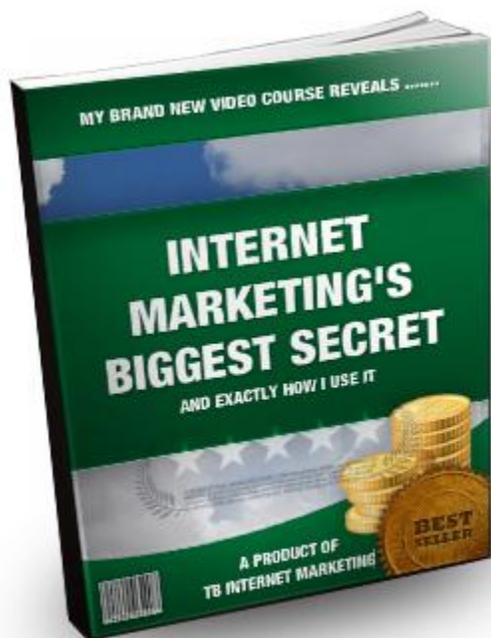


**TO SAVE THIS BLUEPRINT TO YOUR COMPUTER**

**RIGHT CLICK AND SELECT 'SAVE AS'**

# **INTERNET MARKETING'S BIGGEST SECRET**



## WARRIORS ARE LOVING THIS FREE REPORT AND USING IT TO MAKE MONEY ONLINE!

#11

 **Re: FREE TO YOU ALL - FIRST PAGE OF GOOGLE RIGHT NOW!**

I am totally speechless! What an amazing free gift. I have owned Market Samurai for a very long time and was always wishing I could find something that would tell me how to use it most effectively. You just answered that wish.

I can't thank you enough for this report. It will definitely be my new blueprint for my niche sites. And if you decide to sell this report, would you mind setting the price so high or so low that no one will buy it? I'm sorry - I don't want any competition. 😊

Thanks again and continued success.

#21

 **Re: FREE TO YOU ALL - FIRST PAGE OF GOOGLE RIGHT NOW!**

I'm new to the War Room as I am only just starting out with IM but this PDF is going to help me a lot! Thank you so much for sharing.

#39

 **Re: FREE TO YOU ALL - FIRST PAGE OF GOOGLE RIGHT NOW!**

Its an excellent report  
a must read  
Pick it up without fail

Heenal

#30

 **Re: FREE TO YOU ALL - FIRST PAGE OF GOOGLE RIGHT NOW!**

Thanks TBInternetMarketing...very nice report...priceless.

#27

 **Re: FREE TO YOU ALL - FIRST PAGE OF GOOGLE RIGHT NOW!**

Wow - great report! I found a bunch of really good backlinks using your technique - thank you for sharing.

#20

 **Re: FREE TO YOU ALL - FIRST PAGE OF GOOGLE RIGHT NOW!**

Your writing style is outstanding. I believe some people simply have a gift for making the complicated easy to understand. You have that gift.

I have had MS for quite some time. Although the training modules are detailed and great effort has been put into the presentation, I find that sometimes the vast amount of info can be a bit overwhelming.

Your information cuts the learning curve and is a pleasure to read.

Thank you,

Kevin

# BEFORE WE GET STARTED

## WHAT TO DO YOU IF YOU GET STUCK AT ANY STAGE?

If at any stage you have any questions about this course, please feel free to drop me an email at [internetmarketingtb@gmail.com](mailto:internetmarketingtb@gmail.com)

In fact I actually hope to hear back from you when you have finished the course.

I'd love to hear your feedback.

Remember all you need to do is take action. **MAKE SURE YOU INSTALL THE FREE SOFTWARE** that I use and try this method for a couple of months. If you do this, **SUCCESS IS INEVITABLE!**

Remember that phrase....success is inevitable!

All the best

TB

**P.S. Try to read until the end.**

**There might even be a useful reward waiting for you.**

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- 18) YOUR STEP BY STEP ACTION PLAN .....page 31

**H**ello everyone,

It's TB from the Warrior Forum here.

Thanks for downloading the exact blueprint that I am currently using to build my internet marketing business. I've noticed a lot of questions on the Warrior Forum lately asking what the secret is to internet marketing. Not a day goes by where I don't see a post about this.

## **THE PROBLEM WITH THIS FREE BLUEPRINT**

The aim of this free blueprint is to try and answer this question and to basically show you exactly what I am currently doing each day that is now making my websites money.

As I write this, I see one of my new websites has just moved onto the second page of Google. This is a site I setup about 7 weeks ago. Hopefully within the next few weeks it will be ranking in the number 1 position on Google's first page.

I'm not a millionaire from internet marketing, and I'm definitely not a guru, but over the last few months I've started to see some real results online and this is only because I now understand a very simple secret. Thanks to this, a year from now I will hopefully be doing internet marketing full time just by focusing on this secret.

There is one problem with this free blueprint though. Unfortunately, often when people get something for free, they tend not to value it and then don't use it or apply it. If they had paid \$18 for it, then they would probably follow it step by step, but when it's free, most people don't even get past the 3<sup>rd</sup> page. As a result of this I am thinking about making this into a WSO video course in the near future, which I will offer for around 20 bucks on the WSO Forum. I will have to see though if there is any feedback on this free version, and whether or not people actually apply the information in it. I guess it's kind of crazy, but sometimes people respond to products they have paid for better than products they have got for free.

Anyway, I really hope that you get past page 3 of this blueprint, and that you use the information you are about to read, and really apply it to your business. Of course I can't **MAKE** you read it. All I can say is that if 6 months from now you still find yourself trawling the Warrior Forum looking for a magic secret to making money online, then you only have yourself to blame.

This stuff really works guys, all you have to do is follow the steps below.

## MORE ABOUT THE BLUEPRINT

I've designed this report to read like a blueprint of what I do each and every day. It contains screenshots of all the steps I take and right at the end you will find a step by step action plan for you to work through.

It looks really easy, but all you have to do is make the commitment to following it. Let me just warn you now though that this will require a bit of dedication and patience on your part.

If it was possible to build an internet marketing business in one week, then everyone would be able to do it. The truth is that the guys that actually make money online are the ones who have been at it for a while. So you have to give it a chance to work.

If you are struggling to make any money on the internet then let me give you a really valuable tip.

Make sure you stop buying the latest "**HOW TO**" or "**GET RICH NOW**" e-books and just follow the steps in this blueprint. They really work if you just focus on them every day for at least 3 months.

Once you learn the skills I am going to show you, you can use them for any website and any form of internet marketing that you wish.

You can build AdSense websites, you can promote Clickbank products on your website, you can promote Amazon products on your website, you can promote your own products, you can even offer your SEO services to other webmasters by ranking their websites in Google for them.

All I ask is that you take a good look in the mirror, and commit to following this blueprint each and every day for at least 3 months. Whether you like it or not, the next 3 months is going to pass, so you may as well do something productive during that time.

## SO WHAT IS THE SECRET?

The thing about this secret is that it's not really a secret. In fact it's probably something you've heard before. Sorry to disappoint you if you were expecting me to reveal some magic formula that will make you \$100,000 in 4 days, but the truth is, there is no such thing.

However, the secret I am talking about is a very basic principle that when applied properly becomes a very powerful principle. I'm willing to bet that if you are reading this blueprint, then you either don't use this secret, or you don't know **HOW** to use this secret.

What's important, is not so much the secret itself, but that you learn how to use the secret to start building your internet marketing business.

So what is the secret? Well it's really simple, but I am building my business around it...

