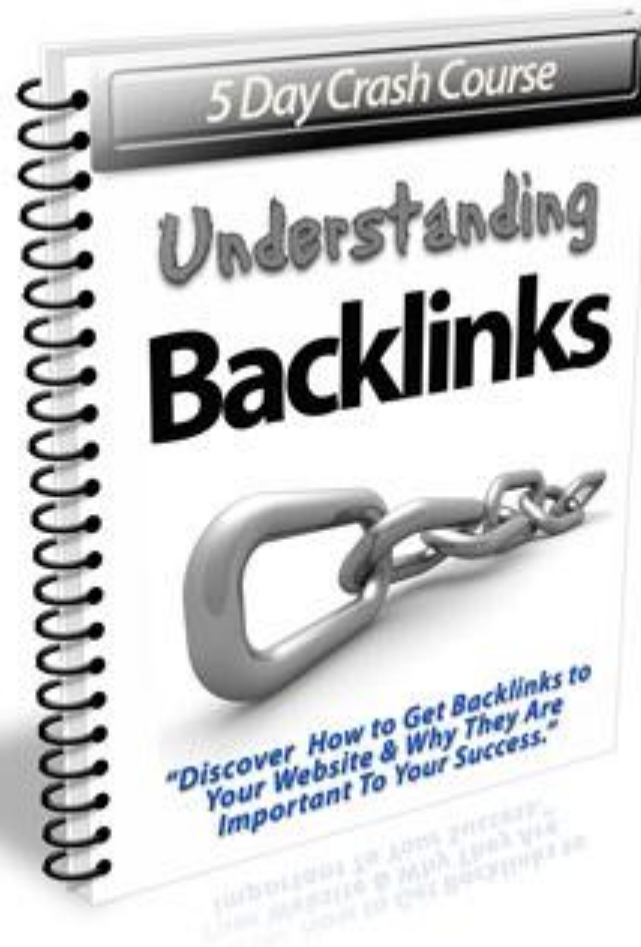


# Understanding Backlinks

*"Discover How to Get Backlinks to Your Website & Why They Are Important To Your Success."*



**:: Understanding Backlinks ::**

By: [www.DownloadPLRProducts.com](http://www.DownloadPLRProducts.com)



# Understanding Backlinks

*"Get More Backlinks to Your Website"*

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Hello,

Below you will find your customizable ecourse.

To edit the course quickly and easily just copy the code phrases below into the "find/replace" feature in your text editor. This is usually found under the "edit or search" menu at the top of the page.

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**Instructions**  
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- Highlight and copy the copy and paste phrases including the quotation marks. One at a time and paste them in to the "find what" box.
- Type your own information in to the "replace with" box.
- Click the replace all button.

You're done now just check to see if all of the information is correct and then paste your messages in to your follow up auto-responder and start sending it.

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**Copy and paste phrases**  
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"autoresponder code here" (found in your autoresponder service)

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Best of luck with your new course,



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Conformation message:

Hello "autoresponder code here"

Thank you for your interest in the Understanding Backlinks Crash Course.

It is very important that you confirm your subscription so that we can start sending your lessons.

Please take a minute and click the link below to confirm.

"confirmation link"

We will send your first lesson as soon as we receive your conformation.

Remember we value your privacy. We will never rent, share or sell your email address.

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1

Subject line: First Lesson - Understanding Backlinks

Hello "autoresponder code here",

Welcome to the first lesson in the Understanding Backlinks crash course.

Over the next few days you will receive several lessons that will help you learn how to get backlinks to your website and why they are important to your overall success.

In this first lesson we are going to talk a little about what a backlink is so that you can gain a better understanding of how to get them.

A backlink (often referred to as an incoming link) occurs when another person puts a link to your site from theirs. Basically backlinks are all about getting traffic to your website which any webmaster will agree is a very important part of achieving success.

Fact: search engine optimization is very important and you need to keep it in mind as you are creating your website.

It works like this first, you build a website, incorporating the right structure and keywords so that your site is search engine optimized. If you use the right SEO (search engine optimization) strategies, when someone goes into a search engine to look for something that your business offers, you will come up on the first page of the search engine results. This is the best place for you to be.

While structure and keywords are important to keep in mind as you create and add to your website, the most important factor of good SEO for the rest of your website's life is adding and maintaining backlinks.

Because search engines use backlinks to rate how worthwhile or valuable your site is the more sites that you have linking to your site, the better you will look to the search engines. The end result is that you move up in rank.

While the quantity of the backlinks contributes to your ranking, it is also



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important to make sure that you maintain high backlink quality as well. Try to avoid having backlinks from sites that have nothing to do with your site. Also, it is better to have backlinks coming from other highly ranked sites (as long as they are related to yours).

There are many ways to go about building backlinks. You can hire a service to do it for you, just make sure that you do the research to insure that you will be getting enough high quality links for what you spend. You can also do this yourself. It is quite time consuming and can be frustrating, but it is crucial to the ranking of your site.

