

# "New Age" Link Exchange

*by Nick Bokhonok*



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## Introduction.

*Don't act like herd.*

The beginning of **2006** was full of different gossips in the Internet marketing and SEO community. The gossips and rumors were hitting forums, chats, newsletters - lots of them. Some proved to be true, others vanished. One of rumors that vanished was: link exchange became useless, because search engines despise it and will junk the sites that do link building. Or a slight variant of this rumor - links acquired via link exchange will not be counted - so, no sense in doing link exchange. And the rumor went on and on and on.

What is good about gossips is that time acts as a very good factor to reveal the real power of the info spread in the rumors. If in the middle of spring 2006 you were posting on some forum a message saying that link exchange IS effective and it is just a matter of knowing HOW to handle it - you would get tons of replies saying you are a jerk. And by the beginning of autumn 2006 and in 2007 the attitude to link exchanges changed to a much better attitude. No wonder, because all those who continued working with good link partners one more time saw the proofs that link exchange worked, and this bashed the link exchange critics.

Still, every rumor has sound roots.

And the truth is that search engines changed a lot in their estimation of link exchanges and backlinks acquired during link exchange. Now search engines want the sites and all aspects of their activity to look more natural. This approach brings up new rules and trends for link building and success with it.

This is where I - **Nickolay Bokhonok** - get into the story. I am Internet marketer, inventor of tools, scripts, software and the member of many reputable online communities Internet marketing and SEO communities. I have passionately followed the growth of Internet marketing with all its trends and started to build links long ago it became popular. I passed through successes and failures and know what I say. And to be frank - I hate herd behavior. I know that human beings are social beings and like to gather in groups.

But 'groups' does not mean 'herds'.

Herd trusts gossips; I do not. I test and then say, because after testing the rumor turns into real fact. And the real fact is that **link exchange WORKS** and is **EFFECTIVE**. I can

say it from my personal experience and the experience of my clients who use my strategies and/or whom I help with link building.

And the **best proof** is that my site [www.AutoLinkExchanger.com](http://www.AutoLinkExchanger.com) has 1st page in Google for 'link exchange script' and 'automatic link exchange' - this is the niche where many link building gurus report to be experienced in getting top positions via link building, but not all gurus get to the top of search engine results.

**"New Age" Link Exchange** is a compilation of the most recent tips, tricks and guidelines that will explain you what exactly works with link building these days and gives the best success.

This course is a perfect chance to get updated with the latest link building tips. Some of them can sound astonishing or even shocking. I want to say that many things that I am disclosing in this course do not go in compliance with the current trends of what others are saying on Internet marketing and SEO forums.

But I have a great proof - my site is 1st page in Google, for quite tough keywords in link building niche.

So, Maybe, It's a Great Time To **Start Thinking**  
**NOT** Like the Rest of the Masses  
And Get Your Own Spot on the Top?

## EXTRA BONUS!

And you can USE this course as media weapon to  
GROW YOUR OWN LIST of targeted subscribers.

This course is not only a perfect chance to get updated with the latest link building tips. You can get the rights to use the **rebranded feature** of this course. You can shamelessly share it with your bases and allow them to do the same. The rebranded version of this course will have **your site links inside**. So this version will be conquering the net and will be bringing traffic to your links.

Read the course. You will see the value of this info. And I am sure that others will like to get this info as well. So, with the rebranded version of this course you will:

- (1) automatically grow your list of targeted subscribers;**
- (2) automatically bring traffic to your web sites inside rebranded version;**
- (3) make money with the payments from me (a bit later about it).**

## Digging into Link Exchange.

*Learn how to dig gold.*

This section includes three chapters:

**Chapter 1. Value of Links in the History of the Internet.**

**Chapter 2. Link Exchange Basics.**

**Chapter 3. Before You Start Link Exchange.**

If you are not a newbie to link exchange, I would recommend you skipping Chapters 1 and 2 as they have some basic info to clear the brain on link building. So, if you are not a link exchange newbie, you can focus on Chapter 3 where I explain the crucial stuff to do before you start any link building.

But, don't be nosy. You can think you are top expert and know all the fishes in the pond. But make a flashback to the past. If you were driven into the 'link exchange doesn't work' hysteria and have put even a cent of your trust into this rumor, then you should have a look at the first two chapters as well. Because those who remember the history of the link in the Internet will NEVER trust such a stupid thing that link exchange can ever be stopped or despised.

After reading the first part **"Digging into Link Exchange"** I will be glad to catch you in the part where all new (and some - very shocking) trends are disclosed - **"New Age" Link Exchange."**

So, let's get to the prominent role of links in the history of the Internet.

## Chapter 1.

### Value of Links in the History of the Internet.

*Link is the bridge of the Internet.*

The role of link in the history of the Internet community is really vital. What is Internet beyond its technology? The way to communicate people and their informational mediums (sites, forums, groups, newsletters, etc.) And link is a bridge between these versatile mediums. The whole Internet is about communication and links are faithful and diligent employees that make this communication possible; employees that turn independent sites into partners.

Since the first days of running business on this planet people quickly understood how important it is to have reliable and diligent business partners in any type of money-making ventures. Check the stories of all successful businesses, and behind the curtain you will see that much of that success was built on solid business partnerships between reputable personalities and companies.

When the Internet appeared and conquered the minds of people, many businesses jumped online and very soon stepped on a proven track - establishing online business partnerships. How to do that? With the help of pointing link on one site to another necessary site.

Link exchanging immediately became popular; it was giving traffic, and the traffic was really targeted, because when one site recommends another site, the visitors are very interested to see what exactly is offered on that 'another' site. Search engines saw that great trend for link exchange and put links as one of its major factors for ranking web site higher or lower on particular keywords. And Google was among the first search engines to see the real advantage of taking links into account.

#### Why are links so important for search engines?

This is more of a technological issue and has many aspects, but putting it briefly - **links are real helpers for search engines and search engine ranking algorithm**. They save search engines HUGE time and money. If search engines would index ALL information from the sites, their databases where they store information would cover continents, and indexing would take years.

That is why it is much easier for search engines to work with links, because **links quickly "tell" search engines:**

- *about the niche of the site;*
- *about the popularity of the site;*
- *about the niches of sites-partners that link to the site;*
- *about the reputation of the site in the niche;*
- *and many other factors that can help search engines to build a viable model of all sites that they index and give relevant results to those who search something in Google, Yahoo, MSN and other search engines.*

We cannot go into much details about how exactly search engines index links because it is their secret. However, the facts that are on the surface explain a lot.

If web site A that deals with vegetable diets is linked by 100 web sites that are also about diets, and web site B has only 2 links from the sites in this niche, then the value of web site A in the diet niche (read 'for diet keywords') must be bigger, as so many diet web sites quote site A on their pages. And those who search for vegetable diets must be glad to find this site in the search results. So when someone searches for 'vegetable diet' - site A has very good chances to get top position in natural search engine results.

Of course, now **search engines became much more complicated**, and their searching algorithms went FAR beyond counting the links only - they take into account the title of the site, the content on its pages, the relevancy of link partners, how often the information is added and updated on the site and lots of other factors. But as long as reputable partners will value in the world of business, as long the links will be very important for search engines.

### Then why did so many people **SCREW** with links?

Link exchanging has been popular over years, but even now not all know how to properly handle link exchange. They think that getting as many links as possible will help their site to jump to the top of search results and forget about the real business value of link partners. **When greediness is getting bigger than reasonability - site is in danger.**

"As many links as possible" does not work these days. Think about it from the perspective of search engines. If they see that a Forex trading web site has tons of links from adult, gambling, sports, weigh loss, dating and other sites - this looks very suspicious. This type of link exchange will junk this Forex trading site, and the chances are very high that this site will never see the tops of search results. At least with big search engines like Google and Yahoo.



Link exchange is very effective, but you should know its sacred rules and its dangerous traps; what brings success and what breaks the neck; how save the time and not get piled with the tons of work that professional link exchange needs.

But you can be sure about one thing. **Links will never vanish from the Internet.** And they will keep doing good job by linking different mediums. And that is why **search engines are DESTINED to love links**, to index them and to take them as a very important factor for ranking sites on particular keywords.

All you need is learning what is coming into fashion with links and play by that rules. And this is exactly what I am going to share with you in **"New Age" Link Exchange** section. But make sure to read the following chapter, because if you lack some terms, it can be difficult for you to grab the whole info and digest it properly.

## Chapter 2.

### Link Exchange Basics.

*Time to learn the ABC.*

This is a short ABC of links: what link is, what elements it has, what is important in the link, etc. Armed with this knowledge you will understand the inner nature of link, its open and hidden potential, and how good links can help your web sites.

#### Definitions.

URL or link in simple words is *an address which is defining the route to a particular resource in the Internet* (resource can be a web page, video or audio file, picture in any format, etc.) To certain extent we can say that the whole Internet is a one very big base of zillions of different resources. That is why Internet without links is like ocean without water. By the way, URL is an abbreviation which is translated into Uniform Resource Locator. And search engines are working as very smart traffic lights at the crossroads that help the traffic to go down proper routes in this universe of resources that human beings and their faithful robots (programs) have created.

#### Skeleton of the link.

Each link has typical skeleton. You don't need to learn this structure by heart, but to look more professional in the eyes of others, you can use some of the terms below.

