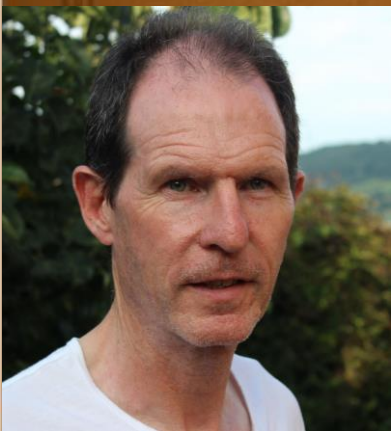


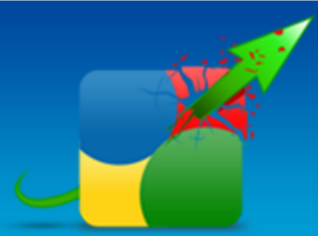
SEO Breakthrough Member-Only Coaching

Members-Only Coaching



5 Ways To Get Backlinks That Work
With Least Effort





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with John Pearce and Chris Cantell

5 Ways To Get Backlinks That Work With Least Effort

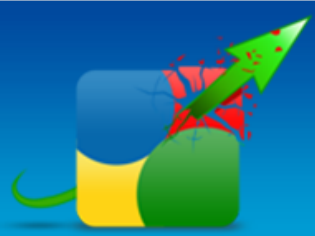


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Google

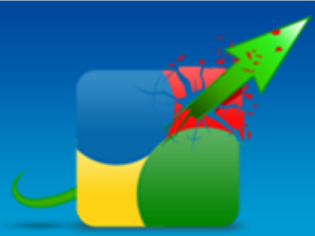
AND

BACKLINKS



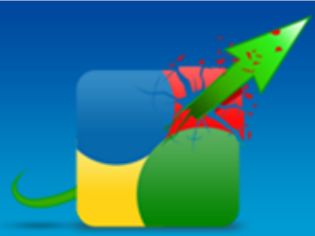
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Why Provide Training On Getting Backlinks?



Why Provide Training On Getting Backlinks?

- I have been studying Google & How they work behind the scenes
 - a) Google's manual penalties are algorithm driven
 - b) If you use spun content and it is bad enough, Google can detect it – I did a test on 8 sites recently (De-Indexed)



Why Provide Training On Getting Backlinks?

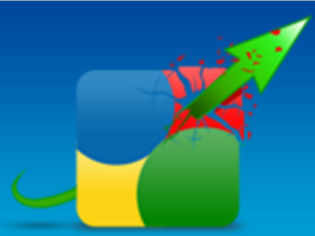
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 - a) Google's manual penalties are algorithm driven
 - b) If you use spun content and it is bad enough, Google can detect it – I did a test on 8 sites recently (De-Indexed)
- What's this got to do with backlinks?
 - a) If your "Backlink Profile" doesn't appear "Natural" – It's a red flag to Google!
 - b) What is a "Natural" Looking "Backlink Profile"?



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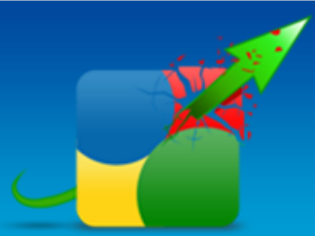
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These Aren't Official Figures, But Advisory



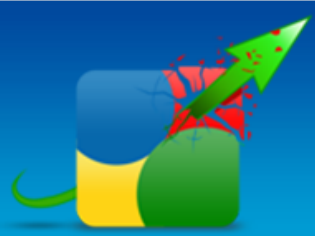
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1. Avoid having more than 5% of your backlinks Home Page Links



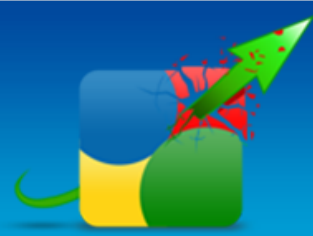
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1. Avoid having more than 5% of your backlinks Home Page Links
2. Avoid having 25% of your backlinks from 1 source IE:
 - a) Guest Posts
 - b) Foundational links are an exception such as press releases, business directories etc



