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SEO Link Building Mini-Guide

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SEO Link Building Mini Guide

Quickly: A satellite page is generally a niche specific (keyword targeted) content piece that is shared on 3rd party Web 2.0 type websites that link back to your money page to influence your search engine rankings. These are pages you build on websites such as Blogger.com, Wordpress.com and similar web 2.0 type websites and article directories.

Sounds complicated? Think of satellite pages as mini-websites that can be built in minutes. The goal of these pages are to help increase your brand presence in the search engines.

Imagine being able to take **ENTIRE pages** in the search engines and squeezing out your competition for your money keywords. Satellite pages enable you to do this as well as increase your money page link profile which in turn will boost your search engine rankings.

Satellite pages are able to soak up bad links and because of their trust with Google they will not for the most part become penalized. And if they do, it doesn't matter as long as you lead with quality over quantity (more on that in a moment). Google will rank these pages typically higher and easier because of their associated age and trust, making them powerful aid in your bid to increase your search engine rankings.



This is SEO

Depending on how you do things it can be **White Hat SEO** or **Black Hat SEO**, it's up to you.

Personally I do a little bit of both, for example I'll manually build out quality tier 1 satellite pages that link to my money pages and then from there I'll use tools such as [SENUke](#) and [Ultimate Demon](#) to build tier 2 and tier 3 pages that work to support my tier 1 pages. It's beautiful!

Out of all the link building methods to increase your search engine rankings, this method is the safest and the most effective.

Does this make sense so far? Satellite pages are pages you build that link back to your money pages (your website) which will not only bring traffic to your website but will increase your money page rankings in the search engines.



Sounds awesome right?

Personally I LOVE SEO. I love how I'm able to see the results of my actions quickly and how I'm able to adjust to changes as they arise. It's an art. SEO has been a BIG part of my success for the past 10-years of working online.

I talked about 'money pages'.. what is that?

A money page is where you sell your product or service.

It's the page where you bring customers after you presale them. It's the page you want to rank high in the search engines for your money keywords (keywords customer type in the search engines to locate and purchase your product or service). You protect this page from low quality backlinks. The older your money pages are the more abuse they can take but as most people reading this have brand new pages, we going to focus on ONLY quality backlinks.



So here is the plan...

How-To: Satellite pages will link to your money pages to pass on any trust (link juice) they may have gained in the search engines, this will increase your money page rankings.

Satellite Pages (Links To) ==> Money Page

Use satellite pages to build up your presence in the search engines for the keyword(s) you're targeting and to build up trust for your money pages to rank higher. Note that if you create low quality satellite pages and link them in mass to your money pages, this will do more harm than good. You want to create **QUALITY** satellite pages if at all possible. We'll get into the details about this later.



Again, all a satellite page is, is a page or two of keyword rich content used to presale your product or service. It doesn't even have to be a presale; you could just give tips about your product or service.

Task: Create your Satellite pages!

Web 2.0 Blogs, Wikis & More

The following is a list of websites where anyone can create Web 2.0 properties (satellite pages) for free and thus create back links to your increase your money page rankings.

Where to Create Satellite Pages (Web 2.0 Blogs, Wikis & More)		
Webpaint.com (6) mylivepage.com (4) aeonity.com (4) alivenotdead.com (5) angelfire.lycos.com (8) antville.org (6) areavoices.com (6) atom5.com (3) beep.com (4) blogigo.com (3) blog.com (6) blog.ca (4) blogowogo.com (6) blogs.miarroba.com (5) blogs.rediff.com (6) blogster.com (3) quizilla.com (7) tblog.com (4) sites.google.com skyrock.com (6) slashdot.org (8) newsvine.com Onsugar (5) opendiary.com (5) ourstory.com (5) overblog.com (6) squidoo.com (7)	hubbpages.com (6) wikia.com (6) bukisa.com (4) skyrock.com (6) blog.co.uk (6) blog.com blog.fc2.com (7) blogates.com (5) blogbaker.com (5) blogdrive.com (5) blogger.com bloggerteam.com (3) blogher.org (6) bloghi.com (4) bloghub.com (5) blogiversity.org (3) bloglisting.net (5) aboutus.org (5) atwiki.com (4) bluwiki.com (5) wetpaint.com (6) wikia.com (6) wikidot.com (7) wikihost.org (4) wikihow.com (6) wikispaces.com (6) soulcast.com (4)	wikispaces.com (7) posterous.com (6) zimbio.com infobarrel.com (4) tripod.lycos.com (7) blurty.com (4) bravejournal.com (7) drupalgardens.com (7) edublogs.org (7) groups.diigo.com jimdo.com (7) journalhome.com (4) livejournal.com (8) livelyblog.com (2) webs.com (7) Opera.com (8) weebly.com (8) wordpress.com (9) worldvillage.com (6) xanga.com (6) tblog.com (4) thoughts.com (5) tumblr.com (6) webs.com own-free-website.com (6) sosblogs.com

Tools to Automate (More details later): [SeNuke](#), [Ultimate Demon](#), [Link Assistant](#)

Tip: I use TWO links in each article; one will point to the money page and the other to the index page. I rotate URLs using spinner syntax.

Resources to get you started:

Tools for Content Creation

[Kontent Machine](#) ★★★★★

(Free trial available) – The best content generator I have ever used. It's an absolute god send when it comes to generating content quickly. Enter your keywords and click start and you will have all the content you need for your lower tiers in minutes. Creates articles and bookmarks titles/descriptions that can be exported in any format you need. Can't recommend this enough, and I hate software with monthly fees.