Let's take as an example the link of this page

<http://www.YourWebSite.com/SomePage.htm>

In this link:

**http:** - is protocol

**//** - are separators

**www.YourWebSite.com** - is the domain name of the resource

**SomePage.htm** - is the name or resource (quite often - web page, but it can also be a file)

Surely links have more techy details, but those are for webmasters and programmers, and in this course I would like to share with you the Internet marketing power of links; that is why this brief technical skeleton of link is ok.

## Internet marketing picture of link.

When you do link building, you see that people don't talk about any protocols, separators and other techy things. This is because normal people (my apologies to all technological geniuses) need simple notions about links, and the notions that are used during link exchange.

So, focus your memory now. **During link exchange you will be asked about:**

### **1. Your URL.**

Now you know what it is - the web address of your site, or in rare cases the web address of a particular page on your site. But as usually people like receiving traffic from link exchange to the main page of the site, typically URL is the home page of the site. For example, <http://www.AutoLinkExchanger.com>

### **2. Your link title (or *link anchor* or *link text* or *hyperlinked text*).**

I will explain more about this part, because anchor text is very important in getting higher position with search engines on a particular keyword or keyphrase.

Link anchor is the exact text of link that you see on the page before you click it. In my example on page 9 the URL is <http://www.YourWebSite.com/SomePage.htm> and the text '<http://www.YourWebSite.com/SomePage.htm>' coincide.

But anchor text and URL can be different. For example, go to my site <http://www.AutoLinkExchanger.com> and click 'Product Proofs' button in the right navigational column. On the page with product proofs you scroll the page a little and will see the underlined text that says "**Automatic Link Exchange screenshot**" and if you point your cursors to this text to click it, you will see that this text drives you to URL '<http://www.autolinkexchanger.com/msn-automatic-link-exchange.htm>'

So, anchor text is the text which is bound to a particular URL. In my example anchor text is "**Automatic Link Exchange screenshot**" and this text is bound to URL '<http://www.autolinkexchanger.com/msn-automatic-link-exchange.htm>'

As you can see I've spent some time on explaining the anchor text. Why? You see, now search engines use the keywords in anchor as one of the elements of their algorithm when putting your site on some position in their results for specific keywords. Your URL is not telling them much. And when someone points to your site URL adding some specific anchor text - for search engines it's a sign that your URL has something to do with

the keywords in the anchor. This means that proper usage of proper keywords in the anchor can increase the effect from your link building campaign.

### **3. Your link description.**

This is a simple description of your link, most often people simply use the description of the site for which they are doing link exchange. But you should better vary this text from the site meta description: use keywords on which you want to score higher in search engine results and diversify the text a little. This will help you to look more natural in the eyes of search engines.

In link exchange directories description usually goes right after link title. To see the example of link exchange link exchange directory, go to my site <http://www.AutoLinkExchanger.com> and click 'Site Partners Directory' button in the right navigational column. There you will see you a list of sites in the directory, and next to the hyperlinked text you will see descriptions.

### **Big mistake during link exchange.**

Very often I see others make a crazy mistake and do not use the keywords in their title and description. For search engines the anchor text is very important to rank the site on this keyword. That is why those who have 50 links without proper keywords in the anchor will lose to those who have even 10 links, but links with proper keywords in the anchor.

Anchor text can work as a magic key. I often meet situations when clients feel depressed, because the competition in their niche is very harsh, and top sites have 10,000+ links pointing to them. "We will never get to the top!" And then we start checking, and it turns out that out of that 10,000+ links only 300 have the anchor with keyword that the client needs to mount. Now it is only a matter of surpassing 300 links. 300 links and 10,000+ links: do you see the difference?

Anchors are not new. I see more and more people using them. But when meet the huge amount of those who do not use them - I understand that there is a crazy big amount of people that waste their time with link building instead of doing it properly.

### **And few short tips about anchors.**

- Don't manipulate with anchors shamelessly

Don't forget that search engines are not stupid; their search algorithms are improved all the time. That is why if you do link exchange for your Forex web site with few hundreds of

sites and put 'Forex' into all anchors, but the vast majority of the sites pointing to you will be irrelevant - this will not give you much help in ranking higher for 'Forex' keyword. Never forget that links are your business partners. Once you start thinking about links as instruments of manipulation, your link exchange is wasted.

- Diversify your anchor text

When all sites link to your site with one and the same anchor text, this can look unnatural. And anything unnatural is not very good for search engines. So, diversify your anchor text. Play around the same anchors, but be creative. I know it is about some manual job, but with professional link building solutions all this is automated. So don't worry :)

Ok. That's enough for the link exchange basics. The next chapter will explain how to properly prepare to link exchange and choose these candy keywords, because if you choose wrong keywords and don't know how exactly links to have to gain, you can be shooting in your leg - it is painful and useless. And after doing your homework, you can pass to the freshest tips and strategies of link building in **"New Age" Link Exchange** section.

## Chapter 3.

### Before You Start Link Exchange.

*Do your homework.*

Before you start link building one advice that will save you money, nerves and efforts - **DIG YOUR NICHE**. Many people make typical mistake: they start exchanging links right after the very idea of exchanging links came to their mind. In every war, link exchange war including, those who are properly prepared and done their "homework"- have bigger chances to win the battle. Do your homework first, and link exchange will reward you.

#### Preparation.

So, you have a web site, and this web site is in some niche of big online market. Start from investigating your niche. But not like you have done it before, not the simple marketing value of your business, but from the link building perspective.

First of all, define what keywords you are going to fight for. Your golden target is to get #1 in all search engines and catch all people who are searching for your keyword or keyphrase.

There are hard and easy keywords. Easy keywords don't have many competitors and winning on them is not a problem at all. Hard keywords have big competition; many sites are jumping out of pants and every month pay big money to SEO companies to stay on top. How can you see if your keyword is easy or hard?

#### Check keyword competition.

Some simple webmaster tips. Go to Google and submit into the search line the following allinanchor: "keyword" or allinanchor: "your keyphrase" (surely instead of "keyword" or "key phrase" use your real keyword or key phrase).

The allinanchor command shows you the number of web pages that are linked from other sites with the exact anchor text that you have put into quotes. For example, allinanchor: "forex arbitrage" shows you how many pages are linked with anchor text "forex arbitrage" in the links. Quotation marks are important, because thus you tell Google to show you exact matching of this text in anchors.

Why do you need this allinanchor: command? Because you need to **know the number of REAL competitors** for your future link exchange campaign. Do you remember what I was saying about the example with 10,000+ and 300 links? It can be about even bigger difference. I will not disclose you the keywords as some of my friends and me are working on them now. But imagine finding a keyphrase that has huge traffic potential, has lots of sites in results for this keyphrase, but when you check allinanchor it turns out that a lousy number of 10 links is enough to get top position for this keyphrase, because almost no one uses it in anchor.

Do you imagine that?! You can be passing by the real gold at your feet and think that it is impossible to get it!!

So, before building links in your niche, choose the keyword that has big traffic from search engines and has moderate competition level. Use can use different tools to see the demand for the keyword, and check the real competition with allinanchor: command. If you see that major keywords are too tough, don't lose hope - the fight is not over, and you can use easier keywords in the same niche, sometimes they are called neighbor keywords.

A good helper to finding neighbor keywords is the keyword suggestion tool offered on this page:

<http://www.nichebot.com/v2/o/>

You submit your major keyword to blank field and hit enter, wait a little and get the list of neighbor keywords, the number of searcher per each and the keyword or key phrase.

By the way, don't think that picking easy keywords is for weak people. If your easy keyphrase has inside few tough keywords, with time you will score on them too. So, by doing one thing you get multiple advantages. I will tell more about it in **Chapter 11** that explains how to play one of the most popular strategies of 2006 and 2007 - 'Long Tail.'

## Onpage optimization.

Though link exchange is part of the offpage optimization, onpage optimization is also important to get extra scores from link building.

What is onpage optimization? Without long definitions onpage optimization includes all things that you have on your site: content, site structure, how you use your keywords, etc.

Don't forget that search engines are fighting for relevancy these days. And to succeed in this battle search engines check if the anchor text in the links that point to your URL has anything to do with the content on your site. This looks logical: when recipes site is linked

from other sites with 'recipes' in the anchor and has content about recipes - everything looks natural.

That is why, before you start building links on some keyword, make sure to have these keywords on the pages of your site too: put the keyword or keywphrase into site title, into the content on the pages with links, into the text of navigational buttons.

Plus, it would be great to add some automatic news to the site, news that will be gathered on this very keyword. I will not go into many details about onpage optimization - this is a huge topic and my course is not about it. But you will see more good tips to get extra scores with onpage factors and links in the following chapter.

Preparation is over. Now I am passing to the latest trends in the industry. Section **"New Age" Link Exchange** is big and includes eleven different chapters. Each chapter will focus on some specific strategy or tip or approach that will open you the real potential of link exchange. You don't even imagine how many shortcuts and hidden traps the niche of link exchange has prepared for your.



## **"New Age" Link Exchange.**

*The New Age has come.*

Internet is very quick in absorbing different changes. What was ok a month ago can be a real danger today. And if you do not stay on the verge of all new trends - you can suffer.

This section of **"New Age" Link Exchange** course explains different ways to get more success with link building.

