



# Backtrack SEO

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by Jack Humphrey

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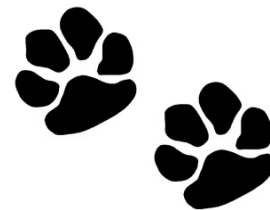
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## Contents

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- Introduction
- Pie Theory
- Dirty SEO
- Definitions
- Plugins
- Content Development
  - Your Content Development Plan
  - Bonus: Confessions of a Creative Marketer Webinar
  - Creating Linkbait
- SEO Steps for Every New Post
- Reverse Optimization Checklist
- Link Building
  - Context Links
  - Trackbacks
  - Social Buzz
  - Guest Posting
  - Blog Commenting Campaign
  - How To Find The Special Sites In Any Market





## Introduction

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By now you've caught on to the fact that I have found a lot of parallels between tracking wild critters in the wilderness and tracking what makes sites popular on the web.

The basics for both methods are the same: If you want to know how someone makes their living, whether it's a bobcat or a website owner, you start where they are now and backtrack how they got there.



For a wild predator, you start at the scene of a successful hunt. You work backwards to create a picture of how that hunt ended by tracking; putting together tracks and signs that the predator and prey left before the final moment.

On the web it is exactly the same. The predator is a successful web site. The prey is the site's readers. Though it sounds more menacing to put it that way, it should not be construed to mean that we are laying in wait to pounce on our readers and eat them. 😊

Our relationship with the people we want to attract to our sites is much more friendly. Instead of eating them, we want to build a relationship with them. They "feed" us (buy stuff) after we've given them something to consume in the first place (content).

*My goal with this course is to set you free from the stress and worry about the things other experts may be telling you about what you must do to get ranked in the engines.*

The process of Backtrack SEO is to study the habits and practices of successful websites along with the reactions left around the web by visitors of those sites to teach ourselves how to "hunt" rankings exactly like the owners of those sites do.

### **There Are No "Maybes" About This Method!**

I know there is a good chance you've bought products in the past where you have done what was taught to the letter and still failed to get results.

I want to be very clear on this point so that you can approach this method with an open mind. These days, a guarantee isn't enough because of all the junk being sold online.



This methodology, and the tactics that support it, simply works. Not because I say it does. Not because I have a strong “theory” about it. It works and has been proven time and time again by successful content sites **for over a decade**.

What you are about to put into action for your site(s) has more than enough years of research and demonstrative real-world trials behind it that, if it were a new drug to treat a serious disease, it would get priority FDA approval to go on the market.

The only way to fail to get results with this training is to sit on it and not put it to use for your business.

I’ve never been one to shy away from telling people that success takes work. Reasonable people know this. Life teaches us this.

- Buzz begets rankings.
- Happy readers are your SEO campaign.
- Content drives SEO.

And while I could have rented a Ferrari and parked it in front of an empty mansion to help convince you that my methods would make you filthy rich, I know that my market is a bit smarter than average and wouldn’t fall for that anyway.

If you happen to be a “dreamer” with more wishful thinking than work ethic, take a look through this course anyway. I’d love to be the reason that you finally got serious about your internet business and stopped leapfrogging from thing to thing, never getting anywhere.

Finally, my personal guarantee is not only that this will work for you, but that you will find yourself working the same or even less than you would using lesser methods that **seem** easy on the surface.

## Where Does Traditional SEO Fit?

You might think in some sections of this training that I disdain some or all forms of traditional search engine optimization. Pay attention to the context though. There are still uses for basic SEO which I will teach in this course.

They are the easiest to learn and implement methods of making sure Google understands where your content fits in its rankings. And they are all you need to know about traditional SEO.



The rest of what you will learn in the videos and in this short guide is based on a whole different way of looking at how to take a site from no visitors to lots and lots of them by focusing on what successful sites have done to become popular regardless of SEO.

You will see some wild stuff. I will show you how to find sites that have never conducted article marketing, directory submissions, hardcore link building, or any other commonly assumed tactics to become the biggest and best known sites in their market.

When I say “biggest and best known” you should assume that these sites have nearly all the keyword rankings they want in the engines.

Because, being popular in any way on the web means search rankings follow. That is the new rule of SEO. And this, despite all the geeky stuff that SEO experts say is necessary to achieve high rankings.

My goal with this course is to set you free from the stress and worry about the things other experts may be telling you about what you must do to get ranked in the engines.

I want to give you back the time you’d spend over-optimizing your site, over-spending on courses and consulting, and over-thinking your role in the optimization of your site for the engines.

That time is better spent on creating content that gets people excited about your site so they can tell their circle of followers, readers, and friends about it.

## **A Word on Link Building and Social Marketing**

I am a big time link junkie. Since writing Power Linking in 2002, along with several updates in the years after, I’ve been known for being a total link hound.

**Links are the threads that create the fabric of the web.** They are hard-coded. Meaning that no matter what search engines choose to do with their ranking algorithms, they will **always** have to pay attention to links.

What’s changed over the years where Google is concerned is that most links are not as important to them as the few types that I will show you how to get in this course.

One change that is important for you to know about is that Google has done a superb job of preventing *individuals* from artificially inflating their importance on the web through various techniques like mass directory and article submissions.



No one person can very easily inflate their popularity artificially. Google discounts most links that are achieved with software tools and content syndication services like article submission.

Popularity in the search engines is “crowd-sourced” these days. And there is little any one person can do to effectively rank for hundreds to thousands of keywords beyond creating great content. (I will show you how to put an army of readers to work for you so they can do real SEO for you.)

This is not to say you shouldn't put a video up on all the video sites that have your target readers on them. It is merely to say that Google will not give much or any weight to the links you get from those sites. Your goal in those situations is merely to connect to potential visitors **on their own turf** and get them to your site.

*There are sites on the web that millions of people know about and visit that have no sign of using heavy SEO methods to become as popular as they are.*

Real link building today is done by putting up content on your site that gets people outside your personal circle of influence to talk about it, link to it, and spread the word about it in their social circles and on their sites.

You will find this to be a constant for every popular site you encounter on the web: they are popular and well-ranked because of what their market thinks of them and says about them all over the web.

Since any link building you could do on your own won't impress Google enough to get the rankings you want, and they made this so on purpose, you simply have to go another route with your link building campaign. And that route starts with your content.

I will show you a site that became the most popular mommy blog on the web through content alone. She had no SEO training, had no idea what things like pagerank or link popularity were. Yet she was able to build a blog so big that she frequently got more than 1000 comments on her more popular posts.

All of that activity on and off her site led to massive search engine rankings for tons and tons of different keywords that her best readers would use to find her site. Why? Because Google watches what people say about your site and uses that to influence how they rank you.

