

INTRODUCING YOURSELF TO THE NEIGHBORHOOD

Now that you let Google know through the uses of social bookmarking that your site exists, now time to let the neighborhood know that you exist as well. You do that by looking at all the different ways, enthusiasts or people who are interested in your particular topic or niche, where they go and discuss things.

Where there is an opportunity to discuss and comment, it is usually an opportunity to put your URL and get linked back. This is absolutely legitimate as long as you contribute to the discussion. It is really important.

Just going out and spamming blogs or forums with the message like "Hey, check out my site!" is really not creative and bad. You can do a bit more by contributing to the community.

Think of it as somewhere you want to live for a long time. You would like to get along with the neighbors, not otherwise.

You will learn in this lesson some techniques to contribute to the conversations.

Remember in Day 8 you already let people know about the blog. Literally, within three hours you can see that the example blog has been listed inside the search result pages as dual listings in position 82 and 83.

As you add links, you'll see it shoot up through the index. What's amazing about this, and what should not be possible according to the experts, you do this with your own domain and your own blog.

There is no risk on Squidoo, Hubpages or anything like that, although those will become an important part of the whole strategy. You are using your own domain and it only takes 3 hours, in this example, to get into Google and actually be ranked.

We may not have much traffic yet. We've gotten there just with a couple of links, and we've not even begun.

Let's start to see how you can get those links.

GOOGLE GROUPS

The first place to discuss things is in Google Groups. It is sort of an extension of all newsgroups. You can do this by visiting [Google Groups](#).

Just do your search with your particular keyword. For demonstration purposes, it is *vintage electric guitar*.

Although what you often find when you are searching for forums and blogs to comment on, you may need to go up a level on your main keyword and phrase in your marketplace. In this example, using *vintage guitar* may be sufficient. You should have an equivalent in your particular niche.



The screenshot shows a Google Groups search interface. At the top, the Google logo is on the left, followed by a search bar containing the text "vintage electric guitar". To the right of the search bar is a "Search" button and two links: "Advanced Group Search" and "Preferences". Below the search bar, there is a "Groups" section with a link "View all web results >". The search results are listed below, each with a title, a group name, and a brief description of the post. The first result is titled "PROFILE VINTAGE electric Guitar \$230" and is from the group "aus.ads.forsale". The second result is titled "Yamaha SG-2000 Vintage Electric Guitar" and is from the group "alt.guitar". The third result is titled "FS: \$500 - 1962 Gretsch Corvette - vintage electric guitar" and is from the group "triangle.forsale". The fourth result is titled "FA: 1967 Fender Coronado II Vintage Electric Guitar" and is from the group "alt.guitar".

You can see all sorts of different groups. Your niche may vary, some will have very specific groups, others will not.



This screenshot is identical to the one above, showing the same search results for "vintage electric guitar". A red arrow is drawn over the image, pointing from the right side towards the title of the second search result, "Yamaha SG-2000 Vintage Electric Guitar".

You can take a look at various search result. If you click on the second search result, you will see a screen like the following.



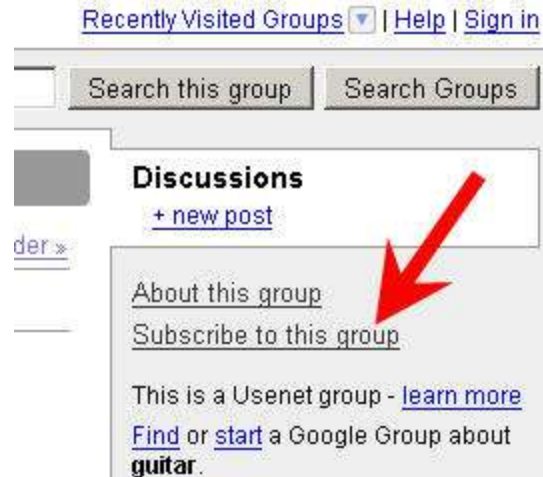
The screenshot shows an email interface for the 'alt.guitar' group. At the top, there is a header 'alt.guitar' and a sub-header 'Yamaha SG-2000 Vintage Electric Guitar'. Below this, it indicates '14 messages - Expand all'. The main content is an email thread starting with a message from 'Bill Bessette' about selling guitars on eBay. A reply from 'jtees4' follows, and then another message from 'Bill Bessette' with a 'View profile' link. The thread continues with a quote from 'jtees4' and a reply from 'Bill Bessette' containing a URL and a closing statement.

If the particular topic is not suitable, but the group is relevant to your group, you can scroll down to the bottom and click on the **Back to Discussions** link to see various discussion topics relevant to the group, in this case, it is alt.guitar.



This screenshot shows the bottom portion of an email thread. It features a quote from 'Tbe' about 'called GB after they were sued'. Below the quote is a separator line with asterisks, followed by the text 'NEVER FORGET!!!' and a URL: 'http://cf1.newsday.infi.net/911/victimsearchframe.cfm?id=2105!'. There are links for 'Reply to author' and 'Forward'. The thread ends with 'End of messages:' and a prominent blue link: '« Back to Discussions'.

