



BACKLINKS INNER CIRCLE

BY WINSON YEUNG

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My SEO Recommendation → Link Emperor

What is LinkEmperor?

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My Social Signal Recommendation → SociSynd

What is SociSynd?

SociSynd is a powerful social media syndication system that distributes your content and generates a Buzz on high authority Social media sites using thousands of Unique Social accounts. It includes popular social signal such as Facebook Likes/Shares/Linkedin/Retweet and more!



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Introduction



Hi, my name is Winson Yeung and thank you for getting *Backlinks Inner Circle*.

Nope – don't worry, I'm not gonna bore you with introductions about myself or anything. If you ARE interested about me as a person and what I do online, you can always **check out my blog at <http://winsonyeung.com>** and **follow me on Twitter and Facebook** to check out the latest update regarding my progress in SEO and Internet Marketing as well.

In this report I have **interviewed the top 10+ internet marketers** who are very well known in the world of SEO and Backlinks from WarriorForum and TrafficPlanet. I'm pretty sure that if you are a frequent forum member, you should have come across names such as Terry Kyle, Daniel Tan, Kok Choon, Steve Aylor, Pat Jackson, Gary Becks, David Eisner, Andy Fletcher and maybe me (Winson Yeung) as well.

If not, you are probably missing out on a lot of knowledge that you can learn from them. Anyway, I am aiming to give you short, simple and a bullet train system via the email interview where you can learn from the top SEO gurus of **what's their main strategies, benefit of their product/service**, how it will help you in term of **ranking better in the search engine** and what's **mistakes to avoid when you are doing your SEO** to prevent yourself from getting hurt in the Search Engine Ranking Results.

Meanwhile, let us concentrate on what this report is all about: SEO Interview

BUT BEFORE THAT... Let's Get Connected Via Social Media!

Follow My Twitter => <http://twitter.com/winsonyeung>

Add Me In Facebook => <http://bit.ly/winsonyeungfacebook>

Join My SEO and IM Facebook Groups => <http://bit.ly/SEOInnerCircle>

Bookmark My Blog => <http://winsonyeung.com>

**Best Regards,
Winson Yeung**

Interviewer 1: Matthew Woodward

1. Can you give us some background on yourself?

Hi guys! My name is Matthew Woodward and I'm from Cheshire in the North West of the UK.

Since I launched my blog in August I have won The Best of SearchEngineJournal.com 2012, ProBlogger One To Watch 2013 & Unbounce Top 75 Internet Marketing blog awards.

My online career started at the age of 13 writing games reviews for sites. I built my first site when the competitive online gaming community needed a place to share their videos.

This was years before YouTube existed to put that in perspective and I was getting up at 6 am every morning for my paper round just to pay for the server!

That was over 10 years ago and since I have grown to head up an online marketing team for one of the biggest distributors in Europe. I've worked with some major international brands and led them to great success online.

A few years ago I got fed up with the slow and rigid nature of the corporate world that just doesn't get the internet and setup shop on my own out of an office in my house!

Since then I've built a bunch of successful websites and explored the deeper technical aspects of SEO - I share all of my knowledge and experience through tutorials on [my blog](#) free of charge.

In fact the blog is an experiment in itself (more on that later)!

2. How do you deal recent Google Algorithm Updates such as Panda, Pengine, EMD?

One of the best pieces of advice I can give you is not to panic. Don't be reactive to the update, take time to allow the dust to settle and assess the situation.

Every time an update happens the same thing happens. You get a flurry of threads in forums with people asking for help that barely provide any information, which sparks a bunch of responses of *'the best thing to do'*.





This is nothing more than pissing in the wind.

If you do get a penalty just wait for a week for the new update to settle in. Once an update is released it is always tweaked over the coming days so you see a lot of fluctuation.

Once stabilised you now have the perfect foundation to get your hands dirty to create an actionable plan of recovery.

Which Update Hit You?

The first step is to try and get an indication on precisely which update hit you.

Use [this tutorial](http://www.matthewwoodward.co.uk/tips/how-to-check-which-google-algorithm-update-penalised-your-site/) (<http://www.matthewwoodward.co.uk/tips/how-to-check-which-google-algorithm-update-penalised-your-site/>) to get an initial handle on what could be at fault.

Remember correlation doesn't mean causation but that tutorial will give you a solid lead to investigate.

Backlink Based Penalties

If you have a backlink based penalty such as Penguin then it's time to look at some cold hard data to uncover the issue and form a plan of action to recover.

Use [this tutorial](http://www.matthewwoodward.co.uk/tutorials/how-to-analyse-your-backlink-profile-for-current-future-penalties/) (<http://www.matthewwoodward.co.uk/tutorials/how-to-analyse-your-backlink-profile-for-current-future-penalties/>) and download my free backlink analysis spreadsheet.



Compare the URL that was previously ranking with the current top 3 after the update and see how your site stacks up against them.

This will instantly show you where your backlink profile is at fault and help you identify any over optimised anchors texts and so forth.

On Site Based Penalty

If you have an onsite based penalty such as Panda then you're going to have a much harder time to recover from it in my experience.

Don't worry though it is pretty easy to do, it just takes a bit more elbow grease depending how bad the problem is.

First of all check out [this tutorial](http://www.matthewwoodward.co.uk/reviews/seomoz-review-over-my-shoulder-the-complete-guide/) (<http://www.matthewwoodward.co.uk/reviews/seomoz-review-over-my-shoulder-the-complete-guide/>) and sign up to the free 30 day trial.



Follow the tutorial to get things setup correctly. After the initial crawl of your site has completed go to the crawl diagnostics area and export the CSV report.

This will highlight any problem errors on site including duplicate content which is one of the main Panda offenders.

It will also highlight a range of other errors including duplicate titles/meta descriptions, missing titles/meta descriptions, too many links on page, server errors and a bunch of other stuff!

In Summary

Taking a steady analytical approach to a penalty is the best way to recover from it. Once you know precisely what is wrong, you know precisely how to fix it.

It does take some time to put everything together and get a complete overview both onsite and offsite but it will save you a lot of headache in the long run.

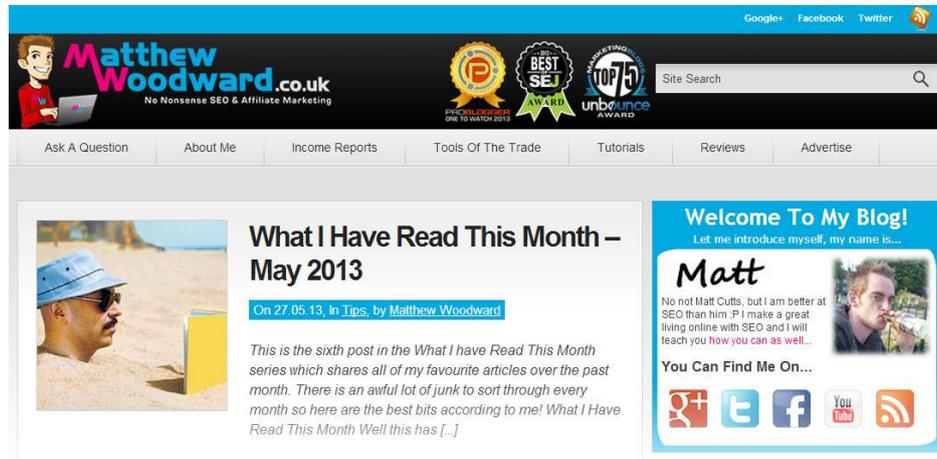
What you learn by doing all of this will give you everything you need to come up with a solid defined plan of action to recover the site from any penalty.

If anyone ever advises you to get a new domain & 301 it over – they don't know what they are doing. This is a last resort – penalties are always recoverable.

3. Background of your blog and how will it benefit the reader despite the Google Updates.

If you want to learn internet marketing over the shoulder of an award winning expert with a track record of success [my blog](#) will help you.

It focuses on delivering high quality internet marketing tutorials free of charge.



All of my tutorials are based on my personal experience and teach you over my shoulder exploring my successes & failings first hand.

I have over a decade of experience online and have had great success leading marketing campaigns for multi million pound clients as well as my own affiliate ventures.

This is not just limited to Google & SEO but spans internet marketing as a whole which seems to have just become 'google marketing' in recent years.

I have a great depth of knowledge across the board including sales/marketing psychology, e-commerce, conversion, copywriting, engagement, traffic generation & lead generation to name a few.

