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[AdSense Gold](#) - *It's time to start cashing in...*

# **Why I Created This Ebook**

## ***And what it will teach you***

I can't even begin to tell you how many people have emailed me and asked for search engine optimization (SEO) advice. They wonder why my [AdSense Gold](#) package, while offering everything else that an AdSense publisher needs to succeed as an AdSense publisher, doesn't offer any traffic-building information.

The answer is that it hasn't really been the focus of [AdSense Gold](#) to teach you how to get traffic to your site. It's focus is to improve your AdSense earnings from the traffic you already get, and to show you in which directions you should expand your content and efforts. Until now the traffic-building has been left up to you to learn on your own.

Well recently I was thinking, 'You know, there are a lot of new AdSense/YPN publishers that might not be getting a lot of traffic. And really, what good is AdSense or YPN to them without traffic? I'm sure that those who are already getting traffic would like to know how to get more, too.'

So I decided to write this tutorial and layout the exact methods I use when doing search engine optimization for my sites. To provide that last piece of

the puzzle that until now [AdSense Gold](#) didn't offer.

This ebook outlines all of the methods I use to rank my sites in top positions for the keywords I target. The tutorial is the study of a real-world example of how I ranked one of my sites in the #1 and #2 positions for its keywords.

The ebook will take you step-by-step through selecting keywords to target for your site, analyzing the competition for those keywords, performing the necessary on-page optimization for your site, and automating the collection of in-bound links to your pages (yes, that's right, *automating* the collection of in-bound links).

I hope you find it useful—I think you will.

## **Step 1: Keyword Research**

Before ever doing any SEO, I always research which keywords I want to target. I'll use a real world example that I currently hold the #1 ranking for in Yahoo and the #2 in MSN, so you can see how I did it. I'm still waiting on the results for Google, since Google takes so very, very long to rank a site these days. Besides, there are very good reasons for AdSense and YPN publishers to focus on Yahoo and MSN instead of Google in their SEO efforts. More on that in a little bit.

I have a blog called "Feline Photos", located at:

<http://felinephotos.blogspot.com/>

When I created it I had to decide which keywords would get me the most traffic while not being too difficult to rank for, so I did the research at my favorite research tool, Digital Point's Keyword Suggestion Tool (it's free):

<http://www.digitalpoint.com/tools/suggestion/>

I entered the term "cat" into the search box to see what I'd get.

Here's an image of part of the results:

How many times is this phrase searched for?	
<u>Wordtracker</u>	<u>Overture</u>
Check out what else Wordtracker can <a href="#">do for you.</a>	
<a href="#">cats</a> 30,372.0/day	<a href="#">pussy cat doll</a> 39,207.9/day
<a href="#">cat</a> 25,136.0/day	<a href="#">cat</a> 22,626.8/day
<a href="#">pussy cat dolls</a> 11,135.0/day	<a href="#">cat fight</a> 2,849.6/day
<a href="#">funny cats</a> 6,641.0/day	<a href="#">pussy cat</a> 1,886.7/day
<a href="#">pictures of cats</a> 4,044.0/day	<a href="#">arctic cat</a> 1,708.6/day
<a href="#">pussy cat</a> 2,237.0/day	<a href="#">cat picture</a> 1,600.8/day
<a href="#">black cat</a> 1,888.0/day	<a href="#">pussy cat doll lyric</a> 1,375.6/day
<a href="#">cat stevens</a> 1,851.0/day	<a href="#">cat health</a> 1,323.8/day
<a href="#">cat fight</a> 1,723.0/day	<a href="#">cat toy</a> 1,194.7/day
<a href="#">cat names</a> 1,589.0/day	<a href="#">cat doll pussy stickwitu</a> 1,124.0/day
<a href="#">funny cat</a> 1,229.0/day	<a href="#">cat furniture</a> 1,047.6/day
<a href="#">cat breeds</a> 1,209.0/day	<a href="#">black cat</a> 875.0/day
<a href="#">cats in the cradle</a> 1,196.0/day	<a href="#">cat t shirt</a> 831.0/day
<a href="#">arctic cat</a> 1,182.0/day	<a href="#">cat stevens</a> 809.0/day
<a href="#">funny cat videos</a> 1,124.0/day	<a href="#">cat name</a> 798.0/day
	<a href="#">big cat</a> 791.6/day
	<a href="#">cat bed</a> 788.4/day

As of the time of writing this tutorial, "cat picture" is getting 1,600 searches a day in Overture. It's not in the Wordtracker list, but I'm rather more inclined to trust Overture's search counts since Wordtracker relies on meta tag data and things that really have nothing to do with what people are *actually* searching for. I like to see the comparison, though, so I use Digital Point's tool a lot.