This **includes** no-follow links and links Google clearly doesn't give weight to by themselves. The collective picture Google draws from the entire buzz on and off your



site, though, is another matter. That buzz is a **big time ranking factor** even if the links in it, by themselves, are not.

Backtrack SEO is about enlisting an army of promoters of your site by getting them to interact with it through great content and by getting them to talk about it and pass it around on social sites.

Again: NOT for the links in the context of traditional SEO! It is the ***chatter itself*** which **Google uses as a ranking factor** that is just as important, or more important, than the weight it puts on choice links you might get from really big, relevant sites – the kinds of links Google loves most.

## Reminders

Backtrack SEO is straight forward, low tech, but highly effective SEO for the rest of us. There are thousands of things you can learn about search engine optimization. Experts are rolling in data and tricks from years of testing, tweaking, and reacting to constant changes the engines roll out to keep spammers at bay.

This course was created so you don't have to spend any more time or another dime on any further SEO training and get ranked for lots of keywords in your niche.

**Backtrack SEO focuses only on the constants in successful search engine ranking:**

- Properly (lightly) optimized, quality content
- Links from relevant sites and content
- Social mentions or “buzz”
- Quality rules and always will
- Google will always try to verify the value of content through the eyes of the intended audience – no matter what tweaks they make to their algorithm
- Only a very few things are actually crucial to getting ranked. And that's what is included in Backtrack SEO.

**Will you ever need or want to become a professional SEO expert to get top 10 rankings?**

You might like it and want to know more, but you'll never **have** to know more than is in this simple course if you don't want to.



**Tip:** Don't become obsessed with SEO. A well-rounded, profitable business will demand that you keep your eye on several things. SEO is important, but only one of the things we all have to manage in the internet publishing business. That's why SEO has to be easy and flow naturally through a good content development plan.



## Pie Theory

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A baking company releases a new pie to the world. The most daring pie lovers try the new pie despite the fact that they already have a favorite pie. They love it. They tell friends and family and anyone else who will listen about this amazing pie.

Soon the company cannot keep up with orders for their new pie. They must expand.

Newspapers and magazines are calling non-stop to get interviews with the company which is expecting windfall profits.

The baking company's rival has been watching all of the action. They make OK pies. Why aren't their pies selling like that?

They hire a company with an important sounding name to come in and analyze the situation. The person in charge tells them, after extensive analysis, that it is a complicated situation. They will need more money for enemy pie purchases and testing to be sure. After a few days, the report is in: "Your motto is all wrong. Make it as close to your rival's motto as possible and your pie sales will increase."

The changes are made to the motto. Nothing happens.

Another consulting firm is hired. They are the best in the business and they mean it. After they ponder the problem, it becomes clear that the real issue is the color of the boxes in which the rival packages their pie. "The color of your rival's pie box evokes images of Grandma putting her pie on the window sill to cool on a cool spring morning. You must change the color of your pie box."

The latest pie, Mediocre Cherry, ships out to groceries in the new box color. Hopes are high. Sales aren't.

After many such attempts to combat their rival pie maker, a stranger walks into corporate and announces he has an idea as to why they are getting clobbered in the pie business.

"Your rival's pie tastes better. It seems that the crust-to-fruit ratio is slightly higher in the enemy pie," the man says. "It gets worse. Several other pie brands are using a new type of sugar found in the enemy pie. The end result is that their pie tastes a lot better



than yours. Make better pie, and you can deliver it in the ugliest box you wish, you won't be able to keep up with orders.”

After security escorts the clearly insane man from the building, the defeated pie company begins talks with their rival who is making an offer to buy them out at far below the desired price.

**Lesson:** It's not the packaging, motto, or anything else. The rival pie maker makes a better tasting pie. If it was packaged in the ugliest manner possible, it would still sell well because of the taste. No motto or marketing trick could turn off the sales. Their *content* is what their customers care about the most. They refer their friends and family to the pie because it *tastes* better.

Your site is made up of different things like the design (packaging), a list of “ingredients” such as categories and tags, and information about you, your product, or your service. And it is made up of content. Your rivals' blogs are constructed in much the same way. The only obvious difference being layouts, design colors, and other packaging variations.

*By watching the reactions of fans to their content, you can glean all the information you need to understand why the other blogs outrank you at Google.*

Yet the other blogs are more popular in the engines than yours. The fix is not to over analyze what they have or have not done with SEO, packaging or anything else that can be quantitatively analyzed.

The fix is to pay attention to their recipe for content. This is a **qualitative** analysis and quality is a ranking factor in Google today just as much as getting links from relevant, popular sites.

The qualitative data surrounding popular sites in your market is comprised of what people are saying and how they are reacting to the content. By watching the reactions of their fans to their content, you can glean all the information you need to understand why the other blogs outrank you in the engines.

You watch comments on the blog posts themselves, and also what people are saying about them in social circles like Facebook and Twitter.

This is some of the most important research you can do to find out exactly where your content needs to be in terms of substance and quality.



Since quality is in the eye of the beholder and the web gives us great ability to go directly to the beholders to get their reactions, your content quality can become directly informed and improved by watching what people say about your competitors' content.

It is most likely that many or all of your competitors don't know half as much about SEO as you do. Yet they rank better than you. So the difference **has** to be the buzz generated by content their readers love. It is the content they put up on their sites and how they engage their readers on and off their sites that makes the biggest difference of all.



### **Did You Know?**

Google makes its billions by providing a rich diversity of search results that its users find helpful and on-target. Google actually **WANTS** to rank you in the top 10 if you can provide them with a quality result that is highly targeted to the search term and what people want to find.

If you see search results that seem to be dominated by the same types of sites, big companies and portal sites, all serving the same kind of content, you must see this as an opportunity to help Google diversify those results by including your content in them.

If you are unsatisfied by the current results for a search, it is very likely others are too and that's not what Google wants. Give Google the opportunity to improve their results and they will rank you every time!



## Dirty SEO

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SEO is traditionally a method in which site owners who merely want to rank in order to make more money, but who don't necessarily **deserve** a good ranking based on their content, artificially inflate their importance in the market.

At some point everyone who tries hardcore SEO in favor of creating something people want to visit, whether it is black hat SEO or not, realizes that there are only riches waiting for the absolutely most skilled geeks.

The immense time and money wasted by normal people (before they inevitably come to this realization) either burns them out on making money with the internet or turns them toward things that others tried to tell them along the way that they ignored.

*People wouldn't need SEO at all if they had sites that were worth visiting in the first place.*

It happened to me. I ignored people who told me to build a real business. To buckle down and work hard. That I'd be thankful and proud of the work I had done and that there would be reward in it.

