



## Thirty Day Challenge 2009 – Training – Day 27

### 2009TDC27c: Backlink Opportunities Part 1

Running Time: 7mins



## Intro

Hi everyone and welcome to Day 27. Today you'll find three short videos from me which look at various methods for **obtaining Backlinks to your website**.

Throughout the Thirty Day Challenge we've emphasised the **importance of having a strong link network** and highlighted the **big impact** that this can have **on your Google rankings**. These days **you need to do more than just on page optimisation** in order to achieve a top ranking in Google. So it's really important to make developing your link network a high priority.

In this video I'll show you how to use the **Promotion Module** in Market Samurai to find good opportunities to create legitimate Backlinks to your website. Specifically, the three strategies we'll be looking at in this video are:

1. Finding relevant blogs to post genuine comments on
2. Finding relevant forums to participate in
3. Finding Web 2.0 pages to post comments on



So let's head over to Market Samurai.

## Finding Blogs to Comment On

[Starts at 00:01:05]

Src	Backlink	F	PB	PR	BL
Gb	<b>How to Play the Piano : Playing Piano Scales   HELL OR HIGH WATER</b> Learn about how scales are composed on a piano in this free online video music lesson on how to play the piano for beginners. Expert: Omri Goldstrom Bo. Omri. <a href="http://www.brisk-music.com/play-music-online/how-to-play-the-piano-playing-piano-scales">http://www.brisk-music.com/play-music-online/how-to-play-the-piano-playing-piano-scales</a>				Analyze
Gb	<b>How To Play Piano For Beginners (And Save \$500 In Lessons ...</b> How To Play Piano For Beginners (And Save \$500 In Lessons), by C.K. Sample III on 10/3/2007 - 1 comment. in General. Andy at Mahalo put together a sick guide to learning to play piano. I mean, check out all the annotated pictures. ... <a href="http://sampletheweb.com/2007/10/03/how-to-play-piano-for-beginners-and-save-500-in-lessons/">http://sampletheweb.com/2007/10/03/how-to-play-piano-for-beginners-and-save-500-in-lessons/</a>				Analyze
Gb	<b>Free Piano Sheet Music   Piano For Beginners   Beginners Piano</b> The people at about.com have kindly provided us with a list of free piano sheet music which can be downloaded and printed out. The interface is a bit clumsy as: <a href="http://www.beginnerspiano.net/keyboard-lessons/free-piano-sheet-music-piano-beginners">http://www.beginnerspiano.net/keyboard-lessons/free-piano-sheet-music-piano-beginners</a>				Analyze
Gb	<b>Piano for Beginners   Musicouch</b> Trying to find the right piano for a beginner can be a task in it self. It is a important investment. <a href="http://musicouch.com/instruments/string/piano/piano-for-beginners/">http://musicouch.com/instruments/string/piano/piano-for-beginners/</a>				Analyze
	<b>A Guide to Buying an Acoustic Guitar   No Day without Music</b>				Analyze

[Before you begin researching Promotion opportunities, open the appropriate **Project** and select the relevant **Keyword Tab** in Market Samurai]

To get started, I'll just click the **Promotion** tab [in the navigation panel on the left].

Now you'll notice that I'm currently using my theme keyword, **piano for beginners**, to look for Backlinking opportunities. You can, of course, **repeat this whole process using your category keywords as well**.

The first thing I'm going to look for are **blogs** that I might be able to read and make comments on. There are a number of options available here: I can choose the **Google Blog** search option and I can also elect to search specifically for **Wordpress** blogs [ticks **Google Blog** and **Wordpress** options under **Blogs** in **Sources** area at top Panel]. We'll be looking at these .edu and .gov options tomorrow, so I'll leave them unchecked for now. And down here I have access to two databases that contain sites that often support Follow Links, so I'll include them as well [ticks **Follow Blog** and **Backlink Magic**].



Now all I have to do is click the **Find Backlinks** button [at the bottom-right of the **Sources** area]. Market Samurai now goes out and finds blogs that are related to my theme keyword, **piano for beginners**.

If I want to analyse a site in more detail, all I have to do is click the **Analyse** button [next to the individual entry in the results]. For this particular website I can see that this site does not support Follow Links, however it does support **Pingbacks**, which I'll discuss in my next video. I can also see that the **Page Rank (PR)** of the website is zero and currently it has zero **Backlinks (B)**.

If you want to visit a particular blog that sounds like it might be relevant, all you have to do is click the **title**. Market Samurai will then open up a new window and display the website. I can then review the blog and if I have something to say that's relevant, I can leave a comment, and depending on how the site is set up, I might be able to include the URL of my website.

The **simple rule for leaving comments** on someone else's blog is that you should always **try and add genuine value to their site**. So instead of writing a comment that's simply an excuse to try and get a link, **take the time to write a comment that adds a useful insight to their blog post**. Basically, the better the quality of your comment, the more notice you'll receive from the readers of the blog. Once you've entered your comment you can just come up here and click the **X** button in the top-right to close the window.



