

SEO OBLIVION:

How to Escape the
Backlink (and SEO)

Rat Race and...

Start Getting Some

Real **FREE** Traffic:

Part I & II

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How to Escape the Backlink (and SEO) Rat Race and... Start Getting Some Real FREE Traffic:

Part I

(THIS REPORT IS FOR YOUR PERSONAL USE ONLY)

If you could like to sell this report to others,
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<http://www.bryankumar.com/backlinkplr/>

In this report, you will learn...

- Why all (or most of) your backlinks and SEO efforts are **hurting** you *more* than they're *helping* you! (And, how to fix that once and for all.)
- Why almost all the products, script/software, and services that promise to "create hundreds of backlinks for you overnight" are going to get you de-listed or banned.
- Why it's dangerous to do seo and backlinking the way most experts are advising you. (And, the only right way to do it...)
- How to start using backlinks and SEO the right way (the only way) so that you get great search engine placement and stay there for a long while (much longer than your competitors)
- What a "Zombie attack" can teach you about top search engine ranking and getting more free traffic!
- And, more cool stuff.

Let's get to it...

How Fast Will You Kick Him Out Of Your Home?

Imagine, if you will, a complete stranger trying to enter your home.

What's your first reaction to this situation?

"Don't let him in!"... right?

This stranger could be dangerous. He could pose a threat to you or your loved ones. He could even be a threat to your *life*, couldn't he?

But, what if there was a tiny chance that he wasn't life-threatening?

Maybe he's just a thief...or a vandal....or heck, maybe he's just loud and obnoxious.

Or...maybe he's just a mentally-challenged individual who has lost his way. Maybe he's harmless.

Would you let him in then? No? Hmm...

Does that make you a bad person?

No!

It makes you a sane person. It makes you a sensible, cautious, experienced person.

The thing is, you don't really know *who* this person is or *what* he's capable of. And, even your best assumptions about this person could be completely wrong. So, your most logical reaction would be to keep him out.

Besides, this is your home. This is your personal space. And, only **you** have the right to make the rules. Only *you* have the right to choose who enters and who doesn't.

Your rules are there for a reason. It's there to create a safe, respectful, drama-free environment in your home - and it's there to protect you (and your loved ones) from harm.

Makes sense so far?

Good. Now, let's continue this train of thought.

(Stick with me, I promise this will all make sense soon...*and* it will also help you get traffic and make money. :-)

When Zombies Attack...

Now, imagine that the number of strangers trying to enter your home and personal property is starting to increase very quickly.

They are entering your home from every door, window, attic, crawl space, chimney...every opening that is available to them!

You don't know whether all of these people are harmful or not. What you do know is that any *one* of these individuals could be dangerous and life-threatening to you and your family.

What would you do now?!

Would you stop and interview each person to find out whether he's safe or dangerous before you decide how to deal with them?

Or would you shoot on site? (This is turning into a zombie movie, isn't it?)

Remember, the number of them entering your home is increasing fast. And, in the time it takes for you to stop and question one of them, there will be 9 others that are already inside your house.

What do you think most people will do in this situation? Especially when their life, and possibly the lives of their loved ones, are on the line?

Would they shoot first and ask questions later?

You'd better believe it! They'd be stupid *not* to, right?

And, what if there really was a chance that some of these strangers were brain-sucking Zombies?

Okay...zombies probably aren't real, right? And, the above scenario is obviously an extreme example of the "friend vs foe" entering your personal property.

But, I'm sure you understand the concept and points I'm trying to hit on, yes?

Now, let's tone this situation down a bit...

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Let's imagine that you've got millions and millions of dollars, *cash*, in your home. And strangers are trying to enter your home.

You don't know whether they're trying to steal your hard-earned money or just wanting to use your phone.

Would you deal with the situation any differently than the life-threatening situation illustrated earlier? How about when the number of strangers trying to enter your home simultaneously starts to increase rapidly?

Most people would still "shoot first and ask questions later," wouldn't you agree? Especially if millions of dollars were at stake.

Now, let's shift the scenario a little bit more... this time, you're guarding a **web site**.

But this isn't just any website. This site is worth *billions of dollars* IF it is allowed to run the way it's supposed to.

More importantly, this site would *lose* millions and millions of dollars per day if outsiders were allowed to enter and have their way with it.

Let's call this billion-dollar website "**Google**"...

(I'm sure you're starting to see where I'm going with this, yes?)

Why Google Doesn't Care About You Or Your Web Site!

Google only cares about one thing. And that 'thing' has nothing to do with you, your website or your business. (When you understand what that is, getting listed well on Google becomes a *heck* of a lot easier! And a lot less "temporary.")

Google spends a **lot** of money, *daily*, on trying to keep you **out** of it's web listing. Well, not necessarily **you**, but *most marketers* who are trying to get listed.

Let me explain...

Most marketers (especially the new ones, but also many who have been around for yeeears) are always trying to look for a way to "beat the system" when it comes to getting listed high on the search engines.

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In other words, they are trying to enter "the House of Google" *any* way possible **except** by *following the rules*.

Listen to this very carefully... if you are trying to "sneak" into Google by bending or breaking the rules, are using some automated method or software, or even if you're paying someone to create backlinks, spinned content or and other such things for you, you will *very soon* see your site (and business) kicked off Google permanently. (I'll explain why and how very soon...)

