

INTRODUCTION

Acquiring first page rankings on Google for competitive keyword terms isn't nearly as complicated as many people make it out to be. Most Search Engine Optimization companies make their business performing very basic SEO techniques that you probably already know. They may have a bit of extra software, and a team of staff members to get sites ranking quickly, but the techniques they use are usually simple, straightforward, and can be replicated by anyone, including you.

Automated link building methods alone aren't very effective, at least not for competitive keyword phrases. Don't let any marketer try and con you into thinking otherwise. Going to the time and effort of manually building your backlinks is the only sure fire way to have your site ranking under competitive keyword terms.

If you lack an understanding of the very basics of SEO, I encourage you to check out my free tutorial series at <http://stevenheron.com/backlinks-for-beginners/> - keep in mind this series was written with absolute beginners in mind, so if you already have some idea of how SEO works, then I recommend you skip it.

In this monthly package you have received a list of 500 forums that my outsourcing team has manually tested and compiled for you. Included are 10 PR9 forums, 50 PR8 forums, 150 PR7 forums and 290 PR6 forums (this will be the same ratio each month). Also, each forum has been manually tested to ensure that it doesn't have the "nofollow" attribute in signatures (meaning you will receive authority from all the links).

If you create an account on just a tenth of these forums, place a link to your website in your signature, and make a post to each one, and repeat this process once a month with every new list of forums I send you, then you *will* notice positive increases in your search engine rankings very quickly. The reason I can say this with such confidence is because this is the exact same method that I use every month with my own sites, and my clients sites, and sure enough without fail, I have them ranking under almost any keyword in just a few months.

Now, there is one important thing that I must explain before we go any further, and that is *domain authority*.

As you've probably heard, many people believe that *the* most important thing in SEO is gaining a backlink from an actual page with high PR in order to receive any benefit, and that a link from a PR0 page is worthless. This is not the actual case however (as people who know what they're talking about will tell you). The value of a backlink is primarily determined by the *domain authority* of the site that is linking to you.

Domain authority is primarily determined by actual Page Rank of the domain itself (its index). If you create a Squidoo Lens, a Hubpages Hub, or an Ezine Article, you will notice that your contents is created on a brand new PR0 page. Nevertheless, this PR0 page will be more likely to rank highly within Google under its keyword terms, usually above pages with a much higher PR. This is because the domain authority of the site the page is created on is high. The actual Page Rank of the page itself has little to do with it.

So what's the use of having a link to your site from a page with high Page Rank then? Why all the fuss? I'll tell you.

Whilst I agree with most of the more well known people on the Warrior Forum as to how sites are

ranked, there's one crucial element I believe they miss.

Whilst Page Rank isn't as important as domain authority, if you can get both together (a link from a high PR domain from a high PR page on that domain) then that is better than just a PR0 link from that domain. For example, a backlink from a PR6 page on a PR8 domain is better than a backlink from a PR0 page on a PR8 domain. It's the combination of both of these things that makes a backlink pass *real* authority.

If you want to rank *your own* domain name, and not just merely a page on another website like Squidoo, Goarticles, or Ezinearticles, then receiving high Page Rank backlinks from individual pages starts to become important. Many people however are unable to differentiate between ranking a page on a site like Squidoo, and ranking their own individual website, and this leads to a lot of confusion.

So the point I want to make is this: Whilst receiving even a PR0 backlink on a high PR domain is worthwhile, if you can get a backlink from an actual page on that domain with a decent PR, then that's better than just getting it from just a PR0 page on it.

And this is why backlink building on forums is so good. Since every single forum post is linked to from the base of a domain, there's a good chance that individual posts will be higher than just PR0. Forums are like goldmines in this aspect. They're not like blogs where there's hundreds upon hundreds of comments on a page that has a high PR. On forums, there's usually no competition at all on high PR posts, since most people don't use forums for SEO purposes.

Take a look at this post I made on a PR9 forum below as an example -

The screenshot shows a Mozilla Firefox browser window displaying a forum thread on the Piwik Forums website. The address bar shows the URL: <http://forum.piwik.org/index.php?showtopic=28>. The browser's toolbar includes various extensions like Google, lioness, and Piwik Forums. The forum thread is titled "Actual PR6 Page" and is located on a "PR9 Domain".

