



Power Linking 2005 4th Edition

by Jack Humphrey

Your Pass To The Power Linking Inner Circle Forum

You must [register](#) at the Power Linking Support Forum to get help with updates and frequently asked questions, or to ask any questions about marketing your web site. There are tools in the forum that are NOT found anywhere else and they will help you *immensely* with your linking and marketing. Get registered before you do anything else!

[Get Registered!](#)

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Backside>> Your Bonuses

Resources Linking resources, Jack's Rolodex of Linking Tools, Action Items, Your Personal 11-Day Jumpstart Plan, and much more!

Using This Course

Power Linking 2005 utilizes every technology available to help you not only to learn, but more importantly to *retain* what you learn faster and more efficiently.

There are videos you will need to view depending on the chapter, and each chapter is listed along with sub-sections in the bookmarks list to the left.

If you cannot see the Adobe bookmarks, click on the bookmarks tab to the left and they will open. This will get you around the course MUCH easier and, depending on your experience level, you may want to jump around a lot to the most pertinent sections rather than read from page one on.

There are **many** linking resources in the resources section located in the last part of the course. Make sure you put those tools and systems into action ASAP for fast, easy links.

Training Videos for Power Linking 2005

You must be connected to the internet to access videos.
[Access the online video training center now.](#)

1

Using the Power Linking Forum

Start Here

2

Blogging and Feeds

Syndicate your content by blogging and submitting your feed URL to the major blog directories

3

Buying Text Links

Dos and Donts of Buying Text Links

4

Article Case Study

Jack takes you through a case study of what just one article on one site did for him with only an hour's worth of work.

5

60+ Incoming Links System

How to use the included system link directory to get incoming links fast!

6

Building a LinkWorthy Site

What it takes to get links for free.

7

The Perfect Article

How to write so you get picked up and treated with respect!

8

Getting Into The Search Engines Fast!

How to get a new site spidered as fast as possible.

9

Content Syndication

Learn how to get your article content syndicated all over

[Power Linker's Forum](#) (More tools and resources here!) If you haven't registered yet, register now in order to see all of the forum sections. Most are hidden from unregistered visitors as this is a customer-only forum.

Introduction

This is the 4th major edition of the Power Linking series. During the last 3.5 years, many things have changed on the net regarding how you promote your site for the best return on your time and resources.

I have kept regular updates in the Power Linking Forum during the months in between the major updates of this course, but sometimes, in order to upgrade the entire system and weed out the tactics that no longer perform as well as they used to, you have to totally clean house.

That is what **Power Linking 2005** represents; a good re-write from the ground up that includes all of my findings to date in one place so that readers know they are getting the most up-to-date information available without having to compare this book to updates in the forum.

If you are new to Power Linking, and you want to see the changes that have taken place over the years, you will find the history of my promotion system chronicled in the forum.

What **hasn't** changed through all the search engine changes, and the myriad of outdated methods of website promotion that have come and gone, is just what I predicted in the first edition of Power Linking over 3 years ago:

Links, especially networks of reciprocal and non-reciprocal links, still rule the day when it comes to the most powerful website promotion campaign you can run for your business.

Getting your site into the search engines is one thing. It is quite another to put yourself in front of your best customers in every corner of the net they surf that is relevant to your product or service.

It is the promotion method that most experts rarely touch on. And when they do, they usually refer to this course as the place to start.

While the intensity of interest in search engine marketing has always been high, it has only grown in intensity over the past 3 years. There are a plethora of books, audio and video courses, and umpteen search engine optimization services and product out there now.

But during that time, as now, the only constant and consistent voice given to the greater amount of "other" traffic outside what you can get from the search engines has been Power Linking.

There is an internet outside the search engines. It is a vast deluge of traffic being shared between millions of relevant websites. Side-by-side, this traffic makes Google, Yahoo, and MSN search engine traffic look like a Chihuahua standing next to a **Great Dane**.

Understanding this fact is what separates hobby businesses from professional, high-traffic powerhouses. First, it is a plain fact that search engine marketing is one thing, but focusing solely on search engines leaves **thousands** of other sources of **far greater** traffic surges sitting on the table.

While search engine traffic is important, it isn't the almighty savior of many businesses on the web as so many people think.

Here you will learn how to tap into networks of traffic beyond and above what search engines can send you, even with a #1 listing for your best keyword.

Let's get started!

Chapter 1. Search Engines, Linking, and Traffic

Getting your head straight about search engines...

The **first** thing you need to do before embarking on a Power Linking campaign is purge from your mind everything you have learned from various sources telling you that everything you do with your website must be up to a certain search engine's "standards" if you want to succeed.

Please try to remember that all search engines are businesses that profit from traffic, just like you. They don't care about you – AT ALL. They can make a change in their system that completely erases your monthly income just so they make more money or simply out of some new altruistic "feeling" their owners have about what is most important content for people to find on the web.

The internet is a BIG place and more traffic is shared between regular websites in one day than is passed through all the search engines in a year.

All those stats you see about "80% of people searching for something use a search engine" are taken so far out of context of the big picture it is becoming completely absurd.

Now, don't get me wrong, search engines **are** important sources of traffic. You **should** optimize your site for the big ones, within reason. But you must always remember where the **REAL** traffic is and put search engine marketing in its proper place in your overall campaign.

The truth about search engines:

Yes, people overwhelmingly use engines to start their research on products they want to buy, information they want to find, and sites



they want to go to for fun or news. You know this on a personal level with your own surfing habits. You don't need a statistical analysis to prove this fact to yourself.

But after that initial search, and what cannot be quantified, is the mass of traffic websites generate between themselves.

Yes, surfers come back and start their search over and refine it quite often. But then it's off again to hit at least a couple sites, if not far more, before they go **back** to the search engines.

Power Linking operates in that realm. That sweet spot where people click on links between sites that recommend each other, or one-way links (non-reciprocal links).

Tapping into that realm, where the **vastness** of internet traffic becomes mind-boggling to consider, is what makes Power Linking the system that has continually outsold and outlasted 99% of all the internet marketing courses on the web over the last 4 years.

It just so happens that a proper Power Linking campaign will help you in the search engines as well.

Sadly, a lot of Power Linkers have been tempted to just use Power Linking to try to win the search engine game.

Here is why that is a bad idea:

Power Linking is pretty much set in stone. There are only so many tactics to get links coming to your site. It is not an infinite pool of ever changing tactics. Sources of links change, but linking and how to drive traffic with linking, at its core, is the same as it was since the **beginning of the internet**.

And it will **REMAIN** that way forever.

Search engine optimization, on the other hand, is a whole different beast. It requires constant vigilance, study, and mountains of work on an ongoing basis to keep up with the engines and their ever changing priorities, rules, and focus.

Search engines dictate our marketing efforts only if we **allow** them to. If you want to chase traffic, search engine rankings, and

spend most of your time searching for the “holy grail of positioning” in the best engines, you’ll have no time for anything else **at all**, ever!

And there’s a **world of opportunity** for traffic *outside* the engines. Far greater rewards can be found with a well-rounded marketing campaign that includes engines, but not to the degree that almost everyone seems to have taken their obsession with rankings these days.

Search engine optimization companies and consultants will never tell you what I just told you. There is a multi-million dollar industry in search engine optimization consulting and they will do anything they can to protect it by giving you “tunnel vision.” They want to get you “hooked,” just like a drug dealer in a bad part of town, because there is BIG MONEY involved in your addiction. As long as they can *just* convince you that search engines are the *only* way to market your site.

My view on this subject is very unpopular. These days it is not good to talk publicly about search engines as anything other than pure, altruistic bastions of greatness. You’d think the engines were paying people to stick up for them the way some would attack what I just shared with you.

The eerie thing is that very few are getting paid directly by the search engines to tout search engine marketing as the only game in town. It’s probably the largest cult on the internet generated from almost purely passive efforts on the part of a brilliant marketing campaign by the engines themselves.

Since you cannot quantify the amount of traffic shared between sites other than search engines, they count on you to listen to the impressive numbers they share with you about how many people use their services.

If they can keep you from thinking about where the vast majority of traffic on the internet exchanges (between sites with their own content) then they can keep you advertising with them and clicking on their ads.

No one, that I know of, has ever just come out and talked about this. To my mind, there are very few people on the web who teach people how to market their sites who aren’t somehow tied financially to the search engine game by teaching people how to market through them.

Without search engine marketing, there would be tens of thousands of experts and affiliates, who sell their services, out of work!

Really take a moment to ponder that. And then consider the source the next time someone who makes money telling people how to win with search engines tells you that you have to buy their course or sign up for their consulting program.

Odds are they aren't going to tell you a thing about all the other methods of producing quality traffic outside search engine marketing because if you are hooked on their system, you'll ALWAYS need their help.

You will spend a lot of money over time (and right up front) to have your site SEO'd professionally. And you'll **never** want to do it yourself because keeping up on all the engines and their constant changes is a **massive** amount of work for those who do it right.

Therefore you will pay others to do it. It is complicated enough to be a perpetual money machine for people in the SEO business. The engines have made it so hard that you need professional help. And that's never going to change unless you take the focus away from the engines and put it one other sources.

I guarantee you this: It is a lot easier to Power Link than it is to chase search engine traffic full-time. And if you follow basic site construction rules while Power Linking, you are going to do well in the engines **ANYWAY!** Without having a Ph.D. in search engine algorithms or paying exorbitant fees to keep up your rankings on a monthly basis.

Some people think Power Linking is hard work. And it IS work. However, it is **far less** work and stress than putting all your eggs in the search engine basket and being held hostage by a certain kind of SEO "guru" who just wants lifetime income from you to decipher the search engines and optimize your site.

Why didn't I just tell you about the Power Linking system and leave my professional opinion about search engines out of this course?

Because to succeed with your online business you need a little re-programming. I know you've been struck by the allure of a number one position – we all have at one time or another.

You've been places and read things before you ordered this course that would have you believing that search engine marketing is the only game in town and that you need to "hire this person" or do very complicated things with your site on an ongoing basis to get and keep that position in the engines.

Although I enjoy search engine traffic myself and would never willingly take myself out of the engines, I could survive without them if I had to. And not just survive, but thrive.

That's what I am going to teach you with Power Linking. How to thrive whether you have a number one ranking for your best keyword phrase or whether you are #345 out of 1,546,687 results for that same phrase.

The reason there is a **perceived** difficulty in getting a high search engine ranking for websites is that a lot of people are working harder trying to cheat the system than it takes to just have a naturally built content-driven site with basic SEO (meta tags, search friendly navigation, etc.).

If everyone would calm down and just think about their visitors first, build content into their sites, and Power Link, the search engines will reward them with positions.

And if you are not rewarded for having a great site, you can still thrive without the engines entirely, if you have to.

You HAVE to use several **core techniques** in order to draw targeted traffic from every corner of the net that deals with or serves your target market for your products:

Power Linking is about creating the largest possible "web of links" to your site to capture the most traffic possible for your marketing niche!

Power Linkers who implement a well-rounded reciprocal and non-reciprocal Power Linking Campaign show up in every corner of the web related to their niche - and they capture the greatest number of visitors possible for their market!

Additionally, while I can show you in this book how to create, manage, and grow a well-defined, diverse, **powerful** marketing campaign for your business website, I cannot, in the space provided, teach you all you need to know about what to do with your visitors when they are ON your site.

You will find resources that teach you how to supercharge your website copy itself so your products stand out head over heels above the rest in your niche in "Jack's Rolodex of Power Tools."

Download This Recommended Tool!

Before you go any further, you need to download a research tool that every Power Linker needs. I am going to talk a lot about search engines in relation to finding link partners and in evaluating your site and other webmasters' sites for many reasons. So, you need to equip yourself with tools of the trade. You will see why later.

SEOInc.com Toolbar: <http://www.seoinc.com/toolbar/>

This powerful, time saving little application is one of the basic tools of the trade for Power Linkers. I will show you its uses as we go through the material. It works with Internet Explorer, so if you don't already use it, you need to begin using it **at least** for evaluating potential partner sites, and for the many other uses outlined in the following chapters.

Chapter 2. Power Linking: A Website Promotion Evolution

This chapter will give you some background information on what "Power Linking" is. Make no mistake about it Power Linking is not simply a standalone system in your marketing campaign.

Power Linking is a system that guides your entire website marketing campaign.

For readers who have checked out Power Linking's original version from all the way back to 2002, you will see how I have expanded Power Linking to encompass more forms of linking than a simple reciprocal link campaign. But it doesn't stop there. To compete on the web now, you need a total, well-rounded system for marketing your website that will get results.

You will learn in Power Linking 2005 that there are powerful and exciting new technologies and tactics for generating lots and lots of traffic. Here are some of the new things you are going to learn about in Power Linking 2005:

1. **RSS Syndication of Your Content:** This is right up there with writing articles and syndicating them around the net. In fact, it is a relatively new way to put a LOT of non-reciprocal links on the web all pointing back to your site and webmasters are HUNGRY for RSS content. I will show you not only how you can use RSS to seed the web with your links to attract targeted visitors, but how to use OTHER webmasters' content to attract them as well!
2. **Bloggng:** Weblogs are nothing new, but the overall tactic of blogging and feeding your blog content to a wide variety of strictly blog search engines is JUST getting started. You are **SO** in the right place at the right time. I will show you how to take advantage of the new sources of traffic that are just starting to really come into play just by writing content on a simple blog. It's so easy you'll laugh when you see it working for your site!
3. **Article Syndication:** Again, nothing new as a practice to bring traffic to your site. But when you see what IS new about how you can get your content spread over the net in 2005, you are going to flip out!

Action from the very beginning: At the end of this chapter I give you a mini-system to plug into your advertising efforts TODAY that will start you down the path of acquiring more visitors who are willing and **ready to buy**, not just "tire-kickers."

Part 1 - Power Linking as A Way of Life Online!

There is nothing on the web that compares to a good link when you are talking about building steady streams of traffic to your site. "Link Swapping", "Link Exchanges", "Reciprocal Linking", "Power Linking", whatever you call it, a good quality linking system for your website will bring you traffic like you've never dreamed possible!

Did you know that one good link can bring you as much and more daily traffic than a #1 position on a search engine? It's true!

Did you also know that there are sites out there, thousands of them, who rely almost solely on the traffic they get from links from other websites? There are! I call the webmasters of these sites "Link Minded" people!

What Do You Know About Linking?

What do you know about link swapping? Chances are you have seen several links pages like one of mine -

NoLimitVOIP.com - sometimes called "recommended resources." Did you ever stop to think exactly why people put links to OTHER sites on their site? Sure, the obvious answers are to give visitors more resources to increase the site's value, and to get links back from the sites they link to.

