

SEO

HUNTERS

We've got you covered!



Steve Hawkins

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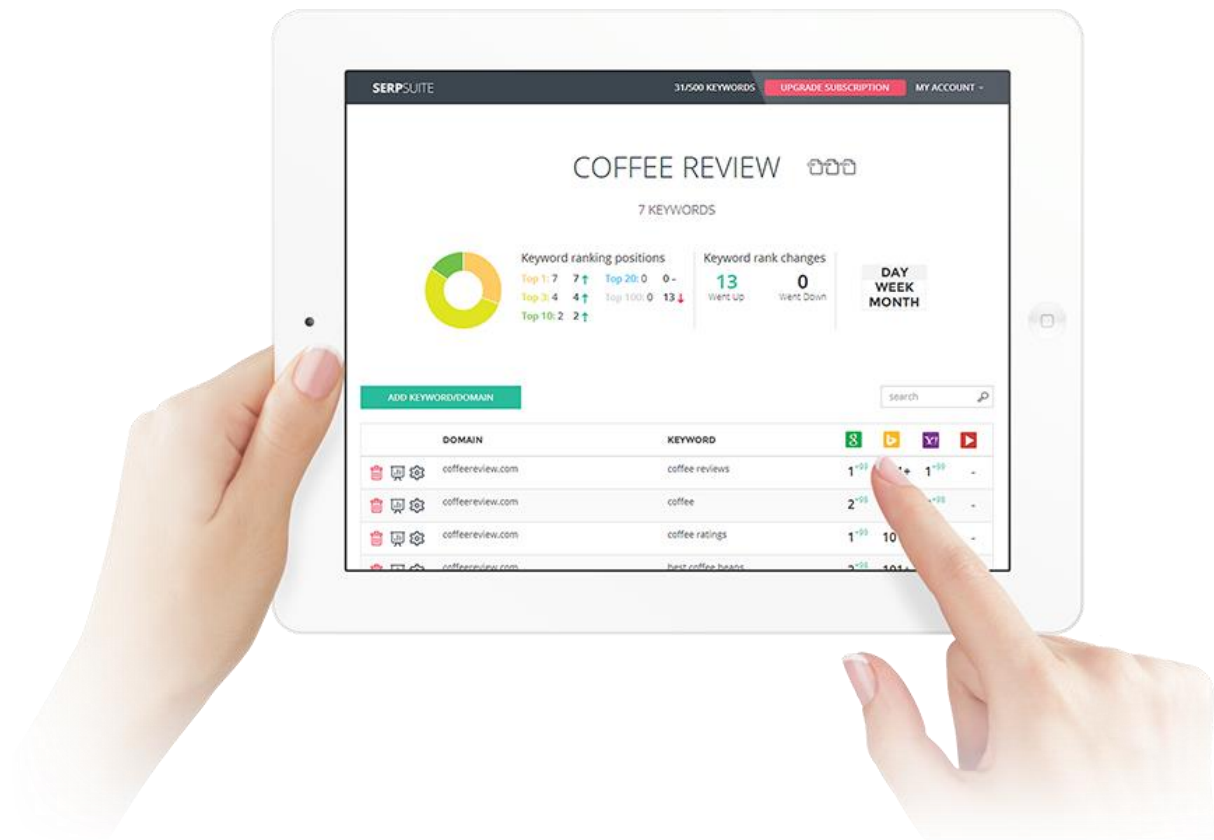
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Off Page Back Links

When Google released the very first Penguin algorithm change way back on the 24th April 2012 a huge amounts of websites were affected and thousands of website owners watched their income disappear overnight.

The majority of website owners that were his by this over optimized link penalty have still not fully recovered their websites position so this section of training will give you information on how you can recover your site if hit and also the issues that may have caused the Penguin penalty.

This information is also relevant even if you haven't been penalized for offsite links. You want to stop your site being penalized in the future, so read on.

But what did penguin target?

Penguin targeted off page links that pointed back to your main website and specifically over optimized anchor text. This means that the text on the link that points back to your site didn't have enough variance.

