliate websites and I drive all the traffic to my sites through SEO. I really don't do a lot of paid traffic these days. I focusing and learning search engine optimization and what I have done for a number of years and I'm glad I did spend so much time early on in my online career focusing and learning SEO because it's made a huge difference to the amount of money that I can earn on a residual basis from my websites. Because obviously once you know how to do this sort of stuff,

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you can get traffic and make money while you sleep, which is really the best way, I feel, to make money because it's not directly related to your time. So that's a little bit about what I do. I've been marketing online for quite a number of years - a lot of affiliate marketing. I do develop other types of sites like lead generation but, again, all the models that I use, the websites that I build, they're all driven through search engine traffic. So that's a little bit about my background. A little bit about what I do. Do you want me to jump straight into talking about some of the content that you mentioned just before in the intro Adam?

Adam: That would be great. Yeah. Do you want to just start with one of those topics we talked about? Or I can start us off, either way.

Matt: Yeah. I think the first one up. I'll start on the first one, and then maybe once I'm finished you can fire the next one at me just in case my memory eludes me, but anchor text is the first one. Basically, like Adam said, we're going to talk about link building. Actually, before I touch on anchor text and all these other topics which are really important, what I first want to say is there is a huge opportunity with SEO. It's not that difficult to do either. When I first started out online, I didn't really have a clue about anything - to be totally honest with you on that. I am being honest. I wasn't a technical sort of a guy. Some people think, oh, I bet you had a background on computers, or I bet you were a programmer and knew I want to do this SEO stuff because real easy because you have this huge advantage in it. That's not the case. I really was quite useless with all that sort of stuff. I could turn a computer on and all that basic stuff, but past that, not really. That's the testament to how easy this stuff is to learn and implement and get results. So if you're listening to this and you're new to building websites, feel encouraged because you can do this. It's not difficult. It's just a process of putting things together. It's like learning a guitar. You've just got to learn how to play the first note and do that one and then do the next one and then you'll be able to do this very easily. So feel encouraged if you're in that position. I just want to say that up front. And there is a huge opportunity to really make passive income when you know this stuff.

So the first topic is anchor text. Now, Google - and I'll talk about Google throughout this interview, but I really mean old search engines. But since Google is still the main player getting most of the search traffic... There are estimates between 70% to 80% of the search traffic goes through Google, so I'll talk about Google. But one of the main things that Google looks for when they're looking at the backlinks that come into your websites, so most of you will know this, so I'm not going to touch on that much, but you need the links coming into your site. Google reads what they call the anchor text of a link. Let's just keep it simple. I have 10 websites, webpages rather because the webpage is really what links to you, not a website. But I've got 10 different webpages out there on the internet and they create a little clickable link on their webpage somewhere. And by the way, it does depend where that link is which I can talk about in a minute; but if they put a link on that page somewhere and they say, check out Matt's site. That's a link. Google knows that. They say, well, you linked to Matt's site, so you must think Matt's site is of some sort of importance. Otherwise why would you have this link sitting on your webpage? But not only did they see the link, they look at the text that made up that link. So most often you'll see links that say "click here" because they're trying to get you to know where the actual clickable link is. Google will read that text. That's called the anchor text. And it makes a decision on what

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they think your website is about by reading that text. So if you've got all of your links coming into your website saying "click here," Google is going to think your website is about "click here," which is really not great for your search engine rankings. Because unless you're trying to rank in Google for the term "click here," which I'm assuming most people won't be, this is a pretty useless term to rank for. Then you don't want your anchor text to say "click here." You want the anchor text of these links that are coming into your website to be the text that you're trying to rank that particular page for. So if you're trying to rank for, say, "best car insurance," and then all the links that come into that particular page of "best car insurance," you want to make sure the anchor text that makes up these links says "best car insurance." It's also not a bad idea to have a little bit of variety in this anchor text. You don't want to have 100% of all of these links having identical anchor texts. That can look a little bit strange and not very natural. Because we want to look as natural as possible when we're getting these links created. So one thing that I do and I get my team to do is, I just say instead of using anchor text, every now and then - like 10% of the time, maybe a little bit more - just use the straight URL and don't create a clickable link out of it. Just put http and just drop the URL as it is, or you can just put a bit of variation on the anchor text. So instead of "best car insurance," you might have "best car insurance Australia" or something a little bit of a longer version of it, just to mix it up a little bit. Otherwise, 100% of your links having identical anchor text looks a little bit suspect, and it's not the greatest thing to do. So that's what you would do. And just on that note, before we move on to the next point that Adam brought up, if you're trying to rank a webpage for "best car insurance," that's a great thing to do to try and rank for that key phrase if that's what you want to do. But it's also wise to try and rank for more than one keyword phrase per piece of content on your website. So you might go along, I really want to rank for "best car insurance." But, you know what? I could probably also rank for "best car insurance Australia" (I just say Australia because that's where I live), or you could have. You might think, well I could also go for that, but I also might go for "the cheapest car insurance Australia" and have like three different keyword phrases that you can rank on that same one page. And those secondary and the second and third phrases that you try and rank for, they can be a lot less competitive. Like very easy. I'm talking longtail easy stuff. But if you were just to mix up your anchor text of your backlinks just a little bit and every now and then throw in that longer tail like "best car insurance Australia," what you'll find is over time is you'll actually rank for like two or three phrases for one page. So you get more bang for your buck if you do it that way, and all that takes is a little bit of just think it through, and just think what would your ideal keyword phrase be for your page, and what would be some other nice keyword phrases that you might additionally pick up, and then when you're building your links. Just use those keyword phrases in the anchor texts every now and then to mix it up. So hopefully that makes sense on anchor texts, Adam. I'll leave it at that.