***“Internet marketing is not about what your website looks like or what you sell on your website. Internet marketing is about getting your website in front of the right people and learning how to do this. Internet marketing is about getting your website in front of people that want to buy what you are selling”.***

## **READ THAT AGAIN UNTIL YOU GET IT!**

Now I realize that a lot of you from the Warrior Forum will think that this sounds too simple to be the biggest secret in internet marketing, but let's think it about it for two seconds.

When someone sits down to buy something online, 99% of the time they have already decided that they are going to make a purchase. All they usually do is search for it and then click the 'Buy' button.

So all you need to do to start seeing results in internet marketing, is make sure that your website comes up in front of them when they do their search. Right on the first page of Google.

### **IT'S LIKE TAKING CANDY FROM A BABY**



## IT REALLY IS THAT SIMPLE

Does that make sense?

Don't make the mistake of thinking that this sounds too simple to be true. If you look at the diagram above, it's almost like taking candy from a baby. You see, people often overcomplicate internet marketing, but at the end of the day it really doesn't matter if your website contains AdSense, sells Amazon products, Clickbank products or even your own product.

The simple rule is that if you just get your website in front of people that actually want to buy what is on your website, you will make sales. I can assure you that this is all you need to do to start making it online. I am currently focusing on this exact strategy and have started to see some great results. All I do is get my website in front of the right people. The people that want to buy what I am selling!

## HOW DO I GET MY WEBSITE IN FRONT OF THE PEOPLE THAT WANT TO BUY WHAT I'M SELLING?

It's important to note that Google doesn't make decisions based on emotions like humans do. They will not favor one person's website over another because they prefer that person.

Instead, I have found that there are five important factors on your website that Google uses to determine where your website ranks. If you can get these 5 factors on your site to be a little better than the five factors on your competitor's sites, you will rank in the number 1 position in Google. That's all there is to it.

When I am trying to get my website in front of the right people, there are 2 vital steps that I do.

**STEP 1: FINDING THE MONEY KEYWORDS** - First I find keywords related to my product or website that are known as "buying keywords" or "money keywords". These are keywords that people use when they are looking to spend money. This is very important because often people will rank in Google for keywords that are **NOT** buying keywords. This means that even if you get lots of traffic, your visitors are not looking to spend money which means you won't make any sales.

**STEP 2: MASTERING GOOGLE'S FIVE FACTORS** - Once I find these buying keywords, I then "Reverse Engineer" my competitors website so that I can outrank them in Google. I will take a good look at the five factors on their site, and then simply make the five factors on my website a little better. This is without a doubt the most powerful tip any internet marketer can learn.

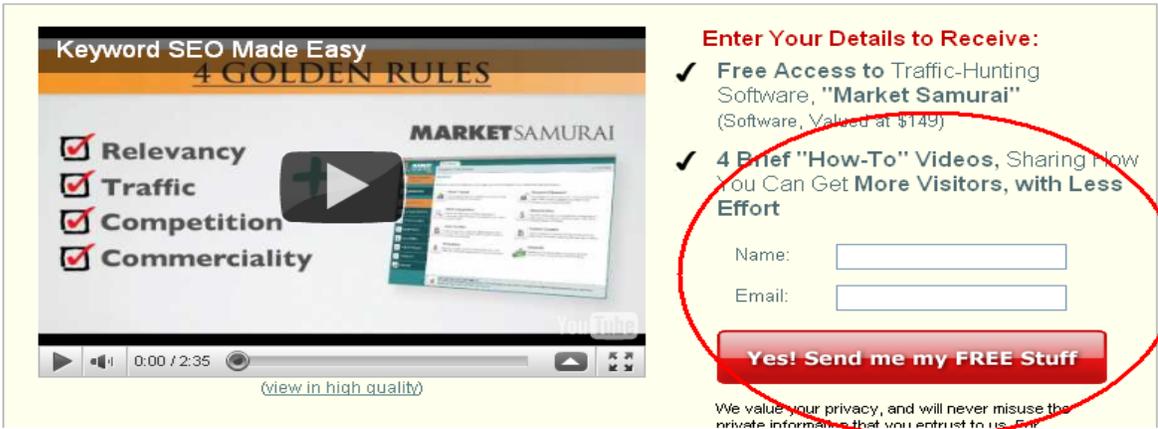
So what I want you to do is work through this blueprint step by step using the examples below so that you can learn exactly how to perform the two steps above. Then you can apply it to your site. If you have any questions about applying this to your own website, simply drop me an email at [internetmarketingtb@gmail.com](mailto:internetmarketingtb@gmail.com) and I will try my best to help you out.

**PLEASE MAKE SURE YOU DO THIS** -To get started, you will need to download a free version of the keyword tool that I use. This is a powerful tool like no other keyword tool you have used before. I will show you how to use it to find the best “money” keywords and then how to master Google’s five factors. This keyword tool is the key to your success online. It will essentially allow you to put internet marketing’s biggest secret into action. It will allow you to get your website in front of the right people on the first page of Google.

Please make sure you download it and work through the blueprint with me step by step. To download the software for free, all you have to do is visit the link below, enter your email address, and they will send you the download link to get started.

**[CLICK HERE TO DOWNLOAD MARKET SAMURAI FOR FREE!](#)**

**Download Your FREE Copy of Market Samurai and Laser-Target High-Traffic, High-Profit, Low-Competition Markets With Devastating Accuracy**



**Enter Your Details to Receive:**

- ✓ Free Access to Traffic-Hunting Software, "Market Samurai" (Software, Valued at \$149)
- ✓ 4 Brief "How-To" Videos, Sharing How You Can Get More Visitors, with Less Effort

Name:

Email:

**Yes! Send me my FREE Stuff**

We value your privacy, and will never misuse the private information that you entrust to us. Fair

## LET'S GET STARTED

Ok, now that you have installed your version of Market Samurai, let's get started so that I can show you exactly how I use this software to perform step 1 and step 2 which get my website in front of the right people.

## STEP 1 – FINDING THE MONEY KEYWORDS

Step 1 is a step that I only have to do once with each website. Once I have found my money keywords I can then move on to step 2. This step usually only takes 15-20 minutes.

For the purpose of this report, let's use a simple example and assume that we have a website that sells dog food. I'm pretty sure you don't have a website that sells dog food, which is why I chose this example. This way we won't be stepping on anyone's toes.

Remember, that once you learn the skills I am going to show you, you can use them for any website, but for this blueprint we are going to go with the dog food example.