But what else comes to mind when you see those links? Do you know what Link Popularity is and how it affects your ranking in the search engines? Do you ever wonder about other linking methods besides the obligatory links or resources page? Good! That's what we are going to talk about here: The "Power Linking Mindset."

Power Linking is a holistic system of marketing on the web the way it was designed to be used, and is something far beyond just exchanging links with other websites who have customers you desperately would love to visit your site.

Linking is what creates the "web" itself. The web is called the "web" because of the unique interconnectedness of everything in it. Through LINKS! Now, when you look at it that way, you must understand that a link is anything a person can cut and paste into their browser, or click on, to take them somewhere else.

Power Linking is how you finally "see" the web for what it truly is. Billions of different links. Google.com is a perfect personification of the web at large. Zillions of links pointing outward from there, with links between those links to pages listed in Google.com elsewhere.

If you saw "The Matrix," you will remember that weird green code that trickled down the screen which was how the matrix looked to the computers. The guys in the movie got to where they could see what the cryptic code was producing visually, without the benefit of the pictures and sounds it created.

I can tell you that I see the net in a **whole different way** than the average surfer, and it is much like when Neo took the pill that brought him out of the "illusion" of his life and showed him what was really going on behind the scenes.

I am going to teach you how to see the net this way. I am offering you a totally different view of how things really work as a marketer on the net, and how you can take advantage of this insight to reap the kind of rewards I and thousands of others on the web do each and every day.

A link campaign for your site is much more than setting up a link page then. Sure, the core of your campaign should be focused there at first, but then you will begin to think of ways to Power Link outside of a simple link directory.

Waging an ongoing link campaign is essential to any serious business on the web and you won't find a successful business that does not, in one form or another, Power Link.

Here is what Power Linking does for websites:

- Gives you **immediate traffic** from links with partner sites and your content that is syndicated everywhere possible
- Gives you **long-term traffic** by building your link popularity with the search engines - a widely used measurement of your page's popularity on the web
- **Forces you to network** with other webmasters and learn from others' marketing campaigns.
- Enables you to **establish relationships** such as partnerships and joint ventures that can be immensely profitable
- **Brands your website** and your name in the minds of potential customers
- Puts you **in all corners of your niche market**
- From notoriety comes **credibility and trust** and that equals more comfortable buyers
- **Feeds your site with visitors** from articles, ebooks, testimonials you give other webmasters on their service or product, search engines, and bunch of other linking sources
- Gives you a success mindset that makes you **constantly search out links** in everything you do and every contact you make whether its coauthoring an ebook, report, or article, or through your participation in a marketing forum
- Ultimately, with high traffic and a great site, Power Linking will **bring you to your goal** of owning and running a high-traffic website.

Linking is what puts you on even footing with the giants. You have the **same potential as anyone on the net** to bring in the visitors that bring your business the desired revenue you need to reach your goals.

Listen Up!

The **ONLY reason** people fail at marketing their websites properly once they have taken this course is that they didn't take it **seriously** and didn't do the work. You have to **hate money** quite a lot not to take everything in this course seriously and USE it to break past the barrier of "newbie marketing" that most people fail to surpass.

There is absolutely **No Good Excuse** for failure with the Power Linking system! Unproven, untested courses do not sell for over 3 years if they don't work. Power Linking works if **you** work!

I have given you a step-by-step plan at the end of this course called **"Your Personal 11 Day Jumpstart Hot Sheet"** which will pull everything in this course together into an intensive fast-start Power linking campaign that WILL get you the results you are looking for if you put it into **ACTION**.

If you're serious about your business, you must incorporate linking into your marketing plan! Not linking is not marketing!

"Linking Outside the Box"

Think of all the places you have followed links from: newsletters, emails, articles, ebooks, discussion forums, RSS feeds on other websites. Now rather than surfing around and following links, try to learn from the process that brought the links to you in the first place!

Go surfing today and just look at all the ways people take you from one place to another. You download a report, follow a link to a resource site, follow a link from there to another point of interest or a product you want to read more about. Sounds like internet surfing 101, but aren't you most likely following a path that was CAREFULLY constructed for you to follow? Most Likely!

Did you think your brilliant detective skills found all the sites you've looked for before? Maybe in some cases. I would say, most of those sites found YOU in most cases. Your inquiry at Google was anticipated by savvy webmasters and their web sites have been optimized to be where YOU need them to be on the net to "find" them. I would argue that Power Linkers are "reverse traffic engineers."

We watch the web. We watch our target market's searches and study their interests in order to **design and tweak** our Power Linking campaigns. Indeed, when you land on a Power Linker's site, it is the webmaster that finally found YOU and, in fact, was **expecting** you all the time, simply because the marketing campaign for those sites was done correctly.

There is a method to this madness!

You might think you landed on certain sites in the past **randomly**, when you really got there due to **research and action** on the part of another marketer who is taking you on a journey which **ultimately** ends at their product sales page. You think you are in control of where you surf when many times a great marketer has set up the path for you to follow and anticipated your every move!

That is Power Linking. It can be an autoresponder sequence, or a culmination of a holistic marketing campaign which utilizes all methods of linking to get you to go where the marketer wants you, usually **ready to buy** what they are selling if they have done their job!

A Quick-Start System to Begin a Power Link Directory

(Install your linking script included in bonuses section at the end of this course.)

A targeted, relevant system of reciprocal links with other websites is the start of a good linking campaign, but not the end-all that most webmasters think it is. It is very simple and straight forward and I will show you a trick to get link partners FAST and effectively without spending weeks at it.

Let's set a goal of 25 incoming links to begin with. You want a link from your home page to "Helpful Links" or "Recommended Resources." This will be your links page script found in the bonuses section.

Now let's go do a simple search to find some initial partners for your link directory. What you are looking for are sites with obviously more traffic than you have who are not direct competitors with you and who are actively seeking link partners. (i.e. they have a clear link to their recommended sites or link directory right on their home page.)

Here is method #1, as outlined in the first "Power Linking Your Way to 1 Million Hits" (2002). This is still the way it's done by most people but there are software applications that help with this in the recommended tools section in the back of the course.

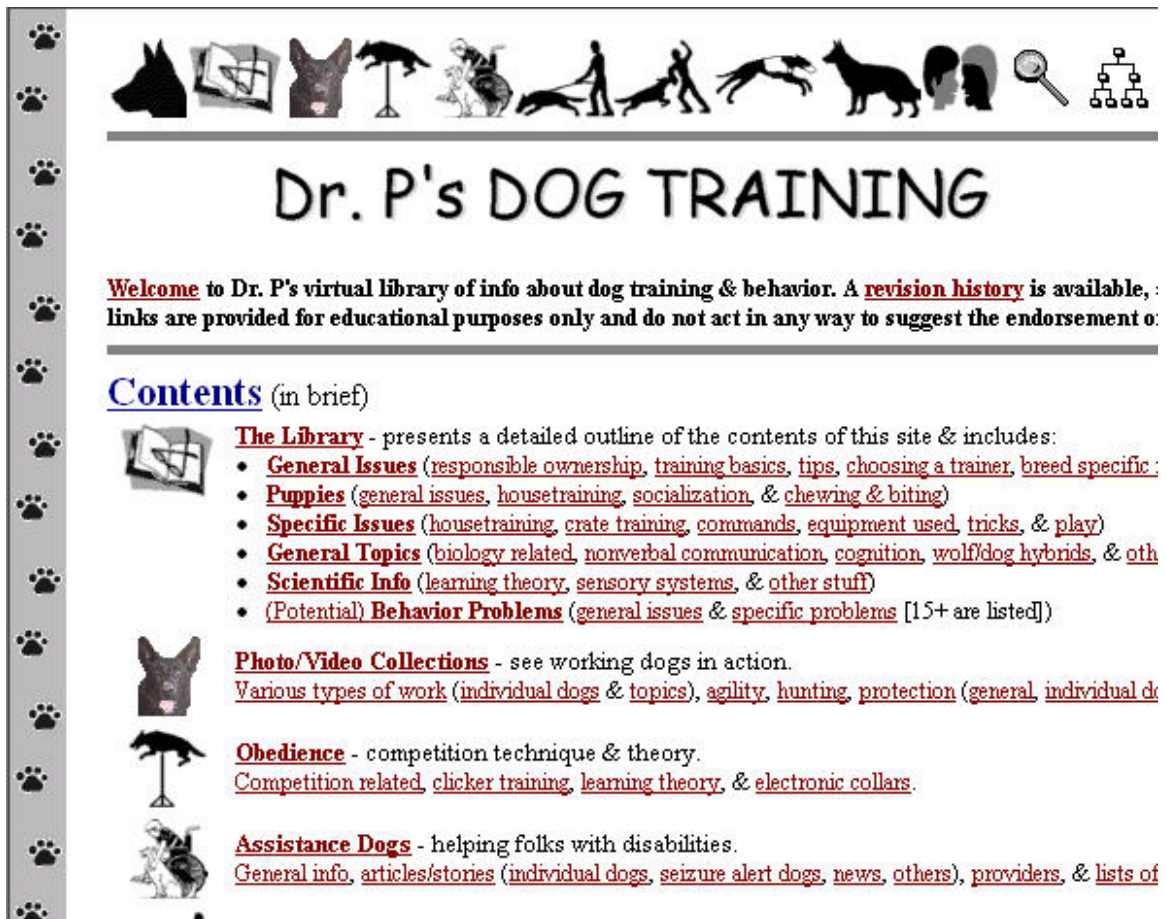
Say you sell dog leashes on your site. Who would be good link partners for you? You probably already have seen sites related to your niche that you would **LOVE** to have a link from. Think about all the big and mid-sized pet sites out there. While you might not get a link from petsmart.com, there are tons of sites that relate, like sites on dog training, that WILL be ready to trade links and increase THEIR link popularity as well.

So, go to your browser and input "dog training" in your [Google toolbar](#). Take a look at the sites that come up in the first couple of pages. Find one that sparks your interest and click to see what it looks like.

The "Dog Training" Niche Example

Now to really **know** what their traffic is like, make sure you use the Google Toolbar available for free at <http://toolbar.google.com>. When you load any site on the net, the tool bar will give you its "Page Rank" which is a number from 0-10. (10 being best and held by sites like Yahoo - the really giant sites.)

Clicking on the first link in the Google results brings up this site:



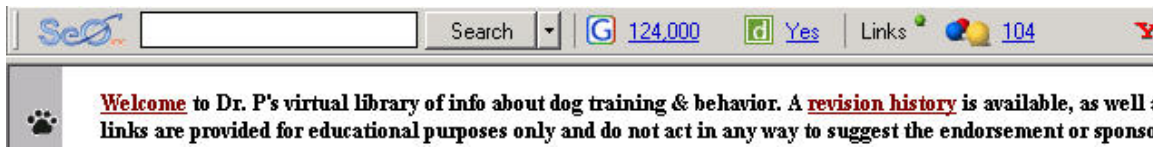
The screenshot shows the homepage of "Dr. P's DOG TRAINING". At the top, there is a horizontal navigation bar with various icons representing different aspects of dog training: a dog's head, a book, a dog's face, a dog on a stand, a dog with a person, a dog running, a dog sitting, a dog's head, a magnifying glass, and a tree diagram. Below this bar, the title "Dr. P's DOG TRAINING" is displayed in a large, bold, serif font. Underneath the title, a welcome message reads: "Welcome to Dr. P's virtual library of info about dog training & behavior. A [revision history](#) is available, links are provided for educational purposes only and do not act in any way to suggest the endorsement of...". Below the welcome message, there is a section titled "Contents (in brief)" with a list of links and descriptions:

- The Library** - presents a detailed outline of the contents of this site & includes:
 - [General Issues](#) (responsible ownership, training basics, tips, choosing a trainer, breed specific)
 - [Puppies](#) (general issues, housetraining, socialization, & chewing & biting)
 - [Specific Issues](#) (housetraining, crate training, commands, equipment used, tricks, & play)
 - [General Topics](#) (biology related, nonverbal communication, cognition, wolf/dog hybrids, & oth
 - [Scientific Info](#) (learning theory, sensory systems, & other stuff)
 - [\(Potential\) Behavior Problems](#) (general issues & specific problems [15+ are listed])
- Photo/Video Collections** - see working dogs in action.
[Various types of work \(individual dogs & topics\)](#), [agility](#), [hunting](#), [protection \(general, individual d](#)
- Obedience** - competition technique & theory.
[Competition related](#), [clicker training](#), [learning theory](#), & [electronic collars](#).
- Assistance Dogs** - helping folks with disabilities.
[General info](#), [articles/stories \(individual dogs, seizure alert dogs, news, others\)](#), [providers](#), & [lists of](#)

An average site that has been around awhile and done a good job of getting Power Linked will rank around 5 or 6. The one above is getting a Page Rank of 5. You can tell by the little green bar on the [Google Toolbar](#) by hovering over it with your cursor when you are viewing it through your browser. A small popup comes up to show you the exact ranking of any particular site you are on.

Generally, anything 5 and above is a **good** candidate for a link partner in your niche. The site above also has an Alexa.com rating of 30,176 at the time of this search, which means it is also a high traffic site according to Alexa. (Get your free Alexa toolbar [here](#).)

Now use the SEOinc.com toolbar to see how many links this guy has pointing to his site (which will be another indication of the kind of traffic he is likely to be getting). Just click the "Get Data" button on the far right of the toolbar to have it spider any site's link popularity and return the results.



As of this writing, Dr. P's site shows a good number of links coming in from Google, Yahoo and MSN. The network this site is on also shows that Google has over 120,000 pages indexed. Pretty massive site!

Another cool feature that this toolbar shows you is whether a site is listed in DMOZ which is a very important and difficult directory to get into. The green D logo with the Yes next to it shows it is listed in the Holy Grail of directories.

All this data means they are getting traffic and are definitely good link partners for your dog collar site.

Next Step

Create a links page on your site with links and short descriptions of each site you choose to ask for a link swap. (Use the simple script provided in the bonus area at the end of this ebook to start your link directory!)

Then write an individual, personalized letter to the site owner telling them you have linked to them and wish to exchange referrals to each others' sites. Show them where they can find their link and include YOUR link information so they can add it if they choose to.

Sample letter for a link exchange proposal:

Subject: Larry, Your link is live!

Body: Larry, I just checked out your site and really think it would be a great addition to my recommended " _____ " page at Webmaster Traffic Tools.

I want to keep you as a permanent resource on a specific page of my site that is perfect for your link. It covers topics related to your services and I really want to include it for my visitors to benefit from.