These Aren't Official Figures, But Advisory

1. Avoid having more than 5% of your backlinks Home Page Links
2. Avoid having 25% of your backlinks from 1 source IE:
 - a) Guest Posts
 - b) Foundational links are an exception such as press releases, business directories etc
3. Try to diversify the type of links: -
 - a) Home page links
 - b) Guest Posts
 - c) Forum Posts
 - d) Comments
 - e) Social Media links



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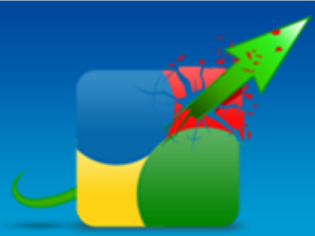
METHOD #1

Give Away Method



What Is This?

It is where you offer an infographic for a website owner to enhance a blog post or web page in exchange for a backlink from a high authority site

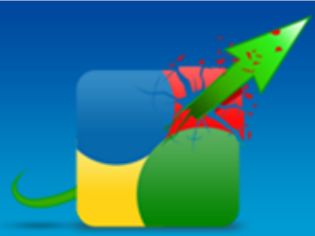


Steps

- Look for a list of websites in your niche using the following search string:

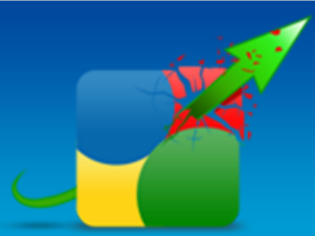
"powered by WordPress" + "*your niche*"

"powered by WordPress" + "landscape gardening"



Steps

- Look for a list of websites in your niche using the following search string:
 - "powered by WordPress" + "*your niche*"
 - "powered by WordPress" + "landscape gardening"
- Set your Google settings to display top 100 results



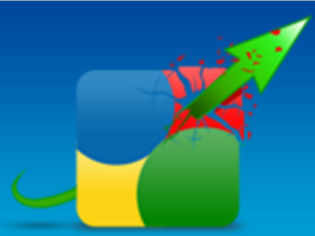
Steps

- Look for a list of websites in your niche using the following search string:

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"powered by WordPress" + "landscape gardening"

- Set your Google settings to display top 100 results
- Switch on the MOZ Tool Bar tool & Download list



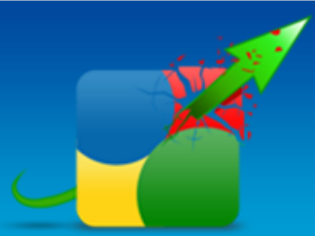
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"powered by WordPress" + "landscape gardening"

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- Switch on the MOZ Tool Bar tool & Download list
- Sort the list of results in order of Domain Authority



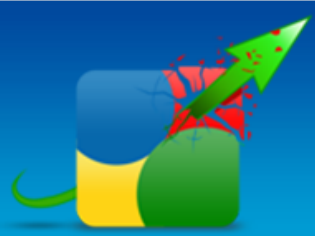
Steps

- Contact a few of the top Domain Authority sites via the contact page saying this: -

Hello [Name]

I was reading your post [add title] and I really liked what you wrote, so I thought I would get in touch with you to find out if you would like to use this infographic I wrote on your site.

If you would, I would be more than happy to send it to you free of charge. If you could provide a link back to me as the source, that would be great



Steps

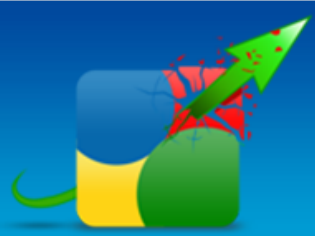
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- Be sure to send 2 x follow up emails for best results



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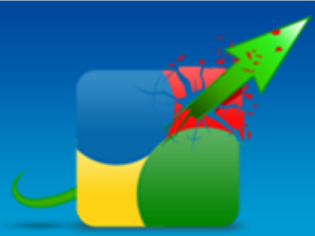
METHOD #2

**Resource Page Link Building
Ask Method**



What Is This?