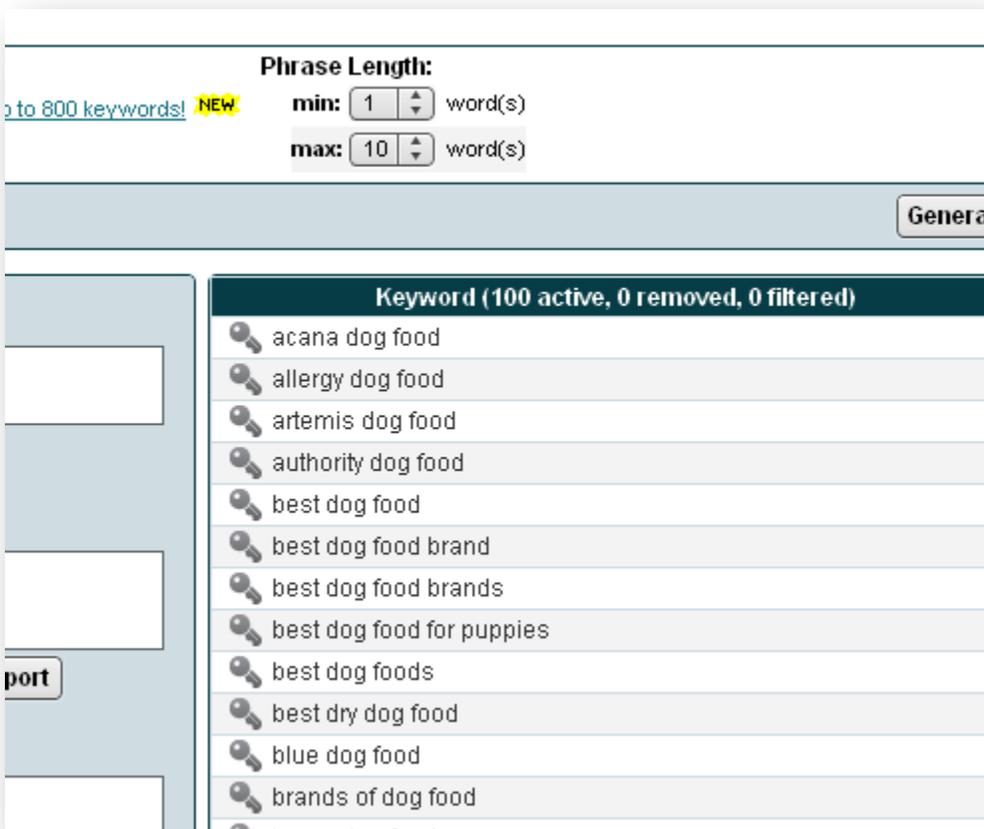
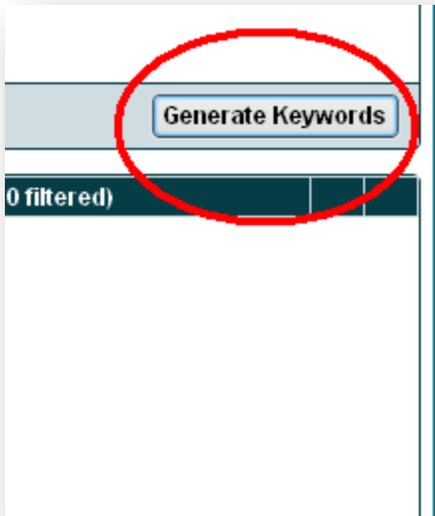
In this case our main keyword would probably be "dog food".

To start, we open Market Samurai and then create a new project. To do this we use our main keyword which is "dog food".

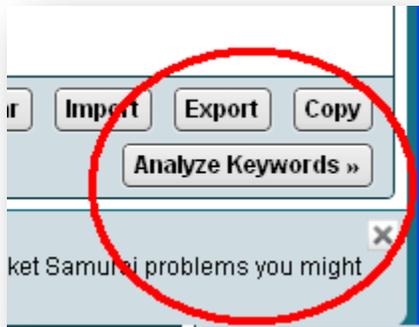


The screenshot shows the Market Samurai software interface. On the left, there is a sidebar with the logo "MARKET SAMURAI v0.87.19 BETA" and a button labeled "PROJECT SETTINGS". The main area is titled "Project Settings" and contains several input fields and dropdown menus. The "Keyword" field is filled with "Dog Food" and is marked as "(required)". The "Title" field is empty and also marked as "(required)". The "File" field is empty, with a "Browse" button next to it. The "Language/Region" section has two dropdown menus: "English" for language and "All Countries and Territories" for region. Below these is a note: "For best results, choose an appropriate language as well as the country." The "Adult content" dropdown is set to "Do not include".

MarketSamurai allows you to generate hundreds of keywords related to your main keyword. This is how we find those "money" keywords that people use when they want to buy something. In this case we will generate keywords that are related to "Dog Food".



Now click 'Analyze Keywords' to move these keywords to the next page.



Again if we click 'Analyze Keywords', we will generate keyword data. We can now analyze these keywords more closely to find out which of them are going to make us money.

Match Type:  Period:  Preset:  Analyze Keywords

<input type="checkbox"/>	Keyword (100 active, 0 removed, 0 filtered)	SEOT -	PBR	SEOC	Trends	AWCPC	AWV	SEOV
<input type="checkbox"/>	dog food	559	100%	4,890,000 ↗		\$1.39	\$52.82	\$777.33
<input type="checkbox"/>	🔍 best dog food	250	67%	117,000 ↗		\$1.86	\$5.58	\$464.87
<input type="checkbox"/>	🔍 wellness dog food	250	82%	51,200 ↗		\$2.08	\$12.48	\$519.85
<input type="checkbox"/>	🔍 dog food reviews	204	82%	63,600 ↗		\$0.67	\$1.34	\$136.92
<input type="checkbox"/>	🔍 orijen dog food	167	82%	57,200 ↗		\$0.05	\$0.00	\$8.35
<input type="checkbox"/>	🔍 innova dog food	167	82%	27,600 ↗		\$1.09	\$5.45	\$182.12
<input type="checkbox"/>	🔍 homemade dog food	137	82%	138,000 ↗		\$1.06	\$7.42	\$144.90
<input type="checkbox"/>	🔍 dog food analysis	137	67%	65,500 ↗		\$0.83	\$0.00	\$113.46
<input type="checkbox"/>	🔍 blue dog food	137	37%	111,000 ↗		\$2.21	\$2.21	\$302.11

Now that we have our list of keywords related to "Dog Food" we can rank them according to daily SEOT.

To do this, click on the SEOT column heading and arrange them from biggest to smallest.

Keyword (100 active, 0 removed, 0 filtered)	SEOT -	PBR	SEOC	Trends	AWPCP	AV
dog food	559	100%	4,890,000		\$1.39	\$5
best dog food	250	67%	117,000		\$1.86	\$
wellness dog food	250	82%	51,200		\$2.08	\$1
dog food reviews	204	82%	63,600		\$0.67	\$
orijen dog food	167	82%	57,200		\$0.05	\$
innova dog food	167	82%	27,600		\$1.09	\$
homemade dog food	137	82%	138,000		\$1.06	\$

SEOT is the amount of search engine traffic that a site in the number 1 position in Google could expect for a chosen period. In this case we are displaying daily search engine traffic for exact keyword searches.

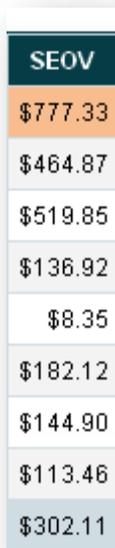
Keyword (100 active, 0 removed, 0 filtered)	SEOT -
dog food	559
best dog food	250
wellness dog food	250
dog food reviews	204
orijen dog food	167
innova dog food	167
homemade dog food	137
dog food analysis	137
blue dog food	137

As you can see from the screenshot above, we have a number of keywords that get pretty good daily traffic as the SEOT column value has figures in the hundreds. This means several thousand each month.

## THE TWO MISTAKES THAT 99% OF PEOPLE MAKE

**Mistake 1:** As a rule of thumb, I usually try to select keywords that will get me at least 100 exact search hits per day. This means that I am going to get a good volume of traffic. To do this, the SEOT column must be greater than 100 when I have the filter set as 'Exact' and 'Daily'. I've found that any less than this isn't really worth the effort of trying to rank in Google. Obviously there are exceptions to this rule, but this is just something that I try to work by. Many people make the mistake of selecting keywords that get less than 100 hits a day. This means they will struggle to get traffic and make sales.

**Mistake 2:** If you look at the very last column SEOV you will see a dollar value in it. This is an estimated search engine market value that Market Samurai assigns to a keyword based on its ability to generate income. The actual figure is not a real meaning, it is just an index assigned by Market Samurai. Again as a rule of thumb I will only select words that have a value greater than \$30. If the keyword has a SEOV value greater than \$30, we know it is a "money keyword". In this case we are looking at words with an SEOV value of well over \$400, so if we can rank for these keywords in Google we are pretty sure to make some money. A lot of people make the mistake of selecting keywords that have a low SEOV value. This means that when people type them into the search bar in Google, they are looking for free advice and not looking to spend any money.



