

Link Wheel Mastery

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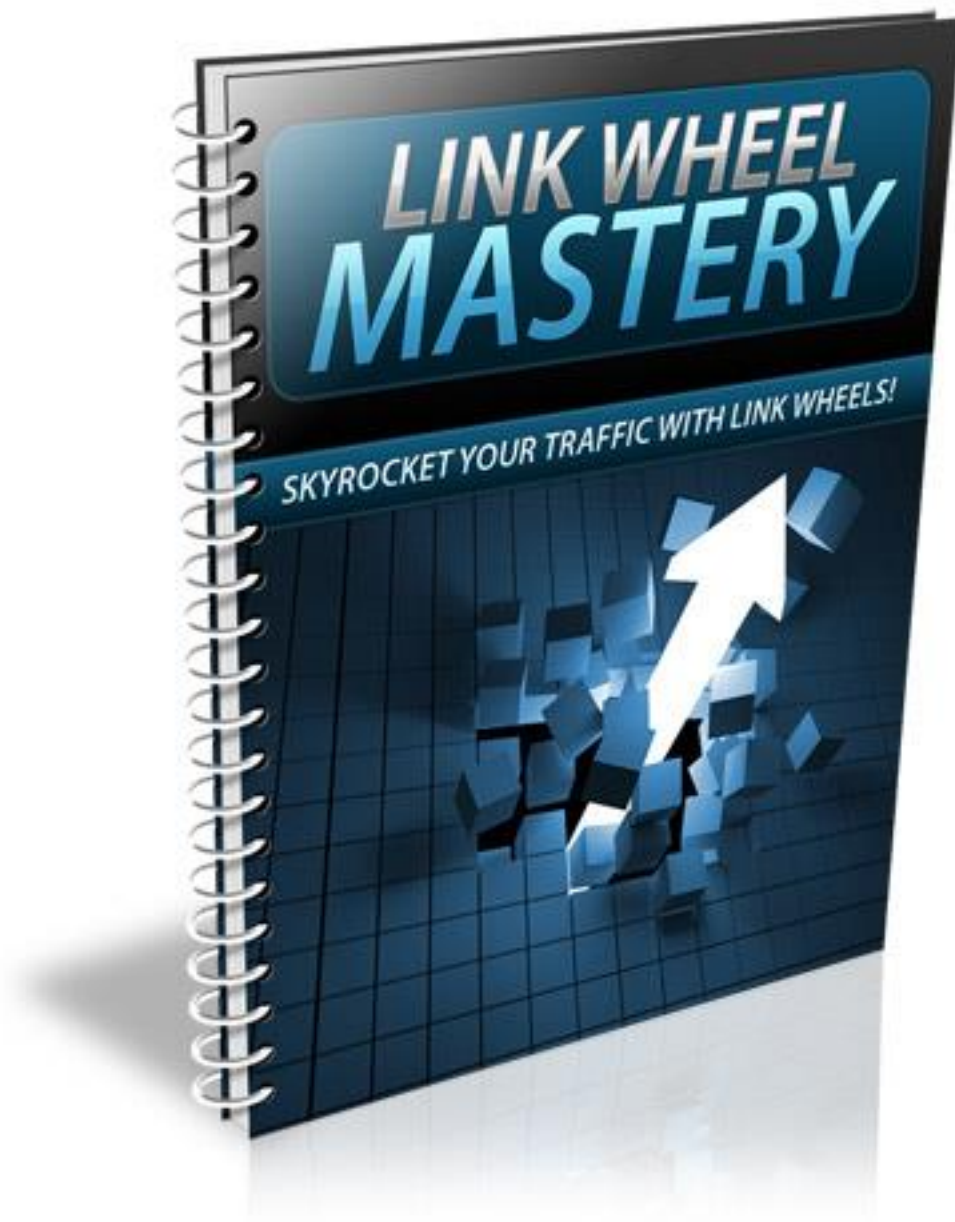


Table of Contents

INTRODUCTION TO LINK WHEELS.....3

THE ANATOMY OF A LINKWHEEL.....5

BUILDING YOUR LINKWHEEL PAGES (..... 10

PROMOTING YOUR LINKWHEEL 14

Introduction To Link Wheels

The invention of web 2.0 brought a lot of changes to the way that Internet marketing works.

In the past there were specific methodologies to use to gain positioning within the search engines and in many cases, people could actually “game” the engines by using questionable tactics to help their websites quickly rank.

One common way of gaming the engines was in stuffing keywords into websites and sales pages in an attempt to quickly rank for those phrases. It didn't take long however before the major search engines like Google discovered the problem and took swift action to correct it.

