

90-DAY LINK BUILDING BLUEPRINT

A Simple Formula for Systematic Results in Google

$$E = mc^2$$



NATHAN GOTCH

90-DAY LINK BUILDING BLUEPRINT

A Simple Formula for Systematic Results in Google

By
Nathan Gotch

Provided as an educational service by

Gotch SEO, LLC

Results-Driven SEO Training

www.GotchSEO.com

About this Guide

The 90-Day blueprint is designed for someone who is looking for a framework for their link building campaigns. Do not feel like you have to follow the timescales or this blueprint down to the very last detail.

The point of this guide is for you to see how much work goes into a truly effective link building campaign. Use the information you're about to read to create your own unique strategy for ranking websites.

And you may or may not know this, but I'm more of a slow and methodical link builder and don't believe in blasting sites with links right away. As you know from reading [my tier one link building article](#), I like to hit a site with a link(s), watch the movement, and go from there.

WARNING: what you're about to see is not glamorous.

Our process is the result of thousands of hours of testing and working on hundreds of different client websites. It's not theory. It's just what works and is not designed to be cool or "hypey".

Now that we got that out of the way...

Let's jump in.

DAY 1: Organization

I'm a closet sociopath and get nervous when my campaigns are unorganized. When building links, you HAVE to keep track of your data. It not only helps maintain your sanity, but it's necessary for when you need to do link indexing. I personally create an excel file with a main "Campaign" tab, a "Link Prospecting" tab, a "Social + Branded Properties" tab, a "Business Listings" tab, a "Links" tab, and an "RPBN" tab.

DAY 2: Link Profile Audit

If you have a new website this doesn't apply to you, but if your site already has a foundation of links, it's important to see what you're currently working with. Having low-quality, irrelevant links within your profile can be detrimental to your ranking results. Throw your website into Majestic, Ahrefs, Open Site Explorer, and export a link sample from your Google Webmaster tools.

[Go to this page](#) and download the Google doc. Submit all your link data into this doc and analyze the current state of your profile.

If you have a paid Majestic account, you can toss in 150 of your top links into their bulk option. This will show you the current Trust Flow going to your site from those links along with the Topical Trust Flow (relevancy). If you have a real estate website, then your top links should have that Topical relevancy.

DAY 3: Internal Linking Mind Map

Having a strong site architecture can decrease the amount of links you need to see results and will help build the authority of the entire site. It's so important that I actually sit down and map out how I'm going to structure any website I'm working on.

I use a pen and paper, but if you need to be glued to your computer, then use something like [Bubbl.us](#). If you've read my blog, you know that I prefer to use a silo when building out site architecture. [Read this post](#) to learn about siloing.

DAYS 5-7: Competition Analysis

Understanding what your competition is doing to rank well is the key to a successful link building campaign. I spend a lot of time on this part of the process because it helps me not only understand what I'm up against, but it also helps me identify link opportunities.

Keep in mind, you want to do your very best to "blend" with your competitors. So, if every single site competing on the first page for your keyword is only using business listings and directories, then it would be foolish for you to blast your site with PBN links. First of all, your competitors basically gave you HOW they are ranking on a gold platter and secondly, your link profile will stand out like a sore thumb, which is often a first class ticket to a penalty.

That's why it's critical that you categorize your competitors link types.

Here are the main link types to look for:

- Directory links
- Guest posts, blog mentions
- Sidebar, footer links
- Article directory links
- DoFollow or NoFollow blog comments
- Sponsored links, paid reviews
- Link parties, resource pages
- Blog networks

What if you're analyzing your competitors and there are no links showing up in Ahrefs, Majestic or Open Site Explorer? Then there's a 99% chance your competition is using a private blog network and blocking the crawlers.

The best way to explain link categorization is for me to give you an example of how I do it. For the example I'm going to analyze two websites from the keyword "garcinia cambogia reviews". When it comes to categorizing my competitor's links, I just combine them together. I do this because it gives me a general picture of what each site on the first page is doing to rank well.