This isn't a link directory, although I can list you there too. This is a high-traffic content page on my site that gets real visitors. So this is a different kind of link exchange altogether and I hope you agree!

I like your service a lot and know my visitors would like it too. In fact, I have already added you! <http://webmastertraffictools.com/content.htm>

If you decide to link back, I will also give you a special link at the top of the short list of recommended resources in your category in my link directory.

I hope you will be able to add my link in the next two weeks. If not I will assume you are not interested and will take your link down.

Here is my link info:

Title: Website Promotion News

Link: <http://webmastertraffictools.com>

Description: Grab your free membership to my high-quality cutting edge community for webmasters looking to learn more about generating targeted traffic to their web sites.

Thank you for your time!

Sincerely,

Jack Humphrey

The above is very basic, and short. Find ways to **spice up** and make your letter different from the above - make it YOUR link request letter. Think **of incentives you can give webmasters** aside from just linking to get their attention.

IMPORTANT! In 2005 a good letter, and a creative twist as to why they shouldn't throw your link request in the trash the second they see it, is more important than ever.

DON'T send a basic letter with the same exact things I said above. It **MUST** be unique and creative and you have to do more to attract link partners now than ever. Spend **TIME** on your letter!

The days of a simple "Give me a link and I'll reciprocate" **are over** for Power Linkers. The bar has been raised and you **MUST** stand out in busy webmasters' email boxes by finding ways to offer them incentives over and above a simple swap.

Of course, there are TONS of sites that will already have linking information on them; how to contact them, how to link to them, and other rules they adhere to when reciprocating links.

In this case you just follow the webmaster's lead and link with them by their guidelines. No need for a letter like the one above - the webmaster is obviously expecting link requests from

you.

EXAMPLE: The link script you got with this book lets visitors automatically add their linking information to your site without you having to do anything more than approve or kill the suggested links. This cuts **WAY** back on the work you have to do normally when you are manually adding links.

Do this for 30-40 sites in your first week and you should generate a link directory of around 25 reciprocated links from mid to high-traffic sites - giving you a huge boost in the eyes of Google and other search engines in link popularity, as well as valuable traffic from those links directly!

Now you want to continue on, making your link directory an obvious link on your main page.

As you start getting your website ranked in the search engines, people will eventually start coming to you for links and your searching days, at least the intense searching you do in the beginning for link partners, are over.

I haven't had to "ask" for a link to my core sites in over three years. (Except to test link scripts for research for this book) Link partners come to me with sometimes incredible offers of free products or services just to get a link from me!

So, this is where you get familiar with your script, and the setup you have chosen for accepting links on your site.

It's time to move on to more advanced parts of your Power Linking Campaign. Remember, a link directory and acquiring link partners is only one piece of the MUCH bigger Power Linking marketing campaign.

► **Lots of non-reciprocal links, really fast!**

Go to the [Power Linking Forum](#) and check out the "HotSheets" forum. There you will find a nice little system I made for you that will have you getting over 60 powerful links, many non-reciprocal, in authoritative directories around the net.

This system includes a big time-saving feature so you don't have to go back and forth to your link directory putting up links for the directories that require a link from your site in order to list yours.

By the way, you will find a lot of linking resources like the one above where you can post articles (Killer Power Linking Technique we will go over later) and get more links from authoritative directories and sites.

Make sure you spend time in the [forum](#) going through the files there. They are a big part of your successful Power Linking campaign!

Chapter 3. Your Reciprocal Link Campaign

This chapter assumes that you have read the basics on reciprocal linking tactics and do's and don'ts from the first chapters of Power Linking. We are going to get into more advanced linking strategies here.

Which would you rather have: 5000 "Any Old Links" or 500 Power Links?

Yes, that was a loaded question. Of course I am getting ready to say something about each category right now.

In the beginning of reciprocal linking, the motto was "the more the better." And that's still true today if you can get thousands of relevant high-ranking, high traffic links to your site.

Having thousands of links doesn't necessarily do a thing for your Page Rank at Google. I have seen sites with a PR of 5 with hardly any links at all. They just got hyper-targeted, **extremely relevant** links from other sites.

But then, as you probably know, page rank doesn't mean squat by itself. Traffic is what you are after, not a popularity contest!

In other words, you can keep the awards, I'll take the traffic!

Plus, being overly eager to build a big link directory with thousands of links can get you penalized by Google as a link farm. Google knows a site selling dog clippers **is never in a million years** going to find 5000 other relevant, useful sites to link with!

Get a bunch of non-relevant links and Google will **demolish** your link popularity score for relevancy and your page rank will disappear. And page rank (link popularity) DOES have an affect on any pages you have ranked in Google. A good ranking in the top 10 with a page rank of 5 can slip miserably or disappear **completely** from the top 50 by losing your pagerank.

Pagerank doesn't totally determine exactly where your pages rank in Google, but having a low pagerank (under 3) tells you that you are not targeting the right partners and your keyword density for your

market (i.e. dog collars, dog fence, patio dog doors, etc.) is not "thick" enough on your directory pages for Google to reward you for linking with other relevant sites.

Remember, you have to stick to your niche, and then be **mighty picky WITHIN** that niche as to who you allow to link with you. Yes, you heard that right! A Power Linker doesn't go around begging for links. You **allow** people to link with you, even if it's you who is approaching THEM for a link.

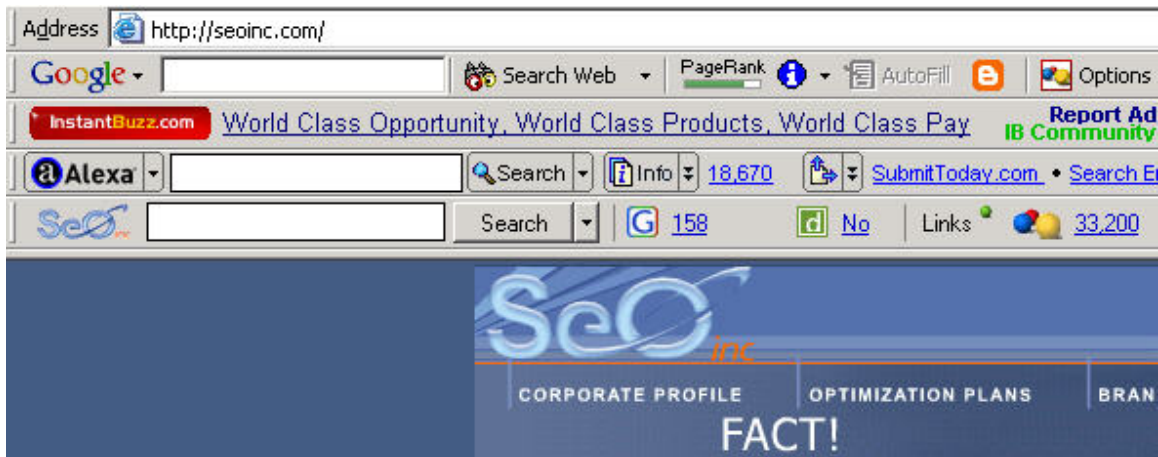
So - you don't go begging and you don't go throwing up links to any and everyone who wants to link with you.

What to do next? Start your research. Take your favorite high-traffic competitor or related site and do a reverse link lookup on them. This will show you the top people linking to them. (Use your SEOinc.com toolbar to find out how MANY links they have in the first place before using the system below to save yourself time.)

Why is it valuable to know about backlinks of sites? Well, it tells you that 1) here is a high traffic site sending traffic to your competitor, and 2) it tells you that they are linkers, meaning you have a good chance to simply request and get a link.

How to find these killer sites using Google:

- 1)** Open your browser and surf to <http://SEOinc.com>. Again, **you** would be surfing to either your competitors or a related site that is getting tons of traffic. How do you know they are getting traffic? Check your Google toolbar and see what their page rank is. Then check their Alexa ranking and see how they rank in raw traffic. (The lower the number the more traffic they are getting.)
- 2)** As you can see, SEOinc.com has a massive pagerank of 8 and their Alexa traffic is 18,000.
- 3)** They also show a gazillion incoming links.



This means a high-traffic site, and if it's in your niche, one you'd like to have a link from for sure! (Although getting a link from a site with this high of a pagerank is next to impossible these days unless you are willing to pay a bunch a month for it.) Shoot for sites with pagerank 4-6 for better returns.

This is how you research sites to find out if you want to link with them or not.

Easy right? Now surf over to your "Holy Grail" site, the site you would most love a link from, and check them out for the first time as a Power Linker, using your Google, SEO, and Alexa toolbars.

Now here is another neat feature of the Google toolbar. When you get to the site you want to investigate for link partners, go to the Google toolbar and pull down the "Page Info" menu. Now just click on "Backwards Links" and Google will bring up all the sites that link to your competitor's site.

This is now faster with the SEO toolbar. Just click the "Get data" button and all the links for each engine show up. Click on the one you want to investigate and you are taken to the results for each engine.

These are the people you need to research for relevancy, page rank, and how easy they make it for you to approach them for links.

The rule is: If those sites linking to your "Dream Site," or largest competitor's site, are linking to them, then they are probably the most willing to consider a link swap with you.

Reciprocal linking is only a pain in the butt if you let it be that way. Meaning whether or not you spend a ton of time chasing down links or not. Again, don't beg and don't spend a lot of time on a site that has no apparent easy way to ask them for a link.*

*Unless that particular site is one you just HAVE to get on (high traffic, super relevant, or you just have a great feeling about a link from that site!)

Go for links with people who have a link directory that is obvious, linked from their main page, and especially if they offer a submission form on their links page. (Speeds the process up considerably than having to mail them and compete with all the other mail they have that day.)

Most importantly, go for links with high-traffic sites. Not sites that are also struggling for page rank and visitors. You have no time for charity work - linking is already time-intensive as it is.

It's easier to approve a link if the webmaster has a system in place. If they are just messing around with linking, skip them and come back when you have time. If they have to answer an email, tell you how to link to them, and all that crud, wait till you have exhausted the easy swaps first and come back to them.

2005 Update on Link Directories and Their Importance to Power Linkers **Now!**

OK, its 2005 and Google and other engines are making a big shift. In fact, it's already been made. No longer do webmasters want or **need** to build big link directories. This jibes with what I have been saying all along, but Google's results over the last few months prove it.

Also, and this is one of the most important things you are going to read in this book, Power Linking was never intended to be **just about** link directories. I started this whole linking "Crusade" 2 years ago to be rid of my dependence on the whims of the search engines.

Search engines are fickle things. You cannot and should not put all your eggs in the search engine basket. It is a VERY poor choice for a marketing strategy.

Look at it this way: You work your tail off on a few aspects of Power Linking, like building your link popularity **partially** through

having a good, relevant linking system in place, known as a directory or list of "resources" for your visitors.

Then one day the engines change everything and, if you focused only on your link directory up to this point to win the heart of an engine's previous ranking system, your rankings just drop out of site and you are left with a huge hole in your traffic generation strategy.

Power Linking is primarily for placing links that HUMANS will see and click on. (Your potential customers!)

People are becoming conditioned to believe, and rightly so, that resource directories on websites are for search engines - not them. So they skip your directory and there are no clicks out to your partners.

So now your directory is something only robots spider, and the robots are looking for something different than just 800 links pointing to other pages on the net that are pointing back to you. Which, again, no human visitors are seeing!

The time has come to make some changes in how Power Linkers use their link partner links. Pay particular attention to the chapter later which describes "Deep Linking," because this is part of the wave of the future in link swapping.

You **need** link partners to point to you from pages that humans visit on their site so you can start getting actual traffic from those links. Not just search engine rankings.

Therefore you need to have a good content site so you can trade links directly from your CONTENT PAGES where YOUR human visitors go.

Believe me when I say this: I LOVE sending traffic to my partners! Look, if someone didn't catch my killer sales copy message and are just not turned on by my product, who would YOU want your traffic to go to when they leave your site? Right - your partners!

When your partners see that you are sending them direct traffic they are going to reciprocate by making sure your link on their site is prominent. If they don't, make sure you ask them!

They too have people who come to their sites who do not buy from them. The visitors find your link and think "THIS is what I was really looking for!" and they come to you!

This kind of linking system really freaks some people out. They tell me all the time "Jack, WHY would I put links on my content pages leading off my site!? That's suicide!!"

And here's my response to that: If you cannot write good enough sales copy and design your site so that when marginally targeted visitors land there they buy or else take some other sort of positive action on your site, then no amount of continual pressure is going to keep un-targeted visitors on your site! They leave ANYWAY!

Why NOT reward your partners with traffic if it's traffic that is NOT going to buy from you at this time?

Sadly, Link Directories (The Way They Are Being Used By A Lot Of People Today) Have Evolved To Take the Focus Off of Power Linking's Original Intent!

Last year a critical mass of webmasters started using their directories as places for serious **double-standards**. They would put your link in their directory **knowing** that they don't get any traffic to those pages. They mistakenly thought this was a good thing because they wouldn't leak any traffic from their main site.

Big, fat, huge mistake! Their sites are leaking traffic like a bucket with bullet holes in it **ANYWAY!**

The Facts:

- 1) MOST people don't buy from a site they just landed on.
- 2) MOST people leave our sites without taking **ANY** action.

These are plain facts for all sites on the web.

Instead of rewarding our partners with that leaving traffic, we mostly just let it go to whatever site was in the visitors' bookmark file or back button!

As a webmaster **you have to trust in your offer**. If you **truly** believe the services or products you offer are superior, then put some links to your partners on your content pages!

You are not going to lose ANY sales if your copy is tight and your offer is superior. I am not saying put partner links on the top of your pages, but **don't bury them** or use weird colors for the text or reduce the size of the text so it's practically invisible either.

You **have** to test this on your site, probably, before you will ever believe this tactic works. And you have to go back to manual addition of partner links to relevant pages on your site.

But remember - you are no longer looking for thousands of links. You are looking for high-quality links from KEY sites that agree to do the same for you as you do for them.

And also remember this: The net changes and **search engines are fickle.** **Don't Power Link JUST for search engine rankings.**

Power Link to get traffic from your links directly from the places you trade links with.

This is why **article writing and syndication** is one of the best Power Linking tactics ever. You get your articles and a link back to your site on tens or hundreds of pages and PEOPLE read your articles and click on your links. Often you get much more traffic through this method than **any** other source of traffic you have set up. Not just traffic, but **targeted** traffic!

Cool Tool: Automated Link Partner Locator

I use this tool pretty religiously to find link partners for new sites that I put up. It saves a huge chunk of time and tells me exactly who the people are who are linking to sites like mine already.

It uses the system I outline above but drastically cuts down on the time it takes by finding all your potential partners for you so you can easily get a letter out to them telling them about your new site.

