



Thirty Day Challenge 2009 – Training – Day 07

2009TDC07e: Add Prettylink To Post

Running Time: 7mins



Intro

Hi everybody, it's Guru Bob and welcome to another video from me on Day 7 of the Thirty Day Challenge.

Well, you should have just finished watching Anthony - Doctor Anthony - go through how to use **Market Samurai** to **add a Pretty Link** link to your blog for your **ad promotion** on the sidebar of your blog.

Now that you have a Pretty Link in place I'm going to be showing you how you can **add a link into the post of your blog** so that you've got **a promotional link inside your first post**, as well as linking from the ad to whatever it is that you're promoting.

It should be a fairly quick video - it's very easy to do, so let's get straight to it.

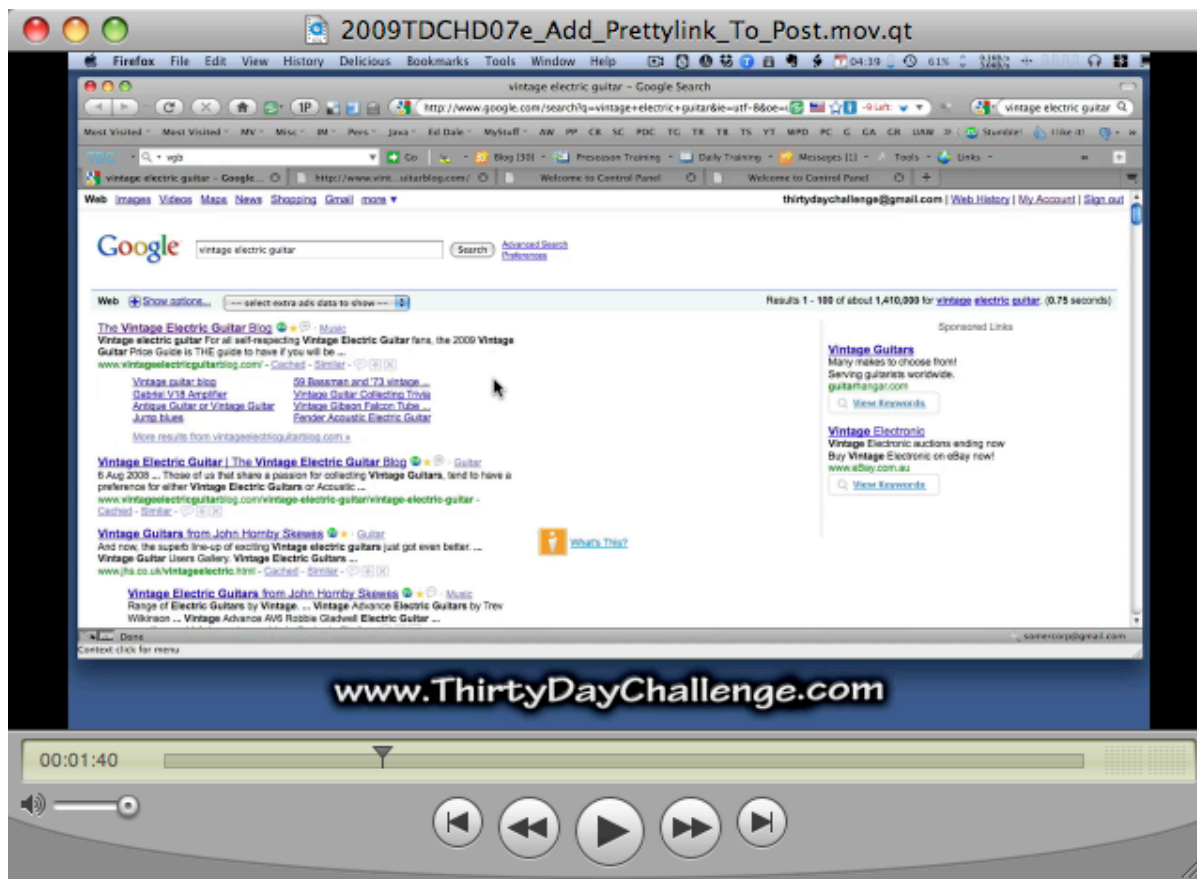
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Our Goal (in the Challenge)

[Starts at 00:00:50]



So we're going to add a **Pretty Link** link to our blog, but before we do that I'm just going to show you the Search listing for the Vintage Electric Guitar blog in the **Google** Search Engine returns for the phrase **Vintage Electric Guitar**, which was our main Theme Keyword for the blog example that we used in **last year's** Thirty Day Challenge.