Keep in mind that Overture does not deal with plural keywords, it counts the plural searches as singular searches. So I had to stop and think, would people be searching for "cat picture" or "cat pictures" most of the time? In

my mind, "cat pictures" seemed like the more natural search query, so I decided to target that as my primary keyword for the blog.

Also keep in mind that the search counts you see are not the exact search counts for the search engines. Sometimes the search engines get a lot more queries than what you see, sometimes a lot less. What you're more interested in is ***how the keywords compare to each other*** in the list. If "cat pictures" gets more searches than "feline pictures" according to Overture, then chances are that "cat pictures" gets more searches than "feline pictures" in the search engines, too.

### **The Value of a Keyword**

In addition to knowing how many times a set of keywords was searched for, it's *extremely* important that you focus on the keywords that you know are going to pay well. To research this I used my [Keyword Explosion](#) database.

As of the writing of this ebook, [Keyword Explosion](#) contains almost 2 and a half *million* keywords and their AdWords CPC (cost per click) value, as well as how many clicks they receive on a daily basis according to the AdWords Traffic Estimator Tool. Very good stuff for deciding which keywords you should build your site around if you want to make the most money per click.

## **Step 2: Analyze the Competition**

Great, so “cat pictures” gets a lot of searches, but will it be very easy or very difficult to rank for? That’s step #2 for me—analyzing the competition for the search terms I want to target. I do this by going to the search engines and checking the results for the keywords.

I tend to focus on Yahoo first, MSN second, and never really focus on Google because it takes months to rank for anything in Google. Frankly I’d rather focus my efforts on the two search engines that are responsible for 45% of search traffic (Yahoo and MSN) than focus all of my efforts on Google (a common mistake). Google only gets 30% of search traffic, and it takes anywhere from 6 months to a year to rank in Google. I always get ranked in Yahoo and MSN much faster.

So if Google eventually ranks me well due to my efforts with Yahoo and MSN, fine, if not, whatever.

If you’ll recall from the Triple Your AdSense CTR ebook (which you need to get from [AdSenseGold.com](http://AdSenseGold.com) and read if you haven’t already), Yahoo and MSN visitors give much better click through rates on AdSense and YPN ads

anyway, so ranking in those engines will be healthier for your bottom line.

Ok, let's take Yahoo's results for "cat pictures" and do a little competition analysis. Here's a snapshot:

1. [Cat Pictures](#) <sup>Ⓜ</sup>  
Cute and funny **cat pictures** posted almost daily. Come laugh, smile and awwwww over the **cat pictures** and kitten **pictures**. ... **pictures of cats!** Funny **cat pictures**, cute **cat pictures**, anything related to **cat pictures** can go here ...  
[feinephotos.blogspot.com](http://feinephotos.blogspot.com) - 38k - [Cached](#) - [More from this site](#) - [Save](#) - [Block](#)
2. [Cat Picture Gallery Index - Breed Pictures - Kitten Pictures](#) <sup>Ⓜ</sup>  
... > **Cat Pictures**. **Cat Pictures** and **Cat Picture Galleries** ... one **kitty picture** after another, including **cat breed picture galleries**, **cat pictures** sorted by color, kitten photos, and ...  
[cats.about.com/od/catpictures](http://cats.about.com/od/catpictures) - 27k - [Cached](#) - [More from this site](#) - [Save](#) - [Block](#)
3. [Cat Pictures Dog Pictures](#) <sup>Ⓜ</sup>  
... **Cat Pictures** and **Dog Pictures!** Submit and rate **cat pictures** and **dog pictures**. ... can upload your adorable **cat pictures** and **dog pictures** and have other **cat** and **dog** ...  
[www.catanddogpictures.com](http://www.catanddogpictures.com) - 27k - [Cached](#) - [More from this site](#) - [Save](#) - [Block](#)
4. [CatStuff: Thousands of Cat Graphics](#) <sup>Ⓜ</sup>  
CatStuff: thousands of domestic **cat graphics** for web sites, a huge library of information about **cats**, games, much more. ... Angel kitty, page 13. Rainbow **cat**, page 16. Side-cat animations, page 18. ...  
[www.xmission.com/~emailbox/graphics.htm](http://www.xmission.com/~emailbox/graphics.htm) - 29k - [Cached](#) - [More from this site](#) - [Save](#) - [Block](#)
5. [cat cat cat e-zine - care - pictures - postcards - fun - behaviour - news - links](#) <sup>Ⓜ</sup>  
arty **cat e-zine** with loads of valuable information, book reviews, **pictures** and more. come and visit }}}} **cat cat cat** {{{{{ and join the fun.  
[catcatcat.com](http://catcatcat.com) - 7k - [Cached](#) - [More from this site](#) - [Save](#) - [Block](#)
6. [About Cats - All About cats and kittens - Cat Care - Cat Behavior - Cat Health](#) <sup>Ⓜ</sup>  
All about **cats**: **cat health**, **cat names**, **cat care**, choosing **cat food**, **cat behavior**, kitten care, getting a new **cat**, and all the aspects of living with a **cat**. ... out how to correct "pet redeye" in your **cat pictures** with this FAQ, courtesy of Sue Chastain, About ... More Photo Help for **Cat Pictures**. Guidelines for **Picture Submittals** ...  
Category: [Cats](#)  
RSS: [View as XML](#) - [Add to My Yahoo!](#)  
[cats.about.com](http://cats.about.com) - [More from this site](#) - [Save](#) - [Block](#)
7. [Pet Resources - Cat Pictures](#) <sup>Ⓜ</sup>  
Pet Resources - **cat pictures** ... **Cat Pictures**. Home Page > default > **Cats** > **Cat Pictures** ... The Cat Album... Hundreds of **cat pictures** plus stories and more ...  
[www.mightypets.com/links/catpictures.asp](http://www.mightypets.com/links/catpictures.asp) - 8k - [Cached](#) - [More from this site](#) - [Save](#) - [Block](#)
8. [Amazing Cat Collection](#) <sup>Ⓜ</sup>  
remember all those funny **cat pictures** you've seen on the Web? Here they are gathered together for your convenience.  
Category: [Humor > Cats](#)  
[www.amazingcatcollection.com](http://www.amazingcatcollection.com) - 67k - [Cached](#) - [More from this site](#) - [Save](#) - [Block](#)
9. [Cat Pictures - Cats](#) <sup>Ⓜ</sup>  
**Cat Pictures - Cats**  
[www.geocities.com/cat\\_pictures](http://www.geocities.com/cat_pictures) - 3k - [Cached](#) - [More from this site](#) - [Save](#) - [Block](#)
10. [Untitled](#) <sup>Ⓜ</sup>  
Popular Searches: A **Cat Named Stormy Weather's Purrsonal Website!** ... My Guestbook. **Cat Pictures**. **Catz Games** ... If you don't have Comet Cursor, the special **cat pointer** won't show up ...  
[www.stormythecat.s5.com](http://www.stormythecat.s5.com) - 20k - [Cached](#) - [More from this site](#) - [Save](#) - [Block](#)

