



Presents:

Podcast Episode 135: The Backlinking Strategy that Caused My Traffic to Skyrocket



By: Leslie Samuel



This Transcript is provided by Become a Blogger. For more Resources like this, visit www.becomeablogger.com.

Introductions

[Intro by Guy Kawasaki, Gideon Shalwick and Farnoosh Brock]

Hello, hello, hello and welcome to another episode of Learning with Leslie, the podcast where you learn, I learn, we all learn about how to build an online business with a blog. No, I'm not talking about one of those blogs that will fall by the wayside when Google has a mood swing. I am talking about one that will thrive no matter what gets thrown at it.

I'm your host, Leslie Samuel, from becomeablogger.com where we're changing the world one blog at a time and as usual, I have another exciting Episode for you today.

In today's episode, Episode 135, I'm going to be outlining the back linking strategy that has caused my traffic to skyrocket. It's no secret -- Google values back links. The more links you have from authority sites, the more likely it will be for your blog to rank high in the search engines and get a bunch of traffic. Traffic is always good to have right?

Well, since we know that back links are very helpful, a lot of people have come up with all kinds of strategies for getting those back links, with the idea of manipulating the Google search results so that they can rank higher. This is something that has worked for MANY people and it's also something that has burnt many people.

So, I want to talk about how to do it the right way. That's what we're going to talk about today.

All right, all right, back linking, such a hot topic. It's a topic that a lot of people have been talking about over the last few years because it's all about how to get traffic back to your



site because if you have a great blog and your blog has great content but nobody is visiting that blog then, what's the point, right? So, I want to dive into that a little bit today.

Some Announcement – Upcoming Blogging Conference

But, before I dive into that, I want to make an announcement, a very exciting announcement, well, depending on where you live in this world, specifically the United States of America. I am going to be co-hosting a conference / workshop that is called [Blogging Concentrated](#).



This is going to be in Milwaukee, Wisconsin on Sunday, November 17. It's called Blogging Concentrated, the organizer, the main guy behind it, his name is Dan Morris. He's someone that I met at, first I met him at **Blog World** and then, we have been connected since. Then, when I spoke at **Savvy Blogging**, he was one of the main presenters there and this guy knows his stuff.

He is behind the site [Common Sense Revenue](#) and he really helps people to figure out how to build a business with their blogs. When I say, "build a business," build one that makes money.

He is one of the co-host and then, there's Maureen Fitzgerald from Wisconsin [Mommy.com](#) who is also very much into blogging, has won a number of awards, been on local television shows and all that kind of stuff, quoted in national publications, Wall Street Journal and all that fun stuff. She's one of the other co-hosts.

Then, of course, there's me, Leslie Samuel from [BecomeaBlogger.com](#) and [Interactive Biology](#). If you don't know me, well, get to know me by listening to this podcast but, we're going to be co-hosting this event. It's a workshop / conference. It's a one-day workshop. It's going to be from ten o'clock in the morning to six o'clock in the evening at a place called [Stone Creek Coffee](#).

It's going to be more of an intimate type of workshop, not hundreds or thousands of people. We're going for a maximum of 35 people and we're going to be... It's kind of an interesting

setup. How it's going to work is you come to this workshop and we're going to have a list of topics. You can put a pin in the topic that you're most interested in hearing about and what's going to happen is we'll start with the topic that has the most pins and we'll just work our way through and get through a bunch of these things.

I'll read to you some of the topics that we have suggested and you can add your own topics to it.

- Image marketing and the formula for image marketing
- The Anatomy of a Perfect Post
- Ebook Strategy: Pricing, Empire Building and Where
- The Vital Connection between Brands and your Audience.
- Advanced Keyword Research. (Man, this guy, [Dan](#) knows a lot about [keyword research](#), [Adsense](#) and all that kind of stuff. He is also one of the guest writers for [Become a Blogger](#).)
- How to build a revenue stream then, grow it through measurements.
- Google+, Google Authorship, rich snippets and publisher rules.
- How to use a blogging network or a blogging matrix.
- How to Hire a Virtual Assistant: The Strategy behind Paying for It.
- What can you learn about your site from Pinterest?
- YouTube Social Marketing structure to drive traffic.
- Rebranding? How to do it without losing fans.
- Which 20% of your efforts are creating 80% of your revenue?
- Using Google Analytics and Webmaster Tools to increase revenue.
- Using automation to leverage your business.
- Strategy Behind: Categories, Tags, Pages, Posts, Descriptions, and Permalink Structure.

