

# SEO FASTLANE PBN BLUEPRINT

6-Steps To Rank Any Site  
In Less Than 30 Days!



**SEO**  Fastlane™

## Welcome!

First & foremost, I want to personally thank you for purchasing this blueprint. It's been a while since I wrote my last book "[Your SEO Sucks!](#)" where I demystified all things SEO in there & it's been an exciting journey to be one of the best selling kindle eBook in Amazon as well! So if you haven't done so, I highly encourage you to pick up a copy today.

For those of you who aren't familiar with my background, I'm the founder of [Catapultz](#), an SEO consultancy firm based in Australia & I'm also the creator of [Freelance Fastlane](#), which is essentially an online master class where I teach my students how to build a 6-Figure income doing Local SEO. To top that off, I'm also the creator of a linkbuilding service called [SEO Fastlane](#), where I help SEO freelancers or agencies with all their link building activities.

Ok, enough about me, let's talk about this book. As you know, NOTHING is stronger than a High PR blog network (PBN), at least when it comes to ranking on the top of Google. One of the common problems with PBN is that a lot of people think they are "expensive" or "just too much work". Well, this isn't true at all.

In fact, I'll be showing you EXACTLY how to setup your own PBN and turbo-charge your websites ranking onto 1st page of Google in less than 30 days.

I'll be covering the entire process so that by the end of this book, you'll easily be better than 95% of the SEO marketers out there. DO NOT underestimate the information that I'm about to share with you. You now have the power to LITERALLY rank any keywords on page one of Google, even if it's very competitive.

So with that being said, let's get straight into it & most importantly...Enjoy the ride!

To your success!

*Robin Dai*



## Why I Build Networks Instead of Buying Links?

Unlike most SEO agencies who outsource their high-PR link building, I own all the backlinks I build. This gives me a level of control and security that most SEO companies and consultants simply cannot offer their clients. None of this would be possible without my private high-PR network of websites.

For those of you who are aware about Warrior Forum or Black Hat World, you would have seen tons & tons of ads/posts offering the "ultimate link building package - slap Google in the face!" type of offers. While these sounds cool & dandy, let's not forget that sales copy happens to be a skill of most Internet Marketers. There have been lots of network like SAPE, Anglo Rank etc. The issue with these networks is they usually work for a short period of time. Why? Because they are public...duh! Everyone knows about them, and eventually, even if they claimed to be "private", the word gets out, and it doesn't take long to catch Google's attention. So the solution to this is - build your own network, keep it private and rank whenever you want.

You see, building your own PBN will give you the following benefits:

- You're in FULL control - easily add/remove links whenever you want
- Withstand any weird Google random updates
- Increase site authority and rank FAST
- Ability to rank whatever keywords WHENEVER you want!

## The Perfect Link = Authority (PR) + Relevancy

If you ever stop by the Warrior Forum or Black Hat World forum, you will find a non-stop debate of "white hat" vs. "black hat" SEO strategies. Some people refer to these forums as "Mental Masturbation Forums" - why? Because you can easily spend all day debating and worrying about which link is the best: Web 2.0's, Press Releases, Social Bookmarks, Forum Profile, Blog Comments, Guest Posting...and the list goes on.

Of course it is much easier to get a link from a Social Bookmarking website than it is from the homepage of a blog in your niche, but what matter the most are the metrics that the link delivers (link juice) and where it is coming from. So what the heck does this mean? Well, let's take a look at the 2 different type of links.

Let's say that you are trying to rank a local cosmetic surgeon in your local suburb. You have a choice of the 2 following links, which one would you choose?

**(Option 1 -  
MelbournePlasticSurgeon.com.au)**  
  
PR5+, Permanent Homepage,  
Contextual, Links to 2 other sites.

**VS.**

**(Option 2 - Stumbleupon.com)**  
  
PR8+, Homepage for 12 hours, Non-  
Contextual, Links to 100k+ other  
sites.

**Option 1** has got the perfect link simply because:

- It stays on the homepage of the site for as long as the domain is active.
- It is extremely **RELEVANT** to the site that we need to rank.
- It only links to 2 other websites, which tells Google this link is a hard one to get.
- It is **POWERFUL** and **VERY RELEVANT** to the sites it links to.

While **Option 2** is less than being a perfect link because:

- It is a social bookmark, even though it claims to be PR8, it may only be true for 12 hours
- It gets pushed out once more users create bookmarks and the ones that you created will be pushed back to page 2,3,4,5...& it will lose its PageRank.
- It links out to 1,000+ of other sites, which have nothing to do with our niche.
- Google see this as an easy way to get links and may even consider it as SPAM in high amounts.

## **What Makes A Good Link?**

1. **The Authority of The Site** - If you are able to get a backlink from the New York Times, you can expect that you will get a massive amount of link juice from this site. Why? Because Google knows this site has massive amounts of links and only links out to sites it feels deserve it.
2. **The PageRank (PR)** - You will read below why PageRank is not always the best metric, but it can be a quick indicator of how strong the site is on a scale of 1-10.
3. **The Linking Source Relevancy** - What do you think Google's main goal is? To deliver **RELEVANT** results to the users, right? And if you get a link from a relevant website to yours, it tells Google, "Hey, this guy is with us."
4. **The Type of Site(s) Linking Back to You** - As I mentioned above, it is extremely easy to create several hundred social bookmarks, but it is a lot harder to get a homepage link from a blog in your niche. Google values a link from a blog much more than a forum profile link, which is way easier to acquire.
5. **The Link Location on The Page** - Contextual backlinks are the best place to get your links. A contextual link is a link that is directly within the text or <Body> of the website. Links in the menu or sidebar/footer are still useful, but not as powerful.
6. **The Amount of Outbound Links** - If you ever pass over the Warrior Special Offer section, you will find tons of SEO services, all advertising "Max 10 OBL Private Blog Network" (OBL stands for Outbound Links). The less a site links out, the more juices it will pass on. So as mentioned earlier, a social bookmark site that links out to hundreds of thousands of other sites is nowhere near as powerful as a niche relevant blog linking to you, which only links to 2 other sites in the relevant niche.

## Why PageRank Is A Bad Metric?

PageRank is a metric created by Google & it's just their way of showing their love. So based on a scale of 1-10, with 10 being the best, Google ranks your site on your relevancy and "popularity" within its algorithm. PageRank can be a good way to see how strong a link will be from the site you are placing it on, but it is not the only metric you should pay attention to. This is why PageRank is a flawed metric. Google claims to update PageRank every six months, but it seems to be much longer than that in most cases. Think about it, there are LITERALLY billions of websites out there for Googlebot to crawl every single day, and it's going to take a lot of resources to go through each site on the planet!

**(Example 1 -  
MelbournePlasticSurgeon.com.au)**

PR 4+, 2000 Links, 8 Trust Flow, 12  
Citation Flow

VS.

**(Example 2 -  
PerthSurgeons.com.au)**

PR 0, 20,000 Links, 25 Trust Flow, 35  
Citation Flow

At first glance, MelbournePlasticSurgeon.com.au looks like a winner, but then after you look at PerthSurgeons.com.au metrics closely, 20,000 links and an amazing Trust/Citation Flow, why is it only carrying PR 0?

Well, the answer to this is very simple. Google hasn't updated the site's PageRank! Hence, do not let this common mistake fool you. If you go to any expiring domain auction site, you will find everyone going crazy and spending hundreds of dollars on the PR5+ websites. I have personally bought domains for \$15 that carry similar amount of power metric or more and I had no problem grabbing them because everyone solely pays attention to PageRank as a metric for how powerful the domain is.