It is called [Affiliate Finder Pro](#) and is used by MOST people to find big time affiliates to sell their products (which is a Power Linking tactic in itself), but it has a feature to it that I, as a link nut, find the most useful.

You can find out who links to your biggest competitor and sends them the MOST traffic! This means two things:

- 1)** You can find people who are affiliates for and link partners of your competitors easily, and
- 2)** You can be totally snobby like me and ONLY take the biggest and best partners you find.

Honestly, this tool is pretty essential stuff and if it was mine I'd just give it to you. Unfortunately it's not, but you can pick up a copy [here](#).

Chapter 4. Basic Power Linking Tactics

The following tactics comprise the basics of a Power Linking Campaign. We will go much farther, but this is where you lay the foundation of a successful marketing campaign.

1. Your Own VALUE ADDED Resources Directory

By far the most widely recognized and most used form of linking is a simple resources directory hosted on your main site. You have no doubt seen these before on sites you have visited. Sometimes webmasters call them "Recommended Resources" or "Recommended Links."

What is the purpose of these pages? When you see one, you know that the webmaster is actively seeking links with other webmasters whose sites are closely related to theirs in content and scope. But again, why? Because if you can secure a reciprocal link from a high-traffic website that attracts visitors (that would also likely be interested in YOUR page) you are going to get traffic from that site. The more links you can secure with other high-traffic sites, the more traffic you can get from them.

Another reason for reciprocal links is to boost your "link popularity" with search engines. Link Popularity is a system that search engines like Google use to gauge the "importance" of your site. The simple reasoning is that if a lot of pages link to you, you must be pretty important and therefore the engines use your link popularity to help them do their jobs of finding and indexing sites.

Combine the increase in traffic directly from the links you secure AND the boost in search engine rank from link popularity, and you have a powerful FREE way of driving highly targeted traffic to your site. Traffic that is pre-motivated to react positively to your offer.

But human beings have to SEE these links on other sites. So you have to give your link directory content that is useful to your visitors. Don't think anymore about it being a "link directory" as much as useful resources your visitors will appreciate seeing and not have to search for very hard to find on your site.

Think of it this way: You want your link partners to put your link in a high traffic area. Yet, if you HIDE your directory and only use links for search engine benefits, why would I link with you?

This is why so many people have such a hard time getting links. They are asking for something with nothing valuable to offer in return. I would link with someone who has very little traffic now before I would link with a high traffic site that shoves my link in the deepest, darkest corner of their site where no one goes.

The guy asking for a link from me in return for a link that has value, meaning he is linking from one of his content pages or a nice looking directory that people **will use** when he starts getting traffic is of **immensely** more value than a link from a guy trying hard to hide it from his visitors!

Ways to add value to your directory:

- Put RSS feeds on your directory pages with good content relevant to what your visitors came to you for in the first place.
- Put reviews of the sites you link with in their descriptions. People want to know about a link before they click it. They hate getting to a site to find it is nothing they expected. Give them your editorial opinion of the site. If you cannot in good conscience give a good review, what is the link doing on your site in the first place?
- Use article feeds from [Content Zap](#) to enhance your link pages.
- Use a link directory script that can import search results from DMOZ so your directory isn't EMPTY when you start it. [Here](#) is a good one I use. Here is that script in action: [NoLimitVOIP.com](#)
- Use pay per click advertising on your directory for increased site revenue and REALLY relevant, targeted info your visitors can use. Yahoo is going to be a player in 2005, but [AdSense](#) is always a great program.
- Allow visitors to comment on your directory resources with a "review this site" feature. They get a link to their site for doing so and you get value-added content and new content added to your site by your visitors.

2. Articles and Syndication

Thousands of webmasters have realized great "viral" traffic benefits of writing articles on their subject and giving them away for

use in other webmasters' publications and web sites. Why? Because net etiquette requires that people using your article include a signature you create for your website and copyright information.

Articles for ezine and web publication are usually used most often if they are only 800-1000 words tops. So you can see, without a lot of writing, you can create a viral selling tool that, if written on a hot topic, could be used all over the web by webmasters looking for good content for their visitors and subscribers.

This results in satisfied readers clicking on your link at the end of your articles, bringing you some seriously pre-qualified traffic. If your article gets picked up by a webmaster with a large list of 20,000-100,000 subscribers, you can see that there would be a huge amount of traffic potential if your article is helpful and creates a bit of curiosity about YOU as the author.

A publisher knows their subscribers better than anyone, so if they choose your article to run in their ezine, there is an excellent chance they thought their readers would benefit from your article.

Example Content Syndication Site:

<http://contentdesk.com>

3. Reports

A report is usually something around 2000-3000 words, but some are larger depending on topic and complexity. It is usually bundled as a .pdf or .exe file that a reader needs to download and open to read.

This takes the power of viral traffic generation to the next level. If you write a great report and package it like most ebooks are packaged, you can include links to recommended resources, your web site, and directly to your products page.

Again, if you write something of great use to readers, your report can be passed around the net in a matter of days or weeks and be given away on hundreds of sites. Think about the traffic and sales you could generate by giving away a report to WEBMASTERS to then

use as bonus material in their offers. Webmasters are always looking for things to "sweeten" their deals or to use to get more subscribers.

In this way, you are not so much offering information just from your site, but you target webmasters in your niche who would love to give away your report to many more people than you could by yourself.

Reports are not "dead" as some people would have you think. You just have to be innovative and really give VALUE that people want in order to have a report take off like a virus.

Plus search engines are ranking pdf reports now with the rest of their results and you will be able to optimize reports just like html pages to get good rankings along with a viral report to spread around.

Cool Tool: Here is a good PDF creation tool that converts your Word documents into PDF: [PrimoPDF](#)

4. Your own affiliate program

Q. Would you complain if you had several hundred links pointing to your site, sending you quality traffic, but you weren't getting credit for them from the search engines?

A. Well, if those links are **affiliate links** sending you targeted, eager to buy customers, why in the world **WOULD** you complain?

You will see a lot of links pointing to the Power Linking sales page in your Link Popularity Checker Software included in the resources section of this book.

MANY of those links are from affiliates promoting this book on their sites! Clearly, a big Power Linking tactic is starting an affiliate program where affiliate links point to your domain, rather than a 3rd party affiliate program.

Cool Tools

There are tons of free scripts you can pick up at [HotScripts](#) that can handle this for you, even if your affiliate program is managed by, say, Clickbank.

But I use, as do most of my successful associates for that matter, 1ShoppingCart.com. If you want to run a robust, professional, feature-rich affiliate program, there isn't anything better on the web.

Make sure if you have a product that's great for an affiliate program, you pick a script to run your affiliate links through the domain your product is on. When you start picking up affiliates, you will see a **HUGE** increase in your link popularity as a result!

5. Power Linking with Free Ebooks

Just like free reports, only there should be MORE value and MORE information shared.

Use these sparingly and only when you are asking for something significant or boosting your product offer with a bonus. Otherwise your actual product's value could be diluted if you are seen giving too much away for free.

Compile ebooks and reports in pdf so the search engines and readers can all read them, no matter what kind of computer they have.

Resources for creating pdf documents and ebooks are located in the resources section in the back of this course.

6. Reviews/Testimonials

Here is how you can get some testimonials published on other websites with a link to your site.

Make sure you ALWAYS write a testimonial about a product or service you found to be exceptional. Send those words of praise to the owners of such products.

This is not at all a waste of your time. There is a good chance your information will appear on a sales letter if you consistently write in about those products you enjoy using or got benefit from. Webmasters LOVE hearing about how good people think their products and services are, so it is not wasting time, nor does it take much time, to write a short testimonial.

Of course, for this to send you qualified traffic, make sure you write them about products and services that closely relate to your niche so that readers will be inclined to click on your link to "check you out" when trying to decide to buy the other product.

Sample Testimonials:

"Kurt, Your Power Linking strategies have upped my traffic x amount of visitors in three months and increased my link popularity greatly with the search engines. Thank you!"

-Jack Humphrey, <http://powerlinking2005.com>

"Your **infectious and enthusiastic style really pulls the beginner along**, getting them involved in a **step by step fashion** and easily overcomes any reservations and fears they may have...**in plain simple language.** "

Mark Kessler

www.veinsofgold.com

Jack,

Your power linking strategies have propelled my traffic ranking at Alexa.com from virtually unknown to an all-time high at 109,436. **Now I get advertisers knocking on my door almost everyday, simply amazing!** Thanks a bunch!

Marcus Yong

AdsWise.com

Power Tip: Write a longer product/service review and get a high traffic link for sure!

I always say, look at what everyone else is doing and go in the **opposite direction** if you want to find ways to promote your site that are least competitive.

Virtually **no one** writes product reviews to GIVE to the owners of those products. Many people write reviews and only use them as content on their **own** sites. Big mistake!

For a **powerful, high-traffic link** you should write a full product review for a product you have enjoyed and offer it to the product owner to place on her site!

She will LOVE it and gladly link back to you, most likely. Not only that, she will place it in a high-traffic area of her site because it **will help her sell** more products!

Ignore this Power Linking tactic at your own peril. It works VERY well!

7. Autoresponder Courses

Another great way to generate Power Links is by giving away a free email course that spans about two weeks and, generally, 7-10 messages in length.

Here is a Power Linking Idea: Take one of your reports above and cut it into a series that you can use in an autoresponder course. In this series you can link back to your product page and further encourage visitors to buy over time.

Most people have read the studies that show most visitors need to see a message 7-10 times before deciding to buy. This series will do that for you! A course further engenders trust in you as a businessperson, which is what most people are looking for before they spend hard earned cash with you.

How do you get people signed up? Easy. Create a popup that entices people who do NOT order from your product page today, to get a free e-course just for stopping by. If you sell info products you could do like I do and give away a free chapter of the book, over the course of 14 days. (7 messages, 2 days apart)

I have captured thousands of addresses this way and converted tire-kickers into buyers with the follow-up sequence that continually points out further benefits of our product.

People who think the product is great sounding, will love getting a free "peek" and will likely want to buy after hearing more and feeling more trust in you as a vendor over the course of the autoresponder sequence.

There are a million and one uses for autoresponders and if you are not using one now for your site, I guarantee that you are falling far short of the potential your site has for bringing in more business.

Power Publishing Tip: Load your autoresponder with 10, 20, or even 52 articles from [Content Desk](#) on your topic and set each response to mail out a week apart to **YOUR BLOG!**

You get new content posted on your site, search engines and visitors **love** it, and you can feed that content out through your blog's RSS link all over the web for power links that **NEVER** stop! You need to make sure your blog software allows posts by email and you're set to auto-publish for a whole year with 52 articles!

8. Exclusive Reports and Articles

This is a fantastic way to brand your company name and get links to your site from VERY high traffic private membership sites or free content sites that seek original, exclusive content written for their audience.

Here's the deal. You offer your services as a writer to a site that has a captive audience of subscribers, like a members-only site. It can also be a site that you write EXCLUSIVELY for that is open to all visitors. The trick here is that you are offering the webmaster an

exclusive article that will only be published on THEIR site. This article will NOT be promoted anywhere else or even used on YOUR site.

Webmasters in certain situations like the above LOVE to have exclusive content. They get to brag about information that no one else has when selling people on their site. So many are receptive to free content offers from us.

Meaning? You get a link to your site as an author of a great article FROM a site that generates its own pre-qualified visitors and you can sit back and watch the traffic flow!

Doing this will be most effective when you pick out really good high-traffic sites to write for. Becoming a regular contributor for them will mean lots of regular traffic for you from their visitors. They promote their site and your exclusive content brings in visitors for your business.

This is a win-win tactic that whole courses could be written on alone. Think deeply about this one powerful tactic and see how you could tweak the basics above into a very powerful regular traffic stream!

9. Email Signatures

Though a very simple system for linking to your site, most people still don't take advantage of adding signatures to their outgoing emails. It blows me away. Look at all that free advertising going to waste! I have had people buy my book and many other affiliate products simply from my signature. Sales I would have never gotten without a signature pointing where I want people to go.

Stop right now and write a simple three line signature file for your outgoing mails! The amount of emails you write in a year is astounding, especially customer service and responses to questions about your site, services, or products.

10. Search Engine Optimization through Content

There really is nothing that will draw search engine hits to your site better than a wide-variety of content. With each page properly formatted with meta tags optimized with keywords relevant to the

page content, then submitted to search engines, can draw traffic like flies.

There is so much [free content](#) on the web that you will have no problem grabbing some content relevant to your site. Create page after page of relevant, good information, with links to and from your main product page and call this section of your site "News and Tips" or something similar.

The more content, the more value your site has to visitors. Especially visitors who didn't even know they would end up buying from you. People who are surfing for free info are often the best customers you have as you never hit them directly with a pitch to buy through email ads, etc. They get **"eased" into buying** from you through your content!

And the beautiful part of adding good content to your site, and using Google AdSense or other pay-per-click advertising on your site is that you can finally make something off of some of the thousands of people who visit your site and leave without buying in a year's time.

See <http://contentdesk.com> for all the ways you can add content fast to your site that is keyword rich, targeted, and even pays to publish!

11. Building a Power List of Targeted Subscribers

This is part of my "Portable Power Linking" tactics to gain repeat visitors, repeat customers and to get new customers.

Your list, as an online marketer, is the true heart of your marketing campaign. Having a list of responsive subscribers who opt-in for information from you on new products and further information or training is really the foundation of any successful business online.

While you will be building your list from your new traffic coming to your site, you might consider co-op list building where you augment your list with targeted prospects – lots of them.

I use two services, called LeadFactory and ListBuilder. I have used them for over 2 years each and they deliver consistent results. You will see that many big name marketers use them too.

They don't **just** rely on their own opt-in forms on their sites. They know that growing a list is one of the best things you can do to grow your business and they use ALL the tools in the toolbox to do it!

Try a small order of leads and see how they perform in your autoresponder sequence. If your sequence is a puller and your product is in demand, you'll see positive results.

Cool Tools: [LeadFactory](#), [ListBuilder](#)

Chapter 5. Power Linking Advanced Tips

Advanced Power Linking Tip #1

Your Link Title COUNTS!

Loading your reciprocal link title (the part that you tell webmasters to make a clickable link) with your top keyword phrase **DRASTICALLY** improves your link popularity and relevancy with the search engines!

Your requested link title (along with the description you send to other webmasters to post on their site) is one of the most important features of a successful link popularity campaign. Why? Because Google will find your link on other websites and immediately place a relevancy rating on the keywords **IN** your link title. Higher for relevancy, lower for nonrelevancy.