So sites for example ended up with say 2/3 anchor text links to their websites and this did look natural to google.

Ie.. image the following links to the website only had these text links

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- Get Your Ex Back
- Get Back Your Ex
- How to get your ex girlfriend back

If a web site only had these 3 keywords pointing to it that would be over optimized and google know that it has been optimized that way for traffic and seo purposes.

Now you need to expand the inbound links to minimum 8-10 keywords plus mix in some random and brand (website url) keywords as well. This would look more natural.

So you can mix in the following:

- Mysite.com get you ex back
- Click here
- Find out more
- Find out more at <http://mysite.com>

Etc...

Checking your inbound links

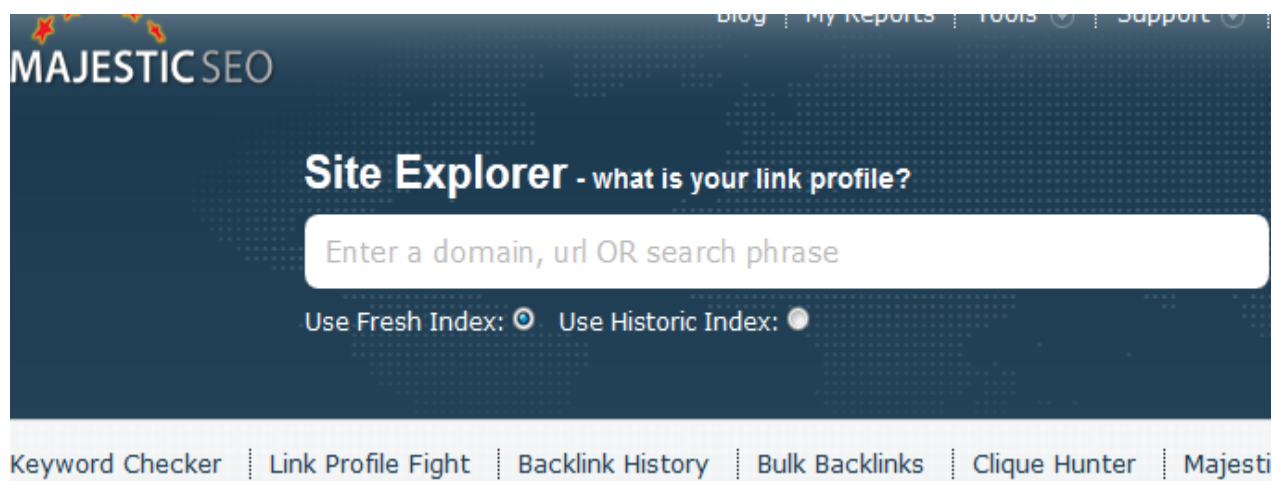
How can we check our inbound links?

We can do this using a set of online tools that are widely known.

Majestic Seo

The first tool is majestic seo and you can gain a valuable insight on you links at

<https://www.majesticseo.com/>



Majestic seo will produce a number of reports for your site based on the url you add in.

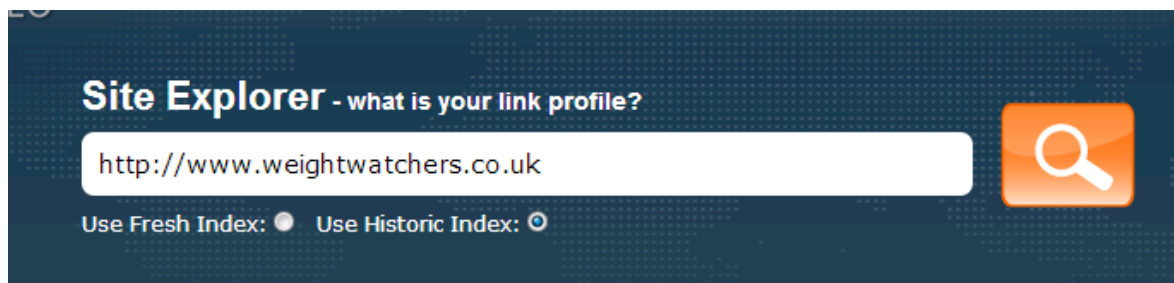
You can get information such as:

- What pages are being linked to on your site
- The trust of those links
- What anchor text is being used
- How many do follow and no follow links you have

If any links that are inbound to your site are one's you do not want, you will need to email the site owner and ask for them to be

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removed. Keep a copy of all emails sent in a folder as you may need to use them further down the line if the links are not removed and you wish to submit a reconsideration request to Google for the website.



