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Introduction

You know what I absolutely hate about SEO work? *Building Links*

When I first got into this SEO game I remember spending the majority of my time either soliciting other webmasters to trade links with me or finding sites that I could submit my link to. Then I would hope and pray that they would take the time out of their day to put up a link to my sites.

After about 3 months of doing this for 40+ hours a week, I began to become very discouraged. Even though I was doing everything the Gurus told me to do for SEO I still could not get my site to rank in Google ... and Yahoo and MSN were not very impressed with my efforts either!

This is when I began learning about the "Dark Arts of SEO". I got my start with a program called Traffic Equalizer. I still remember these glory days of Black Hat SEO. It was almost too easy and we collectively killed Traffic Equalizer's effectiveness.

But something I quickly learned was that the challenge is less about building sites as quickly as possible and more about building sites while also building links automatically that appear to be natural to the search engines.

While several of my good friends and associates were still building blog farms and using blog & ping. I was building links utilizing a little-known technique.

While everybody else was pulling out their hair trying to find out how to build links to their sites ... I was quietly dripping new links to my sites automatically and in the process staying under the radar!

You see on my journey to mastering SEO, I quickly realized I needed to be more effective and not just more efficient. Believe me there is a big difference between these two words. It is very easy to find and use several pieces of software that may help you build links more efficiently. For example, by helping you send out hundreds of link exchange requests, but how effective is this really?

From my experience not very ... and for Black Hat sites forget link exchanges or many other great links building methods.

Imagine submitting a press release for your latest spam site ... LOL!

In this first volume of Underground Link Building, I am going to reveal to you a secret technique that you can use to find and build links to jump right over

your competitors and obtain the high search engine rankings that up until now you could only dream about!

It's true. I myself have been using these closely-held link building strategies to obtain higher rankings for the past year. And now you can use them, too!

But first, let me just say that to get the most from this report, you should at least have a basic understanding of common SEO terms. You should especially know what a backlink is and its importance in ranking for your target keywords.

Here's what backlinks basically are:

When another website links to another using a hyperlink this will be used by the search engines to basically vote for your website. Unlike a democracy where the votes are all equal, the search engines believe some links count more than others, and this is basically what the PageRank algorithm determines by giving different webpages a score based on how much PageRank has been passed to them. Now I am not going to bore you with all the details of the PageRank algorithm. But if you insist on knowing the details here is the [link](#).

Now in order to fully understand how to properly build a natural looking link portfolio you need to understand two important concepts, Link Popularity and Link Reputation.

Link Popularity would be the sheer number of links you have pointing to your webpages. It could also be thought of as how much PageRank is being passed to your webpages.

Link Reputation is what types of keywords were used in the anchor text. This is used to determine relevance for certain search terms in the search engine.

So there are two battles to be won. The first is to get as many highly valuable links as possible. And the second is to build relevance for the keyword phrases you are targeting.

Now I don't want to totally minimize the on-page SEO factor because it has its place, but from my experience I could make up for a lot of poor on-page SEO with excellent off-page SEO.

Now that you are more familiar with backlinks, I should also warn you that these secret techniques that I am about to reveal are considered to be in the "dark arts of SEO." So by giving you this knowledge, I am going to leave it up to you to decide how to best use it.

Personally, I have found that using this secret technique “with care” has yielded much better results over the long run. In fact, my own personal strategy is to fly under the radar and appear as natural as possible when using these techniques.

One last thing before we get started, I urge you to go lock the door, take the phone off the hook and get comfortable so that you can devote your full attention to what you are about to read.

Yes, this report is that important!

It’s no understatement to say that what I am about to reveal could allow you to explode your page rankings - and online income - in no time!

So without further ado, let’s get started ...

First, Why Are Links So Important to Your Online Success?

Here are two quick reasons:

1. They are “Spider Food”!

Links are essential in order to get your new sites spidered by the search engines and get your sites indexed so that they can begin to rank for your target search terms.

After all, you can have the greatest product in the world but if nobody can find it or even knows anything about it, you aren’t going to make any sales!

