



Thirty Day Challenge 2009 – Training – Day 27

2009TDC27d: Pingbacks Part 2

Running Time: 8mins



Intro

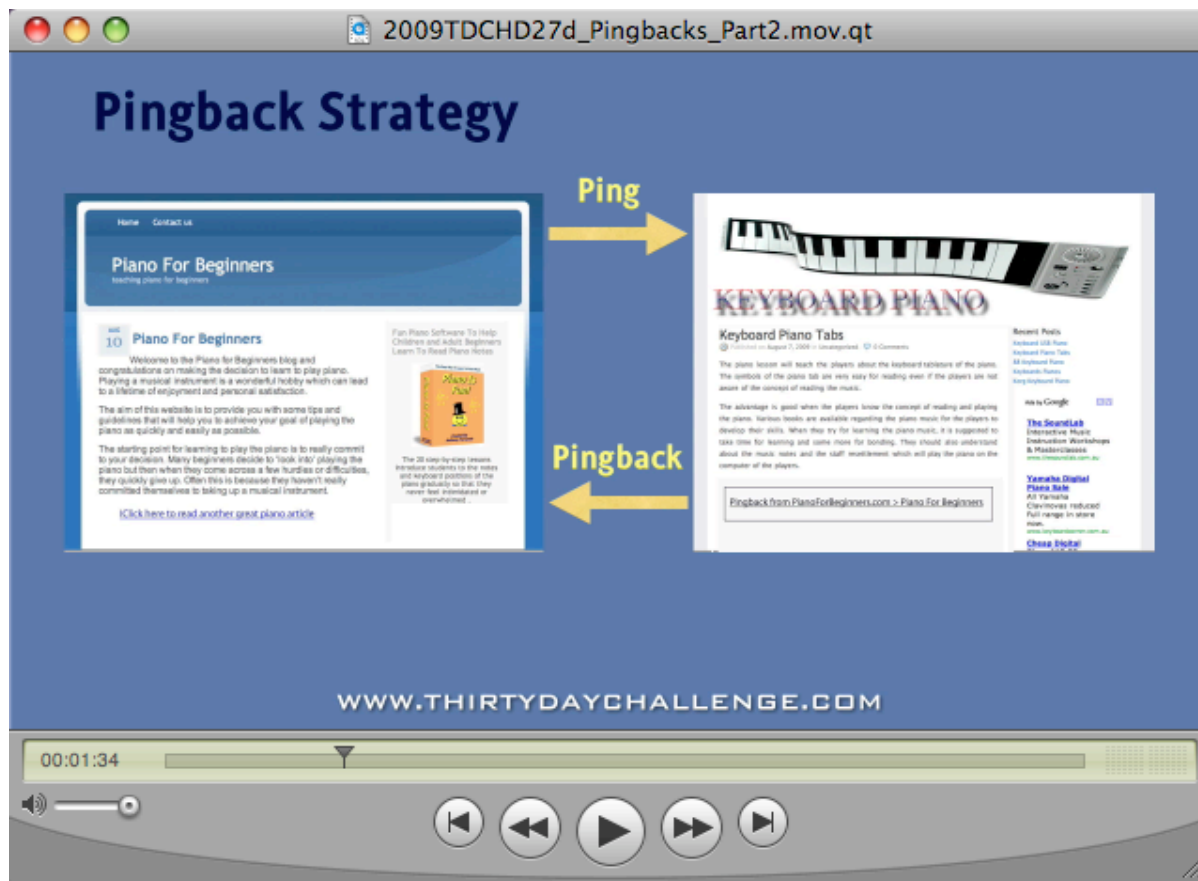
In the last video we saw that there are a number of different options for creating Backlinks to your website. This included making genuine comments on related Blogs, participating in online forums and also leaving comments on Web 2.0 sites, such as Squidoo.

In this video I'd like to show you another strategy that can result in true win-win outcomes for your blog and for other people's blogs. The strategy we're going to look at is called a **Pingback**. So let's take a look at how it works.



Pingback Strategy

[Starts at 00:00:29]



Imagine two different blogs that both relate to the same niche, for example, my sample blog for piano for beginners and someone else's blog about piano keyboards.

If I create a link on my blog that points to the keyboard blog, Wordpress will automatically send a message to the keyboard site to indicate that I've created a link. This message is called a **Ping**. If the keyboard blog allows Pingbacks, here's what happens.

