



Welcome to your BTF Guide to Everything.

This document contains everything you could ever need to create and rank a website that will make you money. I repeat, EVERYTHING is in this guide.

If you are ever unsure of what to do, ALWAYS refer back to this guide as a reference.

I am revealing things here that others are charging \$5,000 - \$25,000 for. So keep in mind, just because you paid much less for access to BTF, this content is as good as it gets.

The best advice I can give you is to follow what is included here, and to shut everything else out. The moment you start to think you need something other than BTF, or some new product or strategy you hear about... no matter how enticing it seems...

If it will not ENHANCE your BTF experience... AVOID it.

Anything that takes you away from BTF can lead to “Shiny Object Syndrome”. This is a dangerous affliction, that typically results in losing an obscene amount of time and money. Before you know it, 6 months will pass and you will be right back where you started...

Shiny Object Syndrome is without a doubt the most common reason for failure. So please keep tabs on yourself, and make sure you are doing something every single day that moves you a step forward. No matter how small the step, it is important to keep the forward momentum going.

Consider making yourself publicly accountable by posting a thread in our [forum](#) detailing your progress.

Believe me, I know how easy it is to get caught up in distractions and hype. Some marketers are very good at stealing our time and focus. The sad truth is that most of them do not have your best interests in mind.

This is what I would love for you to do, in order to maximize your chances for success:

- Commit exclusively to BTF methods for 60 days.
- Do not open any marketing emails you receive from “gurus”.
- Make a conscious effort to limit wasting time on Facebook.
- Keep a running to-do list on your desktop, with REALISTIC short term goals.
- Work to cross one item off of that list every day, no matter how small.
- DO NOT GIVE UP!

If things ever seem hard, or you get frustrated, just remember that you are not alone. We are 20,000 members strong. You can always ask for help or motivation inside our tremendous [forum](#). Chances are, someone else can relate to what you're going through, and provide some tips and encouragement to get you through it.

You can login to your BTF members area to access our videos anytime at:  
<http://www.bringthefresh.com/login.html>

I am rooting for you!

Best,  
Kelly Felix

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# SEO & Keyword Research

Search Engine Optimization (SEO) to me, is simply providing valuable information to people, and making sure Google agrees that it is valuable... by their actions. And when I say by their actions, I mean by rewarding you with a good ranking.

Is Google perfect? Nope. Sometimes they let spammers win, or shady companies rank higher than you. It happens. So we need to use additional tactics to make sure we're on a level playing field... with the ultimate goal of long-term success.

So the tactics you will learn here are exactly that. The same thing I do to rank my sites and KEEP them there. The same thing my high-level marketing friends, and other successful BTFers do as well.

While I consider myself pretty knowledgeable at marketing and SEO, I absolutely rely on others for help. There is no way I can possibly test every method myself, so I rely on an inner circle of great people to help me fill in the gaps. That's what is great about BTF. You get access to my methods that have served me very well, but you also get access to the methods of many other successful people. That makes BTF kind of like a 1-stop-shop for everything you need to succeed online.

With that said, here is exactly how to start your first high ranking (and hopefully profitable) website...

Proper SEO begins with proper keyword selection – if you choose the wrong keywords, you will be fighting an uphill battle that you will not win... and it can lead to a massive amount of time wasted... which can lead to the worst situation ever... YOU GIVING UP. So don't do that. Don't pick the wrong keywords, and don't give up.

You are about to learn how to build a successful website from scratch. So please pay attention.

We want to make a website that targets keywords that meet the following criteria:

- 1) Lots of people searching for the keyword(s) on Google
- 2) The current top 10 look beatable (I will show you how to determine this)
- 3) There is a high likelihood that the people searching for the keyword(s) are interested in taking an ACTION – such as buying a product (through your affiliate link), or giving you their email address, so you can communicate with them further, and get them to make a purchase.

There are dozens of tools & services out there for keyword research.

I use the [Google Keyword Planner](#). Its free, and its simple. Here I will explain exactly how I use it.

Alternatively you can [watch my Google Keyword Planner Video here](#).

To start I click “search for new keyword and ad group ideas”.

Google AdWords Home Campaigns Opportunities Tools

## Keyword Planner

Plan your next search campaign

What would you like to do?

- ▶ Search for new keyword and ad group ideas

What would you like to do?

▼ Search for new keyword and ad group ideas

**Enter one or more of the following:**

Your product or service

Your landing page

Your product category

Targeting ?

- United States
- All languages
- Google
- Negative keywords

Customize your search ?

**Keyword filters**

**Keyword options**

- Show broadly related ideas
- Hide keywords in my account
- Hide keywords in my plan

Next, I enter a keyword in the niche I'm interested in. For this example, let's use the "gold" industry, since the average commission is \$2,400 and up to \$100 per lead.

And we can enter a valuable keyword like "gold ira" as our seed keyword. Click "get ideas", and we have up to 800 keywords to look at now.

Make sure to click the "keyword ideas" tab instead of "ad group ideas".



Here is where we start to see some interesting data. I click on "avg monthly searches" to sort it by search volume.

Your product or service

gold ira Get ideas Modify search

---

Ad group ideas Keyword ideas Download Add all (801)

Search terms	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
gold ira	4,400	High	\$25.70	2%	ACCOUNT

1 - 1 of 1 keywords

Keyword (by relevance)	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
gold roth ira	210	High	\$23.91	0%	»
gold ira rules	170	High	\$17.88	2%	»
self directed ira	9,900	High	\$20.61	0%	»
simple ira	8,100	High	\$9.68	0%	»
fidelity ira	4,400	Medium	\$4.45	0%	»
what is an ira	6,600	High	\$8.62	0%	»
roll over 401k	880	High	\$26.29	0%	»
gold ira custodians	110	High	\$18.90	3%	»
precious metals ira	590	High	\$20.42	0%	»

Here are the 3 variables that matter:

**Avg Monthly Searches:** The number of people every month that Google says do an exact match search for the keyword. This means they type in that specific keyword or keyphrase exactly and hit search.

**Competition:** This gives an idea of how many people are vying for the keyword. I always double check though, when I find a keyword that meets my criteria, which I will explain below.

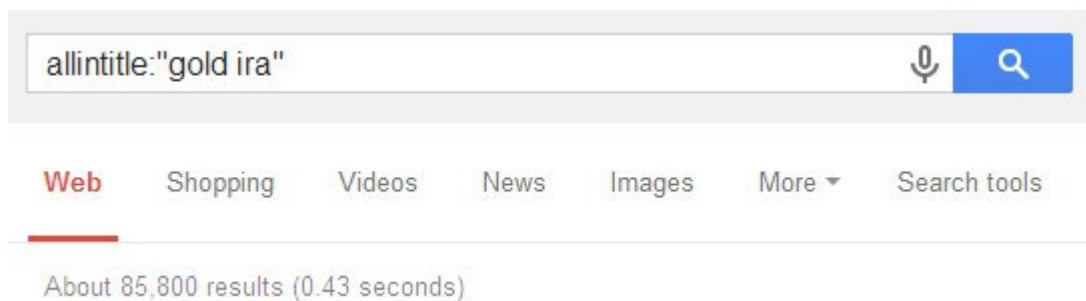
**Suggested Bid:** This tells us how much money that advertisers on Google are currently paying for a click on their ad, when someone searches for this keyword. This is not exact, but gives us a relative idea of whether or not the keyword has commercial value. This matters because if there are advertisers for a keyword, it makes sense to assume that the people who are searching for this keyword have commercial intentions. Meaning they spend money in one way or another.

### **My Criteria:**

- a) I typically look for a keyword with at least 1,000 searches per month. The more, the better.
- b) I look for competition listed as “low”. (but I double check it – see below)
- c) I look for a suggested bid over \$1.00

I double-check the competition quickly by simply going to Google.com and searching for the following:

**allintitle: “keyword here”**



In the example above we see that there are 85,800 websites with the keyword “gold ira” in the title of their page. This is one good indicator of competition. On the previous page, we saw that the competition was listed as “high”. I would agree.

Now again, I would suggest that if you are just starting, you should definitely look for competition listed as “low”. And when you do an “allintitle” search like we did above, you want there to be less than 30,000 competing sites. Ideally, anything under 15,000 would be even better.

But at the same time, I am going to go ahead and choose the “gold ira” keyword, even though it has tough competition. Because I want to show you how I rank on page 1 for a difficult keyword. If you learn how I rank for tough keywords, the lower to medium competition keywords should be no problem for you.

Once I've chosen my target keyword, I move on to doing a little more research using [Market Samurai](#). (please note that my sites and yours will ultimately rank for more than just one keyword, but I prefer to go after just one when I start a campaign, and the rest will follow. I will explain more on that later.)

If a keyword meets all of the above, I double-check the competition using [Market Samurai](#)'s “SEO Competition Module” for great detail on the 10 sites that are currently ranking on page 1 for the keyword.



# Market Samurai:

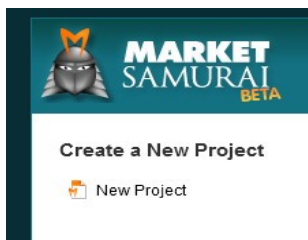
Now let's talk about exactly how I use I use [Market Samurai](#). Also, feel free to watch [my video on Market Samurai](#) as well.

Market Samurai gathers a lot of data from multiple sources and shows it all to you in one place. But to be honest, I really only use it for one purpose: the SEO Competition Module.

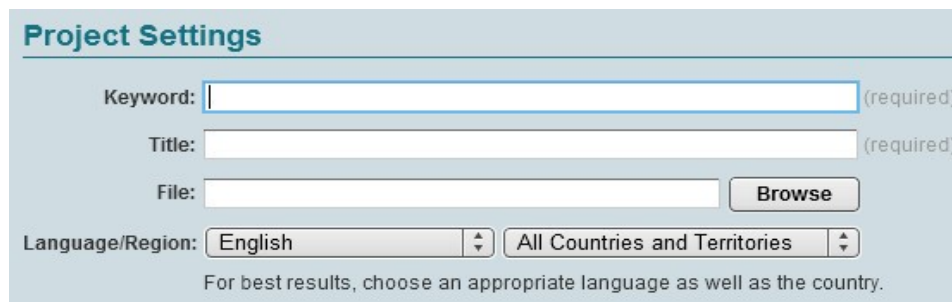
Here is a walk-through of how I use Market Samurai's SEO Competition Module:

After you've downloaded it and opened it, you are asked to pick a keyword as the basis for your niche. So I am going to use my target keyword "gold ira".

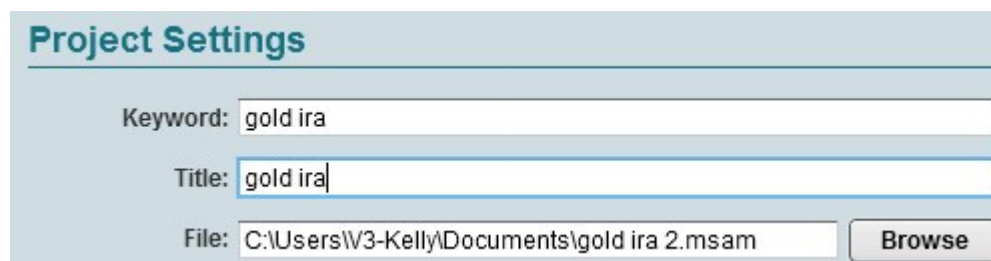
When you open [Market Samurai](#) the first thing to do is click "new project".



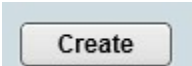
Next we hit the "project settings" screen.

The screenshot shows the "Project Settings" form. It has a light blue header with the title "Project Settings". Below the header, there are four input fields: "Keyword:" (with a "(required)" label), "Title:" (with a "(required)" label), "File:" (with a "Browse" button), and "Language/Region:" (with a dropdown menu set to "English" and another dropdown menu set to "All Countries and Territories"). Below the form, there is a note: "For best results, choose an appropriate language as well as the country."

I put my keyword into the keyword field, and then just click anywhere in the title box, and the rest will populate automatically.

The screenshot shows the "Project Settings" form after the keyword "gold ira" has been entered. The "Keyword:" field now contains "gold ira". The "Title:" field is highlighted with a blue border and contains "gold ira". The "File:" field now contains the path "C:\Users\W3-Kelly\Documents\gold ira 2.msam" and has a "Browse" button. The "Language/Region:" dropdown menu is still set to "English" and the "All Countries and Territories" dropdown menu is still set to "All Countries and Territories".

Then I click “create”.



Now we are at the main menu with lots of options.

While I used to use a lot of these options, I have found that some just aren't as accurate as I'd like, particularly the “keyword research” tab.

And since we've already done our keyword research, all I care about is the “SEO Competition” tab. So click that.



Here we have a lot of options. Please note that Market Samurai updates the software frequently, and adds new options, renames some, or removes some. Don't freak out if yours doesn't look exactly like mine.

Here is an example of the items I put a check mark next to (the others I don't care about)

gold ira x

Keyword: gold ira

### SEO Competition

Off Page  On Page

Domain Age (DA)  Index Count (IC)  Domain Backlinks (BLD)  Keyword in Title? (Title)

PageRank (PR)  Referring Domains - Domains (RDD)  Page .edu/.gov Backlinks (BLEG)  Keyword in URL? (URL)

Citation Flow (CF)  Referring Domains - Page (RDP)  DMOZ Directory (DMZ)  Keyword in Description? (Desc)

Trust Flow (TF)  Page Backlinks (BLP)  Yahoo Directory (YAH)  Keyword in Header Tag? (Head)

Majestic Index:  ? Max Backlinks:   Hide map results  Localize results

#	URL	DA	PR	RDD	RDP	BLEG	DMZ	YAH	Title	URL	Desc	Head
1	<a href="http://qoldiracustodians.org/">http://qoldiracustodians.org/</a>	2	3	391 ↗	388 ↗	1 ↗	N	N	Y	Y	Y	Y
2	<a href="http://www.ira-to-gold.com/">http://www.ira-to-gold.com/</a>	1	2	205 ↗	204 ↗	4 ↗	N	N	Y	Y	Y	Y
3	<a href="http://www.marketwatch.com/story/qold-for-your-ira-130">http://www.marketwatch.com/story/qold-for-your-ira-130</a>	17	0	144,584 ↗	14 ↗	0 ↗	Y	Y	Y	Y	N	Y
4	<a href="http://www.forbes.com/sites/deborahjacobs/2012/06/0">http://www.forbes.com/sites/deborahjacobs/2012/06/0</a>	17	4	404,947 ↗	43 ↗	0 ↗	Y	Y	N	Y	N	N
5	<a href="http://americangoldira.com/">http://americangoldira.com/</a>	6	1	132 ↗	91 ↗	0 ↗	N	N	Y	Y	N	Y
6	<a href="http://imfsite.org/gold-ira-companies-reviewed/">http://imfsite.org/gold-ira-companies-reviewed/</a>	15	0	192 ↗	34 ↗	0 ↗	N	N	Y	Y	N	Y
7	<a href="http://qoldsilverinvestments.net/">http://qoldsilverinvestments.net/</a>	2	0	33 ↗	30 ↗	0 ↗	N	N	Y	N	Y	Y
8	<a href="http://qoldsilver.com/ira/">http://qoldsilver.com/ira/</a>	8	3	2,631 ↗	27 ↗	0 ↗	N	N	Y	Y	Y	Y
9	<a href="http://www.qoldline.com/how-buy/buying-ira-qualified-c">http://www.qoldline.com/how-buy/buying-ira-qualified-c</a>	13	0	1,728 ↗	0 ↗	0 ↗	Y	Y	Y	Y	N	Y
10	<a href="http://qoldiravault.com/">http://qoldiravault.com/</a>	-	0	1 ↗	1 ↗	0 ↗	N	N	Y	Y	N	Y

My website [www.IMFsite.org](http://www.IMFsite.org) is currently at #6 in the image above. (I also rank #1 in Bing & Yahoo as well)

Here I will explain each checked item, and why I care.

**Domain Age:** This is simply how old a domain is. I believe that all other things being equal, especially for long term SEO success, older domains generally out-rank new domains. (but as shown above, newer sites are currently out-ranking me – but they have done other things I did not do ... yet.)

**PageRank:** This is Google's rating from 1-10 of how important a page is. However, it is generally not updated very often, so a great way to find out a page's true pagerank, from a more updated resource, is by checking the url at [OpenSiteExplorer.org](http://OpenSiteExplorer.org) – this site is run by “Moz” and they have a similar ranking system that is updated frequently. Their MozRank goes from 0-100. When compared with Google Pagerank, we can summarize that a MozRank of 50 is equal to a Google PR5. A MozRank of 30 equal to a Google Pagerank 3, and so on. A MozRank of 25 would be equal to a Google PR of 2.5.

So while my pagerank above shows as 0 for my ranking page, if we check at [OpenSiteExplorer.org](http://OpenSiteExplorer.org) we can see that my page actually has a Moz authority of 46.

So that is one way to explain how a PR zero site can be ranked so high. Google simply hasn't updated their PR meter yet.

**Referring Domains Domain (RDD):** This is the number of domains in the world that link back to the domain listed in the top 10 above. Some sites rank their homepage. Others rank interior pages. RDD tells us how many links the site has to ALL pages on their site.

**Referring Domains Page (RDP):** This is the number of domains in the world that link back to the specific PAGE that is ranking. For example, above you can see that I am ranking for an interior page. And you can see that I have 34 links to the page itself.

RDD and RDP can give us a good idea of how many links it might take to rank our own page, whether we are trying to rank our homepage or an interior page. But remember, not all links are created equally. My 34 links are currently just as powerful as the site right above me that has 91 backlinks to their page.

**BLEG:** This tells us how many .edu and .gov links there are to the ranking page. Typically .edu and .gov links are very powerful. I currently have several to my homepage at IMFsite.org, but none to my interior page that is ranking. I still benefit from that, but not quite as much as if the link went directly to my interior page that I'm trying to rank.

**DMZ:** This tells us if the site is listed in the [DMOZ directory](#) – Dmoz is an old directory that holds trust and authority with Google. It is pretty tough to get listed there these days. Typically older sites are listed there.

**Yahoo:** This tells us if the site is listed in the [Yahoo Directory](#) – a link in this directory is generally considered good to have, and it costs \$300 to have Yahoo include your site in their directory.

**Title:** This lets us know whether or not the keyword is in the title of the ranking page.

**URL:** Is the keyword in the URL? (it counts even if it is after the “slash” and not in the actual domain name itself – for example – “xyz.com/gold-ira/” would count.)

**Desc:** Is the keyword in the meta description? This is a simple setting in wordpress that I will explain later. I actually noticed in the screenshot above that I forgot to do this. So I just fixed in and it only took 30 seconds. I will show you all of this later, but you can see how a simple oversight can be the different between being #6 and #1. (UPDATE – 3 days after I added the keyword to the description, I have gone up to #3.)

**Head:** Is the keyword used in heading tags on the page? This simply means that the name of your page or post contains the keyword. I will show you how to do this later.

Now, when we look at all of the above as a whole, we can start to see where some of the top 10 sites did well, and where some are lacking. This can give you an idea of what you would need to do with your site in order to break into the top 10.

Now we can use it as a reference when we go out and build or acquire our own site, and make changes to it, add backlinks, etc.

# Long-Term SEO

Now in the old days of SEO, I would try to get a brand new domain with the keyword in it, like goldira.com or goldirainfo.com, or something like that. While that can still work, I figured out a way to work much smarter... while at the same time making my sites not prone to getting “slapped” by Google when they roll out new updates to their algorithm.

Don't get me wrong, lots of people still rank sites with new domains, exact match domains, and by using spammy automated software. But their days are typically numbered. They have to worry about their site getting a penalty, and having to start all over. I don't.

I ONLY like working with sites that are already aged, and have Google pagerank. Even if the site is only 1 year old, and only has 20 backlinks, I would still prefer that over starting a site from scratch.

In the [Fast Start Video section](#), I go through exactly how I built and ranked a brand new site called [FatSickAndNearlyDead.org](#) – however, it is important to note that it took around 1 year for that site to get to page 1 of Google. Once it did, it started making up to \$500 per day.

But, my guess is you don't want to wait one year for your site to rank. Neither do I. The only way to rank a brand new site quickly is one or more of the following:

- a) going after low competition keywords
- b) using spam backlinking software (and risking your site)
- c) building your own backlink network (I will show you how to do this later)

I don't care to do either A or B above.

I only do C.

And on top of that I STILL give myself an additional advantage of starting with a website that Google already likes. (instead of a new one)

Why start from scratch when we don't have to?

So my site that we explored above, [IMFsite.org](#) is a great example. It was created in 1999.

I acquired it in 2013, and I still benefit from its 14 years of age and backlinks.

[IMFsite.org](http://IMFsite.org) is a fantastic site that I acquired for \$500. Then I simply made changes to it, and got a few powerful backlinks, and it shot to the top of Google for HUGE keywords. Not to mention, it makes me a lot of money... in fact I average well over \$500... PER DAY. Because [Regal Assets](#) pays me \$100 per lead, and I also make an average of \$2,400 per referred sale. I will show you exactly how I did all of this.

First, here is what the site looked like when I acquired it:

<https://web.archive.org/web/20100310162338/http://imfsite.org/>

Now I'd like to explain how I acquired this site, exactly what I changed, how I set everything up, how I ranked it, and how I make money with it. And then you can replicate this process easily as many times as you want.

Another key to long term SEO success is owning and controlling all of your own backlinks. Basically we acquire sites and then use them to link to our money site, which in turn makes our money site rank.

Please note that what I am about to reveal is almost never shared online for less than \$5,000 by any of the "seo gurus" you may know by name.

Please pay attention and take notes, and re-read as many times as necessary. It is not complicated, but it does require enough attention and thought, that 90% of the people reading this probably won't do it. This is not a magic button, but it is a magic process.

To those of you in that 10% who WILL do something with this information, I am proud of you! If you do this, you will truly be close to realizing the dream of making serious money online. That is a FACT.

# Register Compass – Acquiring Sites

Here is how I acquire sites that Google already loves, for much cheaper than it would be to develop them myself, by using [Register Compass](#).

The idea here is to acquire a quality site that someone else allowed to expire, whether they lost interest in the site, or simply forgot. When the name “drops”, a service like [Namejet](#) or [SnapNames](#) catches it, and puts it up for auction. If no one bids on it, then it truly expires. If you win one of these auctions, the great thing is, the history of the domain will never reveal the expiration. So if a site was originally registered in 1999, and you acquire it, it will still be considered a valuable 15+ year “aged” domain in the eyes of Google.

So first, we are looking for a “money” site that we want to rank. My money site is the site I want to turn into an authority and rank, and make money from.

We also want to acquire several other sites that we will use to link to our money site – giving it extra juice to help it rank even higher. Basically we will create and control our own backlinks.

So on a small scale, we could have one money site, and 10 “link network” sites. Each of those 10 sites will link to the money site. They should never link to each other. But I will get into the Do's and Don'ts a bit later, after I first explain how to get these awesome sites.

Alternatively you can [watch my Register Compass video here](#).

Register Compass lets us set specific search parameters to find exactly the type of website we want to acquire.

Once I login, I go to “domain search”.



Now on the Domain search menu we have lots of options.

I'm going to tell you how I personally do it. Feel free to experiment with different settings.

Here are the variables that are mandatory for me:

**.com, .net, .org:** I put a check mark next to each, and none of the others. I don't want foreign sites or lower level TLDs.

**Pagerank has to be > 0:** I personally don't look for PR 0 sites because I am looking for aged sites as well, and if they haven't attained a PR more than zero over the years, they probably aren't what I want.

**Pagerank is Valid:** Definitely not interested in sites with fake PR.

**Auction Registrar:** I set it to ALL.

**Auction Type:** I typically set this to PreRelease – this means the Registrar is looking for someone to place at least one bid. And once someone does, an auction is scheduled.

Although occasionally I will also look at what is available as a “Buy Now”. Those are usually on Godaddy, and most are garbage. So I rarely do that, unless I feel like sifting through a lot of junk sites. The upside is that with Godaddy, sometimes you can find a good site for only \$5, where as with Namejet and Snapnames, my preferred Registrars, the sites start at \$69. But again they are always high quality, with my search criteria, so I don't mind them starting at \$69. Most end up selling for less than \$100.

**Domain Age:** I set this to < 2010. But to be honest I am usually on the lookout for sites that are much older. Especially for my “money” site. For example IMFsite.org was from 1999.

**Domain Authority:** This is the value of the site from 0-100 as calculated by “SeoMoz” from OpenSiteExplorer.org - if you recall we previously talked about this score when we were using Market Samurai. The Moz score of a site is typically more updated than Google's PR ranking system. So if we see a site with a Moz authority of 30, and a Google PR of 1, it is generally safe to assume the site is actually worthy of being a Google PR 3, but Google likely hasn't updated their PR meter to reflect this yet.