## Finding Web 2.0 Sites to Comment On

[Starts at 00:03:39]

Src	Backlink	F	PB	PR	BL
<input checked="" type="checkbox"/> S	What Are the Best Piano Books for Beginners? Loading Fetching blurbs now... please stand by ... best piano program for beginners - best play piano for beginners books - labor and faber piano method ... http://www.squidoo.com/bestpianobooksforbeginners	N	N	2	7
<input checked="" type="checkbox"/> S	Beginner Piano Lessons Be the first to submit a blurb! 0. There are 0 comments! Add your own. ... Beginners Piano - Piano for beginners - Learning The Piano - How to be playing ... http://www.squidoo.com/Beginner-Piano-Lessons-	N	N	1	2
<input checked="" type="checkbox"/> S	Playin the Piano Be the first to submit a blurb! 0. There are 0 comments! Add your own. ... a good piano for beginners. Amazon Price: \$499.00 (as of 08/17/2009) Buy Now ... http://www.squidoo.com/piano-to-play-on	N	N	0	0
<input checked="" type="checkbox"/> S	The Best Online Piano Course Be the first to submit a blurb! Stumbleupon; Facebook; MySpace; Twitter; Digg; Delicious ... learn to play piano for beginners; learning piano notes online ... http://www.squidoo.com/onlinepianocourse	N	N	0	2

Now in addition to finding blogs to post comments on, I can also look for **Web 2.0 Websites**, such as **Squidoo** lenses, **HubPages**, **Weebly.com**, **Scribd** and even **Yahoo Answers**. So first of all let me just uncheck these boxes [the Blog options] and now I'm going to look for some Squidoo lenses that are related to piano for beginners. So I'll just select the **Squidoo** check-box and then come over here and, once again, click the **Find Backlinks** button.

Now if I want to **analyze all of these lenses**, all I have to do is click the **Analyze All** button at the bottom-right of the panel. **To sort these lenses by their Page Rank or their Backlinks**, all I have to do is **click on the appropriate column heading**.

Now you might notice that all of the **links from Squidoo make use of the No Follow attribute**, which Google introduced as a way to reduce comment spamming. This means that you **probably won't enhance your Page Rank** by getting links from these pages. However it's **still worth making appropriate comments** on these Web 2.0 sites, because when you make a good comment **people might click on your link and visit your website**. So it can be a valuable **source of additional traffic**.

# 30 Day Challenge

there is no charge for awesomeness



So the process of **exploring our Squidoo lenses is the same as it was for blogs**: I simply click on a Title and then I can explore the Squidoo lens and make a comment if it's appropriate. When I'm done I just close the preview window [click the **X** in the top-right] and return to Market Samurai.



## Finding Forums to Comment On

[Starts at 00:05:24]

Src	Backlink	F	PB	PR	BL
gf	Classical piano pieces for beginners - Magle International Music ... Classical Music Forum A forum dedicated to "classical" music (from ancient and medieval music over baroque, classical, romantic and up to modern "avantgarde" / contemporary). If you have any questions related to classical music, you can ask them here. Welcome to Magle International Music Forums! A community covering a wide array of musical genres. http://www.magle.dk/music-forums/8719-classical-piano-pieces-beginners.html	N	Y	3	0
gf	Guitar and Piano Lessons for beginners (Las Vegas, North Las Vegas ... com forum! Make sure to register - it's free and very quick! You have to register before you can post and participate in our discussions with 600,000 other registered members. User profiles and some forums can only be seen by registered members. After you create your free account you will be able to customize many options, you will have the full access to over 15,000 posts/day about local topics and you will see fewer ads. http://www.city-data.com/forum/las-vegas/412444-guitar-piano-lessons-beginners.html	N	N	2	0
gf	A couple of beginners questions (for jazz piano). - Page 2 - Jazz ... Originally Posted by engelbach However you approach improvisation, don't try to play a different pitch collection over each chord. But it seems to me that to attempt to discourage a beginning player from exploring the vast array of possibilities for improvising over a I-V-I progression by stating that playing a different pitch set over each chord is "madness" is not very good advice IMO. Maybe you personally don't "play to the changes" by altering your approach for each individual chord, but that doesn't mean that your preferred system is the best or only system available.	N	N	0	0

The final option over here is the **Forum Search**. If I wanted to find a list of forums that are related to my keyword phrase all I have to do is choose one or more of these options, which relate to different types of forums.

For this example I'm going to use the Google Forum search [unticks **Squidoo** under **Web 2.0** and ticks **Google Forum Search**]. So once again I'll just come down here and click the **Find Backlinks** button. I can then analyse these forums [click **Analyze All**] and once again come up here and sort them by **Page Rank** [clicks **PR** Column Heading]. Then as before, to visit the forum all I have to do is come over here and click on the link.

In order to **make a comment in a forum** you'll usually have to **register** and then you **may, or may not be allowed to include a link to your website** in your signature. That all depends on the rules of the forum. If you are allowed to include your website address in your signature the **best way to create forum backlinks is to genuinely participate in the forum community**. And remember to always try and add genuine value.



## Wrap Up

**[Starts at 00:06:34]**

So as you can see Market Samurai makes it extremely easy to find [Keyword Relevant] blogs, forums and Web 2.0 sites on which you can leave comments, and thereby create Backlinks to your own website.

In my next video I'll be discussing a more advance Backlinking strategy that will help you to further increase the strength of your link network.

## Summary:

### Our Goal

- Look for **High-Ranking, High-Value** Sites and Articles **relevant** to:
  - o Theme Keywords
  - o Category Keywords
- Post comments that include Backlinks to our Site

### Finding Opportunities to Comment

- Select the source:
  - o Web 2.0
  - o Blogs
  - o Forums
- Click **Find Backlinks** button

### Analysing Opportunities

- To analyse a single Site, click that Site's **Analyse** button
- To analyse all results, click the **Analyse All** button at the bottom of the panel
- **Sort** by clicking column headings

### Posting Comments

- Click on the Article/Forum **Title** in the results to open the Site in a preview window
- When posting comments, make sure that you write **something of value** that is **relevant to the post** or Topic
- You may have to register on certain Forums and Blogs before you can post a comment
- You may not be allowed to include a Backlink to your site in your comment or signature
- Web 2.0 Sites may use the NOFOLLOW attribute
  - o Will not improve your ranking
  - o There may still be value in commenting
    - People may click the link, providing you with traffic

## 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.