

INCREASE OFF PAGE AUTHORITY – GET MORE LINKS!

Today and tomorrow, we will be focusing again on building backlinks or authority to your blog. Now that you are posting to your blog for much more long tail keywords, you are going to focus on building links to your post pages – which is known as deep linking.

If you build links to the home page of your blog and at the same time to the post pages, that would give you a much wider authority and rankings across all the keywords you aim to rank over the long a longer term.

ONLYWIRE

The first one you are going to learn is [OnlyWire](#). Over the last couple of years, Thirty Day Challenge has been using this service. It has lost a favor a bit but still it is a great way to get easy social bookmarking backlinks to your post pages.



The Only BookMarklet You'll Ever Need!
Efficient - Fast - Easy - Secure - Free

Do you use multiple social bookmarking services? Tired of having multiple shortcuts? Here is a simple free solution.

» [Start Using it Now](#)

» [Login](#)

Do you own a Blog or Website?
[Add a "Add to Onlywire" link on your site](#)

Use One "Bookmarklet" for all these services:

- » [Backflip](#)
- » [Bibsonomy](#)
- » [Blinklist](#)
- » [Blue Dot](#)
- » [del.icio.us](#)
- » [de.limo.us](#)
- » [Diigo](#)
- » [Furl](#)
- » [linkatopia](#)

That doesn't mean you should not use Social Marker, it is a fantastic service to build quality backlinks to your home page. However, when talking about building social bookmarking links to your post pages, which are targeted and optimized for long tail keywords, OnlyWire is a great way to go.

It is very simple to use. When you create an account, you need to add login details for your bookmarking accounts for all the services that you are going to use.

Use **One "Bookmarklet"** for all these services:

- ❖ [Backflip](#)
- ❖ [Bibsonomy](#)
- ❖ [Blinklist](#)
- ❖ [Blue Dot](#)
- ❖ [del.icio.us](#)
- ❖ [de.lirio.us](#)
- ❖ [Diigo](#)
- ❖ [Furl](#)
- ❖ [linkatopia](#)
- ❖ [Linkroll](#)
- ❖ [ma.gnolia](#)
- ❖ [Rawsugar](#)
- ❖ [Simpv](#)
- ❖ [Spurl](#)
- ❖ [unalog](#)
- ❖ [Wink](#)

There is a place where you can get JavaScript code and create a little button that sits in your toolbar (bookmarklet). How you will use this is very simple.

After you've written a post, you navigate to that post, for example on Vintage Electric Guitar blog.

The screenshot shows the homepage of the Vintage Electric Guitar Blog. The header features a banner with a man playing a guitar and the text "The Vintage Electric Guitar Blog" and "Everything Vintage Electric Guitar". Below the header is a navigation bar with "Home" and "Contact us" links, and a search box. The main content area displays a post titled "Antique Guitar or Vintage Guitar?" dated 14th August 2008. The post discusses the distinction between antique and vintage guitars, noting that a true antique must be over 100 years old, while a vintage guitar is made between the 1920s and 1970. A sidebar on the left promotes a "Vintage Guitar Price Guide" book.

From within the page, click on the bookmarklet on the Flock toolbar. You may need to login to your account first.



The screen similar to the following will appear. Note that if you already have tags, they will appear in the list too.

The **Title** and **URL** already have the right information filled in. You may add the tag in the **Tags** field, separated by comma. In this example, it would be *antique guitar vintage*. The **Clipping / Comments / Notes** field is optional.

You may hit the **Bookmark Page** button to submit your data to OnlyWire.

A screenshot of the OnlyWire bookmarklet form. The form has the following fields: 'Title' with the text 'Antique Guitar or Vintage Guitar? | The Vintage Electric Guitar', 'URL' with 'http://www.vintageelectricguitarblog.com/antique-guitar/antiqu', '(space separate) Tags' with 'antique guitar vintage', 'My Tags' with a 'Mark as Private?' checkbox, and a large text area for 'Clipping / Comments / Notes'. At the bottom, there are three buttons: '<< Cancel', '>> Bookmark Page', and '>> Bookmark and Email'. A red arrow points to the 'Bookmark Page' button.