So, here's the thing. This is not the workshop for someone that is trying to figure out what a blog is and how to use Wordpress. That's not what it's about. It's about people that already have blogs but, they are really trying to take those blogs and make it into something bigger, something that makes money, and all that stuff.

So, if you are in the Wisconsin area, Milwaukee, Wisconsin and you're interested or you want to come in to that area, you want to fly in there and attend this workshop, it is extremely affordable. I think it's something like \$139 and we're just going to be attacking these topics. There's going to be discussion. We're going to be showing demonstrations. We're going to be answering your questions and all that fun stuff.

If you're interested just to even check it out, go to becomeablogger.com/concentrated. You'll get all the details. I would love to see you there. I might even think of going a meet-up in the area. I'm not sure as yet, depending on how many people live in that area.

So, if you live in that area and you would like to do a meet-up, you're not sure that you can attend the conference, let me know in the comments of this episode. This is Episode 135. Becomeablogger.com/episode135. I would love to see you there especially if you can come to the conference. That would be awesome. I know you're going to learn a ton. These guys know their stuff. I kind of know my stuff too. I've been doing this for a few years.

If you want to come, you're maybe not happy with where your blog is right now and you really want to take it to the next level. I would highly recommend this conference for you, this workshop for you. We're going to get into some serious stuff.

What is Backlinking?

All right, let's get into this backlinking stuff. I got to be 100% honest with you. I am tired of all these backlinking stuff. It has become the strategy or THE strategy that many marketers are pushing. Get a bunch of backlinks. It's a search engine optimization tactic. There are a bunch of programs that have been created that can automate your backlinking.

You can go to a site like Fiverr.com, pay someone \$5 in a foreign country or something to get a ton of backlinks to your blog or to your website and this is something that a lot of bloggers promote.

I understand why they promote it. Here's the history. When Google came on to the scene, they needed to find a way to accurately serve up the most relevant sites or the most relevant search results when someone goes to Google and they search for something – how to make coffee, or how to start a blog, or how to knit, or whatever the case might be.

They wanted to serve up the most relevant results and the system they came up with was heavily reliant on backlinks and there were three main factors, the number of backlinks you had from other sites, of course, the quality of the sites that are linking to you.

So, if these are high-authority sites like a new site or a government site or a site that ranks very well, and they are linking to you, that gives Google an indication that, okay, this is significant. It is not just some crappy link.

And, also the **anchor texts**, what I'm referring to is when someone links to you, they are linking to you by inserting a link in a short keyword phrase, or short anchor text.

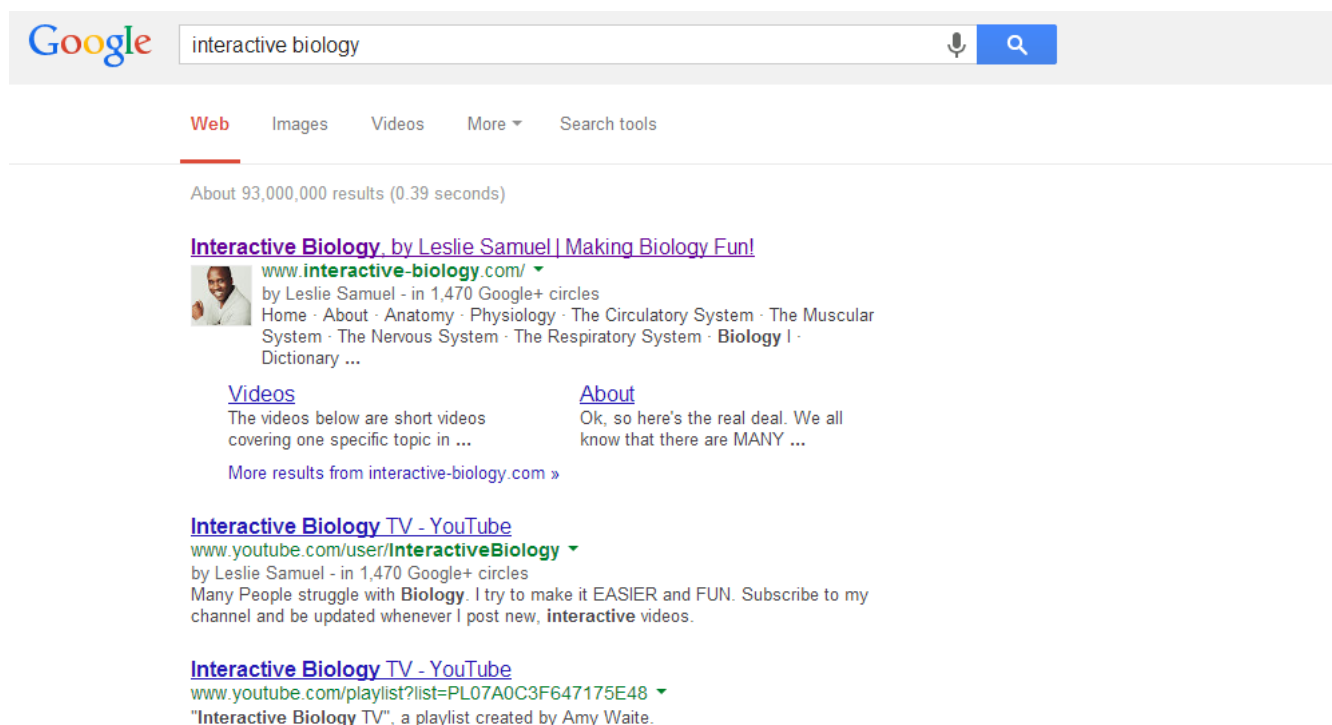
So, it might say, "If you want to learn to blog, click here." Then, the "Click Here" will be clickable because they'll change that to a hyperlink that comes to BecomeaBlogger.com. Or, "Find out about blogging," and then, they might hyperlink the word, "blogging." That anchor text gave Google, or still gives Google an indication as to what the page that it's linking to is about.