## How To Find Expired & Auction Domains?

You would probably be wondering by now how do we find these "gems"...great question! Well, there are plenty of services & broker out there that find these expired domains and then sell them for more. Of course, you can always DIY by manually screen through the bad ones in order to find the "gem". However, if you're lazy (like me), then you're in for a treat! I'll be sharing a few services that I've personally use at the end of this blueprint, but personally, I would advise you to spend that extra few hours initially to save some money & get familiarized with the whole process before you start using a domain broker or other services. I'm always a firm believer in rolling up your sleeve & get your hands dirty first, then once you know all the in's & out's of the whole process, either hire a VA to help you do it, or just get it from a broker.

So, the top 2 tools that I'm personally using right now to find expired domains are [PR Powershot](#) & [Register Compass](#). They both achieve the same thing, I just like to check them altogether just to make sure I don't miss out on any good domains.

## PR Powershot

**Keyword:**   
(Try with a letter or word for variation. Do not include spaces.)

**Starts with:**

**Ends In:** ☐ Select/Deselect All

☒ .COM ☐ .CO ☐ .INFO ☒ .NET ☒ .ORG ☐ .US ☐ .CA ☐ .MOBI ☐ .BIZ ☐ .ME ☐ .CC ☐ .NAME  
☐ .TV ☐ .WS ☐ .DE ☐ .AM ☐ .FM ☐ .BZ ☐ .COM.BZ ☐ .NET.BZ ☐ .ES ☐ .ASIA ☐ .SE ☐ .XXX  
☐ .AT ☐ .BE ☐ .CO.IN ☐ .CO.NZ ☐ .CO.UK ☐ .COM.ES ☐ .COM.MX ☐ .EU ☐ .IN ☐ .IT ☐ .LA  
☐ .MX ☐ .NET.IN ☐ .NL ☐ .NOM.ES ☐ .ORG.ES ☐ .ORG.IN ☐ .ORG.UK

**Page Rank:** ☐ All ☐ N/A ☐ PR0 ☐ PR1 ☒ PR2 ☒ PR3 ☒ PR4 ☒ PR5 ☒ PR6 ☒ PR7 ☒ PR8 ☒ PR9

**Domain Age:**  No age limit

**Backlinks:** ☒ Show only with backlinks

**Domain name length:**  No limit

**Show only auctions ending in:**  No limit

**Auction Model:** ☐ Any ☐ Bid ☒ BuyNow ☐ Offer ☐ Offer with BuyNow

**Filter By Price:**

Once you open PR Powershot, these are the settings or filters I like to apply. It saves me a lot of time and takes out all of the poor domains. Also, I usually create a saved search that sends me an email alert whenever a new domain with those criteria expires and is ready to be purchased. I set the filter to only show PR2+ because what I found with PR Powershot is that it will show poor domains if you set it anything below PR2.

## Register Compass

**RegisterCompass** | Expiring Domains | Expired Domains | Auction Domains | saved searches shortcuts

Dashboard | DomainSearch | Saved Searches | My Domains | Affiliate | Tools | Templates | Help | Forum | zigzagler | Logout

**DOMAIN SEARCH**

**Domain Name Filter**

Domain:  contains

& do NOT contain:

(you may use wildcards \* and ? as well as multiple keywords separated by ;)

Domain Name quality:  Any

Max Chars excl. TLD:

Excl. hyphen (-): ☐ Excl. digits (0-9): ☐

Limit Topleveldomains (Select none to show all)

COM: ☒ NET: ☒ ORG: ☒ INFO: ☐  
CA: ☐ US: ☐ EU: ☐ BIZ: ☐  
TV: ☐ ME: ☐ DE: ☐ CC: ☐  
NAME: ☐ WS: ☐ MOBI: ☐ FM: ☐  
AM: ☐ ES: ☐ ASIA: ☐ SE: ☐  
XXX: ☐ IT: ☐ CO.UK: ☐ CN: ☐

**Dictionary Filter**

Operator:  OR

Select AND operator to limit results to domains matching all selected dictionaries

☐ English ☐ German ☐ French  
☐ Italian ☐ Dutch ☐ Spanish

**Google Pagerank Filter**

Pagerank has to be:  1

Has NO Pagerank: ☐

Pagerank is Valid: ☒

Pagerank may be Valid: ☐

Pagerank is Faked: ☐

**Domain Type Specific Filter**

**Auction Domains**

Auction Registrar:  ALL

Auction Type:  is  ALL

Buy Now Price

Expires next:  select

Updated within:  select

**Expiring Domains**

Drops next:  select

Or drops at:  select

**Expired Domains**

Expired Last:  select

Avail. Checked:  select

**NEW! Majestic Topical Trust Flow**

[>>topical.trust.flow<<](#)

**Indexed Pages Filters**

Google Indexed:

Google Deindexed:

Bing Indexed:

**NEW! ExactMatch Keyword**

Is ExactMatch: ☐

CPC Value:  \$  .

Searches:

Potential:

Keyword:

**Age, Archive, Alexa...**

Alexa Rank:  <

Domain Age:  >

Internet Archive:  >

Requested within:  select

Blekkio Rank:  >

**DMOZ / Yahoo Directory**

DMOZ: ☐ ALL

Yahoo US: ☐ ALL

Yahoo India: ☐ ALL

Yahoo Australia: ☐ ALL

**SEOMoz Filters**

Domain Authority:  >

**Domain Backlinks Filter**

Google Links:  >

Alexa Links:  >

MajesticSeo Links:  > 100

Blekkio Links:  >

SEOMoz Links:  >

**MajesticSeo Details**

Indexed URLs:  >

.edu Backlinks:  >

.gov Backlinks:  >

Domains:  >

.EDU Domains:  >

.GOV Domains:  >

IP Addresses:  > 100

Class C Subnets:  > 100

Max AC Rank:  >

Avg AC Rank:  >

Citation Flow:  > 15

Trust Flow:  > 15

**SEMRush Filter**

Rank:  >

Keywords:  >

Traffic:  >

Traffic Price:  >

Register Compass is one of my favourite sites to find domains at the moment because of the amount of filters you can apply. It saves me a lot of time, and the only reason I use PR Powershot is to make sure I don't miss out on any domains. Follow the filters above, and you will have no trouble finding

some awesome domains. Be sure to remember our example above with the plastic surgeon sites, and don't be picky about PageRank!

Here's a quick recap of the filter used above:

- Domain Name Filter: .com, .net, .org
- Google PageRank Filter: >1, PageRank is valid (Green) - some PRs are fake!
- Domain Backlinks Filter: >100 (MajesticSEO)
- MajesticSEO Details: IP Addresses > 100, Class-C Subnets > 100, CF/TF > 15

## **How NOT To Leave Footprint?**

When buying expired domains, it is VERY VERY IMPORTANT that you leave no footprints for Google to find that you buy your domains from separate registrars such as GoDaddy, Namecheap, NameJet, etc. A quick and simple tool to make sure you're using unique information is to use [FakeNameGenerator.com](https://fakenamegenerator.com) and let them generate a random profile for you every time. This will help cover your tracks by not using the same contact information every time.

OR

You can always purchase a Whois Guard service from your domain registrar, what this does is protect your personal contact details from being harvested by spammers & Google! Remember, all these domains that you're about to purchase should not leave any footprint back to the same owner.

## **How Do We Know If A Domain Is Good/Bad?**

There are a few metrics to look for when purchasing a domain.

### **# Of Backlinks**

Here is the minimum amount of backlinks you should look for when purchasing an expired domain.