Here's how a simple link type analysis would look:

LINK TYPES					
Blog Network	Web 2.0	Article Directory	Social Platforms	Blog Comments	Supporting Sites
http://www.aboutthecake.com/	http://www.	http://kp3s.org/artic	https://www.youtube.cor	http://www.rozmani.org/musingmil	http://www.garciniacambogiaaustraliahq.com.au/
http://www.ntgas-lowco2.com/		http://social.aulacreativadigital.es	http://www.pinterest.con	http://blog.papicon.com/	http://garciniatruth.com/
http://greenpile.com/					
http://www.bakermat.org/					
http://www.cleaneconomies.com/					
http://www.theconservativeevolution.com/					
http://www.contactknowledge.com/					
http://www.drchrisconfidential.com/					
http://norcalpolitics.com/					
http://www.jf-lebon.com/					
http://www.soinsdelapeau.org/					
http://www.zskf.org/					
http://www.thebabyproofer.com/					
http://www.swannanoapride.org/					
http://www.nyacts.org/					
http://www.marcsmookler.com/					
http://www.alnoormedicalco.com/					
http://www.wyolica.net/					
http://www.spense.org/					
http://www.couleecommhosp.org/					
http://www.vettervineyards.com/					
http://d7uc.org/					
http://www.tuli.info/					
http://www.prohaiti.org/					
http://www.ivyparis.com/					

Now that you have your competitor's link types recorded, you need to analyze some other important ranking factors.

Question #1: Do they have social signals and do they have social profiles dedicated to their websites?

This is a critical question because social signals continue to grow in strength and social profiles are a "trust" indicator to Google.

Moral of the story: if your competition has social profiles and social signals hitting their site, then you need to replicate it.

SOCIAL SIGNALS, SOCIAL PROFILES					
SITE #1	SOCIAL PROFILES		SITE #2	SOCIAL PROFILES	
Tweets	110	None	Tweets	89	https://www.facebook.com/AuthorityNutrition
Facebook Likes	62		Facebook Likes	4.2 K	https://twitter.com/authnutrition
Facebook Shares	29		Facebook Shares	2.4 K	https://plus.google.com/+KrisGunnars/posts
Google +	9		Google +	89	http://www.pinterest.com/authnutrition/

Site #2 ranks first in Google for the sample keyword (garcinia cambogia reviews), so that alone should show you the power of social signals and having active social profiles. Site #1 actually has better links, but isn't ranking as well because of the lack of social presence / signals.

Question #2: Do they have any 301 redirects?

Always check to see if your competition is using 301 redirects because they are extremely powerful.

Question #3: What kind of anchor text distribution are they using?

The last, but most important part of your analysis. Every industry is different, so creating a custom plan of attack for anchor text is important.

If your competition is using 50% branded anchors, then you should use around 50% branded anchors as well. But this is when it gets tricky.. You don't ALWAYS want to replicate the anchor profile of a competitor. Especially in a spammy niche like Garcinia.

This is because a website may be ranking well for a keyword using extremely keyword-rich anchors, but it doesn't mean they are going to keep those rankings. There's a good chance

they will get penalized in the near future.

If you're working in local or lower competition niches, then replicating anchor profiles is much safer. To be safe, you should check how long a particular competitor has been ranking on the first page. If they've been on the first page for 6 + months then there's a good chance they will stick.

It's difficult to know exactly how long a site has been ranking unless you're consistently checking the results, but you can do two things to get a ballpark estimate:

1. Use SEMrush, click "Organic Research", click "Positions", and hit "All time". This will give you how many positions they've gained over time.
2. Use Ahrefs and look at how many links they've recently gained. If they've acquired a ton of links in a short amount of time and they are using keyword-rich anchors, then they are likely churning and burning the site (do not replicate this).

If there's no clear anchor text pattern for your competition (although there almost always is), then just use my proven strategies from the article I wrote about anchor text.

Read it here: <http://www.gotchseo.com/anchor-text/>

DAY 8: Niche Directory Prospecting

People undervalue directories, but when used correctly, they can send some serious Topical Trust Flow to your site.