It does not mean that classical link exchange (when you swap links with relevant sites) will not do you any good. You WILL benefit from it. But today there many advantages that you can use. I am proud to share with you the tips that I know and will do my best to update this course with new tips. So feel welcome to get course updates with more info and be in the front line.

When reading the chapters of this section you will notice that they talk about different aspects, things and ideas. But in all cases the tips will come down to using them in a combination. The more you apply, the better your results will be.

Ok, let's get down to good tips.

## Chapter 4.

### Make Links Feel Cozy on Your Sites.

*Home sweet home.*

To increase the effect from link exchange campaign make sure that the links of your partners dwell nicely on the pages of your sites. The old days when you could pile links in one huge heap and rest sipping coffee are over. But many people still try to do link building this old way.

I am sure you have seen it many times: you get to a web site, want to search for more, click 'Partners' or 'Links' or 'Resources' and get to the page where all links are piled together, and you just feel lost about it. As a site visitor you don't feel that the owner of this site or webmaster has done any single effort to give you the best and select the resources. Bad visitor experience is very bad for search engines; and no wonder that search engines start fighting this type of primitive pages with piles of links.

Still, link exchange is a vital element of the Internet and no one can prohibit it, because without a possibility of one site to recommend another site the whole Internet loses its major aim - share information with people.

Those who want to reap the fruits of good link building should bring new philosophy to allocating links on the pages of their link directories. Nothing difficult. Just try to remember where you had the best experience of using link resources. Most probably that was on the sites where you were explained and directed about resources, where you could feel what exactly what type of info you might get by clicking this or that link.

In simple words - you were pre-qualified to see what you will get by clicking this or that link. And, of course, it was great for you to find extra useful information on this page that has real relevance to the topic you are searching. Having analyzed this experience it's really easy to create an algorithm of building cozy environments for any links on link directory pages.

Before we proceed on the algo, take into account that links in link directory must be relevant and quality. Take it by default and then look at **these elements that can bring the life back to your directory pages.**

### (1) Unique content.

It is better when every category of your directory starts with few paragraphs that explain your site visitors what exactly they will find here. Just prepare them for the searching experience in this category. Focus attention on the things they should care about (like using search boxes in the directory to find more relevant links or links on some particular keyword). You can also explain what criteria you have been using to select the links into this category. This will save time to your site visitors on searching what they are looking for. And also this will show your visitor that you **CARE** about them; and people love to see respect and care. And for search engines it will be perfect to see another page with your unique, relevant content coming together with relevant links.

### (2) More sources of relevant information.

Try to make each page of your site soak with different sources of relevant information; not only links - be creative and overdeliver. For example, in your link directory you have category about pot flowers. Put the download link to pdf file with tips about this topic on the pages with links about pot flowers. No matter where you put it on the page - YOU are free to take this kind of decisions. And people will love to see that you tried the best to give them maximum relevant info. That can be not only files, you can give people relevant news and/or press releases from reputable resources. But mind for relevancy. If one is searching for pot flowers, the news about democratic party winning in some country would not give much passion to this page.

### (3) Visualize your directory.

This isn't brand new, but when you see a screenshot to the site, or see its Google PR or see its Alexa rank - somehow all these elements help your link page visitor to make a more qualified choice. Of course, if your link directory does not show all these elements, but the links are relevant, you will survive and have success, because you are still giving your site visitors quality resources. But if there is any chance to improve the visitors' experience, do that! Your helping efforts will result in this page being added to \*favorites\* and will be getting stable traffic.

### (4) Use Sitemaps and RSS feeds.

Using Sitemap and RSS feeds will not help your site visitors in the first hand. But IT WILL help passively. With Sitemaps and RSS feeds you help search engines to find new materials on your site. Thus, you get bigger publicity with search engines that index RSS files and see that every week your site is growing with good links, links that have nice

keywords in their titles and descriptions. And when search engines see that, they will score this site much better.

## Link exchange got so **DIFFICULT**?

Well, if you want to comply with the new standards, you need to put some effort. If you prefer the old style link building, then don't get surprised to fight constantly for top positions in search engine results and never see your site there. Either you obey to the search engine rules, or look for traffic from another pot.

Plus you are not only helping to improve your link exchange results. You help your site. You make this site a perfect experience for your users. And a perfect sample for search engines. You do that and reap from the multiple streams of advantages.

And, perhaps, the most important: when your potential link partners will see how much you work over the pages where their links will get placed, they will surely take a wise decision and link to your site. Be proactive and your link building conversions will increase.

And again, nothing difficult to make all these tips go live on your sites. In the 21st century much of the routine jobs that are mentioned in this chapter can be done by restless robots - computer programs. They will help you to build link directory pages, they will help to allocate the resources to the places you want, they will help to update your page with relevant materials and will let search engines know that these materials are up and running on your site - the field for smart automation is really big. All YOU need caring about is the human part of work: how to grow your business, what to focus on, what information is ok and what is losing interest and driving the people off your pages. Do what humans are destined to do, and the rest can be put on the shoulders of restless robots.

## Chapter 5.

### New Way of Getting Link Partners.

*Shortcut your link partners.*

Many people lost hope in link exchange, because they tried to gather partners by sending them begging link exchange emails. I am convinced that you tried the old way. And I am sure you did not like the link building conversion from it.

#### Old way.

Usually "old way" link building goes like this. You put keyword into search line of Google, get amazed with the number of sites it found for you, then you click all that sites, pick emails and send messages saying your site is good, and they are in the same niche, that is why exchanging links can bring advantages to both of you, yada-yada-yada.

I oversimplified the email. Some of the emails I got were really good and grabbed my attention for a few seconds. But you know, being frank, 90% of these emails go directly to the trash bin. If you manage to get over 10% level with this type of email begging - you are very successful. So much efforts - and such lousy conversions! And no one knows how many people out of those 10% who opened your link exchange email will exchange links with you. With this type of results people lose any hope for link building.

The problem is not with link exchange. The problem is crazy high competition on this market and the overspammed procedure that most of the people do to gather link partners. Get into the shoes of site owner who runs 5 reputable sites (5 isn't much, good taxi driver can afford having much more). So, you have 5 web sites, and every day you get 10-50 emails for each site saying, "Hello, my site is in your niche, etc." At first, you review each email, check if the site is relevant, fuss with all that manual work. After a week, you feel like being torn to pieces with your 5 sites. In two weeks you look at the emails with very tired eyes, and sometimes delete even good sites.

So, you see, this is not about you. This is about the whole procedure. Those who have several sites just cannot handle all this traditional routine. And statistically a person with one successful site, makes another; so if you will be heading for link exchange with reputable sites, most probably you are contacting a person who controls a lot more than 5 sites. Imagine how much begging link exchange email this person is getting daily!!

Your chances to get 'yes' and exchange links are falling down like the water from Niagara.

## New way.

I offer you to shift the concept. Don't use these begging emails; they stink. With advanced partner-finding algorithm you can go to the sacred fields where the sites are super motivated for link exchange.

No miracles or magic pills. Just ask yourself a question "*How can I know that the site is motivated for link exchange and is very apt to make link exchange almost instantly?*" Well, if the site is running good link exchange directory, and if the site is offering people an option to automate this process - you are heading the right way.

You don't even imagine how many web sites in almost all imaginable niches are using automated solutions that welcome relevant and quality sites-partners for link exchange. Imagine seeing some of the partners exchanging links with you almost instantly, in a matter of 15-20 minutes! Others take longer time, but again, this is about hours, some will take days. But the conversions are **50-60%** from the contacted sites. With some niches I was reaching up to **80%** conversions.

Still, this strategy has **two drawbacks**. First of all, you need to find the searching algorithm that will pick you sites with automated link building solutions and will put aside the irrelevant sites.

Another problem is that you will need to do much manual work: copy, paste, check if your links are still there, put all RSS feeds and submit them every time new link is added, etc.

This is where I proudly can say that all this, and much more got automated in a very smart tool - **Auto Link Exchanger**. I will not waste your time on promo and features, just want to say that everything that could be automated was automated, and now you know the name of this tool.

## **Why is this new way link building an alternative?**

Because this strategy gives new chance to all those who have just built their sites. I know that if your site has good content and gives real value to the visitors, sooner or later people will hear about your site and will link to it.

But do you know how much time it might take? You will be jumping out of pants with article and press release marketing; you will be spreading buzz on niche forums, submitting to directories. And only then, with time, you will see effect from it. If you are not a famous Internet marketer with big list of users or if you don't have passionate JVers

who will spread the rumor about your site round the globe - you can wait for months before others will stand in line to link to your site.

And I saw many people who did a really great job on creating unique and useful content and wait for months without any success.

## **Are you ready to wait? :(**

With the strategy I described you just get a shortcut to relevant sites that are waiting to get good link partner. All things about relevancy of partners and good content on your site remain crucial and important. But what is different is that you get directly to the directories without shameful begging. They do not get your email asking for link exchange, they already see your site pending in their line for approval. All they need is approve. And if you pick relevant sites, most of them will approve.

This can be done manually or automatically (with **Auto Link Exchanger**) - it doesn't matter. The most important is that now you know where exactly to search for the "sacred gardens". And if you pick keywords wisely, very soon you will see the fruits. I was helping one owner of turnkey sites, and when in a matter of days she saw her standard turnkey site on 2nd page in MSN for 'one celebrity name hot photo', that was a nice surprise.