A screenshot of the Majestic SEO Site Explorer results page for 'http://www.weightwatchers.co.uk'. The page has a dark blue header with the Majestic SEO logo and navigation links like 'Blog', 'Tools', 'Support', 'Plans & Pricing', 'Register', and 'Login'. Below the header is a navigation menu with 'My Reports', 'Site Explorer', 'Keyword Checker', 'Webmaster Tools', 'Backlink History', 'Bulk Backlinks', and 'More Tools'. The main content area features a globe graphic with the text 'Fresh, fast and vast detail about links to any site' and a 'Sign up' button. The search bar contains the URL 'http://www.weightwatchers.co.uk' and an 'Explore' button. Below the search bar, there are radio buttons for different URL versions and 'Use Fresh Index' (selected) and 'Use Historic Index' options. A tabbed interface shows 'Summary', 'Backlinks', 'New', 'Lost', 'Anchor Text', 'Ref Domains', 'Map', 'Pages', and 'Link Profile'. The 'Summary' tab is active, displaying 'Page Information' and 'Link profile' sections. The 'Page Information' section includes 'Referring Domains' (3,537), 'External Backlinks' (25,573), 'Page Title' (N/A Redirect), 'URL Searched For' (http://www.weightwatchers.co.uk), 'URL Last Crawled' (05 Mar 2013), and 'Final Redirect Result'. The 'Link profile' section includes 'Citation Flow' (43) and 'Trust Flow' (48). A scatter plot graph shows the relationship between Citation flow and Trust flow, with a diagonal line and a cluster of purple data points.

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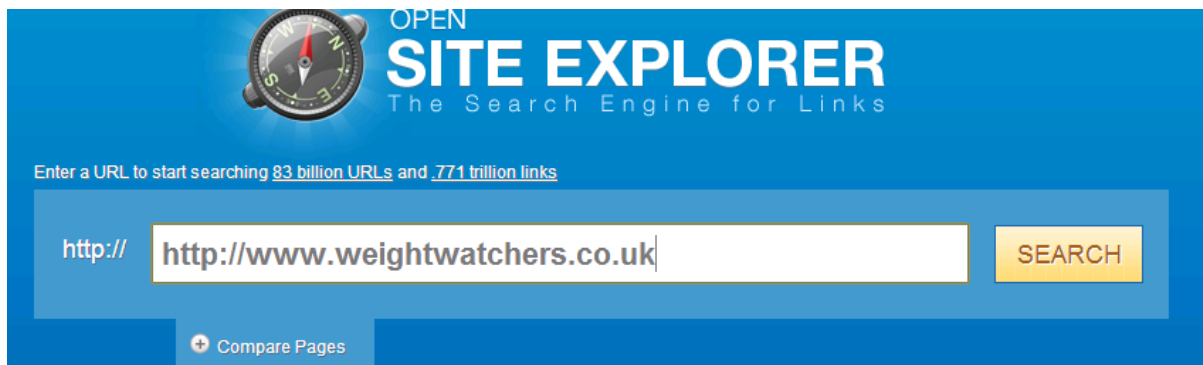
There are free and paid version of the service.

Site Explorer

Another place you can use to analyse links and with site explorer you can also add in competitors sites.

<http://www.opensiteexplorer.org>

This site is a great tool to give a better insight into your back links and the backlinks of your competitors.



Click the 'compare pages' + box to add in competitor urls and add in the competitor urls.