Adam: Yeah. And that's clear. That sounds good. So that's a way really for people to rank for multiple phrases. Rank for multiple different keyword variations, but also to make the backlinking pattern also look more natural.

Matt: Yeah. That's absolutely it. And just quickly, and I'm not talking about on-page SEO here, but if you want to rank for more than one keyword phrase per page - and I do recommend it because you get more traffic for very little extra effort - just try and use those additional keyword phrases

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in the page content as well if you can. Like maybe throw it in as a heading tag, or just use it in the actual text of your page. Just sprinkle it in there a couple of times and that will also help you show up for these extra phrases, and it doesn't take long to do that. You can just sprinkle them through the content, change your anchor text a little bit, and bingo, what you'll end up doing is seeing your webpages ranking for all these extra keywords, and that's a clever way to do your SEO strategy. You'll get more traffic that way.

Adam: Absolutely.

Matt: Okay. The next question, I think, was deep linking, Adam? Is that what you want me to move on to?

Adam: That would be perfect.

Matt: Just to clarify about deep linking, you're talking about backlinking all the inner pages of each website that you're building? That's just so we're on the same page, is that what you are referring to?

Adam: Exactly. Yeah. We ran a survey recently about SEO. One sort of question that kept popping up had to do with the fact that Google doesn't just rank your entire website. They actually rank each individual page on your site for different keywords and so, obviously, deep linking comes into play there.

Matt: Yeah. Absolutely. And I think when people are quite new to SEO, they do have a misconception that they're trying to rank just a webpage in general as the homepage is the only thing that's ever going to rank, which is obviously not the case. If you just go to Google results and throw in anything, you'll eventually see more than just homepages that are ranking. It's always deep inner pages are showing up in the Google rankings. I mean, of course they are. That's why sites like Amazon, you know, they've got thousands and hundreds of thousands of inner pages all popping up in the search engine. So when you're building your niche sites, if you want to get more traffic, you really need to be getting these inner pages on your website to be ranking in Google. They have their own potential to rank in Google, every single page inside your website. In order to get those pages to rank, you need to do your on-page SEO properly and have the page set up properly with the keyword phrase in all the places it needs to be - which we're not going into in this interview - and then you need to backlink that page. And like I was just talking about, you need to get links from other websites coming in to every individual inner page on your website, and you keep backlinking that inner page until you get the result you want, which ideally is getting to number 1 in Google for that particular phrase. It is absolutely paramount that you have a back linking plan in place for your entire website. And on that point, I highly encourage people to plan things out at the beginning. Before you do any SEO, know exactly what you want to achieve with your website, so have an Excel spreadsheet, that's fine, and have a plan. On the homepage, I want to rank these two keyword phrases, and then, let's keep it simple. If you've got 10 inner pages, have it on your Excel document exactly what you want to rank for on all these inner pages, and then just have a plan and say, okay, I'm going to roll out a backlinking plan on all of these inner pages and do this deep linking, and I'm going to do like five links a day to each inner page - or whatever your capacity is to do. But have a plan in the beginning of your deep inner linking so

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that you never lose track of where you're going with your website. It's very easy to lose track of what you're trying to rank for if you've got a lot of deep inner pages if you didn't plan it well in the beginning. Really take the time to plan it out, and then stick to your plan, and just roll out that backlinking plan. And then these inner pages will start to rank in Google.

Adam: Is there a way to know, Matt, how many links you're going to need to get a certain page ranked? When you're mapping out an SEO campaign for one of your affiliate sites, is there a specific number of links you shoot for, or does it just vary?

Matt: The number of backlinks is one factor for competition, but looking at the number of backlinks alone can be quite misleading, and it's another topic all together, but I will try and just touch on it really quickly. It's difficult if you're just looking at the Google results, so you might have tools that you use I'm sure. Adam, you've got tools or techniques for people of your members to tell how competitive a keyword phrase is.

Adam: Right.

Matt: If I'm looking at how competitive a phrase is, backlinks is one of the things I look at, but it's not the only thing I look at. I'll also look at the page rank of the page that it's ranking. And I'll look how well they've done their on-page SEO, and if they are really trying to rank for that phrase or is it accidentally ranking for that phrase because Google didn't really have anything else relevant so they chucked this site up. But that comes with experience more than anything. The number of backlinks that you'll need for your inner page is a rough rule of thumb. If the backlinks are quite low, like under 50, then that's quite easy to rank for. It won't take you very long to rank for that, but if you start to see pages that are in the hundreds, if you're relatively new to SEO, then that would be a little more difficult for you, and probably not a good idea, especially if all of those backlinks are very, very relevant. And when I say relevant, I mean the anchor text coming in is smack bang on top of exactly what you want to rank for. Then you've got yourself head-to-head competition, and that can be a little more challenging to rank for. But as a rough guide, if you're quite new to this, I would say under 50 links coming in to a page is pretty easy to rank for. But you can rank for things that are 10,000 links coming into a page, and I do, but it just takes a lot longer and a bit more strategy. But it really depends on your level of understanding of SEO. Hopefully...does that answer that question? I might have gotten sidetracked.

