

THE WP Mage Wheel Report

“Combining the Power of Mage and RankBuilder for Maximum Results”

Table of Contents

The Mage Wheel Setup.....	5
The 4 Mage Wheel Steps	6
Step 1&2 –Buying a Domain and Niche Research.....	6
Step 3 – Customizing the Mage Site Building Process.....	6
Step 4 – Promotion & Backlinks	7
Step 1: Finding and Buying a Domain.....	7
The Domain Finding Formula:	8
Ranking Your Site for Your Target Keyword.....	9
How to Do Domain Formula Research	9
Step 2: Niche Keyword Research.....	11
How to Perform Niche Competition Research.....	11
Perform SEO Niche Keyword Research.....	13
Step 3: Building Your Website.....	17
Mage Wheel Site Building Formula	17

Creating an SEO/Monetized Sticky Article	17
Step 4: Site Promotion & Link Building.....	21
What's the Goal of Link Building?.....	21
Dofollow vs Nofollow Links?	22
How do we Get a Backlink?	23
What is Keyword Anchor Text?	23
Varying Anchor Texts	24
Advanced Anchor Text Spinning.....	27
What Are Spinner Syntax Articles?.....	28
Promotion Article Creation Formula	29
Generating Spinner Syntax Articles	30
In Content Linking for Backlinks	32
In Content Linking Formula	33
Syndicating Your Content for Links.....	34
Basic Link Building Formula	35
Advanced Link Building Formula	36
The Basic vs. Advanced Formula	36

Mage Wheel Conclusion 37

The “Personal Link Empire” Formula..... 38

Welcome to the Mage Wheel Report where you're going to learn how to integrate the power of Mage and RankBuilder to create profit pumping Mage sites that rank highly in the search engines.

So basically you're going to use a couple of formulas to choose 1 main keyword that you want to rank for, then buy a domain, and promote your site with RankBuilder for maximum effect.

This report considers that you already have knowledge of how the Mage system works. The training documents in the Mage member area are very well detailed and laid-out. If you don't understand something in reference to Mage, there are training documents that you will refer to in the Mage members' area.

This report is going to be no-fluff and to the point, so without further ado, let's get started.

The Mage Wheel Setup

Okay, this formula is broken down into 4 fairly simple steps that you need to complete in order to make it work.

It combines the power of Mage and RankBuilder for the ultimate site building and ranking strategy.

You're going to WP Mage to build and optimize your site, as well a couple customizations.

You're going to use RankBuilder and a special formula to promote your site, build backlinks and get it ranking highly in the search engines for a target keyword of your choice.

Ranking in the top 3 in Google for this target keyword is your ultimate goal.

The 4 Mage Wheel Steps

Step 1&2 -Buying a Domain and Niche Research

In the main Mage guide modules 1 covers buying a domain, and module 2 covers selecting the correct kind of niche. You will find modules 1 and 2 in this PDF:

<http://www.wpmage.com/MageBlueprint.pdf>

This report is going to add a bit of additional information for these two modules including an exact formula for choosing the right domain, and an exact formula for gauging niche competition – meaning whether or not, using the Mage Wheel strategy you can get ranked for a specific keyword.

Your goal is to target and get ranked for 1 main high volume keyword, and then let the CP Mage fill in your site with automatically generated content, growing your site on autopilot. Then put the basic or advanced link building formula to work to get your site ranking highly. A double threat of sorts...

Step 3 - Customizing the Mage Site Building Process

Step 3 is where you'll be building your site and optimizing it for the search engines. Obviously you'll be using the core training from Wordpress Mage to build your site correctly.

The only difference is in phase 3 I'm going to give you a couple custom steps that helps integrate your Mage site with the planned RankBuilder link building strategies I'll lay out below.

These are just a couple of customizations and is not difficult to pull off.

Step 4 – Promotion & Backlinks

At this point, you're ready to start pushing loads of backlink to your Mage site. This is the most important process in the entire formula – and again, I've broken it down into an unmistakable formula for you to execute.

This is the step where you will be using a combination of your access to Authority Link Network, RankBuilder, and optionally some additional backlink sources. Your goal here will just be to get backlinks back to your site – a lot of backlinks, and I'll show you exactly how to do that in step 4.

And that's it. As I mentioned, there are 4 steps here. If you can execute all four steps by following the simple formulas for each step – you can be very successful and grab countless top rankings in Google and other search engines whenever you want.

Now that you've an overview of the process, it's time to move onto each step in detail.

Step 1: Finding and Buying a Domain

First as you're taught in Module 1 of the Mage Blueprint, you're going to be using finding aged domains with some PR, some already existing backlinks and a domain is well indexed in Google.

There is really no difference here, except I wanted to give an exact "formula" for making sure your domain fits the criteria for the aggressive RankBuilder promotion strategy we'll be using along with it.

The Domain Finding Formula:

- ✓ The domain should be no less than 2 years old
- ✓ The domain should have a minimum of 100 links pointing to it in yahoo site explorer.
- ✓ The domain should have a minimum of 10 pages indexed in Google

So you're going to buy domains on the GoDaddy domain auction, after you've done your research and determined that the domain you're buying fits within the rules of the domain buying formula above.

The Correlation between Target Keywords and Your Domain Name

- ✓ **Target keyword** = the main keyword you want to rank for
- ✓ **Domain** – the actual name of the registered domain that you buy

This is one thing we need to get straight before we move any further. You want to rank your site (yourdomain.com) in a niche market for your target keyword.

