**SEO King Notes**

* **Bonuses –**
* **Genesis Framework Theme (Worth Rs. 4150)** - [Download Now](https://drive.google.com/open?id=1T9zdH6t-gGPclVHhvuav8LgX7nA_MtzP) <https://drive.google.com/open?id=1T9zdH6t-gGPclVHhvuav8LgX7nA_MtzP>
* **Authority PRO Theme (Worth Rs. 8989)** - [Download Now](https://drive.google.com/open?id=1T9zdH6t-gGPclVHhvuav8LgX7nA_MtzP) <https://drive.google.com/open?id=1T9zdH6t-gGPclVHhvuav8LgX7nA_MtzP>
* **Generate Press Premium Version (Worth Rs. 3389)** - [Download Now](https://drive.google.com/file/d/1hsqrkaUTInNtujqE8QBX42Q8Jk8Pwr9n/view?usp=sharing) (Updated 4th September)

<https://drive.google.com/file/d/1hsqrkaUTInNtujqE8QBX42Q8Jk8Pwr9n/view?usp=sharing>

* (**Generate Press License**: 398242bf1152fda752b71a7108a7cc08)
* **Thrive ( Updated 3 April) Premium** - [Download Now](https://drive.google.com/file/d/1oKIkVdpMZ7z_KExhounxuw3YDk1ELYhZ/view?usp=sharing) <https://drive.google.com/file/d/1oKIkVdpMZ7z_KExhounxuw3YDk1ELYhZ/view?usp=sharing>
* Email- [**raymondwoof@gmail.com**](mailto:raymondwoof@gmail.com) / Key:**512D1-79716-5614B-AA47C-D4291**
* **Divi Builder (Updated) Premium** - [Download Now](https://drive.google.com/file/d/1oI36gOMU-_-my7Ibm3KDHdja4zM6JYyy/view?usp=sharing)

<https://drive.google.com/file/d/1oI36gOMU-_-my7Ibm3KDHdja4zM6JYyy/view?usp=sharing>

* **WP Rocket Premium** - [Download Now](https://drive.google.com/file/d/1DEYHz4M11SKu_gkPmPEjZQebVsyddhhx/view?usp=sharing) (Updated 11th September)

https://drive.google.com/file/d/1DEYHz4M11SKu\_gkPmPEjZQebVsyddhhx/view?usp=sharing

* **1 Year FREE Hosting** with 1 Domain, Unlimited Bandwidth, Unlimited Storage. To Get this FREE Hosting, **Fill this Form** - <https://forms.gle/rJ3vjQDzpL95PVCo9>

After Filling this Form, you will get your Hosting within 24 hours!!

* After 1 Year, you have to Renew your Hosting which will cost Rs. 3500/Year + GST
* **Chapter 1. SEO Basics**
* **Google Search console**

1. **Add site on GSC.**
2. **Publish content and then add sitemap on GSC. (Learn how to create and add sitemap in GSC.)**
3. **Regularly check your site on GSC to improve performance.**
4. **Try to solve all issues, penalties, suggestions given by GSC.**

* **SEO mistakes**

1. **Don’t post regularly. (Not compulsory) But it reduces quality of content.**
2. **Take a time > research carefully > Fix your post pattern according to competitors > then write and publish.**
3. **Always Promote Your Content, After Publishing the Blog Post. (Otherwise no meaning if u don’t get traffic.)**
4. **Relies on Great Content-**

**Only so Called “Great Content” doesn’t work. Great Content Comes with User Satisfaction.**

***Great Content Doesn’t Mean* –**

**➢5,000+ Word Content**

**➢Content with Lots Of Colorful Images**

**➢Forced Content without Meaning Just to Increase Words**

**➢ In Future We Will Show You Some Techniques to Write a GREAT CONTENT**

***Some of the Techniques are* –**

**➢The Power Page Techniques**

**➢Reverse Engineering Method**

**➢The Social Triggers**

**➢The Trademark Technique**

**➢The Memory Glue**

1. **On-Page SEO is Enough, (it’s not enough).**

* **Google Updates (How to Stay safe)**

1. **Don’t copy. Fresh content always good in googles eye.**
2. **Don’t use spinners. Google definitely catch you.**
3. **Don’t make keyword stuffing- (1 keyword many times in post.) put all LSI keywords.**
4. **User’s search intent and blog post should be according to search intent. (keywords intent)**
5. **Don’t use always long tail keyword its bad. Use 2 medium tail and 1 long tail. It’s one of the ratios of google.**
6. **Post should be mobile friendly. (Mobile friendly test on google).**
7. **Google will outrank you if u only want to make money. So, Give value also. (Quality content can save you).**
8. **Don’t make unnatural and irrelevant links. (Build links according to niche only.) and don’t make links on same anchor links always change the anchor word for same post.**

* **Note: Quality content is very imp. In all aspects. Try to post thick content always. Thin content not ranked by google.**
* **Google Ranking Factors**
* **On Site Factors:**