Adam: No definitely. Definitely. Yeah. One thing I always tell members and people who are going through my training is, and you touched on this, is the keyword phrase definitely determines how many links it's going to take to get back or how much link juice do you need basically. So you can have a keyword phrase that's much, much easier to rank for, and you might only need a few backlinks. And then if you want to get ranked for a more competitive keyword, usually the more competitive keywords get more traffic, but it's going to take more work - more link juice basically - to get ranked for that keyword.

Matt: Yeah it is. And it's just a matter of time.

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Adam: Yeah. And we're obviously not talking about keyword research in this call, but that's just something for everyone to consider I think. Great. That sounds good. The next thing – and feel free, Matt, to go in whatever order you'd like to go - and the next topic I have on the list is page rank. I'm not sure if you wanted to say anything else about deep linking, or?

Matt: No. I'll touch more on backlinking later when I talk about some of the techniques that I want to share with you on how to do it well. But I'm going to go through these points here that you've got, and then we'll go on to some backlinking techniques and how to set things up properly. Page rank is an indication from Google on the authority that they give a webpage. It's a scale from 0 to 10 with zero being the lowest authority and 10 being the highest you can get. And essentially, the more high the page rank, the more authority Google sees you on. There are different ways to look and use page rank. The most important thing when it comes to page rank is what your backlinks are sitting on. So if you are going out and creating all these links coming into your website pages, to the pages, if you can get your link sitting on a page that has page rank - any page rank is good, but the higher the better - then that link is going to be a lot more powerful. I don't know the exact scale - nobody does. If you ever see people giving you graphs of how powerful a certain page rank link is compared to another one, they're just sort of guessing because Google doesn't publish this stuff. But a rough guide – if you got a page rank 1 link compared to a page rank 4 link, that page rank 4 link could easily be worth hundreds times more than the page rank 1 link. It makes sense to try your best when you're getting these links to get your links on pages with page rank - and the higher the better because you need a lot less of them. Obviously, there are whole techniques on how to do that, and I'll talk a little bit about that later on, but that's the most important thing with page rank. But also, when you're looking - and I don't want to go into it too much - but when you're looking at the competition for ranking for keywords, page rank still does play a factor. A lot of people give bad advice, I think, and say that page rank doesn't matter anymore and that you can ignore page rank. And I don't know why people would say that because I test a lot of things with SEO all the time because I don't like listening to people's rumors. And I set up experiments with high page rank sites that I own, and I can tell you right away that they rank a lot easier and quicker in the search engine rankings, and Google does favor high page rank pages. So if you come up against pages that are like in the rankings for a keyword that you're trying to get and it's page rank 6 or above, and it's definitely on the top that you're trying to get, you will have a more difficult time outranking that page rank 6 page. So it's something you need to keep in mind because it does have an effect, but really for this conversation because we're talking about backlinks, what I want you take home from this is try and get as many links on pages with page rank - the higher the better that you can - and you will find that you need a lot less of those types of links to get higher search engine ranking. So it's working smarter. So that's what I think about page rank.

As far as link relevance is the next topic. Link relevance is an interesting one, and it's sometimes a bit controversial, so I'm going to talk about it now just to explain what it means. Link relevance is talking about, do you only have to get backlinks from other webpages that are relevant or related to your topic. So let's say you have a website on learn Spanish online. Let's say it's a learn Spanish site. Do you have to only get links coming into you're learn Spanish site webpages from other Spanish sites? And my answer is, no, absolutely not. I don't do it categorically, no. But

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there's a few reasons I don't do it. Number 1 is I tested this for years and years and years, and you don't really need to because I get great search engine rankings and relevancy to me is somewhat irrelevant. But, the other problem is, if you only rely on getting relevant links from only other Spanish sites, the problem you're going to run into is you're going to run out of places to get backlinks pretty quickly. So if you need more backlinks to compete on a certain keyword phrase, you're not going to find enough Spanish sites that you're going to be able to get a backlink on. You will run out, and believe me, I've tested it. We've run experiments where we've done relevant vs. irrelevant links, and we ran an experiment. My business partner, Terry, ran a 60-day experiment once where he tested just getting relevant links and just getting totally irrelevant links just from anywhere, and what very quickly happened was you just can't get enough relevant links. Do relevant links - are they better? Let's say hypothetically, you could get enough relevant links and there was no problem there, I would say yes, probably better to get relevant links. That will have a minor advantage. But, like I said, you're going to run out of places to get links, so I don't worry about relevancy myself, and it hasn't had any effect whatsoever negatively on my ranking. Perhaps you think that. I challenge you just to think again because if you start to not consider relevancy so much, you'll find you can get a lot more backlinks. In saying that, though, it can create relevant content to put your links in, which I will talk about later by submitting articles on your topic to like an article director, and then you'd write it about Spanish, let's say, and then you put your link in that. That's relevant. You can join blog networks and things that have relevant content where you got your links in. And they're all great relevant links and I do a lot of that, but it's not the only thing I do. So, I guess to sum it up, I have a mixture of relevant, and also I add on to that irrelevant links as well coming from websites that are not directly related to the topic of my niche sites. I'm just going to move along, stop me if you want to, Adam.

