SEO Breakthrough
with John Pearce and Chris Cantell

SELECTING THE RIGHT LINK STRUCTURES FOR YOUR MONEY SITE

By Chris Cantell & John Pearce

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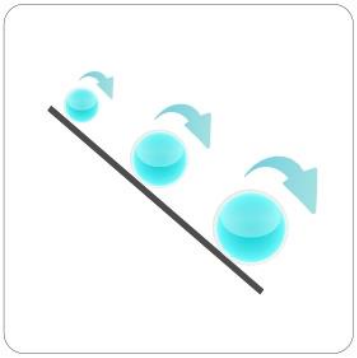
In the SALSA (Super Authority Link Structure Application), there are 38 different link structures. They all vary in power, and generally speaking the more web properties a structure has, the more powerful it is. The reason for this is because each web property that is integrated in to the structure injects one or more of the following: -

1. **Authority**
2. **Relevance**
3. **Trust**



Also, the Do Follow links that are linking to the various other tiers pass on a percentage of each of the properties in the tiers above it, so the larger structures take on a snowball effect with regards to the **ART**, and the more properties that are introduced to the structure, the more value the tier 1 post has when it links to the money site.

Now although the large link structures are more powerful, they take up a great deal more time, effort and money. For this reason, it is best to build what is needed to rank your site, and not go to the extremes of the very large structures

Building the large structures may not be necessary for your money site for example, if your niche is a low competition. On the other hand, if your niche is highly competitive, then you will need to build these larger structures, and quite a few of them too if the phrases are high in competition.

What you should initially do is determine the level of competition your niche is. This is done at phrase level, so determine what your main keyphrase is and carry out what we teach in the training in Introduction Module: Hybrid SEO Blue Prints. Alternatively, you can type in your phrase to the Keyword Finder tool: -

http://seo-breakthrough.com/links/KW-Finder.php

You can use this tool 3 times per day for free, so you can assess your competition for 3 phrases and determine your competition. If you are using the Keyword Finder tool, the following levels determine the following degrees of competition: -

1 – 20 Low Competition

21 – 30 Low to Medium Competition

31 – 40 Medium Competition

41 – 50 Medium to High Competition

51 – 60 High Competition

61+ Very High Competition

If you want to use the Keyword Finder tool more often than 3 times per day, we have negotiated a discount. This is probably the best value keyword tool available, and you can get 10% off your monthly subscription by using the following coupon code: **seobreakthrough**

When you have determined the level of your competition for the phrases you want to rank for, you will be able to see which link structures are best suited for you to build so you can rank for the least amount of work. The diagrams and table in the pages that follow below show you which structures you should build based on the competition of your niche / phrase. You are not limited to these, and of course, you can build and use any of the link structures in SALSA that you want to. I have created this advisory table as a means of guidance for those that want to know where to begin with creating their link structures and to know which ones to start with.

The Following Link Structures Are Common To All Competition

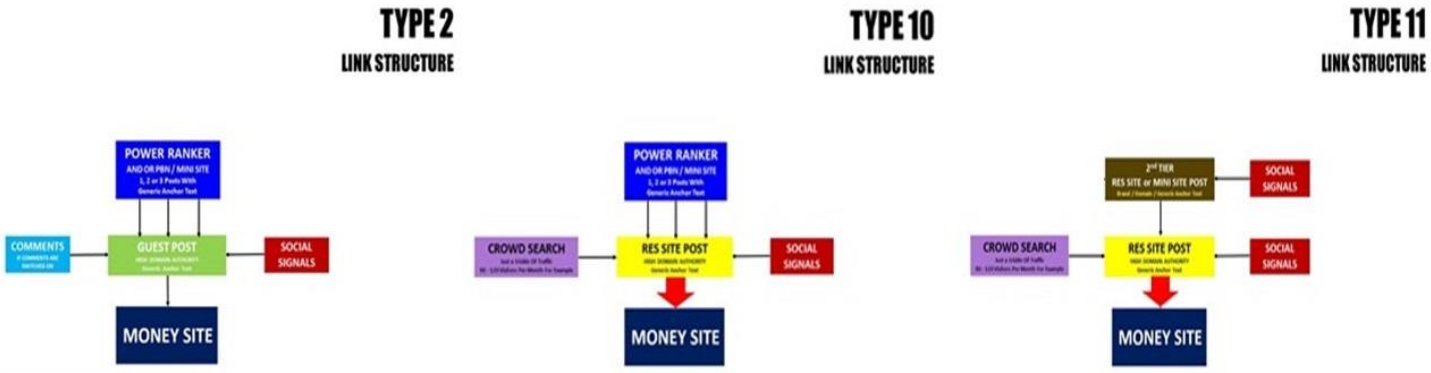
The following specific Link Structures are common to all levels of competition and with these structures. These structures should make up 75% of your overall link structures.

You will notice that they are smaller link structures with just 2 tiers. These structures are typically your most powerful structures based on power SEO effect compared with time and effort to build the structure. These structures can be built out effortlessly using the tools and services we have provided in the members area.

The structure will provide high level security against Google algorithm updates whilst the Power Ranker element or PBN Mini Site element in the tier 2 will drive power though the Do Follow links that will provide impressive rank movement on Google over time.

You will need to allow time for Google to index these posts across the tiers, and once Google begin indexing, you should see some movement, and so long as you are consistent with building your link structures as we teach, you will start to see an escalating rank pattern, although you should be aware that Google no longer makes sudden ranking happen unless there is zero competition for a given search phrase.

These are the link structures that should account for about 75% of your overall link structures: -