Knowing this, we can actually find bargains. While most bidders are concerned mainly about Google PR, I am more concerned with their Moz authority score. So we may be able to buy a Google PR1 site cheaply, with a Moz score of 40. That would mean we basically just got a PR4 site at a PR1 price!

I usually set the domain authority at >20, or >30 depending on how powerful of a site I am looking for.

Alternate variables that I like to see in Register Compass, but aren't mandatory, are:



**DMOZ:** If a site is listed in Dmoz it tends to have more age and authority. It is a nice bonus.

**Yahoo US:** A link in the Yahoo directory is nice to have since they cost \$300 and carry some weight with Google

**Edu Backlinks > 0:** I almost always prefer sites with backlinks from edu sites (schools) but I also want to make sure they are from U.S. Based schools as well

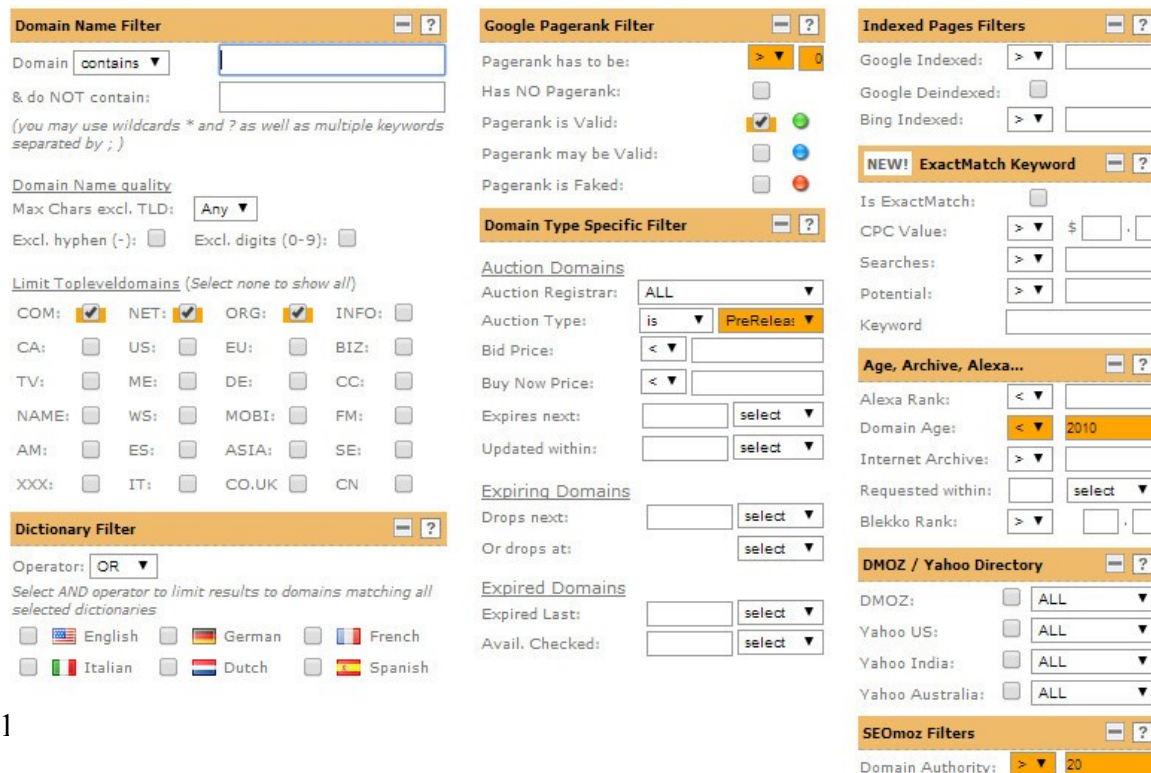
**Gov Backlinks > 0:** It is definitely a plus to have a few backlinks from government sites

**Domain Name Filter:** Another interesting filter is using a keyword. If we are looking specifically for a site that is already about “gold” then we can enter that as a keyword:



By the way, you might think that I would use the “english” only category under the dictionary filter. For some reason it doesn't work correctly and removes most options, including English speaking sites. Do not use it.

Here is a screenshot of my overall general settings:



Next we click on “find domains”



Then we see the search results, and we want to click on “auction domains”. You can see in this example that 894 qualifying domains were found.

**SEARCH RESULTS:**

Expiring Domains: **62**    Expired Domains: **20**    Auction Domains: **894**

I click on the 894 number and then we see this:

Domain	Last Check	Registrar	Auction	Updated	Bid Price	Buy/Now Price	Auction Expire	Bidder	Google PR	Blekkho Hostrank	Alexa Rank	Domain Age	Archive	SEOMoz Dom-Auth
TLD's: <b>com, net, org,</b>														
111bits.net	1 d	Snap	prerelease		\$ 69		3 d 18 h 37 m		1 ●	1.3		2007	41	25
114fh.net	1 d	namejet	prerelease		\$ 69		13 d 3 h 22 m		1 ●			2009	7	23
119hdd.com	9 h	namejet	prerelease		\$ 69		14 d 3 h 21 m		1 ●			2007	17	21
1890house.org	9 d	namejet	prerelease		\$ 69		5 d 3 h 21 m		3 ●	15.3		2005	65	24
1906earthquake.com	2 d	namejet	prerelease		\$ 69		12 d 3 h 21 m		3 ●	12.8		2004	110	22
1leslieedailebanks.com	11 d	namejet	prerelease		\$ 69		3 d 3 h 21 m		1 ●	0.3		2005	39	22
1nenpi.com	3 d	namejet	prerelease		\$ 69		11 d 3 h 21 m		1 ●	1.0		2006	92	22
1photographer.com	1 d	Snap	prerelease		\$ 69		4 d 18 h 36 m		1 ●	1.2		2001	85	24
1st-debt-consolidation-unsec...	7 d	namejet	prerelease		\$ 69		7 d 3 h 21 m		1 ●			2001	60	23
21cn-abroad.com	5 d	namejet	prerelease		\$ 69		9 d 3 h 21 m		3 ●	1.0		2000	71	23
33asahi.com	12 d	namejet	prerelease		\$ 69		2 d 3 h 21 m		1 ●	0.1		2004	40	34
371dvd.com	1 d	Snap	prerelease		\$ 69		3 d 18 h 36 m		1 ●	3.0		2004	424	31
37nzen.com	10 h	namejet	prerelease		\$ 69		14 d 3 h 21 m		2 ●	13.6		2009	14	21

**SEOMoz Dom-Auth**
  
> 20
  


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54
 

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52
 

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50
 

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48
 

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48

Next I like to click on the down arrow in the SEOMoz Dom-Auth category, so that the domains are re-organized to show a descending list of the top ranking moz authority sites. We can also see that the other variables we care about are highlighted, making it easy to compare the SEOMoz score to the Google PR, for example.

What I'm looking for a good combination of age, moz authority score, and to some extent, Google PR.

And then I look at the domain names themselves. If I see anything related to weird stuff like porn or warez or anything I don't like, I skip it. But I will give you a big tip – what I love more than anything is a good aged .org, especially one that used to belong to a non-profit organization. They tend to have higher quality backlinks, and trust. They also tend to have generic url's. For example in the screenshot below, the domain NAESV.org – that could really be anything – a health site, a finance site, whatever we want it to be. It doesn't matter what it used to be. Of course, all things being equal, I would love to find a site that is already about the topic I'm trying to rank for... but it isn't necessary.

For example, if NAESV.org is a 9 year old site about health, then that is even better, especially if I'm going to use it as my new “money site” about a health product. But if not, I could simply rebrand it as a health site and still rank for health terms, with newly created pages like NAESV.org/lose-weight-quickly/ (this is just an example – I do not own this site)

Domain	Last Check	Registrar	Auction	Updated	Bid Price	BuyNow Price	Auction Expire	Bidder	Google PR	Blekkho Hostrank	Alexa Rank	Domain Age	Archive	SEOMoz Dom-Auth
TLD's: com.net.org.			prerelease						> 0			< 2010		> 20
isnr.org	1 d	Snap	prerelease		\$ 69		3 d 18 h 35 m		5	121.3	1,367,418	2002	265	54
nocleanfeed.com	1 d	namejet	prerelease		\$ 69		13 d 3 h 20 m		6	162.7		2008	86	52
realdealsstubblefield.com	12 d	namejet	prerelease		\$ 500		2 d 3 h 20 m		3	18.5	8,087,299	2004	173	50
autosinsurancecompanies.com	3 d	namejet	prerelease		\$ 69		11 d 3 h 20 m		4			2009	13	48
4fersalair.com	4 d	namejet	prerelease		\$ 69		10 d 3 h 20 m		2	2.0		2008	29	48
makayougohmm.com	1 d	Snap	prerelease		\$ 69		18 h 35 m		2	140.7	3,842,190	2003		47
veteransforamerica.org	1 d	namejet	prerelease		\$ 69		13 d 3 h 20 m		5	99.2		2006	324	46
naesv.org	2 d	Snap	prerelease		\$ 69		2 d 18 h 35 m		6	52.7		2005	104	45
djkansai.com	5 d	namejet	prerelease		\$ 69		9 d 3 h 20 m		3	3.4		2006	120	45
hjm3.com	8 d	namejet	prerelease		\$ 69		6 d 3 h 20 m		3			2005	25	44
the-op.com	6 d	namejet	prerelease		\$ 69		8 d 3 h 20 m		4	108.5	3,215,700	2004	547	43
redstonegolfclub.com	13 d	namejet	prerelease	13 d	\$ 69		1 d 3 h 20 m		4	62.2		2002	294	42
joycean.org	13 d	namejet	prerelease	13 d	\$ 69		1 d 3 h 20 m		3	22.5		2002	224	42
insn.org	14 d	namejet	prerelease		\$ 69		3 h 20 m		3	33.9		2005	229	42
tobacamp.com	9 h	namejet	prerelease		\$ 69		14 d 3 h 20 m		4	50.5	553,472	2008	94	42
alfandega-filmes.com	5 d	namejet	prerelease		\$ 69		9 d 3 h 20 m		1	0.3		2006	64	41

And I could say that NAESV stands for National Alliance for Energy, Supplements, and Vegetables. Or something like that. I will show you what I mean later, when I show you some actual sites I've purchased and re-invented into new niches.

By the way, that site NAESV.org will likely sell for a lot, since it is a Google PR6. But let's pretend that we are considering bidding on that site. (UPDATE – it sold for \$1300)

Before I bid on it, I head over to [ahrefs.com](http://ahrefs.com) and do a search for it.

# Site Explorer

## Site Explorer & Backlink Checker

[SEARCH LINKS](#)

On the next page I click on Referring → Domains



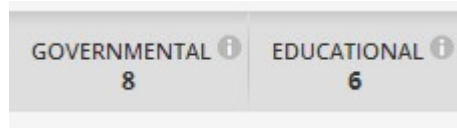
Next I sort by domain rank, from high to low.

↑ Domain Rank

Now right off the bat I see some amazing backlinks to this domain. Wikipedia, California's government website, the Center for Disease Control, the Navy's military site, NY.gov and more. So this site now has my full attention.

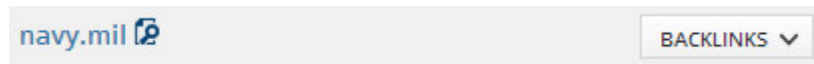
Domain Rank	Alexa Rank	Backlinks Count	First Seen	Referring Domain
85	-	1	13 Aug '13	<a href="http://de.wikipedia.org">de.wikipedia.org</a>
82	-	1	14 Oct '13	<a href="http://es.wikipedia.org">es.wikipedia.org</a>
81	590	1	13 Aug '13	<a href="http://ca.gov">ca.gov</a>
81	2,510	2	15 Mar '14	<a href="http://cdc.gov">cdc.gov</a>
79	1,018	2	17 Aug '13	<a href="http://prweb.com">prweb.com</a>
77	8,615	2	21 Aug '13	<a href="http://navy.mil">navy.mil</a>
76	5,139	2	17 Aug '13	<a href="http://sagepub.com">sagepub.com</a>
76	10,884	2	21 Nov '13	<a href="http://state.mn.us">state.mn.us</a>
75	775	1	19 Feb '14	<a href="http://chron.com">chron.com</a>
75	10,079	3	7 Dec '13	<a href="http://mo.gov">mo.gov</a>
75	2,528	1	3 Sep '13	<a href="http://nj.com">nj.com</a>
75	1,380	2	16 Aug '13	<a href="http://ny.gov">ny.gov</a>
75	5,947	5	18 Aug '13	<a href="http://state.ny.us">state.ny.us</a>

We can also click on the edu or gov categories above to see them more clearly.



Additionally, for each awesome backlink, I like to manually check to make sure the backlink still exists. After all it may have once been there, but could be gone now. I see that happen sometimes.

So we need to check the backlink by clicking the backlinks button next to the link we want to check:



For example, on Navy.mil we can now see the link was here:

AR	Referring Page URL	Int/Ext	Size	Link	Type	Last Check
14	<a href="http://cnlc.navy.mil/ffr/family_readiness/...">cnlc.navy.mil/ffr/family_readiness/...</a>	205/37	115 kB	<a href="http://n...">http://n...</a> National Alliance to End Sexual Violence - national advocacy group seeking to advance and		194 d

I can click on that link –

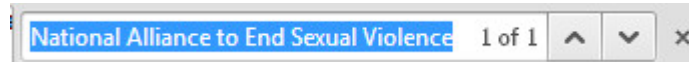
[cnlc.navy.mil/ffr/family\\_readiness/fleet\\_and\\_family\\_support\\_program/sexual\\_assault\\_prevention\\_and\\_response/resources.html](http://cnlc.navy.mil/ffr/family_readiness/fleet_and_family_support_program/sexual_assault_prevention_and_response/resources.html)

And now I am on the page:



Now I want to find the link, which we can see on the previous image, and in ahrefs, says that the anchor text should be “National Alliance to End Sexual Violence”

So I hit control->F on my PC keyboard and pull up the search function, and I search for that anchor text:



And alas we find the link:

#### Policy & Research Resources

- [National Sexual Violence Resource Center](#) - hosts a variety of resources, including factsheets, guides, toolkits, articles, and NSVRC-exclusive publications. There is also a calendar of events, listing sexual assault trainings, conferences, and local events.
- [National Alliance to End Sexual Violence](#) - national advocacy group seeking to advance and strengthen public policy on behalf of state coalitions, individuals and other entities working to end sexual violence.

That is good news!

So now we can repeat this procedure with any other links we want to check, in order to make sure we are bidding on a site that does in fact have all of the great backlinks it is reported to have.

Once we have verified enough, and are satisfied, I like to check one more thing.

I like to see if the site looks like it has ever been SEO'd by someone else, and potentially slapped.

To do this, we go back to ahrefs, and click on the “anchors” tab:

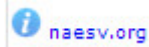


Here I look at the anchor text distribution to make sure that there aren't an abnormal amount of backlinks with some sort of spammy anchor text. Typically this doesn't apply to non-profit sites, but if you were looking at a site like ushealthinsurance.net and it had 90% of its anchor text shown as “cheap health insurance”, or an obvious SEO keyword, I tend to avoid those sites.

However, if the anchor text is very high (over 50%) for the name of an organization – like National Alliance to End Sexual Violence, I don't see that as a red flag. In this case it is only 6% anyway, so again we're all good.

Now let's move on to bidding.

We click the “I” next to it for more info.



A window will pop-up like this:

## naesv.org

Type: Auction (Snap) type: prerelease auction

### Domain Details

Auction related information:	
Registrar	Snap
Auction Type	prerelease
Price	\$ 69
Bidder	-1
Auction ends in	2 d 13 h 2 m
Ranking:	
PageRank	Rank 6
Alexa Rank	-
SEMRush Rank	-
Age:	
Domain Age	9 years
Wayback Machine	has been crawled 104 times
Backlinks:	
Google Backlinks	9
Yahoo Backlinks	45
Alexa Backlinks	32
Blekkio Backlinks	1.017
Majestic SEO Backlinks	3.033
Majestic SEO .gov Backlinks	13
Majestic SEO .edu Backlinks	17
Asian Backlinks	-
.de/.ch/.at Backlinks	-
Has yahoo .gov/.edu Backlinks	no

### MyLinks Section

- [Compete](#)
- [Seomoz Site Explorer](#)
- [SemRush](#)
- [MajesticSeo](#)
- [DynaDot IDN](#)

### Details

- [Whois](#)
- [Screenshots](#)
- [MajesticSeo](#)
- [SemRush](#)
- [SeoMoz Site Explorer](#)

### Action

- [Update domain values](#)
- [Mark domain as read/unread](#)
- [Place bid](#)

We click on “place bid”

If the domain is with Snap Names it will look like this:

### Search Results - naesv.org

3 domain names found.

<input type="checkbox"/>	Domain Name	Bidders	Minimum Bid	Order By	Watch	Status
<input type="checkbox"/>	<a href="#">naesv.org</a>	25	\$69	Mar 24, 2014 9:00 PM		Available Soon

Then click “available soon” and it will be added to your cart.

You should make sure that you have first registered for a free snapnames account.

If you are logged in, you will then go to:

**Available Soon**  
These domain names are expected to be available for auction soon, on approximately the dates listed under "Estimated Auction Start". [Learn More...](#)

<input type="checkbox"/>	Domain Name	Estimated Auction Start	Minimum Bid
<input type="checkbox"/>	naesv.org	25-Mar-2014	\$69.00

[Back to top](#)

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[Continue Shopping](#)

Where you can click “place order”.

You can go directly to your "[My Account -> Buyer Dashboards -> Pending Orders](#)" page to view their status or change your maximum bid.

If the domain is with Namejet, it will look like this: (this is a different domain example since naesv.org was with snapnames)

insn.org (View Uppercase)

**Backorder Now** i

\$

Minimum Bid: \$69 USD

You do not have this domain on backorder.

Here you would enter a bid of at least \$69 to get in on the action.

Then it will say:

You have this domain on backorder.

High Bid:	<b>\$185 USD</b>
Closing Time:	<b>3/23/2014 8:00 PM</b>
Type:	Pre-Release
Your Last Bid:	\$69 USD
Bid History:	20 bids



I like Name Jet because it will actually email you some reminders when the auction starts, and as it goes along. With SnapNames you are more on your own to remember.

OK, so now let's say you win a domain auction. Congrats! You just have to decide if you think the site is powerful and well-suited enough name-wise to be your money site, or if you want it to be part of your network of sites that link to your money site.

Remember, a money site is the site we want to rank and make money from. A link network site is a site we use to boost the rankings of our money site.

Here is an example of one of my money sites: [IMFsite.org](http://IMFsite.org)

Here is an example of a link network site that I use to link to my money site: [ExcelGoldMining.com](http://ExcelGoldMining.com)

Basically I decided to make IMFsite.org my money site because it was a PR5 with a lot of awesome backlinks from Stanford.edu and PBS.org and other powerful & trusted websites. I also decided that I could make an authority site about the IMF (the international monetary fund), since that was the site's original intention as well, and gold is directly related to the IMF. And remember, I had already decided I wanted to rank for “gold ira” and other related keywords.

I purchased a link network site like ExcelGoldMining.com because obviously it was related to gold, and it also had a moz authority of 29.

Of course I also purchase sites unrelated to gold or finance, and then I re-purpose them to be finance-related. Such as [chpcentermw.org](http://chpcentermw.org)

You can check the backlinks for those example sites in ahrefs.com to see why I was interested in them being a part of my network.

I will now show you how to create and establish [seo hosting](#) for your sites, whether they are your money site, or a link network site.

# Domain Setup

Once you win an auction with SnapNames or Namejet, they will notify you about which registrar holds the domain. It could be with any number of registrars, like Moniker, Big Rock, eNom, Melbourne IT, Network Solutions, Register.com, Dotster, Name.com or more. However if you bought the name through a godaddy auction, it will be with godaddy.

Each of these registrars has different prices, rules and procedures. If you don't have an account with the one that holds your newly won domain, they will automatically create one for you and send you the login after you win the auction.

The very first thing you want to do is MAKE SURE YOU ADD PRIVACY PROTECTION TO THE DOMAIN. Each registrar has this available for a small fee. You want to do this so that no one, including Google, will be able to connect the dots and see that you own all of these domains. If you don't do this, your network could be exposed at some point and Google could penalize all of your sites.

Oh, and by the way, Moniker is weird and still shows your name even with privacy – they block out your address and email only. So I recommend changing your name in your moniker profile to something else.

Also, please remember that you need to decide if a site is a link network site or a money site. Once you decide, NEVER link any link network sites to each other. Only link them to your money site(s).

The idea is to make it appear as though all of these great sites are linking to your money site because it has great content. Not because you own it.

NOTE: Sometimes a company or person may contact you about a site you acquired, and tell you that they simply forgot to renew it. And they want it back. Some are nice and some are mena (and even threaten lawsuits). Do whatever you want in that situation. You could sell it back at a profit, or keep it and transfer the site to an offshore registrar like [www.Internet.bs](http://www.Internet.bs) which is in the Bahamas.

But please note that you are not allowed to do this until at least 10 days after you bought the domain. Also, don't get paranoid and transfer all of your sites on the same registrar like internet.bs – it looks more natural if your sites are spread across several registrars. I rarely transfer any of mine from where they were when I bought them.

# Hosting Setup

Now it is time to get [hosting](#) and make the hosting company's server talk to your registrar (automatically, behind the scenes) so that the site becomes live on the internet. And then we can build it correctly and easily for SEO purposes.

Some people like to not only have their sites spread across several registrars, but they also like to have their sites hosted at many different hosting companies.

While I think that is probably a good practice, I find it too difficult to maintain and organize. So I host hundreds of my sites with the same host. They are called [SEOhost](#) – I like them because each of my sites are hosted on separate IP addresses, and separate C-classes. This means if someone looked into them, they could find out that they are hosted with the same company, but they could not establish that they are owned by the same person. That is what we want. Again if you feel more secure in hosting at different hosting companies, by all means do it. I personally don't, and I haven't had any issues.

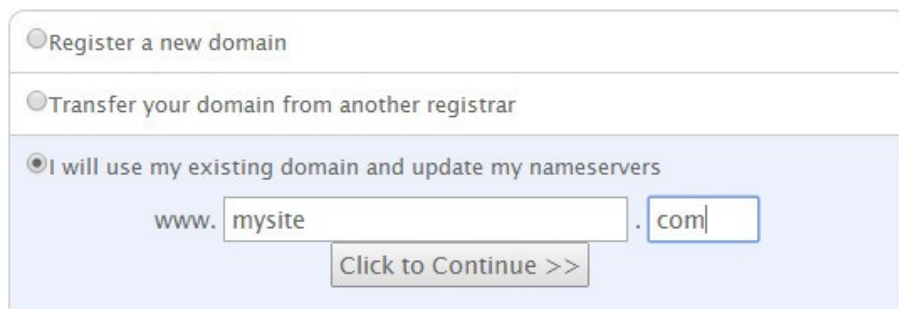
For the purposes of this tutorial I am going to show you how to set things up with [SEO Host](#). Your setup may vary with other hosts.

At [SEOhost](#) you can purchase a plan for as few as 5 sites (or 5 IP's), all the way up to 125 sites/IP's. And by the way, I prefer to use a dedicated IP plan. If you get a shared IP plan, you could potentially face problems if another person is sharing your IP address, and they do something stupid to alert Google.

Here is the minimum plan I suggest:

## Product Selection: Dedicated IP SEO Hosting – 5 C Class IPs

Please provide us with the domain you want to use with your hosting service by selecting an option from the selections below.



The screenshot shows a form with three radio button options for domain selection. The first option is "Register a new domain", the second is "Transfer your domain from another registrar", and the third, which is selected, is "I will use my existing domain and update my nameservers". Below the selected option, there is a text input field containing "www. mysite" and a dropdown menu showing ". com". A "Click to Continue >>" button is located at the bottom of the form.

This will get you started with 5 unique C-class IP's for only \$19.95. You should select “I will use my existing domain and update my nameservers.”

Once you have created an account, they will email you a confirmation message, letting you know the account is being created. Once it has been created, you will receive a 2<sup>nd</sup> email containing login access to your server via the “WHM” or web hosting manager.

\*\*\* - Before proceeding in this section of the guide, I recommend waiting until you have received your login info. \*\*\*

When you want to add any newly acquired site to your WHM, you would login using the information they send you.

First we are going to define a “package”. This will allow you to have any new domains created the same way, without having to specify new details every time.

So look on the left side menu and scroll down to click “add package”.



Now you can create a name for your package – Mine is called Kellys C-classes.