SEOV
\$777.33
\$464.87
\$519.85
\$136.92
\$8.35
\$182.12
\$144.90
\$113.46
\$302.11

I would usually look to target the top three to five keywords if I can fit them into a general phrase. In this case we have:

- **Dog food**
- **Best dog food**
- **Wellness dog food**
- **Dog food reviews**

Match Type:  Period:  Preset:

<input type="checkbox"/>	Keyword (100 active, 0 removed, 0 filtered)	SEOT -	PBR	SEOC	Trends	AWCPC	AWV	SEOV
<input type="checkbox"/>	dog food	559	100%	4,890,000 ↗		\$1.39	\$52.82	\$777.33
<input type="checkbox"/>	best dog food	250	67%	117,000 ↗		\$1.86	\$5.58	\$464.87
<input type="checkbox"/>	wellness dog food	250	82%	51,200 ↗		\$2.08	\$12.48	\$519.84
<input type="checkbox"/>	dog food reviews	204	82%	63,600 ↗		\$0.67	\$1.34	\$136.92
<input type="checkbox"/>	orijen dog food	167	82%	57,200 ↗		\$0.05	\$0.00	\$8.35
<input type="checkbox"/>	innova dog food	167	82%	27,600 ↗		\$1.09	\$5.45	\$182.12
<input type="checkbox"/>	homemade dog food	137	82%	138,000 ↗		\$1.06	\$7.42	\$144.90
<input type="checkbox"/>	dog food analysis	137	67%	65,500 ↗		\$0.83	\$0.00	\$113.46
<input type="checkbox"/>	blue dog food	137	37%	111,000 ↗		\$2.21	\$2.21	\$302.11

All of these keywords meet my important criteria. They are all “money keywords”.

- SEOT(daily exact search engine traffic) greater than 100 ✓
- SEOV(search engine value) greater than \$30 ✓

From these four keyword phrases I would probably combine the first two to make the keywords “Best dog food”. This would include “Dog food” and “Best dog food”. This will now be my main keyword phrase. When people search in Google for “dog food” or “best dog food”, hopefully my site will come up. Together these two keywords would get me over 800 hits a day and they have a combined SEOV value of over \$1,000. We can definitely make some money here if we can get our website in front of this traffic. This is what we call “buying traffic”.

That is all I do for step 1. We have found our money keywords, now we move on to step 2.

## STEP 2 – MASTERING GOOGLE’S FIVE FACTORS

Step 2 is the part that really allows us to gain an advantage on our competition and outrank them in Google. This is where we learn how to make our website a little better than our competitors by making our five factors a little better than their five factors.

This is the most important step to getting our site in front of the right people, right on the first page of Google.

If we open the “Best dog food” tab in a new window, we can then analyze the SEO competition for it.

The screenshot displays the Market Samurai interface for keyword research. The 'Trends' tab is active, showing a table of keywords with their respective metrics. The 'best dog food' keyword is selected, and its context menu is open, highlighting the 'Open in new tabs' option.

<input checked="" type="checkbox"/>	Keyword (100 active, 0 removed, 0 filtered)	SEOT	PBR	SEOC	Trends	AWCPC
<input type="checkbox"/>	dog food	559	100%	4,890,000		\$1.39
<input checked="" type="checkbox"/>	best dog food	250	67%	117,000		\$1.86
<input type="checkbox"/>	wellness dog food	250	82%	51,200		\$2.08
<input type="checkbox"/>	dog food reviews	204	82%	63,600		\$0.67
<input type="checkbox"/>	orijen dog food	167	82%	57,200		\$0.05
<input type="checkbox"/>	innova dog food	167	82%	27,600		\$1.09
<input type="checkbox"/>	homemade dog food	137	82%	138,000		\$1.06
<input type="checkbox"/>	dog food analysis	137	67%	65,500		\$0.83
<input type="checkbox"/>	blue dog food	137	37%	111,000		\$2.21
<input type="checkbox"/>	natural balance dog food	137	82%	63,300		\$1.65
<input type="checkbox"/>	solid gold dog food	112	82%	17,300		\$2.74

Actions on selected...  
Open in new tabs  
Add to Rank Tracker  
Copy tags (comma separated)  
Copy tags (space separated)

Samurai! (version 0.87.19)  
get the most out of Market Samurai, or to search for support for any Market S  
[noblesamurai.com/support](http://noblesamurai.com/support)

File

**MARKET SAMURAI** v0.87.19 BETA

Dog Food x dog food x best dog food x dog fo

Keyword: best dog food

### Keyword Research

**Organic:**  **Adwords:**

Total Searches +  Adwords Traffic (AWT)

SEO Traffic (SEOT) +  Adwords CTR (AWCTR)

Phrase-to-Broad (PBR) +  Adwords CPC (AWCPC)

Trends

Match Type:  Period:  Preset:

**SEO Competition**  
Analyze your 10 top-ranked competitors, or your own site. (removed, 0 filtered)

**PROJECT SETTINGS**  
Dog Food

**NEW KEYWORD**

**RANK TRACKER**

**KEYWORD RESEARCH**

**SEO COMPETITION**

**DOMAINS**

**MONETIZATION**

LP)  Yahoo Directory (YAH)  Keyword in Header Tag? (Head)

Max Backlinks:

**Generate Results** Hide Column Fi

URL	DA	PR	IC	BLP	BLD	BLEG	DMZ	YAH	Title	URL	Desc	Hea
<a href="#">ersearch.com/dog</a>	12	6	49,000 ↗	192 ↗	99,875 ↗	0 ↗	Y	Y	Y	N	Y	N
<a href="#">fanalysis.com/</a>	5	4	8,500 ↗	77,481 ↗	97,435 ↗	3 ↗	N	N	N	N	N	N
<a href="#">com/</a>	2	3	37,500 ↗	11,200 ↗	13,901 ↗	2 ↗	N	N	N	N	Y	N
<a href="#">com/dogs/guide/b</a>	-	5	1,950 ↗	19 ↗	10,481 ↗	0 ↗	N	N	Y	Y	Y	Y
<a href="#">fscoop.com/10-be</a>	-	2	326 ↗	14 ↗	1,020 ↗	0 ↗	N	N	Y	Y	Y	Y
<a href="#">e.com/</a>	14	5	1,410 ↗	8,874 ↗	52,127 ↗	11 ↗	Y	Y	-	-	-	-
<a href="#">row.com/wiki/Best</a>	4	3	1,530 ↗	30 ↗	3,697 ↗	0 ↗	N	Y	Y	Y	N	Y
<a href="#">falo.com/</a>	9	1	212 ↗	167 ↗	786 ↗	0 ↗	N	Y	Y	N	Y	N
<a href="#">ms.com/dog-food-</a>	-	0	121,000 ↗	2 ↗	3,696 ↗	0 ↗	N	Y	Y	Y	Y	Y

This will show us a screen similar to the one below. As you can see on the left hand side, we have the top 10 websites in Google that come up for “Best dog food”. Remember if you are using Google in a country outside the United States, you may see different results. You can set the project location when you create your project in Market Samurai. Also remember that these rankings may have changed since this blueprint was created.