Link Structures For Low Competition Niches

TYPE 1
LINK STRUCTURE

TYPE 2
LINK STRUCTURE

TYPE 3
LINK STRUCTURE

TYPE 10
LINK STRUCTURE

TYPE 11
LINK STRUCTURE

TYPE 17
LINK STRUCTURE

TYPE 18
LINK STRUCTURE

Link Structures For Low / Medium Competition Niches

TYPE 2
LINK STRUCTURE

TYPE 10
LINK STRUCTURE

TYPE 11
LINK STRUCTURE

TYPE 17
LINK STRUCTURE

TYPE 18
LINK STRUCTURE

Link Structures For Medium Competition Niches

TYPE 2
LINK STRUCTURE

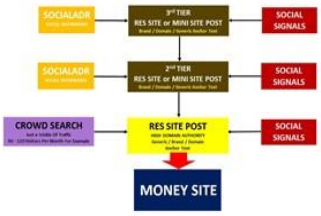
TYPE 4
LINK STRUCTURE

TYPE 10
LINK STRUCTURE

TYPE 11
LINK STRUCTURE

TYPE 12
LINK STRUCTURE

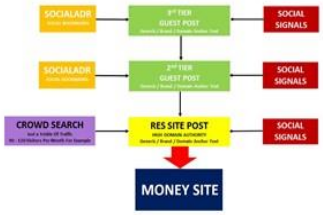
TYPE 13
LINK STRUCTURE



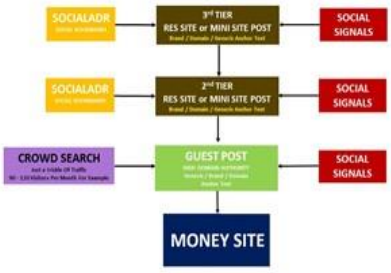
TYPE 17
LINK STRUCTURE

TYPE 18
LINK STRUCTURE

TYPE 19
LINK STRUCTURE

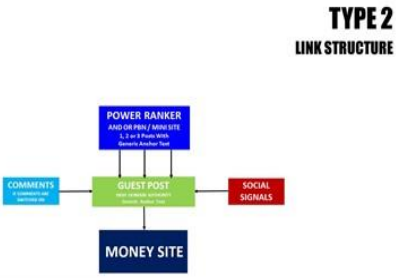


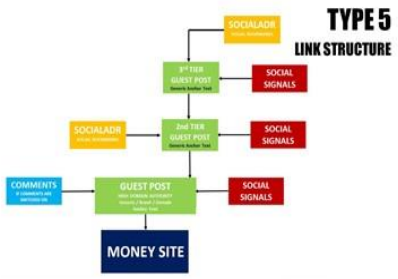
TYPE 20
LINK STRUCTURE

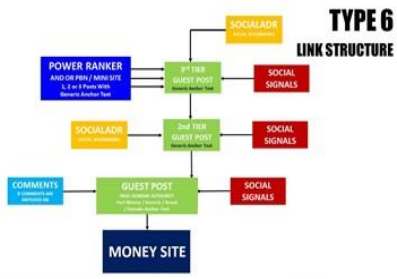


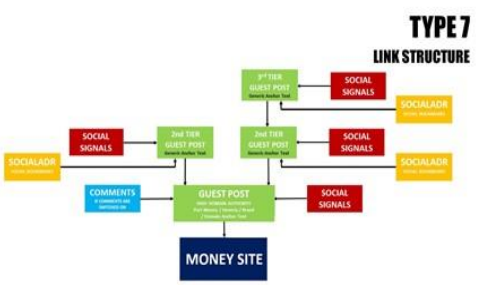
TYPE 23
LINK STRUCTURE

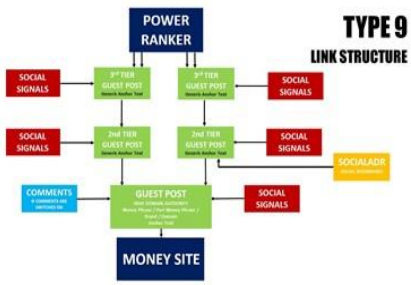
Link Structures For Medium / High Competition Niches