The first post is by user **branca** (Advanced Member), dated Jan 22 2009, 10:21 PM. It contains a quote from **alfalife** (Jan 22 2009, 03:44 PM) saying "Embed your stats in your website!". The user **branca** responds with "Yes that is good!" and "But can piwik do such simple thing like one line of stats. For example. Now online 34 | Visits Today 456 | Yesterday 344 | Total 3456363774". Below this, it says "Probably could use the API to create something like that." and provides links to <http://www.branica.com> and <http://www.branica.com/piwik/signup>.

The second post is by user **perfectum** (Newbie), dated Mar 10 2009, 04:57 PM. It says "I think something like what alfa suggested would be a great feature, but if this is doable from the api I'd be curious as to how." Below this, it says "Lauren (aka Perfectum)" and "Tips On French Kissing - My Site". A red arrow points to the link "Tips On French Kissing - My Site" with the text "Backlink To Site On This PR6 Page, PR9 Domain".

You'll notice the domain itself (piwiki.org) is a PR9 domain. However within this PR9 domain, I've found a forum post that is PR6 (as you can see). I've then posted a reply to this post. Since I put my backlink in my signature, I received a PR6 backlink from a PR9 domain. This backlink alone would normally cost you hundreds of dollars (PR6 backlinks from PR9 domains don't come cheap).

So as you can see, it's this combination of a high PR page from a high PR domain that is more valuable than just a PR0 link from a high PR domain.

The above example isn't rare either. Each backlink package I send you has hundreds of potential posts that are a high PR (PR4+) on very high PR domains (PR6, PR7, PR8 and PR9).

If you follow the instructions in this guide, you too will be receiving these sorts of backlinks *by the hundreds*. I should stress however that it's *not necessary* to receive on-page PR links, but it's important you understand that they're *not useless* either. If you can find them on the forums you go to, then that's good, but if not, then don't worry.

Instructions

I'm going to use one forum as an example throughout this submission guide. Since the vast majority of forums are similar, once you know how to make a signature post with your backlink on one forum, you should be able to with any.

Let's use the PR9 site <http://joomla.org/> as the example.

The forums for this site are located at <http://forum.joomla.org/> - Even though the forum index isn't PR9, it still has the authority of a PR9 site, since the base domain joomla.org is PR9. Any backlinks posted to these forums will still be counted as backlinks coming from a PR9 authority site.

First of all, like with any forum, you'll need to register an account. You can do this by clicking register, as per the red arrow in the screenshot below -

#1

TEMPLATE GENERATOR
FOR JOOMLA!™

Make Professional
Templates for Joomla!™
in Minutes,
No Technical Skills!