PR 3 – 100+ links

PR 4 – 800+ links

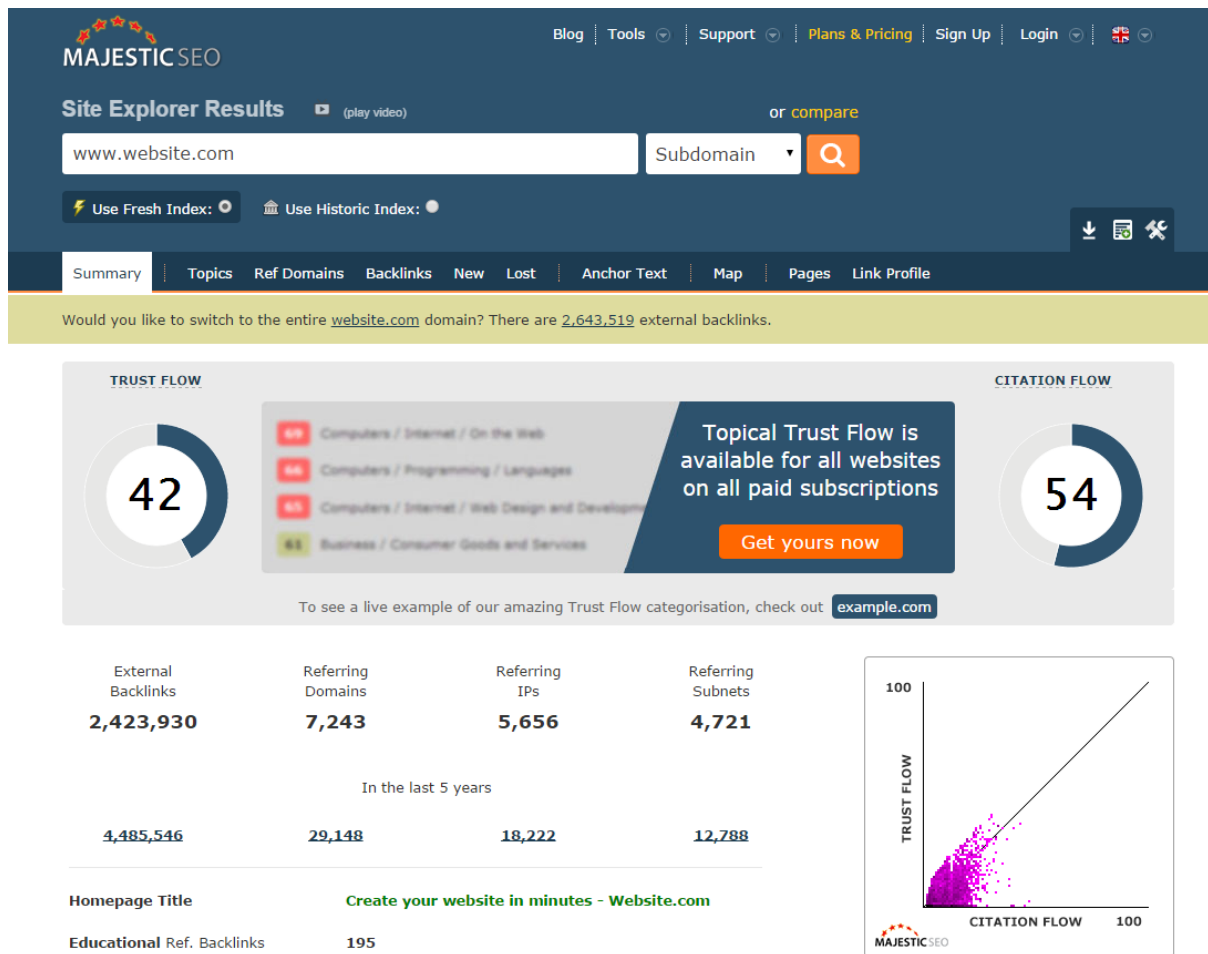
PR 5 – 1500+ links

### **# Of Referring Domains**

This number will tell you how many other sites are linking to the expired domain. You wouldn't want to purchase the domain and lose all of the links pointing to the site because only one other site was linking to it. I look for at least 20+ domains linking to the expired domain, and I make sure that only one domain doesn't point to more than 25% of the links.

## MajesticSEO Trust Flow and Citation Flow

Never purchase a domain with a Trust flow/Citation flow less than 15/15.



## Moz Domain Authority and Page Authority

I always purchase domains that have at least a DA of 25 and PA of 25.

### PR - Fake or Real?

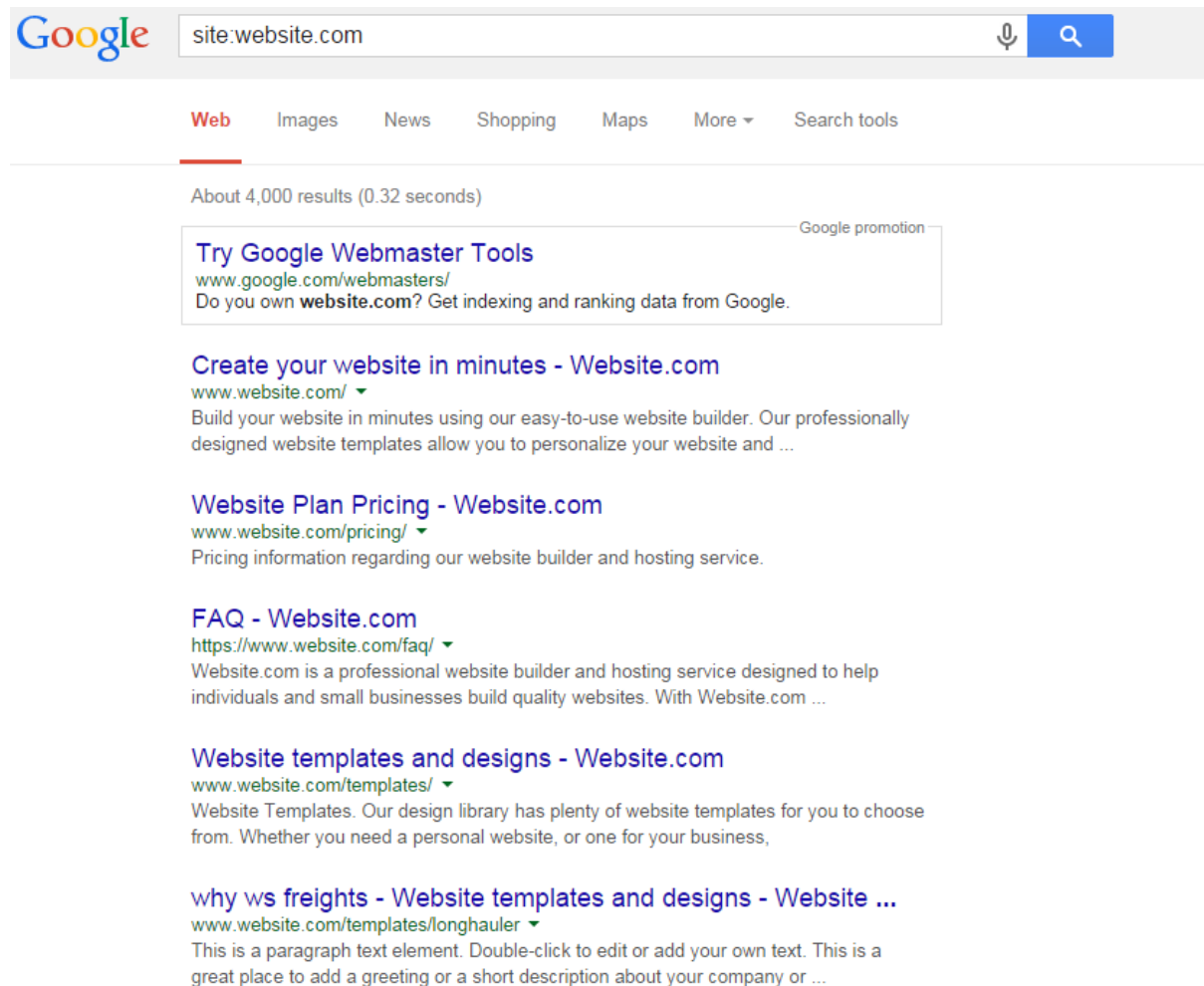
A lot of scammers will 301-redirect their PR5 websites to new domains they purchased just to sell. Then when you buy, they will remove the 301-redirect, so you lose all of your links and PR.