First of all the keyboard blog checks to see that I really did create a link. When it confirms that my link is legitimate the keyboard blog then adds a pingback on the web page that I linked to. The pingback is usually a very brief summary of what I said in my blog post and most importantly, it includes a link back to my website. You'll often see pingbacks associated with the comments section on a blog. So essentially, **a pingback is a link that points back to your blog from a website that you've referred to in one of your posts.**

Now there's a couple of things to keep in mind here: first, **not all blogs allow pingbacks**; and second, **pingbacks are sometimes moderated by the blog owner**, so they don't always appear instantly. However, if you can find some good quality websites in your niche which allow pingbacks, they can be a **useful source of backlinks**, and this can provide you with traffic and potentially enhance your link network.



Finding Blogs that Allow Pingbacks

[Starts at 00:02:14]



So the big question is: How do you find good quality blogs in your niche that allow pingbacks? The good news is that Market Samurai now makes the process of finding relevant blogs and creating pingbacks extremely easy. So let's take a look and I'll show you how it works. To get started, I'll just come down here and click on the Promotion tab.

Now because the **Pingback strategy is only relevant for blogs**, I'll be focussing on this area here. For this search I'm going to select the **Google Blog** option, the **Wordpress** option and the **Follow Blog** and **Backlink Magic** options. And to begin my search I'll just click the **Find Backlinks** button.

Now what I really want to do is to identify the highest authority blogs in my niche that allow Pingbacks. The easiest way to do this is to first, come down here and click the **Analyze All** button. I can then come up and click on the **PR** column, to sort my data by **Page Rank**, which you may remember is an indicator of authority. And you can now see that this site might provide a good backlinking opportunity: It has a **Page Rank of 3; 4 current Backlinks**; and most importantly, **it allows pingbacks**.

Now **rather than just accepting these numbers, you should always manually check the website to make sure that it's relevant to your niche**, and to do that you just come over here



and click on the **Title link**. And having a quick look at this article, it seems like a reasonable article that has some useful information. So I'll close this window and return to my research data.

Creating a Link in Your Blog Post

[Starts at 00:04:11]

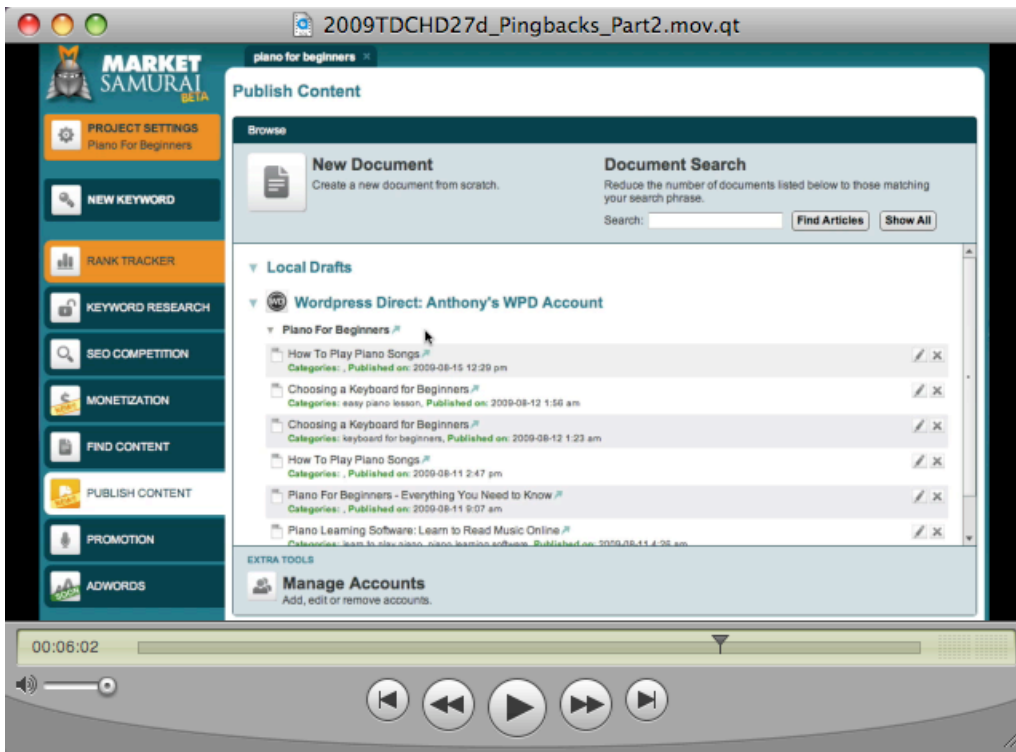
The screenshot displays the Market Samurai software interface. The main window is titled '2009TDCHD27d_Pingbacks_Part2.mov.qt'. The search term is 'piano for beginners'. The 'Promotion: Find Backlinks' section is active, showing a list of search results. The results are organized into columns: 'Web 2.0', 'Blogs', and 'Forums'. A 'Create Pingback HTML' window is open on the right, showing options for 'No Follow', 'New Window', 'List', and 'Table'. The video player at the bottom shows a timestamp of 00:04:51.