- ✓ **Rank a site** = you want the actual domain to be what's ranking well. When searchers click through, they land on the home page.

Ranking Your Site for Your Target Keyword

Ok, if you want to enter a more targeted, smaller niche market, for example “xbox 360 repair”, then you want to try to [rank a site](#) rather than individual pages of your site.

We’ll talk about choosing niches and gauging competition in a bit, but for now here’s the basic explanation.

Depending on the strength of the competition, it can take about 1-1/2 months to get on the front page and anywhere from 1-3 months to get into the top 3.

How to Do Domain Formula Research

Above I gave you a specific formula for choosing the right domain. Module 1 in the Mage Blueprint teaches you how to use the GoDaddy auction to buy expired domains. You’re going to follow these instructions, but first you need to make sure you’re getting the right domain, which is where the formula comes in:

Here it is again...

- ✓ The domain should be no less than 2 years old
- ✓ The domain should have a minimum of 100 links pointing to it in yahoo site explorer.
- ✓ The domain should have a minimum of 10 pages indexed in Google

You can get all the information you require here simply from using the Mage PageRank tool here:

<http://wpmage.com/pagerank/>

Quick Note: Differentiating between www.domain.com and domain.com

For all intents and purposes, Google consider these as two completely domains. They only index the www.domain.com or the domain.com, not both.

So if when you do a search in the Mage PageRank tool like this –

www.domain.com – and the results are what very good, then make sure to do another search taking out the www. (<http://domain.com>) in front of the domain name.

If you do both ways, and the results don't match the domain formula, then you should not purchase the domain. But be sure to put the domain in both ways, because you may get a drastically different report back.

When you do find a domain that matches our formula and you decide you want to buy it, you simply go through the process of buying the domain on the GoDaddy auction.

Step 2: Niche Keyword Research

How to Perform Niche Competition Research

This is the way we'll be setting up our sites to integrate this promotion formula with RankBuilder. As I mentioned, we're going to be targeting one main, high volume keyword. This is the keyword we ultimately want our site ranking for and getting massive free traffic from.

To do this we'll just make some small customizations to the Mage site building process. The formula below is what you'll use as requirements to gauge your ability to rank for that keyword:

- ✓ The pagerank of the top 3 results are each less than 6
- ✓ Each of the top 3 sites have less than 5,000 backlinks
- ✓ None of top 3 domains are a large authority news site (cnn, bbc, etc)

And that's really it...


These are the only 3 competition factors we care about. We can pretty much outrank any site that falls within the niche competition formula. Even sites like Amazon, eBay, and Wikipedia as long as they fall within our requirements.

To do this you will enter your target keyword into Google and do a regular, no quotations, just the keyword. You're going to use the SEO Quake Firefox extension for this step.






Here's an example:






repair xbox 360

About 2,690,000 results (0.21 seconds)



Xbox 360 Repairs Canada  keywords
ConsoleRepairGuy.com All Red Light and Disc Read Errors! If we don't fix it, you don't pay.






REQUEST PARAMETERS SAVE TO FILE APPEND TO FILE






Sort:  PR: ?  I: ?  L: ?  LD: ?  I: ? Rank: ? Age: ? I: ? Sitemap: ?

Xbox 360 Repair Page ☆
Tips, tutorials and information to help you get your Xbox 360 working again.
www.llamma.com/xbox360/repair/xbox-360-repair.htm - Cached - Similar
SeoQuake:  PR: 4  I: 2,420  L: 766  LD: 38,206  I: 148 Rank: 63005 Age: n/a I: 34 whois source Site

Videos for repair xbox 360

	Fix an xbox 360 with Red Ring Of Death!!!! 2 min - 21 Mar 2007 Uploaded by bassdemon16 www.youtube.com		XBOX 360 Repair 3 Red Lights of Death Rrod X ... 4 min - 22 Nov 2007 Uploaded by GamerGuy51 www.youtube.com
---	--	---	---

the repair process online ☆
service.xbox.com/ - Similar
SeoQuake:  PR: 4  I: 0  L: 808  LD: 2,534  I: 36 Rank: 700 Age: n/a I: 4 whois source Sitemap: no

Xbox 360 Repair Fix ☆
ThreeRedLightsFix is by far one of the best repair manuals to help you fix just about any problem your having with your Xbox 360 console. ...
xbox360repairfix.blogspot.com/ - Cached - Similar
SeoQuake:  PR: 3  I: 76  L: 258  LD: 378  I: 40 Rank: 1331105 Age: n/a I: 3 whois source Sitemap: r

Remember, we just care about the first 3 results – it doesn't matter how many total results. We beat the top 3 to be in the top 3 – which is exactly where want to be. The top 3 in Google gets a large majority of the organic traffic.

Remember the Keyword Competition Formula:

- ✓ The pagerank of the top 3 results are each less than 6
- ✓ Each of the top 3 sites have less than 5,000 backlinks
- ✓ None of top 3 domains are a large authority news site (cnn, bbc, etc)

You get access to all the information you need to decide whether this target keywords falls within our requirements. Remember you only make a move if the results match up to the formula.

If at this point, you've found a domain, and keyword and a viable niche then it's time grab the domain at the auction and get ready for the building step.