## Is The Site Still Indexed?

Throw the domain into Google search bar like the following:

--> Site:website.com



If nothing shows up, then the site has most likely been penalized before.

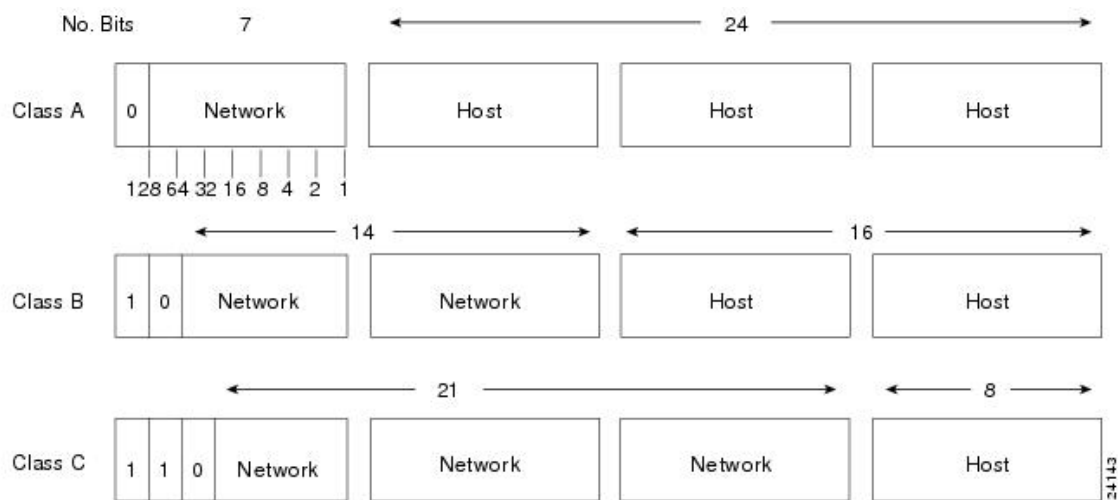
## How Much Should I Pay For Expired Domains?

Now there's no RIGHT or WRONG price to buy a domain nor does it have an exact science to it. All I can say is that I won't pay more than \$30 for a PR3, and that includes registration + WhoIs guard. As I said, PR is a bad way to look at how good a domain is. Throw the domain into Majestic SEO to verify the number of backlinks, trust flow and citation flow first, then only look at the domain's PR. So I would not pay more than \$30 for an expired domain. Having said that, I have spent \$250 before on a really beautiful PR5, but that was only because the domain was so relevant to my niche already.

## How Do I Host The Domains?

Ok now that you've purchased those awesome domains, what's next? Well, most people make the newbie mistake by throwing the sites up on their existing shared hosting together with their money site (or main website). This is by far the WORST thing you can do to those awesome domains that you just bought. This is basically telling Google, "Hey, look at all these domains that are hosted under the same roof sending links back to my other site, which is also hosted under the same hosting". It leaves a HUGE footprint for Google to easily nail down your PR Network!

What you need to do instead is to host your sites on different Class C or Class A IP addresses with different hosting providers. Ok, if you're wondering what the heck is Class C or Class A IP, have a look at the diagrams below:



| Class | Leftmost bits | Start address | Finish address  |
|-------|---------------|---------------|-----------------|
| A     | 0xxx          | 0.0.0.0       | 127.255.255.255 |
| B     | 10xx          | 128.0.0.0     | 191.255.255.255 |
| C     | 110x          | 192.0.0.0     | 223.255.255.255 |
| D     | 1110          | 224.0.0.0     | 239.255.255.255 |
| E     | 1111          | 240.0.0.0     | 255.255.255.255 |

Ok, if you're still confused after looking at those diagrams, you know what? You don't have to understand how it works! Put simply, all you need to care about is get a different C-Class/A-Class IPs hosting to host all your PBN sites - that's it.

Here's a list of hosting that you can use for this purpose:

**SkynetHosting:** These guys are well established in the SEO world with over 9+ years since established. Value for money & great customer support.

**Hostnine:** Hostnine has a great reseller package for just \$18 a month (level 1), which comes with 100 different accounts and 55 IP addresses. This should be enough IP address if you're just starting out. You can also upgrade packages at any time.

**PazHosting:** These guys also have some very affordable hosting available and offer Class A IP Address and packages for as little as \$15/month.

**SEOWebHosting.net:** Another great option and let's you choose custom packages based on how many IP addresses you want.

Using these services means that you're hosting the domains on separate IP addresses & increases the amount of referring domains, which covers you from falling under Google's radar!

## **How To Setup Your Expired Domains?**

Now, after you have bought the domain through a unique registrar, bought SEO hosting, and set the nameservers in your registrar to point at the SEO host, you need to set up the site. The first thing you need to do is install a Content Management System (CMS), also known as a blogging platform. I personally use WordPress for all my sites and some may say this leaves a footprint, but I disagree for many reasons I won't mention in this guide. If you want to play it extra safe, then randomly use a different platform across your PR network such as WordPress, Joomla, Drupal, etc. The reason we use a CMS is so that we can publish content from it quickly. WordPress allows us to update content frequently and easily with no coding knowledge.

### **Prerequisite Steps:**

#### **1) DO THIS 24 HOURS PRIOR TO STEP 1!**

- 2) Add domain privacy to domain
- 3) Sign up cheap \$1 shared Linux hosting
- 4) Point domain(s) to the correct nameservers
- 5) Change cPanel "Update Contact Details" to an anonymous email address
- 6) Wait for 24 hours if domain hasn't finish propagating

### **Step 1 - Wordpress Installation:**

- 1) Use Softaculous / Any other wordpress script available within your cPanel
- 2) Make sure the correct domain is being selected
- 3) Remove "wp" from the installation directory
- 4) Type in a generic Title & Description
- 5) Username: Up To You!
- 6) Password: Auto generate
- 7) Jot down login details into a spread sheet

### **Step 2 - Plugins To Be Installed:**

- 1) Link Juice Keeper
- 2) WP-DenyHosts (make sure it's the plural!)
  - a) Check:
    - i) Show Access Denied
    - ii) Block the offending IP site wide

### 3) [SpyderSpankerPRO](#)

#### a) License Key: **Enter your license key here!**

- i) Block User Agent Keywords:
  - (1) AhrefsBot
  - (2) BLEXBot
  - (3) Ezooms
  - (4) MJ12bot
  - (5) Majestic-12
  - (6) Majestic-SEO
  - (7) NCBot
  - (8) Nutch
  - (9) SemrushBot
- ii) Share settings to another PBN site.

