

"How To Skyrocket Your Website To The Top Of Google With Properly Planned Offpage Optimization!"

I don't know about you, but I get extremely excited when I see my new websites at the top of Google for the very first time. Making big changes in ranking is primarily done by what is called offpage optimization.

Earlier I mentioned there were **two types of search engine optimization**.

- **Onpage Optimization**
- **Offpage Optimization**

We've gone over the onpage optimization, so let's move on to the offpage optimization which is what really makes a difference in your site's ranking.

Important! Properly planned offpage optimization will make the difference between your website ranking #900 on Google, to ranking #1.

So, what is offpage optimization anyway? Offpage optimization basically consists of all of the offpage ranking factors like:

- **Which websites link to you**
 - The number of websites linking to you
 - **The Google page rank** of the website linking to you
 - The page title of the website linking to you
 - **The anchor text used** in the link linking to you
 - The number and type of links linking to the website that's linking to you.
 - **The number of outbound links** on the website that is linking to you
 - The total number of links on the website that is linking to you
 - Whether or not the websites linking to you are **deemed by Google as an authority website**.
 - Plus some other things that we'll get to later...

In order to optimize our original website for the keyword "weight loss stories", we need to analyze the linking strategy of the top 10 ranked websites for our keyword.

Copy The Top Ranked Websites To Get A #1 Position

The goal here will be to copy exactly what they're doing, and then do things slightly better. We want to give Google exactly what they want, by making our linking strategy as close to the top ranked websites as possible, but as I said, slightly better to edge them out. The keyword we'll use in this example will be a highly popular term. We'll use "diet pills" so I can show you just how powerful offpage optimization is, and what kind of rankings it can get you, if you do it correctly.

First, we need to **open up a spreadsheet using Microsoft Excel**. You should create the following columns

- **Linking Website**
- Anchor Text used
- **Page Rank**
- Link Popularity
- **Page Title**
- Number of Outbound Links

Next, we need to visit Google and enter the keyword "diet pills". We'll then visit the top 10 websites for this keyword and collect the information above. You should create 1 spreadsheet for each of the top 10 websites.

Note:

Linking Website is the specific website linking to www.weight-loss-institute.com/diet_pills.htm, which is the

#1 ranked website in Google for the term "diet pills". In order to find all of the websites that link to www.weight-loss-institute.com/diet_pills.htm you can do a couple of things. The most common way is to go to Google and enter this search command: `link:www.weight-loss-institute.com/diet_pills.htm`.



Once you do this Google will return a large list of websites that link to www.weight-loss-institute.com/diet_pills.htm.

Over the past several months, Google has cut down on the number of backlinks that it will show you, so you may be better off going to Yahoo and entering `link:http://www.weight-loss-institute.com/diet_pills.htm` to get a larger list of websites that link to them. Note that for Yahoo you must include "http://".

Anchor Text is the actual text used within the link linking to the specified website. For example, the anchor text in the following link would be "diet pills".

[diet pills](#) website

Page Rank is the actual Google Page Rank of the webpage linking to www.weight-loss-institute.com/diet_pills.htm. In order to see the Google Page Rank, you'll need to download and install the Google Toolbar for free from: <http://toolbar.google.com>

Link Popularity is just the number of links that are pointing to each of the webpages pointing to practicalweightloss.com. You can find their Google link popularity by entering this search command into Google: `link:www.thewebsite.com` then counting the total number of results that are shown OR you could go to a website like www.linkpopularity.com to find each link partners link popularity much quicker.

Page Title is the title of the page that is linking to www.weight-loss-institute.com/diet_pills.htm. Does it contain the keyword "weight loss stories", "weight loss" or "weight"? If so, you should note which links pages those are. You'll want to approach those websites and try to get them to link to your website.

Note: Getting links from webpages that contain your main keyword in the page title is extremely powerful and is something many people often overlook.

Number of Outbound Links is the number of links located on the webpage linking to www.weight-loss-institute.com/diet_pills.htm. The less links located on the page, the more a link from them would increase your ranking.

Once we've collected all of the information, we now can see www.weight-loss-institute.com/diet_pills.htm's linking strategy.

We'll need to calculate the percentage of websites that contain the keywords "diet pills", "diet", or "pills" in the page title.

We'll need to calculate the percentage of websites that contain the keywords "diet pills", "diet", or "pills" in the actual anchor text linking to www.weight-loss-institute.com/diet_pills.htm.

We'll then need to mirror these numbers, as close as we can, for our linking strategy. This may take awhile to do, but once you've done this...

**You'll Have The Exact Blueprint You Can Give Google
For A #1 Ranking!**

Once the blueprint for our linking strategy is complete, we need to **contact each of these websites** individually and ask them if they will add our link to their website in exchange for us adding their link to ours.

Tip: The more personalized you can make the email, the better. It is always best to include a blurb stating that you liked "X" about their website and was very impressed with "Z" etc...

Now, if all of that seemed like it would take many days to do, you're right... it would. It works, but it does take A LOT of time.

I have more good news though, there is a specific software program out there that can do ALL of this for you in a matter of minutes. It's what I use on a daily basis and it works very well.

In fact, to prove this program works very well, let me show you an email from one of the companies that I promote their products as an affiliate. Here's what they had to say:

"As an affiliate manager, I count the day I found Brad Callen as being one of the luckiest days in my career so far. I knew he was very good at optimizing for weight loss products because I kept running across his name during my searches on Google; however, I have been amazed at how quickly he is able to take over the #1 spot in Google for practically any term.

Within the past three months, Brad has become one of the leading revenue generators for several of our products. Brad has proven that, within a matter of days, he can get to the #1 position for any keywords that relate to our products. Whenever we launch a new product or offer, I make sure to get it to Brad right away because I know I'll see him at the top of the search engines within 1 or 2 weeks at the most. I have never encountered anyone else in SEO who can come close to Brad when it comes to efficient and effective optimization."

-- Sue Sharp
Sales & Marketing
1800patches.com

If you haven't figured out what program I'm talking about is, you'll need to stay tuned to tomorrow's MOST POWERFUL LESSON YET!

Not to sound cliché, but what I will share tomorrow will likely change your entire business forever - guaranteed...

All the best,



Brad Callen
Professional SEO
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