

# Smart and Safe Backlink Building Guide

by

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Links play a tremendously important role for the search engines and their algorithms.

Basically if you try to recollect, you will see that Google and its first algorithm started from the 2 guys inventing the “new-level-of-quality” algorithm of counting backlinks and using these backlink calculations for giving specific positions to the sites in the search engine results. Google emerged from smart backlink calculation.

The same about the majority of other big search engines - they are heavily relying on the links in giving their search results for any specific keyword.

The problem is that Google knows: thousands of people try to manipulate the backlinks to improve their positions in search engines.

That is why Google has started a serious battle with link manipulations, and this is great that they have started to do that!

However this causes lots of troubles for the people who want to build backlinks and want to make sure they do it in a smart and safe way.

This is exactly the purpose of Smart and Safe Backlink Building Guide - we are sharing here our successful experience of getting 1<sup>st</sup> page in Google for LOTS of different keywords in different niches, without any problems with Google.

## No matter if:

- you have decided to build backlinks with [www.FreeTrafficSystem.com](http://www.FreeTrafficSystem.com)
- or you want to build backlinks in ANY OTHER way.

You still need to know how to build backlinks without looking as link manipulator for the search engines...

## **Because Safety Matters!**

### MAJOR LINK BUILDING SAFETY RULE:

*The rule is simple - your **backlink building must look NATURAL** to the search engines. You see, Google and other search engines will never fight against the sites that are growing their backlinks naturally, otherwise they would kill their own search engine business!*

That is why if your backlink building looks natural to Google, you will never have any problems.

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But what exactly is a natural backlink building?

And this is where the details start to matter a lot. We consider several factors to be critically important in making your backlink building look natural. Each of the factors will be discussed in details in the Smart and Safe Backlink Building Guide.

And after you read this information you will also see that [www.FreeTrafficSystem.com](http://www.FreeTrafficSystem.com) service is helping you to build backlinks in the most NATURAL way available on the market today.

## Learn How to Make Your Link Building Natural

# Factors of Natural Link Building

## Natural Link Building - Factor #1

**Your backlinks must be backed by something really valuable for search engines.**

It is very easy to understand this factor if you get into the shoes of Google. Today there are hundreds of links directory scripts that in a minute can create thousands of junk like pages, and these pages can give you thousands or millions of backlinks.

Are these pages of ANY value to Google?

No! In terms of value for the users of Google who want to find quality information these pages are junk, junk and let's agree upon it.

But if you get a backlink from a large content page, the value of this page (and this backlink) increases instantly for Google. You created new information, this information is found by a person who used Google to surf the net. **You have "bribed" Google with the most valuable gift - new information.** Backlinks from this type of pages are real gold.

And this is exactly what [www.FreeTrafficSystem.com](http://www.FreeTrafficSystem.com) is doing for you, because you get backlinks from inside real blog post with unique content.

Will Google be against new unique content? Never! Will Google look favorably upon the backlinks from inside unique blog posts? Yes, otherwise Google should stop being a search engine.

## Natural Link Building - Factor #2

**Your backlinks must be from non-duplicate pages!**

Duplicate content over years remains one of the most disputable questions in SEO. Is Google punishing for dup content or is it not?

Opinions differ.

But we think that here we must look at the problem from the Google's point of view. Will be Google happy about tons of dup content pages? No!

That is why in [www.FreeTrafficSystem.com](http://www.FreeTrafficSystem.com) we give you the tool of automatically diversifying your article. Inside the members area you can find a video where we show how to easily diversify each of your articles with the help of [spin][/]html tag. By spending just 5 minutes on your article you can be sure that each republication of your article will look non-duplicate. This will hugely BOOST the value of your backlinks for the Google, because Google will see that lots of non-duplicate pages from different sites are giving you backlinks. This is the most safe and natural way of link growth ever imaginable online.

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### Natural Link Building - Factor #3

#### **Backlinks must be built from relevant sites.**

This is another pain of SEO gurus, because no one says for sure whether Google is against backlinks from irrelevant sites or not. Google is not saying anything officially, because they hate giving away the details of their algorithm and say only general stuff that can be interpreted in both ways.