The next thing you want to think about with backlinks is the no follow tag that Google has. The no follow is just a little piece of code that webmasters can put on their website pages and it goes right before, or it might be right after, every single link on a page. And what happens is when the Google web bot comes along to troll that page - which means they just visit the page in other words - and they read the code of the page to find out what's this webpage all about. And then they'll come across the links on the page and they go, okay, we've found some links of these backlinks that we need to be counting for the rankings for the site that they're linking to. And if they see the little bit of code which is the no follow, then basically that little bit of code is telling the Google bot just ignore all the links on this page and no follow. Don't follow them is what they're telling the search bot, so when somebody no follows a link on their webpage, that link is no longer really going to help you with your search engine ranking. When you're building your backlinks, if all of your links is sitting on pages that have got this no follow tag turned on, that's not going to help your search engine in ranking since Google's essentially going to ignore all these links. If they ignore all of these links, how are they going to count them and how is that going to help your search engine rankings? It's not. It's not going to help them. So what you need to do is check when you're getting your links built when you're building your links, just make sure that they're not no follow. It's okay to have the odd one thrown in there. That probably helps in a way to look natural. And it does just happen naturally, so don't go try to calculate how many no follow links have I got. That will just slow you down and probably drive you insane in the process. Just make sure that when you're building links that the techniques and the places you're getting

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them from do not have this no follow thing turned on as much as possible because otherwise you're not going to get great search engine ranking. So just keep that in mind. The no follow tag on webpages is important. And when you're using a browser like Firefox, it's very easy to check for that. You just click a little button in your browser and it will highlight all the links a certain color, and then you can just tell immediately by looking at other links on the page if this has got that no follow thing turned on. It's very simple to do that.

The next point which - this is quite an important point, and again it can be quite controversial - is link velocity. Link velocity is how fast you build your backlinks. I've tested this again, and like I said, I like to test things for myself, and then again, it comes with experience. The more you build a backlink webpages over the years, you just get familiar with what goes on. But from my own experience and my own testing, I think it's much better to slowly increase the backlinks to all your webpages that your building links to, and then until you reach a level - and I'll talk about what the level will be - where you plateau and just maintain it at that level, and then after a certain while, once you've solidified your ranking that you want, you can sort of slow down a little bit. That's sort of how I go about it. Obviously, I can't show you in a picture because this is an audio interview, but essentially, if you have a brand new website, a brand new domain that you're working with, you need to be careful how fast you backlink that domain, because if you're too aggressive and you just want to get that thing ranking really quickly and you want to get 500 links in the first day, you're going to have trouble with Google. And what will end up happening is you'll probably bounce around in the Google rankings. You might initially get some good rankings, and then you might be all excited because you're at the top of page 1, and then what will end up happening in most cases, especially with a new domain, is you'll drop right out of the Google rankings completely to like maybe page 10 or further, and you might not come back for a month. You might not ever come back. But what can happen is if you do this too aggressively with your backlinking early on, you can get stuck in this bouncing around in the Google search results - which is a point we've got it listed for later, but I might as well talk about it now - and it's the Google shuffle, or the Google dance, or whatever people want to call it. But what ends up happening is your webpage can just bounce around and you don't get very stable rankings and it can last for a long time. And I've got one website that I had and it lasted for 11 months. This was a while ago. And I really was aggressive with it. I was sort of testing how hard I can push it with Google. But what ended up happening with this particular webpage, the homepage was ranking for a very competitive keyword phrase. It ranked in position 2 in Google and it made me a lot of money, and then it would stay in position 2 for about three days, and then it would disappear for the rest of the month. And then it would come back for three days, and then it would disappear for the rest of the month. And it did this pattern for 11 months before it started to settle down into a regular ranking, and I know from testing that because I was too aggressive, and I was just sort of doing it on purpose to see how hard I could push it. But you don't really want that to happen. So to avoid that happening and to have more stable rankings in Google, I recommend that you start with a low amount of backlinks for a brand new website and slowly increase that over time. So I have a three-month timeframe of when I build, build, build up the amount of backlinks. So every week I'd build a little bit more than I did the week before, and I have it laid out in a plan, so over a three-month period, slowly but steadily increasing the links to all those pages. So I might start with week one just building like five links and that's it, keeping it real low.

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The week two I might go up to 10, then 15, then 20, and 25, until after three months I might be up to 100, 200, 300 links a day, depending how competitive the keyword phrase. In most cases you won't need to take it to that height of 300. That's quite a lot of links every day. Most people probably won't be going after keywords that need that. So if your keyword phrase is a lot less competitive and you don't need so many backlinks, then just drop those numbers down. Just start with one or two and then just keep it really low and then just over time increase your backlinking and then just hold it - maybe, let's say, 15 links a day. That might be all you need. And just hold it at that level until you get the ranking that you want, which ideally is number one. And then after a while, if you've got that solid ranking, you can end up dropping down that backlinking and stick with about 10 a day, but you don't want to stop back linking altogether once you've got your ranking. That's not how it works. Because if you do that and somebody else below you is continuing to backlink, they'll just out rank you over time. So if you want to hold your rankings, you really need to keep backlinking consistently in order to solidify the ranking and that all depends on how heavy the competition is. If there are a lot of other people that are aggressively backlinking, then you might have to be more aggressive to maintain your ranking. But that totally varies depending on the keyword phrases and the niche that you're in and how many other people, savvy affiliates or SEO marketers are in there doing it. If you're trying to rank to make money online, you're going to have to do quite a lot of maintenance back linking to maintain your ranking. To summarize the point of link velocity, my recommendation when you're working with new websites, take it easy. Consistently build up over the first three months - it's what I do - and then hold it at maintenance level and that should maintain your ranking, and just keep an eye on your ranking to see how much you need to push it to see if anyone else is trying to topple you from your ranking. And again, that will depend on the keyword phrase.