URL	DA	PR	IC	BLI	BLD	BLEG	DMZ	YAH	Title	URL	Desc	Head
<a href="http://www.consumersearch.com/dog">http://www.consumersearch.com/dog</a>	12	6	49,000	192	99,875	0	Y	Y	Y	N	Y	N
<a href="http://www.dogfoodanalysis.com/">http://www.dogfoodanalysis.com/</a>	5	4	8,500	77,481	97,435	3	N	N	N	N	N	N
<a href="http://dogfoodchat.com/">http://dogfoodchat.com/</a>	2	3	37,500	11,200	13,901	2	N	N	N	N	Y	N
<a href="http://pets.webmd.com/dogs/guide/b">http://pets.webmd.com/dogs/guide/b</a>	-	5	1,950	19	10,481	0	N	N	Y	Y	Y	Y
<a href="http://www.dogfoodscoop.com/10-be">http://www.dogfoodscoop.com/10-be</a>	-	2	326	14	1,020	0	N	N	Y	Y	Y	Y
<a href="http://www.pedigree.com/">http://www.pedigree.com/</a>	14	5	1,410	8,874	52,127	11	Y	Y	-	-	-	-
<a href="http://dogs.lovetoknow.com/wiki/Best">http://dogs.lovetoknow.com/wiki/Best</a>	4	3	1,530	30	3,697	0	N	Y	Y	Y	N	Y
<a href="http://www.bluebuffalo.com/">http://www.bluebuffalo.com/</a>	9	1	212	167	786	0	N	Y	Y	N	Y	N
<a href="http://www.dogforums.com/dog-food-">http://www.dogforums.com/dog-food-</a>	-	0	121,000	2	3,696	0	N	Y	Y	Y	Y	Y

## GOOGLE’S FIVE FACTORS FOR RANKING NO 1

When it comes to getting your website to number one in Google, there are 5 very important factors you need to consider. If you can get these 5 factors right, you can outrank almost any website in Google if you give it enough time. These factors are:

1. Your URL or website address
2. Your website’s title
3. Your website’s description
4. Your website’s headings
5. Backlinks

To rank your website well in Google, it is very important that you have your keywords in the first four factors above. This is URL, title, description and heading.

**TITLE** → [Best Dog Food - LoveToKnow Dogs](#)

**DESCRIPTION** → Everyone would like to feed their dog the **best dog food**. With so many dog food products on the market and conflicting information on diet, nutrition and dog ...

**URL (This website does not have the keywords in its URL)** → [dogs.lovetoknow.com > ... > Dogs > Dog Nutrition - Cached - Similar](#)

To look at our competitor’s five Google factors in Market Samurai we need to focus on the following columns:

- **URL ( The website address)**
- **Title (The website title)**
- **Desc (The website description)**
- **Head (The website header)**
- **BLP (Backlinks to the website)**

This is how we do it:

URL	DA	PR	IC	BLP	BLD	BLEG	DMZ	YAH	Title	URL	Desc	Head
<a href="http://www.consumersearch.com/dog">http://www.consumersearch.com/dog</a>	12	6	49,000	192	99,875	0	Y	Y	Y	N	Y	N
<a href="http://www.dogfoodanalysis.com/">http://www.dogfoodanalysis.com/</a>	5	4	8,500	77,481	97,435	3	N	N	N	N	N	N
<a href="http://dogfoodchat.com/">http://dogfoodchat.com/</a>	2	3	37,500	11,200	13,901	2	N	N	N	N	Y	N
<a href="http://pets.webmd.com/dogs/guide/b">http://pets.webmd.com/dogs/guide/b</a>	-	5	1,950	19	10,481	0	N	N	Y	Y	Y	Y
<a href="http://www.dogfoodscoop.com/10-be">http://www.dogfoodscoop.com/10-be</a>	-	2	326	14	1,020	0	N	N	Y	Y	Y	Y
<a href="http://www.pedigree.com/">http://www.pedigree.com/</a>	14	5	1,410	8,874	52,127	11	Y	Y	-	-	-	-
<a href="http://dogs.lovetoknow.com/wiki/Best">http://dogs.lovetoknow.com/wiki/Best</a>	4	3	1,530	30	3,697	0	N	Y	Y	Y	N	Y
<a href="http://www.bluebuffalo.com/">http://www.bluebuffalo.com/</a>	9	1	212	167	786	0	N	Y	Y	N	Y	N
<a href="http://www.dogforums.com/dog-food-">http://www.dogforums.com/dog-food-</a>	-	0	121,000	2	3,696	0	N	Y	Y	Y	Y	Y

Take a look at the four columns on the right of the screenshot above.

These are Title,URL,Desc and Head.

If the color of the block is red with a ‘Y’ in it, then the keywords “Best dog food” are in all of those fields. If it is green with a ‘N’, it means that they are not. If it is yellow, it means they are in some fields but not others.

These are very powerful factors to ranking in Google. Here is why...

## WHY DO THESE WEBSITES RANK IN THIS ORDER?

We now know that Google places importance on having your keywords in your URL, title, description and heading. It also places importance on how many quality backlinks you have. If we look at the very top website in the list, we can see that it only has 192 backlinks(BLP Column). The second website has 77,481 backlinks. How can a site that only has 192 backlinks outrank a site that has 77,000? Take a look at the last 4 columns again. This is because the first site has the keywords “Best dog food” in the title and description. The 2<sup>nd</sup> website does not. This tells Google that the first website is more likely to be relevant to dog food because it has the keywords in its title and description.

Now take a look at the 4<sup>th</sup> website. This only has 19 backlinks coming into it. How can it be ranked number 4? Again, if you look at the last four columns, you will see four red blocks. This means that this website has the keywords “Best dog food” in the URL, title, description and heading. In Google’s eyes, this website is very relevant to dog food. I am willing to bet that if this website just got a few more quality backlinks, it could easily rank number 1.

## SEE HOW POWERFUL THESE 5 FACTORS ARE?

Now do you see how important these 5 Google factors are?

Can you imagine how easily we could rank our website at number one if we had the last four blocks all red (meaning our keywords in the URL, title, description and heading), and if we just had some quality backlinks coming back to our site? The site ranking 4<sup>th</sup> in Google has four red blocks, and they only have 19 backlinks!

So if I was building this website, I would focus on getting our keyword “best dog food” into my URL, title, description and headings.

Remember if the site *bestdogfood.com* already exists, you can always use something like *thebestdogfood.com* or *buybestdogfood.com*.

This takes care of the first 4 Google factors.

Now we will learn how to master the last Google factor which is backlinks. If you get this factor right, you can really blow your competition out of the water.

## A QUICK REMINDER HOW BACKLINKS WORK

Backlinks are links from other websites, back to your website.

Google looks at your backlinks and interprets them as a vote or popularity poll. If lots of websites are linking back to your website, then Google will figure that your website must be important. They will then give your site a good ranking.

What many people don’t realize is that when it comes to backlinks, quality is much better than quantity. Every backlink that you get to your website has a different rating or ranking. This is known as a page ranking.

## HERE’S HOW BACKLINK RANKINGS WORK

Each page on a website is given a ranking between 0 and 10 by Google. The higher the page rank (PR) the more Google values it.

Your goal is to get as many backlinks as you can from pages which have a high PR.

No one is exactly sure how the ranks work, but it has been documented that each rank is worth 5 times more than the previous rank.

So for example:

- 1 link from a PR 1 page is worth 5 links from a PR 0 page.
- 1 link from a PR 2 page is worth 5 links from a PR 1 page or 25 links from a PR 0 page.
- 1 link from a PR 3 page is worth 5 links from a PR2 page or 25 links from PR1 page or 125 links from a PR 0 page.

This formula works all the way up to PR 10 pages.

This is why you can get your website to rank number 1 in Google, with only a few high quality page rank backlinks.

In the example below, which scenario do you think is better?