This is a cheeky method, but you will get links for a small amount of work

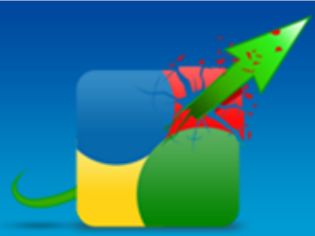


Steps

- Look for a list of websites in your niche using the following search string:

Your Niche + inurl:links

Gardening + inurl:links



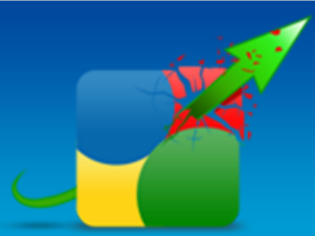
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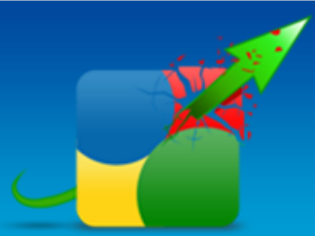
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Steps

- Contact a few of the top Domain Authority sites via the contact page



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Steps

- Contact a few of the top Domain Authority sites via the contact page
- Make initial contact. Say that you are specialist in your field and would value being on their resource page

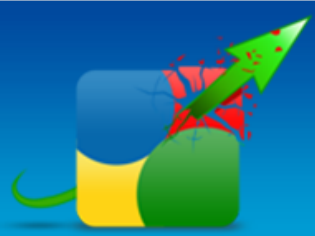


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Steps

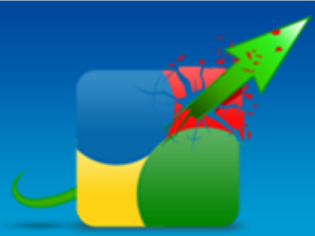
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- Be sure to send 2 x follow up emails for best results



Steps

- Contact a few of the top Domain Authority sites via the contact page
- Make initial contact. Say that you are specialist in your field and would value being on their resource page
- Be sure to send 2 x follow up emails for best results

Note: This does not get a high take up rate, but you will get some result. However, you will need to have a website where you can show that you are an expert in your field



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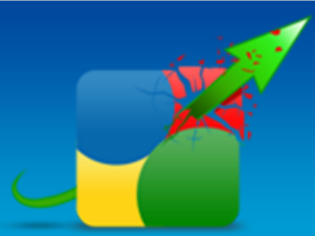
METHOD #3

**Resource Page Link Building
Bribe Method**



What Is This?

This is similar to the resource Ask Method.
This method will get you more results.



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Steps

- The steps are the same for finding sites that have a resource page.
-

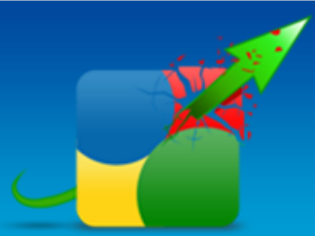


Steps

- The steps are the same for finding sites that have a resource page.
- When you have your list of top domain authority sites in your niche, write to them offering them a PDF you have created (or had created) that they can give away. It should be a high quality PDF with high perceived value.

You can get one created yourself or you can buy a high quality PLR product and offer to brand it for them.

You should ask for a link on their resource page as compensation



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METHOD #4

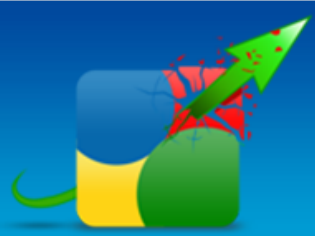
The EDU Student Link Building Method



What Is This?

This is where you ask a student at university to write a blog post on their EDU blog and link back to you.

The tricky bit is that most of us won't know a student at university that has a blog.