It works. But don't think of it as of some magic pill. This will ruin everything. You WILL need to build a site with real content; you WILL need to work on your site and give your site visitors quality experience. And the next chapters will explain how you can overdeliver in a good meaning of this word and make your site a real success with link exchange.

## Chapter 6.

### Link Exchange Speed.

*A turtle defeats a rabbit.*

If you have read the strategy that I described in the previous chapter, your natural question might be, "*Does it mean I can get tons of links quickly?*" Well, if you do that manually - surely not tons of links. If you do it with the help of automated solution that I mentioned - it is possible.

BUT!

Don't Do That!!

If your finger is about to click the settings of adding 100 links per day, bite off that finger! Go the gym and vent off your energy there. NEVER allow your greediness to kill your site.

I am so critical about this advice, because seems that Google has created a way to track the greedy link builders. I don't have the same information about other major search engines, but knowing that with time most of them adopt the Google way - I am convinced that sooner or later they will do the same.

Speed of link building is one of the factors that can either boost or ruin the ranks of a web site. Especially the speed of link exchange is becoming an important factor with brand new sites. I always felt it, intuitively. And recently found the proofs to my feelings. But before I give the proofs, let me explain why I felt that very fast link building speed can be a problem.

Search engines these days tend to think about the natural way of site growing. Everything that looks unnatural can make search engines be 'suspicious' about the site. How can a brand new site, without huge web promotion, without massive press release and article attack build hundreds of links daily? Especially at the beginning of its existence? Almost impossible!

If you are a famous Internet marketer with a huge and very responsive list or if you have one of these people as your JVers - then it might happen. But this is another story. And if we are talking about decent site with good content that all of a sudden starts getting not several, not dozens, but hundreds links? Surely this looks unnatural. That is why Google was destined to invent some kind of greedy-proof factor in its algorithm. When brand new



web site grows with too much link partners (even relevant link partners) within a short interval of time, this automatically triggers a red flag for Google. And search engine becomes more suspicious about the behavior of this site which can affect proper ranking of the site, even despite a big number of quality backlinks.

Now go the proofs. The speed factor was partially confirmed by Matt Cutts on his personal blog (<http://www.MattCutts.com/blog/2006/08/>) when Matt describing one case said that due to big link migration Google's flag was triggered and this flag had to be manually removed. To explain it in simple words: when guys were migrating one big site, they had to move the links too. And Google saw that all of a sudden a site got a very big number of links. Matt says that "it triggered a flag in our system" and they had to manually clear that flag.

So, there is a **speed factor in Google's algorithm**. If you have a trusted site that has been loved by Google, and your site is one of the majors in your industry with very good Google history - then, most probably, getting many links at a time is not a problem. But with brand new sites it is becoming a real problem. Google will trigger a flag on the site, and all your link building efforts go down the drain because of stupid greediness.

### **Ok, what is the appropriate link building speed?**

I cannot give you exact numbers, because I cannot talk on Google's behalf as I do not own it ;) But the answer is hidden in the natural way of growing links.

How many reciprocal links can you build manually if you managed to find responsive link partners? I think around 10-20 per day is really possible. This drives us to the average of around 100 per week. I checked it on many sites and must say that this speed is safe and normal.

But don't focus on speed only. The golden rule of this course and my approach is to combine all factors: relevancy, proper allocation of links on your pages, blending them with relevant content, using RSS power, etc. Don't be afraid to think about so many factors at one time. 21st century is the age of robots - they will do routine job, and you should work only with decisive points and creative aspects. That is why most of the factors that I mentioned can be wisely automated, and your job will get down to making settings, picking what you like and checking the pulse of your links' growth. The rest is job for a faithful robot that does not ask for salary or days off - the job for a good automatic solution.

## Chapter 7.

### Category Links on Index Page.

*Do you know why your link partners are saying NO?*

The core of this chapter will be about one tip, tiny tip; but I have seen that many people are **missing this tip** and then for some reason get surprised when their **link building conversions are close to ZERO**.

The tip is easy - make sure links to all **category pages** of your link exchange directory are **on the index page of your site**.

But to explain the power of this tip I need to make a quick flashback to link building fashion. Few years ago when potential link partners were scaling your site about putting/not putting their link on it, they could ask if you have a direct link from your site index page to the link exchange directory. Well, that is already part of the history. Simple link to the directory is not enough.

Link building fashion changed a lot, and now your potential partners are demanding more. Part of this fashion is the trend of link exchange trying to get to new level. And part of it is the mere fashion, because on all SEO forums people talk that it is much better to have your link in the category that is linked directly from the index page. Actually they are right. If the category link is placed on the index page, both the bots and real site visitors will get to these pages and their links faster.

That is why if you don't make a simple step and don't put the category links of your directory on the index page, I am sure that most of your potential link partners will simply say no, finding some polite excuse.

Moreover, if you are using the method described in chapter 5 and build links directly on the pages created my link building solutions, then **REMEMBER** that some of these solutions automatically check if the category where their link will be placed on your site is linked directly from index page. Solutions are also following the fashion, that is why they will check your index page, will see that the category where you planned to put their link is not listed on the index page - and your request is declined.

Do you imagine how much potential link partners you might have lost if you have not used this tip before?!

I do not say this is hidden and sacred knowledge; those who regularly visit proper SEO and Internet marketing forums know this. But when I see lots of sites that are missing it, I understand that perhaps people are visiting \*another\* kinds of forums and then wonder why their sites don't have success. Through my history not a single site of mine has ever got to the sandbox. And I think this fact talks better than any great words.

One more tip about putting the category links on index page. Surely I do not want category links to eat the bigger part of space on my site. That is why I usually I put category links at the bottom of the page with moderate or tiny font size - this creates nice navigational experience and solves all problems mentioned in this chapter. And I do not do that manually, I just insert little piece of code and my solution changes it with categories - all is automated.

So, don't lose extra chance to get more good link partners!

## Chapter 8.

# Link Exchange and the Power of Socializing.

*Human beings are social beings.*

What is the core of success of your link exchange directory? The desire of potential link partners to put links on your pages. And how to encourage them? Show them that all your link exchange directory pages have really good chances for people turning back to them again and again and again.

Of course, there are many ways to make your directory pages a lovely place for link partners: quality of your site, SEO value, PR of pages, etc. But let's focus on another simple feature that can turn your link directory pages into a gluer for site visitors.

**Make your link exchange directory pages socialized.**

I am sure you already noticed the growing fashion for different social networks that help people to find quality info recommended by other people inside this or that social community or network. These networks use various approaches, but the core idea is about sharing quality resources between the members. Once and again it comes down to simple life truth that 'word of a mouth' recommendation works as one of the best promoters for any type of info.

I will not go into details of these networks: there are lots of them and each has its own peculiar touch on how exactly you can spread the word about good things, resources and services. In the spare time you can search for 'social network' and will get many sites to see what I am talking about (unless you are already a member of these communities). I would like to focus on one simple tip that will give your link exchange directory a bigger viewing potential.

Here is the tip - put a short sentence on your link exchange pages offering your site visitors to bookmark this page.

Yes, I know that bookmark feature already exists in all browsers, and people can use it. But is it bad to ignite them to do that? Look at the example.

You have a page with some introductory text about some category of your directory. In this text you explain what type of sites you pick and show your site visitors that you really do good job to give them shortcut to quality resources in your niche. It is good, in terms

of psychology, because visitors are prepared to review the links. And it is good for SEO, because search engines don't see typical piles of links, but see relevant links, with unique + relevant info in the introductory passage. Adding unique content to link pages is becoming a must.

So, by the end of this passage put a sentence where you offer your users to bookmark your page, as this will save them time on searching for good resources in this niche, because you already have done this job and will be adding more good resources. This sentence changes nothing about your links on the page, but the tricks of psychology have already started their job. And if your site visitors like the quality of resources that you picked for them - in their brain the idea of 'bookmark it, bookmark it' will be playing in loop. I personally wasted many good pages and had to start the search again and again. With this sentence being nicely visualized I would surely not come into this mistake and would have bookmarked the page from the beginning.

You can put it in simple words, something like **"Save your time on finding good <niche name> resources as I am adding them here regularly. Just click Ctrl+D and Bookmark this page."** It's just an example, be creative in putting it your own way, and you will make a much better phrase.

I know that this will not bring you tons of traffic, but advantages of adding one sentence to encourage bookmarking are evident.

### Advantages of bookmarking.

1. Your visitors get glued to these pages.
2. Your potential link partners will see that your pages are likely to attract visitors that come back to these pages again.

Your link partners will understand that the chances of their links to be clicked on the pages of this kind are much higher. So, if they are in any doubts to link/not link with you - this will push them to do that.

3. Extra SEO benefits for bookmarked page.

If a page is bookmarked by many people, search engines will see it too. It is still quite disputable if bookmarking of a page is a very powerful factor in ranking a particular page. But definitely it benefits for the page. Because a bookmarked page is most likely to be a useful page in the niche. The more people bookmarked it, the more value it should have. And it is rumored that search engines will tend to check this factor too. So, you can be proactive and play this game before search engines start doing it.

And again we are talking about overdelivering. When people (site visitors or potential link partners) see that you are trying the best to provide them with as much convenience as possible, their attitude to your site is rising.

## Chapter 9.

### Bait Link Partners with Index Page.

***Worm + hook = good fish.***

In this chapter I will explain another tip how you can increase your link building conversions and squeeze everything possible from link exchange campaign.