2. They Help Your Pages Build Relevancy!

Links are a major way search engines determine how relevant your web pages are for search terms. By building links from relevant websites, you are helping ensure your site gets spidered and indexed by the search engines and ranked accordingly.

Building relevant links to your web pages is the number one thing you can do to improve your search engine rankings.

You see, obtaining high search engine rankings is fast becoming not just about having as many links to your site as possible, but having as many quality, relevant links to your site as possible.

To further explain this concept, we should take a close look at ...

The Google Patent

Why is the U.S. Google Patent one of the single most important documents published in the past decade?

Here's why: This paper reveals a great deal of information on how to rank in Google and gives us some idea of the direction Google is trying to go and what they are going to be looking for in the future.

What we know about Google is that they rely heavily on inbound links to help rank websites for given search terms. The good thing is that through the Google Patent they have now explained how it all works!

Google has long been known to look at the number, quality and anchor text as factors in weighing the value of a link. But it has now come to light that Google also considers historical factors in their computations.

This explains the theory of the "Google sandbox" or what can also be described as the aging of a new website before it will begin to rank in the index. This countdown begins the minute links to a brand new site are discovered.

Google apparently records:

- When the link is first discovered
- If that link changes over time
- And the speed at which a site gains links

Why is this new information important? Because it's now clear that obtaining too many links too fast can cause your site to be shoved in the sandbox and possibly be de-indexed by Google.

Let's now take a closer look at how to avoid setting off any alarms when building links.

Setting Off Alarms

As you have probably noticed, it's becoming harder and harder to build enough links to your websites to make a difference in the search engines. There is continually more competition and Google is continually improving their spam filters to penalize your link building efforts.

To succeed today, you must grow your links steadily and slowly to keep from "setting off any alarms." You must also be mindful of where you are obtaining your links from and if those sites are "relevant."

If you go out and obtain thousands of links to a brand new site you are almost guaranteed to get your site shoved in the sandbox and possibly ignored.

Your goal now, when building links, should be to make that link growth appear as natural as possible.

In the following sections, I will share 5 insider strategies that you can use to help ensure your sites' link growth appears natural and to prevent your websites from "setting off any alarms." Then after I reveal these tips I will show you the technique I use that will allow you to fulfill everyone of these 5 requirements to appearing as natural as possible.

Appearing Natural Tip #1: Find Relevant Links

The first thing you must do when you begin your quest to build links to your website is find relevant websites that will link to you.

How I classify a relevant link is this: the page where your link will appear either mentions your keyword or a synonym to that keyword.

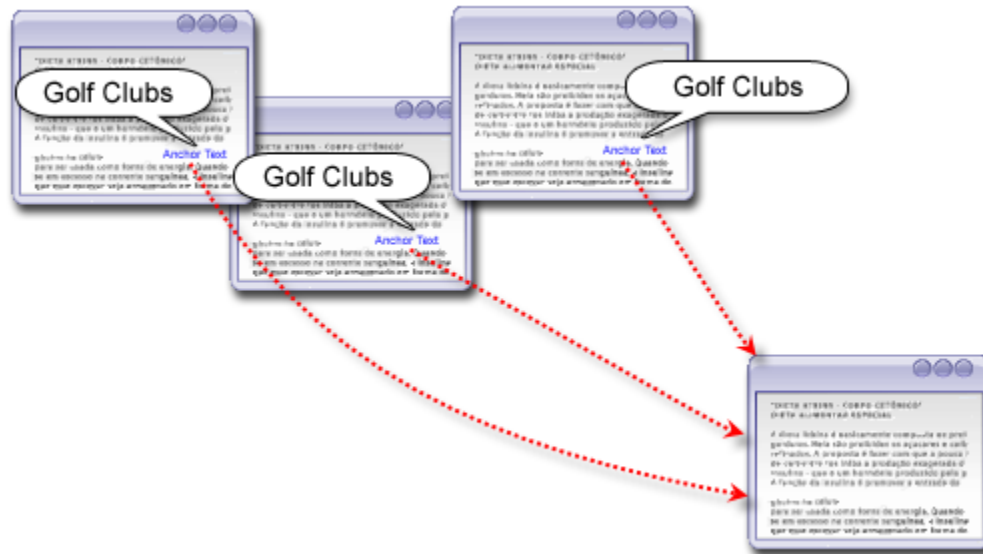
As of right now, it does not appear that Google, Yahoo and MSN are using relevancy in their ranking algorithms but, trust me, they soon will.