I share all of this knowledge and experience free of charge on my blog and live on the cutting edge of internet marketing.

I challenge you to find a paid product that offers more value than my free content

If there is a topic you would like to learn more about that isn't already covered on the blog, just [let me know](#) – a lot of my tutorials are reader requests.

4. How did you come up with the idea for the blog?

There used to be some really cool internet marketing blogs around a few years ago but they slowly died out.

Instead all we had was a bunch of big sites publishing guest posts that rarely offered any meat on the bone. Just the same rehashed advice, which only got worse as the guest post link building boom took over.

Browsing internet marketing forums it also became clear there is a general state of confusion with internet marketing/SEO and most of the advice given is flaky at best, if not entirely outdated and wrong.



I also had a *'light bulb'* moment where I realised I wasn't leveraging my strongest asset to its full potential which was my wealth of internet marketing knowledge and first-hand experience.

With all of this in mind I decided to setup an experiment.

I wanted to see if it was possible to rank a website without doing any link building. So the [zero link building experiment](#) was born.

The blog launched on August 1st 2012 and as of 30th April 2013 it has received 72,295 unique visitors earning a total of \$51,402.54.

You can follow along with the growth of the blog with my highly detailed [income reports](#) (<http://www.matthewwoodward.co.uk/income-reports/>).

2012

Month	Unique Visitors	Affiliate	Consultation	Expenses	Total	Lifetime Total
<u>August 2012</u>	2,125	\$694.17	\$00.00	-\$88.89	\$605.28	\$605.28
<u>September 2012</u>	4,518	\$2,976.77	\$1,129.00	-\$98.89	\$4,006.88	\$4,612.16
<u>October 2012</u>	6,240	\$2,804.17	\$4,189.32	-\$85.89	\$6,907.60	\$11,519.76
<u>November 2012</u>	5,008	\$2,798.89	\$7,114.65	-\$597.95	\$9,315.59	\$20,835.35
<u>December 2012</u>	5,477	\$3,975.25	\$1,908.62	-\$87.84	\$5,796.03	\$26,631.38

2013

Month	Unique Visitors	Affiliate	Consultation	Expenses	Total	Lifetime Total
<u>January 2013</u>	9,485	\$6,102.84	\$3,543.14	-\$134.05	\$9,511.93	\$36,143.31
<u>February 2013</u>	9,938	\$3,610.85	\$151.69	-\$66.95	\$3,245.59	\$39,388.90
<u>March 2013</u>	13,487	\$4,901.49	\$1,100.69	-\$48.95	\$5,953.23	\$45,342.13
<u>April 2013</u>	16,017	\$4,995.32	\$1,114.04	-\$48.95	\$6,060.41	\$51,402.54

Each income report tell you in precise detail exactly what I did that month to drive traffic & affiliate sales, why I did it and how you can do it as well step by step.

You can follow along from day 1 of the blog to the present day to see precisely how it has reached the success that it has.

The blog has also won The Best of SearchEngineJournal.com 2012, ProBlogger One To Watch 2013 & Unbounce Top 75 Internet Marketing blog awards.



A big part of that success comes from creating content so good that people will say my tutorials are the best tutorials they have ever read/watched – better than any paid products they have ever bought.

The content will be so good that people will fall all over themselves to subscribe to the blog and share the content socially.

Each and every tutorial I produce will be the definitive most detailed & helpful piece of content about that topic on the internet.

The content will be so good that when anyone asks a relevant question in forums, people will answer with a link to my tutorials.

For example my most popular series are the [tiered link building tutorials](#) (<http://www.matthewwoodward.co.uk/tutorials/the-ultimate-guide-to-tiered-link-building-part-1/>).



Watching them all will take you just over 2 hours but they took me nearly 120 hours to create. That translates to be 3 solid weeks of your average full time job.

Sounds like a lot of work right? Well..... then I gave it away for free.

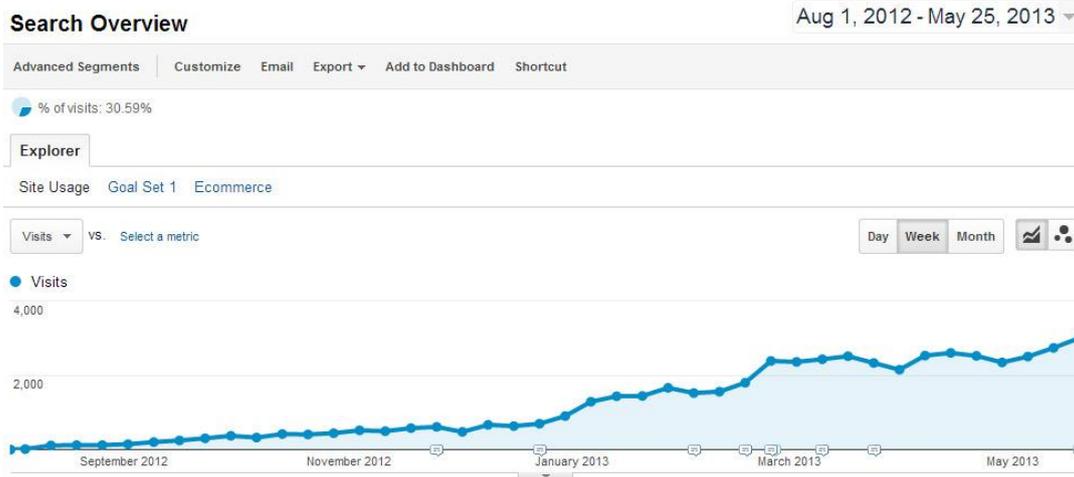
At the time of writing that tutorial series has generated-

- 65,686 unique visitors
- 4,038 social shares
- 754 comments
- 1,647 email subscriptions
- 551 RSS subscriptions
- 10,460 affiliate link clicks
- \$16,528.27 affiliate commission

There is no secret to that success – all I have done is given people what they want.

I apply that same mind-set and level of detail to every piece of content I create.

As you can see for yourself, the high quality content [zero link building experiment](#) has been a great success.



If you want to learn more about how I extract value out of every single visitor that hits the blog take a look at [this interview](http://www.bloggingtips.com/2013/04/27/meet-matthew-woodward-matthewwoodwardcouk/) (<http://www.bloggingtips.com/2013/04/27/meet-matthew-woodward-matthewwoodwardcouk/>).

There's more to life than affiliate clicks folks!

5. What are the 3 most important SEO strategies you like to use for better ranking?

This is a great question and we are currently undergoing a huge shift in the SEO world with more of a reliance on social signals & authorship and less of a reliance on links.

This is the biggest fundamental shift we have seen in how Google ranks websites since link building was introduced to the SEO world in 1998.

I believe this creates a great opportunity across every niche for people to establish themselves as the authority in the coming year.

So with that in mind-

1) High Quality Content

I know its cliché but content really is king. There is a reason why some movies make millions of dollars and other makes huge losses at the box office.

If a movie is highly entertaining and engaging you can be damn sure people will tell their friends, buy the Blu-ray, do the same for the sequel and watch other movies by that director.

The same is true for content on the web. The cream will always rise to the top – and there aren't many people creating cream.

How To Create High Quality Content

Creating high quality content is pretty easy to do though. First of all you need to [understand your audience](#) & what problems they face.

Once you know what problems they face you can come up with a series of blog posts that solve those problems.

When you write each post, drill down into the subtopics and make sure you explore every area in detail to create the most authoritative piece of content on the topic at hand.

Write it in a clear and easy to understand manner – don't go all out with big words. Make it simple to digest, break it up with clear headings.

Once the post is written – THEN do keyword research and look for opportunities to naturally weave relevant keywords into the post.

Understand each of the problems your audience faces and solve them in this manner.

This creates trust and engagement with your audience which translates into subscribers, more traffic, comments, social shares, backlinks, affiliate clicks and sales.

But more importantly it creates relationships. Every 24 hours people spend 140 hours engaging with my content building relationships with them on complete auto pilot while driving links, social signals & rankings.

The content is the seed that grows to success.

Change Your Content Mindset

If you're still writing 500-1000 word articles with 2-3% keyword density you need to change your mind-set.

Given the choice would you watch the TV channel that had poorly thrown together shows or would you watch the channel that houses high quality popular shows like breaking bad, lost, 24, Dexter and so on?

Your readers are presented with the same choice when they look at your website.

2) Social Signals & Authorship

If you haven't integrated Google Authorship on your site yet – do it right now!

Driving social signals is very easy to do, if you have good content.

