

# **SAMPLE**

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## Five Creative Backlinking Sources for SEO

SEO is all about backlinking. Yeah, there are a ton of other little details mixed in there. You're supposed to worry about things like keyword density, image tags, JavaScript placement, and navigation, but all of that is second fiddle to the number one factor in search rankings since 1997 – back linking.

It's a pretty simple strategy really. When another site links to a page on your site, they are effectively telling the search engines “this is a good page”. However, some back links are better than others. Google weighs those votes – giving more credence to high quality sites linking to you. How do sites get ranked higher and therefore provide you with better link juice? They bump their Page Rank up. Basically, if a site has a lot of back links, it becomes more trustworthy and can therefore provide you with a better back link.

Spinning in place yet? Don't worry, you're not alone. It sounds complicated, but in reality, you just need to find good websites and generate backlinks from them to your site. And I have five creative ways to do just that:

### 1. Give Away Freebies

Free stuff has a wondrous effect on people. They instantly like you a lot more when you give them something, even if you leave some strings attached. Here's how this can work. If you're tech savvy at all, you can develop widgets or scripts for blogs and websites that perform a valuable function and then toss in a backlink to your website in the HTML for the widget.

For example, sites like Technorati allow you to post your blog ranking on your site, but they brand the widget with their site link and get tens of thousands of free backlinks as a result.

### 2. Write Guest Posts for Blogs

More free stuff, this time in the form of content. If you're a writer or someone with a lot of things to say, guest posting on industry related blogs can create a number of valuable backlinks to your website. The best way to go about getting back links is to sign up for a site called MyBlogGuest.com. This site allows you to define your expertise, offer up free content and connect with bloggers that could use your posts. Alternately, you can contact industry bloggers directly with your pitch. You'd be surprised how many of them will jump at the chance for free content.

### 3. Create Links in Forums and Profile Pages

Forum linking is a big time back linking strategy used by the industry's biggest marketers. To do this, I recommend using a site like Big-Boards.com to find forums related to your niche and industry. Make sure that the forum you find not only has good Page Rank (install the Google Toolbar in Firefox to track this), but that you'll get credit for links here by checking to see if other people have posted their own links. Then, create links in posts or in the signature block of your posts. These direct to your pages for huge SEO gain.

### 4. Web 2.0 Sites

By Web 2.0, I mean any site that offers free space for you to post your content. The list includes sites like Squidoo, Hub Pages, Zimbio, Xanga, and Easy Journal. Pretty much any free blogging, journaling or content production site falls into the category. Your job is to write articles and content that

relates to your niche and create backlinks. It's a lot of writing, but you can speed up the process with an article spinner or by hiring someone on an outsourcing site like Elance.

#### 5. Create a Link Exchange

The link exchange is a classic idea dating back to the early 1990s. But, these days you have to be much more sophisticated if you want to get away with it. There are a few options. Sites like SocialAdr.com will let you link up with other users to get your sites bookmarked in social bookmarking sites like Reddit and StumbleUpon while you can also contact people on craigslist or the WarriorForum to offer direct link exchanges. Make sure the sites are related in content and that you don't allow too many links on your own site. The risk of being pegged for spamming is too high if you're not careful.

The idea is pretty simple – get yourself onto as many websites as possible, but the execution can get pretty tricky. If you do it right, things will click faster than you can imagine. It's a slow process, and it can be frustrating, but it works – trust me.