On Day 8, I use the search functions below to find relevant directories. I then do a bulk check in Majestic to see which ones are most relevant and keep those in my link prospecting tab.

Some search functions:

keyword Directory add

keyword Directory submit

keyword Directory suggest

keyword Directory post

keyword "submit * site"

keyword "submit * listing"

keyword "submit * URL"

keyword "submit * website"

keyword "suggest * site"

keyword "suggest * URL"

keyword "add * site"

keyword "add * listing"

keyword "add * URL"

keyword "add * website"

keyword intitle:directory
keyword intitle:resources

DAY 9: Blog Comment Prospecting

On Day 9, I go out and find relevant blogs within the industry where I can leave valuable comments. 99% of blog comments are NoFollow, but the purpose of comments aren't for link authority. They are for establishing your site as a "member" of the community and to create a layer of relevancy around your site.

Use these search functions to find relevant blog comment opportunities:

Keyword + site:wordpress.com
Keyword + site:blogspot.com
Keyword + site:typepad.com
Keyword + site:edublogs.org
Keyword + site:livejournal.com
Keyword + intext:"powered by wordpress"
Keyword + intext:"powered by typepad"

DAY 10: Forum Prospecting

Forums are not only a great way to build up your authority within the industry, but they can also send qualified referral traffic to your site that will help strengthen the layer of trust signals around your site.

Here are some search functions:

forum + keyword
keyword + forum

DAY 11: Resource List Prospecting

Getting your site listed on resource pages can be highly valuable because many of the resource pages are aged and authoritative.

Use the functions below:

Keyword + "top 10 resources"/"top resources"
Keyword + "top 10 sites"/"top sites"
Keyword + "top 10 websites"/"top websites"
Keyword + "top 10 articles"/ "top articles"
Keyword + "top 10 tools"/"top tools"
Keyword + "top 10 web resources"/"top web resources"
Keyword + "top 10 internet resources"/"top internet resources"
Keyword + "top 10 online resources"/"top online resources"

Keyword + "recommended resources"/"suggested resources"

Keyword + “useful resources”/”interesting resources”
Keyword + “favorite resources”
Keyword + “recommended sites”/”suggested sites”
Keyword + “useful sites”/”interesting sites”
Keyword + “favorite sites”
Keyword + “recommended websites”/”suggested websites”
Keyword + “useful websites”/”interesting websites”
Keyword + “favorite websites”

DAY 12: Industry Relevant Profile Prospecting

Many industries have industry relevant websites where you can create profiles. A good example of this is Moz.com if you're an SEO or Trulia if you're a real estate agent or Avvo if you're a lawyer. These profiles once again reinforce the idea that you're an authority within the industry. The more you build your “authority” within the community, the stronger the trust will be for your website.

DAYS 13-14: Guest Post Prospecting

All of the previous prospecting was for links that are foundational to the campaign and are easily attainable. Guest posts on relevant websites are one of the best ways to drive your rankings, but they are also challenging to obtain. REAL guest posts are hard to get because many webmasters are paranoid after Matt Cutt's threats and are much more restrictive about what types of content they allow on their blogs.

Believe it or not, this is actually a good thing because when you DO land a guest post, it will have a higher impact.

Here's how I go about finding opportunities:

submit * post keyword
submit * guest post keyword
submit * blog post keyword
add * blog post keyword
submit *article keyword
suggest *guest post keyword
send *guest post keyword
write for us keyword
become * author keyword
guest bloggers wanted keyword
guest posts wanted keyword
become * guest author keyword
become * guest writer keyword
guest column keyword

I do typically spend two or even more days looking for guest posting opportunities and vetting those that aren't typically relevant enough. You SHOULD be picky about where you want to

be published because it's going to take hard work and it's time consuming. So, make sure every prospect is relevant, has strong site authority, and is actually a real site (not built for link building / fake guest posting).

DAY 15-17: Expired Domain Research

As you know, using expired domains is one of the best ways to boost your rankings in Google.