These days, getting your website prominently ranked within the search engines is a whole other ballgame. It's not that getting ranked is difficult, it's not – but you need to be willing to put in the time and effort to build targeted marketing campaigns in order to achieve the same results.

One of the ways of solidifying your place in the search engines and generating unlimited traffic to your website is with “linkwheels”.

Linkwheels are incredibly popular because they are not only easy to set up, but they can actually start pumping traffic to your website in a matter of a few short hours!

Linkwheels consist of multiple “feeder sites”, which are websites and webpages hosted on remote servers.

These websites are considered authority sites and by developing a website on these services you are able to pass on some valuable link juice to your main website.

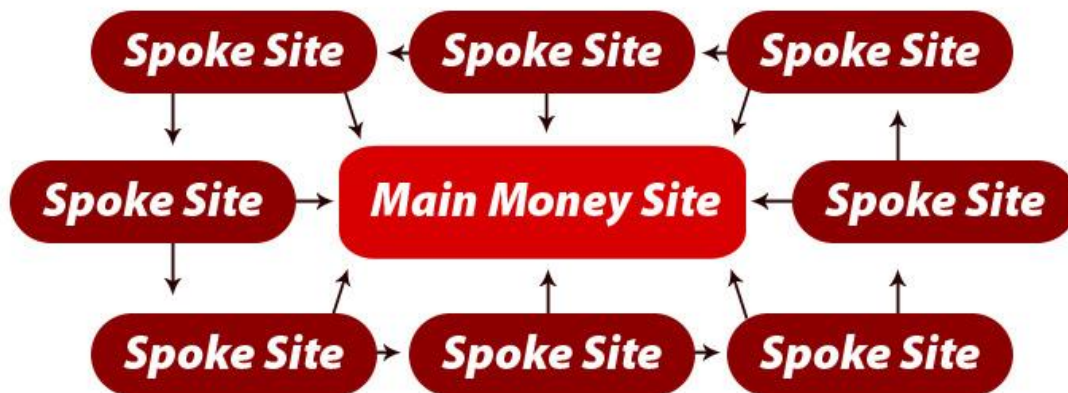
Not only will you be able to quickly rank in the search engines, but you’ll also be able to establish permanent backlinks that will continue pushing targeted traffic onto your website.

Let’s begin!

The Anatomy Of A Linkwheel

When developing your linkwheel, you are going to focus on a combination of free feeder sites, also known as “Web 2.0 properties”.

First, let’s take a closer look at the actual anatomy of a linkwheel:



Think of exactly how a wheel is structured.

You’ve got the hub which, will be your money site (the one you want to ultimately direct people to) and then you’ve got spokes (these will be the links that point to your money site).

On the outside of a wheel you’ve got the rim that holds it all together. These will be the sites on which you feature your backlinks.

Now that you've got an idea about what it will "look like" , let's quickly go over the components of an actual linkwheel structure.

There are differing opinions on how to construct a basic link wheel, but most agree that you should have five or six of the highest Page Rank web 2.0 properties that you can find to construct the rim of your wheel.

Below is a list of some of the top ones and a little bit about them.

Squidoo – <http://www.Squidoo.com>

Squidoo is one of the most popular community sites on the Internet. It boasts being in the top 500 most popular websites in the world and in the top 300 in the United States.

Users create what are called "lenses" that they can post to just you would a blog. Often times you'll see squidoo pages come up in the number one position for certain keywords. Their homepage has a page rank of 8, making it a great piece of your rim.

Wordpress – <http://www.Wordpress.com>

Wordpress is another darling of Google. It is a blogging platform that can be used to host your own blog at no charge.

Wordpress has been around since 2003 and has many features while offering the flexibility of being able to monetize your hosted blogs, as well as optimizing your pages quickly and easily.

You can also upload and activate various plugins to enhance the functionality of your blogs, encouraging visitor interaction.

Blogger – <http://www.Blogger.com>

Blogger is Google's creation. It's very similar to Wordpress and is just as easy to use! When creating remotely hosted blogs as part of your Link wheel, you want to make sure to link to another site in the wheel, rather than directly to your money page.

Hub Pages – <http://www.HubPages.com>

Hubpages is another remotely hosted service that allows you to create 'hubs', which are content based webpages focusing on specific topics.

Create a page and add links, videos, pictures and just about everything else that you'd like to have to make a strong page that offers quality to those that visit.

You want to make sure to spend time creating 7-8 quality hubs in order to

ensure that links featured within your content count as valid backlinks.