To understand how it works, try getting into the shoes of a person with whom you want to exchange links. Would YOU like to get your link not only to some category in link directory of your potential links partner, but also on the INDEX page of this site? I WOULD like. And I am convinced you would like it too.

So, mentioning a magic phrase "*I will put your link not only inside my link directory but also on the index page of my site...*" will immediately put you out of the crowd. Wow, the great index page! Sure they will like to get their link on an index page of the relevant site and will exchange links with you.

But there is one big HOW...

**How are you going to put all that links on your index page?**

At the beginning it will be easy, before you have some decent 20-30 links. But when you grow to 50 or 100 or more? Putting them all on your index page will look like a barbaric disaster in terms of design. And with time your index page will be looking like a huge pile of links where your index text copy is just a tiny drop in the ocean. Not exactly what I would like to have on my site and not what I will recommend to do on your sites.

Seems like an unsolvable problem. But the solution to this problem is really simple.

Put the block of "Recently Added Links" on your home page. Actually, it doesn't matter how exactly you name it. It can be "Latest Internet Marketing Links" or "Fresh Diving Resources." The most important is the idea of displaying the block of latest 5 or 10 or 20 or 40 links that have been added to your link exchange directory. And update this block any time new link gets to your directory (again you don't need to do that manually, scripts automate all this routine for you).

Surely it is not the same to getting a permanent index page links. But hey, there is nothing permanent in this world today, even our global climate is changing and it is

snowing in summer in Italy. But with moderate link building speed the link will stay in the block of recently added links for about 7-10 days. And from my experience search engine bots visit my index pages and cache it regularly, so the backlink of your link partner WILL get snapped by bots on your index page - exactly what your link partners will love to get. So, at the beginning of link exchange you give them a special linking credit from your end, a startup boost. And, of course, their link is stored in a proper category of your link exchange directory.

The most important thing with this strategy - **don't lie your potential link partners** saying you will give them a permanent link on the index page. Explain the picture. And add that with your site you use other important advantages like RSS feeds, direct links from index page to categories where your link partners will have their link for long and other vital link building package elements. Show them that you overdeliver and do your best.

So, when your link partners will see that instead of giving them simple reciprocating you offer an extra boost with pasting their link on your index - they put it all on the scales of their decision, and I think they will like to get more, instead of getting the usual thing.

Plus, there is extra SEO benefit for displaying fresh links on index page. Links come together with text, and relevant links come with relevant text. So, part of your index page content will be regularly updated with versatile relevant content. And search engines like when someone is doing regular job about the web site.

And one more advantage. With the help of this block of recently added links you drive part of your traffic from index page to the link directory. Thus you will make your directory work and bring fruits.



## Chapter 10.

# Thumbshots and Link Exchange.

*95% of information is perceived with eyes.*

Visual power is a great power. Most of the information that people perceive is taken by eyes - it is a scientifically proven fact. And there is a way to add visual power to any link exchange directory by adding thumbshots of your link partners to the directory, close to each of your partner's link.

For those who do not know what is a thumbshot, here goes the definition - *thumbshot in simple words is a screenshot of web page.*

The advantages are evident for site visitor. When a person is clicking the pages of your directory, thumbshots attract the eye. These are laws of our human nature. People stay more on your pages, people start looking at different elements of your pages with bigger attention, people simply like it when they can see a site's preview before clicking on it.

Even more, people like to click on a preview to see how this or that site looks in real size.

### Thumbshots give you a whole pack of extra advantages.

1. Your link exchange directory looks more professional.
2. Your link exchange directory becomes more user-friendly.

No doubts here I think. People instantly preview what they will see. Site visitors understand that you have made everything possible to make their clicking experience on your site super fruitful. They will be getting back to your directory more and more, just because you give them an advantage that others are missing.

3. Your potential link partners are **magnetized** too.

When someone is on the verge to submit or not submit a link to your directory, thumbshot can become a trigger inside their mind to say yes and submit their link. If they have any brain, they will surely understand that their link with their thumbshot in your directory has bigger chances to be clicked on. Exactly what they are looking for.

#### 4. Extra SEO power from thumbshots.

Each thumbshot can be given certain title in alt. And most probably this title will have your keywords, because you are building links with relevant sites. It means when search engines index your directory, they see not only the usual link with title and description; they also see a bulk of pictures that carry necessary keywords inside. Of course, the alt title is not critical with search engines to love or hate your directory. But missing extra advantage is just a not very wise thing to do, isn't it?

Are there any **disadvantages** with thumbshots? No. But it is about some extra job with your link directory. Plus, pictures need some hosting space, and a big link directory with many pictures will eat some of the space on the hosting account of your site. It is YOU who has to decide whether to use or not use this advantage. If you are restricted by server space and bandwidth and have a minimum sized hosting account, you should be careful about introducing this feature. However, I think it is better to get a bigger hosting if you plan your business to grow. And I also think that pictures are not big in size, because they are tiny previews.

With all tips that I share in **"New Age" Link Exchange** section you are free to apply them or skip them and run your link exchange directory traditional way. But then don't bite your elbow when you see that your competitor screwed you with his/her link directory that uses the tips I mention here.

# Chapter 11.

## Play Long Tail.

*Long tail is a shortcut.*

Long Tail strategy is not new, but due to some miracles in the Internet history it became popular only this year. Many Internet marketers jumped on this train and started to explain its advantages. I will briefly explain what is Long Tail about and then will show how you can reach spin off effect with your link exchange combined with Long Tail.

The core of Long Tail is to play with the keyphrases that include 2, 3, 4 and more keywords. As the keyphrases with many words are long, this strategy is called Long Tail. The reason for going Long Tail is evident. Many short keywords are already taken by companies that have been in online business for years and gained dozens (and some hundreds) of thousands of backlinks on these keywords. For example, try to grab top position in Google for 'investment' or 'traffic' or 'diet.' It is possible, but don't kid yourself to get there in a matter of weeks. If you don't cheat search engines, then you'll need months. And that should be huge daily job about content building and link building with your site.

But if you take any niche, you will see that there are many keyphrases (including 2 and more keywords) that get lesser amount of traffic, but they are not so competitive. Plus - the longer keyphrase, the more targeted is your visitor. If someone searches for 'vacation' it is not necessary that this person is going to buy a vacation tour to Paris. But if the person is searching for 'Paris vacation tour' or 'free Forex trading system' or 'download free 50 Cent MP3' - you can bet these people are really motivated to get what they are searching for.

Thus you can make a nice research about the keywords in your niche and find 10 longer keyphrases about your business, and these phrases will be delivering smaller amount of traffic, but traffic of higher quality.

Now the simple math works. Is it better to get traffic on 1 keyword with 10,000 monthly searching volume or 10 phrases that have 2,000 monthly searching value EACH? The smart answer is to have both. But most probably for that one top keyword the competition is much higher. And spending the same efforts you can reach top positions in natural search results with 10 easier keyphrases. Moreover, the conversions from this traffic will be much better, because picking proper long tail keyphrases you pre-qualify your traffic.

So, if you see that your niche is really tough and getting top position on the major keywords is very difficult, don't lose hope. I am definite that some efforts invested into digging good long tail keywords will give you a shortcut to top positions. I have seen and used this many times for my sites and sites of my clients - it works. You just need to be a little creative and persistent.

And another tip. Your longer keyphrase can have more competitive keywords inside, and this will produce extra effect for these more competitive keywords too. For example, the long tail keyphrase 'automatic link exchange' has 'link exchange' in it. So if you manage to score nice on the 'automatic link exchange', you will have extra boost on 'link exchange' as well.

And now the issue of bounding long tail with link exchange. As you know from the previous chapters, using keywords in anchor is a must. And proper keywords in anchor will jump your position in search engines; the more backlinks with these keywords, the higher your position.

The beauty of link exchange is that you can play with unlimited number of different long tail anchors during ONE link exchange campaign. It is about some routine if you do it manually, because you have to paste different anchor texts. With automated solution it is easy, because you just submit as much anchors as you need, and the solution automatically submits them during link building. You have 10 long tails - no problems, have 20 - no problems, pick 50 or 100 long tails - doesn't matter, it is not you who will do it, this can be done by a program.

There is one pitfall about long tails. When picking them, you must understand that these long tail keyphrases have better effect when a visitor who came to your site after clicking this phrase sees something relevant. For instance, 'cheap Paris vacation' that brings a person to the site with cheap Madrid vacation will ruin the whole picture. So, be reasonable, either pick the long tails that will be logical when people get to your site or land them to special pages.

With wise implementation of this strategy you can set your sites to receive multiple streams of stable traffic from lots of niche keywords.

## Chapter 12.

### Relevancy VS Trust Rank VS Page Rank.

*What is heavier on the scales?*

This is one of the most difficult and most debated issues of link exchange. If you do not know what to expect from the backlink that you are going to receive from the page of your link partner, how can you do the link building and expect success from it?

I have spent days and nights on different Internet marketing, webmaster and SEO forums and researched many communities, asking about the value of relevance, PR and other factors when picking a link partner. Most of the people were saying typical phrases that links must be relevant, and you will not have any problems. But let's go beyond general phrases.

#### Where is the line for relevancy?

I understand that Forex trading and porno are not relevant topics (unless you don't run masochistic trading and always lose trading positions). But this is a too simplified example.