Then we will define the package like this:

Resources	
Disk quota (MB)	<input type="text" value="unlimited"/>
Monthly bandwidth (MB)	<input type="text" value="unlimited"/>
Max FTP Accounts	<input type="radio"/> <input type="text" value="0"/> <input checked="" type="radio"/> Unlimited
Max Email Accounts	<input type="radio"/> <input type="text" value="0"/> <input checked="" type="radio"/> Unlimited
Max Email Lists	<input type="radio"/> <input type="text" value="0"/> <input checked="" type="radio"/> Unlimited
Max Databases	<input type="radio"/> <input type="text" value="0"/> <input checked="" type="radio"/> Unlimited
Max Sub Domains	<input type="radio"/> <input type="text" value="0"/> <input checked="" type="radio"/> Unlimited
Max Parked Domains	<input checked="" type="radio"/> <input type="text" value="0"/> <input type="radio"/> Unlimited
Max Addon Domains	<input checked="" type="radio"/> <input type="text" value="0"/> <input type="radio"/> Unlimited
Maximum Hourly Email by Domain Relayed	<input type="text" value="0"/>
Maximum percentage of failed or deferred messages a domain may send per hour	<input type="text" value="0"/>

### Settings

**Options**

- Dedicated IP
- Shell Access
- Frontpage Extensions
- CGI Access
- Digest Authentication at account creation.

---

**cPanel Theme** x3 ▼

---


**Feature List** default ▼

---

**Locale** English ▼

Add

Next look at the left side menu until you find “create a new account”.

 Account Functions

Create a New Account

Now enter the information in the form, such as the domain name, your preferred username and password, and your email.


### Create a New Account

**Domain Information**


<b>Domain</b>	blah.com	✓
<b>Username</b>	blah	✓
<b>Password</b>	.....	✓
<b>Re-type Password</b>	.....	✓
<b>Strength (Why?)</b>	OK (58/100)	Pas
<b>Email</b>	kelly@blah.com	✓

---

**Package**

Choose a Package kellyf\_Kelly C Class ▼ 

For “choose a package” you can choose the package you created a moment ago.

 These settings will be determined based on the package you choose; for example, you will only be able to select an IP address if the selected package includes a dedicated IP.

CGI Access

Locale

### DNS Settings

Enable DKIM on this account

Enable SPF on this account

(zone template: v=spf1 a mx include:websitewelcome.com ~all)

Use the nameservers specified at the Domain's Registrar. (Ignore locally specified nameservers.)

**Nameservers:** sns169.websitewelcome.com  
sns170.websitewelcome.com

### Mail Routing Settings

Automatically Detect Configuration (recommended) [more »](#)

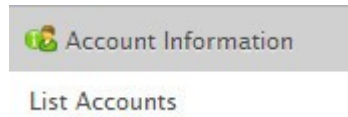
Local Mail Exchanger [more »](#)

Backup Mail Exchanger [more »](#)

Remote Mail Exchanger [more »](#)

[Create](#)

After the account is created, you can click on “list accounts” in the left menu.



Now you will see your domain listed.

What we want to do next is highlight the IP address and copy it, or just write it down.

DOMAIN	cPanel	IP ADDRESS
<a href="#">cbdsm.org</a>		69.93.97.113

The next step is to head back to the registrar that holds the domain.

For this example, the domain above is registered at Melbourne IT. Remember, each registrar will vary a bit. But we are essentially doing the same thing on all of them. We need to find the domain in our registrar account, and we need to change the domain to point to our IP address. So we create “custom nameservers”. If you ever have any issues, be sure to tell your registrar that you need help creating custom nameservers.

In this example, inside my account I go to “manage domain names”



Then I click on my domain:



Then we go to edit the name servers:



In this example I need to click on “redelegate domain name” to change the nameservers. Again each registrars verbiage will vary.

I prefer to call my custom nameservers something like ns.mydomain and ns2.mydomain.com – I recommend you do the same.

Then I enter my IP address for both (the same IP)

## Manage *cbdsm.org*

### Change Nameserver Delegation for *cbdsm.org*

	Hostname	IP Address
Primary Nameserver	<input type="text" value="ns.cbdsms.org"/>	<input type="text" value="69.93.97.113"/>
Secondary Nameserver	<input type="text" value="ns2.cbdsms.org"/>	<input type="text" value="69.93.97.113"/>
Nameserver 3	<input type="text"/>	<input type="text"/>

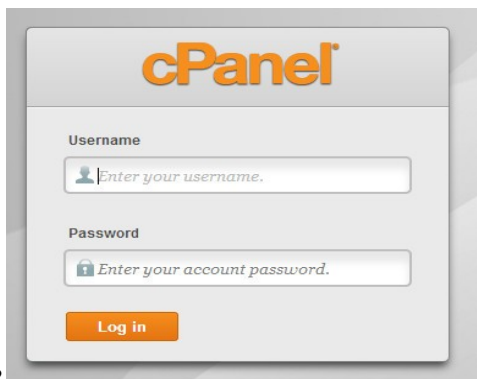
**CONTINUE**

That's it!

Now all of the technical stuff is out of the way. It may seem foreign at first, but you will get 10 times better at it the second time around, and so on.

We just have to wait a few hours or possibly up to a day, for the host and the registrar to talk to each other and get connected.

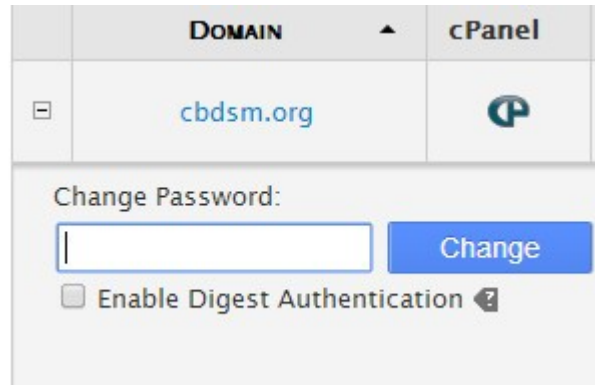
You will know things are ready to go if you go to <http://www.yoursite.com/cpanel> and you see a login like this:





The login info will be whatever username and password you chose when you set up the domain in your [SEO hosting](#) account.

If you ever forget or need to reset it, you can do that easily inside you WHM by going back to “list accounts” and then clicking the plus sign next to your domain.



NOTE: WHM comes with standard nameservers you can use such as:

**Nameservers:** sns169.websiteswelcome.com  
sns170.websiteswelcome.com

I NEVER use these, and prefer to setup custom nameservers like we did a moment ago.

When I build my blog network for powerful backlinking purposes, many times they are hosted on the same server with [SEO Hosting](#). Even though they have different c-classes and IP's, if I use the default nameservers for all of them, it will leave more of a footprint for Google to discover my secret link network.

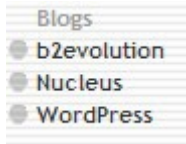
OK now let's login at [www.yoursite.com/cpanel](http://www.yoursite.com/cpanel)

I go down to the software/services section on the right and select “fantastico deluxe”.



(\*side note: if your host doesn't use Fantastico, and instead uses “Softaculous”, here is a great tutorial – [How to install Wordpress using Softaculous](#)”

Next screen I click “wordpress”.



Then I click “new installation”.

**New Installation** (3.3.1)  
Disk space required: 12.76 MB  
Disk space available: 3482.5 MB

Then we fill out the form, leaving the directory blank, and entering in whatever we want for the rest.

Note that the Site name and Description fields can be changed later.

A screenshot of the WordPress installation form. The form is titled "WordPress" and "Install WordPress (1/3)". It has several sections: "Installation location" with a dropdown for "Install on domain" (set to "cbdsm.org") and a text box for "Install in directory" (empty); "Admin access data" with text boxes for "Administrator-username" (set to "admin") and "Password" (set to "mypassword"); and "Base configuration" with text boxes for "Admin nickname" (set to "admin"), "Admin e-mail (your email address)" (set to "kelly@email.com"), "Site name" (set to "cbdsm.org"), and "Description" (set to "Site about gold."). At the bottom is an "Install WordPress" button.

Then click “install wordpress”.

After WordPress is finished installing, you should see a "Congratulations!" message with a link to click. Click that link, and it will bring you to your newly installed WordPress blog.

Your admin password will be e-mailed to you at the e-mail address you provided above. Check your e-mail for the password.

Now if you acquired a “link network site”, go ahead and go to the next page. If you acquired a “money site”, go to page 58. Remember, a money site is the site we want to rank and make money from. A link network site is a site we use to boost the rankings of our money site.

# Link Network Wordpress Configuration

You can now login to your website at [www.yoursite.com/wp-admin](http://www.yoursite.com/wp-admin)

Now you are in your website's wordpress admin area.

**Link Network Sites:** (Money Site Configuration will be later in this guide)

First we will go over how to build a “link network” site that will have one simple purpose – to make your money site more powerful. Which in turn makes your money site rank higher.

But we also want to make sure that our link network sites are “good enough” to pass a manual review from a Google employee. Meaning, if anyone at big G takes a look at the site, it needs to stand on its own merit... enough so that it will get a passing grade. It doesn't have to be amazing by any means.

Here is an example of one of my link network sites in the financial niche:

[www.cbds.org](http://www.cbds.org)

It is a Google PR5 site (as of this writing), with a Moz Authority of 41 on the homepage.

If you look at [www.archive.org](http://www.archive.org) we can see that it was once the “Center for Behavioral and Decision Sciences in Medicine” at the University of Michigan. According to [www.ahrefs.com](http://www.ahrefs.com) it has a few great backlinks from [umich.edu](http://umich.edu), [upenn.edu](http://upenn.edu) and [nyu.edu](http://nyu.edu). And a slew of links from high PR medical sites.

So it is pretty easy to see why I was interested in it. Now although I already mentioned that I am using the site as a link network site, prior to deciding that, there were 4 possibilities of how I could utilize the site.

**Scenario A:** Let's say I chose to make CBDSM.org a money site in the health niche. Looking at the backlinks to the site, we see health/science related sites are linking to it. If ScienceBlog.com links to CBDSM.org, they are both about health. So when I use CBDSM.org as a money site in the health niche, I believe it makes it easier to rank new pages for health related keywords that we decide to target. Because I personally believe that the flow of PR is more powerful if the link flow comes from sites that are contextually about a similar subject or niche.

**Scenario B:** Let's say I chose to make CBDSM.org a link network site in the health niche. And let's say I have another site that I am going to use as my money site. So if ScienceBlog.com links to CBDSM.org, which then links to KellysNewMoneySite.com,

and KellysNewSite.com is in the health niche, we have an advantage again in ranking for health related keywords.

**Scenario C:** Let's say I chose to make CBDSM.org a money site, in a new niche like gold investing. Although it was previously a health related site, and all of its backlinks are from health related sites & pages, I can still re-purpose the site completely as a gold site. And I would still get a lot of benefit from those links, and the fact that CBDSM.org is a PR5. But perhaps not as much benefit as keeping it in the health niche. However, I can create a few other link network sites about gold, and point them to CBDSM.org and voila, Google starts to catch on that this is now a gold site to be taken seriously. This scenario is particularly attractive if you are unable to acquire a powerful money site that is already in your targeted niche, whether it is due to lack of funds, or due to losing auctions, or the fact that sometimes there just may not be a great site available in your niche for a few weeks.

**Scenario D:** Let's say I chose to make CBDSM.org a link network site, in a new niche like gold investing. Similar to scenario C, I can re-purpose it as a gold site. Then I could put a link on the homepage to my true gold related money site. And since CBDSM.org is high PR, and the text and images and videos on the site are now related to gold, Google will recognize this as a powerful link to my true money site.

So there are a lot of options. It is completely up to you. None are right or wrong.

With this particular site, I chose scenario D.

The only reason I did this was because I do have a health related money site already, AND it was already ranking on page 1 of Google for its main keywords at the time when I acquired CBDSM.org – so in essence, I didn't feel like I needed CBDSM.org to be a health site.

And since I had also already acquired a powerful money site that was already finance/gold related (IMFsite.org), I chose to make CBDSM.org a gold related link network site, with the sole purpose of passing powerful link juice to my money site IMFsite.org

Make sense? If not, re-read all of the above again.

Again, you can choose any of the 4 scenarios and they will all work. Some perhaps a little better than others.

Anyway, since we now know why I bought it, and which scenario I chose, let's talk about how I built it out and why.

I will go over the broad components of it, and then we'll get into how to do it on your own link network sites, easily and quickly. I actually outsource this stuff, and you can do the same.

**Theme:** For link network sites, I just pick any free wordpress them.

So first you need to login to wordpress at [www.yoursite.com/wp-admin](http://www.yoursite.com/wp-admin)

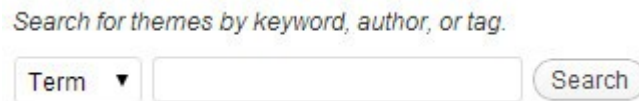
Next, on the left side menu of wordpress, select “appearance”.



Next click “install themes”.



Now you will see a search bar and some available search criteria options. Honestly I just leave the search bar blank and click “search”.



If you have a color in mind, or a keyword, feel free to try that. You would then need to click the “find themes” button at the bottom of the page.



I don't find it necessary to look too deeply, because link network sites aren't really meant to be seen by people. They are only there to help us rank our money site.

BUT, they do need to look “good enough” to pass a manual review from a Google employee – just in case that ever happens. So I personally pick any theme that looks simple, clean, and not flashy – some have big picture areas or odd formatting. I want the blog to look as basic as possible, and easily readable.

Another key is I never pick a theme that doesn't show full posts on the homepage. Some are designed to only show snippets, and the user has to click through to an interior page to read the rest. We don't want that.

The reason why, is because most of these link network sites with have most of their power and link juice happening on the homepage. So when we put a link to our money site in one of the posts, we want it showing on the homepage for maximum strength.

Unsuitable themes are easy to spot in the search results. Here is an example of one that came up:



viper

[Install](#) | [Preview](#)

Just from the thumbnail preview above we can see that the posts are shortened to a few sentences and accompanied by a picture. This is no good.

Here is an example of a suitable theme that I would use:



veryplaintext

[Install](#) | [Preview](#)

I can tell by the preview pic that it allows full posts on the homepage.

Once we find one we like, I click “install”. And a window pops up where we can click the “install now” button.

[Install Now](#)

You will see a status indicator letting you know when it is done. It usually just takes a few seconds.

Downloading install package from <http://wordpress.org/themes/download/veryplaintxt.4.6.1.zip...>

Unpacking the package...

Installing the theme...

Successfully installed the theme **veryplaintxt 4.6.1**.

Next, click “activate”.

[Preview](#) | [Activate](#) | [Return to Theme Installer](#)

I actually just installed that theme on CBDSM.org while writing this, and it looks pretty good.

Next we need to look at the left side menu and locate the “settings” tab.

Hover over it with your mouse and click “general”.



Next I set the site title and tagline. (note: it may already be fine if you set it when you installed wordpress at your hosting cpanel)



**General Settings**

Site Title

Tagline   
explain what this site is about.

You can see this is very basic. Sometimes I leave the site title as just the url, like above. Other times I use words. For example if the site was called mycoolsite.com, I could make the title “My Cool Site”.



To increase the context even more, to make the site more relevant to the niche we are targeting, I could make it “My Cool Investment Site”, or in the case of CBDSM.org, I could think of some creative words that CBDSM could stand for, being sure to include financial related terms, if that's my niche.

Like “Coalition of Bullion, Data, Stocks & Money.” Or something like that. You get the idea.

Once you are done, save the changes.

Now under the “settings” tab again on the bottom left, click on permalinks.



It will take you to this:

### Common Settings

<input type="radio"/> Default	<code>http://cbdsm.org/?p=123</code>
<input type="radio"/> Day and name	<code>http://cbdsm.org/2014/03/28/sample-post/</code>
<input type="radio"/> Month and name	<code>http://cbdsm.org/2014/03/sample-post/</code>
<input type="radio"/> Numeric	<code>http://cbdsm.org/archives/123</code>
<input checked="" type="radio"/> Post name	<code>http://cbdsm.org/sample-post/</code>

Select “post name”.

This makes your future blog posts more search engine friendly. Save changes.

Next click the “pages” tab on the left side of your wordpress admin.



Here you can place a check mark next to the “Sample” page, or any page that is showing, and delete them by clicking “bulk actions” above and changing it to “move to trash”. Then click “apply”.



Now go to the left menu and click on “Links”.



Place a check mark next to every one of the links listed here and click the drop down menu that currently says “bulk actions” and select delete.



# Content For Link Network Sites:

I feel that my time is valuable. Too valuable to be writing content for link network sites. I would rather pay someone to do them for me. So I personally use [TheContentAuthority.com](http://TheContentAuthority.com) for hiring writers, and I give them specific instructions on what I want.

For link network sites, I typically have 2 articles written, of at least 800 words each. If you hire a tier 2 writer from [TheContentAuthority.com](http://TheContentAuthority.com) an 800 word article will cost you \$12.00. Tier 2 should be fine.

Once you have become a free member of The Content Authority, and you are inside the admin area, you should click on “buy credits”. You can deposit money via a credit card or Paypal. Once you have added funds, go to the “order content” tab.

The screenshot shows the 'Original Content' section of the The Content Authority admin interface. The top navigation bar includes 'Dashboard', 'Order Content', 'Submit Content', 'Manage Orders', 'Reports', and 'Buy Credits'. Below this, a secondary navigation bar lists 'Original Content', 'Bulk Order', 'Content & Backlinks', 'eBooks', 'Press Releases', and 'UAW Sets'. The main content area is divided into two columns: 'Order Basics' and 'Article Sets'. The 'Order Basics' column contains a 'Label (?)' text input, a 'Type (?)' dropdown menu set to 'Standard', an 'Article Details' section with a 'Min. Word Count (?)' input, a 'Writer Pool Quality' dropdown set to 'Tier 1 - Basic', and an 'Instructions: (?)' text area. The 'Article Sets' column features 'Add Set', 'Duplicate Selected', and 'Delete Selected' buttons, a 'Keywords, separated by commas' input with a 'QTY' dropdown, and two status indicators: 'Keyword Density: Max (No Limit)' and 'Rewrite When Complete: (0 words X 0)'. At the bottom, a 'Verify and Process Order' button is next to an 'Order Total: •' indicator.

The first section says “Label”. Here you can name the article(s) you are ordering, for yourself to remember them by. This is helpful to keep things organized as you order more articles for other sites in the future.

Type should be “standard”.

For minimum word count I use 800.

“Writer Pool Quality” should be “Great”, or “Excellent” if you'd like even higher quality.

In the instructions, you include a bit about what you'd like them to cover. If my site is about gold, I will say something like “I'd like a summary of why gold is a good investment”. Or “Please explain the factors that affect the price of gold”.

Under “Article Sets” you enter your keyword(s), and in the box next to it, you put the number of articles you want. The keyword isn't super important, it just needs to be in the general realm of your niche.

The screenshot shows a dashboard with a dark blue header containing navigation tabs: Dashboard, Order Content (selected), Submit Content, Manage Orders, Reports, and Buy Credits. The main content area is split into two columns. The left column, titled 'Order Basics', contains a text input for 'Label (?)' with 'gold article', a dropdown for 'Type (?)' set to 'Standard', a notice about direct orders, an 'Article Details' section with 'Min. Word Count (?)' set to 800, 'Writer Pool Quality' set to 'Tier 2 - Great', and a text area for 'Instructions: (?)' containing 'I'd like a summary of why gold is a good investment.'. The right column, titled 'Article Sets', has buttons for 'Add Set', 'Duplicate Selected', and 'Delete Selected'. Below these is a text input for 'gold investing' and a number input for '1'. At the bottom of this section are two tabs: 'Keyword Density: Max (No Limit)' (selected) and 'Rewrite When Complete: (0 words X 0)'.

Then click on the keyword density tab. Under the “max” tab I usually select 1%. Then click save and close the box.

The 'Keyword Density' dialog box has a title bar with a close button. It features three tabs: 'Max', 'Range', and 'Exact'. The 'Max' tab is selected. Below the tabs, there is a radio button for 'Use this method' with a link '(What is this?)'. Underneath is a dropdown menu showing '1%'. At the bottom are two buttons: 'Save' and 'Save For All'.

4 .

You are now ready to verify and process the order.

Verify and Process Order

Order Total: 12.00 credits

You will get an email once your content is ready. You can review it, and approve or ask for a rewrite. I almost never need a re-write. Remember this content doesn't have to be award-winning. It just has to be readable and make sense.

Once you have received notice that your article is ready, you can go back to the content authority and click the “manage orders” tab.

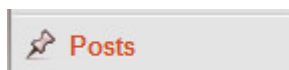
Click the label name you used when you made the order, and you will see your article on the right. Click on it.

Type	Title
<input type="checkbox"/> Standard	<a href="#">An Expose Into Enormous Gold IRA Advantages</a>

If you are happy with it, highlight the entire text of the article, right click and select “copy”.

Now go back to your blog's wordpress admin area.

Click “posts” in the left navigation.



On the next page click “add new”.



Next you can enter the name of the article – make up your own, or use the title that the writer made.

Enter title here

Next you can right click anywhere in the large empty content box and select “paste”. If you copied your article from Content Authority, it will now be pasted.



Then I create a category or two, related to my subject. For gold I might use “investing” and “precious metals”. Do one at a time and click “add new category”.



Now we want to do a few things here.

- 1) We want to add a couple of links out to authority sites
- 2) We want to add a few related pictures to the post
- 3) We may want to add a related youtube video to the post

**Step 1) Authority Links:** We want to scan the article for words that we can use to link out to “authority sites”. These should be general words related to our niche.

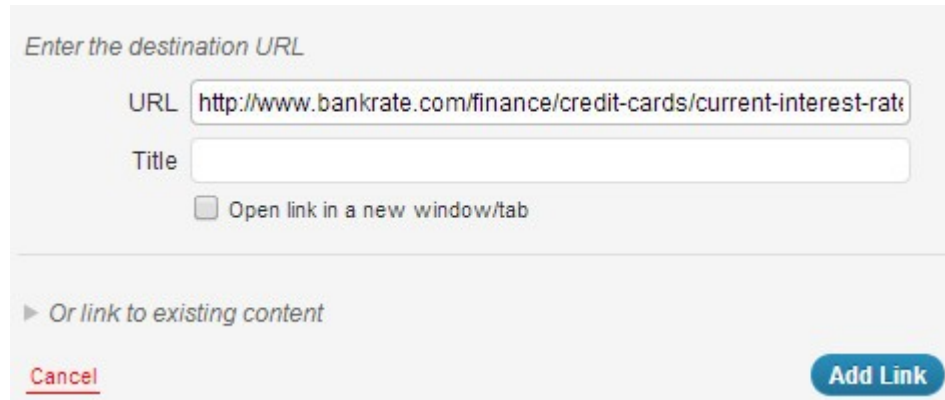
As an example, on CBDSM.org – the site is about “investing and money news”. So you can visit that site and see that I have an article about “best practices for credit card use”. In that article, I picked the word “interest” and linked to BankRate.com – I want Google to think my site is helpful. In order to make Google agree, I simply did a search in Google for “credit card interest”. One of the first results was an article from BankRate.com – so I linked to that. Google is already telling me they like that site. So I want to show Google I am linking to a site that they believe is helpful too.

As a general rule, I try to do 3 or 4 outbound authority links per article.

To create this link, inside wordpress I highlight the word “interest” and then I click the “link” button.



On the window that pops up, I paste the url of the BankRate.com article and click “add link”:

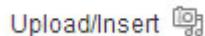
A screenshot of the WordPress 'Add Link' dialog box. It has a title 'Enter the destination URL'. There are two input fields: 'URL' with the text 'http://www.bankrate.com/finance/credit-cards/current-interest-rat' and 'Title' which is empty. Below the fields is a checkbox labeled 'Open link in a new window/tab' which is unchecked. At the bottom left is a red 'Cancel' button and at the bottom right is a blue 'Add Link' button. There is also a link 'Or link to existing content' with a right-pointing arrow.

Now the link will be live when we publish the article.

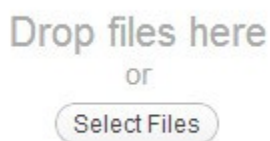
**Step 2) Adding Pictures:** I go to “<http://images.google.com/>” and do a search for “credit cards” or whatever my article is about. I look for any images that are appealing to the eye, and make sense for my article. Once I find one, I click on it and I get to see the large version of it. If it looks good and doesn't have a watermark or copyright image on it, I right click on it and select “save image as”, and I save it to my computer, using a name I will remember like “credit-cards.jpg”.

Then I go back to my post inside wordpress.

On the top left of our post you will see a link that says “upload/insert”. Click that.



On the next window, you can drag your picture into the area, or click “select files”.