So, Google will take this information. The number of links, the quality of the site that's linking to you, the anchor text and based on that, they will determine how relevant you are, how relevant your blog, your website is to the search that the individual is doing.

As a result of that, people started to look for ways to game the system because it was a pretty straightforward system. And, the more backlinks you get, the higher your site would rank in the search engine and as a result of that, the more traffic you would get when people go to Google and search for all types of different things.

People came up with software to automate this backlinking. People came up with all kinds of schemes to automate this backlinking. These have worked extremely well in the past, some of them still even work today. Back then, it was really easy to get your site to rank.

Now, search engine traffic is very significant, at least for me, it is extremely significant. Over the last month, Google has sent 73,736 visits to my Interactive Biology blog. That is more than ever before, I mean, I'm sorry, that's not how much Google I sent. That's how many visits I've had to my Interactive Biology blog.



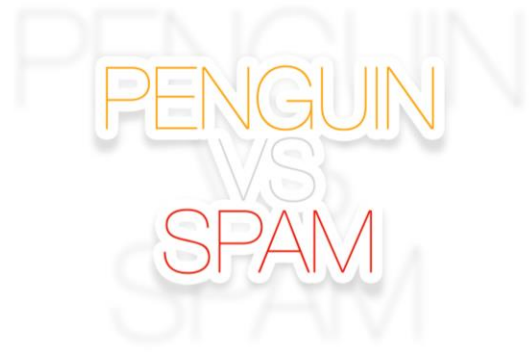
73,736 and of those, the search engines have sent 48,830. That is the highest number in terms of traffic coming to my site. It's all from search engine. That makes me a little nervous because if Google makes an algorithm change, things are going to change.

But, actually, every time Google makes an algorithm change, I get more traffic. Why? Because of how I have been building my site and that's one of the things I'm going to be talking about today.

So, obviously, Google Traffic is good traffic. It is sending me a ton of traffic and I am excited about that.

Here is the thing. Google is getting smarter and smarter. They are making all kinds of algorithm updates and the reason they're making these algorithm updates is because they don't want you gaming the system. They want natural results. They don't want you getting a bunch of results because you were able to get someone from Fiverr.com to get you more backlinks than me.

They want to know that your content is the most relevant because, and this is a fact, if they can serve up more relevant content, people will use them more and if people use them more, they can serve more ads and make more money. That's what it was on to.



Why Get Backlinks?

There are two main reasons for getting backlinks.

#1: Google Juice

Number one, Google juice. You want to have as much Google juice as possible. You want Google to love you. You want Google to send as much traffic as possible to your blog.

#2: To get Direct Traffic

But, number two, also, for direct traffic. When someone goes to a place and it has a link to your website, or to your blog, and they click on that link, that's one more visitor coming to your site.