1. **Site Updating – Regular updating Not Necessary, google only want quality content.**
2. **SSL Certificate.**
3. **Site uptime – Buy good hosting. (speed)**
4. **Site structure – Homepage, blog, about us, contact (Always Prioritize Some Pages and Link them to Homepage)**
5. **Sitemap – Help to rank fast. (Go online generator and learn how to use it.)**
6. **Contact us page.**

* **Offsite factors:**

1. **Unnatural links**
2. **Google sandbox**
3. **Google dance – if you play with algorithm then google will dance your rank frequently.**
4. **Backlinks – more the backlinks more will be the rank.**
5. **Press release backlinks – Highest paid but most beneficial.**
6. **Unrelated site links.**
7. **Anchor text links – don’t use same anchor text links many times, try to use diff words.**
8. **Penguin show – don’t build too many links often.**
9. **Hacked sites – stay safe and protected.**

* **On page ranking factors:**

1. **Keywords in title and H1, H2, H3.**
2. **LSI keywords – Top Factor. Related keywords of focus keyword.**

**(maximum LSI words = more relevancy)**

1. **Rel= Canonical Tag – If copy someone’s article then should give this tag.**
2. **Image signal – Save image name should be according to your keyword while downloading also. EX. SEO in 2019 OR SEO – in - 2019 (best).**
3. **Alt tag – use focus keywords.**
4. **Multimedia – Use maximum photos, graphs and videos. 100% ranking factor.**
5. **Grammar and spell – use Grammarly.**
6. **Internal Linking – Try to link all relevant posts to each other. It Boost DR, reduce bounce rate and Rank other posts also.**
7. **External link** – Google check quality of external links. It shows the content is researched one. (Link to sites like Wikipedia.) External linking is most imp. Should give quality links.
8. **URL length – short URL always best. EX. sweetsurfing.com/Bluetooth-speaker**
9. **Keyword in URL – No direct factor but imp.**
10. **Post/page age – regularly/ weekly update it. It will give rank you on 1st page from 3rd page.**

* **User Intention Ranking Factors**

1. **CTR – how many clicks on you out of 100 blogs.**
2. **Bounce rate - should be low. (Solution interlinking and attractive starting, add video)**
3. **Rank brain – User should satisfy.**
4. **Direct Traffic – Means user directly come and open your website on chrome. It signals google that site is popular.**
5. **Comment numbers – tell user to give suggestion through comment an rly it.**
6. **Repeated traffic.**

* **Chapter 2. Proven Content framework: -**
* **How to find topics to write –**

1. **Steal Topics for competitors –**

* **Select 3 competitors – Advance, medium & Low.**
* **Advance gives you a recent topic. (EX. Traffic 100k)**
* **Medium will give you a readymade keywords and content. (10k to 100k)**
* **Lower 1 gives you ultra-keyword research which you can rank faster. (Up to 10k)**
* **Always read Advanced competitors blogs & get ideas to write and everything.**
* **Always check competitors’ categories.**

1. **Focus on your expertise & then dig it.**

* **EX. Speakers – Bluetooth, party, portable, helmet, hometheater, car speakers, sub woofers, brand speakers, etc.**

1. **Use Buzzsumo – (Free to use or try 30-day trial) it shows the most popular content within your niche. Put your keyword > and see the top results> visit that sites > get ideas about content > try to make more superior content.**
2. **Use Ahref. – Enter competitor sites > Set KD 1 to 25 > steal topics/keywords (paid but we can get it in 600 re per month.)**
3. **Use Ubersuggest. & 6) Use YouTube – Open famous channel> popular videos> get that keywords/topic.**

**Basic Keyword Research**

* **Medium tail used for traffic & Long tail keywords are best.**
* **Diff tool shows diff data.**
* **Methods: -** 
  + - 1. **Google suggest – Best for long tail keywords suggestions.**
      2. **Google searches related to – searches at Bottom of page. (they are also LSI keywords)**
      3. **Amazon Suggest – It gives all LT + buyer intent keywords.**
      4. **KW Finder – 10 free searches/day.**
      5. **Ubersuggest**
      6. **Use answer the public – Gold Mine**

**Advance Keyword Research**

* **Ahref is Needed for This.**
* **Remember that people are looking for same things but putting different variation to search.**
* **Methods: - Keyword Research that have search intent – Informational, navigational, commercial and transactional. (Follow the chart given in course.)**

1. **By Using AHREF**

* **Open Ahref > Keyword explorer > Put Topics one time & give caumas (Camera, cameras, DSLR, video camera) > Click on Having same term > You will get huge list of keywords having ZERO intent > Choose Intent you want > Put in include section & enter. > Add filter for KD (From blank TO 20) > Add volume filter 1000 to infinite & apply > We will get List of super easy keywords > Now Check manually the difficulty >Click on SERP > Observe backlinks if 0 means Bonus or compare with word count and write maximum. That keyword will rank for sure.**
* **Finding best Long tail keywords By Using AHREF–**