Fighting spam is an **expense** for Google. They spend a lot of money and resources on trying to keep their search results relevant and useful.

Spammers are a nuisance. Keeping them out costs Google money, but it has to be done. If Google doesn't do it, its going to lose millions of dollars.

Remember the 'strangers' and 'zombies' and 'millions of dollars at stake' scenarios we discussed earlier? It's just like that!

Google has to spend money and resources - on a daily basis - to keep the 'zombies' **out**.

One may ask the question, "Why is Google trying so hard to keep so many people out of its listing?"

My first answer is... *Does it matter why???*

Does it really matter why Google is trying to keep the 'zombies' out?

Google owns the site. Google pays for the site. And Google makes money by keeping the site (and it's listing) in the way that helps it make the most money.

Isn't Google the only one with the right to make the rules concerning it's home (or site, in this case?)

Does anyone else have the right to tell Google who to list and who to keep out?

No. Plain and simple.

Just as no one else has a right to tell **you** whom to let into your home and whom to keep out. Just as no one has the right to tell you which of your "rules" about your home is logical and which are insane.

And, yet I see petty individuals, every day, stomping and whining about why it's "so unfair" that they can't get listed on Google within 24 hours... or that they got "unfairly" de-listed, removed or "slapped" by Google.

By the way, these are the same people who are always searching for ways to "beat the system" and "trick" Google into listing them. They are trying to "sneak" into the House of Google by breaking or bending the rules. They are trying to enter where they are clearly **not wanted**.

In fact, the only **logical** way to enter Google is by abiding by the rules and by giving Google what it wants!

Doesn't that make a lot more sense? Doesn't that seem a lot easier?

In fact, doesn't that seem like the fastest and easiest way to get into the house of Google *and stay there for a long while?*

Think about it... wouldn't you be a lot more likely to allow your guests to stay a while in your home if they entered on good terms (by befriending you and abiding by your rules) than if they entered by force or trickery?

Yes, that's the "big secret" to getting listed well *and* staying there for a longer period of time than your competitors. (And that's why most people, even those who know better, can not stay listed/ranked well in the search engines.)

So, the next question that arises is...

...What the heck does Google want?

That's a billion dollar question. And, we'll get to that soon enough.

First, let's talk about what Google *doesn't* want... (because, if you're doing something that Google doesn't want you to do, it's only a matter of time before they discover it and 'slap' you into oblivion.)

Do You Throw Garbage Out of a Moving Vehicle?

Have you seen these guys? The ones that throw trash, cigarette butts (still **lit**), or entire soda cans out into the streets while they're driving in their car?

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I even know someone who keeps his house super clean... and yet, throwing candy wrappers or garbage out into the streets from a moving vehicle is perfectly okay by him. No problem there. (?)

Do you think any of these people would care if you and I drove around *their* neighborhood and threw trash out of our cars and into their streets and yards?

And, let's not forget that there are in fact **laws** that prohibit throwing trash into the streets - at least in my neighborhood - *and fines of up to \$1000 if caught.* (I, for one, and very glad about these laws and I think it serves them right to have to pay such fines.)

Okay... enough about these idiots...

Now, let's talk about a similar situation on the Internet...

...Clutter.

How useful would it be to you, as a searcher, if the first 5 listings on Google were exactly the same, except with slightly different titles to fool you into thinking they were different sites with unique content? (If you don't use Google for searches, let's say the same problem was happening at *your* favorite search engine or directory.)

How useful do you think others would consider **your** site to be if all your individual pages containing the same content...or worse, the same content with slightly different headlines to fool them into thinking that the next page would have more/new/unique content?

And, what then would these people think of **you** and *your business*? How much value would they associate to you, your site and your business? How often, if ever, would they want to come back to your site?

And...what reason would they have to opt-in to your lists, newsletters, or even consider taking a gift from you?

I think you already know the answer to all of that, don't you?

I would leave your site in a second if I saw the above scenario. So would every other web surfer (and potential customer.)

And so would **you** if you came across a site like the one described above, wouldn't you?

Why should expect anything less from other people? Why should we expect them to trust, listen to, or like us...if all we did was throw regurgitated duplicate content at them?

Most marketers and web businesses don't stop to think about this.

All they know is, some "expert" told them to that this was a great, quick and easy way to get lots of traffic from search engines and/or the web. (Just the other day, I saw another email from another so-called "guru" pitching yet another "content spinning" software.)

Look, it's already difficult for your target audience (prospects and customers) to sift through the garbage and 'white noise' to get to your site.

The last thing we should be doing, as marketers and web businesses, is to clutter the web even more with useless crap.

There is a **reason** why Google (and other search engines) don't care for duplicate content and most of the "spinned" junk that marketers throw out there.

They don't want it listed on their web sites. And if you try to trick them into listing your junk, they will eventually find you, and yes, slap you and your site into oblivion.

And, by the way, do you really want the first impression of you to be that of someone who puts out junk and garbage? Is that really how you want your prospects and customers to see you even before they ever decide to buy anything from you?

Does that seem like a 'brilliant' business plan to you?

But Officer, I Didn't Know That Was Against The Law...

I have some friends who are policemen and highway patrolmen.

And, according to them, one of the most common excuses these law enforcement officers get to hear is, "I'm sorry, I didn't know it was against the law..."

As you may already know, "ignorance of the law is not an excuse."