Surely you should not have big problems due to backlinks from the irrelevant sites. Otherwise your competitor in yoga niche would pay a porno site to give you thousands of backlinks and this would get your site deleted. Google understands that penalties for incoming links are a stupid and unrealistic measure. That is why sound logics assumes - nothing very bad in getting backlinks from irrelevant sites.

#### **BUT!**

Let's think about Google and its interests again.

Does a recommendation from porno site about yoga site look valuable to Google?

Perhaps not, a much better recommendation about a yoga site is a backlink from another yoga site, or health site, or fitness site.

This brings us to the simple conclusion: though there is nothing dramatically bad about getting backlink from irrelevant site, **it is MUCH BETTER to get backlinks from the sites in your industry or niches which are neighboring with your industry.** Gardening fits nice with hobbies; finances fit niche with loans, debt freedom, retirement plans and business; health is ok with diets, wellness, basic life tips and fitness.

And this is what you are getting inside [www.FreeTrafficSystem.com](http://www.FreeTrafficSystem.com) - we give you the choice of sites in different niches that are ready to publish your quality information and not touch your backlinks. You have maximum freedom is choosing the sites that correspond to the topic of your article.

This will make sure that you article is read by the targeted visitors on these blogs (these visitors are very likely to click your links in the article, if this article grabbed their attention). And this instantly increases the SEO value of the backlinks.

### Natural Link Building - Factor #4

#### **Backlink growth speed - don't be greedy!**

If your site is very old (at least a few years in the Internet) and has gained some SEO trust, then even tons of new backlinks which have appeared to your site within 5 minutes will not hurt the site. Maybe the site will get down due to heavy traffic, but this is another story :)

But when a new site that is just building its SEO reputation starts getting dozens or even hundreds of backlinks in a matter of short period of time - this looks suspicious, very suspicious.

This is a problem!

... because [www.FreeTrafficSystem.com](http://www.FreeTrafficSystem.com) is basically a service where you can build an almost unlimited number of one way links per day. Your article gets republished on 30 sites maximum, with 2 backlinks from each article - this is up to 60 one way links from full republishing of the article! That means when you create (piece of cake) 10 articles per day - this sums up to 600 backlinks per day!!

We understand that even the most reasonable people will not stand this SEO seduction and will lure into building hundreds of backlinks per day. And no matter how much we say “Don’t be greedy, don’t be greedy” - most of the users came here for backlinks and will not listen to the voice of reasonability.

**Don’t worry - we have taken care of the greediness.**

We will not seduce our members: that is why when you schedule the article for publication, it does not get published on all blogs right after you sent it. Our service will be republishing your article on 3-4 sites per day, day by day, until the whole publishing sequence on 30 sites for this very article is not complete.

You do not have to wait with submitting another article, before the publishing sequence for the previous article is over. But even if you send us dozens of articles per day, we have automatically made your daily link growth look a lot more natural.

This is where we have made a decision without asking for your permission. But this is an absolute must to do that reasonably and you will thank us over time for doing that.

### **Natural Link Building - Factor #5**

#### **Diversify anchor text of your backlinks!**

Anchor text - what is that?!

The anchor text is a visible and clickable text in the hyperlink. For example, the in the HTML code quoted below ‘get free one way links’ is the anchor text `<a href="http://www.freetrafficsystem.com">get one way links</a>` and people who see the web page with this code in the Internet will simply see that ‘get free one way link’ text is hyperlinked to a URL <http://www.FreeTrafficSystem.com>

Anchor text is one of the critical factors in getting good positions in search engines. This is because search engines treat anchor text as a helpful information which explains what the page (to which the backlink is sending) is about.

Today many people know about this huge importance of anchor text and put the keywords (for which they are fighting for) into the anchor text of their backlinks.

**BUT, this is where many people do a nasty mistake.** By the way, this is one more mistake caused by greediness. People use the same anchor text in all backlinks that they build. Does it look strange to Google that all backlinks to Site A have one and the same anchor text? It looks very strange! It is impossible that all sites give you backlink using one and the same word - at least few would simply write 'click here' or 'more info' in the anchor text.