So why not start preparing for the coming changes now? Then when the changes are made, you will be ahead of everyone else - and your rankings will show it!

Here are some more reasons to start building relevant links now:

1. You may actually receive traffic from those links if they are related to the theme of the site they are on.
2. In the future, these links will be viewed by the search engines as more valuable and will make your web pages appear more relevant for your target search terms.

Appearing Natural Tip #2: Anchor Text Variety



Non Natural Anchor Text

The anchor text is the readable portion of the text that is usually underlined and in blue. Here is the html:

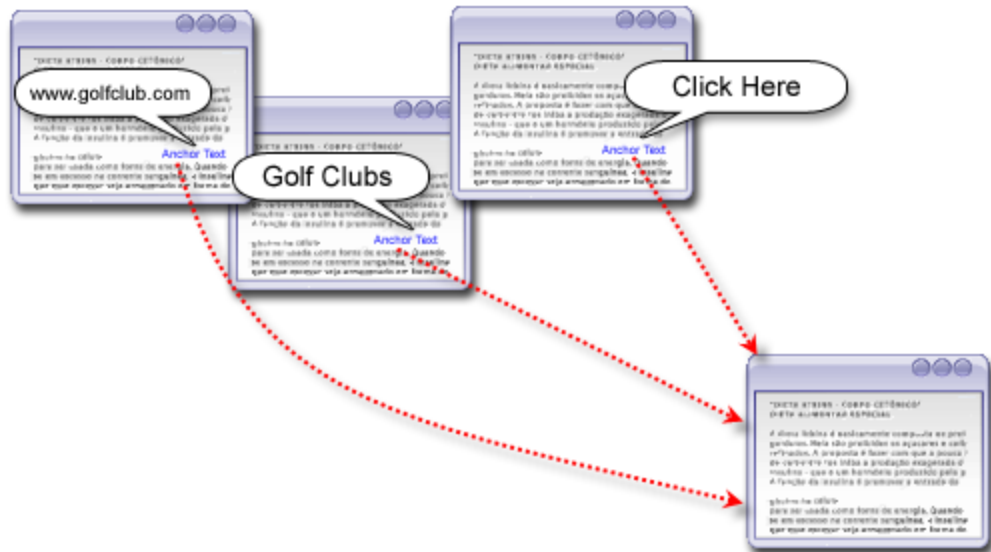
```
<a href="http://www.golfclubs.com">Golf Clubs</a>
```

The portion that says "Golf Clubs" is the anchor text. This is important because this anchor text is how the search engines determine relevance for search terms. So if I want to rank for "Golf Clubs," I would need to obtain some links with this in the anchor text.

Now this is where some people get carried away and shoot themselves in the foot.

You see, many people go out and get 1,000 links all with the exact same anchor text. The problem is that this would not occur naturally. If you were to analyze the backlinks for some of your competitors, I am sure you would find that their backlink anchor text is not 100% pure.

They might have "click here" or "www.golfclubs.com", etc. It looks very suspicious to the search engines if your anchor text is all exactly the same.