Would you rather have 500 PR 0 backlinks to your website, or would you rather have 30 PR 4 backlinks to your website?

The answer is the second option. Due to the fact that a PR 4 backlink is worth so much more than a PR 0 backlink, your website would rank higher in Google if it had just 30 PR 4 backlinks rather than 500 PR 0 backlinks. In Google's eyes, your site would be more valuable because there would be 30 high quality websites linking back to you, rather than 500 low quality websites.

This is great news, because it means that by just focusing on getting a few high quality backlinks, you can easily outrank your competition in a couple of weeks or months, even if they have thousands of backlinks.

## SO ALL YOU HAVE TO DO IS GET HIGH PR BACKLINKS

Now that you understand how backlinks work, all you have to do is focus on getting high quality backlinks. These are backlinks from pages that have a page rank of 3 or higher (PR3>).

## SO HOW DO WE FIND HIGH QUALITY BACKLINKS?

This is another question that I see posted all the time on the Warrior Forum. I've even seen some WSO's which claim to sell you high quality backlinks. If you have made it this far in this course, then congratulations, you are about to be rewarded.

## YOUR REWARD

One of the greatest features about this keyword tool that I use, is that it allows you to literally "harvest" high quality backlinks. There is no limit on the number of backlinks you can find using this tool.

It is very rare that you will find a PR 10 page that you can link to your website from. These are usually very high quality websites like CNN.com etc.

What you can easily do though is find PR 3, PR 4 and PR 5 pages to create backlinks from. These are commonly found on blogs which you can leave a comment on with a link to your website.

We all know that you can leave comments on blogs with your website link, but usually the hard part is knowing what page rank that blog page has. Remember, you don't want to waste your time getting backlinks from PR 0 pages. You want to focus on PR 3 and higher pages.

Below I will show you two methods I use to find literally thousands and thousands of high quality PR backlinks. Once I have found these links, I simply work through them each day for about 20 minutes adding a few links back to my website.

# THE 1<sup>ST</sup> METHOD I USE TO GET HIGH PR BACKLINKS

If we expand the top site, we can then click on 'PR Analysis'. This lets us take a look at the backlinks coming into this site.

SEARCH    Type of Backlink: External    Max Backlinks: 1000

#	URL	DA	PR	IC	BLP	BLD
1	<a href="http://www.consumersearch.com/dog">http://www.consumersearch.com/dog</a>	12	6	49,000	192	99,875
2	<a href="http://www.dogfoodanalysis.com/">http://www.dogfoodanalysis.com/</a>	5	4	8,500	77,481	97,435
3	<a href="http://dogfoodchat.com/">http://dogfoodchat.com/</a>	2	3	37,500	11,200	13,901
4	<a href="http://pets.webmd.com/dogs/guide/b">http://pets.webmd.com/dogs/guide/b</a>	-	5	1,950	19	10,481
5	<a href="http://www.dogfoodscoop.com/10-be">http://www.dogfoodscoop.com/10-be</a>	-	2	326	14	1,020
6	<a href="http://www.pedigree.com/">http://www.pedigree.com/</a>	14	5	1,410	8,874	52,127
7	<a href="http://dogs.lovetoknow.com/wiki/Best">http://dogs.lovetoknow.com/wiki/Best</a>	4	3	1,530	30	3,697
8	<a href="http://www.bluebuffalo.com/">http://www.bluebuffalo.com/</a>	9	1	212	167	786
9	<a href="http://www.dogforums.com/dog-food">http://www.dogforums.com/dog-food</a>	-	0	121,000	2	3,696

#	URL	DA	PR	IC	BLP
1	<a href="http://www.consumersearch.com/d">http://www.consumersearch.com/d</a>	12	6	49,000	192

**PR Analysis**    Google Trends    Wh

**Anchor Text Analysis**

Analyse the backlinks to the webpage using external services using the links above.

By doing this we can see that there are roughly 200 sites linking back to this site.

PR Analysis | Anchor Text Analysis | Google Trends | Whois Information | Quantcast | Alexa

Total	0	1	2	3	4	5	6	7	8	9	10
201	183	2	9	2	4	0	1	0	0	0	0

**PageRank 6**  
<http://www.productopia.com/>

**PageRank 4**  
<http://www.litetrronics.com/in-the-news/in-the-news/light-bulbs-reviews.html>  
[http://channels.attbusiness.net/clicktracker/index.cfm?site\\_id=792](http://channels.attbusiness.net/clicktracker/index.cfm?site_id=792)  
[http://markkit.net/untrusted/www.consumersearch.com\\_electric-shavers\\_panas\\_onic-vortex-hydraclean-es8109s.html](http://markkit.net/untrusted/www.consumersearch.com_electric-shavers_panas_onic-vortex-hydraclean-es8109s.html)  
[http://markkit.net/untrusted/www.consumersearch.com\\_cheap-laptops\\_cheapest-cheap-laptops.html](http://markkit.net/untrusted/www.consumersearch.com_cheap-laptops_cheapest-cheap-laptops.html)

**PageRank 3**  
<http://bessed.com/>  
[http://adroo.com/us/refer\\_site.php?q=www.consumersearch.com/washing-machine-reviews/review](http://adroo.com/us/refer_site.php?q=www.consumersearch.com/washing-machine-reviews/review)

**PageRank 2**  
[http://www.ehow.com/list\\_6008553\\_top-recommended-dry-dog-foods.html](http://www.ehow.com/list_6008553_top-recommended-dry-dog-foods.html)  
<http://www.babydognames.com/top-dog-foods-2009.htm>  
[http://www.ehow.com/facts\\_5304706\\_dry-dog-foods-nutrition.html](http://www.ehow.com/facts_5304706_dry-dog-foods-nutrition.html)  
[http://www.ehow.com/list\\_6011786\\_top-quality-dry-dog-foods.html](http://www.ehow.com/list_6011786_top-quality-dry-dog-foods.html)  
[http://www.ehow.com/how\\_4792806\\_control-boston-terriers-gas-issues.html](http://www.ehow.com/how_4792806_control-boston-terriers-gas-issues.html)  
[http://www.ehow.com/how\\_5890110\\_feed-dog-dry-wet-food.html](http://www.ehow.com/how_5890110_feed-dog-dry-wet-food.html)  
<http://www.bessed.com/page/2/>  
[http://www.associatedcontent.com/article/2060643/compare\\_best\\_dry\\_dog\\_food\\_ds.html](http://www.associatedcontent.com/article/2060643/compare_best_dry_dog_food_ds.html)  
[http://www.learning.ca/forum1/inform/seconds/site.php?http://www.consumersearch.com/www/house\\_and\\_home/portable-air-conditioners/fullstory.html](http://www.learning.ca/forum1/inform/seconds/site.php?http://www.consumersearch.com/www/house_and_home/portable-air-conditioners/fullstory.html)

**PageRank 1**  
<http://numkinstencils.blogspot.org/>

Take a closer look at this screenshot below.

We can see that of the 200 odd backlinks coming into this site, 183 of them have a page rank of zero.

