

SEO Secret Elements



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Who we are? A little on our history...

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Started with just 2 of us, and now 4 as a great team...

We have been in the Internet Marketing industry since 1995, the year Yahoo was launched and Google still unborn. ;) Back then, there isn't much talk about SEO, sites could be ranked on top pages of search engines as long as keywords were in the title and description tags, and akin to yellow pages, AAA listings will appear at top search results, competitions were low then and search engines were not so sophisticated.

Many things changed by year 2000, it was the year Google PageRank was officially introduced. SEO was still spammy during that era where webmasters will work towards getting all sorts of backlinks to catapult their site's ranking to the top.

During that era, we have literally monopolized numerous niches, mostly sales of ebooks, and as online credit card payment were not so popular, payments were via cash and checks. Even it seems so inconvenient as compared to how payments were processed today, we managed to rake in \$3k - \$4k each month! Not too bad, isn't it?

In year 2003, Google's Florida update was the real "game changer", getting websites on the top results of Google was no longer that easy. It was a real struggle for us as 60% of our websites lost their positions and no longer on the top of results. It was the time my partner and I have decided to look in-depth into SEO. In the process of the battle with SEO, we have met 2 other Internet Marketers on a discussion forum and we have formed a great team ever since.

We put numerous experiments to tests, black hat, grey hat, and white hat, with the aim to bring our websites back to the top of the search engines' results. Getting a website on the top search results gets harder each year as more competing sites emerge and constant updates of search engines algorithms.

Thinking in the shoes of a search engine...SEO IS LOGICAL!

By 2007, our team have finally determined what works best to get ranked on the top of search engines. **We were ahead of several algorithm updates by 2007...** We worked and think logically instead of trying to "cheat" the search engines. Black hat methods never lasts. Even before the 2009 "Real-Time Search" update, where fresh content gets higher rankings, all of our sites were updated with fresh results daily with our own proprietary software developed by our team member. Well, not that we are smarter than search engines, it's all logical! Think logically and you will be ahead!

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Keeping up with the Internet trends is also one key element to help forecast ahead of what might change in SEO in the near future. Example, how the rise of social platforms, video, documents sharing sites have impacted SEO today.

SEO is no rocket science, no secrets, it's just logical, logical, logical.

In 2009, several "SEO experts" and "Traffic Experts" started to emerge, and most were just hypes and fly-by-night services who suppose to help websites get better rank and more traffic. It was the same year we launched our white-label *logical SEO* services to these companies. Today, we have 26 professionals in our force and we have helped thousands of sites in different niches to rank in *Top 10 out of millions of competing websites*. **You are guaranteed that you are in safe hands of real professionals when you engage our services.**



The Missing Element

We want to keep this simple and quick for you we are making this report a short and sweet one. No fluff, no long grandfather story. ;)

So, what's the greatest missing element in getting highly ranked on search engines?

Or specifically, what should we exactly do to be on top results of Google?

Many would say... High PR backlinks, and tons of them..

Well, it's not wrong actually... backlinks does help but RELEVANCY of your backlinks is much more important. Our past 20 years of experience shows that more backlinks does not equate to better rankings. It probably works 15 years ago, not now.

The key to faster and higher rankings is to ensure search engines know what your website is all about.. wrapping your site with relevant content, relevant backlinks.

A 100 relevant low PR backlinks will potentially give you better rankings than 10,000 irrelevant spammy links. Search engines are getting smarter and better each day, they read and analyze the backlinking content and determine if a site is relevant to what a user is searching for. (Semantic results)

Right now you might be thinking... Almost every marketer talks about creating relevancy... relevant content, relevant links. Well, the fact is over 99% of marketers who discussed this topic do not know how to do it the right way.

We'll share with you the little secret we have been using to rank sites out of millions of competing sites. :) Keep reading...

5 Factors SEs Are Looking For

Relevant backlinks are important, but quality and number of backlinks is not the only element search engines are using to determine if a website is relevant to a user's searched keyword phrase. There are a ton more... we'll skip those factors that are already frequently talked about on the Internet. (You can find [here](#))

In our experience, we have determined 5 top important factors:

1. Semantically Relevant backlinks - How to do it right.
2. Popularity of a site determined by click-through and time spent on site.
3. Social mentions
4. News mentions
5. Activeness of a site via email interactions

If these 5 factors come into place all together, you will see improved ranking sooner than you expected. We guarantee it. ;)

Let us now go through one by one of the above:

1. Relevant backlinks:

As discussed by almost every SEO experts, backlinks relevancy is one most important factor.. However, 99% did it the wrong way. Most of them *chose the wrong keywords* to start with, and search engines could not determine if your site is the most relevant to show in the search results by the backlinks alone. Many marketers are still wondering why they didn't rank in the top 10 despite they have built tons of high PR backlinks, or despite they have built highly relevant content-driven backlinks. The reason is that you need the other 4 important factors to be in place at the same time. We will show you how you should do it and 100% automate it. ;) Keep on reading...

5 Factors SEs Are Looking For

2. Popularity of a site determined by click-through and time spent on site. Search engines will re-position the sites' rankings that appear in their search results for a given search phrase determined by popularity of visits and time spent. Eg. If in a given search results site E in #5 position gets more clicks than site C in #3 position for a period of time, site E will move up above site C over time. The key is to write compelling title in your website title tag to improve click-through rate. CTR. First of all, you must get your site on top 10 of a search results before SEs can start tracking this.

3. Social Mentions

Popularity of a site is further determined by the frequency of mentions in social platforms. Platforms like Facebook, twitter, Google +, discussion forums, bookmarking sites, pinterest, etc. Search engines determine relevancy and popularity through the frequency of mentions and number of mentions of a site's url , brand, and even images of products shared across these platforms. If a product or site is frequently shared till recent time, it will be seen as a fresh content to show in search results. The key is to create engaging content for people to keep sharing and keep people coming back to your site to read the content.