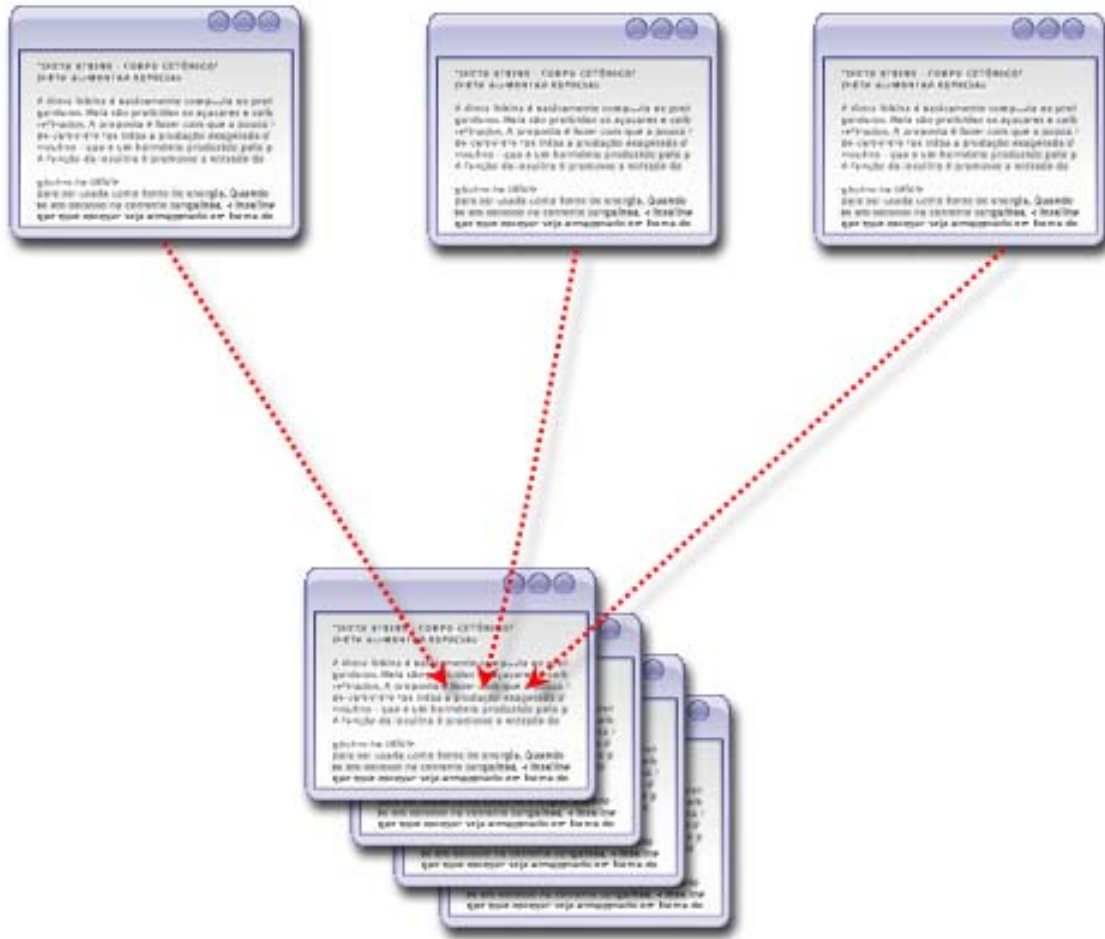
Natural Anchor Text Linking

In order to appear natural you need to ensure you build links using a variety of anchor text. Don't be afraid to junk up your anchor text a bit. You may find it actually helps you in your rankings 😊

I would recommend you use your top target keywords as anchor text using some variations with other keyword phrases. Also, throw in some "click here" and some "www.mydomain.com" ... this will ensure your links look natural.

In fact, you should come up with a list of anchor text variations that you can rotate through for each of your site's pages. This will ensure your link portfolio looks as natural as possible to the search engines.