**Open AHREF > Open site explorer > Put famous site in your niche > Top pages > Click on keywords name to make it in descending order. > Focus on traffic, keyword, top keyword, position & RD (Referring domains) > Make sure that pages must ranked in top 5 for top keywords, also they should rank for lots of keywords & also the page should get more traffic than expect. > Apply Word Count filter 4 to 8 > you will get all easy to rank long tail keywords from that site. > Focus on Volume also pick high volume.**

1. **Modifier techniques –**

**Keywords like – “WITH, IN” called Modifiers. Words that connects 2 sentences. (make google for more modifiers.)**

* **Open AHREF > Keyword explorer > Put Your term > phrase match > In Include Filter Put Modifier WITH/IN. (You can enter multiple modifiers with caumas) > If you put multiple terms then make filter which is exactly next to include filter name is” ALL” KEEP IT with ANY. And for single term keep it ALL > It gives you amazing keyword.**
* **Diff. betn ALL & Any filter which exactly next to include filter – If we put “with, in, how” and make filter ALL then it is not possible with any sentence which include all this word. So, in this case we have to keep that filter ANY. Means any of that word.**

1. **The Question Finding Technique -**

* **Open AHREF > Keyword explorer > put your term & hit search > click on questions in side bar. > Set KD 1 to 20. > You will get all amazing questions.**

1. **How to Rank Multiple keywords for 1 post –**

* **First of all, choose long tail/medium tail. Or the one who have some search intent.**
* **Open AHREF > Site explorer > Put any popular site > Top Pages > Add filter for position 1 to 3 & Volume 1000 to infinity. > You will get amazing keywords having volume like 1000 and traffic it gains 5000.**

1. **Soovle.com – (100% free)**

**It gives you all suggest like google, amazon, Bing, yahoo, etc. in one place. It can save your lot of time. (Best One)**

* **Content Research**

1. **Using AHREF – Open > Content explorer > Write your topic > Check social shares & analyze the reason behind share> Open sites one by one & check the content ideas > see title, content frame, how they write, word counts, Images, videos, infographics, tables, list everything. > do research (But don’t copy) Make your own.**

**Note: most of the time Viral articles are not come on 1st page.**

1. **Using Buzzsumo – Open > type topic > You will get top results with all social share. > again, analyze that articles and make your own.**
2. **Use Google – Same method. Put topic/keyword> Scan top 10 to 20 articles and make your own superior than them.**

**Note: - Site:Famoussite.com Topic name/keyword > It will give you all articles of that site which content that topic name > so get ideas of content .**

1. **Content GAP strategy – It gives you the content list which your competitor writes but you don’t. (Use Ahref)**

**Open ahref > Site explorer > Put your site > competing domains to Check your competitors > click on Content Gap > Enter your competitors site name in top section & put your site name in bottom > Make sure that tab is open ( at least one of the targets should rank in top 10) > click on show keywords > Set your filters > then get ideas of that contents and make your own.**

**Note – It gives you keyword + content.**

* **New World Of SEO**
* **How to write Headlines: -**

**Most important Part of Content. It increases CTR.**

1. **Use Odd numbers - Remember that Odd numbers in headlines get more clicks. Like 9+, 11, 13+….**
2. **Use Unique words - for more attention. Ex. Weird ways, Weird things on amazon to buy, insane ideas, etc. (google it).**

**Ex. How to lose weight > 5+ effortless ways to lose weight (secret) > lose weight in just 7 days without gym.**

1. **Use emotional adjectives– Effortless, Fun, Free, discount, easily, incredible, absolute, unlimited, alert etc.**
2. **Tell readers what will get – Ideas, ways, secrets, tricks, principle, reasons, lessons, facts, strategies….**

* **Plug & Play Formulas for Headlines –**

1. **For no. of tips – (No.) proven (actions/ways) to (achieve desired results)**

**Ex. 17 proven techniques to build muscles.**

1. **For achievements – How to (achieve desired outcome) like (celebrity)**

**Ex. How to hit helicopter shot like M.S. DHONI.**

1. **For how to – How to (desired outcome) without (unpleasant action)**

**Ex. How to lose weight without doing exercise.**

1. **For case study – (person) did (unusual action) (timeframe). Here’s what happened.**

**Ex. Ram did yoga for 15 days. Here what’s happened.**

1. **For analysis – We analyzed (number) (measurable) and this is what we learned.**

**Ex. We analyzed 1000+ Indian foods. Here what we learn.**

1. **For Tutorial – A (Power word) Tutorial to (achieve desired Outcome)**

**Ex. A comprehensive guide to make passive income.**

1. **For Keywords based, SEO focused – (Keyword): (supporting keywords).**

**Ex. Tourism in Varanasi: Dream place to visit in Varanasi.**

* **Designing Intro.**

**Very Important to hold user or impress user at start.**

* **PPP Formula –**

1. **Preview – Give a preview. Don’t brag or confuse your audience. Just shot them with a straight preview.**

**Ex. Today I am going to show you 5 fast ways to lose weight. this type.**

1. **Promise – Promise them that you will give them a solution.**

**Ex. The methods are 100% scientific and natural.**

1. **Proof – Promise without proof is meaningless. It will create interest of user and they will read your blog.**