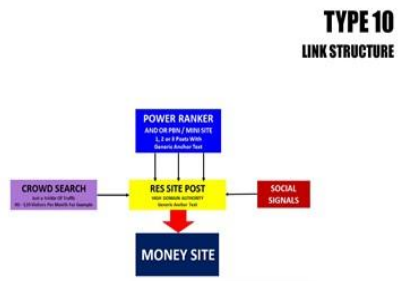


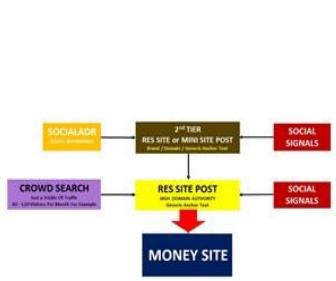


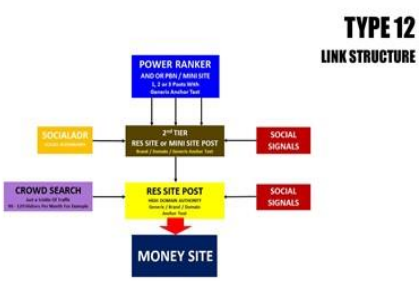


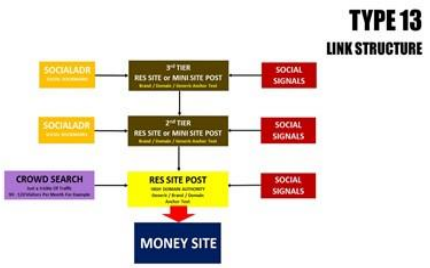


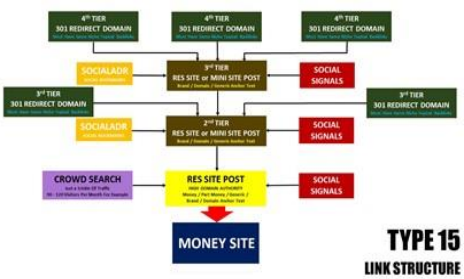


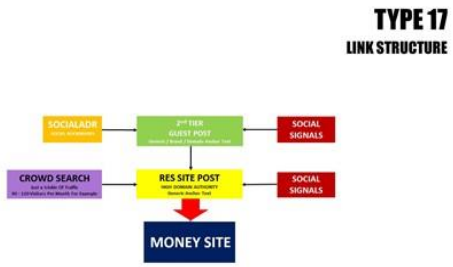


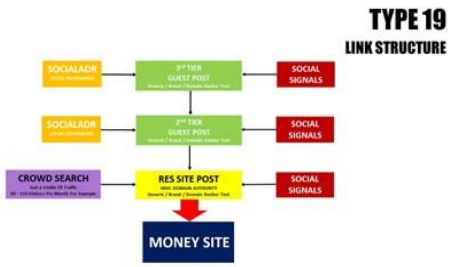


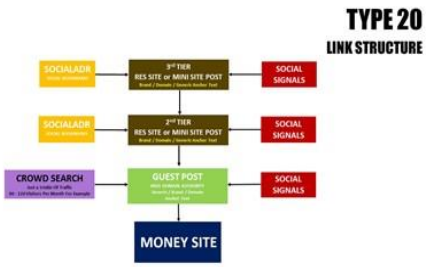


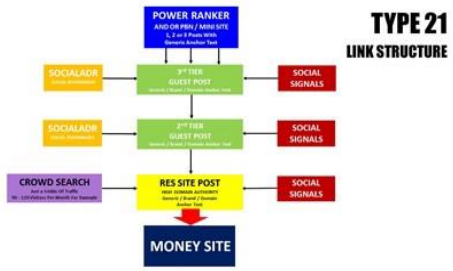


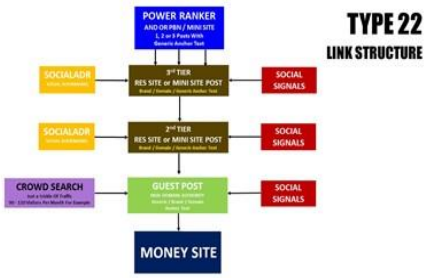


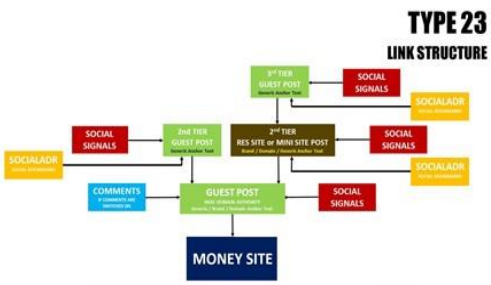


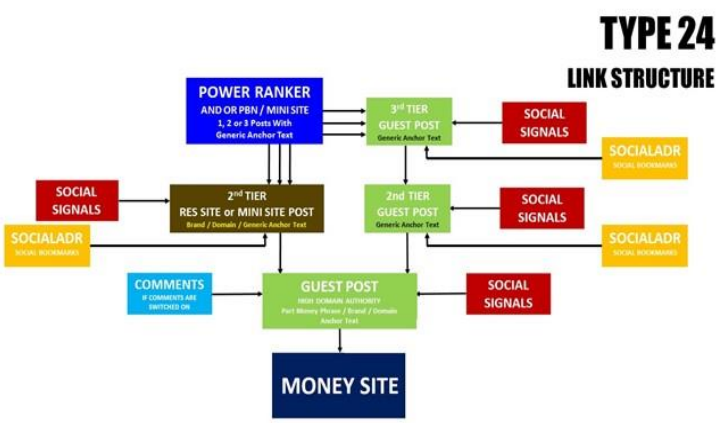


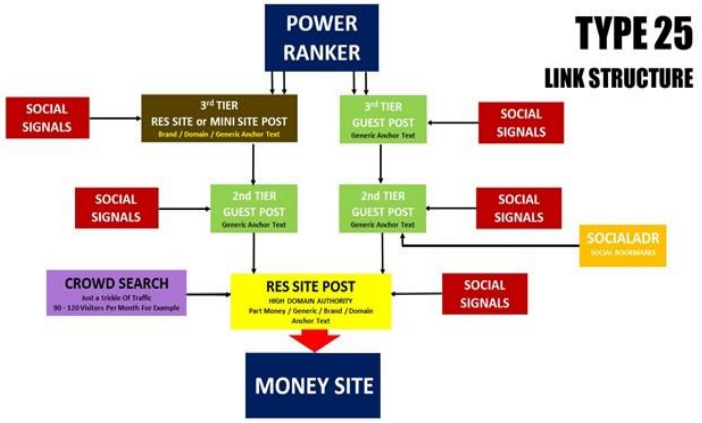


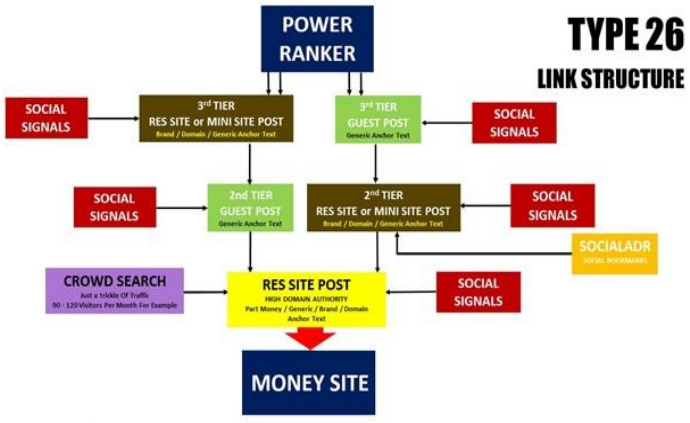


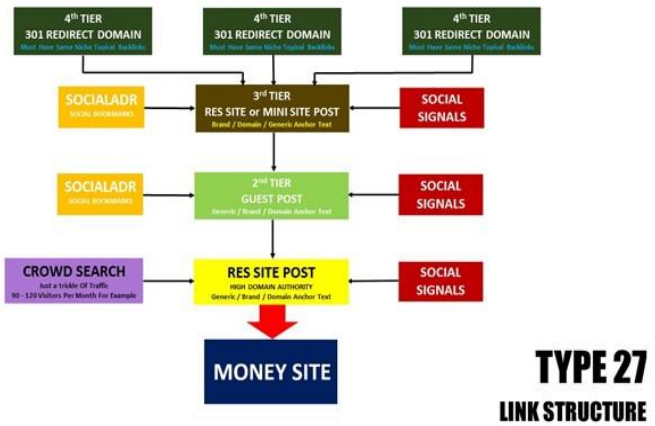


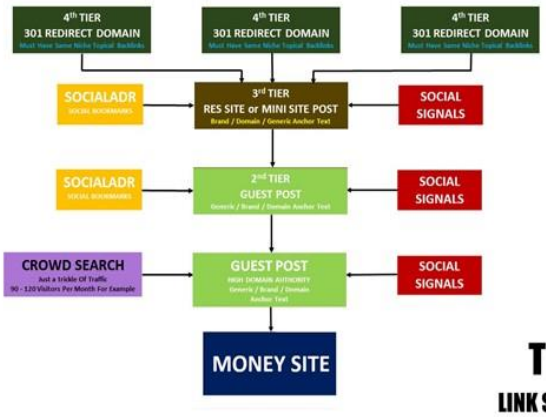


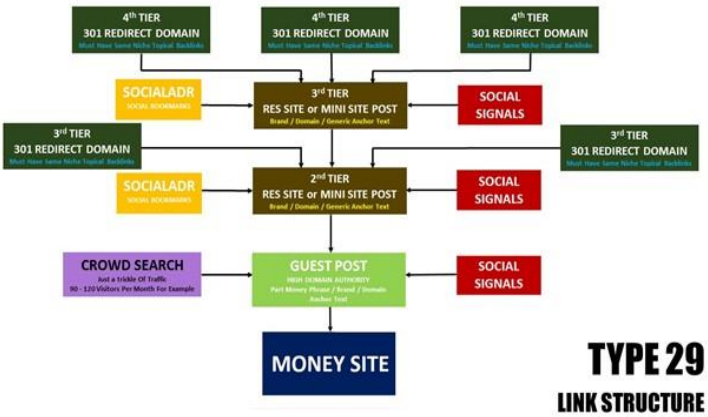

TYPE 24
LINK STRUCTURE
POWER RANKER
AND OR PBN / MINI SITE
1, 2 or 3 Posts With
Generic Anchor Text
3rd TIER
GUEST POST
Generic Anchor Text
SOCIAL SIGNALS
SOCIALADR
SOCIAL BOOKMARKS
SOCIAL SIGNALS
2nd TIER
RES SITE or MINI SITE POST
Brand / Domain / Generic Anchor Text
2nd TIER
GUEST POST
Generic Anchor Text
SOCIAL SIGNALS
SOCIALADR
SOCIAL BOOKMARKS
SOCIALADR
SOCIAL BOOKMARKS
COMMENTS
IF COMMENTS ARE
SWITCHED ON
GUEST POST
HIGH DOMAIN AUTHORITY
Part Money Phrase / Brand / Domain
Anchor Text
SOCIAL SIGNALS
MONEY SITE

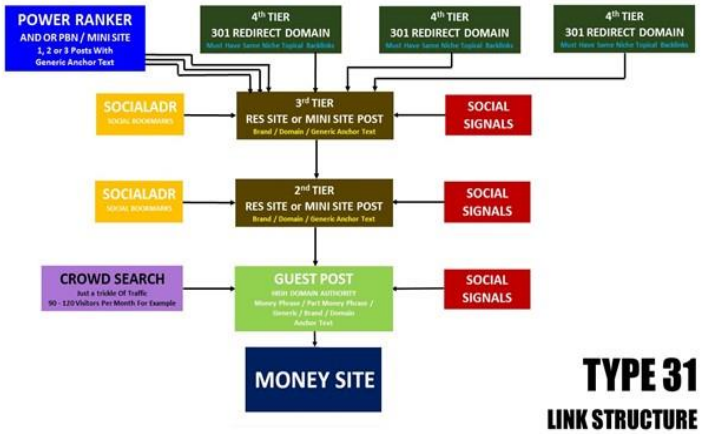

TYPE 25
LINK STRUCTURE
POWER RANKER
SOCIAL SIGNALS
3rd TIER
RES SITE or MINI SITE POST
Brand / Domain / Generic Anchor Text
3rd TIER
GUEST POST
Generic Anchor Text
SOCIAL SIGNALS
SOCIAL SIGNALS
2nd TIER
GUEST POST
Generic Anchor Text
2nd TIER
GUEST POST
Generic Anchor Text
SOCIAL SIGNALS
SOCIALADR
SOCIAL BOOKMARKS
CROWD SEARCH
Just a trickle Of Traffic
90 - 120 Visitors Per Month For Example
RES SITE POST
HIGH DOMAIN AUTHORITY
Part Money / Generic / Brand / Domain
Anchor Text
SOCIAL SIGNALS
MONEY SITE

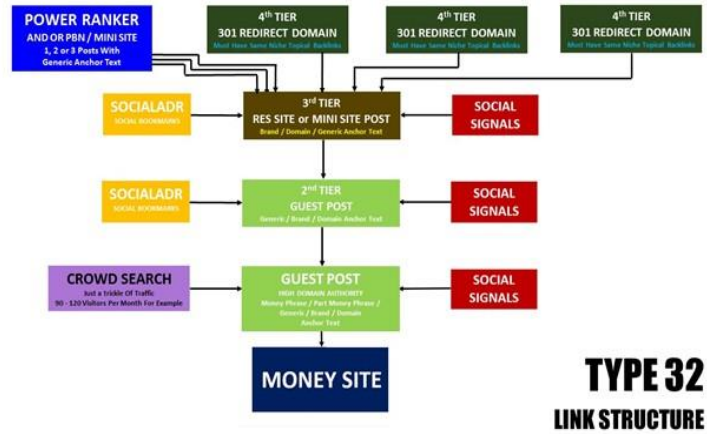

TYPE 26
LINK STRUCTURE
POWER RANKER
SOCIAL SIGNALS
3rd TIER
RES SITE or MINI SITE POST
Brand / Domain / Generic Anchor Text
3rd TIER
GUEST POST
Generic Anchor Text
SOCIAL SIGNALS
SOCIAL SIGNALS
2nd TIER
GUEST POST
Generic Anchor Text
2nd TIER
RES SITE or MINI SITE POST
Brand / Domain / Generic Anchor Text
SOCIAL SIGNALS
SOCIALADR
SOCIAL BOOKMARKS
CROWD SEARCH
Just a trickle Of Traffic
90 - 120 Visitors Per Month For Example
RES SITE POST
HIGH DOMAIN AUTHORITY
Part Money / Generic / Brand / Domain
Anchor Text
SOCIAL SIGNALS
MONEY SITE