If you get caught entering someone else's property without permission, you'll pay. If you get caught littering where you're not supposed to, you'll pay. *And*, if you get caught trying to spam or "game" the search engines, you *will* pay - whether you plead ignorance of the rules or not. (If they haven't caught on to your scheme yet, they will very soon. Count on it.)

Just as we illustrated earlier with examples of strangers or "zombies" entering your home, Google does **not** have time to stop and ask you about your "intentions."

If it catches you doing what they don't want you to do, if it catches you trying to sneak into the listings or game the system in some way, **you are going down!** No questions asked. (And, as I've mentioned before, if you think you're getting away with some sneaky tactic right now, trust me, they will find you very soon and cut you off. Often, permanently.)

What the Heck Are You Talking About...

I trust that you understand the fundamental points I'm trying to make with this report by now...

...Don't piss the search engines off! (It's not about "fear" - it's about *being a good human being* and respecting the rules of using other people's property. Especially expensive property. And, you get rewarded for it. What a deal!)

...You need them more than they need you. (In fact, they don't need you at all. They will *take* you if you offer them - and their end-users - something of value, *first*. Isn't that the most braindead easy way of making friends? Offer them some value, first! That's how you make friends, that's how you get dates, that's how you find JV partners. That's how the world works *anyway!* So, don't make things harder on yourself than it has to be.)

...Make it easy on yourself *and* on others. The easiest (and often the quickest) way to get listed on search engines - and *stay* listed for a long while - is to *play by the rules*. (Just as the easiest way to get into *your* home, and get to stay a while, is to obey *your* rules and play nice.) Stop creating more work - and problems - for yourself...*and* especially for them.

Just give them what they want, and they will give you what *you* want. It's really that simple.

So, we will spend our time, effort, and focus on *what really matters*...and forget the rest.

That's what Part II of this report will be about, which is coming up below...

In it, we'll discuss some fun and interesting topics like...

...The Biggest and Worst Mistakes You Are Probably Making Right Now

How to Escape the Backlink Rat Race and Get Real Traffic

...They Know MORE About You Than *You* Do!

...What the Heck Do ~~Women~~ Search Engines Want?

...A Secret That Only a Handful of Successful Warriors Know... And How to Use This Secret to Get to the Top of Google

...Learn The Rules or Get Instantly Slaughtered

...There's Only One Logical Way To Defeat Your 'Enemy'

...Play By The Rules And *Still* Make Money *Quickly*

...Do NOT Get Distracted Or You Will Get Clobbered

I hope you enjoyed Part I of this report above, and found it useful.

Now, let's continue this adventure below...with Part II

How to Escape the Backlink (and SEO) Rat Race and... Start Getting Some Real FREE Traffic:

Part II

(THIS REPORT IS FOR YOUR PERSONAL USE ONLY!)

In this report (Part II,) we'll discuss...

- What the biggest and worst mistakes are that you're probably making right now, and how to put an end to them once and for all.
- Why you'll always end up losing if you try to outsmart or outrun the search engines
- Just what the heck do search engines want, and how do we give it to them in order to get favorable listing in their search results
- Why playing by the rules is the *only* way to outrank and outlast your competitors. And, why the alternative will get you slaughtered.
- How to start using backlinks and SEO the right way (the only way) so that you get great search engine placement and stay there for a long while (much longer than your competitors)
- How to defeat the 800-pound enemy - without fighting!
- How to play by the rules and still make money...quickly and for the long haul.
- And more cool stuff...!

Let's get to it...

How Fast Do You Want To Go?

Which of these two options do you prefer?

Would you like to...

1. Do the work **once**, the *right* way from the very start, and continue to reap the maximum benefits in the long-run, for months or even years to come... maybe even forever...

...OR...

2. Do a lot of work and maybe reap the benefits for a month, a week, or just a few days...and *then*, **start all over again**, from scratch, to maybe see some results (again) for another few days or weeks. And keep this cycle going for the rest of your life...

I would choose option #1 every single time. How about you?

Most people would choose #1. No big surprise there.

But, what's really interesting - and hard to believe - is that most people choose #1 *logically* but they **do** #2 (i.e. they take actions based on #2) most of the time, in *almost every area of their life*.

They continue to do this *all* their life and never learn from their (repeated) mistakes, i.e. they never switch to option #1... even when deep down inside, they know that the smart choice is almost always option #1.

Why do they do this?

Because people get so *fixated* on wanting "instant results" that they tend to forget about all the failed attempts from all *previous* products, services, or tools that also promised "instant results."

All they know is that they want instant results, and one way or another, they are going to get it! Even if it takes them a **lifetime** to achieve it. :-)

It's just like how most of us jump from one "quick fix" diet/weight loss program to another in hopes of losing weight fast. And, before we know it, another year has passed and we still haven't lost any weight.

We don't want to admit to ourselves that the only effective, safe and *permanent* weight

loss method is to eat less (or at least eat healthier) and exercise. (It kind of reminds me of that fable about the hare and the tortoise, and how the tortoise wins the race by keeping a *seemingly* slower, yet steady pace.)

Getting ranked well in search engines, and staying there long-term, is very similar to the above scenario. And the marketers who always win - *and win big* - are those that choose option #1. (Don't worry, we'll go at a much faster pace than the tortoise and still win the race.)

So, it's time for you to decide, **once and for all**, which strategy you're going to choose - and **stick with** - in order to beat your competition and get ranked much better than them.