I have positioned social sharing icons at the end of every post with a clear call to action.



I also have a sweet plug-in that asks people to share the post on a social network in exchange for some extra content.

When creating a tutorial I try to put together an exclusive pack of relevant resources to offer in exchange for the share.

Download My Auto Approve List, Guestbook Targets, Footprints & Videos

Share this video to download my personal auto approve list, guestbook list, footprints, the video in HD or for your mobile device and more!

Tweet 224

Like 134 people like this. Be the first of your friends.

+1 +104 Recommend this on Google

These take a bit of work to put together but it really is worth putting in the extra effort to help people out.

All of this grows your social signals and influence which have a huge impact on rankings today, never mind in 6 months.

In an effort to grow Authorship I have also included links to my Google+ profile at key areas of conversion.

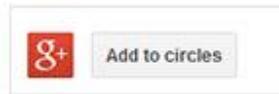
Did you know that once a user has taken action once, they will do what you ask next?

So the first time someone leaves a comment on my site or opts into my email list they are asked to connect with me on Google+

Thank you for signing up.

You're all set. You're on my email list! Now...

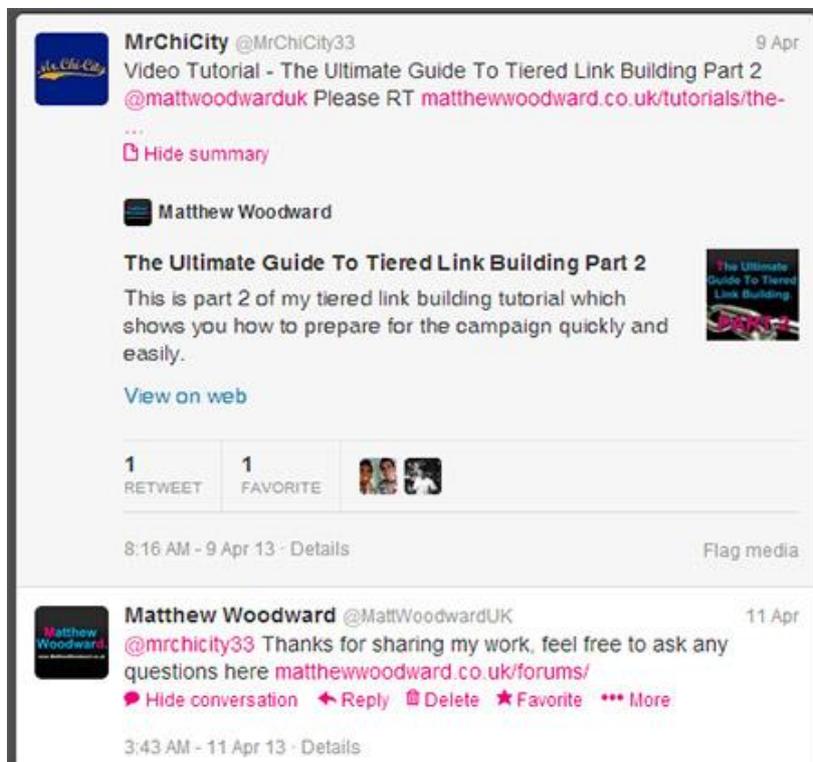
Join me on Google+ and introduce yourself:



I love putting a face to my readers names!

Talk soon,
Matthew Woodward

When someone shares my content on Twitter, I send them a friendly Tweet inviting them to join my forum for free advice.



What all of this creates is a self-supporting eco system of social signals across the entire site constantly building authorship & trust with my audience.

3) Competitor Links

One of the most effective link building strategies that will always stand the test of time and any algorithm update is replicating your competitor's backlink profile.



This is one of my most effective link building strategies.

It is really easy to do as well-

- 1) Make a list of the current top 10 sites for your target keyword
- 2) Use [this tutorial](#) to download the backlinks of each specific URL
- 3) Merge all the backlinks you find into 1 master list
- 4) Open each URL in the list 1 at a time in a browser and find your competitors link
- 5) Look at how you can get a link to your site from the same page your competitor has
 - a. If you can't work it out – drop the site an email and ask!
- 6) Rinse and repeat for the entire list

The reason this is so effective is because these are all the links that are currently supporting the top 10 results but the links the site at #1 has are different to the links the site at #3 has.

So if you can replicate the link profile of the entire top 10 for your 1 site – it instantly becomes the most authoritative page in terms of links for that keyword.

This does take a bit of time to do and for the most part is a pretty manual and boring process but it is more than worth the effort and creates a solid foundation of links to your site.

I've used this tactic for years and years and I encourage you to do so as well!

You'll be glad to know I've paid a developer to create a bespoke desktop application that automates the entire process end to end in a couple of clicks.

Here is a teaser screenshot-



I will be giving it away free of charge to my readers in the next couple of months. I could easily sell it for \$147 a pop but that's not how I do things 😊

Subscribe to [my blog](#) now if you want it before anyone else!

6. Can you tell us about the single most important SEO MISTAKE you should have avoid in the process of ranking high in the search engine?

The biggest SEO mistake is focusing on SEO.

I find most people tend to find a niche, do some keyword research, register a domain, throw up a 10 page site with 500-1000 word articles at 2% keyword density, scatter some affiliate links and immediately start chasing links and rankings as quickly as possible.

That approach is destined to fail time and time again.

All you are doing is creating something that pleases a certain set of metrics as laid out by Google. Metrics that change hundreds of times a year.

Remind me quickly – is it Google that has to get off their backsides, find their wallet, take out their credit card, type in the card details, type in their address details and click buy for you to make a commission?

Or is it the user?

Think about that for a minute.

If you have a site that isn't performing right now – I want you to ask yourself one question-

What value does my site offer over and above going directly to the merchant?

For example if your reviewing products and linking to Amazon – what value do you offer over and above people reading actual reviews by real verified buyers of the product on Amazon directly?

If you can't answer that question with complete confidence you're destined to fail – not only with rankings but also with conversions and sales.

People are so obsessed with SEO and link building they forget about everything else. This is **INTERNET MARKETING**.

SEO is just a small component of internet marketing and should only be considered once you have built an engaging site that actually deserves to rank in the first place.

I speak to a lot of people that have built *'the best affiliate site in the world'*. I rarely see an affiliate site that deserves to rank.

Roughly speaking you should spend the first few months of the site creating high quality content and perfecting the user experience. Putting critical components in place like social sharing, authorship, rich snippets, videos, email auto responders, a clean design, easy navigation, clear calls to action and so forth.

While you are doing that you can begin to [find & engage your audience online](#) (www.matthewwoodward.co.uk/tutorials/how-to-find-engage-your-target-audience-online-for-profit/) directly.

This will not only drive the initial traffic and opportunity to create relationships with people (you know the ones that make you money) but also begins to build out a relevant link profile slowly and steadily.

After a few months you will have created a solid foundation on which to build upon exploring further SEO and link building opportunities.

The biggest SEO mistake to avoid – is to build a site that actually deserves to rank.

7. Anything you want to add on? (Example: any other SEO tools you would like to recommend)

Feel free to checkout some of my tutorials-

SEO/Link Building

- [The Ultimate Guide To Tiered Link Building](#)
- [How To Spin Articles Properly That Pass Human Moderation](#)
- [How To Automate & Manage Guest Posting](#)

Penalty Analysis

- [How To Check Which Google Algorithm Update Penalised Your Site](#)
- [How To Analyse Your Backlink Profile To Fix Current & Future Penalties](#)

Traffic Generation

- [How To Find & Engage Your Target Audience Online For Profit](#)
- [How I Drive Traffic To My Blog](#)
- [How To Increase Traffic With My Custom Google Analytics Profile](#)

Additional Resources

- [My Personal Tools Of The Trade](#)
- [My Income Reports](#)

If you have any questions then feel free to post them on [my forum](#) and I will personally answer each and every one!

Interviewer 2: Terry Kyle

1. Can you give us some background on yourself?

I am probably best known right now as the owner of TrafficPlanet.com, an advanced tactical forum on SEO, Web Monetization and Conversions.

Apart from Traffic Planet, over the past few years I also created SEO courses like Backlinks Hydra, Domain Buying Black Belt, Backlinks Black Belt, SEO Experts Academy and co-founded the original Backlinks Forum. My 60 Day SEO Experiment on Warrior Forum also attracted over 150,000 views.



In a previous life, I studied at Griffith University in Brisbane (BA), Sydney University (MTeach) and made the cheesy, low budget sci-fi telemovie, Terrain, which was screened on the Nine Network in Australia several times during the 1990s.