Start Today

Artisteer

Login

Register

Rules

FAQ

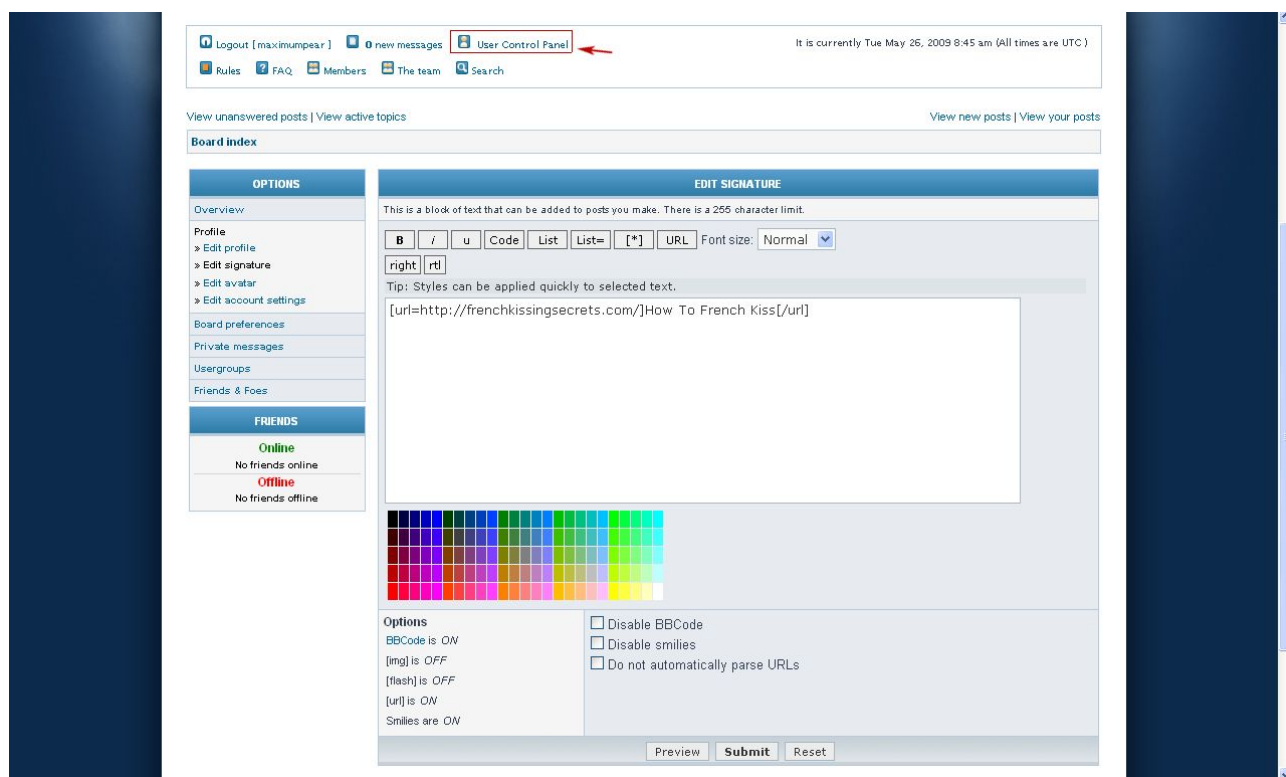
The team

It is currently Tue May 26, 2009 8:07 am (All times are UTC)

Board index

FORUM	TOPICS	POSTS	LAST POST
Joomla! Announcements			
<div>Announcements</div> <div>Announcements from the Joomla! Core Team for the attention of all Users. We encourage all Joomla! users to subscribe to this forum or check it regularly.</div> <div>Joomla! Security Updates: http://feeds.joomla.org/JoomlaSecurityNews</div> <div>Subforum: Announcements Discussions</div>	223	6907	Subject: Did You Notice a New Section of our Forum Just Opened Up? Posted by: Wendy on Tue May 19, 2009 3:05 am
Joomla! 1.5 - Ask Support Questions Here			
<div>Installation</div> <div>Need help installing Joomla! 1.5? For all Joomla! 1.5 installation issues please use this forum.</div> <div>Moderator: General Support Moderators</div> <div>Subforum: Joomla! on IIS webserver</div>	7387	32648	Subject: Re: joomla_his:100% result with a lot of joomla troubles- Long Posted by: brad on Tue May 26, 2009 7:59 am
<div>Migrating and Upgrading</div> <div>Need help upgrading your Joomla! website or converting to Joomla! 1.5?</div> <div>Moderator: General Support Moderators</div>	3540	16611	Subject: Re: configuration.php write error after fantastico upgrade Posted by: davetanguay on Tue May 26, 2009 5:40 am

Once you've created your account, go back to the forum and edit your profile and create a signature link. The location to edit your profile and edit your signature is different from forum to forum, however it's usually easy to find.



The format of the signature should consist of `[url=http://yourdomain.com/]your anchor text[/url]`

Please view the signature.txt file that came included in this package to see a list of most common signature formats.

After you've saved your signature, all that remains is making a reply to an existing post. Make sure your reply is informative and contributes to the conversation, this way it's less likely that your post will be removed for being promotional.

Once this is done, move on to the next forum. I only recommend making 1 post per forum, as you have half a thousand to get through, and spreading your link across many different domains is ideal (this leads to what's called "link diversity", which is a good thing).

Replying To Posts With PR

Whilst I promote on-page PR links, the following technique can become quite time consuming. Don't become overly consumed by it. Just making replies to PR0 posts on forums hosted on high PR authority sites will increase your sites ranking a lot, so if you don't understand the next part, or find it too time consuming, then *don't worry about it* -it's not essential.