Once you click it, OnlyWire will go out and bookmark it on your behalf to all the accounts that you setup inside OnlyWire. It is nice and quick.

The right time to do this is just after you post. Navigate to the post and bookmark it.

NEW FUNCTIONALITY IN MARKET SAMURAI

A new module, **Promotion**, is now available from within Market Samurai. You may need to upgrade to the newest version to have that functionality.

The Market Samurai guys have just finished the early part of the functionality in this module but it is still quite valuable for Thirty Day Challengers.

This module will become a lot more powerful in the future when they actually build more functionalities, specifically around RSS and article distribution.

(Open your project file to follow along.)



SEO Competition

Analyze the SEO (Search Engine Optimization) competition around the top 10 web-pages in your current keyword market.



Promotion

Boost your search engine rankings, pump-up your site traffic, and build high quality back links quickly and easily.

Note that we are focusing on the *vintage guitar* tab before clicking on to access the **Promotion** module. You may try a search on *vintage electric guitar* level of keyword, but on previous search, there were not many other sites online that are well optimized so we can build backlinks for that phrase.



What you'd like to focus on is the web sites you want to search on to build backlinks from.

You have learned how to do this manually on Day 9, but Market Samurai has the feature to search on various Web 2.0 sites. It also looks for blogs and forums.



On top of the screen is the **DMOZ Submission** and **Yahoo Submission** buttons and in the search options there are **Yahoo Answers** and **Google Blogs (edu/gov)**. You will learn how to use that tomorrow.

Let's say you want to find some Squidoo lenses on *vintage guitar*. All you have to do is tick the **Squidoo** option and click **Find Backlinks**. If you have done this, the result will be displayed again automatically.



It will go out and find the lenses that are relevant to your keyword.

Src	Backlink	F	PB	PR	Bl
\$	Gibson Vintage Guitar - Gibson Vintage Guitars Yes, That's a Picture of Les Paul himself with a gibson vintage guitar. ... share your feedback, or just give a thumbs up? Be the first to submit a blurb! ... http://www.squidoo.com/gibson-vintage-guitars				Analyze
\$	Vintage Guitar Want to share your feedback, or just give a thumbs up? Be the first to submit a blurb! ... Related topics: Vintage Guitar, fender, gibson, Music, more ... http://www.squidoo.com/vintage-guitar				Analyze
\$	Vintage Bass Guitar Vintage guitar collecting makes music history with the love of guitars. ... Be the first to submit a blurb! Related topics: Vintage Bass Guitar, ... http://www.squidoo.com/vintage-bass-guitar				Analyze

Click the **More** button to get 10 more pages / sites from the option you choose above.

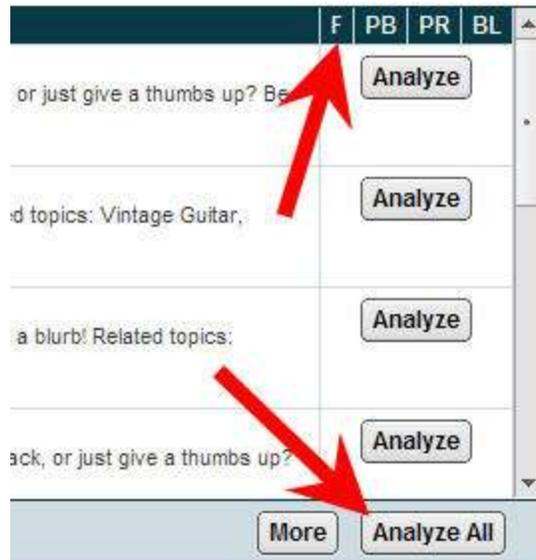


The first time you click **Find Backlinks**, it will find 10, and when you hit **More**, it will find another ten or as many as there are.

You'll see that for every single listing above, you'll see the lens' title, a short description and the URL. There is also an **Analyze** button beside each of the result. Click on it to analyze various information about that link, such as the number of backlinks to that Squidoo lens (**BL**), the PageRank (**PR**) of that page, pingback (**PB**) and whether the site has *follow* link (**F**).