4th TIER
301 REDIRECT DOMAIN
Must Have Same Niche Topical Backlinks
4th TIER
301 REDIRECT DOMAIN
Must Have Same Niche Topical Backlinks
4th TIER
301 REDIRECT DOMAIN
Must Have Same Niche Topical Backlinks
SOCIALADR
SOCIAL BOOKMARKS
3rd TIER
RES SITE or MINI SITE POST
Brand / Domain / Generic Anchor Text
SOCIAL SIGNALS
SOCIALADR
SOCIAL BOOKMARKS
2nd TIER
GUEST POST
Generic / Brand / Domain Anchor Text
SOCIAL SIGNALS
CROWD SEARCH
Just a trickle Of Traffic
90 - 120 Visitors Per Month For Example
RES SITE POST
HIGH DOMAIN AUTHORITY
Generic / Brand / Domain Anchor Text
SOCIAL SIGNALS
MONEY SITE
TYPE 27
LINK STRUCTURE

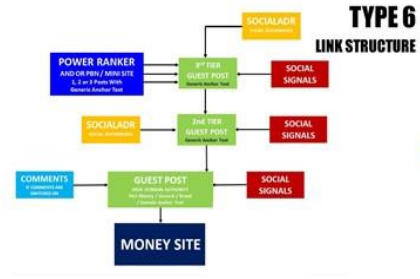

4th TIER
301 REDIRECT DOMAIN
Must Have Same Niche Topical Backlinks
4th TIER
301 REDIRECT DOMAIN
Must Have Same Niche Topical Backlinks
4th TIER
301 REDIRECT DOMAIN
Must Have Same Niche Topical Backlinks
SOCIALADR
SOCIAL BOOKMARKS
3rd TIER
RES SITE or MINI SITE POST
Brand / Domain / Generic Anchor Text
SOCIAL SIGNALS
SOCIALADR
SOCIAL BOOKMARKS
2nd TIER
GUEST POST
Generic / Brand / Domain Anchor Text
SOCIAL SIGNALS
CROWD SEARCH
Just a trickle Of Traffic
90 - 120 Visitors Per Month For Example
GUEST POST
HIGH DOMAIN AUTHORITY
Generic / Brand / Domain
Anchor Text
SOCIAL SIGNALS
MONEY SITE
TYPE 28
LINK STRUCTURE

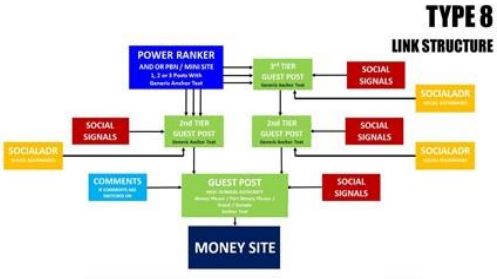

4th TIER
301 REDIRECT DOMAIN
Must Have Same Niche Topical Backlinks
4th TIER
301 REDIRECT DOMAIN
Must Have Same Niche Topical Backlinks
4th TIER
301 REDIRECT DOMAIN
Must Have Same Niche Topical Backlinks
SOCIALADR
SOCIAL BOOKMARKS
3rd TIER
RES SITE or MINI SITE POST
Brand / Domain / Generic Anchor Text
SOCIAL SIGNALS
3rd TIER
301 REDIRECT DOMAIN
Must Have Same Niche Topical Backlinks
3rd TIER
301 REDIRECT DOMAIN
Must Have Same Niche Topical Backlinks
SOCIALADR
SOCIAL BOOKMARKS
2nd TIER
RES SITE or MINI SITE POST
Brand / Domain / Generic Anchor Text
SOCIAL SIGNALS
CROWD SEARCH
Just a trickle Of Traffic
90 - 120 Visitors Per Month For Example
GUEST POST
HIGH DOMAIN AUTHORITY
Part Money Phrase / Brand / Domain
Anchor Text
SOCIAL SIGNALS
MONEY SITE
TYPE 29
LINK STRUCTURE

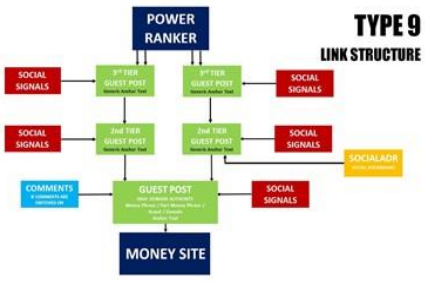

POWER RANKER
AND OR PBN / MINI SITE
1, 2 or 3 Posts With
Generic Anchor Text
4th TIER
301 REDIRECT DOMAIN
Must Have Same Niche Topical Backlinks
4th TIER
301 REDIRECT DOMAIN
Must Have Same Niche Topical Backlinks
4th TIER
301 REDIRECT DOMAIN
Must Have Same Niche Topical Backlinks
SOCIALADR
SOCIAL BOOKMARKS
3rd TIER
RES SITE or MINI SITE POST
Brand / Domain / Generic Anchor Text
SOCIAL SIGNALS
SOCIALADR
SOCIAL BOOKMARKS
2nd TIER
RES SITE or MINI SITE POST
Brand / Domain / Generic Anchor Text
SOCIAL SIGNALS
CROWD SEARCH
Just a trickle Of Traffic
90 - 120 Visitors Per Month For Example
GUEST POST
HIGH DOMAIN AUTHORITY
Money Phrase / Part Money Phrase /
Generic / Brand / Domain
Anchor Text
SOCIAL SIGNALS
MONEY SITE
TYPE 31
LINK STRUCTURE

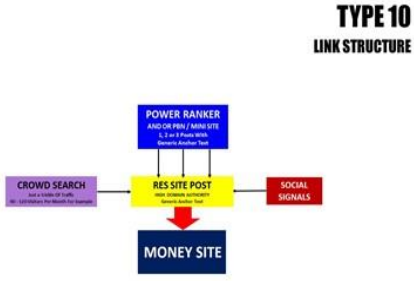

POWER RANKER
AND OR PBN / MINI SITE
1, 2 or 3 Posts With
Generic Anchor Text
4th TIER
301 REDIRECT DOMAIN
Must Have Same Niche Topical Backlinks
4th TIER
301 REDIRECT DOMAIN
Must Have Same Niche Topical Backlinks
4th TIER
301 REDIRECT DOMAIN
Must Have Same Niche Topical Backlinks
SOCIALADR
SOCIAL BOOKMARKS
3rd TIER
RES SITE or MINI SITE POST
Brand / Domain / Generic Anchor Text
SOCIAL SIGNALS
SOCIALADR
SOCIAL BOOKMARKS
2nd TIER
GUEST POST
Generic / Brand / Domain Anchor Text
SOCIAL SIGNALS
CROWD SEARCH
Just a trickle Of Traffic
90 - 120 Visitors Per Month For Example
GUEST POST
HIGH DOMAIN AUTHORITY
Money Phrase / Part Money Phrase /
Generic / Brand / Domain
Anchor Text
SOCIAL SIGNALS
MONEY SITE
TYPE 32
LINK STRUCTURE

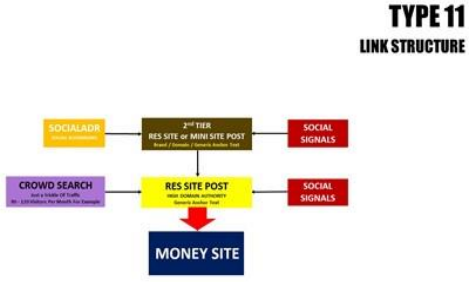
Link Structures For High Competition Niches

