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# Linkbuilding in Black and White

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***Disclaimer:***

*Opinions and tactics expressed here are seldom endorsed or recommended by anyone (in public)*



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**Don't use "Black Hat" tactics!**



**Scary, huh?**



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## “Black Hat” = illegal

- Just because a process can be automated doesn't make it “black hat”.
- To me, anything that's not illegal is not “black hat”
- I define “black hat tactics” as unauthorized access to a server, changing or modifying content or code without the permission of the domain owner.
- Anything else is fair game, in my book...



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## Google's Webmaster Guidelines

- They are guidelines, not laws
- Congress did not pass legislation
- Google is not your mother or your boss
- Google acts in their own best interest
- Google is accountable to stockholders
- Google is in business to sell ads
- Google is far too busy to police the organic SERPS – (all that much).
- Anyone can find evidence that Google doesn't care by looking at the ultra competitive markets



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## "Case Study: I Listened to Google and I Failed"

- Michael Gray (Graywolf) [post](#) from last summer
- Key Quotes –

"Ironically, the ones that received most traffic from Google were the ones where I took the time to manually build the links by doing some forum marketing/guest posts"

"Google mantra "Build great content and users will find you" isn't valid anymore. The fact they still spread this propaganda makes me sick. "



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## Fact: You Need More Linking Domains

Contextual, editorial, squeaky clean white hat links gained through the wonderfulness of your content are great, but **all types of links can be advantageous.**

You need **more linking domains** to rank better.

Google does not have the time, resources, or frankly, the motivation to care. They want to sell you ads!

Matt Cutts team puts out fires that make Google look bad.



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## More Linking Domains = More Trust

Settings **Page:** PA: 60 mR: 4.97 mT: 5.69 4,172 links from 167 Root Domains **Root Domain:** DA: 56 DmR: 5.20 DmT: 5.33 150,667 links from 617 Domains

**pdx** The home of Portland's SEM community

Events Membership Sponsors Partners SearchFest Blog SEM Forum Resources

56 people like this.

### About SearchFest 2011



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# More Linking Domains = More Trust

- Results #4 to #10 after Googling for “Searchfest” -
- Very few domains have many links to the ranking page
- This is pretty much the entire game.

[SearchFest 2011 - Marketing - Internet marketing- Eventbrite](#)

Search Engine Marketing Professionals of Portland (SEMPdx) presents **SearchFest 2011** -- Wednesday, February 23, 2011 | Thursday, February 24, ... [searchfest.eventbrite.com/ - Cached](#)

PA: 8 57Lks /35RDs | DA: 90 3,385,140Lks /61,826RDs | Explore

---

[SearchFest 2011- Get the Early Bird Discount While You Still Can ...](#)

Dec 16, 2010 ... **SearchFest 2011**- Portland's Premier Search Marketing + Social Media ... of your online marketing peers for the fifth annual **SearchFest!** ... [www.joinazima.org/.../searchfest-2011-get-the-early-bird-discount-while-you-still-can/ - Cached](#)

PA: 1 0Lks /0RDs | DA: 35 19,398Lks /84RDs | Explore

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[17 Reasons to Attend SEMpdx's SearchFest 2011 in Portland, Oregon ...](#)

Dec 9, 2010 ... Buuurrrah! It's that time of the year again. The cold has come, the days are short, and Search Marketers around the web are starting to plan ... [www.webranking.com/.../sempdxs-searchfest-2011-in-portland-plan-now-for-early-bird-rates-and-discounts - Cached](#)

PA: 32 3Lks /2RDs | DA: 42 17,310Lks /233RDs | Explore

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[SEO, internet marketing, Search Fest 2011, Portland Search Fest ...](#)

Feb 23rd Portland **Search Fest**. ... **SearchFest 2011**. Portland's Premier Search Marketing Conference When: Wednesday, February 23, 2011 ... [www.portlandwebdesignblog.com/.../search-fest-2011-worth-the-investment/ - Cached](#)