I have also worked in advertising in Australia and New Zealand as a copywriter and creative director for clients including Pepsi, McDonald's, Commonwealth Bank, Thomas Cook Travel, IBM, Kellogg's and Coca-Cola.

I am also the editor/author of the book, Small Business Ideas: 400 Latest & Greatest Small Business Ideas From Around The World (2008) and currently split my time between Sofia in Bulgaria and London.

2. How do you deal with the recent Google Algorithm Updates such as Panda, Penguin, EMD?

Most of my sites came through those updates pretty well. Why? Probably because my SEO is focused partly (but not completely) on backlinks from pages with high PR – usually on sites that I own - and these are still highly valued by Google. However, massive Anchor Text diversity is now essential and the super heavyweight sites that dominate tough niches have something like less than 2-4% (sometimes 0%!) of target keyword Anchors in their reported backlink profile.

3. Background of your product/service and how will it benefit the reader despite the Google Updates.

In June 2013, I will be launching a big training program on Conversions Optimization – basically the HOW-TO of getting more money from the same amount of traffic. Conversion is one of the main missing elements of online success for many Internet Marketers focused only on SEO.

Many sites have a lot of traffic but make very little money (you can see them on Flippa) as their conversions have not been optimized. Details about my conversion training program will appear on TrafficPlanet.com when it goes live.

<http://www.terrykyledaily.com>

Traffic Planet = <http://trafficplanet.com/>

4. How did you come up with the idea for this kind of product or service?

I was fed up with my own high traffic sites not making enough money and there is also a terrible lack of comprehensive how-to training on Conversions optimization online today. Many CRO experts talk about WHAT to do but not HOW to do it. My course is very step-by-step, 'watch-as-I-do-it' and assumes no amazing level of technical ability (which I don't have either but I had to figure this stuff out!).

5. What are the 3 most important SEO strategies you like to use for better ranking?

Apart from the highly varied Anchors mentioned above, [a] under optimized media-rich Money Site web pages [b] high PR page contextual backlinks in relevant content (though we're testing that a lot at the moment) [c] careful link building velocity for new sites (no more than 1 new link a day - though you can throw tons more at YouTube videos to get them ranking on Google).

6. Can you tell us about the single most important SEO MISTAKE you should avoid?

Too many links with the main target keyword as the Anchor. Use raw URL, brand name, domain.com and generic Anchors (e.g. read more, more info, this post, this article, website, here) instead and keep the target keyword Anchors super low, percentage-wise.

7. Anything you want to add on? (Example: any other SEO tools you would like to recommend)

To me, real online success is about a combination of 3 factors: Targeted Traffic + Optimized Conversions + Management Systems. If anyone reading this right now is failing online or just unhappy with their current level of success, there will be problems in one or more of these 3 key areas.

Interviewer 3: Daniel Tan



1. Can you give us some background on yourself?

I am an avid internet marketer, doing everything you'd expect me to do. A little difference is that over the years I have built my company into a team of more than 10 full-time staffs on permanent payroll.

I did start with outsourcers and freelancers but I quickly recognize the opportunity for knowledge retention and empowerment that an organization can enjoy, so I went ahead and invested in a company with full time employees. We are aggressively growing our head counts, products and brands.

2. How do you deal recent Google Algorithm Updates such as Panda, Penguin, EMD?

I think it's time every Internet Marketer starts recognizing the true opportunity online business can offer, trust it's long term potential and stay away from blackhat, greyhat, spam and short-term activities.

Our business is quite Zoo-proof. Every time Google release an algorithm change, we enjoy increase in traffic. Though not significantly, we are not worried about being hit. Google is here to reward efforts that work toward better user experience, better answer to search intent, better organization of information and overall genuine, reputable business. We only need to make sure we are following the lead and try not to swim against the current.

Since 2010, I have stopped focusing on link building but switched the direction of my company to focus on inbound marketing. Customers following my emails can easily tell what I have been doing for the past 3 years. By inbound marketing, it means producing high quality authority content that keeps more visitors coming back for more.

High quality content is not a piece of article that costs \$100 to produce; it's not defined by price, writer experience, or background. High quality content portrays "thought leadership" and positions a person in the industry as an expert. It often tells a story, shares an experience, carries a character and encourages social connection.

It's not easy to implement inbound marketing. It's definitely not just buying or writing content, which I initially thought. Inbound marketing involves cultivating a thought leadership culture within an organization. It requires every team member to participate in content and editorial planning. Your developer has something to share about codes that work best for recent API change. Your designer has something to share about visual effects that have to do with that buy button. Your customer support has something to share about reducing churn rate. Inbound marketing evolves around a content creation culture that I hope every serious marketer invests and implement. Gone are the days when blasting software means top ranking. Now you can build traffic and a huge following even without a single Google ranking.

Since our strategy change, we have been able to serve mainstream corporate like Cisco, Team Green House, Accenture, just to name a few. This would not have been possible if there was no

brand, no thought leadership. I really like to urge all Internet Marketers to define a direction for their business and start investing in something that will carry them far and beyond.

Of course, if you are serving some clients who just won't listen, there are still strategies that works pretty well to gain them some short-term ranking improvements

3. Background of your product/service and how will it benefit the reader despite the Google Updates.

Take Home Instant SEO Methods:

1) Press Release

We know Press Release is one of the best way to build a reputation and ranking importance around a business. This should not be confused with the Fiverr \$5 press release distribution that goes to 50 free sites, which everyone has access to.

When we do a press release campaign, we make sure the content is indeed newsworthy, otherwise it will just be a spam in disguise. Sending a press release to free sites work pretty well, but it's definitely better to put them on a wire service.

I want to take this chance to expose MarketersMedia.com, a newswire company I now work as a co-founder and MD. Our customers are saying we blow PRWeb out of water in terms of distribution, traffic, report, media contact and most importantly price. We are also gaining patronize from PRWeb's yearly contract customers. Many of them diversify (add us into) their PR reach.

MM's releases goes on to more than 2,000+ media destinations and recipients. In your distribution report, you will see more than 400+ live links; they are full-page publication of your press release on the media outlet sites including Radio and TV stations. These are the outlets participating in our trackback reporting technology, for others that do not participate on our trackback report, we are not able to report them.

Additionally, your news may also reach selected journalist from our proprietary 290K media contacts in various industries. Their response, email and contact can be reported back to you. This is not what MM offers right off the bat, but it's an upgrade you can purchase.

So I'd suggest if you have been using PRWeb, it's time to diversify your reach and link profile with MarketersMedia. The price is a lot lower than PRWeb but the quality will awe you. You may not return to PRWeb after trying MM.

Coming back to SEO context, there's confusion if link from a press release is still beneficial. Matt Cutts denied it's usefulness but we did a test under a controlled environment, link from a press release is still working well in improving ranking. You may download the report here:

<http://marketersmedia.com/resources/> (no opt-in required).

Marketers Media => <http://marketersmedia.com>

2) Social Signals

Google is no longer the primary source of traffic. On most blogs, social traffic can account up to 50% of all traffic a site is getting, while another 20% to 25% comes from referrals and the rest comes from organic or paid traffic. So if your site is not seeing any social traffic at all, it's time to get involved.

You can no longer manage a website without a Facebook page, a LinkedIn Profile, a Pinterest board and a Twitter account. These are the essential tools you need to add to your daily work flow in addition to SEO.

Regular posting of your content to social networks have proven itself to drive traffic back to your site, and when that happens, your website is scored and ranked higher. Hubspot, SEL and other authority sites regularly updates their social networks with content of their site. They not only update the latest content, they also re-surface old content, which makes the difference. Old content needs to be resurfaced otherwise they will be buried without visitors.

Therefore, we designed TaleOut.com, a Wordpress plugin + SAAS that will automatically take your new and old content to the social networks. You are able to configure how you want it to post. Our unique value is in the architecture of the solution, where the plugin is just a client while the TaleOut Cloud is the one doing the heavy lifting.

Social networks update policies all the time, with a cloud-based system, we are able to do all the technical jobs without affecting the users. This will also reduce the need to update plugins too frequently. It also uses the Apps we setup, so users do not need to go through the technical nightmare of setting up their own apps with the individual social network...when you don't even know where to grab App Secret ID.

And to track your social signals, I'd recommend Social Metrics Pro, which is currently service Cisco, Accenture, Team Green House and more.