Example:



Get a ton of [free webmaster tools](#) to improve your website!

Above, the search engines see that clickable part as the actual "vote" you are giving to another page or site. When you tell webmasters that your title should be "free webmaster tools" you are loading that title with your keyword phrase for your site. Google give more weight to the words that are actually part of the link itself.

Remember that it must make sense to human eyes and be appealing enough for people who see your link to click on it for more information. But you will also notice that it can be a bit cryptic in its wording because you are focusing on your top three terms, which doesn't always lend to perfectly flowing descriptions. That's OK. Do the best you can with your description so that both humans and Google bots are happy with your link.

Not only for reciprocal links, but ALL your Power Links!

Make sure when you "sign" your articles, and when you create signatures when participating in forums and on your outgoing email

messages, that your description along with your link contains the same powerful top-three or four keywords and phrases.

You never know where your links are going to end up being shown and picked up by the search engines, and the words you choose in this instance to describe your link are just as important as your reciprocal link description.

Advanced Power Linking Tip #2

Get active in your market niche!

Make sure you join forums and discussion boards in your niche where your best customers hang out that allow you to use a "signature file." This is simply a tool that lets you post your link and a short description in each of your posts.

This will increase your link popularity and send people from the forum to your site for more information about what you sell or what services you provide.

Blogs

Read and post comments to blogs in your market niche. You probably already read blogs, but have you ever left a comment to tell the webmaster they've done a great job or give further input?

You will, now that you know this is a Power Linking tactic! I am not saying to go looking for places to post for no reason. That is considered "blog spamming" and is frowned upon. Just start taking part in blog discussions and leaving your link behind.

As long as you are sincere and taking part in discussion, there is no "blog spamming" issue.

Just don't blatantly spam blogs and forums with your links. There are people there who will destroy your business for the sheer pleasure of revenge!

Advanced Power Linking Tip #3 - Deep Linking

Most people who have link directories totally miss out on the somewhat obvious next step in Power Linking. With the typical link

directory, you always have your traded links pointing back to your core domain (i.e. <http://webmastertraffictools.com>)

That's fine for mini-sites, but as you are going to learn later on, content and plain old WORDS bring up your site's value and, subsequently, your traffic, greatly!

I have pages WITHIN many of my sites that get more traffic than my main index page. Why? I have started in the last year to "deep link" my site.

I trade links with websites that are perfectly relevant for specific PAGES within my sites. And I put links to those sites directly on the pages MOST relevant to them in my site, not just the link directory itself.

Want to get a link from a site that you have been having trouble getting to respond to your link request? MAKE a page on your site suited specifically for that site you want to trade with.

Then go back to that webmaster and tell them you have a great page that you would like to link to them from, that deals directly with their website content, and would be of great interest to their visitors. Ask them again to swap, and offer them a "featured link" on the new page along with a link in your main directory.

You will find people most receptive to link requests that show that you are going out of your way to find a fit with their site and visitors.

And you are building a deep linking campaign that can start showing up your main page for traffic on certain keywords. Happens all the time by accident on the net! Why not take control of the situation and purposefully go out and link deep with other sites that fit better with specific pages of content on your site?

Think very hard about this last tip. There are TONS of creative ways to get link popularity and high-traffic links to specific pages on your site that you could never get on your main directory.

Savvy webmasters, upon getting a request from you for a swap that ALSO explains you want a deep link AND you went into their site and chose the specific page you'd like to be linked from, are going to

know you know what you are doing and give you more attention than a regular swap request.

Different is good, and in this case, might be what finally gets you that link from a certain site you have been dying to get on!

Chapter 6. Power Content

Links as CONTENT!

I bet you have been thinking about linking as a tool solely to get popularity and increased traffic simply through the links themselves and through the action of trading links with other relevant, high ranking sites, right? Well, that's not all links are good for!

When you build a site that is kept tightly themed, meaning even your links out to other sites are laden with your niche keywords, Google notices links as content!

If you have a site on work boots and you have twenty links on a page about relevant sites dealing with the importance of comfort, fit, ways to alleviate back pain from standing all day on the job, etc. - you are building content just by linking to those sites!

This is another major reason for not hiding your links, and for putting link partners all over your site instead of just in your link directory. Google will crawl your site and see all this "content" in the link descriptions themselves and give you a higher rating for relevancy.

Example: Say your site is about the best work boots in the world.

Along with your content, which would probably have some descriptions of different boots for different types of workers and jobs, you have links on your page like this:

Dave's Comfy Inserts - For the best fit to alleviate back pain from standing all day on the job, Dave's Work Boot Inserts are a life saver!

Dr. Scholl's - How to cut down on injuries and long-term leg and back problems by wearing properly fitted and comfortable foot gear.

Steel Toes - OSHA regulations on wearing steel-toed boots in manufacturing, construction, warehouse, and other jobs sites.

Notice you aren't pointing to other people selling competing products. You are pointing to people who have information and

products RELEVANT to your site who are in the same niche with natural keyword descriptions that YOUR site profits from in the search engines.

See, it's not just about articles and building pages of original content, although those are important factors. The links you have on your site, with relevant, keyword-rich descriptions, are also content in the "minds" of the search engines. You will be rewarded for building a resource site in this way!

Now, think about what it would do for you and your link partners if you swapped actual CONTENT rather than simple links! By swapping RSS link and running each other's latest blog posts on whole new pages of your sites, you are exchanging keyword density and giving each others visitors real content rather than simple links with short descriptions on pages that have 10-20 other links competing with them!

More on feed swapping in Chapter 8.

Another point on this tactic: Make sure you reward the sites that send you the most traffic and make it clear on your link directory that you have this policy. You don't want to put a bunch of links in higher-profile areas of your site that aren't sending you any or very much traffic, because they will be getting traffic from you on **your** high-profile pages throughout your site.

Get Back What You Give

Make sure you understand the **value** of your e-property and reward those folks who are sending you the most traffic by placing them in choice locations on your site as well. (This is called **Deep Linking** rather than just linking from a directory on your site. [More on Deep Linking.](#))

By just stating the fact that you go this extra mile for your best partners in your link requests and on your directory page, you are going to end up in better placements on other sites.

Next you will learn how you can turn outbound links into profit so that, even if you do not sell your visitor on YOUR product, you are rewarded financially at least for almost every link that points away from your site.

Chapter 7. Non Reciprocal Linking Tactics

In 2005, the bulk of your linking campaign work needs to be placed on non-reciprocal linking tactics. Non-reciprocal links are links you can get faster than setting up a link exchange, and the resources you have to gain a lot of link popularity really fast have grown in the last several months.

Non reciprocal links are also important to the search engines and the value between reciprocal and non reciprocal seems to be leaning heavily toward one-way links coming to your site.

How and Where To Get Non Reciprocal Links

Article Syndication – See Chapter 9 for Specifics on Writing and Syndicating Articles

In Chapter 9 I discuss the value of writing informative 500-1000 word articles on various topics surrounding your products, services, and industry. Getting articles published around the web on different small to large venues and in email newsletters is a VERY POWERFUL Power Linking tactic!

I cannot stress this enough. If you absolutely cannot or will not write articles yourself, you should go to [Elance](#) and hire a “ghost writer” to write 5-10 articles for you.

Writers will put together articles on topics of your choice and work in specific keywords so that you have good keyword density as well as well-written pieces you can syndicate. You retain the rights to the articles of course, which is why they are called “ghost writers.”

The cost is right too. You can pick up professionally written articles now from \$5-\$20 per article these days.

Just post a project at the above site and find writers listed there who are looking for jobs. You choose who to work with based upon their bid price and skill, and soon you have your initial article arsenal to syndicate.

Example – Hey, we all need proof now and again!

Go to Google and type in "Cicadas and Brilliance in Marketing" with the quotes. Right now it returns about 537 sites that have posted that article. I syndicated that article in the Spring of 2004 and all those sites **still** have the article up with a link pointing back to <http://equipmint.com>. 537 separate links from one article, and they are all non-reciprocal links!

I will add that this is a very "niched" article for internet marketers so only sites that publish that kind of information would be candidates for posting it.

Think what the result would be for one article in a **more general niche** like health and wellness would do for a non reciprocal link campaign!

Then think about the fact that if you syndicate an article per week, 4 articles per month, with the same or much better results than the example above!

This is the main reason I have **tens of thousands of links** pointing to my sites! And you can too by implementing this tactic.

Press Releases: A whole separate, large network to syndicate a specific type of content to!

If your business releases a new feature, product or service, you really need to find the "newsworthiness" in it and syndicate a press release.

Why? Because up to **tens of thousands** of sites are waiting to publish it online and one of many hundreds of major papers and magazines could pick it up to run as-is or to develop it into a full story offline!

To learn how to write good press releases, simply surf over to [Good Press Releases](#) and take the free course. Then get one together and get it syndicated!

Press release syndication I recommend is through <http://prweb.com>. You can make a donation of any size and have their system feed your release to their entire network. They also have

a paid service that syndicates to a larger network with guaranteed pick-ups by sites and delivery to offline news agencies.

Using A Weblog to Syndicate Your Articles and Auto Power Link!

You have probably heard about RSS syndication technology. If not, simply know this: A good weblog has RSS built in. All a visitor has to do is take that link and use it on their website to publish your latest article headlines and teaser text with a LINK back to your blog for people to read the whole article.

Another secret syndication center for my articles and any other information I want to get out to a large network is my [weblog](#).

Many people are “feeding” my blog content to their sites. That means they get **valuable content** for their visitors, thereby adding value to their site, and **I get eyeballs on my articles and valuable Power Links** pointing back to my blog, where I sell affiliate products and my own products.

Simply starting a blog will set this whole thing in motion. Why? Because as you get traffic through your many incoming links, publishers will find your blog (and they will find it with the killer list of directories I have provided below!) and see it as a source to grow the size of their website by feeding your content to theirs.

They pick up your RSS link, clearly indicated in most blogging software pages, and you have a mini-network of sites you are publishing to every time you make a post, be it an article or a new product announcement!

This is POWERFUL Linking!

Once you have a weblog up, fill it with some initial content (articles, newsletter, etc.) and go to the following blog search engines and post your link to your blog.

You will start to see results quick as publishers check you out as a possible source of new content for their sites.

Get Power Links For Your Blog Here...

There are actually blog search engines and directories that deal only in listing weblogs. You can submit to a ton of different blog search engines and directories here:

<http://www.faganfinder.com/blogs/> and
<http://www.masternewmedia.org/rss/top55/>

Just find the search engines and go submit the exact URL to your blog feed page to each one. Make sure you have some content in your blog if you just started it.

Publishers use these search directories to find new content to feed to their sites and networks.

This can result in oodles of new links and traffic for you simply by publishing your newsletter and articles on your blog every time you complete them!

In The [Video Center](#): Blogging and feeding your content to the new directories on the web for easier traffic than you have ever gotten for free before! Video #2.

Cool Tool: Recommended Hosting for Your Weblog and Site

There are a lot of tools I recommend in Power Linking. Almost all of them that cost money separately are **included** in regular hosting at [ThirdSphere Hosting](#).

In this chapter I showed you the power of **blogging and syndication**. If you hosted at ThirdSphere you'd have a plug-in weblog that **automatically installs itself** after asking you a couple easy questions. No experience necessary to have a full-blown **professional syndication tool** at your service.

There are MANY other tools there too. In fact, it is pound for pound the most feature-rich hosting on the internet with closest competitors far from touching it.

One of my advanced Power Linking tactics is using affiliate marketing to get more links and sales.

[ThirdSphere.com](#) has a full-blown affiliate marketing, tracking, and support system included in their **regular hosting charges** that you have to pay from \$45 to \$80 per month for everywhere else.

By **simply** switching your hosting over, most likely for the same price you are paying now, you get a plethora of the recommended tools to be a better marketer and Power Linker, and they auto-install themselves so you **save money** on hiring an installer to put in functions like these.

Through a **special deal** I set up with the owner of ThirdSphere, Miguel Alvarez, Power Linkers get **1 FREE MONTH** of this one-of-a-kind hosting to see what I am talking about. But one day is all you need to see the incredible difference in service and features!

To check out how easy it is to have a weblog, forum, affiliate management, autoresponders, and a gaggle of other useful, professional online business tools (for the same money you are probably paying for hosting now) AND to get a free month to check it out for yourself, [click here](#). Or take a video tour [here](#)!

Chapter 8. Brain-Jogger List of Non-Reciprocal Linking Tactics!

Here is a brain-jogger list of things you can do to get people to link to your website without a reciprocal link.

1. Write free reviews of websites you'd like a link from. This is POWERFUL! Offer your new 300-500 word review to the webmaster when you are done so they can use it on their site. Of course, a link back to you would be required!
2. Your web site as an online, digital book. Right from the index page through to the last page, make the whole site look and feel just like an ebook with chapters, index, and easy navigation from page to page. Get people to give your "ebook" away for free from their sites!
3. Write articles and syndicate them. Enough said about this one in other chapters. Do it!
4. Give away your ezine as content for other webmasters in your niche to use. You could even exchange newsletter pages with other webmasters for fast, easy content for each of you. Use this tactic to build your subscriber base and call it an **Ezine Exchange!**
5. Give away an article pack to other webmasters. Have it in basic html so they can easily drop each article into their website design. Offering someone a pack of articles to boost their content immediately is powerful stuff!
6. Write exclusive articles for other websites. They get content, you get a link. Every time you write for a high traffic website it is money in the bank!
7. Start a free membership site. Well, almost free. The payment is that they must link to you before they can join. Set it up just like a cash transaction to increase perceived value! See [VisionGate](#) for the best membership management software around.
8. Give advertising in your ezine to people who link to you. It's not reciprocal unless you post your ezine on your site, and even then

you can just take out the ads and post the content.

9. Co-manage a forum on your site. Make high-traffic link partners a deal that they can moderate one of your forum discussions in exchange for a link. They too will be able to get more exposure by having a good signature file on all their posts.
10. Testimonials work and people give them for more than just praising the product creator. Get testimonials out to product owners in exchange for a link back to your site at the bottom of your testimonial.
11. Affiliate programs automatically increase your incoming links. Plus it is the most famous way of paying people for linking to you! If you don't have an affiliate program – get one!
12. Give away weblog accounts. You will not only have people building you site FOR you, but you can make it mandatory for them to link to you as well. There are a lot of weblog software programs you can install in order to give away free accounts to bloggers. [Example blog service software.](#)
13. Give out awards in your niche! Awards are great to get and webmasters love to show them off on their sites. Of course the award graphic links back to you, so it is a win-win once again!
14. Create a specialized directory that you offer to other webmasters as free content on their sites. Think of ways to make it unique, informative, fun, and easy to use and have built-in links back to your site.
15. Create a brandable ebook to give to your visitors. They can also give it away as long as they link back to you.
16. Barter for links! Give away a product or service in exchange for a link back. It should cost you little or nothing to do this and giving your product away to a site that can send you tons of traffic is a no brainer – most people just never think about this stuff! Think of it this way: Give away one product in order to sell ten to 10,000!
17. Create an association for your niche. Set a price for joining and offer to waive the fee for a link.