If you've got a lot of money, effort, and years to waste, then do what most marketers do, which is option #2 where you keep chasing those "get listed instantly" or "get instant backlinks" products, i.e. the latest shiny, new magic bullet that's being promoted by someone. You won't get anywhere, but hey, at least you'll be helping those other marketers get rich, right?

If you want the quickest **permanent** path into Google, then leave those "magical" instant-fix products to others and focus on what works long-term.

Why You're Already Giant Steps Ahead of Your Competition

Using much less than what you are about to learn in this report, a friend of mine was able to outrank (and continues to outlast) his competition in the search engines.

In Part I of this report series, we discussed some very important foundational concepts, like...

... Why all (or most of) your backlinks and SEO efforts are **hurting** you *more* than they're *helping* you!

... Why almost all the products, script/software, and services that promise to "create hundreds of backlinks for you overnight" are going to get you de-listed or banned from search engines - maybe **permanently**.

... Why using the "Zombie attack" scenario can keep you from making the same mistake everyone else is making - and how avoiding their mistakes can get you top search engine ranking and more free traffic!

We learned that the best way to get ranked well in search engines is to...

...Focus on **long-term** search engine placement. And, to **not** be like most marketers who chase after every new SEO "trick," software or script that promise you "top ranking" or "thousands of backlinks overnight."

...**Don't piss the search engines off!** (It's not about "fear" - it's about *being a good human being* and respecting the rules of using other people's property. Especially expensive property. And, you get rewarded for doing that. What a deal!)

...**You need them more than they need you.** (In fact, search engines don't need you at all. They will *take* you if you offer them, and their end-users, something of value, *first*. Isn't that the most brain-dead easy way to create a win-win situation? **Offer them some value, first!** That's how you make friends, that's how you get dates, that's how you find JV partners. That's how the world works *anyway!* So, don't make things harder on yourself than it has to be.)

...**Make it easy on yourself and on others.** The easiest (and often the quickest) way to get listed on search engines - and *stay* listed for a long while - is to *play by the rules*. (Just as the easiest way for others to get into *your* home, and get to stay a while, is to obey *your* rules and play nice.) Stop creating more work - and problems - for yourself...*and* especially for them.

Just give them (the search engines) what **they** want, and they will give *you* what **you** want. It's really that simple.

And, because of the above understandings, we will stop wasting our time!

Instead, we will spend our time, effort, and focus on *what really matters*...forget the rest.

That's what Part II of this report is be about (which is the one you're reading now.)

The Biggest and Worst Mistakes You Are Probably Making Right Now

Google spends a lot of money on fighting spam and 'tricks' and sneaky instant ranking techniques (as discussed in Part I of the report.)

That means, if you're trying to sneak into their listings by using any of these tricks or software/scripts, then **you are the enemy** - in the search engines' eyes. (If you don't get this, then its over.)

By the way, Google (and likely other search engines) has the resources and computer power to figure out which tricks you may be using to "beat the system" and get listed / ranked higher. (I will explain how later. For now, just know that *they* know more about your site(s) and link network than *you* do. And they can detect patterns even when you think you're being super sneaky. Really.)

And, as mentioned earlier, ignorance of the law (or rules, in this case) is no excuse.

That means, even if you're doing *most* of the things **right**, one stupid mistake (knowingly or unknowingly) could get your site and business kicked for good.

So, let's first talk about what you should **not** be doing...

Since backlinks are all the rage right now (and for good reason,) let's discuss that...

(If you don't already know, backlinks are simply links from other sites that link/point to your site.)

Yes, backlinks can help your rankings.

But, it's *not* the actual backlinks that help you, it's how those backlinks are *created* that matter.

Most of the ways in which you may be getting backlinks will get you in trouble...if not right way, then in the very near future.

In other words, it's not about how many backlinks (quantity) that you're able to create for your site, it's what those backlinks project or "say" about your site that matters to the search engines. (Not all links hold the same value and weight.)

The more **quality** backlinks you have pointing to your site, the more value search engines may place on your site. The key, of course, is to understand what "quality" links are.)

Let's get clear on the types of backlinks you should **avoid** at all cost...

- Paid links. Yes, these can be one of the **worst** types of links to get. (There was a time when paid backlinks worked. But, such is not the case anymore. Are people still doing it and wondering why it's not working? Of course they are...)

And, believe it or not, Google (and probably other SEs) can easily figure out which of your links are "paid" for. (Unless you can guarantee 100% that the person you paid to backlink to you is absolutely **not** selling backlinks to any other sites, it's fairly easy to figure out whether your backlinks are paid for or not.)

My advice is... stop paying for backlinks, period. You're wasting your money.

- Spam. More specifically, web spam but also email spam (I'll explain that later.) Remember, what we discussed earlier: Google spends a lot of money fighting spam and garbage listings. And they do **not** enjoy spending money on this.

Web spam include posting spammy, one-liner comments on other sites, especially blogs (both manual and automated posts,) splogs and splog networks (blogs that post junk on other blogs and allow the same to be done to their own blogs,) and also hidden links. There are, of course, other types of spam practices but the above are the common ones.

- Link farms. Any site or network that share and or put up multiple links in hopes of creating backlinks to their own (and their members') sites are short-lived.

Even if something like this seems to be working for you right now, it won't work for long. Before you know it, the SE's will figure it out, and they could very easily ban your site for good.