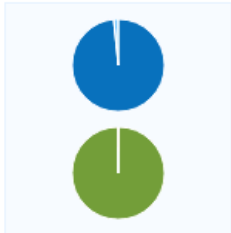


Then click the 'compare' button to see the results.

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From the data you can identify if you need more of a specific type of link against the competitors.

A good rule is use here is to add you site then add the top 4/5 top sites in the search engines and see how they are ranking in that niche.

	www.weightwatchers.co.uk/	http://www.lighterlife.com/	http://www.slimmingworld.com/	http://www.rosemaryconley.com/
Page Authority:	✔ 67	58	65	60
Page MozRank:	✔ 6.14	5.73	5.89	5.52
Page MozTrust:	✔ 6.11	5.74	5.82	5.74
Internal Followed Links:	3	✔ 3,142	1,759	424
External Followed Links:	4,201	2,456	✔ 9,598	8,754
Total Internal Links:	3	✔ 3,144	1,759	439
Total External Links:	4,305	2,494	✔ 10,458	8,801
Total Links:	4,308	5,638	✔ 12,217	9,240
Followed Linking Root Domains:	489	386	✔ 791	315
Total Linking Root Domains:	538	414	✔ 870	329
Linking C Blocks:	252	172	✔ 347	137
<ul style="list-style-type: none">● Followed Links vs Nofollowed Links:● Internal Links vs External Links				

The links to look at are:

- Internal followed links
- Total internal links
- Total external links
- Follow v no follow pie chart
- Internal v external pie chart

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If you click on the anchor text tab you can also see some analysis on the keywords

The screenshot displays the Moz Pro interface. At the top, there are two main sections: 'Domain Metrics' and 'Page Metrics'. 'Domain Metrics' shows a Domain Authority of 60/100. 'Page Metrics' shows a Page Authority of 67/100, 538 Linking Root Domains, and 4,308 Total Links. Other metrics include Facebook Shares, Facebook Likes, Tweets, and Google +1, all marked as 'PRO Only'. Below these metrics are navigation tabs: Inbound Links, Top Pages, Linking Domains, Anchor Text (selected), Compare Link Metrics, Advanced Reports, and Just-Discovered beta. The main content area shows a table of '1 - 50 commonly used anchor text terms'. The table has three columns: 'Anchor Text Term', 'Linking Root Domains Containing Anchor Text', and 'Links Containing This Anchor Text'. The data is as follows:

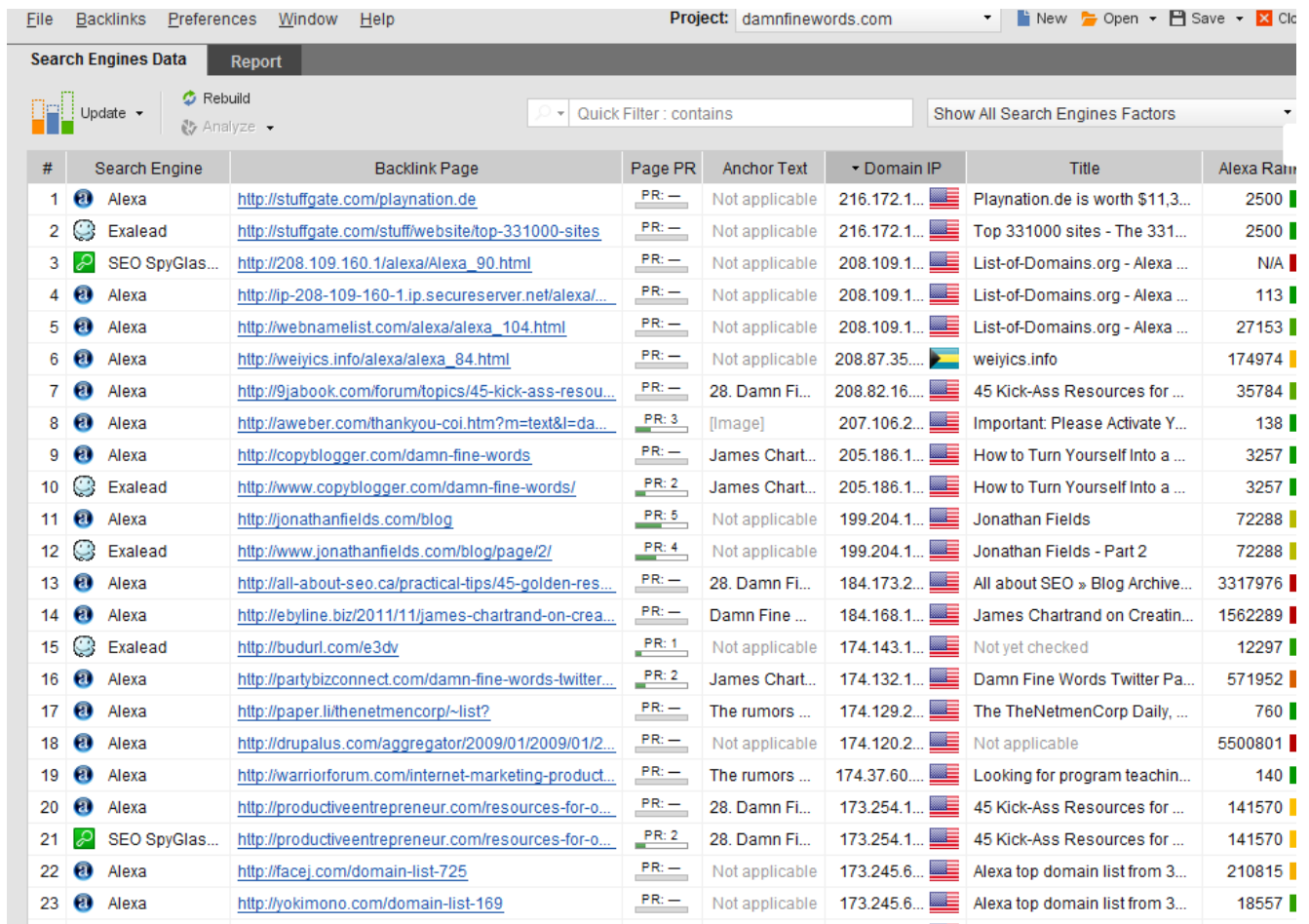
Anchor Text Term	Linking Root Domains Containing Anchor Text	Links Containing This Anchor Text
www.weightwatchers.co.uk	142	2,242
weight watchers	140	927
weightwatchers	58	139
http://www.weightwatchers.co.uk	33	94
(img) weight watchers	24	469

All of this data can be used so you can decide what links you verses your competition.

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Seo Spyglass

For keywords you will also want to further analyse your own url using the free version of 'seo spyglass'. The following is a sample of the information you can obtain to check for keyword optimization.