I wrote a pretty extensive guide on how to build your own PBN [right here](#).

I spend days 15 through 17 trying to find relevant expired domains for the campaign. I use a combination of DomCop, PR Powershot, PR Drop, and Moonsy for my prospecting.

One relevant expired domain is stronger than five irrelevant. So be patient, and try to find some that are relevant.

If you're in an obscure niche, then just prospect for domains that have quality link profiles. When you take this route, you will have to retheme the site and send relevant links to the domain.

I'm telling you now... if you have irrelevant blogs in your network that are hitting your site directly, they will A) get deindexed and B) will end up getting you a manual penalty. So either take the time to make the link profile relevant, or just use the expired domains on tier two.

DAY 18: Create Accounts on Top Social Networks

Being present on social media is the key to increasing the trust of your brand and website. With that being said, you need to secure your brand name on the top social profiles.

What do I mean by “top”?

Top, as in the most trafficked social networks (according to ALEXA).

At the very minimum, register your brand name on these networks:

- Google +
- YouTube
- Blogger
- Facebook
- Twitter
- LinkedIn
- Instagram
- Tumblr
- Pinterest
- Wordpress
- Vimeo

Slideshare
LiveJournal
Quora
Weebly
Issuu

DAY 19: Secure Branded Properties

After you've registered accounts on the most trafficked social networks, now it's time to expand your social presence even further. Personally, I use [Lock My Brand](#) to secure the remaining profiles.

DAYS 20-21: Develop Social Accounts

Now that your brand is secured across all the social networks, it's time to develop the accounts. Start with the most authoritative networks.

For the sake of this 90-day guide, I'm saying take two days to develop your profiles, but social media is an on-going process. On average, I probably spend nearly a week developing my accounts.

Okay, so how do you develop an account?

The most important element of development is co-occurrence. When creating ANY property where your link will be hosted, make sure you're including your primary keywords within the description.

Aside from creating a strong description, you also want to link out to your other social media accounts, link to any content assets you have, and inject your NAP-W if you're a local business.

Here are some examples of developed branded properties:

- <http://about.me/gotchseo/>
- <http://gotchseo.wordpress.com/>

DAY 22: Sign-Up on Industry Forums

Do not underestimate the power of the relevant forums. Like blog comments, forums offer an opportunity to showcase your expertise and establish your website as an authority within the industry. From an SEO perspective, a forum profile or signature link will send relevant Topical Trust Flow to your site.

If you're trying to build your authority as an individual, then make sure you use your real name, and if you're trying to build brand authority, then use your brand as the username.

Use the following search strings to find industry-relevant forums:

forum + keyword

keyword + forum

DAY 23: Develop Forum Profiles

You'll need to sift through the forums to see which ones allow you to have a profile link at the very minimum. The ideal situation is a profile link and a signature link, but these are getting hard to come by because of spam abuse.

Spend Day 23 developing your forum profiles by filling out your bio (don't forget co-occurrence) and create a "new member" post.

DAY 24: Business Listing Audit

Business listings are some of the most trustworthy links you can build to your site because it's showing Google that you're a "real" business. If you're a local business and never audited your business citations, then it's almost guaranteed that you'll find many errors with your NAP-W information.

NAP-W stands for name, address, phone, and website. Consistency is absolutely key because Google uses accurate NAP-W information as strong ranking factors in the local pack.

Why does it matter?

If your NAP-W information is inaccurate it can lead to a prospect calling the wrong number, going to the wrong address, or landing on a site that doesn't exist anymore.

Google weighs the accuracy of NAP-W information so heavily because it is important to the USER. As you should know, Google is all about pleasing the user.

With all that being said, that's why on Day 24 you should perform a business listing audit.

I personally use [Bright Local](#), but there are several other tools you can use including [White Spark](#), [Moz](#), and [Yext](#).