Total	0	1	2	3	4	5	6	7	8	9	10
201	183	2	9	2	4	0	1	0	0	0	0

**PageRank 6**  
<http://www.productopia.com/>

**PageRank 4**  
<http://www.litetrronics.com>  
[http://channels.attbusiness.net/clicktracker/index.cfm?site\\_id=792](http://channels.attbusiness.net/clicktracker/index.cfm?site_id=792)  
[http://markkit.net/untrusted/www.consumersearch.com\\_electric-shavers\\_panas\\_onic-vortex-hydraclean-es8109s.html](http://markkit.net/untrusted/www.consumersearch.com_electric-shavers_panas_onic-vortex-hydraclean-es8109s.html)  
[http://markkit.net/untrusted/www.consumersearch.com\\_cheap-laptops\\_cheapest-cheap-laptops.html](http://markkit.net/untrusted/www.consumersearch.com_cheap-laptops_cheapest-cheap-laptops.html)

**PageRank 3**  
<http://bessed.com/>  
[http://adroo.com/us/refer\\_site.php?q=www.consumersearch.com/washing-machine-reviews/review](http://adroo.com/us/refer_site.php?q=www.consumersearch.com/washing-machine-reviews/review)

Here is the sites backlink structure:

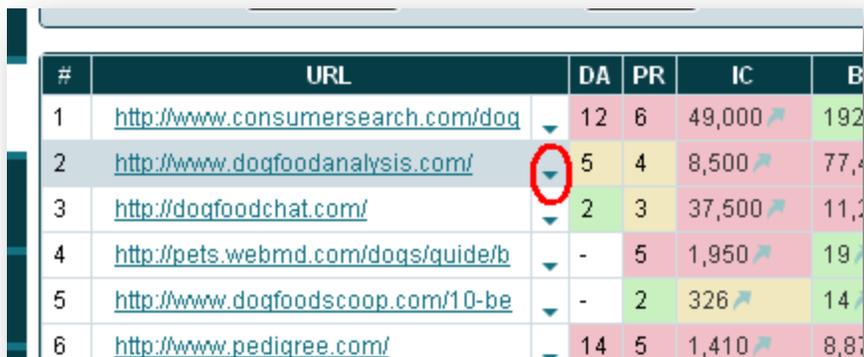
- Page rank 0 (PR0) 183 backlinks
- Page rank 1(PR1) 2 backlinks
- Page rank 2(PR2) 9 backlinks
- Page rank 3(PR3) 2 backlinks
- Page rank 4(PR4)4 backlinks
- Page rank 6(PR6) 1 backlink

So what this tells us, is that the majority of this sites backlinks are from very poor websites with a page rank of 0 (PR0). If we just build 20-30 quality page rank 4 (PR4) backlinks back to our site, we should easily outrank this site in a couple of weeks time.

## HOW TO USE THIS INFORMATION?

Now that we can see exactly what sites are linking back to the top site in Google, all we have to do is simply click on them and visit them ourselves. Then we can just add our link to them as well. As I have said, this is known as “Reverse Engineering”.

Once we have done this, we can then move to the website ranked number 2 in Google, and see what links it has. Again, all we have to do is visit these links ourselves and add our website.



#	URL	DA	PR	IC	B
1	<a href="http://www.consumersearch.com/dog">http://www.consumersearch.com/dog</a>	12	6	49,000	192
2	<a href="http://www.dogfoodanalysis.com/">http://www.dogfoodanalysis.com/</a>	5	4	8,500	77,4
3	<a href="http://dogfoodchat.com/">http://dogfoodchat.com/</a>	2	3	37,500	11,2
4	<a href="http://pets.webmd.com/dogs/guide/b">http://pets.webmd.com/dogs/guide/b</a>	-	5	1,950	19
5	<a href="http://www.dogfoodcoop.com/10-be">http://www.dogfoodcoop.com/10-be</a>	-	2	326	14
6	<a href="http://www.pedigree.com/">http://www.pedigree.com/</a>	14	5	1,410	8,8

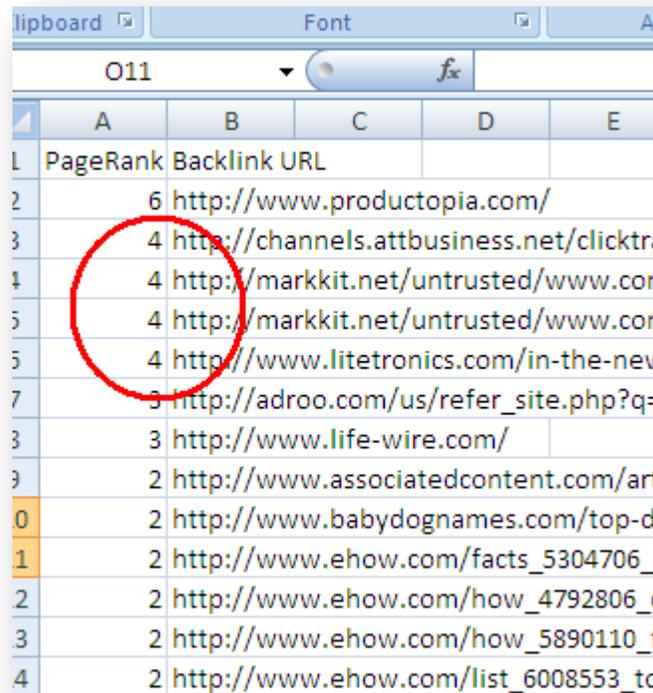
By slowly building high quality links back to our site, we will easily outrank these sites within a couple of weeks or months.

## USEFUL TIP

I like to click on the 'Export URL Data' button at the bottom right of the screen and then save the websites backlinks into a spreadsheet.



I then have a list of websites I can visit anytime and leave a link to my website on. The red circle shows the page rank of each site, so all I do is work my way down the list to get the very best backlinks to my site. Once I have got links from PR3, PR4, PR5 and PR6 sites, I then move on to the next website on the first page of Google and take a look at its backlinks.



	A	B	C	D	E
1	PageRank	Backlink URL			
2		6	http://www.productopia.com/		
3		4	http://channels.attbusiness.net/clicktra		
4		4	http://markkit.net/untrusted/www.com		
5		4	http://markkit.net/untrusted/www.com		
5		4	http://www.litetronics.com/in-the-new		
7		3	http://adroo.com/us/refer_site.php?q=		
3		3	http://www.life-wire.com/		
3		2	http://www.associatedcontent.com/art		
0		2	http://www.babydognames.com/top-d		
1		2	http://www.ehow.com/facts_5304706_c		
2		2	http://www.ehow.com/how_4792806_c		
3		2	http://www.ehow.com/how_5890110_f		
4		2	http://www.ehow.com/list_6008553_to		

The easiest way to create high quality backlinks to your website, is to comment on blogs that have a high PR. In fact, this is the main method that I use to build my backlinks.

When you do this, it is important to remember that you have to be very careful not to spam. Your aim is to get the webmaster to publish your comment on their blog so that you get the high quality backlink.

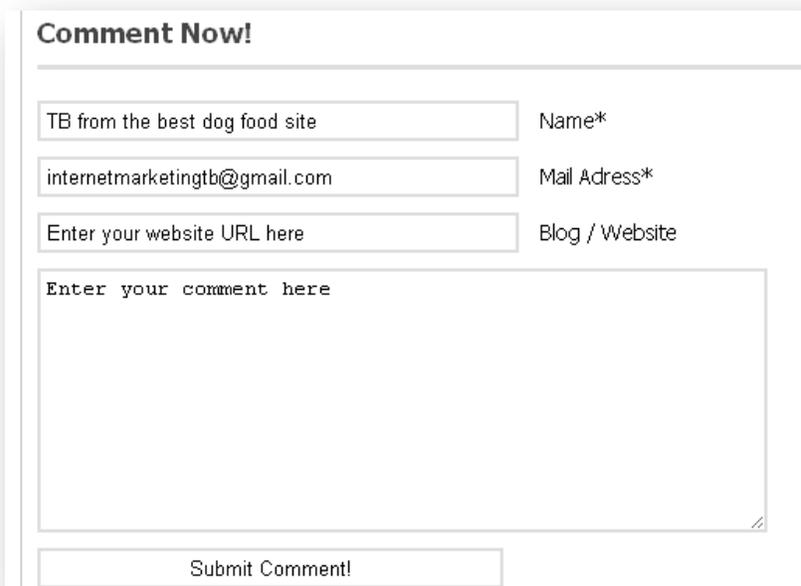
If you write spammy comments, they will not publish your comment and they will probably report you.