I ignored them for the first 2 years I was online. I tried all kinds of scams and fantastic-sounding get-rich-quick schemes. After failing to get serious for such a long time, I should have packed it in. Statistically that was the best bet on my fate.

But realizing that I was unemployable, too much of a rogue to do anything else, I started listening to people who had come before me and been through what I just had.

I still dabbled for a couple more years before writing Power Linking, but I had begun working toward making the web my living and was willing to do whatever it took to get there. I finally realized that I wasn't doing whatever it took. I was only doing the easiest, most insincere form of marketing instead of what it really takes to make it online in a big way.

### **The most common methods of traditional SEO are:**

- Submitting the site to hundreds or even thousands of directories
- Insincere blog commenting for the sake of links
- Massive forum posting for the sake of links alone
- Writing low quality articles and syndicating them to article directories
- Getting links from any kind of site, no matter how irrelevant it may be to our own



In the past, these types of SEO tactics had to be used even for sites that delivered great content because Google was all about the numbers. The raw number of incoming links, namely.

The only way for Google to determine how much people liked a site was to count the number of links pointing to the site from other sites.

Today, the game is completely different. Google can see your site **exactly as human visitors do**.

## How?

They watch what real human readers are saying about your site on social networks and other sites and they've greatly improved how they weigh the importance of links from other sites.

*...the more you pay attention to delivering content that drives readers mad with glee that they found your site, the better your rankings will be.*

No longer can you submit your site to a bunch of directories and get a big boost in rankings. Nor can you just get links from any old site on the web and expect higher rankings.

You also cannot slap up content that has the right keywords but that doesn't move people to comment, Retweet, Like, or otherwise share with their followers on their own sites and in their social circles.

Relevance and quality are the **clear determining factors** Google uses to analyze where your content should show up in their rankings. And they are darned good at matching their rankings with what real people think of sites. Not perfect, but good and getting better all the time.

So if SEO is predominantly about how to manufacture good rankings by tricking Google into thinking you are in the same league as competitors with great content, (and the only people able to pull off such feats are those with deep pockets or an abundance of time and patience), it stands to reason that the great equalizer in all of this is shooting for nothing less than brilliant content development and delivery.

***While that may sound like a daunting task (which is the #1 reason SEO seems so sexy and sells so well) it really isn't as much work as traditional SEO is.***

Knowing what to deliver to your market to drive them crazy and get them talking about your site sets you up for success far beyond what a couple of short-tail keyword rankings can get you.



The irony of all of this is that the less you pay attention to traditional SEO, and the more you pay attention to delivering content that drives readers mad with glee that they found your site, the better your rankings will be.

Moving our focus from the search engines as a determining factor of how and what we publish on the web to a laser-focus on what drives our market wild is the new SEO.

This ultimately means that there really isn't much need for SEO anymore. Great content should be the goal of anyone who wants to rank for hundreds or thousands of keywords in the first place. Traditional SEO will never accomplish such a feat for a website.

And for great content, you don't buy tons of courses on SEO. You learn what your market deeply wants to do, see, hear, or read and you provide it to them.

Google **always** follows suit and gives you the rankings you deserve when people are moved to pass links to your content around the social web. And also when **other sites** are *forced* to talk about and link to you for fear of being seen as out of touch and irrelevant by their own readers.



## Ultimate Proof That You Don't Want To Do Traditional SEO

The most successful sites on the web got all their links by being well-liked for what they offer. The traditional SEO approach tells us to find who is linking to a competitor's site and then go to those sites and manually try to get links from all of them.

This is definitely the wrong way to go. The popular site you are backtracking didn't do it that way. It is impossible to get all the links that popular sites have by getting them manually (begging for links truly sucks, in case you haven't had the pleasure of finding this out first-hand).

This is where traditional SEO breaks down big time. Rather than recommend that you work on content along the lines of what made the popular site popular in the first place, you are asked to try and get links one by one the hardest way possible.

(And to a site that probably doesn't "deserve" to rank in the first place because you haven't had time to develop great content while spending almost all your time on link-begging!)

**On the flip side, leveraging your social network and kicking out content that your market will drool over, you can generate tons and tons of links without begging for a single one of them.**

This is so much more powerful than link building the old way that it is amazing to me more people don't talk about it as the ONLY way to go!



## Backtrack SEO Video Training

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Watch the videos now, and then proceed to the rest of the written training in this guide.

(Your videos are located on the download page you were taken to after purchase. You may download them to your computer on that page OR view them straight from the page itself.)

### Video Training

1. Introduction to Backtrack SEO
  - a. Hiding in plain sight – What is Back Track SEO?
  - b. Universal Keyword List
  - c. What all popular sites have in common
  - d. Getting 100's to 1000's of keyword rankings
  - e. Traditional SEO explained
2. The Basics of Ranking
  - a. Foundation content
    - i. Lists
    - ii. Keystone content
    - iii. Linkbait
    - iv. Tools, Freebies, etc.
  - b. Wordpress setup
    - i. Plugins
    - ii. Ping list
3. The Easiest, Fastest SEO – Reverse Optimizing
  - a. How to do Reverse Optimization
4. Case Study – Live Results And How It's Done On Real Content
  - a. GoWayneCounty.com
  - b. Takeaways

