



**Bloggging Mechanics™  
Special Report**

By Peter Garety  
[www.blogggingmechanics.com](http://www.blogggingmechanics.com)

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## What the Hell Is Strategic Link Building

I bet this was the first question in your mind when you downloaded this report. Well, in this short report you will learn what Strategic Link Building is, why it is critical to make money from your website and how you should do it.

If you will follow the guidelines and recommendations in this report, you not only get top search engine rankings for your desired keyword, but you will hold the position for lifetime.

As you know there are tons of different tools available for backlink building purposes, like Senuke, Article Marketing Robot, Rank Builder, xGenSEO, SEOLinkVine to just a name a few. There are tons of different strategies and techniques and almost anybody who have been 5 minutes in Internet marketing space, has their own approach to backlink building.

People are building forum profile links, signature links, WEB 2.0 sites like crazy. They submit articles to article directories. Essentially, the whole Internet marketing business becomes link building business.

In the same time, I have noticed that there is so much confusion about what is the right strategy to build backlinks for completely new website, in order not to get penalized by Google.

Therefore, in this report I am going to share Strategic Link Building System that works perfectly for me and I am confident it will work well for you.

The 4 phase backlink building strategy that I am going to share with you, works equally good for small niche websites, local business sites, general topic blogs or business websites.

If you will apply the strategy and follow the guidelines, you will get the first spot in Google (common sense for keyword research applies here) and, most importantly, you will hold that position for lifetime.

### So, What Is Strategic Link Building

Strategic Link Building is the sequential system that establishes your website as an authority in your market. It is the strategy that not only increases search engine rankings, but also builds real web traffic to your site.

Have you seen some of the websites, which have only a couple of hundred backlinks from really not so strong websites, but you cannot grab their spot in Google, even if you build 2-3 times more links with even higher page rank?

Well, this is because they have built their links with Strategic Link Building approach and in this report you will learn the same strategies and techniques.

In fact, most people do not have a link building strategy or plan at all.

They create tons of web 2.0 sites or forum profile links and then they expect that Google will rank them high. Some of them order 3-5 articles, spin them as hell and submit to hundreds of article directories.

After a while they become frustrated as the traffic is not coming and also Google rankings don't improve.

In order to make money from your website, you need to have a link building strategy that will bring you visitors. You need to build links systematically and with the purpose.

Strategic Link Building System consists of 4 phases. Each phase has its own purpose, but all of them serve the long term (with long term I mean 2-3 months) goal, which is get #1 spot in Google and get tons of visitors to the site.

In the 1<sup>st</sup> phase, you get your website indexed by Google and you build some authority links, which will increase your rankings right away.

In the 2<sup>nd</sup> phase, you build a strong foundation to become the authority website in your market. This is where the Strategic Link Building approach becomes extremely important.

In the 3<sup>rd</sup> phase, you build the structure around your website. In this phase you will support the links which you created in the 2<sup>nd</sup> phase and also you will add more link juice to individual pages on your site.

In the last, 4<sup>th</sup> phase, you will start to use some of the automation tools to build massive volume of links to all of your properties.

Once you will finish all 4 link building phases, your position on the first page of Google will be so strong, that nobody will be able to attack your website rankings.

# Before You Use Strategic Link Building System

If you are experienced marketer who have got tens of website in the first spot in Google, then you may skip this section. But, if you really want to OWN the position for each of your website, then the next couple of paragraphs will be critical for you.

## Understanding the Keywords

Keywords and keyword research is one of the most important part in order to get your website ranked high in search engines. There are tons of e-books, trainings and even coaching programs that teach keyword research, so I am not going to repeat that.

Instead what you are going to learn here is a concept of keyword structures on your website that will give you foundation for successful link building campaign.

## Keyword Structure for Content

Each piece of content that you are going to create either for your website or link building purposes should be based on 2 types of keywords – primary and secondary.

Primary keyword is one keyword for which you would like to rank for in search engines. Secondary keywords are 4 other closely related keywords that explain more what your particular article or post is about.

This is where most marketers do not pay attention at all. They only focus on primary keyword, but do not look for relevance of secondary keywords.

In order to find 4 secondary keywords, you have 2 options –

1. You can use Google Wonder Wheel (just type in the keyword in Google search box, do the search and on the left sidebar, you will find this tool),
2. You can use Google Keyword Tool and sort results by relevance.