First of all, you should be aware that the toolbar Page Rank that you see from the Google Toolbar is not a reflection of a pages true page rank. Since this toolbar is only updated once every few months, there are often posts which contain a high amount of Page Rank but nevertheless appear as "No

Page Rank Available". Since every post on a forum is linked to from its index, you can be confident that it contains a little bit of PR, even if this is not displayed.

What you need to do first is find out when the last Google Page Rank update was. I keep a list of the recent Page Rank updates at the following URL - <http://stevenheron.com/page-rank-update/>

Now, any pages that were created and crawled **before** the last Page Rank update, should contain some PR (even if it's PR0).

Therefore, you want to look for posts on forums that were made before the last Page Rank update, and check to see if they have some PR. If they do, then you may make a reply to them and receive the on-page PR ranking.

This sounds simple in itself, however there's two things you must keep in mind -

1. Page rank is only likely to be passed on to posts contained on the **first page** of a category. Any posts on the second or subsequent pages will most likely miss out on on-page PR.
2. If the last post on the first page of a category was made **after** the last PR update, then **you most likely will not find any posts with any on-page PR within that category.**

Therefore, the easiest way to check if you'll find a post with PR on the forum is to scan each category and check the date the last post on the first page was made. There's a good chance any posts on the first page that were made **before** the last Page Rank update will contain some PR.

In the below example, I found a forum category that had a post made in 2007 on its first page. This page had a PR3, which I made a post to -

The screenshot shows a Joomla! forum thread titled "cannot get administrator page" viewed in Mozilla Firefox. The browser's address bar shows the URL <http://forum.joomla.org/viewtopic.php?f=429&t=194364>. The forum interface includes a sidebar with user profiles, a main content area with post details, and a bottom navigation bar with buttons for "NEW TOPIC" and "POST REPLY".

The thread shows two posts. The first post, by user "drys", is dated "Wed Jul 25, 2007 4:52 pm" and contains a red arrow pointing to the text "Post made in 2007". The second post, by user "maximumpear", is dated "Fri Mar 06, 2009 5:28 am" and contains a red arrow pointing to the text "My Link".

The forum interface includes a sidebar with user profiles, a main content area with post details, and a bottom navigation bar with buttons for "NEW TOPIC" and "POST REPLY".

The above backlink counts as both a PR9 site backlink, and as a PR3 *on-page* backlink. This sort of combination is something you won't find in most other backlink packages, and is only really possible to come across on forums.

I've found at least a hundred *on-page* PR posts with PR ranging from PR3 - PR6 with every single one of my backlink packages just using the above method. Keep in mind however that finding these sorts of posts can become very time consuming, and I must stress again that it is not necessary to do this.

Most forums won't contain any on-page PR posts, since they'll be too busy and old posts will be moved to the second page of each category before a Google Page Rank update has had a chance to process. Remember that even just obtaining PR0 backlinks from high ranking forums (PR6+) will be enough to boost your rankings (this is all other backlink packages provide anyway), however the opportunity to obtain these on-page PR links, if you want them, is possible using the method above.

F.A.Q.

I'll now cover some common questions.

Q. How many posts can I expect to be deleted, and how many will remain?

This really depends on how genuine your posts sound vs. how spammy they sound.

Most high PR websites are not oblivious to third parties (such as you and I) pasting links to external commercial websites. For this reason, it's important that you make your posts informative. Read over the first post in the thread you're replying to, and make an informative response that contributes to the discussion.

I've been able to achieve about a 70% "stick rate" with my posts, meaning that only 30% end up being deleted (only about 90 out of every 500). The reason I achieve this high success rate is because I'm always mindful to not sound spammy. I also never post 2-3 word replies.

Another thing I find is that a higher PR forum will normally be more likely to remove external links. PR9 forums are the hardest to leave your links on, whilst PR6 forums are generally far less fussy, so the higher PR of the forum you're making your post on, the more you should contribute to the discussion before leaving your link.

With all that being said, even if just 10% of your posts "stick" you will still notice positive results from your efforts, so don't become too concerned if your posts are removed.