4. News mentions

Because news sites are seen as authoritative to search engines, information shared across news sites are often determined as reliable and accurate information. Not only are news press releases an effective tool for distributing content to the media and consumers, they can easily be syndicated creating a excellent opportunity to attract incoming links.

5. Activeness of a site

Most search engines will favor websites that are active vs a dormant site. Daily fresh content of a site gives good indication of activeness. Consistent interactions and activities on a site will give search engines an indication of a site's activeness as well. Such interactions includes a forum discussion(tracked by date posted), customer support email exchanges, having an autoresponder on your site will help increase your site's activeness score as consistent email exchanges can be tracked by the email service provider. (Google tracks via Gmail, Yahoo tracks via Yahoo mail, Bing via MSN, AOL via AOLmail)

Getting Search Engines To Register Data

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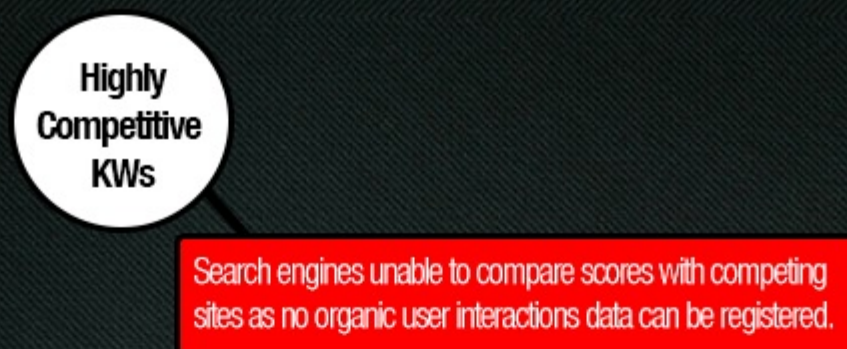
The key is to score higher than your competitors' in all the 5 factors as mentioned above. But the problem is, many could not even get the search engines to register the factors in the first place. The fact is, you will rank higher if your site is more active and have higher click-through rate than your competitor's for the same search keyword phrase. The aim is to ensure search engines can register these data first.

Choosing the right Keywords to start with:

Often, many marketers started off with highly competitive keywords and search engines could not register any data since there will be not enough users' interactions and will not be able to determine the relevancy of your site for a given searched keyword.

Diagram:

Highly competitive kws -> not enough data, unable to rank -> no users interactions -> no data or stats



The solution is simple.

As most search engines use semantics indexing in search results now. We will find semantically relevant keywords with *super low competitions* to start with. The aim is to ensure search engines are able to collect user interactions data.

Bulk of low competition keywords -> can be found on search results -> data can now be registered -> enables search engines to determine relevancy and give scores to different factors since there are organic users interactions.

Researching Keywords

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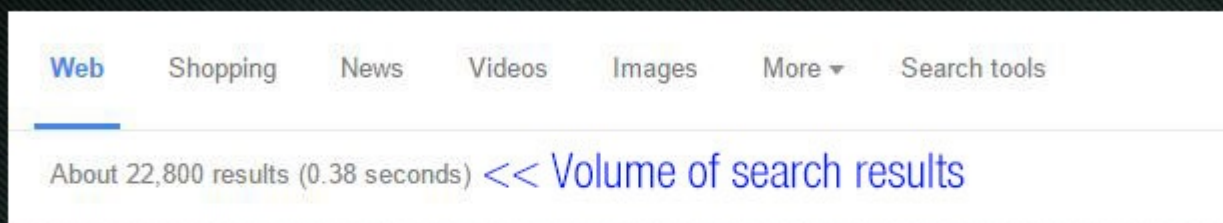
Super Low Competition KWs

Since competitions are low, there are not much data to compare. Your site will potentially appear in top 10 results and will allow search engines to register users interactions. And since semantic indexing is used in most SEs today, your low competitions KWs will later be associated with other semantically relevant KWs with higher competitions.

Researching Keywords:

The first step is to find low competing keywords in terms of low volume of search results of your keywords in your chosen search engine. For demonstration purpose, we will use "golf training" as our main seed keyword and Google.com/ncr as the targeted search engine.

At this stage, you want to generate as many keywords related to "golf training", and these keywords must have low volume of search results. Preferably below 300,000 results.



Fire up your browser and go to Adwords Tool.
(Log in to <http://adwords.google.com>) -> Tools -> Keyword Planner

Type in your seed keyword and generate a list of relevant keywords from the keyword planner

Researching Keywords

Keyword Planner

Where would you like to start?

 Find new keywords and get search volume data

▼ Search for new keywords using a phrase, website or category

Enter one or more of the following:

Your product or service

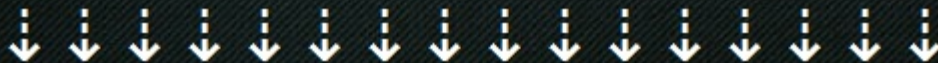
golf training



Your landing page

www.example.com/page

Your product category

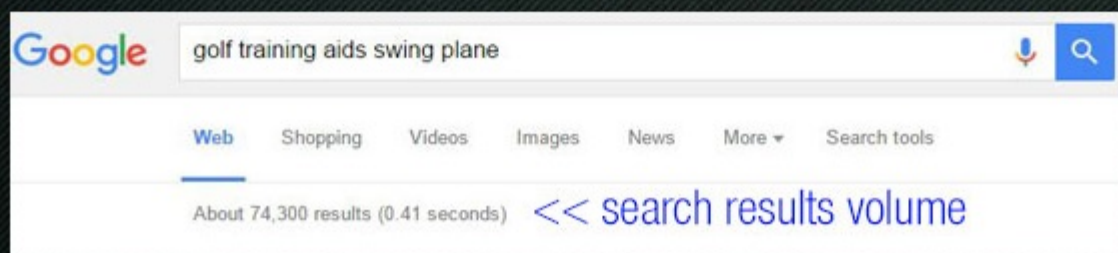
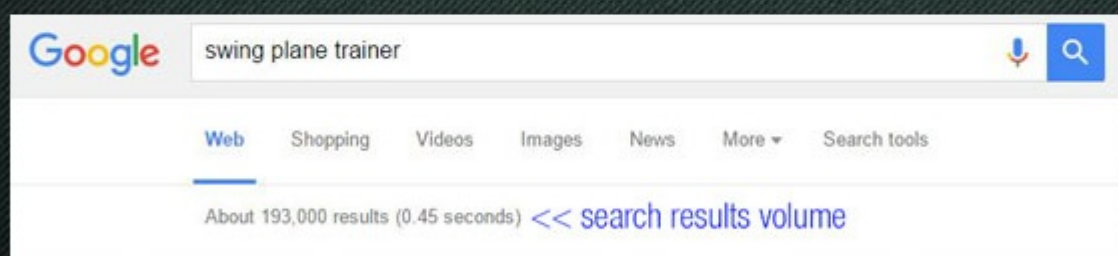