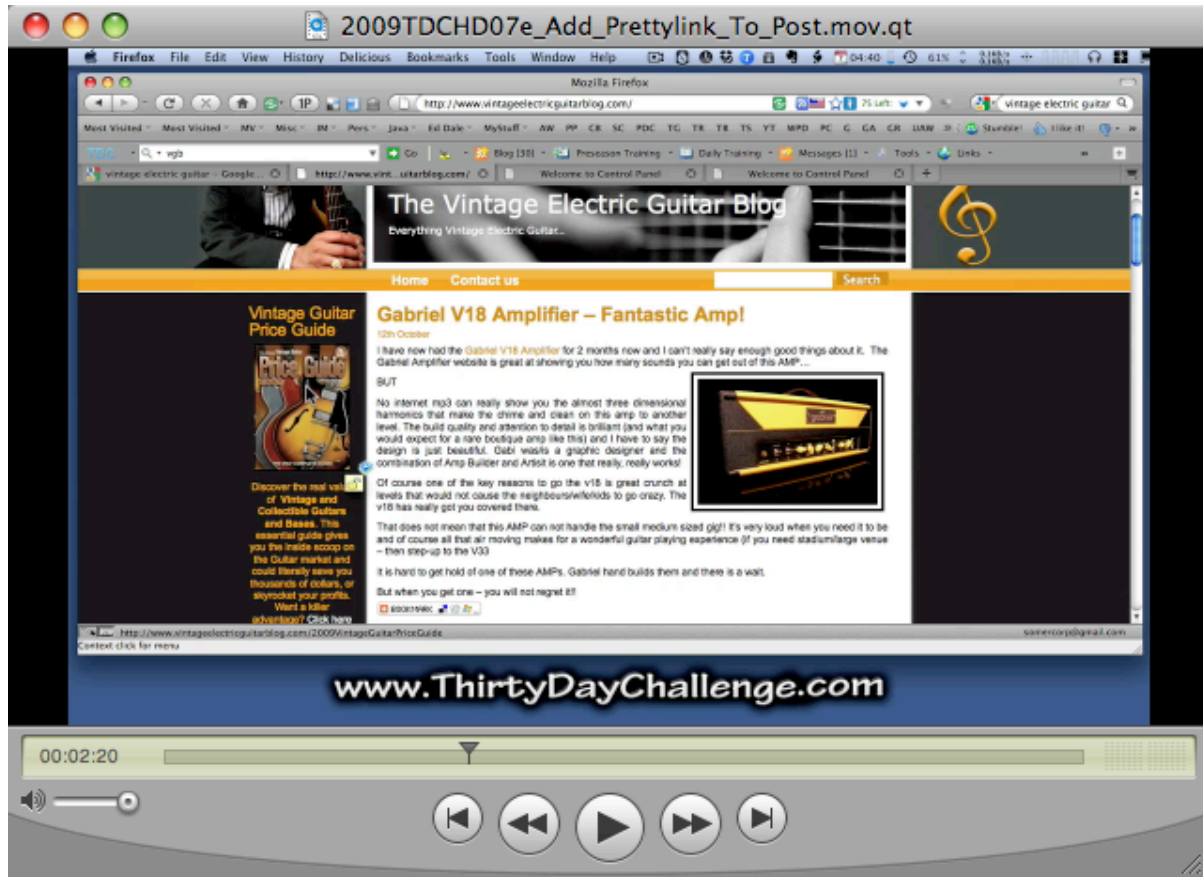
You can see that we are **still the number one ranking Web Site** for that phrase for 1.4 million competing pages, Broad Match and we're considered an **Authority Site**. You can see that one of the indications that you're an Authority site is that you get a bunch of Site Links that Google gives to various pages on your site, relative to your main site link.

This is the sort of thing that you're going to be hoping and leading towards, to dominate whatever Micro-Niches you're targeting in the challenge.



Looking at the Blog

[Starts at 00:01:48]



Our focus in this video is the blog itself and this is an example of the [Vintage Guitar] blog.