- Backlinks that are created in bulk, almost overnight, whether manually or (especially) by using some "magic" software or script. Stay away from these at all costs.

The big lesson here is this...

Unless you're okay with putting up a new site, under a *new* name/identity every week, don't use tricks or techniques that could get you de-listed or banned in the near future.

Remember, think long-term. You want the work you put in today to continue to benefit you for months and even years from now.

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If your goal is to run a real business and you'd like this business to be around for the long-term, don't risk everything just to get a measly backlink or two (or even 100 new links) unless these backlinks are created **the right way**, i.e. without using spammy, sneaky, or automated methods.

And stay far away from any marketer or product/service provider that's selling any type of "blackhat" SEO technique or strategy. (I will piss many marketers off here, but I'm not writing this to make new marketer friends. I'm doing it to help **you** improve your traffic and business.)

It's just not worth your time. And, you'll only annoy others by using such tactics (including the search engines and maybe even your future customers.)

Important: Before you start the process of creating backlinks or doing any other SEO for your site, ask yourself, "How will this look to the search engines? What will they *assume* my intentions are if I do this?"

This will save you a lot of time, effort, and headache - because it doesn't matter how *you* feel or what *you* think of the SEO actions you're taking. The only thing that matters is how the search engines see and interpret your actions.

They Know MORE About You Than You Do!

I mentioned earlier that Google (and probably other SE's) have the resources and computer power to easily figure out what you're trying to do with your site ranking.

Understand that they have computers and networks worth millions of dollars and they can run algorithms and queries that you cannot. They have more resources than you could ever have. (They have a lot of information on you and your web network that they are *not* publishing - they are keeping this to themselves.) They can easily spot most paid links, reciprocal links, link networks and cliques, or any other 'sneaky tricks' you may be up to.

And, most importantly, they are able to categorize and "value" your site (based on the value of your backlinks) in an instant. Read: They can de-list or even remove those links permanently.

Also, as mentioned above, they don't care whether you *meant* to do something sneaky or not. Even if it was done without your knowledge or *intent*. (Remember the "zombies" example earlier on in the report? The SE's can't afford to guess what your intentions are. They've got thousands of other site owners trying to game their system, all at the same time.)

What the Heck Do ~~Women~~ Search Engines Want?

At least once a month, I hear (or read) someone asking, "What the heck do women want?!!!"

Men just can't seem to figure that one out. ;-)

Marketers and web businesses seem to be equally as confused when trying to figure out what it is that *search engines* want.

So, let me once and for all give you the answer to the question, "What the heck do search engines want?!"

The Answer: No one knows.

Really. No one knows. Even the top gurus and SEO experts that claim (or pretend) to know have no idea what search engines want.

Unless an individual is currently employed by Google (or other search engines) and is directly working on the search engine algorithm used to run and rank their listings, s/he does not know what the search engine(s) want.

If anyone tells or promises you otherwise, you should run away from them **fast** because they are very likely about to scam you, are already scamming you, or have just finished scamming you.

But..but...but...wait just a minute!

Does that mean that everything you've read in this report so far is based on assumptions?

Yep.

We are all 'guessing' at what the search engines want... including me.

Now...before you slam your fist down on your keyboard and walk off cursing, read the next few paragraphs...

Yes, everything I share with you in this report is only my opinion, but they are opinions *based on the positive results* I've experienced over several years, with search engines.

How to Escape the Backlink Rat Race and Get Real Traffic

I say my tips in this report **work**, and can work for you, only because they have worked for *me* and for my friends who have used them - over the past few years - to get their web sites listed well.

So, I can at least *honestly* tell you that my 'guesses' as to what the search engines want seem to be closer and a heck of a lot more effective than what most others will tell you. (I know this because I've bought just about every SEO and backlinking product that's out there. And most of 'em weren't worth anything.)

I have spent a lot of money and time in trying to figure out what the search engines want, and how to use that knowledge to rank well in their listings/searches.

Here's the big revelation we've had, over the years, about search engines. Here's the only fact we are 99.9% sure about:

Search engines care only about one thing: searchers.

That's it. Everything I share in this report is based on that one all-important understanding.

Search engines want to keep their searchers happy. Because searchers are worth **money**.

There's only one way to keep searchers happy: **give them what they want**. (Have we heard that before? ;-)

And what do searchers want? They want 'natural,' *relevant* search results when they use search engines.

They want the most relevant answers to questions they are asking and solutions they are seeking.

That's it!

If the search engines can do that, they can keep the searchers happy, and they can make money. Without relevant, 'natural' search results, their searchers will eventually leave them and go to other competing search engines.

Earlier in this report series, I asked how you would feel (or what you would think) if the top 5 listings on any search engine query you did were identical: the same site, with the same exact information, with perhaps different link titles (to fool you to click on each one of them.)

Now, what if the top **10** listings on every search query you did using search engines were all the same, containing duplicate content or "spinned" content that some sneaky marketer pumped out just to beat his/her competition from getting listed well in the search engines?

And, even if some marketer did miraculously get listed favorably in the search engines, how long do you think s/he will maintain a favorable listing after the search engines discovered that s/he was using lousy, duplicate or spinned content?

It really isn't rocket science, is it?

