



The Challenge – Module 3 – Day 1

2010TCMD3D1b: Back Link Basics

Running Time: 15 mins



Intro

Hi, gang! Welcome to module 3. And I am really, really excited about this because here's the thing: **this is totally new content**. And it's funny because a lot of the tools and sites that we're showing you are very familiar to veterans, but the way we use them and the results that we get are quite different. So, this is a module to watch. If you're a veteran, this is something that you want to see, because **this is the result of twelve months of testing**. Now, don't worry if this is your first Challenge please. We're not even going to go into any of that detail. We're just going to show you what you need to do. And it's fantastic. It really is an extraordinary new opportunity to do something which I'm about to explain. And it's this:

There are two things that are important to get your site ranked in Google. We need to be in that first page, right? We need to see where there's a traffic that will justify us putting more effort into our site. That's what this is all about. We've spent the last two modules going over and making sure is spot on when it comes to what we call the **on-screen factors** -- you know, those **Y's** in the **Market Samurai SEO Competition Matrix**. We want to make sure all of that is spot on. And we've done that. If you've followed along with modules one and two, you'll be absolutely spot on. You can do no better -- not the best Internet marketer in the world will not do any better than what you've done over these last two weeks.

So, that's the on-page factors. So, where there's on-page factors there must be -- you're right! **Off-page factors**. Now, the off-page factor is very simple. It's a thing called **back links**.



Backlinks



Now, there have been a million, billion courses -- millions and trillions and gazillions of pages written on all of this. All of it designed to confused and scare the hell out of anybody who has ever tried to do anything when it comes to back links. So, good news! Let's chuck all that out the window!

What's a back link? Let's first define that. A back link is very simple. It's a link back to your site. You've seen them all the time. Whenever you're reading an article and you see a link which you can click on, that is a back link to the site that it's going to.

Anchor Text and Addresses

But I do need to explain a concept *about* back links that's very important. There are **two components to a backlink**: One is the **address**, So, "if I click on this, where is it going to send me?" And then, the second thing -- and this is crucial, *absolutely* crucial -- is that **your keyword, your key phrase must be the text in that back link**.

So, there are two components to back links. There's the **address** itself, okay? And there's **the actual text that's written on the page**. So, that **blue highlighted** text -- often, it's **blue highlighted** or **blue underlined** -- What's the text that's highlighted or underlined? And when I click to that highlighted or underlined text, where does it take me? They are the two elements. That's it! **That's all you need to know**.

And I started to say just then, **the most crucial element of this** -- *crucial* -- and the thing that most people stuff up is what we call the **anchor text (in other words, what's written there, in blue, that you click) must have your keyword phrase in it**, okay? That is the crucial element. Get that right and everything else is gravy! And fortunately -- don't even worry about understanding it now, okay -- we're going to show you again and again and again over the coming modules all about this crucial and key element, because that's it!



When it comes to doing anything with the search engines, there's **only two elements**: it's making sure all of your stuff that's going on *on* the page, the on-screen factors are right and you've done that. And now, we're going to start generating back links to your site.

And remember, there are two components to back links. One, the address. We know what that is. That's your website, right? And then, the second thing is what's written on that thing that you click - and we need to make sure that's your keyword phrase. So, that's the back links.

Authority

Now, the only other element that we need to throw into the mix here at this point is that **not all back links are created equal**, okay? What do I mean by that? Well, let me give you by way of metaphor. I think it's a metaphor. I think it is.

For example, if let's pick a phrase at random. Forget about a phrase. Let's just talk about fact, okay? Let's use one, "**Ed Dale is the hottest man in the Universe**" (Why? Why is that so hard to believe?) Anyway, if somebody tweets that who has ten followers and nobody following them or somebody down the street who probably has some challenges in life says that I'm the hottest man in the street, nobody's going to take notice. But what if Heidi Klum was on *Project Runway* and just stopped in mid-sentence before she said, "*You're hot!*" and she turns to the camera and goes, "**Ed Dale is the hottest man in the Universe,**" -- she sounds more like Arnold Schwarzenegger there, but you get my drift.

All of a sudden if Heidi thinks I'm hot -- and she says it on *Project Runway* -- then all of a sudden, she said that and people start paying attention. "*Who's this Ed Dale guy? Well, that's interesting.*"

But then, what happens if Jennifer Aniston also, in her next movie, just stops, turns to the camera and says, "**Ed Dale is the hottest man in the universe?**" And then, all of a sudden, you know, the guys from *Queer Eye for the Straight Guy*, all of a sudden, *they* turn around to the camera and say, "*Hey, you know what? Ed Dale is the hottest man in the Universe.*" What if all of a sudden, Barack Obama in the middle of his State of the Union Address turns to the camera and said, "**Ed Dale is the hottest man in the universe?**" People might start thinking this. Obviously, if they knew me, no.

But the point is -- do you get this? (And you're probably completely distracted by that example). But the point is do you see how a person's authority, their so-called standing affects what they say about the person. And let's say somebody just down the street says, "*Ah! Ed Dale, you're hot!*" That's great! I love when that happens! (What do you mean it's never happened?) But it means nothing to anybody. But if a super model or if a dozen super models all of a sudden -- say that Tyra Banks on the next show says, "**Ed Dale is the hottest man in the universe,**" then all of a sudden, right! It has some authority.