Now, in terms of referral traffic, I've gotten 7434 visits from others sites linking back to my site and that is significant. That's a lot of people. It's not as much as Google but, it's still traffic and traffic is good. I like traffic. Traffic is my friend and traffic can be your friend, too.

Backlinking: The Google Way that Google Loves

A lot of people have been asking me, what kind of backlinking strategy have I used for building my blogs? I want to share with you my strategy because it is extremely simple. It is not rocket science. It is not some automated process. It is me taking steps that I believe, Google loves and I don't want to be burned by Google.

So, even if I found a strategy that works today because someone is promoting this strategy that helps them to get a ton of traffic, I am most likely not going to do it. I've had a number of people try and convince me to use this strategy or that strategy and I've stayed away from

doing it because in my opinion, it's not organic. It's not authentic. It is not genuine. Google doesn't like that. If Google doesn't like that, I don't want to do it.

I remember when I first got into Internet marketing, I found out about a guy who started building blogs and building a business from those blogs and making money through Affiliate marketing.

He built it up to where he was making \$10,000 a month. \$10,000 a month in my opinion, maybe not in your opinion, but that's a lot of money. I'm happy to make \$10,000 a month. I would not complain about that. I have had months where I've made significantly more than that and that's exciting to me.

So, he was making that amount of money and then, Google made an algorithm update. Before that algorithm update, he was consistently making \$10,000 a month. The day of that algorithm update, it went down to zero – ZERO!

I don't care where you are but, \$0 is not a lot of money [*laughs*]. \$0 is no money at all and we don't like making no \$0. We want to make at least one because at least that, we can say, we're making money online.

Anyhow, ever since I've heard that story, I've always told myself, I'm going to go about **doing this the right way**. It might be slower than others and I'm okay with that. I would rather build **slowly, consistently, strategically** and in a way that will not get me burned by Google.

All right so, how do I do it? What have I done?

I'm only going to talk to you about things that I have done. I'm not going to talk to you about any strategies that I have heard other people do because I have not done it so, I can't vouch for it. When I speak to you, I want to make sure that I am teaching you things that have worked for me.

#1: Create Awesome Content.

Number one, this is what it all comes down to. This is the most important thing. If you do all the rest but, you're not doing this, it absolutely doesn't matter and that is, you know what it is already, create awesome content. There is no substitution for awesome content.

If your content is crappy and you have awesome marketing, it doesn't matter. Yes, you might make a few dollars today, or you might make a lot of dollars today, I don't know. It might work for you but, the fact is, if your content is not awesome, people will not want to come to your site. And, if they come to your site and they see the crappy content, you know what they are going to do? They are just going to leave. And, you don't want them to leave.

So, make your content awesome. With my [Biology blog](#), I did that. I wanted to make my content unique. I wanted to make my content awesome. I created videos and I did them consistently for a while. I haven't touched the site really significantly in two years but, it's still getting more traffic than ever before.

This month has been the highest amount of traffic ever. In terms of unique visitors, I've had over sixty-two thousand, close to 63,000 unique visitors, and every few days when I say the number, it's higher than the few days before. So, that's great to see.

But, the reason for that is because when I built the blog, I created **awesome content**. That's what I'm doing here at Become a Blogger. It's all about the content. That's why, even though we have guest writers, they go through an extensive process to make sure that their content aligns with what we are trying to accomplish and that their content is awesome.

By the way, if you're interested in writing for Become a Blogger, go to becomeablogger.com/write and we'll take you through the process and all that stuff.

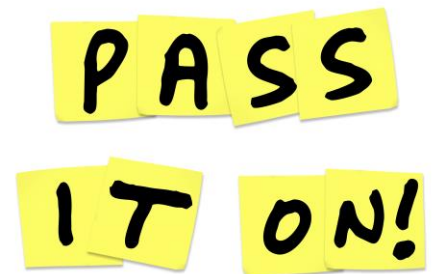
So, number one, create awesome content.

#2: Spread the word and be proud.

Number two, tell people about it and be proud. If you're creating awesome content, if your content is helpful, your content is entertaining, your content is informative, your content is creative, whatever it is, if it's adding value, you want to be proud about telling people about it. Whether it is, people you talk to via email, people you talk to on Social Media. I'm not talking about being spammy. Please, don't mistake what I'm saying for spamming a bunch of people.