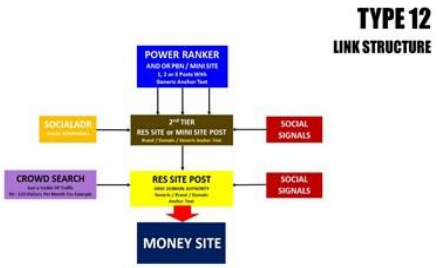


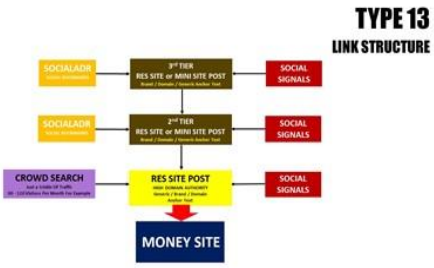


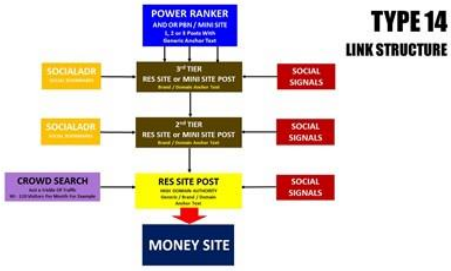


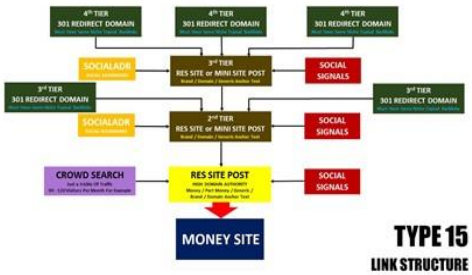


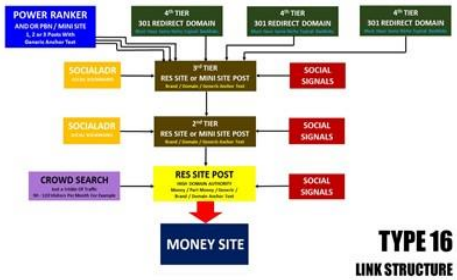


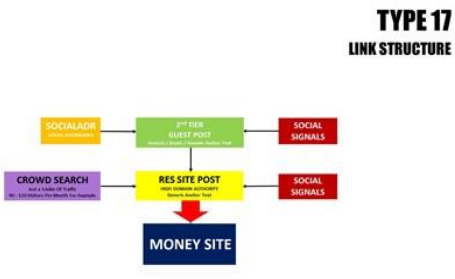


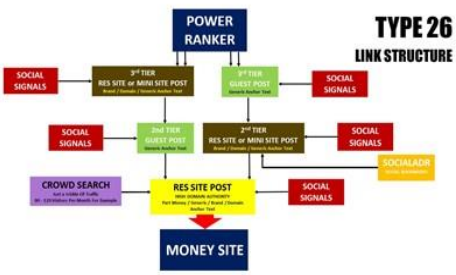


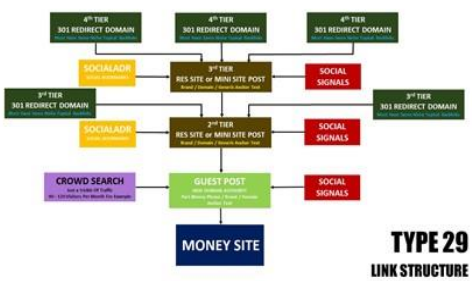


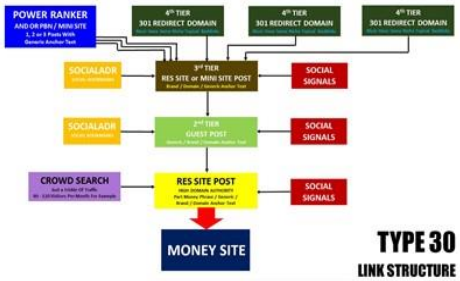


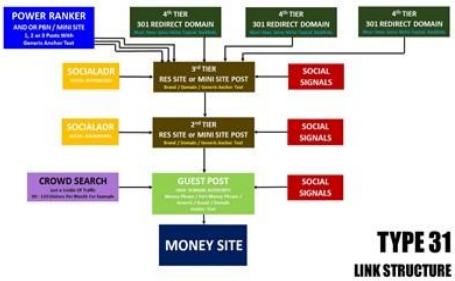


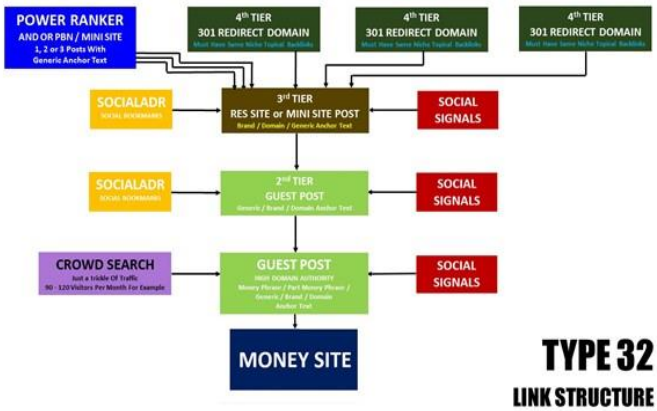




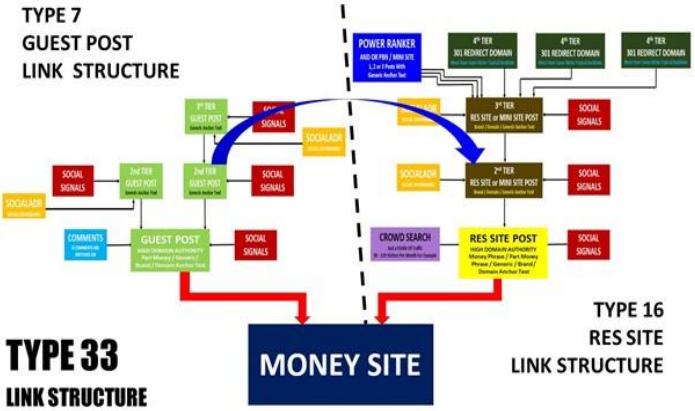






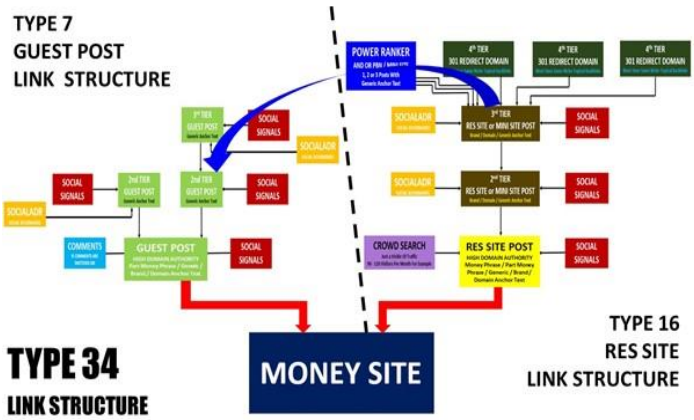


TYPE 32
LINK STRUCTURE



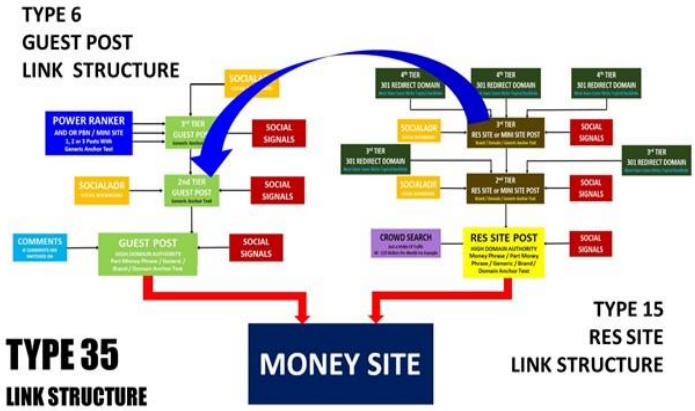
TYPE 33
LINK STRUCTURE

TYPE 16
RES SITE
LINK STRUCTURE



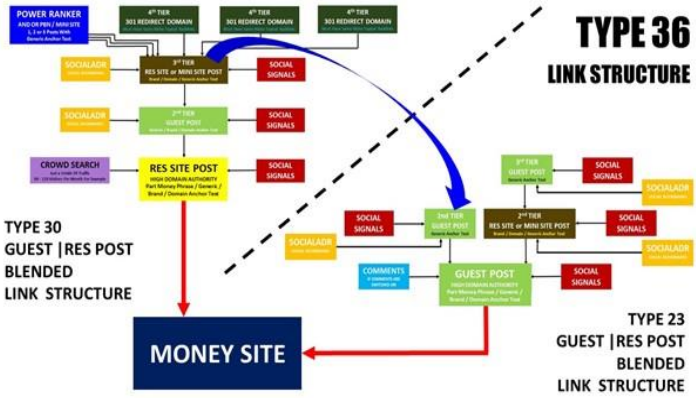
TYPE 34
LINK STRUCTURE

TYPE 16
RES SITE
LINK STRUCTURE



TYPE 35
LINK STRUCTURE

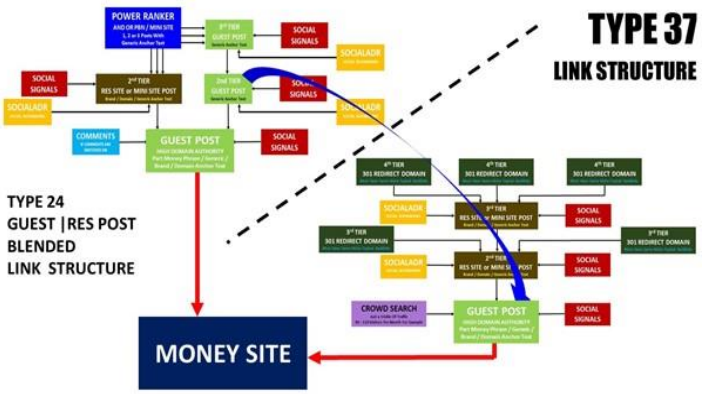
TYPE 15
RES SITE
LINK STRUCTURE



TYPE 36
LINK STRUCTURE

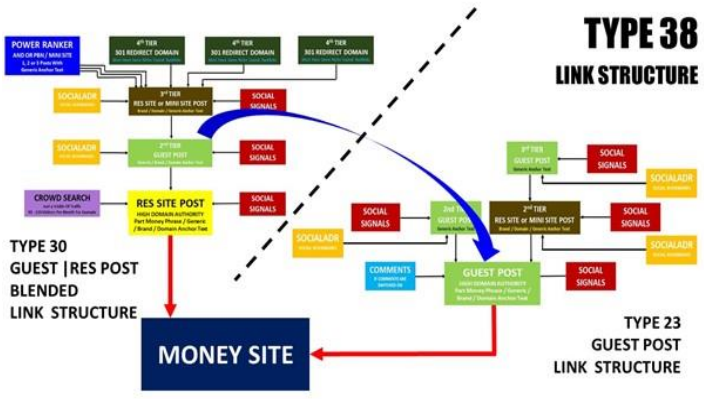
TYPE 30
GUEST | RES POST
BLENDED
LINK STRUCTURE

TYPE 23
GUEST | RES POST
BLENDED
LINK STRUCTURE



TYPE 37
LINK STRUCTURE

TYPE 24
GUEST | RES POST
BLENDED
LINK STRUCTURE



TYPE 38
LINK STRUCTURE

TYPE 30
GUEST | RES POST
BLENDED
LINK STRUCTURE

TYPE 23
GUEST POST
LINK STRUCTURE

The table below shows the above diagrams in simple layout and list the types of link structures that are recommended / suggested to use according to the level of competition your keyphrases are in.

Competition	Recommended Link Structure Types
LOW	1, 2, 3, 10, 11, 17, 18
LOW – MED	2, 10, 11, 17, 18
MED	2, 4, 10, 11, 12, 13, 17, 18, 19, 20, 23
MED – HIGH	2, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 17, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32
HIGH	6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 23, 24, 26, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38