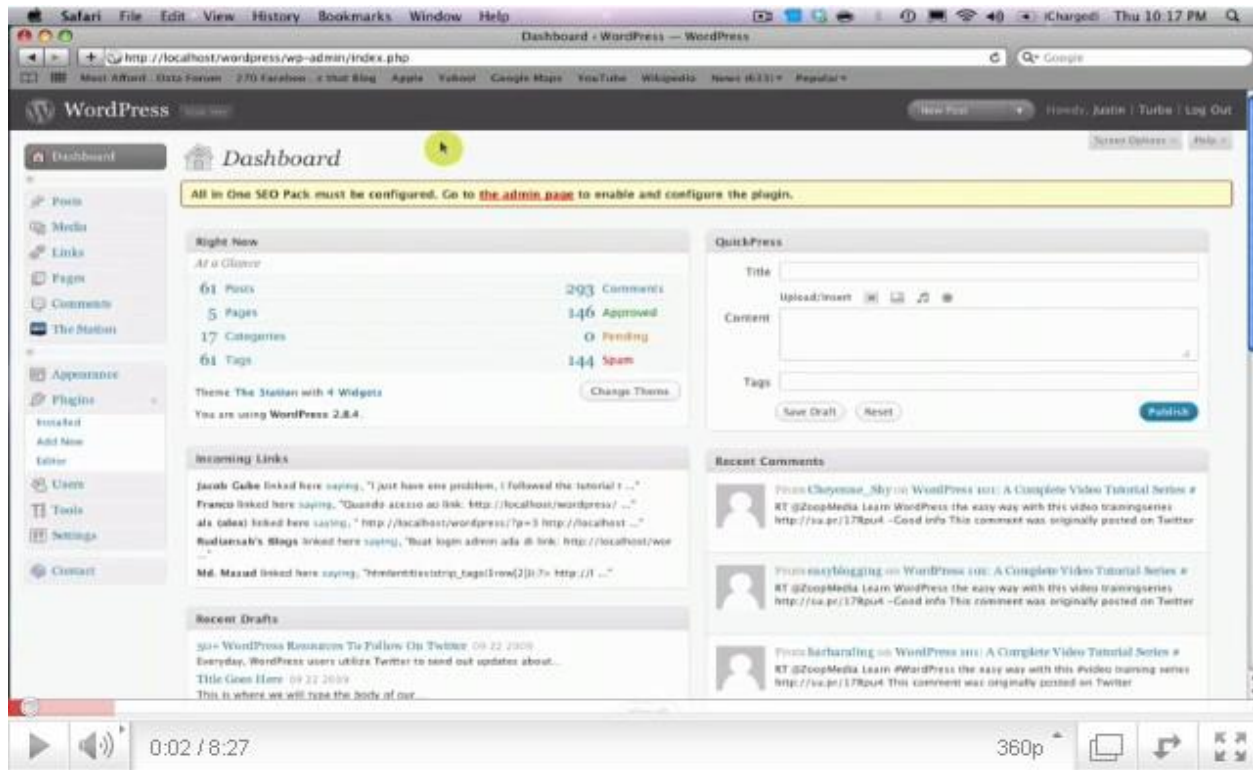




## Blog Setup - Plugins You Need

Install: [All In One Seo Pack](#)

Configure: [Watch this video](#) to learn how to setup and configure All In One SEO Pack



### Social Plugins

A quick search on your Wordpress plugins dashboard (click "Add New Plugins") will display a lot of choices for getting your blog to interact with Facebook and Twitter.

If you want to update a lot more social networks, including the two big ones above, check out the [PingPressFM](#) plugin and set up your [Ping.fm](#) account.

Then every time you post to your site, you will automatically update all your social sites with a link back to your new content.

### Update Your Wordpress Ping List

[Go here](#) to learn about your ping list and how to make sure it is pinging all the best ping sites on the web.



## Content Development

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Here's where you will be spending the majority of your time. Because you are saving so much time not worrying about labor-intensive, low-to-no-return methods of SEO, you should now have enough time to research and think deeply about what your site offers in content.

Remember, this is how most sites have become popular on the web. Sites run by people who have no SEO training at all, yet rank for all the keywords they want and enjoy the traffic they need to make their web presence profitable.

By watching what your competitors (the top sites in your niche) are succeeding with, you will find tons of content ideas for your own site.

There is no way to cheat your way to the top without creating compelling content. No site on the web has reached massive popularity in their market by using tricks and gimmicks. (Unless you count compelling content as a trick or gimmick.)

*Content IS SEO!*

This has to make sense to anyone who is taking an honest, open look at how internet popularity works. I know how tempting it can be to think there must be a trick that can get your site instant popularity. With all the hype around so many products and courses that claim this to be true, it is hard not to believe them.

But you don't have to be an expert to know that the sites you visit and love have many things in common. None of which include a trail of tactics that marketers teach beginners in internet marketing or blogging.

You can prove this to yourself in many ways. The best way is to backtrack the most successful, popular site in your niche and see for yourself that it got popular by being respected and loved for its content.

Most site owners' first reaction to this news will inevitably focus on how much "more" work it is going to take to create compelling content for their site(s).

**Believe me, all other methods of ranking are a lot of work too.** There is no easy button in this business if you want to own a popular site ranked for tons of keywords.



**While some people may find this to be a bummer, I look at it like this:**

Now you know what it *really* takes to succeed in the internet popularity game. No longer must you wonder what popular sites are doing, or have done, to get where they are today. No more guess work. No more working hard on something *hoping* it will get you results.

You now know what it is going to require for you to get your site(s) the popularity it will really take to make them profitable. That should be a HUGE relief to you. You know the secret – a secret to success that’s been well-kept by a mass of misinformation even though it has been hiding in plain sight.

Now all that’s left to do is get down to the business of researching what works really well in your niche and creating similar types of content for your site.



## Your Content Development Plan

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Having a content development plan you are confident will get you the results you are looking for is also a massive relief. It can really slow you down to constantly second-guess the very methods you are using to try to rank in the engines while you are doing the work.

Here, you will be able to create content, unhindered by doubt, even if you *think* you are not very good at creating compelling content.

That's what this guide is for. To help you understand that **you do not need to be an excellent writer, video producer, software developer, or interviewer** to create content that people flip out over.

Once you find out what your market desperately wants to see/know more about, and you apply the content development techniques you learn here, you will find yourself creating some great stuff without being Henry David Thoreau or Martin Scorsese.

And you will find that the burden you imagine that content development is going to place on you is, in fact, not that big a deal after all.

You (or your assistant) can blog like the pros in quality *and* quantity knowing the tactics in this guide regardless of your background or experience.

So let's get started!

**Here is a list of content development brain joggers to get you going:**

1. Your keyword list derived from the top searches on Google. [Use this tool](#) to compile a list of keywords most important to write about on your site.
2. [Google Alerts](#) – set up for keywords you want to rank for to find content and new sites that might be doing a great job attracting readers and links with content.
3. Develop a list of sites you watch regularly to see what they are posting and watch the reactions such as # of Facebook “Likes,” retweets on Twitter, mentions on GoogleBuzz, etc.
4. Set aside time each week to do a meaningful piece of content. It doesn't have to be original and you can use tools like [Utility Poster](#) for some of the content, but it must be link-worthy and buzz-worthy.
5. Create “[utility posts](#)” and lists of resources such as “The top 10 sites to find out more about \_\_\_\_\_” or “The 10 best apple pie recipes.” There should be countless things in any good niche to make resource/lists posts on.



6. Post something on your site every day with one significant piece every week. Post and schedule new posts if you want to get a week done in advance. The more content, the more words on your site, the more keywords you can rank for and the richer your reader experience can become.
7. Don't be afraid to pick up an idea from another successful page on the web. Put your own twist on other successful blog posts or create a better free app than the ones you've found on competing sites, for example.

Content that makes peoples' lives easier, more fun, or saves time is great linkbait. It can be a web app, a video or written blog post. Explore these possibilities thoroughly and constantly to come up with things you can put up to drive visitors crazy with excitement.



## **BONUS: Confessions of a Creative Marketer Webinar with Dean Hunt**

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In this webinar I did with Dean Hunt, you will learn how to be creative without having a creative bone in your body.

