

INTRODUCTION

This ebook is going to cover the top three link building methods, specifically how to make best use of these methods - including what to avoid, how to use them properly... Plus it will reveal other "less effective" link building methods and how to use them the best way...

Also...

How many backlinks you *really* need to get?

This is the ebook that is going to really effect your rankings positively. These are the most powerful tactics, that any website can utilize.

Grabbing a pen and paper to make notes may be a great thing to do.

I've mentioned numerous times that you should spend 95% of your time on Offpage Optimization strategies and techniques. Those are also known as **link building**.

The HOW to do it is going to be revealed now, plus how to do it the right way for maximum results – in the fastest time. That said, first big tip is using the **BEST link building methods** that exist. Trial and Error, experience and other factors have taught us that some link building methods are simply a ton better than others.

So you should focus most of your time on the **best ones**.

But first you need to understand the idea around link building and indexing. Indexing is quickly covered... When you go to Google.com you see just a search box, plain site, nothing really fancy.

Google has a database of websites, this is called their index. They keep adding websites in the index everyday... When you type in a keyword, Google grabs websites from their index. So all the websites in search results are known as indexed.

Now, a brand new website – a domain you just bought with content and so on... Google does not yet know about it – it's not in the index – it cannot get any ranks – so you have to index it. **But there's no special techniques to be done.**

Google indexes any websites it finds that they consider “useful”, the way Google finds out if your website is useful or not is by making some calculations related to **backlinks**.

So you **need to have backlinks to get indexed**. Please understand that you don't have to get indexed FIRST, just like it's something historical which requires specific instructions, techniques and like do or die thing.

If you start applying Offpage Optimization techniques as this booklet lays it out, you're just going to get indexed... theres no "maybe". Why? Because these Offpage Optimization techniques are all about link building – how to get backlinks – the best methods, which methods you should spend your time on. And getting backlinks and following these techniques is how you also get indexed... **same thing**.

Side note: In case you can't feel like doing anything until your website is indexed :) than here's how to get indexed fast. If you want to get indexed fast but not free, go to <http://www.tnx.net> and for a small monthly fee they give you a ton of one way links. Prepare to get indexed within days.

Buying links is not something recommended, but you're not buying links from that site... you're buying ads which contain a link back to your website.

So idea to get indexed fast is getting one way links, a lot of them

and if possible from a webpage with high pagerank.

To check pagerank you can install a plugin like Search Status that automatically displays the pagerank of each webpage you visit: <http://www.quirk.biz/searchstatus> (For mozilla firefox) For Internet Explorer you can download the Google Toolbar at: <http://toolbar.google.com> (click on **Internet Explorer Version Available Here** under **System Requirements**)

As for ways to buy links from, I only suggest TNX because you're actually buying ads, and not links. Buying links is something Google is starting to penalize sites for. IF they **find out** that you're buying links you get some penalty. With buying ads it's more difficult for them to find out. This system to detect paid links is always getting better at Google.

So buying ads is definetly one of the better ways then buying links.

Link building is when other website owners link to your own website. They can link to your homepage, an internal page like features page, articles page, blog, etc... and they can use different variation of anchor text.

(scroll down, please...)

The anchor text of a link in the following link is blue cars:

[blue cars](#)

So anchor text is the blue text in the link. Hyperlinks are most often in blue color, that's the default link color, in rare cases links are in other colors, it does not matter the color. You're also only interested in getting backlinks (text links) not links inside images, etc.

Now most people will not just link to your website for fun right? They only do it if they have a solid reason to do it. We get backlinks by applying some techniques to GET THEM not by waiting for others to link to our website.

This is important and the first tactic: when getting backlinks you need like I said in the keyword research booklet to use all 20 keywords in the anchor text. You cannot get links using always the same keyword in the anchor text. That look suspicious and spammy to Google.

Plus use your website url as anchor text (rarely but do use it too). That basically means in anchor text instead of using a keyword like **blue cars**:

[blue cars](#)

Sometimes use your website url:

<http://www.cars.com>

So when getting backlinks to your homepage, we're going to apply that tactic.

You should also NOT link **always** to your homepage, but to internal pages as well – sometimes... Internal pages are any page that's not your homepage. Like the blog, articles pages, blog posts, etc. Again this do it less often, but do it. But mainly get links to your homepage.

Second tactic relates to Internal pages.

Ok, **so onto the second tactic to use when getting backlinks:**

This simple and important guideline is used when getting links to your internal pages. It's quite the opposite to the first one. It's basically **NOT** using your 20 keywords in the anchor text.