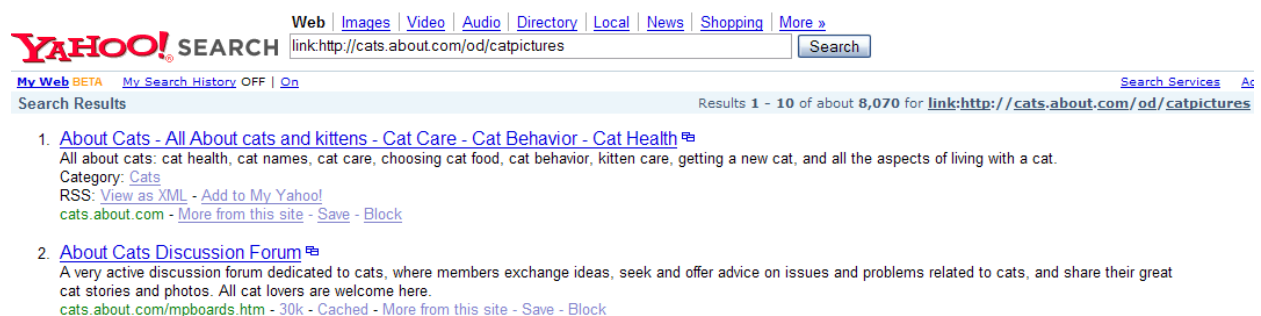
Pretend that my blog is not #1 for a bit.

The first thing I noticed is that of the top 10 results, 3 had almost nothing to do with cat pictures at all. There was a site in there about cat health and



cat care, and a cat ezine, etc. That's a sign that it will be pretty easy to rank for the keywords, because if 3 of the top 10 are ranking for keywords that they obviously **are not** optimizing for, if I focus my attention and efforts on optimization for the keywords, it's quite likely I'll succeed.

Also, of the top 10 results, only 3 had the exact phrase "cat pictures" in the title. **Having the exact phrase in the title (and especially having the exact phrase BE the title) is a powerful SEO technique**, so if only a few of the results have the exact phrase in the title, that's another sign that competition is light.

Finally, I check the number of in-bound links for the top 3 results. That's easy to do. Just do a search for "link:http://www.therankingpage.com/". Here's an example of how it will look:



The screenshot shows a Yahoo! Search results page. At the top, there are navigation links for Web, Images, Video, Audio, Directory, Local, News, Shopping, and More. The search bar contains the query "link:http://cats.about.com/od/catpictures" and a Search button. Below the search bar, there are links for My Web BETA, My Search History, and OFF. The search results are displayed for the query "link:http://cats.about.com/od/catpictures" with 10 results out of approximately 8,070. The first two results are:

- [About Cats - All About cats and kittens - Cat Care - Cat Behavior - Cat Health](#)   
All about cats: cat health, cat names, cat care, choosing cat food, cat behavior, kitten care, getting a new cat, and all the aspects of living with a cat.  
Category: [Cats](#)  
RSS: [View as XML](#) - [Add to My Yahoo!](#)  
[cats.about.com](#) - [More from this site](#) - [Save](#) - [Block](#)
- [About Cats Discussion Forum](#)   
A very active discussion forum dedicated to cats, where members exchange ideas, seek and offer advice on issues and problems related to cats, and share their great cat stories and photos. All cat lovers are welcome here.  
[cats.about.com/mpboards.htm](#) - 30k - [Cached](#) - [More from this site](#) - [Save](#) - [Block](#)

Here are the results (again, pretend that my blog isn't #1 for a second):

1. <http://cats.about.com/od/catpictures> - 8,070 in-bound links
2. <http://www.catanddogpictures.com/> - 5,190 in-bound links
3. <http://www.xmission.com/~emailbox/graphics.htm> - 2,900 in-bound links

At first glance it might look like it's going to be really difficult to rank for "cat pictures". I mean, it would take a lot of time and hard work to get 8,000+ in-bound links to compete with about.com's cat pictures page. And we all know that links are what really matter, right?

Ok, it's time to dispell a few myths about in-bound links here.

## **Two Common Myths About In-bound Links**

**Myth #1: Having tons of in-bound links will automatically rank your site very well.**

***FALSE.***

Tons of in-bound links will only rank your site well if those links contain the keywords that you want to rank for. Say you have a site about speed

boats. If you get 8,000 in-bound links whose link text is "fast boats", you might rank very well for "fast boats", but you won't rank well at all for "speed boats"—unless there's just not much competition for the keywords "speed boats".

Having thousands of people with links that do not contain your keywords will help a little, but quality links that contain the keywords (or better yet, where the link text is the exact keywords) are 50 times more valuable. That means you need 50 times less links to rank well.

So how do you know if a ranking page has in-bound links that are actually related to the keywords you want to target? How do you know if they are really optimizing for the keywords or if they are ranking well only because there's not much competition?