Tale Out Plugin → <http://taleout.com>

Social Metrics Pro Plugin → <http://socialmetricspro.com>

3) On-page SEO

Penguin 2.0 made on-page SEO even more important than before. In a conversation between Matt Cutts and Danny Sullivan, Matt disclosed that Google does not hate SEO. In fact, Google loves SEO. They love SEO because they prefer a site which is well optimized, crawl-able and tidy than a site in SEO-mess. A well SEO'ed site shows the commitment of the webmaster to keep a high quality site. It also improves "user experience" that Google preaches.

If you have not been doing on-page SEO, or dropped on-page SEO some time during the Google Zoo fear (rumors, rumors, rumors), it's time to pick it back up and keep it going. There is no wrong making your site clean, clear and tidy with SEO signals to please spiders and crawlers. Again, Google loves them!

What we do with on-page SEO is that we use our proprietary Wordpress SEO plugin, SEOPressor. It's now at Version 5, which includes almost everything a webmaster needs in modern SEO, like Rich Snippets, Social SEO, Dublin Core, Twitter Card, OpenGraph tags, Smart Linking and more. We have also built an over-optimization check to warn you against going over the board.

SEOPressor.com now serves more than 130K websites, supported by a 11-person team. Sites we power include small and big sites in various industries currently ranking #1 on Google which you may have landed during your research. Give it a test drive if you have not owned a copy. You may also use Yoast SEO. Most of our customers use both Yoast and SEOPressor, with Yoast taking care of site-wide settings and SEOPressor going specific on each post and page. They find this combination drives their ranking high, fast and most importantly, safe.

SEOPressor Plugin → <http://seopressor.com>

4. How did you come up with the idea for this kind of product or service?

Co-citation, Co-occurrence, closing the word relationship

It's kinda awkward to explain this, I will try my best. Backlink is like a religion, but there's something better that Google's tracking for quite some time while only few game on it.

The average internet users do not usually make a hyperlink when they try to recommend a site. If Google does not take these votes into account, it's missing out on a lot of ranking signals. It means, backlink does not matter. Do-follow or no-follow does not matter. You get a vote even without a hyperlink. A simple mention of your site.com or brand is good enough to count as a vote.

This is what Co-citation or Co-occurrence means. If the whole web talks about your site when a subject matter is discussed, Google understands that your site is important for the subject matter. You want to disrupt the keyword data map by introducing new relationship between your site and the keyword. If the whole web talks about something that your site is always missing out, it's time to create content to "co-cite" your website/brand with the keyword.

Any time a discussion about a keyword appears, your URL/website should always be on that page in a helpful/positive tone. Understand? Sentiment recognition, as in recommendation or hate, is no longer a challenge to search engines. They know exactly if the world loves you or not.

Inbound, content, multi-channel marketing

SEO now is longer link-building only. It's creativity. You should start introducing a culture of content creation, inbound marketing, social marketing, paid search and anything you can do to drive traffic to your site.

When all these piece together, you have a website that's important, highly authoritative and recognized, attracting return traffic and a reward with high ranking that never goes away. That time, you welcome all Google algo changes. The best part, if the change really did affect you, you have the substance to challenge their implementation and force them to answer you publicly, like what happened to the few big sites during Panda.

Hope this makes sense to you and here are some marketing studies we have for you:

<http://socialmetricspro.com/marketing-studies/>

5. What are the 3 most important SEO strategies you like to use for better ranking?

I'd say, inbound marketing on the top. When you have great content all over the places, you will get unexpected visits and sales for no reasons at all from keywords you never thought before. When that happens, you are able to record the keywords and work on expanding keywords that are profitable. Always look into your analytics.

Secondly, press release like I have discussed above. When you are using a press release, don't just work on it for backlinks. Go for media attention. Always be creative in your press release.

One local cookie store did a huge cookie with expensive ingredients and called it the "most expensive cookie" in the World. They issued a press release about it. To make it convenient, they also prepared a media kit that includes stories, content, interview video with the store owner, and all the information a journalist needs. The result is a huge coverage from mainstream media.

So get creative with your PR strategy. Go for journalist pickups. It gives you benefits and mileage that other marketing cannot provide.

Thirdly, focus on bringing home the social traffic. Online marketing is getting easier and easier with all these social networks allowing us to reach huge audiences without a cost. But it takes tricks and consistency to build a social following and it will definitely pay off the long run.

6. Can you tell us about the single most important SEO MISTAKE you should avoid in the process of ranking high in the search engine?

Avoid blackhat and spammy techniques at all cost. If you cannot find a reason to invest for long term result, you got to sit down and find it. Accordingly, content marketing produces the highest long-term ROI of all marketing techniques, list building can't even match.

7. Anything you want to add on? (Example: any other SEO tools you would like to recommended)

I kinda feel the way internet works and information is accessed is undergoing a huge change...with all the new devices coming all along. In addition pleasing formats like HTML5, going mobile-responsive, geo-seo etc, which can go obsolete at any time, we should always remember Internet Marketing is after all, marketing, which does not have a form. It's purpose that's to stay.

Tale Out Plugin → <http://taleout.com>

Social Metrics Pro Plugin → <http://socialmetricspro.com>

SEOPressor Plugin → <http://seopressor.com>

Interviewer 4: Brian Dean



1. Can you give us some background on yourself?

In 2008 I made the extremely hard decision to quit graduate school. Little did I know that I would stumble upon The Four Hour Workweek, which first made me realize that anyone with a brain and some guts could start their own profitable business.

In 2010, after finally making some decent coin from my business, I set off for Thailand with my girlfriend. Since then I've been travelling and running my business from all over the world.

It's been a wild ride!

2. How do you deal recent Google Algorithm Updates such as Panda, Penguin, EMD?

I think that the updates influence my mindset more than my approach. I used to have the mindset of "build a site, hit it with links, and make passive income forever".

We now know that doesn't work anymore.

The best way to deal with Google updates is to not deal with them at all. And the only way to do that is to change your **mindset**. Don't be someone that wants to "make money online". Be someone that builds a **business** that makes money online.

If you have a great site/business/brand, you're not going to get hit by any updates.

3. Background of your product/service and how will it benefit the reader despite the Google Updates.

My main "service" is my blog, Backlinko. There I share the lessons, strategies and insights that I've picked up since entering the SEO scene in 2008.

I also have The Advanced Link Building Course. The course is for serious SEOs that want to learn the exact strategies and approach that I use in my 6-figure business.

<http://course.backlinko.com/>

4. How did you come up with the idea for this kind of product or service?

I realized that there weren't that many go-to SEO blogs out there. There were a few (like Terry Kyle's Sunday SEO, Kaiser the Sage etc.) but not enough to meet the demand for update-proof SEO strategies.

That's when I realized that I might have something to offer to the SEO community.

5. What are the 3 most important SEO strategies you like to use for better ranking?

- 1. Create an Awesome Site:** I've run shady MFA sites and value-packed authority sites. And I can say from experience that the authority site is MUCH easier to rank. If you run a tiny site that doesn't provide any value, most of the best link building strategies are closed off to you. But if you have a great site that you're proud of, the SEO world is your oyster.
- 2. Email Outreach:** It's boring. It's tedious. And most people will flat out ignore you. But email outreach flat out works. In fact, right before this interview, I checked my email and saw that someone replied to one of my emails to say that they added my site to their resource page...**a PR5 page**. Again, this type of thing isn't possible unless you execute strategy #1.
- 3. Reverse Engineering:** This might be the best link building strategy on Earth. Most strategies like "guest blogging" and "directories" are cookie cutter strategies. But reverse engineering shows you the **exact places** you can get links from. Hard to beat that.

6. Can you tell us about the single most important SEO MISTAKE you should have avoid in the process of ranking high in the search engine?

The single most important mistake is working on too many sites at a time. When I first started out in SEO I built 150 sites. Needless to say, 150 out of 150 of the sites were terrible.

It's simply not possible to invest the resources needed to rank (and stay ranked) today into more than one site. Once you've built and ranked one you can move onto another.

7. Anything you want to add on? (Example: any other SEO tools you would like to recommended)

The only thing I'd like to add is that you should be doing SEO like its 6-12 months in the future. This type of ahead of the curve approach guarantees that you'll stay one step ahead of Matt Cutts and Google's tyrannical updates.

Interviewer 5: Devin Santos from GSA Search Ranker



1) Can you give us some background on yourself?