**Ex. In fact, our one of readers lose 5 kg in just 1 month.**

* **3 Sample Intro –**

**Today I am going to show you 5 fast ways to lose weight. The methods are 100% scientific and natural. In fact, our one of readers lose 5 kg in just 1 month.**

**Today I am going to show you how to make money in 2020. These can replace your job. Ram is earning Rs. 60,000 every month with this trick.**

**There are so many beautiful places to visit in Nasik. Even some of places are dream to places for everyone. In fact, some people said that I will come back soon again.**

* **Check list for writing blog post**
* **How to write blog post –**

**Create stunning headline.**

**Nail the intro paragraph.**

**Use PPP formula to write intro.**

**Insert target keyword in headline. (Try to Use target keyword at start). Also put in the description.**

**Target keyword in permalink. (make sure that permalink should be short.)**

**Target keyword in the first 50 words.**

**LSI keywords in the first 100 words.**

**Do 2 to 3 internal linking to relevant pages of your website.**

**Assign few secondary keywords. (Help to rank on multiple keywords.**

**Ex. Target keyword – make money online.**

**Secondary keyword – make money online fast/ make money online fast in 2019.**

**Write 2000+ words. – Focus to write complete article like user should get everything in your post.**

**Sub heading > minor heading – LSI keywords.**

**Ex. Headline H1 – Make money online.**

**Sub heading – ways to make money online.**

**Minor heading – make money online with google.**

**(SHOULD BE NATURAL) & Don’t go beyond H3.**

**Link to reputable sources (External linking) around your niche (famous sites/brands).**

**Note: Don’t give links to your competitor on same targeting keyword. Like “make money online” is a target keyword so we don’t give a link to surejob.in. YES! You can give them link but for diff keyword.**

**“Show” Don’t tell – means give some example/proof. It builds trust.**

**Create your own graphics – Free photos can decrease your site conversion.**

**Use – fotojet, canva (Free), photoshop to make your own graphics.**

**Simplicity driven – deliver basic to advance.**

**Use primary keyword in image – Image name while downloading, in alt text as well as in image title.**

**Always add share button**

**Add email optin – To generate leads. (use thrive leads)**

**Clear intent – always check that, your blog post has intent or not?? Otherwise time waste.**

**To check – read like a normal person and check value, content, readability, then ask yourself can you buy this?**

**“call to action” - Check Does your content has perfect “call to actions”? ex. Email, buy…etc. Don’t use “Buy now”, many time customers don’t click by reading this type call to actions.**

**Some call to actions – Only 5 days left, limited time, closing soon, last chance, offer ends on date X, Hurry Use Timer, Get the secret now etc.**

**Short paragraphs – one paragraph should not contain more than 4 lines.**

**Copyright Images – Don’t publish a copyrighted without giving credit.**

**Check everything is Natural or not – Check keywords that you placed are natural or forcefully?**

* **The power page/pillar page/money making page technique**
* **The amazing content framework that helps you to get higher ranking.**
* **What is power page – A page that’s is designed for more share, backlinks and rankings.**
* **Scientifically designed**
* **Backlink attractor**
* **Designed for maximum share.**
* **To design 1 power page at least 10 days are required.**
* **Minimum 2 to 3k words should be there.**
* **Checklist for power page/money making page –**

1. **Find topic that are highly shared. (By using “find topic to write” module you get this result.)**
2. **Target keywords must be a medium tail keyword – Medium tail brings traffic for you. Each website has 4 to 5 power page which play a role as a backbone of whole site. (Interlinking >Link juice)**
3. **It must have lots of subtopics/subheadings/long content. Ex. backilinko.com/ecommerce-seo (one of the Power pages of backilinko.com)**
4. **Must be external linking to authoritative sites – If you done quality external linking to your famous competitor/brands who has much authority, it will help that page to rank faster.**
5. **Power page is something that must be of 5000+ words long. (100% Rank).**
6. **Add social sharing buttons above the fold or floating.**
7. **Power page has click to tweet option. Ex. masterblogging.com (Use plugin)**
8. **Must have utility – Means your content is super practical. (Explain in detail with proofs like photos, Ss, arrows etc.)**
9. **Must like go-to-guide book- Proper book format like index, chapter 1, 2,3 ….**
10. **Must have email optin (use thrive lead plugin. )**
11. **Must optimized with trademark technique. (Startupvala.com) – make your own technique and name it like PPP formula, SPT technique, it will help user to remember your site and create interest.**