Appearing Natural Tip #3: Deep Linking



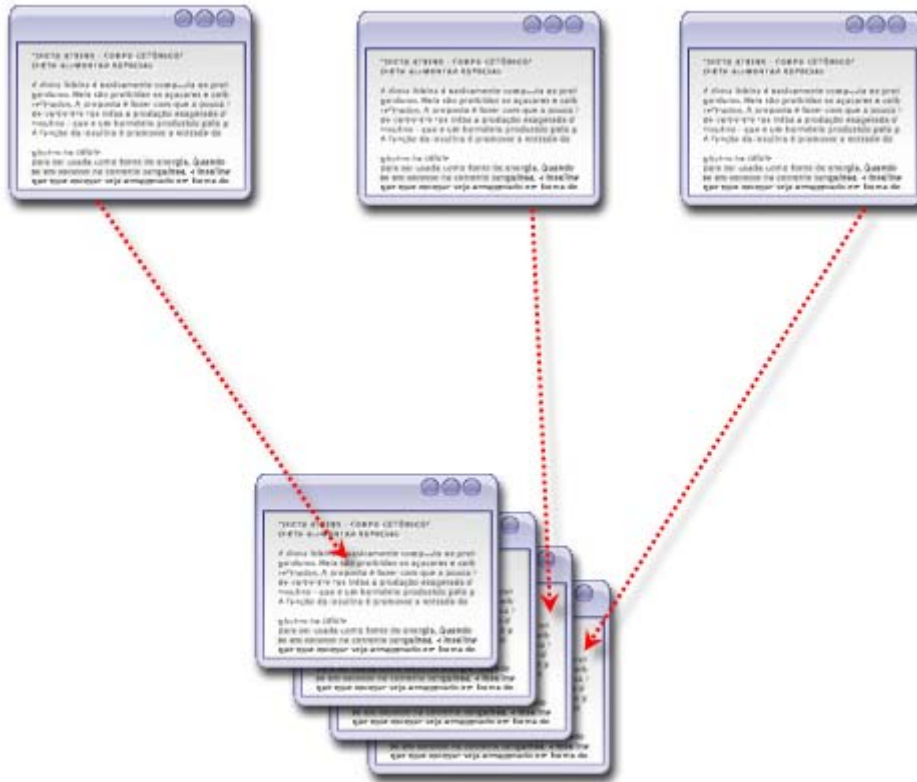
Non Natural Inbound Linking (100% of the links go to the home page)

This is an important tip and could be the difference between success and failure of your newly launched site(s).

Deep links are links to internal pages of your website. Most people will aggressively build links only to their homepage ... but this is definitely not the most natural looking linking profile.

Instead, I would recommend you split you inbound links between your home page and your internal pages.

You should still have about 50% or so of the links point to the homepage, but spread the other links out across your other pages.

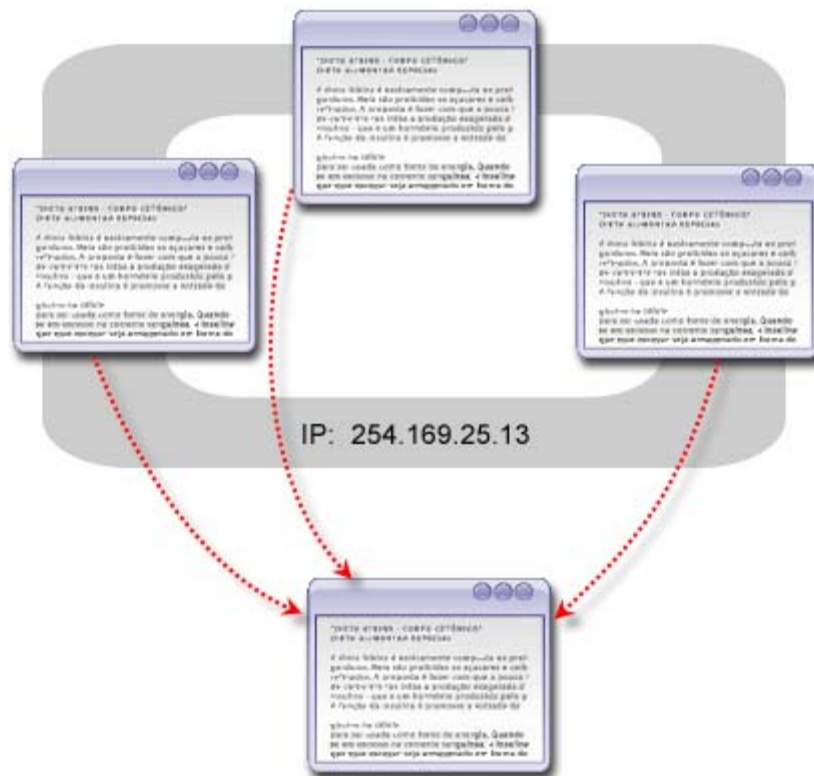


Natural Inbound Linking

This has a couple of benefits.