The next important point about getting these backlinks is you need a variety of backlinks. You absolutely need a variety. You can't just rely on one type of backlink and from one place and hope that you're going to get great Google rankings. You might for a really easy keyword phrase, but if you want to go after things that are more competitive, you really got to start looking at diversity in your backlinks. In particular, what's called IP diversity, which I'll talk about in a moment - the IP side of it. The first point on diversity is get a range of different types of backlinks and by this I mean get links from article directories, press releases. You can get some blog comments, although I don't really focus on them too heavily. I'll talk about that in a moment. Get links from blog networks. Just get a different range of links. That's a good thing because it shows it's a mixed bag with your backlinking which looks more natural. And what will end up happening if you go and get links from all these different types of places like forums and all these places, almost by accident, you're going to get what's called IP diversity. All that means is the places that you're getting your links from, where your links are on, like the websites that your links are sitting on, they're on different IP addresses. They hosted on different IP addresses. The obvious example for this is if you go to a forum, a common forum that most people know as the Warrior Forum, if you're on a forum like that and you put a link in your signature, and every time you make a comment or participate in the forum, you get a new link because obviously your link follows you everywhere you make a comment if it's sitting in your signature. So you could make 10,000 posts in the Warrior Forum and then all of a sudden you've got 10,000 links, and you might think that's a lot of links. This is fantastic. All I have to do is keep writing more posts and more of

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my links are going to show up in my signature and I'm going to be unstoppable for this keyword phrase that I'm trying to rank for because I'm going to link to it from my signature. But that's not the case because all of those 10,000 links are all under exactly the same IP address because they're all from the same forum. So that is the opposite of IP diversity. You've just got all your links from one place, and that's not going to help you much more than the first link-up that you got from that place. It's going to be a giant waste of time and a big disappointment for you. So instead of getting 10,000 links from one website, you are much, much, much better off than getting one link from 10,000 websites. And of course you're probably not going to need 10,000 links. I just used that as a number I just pulled out of thin air. But you're much better to spread it and get your links from a lot of different sources because Google will look at that and they want to see have you got variety because variety looks natural and when webpages naturally collect links, which does happen you know. That's the whole point in Google looking at backlinks is they know that these links are getting creative naturally. People are just like linking to websites because they want to. It's not always the webmaster sort of artificially creating these links themselves, which is what most SEO do. It does naturally occur. It's a natural phenomenon on the internet. People will link from their Facebook to places or wherever. It just happens. And when links happen naturally, they will naturally be on a whole wide range of different places and different IP addresses, so when we're creating our backlink profile, we need to consider that, because that's what looks the most natural. That's what Google likes. That's what we give Google. And the way you do that is go into a variety of different places to get these links. I'll talk about places that I recommend you get the links from in a moment.

I just want to talk about one last point that Adam brought up earlier on this list of points we were going to talk about in this interview, and that's indexing. Now indexing is whether or not Google has found the webpage that you're link is sitting on. Now this is really important. This is more important than most people realize. This is something that I spend a lot of time on, and it is phenomenally helped me get higher search engine ranking, so I really encourage you to listen in carefully to this next point because it will help you. If you go to a, let's just keep it simple and say, blog, and you get a link from a blog. And let's say it's not the home page. You weren't lucky enough to get it on the home page, which would have been great, but it's pretty hard to get a link from a home page. But let's just say there's an inner page of a blog. And let's just say by chance you got your link on that blog post in the middle of the article. Let's keep it simple. That's a brand new post in the middle of that, deep inside that blog. Just because that blog post has been created and published, and it's out on the Worldwide Web for everyone to see, it doesn't mean that Google knows about it. Most people who are new to SEO don't understand because they think that Google is everywhere all at once and if there's anything happens, Google knows about it immediately. But, that's not the case. Google does a good job at finding all the new content that's created every single day, or every minute, there must be so much content getting published on websites all the time. Google does a pretty good job. And they got these things called web bots that are crawling around the internet all the time looking for activity, looking for new stuff because Google needs to make sure they know what's going on and they are right on the pulse of what's going on on the internet. But they can't cover everything all at once. It's impossible. There's just way too many webpages. I think there's a trillion URLs out there, so you imagine a trillion websites publishing a new piece of content every day. That's a lot of URLs that Google has