What you might notice from the above recommended / suggested sites is that there are many more recommended link structures for the more competitive niche keyphrases. The reason for this is because you will need more link structures to rank your site. In addition to this, with higher competition keyphrases, you will need to build a higher percentage of the more powerful structures, so you can see that when we start entering the medium to high competition phrases, some of the link structures are quite large, and for high and very high competitive phrases, you will see that there are less of the smaller structures and in fact, most of the structures are quite large.

The reason why you need to focus on the large link structures with the higher competition phrases is because the sites you will be up against are ranking with very powerful backlinks. If you are not ranking for those phrases, it will be because you don't have that level of **ART** backlinks in place. Remember, to beat those authority sites in your niche at that level requires high level **ART** backlinks, and the only way you can get those is either manually through long

term email marketing and social engagement or by building link structures that accumulate the **ART**.

Where to Begin Your Link Structures

OK, I have listed the recommended structures, but what does this actually mean?

Here's an example. This is my phrase: - Little Rock roofing companies

Here are the results from Keyword Finder: -

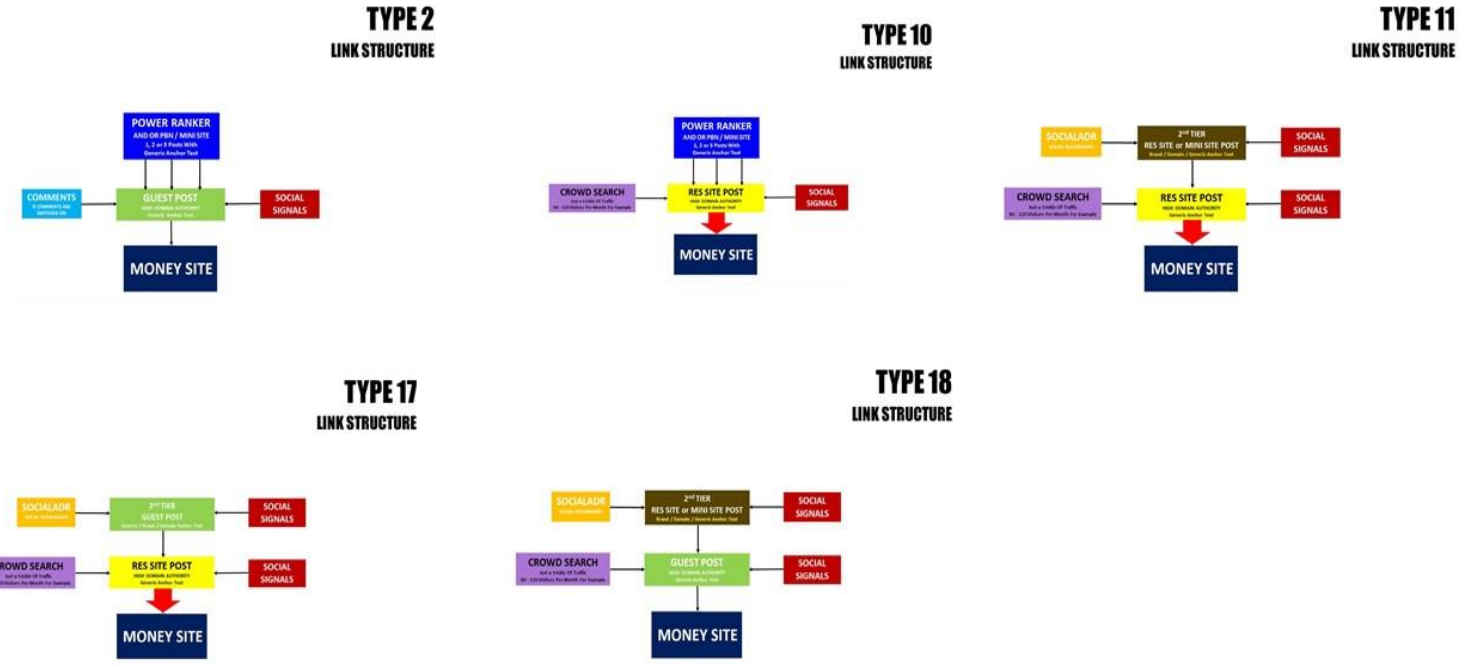
	Google SERP	DA	PA	MR	MT	Links	FB	G+	Rank	Est. vi
1	bbb.org/arkansas/accredited-business-directory/roofin...	95	46	0	0	0	0	N/A	36	22
2	homeadvisor.com/c.Roofing.Little_Rock.AR.-12061	83	37	3	4	1	0	N/A	50	14
3	rileyhays.com/contact-us	12	15	0	0	0	15	N/A	7	9
4	rileyhays.com	12	26	3	1	3	159	N/A	24	6
5	thumbtack.com/ar/little-rock/roofing	82	1	0	0	0	0	N/A	21	5
6	thumbtack.com/ar/north-little-rock/roofing	82	1	0	0	0	0	N/A	21	4
7	yellowpages.com/little-rock-ar/roofing-contractors	89	1	0	0	0	0	N/A	23	3
8	angieslist.com/companylist/us/ar/little-rock/roofing	88	1	0	0	0	0	N/A	22	2
9	raintightroofing.net	13	26	3	4	6	17	N/A	32	2
10	piroofing.com	28	37	4	5	72	315	N/A	42	1