18. Give away free services or products. Think about the sites that do this successfully and mirror what they do. Only use links as your currency of choice when accepting "payment."
19. Design and have a piece of valuable software written that is exclusive to you and your site. Give it away to get links.

#20 A new concept in exchanging... RSS Links!

If you wanted to you could completely forget about exchanging simple text links and just exchange RSS feeds!

Since many people use RSS now (bloggers), approach a good candidate for a *content* swap and ask them for something different: A feed exchange.

They run your RSS blog feed on their site (they get content they can use to impress their visitors and attract search engines, you get 5 or so links back to the full articles on your blog) and you run their feed on your site.

Instead of stuffing each other in a seldom used link directory, you both put each other's content front and center on a new page of each of your sites.

Will this send some people away from your site. **You bet!** But it will send some people TO you from the other site as well. Neither site is going to keep 100% of its visitors on-site. Why not send traffic to a partner instead of losing them for nothing in return?

This is the very definition of a "link partner." Anything less and you are not really doing anyone any good. In fact, you are just wasting your time if your goal is to "hide" links on your site so you can trap people who aren't going to buy from you anyway on your site.

They can still close their browser. One way or the other, people who are not going to do your business any good anyway are going to find a way to leave your site! Get used to it!

Do feed exchanges and just watch what happens!

Chapter 9. Power Content - This could be the #1 Power Linking Tactic You Will Ever Use

Oh, the Many Uses of Articles!

You have to do it. Getting over the fear of writing articles on your topic is a #1 goal for you starting now!

Here are the top three things articles can do for you in a VERY powerful way:

- 1) Increase your link popularity**
- 2) Increase Traffic from your article tag-line directly**
- 3) Increase your opt-in list by leaps and bounds**
- 4) Increase your website content for keyword-richness and relevancy**
- 5) Get you VERY big links from super high traffic sites that accept free content, like IdeaMarketers.com**

Creating and submitting articles to content directories becomes an amazing source of subscribers, traffic, and sales.

Putting your articles and other relevant free-to-use articles on your site for keyword content:

Here is a killer little tool that I use that you can get for under \$50 that does something simple, yet is simply amazing. [Article Exchange](#) is this neat little script that even on the surface will blow you away.

Basically what it does is allow you to organize a dynamic "database" of articles in a searchable index. It's deadly fast too. Now most people will use this little application to do just what they built it for - as an article exchange that you can control exclusively for your own content management of your site, OR to also allow authors in your niche to come in and post THEIR articles loaded with keyword-rich search engine friendly html pages of content.

Let that soak in because it didn't hit me for about 30 seconds after I read it the first time. You "allow" other people in your niche to come in

and BUILD your site for you, essentially. You may see where I am going with this.

Content (Words) drives traffic. So let it drive traffic to your products by setting up your article exchange to show off what you have to offer on each and every page a visitor could possibly land on at your site.

Let's get back to just an article database for a moment. If you use this script to run just YOUR articles, which of course are going to point to your main site, affiliate programs, products or services you are writing about, you are going to end up with a web of keyword-rich pages linked to all sorts of places that are important to you financially.

You see where I am going with this right?

Use your imagination, get excited, but whatever you do, go [buy this inexpensive little power tool](#) and get it installed on your site! For the tiny investment, it is going to help you grow a larger site for more pages for more links coming in from search engines and sites pointing to specific pages on your site.

Cool Tool: Another way to multiply your keyword density on your site with a simple tool, check out [Content Zap](#). You can easily add **free** article teasers or full rotating article content to your site that can be read by the search engines!

Think about adding new content to your site from relevant categories at [Content Desk](#) so that you can begin **deep linking** and have enough pages to put 4-5 new link partners each on!

Writing Power Articles

"Writing articles and getting them in the search engines is a great way to create thousands of pointers to your site and to your sign-up form." Willie Crawford, ProfitAutomation.Com

This section deals with something that scares the heck out of a lot of people new to the net or new to their subject matter. The sad thing is people who don't think they have what it takes

to write good articles and short reports are missing out on one of the best Power Linking tools on the net today! Not to mention branding your name and website on the net.

Don't miss out just because you THINK you don't know more than most others or have the ability to write compelling, useful articles and reports on topics related to your business. And if you don't currently know enough to feel comfortable writing on your chosen subject, well, you have an internet account - Use It!

You are privy to the best research tool in the world! Use the net to devour information on your subject and come up with some new twists and ideas related to the core of your business.

Cool Tool: Use [Content Propulsion Lab](#) for your article syndication needs!

Look at it this way: You started your site because you have an interest or expertise in your area. If you want a good web site that people come back to often and that attracts new visitors then you must provide content that is on-target and that offers a unique look that no one else on the net covers.

Another important reason for creating your articles is to brand your website by sending your articles all over the web and adding them to free content sites like <http://ideamarketers.com> and <http://contentdesk.com>.

How about Link Popularity?

Just by listing your articles in as many free content directories as you can find, you will begin to increase your link popularity almost instantly. Articles that I submit to places like my own directory, ContentDesk.com, get spidered FAST and show up as links to my main web site sometimes more than once for each listing.

How about one of your articles getting picked up by a publisher with say, 80,000 subscribers? 80,000 people reading your article with your bio line and link at the bottom! How many hits do you think you could get from that? It happens all the time and there is no reason it cannot happen to you. But **you have to get your articles together** and get them in front of people who will use them.

Where to begin?

There are two kinds of writing we are talking about in this section: **Reports** and **Articles**.

Reports are generally more "meaty" than articles, which means they will be in the 1800-3000+ word count range. They go more in-depth on the topic and are for people looking to learn more nuts-and-bolts of "how-to" do something. Reports are great tools to give away with links back to your site or specific product pages. Use them to not only give away on your site, but for all your visitors and subscribers to give away on their sites and in their newsletters as well.

This is **Viral Power Linking** and can be very powerful. We will include more specifics on this tool later, but at first you may want to just write an article and go through the motions of promoting it before you write something larger.

For web articles you are looking at a certain word count range. Most articles that get picked up by publishers are usually between 600-1000 words. You don't want to go over 1000 because publishers are space-conscious and readers are looking for quick reads where they can pick up valuable information without reading a ton of fluff.

You have just read 459 words in the above paragraphs. Double the wordage in this section so far and you have an idea of the size article you are going to write. Now does that sound like a terrible amount of work when you consider the potential returns that writing it can bring you?

Pick Your Topic

What is it about your area of expertise that you find to be lacking for information on the net? When I wrote Power Linking I was VERY aware that there was little information on the web about the

oldest form of advertising on the net. I knew I had tapped a goldmine and needed to write about it for others to take advantage of what I found. And to date, thousands of people have benefited from what I found was not being covered by website marketing experts anywhere on the web.

I am not saying you are going to definitely find such a wide-open niche to fill. But I am not saying you won't either! Without knowing you and your experience or market I can't tell you what you might stumble onto that would eventually make other people say "**Why didn't I think of that?!**"

Some people would say I got lucky in finding the niche that brought me out of obscurity and into the publishing world. I would say they are wrong. I didn't get lucky as much as I got "informed."

I researched traffic generation on the net until I reached the end of the web, so to speak, and then I wrote about what **wasn't included** in all the guru information on traffic generation and website promotion.

So, to write a great article on your niche you must check out all your competitors in your field and see what they are doing and more specifically, try to see what others are NOT doing and capitalize on that.

Another way to get original ideas for great articles and reports is to piggyback on someone else's idea and add to it. I find things all the time on the net where the author has come up with a great initial idea, but he has stopped where I personally would have kept going. Maybe because I knew something he didn't or I have a specialty in my niche that I know more about than the author did at the time he wrote his article.

Either way, I have taken basic ideas and turned them into much more powerful articles and reports by adding my experience and know-how to the writing. This way, you don't have to come up with the next big thing all the time, but just improve the quality and scope of the information you have found already while searching for the gaps in information in your niche.

This simple change is what has taken me from forgetting 90% of the ideas I have had for products, articles and reports to an indispensable resource for those times I am totally stuck for an article

idea for my ezine or other uses. You will become a prolific writer in no time if you keep track of what you think are neat ideas, or sites you need to go back and visit for a longer look when you have more time, etc.

Believe me, if you don't have a writer's idea file for all the things you think of while researching or just plain surfing, you are going to forget ½ of the things you come up with!

Branching and Report Splitting

Branching is a term I coined that deals with taking a broad concept or idea and picking out one thing authors have skimmed over and building on that. Your article would start out with the basic points of the previous author to bring the reader up to speed on the topic, but then get much more in-depth on a point that wasn't given much attention in the original article or report.

This tactic has a huge potential! I find, and so will you, so darned many articles and reports that start out to cover something way too big for anything less than a book of about 100-500 pages. Yet they try to fit everything into a tiny report. Most of the time they end up with a resource that is way too general and vague to do readers any good.

This is where you come in. Say you download a report on "Best Fishing Spots in the Everglades." Your niche is fishing and guiding services in the Florida Everglades area.

The report you download, usually to see if the guy knows anything you don't, has a bunch of information on places to go in and around south Florida to find the best fishing spots (in his opinion).

You find that he does not go into anything dealing with, say...

- 1) Getting to south Florida,
- 2) The best places to stay for fishermen,
- 3) The best guide services (yours of course!) to take you directly to the places YOU fish when you fish for fun, and
- 4) Information on the best fishing techniques for the specific places recommended in the report.

In your opinion, you find that this guy has chipped off the top of a MOUNTAIN of information and written a report that lacks key

elements that would take it from a good report to a GREAT source of information.

That's where you start to write. Plan what you want to include in a "DEFINITIVE" guide to fishing in south Florida, without leaving anything out. Write a WHOLE REPORT on it. All the while keep in mind that you are going to chop this thing up into 500-800 word pieces so you are really creating a series of articles that you can:

1. Use in an autoresponder series to bring visitors to your site or call your office for reservations!
2. Use as a series in a free content site.

Now imagine THIS! A publisher picks up your article for a travel and fishing newsletter. He can't very well just take the first article since they were all created together in one report and split into "chapters."

His readers will want the whole series if it's good! If that publisher has 50,000 readers, he is going to be sending them several issues with your sequential articles in them! Now you have struck absolute gold! (And so has the editor, as he has several articles HE doesn't have to research and write!)

3. Submit all the articles at once to [free content sites](#) as separate listings with links to "Part 2" and so on.

If you find something that lends itself to this kind of power writing, where the author has left out a whole report, or even an ebook worth of information on your niche, you have struck gold and are ready to become the expert in your niche on that topic.

To put a Power Linking cap on this tactic, use your articles pages on your site wisely and include 4-5 links at the top or bottom from [Search Feed](#) to increase your income AND your keyword content for each article page you put up on your site!

(Using Search Feed gives you more search engine content that is hyper-targeted to your visitors and helps monetize the visitors you lose. At least they are going through a link that pays per click!)

Also, make sure you pay close attention to the title on each and every page you put up. Always load your titles with 3-4 keyword

phrases that are repeated in the article itself for optimal search engine placement.

Cool Tools for Writers and Publishers

1) I highly recommend [Content Propulsion Lab's](#) membership for a complete database of ezine publishers ready to have your article submitted to them for consideration. With all the other tools available to writers, this site is the most complete source for getting wide syndication of your articles on the web. For a small price this site takes hours and hours of article creation and submission and puts it into an easy, sure-fire way to get your articles and reports out to the biggest and best ezines and sites in your niche.

2) Google.com or any other big search engine! You are a researcher! Go out there and start looking around to get a feel for what is saturated with information and where information YOU could write is missing in your niche!

Cool Tool: I found this incredible research tool that remains on my desktop and shaves hours and days off of my regular research for new content, product ideas, feeds, and everything else I search for. Anyone who needs to find everything on the web for any particular search really fast needs Search Automator. Highly recommended tool! Get it [here](#).

3) Forums in your niche. Where do people go to talk about your area of interest? Chances are there is a forum or two that deal peripherally or directly with your topic. Go see what people are talking about - especially asking questions about - on the boards and see if you can find a trend.

New for 2005 - Updated Highest Traffic Article Submission Sites on the Net. Chosen by hand by my staff based upon Page Rank and Alexa rankings.

Pagerank and Alexa rankings will change over time. The numbers below are accurate for the time that we researched these sites. They are all really professional content syndication sites, so I don't expect the links to go down anytime soon.

Top Article Syndication Sites

<http://ContentDesk.com>
<http://IdeaMarketers.com>
<http://ArticleCity.com>
<http://StickySauce.com>
<http://Mikes-Marketing-Tools.com>
<http://FreeSticky.com>
<http://EzineArticles.com>
<http://GoArticles.com>
<http://www.certificate.net/>
<http://www.dotfactor.com/artman/publish/>
<http://www.promotionworld.com/articles.html>
<http://successdoctor.com/free/archive.htm>
<http://harmonymajor.com/articles/>
<http://www.tamingthebeast.net/misc/contentfeed.htm>
<http://www.web-source.net/syndicator.htm>
<http://www.web-source.net/article-announce.htm>
<http://thewhir.com/find/articlecentral/>
<http://Articles.SiteOwners.com>
<http://www.pageresource.com/zine/index.html>
<http://www.janktheproofer.com/ArticleIndex.htm>
http://www.keysteps.com/Tips&Articles/marketing_articles.htm
<http://windstormcomputing.com/pubs/free-ezine-content/index.html>
<http://ProfitInfo.com>
<http://www.123webmaster.com/>
<http://Iomx.com>
<http://ReallyFirst.com>

A larger more complete listing is available in the Article Syndication forum inside the [Power Linking forum](#).

Chapter 10. Growing a Power List for "Portable Power Linking"

As you should now by now, Power Linking is networking. ANY link to your site is a potential high-value link as long as it is relevant. Therefore it is important to understand that your newsletter is an important source of continued contact with your visitors and customers and should NOT be ignored.

You always hear of gurus who get tons of traffic, and you invariably wonder how in the world they get such high Alexa ratings.