* **Social media marketing**
* **Use LinkedIn –**
* **Great tool that NO ONE is focusing on.**
* **Send up to 500 request every 3 days & get up to 30K connections.**
* **Super powerful for blog.**
* **Great for leads, traffic, jobs, everything.**
* **Use YouTube –**
* **Helps in building brand/ To get fame.**
* **YouTube will push you if your video will be watched till end.**
* **Create 4-5 min valuable videos.**
* **Use Instagram –**
* **To get more followers, Be active on Instagram.**
* **Make a joke, memes, Quotes around your niche.**
* **Download canvas and use for making posts.**
* **Do hashtag research and use relevant tags, it’s very useful.**
* **Search “best (Your niche) hashtags Instagram. On google.**
* **Instagram Not allow links in the post, it allow links in the bio only. (After 10k thousand follower you can add link in your story with help of swipe up.)**
* **Find competitors around your niche> open pics > open likes > that audience is targeted> send them messages FOR HELP > You can like and comment their pics.**
* **Search particular hashtags like “blogging” > You will get all targeted audience around that audience.> Open post like comment > also like other people’s comments on that particular post.**
* **Using Facebook –**
* **Always welcome everyone to Your Facebook group by taking their name personally.**
* **Facebook suggest your group automatically to targeted people.**
* **Fill all info. About group. Like bio….**
* **Add some moderators to save your time. (choose active people from group).**
* **Don’t post much links, otherwise FB not promote you. Share videos, posts….**
* **Use Twitter –**
* **First make your profile handsome.**
* **Follow people around your niche.**
* **Use targeted hashtags.**
* **Use follow button on your site. (To gain followers directly through site.)**
* **Tweet motivational & inspirational post.**
* **Add click to tweet on your email (clicktotweet.com).**
* **Reply to each & every comments.**
* **Tweet between 1pm to 3pm.**
* **Schedule your tweet in advance. (twittimer.com)**
* **Do same thing that you have done with Instagram.**
* **Secret Software + Drop shipping store**
* **Software lists –**

1. **Pixel studio Fx – 64$ Amazing for all types of readymade E cover design in just 2 to 3 min (Editable). Onetime payment & life time access.**

**It can use for fiver marketing. One design can sell up to 25$.**

1. **Video marketing blaster – 23 $. Help to make perfect YouTube title, tags, description automatically within 2 minutes.**
2. **Big Slides – For PPT/ Slides. 1000+ readymade templates.**
3. **Video robot – (46$) onetime payment & lifetime access. To create whiteboard, Avtar, simple videos in minutes. (1 video on fiver sale for min 200$).**
4. **AdsCrisp – Amazing tool to create high convertible FB, Insta ads in a minute.**

* **ADVANCE SEO**
* **Backlinks –**
* **Don’t create each backlink on same ANCHOR TEXT - Google will DE ranked you. (It is not possible naturally, that every blogger gives you a backlink on same anchor text.**
* **Follow this formula – (Link Diversity)**
* **Make 30% Naked URL. – Copy link of that post for which you want to make backlink and paste directly without anchor text. Wherever you want to make a backlink like on guest posting, fiver etc.**
* **25% Branded anchors. – Target Your brand name as anchor text. Ex. Vaibhav Gurav, Sonali ahire, Sweet surfing….**
* **15% Branded name + Keyword – Sweet surfing – best Bluetooth speaker, Vaibhav Sonali – SEO, SEO masters (Vaibhav Sonali).**
* **10% LSI keywords – SEO (Targeted), Search engine optimization, Search engine hacks (LSI).**
* **10% Targeted keyword – Use 10% focus keyword as anchor text.**
* **10% generic keyword – anchor words like here, click here, etc.**
* **By doing this kind of Link diversity google never identify that links are manual building or by natural.**
* **How to Build Backlinks**
* **To build Links Very first task is, create highly valuable, beautiful, Power page for which you ask other bloggers to Link it, otherwise no any method can work.**

1. **The Old is Gold Method – (20% Conversion)**

* **Create a Perfect power page/content which highly updated with resources – 4000 words, perfect linking, proofs. Everything**
* **Find old content that is outdated – Use google filter to find.**

**Enter search term > Tools > Any time > Set Custom range back to 4-5 years. (Ex. 1-1-2015 to 1-1-2017). > Check Authority like content, structure…> Contact us and get email > Make excel list of all site.**

* **Pitch them with an email –**

**Hey (Name), I have saw your content and the quality of content is great but honestly most of the things are outdated. I’ve written a similar article on the same topic but my content is up to date. Here is the link of my article (Link).**

**PS – You can help your user by linking this fresh content in your article. Cheers, (Name).**

* **Or Simply you can say please update your content or kindly replace it with my Link.**
* **Or we can suggest him to redirect your users using my link. (Hard)**

**Note: Easily we will get this quality links because we help them. Send 100 mails & approx. you will Get 20 backlinks.**

1. **Wet Clay Link Building Method- (50% Conversion)**

* **The people who just publish the content is called the “HOT LINKER” that means they are very open to link.**
* **Find someone who just publish their content – Use google filter.**
* **You can find some sites who are not professional too so they easily give you link. > Check their quality of content > get their email and do same method as a 1st method.**
* **Email format – Hey (Name) I’m following your blog from last few weeks & there are amazing post, I was looking to contribute a guest post for your blog, I know the style of your writing and my post will be more amazing than you expect. Otherwise, keep Up your awesome work. Cheers, (Your name).**