PA: 25 256Lks /1RDs | DA: 25 43,894Lks /24RDs | Explore

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[SearchFest 2011- DFW SEM Members 10% Off Discount - DFW Search ...](#)

Dec 4, 2010 ... Join hundreds of your online marketing peers for the Fifth Annual **SearchFest** Internet Marketing Conference in Portland, OR on February 23, ... [www.dfwsem.org/searchfest-2011 - Cached](#)

PA: 31 108Lks /1RDs | DA: 41 13,540Lks /188RDs | Explore

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[SearchFest 2011 Portland - SearchFest 2011 at Governor Hotel ...](#)

**SearchFest 2011** in Portland at Governor Hotel. Join hundreds of your online marketing peers for the Fifth Annual **SearchFest** Internet Marketing Conferenc...

[Tribute to Robert Burns](#) Sat, Jan 29  
[2011 Portland Trail Blazers / Hands On Greater Portland ...](#) Tue, Feb 15  
[eventful.com/portland/events/searchfest...-E0-001-035518795-6 - Cached](#)

PA: 1 0Lks /0RDs | DA: 88 4,617,929Lks /23,288RDs | Explore

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[Searchfest | The Dotster Blog](#)

We're sponsoring **SearchFest 2010** hosted by SEMpdx on March 9th, 2010. **Searchfest** is Portland's largest search marketing conference, and draws excellent ... [www.dotster.com/blog/tag/searchfest/ - Cached](#)

PA: 47 90Lks /1RDs | DA: 73 54,615Lks /3,416RDs | Explore





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## More Linking Domains = More Trust

The level of crap that Google tolerates and rewards is going to vary wildly from industry to industry. Just don't be the "worst kid in the class"!

Google has a way to "report paid links" because it takes money out of their pockets **but there's no place for anyone to "Report Crap"** – yet

Before you Tweet that I'm advocating that you "create a ton of crap", you have to examine your competitors.



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## **More Linking Domains = More Trust**

As Google gets better at filtering out the crap, competitive markets will need more crap.

Google cant discount everything, so crap created in volume has a favorable ranking effect.

Face it – Even Google can't move mountains (of crap) -  
You may think it sucks, but nobody said life was fair.

Look at your competition to find acceptable crap levels



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## Four Most Effective Areas of Crap

- Blog Commenting
- Guest Profiles
- Guest Blogging
- Forum Posting



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## Blog Commenting – Is it ethical?

- Is it ethical to comment?
- To have employees comment?
- To use software to identify those comment targets, then assign to someone else?
- To use software to do it all? Identification, account creation, email & captcha verification, even posting the comments?



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## **Blog Commenting – Is it ethical?**

- Almost anything that can be done by hand can be done more efficiently by tools.
- Just as robots and machines are replacing assembly line workers, software is getting smarter
- For finding relevant blogs for commenting, we use Fast Blogfinder. (Google “instant linkbuilding software”) for my review and some advice on MANUAL commenting
- 100% Automated commenting scripts /software exist



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## **Blog Commenting – Is it ethical?**

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## Guest Profiles – Is it ethical?

- Is it ethical to join sites that offer membership / profile creation?
- To join simply for the purpose of getting a backlink?
- To look for domains that allow this, and have someone doing account creation all day long?
- To use software that creates the accounts?



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## Guest Profiles – Is it ethical?

- Do a Google search for “Angelas links” and “Pauls links” for an example of lists. Not free, but very cheap, and updated monthly, and you’ll sleep just fine with the MANUAL creation.
- There are plenty of automation tools and software packages that will create these profile pages en masse, and they are getting more sophisticated all the time.





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## Guest Profiles – Is it ethical?

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## Guest Blogging – Is it ethical?

- Is it ethical (with permission) to post content on someone else's site and drop links in the content?
- To outsource articles to author?
- To write multiple versions of similar articles?
- To use networks of sites like this, dubbed “content farms” by Matt Cutts 11/10 to distribute them?



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## Guest Blogging – Is it ethical?

- Once you have exhausted your friends, where can you go to “guest blog”?
- TONS of content farms and places you can “guest blog” and post *unique versions* of your content with backlinks.
- More are springing up all the time, and the better ones are even allowing for *spun content* right in their interface.