You can start joining this community and soon contribute to the discussions. If you are logged in you can subscribe to this group by clicking on **Subscribe to this group** link near the top right hand corner of the page.



You can choose different email options, i.e. no email, abridged email (1 email per day), or digest email (approximately 9 emails per day).

A screenshot of the Google Groups subscription page for the group 'alt.guitar'. The page features the Google Groups logo and the group name 'alt.guitar'. Below the name is a 'Join' button. The main section is titled 'How do you want to read this group?' and contains three radio button options: 'No Email' (selected), 'Abridged Email (No more than 1 email per day)', and 'Digest Email (Approximately 9 emails per day)'. Below this is the 'What nickname do you want people in this group to see?' section with a text input field containing 'Hendry Lee'. A red arrow points to the 'Subscribe to this group' button. At the bottom, there is a link: 'Get email alerts of messages containing specific keywords.'

Click on the **Subscribe to this group** button to continue. You may also get email when your particular keyword is mentioned, which usually means a good opportunity to jump in.

This is just one place...

FORUMS

You may also use Google search engine to locate different forums related to *vintage guitar*. In this case, you want to type *vintage guitar forum* into the search box.



There are heaps returned by the search result. By joining the forum, these are great places for you to contribute to the conversations and have your link. Most forums, Thirty Day Challenge's forum for example, have rules about links. In TDC, it is FriendFeed. In various other guitar forums, you can join up, add your profile and signature that link back to your web site.

You are going to learn how to do that in a minute.



Let's visit the *vintageguitars.org.uk* forum. You may see that the third listing in the search result is a direct link to the discussion board.



Before you register, it is very important that you read different rules related to the forum.



The point is that you don't want to land here and start throwing links furiously. That's completely wrong. You should not do that because it is just not the way to do things.

If you browse around, you may notice that some people have links to their web sites in the signature of the posts.



Make sure you're adding to the conversation. This is important.

Tips: If you look at the search result, Google actually ranks various vintage guitar forums based on their authority from the Google's standpoint. For example, you may want to look at the *vintaxe.com* forum because it is the forum that Google ranks highest.



Remember, the higher the authority, the more power the backlinks are.

You don't need to worry about this, but some people talk about *nofollow* links and juice and other stuff. For what we're doing here, a link is a link is a link. Don't fret about it.

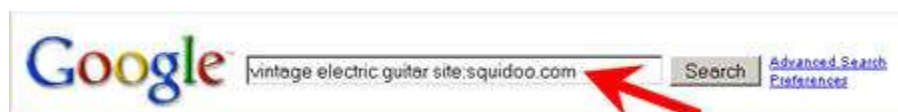
As you get more experience, you'll start to understand the whole *nofollow* thing. As long as you do it ethically, then you are absolutely set.

WEB 2.0 SITES

There are also a lot of Web 2.0 sites where you can comment such as Squidoo. This is a trick pointed out by GuruBob, because it throws up links that you wouldn't actually think about. You are taking advantage of Google's own authority and ranking system.

Here's what it means. Now search Google using the following query.

vintage electric guitar site:squidoo.com



Basically, that means you search using your key phrase and nail down your search only in Squidoo.com.

You will see the result that there are 127 pages from *squidoo.com* that has the key phrase *vintage electric guitar*.



Based on the search result, Google returns pages that it thinks most important to it, sorted by its rankings.

The first one, **Vintage Guitars for Sale at the Music Archive**, is the most relevant to Google.



If you examine [the page](#), you will actually see a very good lens with attempts to commercialize it. Moreover, if you scroll down close to the bottom of the page, you may notice it has a guest book.

Vintage Guitar Gurus Guestbook

I'll show you mine if you'll show me yours!

Before you head out for your next gig let us know what you've got in that big case of your vintage guitars do you own or play?

Or, just say hey-ho how's it goin on your way out.

You can contribute to the lens by filling out the form below the comments, like shown below.

Just put in your name and enter some comments. Try to come up with something that adds to the lens so it doesn't look like a stupid spammer or robot that goes to Squidoo.

Squidoo allows actual URL in the *blurb* text area, so you can have a bit of code, which actually provides the link.

The code on how to create a link is as follow:

```
<a href="http://www.vintageelectricguitarblog.com">Vintage Electric Guitar</a>.
```

You start with `` and insert the anchor text for the link before closing it with ``.

In this case, you are particularly interested in having *vintage electric guitar* as part of your link text.

Finally, before clicking on the **Save** button, enter the captcha text first.

Now you are just created another link in the highest ranked Squidoo lens, which according to Google has the highest authority.

You can do the same tricks for Hubpages and a whole bunch of things you are going to learn about.

Again, it is very important that you do this ethically and ecologically. Be a contributor to the conversation. Make deposits and so you may withdraw. If you do that without deposit, that is called robbery.

ACTION ITEMS

You should explore your neighborhood and participate in conversations. Do that for five minutes a day, a couple of links a day, and by the end of the Thirty Day Challenge, you have another 40-50 links. You know from the Market Samurai report, 40-50 links can go a long way to help you in the rankings.