1. **Links form Brands –**

* **If you get min 300 views per day then you get some emails from brands asking for review. Simply ask brands that if you give me a link from your official blog then I can do this review for free/or in lower price.**

1. **Prize attractor technique**

* **Scientifically designed to get more social shares.**
* **Social share increases your branding and boost your website.**
* **Help to get leads & Also Backlinks.**
* **Step 1 – Make list of experts in your niche. – Use google to find top people in your niche, not too experts. (Tool – Ahref competing domain.)**
* **Step 2 – Write post like top 50 bloggers in 2019.**
* **Step 3 – pitch them on email/Facebook. – Hey (Name). I’m really big fan of you and following you since last few months. Recently I have featured you on my latest blog post on the topic (your Topic with link). I hope you feel amazing about it. PS: If you share this post on your social media it will not make my day it will make my year. Cheers, (Your name).**

**Note: Don’t try to reach with a people who are most famous like neil patel, Amit agrawal who never rly you.**

**Tip: Try to reach normal people, they can also give you a boost.**

* **You can also use Facebook groups to find like-minded people and write about them and pitch them.**

1. **The expert advice technique – (65% Conversion)**

**Long procedure but work fast.**

* **We will create post like 49 fitness experts given the tips on losing weight, 29+ experts guiding to rank on google.**
* **We will reach the experts asking them for 1 to 2 paragraph tips on a particular topic. (Not too expert, reach them who rly.)**
* **Email format – Hey (Name), I’m creating a post where 50+ experts will guide that how to lose weight, I have also selected you as a expert and I want you to give me 1-2 paragraph tips on this topic and I will publish your tips on my site with your site link. You can just rly me this email with your 1-2 paragraph tips. Cheers, (Name).**
* **They will definitely reply you with a paragraph and also, they share your post. Your rly to them “OK! great I will notify you once blog post is published”.**
* **How to create blog? – Reach 50+ peoples > take their tips > Frame each tip into your blog with their site link> and notify them (Save their data with email) > they will share that post definitely.**
* **Notification format – Awesome (Name), your tips with your website link is published on my new blog post. (Here is the link) PS: If you share this content then it will make my day.**

**Cheers, (Your NAME).**

* **If they don’t rly take their follow up.**
* **You will get some traffic and leads.**

1. **The Resource page Link Building –**

* **What is resource page?**

**The page that link out to great content and resource.**

**The post which content all popular site’s link to give value / help users to get more and more valuable information from experts.**

**Ex. Neil patel site- link building strategies post.**

**Suppose we write a post on “Best WordPress resources” so I will give link to someone who wrote a perfect blog on ‘WordPress setup” or someone wrote about all “helpful plugins to use in WordPress” then I will simply write something short about that particular topics and give link to experts blogs.**

**We can give our competitors link if he gives detail value.**

* **Why resource page is important.**
* **If we create resource page & whatever links we add in post, simply we can contact them and tell them that I write about you. It helps for social share then also google trust on you.**
* **Otherwise make some beautiful power post and contact them who add resource page on their site, it helps you to get quality backlinks.**
* **How to find resource page – Search on google**
* **“Keyword” + inurl:links**
* **“keyword” + “useful resources” ex. “blogging” + “useful article”**
* **“keyword” + “helpful resources”**
* **How to get benefits from it?**
* **If you find some resource pages who gives links to everyone who write a best valuable content.**
* **Then contact them and say – Hey (name), I just saw your amazing list of resource with top notch quality contents. I’ve also created a great content on the same niche (link), check and if you like then you can give more value to your resource page by linking it over there. Cheers, (Your name).**

**Note - Your page must be perfect valuable and long power page. Otherwise they will ignore you.**

* **If they like your content they will create a link on your post’s title. And its very helpful to rank faster.**
* **Send 100 emails for same post, then approx. 15 – 30 links we will get. (Enough to rank 1 post).**
  + - 1. **The Mount Rushmore technique – (5 to 10% Conversion).**