#	Search Engine	Backlink Page	Page PR	Anchor Text	Domain IP	Title	Alexa Rank
1	Alexa	http://stuffgate.com/playnation.de	PR: —	Not applicable	216.172.1...	Playnation.de is worth \$11,3...	2500
2	Exalead	http://stuffgate.com/stuff/website/top-331000-sites	PR: —	Not applicable	216.172.1...	Top 331000 sites - The 331...	2500
3	SEO SpyGlas...	http://208.109.160.1/alexa/Alexa_90.html	PR: —	Not applicable	208.109.1...	List-of-Domains.org - Alexa ...	N/A
4	Alexa	http://ip-208-109-160-1.ip.secureserver.net/alexa/...	PR: —	Not applicable	208.109.1...	List-of-Domains.org - Alexa ...	113
5	Alexa	http://webnamelist.com/alexa/alexa_104.html	PR: —	Not applicable	208.109.1...	List-of-Domains.org - Alexa ...	27153
6	Alexa	http://weiyics.info/alexa/alexa_84.html	PR: —	Not applicable	208.87.35...	weiyics.info	174974
7	Alexa	http://9jabook.com/forum/topics/45-kick-ass-resou...	PR: —	28. Damn Fi...	208.82.16...	45 Kick-Ass Resources for ...	35784
8	Alexa	http://aweber.com/thankyou-coi.htm?m=text&l=da...	PR: 3	[Image]	207.106.2...	Important: Please Activate Y...	138
9	Alexa	http://copyblogger.com/damn-fine-words	PR: —	James Chart...	205.186.1...	How to Turn Yourself Into a ...	3257
10	Exalead	http://www.copyblogger.com/damn-fine-words/	PR: 2	James Chart...	205.186.1...	How to Turn Yourself Into a ...	3257
11	Alexa	http://jonathanfields.com/blog	PR: 5	Not applicable	199.204.1...	Jonathan Fields	72288
12	Exalead	http://www.jonathanfields.com/blog/page/2/	PR: 4	Not applicable	199.204.1...	Jonathan Fields - Part 2	72288
13	Alexa	http://all-about-seo.ca/practical-tips/45-golden-res...	PR: —	28. Damn Fi...	184.173.2...	All about SEO » Blog Archive...	3317976
14	Alexa	http://ebyline.biz/2011/11/james-chartrand-on-crea...	PR: —	Damn Fine ...	184.168.1...	James Chartrand on Creatin...	1562289
15	Exalead	http://budurl.com/e3dv	PR: 1	Not applicable	174.143.1...	Not yet checked	12297
16	Alexa	http://partybizconnect.com/damn-fine-words-twitter...	PR: 2	James Chart...	174.132.1...	Damn Fine Words Twitter Pa...	571952
17	Alexa	http://paper.li/thenetmencorp/~list?	PR: —	The rumors ...	174.129.2...	The TheNetmenCorp Daily, ...	760
18	Alexa	http://drupalus.com/aggregator/2009/01/2009/01/2...	PR: —	Not applicable	174.120.2...	Not applicable	5500801
19	Alexa	http://warriorforum.com/internet-marketing-product...	PR: —	The rumors ...	174.37.60...	Looking for program teachin...	140
20	Alexa	http://productiveentrepreneur.com/resources-for-o...	PR: —	28. Damn Fi...	173.254.1...	45 Kick-Ass Resources for ...	141570
21	SEO SpyGlas...	http://productiveentrepreneur.com/resources-for-o...	PR: 2	28. Damn Fi...	173.254.1...	45 Kick-Ass Resources for ...	141570
22	Alexa	http://facej.com/domain-list-725	PR: —	Not applicable	173.245.6...	Alexa top domain list from 3...	210815
23	Alexa	http://yokimono.com/domain-list-169	PR: —	Not applicable	173.245.6...	Alexa top domain list from 3...	18557

You can download seo spyglass from the following:

<http://www.link-assistant.com/download.html>

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How to use seo spyglass:

1) Add in your url.

Create New Competition Research Project

Step 1: Select A Competitor To Analyze

Welcome to SEO SpyGlass! SEO SpyGlass will let you see exactly how your competitors got their rankings in major search engines such as Google, Yahoo! and Bing, so that you can mimic their strategy and ultimately outrank them.

- Enter a keyword you wish to rank well for:

Please enter a keyword or keyword phrase you wish to rank well for. SEO SpyGlass will then find your top competitor, collect all its Incoming Backlinks (aka IBLs) data, and let you analyze it later.
- Enter a competitor's URL to analyze:

Please enter the Web address of a competitor's Website you wish to analyze. This can be a domain (www.domain.com), or any Web page (www.domain.com/page.html). SEO SpyGlass will then go to work and perform advanced analysis of this URL using a variety of backlink quality factors.

Show expert options on next screen

Buttons: Help, < Back, Next >, Finish, Cancel

2) Choose region or country

Create New Competition Research Project

Step 2: Choose The Search Engine To Find Competitor

Now you need to choose the search engine that you consider as most important for your website. SEO SpyGlass will use it to find your top ranking competitor and then research the Incoming Backlinks (aka IBLs) this competitor has.

If unsure, just choose Google.