But, if it's relevant, let them know about it. You are going to be your biggest evangelist in the beginning and then, hopefully, as you grow, the people that come to love your content, they are going to be your evangelist and they are going to tell the world about it and that's going to help your blog to grow even more. That's exactly what happened with my Interactive Biology blog.

All right, so number one, create awesome content. Number two, tell people about it. Be proud of what you've created because your content is awesome.



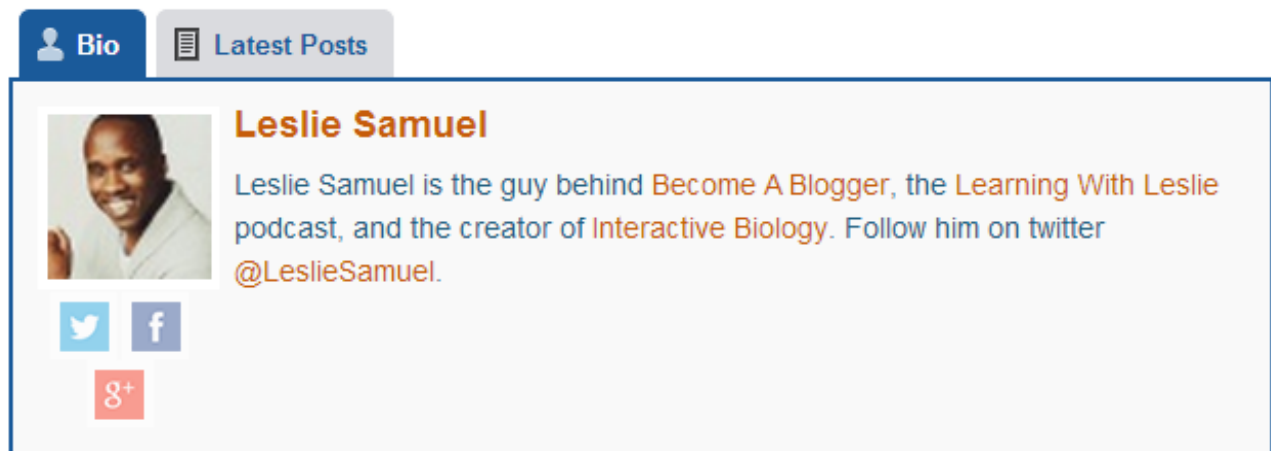
#3: Link from all Social Media profiles.

Number three, this is just a simple strategy that you got to be doing. If you have Social Media profiles, you should have Social Media profiles if you're listening to this podcast, you want to be linking to it from all of your Social Media profiles so that, when people get to know you online, they see that you have this site that has awesome information.

They click on that site and when they click on that link, they come to your blog and as a result of that, they see your awesome content and they love your awesome content. They want to share it with the world and all that stuff.

So, your Twitter profile, make sure it's completely updated with all of your information and it has a link to your blog. Your Facebook profile, make sure it has all your information so that, people can find out a little bit about you and then, it has a link to your blog. Whether you're on

Pinterest, or Instagram, or whatever the case might be, you want to link back to your blog from all of your social media profiles.



Of course, if you have a Facebook page or a Google+ page or whatever the case might be, you want to link back to your blog from all of those profiles.

So, that's number three, link to it from all of your social media profiles.

#4: Link between your own sites.

Number four, if you have multiple sites, there's absolutely no reason not to link between those sites. So, for example, on Become a Blogger, I talk about Interactive Biology all the time and you know what I do? I link to Interactive Biology.