**The concept is almost same like resource page building.**

* **This method targets “best of” blog posts. Ex. The best 10 SEO techniques, Top 50 articles on health.**
* **In this technique we find “BEST OF” OR “Top 10” Listicle blogs.**
* **Step 1 – find best of resource in your niche. – Its almost like resource page. They exist to give credit and link out to your power page, if your post can impress them.**
* **Go to Google > Search Best “Keyword” Blog post / Best “Keyword” Article/ Best “keyword” Resources. / intitle: best post + “Keyword”**
* **Also Use Broad keywords EX. Best travel blog post. / Best “Posts “March+2020” / Best “Post” March 2015.**
* **You will get many blog posts who cover famous articles of different bloggers. So, we can also ping them to cover our blog post.**
* **Step 2 – Reach out to them & tell them about your power page. –**
* **You can reach to big blogs also whose DA PA are so high & tell them about your awesome power page. Definitely they read your email and check your power page also.**
* **Step 3 – Pitch them on email. –**
* **Email Format – Hey (name), I just came across your list of “blog title”. Great stuff, it’s funny, I recently created a post called, “your power page title + link”. Might make a nice addition to your list. Cheers (Your name).**
  + - 1. **The Roundup Link Building – (High chances to get backlinks)**
* **Go google > type Your “Keyword + Link roundup” & simply contact them.**
* **What is Roundup link building? – You find the blogs that round up the best content over the last day, week, month or year.**
* **This blog has the only work to cover the top/ best blogs. Or They have their own series and they write or update it daily, weekly, monthly or yearly.**
* **every time They give opportunity to other good articles to come in their list.**
* **But how they find the good articles? So, here is the trick they don’t research deeply, so If anyone reach them, they will easily link. (100% work)**
* **Ex. Best Health related blog post in April 2020/ Best XYZ related Blogging content in first week of October 2020.**
* **Step 1 – Create a power page. It must be super updated and powerful.**
* **Step 2 - Find roundup by searching on google.**
* **Go google > type Your “Keyword + Link roundup”.**
* **Create spread sheet to remember. Make a table of URL, first name, Email, DA, Notes.**
* **Step 3 - Must be 2 step approach –**
* **Means don’t tell them directly for link. Ask them if they want to link?**
* **Either they will go and link to their old roundup OR they will add your link to the next one.**
* **EX. Email format – Hey (Name), I was looking for some SEO articles to read today over lunch. (Yes, I am an also SEO nerd like that**

**😉 ). Anyway, I came across your hot 11 search engine marketing articles of the week series. Great stuff (I don’t know how I missed that velocity SlideShare as someone that deals with clients. I got a lot of value from that) Actually, I just published a case study that I think you’d really like. Let me know if you want to check it out 😊. Cheers, (Your name).**

* **When they say YES! Send them your power page link, they will get impress for sure and will link you.**

**NOTE: They 100 % give you a link by doing this. Because they want stuff to write. And if you give them a readymade perfect valuable power page, why they don’t link you?**

* + - 1. **The share triggers –**

1. **Trade your content for share – means lock the content and say them to help us by sharing the article and you will access the content.**

* **Use plugin – one press social locker.**

1. **Mention other bloggers – Mention successful bloggers around your niche. It improves your connection with them. Once you add them in a blog, simply approach them and tell about them.**
2. **Make pillar pages/ power pages –** **Most shared and viewed posts. Make bigger posts like 3k 4k 5k words. These posts are in detail and deep so people will definitely share it with others.**

* **Hard to write but worth to write. It will rank faster and also share faster also make authority for your blog.**

1. **Write the content that touch the emotion – It increase sale, share, trust. Because sale is made by emotion and people justify it by logic.**

* **To create viral content, just touch the emotion. Like sad emotion, surprising emotion, wow emotion, happy emotion.**
* **It doesn’t work in any niche.**
* **Ex. We analyzed 1 million search result, see what we learned – Emotional, surprising / We analyzed 1 thousand websites speed, here is what we learned.**

1. **Lightning speed site & Look –**

* **Website should load fast., look good, easy to access/ navigate.**
* **It should load within 3 seconds.**
* **Use Gt Metrix.**
* **If site doesn’t load under 3 sec then it will harm ranking.**
* **Useful plugins – WP Rocket (Website optimization Paid),**

**Resmush (Image Optimization Free)**

**W3 Total cache (Clearing cache Free).**

* **Use theme like genesis or generatepress for premium look and also speed.**
  + - 1. **Leverage forums –**

1. **Use Quora –**

* **Give ans. to maximum questions.**
* **But if you give 5 ans. then add only 1 link to 1 ans.**

1. **Use Reddit**
2. **Warrior forum –**

* **But you can add 1 link in 1 day only. Otherwise it bans you.**
* **It gives you quality traffic.**
  + - 1. **Link building from profile sites -**
* **There are many high-profile sites where we can create profile and insert our links in bio.**
* **It gives you no follow and do follow links also.**
* **Also work on micro niche.**
* **Total 409 sites (Abhit’s list).**
* **https://drive.google.com/file/d/1hBGv2kBvyEFKOTcDMGiSHkI2hW3bF5nQ/view?usp=sharing**
  + - 1. **We 2.0 link building –**
* **What is web 1.0? –** [**www.example.com**](http://www.example.com)
* **What is web 2.**0 - **example.subdomail.com**

**EX.** **Example.blogspot.com / example.wordpress.com / example.tumblr.com**

* **Create web 2.0 sites & upload min 10 articles & you are set to rank.**
* **They give you a free subdomain. Without any investment you can make web 2.0.**
* **Go to these web 2.0 sites, create an account & after uploading 10 articles include your link in any article. (In 1 article give 2 links only).**
* **Low quality (3oo words) are acceptable here.**
* **It not passes link juice but passes huge trust.**
* **On page SEO should be good to maintain quality.**
  + - 1. **Testimonial link building.**
      2. **Comment backlinks (Kulwant Nagi course) – Use drop my link tool**
      3. **Update your post on each month. – Use Rank math and enable year month option.**
* **It shows google that our post is updated for this month. And also add something like 50 to 100**
* **6 Steps to rank any blog on google first page. –**