If you decide to do your link-building yourself, you can manually request others to link to you, you can submit your site manually to the most reputable directories, you can submit articles that link back to your site to the many article directories, and you can participate in forums and other social media platforms so that people are constantly clicking on your link.

These are just a few of the ways that you can go about increasing the number of backlinks to your site and we will be discussing them more over the next few lessons.

That's it for today's lesson. We have a lot to go over in the next few days if you want to learn how to harness the power of backlinks, so make sure you look for your next lesson soon. We will be talking about starting your link popularity campaign and building links the right way!

Thank you again for joining, If you have any questions or need any assistance please feel free to contact me at anytime using the contact information below. I will be happy to help,

Until then,  
"add your name here"

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subject line: Second Lesson - Understanding Backlinks

Hello "autoresponder code here",

It's time for your second lesson in the Understanding Backlinks crash course. I hope you found lesson one informative and that you now have a basic understanding of how obtaining backlinks can help grow your business.

In this lesson we will go over how to start your link popularity campaign and build your links the right way.

As we discussed in the last lesson, backlinks (otherwise referred to as "incoming links") are links that originate from another website and link to your website. Obtaining backlinks is one of the most important steps you need to take in order to raise your search engine ranking. It's also important to know that the quality (relevance and ranking) of the links that come to your will affect your score. Starting a link popularity campaign is a great way to attract more links to your website.

There are many ways to go about getting backlinks. One of them is by posting another website's link on your website. Make sure that you are posting something that is truly relevant to your website content and preferably links back to a site that is highly ranked by the search engines.

When you do this, the owner of the site you post will likely also place your site on his website. This is called "reciprocal linking" and, while it's better than no linking at all, you don't want to have only reciprocal links. First of all, they are not as effective as one-way links, and second of all, you are giving your website visitors the opportunity to click off of your site and on to something else.

In order to get one-way links, you can buy them from a link building service, ask for them from other webmasters, or create exceptional content that others will naturally want to link to in order to provide more value to their visitors. Exceptional content is the key to natural link building. However, you may need to use other methods to push your link popularity campaign alone a little bit.

It's also very important to regularly monitor your website's link popularity. This can be done quickly and easily with a number of free



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online tools. You always want to have an idea of where your website stands, what strategies are working for you and which one's aren't.

Finally, this may seem obvious but if you are committed to link building, you need to continuously put your website link in front of people. This doesn't mean that you need to be spammy or overly promotional. But you should find outlets where you can offer advice, provide solutions or bring up questions about the business that you are in. Make sure that you look for forums, blogs and sites that allow you to include your link whenever you participate. This will create interest and links if you are participating in the right way.

Remember, top quality content is the foundation to getting high quality links to your website. If you keep that in mind at all time you will have no trouble getting other site owners to link to your website.

That's it for today's lesson. In your next lesson we are going to talk about how to perform a backlink check on your site using Yahoo, so that you can keep track of your progress.

Again, I appreciate your joining me for this short course. If you have any questions or need any assistance please feel free to contact me at anytime. I will be glad to help!

Until then,  
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3

subject line: Third Lesson - Understanding Backlinks

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It's "your first name here", with your third lesson

Today we are going to talk about how to perform a backlink check on your site using Yahoo, so that you can keep track of your progress.

As we have learned in the last two lessons, building backlinks to your website is one of the most important activities that you can do when it comes to improving your SEO (search engine optimization) and search engine rank.

So, if you've been diligently working on a link building, you're also probably curious to figure out how many of your links have been detected by the various search engines. Today I am going to show you a simple method that you can use to do a backlink check using Yahoo.

There are many things that go into the result of your website's final score, but webmasters do know one fact for sure. Something that will really bring up your website in rank is having a lot quality backlinks coming from other sites to yours.

We know from lesson one that the search engines use this as criteria to judge just how good your site is. If you have other sites linking to you, then it must mean that you have valuable information that should be ranked highly. If your site is ranked high, it means that you will come up first in the search engines when someone does a search for whatever term that is relevant to your website. This translates to you getting more traffic, more sales and more income.

Once you have applied some of the different methods of acquiring backlinks, like: submitting to directories, requesting links, submitting to article directories, etc. you will want to know if all of your hard work is paying off and you will definitely want to keep track of your progress.

One simple way to do that is to check your backlinks on Yahoo. To do that you just type in "site:www.yoursitename.com" into the Yahoo search engine. Then click "web search".

When you at the results you will see a button that says "Inlinks". Just click on this button and you will see the details about the links that are coming to you. If you want to filter the results even further to make sure you are viewing only the links from other websites, then just click on the drop-down menu that says "from all pages" and change it to "except from this domain". This will show you all of the links that are coming to



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you. You can play around with the other drop-down options as well.