Keyword (by relevance)		Avg. monthly searches <small>?</small>	Competitio
golf swing training aids		1,000	High
golf training aid		390	High
best golf training aids		1,000	High
golf training aids uk		260	High
golf swing training aid		170	High
swing plane training aids		110	High
golf swing plane		3,600	High
golf training		1,600	High
swing plane trainer		590	High

Researching Keywords

Once you have generated a list of relevant keywords, the next step is to open up your browser and navigate to the search engine you want to target. In this demonstration, we will use google.com/ncr.

Once navigated to the search engine, enter the generated keyword phrases to find out the total returned amount of search results.



We are interested in the amount of returned results below 300,000.

The lower the number, the easier to rank for.

For the example above, we have found some good keyword phrases to optimize for.

Search terms	Avg. monthly searches ?
golf training aids swing plane	40

Search terms	Avg. monthly searches ?
swing plane trainer	590

We are expecting a potential $590+40=630$ traffic if we manage to rank these 2 keyword phrases on the top 10 results of Google. The main aim is to get your site ranked on the top 10 results so that Google can start registering users interactions data of your site. Relevancy score of your site will gradually improve as more users click through from Google search results. The 2 phrases above will tell Google that

Researching Keywords

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The key is to create as many *easy to optimize keywords* as possible as to increase both users interaction data and relevancy score. Later on you will find that ranking for more competitive keywords are much easier.

Getting More Keywords:

Another great platform to find relevant searches is Amazon.com

The aim here is to find relevant products to your niche, and optimize the product name as the keyword on your site.

First, navigate to Amazon.com and enter your keyword.

In our example, we will use "golf training"

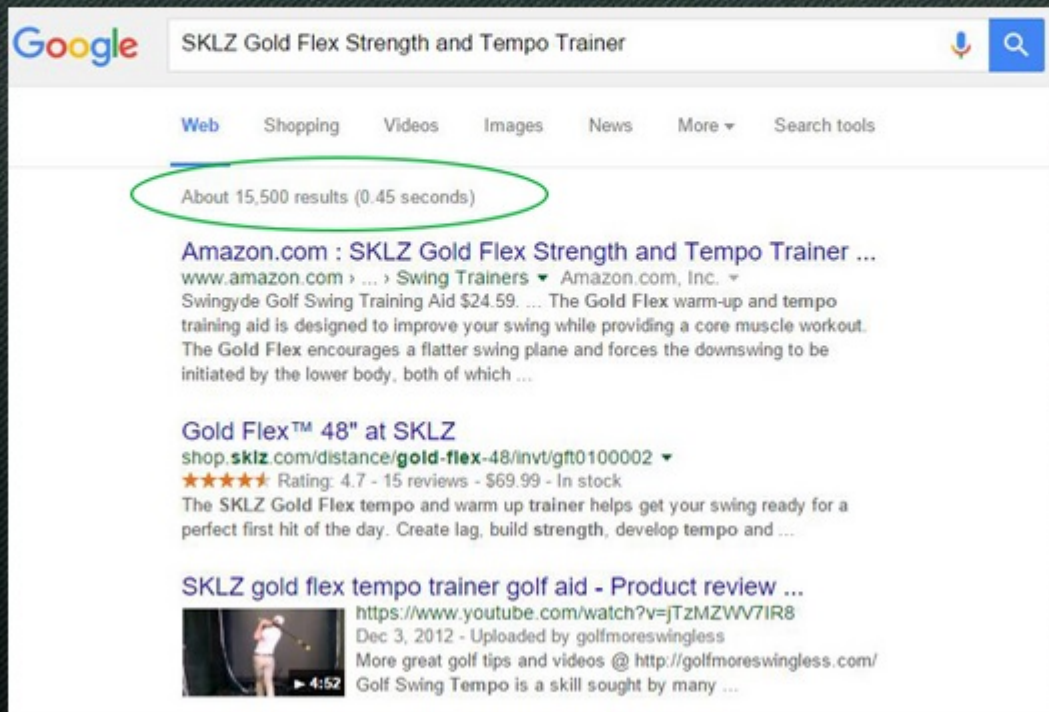
The screenshot shows the Amazon.com search results for the keyword "golf training". The search bar at the top contains "golf training" and the Amazon logo. Below the search bar, there are navigation links like "Shop by Department", "xavier's Amazon.com", "Today's Deals", "Gift Cards", "Sell", and "Help". The main content area displays search results for "golf training", showing 1-16 of 24,520 results. The results are categorized into "Sports & Fitness", "Toys & Games", "Sports Fan Shop", "Books", and "Kindle Store". The first result is "WonderSwing Fix the slice" by XTL (XTLAA). The second result is "SWINGCLICK - Your Favorite Golf Training Aid" by SwingClick, priced at \$29.99. The third result is "SKLZ Gold Flex Strength and Tempo Trainer" by SKLZ, priced at \$49.99 - \$247.20, with a 526-star rating and a date of Jun 1, 2011. The fourth result is "Swingyde Golf Swing Training Aid" by Swingyde, priced at \$24.55. The fifth result is "Fix Your Swing in Seconds - Right-Sight Laser Golf Training Aid" by Freddie Filts. The SKLZ product listing is highlighted with a red box, and a red circle highlights the 526-star rating. A red arrow points from the SKLZ product name to the star rating.