I'm 26 years old and live in Houston, Texas. I've been marketing online for 5-6 years now. Before that I had no previous experience in marketing, selling online or even offline. It took me roughly 8 months to make my first sale via affiliate marketing and I achieved this by ranking my website to the #2 spot in Google for a relatively competitive gaming keyword.

Once I realized that I had the ability to make some money online, I dove head first into SEO so I could replicate what I had just done.

From that point on it was a long road of affiliate marketing, AdSense sites, flipping sites & finally product creation.

2) How did you first get started in Search Engine Optimization (SEO)?

After getting started with marketing I quickly learned that I would need to understand at least the basic fundamentals of SEO if I was going to rank my websites. Back when I first started, I didn't have the budget to outsource any work so I had to do everything myself.

Manually writing articles, signing up and creating links on various high authority websites, etc. It was extremely time consuming, but eventually it paid off. If it wasn't for me having to do those things manually back in the day, I probably wouldn't have as much knowledge on SEO as I do now.

GSA Search Engine Ranker (5 Days Trial) - <http://bit.ly/1bQ6S66>

GSA Captcha Breaker - <http://bit.ly/11LArRL>

3) Background of your product/service and how will it benefit the reader?

The product I'm heavily involved in now is GSA Search Engine Ranker. When it comes to SEO link building software, GSA SER is definitely unique. One thing that's important with SEO is link diversity.

The problem with most SEO tools is they will post to the same web 2.0's, article sites, bookmark sites, or whatever list is built into its database so everyone is hitting the same targets, but with Search Engine Ranker, there is no built in database.

The software will automatically search for new websites to build links to from over 1,000 different search engines which means you aren't always getting the same backlinks as everyone else. The software also has the ability to post to 100's of different platforms so it doesn't matter if it's a Wordpress blog or a wiki site, SER has the full ability to handle it all.

The positive results and feedback have made GSA Search Engine Ranker one of the most popular SEO tools on the market today.

GSA Search Engine Ranker - See it Here!

<http://trafficplanet.com/topic/2873-gsa-search-engine-ranker-new-software-builds-links-to-over-100-platforms-247-on-complete-auto-pilot-free-5-day-trial/>

4) How did you come up with the idea for this kind of product or service?

The idea for GSA Search Engine Ranker was completely thought up and created by Sven of GSA (developer). It started out as a much more basic and simple application that could mainly only build links to blogs, guestbook, and a few other platforms.

As the software started to become more known in the SEO world, more platforms and features were added to eventually turn it into the software you see today. Search Engine Ranker has sold thousands of copies and has quickly become one of the biggest, if not the biggest SEO software on the market.

5) Who is your targeted market for such product or service?

The people buying products I sell are typically SEO's and business owners. Before I was involved with GSA SER, I sold my product on clickbank called Ultimate Scrapebox Tutorials and also sold a software called Ultimate Comment Scraper which is now free on my blog

<http://www.imdevin.com>

All of the tools I have sold so far are geared towards SEOs & website owners. I have a couple of new products in the pipeline where I will branch out and sell to a broader market that anyone involved in advertising social media would find beneficial.

I think it is important not to keep all your eggs in one basket.

6) What are the 3 most important SEO strategies you like to use for better ranking?

There are many valuable strategies in SEO but here are a few tips in no particular order.

I would say On-Page SEO is pretty vital to ranking any website in a moderately competitive market. Page speed and internal linking structure are very beneficial to your overall SEO campaign. I think it's also important not to stuff your content with keywords, but to focus on writing for your readers.

Google is pretty intelligent on knowing what your websites content is about and I don't think it's necessary to go crazy stuffing too many keywords in your content to try and rank for every little thing. You'll be surprised that by adding in a few keywords/variations you'll end up ranking for keyword combinations you never would have thought of. Don't forget to track your traffic with analytics!

Keyword Research - Of course keyword/market research is going to be the first step in determining if a market is worth going for. Choosing the wrong keywords will only end up in a massive head ache with money and time wasted.

Learn what metrics are important for determining profitable keywords with competition that you can tackle.

Learn from trusted SEOs or your own experience. If you've been in the game long enough you'll know there is a common pattern that happens after almost every Google update. It happened with Panda and Penguin. As soon as these updates hit you'll see people saying things like, "link building is dead" or "this type of link doesn't work anymore".

Most of the time when people say this it's because they heard it from someone who claims to be an SEO guru and is just repeating what they heard. Take the time to study, test, and learn what really works and don't just take other marketers word for it. You might end up missing some valuable opportunities.

7) Can you tell us about the single most important SEO MISTAKE you should have avoid in the process of ranking high in the search engine?

One of the biggest mistakes I made in the beginning was not taking the time to learn and use tools such as Google Webmaster resources or Analytics to track my website data. Using analytics will help you understand where your traffic is coming from and what areas of your website need to be improved/optimized.

You can take all the data that is gathered and use it to greatly improve your website and bring in more traffic. Sometimes the smallest tweaks can make massive improvements in conversion rates and other important areas.

8) Anything you want to add on?

For anyone trying to learn marketing and how to make money online, all I have to say is get started. Don't get too caught up reading every method out there on the internet because there will be new "methods" popping up every day. Pick a business model and go for it.

I had zero interest in marketing and business when I first started, the only thing I wanted to do was make money online. The deeper I dug into marketing, the more I developed a passion for not only SEO, but business in general. Now, I can't get enough of it and couldn't imagine being anything other than an entrepreneur. It's a great lifestyle to live and if you put in the work, you will eventually get there.

You can find me on:

My personal blog: <http://www.imdevin.com>

Twitter: https://twitter.com/Hi_Im_Devin

Facebook: <https://www.facebook.com/Imdevincom>

Interviewer 6: Matthew Anton

1. Can you give us some background on yourself?

Matthew Anton managed a billion dollar travel agency's online marketing campaigns and is currently the COO of BacklinksVault.com, which is the parent company for many wholesale seo / social media services; the most popular being BacklinksIndexer.

2. How do you deal recent Google Algorithm Updates such as Panda, Penguin, EMD?

It's funny because we experiment on our main website (don't like to test things on clients :P), pushing the limits, and got slapped. Trial and error is what this game is about. The one thing the major Google updates have taught us is don't put all your eggs in one basket, whether it's anchor text, types of links, or social network signals.



3. Background of your product/service and how will it benefit the reader despite the Google Updates.

BacklinksIndexer.com incorporates all the top techniques to getting backlinks. While it's marketed as a service to index your links, it's much more because it builds links to your links all from different IPs, platforms (web2.0s, social bookmarking, blogs, etc).

TwitterBacklinks.com - #1 Rated Retweet Service - 3 Day Free Trial

Web2.0Backlinks.com - Powerful Web 2.0 Properties - Free Post Trial

PinterestBacklinks.com - #1 Rated Pinterest Repin Service - 3 Day Free Trial

BacklinksIndexer.com - #1 Rated Backlink Indexing Service - 5 Day Free Trial

We offer a full suite of services which can be seen here:

<http://backlinksvault.com/online-marketing-services/>

4. How did you come up with the idea for this kind of product or service?

Dan Anton, CEO of BacklinksVault came up with it, when there wasn't a premiere service to help our clients' links get some initial traction. We noticed that pinging was beginning to lose its effectiveness and the search engines wanted to see a diverse set of links to your links to help keep them in their index. Most people don't realize that Google takes snapshots of the internet, and determines what is worth keeping, and what's worth dumping (millions of web pages dropped and added each day). Having links to your links help stay part of the index vs. drifting into the abyss.

5. What are the 3 most important SEO strategies you like to use for better ranking?

Onpage. I hate it because it's boring, but because of this it's often overlooked. Get everything dialled in and then the next 2 I like to do are Super web2.0s (if it's a major brand), and social network signals from Twitterbacklinks.com and PinterestBacklinks.com to help validate to the search engines that this webpage is legitimate and worth ranking.

6. Can you tell us about the single most important SEO MISTAKE you should have avoid in the process of ranking high in the search engine?

We started out trying to rank for the term video games, gaming, mmorpg, and other insanely competitive terms (2006 we made a gamers social network - gamefriends.com). We were actually #4 at one point with over 3 million backlinks showing in Google Webmaster Tools. It was from acquiring non contextual sitewide links in blogrolls and footer links all with the same anchor - video games. Fast forward to today, those same links have caused a penalty. The worse thing you can do is over use anchor text that links back to your website. All other problems or weaknesses can usually be remedied but this one is usually a kiss of death if you get on Google's radar.