There are many cases when different niches can do fine together. For example, business training and yoga. Surely these niches are different. But if a business training course links to a site that teaches people how to relax making simple yoga exercises - it is an advantage for the visitors. But in the eyes of search engines that would look like a business site that is linking to sports site. Seems like a problem with defining what is relevant and what is not in the eyes of search engines.

Here I will be entering into the grey area of suggesting what search engines might have faced and what decisions they might have taken. But I will support my suggestions with logical proofs and the knowledge taken from professional communities.

So, with relevancy that is based on topics not everything is easy. My example about business training and yoga was only one example. If you think a little, you will easily make up more example of vagueness. How about music site that recommends hosting? Or Forex trading site that links to spa or vacations? On the surface they can seem to be irrelevant, but in real life these sites can be great partners (e.g. bonus to our traders - spa vacation)

Surely search engines and their engineers are not stupid and have faced this problem before.

That is why they had to invent more factors about counting/not counting reciprocal links and add more factors to their search engine algorithm, because with pure relevancy it's very easy to get into a dead end.

One of the factors is the following: search engines can see that sites are from different niches, but links can be stored in a **friendly content medium**. For instance, you can have a backlink to your diet site in yahoo directory about health or food. Yahoo itself is not about diets, it's a search engine. But search engines see that your diet site backlink stands on the page with other backlinks about diets, health, etc. So, it is not only about site topic, but also about informational medium of the page where you link dwells. If this page has relevant content, relevant meta data on the page (meta title and meta description) - you will not to have problems. Otherwise search engines should disregard links from such famous directories as Yahoo, DMOZ and others.

Another factor is the highly rumored **Trust Rank**. No one knows if this is a truth or a myth, but many SEO communities talk about the trust rank that might have been introduced by Google. No proofs, but looks logical.

So, it is rumored that Google has a line of web sites that are qualified as highly trusted **resources**. Google is not disclosing the list of these sites to public, otherwise the whole Internet will rush to get links from them, and it will ruin the whole idea.

But among these sites are expected to be found such majors as Yahoo and top search engines, big news and media sites, well established majors in big niches that have long and successful history in the Internet. These sites have high Trust Rank and having the backlink on even one of these sites is very good for your link building campaign. I can even suggest that these sites should not be necessarily in your niche for the backlinks from them to make wonders. Why do I think so? Imagine USAToday.com putting on their site the link to the site of some Italian shoeshine company. I am definite that media and shoeshine are different niches, but I am 99.999% convinced USAToday.com will never have problems for linking to shoeshine site. And shoeshine site will only benefit from that link.

That is why if you have chance to get links on Internet majors, do that. If you have possibility to get backlink from the major in your niche, go for it, make them irresistible offer to get that link - one big major is worth the efforts. Of course, they will ask you to give them reciprocal link. Thus you will get link exchange with the trusted site.

And the third factor which is a well-known **Google Page Rank (abbreviation - PR)**.

Many webmasters these days criticize page rank saying that Google has become crazy about it, the page rank changes several time a day due to Google datacenters migration, that page rank will never bring you traffic and that it is a useless green line in your browser.

I will not go that far. Of course, page rank will not bring you traffic, sales and subscriptions. Page rank is just a specific index of page popularity based on the number of links that point to this page and page rank that all these links have. But despising page rank is also not wise. If your site has PR 5 you are likely to see bigger motivation in your link partners to exchange links with you which is not the same to PR 0 of your site. And if you get your link on the page with nice page rank, you are not losing.

But here we come to one link exchange myth - my site will never get links from good sites, because mine is brand new with PR 0 and their sites have big PR. Wrong! I know that for PR 0 it is not easy, but more than possible. First of all, with the method described in **Chapter 5** everything is possible (you can even make the setting for getting links only from e.g. PR 3 or any other PR and higher). And another issue is that if your site is good, webmasters with brains will link to you. If your site has good content and nice SEO guts, they will understand that very soon your site will get nice PR, and maybe in future will even overcome their PR, so THEY will be lucky to have linked to your site.

Ok, we passed over three major factors: relevancy, trust rank and page rank. From the scope that I made it is evident that Google cannot rely solely on one of the factors, they need to play on all of them.

Is it limiting your link exchange? **No**, it **opens bigger perspective**. Because you can put your link on the relevant sites, and you can put your links to site that are not laser relevant, but are well trusted, or you can put in a relevant medium. All that you should care about is if these resources will be of value to your visitors and don't lose your head. And the knowledge about relevancy, trust rank and page rank will help you to understand more puzzles from the picture that is called the logics of search engines.

## Chapter 13.

### Page Rank and Your Search Engine Ranking

*Good old PR still matters.*

The materials of this chapter may seem to come into conflict with the previous chapter where I said that PR is not super critical for the success of link exchange.

But I decided to create a special chapter about new view on Google Page Rank, because according to the fresh news from Google the good old PR is still very important. But not for link exchange - this time for not getting into supplemental results. Let me explain my point.

About a 1+ year ago search engine marketing, optimization and Internet marketing community was taken by another buzz saying that Google PR had to be crossed out from the list of crucial factors in ranking algorithm of Google. I called this period "PR depression". The typical forum gossip at that time was about phrases like:

*"I don't even care about PR bar"*

*"PR is almost no good for ranking, better have good anchors in the backlinks"*

*"I'd better have 1000 extra visitors per month than extra point on PR"*

These are not exact quotes, but those who dwelled on Internet marketing and SEO forums know that I am giving a very close-to-truth picture. I must admit that I was also very pessimistic about PR at that very moment.

No, of course, I would never disagree to have PR 7 or 8 or more for any of my sites; even at those times of "PR depression." But many of webmasters and SEM & SEO specialists saw that PR was quite a manipulative thing that could be obtained without any big problems. Many people can boast that with proper knowledge and efforts their sites got PR 3 and PR 4 within a matter of several months.

But the magic PR was not giving increase in targeted traffic. And new trends popped up - anchors in backlinks, one way links as alternative to reciprocal links, etc. All this added to the "PR depression" and people losing faith into its magical power.

So, for a while, Google PR came into the shadow.

**Now PR is Out of Shadow!**



And famous Matt Cutts is the guy who returned the PR buzz back on the stage again. Recently Matt (software engineer at Google) said a seemingly unnoticeable line when discussing the problem of supplemental results. The direct quote from Matt Cutt's blog is: *"If a **page doesn't have enough PageRank** to be included in our main web index, the supplemental results represent an additional chance for users to find that page..."*

And this phrase brings the importance of PR back to the very high level. Because we can make a logical assumption that if a page has some PR, than its chances to get into supplemental results are lower. Of course, we can debate a lot about what PR number exactly gives "enough Page Rank", but this is metrics that can be easily tested out.

This example cries out that PR is still very, very important for Google algorithm. Because if you page gets into "supplementals" or "supplemental results" this is not the end of the story - this page is not crossed out of official index. But when someone will be searching for a keyword, Google will display at the top the pages that are not "supplementals" and only then will show the supplemental results. And you know that being at the end of the list in Google search engine results is close to nothing, as this will give you no traffic.

And according to Matt words if your page has enough PR: no problems - you will not get into supplemental results!

### **And One More Interesting Suggestion...**

If PR is a valid factor for supplemental results, than PR can be a valid factor to many other things in Google's algorithm. So, the **search engine marketing and optimization conclusion** is pretty simple - **build more good backlinks from nice PR pages**. Sure the new items of Google's algorithm like relevancy of backlinks, speed of gaining backlinks and others are still in the game. But now you also know that PR is back. Or it has never got our of Google's list - maybe some "webmasters" just talk to much on the forums, instead of testing what they say.

## Chapter 14.

# Improve Link Exchange via Different Anchor Texts

*Differences are Part of Normal Life*

I mentioned the issue of diversifying anchor text in backlinks in Chapter 2. But that was a gentle touch on the issue. And judging from the emails that I get from the users of my **Auto Link Exchanger** and readers of this course I can see that most of the people don't take this tip seriously. That is why I decided to explain why making your anchor texts different is absolutely important to see real success from your link building.

It seems illogical, at first sight; because the core aim of link building is to get as many backlinks with your keywords as anchor text as possible. So, on the surface, if you want to grab 1st position in Google for 'car loans' you must get as many backlinks with 'car loans' in anchor text as possible. But in real life this logic will fail you...

Because you have to look on this problem as search engines do; otherwise don't expect good positions from search engines if you don't play by their rules.

For search engines it looks super unnatural if all the anchor texts of all your backlinks are the same. Search engines 'think' (and, by the way, they are right) that if your site gained backlinks naturally, then at least some anchor texts from the backlinks should be: 'click here', 'click this link', 'here', 'more info here', 'learn more about it here'. I call this type of anchors "junk words", because they don't give you any help in getting top positions for your keywords.

But face it - "junk words" in backlinks are a perfect sign that the site has been acquiring backlinks naturally. Imagine that you want to share something very useful on a forum, and you know a page where people can find answer/solution/explanation of the things they are asking for. I doubt that you would take time to put special anchor text. You will put something like 'click here' and attach the URL where forum members will see more info or simply paste the URL itself.