Q. A forum's index is only PRx, however the spreadsheet shows a higher PR, why is this?

The PR in the spreadsheet goes off the authority of the domain name itself, not its subdirectories or subdomains. The reason for this is because subdomains and subdirectories gain their authority from the PR of the main domain name.

For example, blogspot.com has a PR9. If you create a new blogspot subdomain, it will also inherit

the same authority. That is why when someone creates a new blogspot blog it will appear much higher in the search engine results than a brand new website.

Q. If all the posts I make are PR0, how will this help me?

Once again, the authority of the page (post) is inherited from the domain name. Even if a post has a PR0, it will still pass on the authority of the domain name itself. All forums contained within my packages are PR6+, meaning that every post you make on a forum will help rank your website, no matter where the post is located. The only thing you don't receive from PR0 links is Page Rank, you do still receive authority from the domain however.

Q. How does having a link from a post with high PR benefit me more as opposed to having it from a PR0 post, if it's from the same website?

If you make a reply to a post that contains some Page Rank, then your site will receive a small percentage of that Page Rank (the page's page rank, not the domain's page rank). This is what increases your sites actual Page Rank, which isn't really *that* important anymore these days.

Q. How long before I notice results?

This really depends on the competitiveness of your keyword. From experience, usually about 3 - 4 months worth of serious link building (1000-2000 forum posts) will have your site ranking on the first page under many competitive terms. For less competitive terms, 50-100 forum posts a month should do. Keep in mind you'll need to continue making posts to forums every month to maintain your rankings and increase your sites authority further.

If you're only after uncompetitive terms (such as ranking under your name, or a keyword no one searches for) then even just 10 or so forum links will most likely have you ranking under it. Keep in mind this package is designed primarily for ranking under competitive keyword terms, and is its biggest selling point. Ranking under your name doesn't do you any good.

Q. A forum doesn't accept signature links/I can't find where to update my profile with a signature link, what should I do?

Sign the end of your post with your name, and then include an anchored link to your site beneath your name within the actual post itself.

For example -

Regards,

Name

[url=http://yourdomain.com/]your anchor text[/url]

Q. Can I receive any penalties for growing my links too fast? What if a forum admin reports me for spamming? Will my site be deindexed/sandboxed/filtered/penalized?

Absolutely not. It is the biggest, most widespread myth within the SEO industry that off-site link

building can harm your website in any way. Newbies to the industry are the main ones to succumb to these sorts of scare tactics, however ask anyone who knows anything about SEO, and they will tell you that you cannot be penalized for off-site link building. The reason for this is quite simple - if you could be, then your competition could penalize you by building a lot of spam links pointing to your site, and you could do the same to your competition. This of course would lead to total online anarchy, and thankfully, isn't possible.

The only time your site will be penalized is for on-site foul play. This includes things such as selling links, keyword stuffing, other blackhat techniques or having just plain poor content. As long as you keep your on-site link optimization clean, you will ***not*** be penalized for your off-site link building.

I'm happy to debate this point with anyone, but it's widely accepted among SEO specialists so I don't believe there's any need.

Q. Can I build up different sites using the same backlink package each month?

Absolutely. As per the previous question/answer, no amount of off-page optimization can harm your site(s).

Q. I can't get through these 500 forum links each month, can I outsource this?

A great outsourcing service that I recommend is odesk.com. I would offer an outsourcing service myself, but then I'd just be charging you more than is necessary. You can find some great workers at this site who will work for you for very affordable rates.

Q. I've come across a forum that neither accepts BB Code nor HTML code?

Type your site's URL directly (such as <http://yourdomain.com/>) at the end of your post and your link should be displayed. Every forum has been manually tested to ensure it allows active external links of one form or another. Occasionally mixing up your link building with non-keyword anchored text links won't hurt, and will look more natural anyway.

Q. I've come across a forum that contains a "NoFollow" link in my signature?

If you're positive that the actual signature link is NoFollow, then please send me an e-mail at links@stevenheron.com alerting me to this fact, and I'll sort out the issue with my outsourcing team. I advertise my backlink packages as being free from nofollow signature links, and I want to ensure this is always the case.

Keep in mind however that I cannot help forums turning their signature links into nofollow ***after*** I've released the backlink package. This is obviously outside of my control, and if you've got a fairly old backlink package, this is most likely what's happened with the forum concerned.