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to keep track of. So my point being that just because your link is sitting on a new blog post, Google may not know about it. So if Google doesn't know about it, do you think they are going to know about the link of your backlink - which is very important - the whole point of doing it. They're not going to know about your backlink. So if they don't know about your backlink, it's not going to help your search engine rankings. So until they do know about that backlink and that webpage where the link is on, then that whole process so far has been a bit of a total waste of time for you. There's no SEO benefit yet until Google come along and go, ah, we see there's a new page on this site, great, oh, and also we see a link, and let's follow that link, oh, and it's going to John or Mary's website and the anchor text of that link is "best car insurance," great, that'll help John or Mary's site to rank a little bit higher for best car insurance. But unless Google finds it, like I said, it's not going to help you. So what you need to be doing is helping Google find these pages, and that is what we call indexing. Once Google finds the page and they like it - and there are different reasons why they would like to include it or not in their index - but then they will put it in their index, which means it's just in the giant Google library now. They've just filed it away in the giant Google memory, and there it is, and they know about it. That's what indexing is. Once that's been achieved, then great. End of story. Happy days. But there are different things that you need to do to help get Google's attention and getting them to come over, and that's basically what you're doing. It sort of, when you do indexing techniques, which I'll try and touch on, but it is another topic on its own. What you're essentially doing out in the internet is you're waving a big flag, if you like, and saying, Google, come and check this out. There's a new piece of content over here that you don't know about. Why don't you count this one? And, by the way, look at the link inside that content - is really what you're doing. Ways that you can do that is you can link to that new page and you can send links on automation. You can use things like RSS submissions. Create an RSS feed out of that page and submit it to RSS directories. You can use a whole bunch of automation tools, which I prefer to do. I'll just take a whole list of - sometimes we do 1,000 a day - and I'll take 1,000 URLs that I know in my links are sitting on, and I'll put them through software that will automatically send a link to these new pages. And just sending a link there will often get Google's attention because they'll go, okay, something going on with this new page, it's just received a link, we've been notified from another website to go over there. And doing these sort of activities - which I won't go into more detail now because I don't have time in one interview - just doing these sort of activities where you're trying to get Google's attention, dramatically helps them find new content. And then what will end up happening is you will get more of your backlinks that you've made found and counted by Google. Just to give you an example of how well this works when you pay attention to it, if you don't do any indexing, I think rough estimate the amount of links that you'll get found by Google is probably really low, like 10% or 15%. Sometimes it's lower. The amount of links that I get indexed by Google - and I'm not kidding because I test and track this all the time - is now above 80%. It's heading towards 90% of my links are getting found, so what this means is I have to build a lot less links than somebody whose only getting 10% or 15% of their links found by Google because I am working smarter. I'm spending time making sure that the work that I did to create that page with my link in it is found by Google. It takes a lot of work to get a link and I'd rather make sure it counts than move on to get a new link. I'd rather work on the link that's already out there and make sure it gets counted. If you look at the difference that 10%, right up to 80% where I'm at now and pushing up toward 90%, I'm going to get a lot more links found by Google, so I'm going to beat my competition

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because I spend more time on indexing than they are, so it's all about working smarter when you do your back linking to make sure that all of this wonderful work that you've done is found by Google and counts. Did you want to jump in at all Adam?

Adam: No. I think that that covers indexing really well. That was awesome Matt. Yeah. I would just echo everything you said really. And I think you pretty well covered most of those other topics that we had that list for earlier. If you have time, it would be great if we could move and talk about sort of your top link-building tactics, if you're up for it.

Matt: Yeah. Absolutely. I'm happy to share what I can to help your members.

Adam: Awesome.

Matt: The best type of backlink, and this is before I tell you the techniques, the best kind of backlink is what I call a contextual backlink. Where your link sits on a webpage makes a difference. Google has stated this quite obviously that said that contextual links get the most, I can't remember the exact words they use, I'd have to read it again, but it's the most user readability or visibility. What that's saying is if you get a link that's smack bang right in the middle of an article. Say you've got a 500-word piece of content, whether it be a blog post or any web content where there's people conversation, in a forum, or just a post, whatever. If your link is smack bang in the middle of that content surrounded by the rest of the article, it's very visible to the traffic that comes to that webpage. It's not exactly hidden if it's smack bang in the middle of the article. And that's what Google is saying. If a link is smack bang in the middle of an article, they see it as more valuable and more important because why would it be smack bang in the middle of an article if it wasn't an important link. It wouldn't be. And Google knows that. So the other types of links you could get might be like a blog comment. That's not a contextual link, and Google knows that. They know that you're not the owner of the website - that you're just commenting - and they can tell that. And they know that a contextual link right in the middle of an article is controlled by the webmaster, because if you've got a blog and you write a blog post, it doesn't matter what it's about. It's about car insurance, and you put a link right bang in the middle of your blog post, you're the owner of that blog. You're the only one that has control over that link. If you don't want it there, it's not going to be there. If you want it there, then it's going to be there. A blog comment is a little bit different because anyone can comment and leave a link in that comment section. Although the blog owner is meant to moderate those comments, quite often they're not moderated, and Google knows that. And they know that people can just get links on all these blog commenting sections, so they don't count those links as much as they will the link right up there in the middle of the post. So the best type of links you can get, and my favorite links, is contextual links of the middle of content. That's what you want to try to aim for as much as possible. When I'm trying to rank - let's say I'm trying to rank a webpage on my site for the best car insurance. Let's stick with that example. What I do is I surround that webpage, and I do this for every single page inside the site for each page, I surround it with as many contextual links as I possibly can. And these types of links will be things like, if you join a blog network, they allow you to post a unique piece of content into the inner page of their blog. They're basically giving you access to their blog and saying, you can put some content on my blog and you can put your links in it, and then you have to pay a monthly fee to have access to these blogs. But the advantage is,

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you've now got this wonderful contextual link that Google likes so much. Blog networks are one of my favorite types of links for that very reason. Any other forms of contextual link you can get are also great. You can get them in article sites, press release sites also work well, and quite often these article and press release sites will allow the link to be in the middle of the content, not just in the resources box, but if it's only allowed in the resources box underneath your article, that'll do. That's good enough. Put it in there. So you've got press releases, articles, blog networks.