You will be able to come up with killer headlines and great ideas for content that your market desires. Dean is one of the best webinar experts I've hosted for sheer value and actionable content. And, the webinar itself proved to be just the kind of content we're talking about based on the volume of positive feedback we got afterwards from attendees.

### **On this webinar, you will learn:**

- How Dean Got On The Digg Front Page
- Dominate all Social Media Sites
- Get Huge Amounts of Readers
- How to Come Up With Creative Content Ideas
- Become an Authority & tons more...

**Windows .wmv 1 hour 19 minutes**

**[Confessions of a Creative Marketer](#)**



## Easy Linkbait Tactics

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### What is Linkbait?

Some say “Linkbait” and I say linkbait. At the end of the day, it is a piece of content that is built to get a lot of attention and links. Not just links from other relevant sites, which is very important, but also mentions on social sites like Twitter and Facebook.

Now, the idea of linkbait is nothing new. I’ll show you many examples of various types of successful linkbait content in this guide.

The problem is creating it. People just freeze up when they think about spending time and effort creating a good piece for their sites.

Which is kind of weird because it doesn’t have to take any longer than it did many of the individual steps to set up their site in the first place. All of that effort on building and designing the site is for nothing if you don’t put some killer content on it to make it popular.

Still, we are all pressed for time, so I’ve written this guide to help speed up the process of brainstorming and creating linkbait as fast and efficiently as possible.

### Here are examples of linkbait in different formats:

**Video:** [Google’s Ninja Unboxing](#) (If you have video skills, otherwise check out a simpler, lower budget linkbait video like [this one](#).) That’s a guy and his blender – pretty simple concept.

Most moderately successful linkbait pieces, in comparison, are when you find something people really want to know about and make a screen [capture video demonstrating how to do it](#). [Here’s the original](#) which was my first video to get over 100k views.

Those are my bread and butter videos and the simplest things to make. All you need is a screen capture program like Camtasia and something to show people on the screen. Can be Powerpoint or a simple how-to demonstration on the web or on your desktop.

For getting the linkbait video on your site and away from YouTube so people have to link to your site instead, I recommend the video hosting and other tools at [GVO](#).

**Lists:** Lists are just that – lists of things, tips, or places on the web people can check out the best, top, coolest, funniest, moving, important content. My [video sites list](#) is a



great example. I go enough links to that page to give me #1 rankings for tons of keywords related to “video sites” as a core keyword.

Again – think about the most desirable content your market is asking for in forums, blog comments on other sites, and searching for in the engines and give it to them.

When you start getting comments like this “I’ve been looking everywhere for this information and finally found your post. Thanks!” you know you did a good linkbait piece.

When you do a search that fails to turn up a satisfactory result in the top 10 for a topic, you have an opportunity to create content that will become the “star” of that top 10 results page.

**Google wants it there. Your potential readers want it there. All that is left is for you to create it and “seed” the market by getting the buzz, links and mentions of it up among your personal network of friends, followers, and peers.**

The necessary linkage and buzz required to boost it to the top 10, possibly requiring a little reverse optimization, should follow if the content hits a nerve in your market.



## More Content Creation Tips

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**Mission:** To come up with content that both satisfies your readers and worthwhile, possibly link worthy content and the search engines while making the process as quick, easy, and painless as possible.

[Dosh Dosh](#) - How to Effectively Create Content for your Niche Blogs: An Introduction and Guide

[Prologger](#) - How I Generated Over 6000 Ideas to Write About on My Blog in 15 Minutes

A note on Darren's post – have you noticed how much people in the marketing community talk about **keywords** being the sole factor in coming up with ideas for content?

And it's only heavy duty marketers that do this. One of the biggest lessons I've learned from Darren over the years is that it is NOT all about SEO or keywords being the determining factor of what to put on our sites.

These "pure bloggers," who are also about as popular as people can get in their niches, don't look at SEO as much as they look at how they entertain or inform their readers.

They build popularity solely through their content and the rankings follow. This means they don't spend an iota of the time others do on SEO. They spend the bulk of their time thinking about how to make their sites **popular with readers** and grow their base by having their readers pass their stuff around on Digg, Facebook, Twitter, and thousands of other sites.

[Prologger](#) – Sourcing Quality Content... Continuously

This Mommy Blogger [has a few killer tips](#) on "coming up with a gazillion" blog post ideas.

[North x East](#) – Powerful, sometimes obvious tips that we always tend to forget about and need reminding of.

[Copylogger](#) - Blog Content Checklist



## Utility Posts

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**Tools for finding great sources of current news and information in order to build quick, compelling content for your site(s).**

One of the misconceptions about how successful bloggers create content is that they slave away day and night coming up with original content for every post they make.

This is less true today than it ever has been. Even the most prolific writers that I've followed for years have scaled back greatly in the amount of original content they post.

With the SEO and direct traffic links I've gained for the Friday Traffic Report, I'm down to around one post per week and my traffic has leveled off to around ½ a million visitors per year. You can get to this point as well after you've reached "critical mass."

Until then, you will need to post as much as possible to build up your following, links, and popularity for being one of the most important sites to visit in your niche.



To do this, you must have ways of coming up with content on the fly that takes very little time to compile but still satisfies your readers and the engines. This kind of posting is what I call utility posting. It is the content between your original stuff and linkbait posts that keeps your site current and interesting while giving you more opportunities to rank for more keywords.

So now you have this keyword list which tells you some of the more important searches your market is conducting. It should be a fairly large list of keywords if you have an active market.

How can you turn this list into something that can benefit your site? Create a utility post content development plan around the keywords for which you will not create original content such as linkbait.



The day you want to get a utility post up, you can quickly check your list and come up with something to write about. (Don't forget that you should also be compiling a list from your surfing and research about the things people are asking about and buzzing about in your niche as well.)

**So you should have 2 sources for coming up with a post idea on any given day:**

1. Your keyword list.
2. The buzz and current or breaking news you find in your daily monitoring in and around your niche.

All that is left is using tools to get posts together around keywords and topics that don't require you to write all the content.

**Recommended Utility Posting Tools:**

[Zemanta](#) – A free Firefox add-on that watches what you are typing and recommends more content from other blogs and photos from Flickr. This tool dresses up all of my posts on all of my blogs and I don't have to spend time looking for great sources of related content from other bloggers (this also gets you trackback links!) or sources of great imagery to use in my posts.

[Utility Poster](#) – A tool I had developed to make putting utility posts together drag-and-drop easy. Grab content from blogs, YouTube, Flickr, and more and simply drag them into your Wordpress post editor to create really slick, informative content, increase your trackback links, and do it all in less time.