**It's incredibly important that you know if your competition's links are targeted to your keywords or not, and there's an easy way to get this information which I'll get to in a little bit.**

**Myth #2: The number of results returned for the “link:” command in a search engine is the number of links that the search engine actually counts toward the ranking of the page.**

***FALSE.***

For the about.com cat pictures page, Yahoo reports 8,070 in-bound links. But I’m going to teach you a powerful little trick to find out how many in-bound links Yahoo is ***applying to the ranking*** of that about.com page.

Go to the Yahoo search home page:

<http://search.yahoo.com/>

Click on the “advanced search” link next to the search button. I’ve circled it in the image below:

# YAHOO! SEARCH

[Web](#) | [Images](#) | [Video](#) | [Audio](#) | [Directory](#) | [Local](#) | [News](#) | [Shopping](#) | [More »](#)

[Advanced Search](#)  
[My Web](#)

[Mail](#) | [Compose](#)      jonathanlege... [Sign Out](#)

[In the News](#)      5:54am, Tue Jan 10

- [Senators gear up for Alito questioning](#)
- [Sharon shows new signs of improvement](#)
- [Last of fallen miners to be laid to rest](#)
- [U.S., other nations rebuke Iran over seals](#)
- [Muslims clash over Oakland liquor stores](#)
- [Hubble reveals companion to North Star](#)
- ['French Connection' cop, AMC sign TV deal](#)

[Markets](#): Dow **+0.48%** · Nasdaq **0.00%**

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In the "All of these words" input box, enter the link: command for the about.com page:

link:http://cats.about.com/od/catpictures

Again, here's an image of what it looks like:

**Advanced Web Search**

You can use the options on this page to create a very specific search. Just fill in the fields you need for your current search.

Yahoo! Search

**Show results with**

all of these words	<input type="text" value="http://cats.about.com/od/catpictures"/>	any part of the page	▼
the exact phrase	<input type="text"/>	any part of the page	▼
any of these words	<input type="text"/>	any part of the page	▼
none of these words	<input type="text"/>	any part of the page	▼

**Tip:** Use these options to look for an exact phrase or to exclude pages containing certain words. You can also limit your search to certain parts of pages.

**Updated**

▼

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Now scroll all the way to the bottom of the page, and change the number of results from 10 to 100, then click the "Yahoo! Search" button.

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**Number of Results**

Display  ▼ per page.

Yahoo! Search



Here's a snapshot of the results:

Yahoo! My Yahoo! Mail Welcome, **jonathanleger** [Sign Out, My Account]

**YAHOO! SEARCH** Web | Images | Video | Audio | Directory | Local | News | Shopping | More »  
link:http://cats.about.com/od/catpictures Search



My Web BETA My Search History OFF | On Search Services Ad

Search Results Results 1 - 100 of about 10,500 for link:http://cats.about.com/od/catpictures

1. [About Cats - All About cats and kittens - Cat Care - Cat Behavior - Cat Health](#)   
All about cats: cat health, cat names, cat care, choosing cat food, cat behavior, kitten care, getting a new cat, and all the aspects of living with a cat.  
Category: [Cats](#)  
RSS: [View as XML](#) - [Add to My Yahoo!](#)  
[cats.about.com](#) - [More from this site](#) - [Save](#) - [Block](#)
2. [About Cats Discussion Forum](#)   
A very active discussion forum dedicated to cats, where members exchange ideas, seek and offer advice on issues and problems related to cats, and share their great cat stories and photos. All cat lovers are welcome here.  
[cats.about.com/mpboards.htm](#) - 30k - [Cached](#) - [More from this site](#) - [Save](#) - [Block](#)

Oh my God! Now Yahoo shows 10,500 results! I can't compete with that!

Ok, overreaction. Don't get too worried yet. Scroll down to the bottom of the results page to where it shows the links for the additional search results pages.