From the results, we want to find products that are popular, so we begin by looking at the number of reviews, the higher the better. The example above shows that the product : SKLZ Gold Flex Strength and Tempo Trainer will be a good choice with 526 reviews. It indicates that this product is popular among golfers.

Right now, we want to optimize the keyword:
" SKLZ Gold Flex Strength and Tempo Trainer"

Next step, we will go to Google.com/ncr and find out the amount of returned search results to find out how easy it is to optimize.

Researching Keywords



The amount of search results shows 15,500, a good indication that we will easily rank in top 10 for the chosen keyword. Let's take a look at how much more potential traffic are we expecting here by analyzing this search term at Google Adwords.

Search terms	Avg. monthly searches <input type="text"/>
sklz gold flex strength and tempo trainer	590

Adwords keyword tool shows a monthly searches of 590, so we are expecting a potential of another 590 clicks with we can get this keyword to the top 10 results of Google.

So, you get the idea.

The next step is to start creating content for the chosen keywords. (on-site content)

You can go to Fivver.com or Freelancer.com to get uniquely written articles which you can use for on-site content. Or simply copy and spin articles from free article directories. Eg. Ezinearticles.com - We won't cover this in detail, you can search on Google on how to get unique content. Once your content is ready, ensure that the chosen keywords are used in your webpage title tag and H1 tags to enable search engine spider to find them.

On-Site and Off-Site Linkings

On-site Backlinks Structure

Once your content pages are ready it is time to create backlinks to your site. Ensure that the pages you have created have links to your main URL.

It is also recommended that you create keywords rich subfolders on your main root for your content to be uploaded to.

Eg. Keyword => swing plane trainer

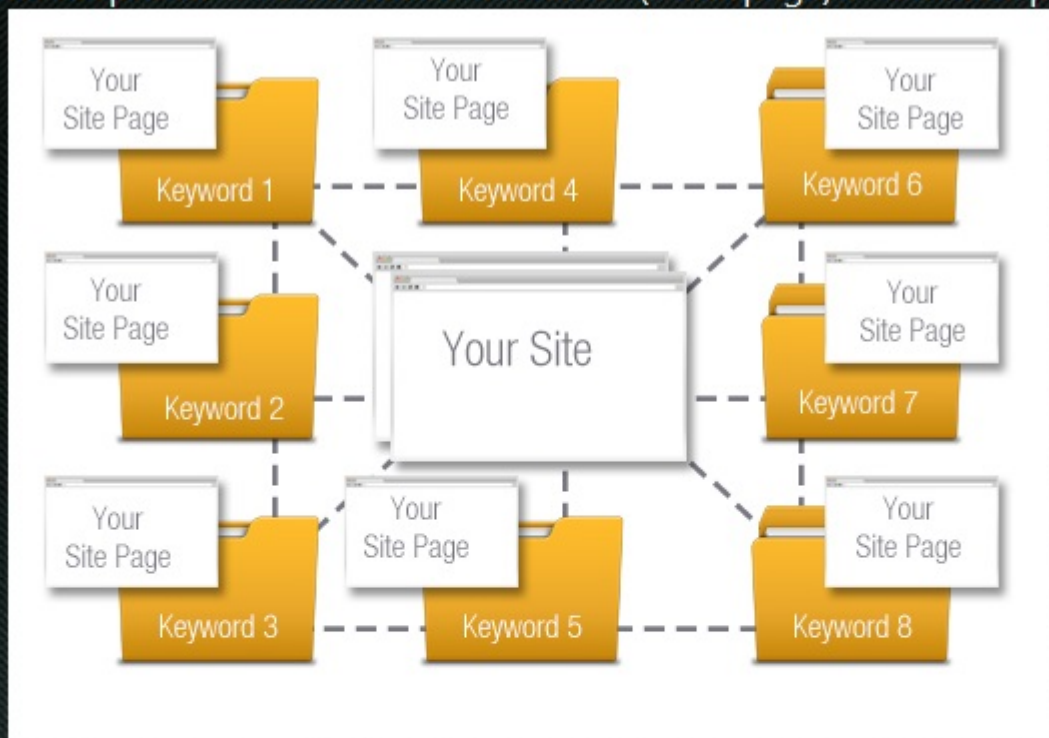
The best practice is to create a folder named : swing-plane-trainer

Your URL would be: <http://yourdomain.com/swing-plane-trainer>

Below is the illustration of your onsite links structure:

On-Site Structure

Create reciprocal links between the main url (index page) and all sub-pages



On-Site and Off-Site Linkings

Off-Site Backlinks Structure

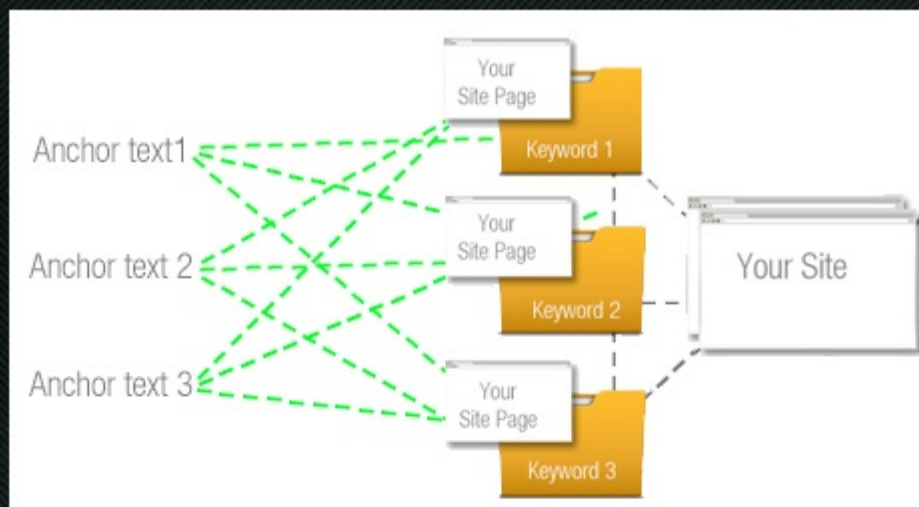
Your next step is to find and create relevant keywords-rich content backlinks.

