



SEO And Your Link Building Plan Authority Site Linking



I am going to combine two closely related methods in today's discussion which continues the topic of external link building. Authority linking and Guest authoring, as the components are extremely interchangeable, and the process is closely related and co mingled. I learned about these particular tactics from the marketers who published the clickbank product, Traffic Siphon, and while I feel that there is a certain degree of difficulty in getting your work to be accepted by an authority domain webmaster, if you continue to create solid content, the process is feasible. In my own strategy I have begun the process of guest authoring, and I will pass on the results as they become available.



The process is fairly straightforward. The first step is to find authority websites in your niche, these sites may well have tens or hundreds of thousands of links to their web site. These sites may very well have multiple ranked pages, and perhaps good Google Page Rank as well. You want to find sites that are ranked under multiple keywords, as well as long tail keywords. In most cases, you will find that these sites are several years old. I prefer to look for sites which accept guest bloggers, and the Google search term to is (your keyword) "guest blogger" or "guest post" or "guest article". Again you can vary off these terms, you are only restricted by your own intuition.

Your mission is to obtain a link, and as you likely don't have guru status yet, you are going to have to figure out a way to get your prospects to communicate with you. You will be hard pressed to find an authority site that accepts anchor text comments. Of course if you find an open comment posting, it is well worth submitting a relevant comment in attempting to link. However it is more likely that you are going to need some form of legal bribery to gain entrance to their site. It would be wise to have a strong understanding of their content, to see if they talk about anything that you may be able to provide them as a present. It may be a software, a particular kind of Candy or an electronic device, buy the item an send it to them with a note containing your signature and website address. Another idea is to take a picture of yourself with their logo emblazoned on your chest and post it on your blog, with a link to their website. Often a webmaster will return that favor by linking back to you. In the realm of providing complimentary offers, your imagination is the limiting factor.

The most interesting suggestion I have uncovered to this point, and the one which I am now employing, is guest authoring. I use the google search form I demonstrated above. In order for this to work you are going to have to do a little homework, to determine what keywords and long tail keywords they are currently ranking for, then target your article to take advantage of their ability to rank for those keywords. Once you have identified an authority site that accepts guest author services, and determined which keywords they are ranking for, write an excellent article or blog post, laden with relevant keywords that will fit into their content, and for which you can obtain ranking. Then write a resource box, just as if you were submitting to the article directories, with an anchor text link back to your website. The benefit of doing this is obvious, you are putting your finest work on the line, with the intent of driving some of the traffic from the authority web site back to your site, as a result of your effort. The authority website gains a competent content creator for the price of a link back to the author's website. The only cost you will incur as an author, is the time that it takes you to create the content. It is truly win win at the most basic level. I will be continuing the discussion of External SEO, in my next post on our blog, at [EliKen Marketing](#).