So the competition is 28, and that is in the Low to Medium competition band.

These are the link structures I will use for that level of competition: -

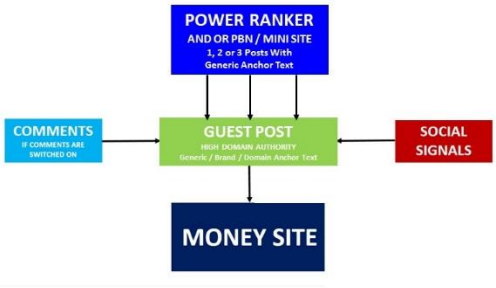
Competition	Recommended Link Structure Types
LOW – MED	2, 10, 11, 12, 17, 18

These are small images of each structure: -

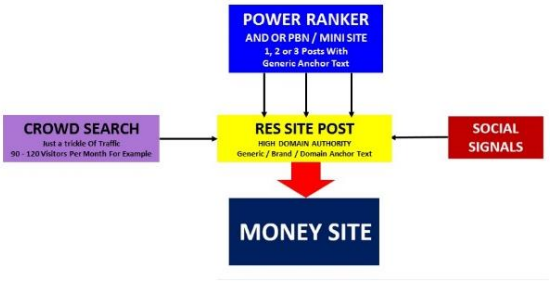


The best way to determine what to start with is to identify the link structures that incorporate Power Ranker. With a Power Ranker campaign, you can post to 15 Power Ranker sites in 1 campaign. As you can't commence a campaign until you have 15 posts to post, you should first set up the link structures that incorporate Power Ranker. We suggest that you post up to 3 Power Ranker posts to each web property as shown in the relevant link structure. So first identify the structures that haver Power Ranker from the recommended structures for your competition. In this example, the following structure types incorporate Power Ranker: -

TYPE 2
LINK STRUCTURE



TYPE 10
LINK STRUCTURE

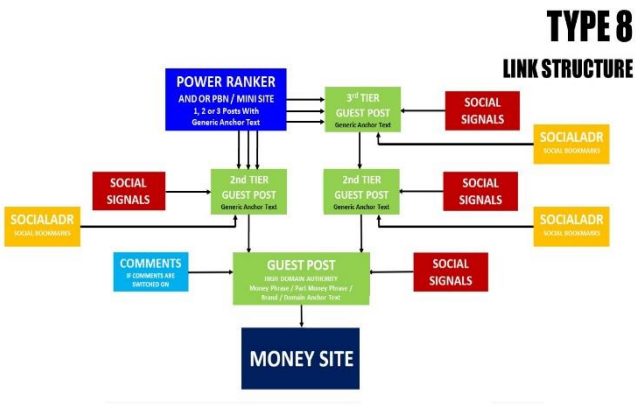


There are 2 structures that incorporate Power Ranker for this competition band. As we recommend that you have up to 3 posts linking to the tier as shown in the diagrams. With the 2 link structures above there would be a maximum of 6 Power Ranker posts because there would be 3 Power Ranker posts going to each of the indicated web properties (3 x 2 = 6). What you should therefore is to select either of link structure types 2 & 10 so that you have 5 link structures that incorporate Power Ranker in the upper tier, so that will mean that you select Types 2 & 10 again. For example, we can have 3 x Type 10 Link Structures and 2 x Type 2 Link Structures. If each Link Structure has 3 Power Ranker posts pointing to the tier below, you would have 3 x 5 = 15 Power Ranker posts. Now if you like, you can set up any combination of the 4 structures, so any of the following will be fine: -

2, 2, 2, 2, 2
2, 2, 2, 2, 10
2, 2, 2, 10, 10
2, 2, 10, 10, 10
2, 10, 10, 10, 10
10, 10, 10, 10, 10

So you can use 5 of the type 2 structures initially if you like. This is fine, but even better would be to mix some link structure type 10's in with it, so if you use 2 x Type 2 and 3 x Type 10, that would be ideal.

Follow the instructions from SALSA regarding link velocity. Avoid building your tier 1 links too quickly. I have highlighted what I would consider the best combination of 5 link structures that incorporate Power Ranker.

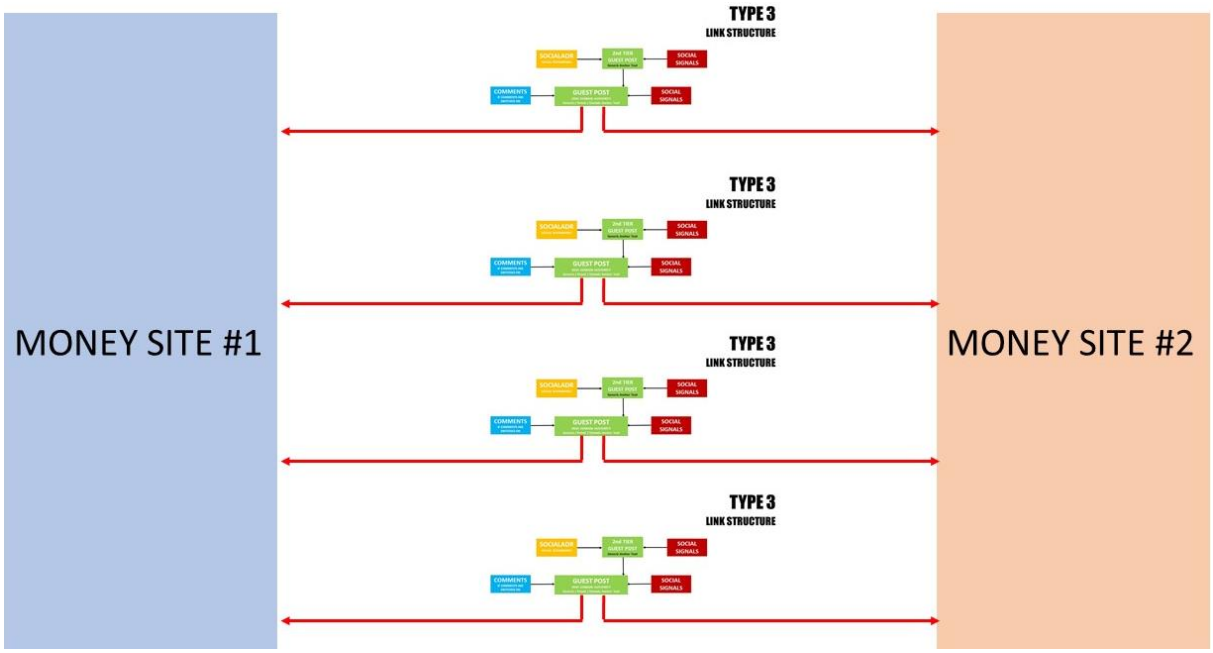


Just a quick note. Some of the link structures that incorporate Power Ranker link to 2 web properties as indicated on the Type 8 structure to the left. You can see that 3 posts link to a guest post on tier 2 and another 3 posts link to a guest post on tier 3. So, in total, there are up to 6 Power Ranker posts dedicated to this link structure