Preferred Types of backlinks

Preferably links that are relevant and above PR1, via relevant content blog posts and discussion forums. (Not forum profile backlinks but relevant discussions threads with relevant topics linking to your site.) Our results shows that 1 relevant content-driven backlink even with low PR will supercede 10 irrelevant high PR backlinks.

Links and Anchor Text Diversifications:

Another important factor when creating backlinks is to ensure you have wide diversification of both your anchor texts and your site pages.



Recommended Content Format

Off-Site Content	On-Site Content	On-Site Content Product KW Optimization
<p><H1>Title relevant content relevant content relevant content relevant content relevant content relevant content relevant content relevant content relevant content relevant content relevant content <u>Anchor text</u> relevant content relevant content relevant content relevant content relevant content relevant content relevant content relevant content</p>	<p><H1>Title <u>Link to your main URL</u> relevant content relevant content relevant content relevant content</p> <p>Presentation of your products services Page 14/29</p>	<p><H1>Product KW <u>Link to your main URL</u> relevant content relevant content relevant content relevant content</p> <p>Presentation of your products services</p>

Off-Site Linkings - Private Blogs Network

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Off-Site Backlinks - The Best Practice: Private Blogs Network

We highly recommend to have your own private blogs network which you have control over, or find a private blog network provider who creates relevant, optimized content with backlinks to your site and preferably on class A ips that are scattered across different datacenters worldwide.

You have to be very careful when choosing a private blog network provider.

1. X X X Spam Sites Network.

Avoid getting onto a network with full of spammy content or IP addresses which are flagged as spam sites.

2. X X X Overloaded Outbound Links

Avoid networks with overloaded outgoing links. Do check out if the provider limits the number of outgoing links on a given page.

3. X X X Adult Content

Avoid networks that accept sexual content, online pharmacies etc.

4. X X X Anchor Text Links With No Content

Avoid networks that do not use content driven backlinks. Relevancy of backlinks is the foremost important factor. Don't waste your money if a network do not use relevant content in their backlinking process, as it will be no difference from making a blog comments or forum profile backlinks.

5. X X X C Class IPs Network

Avoid networks that use class C ips entirely. We know that there are several debates on this topic on whether a class C IPs private network will perform the same as network on class A or B IPs. We have put these to a long-term test and our results are clear that class A IPs give better and faster results than class C IPs.

Class C IPs are from the same datacenter, and could leave footprints for search engines to find out that your backlinks are manipulated. Unlike class A or class B networks, your links are scattered across different servers and datacenters with little or no foot-print. However, you can have a mix of different classes if you are limited by budget.

So, do check out with your private network provider if they have avoided the aboves before joining. [Click here to see TrafficRex Private Network features.](#) < We have

Off-Site Linkings - Private Blogs Network

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Setting up your own private blogs network:

If you have a bigger budget, you can create your own private network which you have full control over. However, it may be time consuming and may cost more than finding a private blogs network provider.

The very first step to setting up your own private blogs network is to find a reliable hosting that provides quality A or B classes IPs. We strongly recommend to avoid C classes IPs.

Here are few hosts that we have tested and recommends and some to avoid.

[Click here to see the list](#)

The next step is to register some domain names.

Depending on the hosting plan you chose, if a plan only offers 10 IPs, you will need to at least register 10 domains to be hosted on each of these IPs. It is advisable to have maximum of 2 domains per IP address. Of course it will be best to have only 1 domain per IP as you do not want to have too many duplicates of the same IP backlinking to your money site.

Searching for domain names:

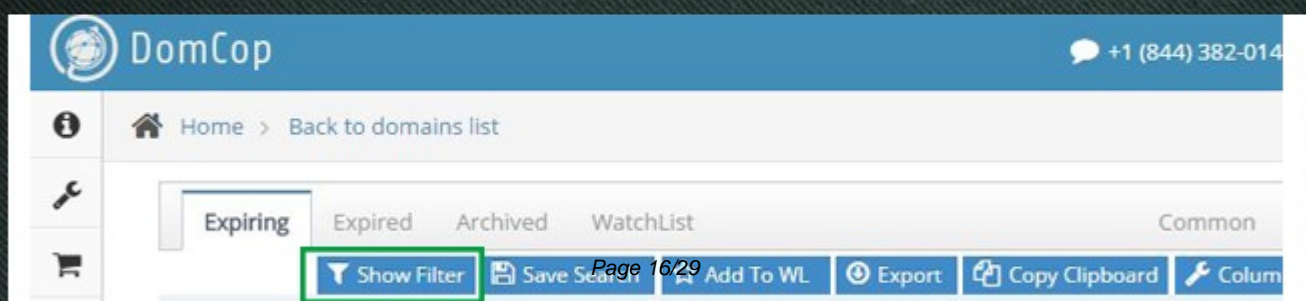
It is highly recommended that you buy domains that have existing page rank and domain authority.

[DomCop](#) is a good platform to find good expired domains.

Register a free account and start using!

Let's get started by first setting up the search the filters. To get your private network to be up and running as soon as possible, we want to look for domains that are available to purchase right away and with good page ranks and domain authority.