Pingbacks are only useful when you are searching for blogs, and in case of Squidoo, the links are all **nofollow**.

The button **Analyze All**, as the name implies, analyzes all the pages. You may then click on the heading of each column to sort it.



Once you've found the lens you are interested to comment on, click on the title / header of the Squidoo lens. That opens up a new browser window so you may login to Squidoo, find comment area of that lense and make a comment.



Similarly you can search for HubPages, Yahoo Answers, and Weebly. For Weebly, there may not be a lot of results because it will only show Weebly users who have added a blog to their Weebly web sites. Only if the comment is there, you can leave a comment.

The nice thing about Weebly though, at the present time, they are *follow*. It is probably the only Web 2.0 site that still has *follow* links in the comments.

You may also use the **Promotion** module within Market Samurai to find blogs to comment and forums to participate in. Remember that you may have a link within the signature back to your site.

You can use Google Blog search engine to locate blogs or you may search specifically for WordPress blogs. There is also a database of *follow* blogs that you can use. It is not always accurate but there is a chance that you may find blogs with *follow* links.

Blogs:

Google Blog **Gb** Follow Blog **DF**

Google Blog (edu/gov) **Gb**

Wordpress **W**

Wordpress (edu/gov) **W**

If you want that feature, make sure you tick it. For this example, you are going to use Google Blog and search in the *follow* database. Searching forums work exactly the same way.

Click on the **Find Backlinks** again when you are ready.

Src	Backlink	F	PB	PR	BL
	On this day in Rock and Roll History Just thought that you should know that this day in Rock and Roll history the following events happened. Births on this day are ... 1943 John Bonham (Led Zeppelin) 1938 Peter Yarrow (Peter, Paul and Mary) 1929 Charles Miller (Star) ... http://feverintheguitar.com/guitar/2006/05/21-on-this-day-in-rock-and-roll-history/				Analyze
	Vintage Guitar Effects Free Posting for Vintage Guitar Effects equipment buyers, as well as Vintage Guitar Effects equipment for sale. Any information you would like to share would be welcome for Vintage Guitar Effects electronics ... http://www.vintageguitarbuyers.com/wordpress/?p=20				Analyze

It will find blogs within the niche based on the keyword. You could do just like Squidoo, click on the title and post a comment. If the blog owner has comment moderation turned on, that comment may not appear straightaway.

With forums, you have to register to post inside the forum. After you've registered, you can setup your profile to have a link in your signature back to your blog.

If you contribute in the forum, you will have a signature with a link or two back to your blog. Many forums do allow signature.

PINGBACKS

Pingback is a service whereby if you put a link to somebody else's blog on your blog post, a ping is sent from your blog to that person's blog. Their blog will then pingback to you.

Pingback is treated like comment. If you have comment approval turned on, the pingback will appear only after the pingback is approved.

There are some blogs which will automatically approve pingbacks. Those pingbacks will appear straightaway. Just by putting a link to somebody else's blog from your blog, you may get a pingback where there is a link on their blog that points to you.

The anchor text of the link is usually the title of your post.

Let's say we are going to engineer some pingbacks from blogs that we've found in previous search. To do that, click on the checkbox on the left of the item. A pingback will appear on the right column of the result.



You only want to do that for blogs where the pingback (**PB**) functionality is active. The **PB** column should say **Y**.

You can choose a few posts that you want to review on. Many of the results come from the same blog, just look at the URLs at the bottom of each result. You don't want to spam them by posting pingbacks to many of their posts at once.

Having selected the blog posts that you want to send pingbacks to, you can choose a few other options.



You may set the link to open in a **New Window**, so when someone clicks on the link, it will open in a new window. Ticking the **List** option will turn the summaries into bullet points. You can also put a nice little border around the summaries with the **Table** option. Finally, you can make the links **No Follow** if you wish.

After you've satisfied with the result in the preview box, you can click on **Copy Visual** to copy the entire thing but that currently only works with Safari. Most of us work with Flock so hit the **Copy Code** button instead.