7. Anything you want to add on? (Example: any other SEO tools you would like to recommended)

The best SEO tool is one that helps you reach your goals. If you are a large agency and want to handle everything internally, Magic Submitter is worth checking out. It's always best to do what you're best at, and pay for other services that you are weak at, or will still remain profitable from purchasing.

Just want to say thank you to Winson and his great readership. His blog provides an excellent platform for discussions on the important topics in our industry. Wish everyone all the best and look forward to connecting with you soon.

Check Out Matthew Anton's Services Here

[TwitterBacklinks.com - #1 Rated Retweet Service - 3 Day Free Trial](#)

[Web2.0Backlinks.com - Powerful Web 2.0 Properties - Free Post Trial](#)

[PinterestBacklinks.com - #1 Rated Pinterest Repin Service - 3 Day Free Trial](#)

[BacklinksIndexer.com - #1 Rated Backlink Indexing Service - 5 Day Free Trial](#)

Interviewer 7: Dennis aka Niko

1. Can you give us some background on yourself?

I've always been interested in mathematics and was pretty good at it at school, however life went a bit different than expected so there was not much time left for science type of things. Later in my life I got interested in poker and decided to build a script that would play poker online, kind of a pokerbot.

After a lot of tweaking I managed to get it winning on poker sites where it played for real money and I made a decent living from that. While doing it there was always a fight going on against the actual poker sites and their bot detection scripts and that gave the hobby the true challenge factor.

As the poker business is a billion dollar business I couldn't keep up with it, simply cause I was a hobbyist and not some high tech programmer that was able to simulate mouse movements and what not.

Logically I looked into similar hobbies and that's how my interest for SEO was born as it used to be a fight against the big bad Google with all their updates, although a much easier fight this time but still challenging enough.

2. How do you deal recent Google Algorithm Updates such as Panda, Penguin, EMD?

I think Google is doing a very poor job fighting spam. It was effective for sure but it was just too easy as everyone was doing the same thing. How do I fight these updates? I don't have too, putting some thoughts in what you do is enough to prevent getting affected.

Nik0 SEO Service - <http://bit.ly/16cUonT>

3. Background of your product/service and how will it benefit the reader despite the Google Updates.

I was also to blame to think everything works without any thinking so my service affected some sites in a negative way as well. It was a great reality check and once you start thinking about it it's actually dead easy to do it in the right way.

Many public blog networks were taken down, not without surprise and when you see how these people setup these networks then it was just a matter of waiting for them to get taken down.

The number 1 force behind rankings are still private networks, but then setup in a proper way on truly unique hosting accounts and where each site is styled in a different way. Doing it in such way makes it impossible for Google to connect sites to be part of some network.

4. How did you come up with the idea for this kind of product or service?

There were way too many non working SEO services available online. I wanted to make a change.

5. What are the 3 most important SEO strategies you like to use for better ranking?

SEO in fact evolves around 2 things only, enough relevant content on the actual website and quality back links. The client is always responsible for the content on his site, we make sure to build proper back links. That mix works every single time.

6. Can you tell us about the single most important SEO MISTAKE you should have avoid in the process of ranking high in the search engine?

Do not focus on single keyword. It just doesn't work that way.

7. Anything you want to add on? (Example: any other SEO tools you would like to recommended)

Build quality sites with plenty of relevant content. This is heavily under estimated. What I personally experience on regular base is that people are easily willing to spend hundreds of dollars on link building but at the same time refusing to spend 25% of that budget on website content. That's just stupid.

Another small tip: Stay away from any type of software that creates back links. Link building is a process that you cannot automate.

Dennis

Nik0 SEO Service - <http://bit.ly/16cUonT>

Interviewer 8: Jacob Hagberg aka Intial Effort



1. Can you give us some background on yourself?

Jacob Hagberg has 8 years of internet marketing experience and specializes in search engine optimization and affiliate marketing. His company, Initial Effort, currently has top rankings for keywords like SEO services and is well-known for his backlink services on many marketing forums.

2. How did you deal with recent Google Algorithm Updates such as Panda, Penguin, EMD?

As a service provider your goal is to always anticipate what Google might do next. Their goal is to increase the cost of doing SEO which in return increases their Adwords sales as more businesses make a switch to buying traffic. SEO is just like speeding in a car, everyone does it, but only those who go 70 mph in a 55 mph get caught.

EMD update wasn't really a factor but for Panda it really came down to producing a higher quality site. Yes, some really bad sites still will rank, but they are usually the exception. Unfortunately, these cases are always pointed out on the forums. Penguin is all about over optimization and balancing your anchor text profile so that you don't exceed the filter's threshold.

Check out Jacob service "SE Slingshot" here

<http://trafficplanet.com/topic/1429-7700-orders-se-slingshot-high-pagerank-blog-posts/>

3. Background of your product/service and how will it benefit the reader despite the Goolge Updates.

Our flagship product SE Slingshot is recommended by Terry Kyle and Matthew Woodward. This service uses blog posts on high PageRank domains to increase rankings. It's pretty standard stuff, but unlike other networks we limit the posts per day to each site and control the content being placed on each domain.

4. How did you come up with the idea for this kind of product or service?

Why re-invent the wheel? I took something that was already working for thousands of SEO's and then simply made it better. There are several flaws with most of the major networks and through testing we were able to determine which factors Google was using to stomp out many of the networks like SAPE and ALN.

5. What are the 3 most important SEO strategies you like to use for better ranking?

SEO always starts with what you put on page. If you want to rank for the long run you need high quality content that people want to read. Everyone loves to criticize Matt Cutts but he isn't lying

when he says produce great content. Without great content your website conversions will be lower.

The second most important strategy is to not have duplicate content on your website. Only a daily basis we perform SEO audits and the number one problem we see is duplicate content created by tag, category or author pages in Wordpress or dynamic duplicate pages created by the Magento shopping cart software.

Google doesn't want to visit your website and find that several pages are exactly the same or even overlapping in content. It also hates finding blank pages, or pages with low quality content like the 500 word articles most writers produce that don't actually provide the user with any valuable or insightful information.

The third most important thing is to vary your anchor text. Currently we recommend only 15% of your links be with anchor text. This includes partial matches of your main keyword. The other 85% should be a combination of domain.com links and click here style links.

6. Can you tell us about the single most important SEO MISTAKE you should have avoid in the process of ranking high in the search engine?

Here is my list of most common SEO mistakes:

1. Duplicate content on the website
2. Over optimization of anchor text
3. Poor content that does not engage users
4. Not testing different types of link building strategies
5. Blasting thousands of links at your website
6. Wasting time performing negative SEO on your competitors
7. Spending time trying to recover a penalized site instead of ranking a new one
8. Overanalyzing SEO instead of just doing

7. Anything you want to add on? (Example: any other SEO tools you would like to recommended)

If you don't own Scrapebox as an SEO you are missing out. Not that I would use it for blog comments, but all of the other features make this a product that I use every day.

Check out Jacob service "SE Slingshot" here

<http://trafficplanet.com/topic/1429-7700-orders-se-slingshot-high-pagerank-blog-posts/>

Interview 9: John Moore

1. Can you give us some background on yourself?

I launched my first website in 2008, being on a low budget I had to figure out ways to drive traffic to my site for little cost so I focused a lot of time on learning SEO and became quite good at it, ending up ranking #1 for the keyword in my niche and quadrupling my business.

I initially tried going the route Google advises of build quality content and you'll naturally rank high, and whilst that's sound great in theory, in practice it doesn't hold true. Back then I had a high quality site selling a unique product that received a lot of great feedback on, it converted well and the average visitor stayed on my site for more than 5 minutes.

However there were small crappy little sites that would rank above me because they were actively building links to their site, I soon learnt that to compete for search engine traffic you need to be building links actively.

2. How do you deal recent Google Algorithm Updates such as Panda, Penguin, EMD?

Google never judges your link profile in isolation, it's always in combination with your site quality, hence why a certain link profile on a YouTube video will stand strong yet the same links could obliterate a new small website, so it's important to have a high quality site to begin with, the old saying "you can't polish a turd" rings true in my ears often.

A quality site has good navigation, high quality unique content regularly added, lots of multimedia, images, videos, widgets, etc....and keeps the visitor on the site for at least 2 minutes and most importantly isn't just in existence to send traffic via an affiliate link, Google actively targets thin affiliate sites and that game has now ended. If you have a quality site you'll avoid the panda filter and will help avoid the penguin filter too, but that's more about links.