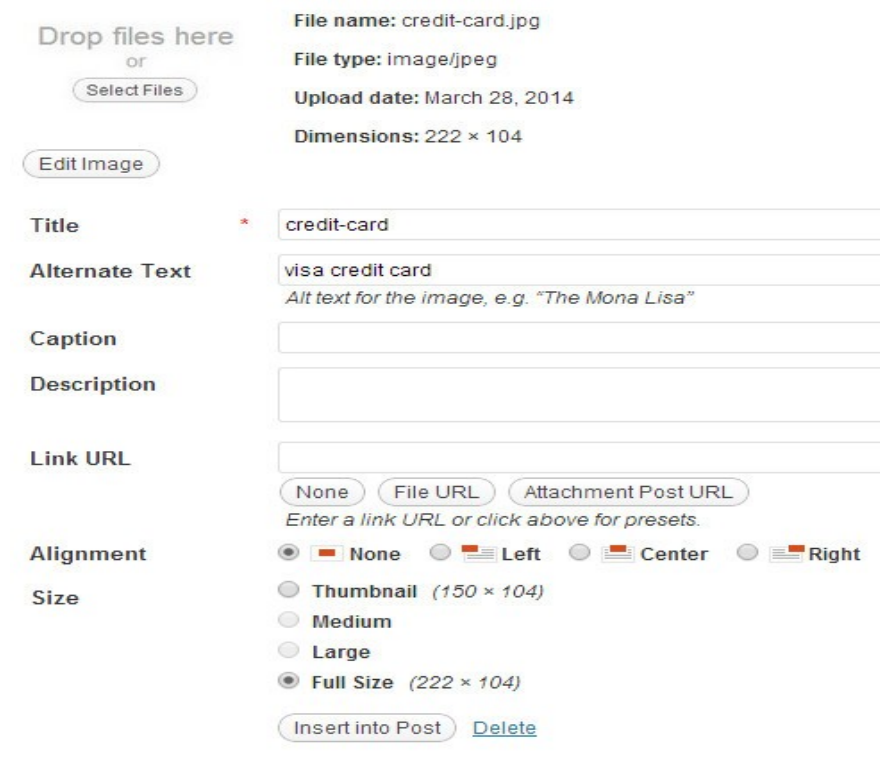
Now navigate to your desktop and find one of the images you just saved. Double click it (if you clicked the select files” button, or drag it, and it will get uploaded to your site.

In the next window you have a few options to select before the picture goes live into your post. You can leave the title as whatever you saved it as... for example “credit-card”. For “alt text” I put something general about the picture like “visa credit card”, or whatever is in the picture.

Then select your alignment – whether you want the image on the right or left with text wrapped around it, or centered.

I leave the caption and description blank. For “Link URL”, select “none”.

Then select the size. I usually stick with “medium”, so the image isn't too large for the site. You can play around with it to see what fits best. If its a small image already, you can select “full size”.



The screenshot shows the WordPress media editor interface. At the top left, there is a 'Drop files here or Select Files' area. Below it is an 'Edit Image' button. To the right, the image's metadata is displayed: File name: credit-card.jpg, File type: image/jpeg, Upload date: March 28, 2014, and Dimensions: 222 x 104. The main editing area contains several fields: 'Title' (with a red asterisk) containing 'credit-card', 'Alternate Text' containing 'visa credit card' with a subtext 'Alt text for the image, e.g. "The Mona Lisa"', 'Caption', 'Description', and 'Link URL'. Below the 'Link URL' field are three buttons: 'None', 'File URL', and 'Attachment Post URL', with a note 'Enter a link URL or click above for presets.'. The 'Alignment' section has four radio buttons: 'None' (selected), 'Left', 'Center', and 'Right'. The 'Size' section has four radio buttons: 'Thumbnail (150 x 104)', 'Medium', 'Large', and 'Full Size (222 x 104)' (selected). At the bottom of the editor are 'Insert into Post' and 'Delete' buttons.

Save all changes

When you're ready, click “insert into post”, and now your post contains the image.

I repeat this 2 or 3 times in the article.

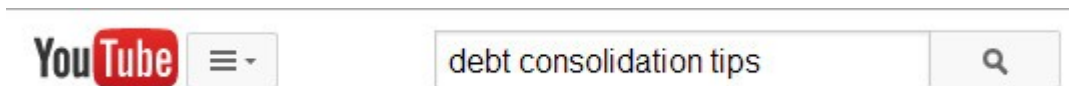


### Step 3) Adding a Youtube Video:

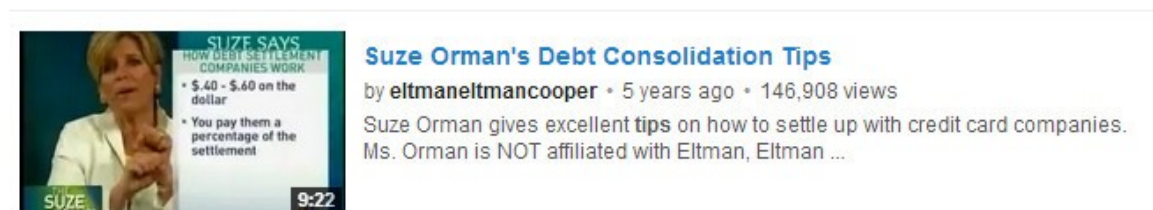
I want to add a related Youtube Video to my post, because Google owns and obviously loves Youtube. And again I want my post and site to appear to be helpful. So I scroll down to the bottom of my post inside wordpress (or sometimes the top – it really doesn't matter)

And then I open a new browser window and go to [YouTube.com](https://www.youtube.com)

Since I want something related to credit cards in my post, I did a search in Youtube for “debt consolidation tips”.



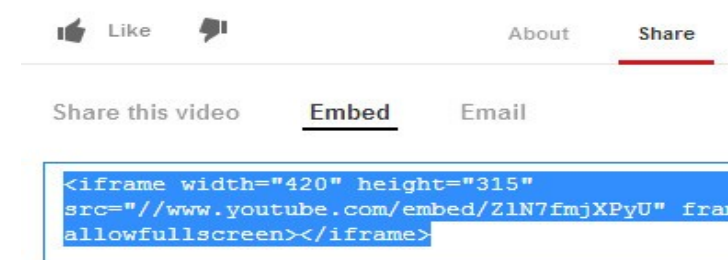
Now I click on any video that looks interesting. I try to pick one with a decent number of reviews. Anything on the first page of Youtube's search results will work fine. I picked the 1<sup>st</sup> one because obviously Youtube thinks it is good if its number 1.



So I click on that video. I click pause on the video when it starts to autoplay, and then I click on the share button below the video. Then I click the “embed” button.

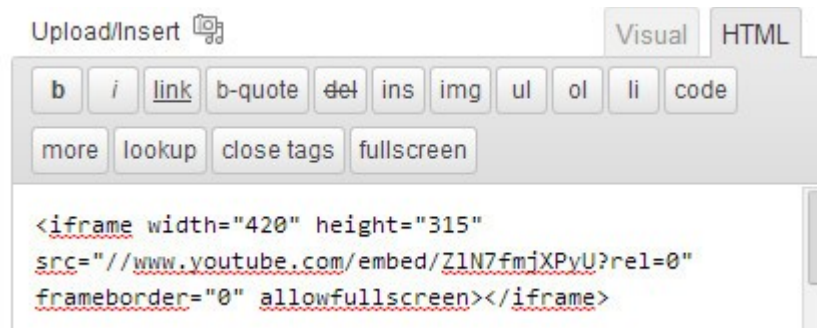
Next I highlight the entire box of code that begins with “iframe”.

I right click anywhere in the highlighted code and click “copy”.

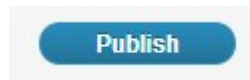


Now we go back to our post inside of wordpress.

And I right click in the top or bottom of the article/post and select “paste”.



Once you have added your article, selected/created categories, added a couple of pictures, added a few outbound authority links, and added a youtube video... you can click “publish”.



I repeat this process again for a second article.

Then I create a 3<sup>rd</sup> and final post. The 3<sup>rd</sup> post is the one that will have content related specifically to my target keyword or niche.

For example CBDSM.org is a general site about finance. But my 3<sup>rd</sup> post (the one appearing at the top of the page) is specifically about gold and precious metals. Because I want to rank my IMFsite.org site for precious metals related keywords.

## Investing in Precious Metals

*Saturday, November 23, 2013*

Investing in the stock market can be scary. Investing in commodities such as precious metals can be even trickier.

Ever since the financial meltdown in 2008, people have sought safe havens for their money. Not only do investors seek to make money on their money. In today's dire economic climate, many folks are simply looking for their money to retain its value, so they can have a reasonable retirement.

One increasing way to do so is by putting a portion of your retirement account or 401k into precious metals. [Gold IRA's](#) are becoming more popular and solid information on how to do it is more widely available than ever.

To protect against future financial collapse, dollar collapse, inflation and more, it is recommended by savvy investors to put 10%-30% of your money into a gold IRA. This gives a good “hedge” against the stock market falling. The current [price of gold](#) is also advantageous to investors.

FILED IN INVESTING, MONEY NEWS | | EDIT |  
COMMENTS (0)

In this particular article, I created 2 links to 2 pages on IMFsite.org

Remember, IMFsite.org is my money site. I want to rank it for terms like “gold ira”. So on my link network site, I created a link with the anchor text of “Gold IRA's”, which is not the exact keyword, but close. On the second link I chose an anchor text of “price of gold” and linked to a separate page on IMFsite.org that I want to rank for that term.

It is important to note that I only use the anchor text of the keyword I want to rank about 10% of the time. Meaning if I create 10 link network sites, only 1 of them will have a link with the anchor text of “gold ira” and “price of gold”.

The other 90% of the time I choose something else, that is related but not exact. For example, on the next link network site I might choose “precious metals retirement account” and “today's gold price”.

This is SUPER IMPORTANT. If Google sees too many incoming links with the exact anchor text of the same keyword over and over, it will have the OPPOSITE result. Meaning it will hurt your ranking chances.

Take a look at ahrefs.com for an example. In the “backlink anchor” report for my gold IRA page we see that I only use the anchor text “gold ira” 14-15% of the time:

≡ Referring Domains Count	Referring Domains with Anchor	≡ Referring Pages Count	Referring Pages with Anchor	≡ Anchor Text
5	15%	35	14%	gold ira

We want a combination of powerful link network sites, content related to our target niche, and varied anchor text. Using our main keyword 10-15% of the time is plenty. The other 85%-90% of the time, I use OTHER keywords I want to rank for. For example, 9% of the time I used “investing in gold”. I also occasionally use long-tail anchors of keywords I want to rank for. For example, I have one backlink for “a gold ira investment”. There I have used a combination of 2 keywords I want to rank for, “gold ira” and “gold investment”.

I keep playing with this stuff over time, slowly. And I wait to see how Google reacts.

But the place where we will really convince Google about which keywords to rank us for is on our actual money site itself. So I will craft my pages on IMFsite.org so that Google will agree that I should rank for “gold ira” and “price of gold”.

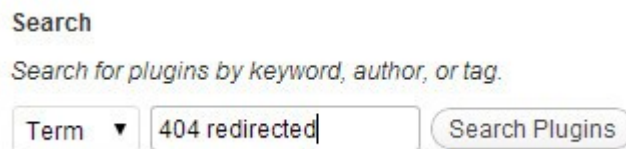
We are nearly finished with our link network site example. But there is one more VERY important thing to do. And it is crucial.

We need to add a single plugin to the site called “404 redirected”.

So go to your left hand wordpress navigation and select “plugins” and “add new”.



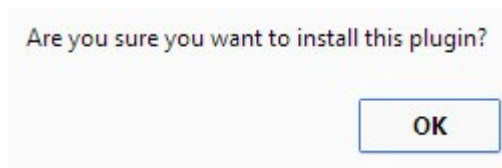
On the next window enter in “404 redirected” and click “search plugins”.



On the next screen, select “install now”.

Name	Version	Rating
404 Redirected	1.3.2	★★★★☆
<a href="#">Details</a>   <a href="#">Install Now</a>		

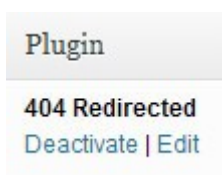
Click “ok” on the popup:



Click “activate plugin”.

[Activate Plugin](#)

Now you will see this:



Next on the left hand navigation, click on “settings” and then “404 redirected”.

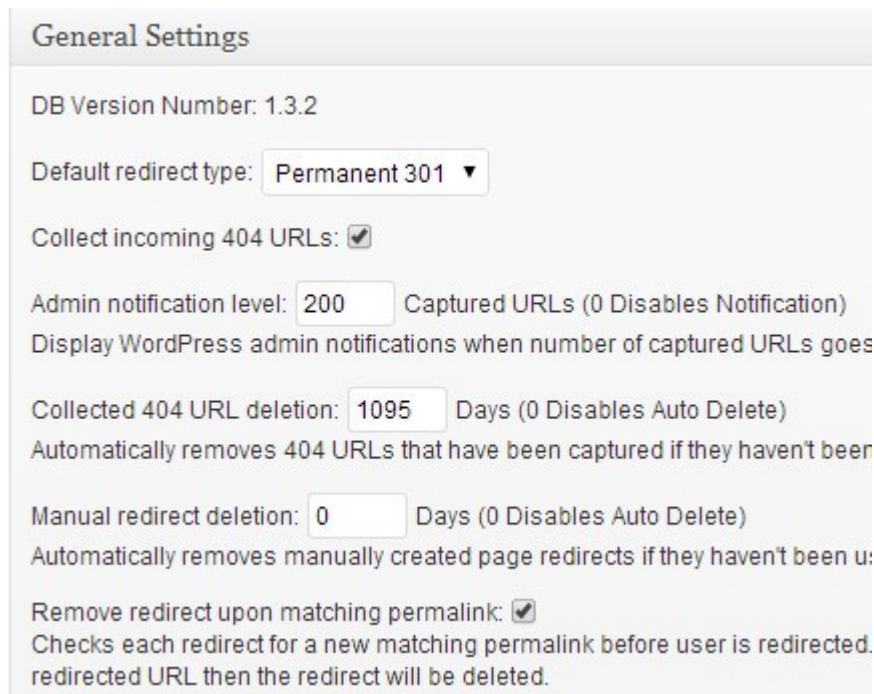


This is where it gets interesting. We are about to use this plugin, to harness the power of any backlinks that point to our link network site.

Now remember, this site looked vastly different in the past, before we owned it. It also had pages that no longer exist, since we completely re-designed the site. So we need to tell Google that those pages were not deleted. Instead, we need to let Google know that there is a new location for those pages – which will be our new posts or our homepage.

Without doing this, any old links pointing to pages that no longer exist would hit a brick wall, and no link juice would be passed to our site. Now we have that link juice re-directed to our new posts & homepage. And it makes our pages even more powerful. And therefore, the links that go to our money site will be powerful.

I set everything as follows:



## 404 Page Suggestions

Turn on 404 suggestions:

Activates the 404 page suggestions function. Only works if the code is in your 404 page template.

Allow category suggestions:

Allow tag suggestions:

Minimum score of suggestions to display:

Maximum number of suggestions to display:

Page suggestions title:

Display Before/After page suggestions:  /

Display Before/After each suggested entry:  /

Display if no suggestion results:

Help promote 404 Redirected plugin?:

Displays promotion link only on 404 pages that do not redirect.

## Automatic Redirects

Create automatic redirects:

Automatically creates redirects based on best possible suggested page.

Minimum match score:

Only create an automatic redirect if the suggested page has a score above the specified number

Create automatic redirects for categories:

Create automatic redirects for tags:

Force current permalinks:

Creates auto redirects for any url resolving to a post/page that doesn't match the current permalinks

Auto redirect deletion:  Days (0 Disables Auto Delete)

Removes auto created redirects if they haven't been used for the specified amount of time.

[Save Settings](#)

After you have made your settings look identical to mine above, click “save settings”.

Now it is worthwhile to note that with the above settings, everything is automated, and the plugin will attempt to find the best post or page to redirect old links to. For example, I can even make up a url like [CBDSM.org/today](http://CBDSM.org/today) – let's pretend that was an old page on the site. You can visit that url and see what happens. Instead of a 404 page not found error, which would kill link juice... the plugin decided that the best fit for a redirect was [CBDSM.org/tag/credit-card](http://CBDSM.org/tag/credit-card) – while this isn't ideal, it is “good enough” because that tag page has a link to my credit card post. Therefore the juice is passed through.

You can play with the settings of the plugin to disallow tag pages if you want. There are lots of options.

One thing I personally do is a couple of “manual redirects”.

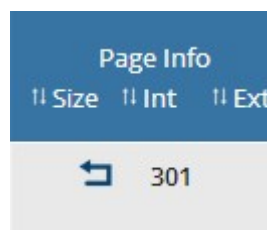
Here's an example – I can go to [ahrefs.com](http://ahrefs.com) and do a search for CBDSM.org. Then I click on “top pages”



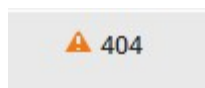
Then I click on “referring domains”



I now see a report of all of the pages on the old CBDSM site that had backlinks pointing to them. Under “page info” I can see if those pages have been re-directed properly by the 404 plugin. If I see this, it is good:



If I see this, it is not good:

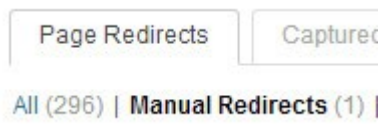


At the time of this writing, I can see that I do have a bad one. When I look to the left, I see that this is the page not being redirected properly:



I can see that it has 2 backlinks pointing to it. But unfortunately I am not getting the benefit of those links. So let's fix that manually.

I take note of that url, and I head back to my wordpress and into the 404 plugin settings. I click on “page redirects” and click “manual redirects”.



Then at the bottom I need to fill out the “manual redirects” form, so that those 2 links will be redirected to one of my posts. The url is <http://www.cbdsdm.org/doms/diabetes-lobby> but in the form we only need to put /doms/diabetes-lobby

For “redirect to”, I select one of my posts. So overall it looks like this:

A screenshot of the 'Add Manual Redirect' form. The form has the following fields: 'URL:' with the value '/doms/diabetes-lobby' and '(Required)' next to it; 'Redirect to:' with the value 'Post: Investing in Precious Metals'; 'External URL:' with an empty field and '(Required)' next to it; and 'Redirect Type:' with a dropdown menu showing '301 Permanent Redirect'. There is an 'Add Redirect' button at the bottom.

Then I click “add redirect” and we're done.

If you ever click on the “captured 404 URLs” tab, you may notice some url's that are getting “hits” and are not being redirected properly.



There may be a lot of weird URL's listed. A lot of these “hits” are simply bots, not real people. But some of the pages will be real pages that used to exist. If you want to spend time and manually create redirects for each of them, that is up to you. I personally don't. I only care about making sure there are redirects for IMPORTANT pages that were on the previous version of the site. And what we did a moment ago inside ahrefs tells us which pages were important – the ones with backlinks. If there are old pages with no backlinks to them, I don't care if they redirect properly, because there is no juice to be had.



# Lazy Way To Make A Link Network

Want to do everything listed in the previous section quickly, and the laziest way possible?

There is a service called [WayBack Downloader](#) – and it only costs \$15 dollars

Once you acquire a link network site, you can hire these guys, and they will re-build the site exactly how it used to look at any given time in Archive.org

So for CBDSM.org, I could have them make it look exactly like this:

<https://web.archive.org/web/20060617054232/http://www.cbds.org/>

Exactly how it looked when the previous owner cared about it. Then I could go in and just edit the homepage to include a link to my money site. I could even add some relevant text around it – like a short article about precious metals. Now if you look at that example on archive.org, you can see it doesn't really look like a site that would have an article about precious metals. But again, you could add it, and it would work. It may not work as well as everything I explained previously, but it would save you a ton of time.

The catch here is that when you use this service, although they will rebuild the site in Wordpress, you will not be able to edit the homepage in Wordpress. You also cannot add any pages (not that you would want to). In order to edit the homepage, you would need to download it from your hosting cpanel, and edit it in an html editor like Dreamweaver. That way you could add a link to your money site. Or, for an extra \$10, the WayBack Downloader service may be able to do it for you. Just ask them.

I am not including instructions here on the WayBack Downloader service because I have never used it. However, I know several SEO guys who have, and they like it. I prefer to do things the way I detailed in the previous section. After doing it a few times, you can do it pretty quickly. Or you can outsource it.

# Money Sites:

An example of a “money site” is my site [IMFsite.org](http://IMFsite.org)

The “link network” site (CBDSM.org) that I acquired and configured in the previous section exists solely to drive link juice to my money site – IMFsite.org

My money site is exactly that – the one I want to rank and make money with. But if you look at it, you may notice it has hundreds of pages. It is an “authority site”.

However, only 2 of the pages on the site are actually “money pages”. All of the other pages are just to establish the site as an authority that Google trusts. Those pages are full of helpful information.

As of this writing, my 2 money pages are:

<http://imfsite.org/gold-ira-companies-reviewed/>

<http://imfsite.org/spot-price-of-gold/>

I will be adding more, but up until now, my focus has been on ranking those pages.

An authority site does not necessarily need to be 100+ pages. It can even be 10 pages. But in my opinion, more is better. And that is why I specifically sought out to acquire a money site that was:

- 1) Aged (this site was originally created in 1999)
- 2) High PR (when I acquired it, it was PR5 – it is currently PR3)
- 3) High Moz Authority (currently the domain authority is 39 and my money pages are 47)
- 4) High quality backlinks (I want backlinks from sites I have heard of – whether they are school/edu links, gov links, or just url's I know to be trustworthy & powerful like PBS.org)
- 5) Already silo'd with a lot of high quality pages (I will explain more below but this basically means the site has a lot of inner pages that are categorized, and several of those pages have high quality backlinks themselves – so the site doesn't only have backlinks to the homepage)

6) Already in my desired niche (IMFsite.org was about the International Monetary Fund, which is a financial related organization known worldwide, and is also involved in Gold as well)

So the idea is to find a money site that meets all of the above qualities, or as many as possible. The last 2 are somewhat optional.

For example, it isn't absolutely necessary that your money site was already a huge authority site with a lot of pages. It just helps if it was.

And the site doesn't necessarily NEED to be in our desired niche already. It is just a big bonus if it is. So I personally prefer to be picky and wait for one of them to become available. Other SEO's prefer to just grab a powerful site in any niche, and re-purpose it to fit their desired niche. While this works, it also takes additional work, and more links in my opinion.

So if your niche is health-related, try to find a money site that is expiring, and was already in the health niche. You will not regret that decision. Even if it is "loosely" related to health, that is better than not being related at all.

With IMFsite.org, I paid \$500 for it when I won the auction after finding it on [Register Compass](#), and buying it through [Name Jet](#). And I was happy to do so.

I now make more than \$500 from the site every single day. Remember, my niche is "gold", and I promote [Regal Assets](#). The average sales commission is \$2400, and I also get paid \$100 per lead. So it's a no-brainer.

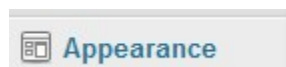
## Wordpress Configuration

\*Please note that some of these instructions will be similar to setting up a link network site, like we did on Page 36 of this guide.

Once you have acquired a site that you want to use as your money site (Page 15), configured the domain (Page 26), setup hosting for it (Page 27), and installed wordpress (Page 34), you can login to your website at [www.yoursite.com/wp-admin](http://www.yoursite.com/wp-admin)

Now you are in your website's wordpress admin area.

Next, on the left side menu of wordpress, select "appearance".



Next click "install themes".

## Install Themes

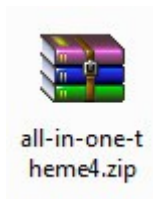
For my money sites I only use “premium” wordpress themes. On IMFsite.org I use a simple theme that I developed for myself, called the “All In One Theme”. It is available at [AllInOneTheme.com](http://AllInOneTheme.com)

Other good premium themes to consider are found at [Studio Press](#) & [Yoast SEO Themes](#).

For the purposes of this demonstration I will be using the All in One Theme, since that is the theme I personally use on most of my money sites, including IMFsite.org. Your settings may vary a bit from this guide depending on what theme you use. In that case, you can contact the support department belonging to whichever company makes the theme you ultimately use.

You may even be able to locate a free theme that will work okay for your money site. But I am all about saving time and increasing functionality. So for just \$77 you can have unlimited licenses to the All in One Theme.

Once you have purchased your theme, you will receive a zip file of it like this – on your computer's desktop, or in your downloads folder.:



Now back at the “install themes” window inside wordpress, you click “upload”.

Search | Upload |

Then you will click “choose file” and find the file you received after purchasing and downloading your theme.

**Install a theme in .zip format**

*If you have a theme in a .zip format, you may install it by uploading it here.*

Choose File

all-in-one-theme4.zip

Install Now

Then click “install now”.