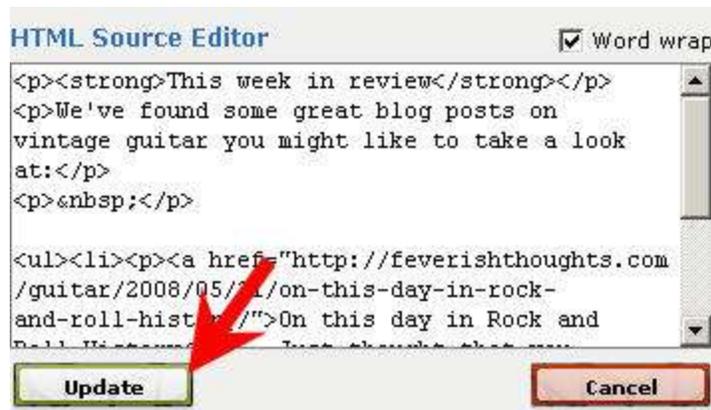


When you hit that code once, it will save the code into clipboard. You can now head over to WordPress Direct and prepare the post.

Because the code is in HTML, you should click on the HTML button on the toolbar to convert your post into HTML source.



A new little window appears where you can work in HTML code. Paste the code below existing code, because you want them to appear at the bottom.



Hit **Update** to update the post editor.

Those links to the blog posts have now been added to this post. As usual, you can add some **Tags** and choose **Categories**.



This week in review

We've found some great blog posts on vintage guitar you might like to take

- [On this day in Rock and Roll History](#) - Just thought that you should know that on this day in Rock and Roll history the following events happened. Births on this day are ... 1937 Led Zeppelin) 1938 Peter Yarrow (Peter, Paul and Mary) 1939 Charles Miller

Click **Save Post** to publish the new post.

If you head on to the blog, that post now appears on the blog. The two links to the blog posts that we've found with Market Samurai are now on the blog. The blog will send a ping to each of those blogs. If the blog owner has automatically approved pingbacks, it should automatically appear on the blog immediately.

It may take a while though if the blog owner requires that all pingbacks to be approved first, but still, the pingback now goes to the pingback moderation queue.

Vintage Guitar Post Review

28th August

This week in review:

We've found some great blog posts on vintage guitar you might like to take

- [Vintage Guitar Reviews Epiphone's Valve Special & Valve Junior](#) - guitar amp with reasonable amounts of real tube-mojo you might like. C Magazine's review of the Epiphone Valve Special and Valve Junior. C
- [Vintage Guitar Effects](#) - Free Posting for Vintage Guitar Effects equipment for sale. Any information you would like to share Effects electronics. ...



Technorati Tags: [vintage electric guitar](#), [vintage guitar](#)

Posted in [vintage electric guitar](#) | [No Comments »](#)

Tags: [vintage electric guitar](#), [vintage guitar](#)

You may be able to find blogs that automatically approve pingbacks. The first link to a new blog post now displays the pingback at the bottom of the post.

One Response to “Vintage Guitar Reviews Epiphone’s Valve Special & Valve Junior”

Vintage Guitar Post Review | The Vintage Electric Guitar Blog :

August 27th, 2008 at 11:45 pm

[...] Vintage Guitar Reviews Epiphone's Valve Special & Valve Junior - If you're in the market for a low-cost guitar amp with reasonable amounts of real tube-mojo you might want to check out Vintage Guitar Magazine's review of the Epiphone Valve Special and Valve Junior. Granted, these are decidedly cheap ... [...]

A link is available from the blog. It is a *nofollow* link but still people would be able to find it and click on the link to visit the blog.

By using the pingback service in Market Samurai, you may be able to get niche relevant links on other people’s blogs within your niche that point back to your blog.

The goal is that for all of your posts – the post-level or long-tail keywords – you have a handful of backlinks. By handful, it means 5, 10, or 15 links.

Those links may be a combination of social bookmarking links, blog comments, pingbacks, or forum postings. These are deep links because they point specifically to the post pages rather than the home page of the blog.

You may still want to create links to the home page. In fact, the most number of links should be pointed to the home page, but you should also have a scattering of backlinks to point specifically to your post pages as well.

Using Market Samurai, that would be quite easy to do.

Tomorrow, you are going to learn to acquire more authority backlinks using Market Samurai.