Having checked out the site I might decide that I would like to create a link to this website in order to get a pingback. So the first thing I need to do is **click the check-box to the left of the article**. Market Samurai then opens the **Create Pingback Tool** window and automatically populates it with a link and a summary of the website. If I want to **add another website** of interest, all I have to come down here, and scroll down and then **click on another check-box** and Market Samurai will instantly add it to my list. I should also point out that I can choose to display these links in a list or in a table, and I can also choose whether I want the websites to open up in a new window, and finally, whether I want my links to include the No Follow attribute. For this example I'll choose to display my website links as a list.

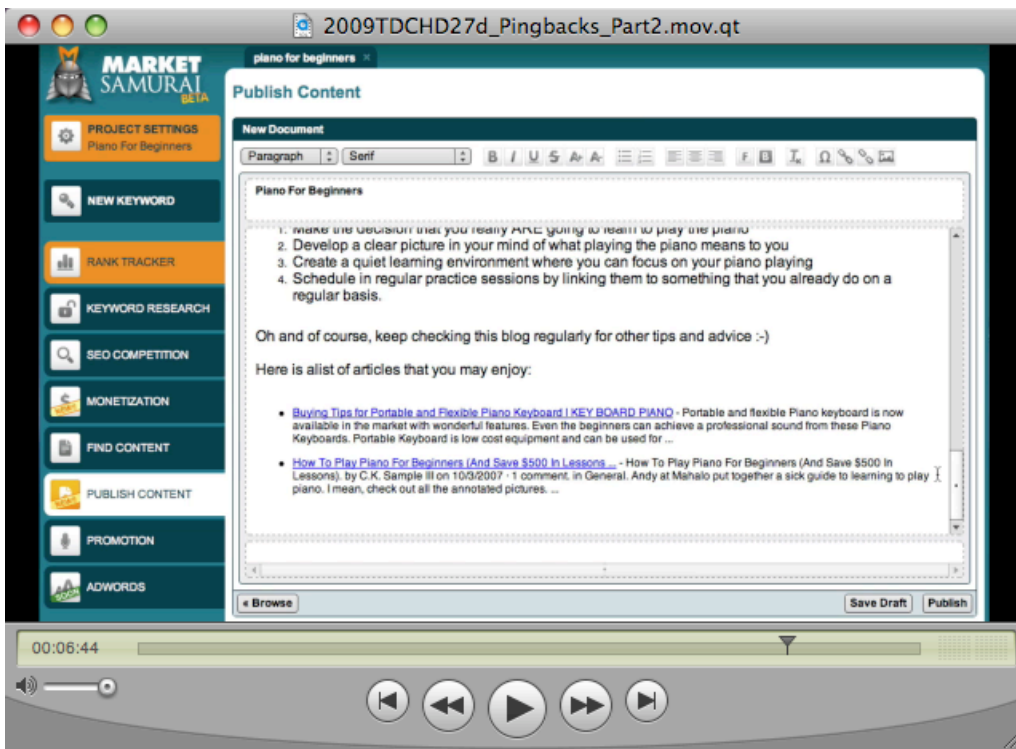
Now that I have a list of relevant articles from sites that allow pingbacks, what I'd really like to do is to **add this list to one of my existing posts** in order to start the backlinking process. The good news is that **Market Samurai makes this very easy to do**: All I have to do is come down here and click on the **Copy Visual** button and this copies my list to the clipboard. Next, I can go across to the Navigation panel on the left and click the **Publish Content** module where you can see my WordpressDirect account.

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If I click on then name of my WordpressDirect Account it will then bring back a list of my blogs. And when I click on my blog name Market Samurai then pulls back a list of my current posts. I can then decide which post I'd like to add my links to and then click on the pencil icon  to edit the post.

