



Thirty Day Challenge 2009 – Training – Day 27

2009TDC27b: Promotion Intro

Running Time: 11mins



Intro

Hi team, it's Brent here, from Noble Samurai, and I want to give you a brief overview of Market Samurai's **Promotion Module**, and show you how it can **get you better Search Engine Rankings**, faster, by **helping you to find High Quality Backlink opportunities** much, much **easier** and much, much **faster** than ever before.



About Backlinks

[Starts at 00:00:24]

How Do Search Engines Decide?

When Google is determining where Web Pages should rank for a Keyword, and which Web Pages should get the best rankings for that Keyword, it measures and scores the Web Page round a number of key **Ranking Factors** (like the ones that you see in Market Samurai's SEO Competition Module). Then, it compares the scores for all of the Pages around that Keyword, and puts the Pages in order with the highest scoring Pages at the top, and the Pages with the lowest scores down the bottom.

So, if one Page has a slightly higher score than its competitor, it will get a better ranking than its competitor.

Backlinks

One of the big scoring factors that determines whether you rank higher or lower than your competitors in the Search Engines is **Backlinks** – the number of **Sites that have links pointing in towards your Web Page**.

This is the reason why we notice that, in general, **Web Pages that rank well in the Search Engines have a lot of links**, but **Web Pages that rank poorly in the Search Engines have very few links**.

It's also the reason why getting Backlinks (getting other sites to have links pointing to your Site) is so important.

Not All Links Are Equal

When you're getting links to your site, it's important to know that not all links are created equal.

Some types of links are worth much more than other types of links.

When the Search Engines are measuring and scoring the links that you have to your Web Page, they don't just measure the **Quantity** of Backlinks to your page (how many links you have), they also measure the **Quality** of the Backlinks that point to your Web Page.

So, if you have a handful of very high quality Backlinks you can often out-rank Web Pages that have more links than you.

You see, **low quality links might be good enough to tell the search engines that your Site exists, but high quality links are necessary if you're going to build your rankings.**



High Quality Backlinks

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What do High Quality Backlinks look like? How do you tell the difference between a High Quality Backlink and a low Quality Backlink? Where do you find High Quality Backlinks? How do you get High Quality Backlinks as Quickly and Easily as possible?

The main thing that you need to know about High Quality Backlinks is that they have three main traits:

- They come from **Keyword-Relevant** Web Pages
- They come from **High-Value** Web Pages
- They **do not use "NoFollow"** attributes

Let's look deeper into these traits.

Keyword Relevant

Firstly, **High-Quality Backlinks come from Keyword-Relevant Web Pages**. If you're promoting a Trout Fishing Web Page, the best type of link that you can get would be one that's **relevant** to your Trout Fishing Web Page.

In other words, you want Backlinks from other Web Pages that are about Trout Fishing, pointing to your Trout Fishing Web Page.

When you're using Market Samurai's Promotion Module, this is the first thing you notice – when you ask Market Samurai to find potential Backlink opportunities for you - it will look for Backlink opportunities on Web Pages that are the **most relevant Web Pages for a Keyword**. So if you're using Market Samurai's Promotion Module to find High-Quality Backlinks, you're not wasting time and effort going through low-value, irrelevant Web Pages, looking for ways to get Backlinks.

From High-Value Web Pages

The second trait of High-Quality Backlinks is that they come from **High-Value Web Pages** - Web Pages that have High-Quality Backlinks of their own.

Market Samurai's Promotion Module helps you to measure the potential Quality of a Backlink opportunity by measuring the number of Backlinks to the Page and the Page Rank of the Page. The Higher that either of these scores are, the more valuable a Backlink from that Page will be.

So, if you're using Market Samurai's Promotion Module, not only are you able to work out where the most valuable Backlinks will come from, you can also focus your time and effort on just the most valuable Backlink opportunities, and avoid wasting your time on low-value links.

Avoids "NOFOLLOW" Attribute

The final trait of High-Quality Backlinks is that they **do not use NOFOLLOW attributes**. The NOFOLLOW attribute is a tiny piece of Link-Killing code that Search Engines look for when they are giving you a score for your Backlinks. If you have a Backlink from a Web Page that uses the NOFOLLOW code, even if it's a highly relevant Backlink from an extremely high-value Site, you will not get an ounce of value out of it.



This is a big **time-wasting trap** that a lot of people fall into when they are building Backlinks. They spend a lot of time building Backlinks to their Site, not realising that many of the Backlinks that they're getting will never give them any value at all.

If they were using Market Samurai, they would have known not to waste their time on these dead backlink opportunities. They could have spent their time on only the best value Backlinks, or they could have achieved the same result a lot faster and a lot easier by avoiding worthless NOFOLLOW Backlink opportunities.