Another type of link that I like to get which is semi-contextual is a forum backlink, but not a forum profile link. I don't really use them much at all. What I do is when you're commenting or participating in the conversation in the forum, put your link in the conversation if you can or in your signature underneath your conversation. But when I do that, I have a technique and, again, I don't have time to reveal this technique now, but I have a technique which is a pretty sniper-like technique that took me a while to figure this out. But, there are ways that you can search in Google using specific search operators where you can find forum pages that have page rank that you can get your link on. So whenever I do a forum comment, I only do it if I know I'm at least going to get page 1, 2, 3 or higher. And then I get those sort of links as well because that's getting me my page rank. Because remember earlier in this interview, I said that the more of these page rank links you get the better, but there is just a little sneaky technique that I won't reveal now - but it is in my other training, where you can find pages and forums where you can put your link on that's got page rank. The actual page itself has page rank. I'm not talking about these profile links that was appraised for a couple years back. So there's the thing that I do as my backlinking techniques is get as much contextual links as well.

The other thing is page rank. If you can get your links from these forums as page rank, they are even better as well. Or just remember in any technique that you are going to try and get your links on high page rank as much as you possibly can. One technique I'm not going to go into heaps of detail now through, is if you really want to go after seriously competitive keyword phrases, and you want to get some more high page rank backlinks, one stealth technique you can do and, again, this is more advanced and not necessary, but you can actually buy domains that have expired that people don't really want anymore but have got good page rank. And you can just buy them and then repurpose them and put your links on the home page if you want to. It works incredibly well. You can pick these up quite cheaply, and all of a sudden you now own a website with page rank and you can do what you like with it because you own it. You might want to buy one on dog training, or whatever you can find, make it look pretty and nice. Don't make it a terrible site. But you now have control over the page rank, so if you want to put a link to your other site, you can do that. And you can put it right in the middle of the content on a contextual article and it will be on a high page rank contextual link, which is even the best of both worlds now. So that's it. That's a more advanced technique which I won't go into because it takes a lot more explanation than this interview, but there is some of the backlinking techniques.

What I recommend you doing is surround your webpage you're trying to rank with contextual links, as much as you can. And if you really want to get serious about your back linking and rank for some pretty hardcore keywords, you can set up a second layer behind this initial layer of contextual links and file links to your first layer so you've sort of got a tier system. You have a first tier, and then a second tier, and the second tier, the way I set it up, is on complete automation.

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And by doing this sort of structure, you really have an indestructible backlinking plan behind all of your webpages and you get incredible results with rankings with pretty competitive keyword phrases with some good search volume. When you're going after keywords like that, you can make some great money with SEO because you can get great rankings on these high traffic terms or even medium traffic terms. Hopefully that shed some light on some of the things that we were going to talk about today. Adam, were there some other things that you wanted to mention or you wanted me to touch on that maybe I didn't?

Adam: That sounds really, really good. Do you think you could explain a little bit more of the top tier/bottom tier, and could you mention how you get second tier links automatically? What did you mean by that?

Matt: Obviously, backlinks take time to build, so you want to do as much on automation as you possibly can, but unfortunately, a lot of the automation links, the tools out there that build links for you. They are low quality. I don't like to send those directly to my webpages because I don't like sending low grade links to my webpages directly, so the ones that I send directly to my webpage are these contextual links like I mentioned. All these things I just mentioned before. So that will be all the links coming directly into my webpage will be these contextual links. But, to reinforce the whole back linking structure, I've also built links to this first layer of contextual links from tools. Automation tools –

Adam: Gotcha.

Matt: That would be like automatic blog commenting tools or automatic profile link building tools, or any other automatic type of tool where you can just plug in a list of URLs and say, find some links to this list, and obviously, the list that you tell it to do will be your more important contextual ones like I just talked about earlier. By doing this, you get a massive surge of link juice that goes all the way through this lead structure to your target important page, and obviously that page that you want to rank in Google just flies up the search engine ranking so you can get some great results by doing it like that. And it's not too difficult to set up.

Adam: Awesome. Would you mind sharing your top two, three favorite link-building tools?

Matt: Yeah. Again, the tools themselves when you lean towards automation, but maybe tools and services. I like blog networks the most because I find that you can get good quality contextual links from blog networks. So over tools, I prefer blog networks. One network that works pretty well is something like Build My Rank, and that's a blog network that works well, or Authority of Link Network, or Article Marketing Automation. These are blog networks that work really well that will allow you to get a lot of these contextual links. It's more the services that I put more priority than tools.

Adam: So these are services you sign up for, like Build My Rank.com, Article Marketing Automation, and then there was a third one.

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Matt: Yeah. Authority of Link Network is another one. There all very similar things, but it just gives you more reach to be able to go out and join and you can post your content to the blogs on that networking and get these contextual links. That's probably what I would rank as pretty important way to get your links because (a) you get diversity which we talked about was important; and (b) these are contextual links which we talked about was important. So that's why these sort of services are really useful for getting those contextual links. Because otherwise, contextual links can be quite difficult to get, of course you can then submit to article directories and one other tool that I will mention because you asked about tools is article marketing robot. I think that's a good semi-automated submission tool for getting links from article directories and sometimes some word pressed blogs it does it. Mainly it's an article submission tool. That would be my top tools I think that will help your subscribers the most.