I can tell you from personal experience and research that a huge portion of traffic all major sites get is **REPEAT** traffic. Another big source is 1st time traffic generated by a big announcement to their lists and through joint venture partners' announcements. Like a tidal wave, the traffic pours in all at once and suddenly, predictably, the site is a "Mover and Shaker" in the Alexa rankings!

How do you get repeat traffic?

One way is to have a sticky site that offers interaction or a continuously updated content database. Another is to make sure to remind people to bookmark your site.

But honestly, one thing that most people won't tell you about all their traffic, is that it is **repeat** subscriber traffic. They would like you to believe that all their hits are from brand new visitors each time. But that's never true of any high-traffic site on the net.

The biggest source of repeat traffic for most marketers is their list. Customer lists, visitor lists, you name it. If you have a list, you have a huge source of traffic that can be counted on time and again with every new product you release and every new update you announce to your subscribers.

Mind you, you have to be an authority on your subject and you must stay away from mailing "anything and everything" to your list.

EARN trust and you will sell a lot of stuff. Build a junky list with poor recommendations, fail to connect with your readers, and you will get the results most people get: NONE.

If you are not capturing email addresses on your site, via an opt-in strategy such as offering free information, updates announcements, or other incentives, you are losing out on tons of sales, and tons of repeat traffic.

Remember, I said Power Linking includes "portable" links. Links that you bring DIRECTLY to your visitors, not just static links.

Owning a list is a Power Linker's easiest source of repeat traffic and sales, hands down.

But, you are probably thinking "How do I build a big list?" Well, below are ways to build a list that you will blow you away! And you can get a few thousand subscribers WAY faster than you thought possible before!

First things first! You need a real solution for managing a list like a professional while drawing more sales and traffic to your site through scientific list management on auto-pilot.

The mailing list solution you choose will directly affect your profits, for better or worse, if you don't take the time to understand the

importance of having a reliable, bullet-proof system for collecting and following up with your subscribers!

That's where my next recommendations come in. In fact, these are my only recommendations anymore for professional list management solution.

Please, for the sake of your sanity and your business, take the time to read about and understand why you don't want to use a free autoresponder or something junky that comes at a price that's "too good to be true." In the end you just will not profit from your Power List the way you should if you choose a cruddy mailing list software that doesn't work half the time.

My Highly Endorsed List Management Solutions:

[Aweber](#) - One of the most trusted mailing companies by AOL and MSN. Meaning, your messages get through their heavy spam defenses!

[ThirdSphereHosting](#)

ThirdSphere offers unlimited autoresponders with their hosting. If your current host does not offer **every tool in the toolbox** for running a profitable business, then they are taking you for a ride. It would be **well worth it** to switch providers. I did.

Building a Power List: "The Power Linking Model"

Go back to a page you probably haven't seen since you first subscribed to Power Linking and look at it with a critical eye.

Power Linking Squeeze Page
<http://power-linking-profits.com>

Do you see the formula? Do you see how thousands of people became a part of my online marketing "Family?"

That page is an example of what I call "The Funnel" or "Squeeze" page. Nowhere to go but inside. And you gotta sign up for my list to get in. You already know the value of what is inside Power Linking's main site. Well, a great part of the value is spelled out on the funnel page above.

Can you turn "The Power Linking Model" into a successful list building tool for your niche market? Yeah, I bet your wheels are turning already!

How I get new traffic is all outlined in this book. The rest of the traffic I get is REPEAT visits to my site from all the members of the Power Linking Friday Traffic Report list! Again, my list is the heart of operations.

And again, my readers visit often and buy from my recommendations because I don't sell junk. One time is all it takes to lose a lifetime customer. I have done it before, and it hurts bad to think about losing a lifetime customer from a stupid recommendation!

Very Helpful List Building Tools

LeadFactory.com is held by most professional marketers as the leading pay-per-subscriber service on the net. There are many others, but I have had the best luck with Lead Factory overall. I order 1000 emails here and there and have always gotten more than my money's worth.

ListBuilder.com - Here you will find much less costly leads that can now be targeted with great detail to things like omission of AOL addresses and free mail accounts like Yahoo, etc. I have a monthly account with these guys and really like the quality and responsiveness of the leads.

Joint Venture Leads

Have you ever purchased a product online and gotten to the download page where the typical instructions and links are there, but there is something else offered as well?

Sometimes it's a complimentary product or used as an "upsell" that actually goes in between the sales page and the final order form to get you to tack on another purchase with your main purchase. (Very killer tactic, by the way.)

Well, it doesn't HAVE to be a product, per se. I have also gotten TONS of subscribers by joint venturing with people who have the same demographic market that I serve. We basically **trade list information on our "Thank-You" pages** as a way to boost our subscriber base.

And it works SO well it's scary.

Think about it this way: You have gone through and whipped out your credit card, took the plunge, and spent hard earned dollars after getting into a buyer's frame of mind by a terrific sales letter.

How hard then would it be to get you to check out something that is enticing and FREE? I have found through testing that the conversion ratio of views/subscribers is **MUCH** higher when people are shown a great free resource they can pick up along with their purchase.

Think of ways you can team up with non-competing businesses in your niche to do the same thing. You are basically trading customers and growing each other's list with unused real estate on each other's thank-you pages.

This little trick works like a charm and I know guys who have added thousands, even *tens* of thousands of subscribers to their lists with a JV campaign as simple as this.

More Easy Subscriptions

Subscribing at the push of a button: I use **Magic Subscriber** (included in your bonus area at the end of this course.)

Not even a form to fill out! It's sold elsewhere, but you get it free as part of Power Linking, and it has doubled my subscriber rate from the conventional forms everyone else is using.

Power Tip: Getting More Subscribers Out of Affiliate Programs

If you've ever promoted an affiliate program before, I bet you have sent raw traffic directly to your affiliate page (URL) without capturing the emails first.

Big no-no! If you place an ad in an Ezine for "Acme Affiliate Program", where you earn a commission for everyone that buys from Acme, and send people directly to your affiliate URL that Acme gave you when you signed up for their program, you are totally blowing it!

All you get out of the scenario above is some sales. Then you are done. Time to move to the next ad if you are going to make any more money.

What you SHOULD do is send people to an email capture page FIRST! That should be the URL they see in your ads. In order to go on to the fabulous product or service you are recommending, they must first "register" by filling out your email capture form, like the one on your Gate Keeper page.

THEN, your form should re-direct to the affiliate page you advertise in your ads.

Now you are not sending raw traffic to a page on someone else's site without getting EVERYTHING out of the ad you possibly can. You see, you are after the subscribers of every ezine you advertise in, not just a couple of sales.

Most people will not buy the product you are affiliated with. At least not the first time. Current marketing stats show it takes anywhere from 7-12 followups to get most people to buy from you the first time. So how are you ever going to sell them later if you do not get their contact information first? You aren't!

Your Portable Power Link Campaign: Doubling Your Autoresponder Power Links

You can even FURTHER squeeze money from your advertising campaign by adding another list altogether to the mix. Say you have a sequence of emails in an autoresponder that sells yet another product

by Acme. Through this sequence, your subscribers are getting an informative article series with a little nudge to buy a product or service related to that information.

Put THIS sequence list as the registration page signup form, and then loop all the subscribers you get to **your main list** after the sequence is over. (Most mail list management programs like [AWEBER](#) have autoresponders that will do this by checking off a box and selecting what list to loop to after the sequence of emails has completed.)

Why do this? Well, you just added more BANG to your ezine advertising campaign by adding TWO products instead of just one to the mix. One you advertise, which they "register" to get a peek at. And one that they are made aware of through your main product autoresponder sequence that begins right after they register on your capture page before looking at your offer!

Now, through promoting an affiliate program, you have people on the affiliate program autoresponse, make some sales immediately, then loop all the subscribers you get from that particular campaign to your MAIN autoresponder sequence you normally use to introduce yourself and your products to people who subscribe on your main page.

This is a mighty powerful way to capture more emails and generate at least twice the sales by

1) Being able to follow up with tire-kickers that you lost before, and

2) Incorporating another product into the mix with the followup series that was triggered after they registered.

Gives me chills just thinking about it! I have made **hundreds of thousands of dollars** and gained **thousands more subscribers** by just incorporating the simple "double-bang registration process" above into my affiliate marketing!

Chapter 11. Blogging and Pinging

In previous chapters I alluded to the power of blogging to increase your links and exposure. This chapter will show you how to use blogging and “pinging” to make sure your new blog posts are getting picked up by the major blog engines.

Remember, the more you use blogging, still a fledgling industry, the more traffic you are going to get from syndicating your blog.

All you need is one big site to start running your blog feeds regularly to see a radical change in the number of people visiting your site! And here I will show you how to get hundreds, even thousands of people using your content on their sites!

What is blog and ping?

This term is thrown around a lot without consideration of whether people know what it really means or not. Basically, blogging is the easy part. Most people know that by now.

Pinging is the act of “telling” certain places like weblogs.com and others that you have made a new post. They then come check out your post and make sure it is in their engine for people to find.

Most blog software comes with basic pinging functions. But Power Linkers want a blog where you can add a TON of places to ping every time you post. That’s where [WordPress](#) comes in. (It’s even FREE, which blows my mind for all the things it does.)

This is my blog of choice because it is easy to use, change, customize, and add ping sites to. The more sites you can ping the better!

If you use [ThirdSphere](#) hosting, you have what is called Fantastico. That is an auto-installation program for all kinds of scripts that do wonderful things.

You can install WordPress on your site easily if your host uses Fantastico. If not, you can get a free copy of [Word Press](#) here and install it yourself.

They have a forum where you can learn how to customize it, add ping sites, and much more. I recommend this blog software over all others because it is easy and powerful.

EXTREMELY Cool Tool! [Pingomatic](#) will ping the biggest list of the most important ping sites on the web. All you have to do is put in your blog URL and choose which sites it will ping for you. I used to post a list of sites to ping by hand, but since Pingomatic started, there is no need for all that. You can use this IN PLACE OF changing Word Press's ping list. I'm not sure how long this will remain a free tool, but even if they start charging for it, the traffic's worth it!

The screenshot shows the Ping-O-Matic website interface. At the top, the logo "ping-o-matic" is displayed in green, with "145,985,527 PINGS SERVED" underneath. A blue navigation bar contains links for Home, About, Blog, Stats, and Contact. Below the navigation bar, the heading "Welcome to Ping-O-Matic" is followed by a "BLOG DETAILS" section. This section contains two input fields: "Blog Name:" with the value "The Friday Traffic Report" and "Blog Home Page (not RSS URL):" with the value "http://www.webmastertraffictools.com/weblog/index.php". Below the form is a "SERVICES TO PING" section with a grid of checkboxes and links for various services. The "Specialized Services" section includes checkboxes for Audio.Weblogs, RubHub, A2B GeoLocation, and BlogShares. A "Submit Pings »" button is located at the bottom right of the form area.

ping-o-matic
145,985,527 PINGS SERVED

Home About Blog Stats Contact

Welcome to Ping-O-Matic

BLOG DETAILS

Blog Name:
The Friday Traffic Report

Blog Home Page (not RSS URL):
http://www.webmastertraffictools.com/weblog/index.php

SERVICES TO PING

<input checked="" type="checkbox"/> Weblogs.com [link]	<input checked="" type="checkbox"/> Blogs [link]	<input checked="" type="checkbox"/> Technorati [link]
<input checked="" type="checkbox"/> Feed Burner [link]	<input checked="" type="checkbox"/> Syndic8 [link]	<input checked="" type="checkbox"/> NewsGator [link]
<input checked="" type="checkbox"/> Feedster [link]	<input checked="" type="checkbox"/> My Yahoo! [link]	<input checked="" type="checkbox"/> PubSub.com [link]
<input checked="" type="checkbox"/> Blogdigger [link]	<input checked="" type="checkbox"/> BlogRolling [link]	<input checked="" type="checkbox"/> BlogStreet [link]
<input checked="" type="checkbox"/> Moreover [link]	<input checked="" type="checkbox"/> Weblogalot [link]	

Specialized Services

<input checked="" type="checkbox"/> Audio.Weblogs [link]	<input checked="" type="checkbox"/> RubHub [link]	<input type="checkbox"/> A2B GeoLocation [link]
<input checked="" type="checkbox"/> BlogShares [link]		

Submit Pings »

Chapter 12.

Power Linking Publicity: Bloggers are Powerful Players in Driving Traffic!

Wonderful, powerful, delightfully **free** traffic is just one link away. Here is something I bet you have never heard anyone talk about before. And it is proven, extremely powerful, and can literally change your business overnight.

Everyone focuses on telling you what to do with your OWN blog and invariably leaves out something very important: Popular, high traffic blogs that can bring you publicity on a **major** scale.

“Three days after an endorsement from Gizmodo, hits at DiscHub’s website jumped from 20 to 10,000. DiscHub founder Jonathan Bruck says the mention made his company a success.”

–**Michael V. Copeland**

Bloggers are very important people these days. I have told you about using “Other People’s Popularity” in so far as how you use articles and syndication to capitalize on the popularity and traffic of other sites you put your articles on.

Now switch gears to the blogging world. There are popular blogs in almost every market niche on the internet. And by popular I mean from 40,000 page views a month to upwards of 500,000 page views each and every month.

Imagine for a moment that you market tech gadgets. There are blogs out there that get immense traffic from your ideal customer in this niche.

Try to stretch yourself now. Imagine getting a mention at Gizmodo.com for your new tech gadget. This blogger gets no less than 1.5 unique visitors per month, according to an article in Business 2.0, June 2005, entitled “Leverage the Hype Machine” by Michael V. Copeland.

Sound crazy? Impossible? Not if you simply broaden your scope and realize that bloggers are hungry for content like anyone else. And blogs that focus on new and innovative things are naturally prone to

pick up little-known businesses and propel them to super-success with mere mention of their name.

DischHub, in the quote above, went from 20 hits a DAY to over 10,000 with one popular blog link. If you think you are any different than DischHub was the day before the blog story, you are selling yourself **SO** short!

Ok. Maybe you think "I sell information products. No way am I ever going to get on a major blog on that scale for a mention of my business!"

If I were in the room with you now I would ***shake*** you. You can and WILL get a mention on a major blog for your business no matter what you sell. You just have to know that it is possible and **go after it!**

Here you go Mr. It Won't Work For Me! Below are some major internet info product bloggers with traffic you would kill for...

[Bly.com](#) – Think you could get on this guy's blog? It has lots of traffic, excellent search engine rankings, and if you deal with copywriting, direct sales info, lead generation and conversion info, or anything else related to this niche, you can approach the owner and work out all kinds of deals.

I found this site in two minutes doing a search in google for "secrets to their success blog" trying to find bloggers who do stories on up and coming businesses and marketers.