## HERE IS HOW I DO IT

I always make sure that I actually read the article and then pick something out of it that interested me. I will then write a worthy comment and mention my viewpoint on this point I found interesting. This lets the webmaster know that I actually read their article and that I am leaving a genuine comment. This will greatly increase your chance of getting your comment published and will add value to the webmasters blog.

When you type your name in, make sure to have your keywords in the text. This is very important when building backlinks, as it let's Google know which keywords are relevant to your site.

In this case I would write something like "TB from the best dog food site" and then leave my comment.



**Comment Now!**

TB from the best dog food site Name\*

internetmarketingtb@gmail.com Mail Adress\*

Enter your website URL here Blog / Website

Enter your comment here

Submit Comment!

## THE 2<sup>nd</sup> METHOD I USE TO GET HIGH PR BACKLINKS

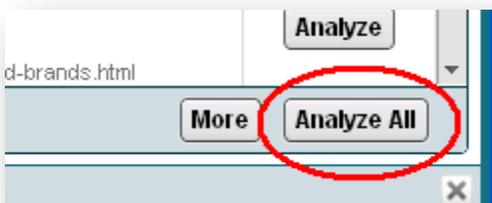
The second way I get high PR backlinks is to use the 'PROMOTION' module in Market Samurai.



This will take you to the promotion backlinks page.



Make sure you select all the tick boxes and click 'Find Backlinks' and then 'Analyze All'.



This will generate hundreds of blogs and forums that you can visit that are related to 'best dog food' and have a high page rank (PR).

Make sure you click on the 'PR' column title to arrange the results from highest PR to lowest PR.

Remember, you want to go for the highest PR backlinks.

le Backlink Sources			
F	PB	PR -	BL
N	N	3	199
N	N	2	44

You will now have a list of high PR blogs and forums that you can visit to get backlinks. Once you have visited them all, open a tab for another keyword from your project and start all over again. You don't even have to limit yourself to 'Dog food' blogs and forums. You can type any keyword you want into market samurai and look for high PR blogs and forums to get backlinks from. The possibilities are endless. You can find thousands and thousands of high PR pages like this.

## ADDED BONUS LINKS - .EDU & .GOV LINKS

A great feature of the promotion module, is that it also finds you .edu & .gov backlinks. I see people asking about finding these all the time on the Warrior Forum. Backlinks from these types of sites definitely count for more than normal links. Now you know how to find them.

Keyword: best dog food

Promotion: Find Backlinks

DMOZ Submission

Web 2.0:

- Squidoo S
- Hubpages H
- Weebly W
- Scribd S

Blogs:

- Google Blog Gb
- Google Blog (edu/gov) Gb
- Wordpress W
- Wordpress (edu/gov) W
- Follow Blog DF
- Backlink Magic BM

Forums:

- Google Forum Search Gf
- phpBB PB
- phpBB (edu/gov) PB
- vBulletin vB
- vBulletin (edu/gov) vB

Find Backlinks

## THERE YOU HAVE IT

We have now covered the two steps I do with every one of my websites. These are the two simple steps that I do to put internet marketing's biggest secret into action.

I have shown you how I find my money keywords so that I know I will make sales and I have also shown you how I utilize Google's five important factors to outrank my competitors and get my website in front of the people that want to buy what I am selling.

One thing I will point out, is that getting your website to the number 1 spot in Google can sometimes take 2-3 months. You usually have to build trust with Google before they will rank your site. Sometimes you will build a website that can rank at number 1 in a few days, other times it will take you a few months. I don't know why this is. It's just the way Google works.

So don't worry if you don't see your site shoot to number 1 after the first week of using this plan. Just make sure you have your keywords in your URL, title, description and heading, and then use Market Samurai every day to find high quality backlinks to build back to your site.

You will see results eventually.

## DO YOU HAVE TO UPGRADE TO THE PAID VERSION OF THE KEYWORD TOOL SOFTWARE?

The short answer is NO.

If you have installed the [free version of Market Samurai](#), you will be able to use the SEO and Promotion modules for a certain time period. The Keyword Research module will still work after your free version has expired.

My personal opinion though is that you are absolutely crazy not to upgrade to the paid version. I started off using the free version, but upgraded after about 3 days once I saw how powerful the SEO and Promotion modules were.

I think I paid \$97, and for the ability to literally "harvest" an endless supply of high PR backlinks, find .edu & .gov backlinks, analyze Google's five factors and be able to "spy" on my competitors, I think this is the best money I have ever spent in internet marketing. Without this tool, I probably wouldn't have made a single cent online.

That's just my personal opinion though.

## WHAT DO YOU DO NOW?

So where do you go from here?

Well first of all if you have any questions or don't understand how something works in this course, please feel free to drop me a line at [internetmarketingtb@gmail.com](mailto:internetmarketingtb@gmail.com)

I will try my best to get back to you.

On the following page you will find this blueprint has been put into a step by step action plan. I suggest you work through it using your very own website.

Remember, just commit to this plan for at least 3 months.

Don't go out and buy another "**GET RICH NOW**" e-book. They don't work.

The only way to actually make money with internet marketing, is to stick to one plan for a decent period of time. I can assure you that anyone who has actually made money online, will tell you the same thing.

I hope this information has really helped you, and that you won't have to spend endless hours on the Warrior Forum anymore trying to work out how to make your internet marketing business work.

All the best,  
TB

P.S. Scroll down to get your step by step action plan.

## YOUR STEP BY STEP ACTION PLAN

STEP 1	Decide what product you are offering on your website. This can be any product you wish. Remember, the biggest secret in internet marketing is that you just have to get your website in front of people that want to buy what you are selling. It doesn't actually matter what you are selling.
STEP 2	Open <a href="#">Market Samurai</a> and enter your main keyword. Remember ours was "Dog food".
STEP 3	Generate a list of other keywords related to your main keyword.
STEP 4	Order your new list of keywords by highest SEOT to lowest.
STEP 5	Find 4 to 5 potential keywords that have an SEOT value over 100 and a SEOV value over \$30. These are our money keywords.
STEP 6	Decide which keyword phrase works best. This will now be your main keyword. Remember ours was "Best dog food".
STEP 7	Now open the SEO module so that you can take a closer look at your competition.
STEP 8	Have a look at the top 10 sites in Google for your chosen keyword phrase.
STEP 9	Identify if they have the keyword in the URL, title, description and heading. Remember, if they don't you can easily outrank them.
STEP 10	Identify how many backlinks they have to their website. Remember when it comes to backlinks, quality is always better than quantity. If they have lots of low PR backlinks, you can easily outrank them by simply getting a few high PR backlinks.
STEP 11	Use the 'PR Analysis' tab to identify what backlinks each of the top 10 sites have.
STEP 12	Export these backlinks to a spreadsheet so that you can visit them at your leisure. Slowly start working your way through the backlinks. Remember you only want the high PR backlinks. Visit each site and if possible try to write a comment and leave a link to your website. This will get you some high quality backlinks.
STEP 13	Go to the Promotion module in Market Samurai and search for blogs that have high page ranks. Remember you can also find .edu and .gov blogs. Backlinks from these sites count for a lot more than backlinks from normal sites.
STEP 14	Spend 20-30 minutes each day building high quality backlinks to your sites.
STEP 15	Commit to doing this every day for 3 months. You will eventually see results.