DAYS 25-27: Fix Incorrect Listings

As I mentioned above, it's very likely that some of your listings will have inaccurate NAP-W information, so it's critical that you fix the information. This task is a serious time-suck, so it may take anywhere between 2-4 days if you're doing it all manually.

DAYS 28-29: Relevant Directory Submission

Remember on Day 8 when you found those relevant niche directories? It's time for you to submit your site to them. Like all other links, focus on writing a strong description and injecting some co-occurrence.

Do not, and I repeat, DO NOT use keyword-rich anchor text on directory listings. Keep it branded.

Depending on the size of your prospect list, this may take 1-2 days to complete. Make sure you track what directories you've submitted to, the date it was submitted, and eventually what the live link is.

DAY 30: Build New Business Listings

Hopefully you spent Days 25-27 cleaning up your existing business listings because now you're going to build fresh ones. Like I said before, I use Bright Local to automate my business listings. But if you're on a tight budget, then you can do it manually.

[Here's a list](#) of places where you can get business listings.

DAY 31: Indexing

Alright, so we've made it through the first 30 days on link building and now it's time to get properties indexed.

For how to get links indexed, make sure you [read this post](#).

One important note: you want your fixed business listings to be recrawled so that Google will acknowledge the changes. Use the methods in my indexing post to get the listings recrawled.

DAYS 32-36: Forum Authority Building

Okay, so now this is when things start getting fun. I spend Days 32-36 building up the authority of my forum profiles. Now, you're probably wondering, what does that mean and WHY?

Good question(s).

As I mentioned before, forum links are excellent because A) they're unoptimized (won't raise red flags) and B) they can send strong Topical Trust Flow to your website.

So, how do we go about building the authority of your forum profiles?

Simple.

We're going to leverage the authority that already exists within the forum. Many forums are aged, have strong link profiles, and will have decent domain authority.

More internal connections to your profile = more authority for your link

Here are the quickest ways to start building authority:

- Participate on threads: make sure you are actually providing value and not just trying to increase your post count (even though that's what we want!)
- Build up your friend list: add people who you've had direct contact with first
- Join groups: join groups and immediately provide value
- Create value-packed threads: creating threads that help people and provide value will increase the size of your friend list

All these techniques will help you increase the amount of internal links going back to your profile. Work hard on this task for 4-5 days and you'll have built a solid foundation.

Important note: always use branded anchor text with your profile and signature links.

DAYS 37-41: Relevant Blog Comments

Remember on Day 9 when you gathered relevant blogs within your industry where you could leave comments? Okay, well for Day 37-41, you're going to spend your time writing highly-valuable comments and building relationships with bloggers from your industry.

USE YOUR NAME WHEN COMMENTING.

Like many of the other types of links we've covered, you can use the power of co-occurrence in your comment content. If you're someone who doubts the value of blog comments, let me explain why you should use them:

1. They send Topical relevancy back to your website
2. They help establish YOU as an authority (if you actually provide value)
3. They help diversify your link profile because of the "nofollow" attribute
4. They can send qualified referral traffic to your website
5. They build relationships with fellow bloggers, which could eventually lead to a strategic alliance and maybe even lead to a guest post down the road.

DAYS 42-46: Social Profile Development

Developing your social profiles is critical to the foundation building stage. Sure, securing your brand name on these properties is nice, but it's going to send serious trust signals for your brand if you're actually producing value on social and being somewhat active.

This is an extremely time-consuming task if you take it seriously. Fortunately, I have my social media manager handle this, but it typically takes her approximately 4-5 days to develop the most important social profiles.

What do I mean by “develop”?

To “develop” your social profiles, do the following:

- Create strong descriptions about your business while keeping co-occurrence in mind
- Link to your other social profiles
- Inject your accurate NAP-W information whenever possible
- Share your content assets

All of this new activity on these profiles is usually enough to get them indexed.

Keep in mind, this is just the most preliminary stage of your social campaign. You SHOULD be continually active on social media because it's an awesome way to build relationships and beef up the trust signals for your site.