We insist that anchor text diversification is a must for safe and successful link building campaign.

This factor is taken into account by [www.FreeTrafficSystem.com](http://www.FreeTrafficSystem.com) service - you give our system several versions of anchor text and it will use one of the versions randomly when republishing your articles and building backlinks to your sites.

Let's say you want to see your site on the 1<sup>st</sup> page in Google for 'make money online': we suggest using several anchor text versions like: 'make money online', 'how to make money online', 'learn to make money online.'

This will create natural looks for the growth of your backlinks and will ensure that your sites - with the help of [www.FreeTrafficSystem.com](http://www.FreeTrafficSystem.com) service - get solid SEO reputation and long-term success from link building.

### **Natural Link Building - Factor #6**

**The page to which you are building backlinks must have the keyword you are fighting for.**

For example, you want to get 1<sup>st</sup> page for 'best Italian shoes' and you are building backlinks with anchor text 'best Italian shoes' (properly diversified - read lesson 5 for more details about anchor text diversification).

So, you must also make sure that the page - which you want to see on page1 for 'best Italian shoes' - has this keyword in meta title, meta description and somewhere in the text of the page.

This is all about adequacy and natural looks. Imagine how it can look for Google: 500 backlinks with anchor text 'best Italian shoes' pointing to the page which does not have even the single mentioning of this keyword. This is awkward and strange.

Simple insertion of necessary keyword in meta title, meta description and text of the page instantly corrects the situation and the whole scheme starts looking natural and logical.

#### **MAKE SURE...**

That you are using a site building engine (also known as - content manager) which allows to change meta title, description and text for every single page. Most of the engines today have this option, because it has become a standard in the 21<sup>st</sup> century.

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But unfortunately our team is sometimes contacted by the people who are building their sites on old-fashioned site engines that does not give necessary freedom about meta title, meta description and page text. These people scream for help, but it is too late - the site has to be built anew, with the help of modern site engines.

We personally recommend using WordPress blog engine and we build most of our niche sites on this engine. It gives you maximum SEO freedom. Moreover, it looks like Google is giving some sort of “special treat” to the sites built on WordPress engine.

But we do not insist on building your sites on WordPress. Any other quality and SEO adequate site building engine will be ok.

These are the most important factors for making your link building look natural.

Now we are going to talk about the typical mistake that many people are making - if you fall victim for this trap, then all your persistence and diligent generation of one way links will not produce any result.

## Huge Link Building Mistake

This is the **mistake** that makes **80-90% of the people unsuccessful** with link building and SEO in general. We are happy to help you with our knowledge and get you inside the 10-20% who know how to avoid this mistake and become successful link builder.

**Biggest mistake of the majority of link builders - wrong keyword choice.**

No matter how hard our team over the years was trying to focus the attention of the audience on the proper keyword choice for link building, the massive majority keeps doing it the wrong way.

Don't forget that fighting for 1<sup>st</sup> page in search engines is similar to offline business. If you are trying to get into the very competitive niche in the offline business, your chances for success are close to minimum, unless you have plenty of money and time. For example, try to get into oil refining business, or bank business, or global fastfood industry - you need to have iron nerves and big purse to gain any success there.

The same happens in the Internet and fight for the good positions in the search engines - **you also have to measure competition and be reasonable**. The only difference is that search engines have specific tools which help professional to measure the competition - in other words, to see if many sites have also started the fight for this specific keywords and how far they advanced in this fight.

Our team knows how to do that, and when reading the [www.FreeTrafficSystem.com](http://www.FreeTrafficSystem.com) site where our clients proudly boast with page 1 in search engines - remember that to most of these people from our success team WE have found the keywords. This is the best proof we

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know the keyword choice game: we know how to balance between nice demand and moderate competition in any niche.