Can I Use A Link Structure To Link To More Than 1 Money Site

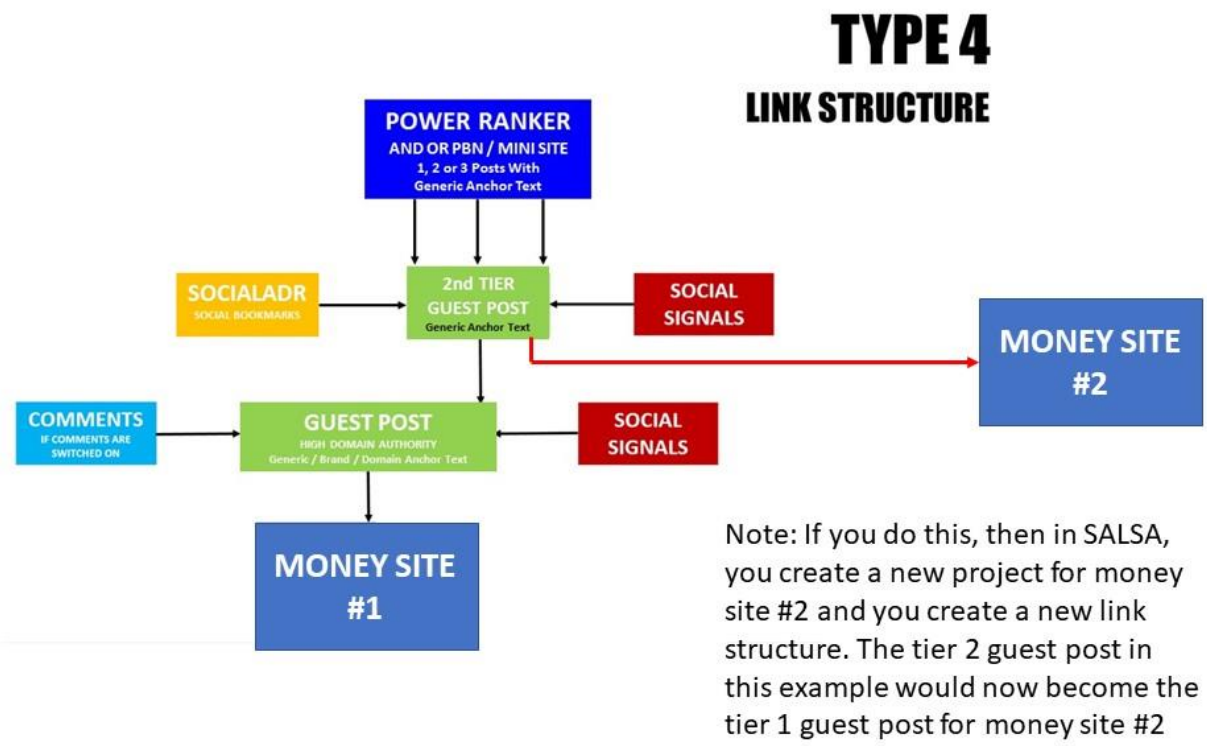
Best practice is to use 1 link structure for 1 money site. The reason for this is because there is a randomness of sites that link to other sites. If however, you start linking to the 2 same sites from each 1st tier, it no longer looks natural, and is something that Google could spot, and that could result in a manual penalty.

The diagram below shows you what it would look like. This would never happen naturally, so I would strongly advise that you don't do it



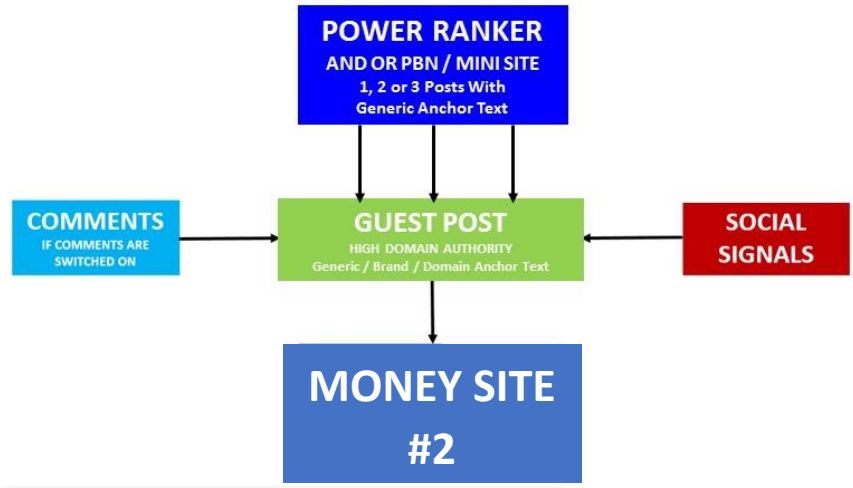
Now it is ok to use 1 of your link structure to link to 2 different money sites, but they will need to be the same niche as the article on the tier 1. If you have several sites in the same niche, it is ok to have links going to 2 sites from the 1st tier, but just avoid making it so that you don't have the same combination of sites that you link to in more than 1 link structure.

Another thing you can do is to link to a 2nd money site on a tier 2 or tier 3 level. If you want to do this, you would still follow the direction as detailed in SALSA as you build it out, but you add a link in the article of the tier 2 post (see diagram below): -



If you do this, you would still need to make the structure appear natural, so try to avoid having the same combinations of sites being linked to on more than one link structure. Also, if you are using an upper tier to link to money site #2 from a link structure where the tier 1 points to money site #1, you should create a new project in SALSA and enter money site #2 as the new project. Then create a new link structure and enter the upper tier details in to the new link structure. Let me explain in greater detail. In the diagram above, the 2nd tier guest post is now linking to money site #2. Notice that in this link structure, there is a Power Ranker campaign linking 3 posts to that guest post. What you do then is look for a link structure that has a guest post as tier 1 and also has 3 post from Power Ranker pointing to the guest post. The diagram below shows you which one you would select in this example as the new link structure to go in to the new project (money site #2)

TYPE 2
LINK STRUCTURE



So just by adding the 1 additional link in to the tier 2 post of link structure #4, you get an instantly completed Type 2 link structure for money site #2 as soon as link structure Type 4 is completed for money site #1.

You can do this with any tier. However, if you want to do this with a guest post, you will have to do it at the time of getting the guest post published initially. A RES or Mini Site post works best if you are going to do this strategy, because you can add the 2nd link at any time.

Conclusion

The first step the is to determine how competitive your niche is. If you haven't done this step, you should follow the training in Introduction Module: Hybrid SEO Blue Prints.

When you know how competitive your niche is, you can create your link structures as detailed in the pages above.

The way to gain most results is to create a tier 1 post on one of your link structures, and then 5 – 7 days later, create another link structure, and then point the tier 1 post anchor text link to your money site. Then, on the same day, set up the tier 2 post of link structure #1 and point the to the tier 1 post so that you can get your link structure #1 increasing in power and authority.

After another 5 – 7 days, you should set up your link structure #3, and post your tier 1 post that has an anchor text that points to the money site post. On the same day, or within a day or two, create the tier 3 post of link structure #1 to link to the tier 2 post of link structure #1. Then, at the same or similar time, create the tier 2 post of link structure #2 and post that. By doing this, you are building the power and authority to these tier 1 posts that directly link and pass on the power to the money site page or post.

The key is to build the tier 1 posts at a natural velocity and pace so that you don't get caught out for unnatural link velocity which is a common trip wire for so many SEOers. If you don't have the money or the time (or both), then focus on getting the tier 1's in place and try to get as many of the tier 2's done as soon to schedule as you can. The upper tiers are important for solidifying rankings and to help momentum and maintain a natural looking link process, but it is the tier 1's that get you ranking initially. If however, you don't bother with the upper tiers, you may run the risk of appearing a bit like a typical SEOer which you should try to avoid.