DAY 47: Secure Relevant Domains

Since Google is continually tightening the screws on link relevancy, I have been using a tactic where I buy keyword-rich domains, produce valuable content on them, and then eventually link to my money site. These highly-relevant domains are usually backed by their own set of social accounts, relevant PBN links, and relevant web 2.0s.

So, if my target keyword was “Los Angeles Lakers”, I would create a few blogs like “losangeleslakersfanatic.com” or “therealLAlakeshow”.

DAY 48: Hosting

Remember on Days 15-17 when you did expired domain research? Well, those domains are ready to rumble and need hosting. The domains you purchased on Day 47 will also need hosting.

I'm not going to get too deep into the hosting strategy because it's all laid out in my PBN guide. But to keep it simple: put each domain on a separate hosting provider. It's super easy to find cheap hosts in the web hosting talk forum:

<http://www.webhostingtalk.com/forumdisplay.php?s=9240223d240e9dc14ab2209740b93891&f=4>

Depending on how many sites you have to setup, hosting can be pretty time consuming, so it has it's own dedicated day.

DAYS 49-53: Blog Network Development

Now that you've got your domains all setup on hosting, it's time to develop your blog network. Developing a quality network is hard work but it's well worth it. You've invested money in a domain, so you might as well take the time to develop it well.

The setup for an expired domain and targeted domain is pretty much the same. The only difference between these two domains is that one has established authority and the other has a clean slate (no authority).

I highly recommend you drip feed your articles on the expired domains with no outbound links to your money site. Google is getting smarter about identifying PBNs early on, so be patient about inserting your links.

For more strategies on how to develop an effective but safe PBN, [read my guide](#) (it's free).

DAY 54: Secure Web 2.0 Properties

Day 54 is dedicated to securing keyword-rich web 2.0s. I've written two popular guides about this process [here](#) (basic web 2.0).

DAYS 55-57: Web 2.0 Development

Like your PBN, you should spend time developing your web 2.0 network. You know that I prefer creating “super” web 2.0s because they are more content heavy and less likely to be deleted. [Go here](#) to learn how to create super web 2.0s.

DAY 58-59: Build More Business Listings

It's been almost 30 days since you built your last business listings, so it's time to build more.

DAY 60: Indexing

You know what to do! Reminder... read this: <http://www.gotchseo.com/how-to-get-backlinks-indexed/>

DAYS 61-70: Relevant Guest Posts

Developing content for guest posts and reaching out is a very time-intensive process. I dedicate at least 10 or more days to developing content assets. Once these are completed, I will go out and pitch the resources to websites with relevant Topical Trust Flow.

Keep in mind, it doesn't have to be an exact match Topical Trust Flow, but it should be in the same realm of relevancy. For example, I may publish an article on a general “Business” website even though my site is about SEO. Google's algorithm is smart enough to know that those topics are in the same sphere of relevancy.

I recommend spending the first five days creating content. Make sure the content is structure according to the guidelines listed on the site's you prospected for. Then, spend the next five days reaching out to these sites and pitching your content.

You can use [Buzzstream](#) for this or just do it manually.

Securing these relevant links is critical to building a solid tier one layer around your site.

DAYS 71-74: PBN and Web 2.0 Link Insertion

It's been around 10 days since you created your blog network and web 2.0 properties. If you were smart, you didn't link out to your money site. Since enough time has elapsed and these sites have been recrawled and indexed. It's time for you to insert your links into the content. I suggest drip feeding the link insertion over the course of a few weeks or even months.

After you've placed a link, change the publish date on the article to a more recent date, and submit the article to a ping service. These small techniques will get Google to recrawl the article and recognize the new link.

DAY 75: Tier Two Social Profiles

I probably take things too far, but I actually build social accounts for my every single one of my expired domains and targeted domains. I just jump on [Fiverr](#) and get the profiles created.

These social profiles add another layer of relevancy because each social profile will be themed around the main keyword I'm targeting.

DAYS 76-80: Link Fortification

At this stage, you'll see some pretty dramatic improvements, but if you want your rankings to really climb and stand the test of time, then you need to fortify your backlinks. Some people view tiered link building as a spam tactic, but I view it as creating a relevant web around your business.