99. [infos for: pictures of cat lovers](#)   
news pictures of cat lovers  
[www.m2consulting.de/pictures\\_of\\_cat\\_lovers.html](#) - 8k - [Cached](#) - [More from this site](#) - [Save](#) - [Block](#)
100. [results: big cat breed pictures](#)   
big cat breed pictures  
[www.nightmareangel.de/big\\_cat\\_breed\\_pictures.html](#) - 9k - [Cached](#) - [More from this site](#) - [Save](#) - [Block](#)

Results Page:  
1 2  [Next](#)

Web | Images | Video | Audio | Directory | Local | News | Shopping | More »  
Your Search:

Wait a minute. There's only TWO pages of results! Two pages of results at 100 results per page means... um... 200 links or less. Click on the page 2 link and scroll to the bottom of the results page.

169. [Information on Free cat photo then Free cat clip art](#)   
free cat clip art and pictures of cats and kittens.  
[metainfo.clawz.com/cat\\_photo\\_gallery/free\\_cat\\_photo](http://metainfo.clawz.com/cat_photo_gallery/free_cat_photo) - [More from this site](#) - [Save](#) - [Block](#)
170. [PICTURES GALLERIES: body builder picture gallery | free shemale picture gallery | jenna jameson picture gallery | ...](#)  - [Translate this page](#)  
PICTURES GALLERIES: body builder picture gallery | free shemale picture gallery | jenna jameson picture gallery | anne geddes picture gallery  
[www.annunciauto.it/auto/p/pictures\\_galleries.asp](http://www.annunciauto.it/auto/p/pictures_galleries.asp) - [More from this site](#) - [Save](#) - [Block](#)

In order to show you the most relevant results, we have omitted some entries very similar to the ones already displayed.  
If you like, you can [repeat the search with the omitted results included](#).

Results Page:  
[Prev](#) ◀ 1 2

Yup, there are only 170 linking pages listed in the results. Why only 170 when Yahoo shows between 8,000 and 10,000 links in the results figure?

The page explains at the bottom:

*"In order to show you the most relevant results, we have omitted some entries very similar to the ones already displayed."*

There's your answer: **almost all of those 8 to 10 thousand links were considered "duplicate" links by Yahoo.** This usually happens when one domain has a link on every page of its site that points to the ranking page. That domain may have 2,000 pages, and so there might be 2,000 links pointing to the ranking page, so Yahoo includes that full figure in the "Results" count. But it only actually counts a few of those links (or maybe even just one) toward the ranking of the page.

So what you may have thought was really serious competition turns out to be much more moderate. I'm going to compete with a page that has only

170 in-bound links that Yahoo pays any attention to, not a page that has 8 or 10 thousand. That's much more doable.

**But when I did my research, I knew that I didn't need 170 in-bound links either, because I knew that the links to the about.com page were not well optimized for the keywords "cat pictures". How did I know that? I'll tell you all about it in a little bit.**

Now that I know that I have a good chance to rank for "cat pictures" without too much effort, I'll move on to the on-page optimization.

## **Step 3: On-Page Optimization**

There are two kinds of search engine optimization: on-page and off-page.

On-page optimization is the stuff you do to your actual web page that will help it get ranked. Off-page optimization means stuff that isn't on the page that affects your ranking (namely, in-bound links). Both are important. For Yahoo and MSN, on-page is more important than it is for Google. Google relies more heavily on links than the other big two, though Yahoo and MSN also weight links heavily.

In this case, I wanted to optimize the home page of the feline photos blog for the phrase "cat pictures". This is how I normally do this:

1. Make sure the domain name contains the keywords.
2. Make the title of the page my exact keywords I am targeting, capitalized appropriately.
3. Make the *very first* text on the page the keywords in an H1 (header) tag.

4. Put an introductory paragraph that uses the keywords right after the H1 tag.
  
5. If I have a lot of text on the page, break it up with H2 tags that contain variations of my keywords.

Unfortunately, [catpictures.blogspot.com](http://catpictures.blogspot.com) was not available, so I couldn't do #1. Since competition for "cat pictures" was light, I knew that I could get by without worrying about it. But if you are targeting more competitive keywords, make sure that your domain name (or subdomain name) contains the exact phrase you want to rank for. This especially helps for MSN.

Also, I didn't do number five for my feline photos blog, because being a picture gallery there wasn't that much text on the page. But I'll give you more detail on how that works in case your page does have a lot of text.