Okay so now we've gone over the formula we use for buying domains, and the formula we use for verifying niche competition, this is the process you're going to use to...

Perform SEO Niche Keyword Research

First, how do we find keywords within a niche market? You don't need any special tools, the Google Keyword tool is fine for our purposes.

<https://adwords.google.com/select/KeywordToolExternal>

We want to target 1 high volume keywords within the niche that are making other people money. As I mentioned you want to target 1 high volume niche keyword but it's good also to have some secondary keywords, for example:

If your main keyword is "diet pills" then you could also take a similar high volume keyword like "diet pills review". Only your main keyword target absolutely has to fall within the requirements below:

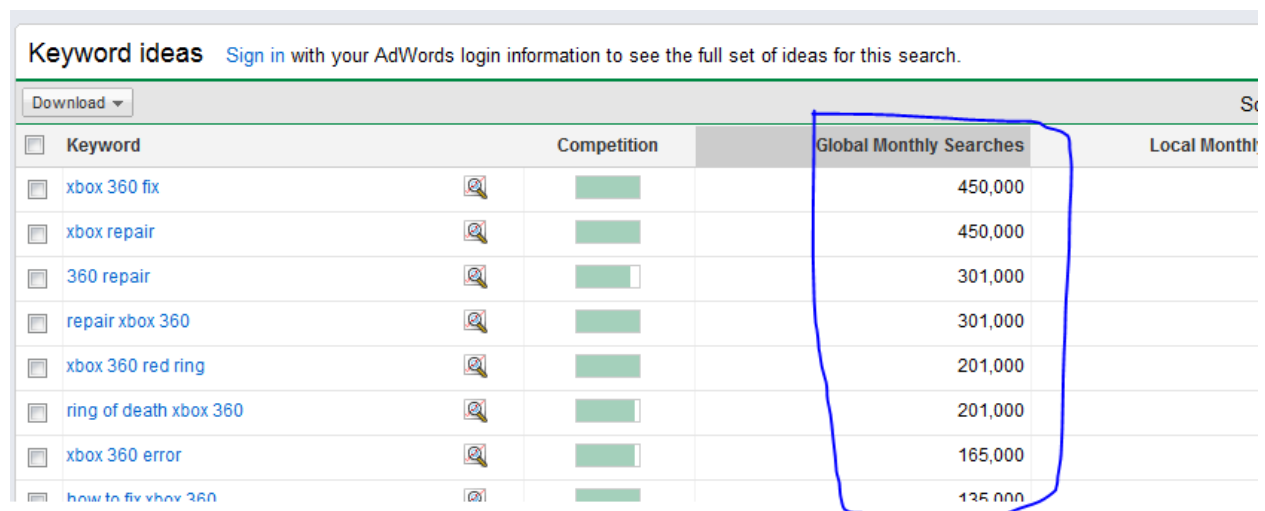
Here's the Niche Keyword formula:

- ✓ Global monthly search volume for your target keyword is over 25,000 (using phrase match)
- ✓ Your target niche market keyword is making people money

Here's how to find Keywords...

Simply enter a keyword that's about as close to the dead center of your niche as possible. Keeping our example, in the *xbox repair* niche i would enter something like "repair xbox 360".

Your results could look something like this:



The screenshot shows the Google Keyword Planner interface. At the top, it says "Keyword ideas" and "Sign in with your AdWords login information to see the full set of ideas for this search." Below this is a "Download" button. The main table has columns for "Keyword", "Competition", "Global Monthly Searches", and "Local Monthly Searches". A blue box highlights the "Global Monthly Searches" column. The table lists several keywords with their respective search volumes and competition levels.

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
xbox 360 fix	High	450,000	
xbox repair	High	450,000	
360 repair	Medium	301,000	
repair xbox 360	High	301,000	
xbox 360 red ring	High	201,000	
ring of death xbox 360	High	201,000	
xbox 360 error	High	165,000	
how to fix xbox 360	High	135,000	

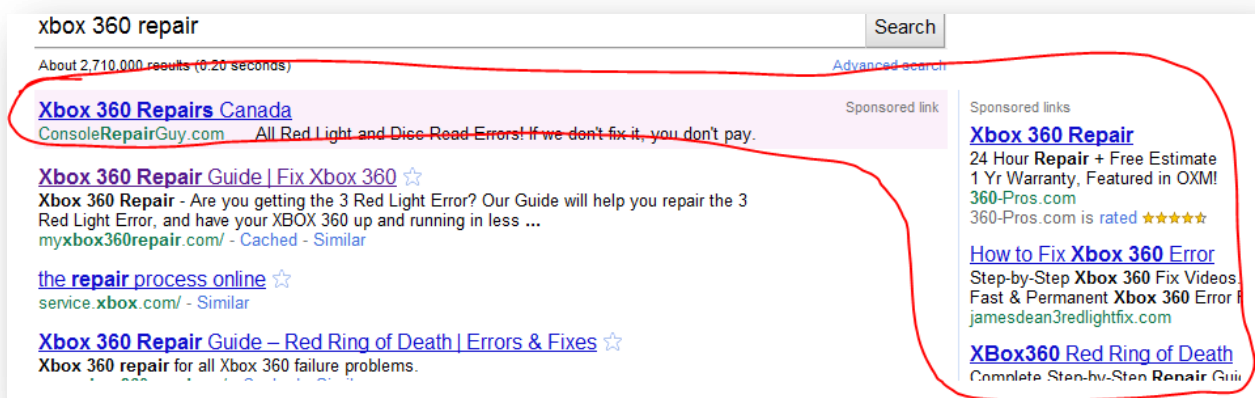
The blue column is the global monthly search volume. Immediately sort from highest to lowest. At this point, check the select all keywords at the top left and then download the keyword list. Organize this in a folder.