Here's another one...

Alice Seba's [InternetBasedMoms.com](#) deals exclusively with WAHM's or Work at Home Moms. You cannot start any smaller in the business world than a new work at home mom! Yet, you can become someone like Alice Seba who now owns a super high-traffic blog site dedicated to sharing stories of WAHMs who are up and coming success stories!

I found this site in 1 second because I know Alice and her story is like so many others online. "Zero to hero" through hard work and thinking outside the box.

If you are a WAHM, you too can get massive publicity on a scale you never dreamed of because there are people like Alice out there waiting to write your story on their high traffic blogs.

Bloggers are power players on the internet today. The most powerful link you can get to your site can come from one of these power players, and it is way easier than you think.

And now that you know about this "little" tip, write out the steps you are going to take to research the best blogs you can approach with your "story" or product/service and see if you can't just propel your business into a whole new tax bracket with just ONE Power Link!

Think...Just ONE Link!

You are only one link away from great success for your web business...

How to get a Powerful Link from a big blog:

1. Sign them up for your affiliate program
2. Write to them about your product or service and ask if they'd be interested in doing a story on your business. (Hey, this is exactly how most of these stories on the big blogs come about!)
3. Send the blogger your product for review.
4. Review THEIR blog on yours and send them an email to alert them that you are a big fan.
5. Network with bloggers in all the ways you can think of and figure out ways to help THEM with their mission, and you will get great returns on your efforts!

Power Tool: If you want to find things on the net fast, use one of my recommended power tools: [Search Automator](#). The searches in this chapter were done with this tool and I routinely decrease my research time by more than ½ the time it takes switching engines and doing an exhaustive search the old way.

Conclusion

You have gotten the **very best of me** in this course! Now you know **how** I do what I do and how I made my businesses into success stories. I am sure you will want to go back and review videos and sections of the course.

My best advice at this point is to **PLEASE USE** what you learn in this book and on the forum. If you truly apply what you learn here you will definitely see **an incredible transformation** take place in your business. Have faith that what you learn here will reap great rewards for your business and **DO NOT** stray away from the tactics you learned here to chase some fly-by-night tactic from someone you've never heard of before!

Honestly, the tactics in Power Linking 2005 are **ALL I use to be successful online**. I practice what I preach!

You absolutely should keep abreast of current tactics and up on the latest promotion techniques. But a word of caution: **DO NOT sit on the information in this book and think there is a "silver bullet" to getting huge amounts of traffic and exposure for your web site.**

There is no easier way to get quality traffic and customers than using the tried and proven practices in this book. I PROMISE you - the only reason people will fail to succeed with the tactics in this book is by not using them and continuing to search for the Holy Grail. It ain't gonna happen.

Stay focused and remember that the work you put in now is going to pay off **BIG** in the near future! Make sure you go to the end of the course now and check out the 11 Jump Start Plan for your Power Linking Campaign!

Happy Linking!

Sincerely,

Jack Humphrey

P.S. – Remember that a great deal of information and tools is available to you in the Power Linking Forum. Don't waste the resources you

have purchased! Get into the forum often, ask questions, use the new tools, and profit from this investment! [Go to the forum now!](#)

Send in your success story and get a link on the Power Linking 2005 site!

Tell me about your success with Power Linking in general or with a particular technique outlined in the course or videos and you could be published on the site with a ***link***, of course!

The more detailed you are with stats, the more likely you are to be published, so make sure you track your success from day one for best results!

Just send your success story to
<mailto:jack@powerlinking2005.com?subject=Success Story>

Your Bonus Software and Resources!

Files

WinZip

(for unpacking some files)

[Download](#)

Power Linking Toolbar

[Download](#)

Basic Link Directory Script

[Download](#)

Link Popularity Software

[Download](#)

**Power Linking Campaign
Planner Software**

[Download](#)

Magic Subscriber Software

[Download](#)

Continued Learning

Blogging Secrets

[Download](#)

**Free Publicity: Writing Great
Press Releases**

[Download](#)

Great Article Examples

[Download](#)

Don't forget you have the 11 Day Jumpstart Plan at the end of this course you can use to put all the pieces together and stay organized and kick your Power Linking Campaign off with a BIG BANG!

What's in Jack's Toolbox for Power Linkers?

Marketing News

[Webmaster Traffic Tools Marketing News](#)

Website Content

[Content Desk](#)

Content Syndication

[Content Propulsion Lab](#)

Make Money as a Power Linking Affiliate

[Power Linking Profits Affiliate Program](#)

Sign up as an affiliate for the resale rights program and make \$250 per sale of the rights to Power Linking 2005!

[Sign up here.](#)

Research Software

[Search Automator](#) – I love this tool. It helps me find things faster than searching engines one by one and it is jam packed with tools that I never knew existed for finding information, partners, affiliates, articles – anything really.

Link Directory Software and Scripts

Linking Software

[ARELIS](#) link management desktop software is very good at what it does: It organizes your link directory, helps find link partners, and keeps track of your links on partners' sites. Many people like this one because it is a desktop software and not a script at all. It creates your directory and you upload it from the software itself to your site. Very good solution for beginners.

Free Linking Script AND Directory Site Builder!

[Link Management Assistant](#) is a free solution that has a nice twist. You can create a "seasoned" directory by augmenting it with results from DMOZ. [Sample](#). Very nice link management features including monitoring your link partners and sending out emails when it can no longer find you link on their pages. Don't let FREE fool you – this is a powerful script!

Jack's Rolodex of Linking Resources

[LinkMetro](#) is a free link exchange community that is the brain child of Brad Callen, one of the most successful SEO experts on the planet. (He is also the creator of another really top-notch SEO program called [SEO Elite](#).) This is my top pick for link exchange communities.

[Affiliate Finder Pro](#) – I use this software to find JV partners and to get an idea on who is linking to my competition so I can link with them too. This is the best of the similar style software out there that only claims to do what AFP does. I like this software A LOT!

[Links Manager](#) – This service has a new Deep Linking component that will put your link partners deep, throughout your site, which is a core linking tactic of the future!

Places to get more quick links from authoritative sites:

1. [Strongest Links Directory of Directories](#)
2. If you have a site with a car theme then you can get 29 links quickly [here](#).
3. [WebWorldIndex](#) - TONS of places to get links here!
4. [Digital Point Network](#) – Free linking co-op resource which does really well for my sites. Some technical work needed, but the return is worth it!
5. [55 Places](#) to list your blog.

Resources like this will always be kept up to date in the [Power Linking Forum](#) under "Easy Fast Links."

ACTION ITEM: Get 60+ links to your site from authoritative directories!

I have something for you here that will help your linking immensely and save you time - lots of it.

It is an html listing of links to major directories you hand-submit to.

The pain is when they require a reciprocal link you have to go BACK to your site and put them in **before** they list you in their directories. Now you can just format the list I have for you into the look of your site, upload it, link to it from your main page, and go to all the sites on the list and submit your link information without having to mess with going back and forth.

There are many more directories than the ones that require a link back, so the html list is **just** those who require reciprocal link. You will find the list of ALL the directories I recommend you submit to in the zip file below.

The rest are self explanatory - but they will increase your link popularity all the same.

There is even an ARELIS friendly list so if you are using [ARELIS](#) you can add the partners to your directory instead of uploading a new page to your site!

Download the .zip file [here](#) and follow the instructions.

That's it! It will still take some hours to get through the whole submission process, but there is no way around that. This system will shave a lot of time off the process.

Stomping the Search Engines

Brad Callen's [SEO Elite](#) is a great program you should definitely check out. It is one of the very few that I would consider endorsing because very few actually work! This one does.

[Stomping the Search Engines](#) – by Brad Fallen and Andy Jenkins. Brad is not some kid working out of a garage who knows a *little* about search engines. With my very low tolerance for them, he actually makes search engines more interesting to me, which is a big deal. He is also one of the most successful (in pure dollars earned) marketers on the entire web. And his success comes totally from knowing how to work with the search engines.

Paid Advertising

When you talk about advertising with Adwords, there is only one name in the game that rises above all others: [Perry Marshall](#). The guy is a phenom in the Adwords profits world. I wouldn't start an Adwords campaign without his guidance if my life depended on it. His definitive guide to Google Adwords is [here](#).

[TextLinkBrokers.com](#) is my top pick for trust, professionalism, and protection from fraud when it comes to buying text links.

Copy, List Management, and Site Feature Resources

This is the section I referred to for making sure your site is performing as well as possible once you get all this new traffic...

Copywriting

[Michael Fortin's Copy Doctor](#): Michael is my mentor for copywriting. I have made a great living consulting with online business owners writing their copy and design work through my firm at <http://webfoxmedia.com>.

Without Michael, my sales letters would be performing at a much lower conversion rate than I enjoy now. For those who already know him, Michael is the man when it comes to writing copy that sells and excites. If you want your sales conversion to be as high as possible once your traffic starts coming, this is the guy to listen to!

My Highly Endorsed List Management Solutions

[AWEBER](#)

Here you get guaranteed delivery to places like AOL and MSN addresses because of AWEBER's good relations with the massive companies.

[ThirdSphereHosting](#)

ThirdSphere offers **unlimited autoresponders** with their hosting. I made a deal with Miguel Alvarez to give Power Linkers **1 free month** of the best hosting you will find on the internet. There really is no competition that comes even remotely close to what Miguel offers.

Sticky Site Features

Putting Audio on Your Site

[Instant Audio](#) – They are the best in my opinion and I have used them for a long time. Very easy and fast.

Putting Video on Your Site

[Instant Video Generator](#) is the easiest and fastest way to give your site a killer 1-2 punch of copy enhanced with streaming video. We use this because it drastically ups your response rate and credibility on any kind of website.

Creating Ebooks and Reports in PDF Format

I use [Adobe Acrobat](#) and can print word documents into Adobe Distiller, converting .doc files right into .pdf files that anyone can read with the free Adobe Acrobat Reader.

PDF Creator Freebies

Try these other pdf creators to lighten the load on your wallet...

<http://www.gohtm.com/>

<http://createpdf.adobe.com/>

<http://www.pdf995.com/>

Your Personal 11 Day Jumpstart Hot Sheet!

This is **your master play book** for your Power Linking Campaign. Use it to organize yourself and **set firm deadlines** for when you are going to get **all** the things on this list done.

Of course you should have gone through the entire course and videos once before you understand all the steps below and how to accomplish them.

I have organized everything in order of importance from the very beginning of a Power Linking campaign. Follow this plan to get the most out of your efforts as quickly and efficiently as possible.

Power Linking only works if you do! Don't be afraid of success. Tackle this work with pleasure and the expectation of a high-traffic website which is soon to come!

Day 1: Install a link directory on your site. (Skip this if you already have a link directory.)

Recommended: Use the link directory script included in your bonus section or Duncan Carver's [Link Management Assistant](#).

Set up and configure your script so it fits your site's look and feel. Set your categories up according to the topics of the sites you want to link with that are RELEVANT to your site, but not in direct competition.

Day 2: Ongoing – from here on out be on the lookout for link partners to trade links with. Use the tips and tactics in the first part of this course to swap links with other sites using your new directory.

Also on Day 2: Install a [blog](#) on your site. (Skip this step if you already have a blog.) Make some posts with articles or news and get the blog looking a bit "seasoned" and ready for traffic.

Day 3: Submit your Blog's RSS feed to the 55 top blog directories and search engines. Use the list found in the [Power Linking Forum](#) under "Easy, Fast Links." Topic title is "55 Blog Directories to Get Listed In"

Day 4: Write 5 articles or put in motion the process of hiring a ghost writer to write them for you. Put together 5 topics you want to write about that deal with your product or service and that will inform readers and have them clicking your resource link for more.

This could be a long day, especially if you are a first-time writer,

but you have all the tools and examples at your disposal through this course to get this accomplished today. It's only a total of 2500 words, but if you can't get all 5 done that's fine. Simply set a deadline to **finish** all 5 by a reasonable date and **stick to it!** Post them all on your blog as you finish them.

Day 5: Syndicate your content! Use the syndication tools in the course and in the forum to get your new content out there and start picking up one-way links instantly as you publish your content around the web. Save time with [Content Propulsion Lab](#).

Make sure you stagger your syndication and do NOT syndicate all your articles at once. Publishers can only pick up an article at a time for their newsletters and you need to put a week between submissions to get the most out of your articles. You should have 5 weeks of articles to work with now.

Day 6: Install "**Link Popularity Checker**" and get your site in the software. You will need this soon to see links to your site that will start showing in the search engines. Take a break today, maybe write a post to your blog. You deserve time off and you have a LOT in motion already!

Day 7: Now that you have a blog with enough content to feed the top 5 latest posts to other sites, spend the day looking for other bloggers in and around your niche that you can **swap feeds** with. Use [RSSEqualizer](#) to display feeds on the new pages of your site as you secure your "feed partners." Try to secure 5 feed partners in the next 10 days.

Day 8: Working on a LinkWorthy site. Start pulling in more RSS content from other sites. This will give your site keyword-rich content and more pages to get ranked in the search engines. Surround these feeds with pay per click ads and PPC content like [Search Feed](#) as well as, of course, your product and service ads.

Use a blog engine like Daypop.com to find feeds on topics your visitors would be most interested in and grab the feed URL to pop into [RSSEqualizer](#) and create new pages for your site.

Day 9: Add a forum to your site. (Skip this step if you don't have a lot of customer service, or plan to, OR if your industry is not the "chatty" type.) If your visitors ARE the chatty types, let them help you build a popular site by being active in your forum!

Day 10: How are you doing with link partners? You should have at least 5 by now in your directory if not many more. One a day would have given you about 10 by now.

Today is going to be a long day, but well worth the trouble and you'll never have to do this day over! Go to the Action Item in the course on page 86 ([Video #4](#)) dealing with the 60+ fast links system and complete this step today. If you cannot get it all done today, do your best and at least get it finished up tomorrow.

Day 11: Plan out your daily Power Linking regimen from here on out.

- How many articles are you going to publish per month?
- What forums and blogs are you going to find to become a regular poster on?
- What other networking opportunities are out there in your niche to take advantage of?
- How many of the non-reciprocal linking tactics in Chapter 8 can you start to work on and what are your deadlines for each?
- Who can you approach to write exclusive articles for?
- Have you found any popular blogs to send free product or service to in exchange for a review?

Remember that you need to have goals, set deadlines, and stick to your website promotion efforts no matter what you use to promote your site. The difference between a Power Linking campaign and other so-called marketing campaigns is that Power Linking is **proven beyond the shadow of a doubt** to work – you just have to use it, be organized and diligent!

GO FOR IT!