Let's say that I have an article on pontoon boats that I want to rank for the phrase "pontoon boats". This is what I would do for the on-page optimization: Try and get a domain name with the words "pontoon boats" in it ([www.pontoonboats.com](http://www.pontoonboats.com) would be perfect). If there isn't anything available, then setup a subdomain for it ([pontoonboats.mydomain.com](http://pontoonboats.mydomain.com)).

Make the page title "Pontoon Boats", put the H1 tag at the beginning of the

text as "Pontoon Boats", then break up the article with H2 subheadings like "Maintaining Pontoon Boats", "Pontoon Boats for Fishing", "Are Pontoon Boats Fast?", etc. You don't want your subheadings to be exactly your keywords like the main H1 heading and the title, but you want the subheadings to contain your keywords.

That's really all I do with on-page optimization, and as I said before, if the competition is light I don't always do all five of those things.

There are other things that search engine marketers focus on and spend a lot of time with (things like keyword density and image alt tag density, etc.), but since I don't try to rank for fiercely competitive keywords I don't usually bother with all of that. I leave the ranking of really tough keywords to the SEO gurus, because to me it's just too much dang work.

To me, ranking for really competitive keywords is like owning a boat: it requires far too much time, money and effort to maintain to be worth the end result (going to the lake three times a year—sorry boat owners!).

No thanks. I'll rank for moderately competitive keywords and only have to do a little bit of maintenance every now and again, and by multiplying that effort I'll earn 10 times the AdSense and YPN revenue that I would if I focused on one tough set of keywords.

## **Step 4 : Getting Links**

Now I'm ready to start getting in-bound links. In-bound links serve two purposes:

1. If it's a new site, they will get your site crawled by the search engines and put into the index.
2. They will help a site rank well if the link text contains the keywords you're targeting.

There's a couple of methods you can use to get in-bound links, but I only use one of them.

1. You can pay other sites to link to you.
2. You can swap links (called reciprocal linking) with other sites.

When I'm actively trying to get links, I only do number two. I'm told that number one works better than number two because one-way links are more highly valued by the search engines than reciprocal links, but I'll tell you

why I don't care.

First, though, a little explanation of one way links. A one way link is a link that points from some other site to your site, but your site does not link back to the other site.

The search engines value one-way links more highly because they figure it's not just "artificial" link trading going on, but that somebody has given you a real live "vote" for your site without you asking for it—the greatest compliment.

Yes, one way links are more valuable. But I don't care.

Why not? First of all, as I said before, I don't go after fiercely competitive keywords, so usually reciprocal links work just fine. Secondly, if you have a quality site with quality content, after getting some reciprocal links into your site and getting some visitors, people will start to link to your site with one way links, and you won't have to pay for those!

If you decide to go my route and do reciprocal linking, here are the steps you need to take to do it right:

1. Do a search at the engine you want to rank for using the keywords you want to rank for.
2. Go to each page that ranks well and email the webmaster offering to trade links.
3. Once you've emailed all of them, do the link: command on each of those ranking pages and email all of the webmasters who link to those pages to see if they will link to you, too.

If it sounds like an enormous amount of work, that's because it is.

Well, it is if you do it all manually. But if you know me at all, you know that I hate to do things manually. I guess that's the programmer in me coming out—I want to automate everything.

**So how do I automate the process? How do I drive dozens or hundreds of in-bound links into my site without writing a manual email to thousands of webmasters? That brings me to the last section of this tutorial.**

## **Software Automation of SEO**

The tool that I use to automate the process is the same tool that let me know that the about.com cat pictures page wasn't well optimized for the keywords "cat pictures".

It's called [SEO Elite](#), and it is the absolute best thing since sliced bread when it comes to getting in-bound links to your sites. Brad Callen, an SEO guru (who probably owns a boat), created the software. It automates the 2 most tedious tasks of the 4 steps I've laid out in this tutorial.

1. [SEO Elite](#) analyzes the competition for you.

It does this by telling you how many in-bound links a page has, and tells you the keywords that other sites are linking to that page with.

That's how I knew that the about.com cat pictures page wasn't well optimized for the keywords "cat pictures". [SEO Elite](#) told me that almost none of the links to that page contained those keywords.