Next, click “activate”.

Unpacking the package...  
Installing the theme...  
Theme installed successfully.  
[Preview](#) | [Activate](#) | [Return to Themes page](#)

The theme is now active. Now I want to add an attractive Header Image to the Site.

## **Adding a Header Image**

Each Wordpress theme varies in how to go about adding a header image, and the size requirements. Some of the free themes don't allow a header image without hacking the code inside the theme. I recommend hiring a programmer if you want to do that.

I use the [All in One Theme](#) on my money sites, and it makes it easy to add a header. Another great set of themes that make it easy are over at [Studio Press](#).

For this demonstration I will explain how to do it with the All in One Theme, which is used on IMFsite.org

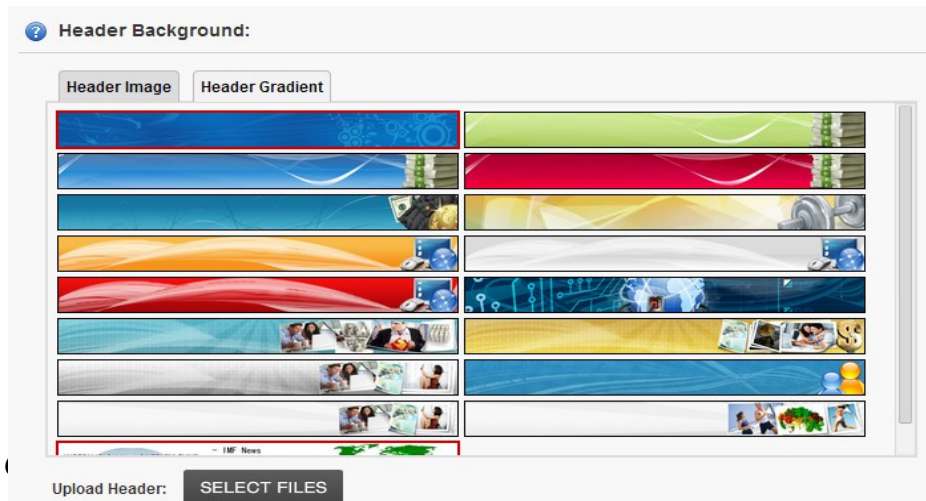
In the left side menu of wordpress, locate and click the AIO button:



On the next page click the “style” button.



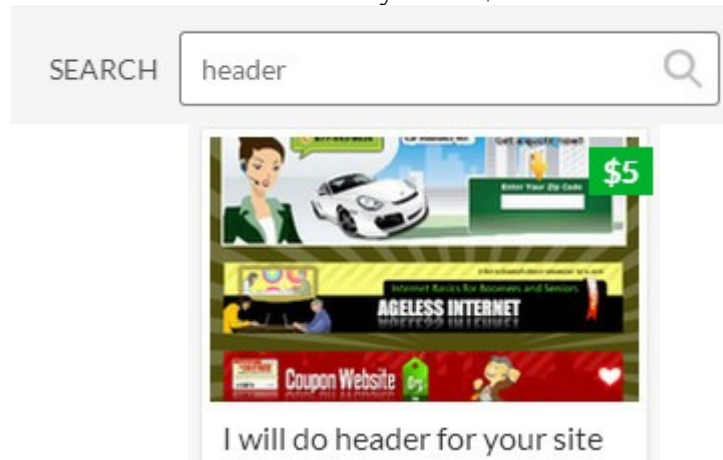
On the style page, you only need to focus on the “header background” section for now.



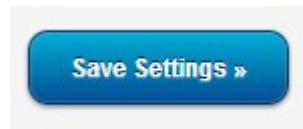
You can either use one of the pre-installed headers in the menu, or click on the “select files” button, and you can upload your own header.

Note that your header needs to be 980 pixels wide and any height over 96 pixels.

I recommend just going to [Fiverr.com](https://www.fiverr.com) and doing a search for “header” to find a lot of sellers who will create a customer header for you for \$5 dollars.



Once your designer has delivered your header, you can upload it. Then click “save settings”.



## Adding Plugins

Next we need to install a few plugins.

We go to the left side menu in wordpress and locate the plugins tab and then click “add new”.



Then we simply search for and activate those from my list below. I will briefly describe them here, and any that need deeper explanation will be detailed later when we edit their settings.

#### 404 Redirected

[Deactivate](#) | [Edit](#)

The 404 Redirected plugin will help us redirect link juice to the pages we want. More on this later.

#### Broken Link Checker

[Deactivate](#) | [Edit](#) | [Settings](#)

Broken Link Checker will email you if it finds any broken links on your site. Click on the “settings” link and then enter in the email you want to use, and how often you want it to check for broken links.

Check each link	Every <input type="text" value="72"/> hours
<i>Existing links will be checked this often. New links will usually be checked ASAP.</i>	
E-mail notifications	<input checked="" type="checkbox"/> Send me e-mail notifications about newly detected broken links
	<input type="checkbox"/> Send authors e-mail notifications about broken links in their posts
Notification e-mail address	<input type="text"/>
<i>Leave empty to use the e-mail address specified in Settings → General.</i>	

#### Flexi Pages Widget

[Deactivate](#) | [Edit](#)

Flexi Pages Widget is what I use to help organize my page structure on sites like IMFsite.org so I can efficiently silo them. This created my right side navigation bar. I will detail this later after I explain how I created and structured my pages.

#### Google XML Sitemaps

[Deactivate](#) | [Edit](#)

Google XML Sitemaps will help Google and other search engines index our pages better. It works fine by default after you activate it.

#### Pretty Link Lite

[Deactivate](#) | [Edit](#)

Pretty Link will come in handy later when we want to add affiliate links to our site.

#### Simple Google News

[Deactivate](#) | [Edit](#)

Simple Google News allows me to have news appear on any page I want, related to my niche. Like I do on [IMFsite.org/spot-price-of-gold/](http://IMFsite.org/spot-price-of-gold/)

For gold news I can simply add the following code to the content of the page:  
[google\_news query="gold"] You can change the keyword to suit your needs if you want Google news to appear on your page. I believe Google likes this content for obvious reasons.

#### TablePress

[Deactivate](#) | [Edit](#) | [Plugin page](#)

TablePress lets me create a review table like I have on [IMFsite.org/gold-ira-companies-reviewed/](http://IMFsite.org/gold-ira-companies-reviewed/) - I will cover how I set it up a bit later.

#### UpdraftPlus - Backup/Restore

[Add-Ons / Pro Support](#) | [Settings](#) | [Deactivate](#) | [Edit](#)

UpdraftPlus creates backups for my site every week just in case anything happens with my hosting, a hacker, etc. This is a MUST unless your host offers automatic backups. In the settings of the plugin you can set it to backup to your [Amazon S3 account](#), which is storage space that I get from Amazon. You can [open a free account here](#). Then you will need to enter your Amazon account details into the settings of the updraft plugin in order to have your backups stored there.

## Copying Your Backup To Remote Storage

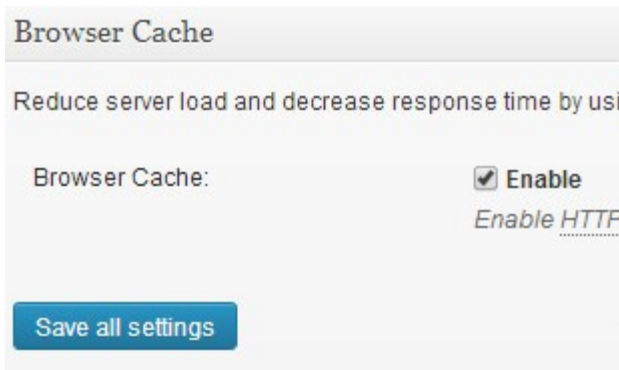
Choose your remote storage:

Amazon S3 ▼

#### W3 Total Cache

[Settings](#) | [Deactivate](#) | [Edit](#)

W3 Total Cache helps your site load faster. In the settings, the only option I have enabled is here:



You can check your site or page load time here: <http://tools.pingdom.com/fpt/>



**WordPress SEO**  
[Settings](#) | [Deactivate](#) | [Edit](#)

Wordpress SEO by Yoast will help your money pages rank better.. I will cover the settings later.

Now look at the left side menu in the Wordpress dashboard, and under the “settings” tab on the bottom left, click on permalinks.



Next select “post name”.

#### Common Settings

- Default
- Day and name
- Month and name
- Numeric
- Post name

That will make our future page URL's more search engine friendly. Save changes.

Next click the “pages” tab on the left side of your wordpress admin.



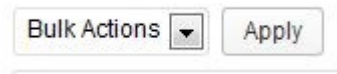
Here you can place a check mark next to the “Sample” page, or any page that is showing, and delete them by clicking “bulk actions” above and changing it to “move to trash”. Then click “apply”.



Now go to the left menu and click on "Links".



Place a check mark next to every one of the links listed here and click the drop down menu that currently says "bulk actions" and select delete.



Now it is time to create some pages and content for your money site.

# Content For Money Sites:

## **Pages Not Posts:**

If you recall, on page 45 of this guide, when we created a Link Network site, we made a couple of Posts, and we were done.

With Money Sites, I prefer to make pages instead. And that is what I did with IMFsite.org

Why? Because I don't want to have my site looking like a blog. I want it to look like a big authority site. And I don't want it to have posts that have a date stamp. This is my personal preference. I do have blog style sites that make money like [FatSickAndNearlyDead.org](http://FatSickAndNearlyDead.org) for example. But for my IMF site I wanted to go all-out and make it a massive resource with a TON of content.

And the best part is, 99% of my content on IMFsite.org was free.

Remember, I acquired this site because it was powerful, aged, and trusted. And because it was already an authority site before I bought it. The previous owner had it categorized well, with a lot of content. And according to ahrefs.com it had a lot of backlinks not only to the homepage, but to the inner pages. So that means a lot of the inner pages had quality content that places like Stanford.edu felt worthy of linking to.

Why on earth would I want to remove that content?

We know that other powerful sites like it, and Google likes it too, due to the high PR the site had when I purchased it. (PR5)

So for me, removing it is out of the question. I want to preserve it, and use it to my advantage. After all, it is free content AND link juice. The best of both worlds.

Additionally, upon further inspection I noticed that some of the site's content was a re-post of articles from popular magazines like the Wall Street Journal, and even re-hashed articles from online sources like the Financial Times.

For example, <http://imfsite.org/reform/power-unto/> is a re-post of an article that appears on many other websites. At first glance, one might think this could cause a duplicate content penalty.

But again, by Google's own measurement, and by the powerful links that some of these re-hashed pages have, it doesn't matter. I see it sort of like a news site. For example, think about a press release. If a press release about Miley Cyrus is run today, thousands of news

sites will pick it up and run that same news story. This is called “content curation”. And Google doesn't penalize sites like the Huffington Post and the New York Times.

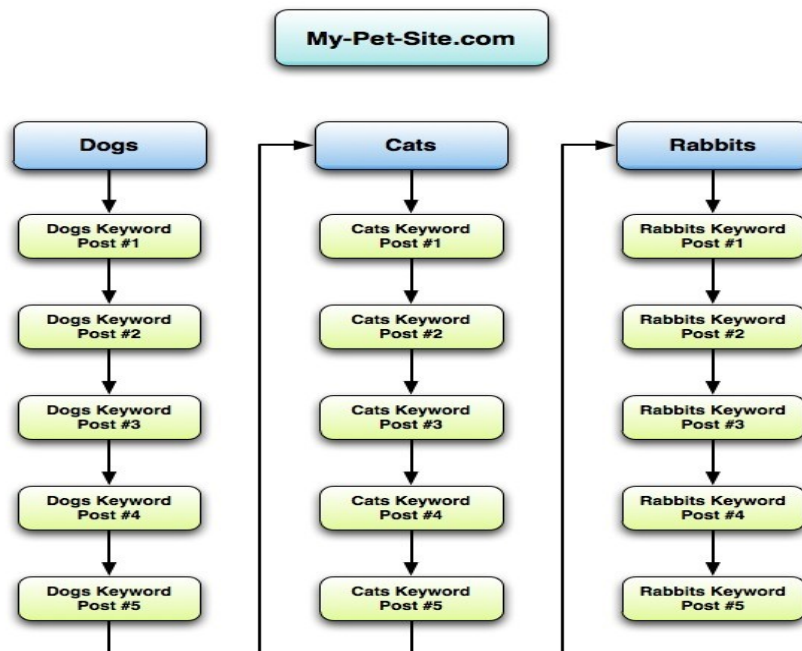
Why? Because Google trusts them. Now is it normally wise to build a site with duplicate content? Heck no. But we are not building a site here. We are RE-BUILDING a site that Google already likes and trusts.

Now chances are that your money site will not have duplicate content like mine did. But if it does, and the pages have decent PR, don't worry about it.

Either way – what I am saying is, if you want to build your money site as an authority site, and rank for lots of keywords... start with a site that is ALREADY an authority on a related subject. Sure we could ignore all of the pages that existed previously on the site, and just setup the “404 redirected” plugin to redirect all of the old links to your new homepage. But I think it looks weird to have EVERY single backlink going to your homepage.

Let me explain exactly what I did with IMFsite.org, and I think it will help you better understand what I mean.

- 1) First, I went to [archive.org](http://archive.org) to see how the site looked in prior years. Then I decided I would categorize my site very similarly, as far as categories, links and content. The only thing I wanted to change was the look of the site, and to add a few new pages of content – specifically the pages I wanted to rank. It was already “silo'd” properly prior to me purchasing it. Silo'ing is just a fancy SEO way of saying categorized & linked. Here is an example of a silo structure:



The above example shows a diagram similar to how my IMF site is structured. (except it uses the word “posts” and I use “pages”.)

When I look to acquire a money site, I prefer if it already has some resemblance of this sort of structure. And the good news is, OLD sites – especially those over 10 years old, were mostly created this way. Because graphics and video and fancy stuff weren't really around yet. And, my favorite sites to target are .ORG's. Why? Because old .org sites tend to be “do-gooder” sites. In other words they are usually non-profits or someone on a mission to give out a bunch of good information. The budgets on those sites, especially around 1998-2003, weren't much. Either that, or the organizations were happy with mostly text and information-based websites. That is GOOD for us. If an old .org expires with high Google PR and Moz Authority, more often than not, it will be easy to replicate the structure, add in Wordpress and a nice header, and then simply add a couple of money pages. And we're good to go.

Remember if any of this sounds daunting – there is a service called [WayBackDownloader.com](http://WayBackDownloader.com) that will copy the entire site for you as it looks on archive.org for only \$15-\$25. You will need to pay them an extra \$10 to convert it to Wordpress for you, and be sure to tell them you need it to be editable.

If their service is too backed up with orders, another option is as simple as going to [Freelancer.com](http://Freelancer.com) and posting a job asking for someone to copy a site off of archive.org and converting it to wordpress.

For IMFsite.org, I personally copied all of the content from archive.org, page by page. I didn't know about the WayBack service at that point, but even still, I found it kind of fun to do everything myself. It took a couple of days, but I knew the potential of the site to make 6 figures, so it was worth it to me. And I love this stuff.










If you are not somewhat experienced with html code, you may want to rely on a professional to handle it. Obviously if you acquire a site that only has 5-10 pages, it is much easier to do it yourself. Whatever you decide is fine.

I am going to explain here how I copied it myself. If you use the WayBack service, you can skip ahead until I get to the part about editing and adding money pages.

So back to archive.org – and more specifically <https://web.archive.org/web/20060307014002/http://www.imfsite.org/>

I look at the old homepage and all I want to copy is the content in the middle part of the page. Not anything in the header, the top or left navigation, or the footer.

Only this part, which I highlight with my mouse and then right click and select “copy”.

	<b>ORIGINS</b> The collapse of the international gold standard, the inter-war rise of "beggar-thy-neighbor" trade policies, and the self-interest of bankers and politicians gave birth to the IMF in Bretton Woods, New Hampshire.
	<b>OPERATIONS</b> What is the mission and activities of the IMF, and how does the fund make its decisions? The IMF and its critics respond.
	<b>FINANCING PROGRAMS</b> What are the various IMF financing programs, how do they work, what are their objectives, and have they been effective?
	<b>CONDITIONALITY</b> Explore the history, role, operations, and effectiveness of IMF conditionality. Does it encourage economic and political reform, or does it contribute to financial crises?
	<b>RECENT FINANCING INITIATIVES</b> Study the pros and cons of recent IMF financing programs in Africa, East Asia, Eastern Europe, Latin America, and Russia.
	<b>MISSION CREEP</b> Should IMF financing decisions consider human rights, government corruption, geopolitics, social safety nets, and environmental issues in borrowing countries?
	<b>REFORM PROPOSALS</b> Examine recent proposals to reform the IMF that were offered by major industrial countries and leading scholars.
	<b>ABOLISH THE IMF?</b> Is the IMF "ineffective, unnecessary, and obsolete," or is it "indispensable" for international financial stability? Read opposing viewpoints and decide for yourself.
	<b>ANNUAL MEETINGS</b> Read news stories and commentaries on the annual meetings of the IMF.

Now I go back into my wordpress admin and go to left side menu and select "pages".



Click "add new".

For the title of the page where it says “enter title here”, I enter whatever the site is about.

Enter title here

So for mine, I entered “International Monetary Fund (IMF) - Origins, Purpose, News & Gold.”

This is going to be my homepage. I can always edit that title later if I want to.

I also change the permalink to something easy to remember like “homepage” & click OK.

Permalink: <http://imfsite.org/homepage/> /

Again I can change this later. Next I make sure to click the “visual” editor.

Visual

Then in the large white box below, I right click and “paste” what I just copied from archive.org.

International Monetary Fund (IMF) - Origins, Purpose, News & Gold

Permalink: <http://imfsite.org/homepage/> /

**B** *I* **ABC**

**PUBLIC POLICY INQUIRY**  
**INTERNATIONAL MONETARY FUND**

**ORIGINS** The collapse of the international gold standard, the inter-war rise of "beggar-thy-neighbor" trade policies, and the self-interest of bankers and politicians gave birth to the IMF in Bretton Woods, New Hampshire.

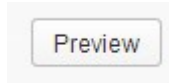
**OPERATIONS** What is the mission and activities of the IMF, and how does the fund make its decisions? The IMF and its critics respond.

**FINANCING PROGRAMS** What are the various IMF financing programs, how do they work, what are their objectives, and have they been effective?

**CONDITIONALITY** Explore the historical operations and

Path: table » tbody » tr » td » span  
Word count: 205  
Draft saved at 9:27:27 am.

We can click “preview” to see how it will look:



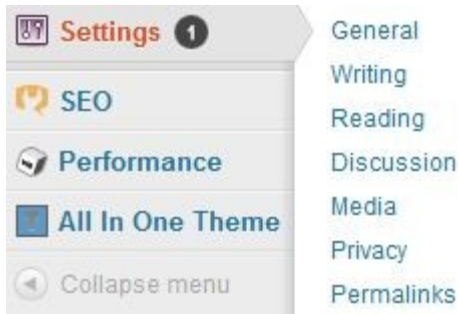
If it looks good, you can go ahead and “publish”.



We will need to continue doing this for as many pages as we want to copy. Then we will need to go in and edit the links and pics a bit because right now they are borrowing the links and pics from archive.org, and ultimately we don't want that.

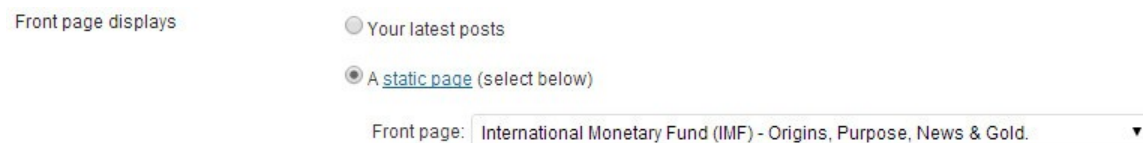
Now before we proceed with additional pages so that they are all silo'd correctly, we need to make sure wordpress knows that the page you just created is meant to be your homepage.

So on the left side menu, click settings.



Then select “reading”.

Then pick which page you want to be your front page:



I select the page I just created and then click “save changes”.



Now we need to go back and re-create the rest of the pages from the previous version of the site, and silo them correctly.






In the page we just created, The first link listed on the page was titled “origins”.

So now lets create a new page called “origins”.

So go I go back to archive.org and I click on the “origins” link.



On the next page (on archive.org) I highlight everything on the main part of the page:

	<b>HISTORICAL CONTEXT</b> The first half of the twentieth century experienced two world wars and a global depression. From these conditions arose a desire to create a new international monetary system. Learn about the historical framework of the IMF.
	<b>BRETTON WOODS CONFERENCE</b> Discussions of the forty-four nations that gathered in Bretton Woods, New Hampshire in 1944 shaped the course of history. Engage in the dialogue surrounding the drafting of the Articles of Agreement for the International Monetary Fund and the International Bank for Reconstruction and Development (the World Bank).
	<b>RATIFICATION DEBATES</b> Study an analysis of the negotiations leading to the establishment of the Bretton Woods institutions and an appraisal of their significance in light of the subsequent histories of the Fund and Bank.
	<b>ORIGINAL ARTICLES OF AGREEMENT</b> The Bretton Woods conference created an institutional structure to address the concerns of the time – one that the framers hoped would lead to global prosperity. Grasp the designed intent of the International Monetary Fund by reading the Articles of Agreement.
	<b>CURRENT ARTICLES OF AGREEMENT</b> The original Articles of Agreement have been amended three times, once in 1969, once in 1978, and most recently in 1992. Read the revised Articles of Agreement to understand the current actions of the International Monetary Fund. Also, compare and contrast the shift in purpose and nature of the present-day IMF with its original article's intentions.

I right click and select “copy”.


Next, back in the wordpress admin go back to left side menu and select “pages”.



Click “add new”.

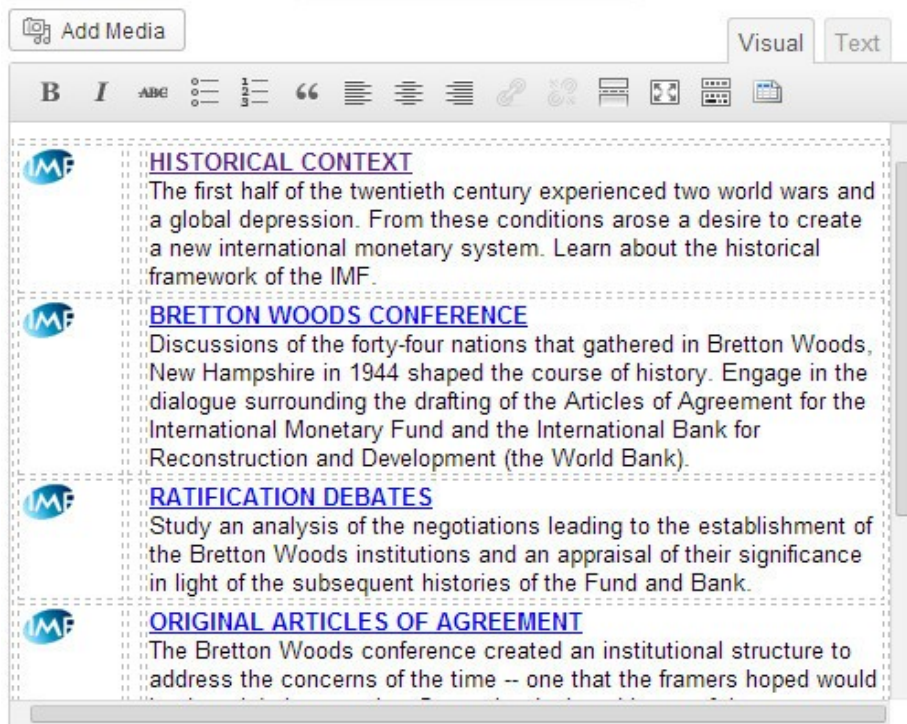
Repeat the process as we did with the homepage - For the title of the page where it says “enter title here”, I enter something like “Origins”.

I also change the permalink to origins and click OK.



A screenshot of a form with a text input field containing the word "Origins". Below it is a "Permalink" field containing "http://imf.org/origins". To the right of the permalink field are two buttons: "OK" and "Cancel".

