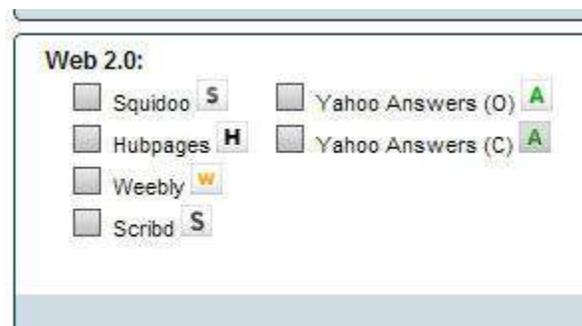


INCREASE OFF PAGE AUTHORITY – GET AUTHORITY LINKS

Day 29 is still about off page authority and getting links. However, today is specifically about getting high authority links. This will be the last technical lesson from GuruBob in this year Thirty Day Challenge.

When you open up Market Samurai today, you should see a new version. There is a subtle changes to the **Promotion** module, but please consider updating.

Scribd is now added to the list, while Yahoo Answers for both Open Questions (**O**) and Closed Questions (**C**) are now grouped together. They are separated because your ability to comment on a Yahoo Answer is different depending whether the question is open or close.



Getting some high authority links to your home page and blog pages are important.



Clicking on the **DMOZ Submission** and **Yahoo Submission** will bring up a new browser window where you can submit your site to DMOZ directory relative to a specific category or to Yahoo directory.

There is a time or monetary cost in getting into those directories. While it is free, DMOZ can be very hard to get in. You may have to submit your site a couple of times. Often it takes very long period of time between when you actually submit your site and when you actually get into the directory.

There is a bit of effort required. And that effort might be justified if you decide that it's really worth increasing the authority of your blog within the niche.

As you probably have learned in previous lesson, Yahoo costs \$299 a year to be listed in the directory. Obviously, you may not want to go for that until you've decided that there is enough commercial value within the niche you are targeting.

If there is a bit of monetary potential, it is something you want to consider. It definitely will have a positive impact on your rankings.

Let's perform a quick search in Yahoo Answer. Try your micro niche keyword first, if that doesn't give too many results, go up one level. In this case, it would be at the *vintage guitar* level.

Do a search using for both opened and closed questions in Yahoo, under the *vintage guitar* keyword. Hit **Find Backlinks** to get the information.



In the list of results, the icon with white background is the opened question and the one with the grey background is the closed question.



Click on the title of a result to open a new browser window for that page. If you click on a result that is an opened question, you'll notice that you can answer the question as long as you are logged into your Yahoo account.



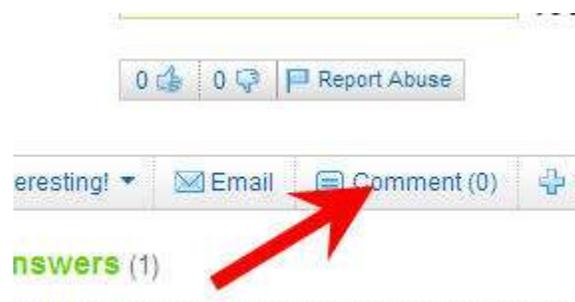
In this case, here is an example of answered question in Yahoo Answers.



Notice the link to the *vintage electric guitar* blog is in the answer as well as in the source of the answer. That's how you answer an opened question that has not been answered yet. These are *nofollow* links but there's still some value in terms of getting human traffic from Yahoo Answers, which is very powerful.

If the question has been closed, then you still are able to leave comment but in a different way. A closed question may be **Undecided** or **Resolved**. If it is **Undecided**, you can't comment on that.

For resolved question, you can make a comment and in that comment, you put a link to your blog.