Step1. - Click on "Advanced" tab on the right and then "Show Filter"



Off-Site Linkings - Private Blogs Network

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Step2. - Setting up search filters

The screenshot shows two filter panels. The 'Info' panel on the left has 'Page Rank' checked and 'Hide Fake PR' checked. The 'PR' filter is set to '3 to 6', and the 'Price' filter is set to '1 to 50'. The 'MOZ' panel on the right has 'DA' set to '10'. A red text overlay at the bottom of the 'Info' panel reads 'Set this according to your budget'.

Info Page Rank Hide Fake PR | ? | ^

PR: 3 to 6

Age (WHOIS): to

Age (WB): to

Website Age: to

Bids: to

Len: to

Crawls: to

Keyword Volume: to

CPC: to

Estibot Value: to

Price: 1 to 50

Alexa Alexa Rank Hide Fake AR | ? | ^

Rank: to

MOZ | ? | ^

MR: to

SMR: to

MT: to

SMT: to

DA: 10 to

PA: to

Ref C-Blocks: to

Ref Dom: to

Ref Dom (W): to

Links(E): to

SD Links(E): to

RD Links(E): to

Links: to

Spam Score: to

Set this according to your budget

The 'Listing Types' filter is shown with the following options:

- Auction
- Buy Now
- Bargain Bin
- Closeout
- Pending Delete
- Offer/Counter Offer

Finally Click "Search"

The screenshot shows the search interface with the 'Search' button highlighted in yellow. The 'Miscellaneous' filter section includes:

- Hide Adult
- Hide Spammy
- Hide Brand
- Dashes
- Digits
- Available
- Only Digits
- Google Indexed
- Google Backlinks

Buttons:

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Results:

Domain	Age yrs	Page Rank	Moz DA	Moz PA	Moz Rank	Moz Trust	Maj CF	Maj TF	Maj Dom	Domain Price	Expiring In
greenmeetings.info 	13	6	48	57	4.91	5.92	37	27	385	\$16	1d 10h
annuaire-du-tourisme.net 	16	4	43	52	4.60	4.37	38	29	1.1K	\$16	3d 19h
microbiologyphd.com 	5	5	40	50	3.98	4.88	45	14	603	\$49	3d 17h
encountour.org 	4	4	37	48	2.46	3.39	33	8	351	\$50	3d 09h
cthuugle.com 	13	4	32	43	4.55	5.27	22	19	496	\$16	3d 19h
grabamiouce.net	15	4	31	42	4.50	4.87	34	21	253	\$16	3d 19h

Note: You have to be careful of domains with fake PR, you can further identify by using a fake PR checker before you proceed with purchasing your chosen domain.

[Here](#) is a PR checker you can use to check the validity.

This is what you do not want to see for your chosen domain.

iCheckRank.com

A Quick and Dirty PR Checker

[Home](#) | [PageRank Check](#) | [Multi Site PageRank Check](#) | [PageRank Button](#) | [PageRank Crawler](#)

Fake PageRank Check

Enter a domain name to investigate for faked PageRank.

PageRank is **NOT VALID** for <http://swfaddress.org>

Off-Site Linkings - Private Blogs Network

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This is what you WANT to see for your chosen domain.



The screenshot shows the iCheckRank.com website interface. At the top, it says "iCheckRank.com A Quick and Dirty PR Checker". Below that is a navigation menu with links for "Home", "PageRank Check", "Multi Site PageRank Check", "PageRank Button", and "PageRank Crawler". The main heading is "Fake PageRank Check". Below the heading is a text input field containing "http://wikipedia.com" and a "Check FakeRank" button. The result displayed is "PageRank is **VALID** for http://wikipedia.com", with "VALID" highlighted in yellow and a green checkmark to the right.

[Click Here](#) to access PR checker to check the validity.

The next step is to create the newly purchased domains on your A or B classes hosting server. Once that's done, you are ready to upload the content you have created to the domains via ftp. It is also advisable to create unique content on each domain, avoid too many duplicates of content. Best practice is to keep every content-driven backlink unique.

If you do not know how to setup your domains on the server, we advise you to contact your hosting provider directly for the information. However, the most commonly used control panel is "Cpanel" or via "Cpanel WHM"

You can find the information at: <https://documentation.cpanel.net>

For files upload: Filezilla is our favorite FTP software to upload files to server. <https://filezilla-project.org/>

Indexing Backlinks

Indexing the backlinks:

Once you have created backlinks to your website, the next step is to ensure that the backlinks that you have created can be found on by search engines. Backlinks that are not found by the search engines are literally worthless. We do this by indexing these newly created links.

There are few ways of getting your backlinks known to the search engines.

The free and most common method is by pinging.

For example if you have created 100 backlinks to your website, ensure that all 100 links are pinged.

Go to pingfarm.com and ping all links that are currently backlinking to your site.

Example:

http://www.url1.com
http://www.url2.com
http://www.url3.com



```
http://backlink1.com  
http://backlink2.com  
http://backlink3.com  
http://backlink4.com  
http://backlink5.com  
http://backlink6.com  
http://backlink7.com  
http://backlink8.com  
http://backlink9.com  
http://backlink10.com
```

OR Upload a Text Based File:

[Upload a file](#)

[MASS PING!](#)

[Need Backlinks?](#)