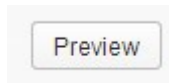
Then I click on “visual” and I right click and paste the content:



A screenshot of a rich text editor interface. The "Visual" tab is selected. The editor contains four paragraphs of text, each preceded by a small IMF logo icon. The text is as follows:

- HISTORICAL CONTEXT**  
The first half of the twentieth century experienced two world wars and a global depression. From these conditions arose a desire to create a new international monetary system. Learn about the historical framework of the IMF.
- BRETTON WOODS CONFERENCE**  
Discussions of the forty-four nations that gathered in Bretton Woods, New Hampshire in 1944 shaped the course of history. Engage in the dialogue surrounding the drafting of the Articles of Agreement for the International Monetary Fund and the International Bank for Reconstruction and Development (the World Bank).
- RATIFICATION DEBATES**  
Study an analysis of the negotiations leading to the establishment of the Bretton Woods institutions and an appraisal of their significance in light of the subsequent histories of the Fund and Bank.
- ORIGINAL ARTICLES OF AGREEMENT**  
The Bretton Woods conference created an institutional structure to address the concerns of the time -- one that the framers hoped would

We can click “preview” to see how it will look:



If it looks good, you can go ahead and “publish”. If it's a little off you can edit the text a bit and then publish it.



Now here is something important to note. All of the categories on the homepage, like “Origins”, are going to be my “silo categories”.

And we will keep copying each page below the categories, as far down as it goes.

If you go back to the origins page at

<https://web.archive.org/web/20060207125642/http://www.imfsite.org/origins.html>

We see 5 sub-categories. These will all be children of the origins page. Click on “historical context”.

Now we are on the historical page:

<https://web.archive.org/web/20060116165059/http://www.imfsite.org/origins/historical.html>

And I would create a page for that inside wordpress just like we did a moment ago.

But here's the key. Since the historical page is BELOW the origins page in the silo order, we need to let wordpress know that the origins page is the “parent” of the historical page. So after we copy the contents of the historical page into a new wordpress page called “Historical Context”, prior to publishing it, we need to click on the “attributes” menu:



And in the dropdown menu, I would select the “origins” page as the parent of the historical page. Then I can publish it.

This will automatically change the permalink as well. It would now change from [imfsite.org/historical/](http://imfsite.org/historical/) to [imfsite.org/origins/historical/](http://imfsite.org/origins/historical/)

Because the origins page is now the parent of the historical page.

Then any pages you create under the historical page need to be marked so that the historical page is their parent. For example, on the historical page inside archive.org, I can see the next level down starts with a page called “early history”. So I can copy that page, name it “Early History”, and then make the historical page its parent. It will change the permalink to [IMFsite.org/origins/historical/early-history/](http://IMFsite.org/origins/historical/early-history/)

And so on, and so on until there are no more pages left under the last one we created.

Looking at the early history page on <https://web.archive.org/web/20060112140747/http://www.imfsite.org/origins/early.html> I can see there are no more levels down.

So now I go up one level to <https://web.archive.org/web/20060116165059/http://www.imfsite.org/origins/historical.html>

And then I would copy and create the “background and purposes” page, making “historical” the parent page.

Then I go back up one level, and I'm back to the top tier at the origins page here <https://web.archive.org/web/20060207125642/http://www.imfsite.org/origins.html>

So I move down to the next section - “Bretton Woods Conference”.

And then I copy and publish that page. And I follow it as far down as it goes. That page has links to 4 sub-pages on it, so then I copy each of those as well, and I make the “Bretton Woods” page their parents. This continues until I am down with all levels on all silo categories.

[See my silo video here if you need more details.](#)

Now let's assume you are finished. You've copied and published all of the old categories and pages, and set each with the correct structure of parent/child. This may sound taxing, but I'd like to mention 3 things:

- 1) You can opt to have someone else do it for you like [WayBack](#) or [Freelancer.com](#)
- 2) You may not have acquired a site with hundreds of pages like mine, so it could potentially be much easier for you, with less levels and less parent/children pages to deal with.
- 3) My site has made me 6 figures after doing all of this work, so I'm okay with it!

Would you commit to learning and doing this work for 6 figures?

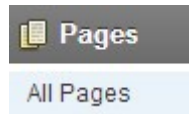
Or... Can you at least hire someone to do it for you?

They will most likely charge under \$100 to do it, because many programmers have automated scripts that do it for them.

There is no excuse for not being willing to do this. The fact that it takes work is exactly why you will rank if you do it. Because most people are lazy and won't do it. I prefer to work and make money. How about you?

Regardless of whether you did it yourself, or you hired someone, once all pages are done, it's time to go into the code of each page and edit them so that each page no longer references archive.org – Google wouldn't like that very much.

So go back to the “pages” tab in wordpress and select “all pages”.



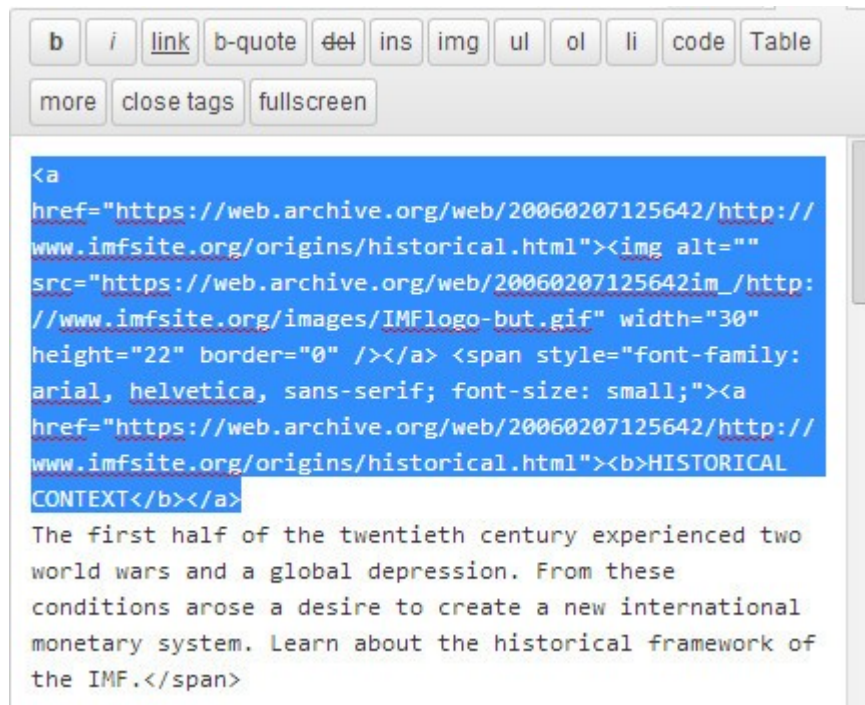
Now its time to go through each one. So start at the top and click “edit” on the first page.



On the next page, select the “text” tab.



Now we see a lot of code. Here's an example of what I'm seeing. And by the way, I am editing the “origins” page we worked on before.



If you copied any images from archive.org when you created your pages, you can either save them or delete them for now. To save one, just go to the url of the image. For example I see an image in my code above from [https://web.archive.org/web/20060207125642im\\_/http://www.imfsite.org/images/IMFlogo-but.gif](https://web.archive.org/web/20060207125642im_/http://www.imfsite.org/images/IMFlogo-but.gif)

Images are marked with this tag: <img

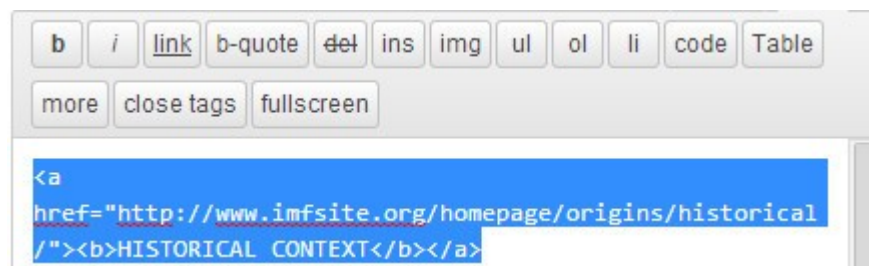
I can then go to the URL shown after that tag and right click and save that image to my desktop.

Then I can re-add it to the page later by editing the page and selecting “add media”, and adding the picture like we did when we were building our link network sites on page 47 of this guide.



For IMFsite.org, I deleted 90% of the images, and only added back a few to the homepage later. So for now I'm gonna delete them.

Now look at the code highlighted on the previous page. I want to change it to this:

A screenshot of a code editor showing a toolbar with buttons for bold, italic, link, b-quote, del, ins, img, ul, ol, li, code, and Table. Below the toolbar are buttons for more, close tags, and fullscreen. The code area shows a highlighted line: 

```
<a href="http://www.imfsite.org/homepage/origins/historical/"><b>HISTORICAL CONTEXT</b></a>
```

I do that for each piece of code on the page that mentions archive.org. I remove the code about archive.org and replace it so that the links go to the pages I created on my site earlier. Then I “update” the page.



Feel free to have a programmer do all of this for you as well. You can copy my instructions here and give them to your programmer. Someone on [Freelancer.com](https://www.freelancer.com) will do this type of work cheaply. You just need to give them access to Wordpress and tell them what you want.

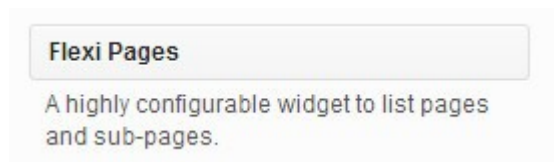
Your ad on freelancer could be titled something like “Need programmer to edit simple code on my wordpress pages”. Then in the description, tell them more details of what you need done.

After all of the old pages are copied to the site – by you, or a programmer, or by the WayBack guys, and the code has been edited on each page to no longer reference archive.org, it's time to add the Flexi Pages widget. If you recall that is a plugin we installed previously.

To make it work, in the left navigation in your wordpress admin, go to appearance and click “widgets”.



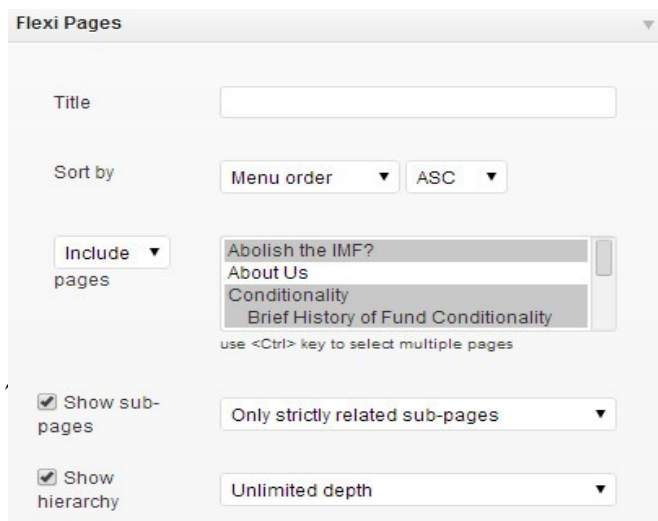
Under “available widgets” you will see flexi pages listed.



Now you need to click it with your mouse and drag it over to the “primary widget area”.



Click the drop down arrow next to it and here you can see my settings.



You can highlight all of the pages you want included in the right side bar of you site.

Then click save.

Now if you visit your site you will see the right side menu. And what's cool is, the menu is perfectly silo'd. You will see all of your main categories listed. If you click one, on the next page you will see the right side menu has changed to reflect that you are now one level lower into a category.

Here I've clicked the Origins category and we can see the sub-categories.:

*Origins*

*IMF: Original Articles of  
Agreement*

*History and Origins of the IMF*

*Bretton Woods Conference*

Google loves this stuff and so do your visitors. It makes your site easy to navigate for real people and for search engine bots.



# Money Pages

Now that you know exactly how I built my money site (IMFsite.org) into an authority site using its former content, let's talk about **money pages**.

For IMFsite.org, I decided to start with 2 money pages. And it is worth noting that I let them stand on their own merit – meaning I didn't add them to any of my existing silo categories.

For one of the pages, I want to focus on my target keyword “gold ira”, and related keywords about gold investing.

For the second page, I decided to focus on keywords related to the “price of gold”. I did this because I know from experience with testing PPC to my gold sites, the traffic from price related keywords is huge. I also discovered that the quality of the leads generated from price related keywords is definitely lower IRA related keywords. But the volume is 100x higher. So I think it is worthwhile to go after both.

First I will discuss my 1<sup>st</sup> money page at <http://imfsite.org/gold-ira-companies-reviewed/>

For this page, I started by returning to [TheContentAuthority.com](http://TheContentAuthority.com) – check page 43 of this guide for a complete walkthrough of the service.

The only differences in the way I use it for my money page versus a link network site are:

- 1) I order articles that are 1000-2000 words
- 2) I only hire the highest level writers, which are level 4 – Expert.
- 3) I request the keyword density to be at 1% max.

The screenshot shows the 'Original Content' section of the TheContentAuthority.com interface. At the top, there is a navigation bar with links: Dashboard, Order Content, Submit Content, Manage Orders, Reports, and Buy Credits. Below this is a sub-navigation bar with links: Original Content, Direct Order, Bulk Order, eBooks, and UAW Sets. The main heading is 'Original Content'. The form is divided into two columns: 'Order Basics' and 'Article Sets'.  
**Order Basics:**  
- Label (?): gold ira  
- Type (?): Standard (dropdown menu)  
- Notice: Direct orders are now placed from their own tab. [...]  
**Article Details:**  
- Min. Word Count (?): 2000  
- Writer Pool Quality: Tier 4 - Expert (dropdown menu)  
- Instructions (?): I would like a thorough article explaining the many benefits of a gold IRA.  
**Article Sets:**  
- Buttons: Add Set, Duplicate Selected, Delete Selected  
- Keyword: gold ira (with a '1' in a small box to the right)  
- Keyword Density: Max (1%)  
- Rewrite When Complete: (0 words X 0)

The difference between my money pages and all of the other pages on my site, is that the pages are created for REAL visitors. While the rest of the pages are mostly for search engines to fall in love with the site.

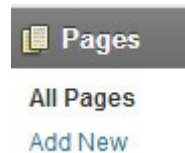
And I want the visitors to my money page to take a very specific action – whether it is filling out a form, or clicking a link (and ultimately buying something).

The success of my site relies solely on the performance of my money page(s). So I need to make sure the content is the best of the best. That is why I pay for expert writers. The content on my Gold IRA page cost me \$100. A small drop in the bucket compared to the 6 figures I have made with the site.

Another key is, I will STILL manually edit the content myself after I receive it. Because I am playing in an industry that I have researched thoroughly. I know who my target visitor/demographic is – U.S. Resident, white male, 40-80 yrs old, conservative, republican, Christian, retired or on the verge of retirement.

Chances are, my writer doesn't know that. I can share the info with him, but I still like to put my own finishing touch on the content, so I get the best of both worlds – an expert writer and my own insights.

While the content is being created, I go into wordpress and create a new page.

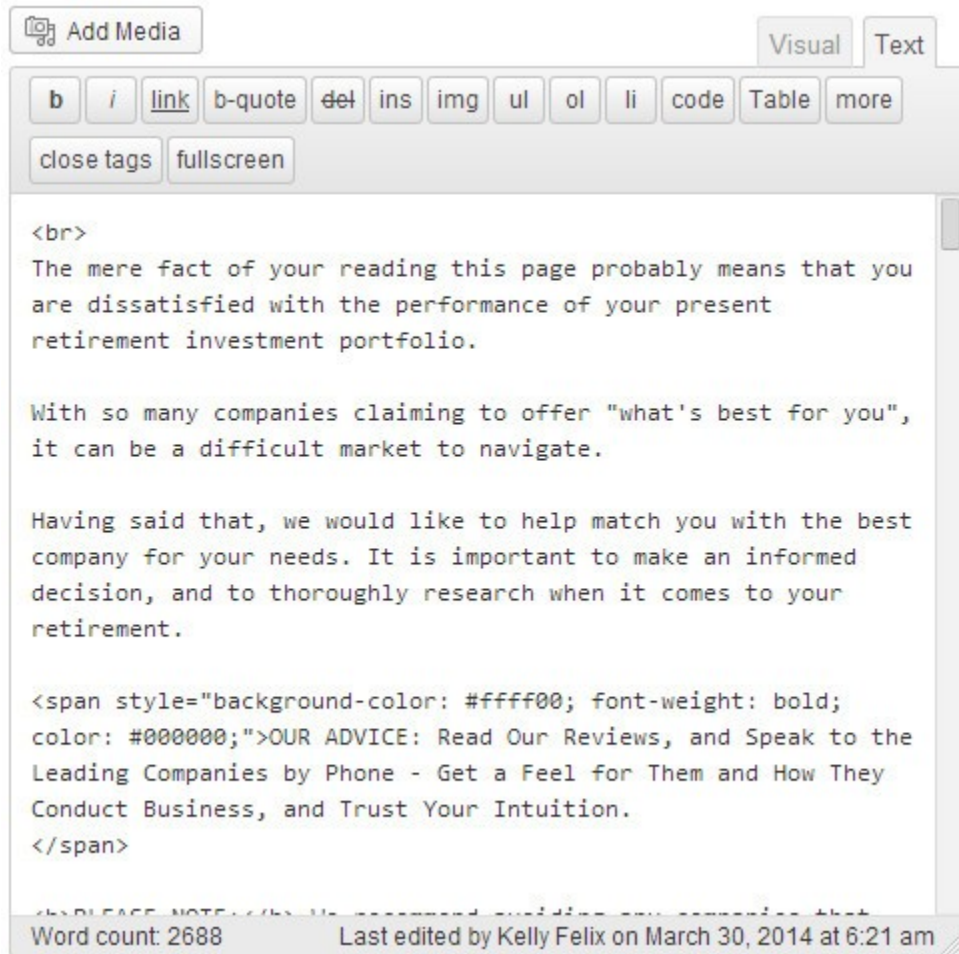


I called mine “Gold IRA Companies Reviewed By Our Experts”. I made sure to use my main keyword “gold ira” in the title of the page.

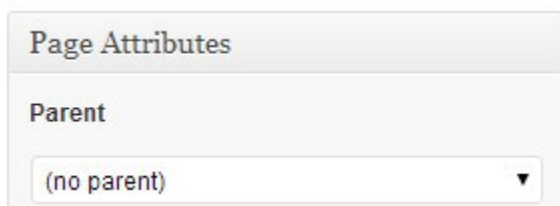
Then I made sure the permalink used the keyword as well.



Once my content is ready, you will get an email. After reviewing the quality, I then paste the article into the content box, making sure I am in the “text” editor and not “visual”.

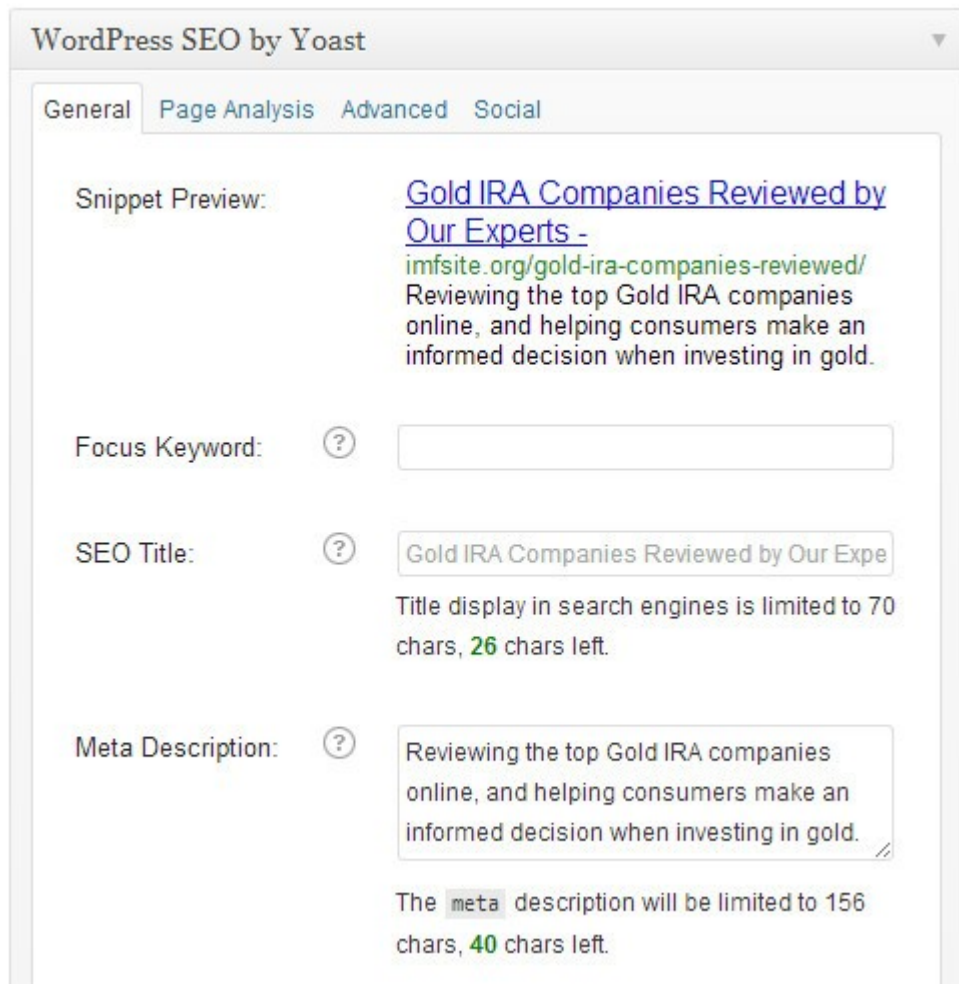


This money page will not have a parent.



Now we will make use of the Wordpress SEO plugin by Yoast that we installed previously.

While creating my money page, if I scroll down the wordpress section, I will see a section showing various options related to the SEO plugin.



The main concern here is to make sure I add an interesting sentence, using my main keyword, in the meta description field.

Then we can see the snippet preview of how our site will look in search results.

Once it looks good, I can publish the page or preview it to see how it looks.

Preview Changes

But we aren't done with the page yet.

We need to go through the content and make a few key changes and additions.

# Keys to a Successful Money Page:

## **1) Compelling & Relevant Copy:**

First of all, I want to make sure the beginning of my page “sells” someone on the fact that I am about to show them the answer to exactly what they were searching for.

Chances are, the hired writer didn't do that. He or she isn't likely a copywriter. So it is up to me to add a bit of content to the beginning of the page. I want to try to get into the mind of the average visitor and connect with them. So I frequently test different language at the beginning of my money pages.

I also often edit my overall content, to make sure it stays current. After all, if my article talks about a specific event that occurred in 2013, as if it just happened last week, I lose credibility as a trusted site.

Also, if I say my reviews were updated as of May of 2013, that doesn't look good either.

You can also opt to instruct your content writer to avoid mentioning any current events, or anything that could make the article appear dated.

## **2) Proper Use of SEO Tags:**

Once I have edited the content to my satisfaction, I then want to go through the content and make proper use of “seo tags”.

What I mean is using html tags like <h1> - You don't need to know html to do this. Just copy my simple code examples below.

By default, the title of your page will be considered an <h1> - this tells the search engines that the title of your page is what the content is mainly about. So you don't have to worry about using <h1> tags.

Remember my page title is “Gold IRA Companies Reviewed by Our Experts”. That means if I go and view the html code of my page later, I will see this:

```
<h1>Gold IRA Companies Reviewed by Our Experts</h1>
```

An <h2> tag is a subtitle. It tells the search engines that any text contained in it is also an important subject, related to your <h1> tag. I personally like to make sure I use my main keyword in the title <h1> of the page, as well as in at least one <h2> tag.

So not far down my article, I have this: <h2>What is a Gold IRA?</h2>

The text inside an h2 tag will automatically become bold, and the font will also appear bigger. It is important to not over-do it with h2 tags. I don't want to repeatedly put my keyword in multiple h2's. I also don't want to turn every subtitle in my article into an h2 tag. Because I believe the more I use, the less effective each one is.

In my money page about Gold IRA's, I have 2600 words of content, and only 3 occurrences of an <h2> tag. They are:

<h2>Gold Investment Companies Recently Reviewed</h2>

<h2>What is a Gold IRA?</h2>

<h2>Why Consider a Gold IRA Rollover?</h2>

You can see that two of them have my main keyword, and one has a related keyword “gold investment”. That is by design.

For other genuine subtitles in my article that should be bold and larger text, so that they make the article look good for the reader, I use code like this:

<span style="font-size: medium;"><strong>World Gold Council:</strong></span>

That will make my article look nicely formatted with sub-titles, for visitors. But it won't tell the search engines that “World Gold Council” is an important part of my article.

So it is a win-win.

### 3) Outbound links to related Authority Sites

Similar to what we do on link network sites, on our money sites we also want to link out to authority sites in our niche. For example, on my Gold IRA page, I mention statistics from Investopedia.com and I include a link to them. We are telling Google that our page is helpful, by making sure we link out to sites that Google already trusts.

Additionally, I am going to create a few authority links in the navigation menu at the top of my site. I believe that the links in your top nav menu are heavily regarded by Google, simply because they are some of the very first items on the page. If you show Google that you are willing to be self-less and link out to helpful authority sites right away, you get bonus points.