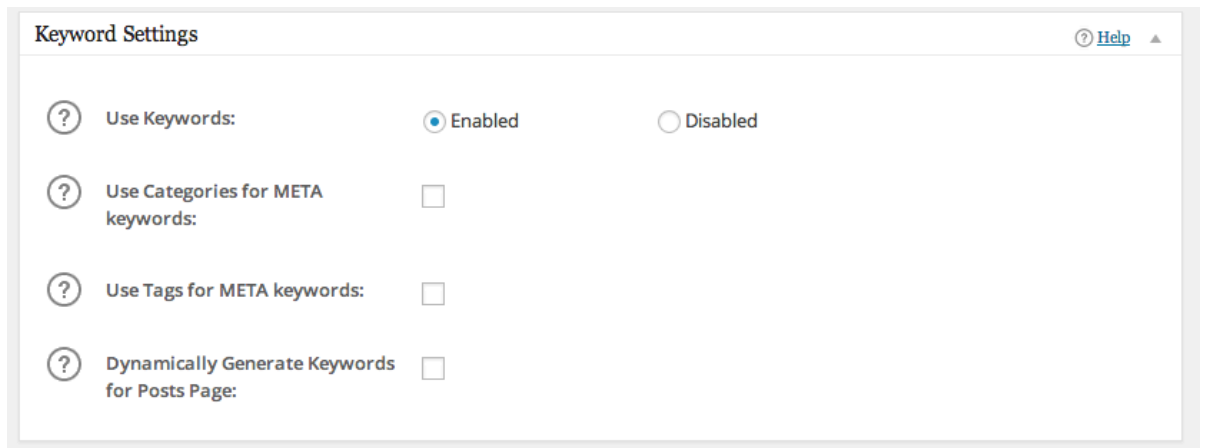
#### 4) All-in-ONE SEO pack

##### a) Home Page Settings:

- i) Home Title: [Follow title from initial setup] - ***Don't get caught up writing a perfect title***
- ii) Home Description: [Copy & paste title in here as well] - ***Don't get caught up writing a perfect description***
- iii) Home Keywords: [Insert LSI keywords list in here that is related to money site]

##### b) Keyword Settings:

- i) Uncheck (based on the default settings):
  - (1) Use Tags for META keywords
  - (2) Dynamically Generate Keywords for Posts Page



The screenshot shows the 'Keyword Settings' panel. It has a title bar with a question mark icon and a 'Help' link. The settings are as follows:

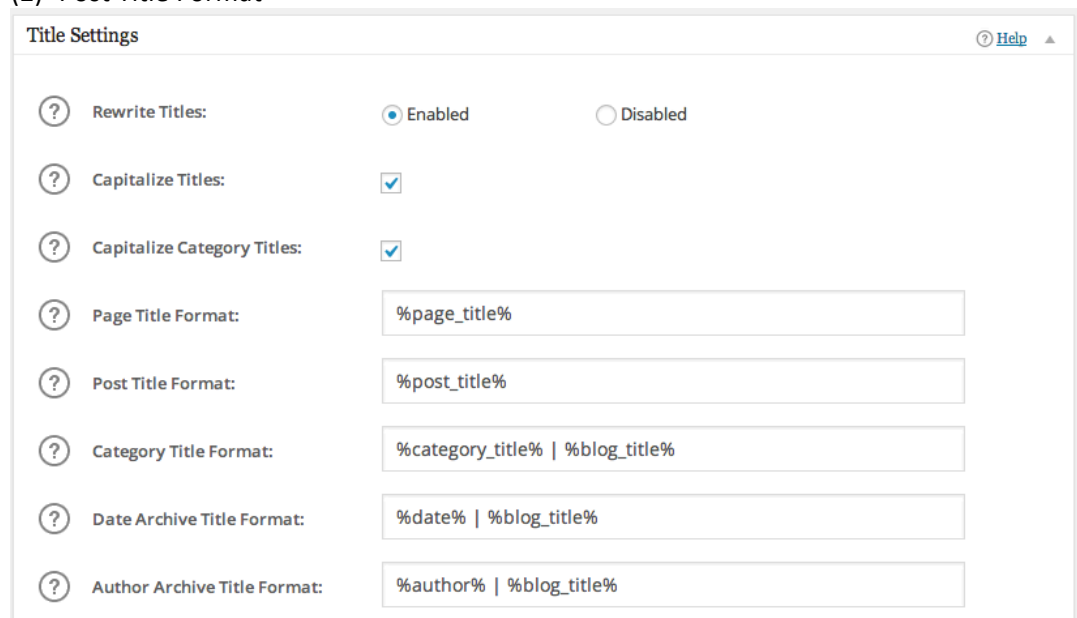
| Setting                                       | Value    |
|---|----------|
| Use Keywords:                                 | Enabled  |
| Use Categories for META keywords:             | Disabled |
| Use Tags for META keywords:                   | Disabled |
| Dynamically Generate Keywords for Posts Page: | Disabled |

c) Title Settings:

i) Remove “ | %blog\_title% ” from:

(1) Page Title Format

(2) Post Title Format



The screenshot shows the 'Title Settings' panel. It has a title bar with a question mark icon and a 'Help' link. The settings are as follows:

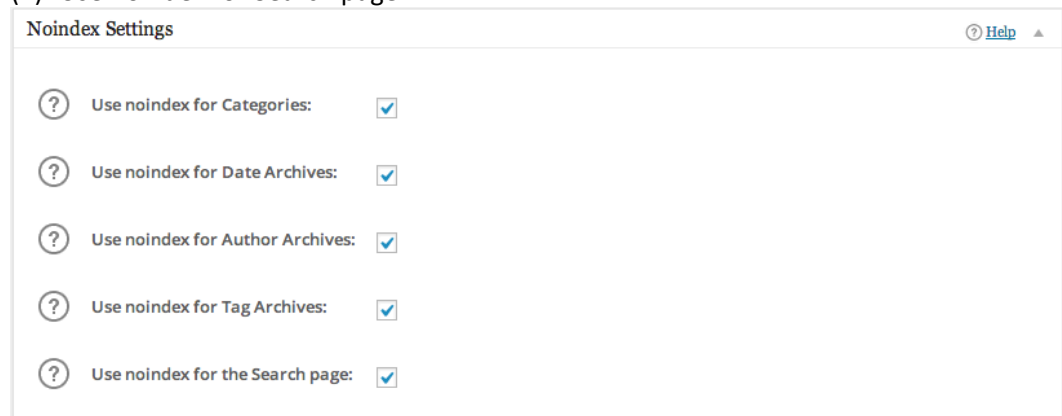
| Setting                      | Value                           |
|------------------------------|---------------------------------|
| Rewrite Titles:              | Enabled                         |
| Capitalize Titles:           | Checked                         |
| Capitalize Category Titles:  | Checked                         |
| Page Title Format:           | %page_title%                    |
| Post Title Format:           | %post_title%                    |
| Category Title Format:       | %category_title%   %blog_title% |
| Date Archive Title Format:   | %date%   %blog_title%           |
| Author Archive Title Format: | %author%   %blog_title%         |

d) Noindex Settings:

i) Check (based on the default settings):

(1) Use noindex for Tag Archives

(2) Use noindex for Search page



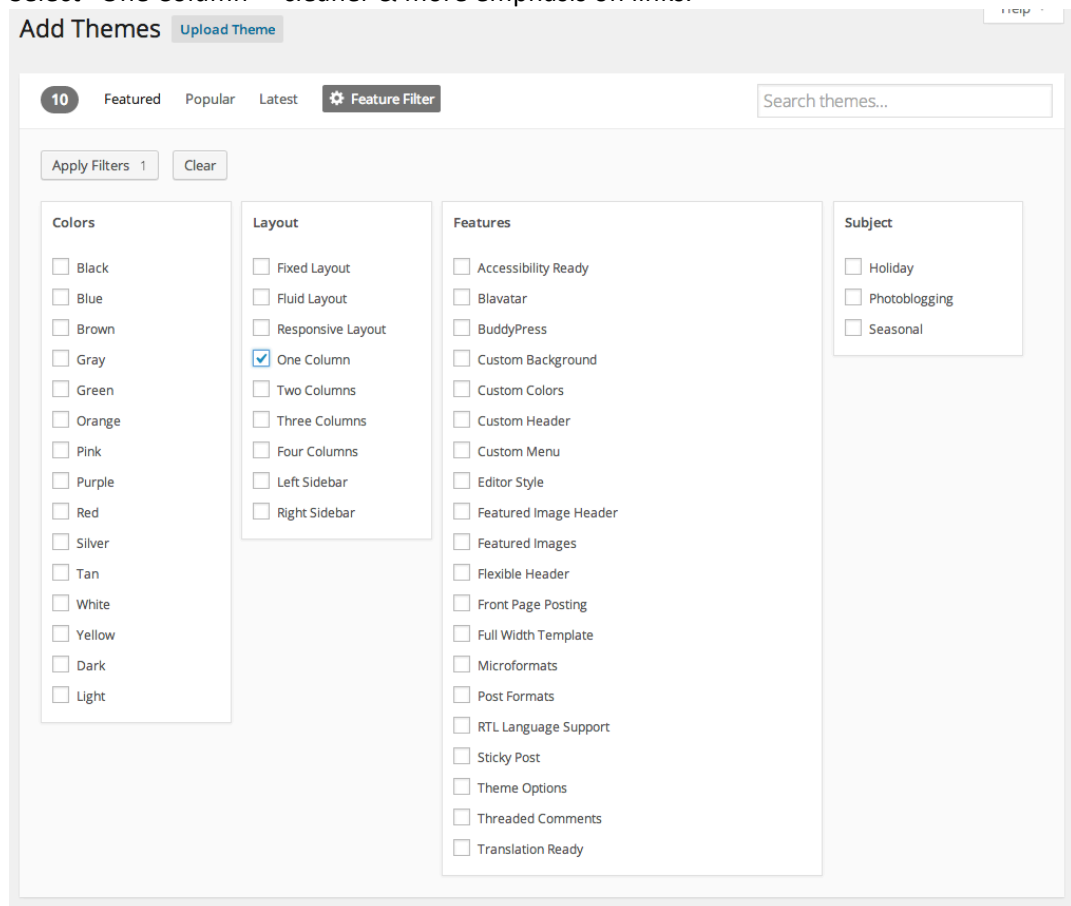
The screenshot shows the 'Noindex Settings' panel. It has a title bar with a question mark icon and a 'Help' link. The settings are as follows:

| Setting                          | Value   |
|----------------------------------|---------|
| Use noindex for Categories:      | Checked |
| Use noindex for Date Archives:   | Checked |
| Use noindex for Author Archives: | Checked |
| Use noindex for Tag Archives:    | Checked |
| Use noindex for the Search page: | Checked |

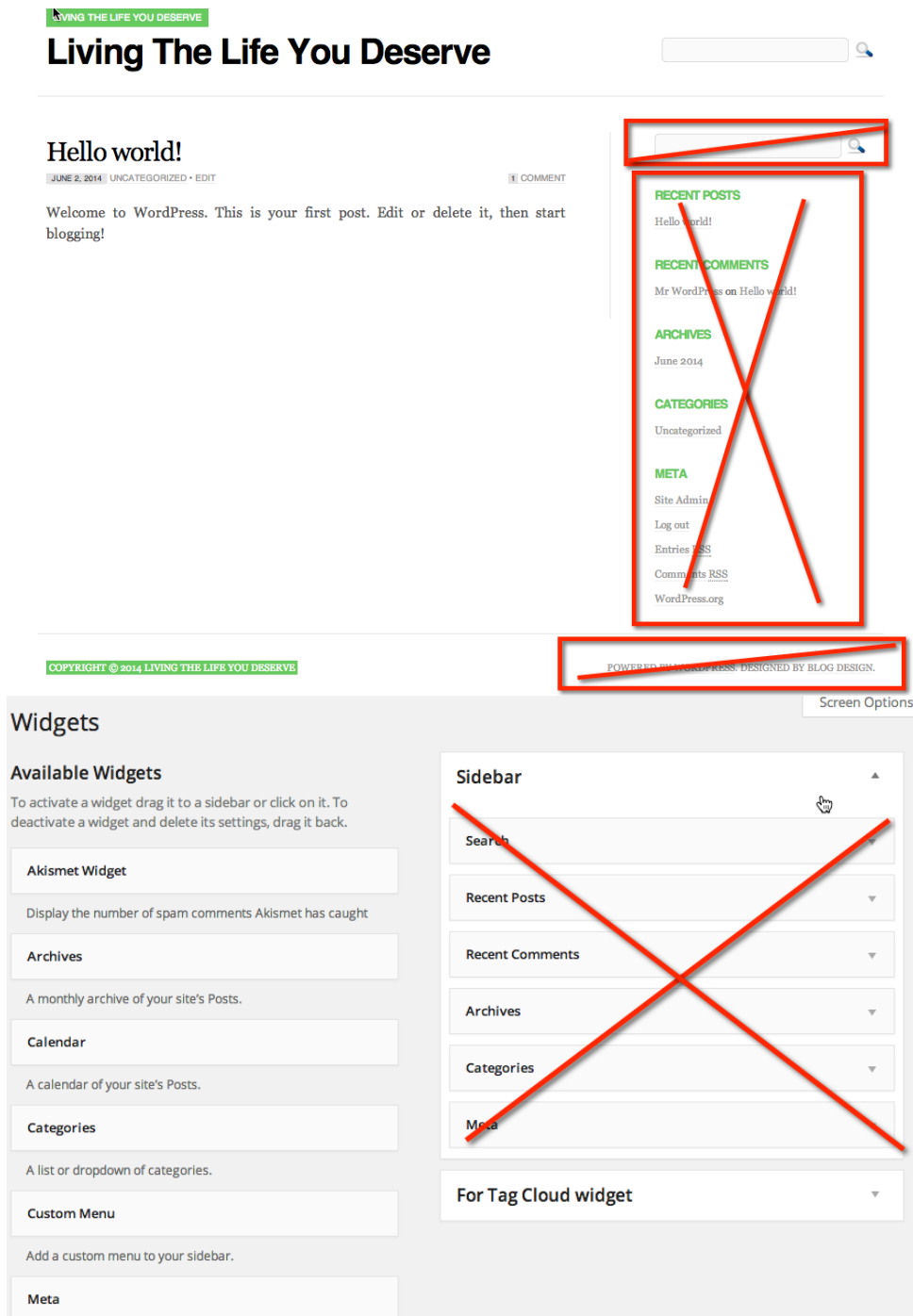
- e) Misc.:
  - i) **DO NOT CONNECT** with any Google web properties, which includes:
    - (1) Google Analytics
    - (2) Google Webmaster Tool
- 5) Akismet
  - a) Go generate your own using the link!
- 6) Google XML Sitemap (**WARNING - ONLY INSTALL THIS ONCE YOU'RE DONE WITH EVERYTHING ELSE!**)

### Step 3 - Appearance Settings:

- 1) Themes
  - a) Always use unique themes across all your PBN sites.
  - b) Select "One Column" - cleaner & more emphasis on links.



- c) Choose a theme that has no sidebar (the best), or we can remove it (refer to the next step within "editor" section). - **Don't get caught up trying to select the most good looking theme here, we're not trying to WIN any blogging contest here!**
- 2) Widgets
  - a) Remove all widgets from sidebar



### 3) Editor

#### a) Get rid of footer links

Europe: Footer (footer.php)

Select theme to edit: Europe

```
<?php if ( is_home() || is_404() || is_category() || is_day() || is_month() ||
is_year() || is_search() || is_paged() || is_tag() ) {
?>
<?php if ( !dynamic_sidebar('For Tag Cloud widget') ) : ?>
<?php endif; ?>
<?php ?>
<hr />
<div id="footer" class="grid_16">
<div class="copyright">
<span class="copy">Copyright &copy; <?php echo date('Y'); ?> <?php bloginfo('name'); ?>
</span>
</div>
<div class="powered">
Powered by <a href="http://wordpress.org/">WordPress</a>. Designed by <a
href="http://www.blogdesign.com.ua/">Blog Design</a>.
</div>
</div>
</div>
<?php wp_footer(); ?>
<!-- <?php echo get_num_queries(); ?> queries. <?php timer_stop(1); ?> seconds. -->
</html>
```