- This will result in your site getting deeply spidered which in turn will cause the search engines to find and index more pages faster.
- You will also start to notice that your internal pages will begin to rank better for their target keywords.
- I believe if you do this on newly launched sites you can keep yourself out of the "Google sandbox."

Appearing Natural Tip #4: Unique IP Addresses



Non Natural Linking from single IP address

Every website is assigned to an IP address. An IP address can also be thought of as the equivalent of a street address or a phone number for a computer or other network device on the Internet.

Just as each street address and phone number uniquely identifies a building or telephone, an IP address can uniquely identify a specific server or a website.

Here is an example IP Address:

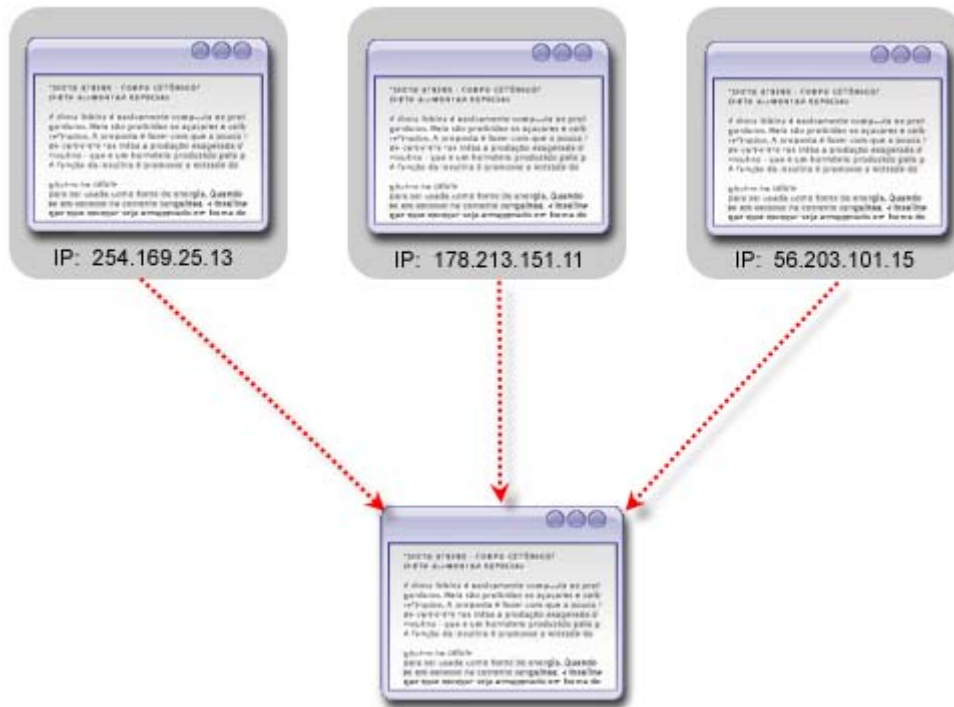
123.456.789.000

A Block: 123

B Block: 456

C Block: 789

D Block: 000



Natural Linking from various IP Addresses

When building your links you want to ensure you get links from a variety of IP sources, this will ensure you have the most natural looking backlink portfolio.

This may sound like a simple tip, but getting site wide links from a high PR website is not a good idea for this reason. You may get 1,000's of links, but they are all from the same IP and will in short order hurt your rankings instead of improve them. This of course is mostly in Google, MSN may still give you some love.

Appearing Natural Tip #5: Link Building Velocity

One of the things that I learned from reading the Google Patent is that Google pays attention to the speed at which you acquire your links.

This is why it is highly recommended that you build your links slowly and at a consistent velocity, or speed. The reason to do this is because a site that is naturally popular will consistently gain new links just from people wanting to share what they have found.

In order to duplicate this, we must resist what can be a very strong urge to acquire as many links as we can as fast as we can.

I have personally found that building 10-20 quality links per day is a good number in the beginning. Then I eventually ramp this up as time goes by.

You may be asking yourself "How in the world do you build 10-20 links consistently?" "How do you find the time, and the energy, to do that everyday for all of your sites?"

Well, the short answer is: I have automated the process 100%, please keep reading to learn more about my simple solution and how you can begin using it too!