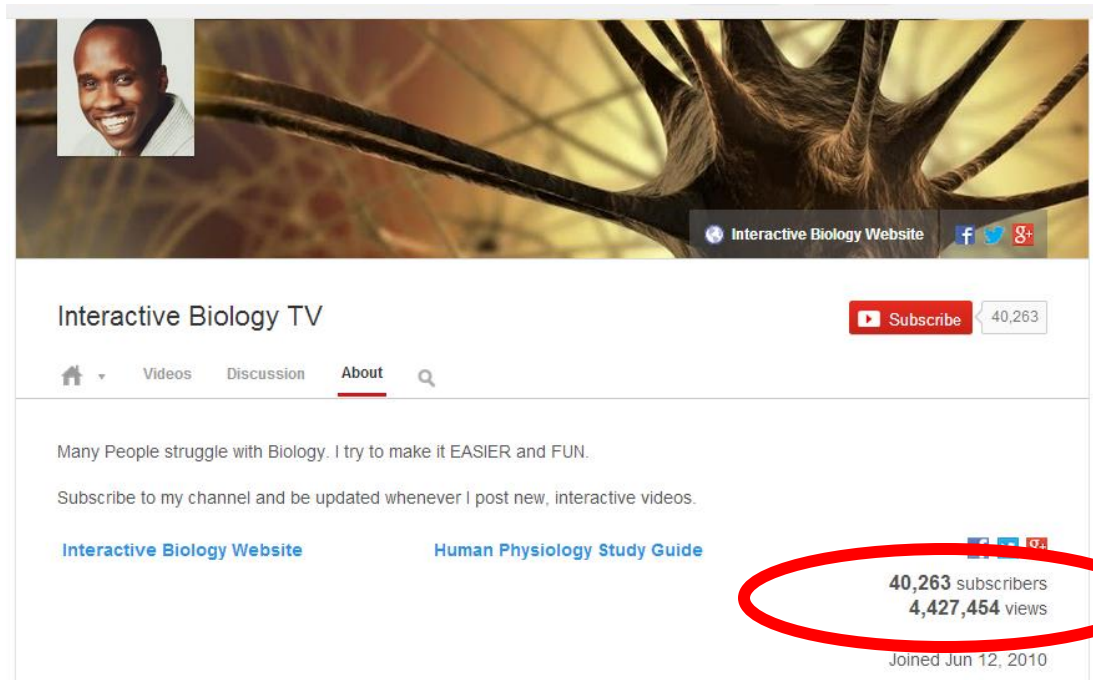
On my personal website, leslie-samuel.com, I have links to Become a Blogger, I have links to Interactive Biology because you know what? Those are things that I am actively involved with and when people come to my personal site, they can see these things and come back to those blogs.

Not only that, but once again, these links count for telling Google that these sites exists and it can help you in your search engine rankings. It's very legitimate. It's not you trying to spam and get a ton of links. It's you linking between sites that are relevant to you.

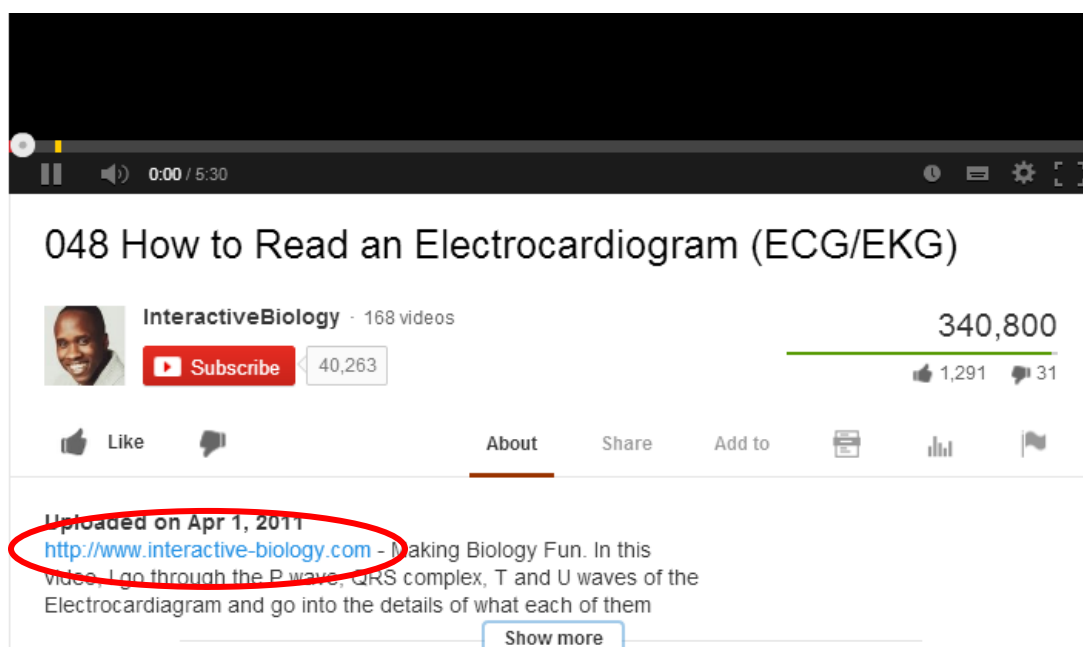
#5: Link from your YouTube channel or any video streaming sites.