Then start re-entering keyword terms that have over 100,000 global results. You can do this as much as you want or as little. The more you do it the bigger keyword list you will build. Each time you re-enter a keyword, download the keywords into file (xsl – excel, csv – excel/open office, txt – text file for notepad).

Once you're done, combine all the keyword list together into one big list. I personally use Excel, but Open Office is free and does nearly identical to Excel. Putting your keyword list into a spread allows you to easy sort, and filter to find keywords over 15,000 search a month.

The next thing you need to confirm is, is this keyword making people money. This is simple. Type the keyword into Google. If PPC marketers are aggressively targeting the keyword, it's likely making them money.

Remember our screenshot from the niche competition research? Looked something like this:



People are likely making money here, if they're spending money to advertise. This is a good sign, if the keyword matches our Niche Keyword Formula requirements.

Here they are again:

- ✓ Global monthly search volume for your target keyword is over 15,000
- ✓ Your target niche market keyword is making people money

If you identify a keyword within your niche market that meets the requirements, whether you move forward with it depends on whether the keyword falls within the formula for niche keyword competition.

Here it is again:

- ✓ The pagerank of the top 3 results are each less than 6
- ✓ Each of the top 3 sites have less than 5,000 backlinks
- ✓ None of top 3 domains are a large authority news site (cnn, bbc, etc)

...and the final thing is that you can find a suitable domain that fits within the requirements of the domain finding formula.

And here it is again:

- ✓ The domain should be no less than 2 years old
- ✓ The domain should have a minimum of 100 links pointing to it in yahoo site explorer.
- ✓ The domain should have a minimum of 10 pages indexed in Google

At the end of this exercise, you have all 3 items that fall within each of their respective formulas:

- The Domain Finding Formula
- The Niche Keyword Competition Formula
- The Niche Keyword Formula

If you've got all three, you're ready to move on to build your website.

Step 3: Building Your Website

Okay so as I mentioned before, we're going to add a couple customizations to the process of building a Mage site which is laid out in the Mage Blueprint.

Mage already takes what normally could be done in months and turns it into a couple hours work. This is a perfect combination to use with RankBuilder and the ranking process I'll cover later. Below is the formula you'll use to build these Mage Wheel sites.

Mage Wheel Site Building Formula

- ✓ The site will be built with CP Mage
- ✓ 1 main SEO optimized and Monetized front page sticky article (customization)
- ✓ Setup Content Mage to automatically create filler posts on your site.

So the only thing different here is that I've recommended that you create an SEO/monetized front page sticky article.

And really, that's it...

Creating an SEO/Monetized Sticky Article

Okay, so in order to do this, we need to keep a couple things in mind. You want to achieve 2 things here:

- Optimize it a bit for the search engines
- Pre-sell the visitor
- Get them to click your affiliate link and buy the product

Optimizing it for the Search Engines

Here's what I'm going to repeat. On-page SEO is not that big of a ranking factor. I've had pages ranking in Google with a paragraph of text in total, out ranking sites with massive 1000 words authority reviews of a product.

Here's what I do:

- I don't check my keyword density, I just make sure that my target keyword appears noticeably more often than other keywords and is bolded once, underlined once, and italicized once. That said, your keyword density shouldn't be over 5% - don't just stuff your target keyword(s) every two sentences.
- I just write naturally, if I'm doing a review more than likely the type of keywords Google would expect to see will be in there from naturally writing the review. Of course I put a small emphasis on my main target keyword.
- I generally recommend that you have at least 400 – 500 words.
- I include a couple images that are relevantly named (gameflygamerental.jpg) and has relevant "alt" tags (alt="gamefly video game rental review").

And that's basically it... This is not something that you should spend hours on. Now our other goal is to get them to click our affiliate link.

Monetizing and "Getting the Click"

To do this, simply include your affiliate link where it makes sense. For example link the product name to your affiliate link. Have a couple calls to action like "get Gamefly's 2 week free trial". When you add your affiliate links, make sure you mask them first with the Pretty Links plugin.

Other than that, I don't worry about monetization too much until I am ranked and I am seeing traffic. Then you can get a bit creative – but the #1 goal here is to **get the click**.

Here's an example that works very well. Find a relevant video on Youtube, or even better if the video is actually on the site that affiliate link goes to. Official advertisements you may find on Youtube work well too.

Take a screenshot of it, cropping around the video so it looks as if it's a clickable, playable video like this:



Then say something like "Watch this Funny GameFly Commercial" or any sort of call to action like "watch this..." Then you simply make the image an affiliate link for this example, Gamefly. You can even scroll through the video first to find the most click-enticing frame.