And that is exactly what back links are because **the site that your back links appears on, Google gives a certain authority to**. And how we measure that, **that's what Page Rank is**. When we say a site is **PR** -- **page rank** -- is a PR four -- is it a PR six? Is it a PR five? Is it a PR six? Is it a PR zero?

Now, **all back links are good back links**. This is something that you also must understand. I've seen a huge misconception all over the place that only high PR back links is useful. It's just not true - not true at all. The vast majority of back links that anybody gets are from very low authority sites.

However, when somebody -- like if CNN links to your site, that's going to contain a huge amount of authority.



Now, **that's all we're going to talk about at this point.** And you may hear things about FOLLOW and NOFOLLOW and all these sort of -- forget it please! Please forget it! Don't stress! Don't worry about it. It's not just interesting or useful to you guys at this point, okay? **I've told you all you need to know.**

And what we're going to do over the course of this next week is show you some great ways to start to get back links.

White Hats and Black Hats

But here's the thing. I want to address this right now. There are many ways to get back links which bluntly are a bit spammy. They are done by robots or they are done by pieces of software. Now, don't get me wrong. Don't get me wrong. They have their place -- they have their time and they have their place. But you know what we've discovered? And this is what's so exciting about module three; is the question we sat down and ask ourselves -- over twelve months ago the lab started looking at this -- *is there a way that we could be totally ethical, totally ecological, totally positive in terms of providing great wonderful information into our niche and have it be leverageable -- in other words, do once and have multiple impact -- and still seem to be extremely valuable and useful to everybody in the market and also have the potential to get you a few back links, as well? Is that a possibility?*

And as you're about to see over the course of this module, it's not only possible, it's very real. We've tested the hell out of it. And it makes total sense -- totally, as we say in the business (you might've heard the phrase), **white hat and black hat** (White Hat being totally lily white and beautiful, Black Hat being evil). This is totally white hat. And I'm very proud of this strategy because as you'll see in upcoming modules, this is how you become a leader in your market. This is what, I suppose, a secret that people either consciously or unconsciously were doing in their market to become a market leader. And you're going to see this through this module. I'm so excited about this module because it lays the ground work for something that's very, very exciting. If you think module three is exciting, wait until you see modules four and five.

Wrap Up

But enough about that, let's concentrate on module three. So, what is our action point for today (because don't worry, you're not getting off that easy)? I really just wanted you to understand those concepts and feel free to read the transcript when it comes up and watch the video again just to make sure it's clear in your head, okay?

So, do that and then, **your action today is ten minutes -- okay, set the timer -- I want you to do ten minutes of fuelling.** In other words, surf those websites, read those forums, do another search on **Market Samurai**, have a look at all the new and different content that's available to you. Read, absorb -- just *sucking* fuel for more information on your niche.

Then what I want you to do is **set the timer again for ten minutes, okay? Ten minutes. And then, do a free writing session** where you just write. Remember, as fast as you can. Type as fast as you can. Feel free to write blah-blah-blah, but whatever you do, do not stop writing for that ten minutes, okay? As you've already seen in the forums, the results of this had been nothing short of spectacular. A lot of people were skeptical, but it has been awesome. So, I want you to do that.

And I want you to spend the last ten minutes editing something that you did last week. Remember, **a key part of this whole process is to let whatever you've written rest.** As soon as you turn off that ten minutes, I want you to save it, put it away and don't you dare look at it until tomorrow, okay? Don't you *dare* look at it until tomorrow.



So, if you don't have anything to edit, then leave it. Just you've got an extra ten minutes to do some more fuelling for tomorrow. But if you do have something there, then spend that ten minutes editing. Make sure you do it in that order. **Don't do it in any other order -- fuelling, writing, editing**, okay? And make sure you're editing something from a prior day. Never edit what you've just written, okay? Don't do it.

And with that, you're about to see a pretty extraordinary module three. So, get that underway. That's your thirty minutes for today. And then, we'll get cracking tomorrow on what is a very, very exciting strategy which lays the foundation *really* for the next two or three modules, which is very exciting.

Alright, folks! We'll speak soon.

Epilogue

You know, I got to thinking. I thought, you know what? When people type "*the hottest man in the Universe*" into Google, they really should see me. And I decided to do that at 10:30 this morning. And by 11:30, you can see that I've got number one and number two. It just goes to show you what's possible with what you're going to learn in module three.

Now, before you get all excited, **there's no competition in this area, and there's no commerciality in this phrase whatsoever**. But it is the principle. You can also see here that we've gotten number one and number two for that phrase. So, it's quite extraordinary what's available to you. **You will not have results like this because clearly, that is a stupid phrase, but it's a lot of fun to see what you can do**. If you can do nothing else this week, you can have some fun with some of your friends.

Alright! Enjoy module three.

Actions

- Set your timer and do ten minutes of fuelling for content and information relating to your micro-niche
- Set your timer and do a ten minute free writing session, then put the article away for editing at a later time
- Spend ten minutes editing an article you wrote last week that still needs to be edited.

Handy Tip - If doing a full 30 minute session, be sure to follow Ed's creation process of fuelling, writing, editing. Ten minutes of fuelling or researching, ten minutes of free writing, ten minutes of editing. But **always make sure that the editing is of content that was written prior to current session**.

Resources:

GuruBob's Blog - <http://www.gurubob.co/>

Click here to see some good examples of anchor text links on GuruBob's blog.