Once you have found 1 primary keyword and 4 secondary keywords, make sure to use those in your content. I usually use the primary keyword in each 100-150 words and each of the secondary keywords at least once in the post.

If you want to get high search engine rankings for your targeted keyword, make sure to apply the primary and secondary keyword principle for each piece of content that you create.

### **Keywords Structure for Your Website**

If you are building small Amazon type review website or small niche website, but still you want to become authority in your niche, then this part will be critical for your rankings.

Let's say that you want to build a small niche website with 5 categories (this is my recommended minimum). So, in order to launch your website you will need to research and create content for your home page + at least 5 articles – 1 for each category.

So, how you should go about keywords for each of the posts?

The first thing that you need to do is to find 1 primary keyword and 4 secondary keywords for your home page. And here comes the critical part – each secondary keyword for your home page post, should be the primary keyword for your first category post and category itself.

Ok. Let's take the real example – let's pick the keyword - coffee maker.

My primary keyword for home page will be coffee maker. This is the keyword for which I want to rank my website in #1 spot in Google.

The secondary keywords for this particular page according to Google Wonder Wheel are (you can choose just 5) – best coffee maker, coffee maker brands, coffee maker reviews, coffee maker comparison and commercial coffee maker.

Some of you may ask why I choose 5 instead of 4 secondary keywords, as I mentioned above. It is because, we will have 5 categories and each of the secondary keyword for home page will become the primary for categories.

So, now we have primary keywords for each of the categories and for the first post in it. The next step in this initial keyword research is to find 4 secondary keywords for each of the categories.

Here we repeat the same step. We just add the primary keyword in Wonder Wheel and here are the results:

- For best coffee maker – best espresso maker, best drip coffee maker, best thermal coffee maker and technivorm coffee maker
- For coffee maker brands – best coffee maker brands, best coffee marker reviews, espresso maker brands, krups coffee makers
- For coffee maker reviews – coffee grinder reviews, krups coffee maker reviews, cuisinart coffee maker reviews, thermal coffee marker reviews
- For coffee maker comparison – gourmet coffee makers, espresso maker comparison, bunn coffee maker comparison, single cup coffee maker comparison
- For commercial coffee maker – office coffee maker, commercial thermal coffee maker, commercial coffee marker reviews, used commercial coffee maker.

So at this point, you have all the initial keyword research finished; now you just need to create the content.

If you will apply the steps above for your initial content of your website, you will build highly relevant website for your main keyword, which will give you critical boost in search engine rankings.

### **Keywords as Anchor Text of Backlinks**

When you build backlinks it is very important to have diversity in the anchor text of those links. You cannot just build tons of backlinks based on your home page primary keyword.

It is very important to use the primary and secondary keyword concept when you build backlinks.

There are no rules about what the best diversity is, but I suggest you follow the 5 + 1 + 1 principle. This means that for each 5 primary keyword backlinks you will build 1 backlink with the secondary keyword of the home page and 1 other relevant keyword from Google Wonder Wheel or Google Keyword Tool.

This will make your link structure extremely powerful, as all your links will be related to the website.

I know it sounds complicated, but in reality it just requires detail planning before you start to work with website and backlink building.

## **Quality of the Content**

Let me start by saying that there huge difference between backlinks with traffic and backlinks without traffic. Would you rather spend hours of creating backlinks and then discover that there is no additional traffic value from them or you would you rather work on backlink building that brings additional traffic to your site.

Well, I know that it is almost impossible to get high rankings and in the same time focus on traffic getting from backlinks. But, you need to have diversity between those links.

### **So, how you build backlinks with traffic?**

It is very important to think strategically at this point. When you will work with Strategic Link building Phase #1, it is very unlikely that it will bring you some traffic. However, it is the important step which will build a foundation for your site to get rankings in Google.

But, starting from the Strategic Link Building Phase #2, you can accomplish both things – you can get high value backlinks and in the same time traffic to your site.

**The concept here is to create extremely valuable content for all of the properties that you will be using in Strategic Link Building Phase #2 and #3.**

Research the content, find out the traffic statistics and competition in Google, find out what people are taking about the subject in forums and then create content, which combines the interest of people and is targeted with keywords.

Once again, it is sounds more complicated than you think it is, as it only requires planning.

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