## SEO Steps for Every NEW Post

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### Post Title

- Main keyword phrase in title – the closer to the beginning of title, the better.
- Shorter titles are better than longer titles.
- Use pieces of main keyword phrase in title like this when possible:
  - Leash Training For Hard to Train Dogs
- Use related keywords in title like this:
  - Leash Training For Hard to Train Dogs

### First Paragraph

- Use main keyword phrase in first sentence of first paragraph. Use phrase pieces and related keywords as well as long as it reads naturally. Example:
  - Leash training your dog can be the most frustrating training exercise for you and your dog.
- For the rest of the paragraph, write with related keywords in mind. To expand on the above, you might include words and phrases in the remaining paragraph like: puppy, trainer, train, type of collar, type of leash, choke collar, training method, etc.

### Post Body

- Write naturally, get the job done, and focus completely on solving the problem or getting the point across. Keywords will come out naturally – don't force it.

### Final Paragraph

- SEO and the “Rules of Writing” you learned in high school play well together: Tell them what you're going to tell them. (paragraph 1) Tell them. (body) Tell them what you told them. (last paragraph)
- Now is your chance to re-write your first paragraph, telling them what you told them, using the same keyword phrase and piece method used in first paragraph.

### Images

- Use at least one image in every post you make.
- Use your main keyword for the name of the picture (leashtraining.jpg)
- Use main keyword for the “alt-text” of the image.



- Use captions to describe the image and use related keyword phrases or pieces of your main keyword phrase in caption.
- If you use multiple images, change the file name and alt-text so no picture has the same keyword phrase. Use supporting, related keywords for more than 1 image per post.

## Tags

- Tag your post with your main keyword and relevant keywords and phrases.
- Do not tag blog posts with more than 5 tags.
- Don't repeat keyword phrase or pieces. Use distinctly different tags.
- Think of tags like a list of related posts or more information on related topics.

## A Note About Categories

Blog categories aren't as important to search engines, namely Google, as they once were. Your categories should be set up first and foremost to cover just the distinct topics your blog focuses on and nothing else.

You can, and probably will, use keywords because those are usually the best description of the kind of information you put in those categories. But you don't want to just slam your blog's sidebar with tons of categories from your keyword list.

Make your categories only what you are going to write about frequently on your blog and title them according to the best description of what posts you put in those categories. Don't force keywords and keep category titles to one or two words.

**TIP:** User experience is another factor in generating a quality experience and getting people to talk about your site while directing them to the most important parts of the site.

Uncluttered sites are the most effective at generating revenue. Getting people on your list is the #1 priority for the vast majority of non-anchor sites. Monetize your site primarily through your list and only lightly advertise affiliate products on the site itself.

If your content is up to snuff, you will find people largely ignore banner ads and links unless they are directly related to the content itself. And the best place to put them in that case is in the content itself. Not by littering your sidebars with tons of flashing, obvious advertising.



## Reverse Optimization Checklist

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Once your post is published, get on with other tasks like creating more posts, social marketing, link building, etc.

You need to incorporate something into your work days from here on out: checking your stats to see what recent posts are getting a little bit of traffic from the engines.

### Here's the process:

1. You notice one of your posts is getting 1-2 hits per day from Google.
2. Go find where that post is ranking at Google.
3. If it is on pages 2-4, you have a candidate for reverse optimizing.
4. Apply the reverse optimization method from the training videos to the post and re-publish.
5. Go get some good links to the post from blog comments, other sites and profiles you have, and if the post could be turned into a video, strongly consider creating a YouTube video with a direct link back to the post page in the video description.
6. Put the post on a "watch list" and remember to check for upward movement starting in the next 48-72 hours.
7. If you only move from, say, page 4 in Google search results to page 2, the solution is likely that you need more social mentions and links. Don't tweak your page content too much beyond this point. Google likes it. To make Google LOVE it up to the top 10, you must demonstrate that others love it by getting links to the post on social sites, blogs, and other places related to your topic.

**There is nothing more to it than that. Don't over complicate this process or add/take away steps. It really is this simple.**



## Link Building

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This course is not meant to be the end-all for link building education. I assume you are either savvy to good link building tactics already, or are in the process of learning link building for good SEO.

If you aren't sure you're up to snuff in proper link building tactics, check out these resources:

- [1 Hour Link Building Workout](#)
- [Linkbait creation resources](#)
- [21 Tips To Increase Blog Traffic](#)

## Building Your Social Circle

Very large ships have engines so large that it takes a smaller engine just to start the big one.

For us, the way to start up the bigger “popularity engine” is to grow and tend to your inner circle of peers, fans, and followers who can help you launch new content onto social sites.

So make sure you are making quality connections and tending to your best readers – engage them in conversation on your site and take care of them in every way you can. They will be instrumental in helping your new and old content get noticed by everyone else.



Grab a copy of The [Authority Black Book](#) for a primer on Social Marketing.

It's free and has been used by over 100,000 people to get more links and social buzz.



## Context Links

These are the Holy Grail of links and you need as many of them as you can possibly get.

They are links that show up on sites relevant to yours in the content, such as a blog post, with your keyword, like this:

Jack Humphrey is a [blog marketing expert](#) with over a decade of experience in SEO to share with his readers at FridayTrafficReport.com.

### Notes on the above:

The link “anchor text” is vital. “Blog marketing expert” being in the anchor text of the link is what Google sees as a vote for the site it points to being highly relevant to what the site is about.

When you try to get links from other sites to posts within your site, such as <http://www.yoursite.com/latestblogpost>, it is vital to get the person linking to you to use the best keyword phrase possible to describe to Google what it should expect to find on your page when it follows the link.

### **The best way to get context links is to guest post on other blogs.**

Take the time you’d normally spend writing articles for article syndication and start pitching topic ideas to big blogs in your niche that have the traffic and search engine juice you desire, and get to work on that. Most of the big bloggers today got where they are in popularity and rankings by guest posting a lot in the beginning.

**The more you guest post, the more your rankings will come up in the engines, and the more traffic you will generate from both engines and directly from the sites that have your customers on them!**

## Trackbacks

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### [Watch This Video On Trackbacks](#)

Trackbacks are a way to get desirable anchor text from other sites at the bottom of relevant posts on other sites. When you link out to another blog, it comes to them in the form of a comment to be moderated. Most blogs are set up to automatically “ping” other blogs when they link to them.



**For example:** if you post on your blog right now and your post contains a link to my blog, your blog will send a ping to mine and let me know someone has linked to me. I will go into my comments area and see that link. I click it, check out what you said about me, and come back to my blog and approve your trackback just like a comment.

The link that shows up won't be your name, like a regular comment you make on someone's blog. It will be the TITLE OF THE POST that you linked to me from. Having good titles for your posts then becomes very important for SEO when using trackbacks to gain valuable links.