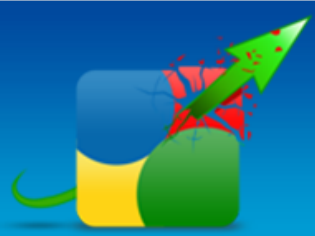


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Steps

- Enter the following search on Google
`inurl:.edu +university student bloggers`



Steps

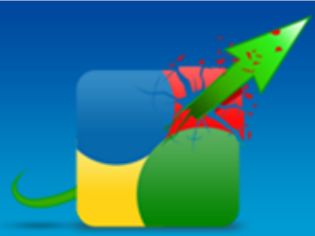
- Enter the following search on Google
`inurl:.edu +university student bloggers`
- From the results, visit the pages and copy the list of students names. You might need to check out what they write about, but if they write about a range of topics, they can be a potential source



Steps

- Enter the following search on Google
`inurl:.edu +university student bloggers`
- From the results, visit the pages and copy the list of students names. You might need to check out what they write about, but if they write about a range of topics, they can be a potential source
- Then enter the following search string in Google with the names of the students and the name of the university: -

`inurl:linkedin.com +"STUDENT NAME" +"UNIVERSITY NAME"`



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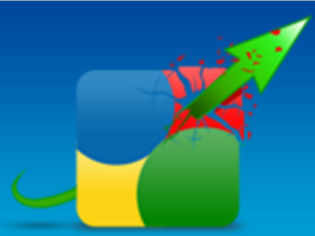
Steps

- Go to [LinkedIn.com](https://www.linkedin.com) and add the students and connections.



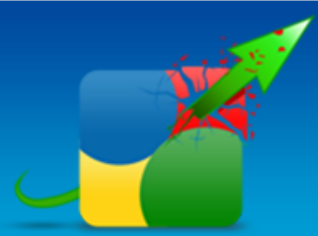
Steps

- Go to [LinkedIn.com](https://www.linkedin.com) and add the students and connections.
- When they accept your connection, you can message them and talk about their blog and how you would like to work with them or ask if they could write a blog and link to you. As an incentive, you could offer any of the following: -



Steps

- Go to LinkedIn.com and add the students and connections.
- When they accept your connection, you can message them and talk about their blog and how you would like to work with them or ask if they could write a blog and link to you. As an incentive, you could offer any of the following: -
 - i. Amazon gift card to help cover student product purchases
 - ii. Send them money to payment to any university fund
 - iii. Send money to a charity of their choice (you would need to offer to send them a screenshot of your payment



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METHOD #5

Give A Testimonial

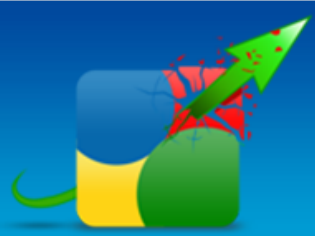


What Is This?

This is where you contact a product / service creators in your niche and offer to do a testimonial.

Often, if you do a great testimonial, they will place your testimonial on their home page

You will need to be a user of their product / service (or else it wouldn't be ethical) and the product creator / service provider won't take you seriously



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Steps

- Make a list of products / services in your niche



Steps

- Make a list of products / services in your niche
- Contact the product / service creators and send them an email like this:

Hello [NAME]

I am writing to you because I have seen you product [name product] sales page and you are interested in purchasing the product / service.

I know that your product / service is top quality because I have researched this well, so I am reaching out to ask that if I create a video testimonial for you, would you consider adding my testimonial and link back to my [YOUR NICHE] site?



Steps

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I know that your product / service is top quality because I have researched this well, so I am reaching out to ask that if I create a video testimonial for you, would you consider adding my testimonial and link back to my [YOUR NICHE] site?

I mentioned offering a video testimonial because those are often more valuable for a product / service creator



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You could purchase a product if there is a free trial of the product or service and provide your testimonial during the free trial period and then contact the product / service creator and say you are a customer and offer the video testimonial.

If they say yes to your testimonial offer, you can send the testimonial, if not, you can cancel if you wish