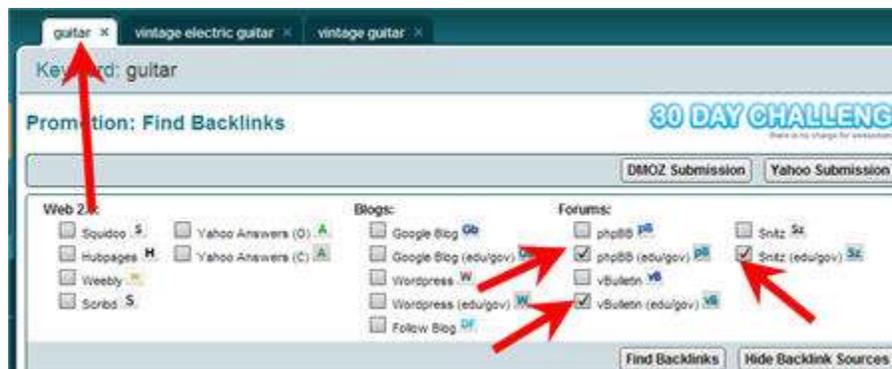
Again, the difference is between giving an answer for opened questions and making a comment for closed questions. In both cases, if you end up answering a question, consider social bookmarking the page to increase the authority of that page relative to the keyword, which may elevate the ranking of the page as well.

In fact, every time you create a link on a web site, it may be your best interest to increase the authority of that page, and you can do that effectively by social bookmarking.

It is possible to do searches looking for specific blogs and forums that are on .edu or .gov domains. Links from those domains have greater authority, so it is well worth doing.

After searching, it seems like there are not many pages related to *vintage guitar* in the .edu or .gov domains, you may try that with your niche though.

Now, let's try a search on various .edu and .gov forums related to *guitar*. That may give more results. The options are as follow.



Just like blogs, you can analyze the forum posts individually or all of them at once so you'll be able to determine at a glance whether the forum posts have *follow* links, the PR and backlinks of those pages.

Of course, after analyzing them all, you can sort the pages based on the column. For example, if you sort the list by *follow* links (**F**), you will see different forums that have follow links activated.

	F	PB	PR	BL
uitarist, Perry	Y	N	2	0
we had a very	Y	N	2	0
Les Paul:	Y	N	2	0

Some of the posts are from the same domain though. Just like with any results, you can click on one of them, register at the forum, put your blog link into the signature on that forum, and respond accordingly to the post.



Because this forum is *follow*, you would be able to get a link from the .edu domain pointing back to your blog. This is how you can .edu or .gov backlinks without too much effort.

The thing about .edu and .gov links is that you don't need to have many of them to have huge impact on your ranking. A handful of these across all the keywords you are targeting will make a big difference.

If you do make an answer in the forum page, it is your best interest to create some backlinks to this page in order to elevate the ranking of this page in relation to the page you are targeting. This is exactly like what you do with the Yahoo Answers pages.

You could use OnlyWire or Social Marker for that purpose.

In Scribd, you can create active links as comments. That means you'll only be able to attract human traffic back to your blog. For most Web 2.0 sites, your main

interest in building links back to your blog is to attract human traffic rather than for search engine rankings.

Search engines may not be very efficient in handling *nofollow* links though, so there may still be some SEO benefits too.

That's all about building authority backlinks using Market Samurai.

As you've seen, Market Samurai is still in development. The modules that have been released during Thirty Day Challenge have been amazingly beneficial.

There are going to be at least 3 modules that are on the drawing board, waiting to be released for the next 4-6 weeks.

The ranking checker module will allow you to check the ranking of your blog pages for various keywords in the search engines for both broad and phrase match, how many pages you have on the search engine indexes, and maybe even interface with analytics if possible.

It is a great way to let you know the results of your effort, so you know where to put effort where it is needed over time.

There will also be a publishing module, so if you find content, you can easily modify and publish that to your blog directly from Market Samurai. The monetization module will let you find affiliate products and services related to your niche efficiently rather than manually.

Those 3 modules will complete the workflow that Market Samurai offers so far. By the end of the challenge, you should have a repeatable and efficient process for testing a niche online and building a niche focused web site that allows you to promote products or services, and then build the site into an authority site that gets plenty of traffic.

Hope to hear some success stories from you as time goes forward!