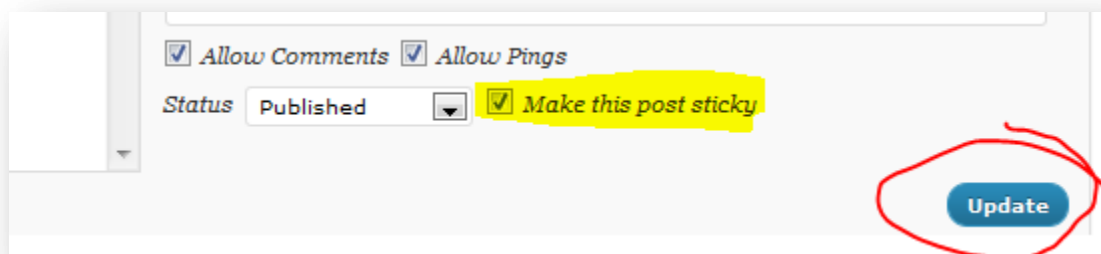
Place this video somewhere after one or two introductory paragraphs, but above the fold. When they click it, they will be taken to Gamefly through your affiliate link.

Very simple, but it works. Again using the Pretty Links plugin you'll be able to track and see exactly how many times your affiliate link is getting clicked on. This allows you to test different things to see what's effective.

Create a new affiliate link redirect with the plugin for each element you're testing. For example, one for a video fake out, one for the banner at the bottom of your content, one for the first affiliate link, one for the second, and so on...

The goal here is to be creative, test, and **get the click**... If you can do that, then you're going to increase the amount of people who actually click on your link, and thusly the amount of people who buy something, get a free trial, fill in their zip code (or whatever) and earn you money.

Now once you've got your article, you're going to make it "sticky" so it stays at the top of your blog on the home page. This is very simple. On the post page in Wordpress admin (where it lists all your posts) – find your article and click "quick edit", then on the right you'll see "make this post sticky":



This will make it so that this post will stay at the top of your Mage Wheel site on the home page. So this post is the first thing search engine visitors will see when they click from the search engines to your site, or click from a Content Mage post to your home page.

Make sure it's selected then click "update" and congrats, you're done. Now that you've got your SEO/monetized sticky article added to the blog, your Content Mage content will appear just underneath it in the order that it is published.

Once you've got your site setup with your front page sticky article and the Content Mage, you're going to start the promotion process. This is where the power of RankBuilder comes into play.

Step 4: Site Promotion & Link Building

At this point you've chosen a niche, bought a domain, and have built a Mage Wheel site. Now this is the part where we're going to start building massive amounts of backlinks to our site.

Before I give you the exact formula for doing this, we need to go over a few critical items that you need to know about link building.

What's the Goal of Link Building?

Getting backlinks to your site is the largest of the 3 ranking factors we discussed before, by a large margin. Basically in Google, having the right domain and enough backlinks will allow you to rank a post with a couple paragraphs of text if you want. With the power of Mage you can do much better than that though...

Think of each backlink you get to your site as a “vote” in Google. That link is telling Google that another page in its index thinks that your page is relevant to a particular keyword.

The more “votes” you get, the higher your site is going to be pushed up the search results. The ultimate goal is to get enough backlinks to get in the first 3 spots of Google (or any of the major search engines).

About 75% of the traffic for any particular keyword is generated from the first 3 natural search positions. Believe it or not, paid advertisers in the first ad position in Google get on average, around 2-3% of the total search volume for that keyword. And mind you, they’re just there “renting” clicks basically.

So we want backlinks, and we want a top 3 position and 100% free traffic day after day.

Dofollow vs Nofollow Links?

I’m just going to discuss this briefly. Do not worry about the “dofollow” or “nofollow” attribute of the backlinks you’re getting. If you’re not familiar with these terms, you can do some additional research but it’s not something you should worry about at all.

Like I said earlier, a link is a link. I have a lot of evidence that “nofollow” links still do count and pass link juice. Also, think about the natural order of things again. Is every site that has natural backlinks coming in being linked to with only do-follow links?

The answer is no... and for Google, it’s just as important to appear natural as to get the link itself. So the final word on this is don’t worry too much about it – and anyway we don’t care. We’ll be getting so many links it doesn’t matter.

How do we Get a Backlink?

We are going to submitting and syndicating content out to several different link sources, including:

- Social bookmarking site
- Web 2.0 sites
- Wordpress blogs within a blog network
- RSS Feeds to RSS aggregator sites

Within the content that you submit to these sites there are in-content “anchor text” backlinks which point to your money site or page with relevant anchor text. In order to make this happen you have to generate and submit content to these sources.

You’ll then use the RankBuilder software, the Authority Link Network, as well as some additional (optional) services to help you spread your content further and wider.

What is Keyword Anchor Text?

Keyword anchor text is simply the text that is used when a page links to another page. The keyword anchor text that you use when you build backlinks is critical to your success.

So if you want to rank for “dog training ebook” you want to build backlinks to your sites with the keyword “dog training ebook” and some slight variations of that keyword like “dog training guides”, “how to train dogs”, “dog training system” and so on...

This is called varying your anchor text, and makes your back links appear more natural. Think about it, in the natural order of things, 1000 pages aren’t going to

link back to you with the exact same anchor text. Google knows that, and will penalize your site as an obvious attempt to game their index.

You have 1 main keyword. You have a few related or secondary keywords that you use as anchor text as well. So when you create links you want them (not always possible) to be linking with relevant anchor text back to your money site or page.

This tells Google that this site is about “dog training ebook” for example, which increases the weight of the vote.