Ezine Articles – <http://www.EzineArticles.com>

Ezine Articles is an article directory that Google regards as an authority site, due to the high level of quality content being submitted to the directory each day. They're not a blogging platform like Wordpress or Blogger, but instead, you create high quality, keyword-rich articles and submit them into the directory on a regular basis.

Each article is "tagged" with your link, pointing to another site in your linkwheel, or directly to your squeeze or money page.

Weebly – <http://www.Weebly.com>

Weebly is an easy site to work with and you can quickly create high quality webpages using their free hosting platform.

They also offer a built-in template system making it even easier to develop quality pages even if you lack knowledge of HTML.

Here are a few additional sites to consider including when constructing your linkwheel:

www.Quizilla.com

<http://www.Vox.com>

<http://www.Ever.com>

<http://www.Wetpaint.com>

<http://www.Flickr.com>

<http://www.Blogsome.com>

<http://www.LiveJournal.com>

<http://www.Friendster.com>

<http://www.Gather.com>

Keep in mind that in order for a site to be an effective part of your linkwheel you need for your links to be valid backlinks (no “rel=”nofollow” tags)!

You also want to ensure that the sites you use to create linkwheel spokes are authority sites, already established within the search engines.

The more authority a site has, the better your linkwheel page will be at generating organic traffic from the search engines and passing on this valuable link juice to other pages in your wheel.

Building Your Linkwheel Pages (

The first thing that you're going to have to do is create your content for the pages. You'll typically need each page to have 200 to 500 words of text that is keyword optimized so that it clearly targets specific keywords that you are hoping to rank for.

If you're not very good at writing or just don't want to take the time to write your own there are services out there which are very affordable such as <http://forums.digitalpoint.com> or <http://www.Need-An-Article.net>

Once you've got your content for you web 2.0 pages, you simply go through the process of setting up web pages at 6-8 feeder sites to develop the spokes for your linkwheel.

Now here's the important part. On this page that you've created, you're going put two different links. You're going to have one link that points back to your money site, and one link that points to another page in your linkwheel system.

By doing this, you're not only generating a prominent link to your main

page, but you're also getting your other web 2.0 pages hit by Google as well.

What this does is lead the spiders or robots from Google through your entire link wheel and boosting the ranking of all of those pages in Google's eyes which, in turn gives you stronger backlinks pointing to your money site.

So let's say that you've created a link wheel with Squidoo, Wordpress, Hubpages, Quizilla, Vox, and Weebly. Your squidoo page would link to your money site and your Wordpress page.

Your Wordpress page would link to your money page and your Hubpages.

There you have it. Now you've created a simple link wheel that will drive you up in the search rankings and will be good solid backlinks that people will find to drive them back to your money site!

Another strategy that you can try out is to use different keywords for each of your web pages that you set up in your rim.

For example if you're promoting a flower shop, you might make one of the keywords for a page "flower shop." You might make another one "flower

arrangement.” In this way you’re able to target different keywords that will ultimately drive traffic to your money site.

A good tip that I’ve picked up from doing these in the past is to work backward.

Let’s go back to the example that we had before where our wheel consisted of pages at Squidoo, Wordpress, Hubpages, Quizilla, Vox and Weebly.

It could be represented like this:

When you create your first linkwheel page (in our example, a Squidoo lens), you have nowhere to point it to yet because you haven’t created a Wordpress blog yet.

Weebly, however will point to the Squidoo page that you’ve already created so you can complete both of the links there. Vox will point to your Weebly page which is already created so you can complete both of your links there as well.

This will help you save time when creating your linkwheels.

Building quality linkwheels can have a tremendous impact on the amount of

traffic you are able to generate to your website, and there are many ways to consistently expand your linkwheel system, creating vast networks of link wheels that are all strategically interlaced and connected.

Promoting Your Linkwheel

Social bookmarking is where people can share their “favorites” folder with their friends, or with the rest of the world. You can go to places like Digg.com, Technorati.com, Delicious.com, Reddit.com and others. There are a couple of different ways to do this as well.

One way is to go manually sign up at these sites and submit each one individually. This is very time consuming however. One tool that will help you automate it is <http://www.SocialMarker.com> .

Social Marker will submit your link to 50 of the most popular social bookmarking sites out there.

It takes a little while to get it set up as you have to go sign up for accounts at these 50 different places before it will work effectively. Once you get this set up though, it runs completely on autopilot!

You’ll want to get bookmarks submitted for each one of your web 2.0 pages. This will get them all instantly recognized by Google and you’ll be on your way up the SERP (Search Engine Results Page) very quickly.

Get creative with your linkwheels work towards consistently expanding them for maximum exposure!

Good luck!