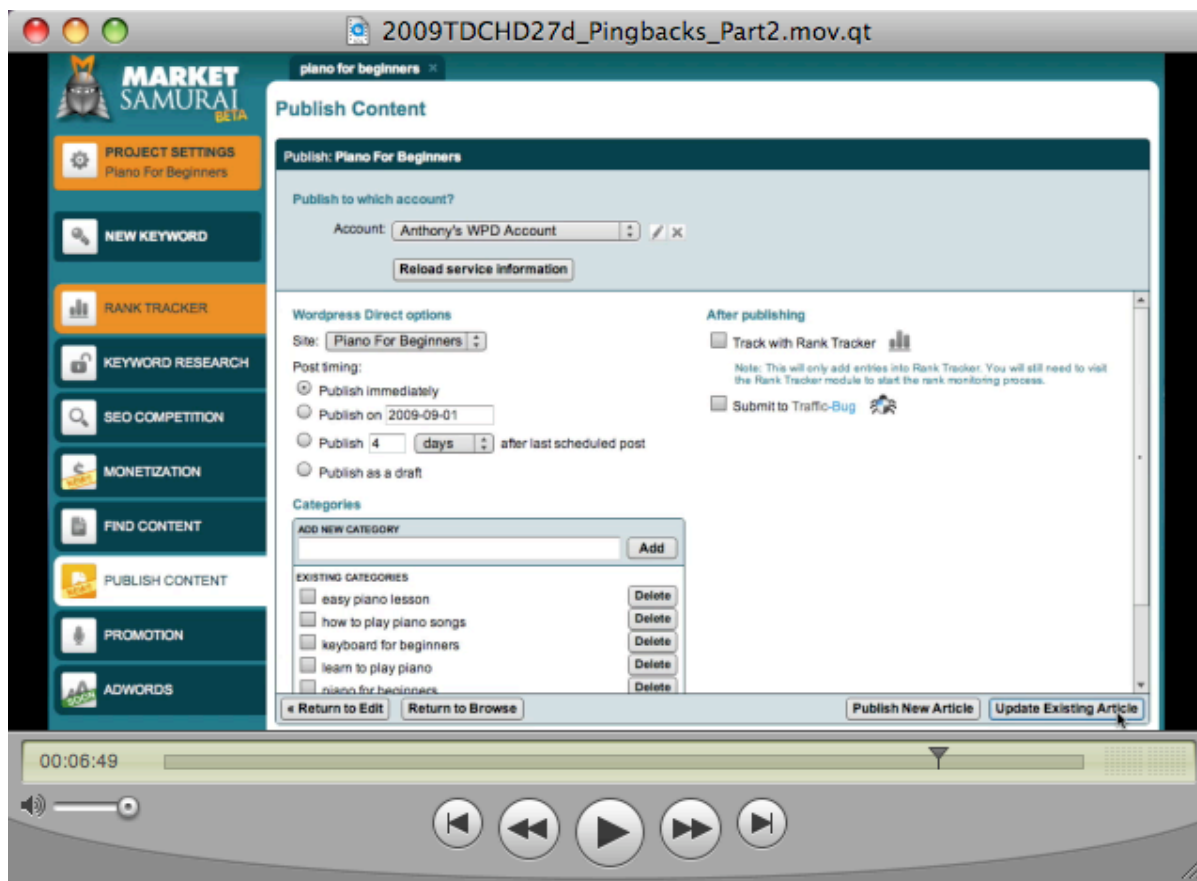


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If I scroll to the end of my article, I can **add a line of text** to say something like: **Here is a list of articles that you may enjoy**. I can then right click my **right mouse button** and select **Paste**, and if I scroll down you can see that Market Samurai has **inserted the links** that I **copied** from the Promotion Module. So if I'm happy with these links I can then come down and click the **Publish** button.



Now I've already selected my WordpressDirect account, so all I have to do is click on the **Update Existing Article** button. Market Samurai then goes out and updates my post, and now I can click on the link in the Confirmation Window to view the finished product.



Wrap Up

[Starts at 00:07:15]

So let's just take a moment to review what Market Samurai has allowed us to do. In less than 10 minutes you can now identify high authority blogs in your niche, find out which of these blogs support pingbacks, automatically generate your pingback html and add links to an existing post to kickstart the pingback process. When you update your article, Wordpress will ping the other blogs to let them know about your new links. These blogs will verify the legitimacy of your links and then, either immediately or after moderation, they'll add a pingback to their site that features a link pointing back to your web page.

So that's how to use the promotion module in Market Samurai to create backlinks to your website using the pingback strategy.

Summary:

Pingback Strategy

- Put links on your site to High-Quality Blogs
- If they support Pingbacks, they may automatically link back to your article

Using Market Samurai to Find Blogs That Support Pingbacks

- Select the types of Blogs you are interested in from the options
- Click the **Find Backlinks** button
- Click **Analyse All**
- Sort the results
 - o Click column headings to sort
 - o Look for results that have **Y** in the **PB** column
- Click the text boxes next the articles you want to link to

Creating a Link in Your Blog Post

- Select your Sites in the **Promotion Module**
- Click **Copy Visual** button in the **Pingback Tool**
- Click **Publish** button
- Click on your WordpressDirect Account
- Select your **Blog**
- Select your Blog Post and click the **Edit** Icon (small pencil to the right of the Post)
- Write some introductory text
 - o E.g. Here is a list of articles that you may enjoy
- Paste the Links into the copy
- Click **Publish**
- Click **Update Existing Article**

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.