[TheBestSpinner](#) ★★★★★

(Trial available) – Used to spin your content by replacing synonyms, sentences and even entire paragraphs of your article making your content unique. Remember we said Search Engines want quality UNIQUE content, not duplicate content? You can use one article, spin it and create unique pieces of content hundreds of times to use on your lowered tiered satellite pages. My personal experience has been great with this software. I find it's easy to use and the quality of content you get back is great. I use this with [SeNuke](#) and have had great results. It can also be integrated with tools like Kontent Machine to auto spin articles you get back.



Tools for 1st Tier Satellite Page Creation

[Ultimate Demon](#) ★★★★★

(\$50 Discount Link) – Ultimate Demon is a great tool for tier 1 link building. It supports a huge range of platforms. You can even add your own websites, schedule tasks and setup campaigns in minutes. It does a lot! If I were to choose between [SeNuke](#) and Ultimate Demon, I would choose Ultimate Demon hands down.



SeNuke ★★☆☆☆

(Free Trial) SeNuke is a great tool to automate the creation of satellite pages on the more popular Web 2.0 and Article Directory websites. It also helps to promote these pages through bookmarking, profile links and other methods that change from time to time to change. My personal usage of SeNuke has been met with great success. The power of satellite pages is amazing when created correctly. I have been able to take entire pages in Google for my targeted search terms with just SeNuke. I highly recommend the software because it has everything you need to create quality satellite pages fast!

Note: [SeNuke XCR](#) is a very diverse link building tool and is great for creating tier 1 links. It is quite expensive on a monthly basis however try the **14-day free trial**.



Sick Submitter ★★☆☆☆

(Free trial available) – Sick Submitter is a VERY versatile tool that can post to a range of platforms with usage of packets and templates you can find on large marketing forums. Individual functions work great but together it can become clunky and require babysitting. It's not as fluid as SeNuke or Ultimate Demon. It's all-in-one software similar to SeNuke and Ultimate Demon. It's the cheapest solution and will give you the most "bang" for your buck.

Note: You do not have to use every tool listed here. Honestly I recommend you don't. Instead choose 1-2 tools and go from there. I'll explain more below.



Tools to promote your Satellite Pages

Once you have your satellite pages established, you'll want to use the different tools below to generate their backlinks. These tools are ONLY for your satellite pages and NEVER your money pages. As I said before since your money pages are brand new they cannot take this sort of abuse without consequences.

[GSA Search Engine Ranker](#) ★★★★★

(Free trial available) GSA Search Engine Ranker is the Swiss army knife of link building. It supports over 100 platforms, scrapes targets, posts content, verifies emails and checks the links are live all in one tool. It is literally a set and forget it link builder! It's great for those lower tier links! Again this software is NOT meant for your money pages, only your tier 2-3 web 2.0 websites which point to your Tier-1 satellite pages. GSA Search Engine Ranker is automated. It supports multiple platforms including forum profiles, web directories, videos, blogs and more. I highly recommend giving the free trial a chance.



[No Hands SEO](#) ★★★★★

(Free Trial) NO Hands SEO is fully automated. It posts to blogs, trackbacks, whois postings and more. All the work is done for you, the link quality is very low but still worth it for those throw away 3rd tier satellite pages. It has a free trial so give that a go and see how you like it.



[Article Marketing Robot](#) ★★★★★

Article Marketing Robot works with article directories. It's an old program with limited support but still works. AMR is great because you can use your own list of scraped article directories that have not been heavily abused. Out of the box AMR's success rate is very low. You need to use auto approved article directory list to have any success and you can find these lists on various marketing forums. You'll want to use AMR primarily for your satellite pages, never your money pages.

Tip: The easiest way to build fresh list is to go [Fiverr](#) and order few AMR gigs, when your get the live link report, take those sites and add them to your list. AMR is an extremely powerful tool if used correctly.



So there you go!

This is what I would consider a **mini-guide to link building** that works to increase your website search engine rankings. It's a strategy I have used with GREAT success for many years.

Originally I started out with AutoBlogs as my satellite pages. I built these pages manually and then shifted to a more automated system in order to build a network of blogs that generated TONS of targeted traffic for my websites. It was a **VERY** effective method to increase my rankings in the search engines and dominate my competition. Today **it's easier** with use of web 2.0 type websites that makes it VERY cheap to create mini-websites (satellite pages) in mass. Now add to that software that has been developed to automate this process and search engine marketing just got a whole lot easier!



Note: It's about **quality over quantity**. Duplicate content is NOT effective. I recommend manually creating your 1st tier satellite pages and then using the tools above to promote those pages via 2nd tier and 3rd tier satellite pages. I personally **outsource 1st tier satellite pages** to my team on [oDesk](#). I have one person draft up the content for pages and then I'll have another create the pages and post content with the appropriate links. I'll let these pages sit for a week or two while they get indexed in Google and then I'll follow up with tier 2 & 3 satellite pages.

It's not difficult to have TONS of high quality pages linking to your money pages that bring in more web traffic and increase your search engine rankings effortlessly. It's fun!

Like this post? Share it with your buddies!

If you're not on the email list, you can sign-up at [SixFigureBoss.com](#) and we'll catch up. The full **Link Building guide** is in the member's area. I tried to add little extra tidbits here for members.

SEO for me is fun, it's something I have been working on full time for nearly 10-years. A lot has changed the past couple years and what I have learned is that **quality sticks while quantity sinks**. If you have an eCommerce website, look towards Amazon and their descriptive high quality product pages. These pages rank well with Google, they're mini-sales pages, they're prefect. Go for quality and deliver real value and you're marketing efforts will stick and surpass those who are lazy marketers.

Talk to you soon!

Donald,

A handwritten signature in blue ink that reads "Aspkin".

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