## Social Buzz

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Google very much watches who is talking about you on the social sites, be it Twitter, Facebook, or any of the thousands of smaller social communities and tools on the web.

Remember that Google cannot determine something subjective, like "quality," on its own. It uses the feedback and comments of real people on their social profiles and status updates to help determine the popularity of a site.

It is important that you have all the tools on your blog necessary to make it easy for people to share, like, and bookmark your stuff.

In this case, it isn't the links themselves that are important as much as the "buzz" that is generated by your content on social sites all over the web.

For example, Google may or may not give you a boost in rankings because someone talked about you on Twitter. It depends on who's doing the talking, but for the most part, it isn't the link itself you are gaining from, it is the fact that someone talked about you on Twitter. Or retweeted your post to others who retweeted and passed it on as well.

Google will always try to derive any metrics it can from social buzz. It even watches the text around raw links to determine relevancy in lieu of anchor text which isn't possible on sites like Twitter.

**Example:** Bob just posted the best info ever about prostate cancer <http://bit.ly/12345>

With Twitter, you cannot use anchor text links. ([Like This](#))



Google knows this and changed their algorithm to take into account the words surrounding the raw links on Twitter updates to form an idea of relevancy to the page the link in the tweet points to.

## Blog Commenting Campaign

Blog commenting is still a very successful way to grab links that matter to you. Both for the direct traffic they send and the search engine juice you get from some blogs that do not partake in the “no-follow” campaign Google started a few years ago.

## What is No-Follow?

No-follow is a special instruction to Google to disregard a hyperlink. i.e. – Google will note the link and they will check where it points, but it supposedly doesn’t pass page rank factors on to the site being linked.

And I’ve always said “Big Deal!” Links are not just for influencing Google to rank your site or pages on your site higher. They are also very crucial for **getting direct traffic** and **becoming known in your niche** among peers, competition, and possible new readers.

***Even though this guide is predominantly about SEO, I place heavy weight on non-search engine generated traffic as well. Many of the things you will do in your Backtrack SEO campaign will result in traffic in addition to search engine traffic from higher rankings.***

And this is why I don’t teach people how to tell if a site is a “no-follow” site or not. I do not want you becoming obsessed with only commenting on blogs that are “do-follow” and ignoring incredibly valuable places to comment simply because of their policy on linking.

**Everytime you comment on a blog it will be because of the following factors:**

1. It has great traffic.
2. It has lively community of readers and commentators.
3. It has rank in the engines.
4. It is talked about by others with words from the Universal Keyword List.



5. It is owned by someone you'd like to notice you and your blog for possible guest posting or other reasons you'd like to build a relationship. (I cover guest posting a little later in this guide.)

## How to comment on a blog...

Seems silly to have to cover this, but I've noticed thousands of people trying to comment on my blog over the years who have no clue what a blog owner wants to show up in their comment stream.

You might not believe how many "Great post!" comments I've had to delete over the years. And they weren't all spam. A good number of them were from people I verified were real, who had real sites they really wanted people to visit.

They just didn't know you have to give a little more to the conversation than "Great post" to get on my or any other serious blogger's radar.

## Here are the top tips for blog commenting:

1. **Have something to say.** Don't just find a great blog that fits the bill and scramble to find the best post to comment on. Be part of the conversation, add something to it, praise the author, and don't be patronizing just to get approved. i.e. – comment like you really mean it.
2. **You always get to leave a link** – so leave a link to the last post you did that best fits the conversation on the blog you are leaving a comment for. The more relevant your link back to your site is to the convo, the more appreciative and interested people are going to be when they click through. It also helps Google see you as relevant by linking back to a similar post on the same or similar topic.
3. **Part of your commenting campaign needs to include your social sites.** Don't just always link back to a page of your site. Link once in awhile to your Twitter and Facebook accounts or pages. If you publish on Squidoo or HubPages, spend some time when you're commenting linking back to your pages on those sites as well. The more juice you get from them, the more you get FROM them back to your site.
4. **Do this regularly!** Everyone does this commenting thing and then stops. You have to continually engage in conversations that your likely readers are engaged in on other blogs. Every day should have some time dedicated to checking out the top places in your niche and commenting when you have something good to say about a recent post. If people don't click your link the first, second, or third



time, they often start clicking once they see you are a regular commentator and more serious than the rest of the bunch.

5. **If you are a “Type A” person, create a schedule where you drop everything for 30 minutes or so per day and just read and comment on blogs relevant to yours.**
6. **Blog commenting is going down across all niches!** Why is that exciting for us link builders? Less competition! More people reading our comments. Less “link dilution” per post, meaning more possible link juice from Google. People are starting to comment on things more and more on social networks. Sharing links on Twitter instead of taking the same time to comment on the blogs themselves. This spells opportunity for us. Take advantage!
7. **Bait for more visits.** Your comments should tell readers they might want to click over to your site in subtle ways. The wrong way would be to say “Hey click on my link!” The right way would be to include something like “I just posted about this as well. I can’t believe how few people are talking about this issue!”
8. **Once again –** Disregard whether or not a blog is using “no-follow!” By the law of averages, AND if you are commenting the right way using these tips, you will end up commenting on plenty of blogs that don’t use no-follow and get link juice as well. In either case, you will be commenting **to get direct traffic** so there are **great rewards in commenting in all the most important places** in your market regardless of whether they are no-follow.



***“Backtrack successful sites, implement their tactics, rank!”***



## Guest Posting

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This is a tactic that many now-major players used to become very popular on the web by piggy-backing on established sites' assets.

The quickest way to skyrocket your site's popularity and rankings is to guest post on sites that have everything you don't:

- They have a social network ready to buzz anything they like on their site
- They have rankings that drive a lot of traffic to their sites. Traffic that will be viewing your guest post and clicking over to your site.
- They are trusted and established with Google. When it sees a link to your site from theirs, it will give the highest possible weight to that link as a reliable, relevant "vote" for the value of your site.

## Getting a Guest Posting Gig

Many now popular bloggers went around to every popular, relevant site in their niche and pitched an original content post idea to them to land their guest posts.

The best tactic to use is getting to know what the current conversation is on each site you target. That tells you what the owner of the site is most focused on and interested in, along with their readers.

Come up with an idea for a post that would be perfect to support what their readers are giving the most comments/feedback on, and pitch that to the site owner through their contact form.

DO NOT write anything other than the idea for the guest post. If you are rejected, you don't want to have anything more invested in this than pitching the idea.

When pitching the idea, call up recent quotes from readers or the blog author and show them that you know their blog and their readers. That you've been a reader yourself and have a great idea for a post you could write for them.