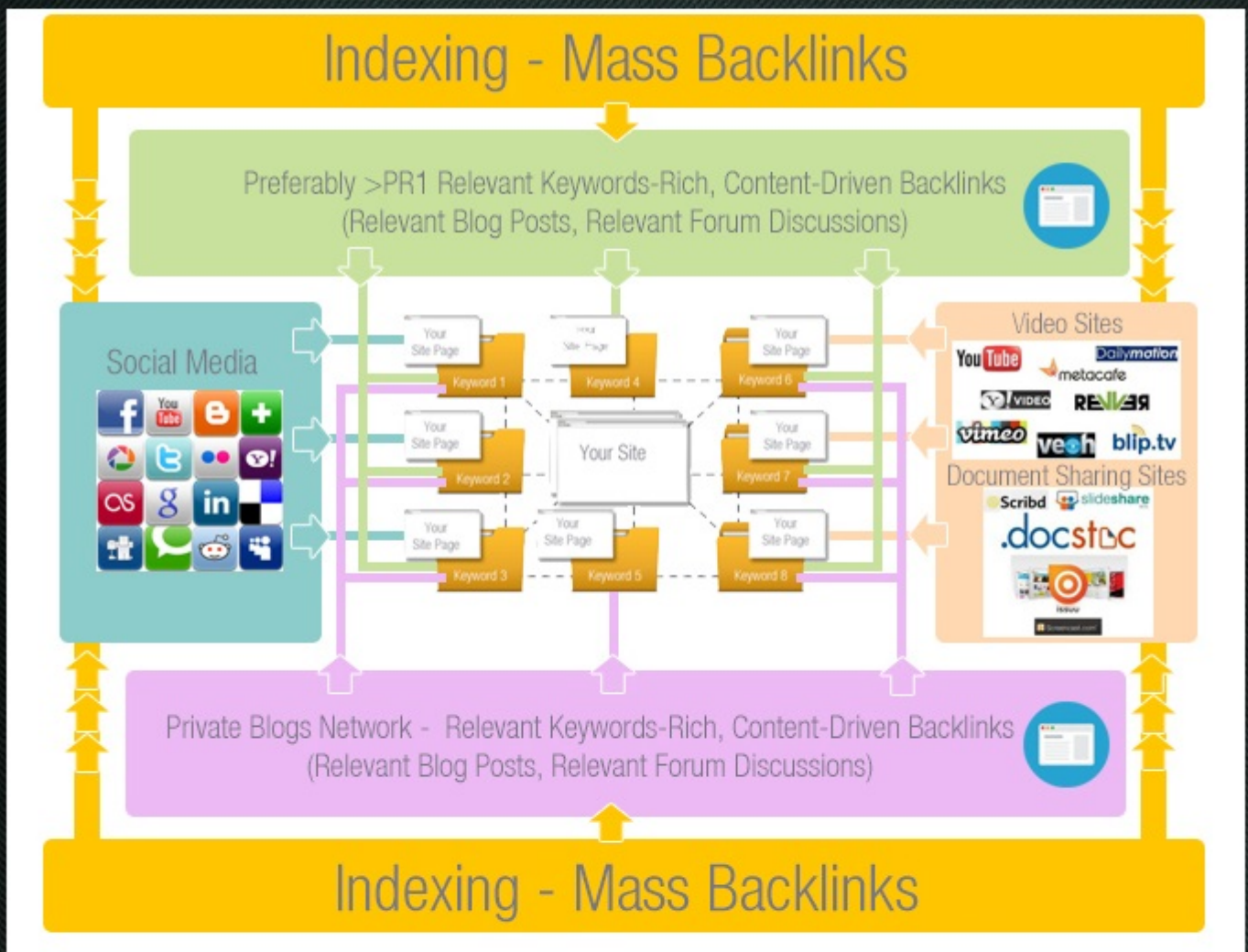
Indexing Backlinks

Recommended Paid services:

Backlinksindexer.com
instantlinkindexer.com

Above are a few paid services which we have tested and have shown decent results.

Below is the illustration of the complete structure:



You basically move on to the more competitive keywords and create a full structure as above as the easier keywords are ranked.

Social signals have become one of an important factor in high rankings since the rise of social platforms. Frequency of mentions of your site, brand or product enable search engines to determine your popularity and activeness of your site. The key is to actively promote your site on such popular platforms.

There are several platforms capable of auto-posting ads to popular social platforms, below is a list of services you can consider using.

<https://hootsuite.com/>
<http://postcron.com/>

Facebook Platform: So What Works?

So there are a lot of different things to consider when it comes to getting your content to perform well on Facebook. The main points though are that it should be...

Content that is:

Entertaining/funny Short/succinct Interesting and unique Expressive and specifically targeted Trendy or on topic Emotional/sensitive

Content that has:

Amusing/captivating images Clickbait titles Fascinating titles Video

One of the best ways to get your posts seen by a targeted audience is to post to existing Facebook pages and groups. This way, you can choose who sees your content based on their interests and you can benefit from all the hard work that the creator of that page or group has already done.

Finding Facebook Groups The question then is how do you go about finding new groups? One way to do this is with the simple search tool in Facebook. Just click on the search bar at the top (which says 'Search for people, places and things') and then start typing the name of a group you might want to take part in. Normally this can just mean typing in the name of your niche. Have a website/business in the fitness niche? Then just search 'fitness' and see what comes up. Likewise, you can also pick topics that are within your niche, for instance if your topic is 'fitness' then you might pick 'the gym' or 'running'.

Social signals have become one of an important factor in high rankings since the rise of social platforms. Frequency of mentions of your site, brand or product enable search engines to determine your popularity and activeness of your site. The key is to actively promote your site on such popular platforms.

There are several platforms capable of auto-posting ads to popular social platforms, below is a list of services you can consider using.

<https://hootsuite.com/>

<http://postcron.com/>

Facebook Platform: So What Works?

So there are a lot of different things to consider when it comes to getting your content to perform well on Facebook. The main points though are that it should be...

Content that is:

Entertaining/funny Short/succinct Interesting and unique Expressive and specifically targeted Trendy or on topic Emotional/sensitive

Content that has:

Amusing/captivating images Clickbait titles Fascinating titles Video

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Big groups have the advantage of having a wider reach and helping your content to get seen by more people but smaller ones have the advantage of keeping your content at the top longer. The best call is to try some of both.

And don't be afraid to try out groups that are only distantly related to your topic – this is a great way to branch out and attract new audiences. For instance, if your topic is 'parkour' or 'free running' then you can also promote that in a group about martial arts as the two have similar roots. You could even write an article specifically on 'parkour as a martial art' or 'the influence of martial arts in parkour'. Melding two vaguely related topics together also happens to be a great way to come up with ideas for new, original content.