Expand all / Collapse all | Group by: country

Backlink Sources	Language
All Backlink Sources	
USA	
<input checked="" type="radio"/> Google	English
<input type="radio"/> Google Blog Search	English
<input type="radio"/> Google Groups (all groups)	English
<input type="radio"/> Google.com Images	English
<input type="radio"/> Google.com Mobile	English

[Request more search engines...](#)

Buttons: Help, < Back, Next >, Finish, Cancel

3) Accept the rest of the defaults and the software will start the search process.

This way you can see the exact keywords your links are using at the moment. From this data you can determine if you are over optimizing for your keywords on your inbound links.

Link Check Plan

If you analyse your links using the above 3 methods you will be able to do the following.

1. Identify which ones you want removed.
2. The diversity required with your link campaign.
3. Where you need more links from such as articles, web 2, doc sharing links etc
4. Analyze your competition and where they are getting their links from
5. Create a proper campaign to recover your site in the rankings.
6. Another useful free tool that you can use to analyze your broken links is xenu link sleuth and can be downloaded from here. <http://home.snafu.de/tilman/xenulink.html>
7. If your using wordpress you can use this plugin : <http://wordpress.org/extend/plugins/broken-link-checker>

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You can create links manually but also on auto pilot. I've added a video into the training area on creating buffer sites + high quality powerful links.

Note that you will want to create you inbound links for you keywords over time. So don't fall into the trap of doing your link building once a month or bi weekly. A natural link profile takes place over a period of time. I will go through the tools we use very soon.

Another area that works well for linking is to identify sites, blogs, forums that relate to your niche and get links from those sites as they pass a relevancy back to your own sites. So basically don't get blog comments from a wedding site if you are selling plumbing services.

If you have enough financial resources the quickest way to build up your ranking again is with your own private network of sites that has all been converted to match your niche. These sites should be bought and carry decent PR ranging from PR2 to PR7 where possible.

Your own private network size will be dictated by the amount of competition you have in your niche as some niches will only require 7-8 network sites where other more competitive niches will require hundreds.

You may have heard a lot of so called 'knowledgeable' people online go around stating 'stay away from automated software' but in reality the people spreading these do not know what they are talking about and have never tested any form of automated v manual link building.

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We have and know 100% automated link building is safe in the eyes of google. The only reason some people have issues is because they use automated tools to spam sites and regardless if your building links manually or automated; if you spam links you will suffer from spam penalties.

The automated tools we use that save us hundreds of hours of work a month, are as follows. These tools provide us with an extremely diverse set of links which include web 2.0, articles, press releases, wiki's, document sharing sites, social bookmarking, social signals, rss feeds, pinging + more.

Link Alchemist:

Don't let wasted links kill your rankings.. Link alchemist created thousands of links to ensure that the 80% (for an average website) of your links to your website help your site rank better..

[Click To Find out more here](#)

Seo Link Robot Software:

Fantastic tool and simply the best and cheapest in its class Create accounts, post articles to account, web 2.0, article directory, rss feed submission, social Bookmarking + much more but more importantly better value cost wise than all of its competitors..

[Find out more here](#)

Doc Marketing Robot Software:

Create diverse high pr document sharing links by auto creating accounts / PDF's and auto drip feed posting to pdf sites. High quality links

[Find out more here](#)

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The diversity from these 3 tools will save you hundreds of hours a month and as a double bonus they are pretty inexpensive to purchase.

To your success.



Steve Hawkins

Steve Hawkins

<https://www.facebook.com/groups/mastermindseo/>

Recommended Tools and resources:

Link Alchemist:

Don't let wasted links kill your rankings.. Link alchemist created thousands of links to ensure that the 80% (for an average website) of your links to your website help your site rank better..

[Click To Find out more here](#)

Seo Link Robot:

Fantastic tool and simply the best and cheapest in its class Create accounts, post articles to account, web 2.0, article directory, rss feed submission, social Bookmarking + much more but more importantly better value cost wise than all of its competitors..

[Click To Find out more here](#)

Doc Marketing Robot:

Create diverse high pr document sharing links by auto creating accounts / PDF's and auto drip feed posting to pdf sites. High quality links

[Click To Find out more here](#)