I created a series on tiered link building that will help you understand this concept further.

Check it out:

- [How to Build Tier One Backlinks](#)
- [How to Build Tier Two Backlinks](#)
- [How to Build Tier Three Backlinks](#)

DAYS 81-85: Create Content Assets

A content “asset” is something that you can continue to leverage throughout an entire SEO campaign. These assets should be created under your brand and are designed to show Google that your brand is “everywhere” and is the authority within your industry. A content asset can come in many different forms including an article, infographic, video, podcast, or even a useful tool.

Here are examples of content assets I've built for Gotch SEO:

[5 Classic Anchor Text Mistakes You're Probably Making](#) - I wrote this article on Medium.com so I can reach a different audience and continue to build my authority away from my site. Notice, how I didn't use any exact match anchors. It is BRANDED content. That means you want Google to see this content and see that your brand is contributing value across multiple channels.

With this content, I then create what I've deemed the “modern day link wheel”. The modern day link wheel is simply leverage your content assets across different mediums.

So, for example, you'll see in [this article](#) that I actually link to my Medium article, but in this article I wrote on Storify, I don't even link to Gotch SEO. Google's algorithm is smart enough to see that my brand “Gotch SEO” wrote the article and my site will still benefit because of the [“implied” link or citation](#).

DAYS 85-90: Broken Link Building

Broken link building is an old school technique, but is still awesome for scoring Topical relevant links on high-authority pages.

Prospecting for broken links on websites and then taking the time to reach out is an extremely time intensive process. That's exactly why I spend at least 5-6 days doing it. The links you obtain through this process are well worth the amount of time it takes.

BONUS: How to “Earn” Links

STRATEGY 1: Care About Good Content

“Content is KING!!!” Okay... you know I'm kidding, but it IS really important.

High-value content is the foundation of any successful SEO campaign. In fact, producing valuable content is more than just some SEO technique. It's actually extremely beneficial to your business and it is one of the most cost-effective forms of marketing there is.

No, producing one valuable piece of content will not make your business explode with massive profits. But consistently producing awesome content AND having an effective promotional strategy, will help your business generate leads on auto-pilot.

More importantly, good content also acts an effective sales strategy because it gives your prospects “results in advance” (Frank Kern), establishes your business as the “authority”, and builds massive trust and goodwill for your business.

And yes, from a dorky SEO standpoint, good content ranks easier and quicker when high-quality links hit it. If the content is actually good, there's a good chance it will acquire links naturally.

Need I say more?? Develop a content strategy. The end.

STRATEGY 2: Help a Reporter Out (HARO)

I didn't include using HARO within the 90-day strategy because it's something that you should participate in frequently. It is easily one of the best ways to acquire high-quality links without needing to do a ton of work. Sure, getting approved can be a challenge, but when you do, it's really worth it.

Here are few examples of links I've acquired for Gotch SEO through using HARO:

- [7 Entrepreneurs Share Ways on How to Grow Your Business](#)
- [Life Lessons: Nathan Gotch](#)

The best way to get approved when using HARO is to provide overwhelming value. It's that simple.

Now what...

I've given you a foundation of principles that you can use to actually achieve results in the search engines. Please... don't feel like you have to follow these principles down to a T. Develop your own method and work flow. There isn't only way to rank a website well in Google. Pick and choose what you like most from this process and just TAKE ACTION.

The connections may not be clear right now in your mind, but taking action will give you the references you need to make smart, strategic decisions. And most importantly... help you drive new traffic, leads, and revenue for your business.

Just go out there and start grinding.

My rant is over, but before you go, make sure you head over and learn more about [Gotch SEO Academy](#). If you enjoyed this article, then you'll love the academy. It is the only SEO training course that focuses on RESULTS, not useless knowledge.

[Click HERE](#) to learn more about it.

Thank you so much for reading and you'll be hearing from me soon!

Sincerely,

Nathan Gotch