Learn The Rules or Get Instantly Slaughtered

So, you see, its in your best interest to learn the rules of "The House of Google" (or your favorite search engine) and abide by them, if you want to 1) get in, and 2) stay in for a long time, and maybe even find a permanent residence in the 'house.'

However, since no one really knows exactly what the rules are, all we have to go by is what's offered by Google at their site, and of course, our main assumption that you want to keep the 'searchers' happy.

The best advice I can give you is, *stop* polluting the Internet with junk and spinned content, and start creating real value for the searchers, i.e. *your future customers!*

Create real value. What a novel idea, eh?

It's a thousand times better to put out ONE single page of quality, unique content than it is to submit hundreds of pages of crap.

But don't just do it so that the search engines and searchers will like you... do it so that **you** will like you. Do it so that you can look yourself in the mirror and know that you're creating value for others and not just tricking them into coming to your site (and earning a commission) by churning out junk that has no real value.

Marketers are one of the most hated people in the world. Heck, even most marketers hate other marketers because deep down they all believe that marketers are liars, driven only by the desire to make a profit.

You don't have to be another marketer who feeds that stereotype.

There's Only One Logical Way To Defeat Your 'Enemy'

You've probably heard the phrase, "Keep your friends close and your enemies closer." It was popularized by the *Godfather* movies, and originally taken from Sun Tzu's infamous book, "*The Art of War*."

The meaning of the above phrase is... by keeping your enemies closer, and pretending to be their friend, they will lower their defenses, trust you, and you will in turn gather up all the intelligence you need on them, keep a close watch on them at all times... and when the time comes, you'll be able to defeat them easily.

While the above phrase, and strategy, has its place in particular situations, my philosophy is... why create enemies in the first place?!

Most marketers see Google and other search engines as an "enemy" that they have to defeat by the use of trickery or treachery. (They may never admit to it or even believe that they view them as an enemy, but their actions clearly prove otherwise.)

That to me is pure insanity!

Why the heck would you want to make Google, or other search engines, your *enemy*? Especially if you need them more than they need you!

Wouldn't it make more sense to try to befriend them, to partner with them, and to work with them so that together you can both prosper?

How about working on striking a "joint venture" with Google...to form a mutually-beneficial relationship with them?

Doesn't that make a heck of a lot more sense than trying to "trick" or "sneak into" their listings using some blackhat technique or the latest and greatest automating software?

I really hope I'm driving the point home. I realize I'm being repetitive with this theme, and it's for a good reason.

The moment you "get" this (on a deeper than surface level,) everything will change for you.

Getting listed favorably in search engines will become so much easier, more long-term - and a lot more *fun* - instead of being a continuous, dangerous "cat and mouse" game where you're always trying to stay ahead of them till you eventually get stomped, and then starting all over again (only to get stomped again.)

Play By The Rules And *Still* Make Money *Quickly*

Yes, you can play by the rules and still make money - a lot of it. And, you don't need a million-dollar advertising budget either.

So, instead of seeing Google as an 800-pound "enemy" that you have to trick and "conquer," see it as an ultra-mega big-name guru that you want to partner with.

Keeping the above 'model' in mind, the very first thing you want to do is offer this big-name guru (Google) something of value *first!*

Important: What you consider valuable may not necessarily be what Google sees as valuable. So, do a little research on your niche before you do anything else.

The Strategy

Before you start using the steps outlined in my seo/backlink strategy below, it is absolutely vital that you read and understand the reasons – and mindset – outlined earlier.

If you don't, you may very easily goof up the process below without even realizing it. Don't make that mistake – most people will. So, be sure you're one of the few that really 'gets' this and executes it effectively.

Okay...

First, find out what the popular keywords for your niche are, i.e. you want to know what keywords and key phrases your potential customers are typing into the search engines in order to find you (and your product/service.)

There are many tools for this - free ones, paid ones, and outrageously expensive ones. The quickest way to start is to just go to Google and type in your keywords. When you do, Google will do a nice dropdown view of some of the popular keywords tied to your original keywords.

Take your popular keywords and do a search on Google, as well as those authority sites that you'll submit your content to, to see what kind of content is favored and ranked at the top of the list - *for your niche*.

This will give you a very good idea of what your target market is consuming (reading, watching, buying) at the time.

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(If you don't have a niche picked out yet, the easiest thing to do is go to clickbank.com and look through their marketplace for what's selling best. Amazon and eBay are also good place to do your research.)

Get a domain name (from godaddy.com, 000domains.com or wherever) and be sure that your keywords are in your domain name (example: bestgolfclub.com - if your keywords are "best golf club" or whatever)

The "keywords in your domain name" strategy above has been working for many years and is working at the time of writing this report. IF it stops working in the future, it's **no problem** because you will *also* be doing the rest of the steps **correctly** - unlike most other marketers (read: your site will provide real value.)

If you already have a web site / domain name, you could use that for the rest of the steps. However, I would highly recommend that you have a site that has your most popular keywords in the domain name.

Some marketers also prefer to buy old (existing) domain names that fit the above criteria. This gives them the benefit of owning an *aged* domain vs. a brand new one.

Set up a WordPress blog on your site. These days, many of the popular hosting services already have a WordPress option built into their web panels to make this step quite easy, even for beginners. (Choose a clean and professional-looking theme (template/design) for your site that doesn't have too many graphics.)

Blogs tend to work better (and offer many other benefits) than regular sites. They also make some of the seo stuff much easier to do.