To get more detail on the links, just click the explore button next to each link or on each the links themselves and check the keywords that are being linked to this can also give you more information about what keywords are working well and more popular and how to go about your future link building efforts.

Of course there are many other ways that you can check your progress, but this is a simple way that you can do a backlink check on Yahoo. By doing this on a regular basis you will be able to keep an eye on how your link building campaign is doing.

That's it for today's lesson. In your next lesson we are going to talk about link popularity software that you can use to check your search engine rank, manage and monitor your backlinks.

Until then,  
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4

subject line: Fourth Lesson - Understanding Backlinks

Hello "autoresponder code here",

How are you? We're winding down to the end of this short course. But we still need to go over a few things that will help you run a successful link building campaign.

In today's lesson we are going to talk a little bit about link popularity software that you can use to check your search engine rank, manage and monitor your backlinks.



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As you have learned from your lessons, link popularity refers to the number of backlinks you have to your website. You have also learned that this number is important is because the higher your link popularity, the better you look to search engines, the higher up you will appear in search engine results, and the more traffic and sales you will get out of your website.

In you last lesson we talked about doing a quick backlink check in Yahoo. Using link building software is another way that you can check your search engine rank, plus manage and monitor your backlinks as well.

Using the right software can help you find new backlinks and track existing ones. Believe it or not, you could actually be linked to other websites without even realizing it. But it's important that your know where your links are originating from.

Always keep in mind that you want them to come from quality sources, not link farms or other non-reputable sites. The right software can actually allow you to do the necessary research about which sites to use in order to become more highly ranked by the search engines.

Can you do all of this work without software?

Yes, but it takes a great deal of time and, if you are new to the whole "link building" concept, then you also need to learn quite a bit about how to go about it the most effective way. Software can save you an enormous amount of time and effort. As you let the system do your work for you, you can still continue to learn about link building and have time to do other business-building activities as well.

But as far as business building goes, the concept of link popularity is extremely important if you want to have any kind of presence online. And, in order to succeed in today's economy, you need to be present online.

Link popularity software can offer you a wide range of strategies for generating traffic as well as for building links. It can help you monitor the ranking of your website in the various search engines, find high page ranks easily and even find the right affiliates to sell your products. It can also monitor reciprocal links on affiliate sites and show which pages are indexed in search engines.



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You can choose to go with the free software and then upgrade to other link-building services that the software providers usually offer. However, it's important to make sure you do your research and take a look at several services before picking one to handle your website's link popularity improvement.

That's it for today's lesson. In your next and final lesson we will talk about buying links and whether or not it will help your search engine ranking.

I'd love to hear from you! Please let me know what you think and remembers if you have any questions or need any assistance please feel free to contact me at anytime.

Until then,  
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5

subject line: Fifth Lesson - Understanding Backlinks

Hello "autoresponder code here",

Well, we have come to the final lesson in the Understanding Backlinks crash course. Today we are going to jump right in and talk about buying links and whether or not it will help your search engine ranking.

First of all, what are paid backlinks?

We know for a fact that if you have a lot of backlinks it will help your site get ranked highly with the search engines (Google, Yahoo, MSN, etc).

And that a backlink is just a link from another website or web page to your website or your page. The reason that the search engines use this as a measuring tool is because they "feel" that if your site is worth



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being linked to by another site, then your site must be worthwhile.

There is a lot more that could be said about that but again, in a nutshell, it all comes down to this: the more websites that you have linking to your website, and the better quality the links, the higher you will rank in the search engines.

But building links yourself is a tedious, long and continuous process. So, not too long ago, people were very comfortable with paying a service to provide them with a backlink. But it didn't take Google too long to figure out that this was happening and paid linking services started being penalized.

So now the rules are different. Google does allow you to buy links but they will put your links through the ringer to make sure you follow their guidelines. What this means for you is that you've got to buy links from sites that do adhere to Google's constantly changing guidelines. If you are buying backlinks just for traffic, you will be able to follow the Google guidelines. But if you are buying them to increase the SEO of your sight, then you should probably hold on to your money since the search engines only allow no-follow links.

However, while paid backlinks may not be the way to go, there are a number of incoming link services that you can choose to use rather than just outright buying backlinks. These services will actually do the link-building work for you rather than just selling you the links. Different services offer different features so just make sure that you do the proper amount of research to establish those that are really working the right way and keeping one step ahead of the search engine rules and regulations.

While backlink services will not be cheap, they offer a great alternative to you spending an enormous amount of time trying to learn about backlink building and then applying it to your business. Choosing the right service allows you to let the experts handle that aspect so that you can go on to other business building activities. There are several link-building services to choose from and the list will probably continue to grow as long as it is common knowledge that backlinks are necessary for high search engine ranking.

I sure hope you have enjoyed your lessons and learned a lot about building good backlinks and using them to get more traffic to your website.



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Good luck with building your own successful backlink campaign. Remember I am here to help, so please feel free to contact me with any questions you may have,

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