All right, this next one has been a huge one for me. It is the one that really got me started especially since I was using video significantly. If you are using video and you are posting them on YouTube, by the way, if you're using video to grow your audience, you definitely want to be using YouTube, that is what really got me going.

On YouTube, over the last month, my videos have had 200,000 views. We're at a total of over 4.4 million views over there and that has brought significant exposure, significant traffic and all that good stuff.



So, if you're using YouTube, you want to make sure to link back to your blog in the description of every video. That's the first thing I put. So, I would put <http://www.interactive-biology.com> and then, I would go on with the description. That's the first thing so that, when people want to find out more about this video, they can click on that URL and come back to your blog.



That is what got me going. That is one of the big things that got me going in the beginning and keeps me going today.

#6: Link from your University school page.

Now, if you are in college, University or something of that sort, you go to a community college, wherever you go, many of these schools allow you to have your own personal webpage on the school website, on some section of the school website. This is something that my school has for every student, for every faculty member and all that stuff.

And, you know what I did? I just created a simple web page and on that simple webpage, I spoke a little bit about me and then, I link to the sites that I own the blogs that I own and of course, Interactive Biology is one of those.

Now, what does that do? Sites that are .EDU so, Andrews.edu is the University that I teach at, those sites have a significant amount of authority and when Google sees you being linked to from an educational website or a government website, it attributes a lot of value to that.

So, I knew that and I made sure to take advantage of that so that, if anyone finds me on my University page, they can come to my Interactive Biology website which is very relevant to what I do at the University and not just that, Google sees an educational website that's linking to my blog.

As a result of that, it attributes some authority to my blog. So, if you have a University or school page or whatever the case might be, link to it from there. That is one of the tips that I heard in the beginning and I said, "Hey, I can do that." And so, I did it.

That definitely did help. That's number six.

#7: Comment on other blogs in your niche.

Number seven is a simple one. Especially when you're growing your blog, you want to be doing this. I don't do it anymore because I don't need to anymore but, it did help to get me going in the beginning. It's something that I recommend for you to do. That is commenting on other blogs in your niche.

Now, if there are other blogs in your niche, which there are. It might not be directly in your niche. It might be in a niche that's somewhat tangentially related to your niche, and they are serving valuable content. They have a significant audience, why would you not want to comment on those posts?

Commenting on those posts does a few things. Depending on the type of blog, it once again, passes search engine when Google scans that site. It also comes back to your site because of the link in your comment. Usually when you leave a comment, you put your name and then, your URL and it links your name back to whatever that URL is.

So, when Google scans that site, it can follow that link and come to your site and see that there is a link back to your site.

Once again, it helps for authority. It helps for building search engine rankings and all that stuff, depending on the blog.

In terms of how much exactly it helps, it's debatable. You would find different information in different places. Of course, Google is getting smarter at trying to figure out if this is just SPAM stuff or you're just doing this to get rankings.

But, that's one thing that it does. It also, number two, when people see your comment, if your comment is a good comment, not just a comment where you're saying, "Great post," or, "I like this," or, "Thank you."

I get so many of those comments and they are not adding any value besides the fact that your comment count is one count higher. That's not what I care about as much. I care about the value that the community is contributing to what I am trying to accomplish with my blogs. That's the second thing that it does.

Number three, if you're leaving **informed comments**, comments that add value, that stands out in the eyes of the individual that owns the blog because a lot of people leave crappy comments.

If your comments are consistently awesome, you're going to stand out in their minds and that opens up the opportunity for a significant amount of networking and that can pay off extremely well.

I'll talk about that as the last point.

So, point number seven, number seven that you can do for building back links is commenting on other blogs.

#8: Guest posting.

Number eight, guest posting. Guest posting is significant in terms of driving traffic. I did not use it for my Biology blog but, I've used it for my Learning with Leslie, Become a Blogger... all these internet marketing teaching what I'm doing. I've done that significantly and that has resulted in a number of direct traffic, a number of exposure, people knowing who I am as a result of being featured on bigger blogs. That is a great way for you to get your stuff out there.

If you want to find out more about guest posting, Gary Korisko has been posting a guest posting series on my blog and it is awesome. It's called **Guest Post Mastery**. He's done 3 articles about it so far. You can get to it by going to Becomeablogger.com/guestpostmastery.



That will take you directly to the first post that's going to link to all of the other posts. Depending on when you listen to this, it might have all 8 of the posts.