Of course, you'd want to do some basic "on page" SEO on your blog, i.e. title tags, description, keywords, etc. (Be creative and try to hook the reader here - while staying relevant to your niche. Remember to keep the reader/searcher/customer in mind and you'll do fine. Basically, you want them to click *your* link out of the others appearing in their search queries, even if some of the others are listed *before* you.)

And, be sure to set your blog to "public" so it can be viewable by everyone, including search engines. (There's a setting you can check in the blog "privacy settings" area.)

You also want to add pages for 'disclaimer,' 'about us,' 'privacy policy,' 'contact us,' etc. to your site just to make it look professional, and also to cover yourself legally - especially

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with all the new FTC rules that are being established.

If you don't know what to write on these pages, just look at some of the popular sites of other marketers in your niche and **model** after them. Note, I didn't say copy or plagiarize their pages. Use their pages as a guide.

The information that goes into these pages is pretty standard so keep it short and to the point. No need to get fancy here.

Next, you need to add some content to your site/blog. I'm sure by now I don't have to remind you that the content has to be of great quality and of high value to the reader/searcher.

If you can't (or don't want to) create these articles yourself, you can go to a site like ArticleUnderground.com and get some done for you. (I would recommend that after you get these articles, give it a little personal touch if possible by adding your own voice to them.)

You can start with a handful of articles, around 300 words each. But, post each one a couple of days *after* the very first article. (Of course, the very first article will be posted on the same day you go live with your site/blog.)

It's helpful to have the keywords in the title/headline of your articles, and also in the body of your article - appearing two or three times. (Please don't force this process. Your keywords have to appear naturally within the article, i.e. it has to fit in well into the ongoing story/theme.)

These articles, as well as your future articles should also have "LSI keywords" which basically mean keywords that are "closely related" to your main keywords. Again, if you're creating valuable content, a lot of this stuff takes care of itself and doesn't have to be forced into the process.

Obviously, you would be promoting your product or service (or an affiliate product) at the end of the articles or somewhere within the body. This is okay to do provided your actual article is of good quality and provides real value to the reader.

Note: The links for your main articles should *not* go directly to the product/service sales page! Instead, take them to an opt-in page so you can build your list... or... take them to a "pre-sell" page, a "review page" or something that soft-sells the product/service. And, from there, they will be directed to the actual sales page.

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The opt-in form on your blog will allow you to build your list along the way. Your list can be worth gold if you use it right and offer your subscribers good content along with valuable resource recommendations. (It's also a great way to keep in touch with those visitors who don't buy and may not return to your site again.)

When your site/blog is ready, instead of submitting it directly to Google (or other SE's,) I like to allow Google to find my site on its own! This seems to work a lot better and seems to give your site more value in Google's eyes.

Here's how I do this part...

First, start creating some **quality** backlinks to your site. But do **not** rush this process. You don't want it to look like you're going hog wild creating backlinks just for the purposes of having backlinks. Take your time and *do it right* the first time, remember? Our focus is on *quality* (over quantity.) One quality backlink can hold the weight of dozens of mediocre links.

Go to popular sites (read: sites that *Google* likes and puts a high value on) that accept content and articles from other authors (like you) and submit some quality, valuable content to them - not that spinned junk that others are trying to push. Sites like ezinearticles.com and goarticles.com are good places to start.)

Popular forums are also great places to submit quality content to. But be sure to submit them in the right way, and in the right places, *according to the forum rules.* (Remember, you don't want to piss people off, especially if you're using their resources.)

Example: If you're targeting the Internet Marketing niche, the best place to go to is The Warrior Forum. But, as I said, submit in the **right** place. If you're a member there, you are able to start your own blog within the forum. That's the place to post your content/articles - **not** the main forum area. (And be sure to post quality, unique, and valuable content - even if it is only half a page long.)

The Warrior Forum gets listed on Google super fast, so you can do well there - IF you do it right and follow the rules. (There's no need for sneaky tricks, so don't waste your time with that stuff.)

Important: Whenever you're creating content to submit to sites like the ones mentioned above, always keep the *reader* in mind - remember who you're writing the content for. And do your best to provide the best, high value content you can. (More on this soon...)

If you'd like to get really good at content and article marketing, I highly recommend that you read my Article Marketing report, also known as the Ultimate Traffic report.

Moderately but steadily, continue to add value to your own site, both by adding valuable content to the site itself as well as by creating quality backlinks on other valuable sites that point back to your site. (I'm not a fan of duplicate content, so whenever possible, I like to offer *unique* content to the various authority sites. This makes a huge difference in the eyes of SE's.)

If you haven't already guessed by now, I use very little software or scripts to automate my work with search engines.

Why? For reasons mentioned earlier. Google (and likely other SE's) have the resources to notice "patterns." So, any process/software that automates tasks - especially when many other marketers start using it - will be easily noticed by Google. And, once they notice the multiple patterns, they will change the rules and algorithms to counteract that new pattern. As soon as they do that, many of the sites that use those software/process could start to disappear from the SE listings. (All your work goes to waste and you have to start all over again, from scratch.)

If you follow the above plan, while keeping in mind that you want to *work with* Google...and that you want to focus on creating high quality, high value content for your readers and future customers, you can do *very* well with the search engines.

But, I'll give you more cool tips below because I like to over-deliver... :-)

Do the above 'quality backlinking' process for about 30 days. (This is very important before you move to the next phase.)

