



Thirty Day Challenge 2009 – Training – Day 28

2009TDC28a: Introduction

Running Time: 1min



Intro

It's Day 28, and today is more on **Backlinks**.

The next most important concept, once you've watched yesterday's lesson – and you DID watch yesterday's lesson, right? Very Important, but I mentioned that. Today, we're going to explain to you that not all Backlinks are created equal. We're going to introduce the concept of Authority (we've already talked a little about it).

So, Google "trusts" information from some Sites more than others. It's a bit like if a story appears in your local newspaper, as compared to it appearing on CNN – the amount of interest and coverage it's going to get.

Make sure you pay attention today, and we're going to show you a cool way to use Market Samurai to find those Backlink opportunities – which is also really cool.

So, we will see you tomorrow.

30 Day Challenge

there is no charge for awesomeness



Summary:

After completing today's lesson, you will have a greater understanding of what constitutes an **'authority back link'**, and you will also know **how to use Market Samurai's Promotion module to search for sources of authority back links**. You will have also used the Promotion module to research appropriate authority back link sites, created a few high quality comments for those sites, and submitted them.

Today's Tip:

When dealing with **.edu** and **.gov** domains, it becomes even more **important to provide genuine value when writing comments**. Often these Sites are **moderated**, and all submissions are **reviewed** before being accepted.

Links:

The DMOZ Directory - <http://www.dmoz.org/>
Click here to visit the DMOZ Directory.

The Yahoo Directory - <http://dir.yahoo.com/>
Click here to visit the Yahoo Directory.

Market Samurai - <http://www.marketsamurai.com/thirtydc>
If you don't already have Market Samurai, click here to get your 40 day free trial.