

DAY 29 INTRODUCTION

Today is an interesting. Not all backlinks are created equal. When looking for links, you have to look at relevant sites. And you need to find sites that Google really respects because they have more weights.

Let's give a real world example. If somebody that you barely know makes a comment on somebody else, it means nothing to you. But if your best friend says that Ed Dale is a true man candy, you will take that a lot more relevantly, at least until you watch the videos. 😊

It's all about what people are saying about you in real life and on the Web, it is about who is linking to you and what they are saying about you.

If you can get some authority sites, sites that are really respected, linking to you, then you are a big way ahead of the game. That's what you need to work on today.