If you find yourself struggling for inspiration when picking Facebook groups though, then another method you can use is to try Facebook's grid search. This allows you to see groups that have friends as members and to see suggested groups. Just look along the left hand menu of your newsfeed and then scroll down to 'New Groups'. Click this and you'll be given several tabs. New groups are groups you've been recently added to but you can also see local groups (useful for local businesses), you can see 'suggested groups' (useful for finding things within your niche) and you can find 'friends' groups'. Friends' groups is surprisingly useful because it lets you see groups your friends are in. As such, you'll be able to find places where you can likely post without getting deleted. If you're University alumni for instance, you may be able to find clubs and societies you once belonged to – and this gives you an excellent platform for promoting your stuff.

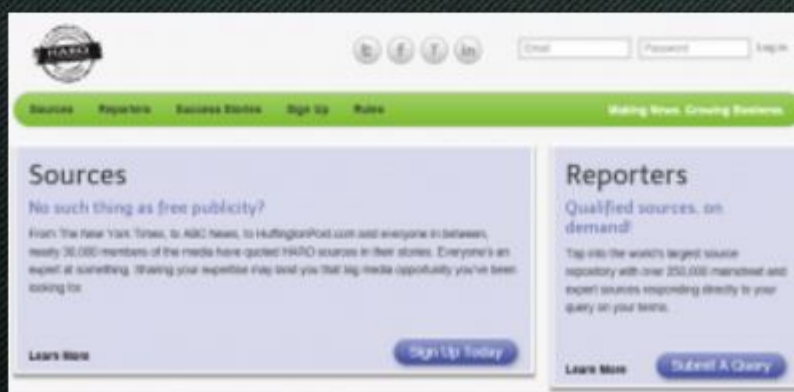
Finally, one more trick is to consider looking at the existing fans and members of your current page or group and then seeing which groups they are members of. This is a powerful strategy because it shows you where interests cross over.

REACH OUT TO JOURNALISTS

One of the best way to get high quality backlinks is to help out journalists. Journalists are always in need of sources for their stories. If you can provide them the information they need, you can land a mention in respected news publications.

The easy way to do this is through HARO.

Help-A-Reporter-Out



HARO, or Help a Reporter Out, is a website that connects reporters with sources. A reporter can put up a request to find leads for a story. If you have any relevant information, you can jump in and help. The reporter can then credit your website in the news story.

This works wonderfully well for all parties. The reporter gets access to a source quickly, while others get free publicity on a high value news site.

Site's Activeness- It's just logical...

TRAFFICREX.COM

The fact is search engines prefer to rank sites higher in their search results that has frequent interactions with their site visitors, and that is via email interactions tracking. It's not a guess, at first we were skeptical about this speculation. However, we have put this to numerous tests and results have shown that this is one factor that does affect ranking of a site that almost no marketers talk about.

We have created 2 similar sites, on 2 different brand new domain names registered on the same day, and with exactly the same settings. (Exact on-page, off-site optimization, content and keywords.) For testing purpose, we have optimize very low competition keywords, and the aim is to study how email interactions can affect the rankings of 2 similar sites.

Both sites were created with an opt-in form to start building subscribers list, and the only difference is that only one of the site's autoresponder will contain a series of emails and backlink to it's site.

We were able to rank both sites on the 1st page of Google in about 3 weeks. Site A at position #5 and Site B at position #7. <First 3 weeks. Both sites received an almost equal number of opt-ins in the first 3 months. Site B with backlink to it's site has moved up to position #2 within 6 months and Site A has moved down to position #7. Site B has also received 68% more subscribers than Site A.

Looking at data of both lists, over 70% of the subscribers use Gmail < which is tracked by Google and the remaining are mix of other email brands.

Site A

	Rank Position	Subscribers
3 weeks	5	0
1 month	5	15
3 month	6	28
6 month	7	62
12 month	7	78

Site B

	Rank Position	Subscribers
3 weeks	7	0
1 month	7	9
3 month	5	23
6 month	2	90
12 month	1	131

User visits a site -> registers a click-through -> tells google relevancy = relevancy score +1

User opted-in to site's newsletter -> Autoresponder links back to site -> tells google that site is active = Site activeness +1

However, depending on the type of niche you are in, active engagement via email communications seems to affect product or service-based sites than pure content-driven sites.

The first thing to do is start by creating an opt-in autoresponder form and start collecting emails! Not only that an email list can help boost your rankings, email marketing will help boost your sales at the same time.

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We assure you that you will achieve not only top rankings but also highly targeted traffic if you can follow through our recommendations.

It can be time consuming but will be really worthwhile to put our recommendations into action. We have ranked thousands of sites on the top 10 results of Google and have not been affected by their most recent algorithm updates, and it's simply by following the exact blueprint as above.

Professionally, Meticulously Done For You From The Beginning... Industry Focused Backlinks + Private Blogs Network



Here's What We'll Do For You... 100% Automated.

Industry Focused Backlinks - Any Niche!

Getting backlinks is also one of the hardest parts of SEO. Most link building techniques used by marketers either don't work, or result in search engine penalties. This is why you need to focus on white-hat link building tactics result in quality backlinks.

Our backlinks and content creation team will continue to build highly relevant backlinks to your site. Our team will ensure links are spam-free, safe and with wide diversification on linkbuilding.

High-Quality A-Class Private Blogs Network

Getting your site on the wrong network means risking your site to be delisted from search engines, most PBN setup by marketers were created the wrong way and put their clients' sites at risks without themselves even knowing.

We have been creating PBN for nearly a decade, and currently manage 6 PBNs with total of 720 domains. Each network is created meticulously and provides both real targeted traffic and link juice. Clients are assured that our PBN is of the highest quality one could find on the Internet today.

Ongoing Growth of Backlinks + Indexing

Our team will continue to build backlinks to your site everyday through our intelligent drip-feed process that will look 100% natural to any search engines. All created backlinks will be boosted by thousands of quality backlinks to ensure all content and backlinks will be indexed by Google. 100% safe and effective links guaranteed.



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