You can see that in the Sidebar of the blog we've got a promotion for an Amazon product - a Vintage Guitar price guide - and I've updated the blog for this year to have the Affiliate Link be a **Pretty Link**, that you can see down in the status bar (In the status bar of Firefox you can see that I've now got a link which comes from the domain of this blog and the actual link is very keyword specific to the product itself) [<http://www.vintageelectricguitarblog.com/2009VintageGuitarPriceGuide>]

That's perfect.

What we're going to be doing in this video is I'm going to be adding a link to a post on the blog itself.

Now, at this stage we don't expect you to have a product-specific post on your blog. At this stage you'll just have an article optimized for your main Theme Keyword and **you're going to be turning one of your instances of your Theme Keyword in your article to a link.**

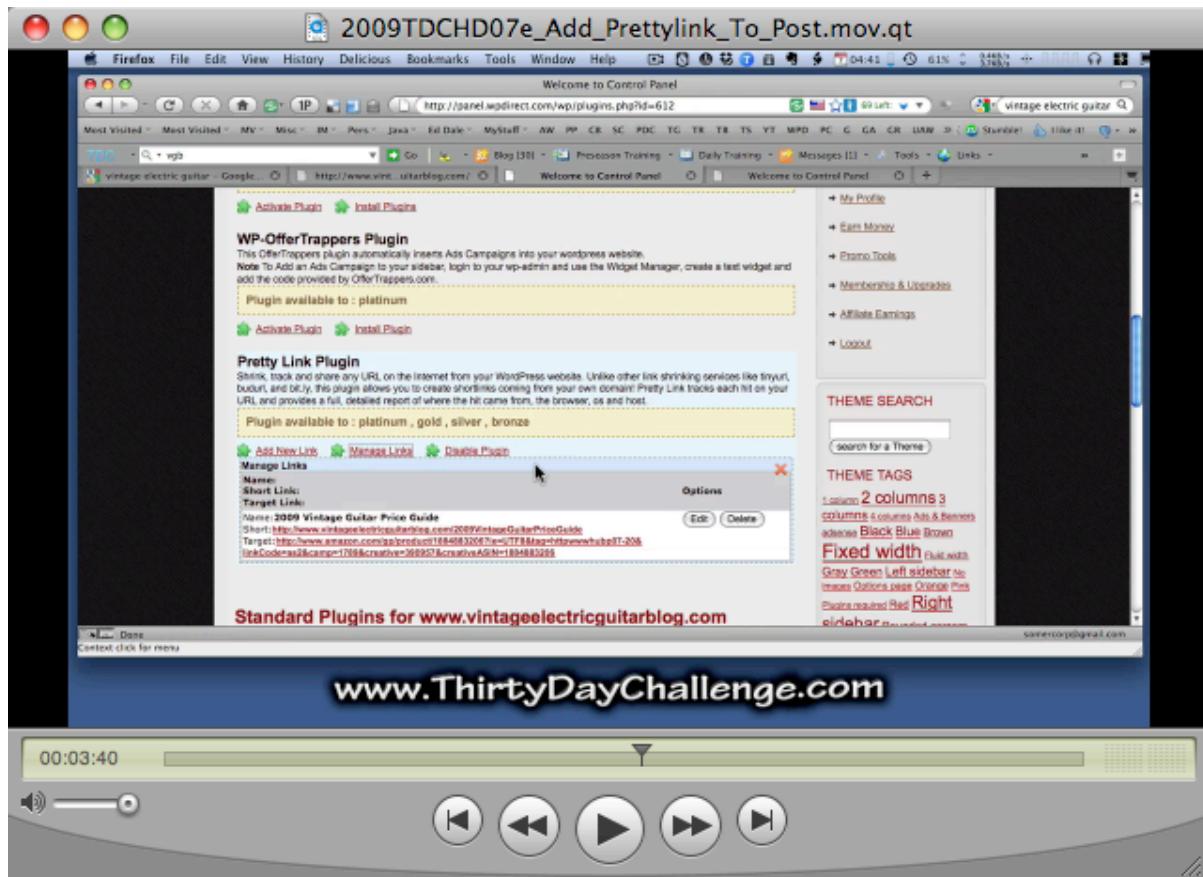
But at a certain point, when you get to a certain degree of authority you can start making post promotions on the blog itself, which is what I've done here to use an example.