1. **Write minimum 3000 words.**
2. **Send some social signals – Do manual promotion immediately next day after publish. (Tell friends to share) You just want social signals no need any followers and clicks.**
3. **Start building profile links after 3 – 4 days – Suppose after writing post and social signals. If we want 10 links for that particular blog post, then**
4. **we create 3 – 4 profile links.**
5. **After a week, build some 2- 3 web 2.0.**
6. **And after 3 weeks Build some amount of normal/natural links via guest post or any method. (Refer to super advance SEO).**

**NOTE: See the post after some time that post is ranked or not.**

* **Super Advance SEO**
* **Its applicable to every niche, categories or even in every micro niche.**

1. **Using PBNs Correctly –**

* **Private blog network. These are the sites created by you to link back to your site and get higher ranking.**
* **But if you build PBN through same IP address then google definitely penalized you.**
* **If google find your PBNs or if anyone (Competitor) Report your PBN then you’ll Ban.**
* **Don’t use PBNs directly on main site.**
* **Buy from seoclerk.com (very cheap).**
* **How to Use PBNs correctly –**
* **Step 1 – Make a dummy site –**
* **Suppose Your targeted keyword is “Make money online” And you want to rank that post on same keyword.**
* **so, make a dummy site/ Secondary site on makemoneyonline2019.com.**
* **Step 2 - Upload 5 articles –**
* **Low quality acceptable 500 words.**
* **Write on same targeted keyword, on which you want to rank your main blog post.**
* **Step 3 - Buy and send PBNs link to your dummy post –**
* **Don’t send that links directly to primary/ main site. Send to dummy POST.**
* **You can make unlimited links to your secondary site or particular post. NO RISK.**
* **Step 4 – 301 Redirect –**
* **Now 301 redirect your dummy post to main post. No one can Identify this type of PBNs.**
* **Use plugin - 301 redirection (Easy to use).**
* **Don’t redirect Domain directly. Just redirect SECONDARY POST to your MAIN POST.**
* **All SEO work on dummy post will be passed to main post automatically without any risk. Because your main site is not doing anything wrong, Dummy site is making PBNs so your main site will be safe.**
* **Also, there is very less chances to ban the site which use 10 to 20 PBN links. Problem arrive when anyone use 500/1000 PBN backlinks, because it will detect easily.**

1. **Automating the link building –**

* **By using this technique, we can save a lot of time.**
* **If we don’t have any team or group then we cannot build link in a proper format/ ratio/ with diversity.**
* **So, this method can help.**
* **Use Links management site –**
* **The best site for automation. They have their own SEO expert. They do everything which we learn in advance SEO within 2 to 3 days.**
* **We can apply filters according to our requirements like USA links, India Links only, do follow, no follow, DA PA, etc.**
* **Prices for 1 link having DA 15 – 20 start from 0.30$ (Depend on niche) and for 1-time price is almost 2 – 4$.**
* **It saves a lot of time which we required for Link building to rank a single post. By doing this we save almost 15 to 20 days.**
* **SEO Expert tool gives a report for particular post. It gives us a readymade structure of links which the post required to rank.**
* **They automatically select the sites which are relevant for our post. Manually we cannot maintain all of these.**
* **Investing is worth because if 1 post is rank within a month, then that post gives you higher returns either through AdSense (Depend on keyword) or by affiliate commission.**
* **Note**
* **They are not able to predict that; your post is already ranked or not. So, if your post is ranked already then make links manually without their report.**
* **Keep in mind that they suggest us maximum links to buy in report. (make it less manually by 40%)**
* **If you doing a manual link building then Don’t forget about Link diversity (Advance SEO). Otherwise google catch you.**
* **Don’t choose SB factor 0. At least 2 – 3.**
* **Choose DA higher than you. Or at least Make links from sites having DA > 15).**

1. **Brahmastra Technique –**

* **CTR + Dwell Time = Ranking.**
* **Use Tool – Crowdsearch**
* **Join By this link -** [**https://jvz1.com/c/1269061/136652**](https://jvz1.com/c/1269061/136652) **(Free 1000 credits).**

### Crowdsearch Link - [Get Crowdsearch Now](https://jvz1.com/c/1269061/136652) (27$ Price/m)

* **Tips**: First Purchase Crowd search using Above Link with 27$ Price Point and then [Disable AutoPayment in Paypal](https://www.paypal.com/li/smarthelp/article/how-do-i-cancel-an-automatic-payment-i-have-with-a-merchant-faq2058) so that in Next Month your Payment Cannot be Deducted.
* **Then download their app from play store they will give you more credits.** (Make separate accounts Vaibhav – 1000 & Sonali – 1000)
* **Its amazing tool for increase rank naturally.**
* **More than 2 lakh peoples around world open your post and increase CTR + Dwell time. And shows google that post is most helpful than others who rank.**
* **But vacancies open once in a 8 months. By using above link, you can join it**