Maybe, 3-5 years ago search engines would never care about this. But now there are many solutions that automate link building, and good solutions can help you build over 100 links per day. And for search engines it's a problem, because good solutions will build good links, and for search engines these links will look very nice. And it means those who have these solutions have advantage over those who don't have them. So, actually search

engines are fair about **giving a favor to the sites that build links naturally**, and - on the contrary - put to watch list the sites that manipulate with links shamelessly.

## How to look natural?

The answer is simple. When building backlinks, make sure that portion of your anchor texts are not your keywords, but a mixture of 'click here', 'learn more here' and other \*junk\* words that inevitably appear when you get backlinks naturally.

For example, you want to get good position for 'car loans'; in your place I would use these anchor texts: 'car loans', 'good car loans', 'car loans here', 'click this link'.

## Heck, But You've Told Before to USE My Niche Keywords in Anchor Text!

Yes I told. And ready to tell it one more time - USE keywords in anchor text during link building, because this will help you to get good positions for these keywords in search engine results. But diversify them, at least a little.

## What is the ideal percentage to make anchor texts different?

If you ask this question, perhaps, you are kidding yourself. Search engines will never disclose the percentage of links that should have 'click here' and other \*junk\* words inside anchor text. That is why - don't even try to find ideal percentage.

I would recommend you to mimic real life. In my experience, from 5 to 30% of natural backlinks contain 'junk' words. And it's up to you to decide how many links should have your keywords in anchor. Just bear in mind that you should look natural. And when you look natural, search engines will never affect you with their changing algorithms, because search engines will never fight natural sites.

## Candy Side of Link Exchange.

*Milk your link exchange success.*

I think it is the time to show you how exactly you can turn your link building success into money. Do you think it is only about getting good positions in search engine results?

Wrong! There are many other ways to "milking" you link building success.

### PLUS!

The extra advantage of this course is that you can use this information as your own marketing weapon and promote your sites for free. **Chapter 17** will tell more about it.

But let's see how you can monetize link exchange first...

# Chapter 15.

## Monetization of Link Exchange.

*Money makes the world go round.*

Traditionally people think about monetizing link exchange only in terms of getting better position with search engines and reaping the traffic. Surely this way is great and no one would disagree to get #1 in Google, Yahoo and MSN for the necessary keywords. But I am convinced that you would never disagree to **use more ways to milk you link exchange directory**.

### (1) Contextual advertising.

With the usual link pages where visitors see links only, the usage of contextual advertising most probably will not give great results. But with the new concept of turning link pages into the pages with versatile streams of relevant content (described in this course) visitors get a navigational habit of clicking more on your pages. Subconsciously they continue the clicking habit that became very strong on the link page, and contextual ads with relevant materials are exactly what they would be looking for.

Plus, with the type of link page that has versatile content materials search engines will not object using their ads. Because the difference is great between 20-50 links per page and pages where each link is a good source of information, together with your unique content, with news provided by reputable resources, with links to free educational downloads with reviews and comparisons around the topic. Hook your site visitors on this navigational clicking behavior, and you will see much better clicks on your AdSenses or other contextual ads.

With a directory that has dozens of pages this can turn into a solid stream of extra profits for any site.

### (2) Selling ad space on link pages.

With the professional type of link pages they become a perfect advertising space for the products/services in your niche. You can put ad banners and/or text links on your pages and reap the commissions. You don't need to do that manually, you just insert the code of banner/text link in the template of your link directory page and the automated solution creates them automatically.

### (3) Affiliate links.

The idea of selling advertising space on link pages comes very close to the strategy of making recurring profits from affiliate programs. Surely you should pick only relevant and quality offers that have real connection to the topic of a given link category. Plus you should understand that your affiliate offers should not kill your business model. If you sell diet course on your site, another diet course as affiliate offer is not very good. But this is the issue that comes down to your reasonability and I am sure you can handle it.

Again, you don't do that manually. Just insert necessary code into template and the rest is automated.

### (4) Opt-in lists.

A smart way to grow you own list of prospects is to put subscription box on the link pages. Again I need to stress on relevancy, but if you the directory is about golf, then having a subscription box to "7 Golf Tips from World Champs" on the pages of this directory will funnel site visitors to your list.

Thus, automatically you grow your own list of targeted people and how you are going to up-sell anything to them is just a matter of business technique.

## Monetization Summary.

The freedom for monetizing link pages is great, but core of this concept is really simple. You are capable of building powerful content pages out of simple link pages. And now you know how to automate most of the efforts on it.

With good content and quality link partners you have solid chances to real success.

# Chapter 16.

## Automation of Link Exchange: Comparison Review.

*Learn what to look at.*

Surely you are welcome to use the tips of this course in any way that suits you and your business model best of all. You can do all the tips that I have described manually.

But my personal attitude (and I told it many times in this course) is to automate those kind of jobs that can be automated without any loss to quality. This will allow you to save time and fully focus on your business.

**What can be automated without any loss to quality?**

When it comes down to link exchange and its automation, ask yourself a simple question - what can I automate? And you will soon see several types of jobs that you shouldn't to manually.

### (1) Creation of link exchange directory.

Some history flashback first. Usually automated scripts build typical directories where the biggest SEO advantage is the usage of specific keywords in the title and meta data of page. This is not enough these days.

First of all, the pages with links should have built-in content manager, so that you could add any relevant content to the index of links directory and category pages.

Then, make sure to use relevant news on the link pages. People are looking for link partners on your site, it means they are hungry for relevant info, give it. MSN, Yahoo and other reputable sources are glad to share with you relevant news on any keyword you need. Add the news to link pages, and this adds value of these pages to your targeted visitors.

Plus, make the directory and its pages easily searchable. Your site visitors should have no problems with finding more good info on your site and good links inside your directory.

And add RSS feeds so that search engines learn every time new link partner appears on your site.

Possible to automate?

Is it possible to integrate content manager, news feeds, RSS feeds, search box, automatic ranking icons? Surely it is! And it adds real value of the link pages on your site. And search engines love when site visitors are satisfied.

## **(2) Search for link relevant partners.**

Finding a relevant partner isn't easy: I admit it. If you simply add your keyword to search box of major search engines and run the search, you will see that part of the sites have nothing to do with your topic (they just misrepresent with the keywords), others are ok - but don't have link directory. You click and click and click until it makes you crazy.

I prefer out-of-the-box thinking. I mentioned in chapter 5 how it is possible to make a shortcut to relevant partners. Is it possible to automate such algorithm? Not easy, but possible. If my programmers and I managed to do that, others can do it too. So, if we skip the hardships about inventing the algo, the rest is a kid game.

Possible to automate?

Yes.

## **(3) Doing link exchange.**

The process of exchanging links is typical. And, by the way, one of the easiest for automation. Script is told to take this part of info, put it on this site, and their part of info on your site. Plus script is told into what category to put the links to preserve the relevancy. This is a really automated link exchange.

Link checking is easy for automation; plus you can easily automate what the script should do with the links of sites who deleted your links out of their directories.

The number of links added per day is also easy for automation.

Playing with anchor is important, and I explained its power. And adding the feature of using several anchors at a time can allow you to play on different battlefields at once. Possible to automate? Sure.



Email notifications like sending email to the admin of site where your link has disappeared is a very easy thing for automation.

Is it possible to make the templates of categories and directory customizable inside the interface in the form of content manager? No problems.

Possible to automate?

No doubts.

#### (4) Complimentary activities.

Can the checking of your site ranking on specific keywords be automated? Sure. And you it's easy to add the option of what search engines should be the subject for this rank investigation.

And how about turning each directory page into extra advertising space for your affiliate link? Impossible to automate? Absolutely no.

With the list of complimentary activities I would not like to come into deep details - a lot will depend upon your imagination.

### But want to make one thing clear for you Automation IS Real.

Now we come to a very important issue: how to pick a good automating solution. And this is not an easy task. To help you out I will give a short review of different programs and solutions that exist on the market, their advantages and drawbacks.

In simple words we can separate between **two general types of link automating solutions**: **programs** (memberships, clubs) and **scripts** (software).

### Let's review link exchange programs first.

The idea of link exchange programs or clubs or memberships is pretty simple - join the community with your site(s), and they help you to find link partners for your site(s). The more sites joined the community, the better are chances to find many link partners.

An important critical issue about these programs is the quality of sites. When you join them, try to convince the owners to show you their downline of sites, because these will be the sites that you will link to. In some programs you will be surprised to find spammy

clones with primitive design and no value info on the site; I think these sites will not help you a lot.

Remember, we are talking about sites-partners, not about link exchange burden that lowers your reputation.

Let's skip the programs who only managed to gather 1,000 - 2,000 - this number will not give you relevant partners in all niches.

I WILL talk about nice programs that managed to build solid reputation. I will talk about **LinkMarket.net** and **LinkMetro.com**

Though these programs are different, their philosophy, advantages and disadvantages have much in common.

### **Advantages of LinkMarket.net and LinkMetro.com**

First of all, these programs managed to build huge communities where the sites are real. When I am writing this course, LinkMarket.net reports to officially have 49,000+ sites-partners and LinkMetro.com is not sharing official number of sites in the community, but it is also very big: if you are ready to do hard job on calculating the sites, go to LinkMetro.com's directory listing and add all sites in all categories that they have ;)

With such strong communities you can expect to find many partners in almost all niches possible. Only Google, Yahoo and MSN combined can give you more. But then you will need to beg the found web sites for exchange, and those who tried it, already know the results.