Here is my top nav menu:

<a href="#">Home</a>	<a href="#">History of the IMF</a>	<a href="#">IMF News</a>	<a href="#">IMF Official</a>	<a href="#">World Bank</a>	<a href="#">Gold IRA Companies Reviewed</a>	<a href="#">Live Gold Price</a>
----------------------	------------------------------------	--------------------------	------------------------------	----------------------------	---	---------------------------------

Obviously there isn't enough room to link to all the sections of my website. And we already created a right navigation menu for all of our pages anyway. So the top menu, in my opinion, is partially meant for users, and partially meant for Google.

I want to include links to the main subjects of my site – such as “History of the IMF” - since that is what my site has the most content about. I included a “news” link where I occasionally add relevant current events. But honestly I don't update this much. I just felt like it fit in with the overall theme of the site to have a news section in the menu.

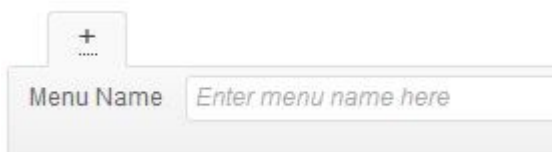
I already know that anyone visiting my site for information about the IMF, is not my target visitor. I naturally rank for IMF related keywords, but the visitors are just doing research on the IMF and have no intention on buying gold. So I just give them enough info to keep them happy, and let them do their thing while I focus on getting potential gold buyers to my money pages.

Here is how to create a menu (or navigation bar) and place it wherever you want...

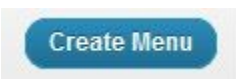
First, click on the “appearance” tab on the left side of your wordpress admin. Then click the “menus” sub-tab.



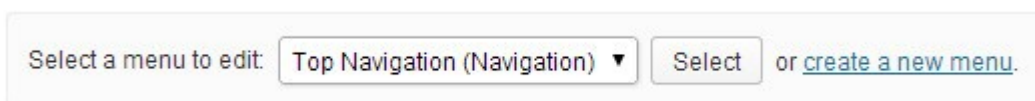
Next, you will name your menu. For example, you could call it “top nav”.



Let's say you called it “top”. Next click the “create menu” button.



After it is created, you can select the menu to edit it.



Now you are allowed to add pages to it by placing check marks next to each page I want to include, including my 2 money pages:

The screenshot shows a 'Pages' menu configuration window. At the top, there are tabs for 'Most Recent', 'View All', and 'Search'. Below the tabs is a list of pages with checkboxes:

- Current Spot Price of Gold & News
- Gold IRA Companies Reviewed by Our Experts
- American Bullion Review
- Lear Capital Review
- Rosland Capital Review
- Goldline Review
- Regal Assets Review
- IMF News
- Relationship Between the IMF

At the bottom of the list, there is a 'Select All' link and an 'Add to Menu' button.

After adding those page to the menu, just below this box, there is also a “links” menu.

The screenshot shows a 'Links' menu configuration window. It has two input fields:

- URL:**
- Link Text:**

At the bottom right, there is an 'Add to Menu' button.

Here is where we add links out to related authority sites, so Google will love us.

Linking out to the official IMF page is a no-brainer. I also added a link to the World Bank, which is related directly to the IMF.

Just keep in mind, that if you add too many pages to the top navigation menu, it might make your menu look messy. This is especially true if the pages have long names.

To prevent this, you can rename the page titles to make them shorter.



You do that by editing the “navigation label” under the page listed in your menu.

Note that this will only change the name of the page on your menu, but it won't change the actual name of the page if someone was to visit that page.

Origins' and two buttons: 'Remove' and 'Cancel'."/>

Menu Name  [Save Menu](#)

**Menu Structure**

Drag each item into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.

Home Custom ▾

History of the IMF Page ▾

Navigation Label  Title Attribute

Move [Up one](#) [Down one](#) [Under Home](#) [To the top](#)

Original: [Origins](#)

[Remove](#) | [Cancel](#)

#### 4) Adding images to my money pages

This is very similar to the process described on PAGE 47 of this guide. Re-visit that page for exact details on how to add images in wordpress.

Just like we did on our link network sites, we can go to Google images and grab a few related images to insert into the page as needed.

On my gold IRA money page I have chosen to use images like the “BBB” and “Trustlink” at the top of the page in order to establish trust. I included these images because I discuss these ratings in my review of each gold company.

Over time I will likely continue to add and remove various pictures until I am comfortable that the page is esthetically pleasing, and not just an information brain dump.

Remember to use “alt text” that describes exactly what the picture is. Some search engines like that.

## 5) Adding Youtube Videos to money pages

This step is also very similar to what we did with our link network sites. Please refer to PAGE 49 of this guide for exact instructions on how to add a youtube video to your page or post.

On my gold IRA money page I have added a video that is directly related to gold investing. If the product you are promoting does not have a related Youtube video, you can still find another one to use by doing a search in youtube. Just make sure that the video doesn't contain calls to action in it, directing viewers to go to their website.

Any video that helps your cause in convincing people that your information is relevant to them is great. But any video that directs people to a different website is not good.

## 6) Affiliate Links:

For wordpress affiliate links I recommend a simple plugin called “[Pretty Links](#)”. We installed it on PAGE 63 of this guide.

Once you have activated it, you can find & click it on the left wordpress nav menu.



On the next page click “add pretty link”.



On the next page I select a redirection type of 301.

My target url is where I enter my affiliate link. Let's say my affiliate link was <http://www.regalassets.com/a/1059/>

In the Pretty link field, I like to make up a simple word like “go”.

Then I check the “nofollow” option and select “create”.

Redirection Type\*:  To Enable Cloaked, Meta-Refresh, Java

Target URL\*:

Pretty Link\*:

### SEO Options

'Nofollow' this Link  
Add a nofollow and noin

or [Cancel](#)

Now I can go back into the content box inside wordpress, for my gold IRA money page, and enter text like “Visit Regal Assets” or something similar, wherever I want my affiliate link to appear in the article.

Then I highlight the text.

**Visit Regal Assets**

Then click “link” in the menu above.



In the pop-up window that follows, I enter my pretty link and click “add link”.

*Enter the destination URL*

URL

Title

Open link in a new window/tab

► *Or link to existing content*

[Cancel](#)

Now the link is ready to go, and will track sales and leads correctly.

That completes all of the mandatory steps for your money pages.

## **The Following Steps are Optional for Money Pages:**

### **7) Review Tables:**

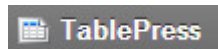
We previously installed the Table Press Plugin on PAGE 63 of this guide.

Since the beginning of affiliate marketing, all the way back in the 1990's, review sites have worked well for affiliates. Many of my most successful sites over the years have been review sites. The only thing that has changed over time, is that many other people caught on. So there are a ton of review sites out there about everything imaginable.

But as we discussed earlier, becoming an authority site and establishing TRUST, is what separates the successful review sites from those that aren't.

While it is easy to make a great looking review site by hiring a designer who makes fancy graphics, it is difficult to make that type of site rank well in Google – because it takes text to rank, not just imagery. To rank a review site we must have a lot of solid content, and we want to use text links if possible (instead of graphics), to link to our individual review pages – so they can rank too!

Table Press helps us do that without sacrificing a professional look. Once you have activated the plugin, click on it in your left side navigation inside wordpress.



Then click add new.



Next, name your table and enter the number of rows and columns desired. You can always add or remove later.

Then click “add table”.

**Add New Table**

Table Name:  
  
*The name or title of your table.*

Description (optional):  
  
*A description of the contents of your table.*

Number of Rows:       Number of Columns:   
*The number of rows in your table.*      *The number of columns in your table.*

**Add Table**

Now you can edit your newly created table.

**Table Content**

	A	B	C
1	<input type="checkbox"/> Company	<input type="checkbox"/> Our Review	<input type="checkbox"/> Phone
2	<input type="checkbox"/> <code>&lt;a href="http://www.regalassets.org"&gt;&lt;img</code>	<input type="checkbox"/> <code>&lt;a href="http://imfsite.org/gold-ira-companies-</code>	<input type="checkbox"/> 855-712-0016
3	<input type="checkbox"/> <code>&lt;a</code>	<input type="checkbox"/> <code>&lt;a</code>	<input type="checkbox"/> 800-461-1246
4	<input type="checkbox"/> <code>&lt;a</code>	<input type="checkbox"/> <code>&lt;a</code>	<input type="checkbox"/> 800-576-9355
5	<input type="checkbox"/> <code>&lt;a</code>	<input type="checkbox"/> <code>&lt;a</code>	<input type="checkbox"/> 800-963-9798
6	<input type="checkbox"/> <code>&lt;a</code>	<input type="checkbox"/> <code>&lt;a</code>	<input type="checkbox"/> 800-326-9598

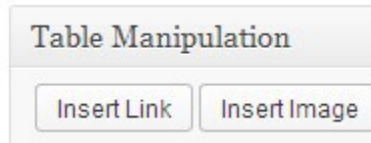
The first row show be the Name of each column.

Since my first column is about each company I'm reviewing, I decided to put the company logos.

To add these logos, first I had to find them by doing a search at <http://images.google.com>

Then I save each to my desktop.

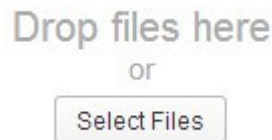
Now back in the TablePress page, I click the table cell where I want my image to appear, and then I click the “insert image” button.



On the next page, click “from computer”.



Then click “select files”.



Now locate the image on your computer that you saved from Google images.



On the next page, you have a few options. You can either make the image link to another webpage like your affiliate link you created earlier in “Pretty Link”, or you can link to another page on your site – like another page where you review the company in detail. Or you can simply select “none”.

I would suggest thumbnail size, otherwise the table could get too large to fit on the page.

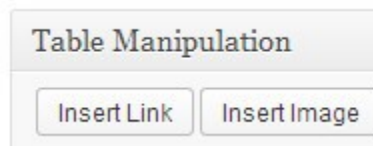
Then “insert into post”.

The cell will now be populated with the correct html code to make the image appear.

On the next column, I have titled it “Our Review”. In this column I decided to link to other pages I created where I reviewed each company in detail.

Here is an example of one of those pages: <http://imfsite.org/gold-ira-companies-reviewed/regal-assets-review/>

To make a link to this page appear in the table, I click the cell I want to populate, and then click “insert link”.



On the next page I fill out the fields and click “add link”:



The cell will now be populated with the correct link.

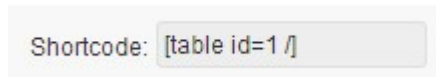
On my 3<sup>rd</sup> column, I have phone numbers. For this, I simply type in the phone numbers into each cell.

When I'm finished with the table, I click “save changes”.

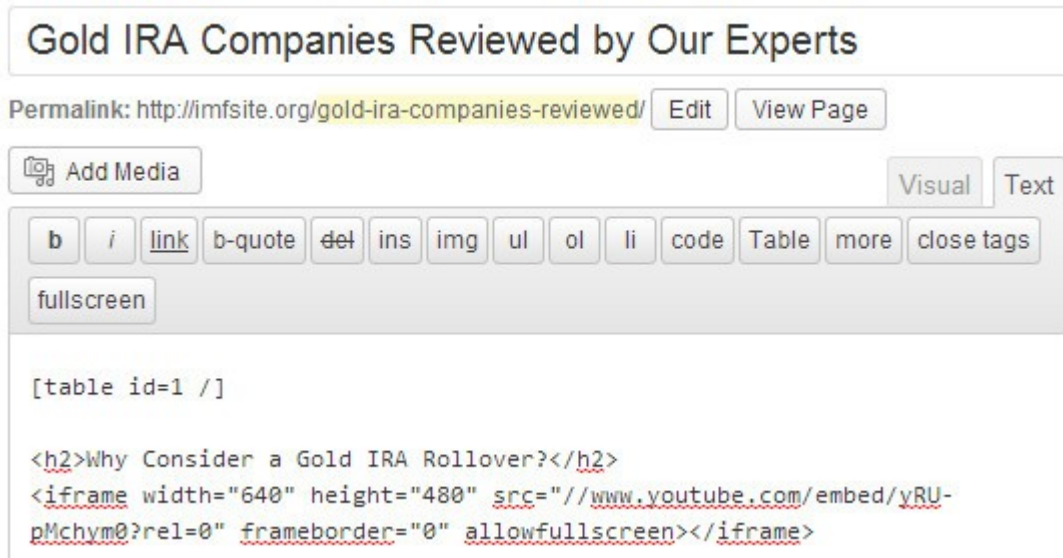


Now in order to make the table appear in one of my pages, I need to use “shortcode”.

To locate my shortcode, I look at the top right of the page where I'm editing the table.



Now I simply go and open my gold IRA page and edit it. And wherever I want my table to appear, I enter [table id=1 /]



Then I click to update the page.



Now my table looks great. I can go in and edit it at any time and my changes will automatically appear on the live site because the shortcode is in the page.

## 8) Google Authorship:

I will mention here first that I have tested Google Authorship on my IMF site versus not having it. And I saw absolutely no difference in rankings.

However, I have noticed a difference in the number of visitors.

Google Authorship adds an image and extra information to search results, and makes your site stand out.



## Gold IRA Companies Reviewed by Our Experts « IMF



imfsite.org/gold-ira-companies-reviewed/ ▾

by Kelly Felix - in 2,290 Google+ circles

Reviewing the top **Gold IRA** companies online, and helping consumers make an informed decision when investing in gold.

In order to make this happen, you need to have a Google Plus account at <http://plus.google.com>

Once you do, click your “about” tab.

### About

Scroll down to the links section and click “edit”

#### Contributor to

 [Kelly Felix's Blog](#) (current)

 [IMFsite.org](#) (current)

#### Links

What pages interest you?

[Edit](#)

On the next page, in the “contributor to” section, click “add custom link”, then insert the name of your site and the URL of your homepage, and select “current contributor”.

<input type="text" value="IMFsite.org"/>	<input type="text" value="Current contributor"/>	<input type="button" value="X"/>
<input type="text" value="http://www.imfsite.org"/>		

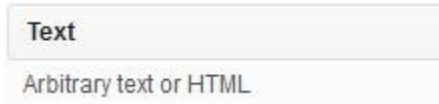
Then click save.

Now we have to go back to your site, inside wordpress, and make it talk to Google, to prove that you are the true site owner.

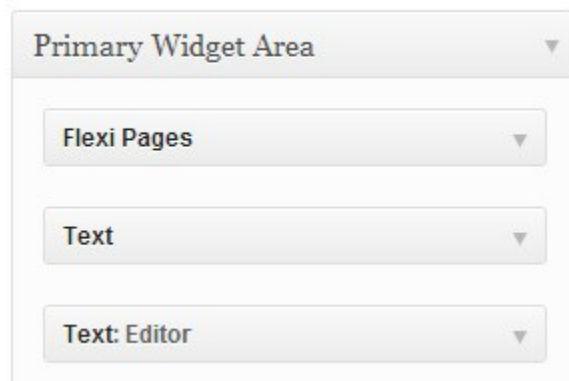
So inside wordpress, go to the left side menu and select “appearance” and then “widgets”.



In the “available widgets” section, locate the “text” bar.



Then use your mouse to drag it over to the top right, into the “primary widget” area.



Click the drop down arrow next to the text widget and fill out the blank area.



Title will display larger font that shows what the section is about. Call it whatever you want. The box below it needs to have this code in it somewhere:

```
<a href="https://plus.google.com/+KellyFelix/?rel=author">Kelly Felix</a>
```

Obviously you need to replace mine with your own. Then click save.

If we go look at my live site, we will see that this now appears on all pages of the site:

## Editor

*This site is maintained & edited  
by Kelly Felix and a team of  
writers and researchers.*

In a short time, Google will recognize this automatically, and your search listings will begin to show like this:

### Gold IRA Companies Reviewed by Our Experts « IMF



[imfsite.org/gold-ira-companies-reviewed/](http://imfsite.org/gold-ira-companies-reviewed/) ▾

by Kelly Felix - in 2,290 Google+ circles

Reviewing the top **Gold IRA** companies online, and helping consumers make an informed decision when investing in gold.

## 9) Extra Content:

If you recall, my money site consists of:

- Re-used content that existed on the site before I owned it
- Money pages that I created using content from TheContentAuthority.com

I also decided to create additional pages and sections.

For example, I created 5 pages that review different gold companies more thoroughly.

What is interesting is that I've never done a single backlink to these pages, yet each one of them now ranks for several keywords related to the company being reviewed. This is because the link juice from my link network sites is passing to my Gold IRA money page, and then that page is passing juice to my individual review pages.

I also created a small silo/category called "The IMF & Gold" here: <http://imfsite.org/imf-effect-on-gold-prices/>

I did that because although I know that the IMF and gold are loosely related in the real world, I didn't notice that the site had any prior existing pages that explained the correlation. So I wanted to tie the two ideas together for Google. So I created a page explaining how the IMF relates to gold.

And then I created 2 sub-pages in this silo, getting more specific:

- a) History of IMF Gold Sales
- b) IMF and the Gold Standard.

But the key is, on each of my money pages, at the very bottom I link to the IMF & Gold Silo, so Google can group them together as related.

And on then on each page I created in the silo itself I link back to one of money pages. It is all about connecting the dots for Google, and keeping related ideas closely knit together.

## **10) Google News:**

Back on PAGE 63 of this guide, we installed the Google News plugin. Once you have activated it, you can easily add Google News content to your site like I have at:

<http://imfsite.org/spot-price-of-gold/>

For gold news I can simply add the following code to the content of the page:

```
[google_news query="gold"]
```

You can change the keyword to suit your needs if you want Google news to appear on your page. I believe Google likes this content for obvious reasons.

By the way, the price chart I am using on this page is from Gold-Feed.com. Regal also offers price charts but they can sometimes make the page load slower, and they are not as up to the minute as Gold-Feed.com

# Harnessing the Link Juice for Money Sites

One of the plugins that we previously installed is the “404 Redirected” plugin.

Back on PAGE 52 of this guide I showed in great detail how I use this plugin to redirect all OLD link juice to my new link network site, using data from [ahrefs.com](https://ahrefs.com)

In a similar way, we need to do this with our money site.

All links out there in the world that point to an old version of my money site (IMFsite.org) need to be redirected to point to the new pages. Remember, much of my content is the same, but if I look at how IMFsite.org used to exist in archive.org, I can see that it wasn't originally created in Wordpress.

As an example, according to aHrefs, one page that had some old backlinks pointing to it was <http://www.imfsite.org/mission.html>

Since the new version of my site is created in wordpress, even if I re-create the mission page, it will not have a .html extension. Instead it would be created as <http://www.imfsite.org/mission/>

So I would go into the 404 redirected plugin and do a manual redirect just like we did in the thorough example shown on PAGE 56 of this guide.

I have the option to redirect the juice of those 3 links to anywhere I want. You may think that the best option would be to redirect all of these old links to my money pages, so that they have a better chance of ranking.

On some occasions I do exactly that. However, on other occasions I don't. With my IMF site, in the “top pages” section of ahrefs, I can sort the results by the number of domains that have backlinks pointing to my top pages.



After doing so, I can see that there are 58 pages that have backlinks pointing to them.

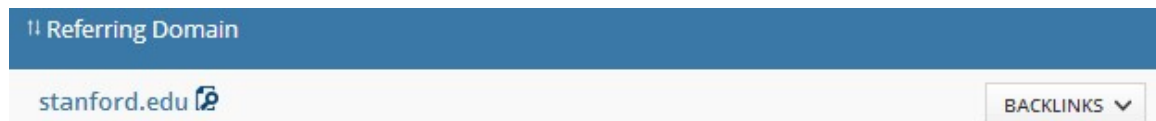
This is great. It makes my site look great because in essence I have 58 pages of content that were worth linking to. Many SEO's focus on getting nearly 100% of their links to their homepage, or to a single an inner page that they are trying to rank.

Imagine you are Google and you see a site has 200 pages. And yet all of the backlinks exclusively go to one page. That does not look natural. A true “authority” site would have a lot of pages worthy of backlinks.

So I like the fact that I have backlinks spread across so many pages. So what I did was go through my top pages on ahrefs, and I tried my best to redirect those links to the new version I created.

Redirecting <http://www.imf.org/mission.html> to <http://www.imf.org/mission/> is a perfect example.

While I do this the majority of the time, I also play around with my redirects sometimes, to see what happens. For example, I can go to referring domains, and then click the educational tab to see some of my strongest backlinks.



If I click the backlinks tab on the right, I see that I have 2 links from Stanford.

Link Anchor	Type	Last Check
<a href="http://www.imf.org/default.htm">http://www.imf.org/default.htm</a> International Monetary Fund - Hoover Institution		6 d
<a href="http://www.imf.org/recentfin/af...">http://www.imf.org/recentfin/af...</a> surrounding the IMF Includes reprinted articles on IMF financing initiatives in Africa (Nigeria, Ethiopia, Zimbabwe, sections on abolishing the IMF, reform proposals, etc..		6 d

One is pointing to IMFsite.org/default.htm – so in the 404 redirected plugin I have that redirected to my homepage, since that was likely the original intention.

The second link is to a page about the IMF operating in Africa. I currently have that linked to the corresponding page on my site at <http://imfsite.org/financing-initiatives/africa/>

But here's where it can get interesting. At any given time, I can switch that inside the 404 plugin. I can redirect that old Africa url to point to my Gold IRA money page. Then I can wait and see if my rankings go up at all. Given that it is a powerful link from Stanford, it is certainly possible.

But again, I don't like to do that very much, because I want my site to look like an authority to Google with natural link diversification.

And by the way, when I do this sort of thing, I typically WAIT and let Google figure it out on their own time. I have learned GREAT PATIENCE with SEO these days.

If I wanted to be impatient, I could go to <http://www.pingomatic.com> and ping that old Africa URL to make Google immediately take notice of the change. That way, I would likely see the ranking increase happen quickly.

Again, refer to PAGE 56 of this guide for more details on exactly how I use the settings inside the 404 Redirected Plugin.

# Regal Assets

I truly Regal is one of the best untapped opportunities in the world for affiliate marketers. I've seen complete newbies make hundreds of thousands of dollars in commission with the program. I've also seen experienced marketers earn over \$1 million with the program.

The average sale is \$80,000 which equates to a \$2,400 commission to affiliates. So it doesn't take many sales to make big money.

In addition, the program pays up to \$100 per lead. Meaning if your referral submits their name, email and phone number on the Regal website or yours, you get paid – as long as they are a real person with at least \$5,000 to invest.

You also earn up to \$100 per person who calls Regal through your unique 800 number. Again they just have to be a real person who is interested in gold.

Regal has been built into a monster company that maintains an excellent reputation. They have an A+ rating with the BBB, 5 stars with Trustlink, and an AAA rating at the Business Consumer Alliance, and were ranked the #20 fastest growing financial services company in America by INC magazine in 2013.

You can join the Regal affiliate program at [RegalGoldAffiliates.com](http://RegalGoldAffiliates.com)

If you do decide to promote Regal Assets, you need to be very clear with your disclosures. The last thing you want is a legal issue. Regal recently sent out the following announcement regarding the proper disclosure that must be used on your site:

Starting immediately if you are promoting Regal Assets you MUST have a new disclosure on your website(s). A proper disclosure must be above the fold of each page of online content, such that it is immediately visible when the site is first visited. This disclosure must be at least as large as the surrounding text and must be contrasted with the existing background and appear in bold and underlined text. The wording of the disclosure and proper formatting is as such:

**The owners of this website may be paid to recommend Regal Assets. The content on this website, including the positive review of Regal Assets, the negative review of its competitors, and other information, may not be independent or neutral.**

You can see an example of my site using the disclosure here:  
<http://imfsite.org/gold-ira-companies-reviewed/>

As you will see, I have additional text in my disclosure, which is also allowed, but not required. I placed mine on the right sidebar, above the fold.



# Other Niches and Ways to Make Money

While I highly recommend the gold niche and Regal, I also realize there are a lot of other opportunities to make money.

Especially given the fact that this guide gives you access to SEO methods that 99% of everyone else is clueless about.

On my website [FatSickAndNearlyDead.org](http://FatSickAndNearlyDead.org), I sell a blender on Amazon and it converts pretty well. On that same site I also sell a Clickbank diet product. And lastly, I also have Adsense ads on my site. So I have 3 income streams. I haven't touched this site in many months, or sent any new links to it, and it still gets this type of traffic.



The screenshot shows a dashboard titled 'The Basics' with a navigation bar containing 'Summary', 'Visitors', 'Actions', 'Uniques', and 'Time'. Below this is a table of key performance indicators (KPIs) with their current values and percentage changes from the previous period.