As of right now when I'm recording this on October 23rd, it has three of those posts but, it is extremely valuable where he talks about how to prepare for it, how to choose the right blogs to post on, how to approach the individual with the highest level of success to get those guest posts, how do you take advantage of your guest post to bring maximum exposure and get maximum amount of traffic and all that kind of stuff. You want to check that out if you care to look into guest posting.

#9: Get interviewed on other podcasts.

Number nine. Number nine is a little trickier because when you're first starting, it's not something that a lot of people are going to be interested in doing but, as you grow, you would be surprised at how many people contact you for this.

But, being interviewed on other podcasts, that is extremely valuable. If you're interviewed on podcast on a regular basis, that can bring traffic. It brings exposure and all that kind of stuff, making sure that when they interview you, they are linking back to your blog and that can bring a significant amount of traffic.



I do interviews now pretty much every week. I get interviewed on other podcasts relatively consistently, sometimes two a week, depending on the week, sometimes none, but that helps to build exposure for my brand, exposure for my blog, and all that other stuff.

So, if you have podcasts in your niche that you are interested in being featured on, you definitely want to work on relationships with those individuals and eventually, it can grow into a relationship where you are being interviewed on their podcast and that for me, has brought a significant amount of exposure. That's point number nine.

#10: Connect with other bloggers in your niche.

We have one more, number ten. Connect with other bloggers in your niche and help each other out. This was significant for me. It still is significant for me. This is the number one thing that has resulted in a significant amount of traffic, THE number one for my Interactive Biology blog. I remember in the beginning, I contacted other Biology bloggers and spoke to them about how I can help them out and then, also told them a little bit about my blog.

I remember one in particular that saw what I was doing, got excited, linked back to the blog and overnight, a bunch of traffic came as a result. So, connecting with other bloggers in your niche not just sending them an email and asking them to link to you but, trying to connect with them in a way that you can help each other out.

When I connected with her, I connected with her because I knew a lot about Wordpress and she looked like she was having some issues with her blog and I wanted to help her out, not

that she was having some issues but, I had some suggestions, and some ways that I could help her to do what she's doing even better.

It ended up that she didn't use to have but, in return, for me even offering and when she saw the type of content that I was creating, she ended up linking to my blog and that brought a significant amount of traffic.

Those are the ten strategies. That's all I do when it comes to backlinking. You know what? I told you how much traffic my blog is getting and that is significant to me. It's the result of strategic backlinking, not trying to game the system but doing things that are legitimate, doing things that make sense, doing things that add value, doing things where I could network with others and getting it out there.

Recap

So, to recap on those ten strategies or the ten things that I believe are the best way to build backlinks.

- #1: Create awesome content.
- #2: Tell people about it. Be proud. If your content is awesome, let people know.
- #3: Link to it from all your social media profiles.
- #4: Link from any other sites or blogs that you may own.
- #5: If you're doing video and you're on YouTube, link from YouTube in your video description or any other video streaming sites that you might be using.
- #6: If you have a University or school page, link to it from there.
- #7: Commenting on other blogs, finding other bloggers that are relevant to your niche and leaving informed and valuable content.
- #8: Doing guest posts. That is significant. Helped me to gain a significant amount of exposure and you can check out BecomeaBlogger.com/guestpostmastery for Gary's series on that.
- #9: Be interviewed on podcasts.
- #10: Connect with other bloggers in your niche.

That's pretty much it for this episode. I hope you got a lot of value from that. My question for you is,

Which of these strategies are you going to start with?

You don't have to do them all at once but, you want to start somewhere. So, what strategies are you going to start with for building your backlinks?

Hey, if you are enjoying this podcast, I would really love it if you were to go over to iTunes and leave me an honest review, becomeablogger.com/iTunes. When you do that, it helps me to get

more exposure, it helps to get additional visibility, and people find the podcast easier, and it helps me in my goal of changing the world one blog at a time.

If you are trying to get your blog started, you are not sure how to do it, you want to create content, Inspire Others and Change the world, check out my Free blogging course at www.freebloggingvideos.com, where you get to follow me as I show you HOW I've built my blogs into successful online businesses and how MANY others have done the same and how you can do the same.

Freebloggingvideos.com - It's free, actionable, and it's awesome.

Of course, if you have questions that you want me to answer on this show, you can call the hotline. I will play the number at the end. You can call that, leave a message and I will deal with it. Who knows, I might even record a full episode just answering your question.

That's it for this episode, until next time, take care and God Bless!