Documentation: Function Name... Look Up

Update File

**Templates**

- 404 Template (404.php)
- Archives (archive.php)
- Popup Comments (comments-popup.php)
- Comments (comments.php)
- Footer (footer.php)**
- Theme Functions (functions.php)
- Header (header.php)
- Image Attachment Template (image.php)
- Main Index Template (index.php)
- Links Page Template (links.php)
- Page Template (page.php)
- Search Results (search.php)
- Sidebar (sidebar.php)
- Single Post (single.php)

#### b) Get rid of sidebar links (depending on the theme structure - sometimes widget removal doesn't do the trick!) - remove <?php get\_sidebar(); ?>

Europe: Main Index Template (index.php)

Select theme to edit: Europe

```
</div>
<?php endwhile; ?>
<div class="navigation">
<div class="alignleft"><?php next_posts_link('&larr; Older Entries') ?></div>
<div class="alignright"><?php previous_posts_link('Newer Entries &rarr;') ?></div>
<div class="clearfix"></div>
</div>
<?php else : ?>
<h2 class="center">Not Found</h2>
<p class="center">Sorry, but you are looking for something that isn't here.</p>
<?php //get_search_form(); ?>
<?php endif; ?>
</div>
</div>
<?php get_sidebar(); ?>
<?php get_footer(); ?>
```

Documentation: Function Name... Look Up

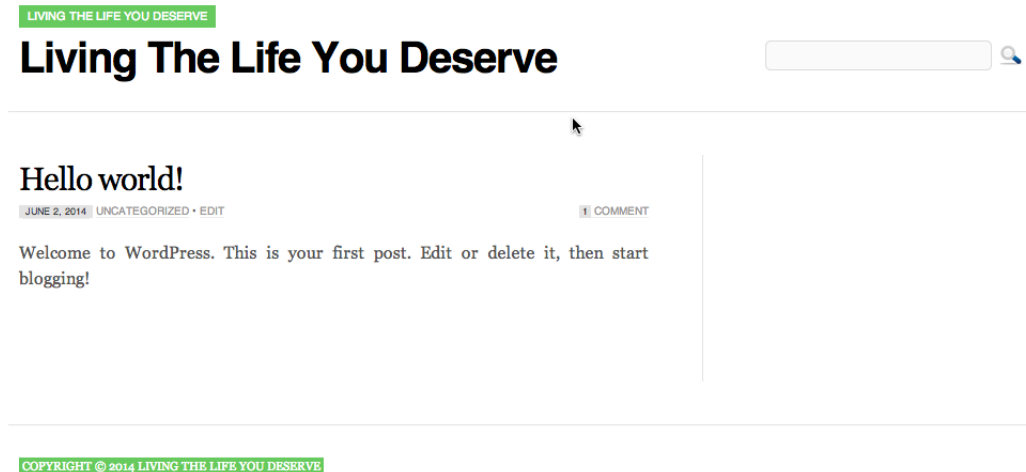
Update File

**Templates**

- 404 Template (404.php)
- Archives (archive.php)
- Popup Comments (comments-popup.php)
- Comments (comments.php)
- Footer (footer.php)
- Theme Functions (functions.php)
- Header (header.php)
- Image Attachment Template (image.php)
- Main Index Template (index.php)**
- Links Page Template (links.php)
- Page Template (page.php)
- Search Results (search.php)
- Sidebar (sidebar.php)
- Single Post (single.php)



- c) This is how it should look like before you start posting articles (building backlinks).






- d) Making sure your PBN site homepage display the whole article & **NOT EXCERPT** of the articles that you posted. (Doesn't apply to every theme)
- i) Replace `<?php the_excerpt(); ?>` with `<?php the_content(); ?>` - **ONLY DO THIS** if the theme that you've chosen doesn't display the full article on the home page.
  - ii) You can find this piece of code usually on the "Main Index Template".

#### Step 4 - Misc. Settings:

- 1) Permalinks
  - a) Check "Post name"
- 2) Reading
  - a) Blog pages show at most - 20 posts
  - b) The rest "default"
- 3) Categories
  - a) Replace "Uncategorized" to something relevant




#### Step 5 - Pages Settings:

- 1) Delete "Sample Page"
- 2) Create "About" page
  - a) Simply write anything you want. - **Do not get caught up trying to write perfect essay here! A simple one liner will do.**
  - b) Fill up the All in ONE SEO section.

|  |   |
|--|---|
|  Title                      | <input type="text" value="About"/><br>5 characters. Most search engines use a maximum of 60 chars for the title.        |
|  Description                | <input type="text" value="About"/><br>5 characters. Most search engines use a maximum of 160 chars for the description. |
|  Keywords (comma separated) | <input type="text" value="About"/>  |




3) Create "Contact" page

- Simply create a one liner to get people to contact you with an email address on it. - Don't get caught up with writing a perfect contact us page!
- Fill up the All in ONE SEO section.

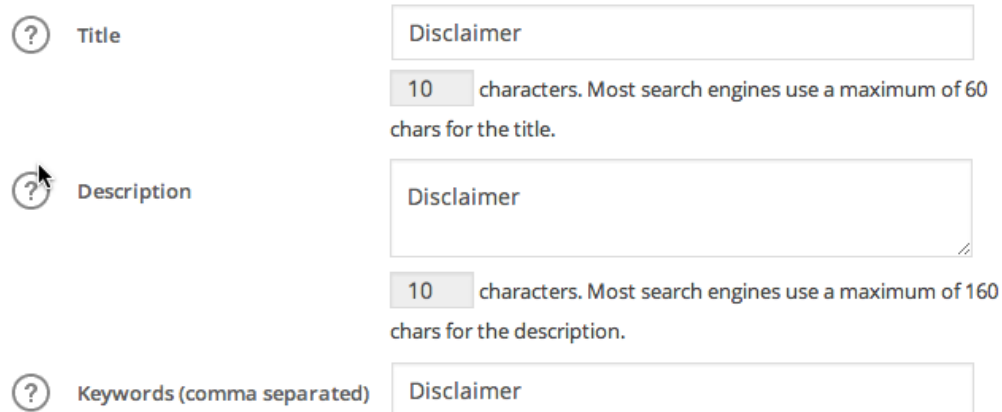
|  |   |
|--|---|
|  Title                        | <input type="text" value="Contact"/><br>7 characters. Most search engines use a maximum of 60 chars for the title.        |
|  Description                | <input type="text" value="Contact"/><br>7 characters. Most search engines use a maximum of 160 chars for the description. |
|  Keywords (comma separated) | <input type="text" value="Contact"/>  |

4) Create "Privacy Policy" page

- Simply create a privacy policy page using this [free tool](#).
- Fill up the All in ONE SEO section.

|  |   |
|--|---|
|  Title                      | <input type="text" value="Privacy Policy"/><br>14 characters. Most search engines use a maximum of 60 chars for the title.        |
|  Description                | <input type="text" value="Privacy Policy"/><br>14 characters. Most search engines use a maximum of 160 chars for the description. |
|  Keywords (comma separated) | <input type="text" value="Privacy Policy"/>   |

- 5) Create “Disclaimer” page
  - a) Simply create a disclaimer page using this [free tool](#).
  - b) Fill up the All in ONE SEO section.



The screenshot shows a form with three input fields. The first field is labeled 'Title' with a question mark icon, containing the text 'Disclaimer'. Below it, a grey box indicates '10 characters. Most search engines use a maximum of 60 chars for the title.' The second field is labeled 'Description' with a question mark icon, also containing 'Disclaimer'. Below it, a grey box indicates '10 characters. Most search engines use a maximum of 160 chars for the description.' The third field is labeled 'Keywords (comma separated)' with a question mark icon, containing 'Disclaimer'.

### Step 6 - Post Settings:

- 1) Delete “Hello World”
- 2) Start posting your first article and your first PR links!

Alternatively, if you think all these are too hard for you, you can always outsource it to [SEO Fastlane](#)!