Metric	Value	Change
Visitors	11,142	-22%
Actions	20,100	-24%
Average actions	1.8	0%
Total time	25d 7h	-21%
Average time per visit	3m 16s	+2%
Bounce rate	22%	-5%

The site makes thousands of dollars every month. Some days it does \$500 per day, all from free traffic.

And again it has been ranked for years, simply by using a few link network sites like I described on PAGE 15 of this guide.

I will go ahead and cover how to make money with Clickbank, Amazon, and Adsense, since this site earns from all three.

# **Making Money With Clickbank:**

On FatSickAndNearlyDead.org, some of my pages promote Clickbank diet products. I do it by using a high clickthru conversion tactic.

I make an image that looks like this:



It looks like a video with compelling text.

You can copy mine from <http://www.bringthefresh.com/images/youtube.jpg> – Just right click on it and “save image as”, then save it to your desktop.

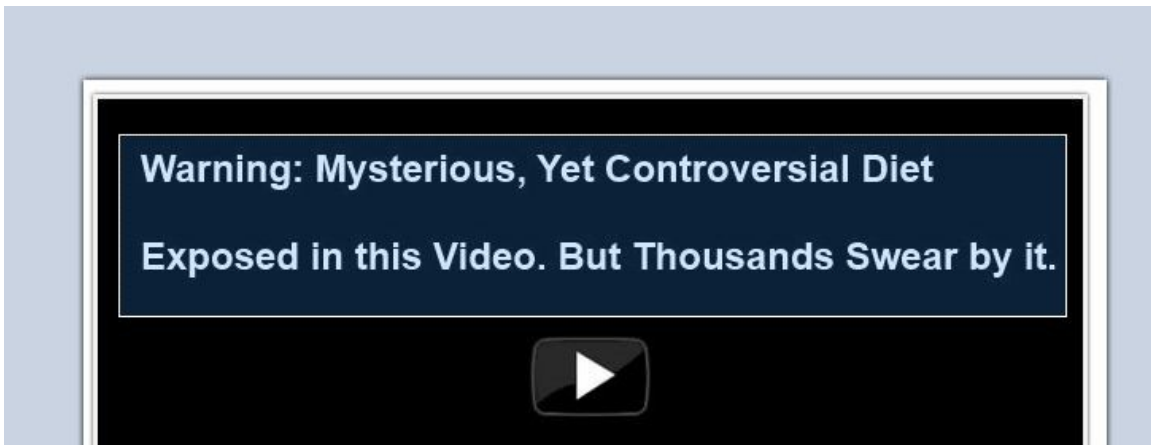
Then I use a free tool like [www.getpaint.net](http://www.getpaint.net) to erase the text on the image. And I write the text according to what I'm promoting. In this case I'm promoting diet offers.

Once you download paint.net, you need to install it, and open it. Then click on the top left “File-->Open” and select my youtube.jpg file you downloaded above.

Once you have it open, click the selection tool (top left icon on the toolbar).



Next you use your mouse to select the section of the video text that you want to edit.



Then you select the paintbrush from the toolbar.



The color will be black by default, which is good.

Next change the brush width to make it 20 or more.



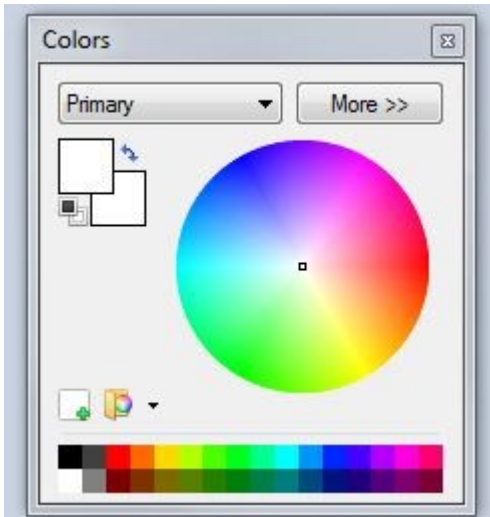
Now go over to the text you want to erase and use your mouse to paint over the white writing.



Once its gone, select the text tool from the toolbar (it looks like a capital T).



Now change the text color to white by clicking on the little white square on the bottom left of the color palette.

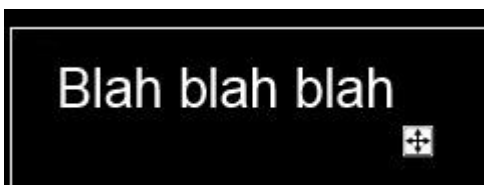


Then select the font and size you want to use.



Lastly, click your mouse where you want to write.

Start typing. You can stop typing at any time and select a different font and size, and it will keep your place. There is also a little icon next to the text you wrote, which allows you to drag the text.



Once you are satisfied, repeat this method for the text on the bottom of the image.

When you are finished, go to “File-->Save”, and save the image as a png or jpg file.

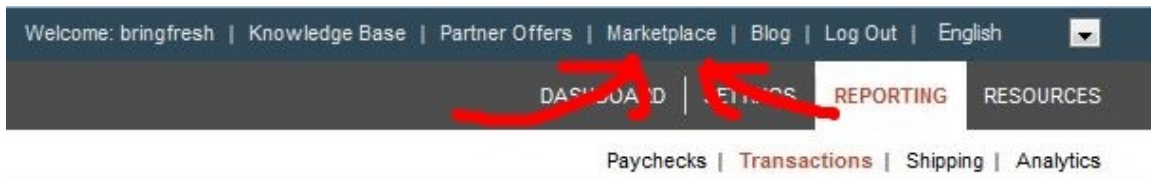
Now you can go into wordpress and add it to your page. You will upload it just as we did on PAGE 47 of this guide, where I explained exactly how to add images to your site.

Then you make sure that the image links to your Clickbank affiliate link.

If you are not a Clickbank affiliate, to sign up free go to:

[http://www.clickbank.com/promote\\_products.html](http://www.clickbank.com/promote_products.html) – Clickbank is great for selling digital products, such as ebooks or memberships.

Once you've signed up as an affiliate, you can login and click on the “marketplace” link at the top.

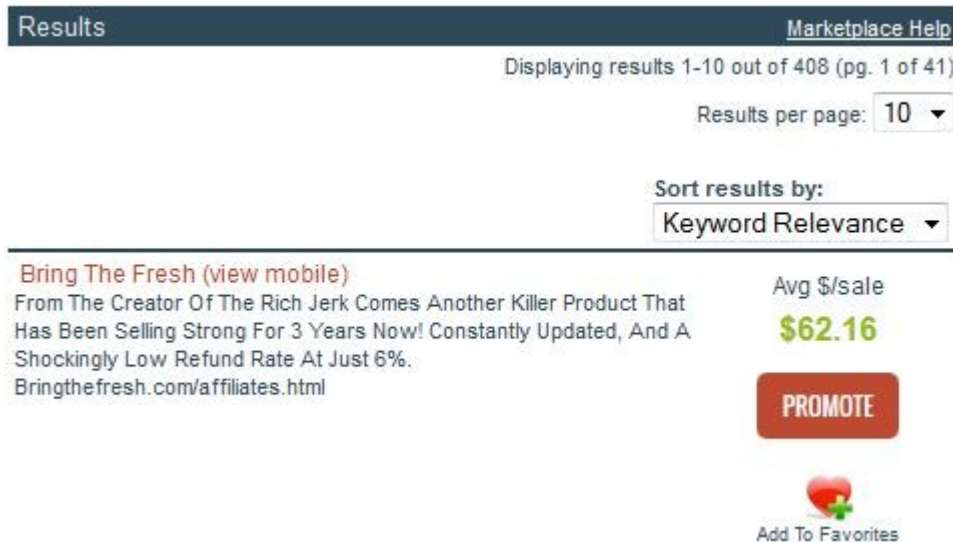


Next you can type in the kind of product you want to promote. Lets say you wanted to promote “Bring the Fresh”. You would enter it into the search bar and click the magnifying glass



The next page will show you the resulting products that you can promote.

Once you see one that looks good or interesting, click “promote”.



Another window will pop up like this:

**Affiliate Program: Promote Products for 'BRINGFRESH'**

You can earn 50.0% for each paying customer you refer to this product. For det one):

Account Nickname:

Tracking ID (Optional):

**CREATE**

When you became a Clickbank affiliate, you selected a nickname. You would enter that here. Then click “create”.

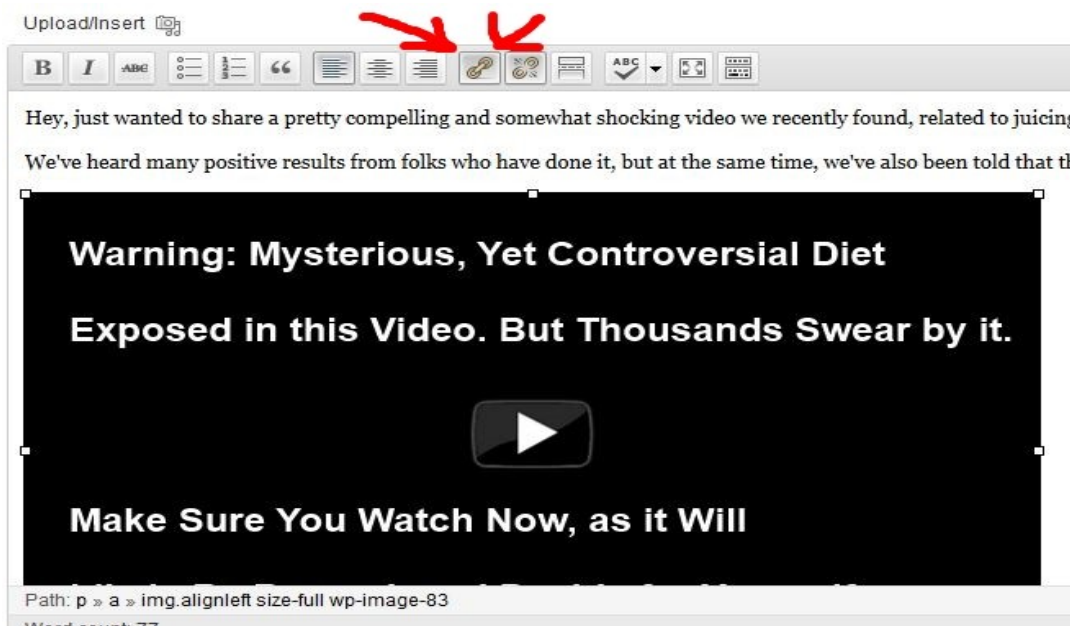
Another window will pop up:

**Affiliate Program: HopLink for 'BRINGFRESH'**

ClickBank pays you 50.0% when you sell BRINGFRESH's product. To refer a customer send them to this domain name:

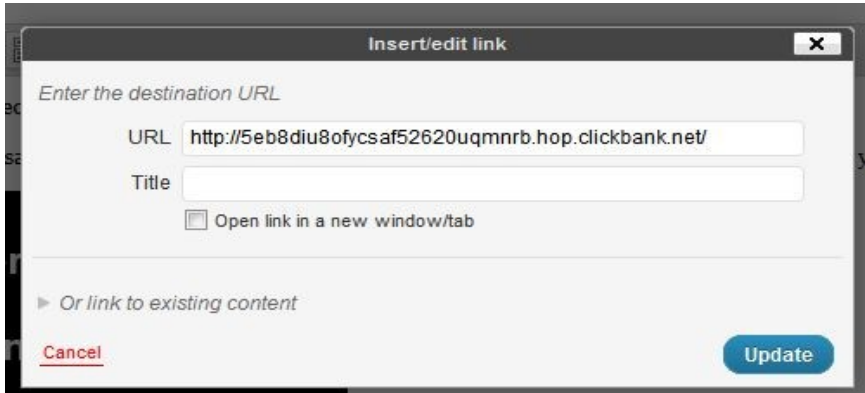
It will list a link at the top. That's the one you need. Highlight it with your mouse, right click and select copy.

Now go back to your post where you inserted the video image. It should look like this:



Click on the link image (looks like a chain). I've pointed to it above.

A window will pop up. Where it says URL, enter the link you copied from clickbank.



Click update. You now have the video image embedded with your affiliate link! :)

# Making Money With Amazon

If you are not an Amazon affiliate, you can sign up at <https://affiliate-program.amazon.com>

When you apply, make sure you have a quality site already built. And then list it as your primary domain. If you don't have a quality site, or if its under construction, you probably won't get approved.

Amazon is great for selling physical items such as electronics, clothing, furniture, etc. But keep in mind that the commissions are MUCH lower than promoting information-based products like those found on Clickbank.

Once you're approved at Amazon, you can log into your Amazon account and get links to any product you want to promote. Log in and click on the tab at the top that says “links & banners”.



Now on the left, select “product links”.



On the next page, in the search bar we would enter the name of the product we want to promote, and click “go”.



Just for the sake of an example, let's say we are promoting the DVD “Toy Story 2” on our website.



After doing a search for it, you will see the DVD with a button to the right that says “get link”. Click it.



On the next page, in section 1 select “text only”.

Build a link to a specific page from Amazon using the tools below.



Skip section 2.

In section 3, you will see a piece of code like this:

Highlight and copy the HTML below, then paste it into the code for your Web site.

```
<a href="http://www.amazon.com/gp/product/B0049J3QNG  
/ref=as_li_tf_tl?ie=UTF8&camp=1789&creative=9325&  
creativeASIN=B0049J3QNG&linkCode=as2&tag=hdtvreco-20">Toy  
Story 2</a> to apply.

Make sure you have a quality site already created, with a privacy policy & contact page as well, before you apply.

AdSense lets you have ads on your site, and you get paid if anyone clicks on them.

Typically you will be “pre-approved” almost instantly.

Then you can login and get your code and put it on your site. Once you've done that, Google will do a final review – typically within a few weeks.

Once you are approved, you can use the same code on your other websites.

Here is how to add the code to your website:

Once you have logged in at <http://adsense.google.com>, click on “my ads”.



Next, click on “new ad unit”.



First, enter a name for your ad.

Next you can pick the size of the ad you want to display.

336x280 has worked well for me. I usually put it in between paragraphs on my pages or posts. You can choose whatever you want.

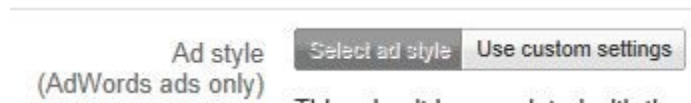
Next, on ad type, I usually allow both text and image ads. I do this because I want as many ad opportunities as possible.

Now I skip down and typically keep the “google default” layout.



However, if your site has a background color that is not white, I recommend matching your background color with the ad, so it blends in more and looks more like a regular link. (instead of an ad)

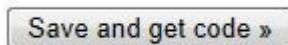
You can edit it here by selecting “custom settings”:



Then click on the white square to change the color of the background:

|            |            |                       |              |                                                                   |                       |
|------------|------------|-----------------------|--------------|-------------------------------------------------------------------|-----------------------|
| Border     | # FFFFFFFF | <input type="color"/> | URL          | # 008000                                                          | <input type="color"/> |
| Title      | # 0000FF   | <input type="color"/> | Corner style | <input type="radio"/> <input type="radio"/> <input type="radio"/> |                       |
| Background | # FFFFFFFF | <input type="color"/> | Font family  | Default font family ▼                                             |                       |
| Text       | # 000000   | <input type="color"/> | Font size    | Default font size ▼                                               |                       |

Either way, when you are satisfied, click “save and get code”.



Then you will see a window pop up like this:

**Ad successfully created** ✕

✓ Ad code

You can paste this code into [any webpage or website](#) that complies with our [program policies](#).

Ad code ?

```
<script type="text/javascript"><!--
google_ad_client = "ca-pub-2308915221010162";
/* test */
google_ad_slot = "7721188733";
google_ad_width = 728;
google_ad_height = 90;
//-->
</script>
<script type="text/javascript"
src="http://pagead2
```

For more help with implementing the code, please see our [Code Implementation Guide](#).

Close

Click anywhere in the box and the code will get highlighted.

Simply right-click and select “copy”.

Then we go back to your wordpress admin area and you can paste this code anywhere in your posts or pages.

I have had great success using a 728x15 ad size and a “secret” tactic.

My method is a little more complex, because I want to put the code in the “header” of my site. My goal is to subtly make the ad block look like it is part of the navigation.

In order to do this we need to “hack” your wordpress template. Do NOT try this without making sure your website is backed up using the Updraft plugin we installed on PAGE 64 of this guide.

First, go ahead and get the code for a 728x15 ad unit. (just repeat what we did earlier but change the ad size to 728x15)

Once you have the code ready, go to your wordpress admin area and click on “appearance”.

Then click “editor”.



Now you will see a large white box with code. To the right there will be many templates.

### Templates

Blank Page Template

*(blank-template.php)*

Blank - White Page Template

*(blank-white.php)*

Blog Home Page Template

*(blog-home.php)*

Comments

*(comments.php)*

We are looking for this one:

Main Index Template  
(index.php)

Click that.

Now you should see something similar to this:



```
<?php get_header(); ?>
<?php global $template_url;
$tt_theme_sidebar = get_option('tt_theme_sidebar');?>
<script type="text/javascript"><!--
google_ad_client = "ca-pub-2308915221010162";
/* link type */
google_ad_slot = "1535054335";
google_ad_width = 728;
google_ad_height = 15;
//-->
</script>
<script type="text/javascript"
src="http://pagead2.googlesyndication.com/pagead/show_ads.js">
</script>
```

You can see above where I pasted my AdSense code. I put it just near the top, so the ads will look like they are part of the navigation menu. This is a great way to get ridiculously high click through rates on your ads.

Here is the outcome:

AdChoices ▶ [▶ Banking Systems](#) [▶ Credit Removal](#) [▶ Claims Systems](#) [▶ Payment Systems](#)

## Free Chexsystems Removal Guide

by ADMIN in CHEXSYSTEMS REMOVAL // NON CHEXSYSTEMS BANKS with 94 COMMENTS

### How to Get Out of ChexSystems Quickly

Before doing all of this, you should first save the template you're about to edit... just in case we screw up and break it. So go ahead and highlight all of the code inside the main index template, and copy it. Then open Notepad and paste it, so you have a saved copy on your computer. If something breaks you can go back and paste the original code back in, and save.

# Ranking YouTube Videos

Youtube videos are great because they are much easier to rank than websites.

By employing even a portion of what you learn in this guide, you can easily rank Youtube videos for competitive keywords. A few high PR link network sites pointing to your video can do the trick.

With Youtube videos, you can also be more aggressive in your linking. Meaning you can use your exact keyword as the anchor text from your link network sites.

For your video, I highly recommend doing a video review of a product, including a walkthrough of how you use it – whether its a physical product or a digital product.



And in the description of the video, you can include a link to your website where you sell the product. Think of the video as a pre-sell, and a lead generator. By the time they visit your site, they should be VERY interested in purchasing the product offered.

# Product Launches & Launch Jacking

The idea of “launch jacking” is to use the SEO strategies I've laid out in this guide, to rank for a product name BEFORE it is released, and also on the day it gets released.

You would target keywords such as:

- “product name review” (where you review the product and then recommend it with your affiliate link)
- “product name bonus” (where you offer a special bonus to anyone who buys through your affiliate link)
- “product owner's name”

You can also flip the script on launch jacking, and instead recommend a different product that you like better.

For example, if you love Bring the Fresh, you could rank highly for a product launch about and SEO course, and do a general review of the product, and then describe why you like Bring the Fresh better! (and then you insert your affiliate link)

## **How to find out about upcoming product launches:**

- Munch Eye – [www.muncheye.com](http://www.muncheye.com) (my favorite)
- JV Notify Pro- [www.jvnotifypro.com](http://www.jvnotifypro.com)

Make sure you sign up to those sites to receive notifications on the best upcoming launches. When browsing these sites all you have to do is click on a launch that interests you, go to the affiliate page and sign up to receive notifications on the launch.

Content for your launching jacking site can include information about the product creator, and you could also potentially utilize some of the content that the creator himself is emailing out to his own list about the product, leading up to the launch.

You also have the option of not even creating your own site, and instead putting your content on a 3<sup>rd</sup> party site like [RebelMouse.com](http://RebelMouse.com) or even a press release on [PRweb.com](http://PRweb.com) – where you can benefit from the authority those sites already have built in.

Ideally you should start backlinking 3-4 weeks ahead of time. If you have a link network, you could add a couple of links per week.

If you do not have a link network built yet, you can also use [the only backlinking service I recommend](#), from one of our own BTF members, Joan Wardzala.

## **Backlinks – Option B:**

If you do not have the time or funds to build your own private link network, there is only one service and person I recommend. Fellow BTF member Joan Wardzala will manually create links for you.

**More information on all of her link packages can be found here:**

[BringTheFresh.com/links/](http://BringTheFresh.com/links/)



# CPA Networks

CPA networks are networks that host offers that will pay you on a Cost-Per-Action (CPA). This could be a sale, a lead, or a call.

You can choose from hundreds of products to promote on your website. And they are all free to join. Just remember you should be joining as a publisher/affiliate – NOT an advertiser/vendor.

Some of the companies in these networks will pay you \$40 or more for simply referring a customer who buys a \$1 trial offer – whether it is a health supplement, or a business opportunity product, or a skin care product. This is because they understand their numbers well, and they know that their average \$1 customer turns out to be worth much more over time.

Some top networks are:

[Commission Junction](#) (has many of the largest brands online)

[Market Health](#) (one of my favorites for health products)

[MaxBounty](#) (I promote their credit report offer on one of my sites)

There are hundreds of other networks.

I recommend checking out [OfferVault.com](#) – they have a database of just about every CPA offer in the world. But the best part is, you can compare payouts here. Many networks carry the same offers, but they pay out different amounts. So you can use Offer Vault to find the absolute highest payout. And the site is free.

You can search for anything you are interested in promoting. Typically you will find quite a few options. For example, a search for “credit card” returns 902 offers to choose from.



The screenshot shows a search interface with a blue header that reads "Enter a search term below to find and compare offers". Below the header is a search bar containing the text "credit card" and an orange "SEARCH" button. Underneath the search bar are several filters: a dropdown menu labeled "Select by Network", and four buttons labeled "SET COUNTRY", "SEARCH PREFERENCES", "ADVANCED SEARCH", and "RESET".

1-30 of 902 Results for credit card

Once you are accepted to a CPA network, you can scan through the available offers, and you will be given the rules for each, as well as your affiliate link to place on your site.

# Recommended Products

## These are the tools and services I use often:

- [BTF Backlinks](#) – The only backlink service I recommend. These are all done by hand, by our own BTF member Joan Wardzala. Good quality for people who cannot afford to build a link network.
- [Market Samurai](#) - My preferred tool for keyword, site & competition research.
- [Register Compass](#) - I use this service to locate the best sites available for use with SEO - building my own link network.
- [SEO Hosting](#) - Where I host many of the sites I use for my link networks, on separate c-classes.
- [Liquid Web Hosting](#) - Where I host BringTheFresh.com. Liquid Web has the best uptime and support of any host I know.
- [Offshore Racks](#) – Where I host websites offshore, if the URL contains a potential trademark issue. Located in Panama.
- [Internet.bs](#) – Where I register or transfer domains that could have potential trademark issues. Located in the Bahamas.
- [aHrefs](#) - This is the service I use to research websites and backlinks.
- [Content Authority](#) - This is where I hire 90% of my content writers.
- [Wayback Downloader](#) - This cheap service will rebuild an expired website for you exactly how it used to look in Archive.org
- [MicroSite Masters](#) - This is the service I use to keep track of the rankings on all of my sites and keywords.
- [Clicky](#) - This is the analytics tool I use to analyze my traffic stats.
- [Pretty Links](#) – Wordpress plugin lets you cloak your links, and do redirects.
- [WP Twin](#) - Utility that lets you clone the settings, layout, and plugins from one blog to a brand new blog in just a few minutes. Huge time saver.
- [Easy Video Suite](#) - For hosting videos on your site, with a lot of added features.

- [All in One Theme](#) - A wordpress theme I developed for my own use on my SEO money sites.
- [Studio Press](#) - Another nice collection of premium wordpress themes, especially useful for SEO "money" sites.
- [Popup Domination](#) - My favorite popup for collecting email optins.
- [Yoast SEO plugin](#) - I use this on all pages I care about ranking.
- [404 Redirected plugin](#) - I use this plugin on sites in my own private blog network, to redirect the pagerank.
- [Flexi Pages](#) - I use this plugin for silo'ing my sites.
- [W3 Total Cache](#) - Wordpress plugin for speeding up your site's load time.
- [Table Press](#) - Easily Add nice looking tables to your wordpress review sites.
- [Sore Thumb](#) - Draw attention to any link or section of your site in a unique way.
- [Credit Secret](#) – My own product that removes bad credit from your credit report.

**You can login to your BTF members area to watch our videos at:**

**<http://www.bringthefresh.com/login.html>**

