

- Intro
 - This will be quick, not here to waste your time
 - I'm Josh MacDonald
 - In SEO since 2009... 7 YEARS?!?!?
 - Sold \$xxx,xxx of SEO software in high school
 - Tons of free YouTube videos on SEO
 - You should know the basics of WordPress, how to use cPanel
 - Not a beginner video
 - Going to try to keep this quick, minimum 30 minutes, max 60?
 - My goal is to teach you PBNs so you can have your first 5 sites up within 24 hours and get you moving on Google within 7 days
 - I'm not showing you how to make PBNs but how to do it faster, cheaper, quicker and better
 - Not long, not indepth, not here to waste your time
- Setup
 - Email lists for WHOIS
 - Don't pay for private WHOIS, \$10/year
 - mail.ru vs outlook
 - Fiverr
 - Spreadsheet organization, Google Drive is great
 - Domain
 - Email
 - Email Password
 - Domain Registrar
 - Domain Username
 - Domain Password
 - Web Host
 - Host Username
 - Host Password
 - WP User
 - WP Password
- Domains
 - Fresh domains are so hard to rank in 2016, use expired
 - Expired vs expiring
 - The selection is getting thin, not like 2014 anymore
 - There are many ways to skin a cat
 - Many of you likely have a method or provider
 - Expireddomains.net (free)
 - ScrapeBox (\$57)
 - Buy from Facebook groups (\$20)
 - Buy from Fiverr (\$5)
 - Buy from forums (\$5-50)

- Use DomCop crawler (free version, \$97 per month)
 - Build your own crawler (\$xxx-\$xxxx)
 - GoDaddy auctions mass export -> into a bulk backlink checker
- Tools you can use:
 - Majestic, pricey, \$60/month
 - Moz OSE, free
 - Group buy, cheaper, \$11/month
 - Open Link Profiler, free
- Metrics are useless and easily manipulated
- Instead, check the following:
 - Referring domains 10+ but I like 30+
 - At least 3 contextual links from reputable sites
 - Clean anchor text profile
 - Branded
 - Unique
 - diversified
 - Clean archive history www.archive.org/web/
 - No chinese sites
 - No porn
 - No viagra and cialis, parma
 - No Replicas, hand bags, nike
 - No sites that were previously PBNs
- Use unique registrars
- Get fake WHOIS data from Google

Sparkdev.co.uk

Athenatheowlgoddess.com

Buy-cheap-cialis-online.net

Marchadaliberdade.org

- Hosting
 - All about unique IP addresses
 - IPv4 0-255
 - Not just 123.123.123.123 vs 123.123.123.124
 - Rather 123.123.123.123 vs 123.235.232.113
 - HostNine reseller, riskier, but still relatively safe. PBNs are risky as-is
 - WebHostTalk - forum
 - Quality checklist
 - Shared linux hosting

- Cpanel
 - PHP, MySQL
 - Softaculous bonus points, 1-click WordPress
- - Has a Facebook or Twitter account
 - Has a domain authority of at least 10
 - Has some posts on WHT
 - Live chat is a bonus
- To decide from many, try their tech support
- Indexing
 - The natural index
 - Build a few links to tier 2
 - Twitter
 - Do not use webmaster tools

- Content

- Use WordPress for your first 15 sites
- Delete the default post and page
- Post 3 articles and then schedule another 2 for weeks later
- Add your link contextually in the homepage before posting article
- Other authoritative sites (link to)
- 500 words is generally good
- Use cheap content, say \$3 per 500 words
- Where to find writers
 - Digital Point
 - Upwork
 - Warrior Forum = resellers
- Diversity is key
- Plugin: redirects 404 to 301
- Unique theme
- Add images
- Posts or pages
- 20 sites in PBN or less, don't stress too much, especially when you have other links

- Use as tier 2 if you're really worried

- Next steps

- TAKE ACTION NOW
- BE HUNGRY
- NOT LATER
- NO EXCUSES
- Additional SEO?
- Monthly maintenance: Add an article
- How to get more free SEO tutorials