You won't always be able to get a link with anchor text. That's okay, a link is a link and it still counts even if it's a bare URL link (ie: <http://mydogtrainingebook.com>). But, most of the time you will be able to get an in-text, keyword relevant anchor text link.

Varying Anchor Texts

One of the most important aspects of building links effectively is **rotating and varying your anchor text**.

As I mentioned before, it looks unnatural to Google if you have 500 incoming links to your site all with the same exact same anchor text.

They do notice these things because anchor text is such a big factor in how they rank websites.

So your goal is to look like these sites are naturally linking to you around a specific topic. Because no way in the natural order of events would 500 sites link to you with all the exact same anchor text.

This is assuming the person linking to is linking to you because you're link-worthy and that he/she is an actual human.

So we want to simulate this natural process in an automated way.

Your goal is to determine what your first, second, and third most important keywords are for which you want rank. All together you'll have **4 sets of keywords**:

In the weight loss & diet pill niche it could look like this:

Set 1: Your Main Target Keyword – 60% of anchor text variations

1st – Weight Loss Pills

Set 2: Your #2 and #3 keywords – 25% of anchor text variations

2nd – Weight Loss Pill Reviews

3rd – Weight Loss Diet Pills

Set 3: Your Main Keyword + Stop Words – 10% of AT variations

Here is a list of stop words that I've generated over doing this. Basically it's another way to make your backlinks look natural in Google:

Replace # with your main keyword

review

in #

bonus

about #

review

about # review

learn more #

thinking about #

learn more about #

including #

became #	# review
because #	# bonus
besides #	# review
every #	

Set 4: Miscellaneous and Bare URL Anchor Text – 5% of anchor texts

Your fourth set of anchor text is a collection of miscellaneous keywords.

Here's some examples:

- Your actual URL as the anchor text
- Words like “click here”, “visit the website”, “read this site”, and some other terms that don't include your target keyword in the anchor text.

So what you need is to vary your anchor text between those four sets of variations (most important to miscellaneous).

So again, optimally your linking profile should look like this in terms of the proportion of each anchor text linking back to your site:

- **Set 1** (your main keyword) – 60%
- **Set 2** (your #2 and #3 keyword) – 25%
- **Set 3** (your main keyword + stop words) – 10%
- **Set 4** (miscellaneous keywords) – 5%

To be clear, that simply means that 60% of your backlinks should use anchor text from your first set, 25% from your second set, 10% of your backlinks with anchor text from your third set, and 5% from your miscellaneous keywords..

So basically you just have to develop a system to help you approximately track how often you use a particular anchor text in your submissions.

obviously anchor text 1 is more likely to be chosen than anchor text 3, and anchor text 2 more than your single miscellaneous keyword.

This effectively automates varying your anchor text across all your submissions, in nearly the exact proportion that we want for optimal anchor text variation.

Now you know why you're submitting content and how to use varied anchor text back links within your content, let's talk about generating spinner syntax articles that you'll need to make it work.

What Are Spinner Syntax Articles?

The kind of content you'll need to make this work is what's called a spinner syntax article.

A spinner syntax article is simply an article written in a particular format that allows RankBuilder to create a new, unique article each time it submits your content.

This allows you to use the same article for several submissions and hundreds of backlinks without submitting a bunch of duplicate content – which is not effective at all.

Within these articles 3 main elements are “spun”:

- The article title
- The article's body
- The anchor text back links

Here's an example of a spun article title:

{What Is A {Squeeze|Landing|Name Capture} Page?|Learn More About {Squeeze|Landing|Name Capture} Pages|{Squeeze|Landing|Name Capture} Page – {Find Out|More Info|Quick Guide} About Them }

You'll notice above that there are spins within the spins. This is called "nested spinning" and you should use it in both your article title and body content. This makes the output even more unique, thusly improving its effectiveness.

Ok, so pretty much you use the same principle for spinning for both your article title and article body. For spinning anchor text you will use the format that we discussed before in the "advanced spinning" section.

This kind of article that you'll create in order to syndicate is called a "promotion article". Which brings us to our first formula for step 4...

Promotion Article Creation Formula

- ✓ Article should be no less than 300 words and doesn't have to be more than 500 words.
- ✓ Article can contain a max of 3 different backlinks to three different of your money site or pages
- ✓ Article should be spun to at least 40% uniqueness. You can use www.dupecop.com to check uniqueness between 2 different versions of your spun promotion article.
- ✓ Article title and body should be spun using nested spinning
- ✓ Article relevancy in relation to pages you're linking to really does not matter although it doesn't hurt to only use relevant articles.
- ✓ The quality of the article really doesn't matter either; we want the link and these should not be written as high quality content.

So basically, you're just going to generate these spun articles and blast them out to web 2.0 properties and blogs within the Authority Link Network (you have free access to this as a RB member on the "bonuses" page).

Okay, now that you know what a spun article is and how they are used, let's talk about...

Generating Spinner Syntax Articles

In order to create a spinner syntax article, you need one regular seed article which is written as a normal article without any spinner variations. To get these seed articles produced you really have three choices:

- Write them yourself
- Use PLR articles
- Hire someone to write them

As I mentioned before, the relevancy of the article compared to the site you're linking to does not matter in any of the major search engines. So yes, you can link from an article about baking cakes to your site about chicken coups.

That said, I would recommend that you do use relevant articles for promotion as much as possible.