And, only *after* the first 30 days, you can use sites like socialmarker.com to promote your site, and you can also start submitting your RSS feeds to RSS directories.

Again, remember...don't do a dozens of these all at once. Space them out over several days. (If you want your seed to germinate, grow and turn into a giant tree that bears fruit for months and years to come, you can't force or rush the process.) About 15 social bookmarking sites is pretty good. A bit more wont' hurt but isn't mandatory.

You can also repurpose your content/articles, i.e. turn them into videos, slideshows, and audios and submit them to sites and directories that host such content. Repurposing is a great way to recycle your content and it's 1000 times better than simply creating dozens of "spinned" articles out of one article.

What I've outlined above may seem very simple, and not sexy or flashy (or sneaky) at all, but it works!

As I said before, you don't have to make things more complicated for yourself just because others are telling you that it's hard. In fact, you should probably ignore most of the seo advice that you hear out there and just focus on what works. You'll get ahead a lot quicker that way.

If you've done everything like you were supposed to, by following the steps above, you should already be seeing orders and/or commissions being generated from your site/blog as you approach the first 30 days - and you should continue to see commissions (or profits) well into the future.

Personally, I like to keep adding valuable content to my blog occasionally (about once per week) just to keep things fresh and create more value. But, that's just me. (I try to spend about an hour per week to keep my site/blog updated.)

A few marketers I know add new content or backlinks *only* when they see their site's ranking slipping/dropping from the SE's. If you want to focus on that strategy, that's your choice.

And, I also focus on building my list and nurturing it into loyal readers, followers and customers. (Again, that's just me. You don't have to do this part - but I would highly recommend that you do build your list from all the new visitors you'll be getting to your site/blog. Otherwise, those that don't buy on the first visit may never come back to your site again.)

The True Value of 'Creating Value'

Now, here's where the real magic happens (yes, I did use the word "magic"... sorry ;-)

When you focus on creating unique, valuable content and post it up on your site, blog or other popular/authority sites, other people - *including other marketers*, and maybe even popular magazines will **want** to link to you... they will come to **you** and *ask* for permission to list *your* content or link on *their* site!

Now, that's the kind of backlinks you really want to get! (And, isn't that a heck of a lot better than going around *begging* others to link back to you?)

In order to do **that**, you have to be absolutely clear on what it is that **you** want to do with

your site and business...

What is your business about? What do you have to offer, and what's *unique* about the way you're offering yourself and your business?

And, most importantly, you have to be very clear on who your target market is.

Take a long, hard look at all of that. Get very clear on what it is you're providing, who you're providing it to, and **why**.

Once you figure out the answers to the above questions, you will be able to run circles around your competition. They will not be able to catch up to you.

Most people miss this all-important step, which is why they never really get anywhere (because they've never really clarified for themselves where it is that they'd like to go. If you don't know where it is you want to go, how will you ever get there?)

Is there a demand for what you're offering? Is there a need for it? Are people hungrily searching for the kind of solutions you're providing?

Once you've taken care of that, you'll have a much clearer picture of what it is you need to do, and *what kind of content you should create* for your readers and customers.

Show Them The Value

The next step is to make *them see* how valuable your information is.

You see, it's not enough to just *create* valuable content. You also have to *convince them* of the value you're offering them.

Sell the main benefits of what it is you're giving them - even if it's free content.

One of the easiest ways to do that is...

Start off all your content by telling them what they will get out of it, specifically...how they will greatly benefit by going through your article, report, audio recording, video, whatever. Summarize the benefits in the beginning of the product. (This will create continuity from your salespage to your product.)

This is *very important*, and most marketers miss this vital step. (Now, *you* know better.)

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The above tip alone should help others view your content as a lot more valuable than your competitors' information.

Do NOT Get Distracted Or You Will Get Clobbered

Now, remember... other marketers will continue to tempt you (probably every single day) with their "instant fix," "automated," black/grey/red hat, "magic bullet" products and services.

Do not get side-tracked. They will even tell you that this report series is absolute garbage just to sway you into buying their "tricks" and "sneaky methods" of getting into Google and other search engines. Or their latest and greatest content spinners that churn out more garbage to pollute the web with. (I know I'm pissing a lot of people off by publicly saying this - but it's true.)

If you get distracted by those new, shiny things that promise the moon, you will pay the price - dearly. Guaranteed.

You know better! With the knowledge in this report series, you are giant steps ahead of most marketers out there. So, don't blow it.

Stick to the plan that I've shared above. If you do that, you will see positive results - and, most importantly, you will enjoy long-term benefits from all your efforts.

Okay... if you don't think what I've shared with you above is worth anything to you, then please do us both a favor and unsubscribe from my list. Seriously. You'll be saving us both a lot of time and frustration down the road.

And if you're smart, you've already realized that what I've shared in this report series can put you **years** ahead of your competition.

You now have a good idea of what the big picture is. And, most importantly, you understand what the right mindset for seo success should be - and you can work on adopting that mindset permanently...so that you can see permanent results from your efforts.

I hope you enjoyed Part II of this report above, and found it useful & valuable.

Finally, if you'd like to help me in sharing this valuable info with others, so together, we can help clean up the Web mess one marketer at a time, please get resale rights to this report by [by clicking here](#)... or by going to...

<http://www.bryankumar.com/backlinkplr/>

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