2. [SEO Elite](#) automates the sending of reciprocal link requests to the sites in the search results.

This is so powerful, it makes the software worth 10 times what Brad charges for it. [SEO Elite](#) will grab all of the search results for your keywords from Google, Yahoo, MSN and some other engines and extract the email addresses of the webmasters from the result pages. You can then send a reciprocal link request to each of those webmasters.

Now, personally I think it's better to modify your generic reciprocal link request for each site that is ranked really well, since it will improve your chances of getting a link. And [SEO Elite](#) makes this easy to do.

But you don't have to tailor your emails to the webmaster if you don't want to. If [SEO Elite](#) finds 1,000 contact emails, you can send your generic request to all 1,000. If 10% swap links with you, that's 100 in-bound links! And I can tell you from experience that a well written link exchange request can get you as high as a 32% link exchange success rate.

[SEO Elite](#) does so much more than just allow you to analyze the competition and find link partners, but those are the two "big money" functions of the

software that I use the most, and Brad is constantly adding new and improved functionality to it.

If you don't do anything else to improve your ranking in the search engines, get a copy of [SEO Elite](#). It's \$167 and worth a hundred times that!

If you don't have the money right now, **at least** sign up for Brad's free mini course, "7 Days to Massive Website Traffic". Like I said, it's free, and that mini course alone will do wonders for your bottom line. Where do you think I learned all this stuff from!

Listen, a guy who's site gets more than **15,000 unique visitors a day** must know what he's doing right? I know he's an SEO guru because his software has helped rank my sites in top positions on all of the search engines (yes, Google too, dangit).

And you wondered how I do so well with AdSense. :)

Do your pocketbook a favor and buy the software. It's an investment into your AdSense revenue that will have a GOLDEN pay off.

## Closing Comments

As a point of interest, my cat pictures blog only has 81 actual in-bound links (according to Yahoo), and yet it ranks #1 for "cat pictures" above about.com's cat pictures page that has 170 actual in-bound links. I'm telling you: it's all about the link text. Incidentally, the blog ranks #2 in MSN for "cat pictures"—the same techniques apply to MSN as they do to Yahoo.

Well that's it, my complete SEO process. Not as complicated as you thought? I'm not surprised. In my experience, SEO is more time consuming than it is difficult once you have the knowledge. Fortunately, [SEO Elite](#) has taken most of the work out of search engine optimization, so now it takes a lot less time to get my sites ranked.

Please let me know if this tutorial helped you. Also, feel free to send me any questions, comments, suggestions or shameless praise you may have. :)

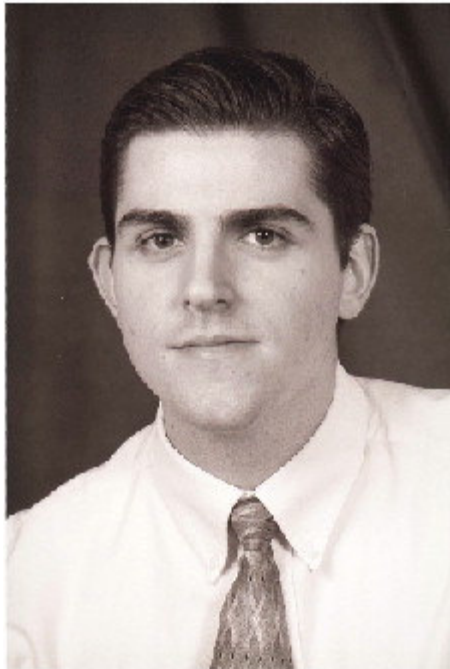
To your success,



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## **About the Author**



Jonathan Leger is a Web and Desktop Application Developer and has been in the Internet marketing business since the late 1990's.

He created one of the first (if not the first) commercial AdSense Tracking script packages available, which has grown into the widely-popular product set, AdSenseGold.

## **About AdSense Gold**

AdSense Gold gives you the four things that you **must** have in order to maximize your AdSense profits: 1) the right ad format and placement, 2) the most valuable keywords to target, 3) lots and lots of targeted content and 4) better statistical reporting than Google will EVER give you. Click the link below for more information.

<http://www.AdSenseGold.com/>

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