All they would have needed to do is to look in the "F" column in the Promotion Module. If there's a "Y" in that column, it means, "Yes, this could be a great place for a link." If it's an "N" it means "No, focus on other sites."

Market Samurai Promotion Module

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It's never been faster or easier to find places where you can engineer High-Quality Backlinks to your Site.

Instead of spending hours searching for hard to find, high value Backlinks, and analysing Web Pages manually, and the engineering links to your site the hard way, you just tell Market Samurai to do the grunt-work for you – it will tell you which Site and Web Pages represent the best value Backlink opportunities.

In minutes, you're getting Backlinks from the highest quality sources in your marketplace.

So, Market Samurai's Promotion Module finds you relevant Web Pages for Link-Building. It helps you measure the highest value opportunities that are available to you, and it helps you to avoid worthless NOFOLLOW Pages. – Leaving you with the simple task of visiting the page and leaving a comment, to get one of the highest quality, most relevant Backlinks possible.

Market Samurai will even keep a record of Web Pages that you've already checked. Just tick the box beside the Web Page [in the Promotion Module], then click the **Mark** button, to mark the Backlink opportunity as **Done**. Whenever you see this Web Page pop up again in any of your additional Backlink Searches inside Market Samurai's Promotion Module, it will appear in **blue**, so you know which Pages you've already visited and built links on. So then you can focus your efforts on other, High-Quality pages.

Here's what all of this comes down to:

With Market Samurai's promotion module, you **find better quality Backlinks in less time**. This means that you get **better Search Engine Rankings, faster**. You don't waste your time on worthless links that will never give you any value. You laser-focus your efforts towards just the best Backlinks. This means that you get the best results from any time and effort that you invest into improving your Site's rankings.

Now, I've only focused on one element of Market Samurai's Promotion Module here, and if that was all that Market Samurai's Promotion Module did for you, then it would still save you a heap of time and effort, and give you better results from your Marketing. But there's one more feature that I want to share with you here.



It's probably the easiest "White-Hat" link-building strategy that there is.

[Note: "**White Hat**" refers to techniques that are **generally accepted** by all parties and not frowned upon. By comparison, "**Black Hat**" techniques are frowned upon by some, and could get your Page **penalised by Search Engines**, for example].

Next time you're writing an article for your Blog, open up the Promotion Module in Market Samurai, and look for other high-value Blog Posts that exists on the topic that you're writing about. Then check to see if they have a "Y" in the **PB** column. Next, click the tick box beside the Blog Post – this opens up Market Samurai's **Pingback Tool**. Using this tool, you can set up a link from your Blog Post to another person's Blog Post and, in many cases, this will automatically get you a link back from those Blog Posts (the ones that you link to) to your Blog.

Once you've found several, good quality, high-value Blog Posts, and you have them selected in the Pingback Tool, click **Copy Visual**, and then paste this into the bottom of your Blog Post under a heading like **Recommended Reading**. In many cases the article that you link to will automatically link back to the article on your Blog.

It's an extra 2 or 3 minutes work, which can quickly boost the rankings of your Blog Post in the Search Engines.

This is another way that Market Samurai's Promotion Module helps you get better quality Backlinks in less time, and this means that you get better Search Engine results, faster.



Summary:

How Do Search Engines Decide?

- Measures Ranking Factors
 - o Like those in Market Samurai's SEO Competition Module
- Compares Ranking Scores
- Lists Top Scoring Web Pages

Backlinks

- The number of Pages linking to your Page
- BIG Search Engine ranking factor

Backlink Quality

- Search Engines measure Quantity and Quality of Backlinks
- Low quality Backlinks are ok to get you noticed by the Search Engines
- High Quality Backlinks are necessary to improve your rankings
- Fewer, higher quality Backlinks can outrank more, lower quality Backlinks

Traits of High Quality Backlinks

- They come from Keyword-Relevant Web Pages
 - o Link text contains Keyword
 - o From a relevant Web Page
 - o e.g. a link to your Trout-Fishing Web Page from another Trout Fishing Web Page
- They come from High-Value Web Pages
 - o High Page Rank
 - o Have their own High-Quality Backlinks
- They do not use "NOFOLLOW" attribute
 - o NOFOLLOW is a tiny piece of HTML code
 - o It lowers the value of Backlinks
 - o Time-wasting trap for link-builders

Market Samurai's Promotion Module

- Finds relevant Backlink opportunities
- Measures value of opportunities
- Avoids wasted time searching for Keyword-Relevant Backlink sources
- Allows you to focus on most valuable Backlink opportunities
- Avoids wasted effort building bad Backlinks

Links:

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

If you don't already have Market Samurai, click here to get your 40 day free trial.