Adam: Definitely. Yeah. And just to echo as well, I use several of the link building networks that you mentioned a second ago, and they worked really well for me as well with my niche sites, so definitely recommend those. So awesome! Thanks Matt for all of this information. I know we're about to hit about an hour here on the call. Now that all sounds good, Matt, and yeah, we're nearing the top of the hour here and you've provided some really, really excellent content here that I know that anyone listening to can certainly start incorporating and using to obtain better search engine rankings and see better results, so this has been really, really solid, and, again, really great content. What I want to do - we're getting near the end of the call, but, Matt, I know that you're getting ready to release a really, really good search engine optimization course and training center. Basically a product for people who want to learn more about SEO and really master this skill that's going to enable them, really, to get as many solid rankings as they want. I'd like to talk about that. Maybe you can just tell everyone a little bit more about that. What's coming up and what is entailed.

Matt: Okay. Yeah. Fantastic. I'm bringing out my full blown SEO training academy and it really is everything I've learned and my business partner, Terry, over years and years of doing SEO sales. We actually do SEO. We get in there and build websites and get them ranking. We do what we teach. And we test. We do a lot of testing and we've finally decided to bring out an academy and teach and train other people how to do it at the level that we're doing it and it's designed for complete newbie. Absolute newbie, right through to advanced SEO. And it really is a one-stop shop for everything you want to know about SEO and to get a lot of traffic for free from Google. The course is called SEO Experts Academy and if you want to check it out, the URL to go to is seoeacademy.com. If you go and check that out now, what we're doing with that is, it's broken into three levels and it takes you through an intense amount of training on how to become an SEO expert. It's a video training course. You watch over our shoulder as we show you techniques. We say go here, do this, there is PDF plans and detail, like large detailed plans from a brand new website exactly what to do in a step-by-step process because a lot of the feedback we've had from people on our email list from other things we've done is they can get the concept of SEO, but they need a lot of hand-holding on exactly what to do in a step-by-step process so there's no guessing. There's no trying to fill in the gaps themselves. So that's what we've done in SEO Experts Academy. We've really laid it out in a logical process saying, Week one you need to do this. Here's the checklist. Make sure this, this and this is done. Build this many links and get the

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links from over here. Watch the video on how to get those links, and we provide the video. Next step. Week two – do this, do that. And it really is a logical process. All you have to do is follow what we say and you will be able to dominate your niche markets, especially if you are like not going out to very competitive keywords, like if you're going after some pretty easy stuff on ClickBank, or whatever it is, once you've got access to this level of SEO, you will be able to wipe the floor with your competition. I mean, you really will if you want to do this and you apply it. We can't make you learn. You got to get in there and learn. But if you want to, this bit of information is really golden and it's going to help you do exceptionally well with your SEO. The other thing to note is, obviously the support and all of that stuff. If you need help with anything, we've got support service built into it. There's a whole lot of extra bonus videos, but I won't go into all the detail of that now. You can read more about it at that link again, which is seoeacademy.com. But just to let you know, we are running a discount for when we launch this. We're launching it soon for seven days we're going to be running \$100 discount, just as a celebration because we're bringing this thing out and it's a big deal. So we're going to let people in for a discount and that will close off right on seven days, so I encourage you to get in there because you don't want to miss out on that. If you came to become an SEO expert and really grow online wealth through getting traffic from the search engines the way that I do it and the way my business partner Terry does it. She's been hugely successful for us. It's really changed my whole career and my life around by learning how to master traffic then. This course I highly encourage you to get over there and check it out and join because you won't be disappointed. It really is packed with everything you need. So hopefully that explains it. Adam, is there anything else you want to throw in? Feel free.

Adam: Sounds good. I just want to reiterate what you said there, Matt, and just let everyone know, just on a personal note, I've been involved really heavily in SEO as well for the last six-seven years, basically since I've been online. One of my primary interests has been SEO because I know that it's a skill that when you master, really, truly like Matt said, you said there, everything changes. You're empowered basically to really obtain as much traffic as you need to for any of the niche sites that you build. Along those lines, I've gone through a lot of different SEO courses, subscribed to many different newsletters, really just been immersed in SEO training for, again, the past seven years. This is the best SEO training I've ever seen. It's just a level above what I've seen out there. The training itself is extremely thorough, extremely good. It's also cutting edge training. It's the latest and greatest in SEO that you're getting from Matt and Terry, and I just cannot recommend it enough. It's absolutely fantastic and I know that you won't be disappointed if you join SEO Expert Academy and you take action with it. It's one of the best investments I believe that you can make in your business, regardless of what you're doing online. You can never have enough traffic from Google. Matt, I just want to say thank you very much for coming on the call today and sharing all this awesome information. It's been a pleasure.

Matt: Oh, no problem Adam. Thanks very much for having me on. It's great. Any time I can help out, I'm happy to do so.

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Adam: Thanks. And everyone, just again, the website you want to go to, if you want to just get a sneak peak at what's going on: seoacademy.com. And that link's also posted just below this interview. So thanks again, Matt, and thanks everyone, and we'll talk to you soon.

Matt: Okay. Bye for now.

Adam: Bye.