Others - unsuccessful link builders - try to catch the big part of the pie and choose general keywords like 'money', 'fitness', 'Internet marketing', 'mortgages', 'real estate', 'cheap vacations' for their link building and HOPE to get to the 1<sup>st</sup> page for them.

These keywords are taken for years, and the sites which are on the 1<sup>st</sup> page in Google for these keywords already have build dozens or hundreds of thousands backlinks. And they keep building every day more and more backlinks. Moreover, the companies who are 1<sup>st</sup> page for these keywords understand the value of being 1<sup>st</sup> page and most of them invest dozens of thousands USD monthly into staying on page 1 and building backlinks.

### **Are you ready to fight with these budgets?**

We do not say this is impossible. If you are very persistent and can daily submit 10 articles (read = launch the building of up to 600 backlinks daily) and can do that for several months in a row - then you might be able to see your site there. But even this is not a guaranteed fact, because you do not know if another person is not doing the same in FreeTrafficSystem.com memberships for that very same keywords right now.

### **Many small traffic streams form a huge traffic river.**

We believe - and our successful experience proves it - that it is much better to choose several "reasonable keywords" (with nice search demand and moderate competition), focus link building on these keywords and in a matter of time milk all these keywords for traffic. Targeted traffic - because we are talking about keywords in your niche.

This approach has a serious advantage for those who do are just starting to build traffic to their sites: you will see targeted traffic sooner and money sooner. Then you will be able to reinvest part of your profits into the SEO fight for more difficult keywords. You will gradually evolve to the higher and higher level of success with your online business.

### **How to find "reasonable" keyword for link building?**

This is a very big topic with lots of details. Plus, this is more of a SEO mastery level, that is why the real secrets (not simple rules, but REAL secrets) of keyword choice are very unlikely to be shared with public audience.

### **But we have a solution!**

From a page on [www.FreeTrafficSystem.com](http://www.FreeTrafficSystem.com) site you can order keyword research for one or more of your sites. The price is very small, especially when you order more of the service and get a discount.

Most likely the price for keyword research will be increased in future. At the moment we do not charge more, because we want to hugely grow our "success team" - the team of people who have got 1<sup>st</sup> page with the help of [www.FreeTrafficSystem.com](http://www.FreeTrafficSystem.com) service. This success

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team and its results will be shown on our site - and this will be the best proof how our service is helping people to see real success from link building.

## Why Free Traffic System?

Now you know a lot more about safe backlink building.

When reading this guide you noticed that we have been mentioning many times [www.FreeTrafficSystem.com](http://www.FreeTrafficSystem.com) service. This is not just because we are proud of it and boast with the success we reached with this service - this is also because it is the most natural way of growing your link power.

### AND

There is another very important aspect...

When creating this service we exercised a simple rule - **give users maximum freedom**. And we managed to do that.

If you look into all aspects of our service, you will see that everything is in YOUR hands, when it comes down to one way link building.

We gave you a possibility:

- *to make all pages with your backlinks look unique and non-duplicate with text diversification*
- *to choose the relevancy of the sites where your content and backlinks will be published*
- *to make your link growth speed be natural*
- *to make your anchor texts look natural and diversified*

This is all you need to get real safety in building free one way links with us.

Maximum freedom means that **YOU are in charge of the quality of link building job that you are doing and YOU are in charge of your success**.

If you are lazy and do not diversify article titles, texts and anchor texts - you are junking yourself, because you junk the quality of your backlinks. If you choose irrelevant sites for article publication - then don't get surprised that blog owners will delete them, because no one wants an article about car loans to be published on the fitness and yoga site.

But if you take this service seriously...

If you spend extra 5-10 minutes on each article you submit to FreeTrafficSystem.com and use the whole set of powerful SEO tools that we are giving you - then very soon you will see

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yourself on the page where our “success team” boast with their 1 page experience. These people got there, because they did like advised.

Once again - we give you maximum freedom. This is the moment when success is in your own hands. It is just about YOU what exactly you build out of it.

Thank you for the attention. Our team seriously appreciates your time and desire to learn from our experience. And we will do the best keep helping you in reaching success with your online businesses.

**Let SEO Power be with You :)**