Inserting a Link

[Starts at 00:01:48]

Copy the Link



Now at this stage I haven't put a link into the post - that's what I'm going to be showing you how to do here.

So we're going to head on over to **WordpressDirect** [logs in to WordpressDirect]

The first thing I'm going to do is **get my link**, which of course if you **followed Anthony's instructions** in the last video you would have done by **Market Samurai**, but that will have **created a link in the Pretty Link area inside WordpressDirect**.

To get that link we're going to go to the **Show Options** [to the right of the Blog name], go to the **Plugins** link, **scroll down** to the **Pretty Link** area and click on **Manage Links**.

The **link that you've created for your product** [in Market Samurai] should be there - as you can see, we've got a Pretty Link set up here for the **Vintage Guitar Price Guide**.

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So I'm going just going to copy the Pretty Link here. Select that and copy that to the clipboard [selects the **Short** link text <http://www.vintageelectricguitarblog.com/2009VintageGuitarPriceGuide> and copies it].

I can now go into the **Post** area and use that link in the post.

Editing the Article

To go into the **Post** area you click on the **Manage Posts** link in your **WordpressDirect Control Panel** [click **Manage Posts** icon at top of page] and find your post within your list of posts - you can see I've got a bunch of posts here.

[Note: Bob has the various areas of his WordpressDirect Control panel open in separate tabs in Firefox, so he can quickly switch between them – top tip]



The **Vintage Guitar Price Guide** post is the **last one** that I've done, so that's at **the top of the list** and I'm going to click on the **Edit** link [to the **right** of the Post] and bring up the **Edit window** and that brings up a WYSIWYG editor with my post in it.



Inserting the Link

Now what I'm going to be doing is **selecting an instance of my keyword** in the post of my article here. The **Theme Keyword** of my blog, of course, is **Vintage Electric Guitar** and I've got that in the **first sentence** of my post, so I'm actually going to select that one.



Then I'm going to click on this **Link** icon - Insert/Edit Link - and that will open up a link window [clicks **Link** in the **Formatting Toolbar** at the top of the Post content box, dialog opens] where I can **paste** my **link URL**.

Of course I've already **copied** that across **from** the **Pretty Link Manage Plugins** area.

I'm going to paste that in. [pastes link into **Link URL** box]

I'm going to set the Target so that if somebody clicks on that link, the target of the link opens up into a New Browser Window [selects **Open Link in a New Window** from **Target** dropdown]

I get a chance to actually **title** the link, which means that I can put in **another instance of my Theme Keyword**, so I'm going to put in **Vintage Electric Guitar** [types **Vintage Electric Guitar** in **Title** box]. It's just a little bit more On-Page SEO in our favour.

Click **Insert** and that converts that into a link [clicks **Insert** button].

