

Backlinks? Your Site Is Dead Without Them

Source: The Backlinks Black Belt Report

Dated: Nov 26, 2009

Backlinks are fundamental to the success of any website. The brand new "Backlinks Black Belt Report 2.0" shows you exactly how to SEO your site to the top of Google Page 1.

Backlinks are basically the mechanism by which Google determines how much authority your site has and where it should appear in the SERPs (Search Engine Results Pages).

Therefore, if you do not have enough good quality backlinks with the right Anchor Text (the words in the links from other sites to yours), then Google will not be interested in your site - in terms of high ranking search results.

So how do you figure out exactly what Anchor Text to use?

That's the easy part. If you do a Google search for the term: Google Keyword Tool, you can enter your niche into that tool e.g. small business loans in Seattle, and see exactly what people are already searching for. These are the terms to go after.

But, just make sure you aren't picking a fight with the local 'Golden Gloves' champion. Huh? Apart from finding the terms that you want to rank for, you have to make sure that your SEO (Search Engine Optimization) battles are winnable.

Therefore, you can use free tools like SEO Quake for Firefox (Google it) or SEO for Firefox and discover things about the top sites in your keywords like: how many backlinks they have, what anchor text they are focusing on (backlinkwatch dot com will freely tell you this), how many .gov or .edu sites are backlinking to them, how old the domain is, what its PageRank is and so on.

In short, you do not want to be taking on a 10 year old, PR8 site with 450,000 backlinks!

However, the good news is that there are always more keywords to go after and if you can dominate enough of those, together they could add up to the same volume of monthly searches as the big bully on the block!

The trick with a great backlinking campaign is to do it consistently for your site and make sure that you have a realistic 'timetable of expectations' (more on that here at <http://backlinksblackbelt.com/blog/backlinks/backlinks-the-awful-truth>).

For solid Page 1 results on Google for low to medium competition terms, expect it to take around 2-3 months to get on to Page 1.

These methods and much more advanced SEO tips, tactics and linkbuilding strategies are discussed in great detail and how you can get your website/s to #1 on Google and on to Page 1 - all in "The Backlinks Black Belt Report" by Terry Kyle at <http://backlinksblackbelt.com>.

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