To stay clear of the penguin filter, we build LOTS of non-commercial anchor text, we build over 500 different anchor text in all of our SEO campaigns, with many variations of the raw URL, brand name, target keywords and plenty of generic "click here" type anchor text, and unlike most services we don't just use the same 20-30 terms over and over, we continually feed new anchor text into the link profile everyday which I think is important, because if you have 1,000 referring domains using only 30 different anchor text that looks suspect.

Also important to avoid the penguin filter is too not build low quality links, this means social bookmarks, blog comments, forum profiles, links on highly spammed PRO domains, links in poorly spun content, links on sites containing malware and viruses and links on obvious link networks. We also don't build any commercial anchor text on sites that accept user generated content as we think that's an easy target.

3. Background of your product/service and how will it benefit the reader despite the Google Updates.

We created LiftMyRank.com to give webmasters the benefit of higher search engine rankings without having to do any of the work themselves. We have 3 different packages available that tailors to the keywords competitiveness, basically the more competitive the keywords the higher the budget that is needed to rank them and the more powerful links we'll build to achieve that.

We accept up to 4 URLs and 8 keywords per campaign and unlike most others, we'll guarantee at least a quarter of your keywords will hit page 1 before day 90 of the campaign. In addition to this we can help with keyword research and on page optimization to make sure you're getting the best R.O.I. possible on the spend.

To do SEO properly now days takes a lot of knowledge, skill, infrastructure and resources which many just don't have, so we've become a popular service for those who just want to outsource the entire tedious process to us and hold us accountable for results. We have 100s of real testimonials of our seo service which you can see on the Warrior Forum here.

After giving us your URLs and keywords to work on, we give you tips on how to tweak your site for best results along with a tracking link so you can monitor your campaign performance in real time. I also offer free initial consultation on Skype @liftmyrank if you need some help to begin with.

Check out Life My Rank Here → <http://LiftMyRank.com>

4. How did you come up with the idea for this kind of product or service?

After several years of ranking my own sites I became quite efficient at it and due to several requests I started helping other webmasters rank for their keywords, that was 3 years ago and as they say the rest is history.

5. What are the 3 most important SEO strategies you like to use for better ranking?

We basically do everything in the most natural and organic way possible, so lots of different link types, plenty of different anchor text, 30+ CMS platforms, different content topics, different link placements, a consistent link velocity and social sharing. We only create unique, relevant and readable content to distribute across the internet. You could almost call our service content marketing on steroids.

6. Can you tell us about the single most important SEO MISTAKE you should have avoid in the process of ranking high in the search engine?

The most common mistake I see is people trying to rank for highly competitive keywords without the pre-existing authoritative domain, you have to be realistic with what you're trying to achieve and within what budget. You also need patience to succeed in SEO, your timeframe has to be 3+ months as proper SEO is never a one-time process, you need to be continually receiving new links to your site to show to the search engines your site is getting more popular on the internet.

7. Anything you want to add on? (Example: any other SEO tools you would like to recommended)

I would encourage everybody to get amongst it, if you don't actively invest into your SEO you're missing out on a huge amount of traffic, so you've got to get in there to be able to compete effectively online because search engines still send over 75% of all website traffic and as hockey great Wayne Gretzky once famously said "100% of the shots you don't take, don't go in".

Interviewer 10: Winson Yeung's Email Interview



1. Can you give us some background on yourself?

I started Internet Marketer in June 2007 where I have spent countless time, effort and also cash in buying products, training courses, WSO, outsourcing and even attending internet marketing events to understand the fundamental of internet marketing such as how to build a list, how to create website, how to use Wordpress, how to do SEO, how to optimize your website and etc.

I have gained lots of knowledge in the Internet Marketing world and my main expertise is in Search Engine Optimization and Affiliate Marketing (Still learning). I have several successful business built-on on autopilot and I'm in process of improving my business and also expanding my business at the same time.

Before We Proceed... Let's Get Connected Via Social Media!

Follow My Twitter => <http://twitter.com/winsonyeung>

Add Me on Facebook => <http://bit.ly/winsonyeungfacebook>

Bookmark My Blog => <http://winsonyeung.com>

2. How do you deal recent Google Algorithm Updates such as Panda, Pengine, EMD?

The Google updates have been targeting spammy and unnatural backlinks that are mostly created by software. I have been avoiding these kinds of backlinks and focus more on social engagement and also social signal such as number of tweets, likes and shared. Guest posting is also one of the method I'm actively participating to look for high quality backlinks.

3. Background of your product/service and how will it benefit the reader despite the Google Updates.

My service is called "CCArticles.com" and I have gathered a team dedicated writers who are actually involved in some form of writing in their "offline lives". They are real-life journalists, publicists, copywriters and writers who have a good mastery of the English language that focus on providing high quality content to web owner. Since the Google updates, quality content plays a bigger role in the SEO as the updates are aims to filter away low quality website.

Check Out CCArticles Writing Service → <http://www.CCArticles.com>

4. How did you come up with the idea for this kind of product or service?

The service actually started from my own needs for good quality content. When I saw how hard it was to hit the “sweet spot” in terms of quality, price and availability, I have decided to run my own writing service. So you can really expect the best!

5. What are the 3 most important SEO strategies you like to use for better ranking?

- 1) **Proper Keyword Research** – This step is the most important part of SEO. I have seen a lot of people looking to rank high in search engine with very competitive keywords that has millions of results like “email marketing”

I don't recommend this at all as this will take up a lot of time, effort and money to rank for these competitive keywords. My recommendation is to look for long tail keywords that has at least 3 words or above and start optimizing the website to rank for the keywords. Example: “email marketing tool”

- 2) **Proper On-Page Optimization** – By optimizing your website such as adding the keywords in the meta-title, description and keywords help to inform Google that your website is talking about your “keyword”. By doing so, you are actually using SEO Leverage to get better results from your SEO campaign. Spend 1 day in your On-Page SEO and you will enjoy long term results from your campaign.
- 3) **Diversify Your Backlinking Campaign** – Never only rely on one type of backlinks! You should get backlinks from as many sources as possible such as high PR profile backlinking, article submission, press release submission, blog commenting, forum commenting, social bookmarking and so on. By diversifying your backlinking campaign, you won't need to worry that your website ranking will fall to the pit when Google update its algorithm.

6. Can you tell us about the single most important thing SEO MISTAKE you should have avoid in the process of ranking high in the search engine?

The WORST SEO MISTAKE is by picking the wrong keywords that is over competitive and hoping to rank for it within a short period of time. I have already talked about the keyword research part and why it is important to pick the correct keywords.

7. Anything you want to add on?

Just want to say thank you to you for reading this **Backlinks Inner Circle** and all the email interviewers who spend their time helping me in this project as well 😊

Conclusion

That's it! Congrats on going through the entire interview from the top SEO gurus. I truly hope that this Backlinks Inner Circle report has provided extraordinary value to you and you have pick up something new that you didn't know about before reading these interviews.

A special thank you goes out to Matthew Woodward, Daniel Tan and Terry Kyle for being the first few to kick start my Backlinks Inner Circle Version 2.0 idea and also to all the interviewers who take the time out to take part in this Backlinks Inner Circle. Also, I would like to express a big thank you to the members of Warrior Forum and Traffic Planet.

If you have opinions on how you feel about this e-book, you can leave a review on my Warrior Forum here (<http://bit.ly/BICWarrior>). You can also PM me with your testimonial or email me at support@winsonyeung.com

And if you liked this e-book, you might also want to take a look at my latest products regarding On-Page SEO because it's the perfect complement to this material and a fantastic method to rank higher for your website in the Search Engine. Subscribe to my newsletter and I will let you know once It's complete! Thank You!

Best Regards,

Winson Yeung

www.CCArticles.com

www.HighQualityBacklinks.com

www.BacklinksAutomation.com

www.BacklinksInnerCircle.com

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Ok, before we get to the good stuff about how much money you can make with the re-brandable Backlinks Inner Circle... give me a couple of minutes to explain how the whole thing works.

I'm sure you'll agree this report offers you exclusive access to the tips, strategies, products and ideas of some of the top SEO gurus around and let's face it. These guys are getting it right! Between them they have years of knowledge and success under their belts and the fastest way to success is to do what the successful do, right?

[Click Here To Re-Brand Backlinks Inner Circle Report!](#)

This series of interviews offers you the back story of how the products were created and more importantly, why. If this report provided value to you, then it can provide value to your followers and subscribers too and between us, we can share the knowledge and give back to the IM community.

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