After you have a seed article, the goal is to be able to automate the creation of high quality spinner syntax articles from a single seed article.

That way it can be spun, creating a new, unique article each time.

Here are your options to accomplish this:

Free – Spin them yourself. This is probably the way to get the highest quality spun articles because no computer can compete with the human brain.

But it's also highly time-consuming and hard, manual labor. All you need in order to do this is Notepad or Word – any type of program where you can type and save your articles before you put them into RankBuilder for submission.

Paid – The Best Spinner. This is a cool piece of software that allows you to create high quality spinner syntax articles quickly and easily.

First it assists you the process if you still want to go the more manual route. But it also allows you to save any variation set you create for use again later (automatically).

Second, it has database of variations generated and save from *other human users* of the software.

With the click of a button you can create instant variations from common phrases with your seed content pulled from the ever-growing human edited database.

This is by far, the most powerful spinner software on the market. It costs \$47 a year but is worth every single penny and more.

You can literally load a seed article into TBS, click one button and have an article that's put into spinner syntax with about 20% uniqueness. Click it again, and the software creates spins within your spins "nested spinning" easily putting the uniqueness over the 40% mark that's required.

Combine the Best Spinner with PLR articles and you can push out lots of content and get a lot of backlinks with very little manual work from you.

You can get it here: <http://thebestspinner.com>

Now let's say at this point you have these things:

- An optimized Mage Wheel site to which you want to build backlinks and get ranked
- A promotional article that's in spinner syntax format ready to be submitted with RankBuilder or to the Authority Blog Network

Before we go any further, we're going to talk a bit about the most important aspects of the process, which is linking from your promotional content back to your site.

In Content Linking for Backlinks

We already talked about how anchor text works and varying your link anchor text, here's a couple of the recommendations I gave related to that:

- ✓ Article can contain a max of 3 different backlinks to three different of your money site or pages
- ✓ Vary your link anchor text based on these sets of keywords
 - **Set 1** (your main keyword) – 60%
 - **Set 2** (your #2 and #3 keyword) – 25%
 - **Set 3** (your main keyword + stop words) – 10%
 - **Set 4** (miscellaneous keywords) – 5%

Again, that simply means that 60% of your backlinks should use anchor text from your first set, 25% from your second set, 10% of your backlinks with anchor text from your third set, and 5% from your miscellaneous keywords.

Now you need to know where to link to from within the content. Obviously since we want to push our main domain (www.domain.com) up the rankings we're going to be linking directly to it 90% of the time and 10% of the time linking to posts the Content Mage created.

Let me explain...

If you're trying to rank a niche "money site" for a particular keyword, remember you have the home page "sticky" article and the five content filler posts.

So 90% of the time you would link directly to the root domain of your money site – for example:

<http://domain.com> (root domain)

10% of the time link directly to one of your filler content posts – for example:

<http://domain.com/a-content-mage-post> (content mage post)

Ideally the any Content Mage post you're linking to should be linking to your root domain with keyword anchor text from within the post.

What's happening here is that you're driving most of your links directly to the domain which you want to rank and just a small number to your inner CM posts which then in turn link back to your home page with keyword anchor text.

This way you're gradually strengthening your whole site but at the same time pushing the most links to the root domain. The links from your Content Mage posts to your home page act as a sort of "funnel" – essentially still funnelling link juice to your root domain from the sites linking to the "filler" content.

When you're creating your promotion articles, there's a couple requirements you must follow in order to optimize the backlinking process. For this you'll follow the formula below:

In Content Linking Formula

- ✓ No more than 3 links to 3 different Mage Wheel sites within each piece of content.

- ✓ Rotate your anchor text according to the correct percentages for the 4 keywords sets
- ✓ Link directly to the root domain 90% of the time and to an inner “Content Mage” post 10% of the time

This is the final step before you actually get to the submission step, where you start building backlinks by syndicating your content.

Syndicating Your Content for Links

This is the part where start syndicating content, submitting feeds, submitting to the blog network and more.

In order to do this, you’re going to follow a specific formula I’ll give you. You can accomplish the “basic link building formula” with RankBuilder and the Authority Link Network.

The second formula is the “advanced link building formula” and adds a couple more link sources that are completely optional, but help you build more links faster.

One thing I will say before I get into it is this is to not spread your promotion out too thin. You should focus your attention on at most 3 Mage Wheel that you want to promote at a time.

Remember your content can have up to 3 links to 3 different sites or pages within each piece of content you syndicate.

Ideally, whichever formula you choose to use, it should be done once per day. I call this a “link building run”. Each “link building run” should promote a maximum of 3 of your different Mage Wheel sites.

So for example, if you only have 3 sites you want to build links to, all you have to do is run one of the link building formula once per day. If you have 6 different sites or pages you're promoting, you would run the formula twice.

Each time you complete either of the link building formulas with RankBuilder, you should use new accounts and build new properties. I'll show you what all those properties later.

So once again, to review:

- ✓ Promote a maximum of 3 Mage Wheel sites per "run"
- ✓ Don't spread yourself out, focus on promoting a maximum of 3 of your Mage Wheel sites at any one time.
- ✓ Each piece of content can link back to 3 sites of yours
- ✓ For each set of 3 money sites or pages that you want to promote, you should complete one "run" of your chosen formula each day
- ✓ Each time you complete a link building "run" you should create new accounts and new web 2.0 properties with RankBuilder.
- ✓ After completing either of the formulas, run the "link booster" feature of RankBuilder to submit your new properties to RSS aggregators.