30 Day Challenge

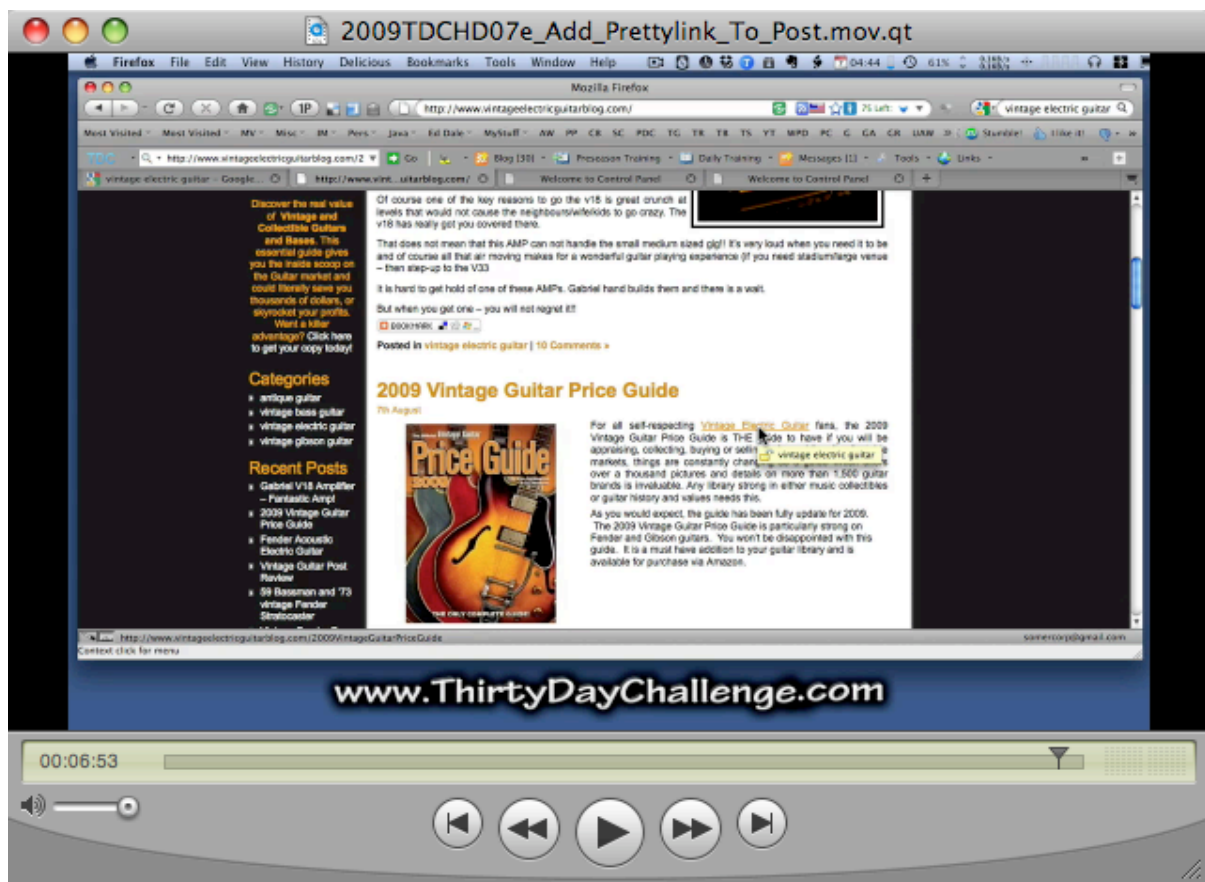
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Now, quite aside from the fact that if somebody's reading this post and might click on this and go and visit your Affiliate Product Promotion, by **having your Theme Keyword** and your **Category Keywords** on your blog, **having them occasionally actually be active links further increases the On-Page relevance** of your post for that particular keyword, so there is an **SEO benefit** here, but **also a commercial benefit**, of course, because somebody might click on that link and go and check out your product promotion and ultimately, hopefully buy.

So having added that link in now, I'm going to **Save** that post [Clicks **Save Post** button at bottom of page] and that should have updated that.

If I go back to the blog and refresh you can see that my **Keyword Phrase** here in my post - Vintage Electric Guitar - is now a link and that **link points to the Pretty Link**, which ultimately will take people to the Amazon listing for the 2009 Vintage Guitar Price Guide.



Alright, well that was it. Fairly straightforward. That's how you create a link in a post using WordpressDirect.

Speak soon.



Summary:

Main Steps

- Create your link in **Market Samurai**
- **Log in** to **WordpressDirect**
- **Copy** the **Link**
- **Edit** the **Post**
- **Select Theme Keyword** Text
- Click **Link** button
- **Paste** Link
- Click **Insert Link** button
- **Save Post**

Copying a Link

- **Log In** to **WordpressDirect**
- Select **Show Options** [to the right of the Blog name],
- Click the **Plugins** link,
- **Scroll down** to the **Pretty Link** area and
- Click on **Manage Links**
- Select the **Short** link text
- **Copy** to **Clipboard**

Inserting Link

- Click the **Manage Posts** icon
- Click on the **Edit** link (to the right of the Post)
- Select **Theme Keyword** text in article
- Click **Link** button (in Toolbar)
- **Paste link** information into **Link URL** box
- Select **Open Link in a New Window** from **Target** dropdown
- Put **Theme Keywords** in **Title** box
- Click **Insert Link** button
- **Save Post**

Links:

Market Samurai - <http://www.marketsamurai.com/thirtydc>

Market Samurai Support - <http://www.noblesamurai.com/support/>

Wordpress Direct - <http://30dc.wpdirect.com/>

Wordpress Direct Support - <http://www.wpdirect.com/support>