## How To Build Proper Backlinks From Your PBN?

### General Rule Of Thumb:

- 1) Diversify your anchor text links format:
  - a) Image link
  - b) URL link
- 2) Build outbound links to high authority website such as Wikipedia.
- 3) **DO NOT** repeat the same anchor text within your PBN.
  - a) Use LSI keywords
  - b) Use common sense to make it look natural
    - i) Top “keywords” review
    - ii) Best online “keywords”
    - iii) etc.
- 4) **DO NOT** build too many links too fast. Keep it consistent, don’t go building 10 links one day and stop the other day. Keep it gradual. Schedule 1-2 posts to go out every other day.
- 5) **DO NOT** insert Tags within your post.
- 6) **ALWAYS INCLUDE** a YouTube video

### Step 1 - Articles:

- 1) Refer to these article directories:
  - a) [EzineArticles.com](#)
  - b) [GoArticles.com](#)
- 2) Or, pay someone to write it at:
  - a) [iWriter.com](#)
- 3) Use [SpinRewriter](#) to rewrite unique content:
  - a) Copy & paste articles from one of the directory above.
  - b) Generate unique version of article for each PBN site.

## Step 2 - Backlinks:

- 1) Build ONLY 1 exact match anchor text for any single keyword
  - a) Subsequent links for different PBN site: Diversify the anchor text using common sense & permutations of the same meaning.
  - b) NEVER REPEAT THE SAME ANCHOR TEXT!**
- 2) Include 1 Image with exact keyword as "file name".
- 3) Build 1 outbound link to Wikipedia relevant page
- 4) Build 1 URL link to your target URL
  - a) <http://www.targetdomain.com/>
- 5) Go back to Step 1 - Rinse & repeat!
- 6) **IMPORTANT:** Schedule 2 posts per target URL per day.
- 7) Sample article backlink:



That was the initial strategy and it was truly enjoyable to come up with all kinds of possibilities for beverages, food and designs. When it came time to actually get the things I required ... different story. [http://en.wikipedia.org/wiki/Cocktail\\_strainer](http://en.wikipedia.org/wiki/Cocktail_strainer)

With debit card in hand and feelings of hope in my heart, I ventured forth ...

Aftermath: Well, the party's celebration. I found exceptional offers on the things I needed and went shopping at places that can ship to my humble doorstep in time for the celebration, which in my case was by the end of the month. Keep in mind to all the party planners out there: As quickly as you know you're going to host a party, get thee online and place your orders.



One: Home Bar Accessories – First thing is to see to

### Step 3 - Indexing:

1. Install “Google XML Sitemap for Videos” plugin in Wordpress
2. Make sure you embed a unique relevant YouTube video on all your articles.
3. Generate video sitemap.
4. “Ping” Google once you’re done with all your articles.
5. Install “StatPress” plugin if you want to see how fast the Google bots/spiders start crawling your site!

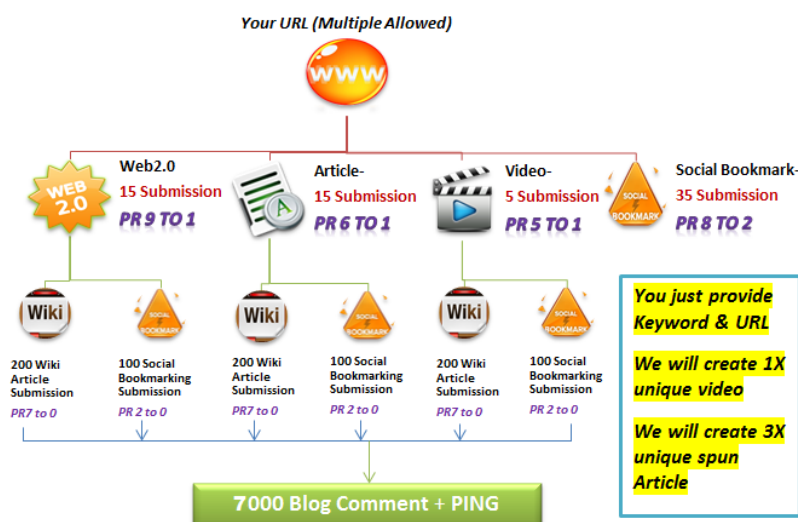
### How NOT To Get Penalized?

- Keep outbound links to 10 or below to pass best amounts of link juice.
- Only link to a money site once per domain (using rule of 3)
  - 1st Link: Exact anchor text you want to rank for “funny cats”
  - 2nd Link: Related Anchor Text. I usually place inside an image “funny cat pictures”
  - 3rd Link: Branding/URL anchor text. <http://www.websiteaddress.com/>
- Never link to Pharmaceutical, Tobacco or adult sites.
- Do not interlink your sites
- Do not publicly sell links

### How To Boost The Power Of Your PR Sites?

This next part is probably slightly overkill, but I feel it will really give your PR sites that extra boost. Especially after you bought the domain, you will most likely lose some links from some of the referring domains naturally. This happens because some of the people linking to the site may notice that the site has a new owner, or it has changed, so they remove their links.

Therefore, to prevent the PR sites from losing their link juice, I will usually send link pyramids from Fiverr for \$5 once a month. This keeps a fresh flow of links coming in, and in turn, passes link juice to my money site via my PR sites. Simply search Fiverr for “Link pyramid” or “SeNuke,” and you will find tons of gigs you can purchase. In essence, this is the same as creating Web 2.0 properties as Tier 1 in a 3-tier pyramid link structure, but since your PR sites are already extremely powerful, you don’t have to wait at all. This also indexes your new PR site in 1-2 days, and in turn, gets your money site rankings even faster!



## Final words...

That's it! That's all you need to do to rank literally any sites in under 30 days. Congratulations & give yourself a pat on the back for finishing this book.

To sum up everything that we've covered in this blueprint, PBN plays a vital role in ranking websites and if you treat it with respect, it'll reward you with endless rankings...and the beauty is that you're in FULL control over where the link juice flows!

Five years ago, I moved to Australia and began exploring online marketing, only to end up falling in love with SEO. I used it to make my first dollar online. Then, three years ago I used my knowledge of SEO to co-found a digital marketing agency. Today, I'm an SEO consultant for businesses who genuinely value my help, and I get to do what I love every single day.

As you can see, SEO has literally transformed my life, my career, and my dreams. Maybe you don't care about the life or the dreams part, but I know that if you use the SEO tactics and strategies outlined throughout this book, your business can become more successful than it's ever been.

If you haven't actually started your SEO campaign yet, well, what are you waiting for?

And whatever you do...

Do *not*, I repeat, do *NOT* go out and start looking for more SEO advice. There's too much garbage out there and you'll find yourself drowning in analysis paralysis. ***Don't let that happen!***

The SEO techniques in this book have been refined over 5 years of real-life testing and results. They've held up through thick and thin, from Google Panda to Google Penguin, and they'll continue bringing traffic to my clients and me for years and years to come.

So, in the words of Nike, **Just Do It.**

Thanks for reading... It's been fun!

- Robin Dai



## **Resources:**

### Hosting (PBN)

- [SkynetHosting](#)
- [Hostnine](#)
- [PazHosting](#)
- [SEOWebHosting.net](#)

### Hosting (Money Site)

- [BlueHost](#)
- [HostGator](#)

### Domain Snipping Tools

- [PR Powershot](#)
- [Register Compass](#)

### PBN Tools

- [SpyderSpankerPRO](#)
- [Privacy Policy Generator](#)
- [Disclaimer Generator](#)
- [EzineArticles.com](#)
- [GoArticles.com](#)
- [iWriter.com](#)
- [SpinRewriter](#)

### My Own Products/Services

- [Your SEO Sucks!](#)
- [Catapultz](#)
- [Freelance Fastlane](#)
- [SEO Fastlane](#)

### Miscellaneous

- [FakeNameGenerator.com](#)