Another advantage of these programs is that they help to find relevant partners. Sometimes the sites are not relevant, but mostly this is because some sites try to misrepresent (they have site about drugs, but with all keywords, and titles, and other data ill-purposed webmasters show that the site is about candies). So, the relevancy in these programs is nice. Much beyond that other programs and scripts offer.

And one more big advantage is that these programs have link checking. After you handled link exchange some can delete your link. This can be done intentionally as deleting your link from their site, they turn reciprocal linking into one way linking to your site. Sad but true.

Both LinkMarket.net and LinkMetro.com have the feature to automatically check your links on other sites. My personal advise is that if you are currently using a program or tool that has not link checking feature, use your brain and look for better solutions.

### **Disadvantages of LinkMarket.net and LinkMetro.com**

Enough honey on these services, time for critics. Both services require separate payment for each site that you bring into the community. It's ok if you have 2-3 sites, but those who reached success with 2-3 sites always head for building their own virtual estate empire with dozens and hundreds of sites.

Recurring payments on regular basis on each site can turn into nice cash amount you are paying annually. I will not give any numbers here, if you don't trust me, go to the sites of these programs and calculate yourself. With the expenses on 4-5 sites you can spend the same amount and buy nice pack of tools that will bring you more traffic, increase conversions and generate more money.

Another disadvantage and this one is big in my eyes. You don't imagine the amount of manual work you have to do during link exchange procedure. Yes, they give ready codes and some help, but managing even some sites on regular basis will turn you life into dummy copy and paste, copy and paste, and click, and then find, and then copy and paste - call me a doctor!!

By the way, these services also know this is a problem. That is why LinkMetro.com, for example, offers the option of becoming Advanced Member, but this is extra money for upgrading you, and you pay the money every month. So, see point 1 in disadvantages.

Plus, the level of design and SEO power of the directory built with better memberships leaves much to be desired. If you want better ranking, you need more.

Summarizing it all. Link exchange programs are fine, but even the best of them take much efforts from you to succeed. And most of the efforts are annoying manual jobs. Plus regular payments per each site. After you have used the service for a year, you feel you could buy many valuable tools for the same amount.

### **Link exchange scripts and software.**

This market is very big with a much bigger number of solutions compared to link building programs and memberships.

But if you pile up all that tools, you will see that most often they help you to build link exchange directory (often SEO weak directory), they find partners (so irrelevant, that you forget about what niche you were searching in), and send them beggy email asking to exchange links (usually only 10% respond to these email, the rest is wasted).

I know what I say as I do link exchange for years, and have passed through all possible ordeals with it. And only the failure to find a solution that fits all my requests made me do my own.

**When choosing a link exchange script or software  
you should take these factors into consideration.**

**Factor 1.** Link exchange tool must build professional, SEO-boosted link exchange directory.

Of course, the value of links is not only in SEO, but losing the chance to get higher in search rankings is the same to wasting huge potential.

**Factor 2.** Link exchange tool must have REAL partner-searching algorithm.

Otherwise you will see all possible junk among your partners. Hint: simple search on keyword in search engines will not help; many sites misrepresent, others don't know how to present their sites. All this will result in sports sites in your investment link exchange directory.

**Factor 3.** Link exchange tool must automate.

Or you are buried with work. You will hate link exchange, and without doing link exchange on regular basis your competitors will eat you.

With these factors you are much more prepared to judge the quality of link exchange scripts and software. But this is not all. Before purchasing any tool, try to find out how exactly the link pages created by this tool look. If you just see a typical pile of links, especially when there are no keywords in URLs of categories/subcategories and not keywords in title, and no automated + unique content - think twice. Perhaps you are looking at the tool of 20th century. And we are already living in a new millennium, when search engines and site visitors request more.

As you remember, having faced all these problems I decided to create my own solution that is a real alternative to all this.

I put all my successful link exchange experience into one pot with the most interesting ideas that I could invent, double checked what exactly was giving results and what not, and loaded the solutions with the most important instruments so that people could build new level of link exchange directories and do link building automatically.

This sounds like boasting, but I have a right for it, because my product is not the 1st day on the market. And I used the feedback of my clients to tune it into a perfect solution that is effective, simple and time-saving for its users.

Plus, this solution helped me to get very nice positions on 1st page in Google for 'link exchange script' and 'automatic link exchange.'

That is why after sharing all information above I am proud to share with you the tool that absorbs these latest trends and makes new age link exchange possible:



**[Get Free Version](#)**  
**[of Auto Link Exchanger](#)**  
**[Right Here!](#)**

Yes, it's a promo. But I don't grab you by hand to buy it. Especially now when can **test its potential for FREE!**

I armed you with knowledge about what to demand from link exchange solutions. Open the pages with features, check them with competitors and make your own wise decision.

When making the decision, don't forget about the tips and strategies that I have disclosed in this educational course. If you would like to implement and automate them, make sure the tool that you are getting is ready to help you with these tips and strategies. If you don't get my tool - ok - I already made a big job and gave you nice education. If you decide to get it - great for me! No hidden tricks; everything is disclosed and on the surface.

# Chapter 17.

## Grow Your List & Increase Profits with Our Course.

*Never lose a chance to learn more.*

I started this course from the words that you are getting this "New Age" Link Exchange course not only as a very useful educational package, but also as a perfect advertising weapon for your online business.

The power of this course is that **YOU CAN REBRAND IT!** Automatically you can tailor yourself a unique copy of it with YOUR affiliate link and links of your web sites pasted into it. You don't need any tech knowledge to rebrand the course; everything is automated.

### Why Should I Rebrand?!

Because the rebranded guide will look as YOUR personal promotional material. You can share it for free, people will spread your copy to others, and **all they will be clicking your links in the rebranded guide.**

So, with rebrandable course you will have at least 3 profit streams (I say 'at least', because I am sure you will find even more).

#### Profit streams of rebrandable "New Age" Link Exchange course:

- You **grow your list of subscribers** via sharing good knowledge for free and luring people to sign up and get the course; this is your opt-in hook.
- You **receive traffic to your sites** the links of which are rebranded into the course.
- You also **get affiliate commissions** from Auto Link Exchanger.

### Commissions? From **FREE** Version?!

Yes. I am not mistaken, commissions. You see - there are two versions of Auto Link Exchanger: free and paid. People can use a **free version**, and believe me it is **much better than tools** from this niche that are **sold for \$100 and more**.

But those who use the free version (and see how it works) very soon will understand that they can get a lot more if they upgrade to the paid version. All people, whom you funnel to the free version, will sooner or later take the decision to upgrade to the paid version. And once they upgrade - **you get 50% affiliate commissions**. With other affiliate programs you will have to heat up people to make them buy something. I offer you a much easier thing - give water to the thirsty - you give people this course, they will read and grab the chance to receive Auto Link Exchanger for free. And when they upgrade from free to paid version - you get money without any pain.

## Ok, How Can I Rebrand And What Do I Get?

Rebranding is easy. Plus you get not only the rebranded guide with your links inside, you also get a pre-made promo salespage that advertises the course. You can put the code of your opt-in form on this page as use it to grow your list of subscribers.

If you decide to rebrand the guide, you should go to <http://www.AutoLinkExchanger.com> site, click 'Member Login' button in the right navigational column and login to the members area (if you are not a member, register - it's free and you get Auto Link Exchanger at zero cost). Inside the members area you should **upgrade to Pro** membership, because only Pro members can brand their links inside this course; Free members can give away only this guide with my links, and I think in it smarter to share the file that has your links - thus you will get viral promotional fruits from this informational package.

Inside your member area, together with Auto Link Exchanger and other promo materials, you will get:

- PDF file with "New Age" Link Exchange course for rebranding.
- Rebranding software.
- Pre-made landing page/salespage that promotes advantages of the course and encourages people to get it.
- File with rebranding instructions.

And the last step before rebranding - you need to decide what links to put inside. This is your choice, as YOU know what sites are in urge for traffic now. Once you have decided what links to put inside - you are fully prepared to rebrand.

You will submit:

- Your Auto Link Exchanger affiliate link (to get commissions)
- Your Full Name or Title of Your Site (for PDF to look customized)
- URL of Your Site
- Names of Recommended Sites (that you want to promote in the rebranded course)
- URLs of Recommended Sites

As you can see - everything is made to create the course that will give maximum effect to you, your sites and your affiliate earnings.

**DON'T Hesitate - Get Your Rebranded Course**  
**Login to Auto Link Exchanger Member Area**  
***Grow Traffic + Subscribers + Affiliate Profits***

**AND**

**IMPORTANT: Regular Updates!**

**And the last important thing I want to tell you...**

(please read the next page)



This course is not another 'make and forget' material. I am providing educational materials for many reputable communities and constantly create more info. So, this course will be regularly updated with new tips and strategies.

It means you will always have a good excuse to stay on contact with your subscribers via sharing the updated materials with them. I will be notifying you about the updates and you will pass the updated materials with your bases. And with each new update you will notice that it will generate more subscribers to your lists and more users of free Auto Link Exchanger version.

Now you see that this course opens many different ways to succeed for you and your business. What road you choose will depend upon you. And the success that you reach will depend upon how much of chances you will use.

It has been a real pleasure to share this information with you, and will do the best to share more in the nearest future.

*Wish you success and prosperity!*

**Nick Bokhonok**

*Inventor and owner of*

<http://www.AutoLinkExchanger.com>