

# Link Building Guide



[3WayLinks.net](http://3WayLinks.net)



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## **1. Introduction**

First, let me say that I have no desire to make this document any longer than it needs to be. You won't get a lot of extra wordiness or fluff here. Just the facts.

That said, it is important that you read this entire document. Failure to follow the guidelines shown here will quite possibly result in you ranking for the *wrong* keywords (and not getting any traffic—or at least not any traffic that's worth a hill of beans), or may result in you *not ranking at all*.

So unless you're a search engine optimization savvy person who knows the ropes and can pull some crazy stunts and tricks, stick to this plan if you want to succeed.

That's it. Let's move on.

## **2. What it takes to rank well in Google**

It takes 3 things to rank well for a set of keywords in Google:

1. The keywords you want to rank for in your title tag.
2. The keywords you want to rank for in the page body.
3. The keywords you want to rank for in the anchor text of lots and lots of links pointing to your web site – but not all anchor texts should be the same.

### **Title Tag**

For instance, if you want your site to rank for “green widgets”, you might use this as your title tag:

*Green Widgets – Click here for the best price on green widgets!*

Notice two things about the title:

1. It starts with the keywords you want to rank for.
2. It motivates the searcher to follow the link.

Never forget that *humans* are what you’re attracting to your site. Yes, you want Google to love you, but not at the cost of making your title so bland that nobody will click the link in the results. *Attract eyeballs with a catchy title.*

Of course, you probably want to rank for more than just one set of keywords, so the title provided is a little simplistic. Let’s say you want to rank for “green widgets” as your primary keywords, “buy green widgets” as your secondary keywords, and “cheap green widgets” as your third set of keywords. In that case your title might look like this:

Green Widgets – Click here to buy green widgets at cheap prices!

Notice that I didn't make the title an ugly comma delimited list of keywords, like so:

Green Widgets, Buy Green Widgets, Cheap Green Widgets

For one thing, the engines know that's keyword stuffing/spamming, so it's not to your benefit to do that (but *a lot* of newbies are still trying to do that). Second, it doesn't attract eyeballs! Even if you rank number one, you're going to get passed over by a significant portion of searchers because your title does not draw them in.

Try and combine all of the keyword combinations into the title in a human-readable way. If you can't, you can't. As in my example above (before the bad one), I couldn't get "cheap green widgets" in there as a complete phrase—but I did get the word "cheap" in there, and that helps. Besides, "cheap green widgets" is my minor set of keywords anyway, so I'm not going to sweat it. It's more there for variety.

### **Keywords in the Body**

Just to make sure Google knows that your page is, in fact, about each of your chosen keyword sets, include each keyword set at least once in the body of the home page. *Do not stuff your page text with the keywords!* That's not necessary, and it's counterproductive. Just include each keyword once or twice, in a natural-sounding way.

### **Get Lots and Lots of Links**

This is the primary thing you have to do to rank in Google: have lots and lots of links aimed at your web site with the keywords you want to rank for in the link text.

However, you don't want *all* of the links to have the same link text – that doesn't appear "natural" and Google has caught onto that. You want some link text variation, which is why 3WayLinks.net provides you the ability to specify 3 link texts to use:

1. Primary link text (60% of links use this)
2. Secondary link text (30% of links use this)
3. Minor link text (10% of links use this)

This way your site has a variety of link texts pointing to it, not all the same texts. In addition to that, if your site is very new and has few links to it when it joins the network, you should try and write a few articles (or use private label rights [PLR] articles) and submit them to article sites with a variety of link texts in the *About the Author* section. That helps ensure that you have a good variety of links (plus adds more ranking power to your site).

So that's it: keywords in the Title, keywords in the Body, keywords in lots of links (but varied). That's how you rank in Google.

However, it's important that you rank for *the right keywords*, which is what I'll talk about next.

### **3. How to choose your link keywords**

Let me tell you how to choose the right keywords by giving you some examples of the *wrong* keywords. These are real-life examples of keywords some people have submitted for their domains, and why they'll rank number one for their terms but get ZERO traffic.

Let Your Site Make You Money

No doubt the site would probably rank #1 for the phrase "let your site make you money" – but guess what? *Nobody is searching for that!* How do I know? A little tool I love:

<http://www.digitalpoint.com/tools/suggestion/>

Use it! It will help you know whether you're wasting your time trying to rank for useless keywords. Alternately, you can use the AdWords tool that shows you the general search volume of a phrase. Whatever works for you.

Always run your keywords through a traffic tool *first*. The Overture / Wordtracker traffic estimates at the DigitalPoint tool are not accurate for Google, but give you an idea of whether or not anybody is searching for what you're trying to rank for.

Here's another mistake:

Home Based Businesses

The DigitalPoint keyword tool says that 6,361 people *per day* are searching for that phrase. Woohoo! We're in the money now!

**NOT!**

Why not? As of this writing, the site ranked #1 in Google for “home based business” has 55,626 in-bound links, and the #10 site has 7,157 (according to Yahoo).

3WayLinks.net will get you a maximum of 250 links to your domain. See the problem?

Trying to rank for keywords that are *extremely competitive* is not what 3WayLinks.net is all about. If you *really* know what you’re doing, you can use 3WayLinks as an additional source of links for your mega-super-link-gaining site, but if you’re trying to achieve top rankings and 3WayLinks is a major source of links for you – *it’s the wrong answer!*

Try and aim for keywords in the mid-level of competitiveness. For example, one of the 3WayLinks network sites is well on its way to ranking number one for a keyword phrase that gets about 2,000 searches a month via Overture. It’s a safe bet that Google generates at least 3 to 5 times more than that. So if the site makes it to #1 (and I think it will), then that site owner is looking at anywhere from 6,000 to 10,000 unique visitors a month!

So stick to the keywords that the DigitalPoint tool says is generating from 500 – 2,000 searches per month. That will generate anywhere from 1,500 to 10,000 unique visitors per month if you can manage a top ranking position.

Finally, use keywords in your link text that reinforce each other, while still giving variety. For example, if you want to rank for “green widgets” as your primary, use “buy green widgets” for your secondary and “cheap green widgets” for your minor keywords. Notice that both the secondary and minor keywords *still contain the primary keywords*, but it’s not the same phrase. That will reinforce your primary while still helping you rank for the secondary (and the minor is just for variety—don’t expect to rank for it).

Okay, again: avoid keywords nobody’s searching for (use the DigitalPoint tool above or AdWords), and avoid keywords that are hyper-competitive – stick to “low-hanging fruit” that is getting from 500 – 2,000 Overture searches a month. Reinforce your primary keywords in all three link texts.