Now that we've gone over that, here is each linking building formula:

Basic Link Building Formula

- ✓ Submit your spun article to 15-20 random web 2.0 properties using the **RankBuilder Link Wheel Builder**
- ✓ Submit your Mage Wheel site URL to 5 random social bookmarking sites using the **Link Wheel Builder**
- ✓ Submit two spun articles to the **Authority Link Network**
- ✓ Build 10-20 profile links using the **Profile Link Builder**
- ✓ Run the "link booster" feature in the **Link Wheel Builder**

Approximate links/day: 35-50

Advanced Link Building Formula

- ✓ Submit your spun article to 15-20 random web 2.0 properties using the **RankBuilder Link Wheel Builder**
- ✓ Submit your “money site” or “money page” URL to 5 random social bookmarking sites using the **Link Wheel Builder**
- ✓ Submit two spun articles to the **Authority Link Network**
- ✓ Build 10-20 profile links using the **Profile Link Builder**
- ✓ Submit 5 articles (can be spun) to [Blog Blueprint](#)
- ✓ Submit 2 spun articles to [Unique Article Wizard](#)

Approximate links/day: 65-80

The Basic vs. Advanced Formula

The advanced link building formula includes two additional extra steps. These are just two services that we use on a regular basis that we’ve really seen some good results with.

Blog Blueprint is another link network just like the Authority Link Network. It cost \$57 a month, but you can get a lot of links from high PR blogs.

Unique Article Wizard is another service that we’ve tested and seen work well. They are a bit more restrictive on what things you can and can’t do, and the articles are manually reviewed. But just one submission to UAW can get your article posted to around 250-500 different article directories and blogs in their network.

A word of caution about services like these: Yes they are good for getting backlinks, but you’re basically just renting links. Once you stop paying the

backlinks also stop coming in. They're perfect for use in combination with a tool like RankBuilder.

RankBuilder allows you to build a network of 1000's of different sites and pages that are yours to keep. So while you're doing the actual promotion, you're also building a huge link pumping network that you own.

The advanced link building formula is an excellent combination of some of the best linking tools and all together around \$170 a month to operate. Pretty much all you need to kill it in any niche...

That said, the only difference between the basic and the advanced link building formula is that the advanced will get you more links faster. If you're not ready to invest \$170 a month, than the basic link building formula is more than enough to get all the link power you need to rank in tens of thousands of niches.

Mage Wheel Conclusion

Combining the power of WP Mage and RankBuilder is going to allow you to a) built profitable, optimized sites quickly and b) build massive amounts of links to those sites and get them ranking highly in the search engines.

If you want to push basically any site or page you want to the top of Google, then you have an exact step by step formula – straight to the point – by owning this guide.

But before we go I want to give you one additional “formula” to use with RankBuilder. This formula will allow you to have nearly unlimited linking power for any Mage Wheel site you build. This is called the “Personal Link Empire” formula.

Here's what you're going to do:

The “Personal Link Empire” Formula

For the first 50 “runs” you do to promote your Mage Wheel sites:

- ✓ Create new accounts each time at the web 2.0 sites.
- ✓ Create a new property each time at the web 2.0 sites.
- ✓ Run the “link booster” after you finish each run to submit all the content you just published to the top RSS aggregators.
- ✓ Save all the usernames and passwords for the new accounts you created for each “run” (you can do this directly in RankBuilder)
- ✓ Save all the URL’s of the sites you created in a spreadsheet – you can copy/paste these from the “links” tab after you’ve each link building “run”.

What is happening here is that each time you run the link building formula with RankBuilder, you are growing YOUR network of YOUR blogs that can eventually grow to a network of thousands quickly.

Let’s do some math. If you run the basic link building formula with RankBuilder’s help once a day for the next 50 days...

Every day you’re building 20 web 2.0 properties. And at the end of 50 days you’ll have built 1,000 web 2.0 properties that again YOU own. They’re yours to do with as you want. Imagining 1,000 sure backlinks at your disposal for any site or page you want to rank, in any niche.

Having the power and automation of RankBuilder then gives you’ll full access to your properties and post to all 1,000 of them again whenever you want.

Not to mention the “link booster” feature automatically builds links to all your properties by turning them all into RSS feeds and submitting them to the top RSS feed aggregators. Every time you post to your network you get links to your backlinks automatically.

Now that's some serious link power that took you less than 2 whole months to build.

After 50 days, you don't even have to create any new accounts or properties if you don't want to. You just harness the power of your own network, now 1,000 properties strong.

What if you took this even longer to 100 days? In just a little over 3 months you will own a link building empire with a network of 2,000 properties.

On top of that, the two additional steps of the advanced link building formula will be building 100's of backlinks directly to your money sites and pages. Which will start to gain authority status and rank for pretty much any keyword you want.

Now let's take it even a step further...

Since you now have a network of at least 1,000 web 2.0 properties, you can use the link networks (Authority Link Network, Blog Blueprint, and UAW) to promote the web 2.0 properties you've built as well as your money site and pages.

After that the game becomes how many good link sources can find to extend and strengthen your current network.

I hope you've enjoy this report and that you'll put it to good use.