

Nicheology Affiliate Marketing Academy

Lesson #13

How To Get Doves Of Other Sites To Link To You

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Introduction

Welcome back!

In this lesson you're going to discover how to get other sites to link to you!

The benefits of getting these backlinks are twofold:

- 1) Traffic.** Your prospects will follow these links from the other sites to your site – that means more traffic to your blog and more subscribers on your list. When you're seeking out links for traffic, focus on getting links from busy sites in your niche.
- 2) Backlinks for SEO (search engine optimization) purposes.** Even if you don't get a lot of direct traffic from these links, they can still benefit you if the links are coming from relevant, high quality sites (especially those with a high Google Page Rank).

Although the exact Google search engine algorithm isn't known, you can generally expect to rank better in Google (and other search engines) for your keywords if you have plenty of quality, one-way incoming links... especially from authority sites with a high PageRank™ (PR).

That's because search engine optimization is based on onsite optimization (where you create content around your keywords, include your keywords in your title, etc) AND offsite optimization (when you get these backlinks).

Now let's look at how you can get hundreds if not thousands of one-way incoming links pointing back to your site...

Commenting on Blogs

One of the easiest ways to get links is by commenting on high-traffic blogs in your niche.

Tip: If you also want to get the benefit of backlinks for search engine optimization purposes, then look for "authority site" blogs with high Page Rank (PR). Indeed, some of the best blogs you can comment on are the .edu or .gov blogs.

In addition, if you're commenting for search engine purposes, then look for blogs whose source code indicates that they have the "do follow" tag. This is a line of code that tells search engines to follow all links on the page. Some webmasters don't allow the search engines to follow links in their blog comments, which means you don't get any search engine benefits. However, if it's a high traffic blog, you'll still get the other blog readers clicking through.

One way to find do-follow blogs is by looking for bloggers who post the "U comment I follow" graphic (or similar). You can also search the following site to see if there are any do-follow blogs in your niche: <http://www.dofollowblogs.com/>

So, how do you find these high-traffic blogs?

The simple way is to search in Google for your keywords alongside the word "blog."

Example: "marketing blogs."

You can figure that those sites on the first few pages of Google for your niche's top keywords are pulling in the most traffic – and so their blogs should be fairly busy.

You can check Alexa.com to get an idea of the amount of traffic a blog gets. However, Alexa is notoriously inaccurate for certain niches. A better way to determine how much traffic a site gets is by looking at the comments section to see if there is a lot of discussion going on.

And the best way to find out if a blog will send you traffic? Test it!

Post a comment and track your results. If you also want to see how many people viewed your site but didn't click through to your link, post a small (relevant) picture in your blog comment (where allowed). That way you can see how many times the image file was accessed versus how many people actually clicked on your link.

A quick word of warning: Don't use blog commenting software (that's for spammers). Instead, join the discussion, post your opinions and create thoughtful comments. Do that, and most blog owners will allow you to link back to your own site.

Swapping Links (and Blogrolling)

You can swap blog links with other bloggers (AKA blogrolling), or you can swap general website links.

Just be sure to choose high-quality sites (and preferably those with high traffic).

Submitting to Directories

We've already talked about submitting articles to article directories. But where appropriate, you can also submit to the following:

- Forum directories.
- Ezine (newsletter) directories.
- Blog directories. (Note: WordPress automatically pings the biggest directories when you make a new post.)
- Niche directories.
- Search engine directories.
- Local directories.

Using Social Media Sites

In a previous lesson you discovered how to get backlinks by creating secondary blogs on social media sites (like MySpace.com) and other content sites like Squidoo.com, Blogger.com and similar. You may also post videos on sites like YouTube.com and link back to your site.

Those are all good places to get links. But you can also get traffic and links coming back to your blog by using the social bookmarking sites like Digg.com, Reddit.com and StumbleUpon.com.

Tip: Content that's funny, fresh, extremely useful and/or controversial is more likely to get bookmarked by others as opposed to standard "how to" information.

Buying Links

You can buy links on other high traffic or high PR sites. Check link brokers like backlinks.com. And also check your niche's high-traffic sites and blogs to see if they specifically offer advertising.

Participating on Forums

I talk about this in detail in another lesson, so I'll just mention it briefly here: Participate in discussions on high-traffic niche forums.

In some forums, you'll get the benefits of backlinks for search engine optimization purposes. But in most cases, you'll find the main benefit is that you get highly targeted prospects clicking directly on your links.

Submitting Online Press Releases

While you likely traditionally think about press releases as showing up in print publications, many newspapers also print their entire paper (including those releases) online. And that means if your website link is included in your release, you'll get a backlink.

However, even if the big newspapers don't print your release, you can still get backlinks when you distribute your release through PRWeb.com. That's because the release shows up on the PRWeb.com site as well as its sister sites.

And because there are webmasters and autobloggers who are pulling press releases from the site automatically, you're sure to get at least a few dozen backlinks every time you submit a release. But if you submit a good release, you could easily pick up 100 or more backlinks.

Syndicating Your Content

If you set up a WordPress blog, then you already have the ability to syndicate your content using RSS (Real Simple Syndication). That means that your blog readers can subscribe to your blog, which delivers your content straight to their computer. But RSS also gives you an opportunity to get backlinks through sites that publish your RSS feed.

One way to publish your RSS feed (and get backlinks) is by directly submitting your feed to RSS directories (search Google for "RSS directories"). You'll find sites

like [Feedest.com](#), [Zimbio.com](#), [JumpTags.com](#), [Syndic8.com](#), [FeedBees.com](#), etc.

Another way to get links via your RSS feed is to check your favorite social media sites to see if they allow you to include your feed on your page. Some social/feed sites you may consider using include [MyBlogLog.com](#), [BlogCatalog.com](#), [FriendFeed.com](#) and [Bumpzee.com](#).

Engaging in Link Baiting

Link baiting is a buzz phrase that refers to building up links naturally by getting others to link to your site. So instead of asking for links (e.g., link swaps), submitting links (directories) or buying links... you instead create content that causes others to WANT to link to your blog.

Here again, bland content won't get links. You need to create posts that are:

- Fresh - something no one else is talking about.
- Scoop content - be the first to blog about niche news.
- Controversial (or at least opinionated).
- Extremely useful - could be information, a list of resources, etc.
- Or otherwise engaging, funny, etc - something worth talking about and/or linking to.

You may also create multi-media content like videos, audio interviews with experts, etc. Whatever you choose, the point is to create content that others can't find elsewhere, and so they link to your blog as the source.

Conclusion

What you've learned in this lesson will enable you to quickly get hundreds if not thousands of backlinks. And if you focus on link baiting, you can get others to create those backlinks for you!

That's because they'll blog about your blog post, they'll post your links on niche forums, they'll bookmark your blog post on social media sites and more.

Bottom line: Go ahead and manually seek out links. But also focus on creating high-quality content, because then you'll find that getting backlinks is as easy as ripping up a wet tissue!