Every pitch you make will be unique and relevant to the blog you are pitching to. When you get the OK to write the post and submit it, you will want to spend quality time putting it together to make it a really great piece.



Remember that you will be in front of all of their readers and you will have the chance to get a ton of buzz and links out of your effort. So really go to town and make sure you create something that is of the quality their readers are used to or better.

## **How much guest posting should you do?**

If I were to pick one off-site marketing technique over all others to generate the fastest results in direct traffic and SEO benefits, it would be guest posting.

You should have pitches out to important, high traffic sites in your market at all times in the beginning. The more the better for you and your site.

If you only guest posted and nothing else, you'd see tremendous benefits from the added links, social buzz, and direct traffic it would generate.

More so than any other method outlined in this course!

So, if writing is your strong suit, guest posting could be your #1 link building and buzz generation tactic.

If you aren't as confident in your writing, please remember that you can pitch "list" style posts as guest posts as well. These require less writing and more research. And they are posts that anyone can do, regardless of your writing abilities.



## How To Find The Special Sites In Any Market

I said earlier that you don't want to find the backlinks of popular sites in your niche and, one by one, try to get the same links by begging or otherwise working hard to get them manually.

There is an exception to that statement. While you don't want to manually come by each and every link you get, there are reasons to work on certain sites to get valuable context links from them.

That's where guest posting comes in. It is also where "whatever it takes" comes in. On these kinds of links you will want to spend days, weeks and even months developing relationships with site owners to earn a coveted spot on their site.

But my approach is not to go after just anything that looks promising. I seek out the "king maker" sites that, with just one mention or link, can change your daily traffic levels in an instant while giving Google a whole new view of the value of your site.

Here are the tools I use to determine whether a particular site makes the cut for this type of link building:

### [SEO for Firefox](#) by [SEOBook.com](#) (Aaron Wall)

This toolbar will give you a wide-range of angles from which to view a site for its SEO strength. And most importantly, it does it automatically, right in your browser, for any page of the web you are on at the time.

So I use it not only to determine if a site is generally popular enough (something you usually know just by looking at things like how up to date it is, how many comments, likes and tweets it is getting, etc.) but **which particular pages** on the site are the most important and could yield the highest benefit to my site if I were to get a link from them.

### You should know who to check out with this tool already...

If you've done even cursory research on your market, you should already know who to go after first. Not knowing your market well enough to know the players before you buy a domain and build a site in the first place is a major no-no.

Go to the players in your market and use this tool to check their overall links and then check out their most popular posts. That's where you will want to start commenting.



And it might tell you everything you need to know about whether you want to appear on a site as a guest poster.

It might take a lot of commenting and regular interaction before you get an email returned from the site owner or admin about guest posting. But this is the ONLY type of manual link building I consider spending much time at all on.

Some of the biggest bloggers today started out blogging on their own site and guest posting on popular sites around them exclusively. It was their only major component to becoming popular with new readers and the search engines.

It absolutely works if you do it right.

Part of doing it right is making sure when you spot a new site that has potential, you use a good tool like Aaron's to pick through the site and make it prove out, or not, and decide whether to make it a hot spot for your attention or move on.

The details on how to use the toolbar and everything it can do to give you a complete picture of a site's popularity are included in Aaron's documentation. Get it installed immediately and get to know it. You'll find yourself becoming very dependent upon it in a matter of minutes to tell you much more about sites you are researching for link building and guest posting.

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## [Compete.com](#)

Use this to see traffic stats for any site. Also included in the toolbar above, but worth bookmarking nonetheless.

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These tools will allow you to quickly assess the value of a site for possible guest posting, blog commenting, and other networking you might want to do in order to secure killer links from killer sites.



## Final Thoughts

Despite what you may have seen on the Discovery Channel or Animal Planet, predators are not nearly as successful as they appear when hunting prey.

The vast majority of hunts end with the prey getting away. That makes for boring television, so you only see the successful hunts for the most part.

With Backtrack SEO as well as any form of SEO, you will miss your prey (rankings/links) at times.

This is perfectly normal. The thing is, you are NEVER wasting your time even if a page of content you wanted to rank doesn't make it into the engines right away.

You still had to satisfy your readers with that content and you got something up that should have done just that, even if the only benefit at the moment was keeping up your publishing schedule. You still got work done that very much needed to be done, even if you struck out in the engines for the moment.

I say "for the moment" because **your collective work on your site and content will bring up the value of all of your pages** and a great many of them will begin to rank over time as you go after more popularity.

This is a luxury the mountain lion does not have. When he strikes out, he has to start all over again until he succeeds in feeding himself.

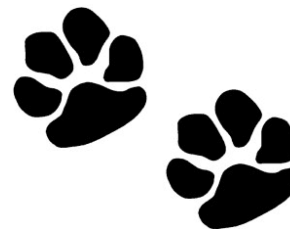
If you'd like to really ramp up your efforts and continue your education in blogging for traffic and rankings, you should check out my members-only site; [Blog Success](#).

This is where you will find lots of fellow Backtrack SEO enthusiasts and get further training on content development, SEO, and becoming an authority in your market!

(As a Blog Success member you also get a free copy of [Utility Poster](#) which I mentioned as an important tool in this guide!)

## Happy Tracking!

-Jack Humphrey





## Definitions

### Content

**Anything** on your website including written articles, short blog posts, video, audio, comics, lists of resources, reviews, forums, software apps, and tools of all shapes and sizes.

Content is whatever your market is searching for on the engines to solve a problem, learn from, laugh at, interact with, and participate in.

### Anchor sites

Anchor sites are the behemoths of the web where people spend a considerable amount of their time. Sites like Facebook (currently the user average on Facebook is 6 hours per month), Twitter, Google (Gmail and their other tools), and other social communities along with massively popular news/information sites.

### Everyone else

This is you and me. You are not trying to build an anchor site on the web. You are building a resource presence that you want people to be able to find when they are looking for your kind of content.

We use anchor sites and search engines to get a lot of those people to our sites. We also use crowds in the social web to spread the word - starting with our best fans and followers talking about our “stuff” and getting their followers to check us out and do the same.

### Linkbait

Content designed to get other sites and individuals to link to and talk about it. This includes all forms of content and it is usually something you spend some time putting together that is not easily replicated by others. It can be a list of important links, a killer new recipe, a how-to video on the most important issue your visitors care about, or any number of other types of very useful, funny, or informative content.

Your research will show you which kinds of content and topics are the most successful in your niche. Backtrack successful content by your competitors to find out what kind of linkbait you should put on your site.

## Link Juice

The weight Google gives links that point to your site. Factors for better link juice include: a high traffic, popular, aged site that is respected by readers, and has a lot of its own links and rankings.