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## Guest Blogging – Is it ethical?

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## Forum Posting – Is it ethical?

- Is it ethical to participate in forums?
- To assign it to someone else?
- To have someone join and create profiles for you?
- To respond to threads, and even be active enough to show their anchor text rich forum signature?



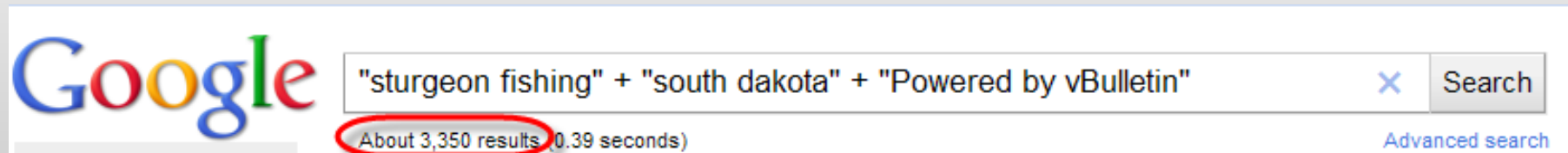
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## Forum Posting – Is it ethical?

- To Google search for “footprints” to find forums



- Join those forums, fill out the profiles, and get those profiles indexed.
- There is software that can do this, and do everything from creating the profiles and getting them indexed.



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## Forum Posting – Is it ethical?

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## Why Are These Tools “Evil”?

- They allow scaling of “humanized” efforts
- They use proxy lists to hide your IP address
- They use random user agents
- They use random referrers
- They “learn”, remember, and filter out bad urls
- They let you export and extract data
- They can be used intelligently to exploit rankings
  
- Because they work – i.e. they make Google look bad





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## Why Am I not sharing tool names?

- How do you make an elephant from a block of granite?



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## Why Am I not sharing tool names?

- How do you make an elephant from a block of granite?
- Use a hammer and a chisel. Start with a block of granite, and chip away everything that doesn't look like an elephant.
- Then what CAN I give you instead?



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## Get your Crap to Count!

Rather than give you the names of a bunch of evil tools here's something much more actionable.

Let's assume that you already have some links that you're "less than proud of" ... Now what?

- Get them indexed!
- Keep them indexed!



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## Pinging URL's is effective

- **Fact:** Pages which get pinged and visited regularly, both by spiders and by people, tend to remain indexed.
- From Wikipedia:

### Ping (blogging)

From Wikipedia, the free encyclopedia

*This article is about the web publishing mechanism. For the network test tool, see Ping.*

In **blogging**, ping is an XML-RPC-based **push** mechanism by which a **weblog** notifies a **server** that its content has been updated.<sup>[1]</sup>



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# Pinging URL's is effective: (Even Wordpress uses Ping-o-matic by default)

**PING-O-MATIC**

Home | Stats | Blog

**PINGING SEARCH ENGINES**  
*so you don't have to!*

*What is this?*  
Ping-O-Matic is a service to update different search engines that your blog has updated.  
▶ Learn more...

### Services to Ping

| Common Services (Check All)                      |  |  | Specialized Services                                |
|--|--|--|---|
| <input checked="" type="checkbox"/> Weblogs.com  | <input checked="" type="checkbox"/> Blo.gs         | <input checked="" type="checkbox"/> Feed Burner        | <input checked="" type="checkbox"/> Audio.Weblogs   |
| <input checked="" type="checkbox"/> Syndic8      | <input checked="" type="checkbox"/> NewsGator      | <input checked="" type="checkbox"/> My Yahoo!          | <input checked="" type="checkbox"/> RubHub          |
| <input checked="" type="checkbox"/> PubSub.com   | <input checked="" type="checkbox"/> Blogdigger     | <input checked="" type="checkbox"/> BlogStreet         | <input checked="" type="checkbox"/> GeoURL          |
| <input checked="" type="checkbox"/> Moreover     | <input checked="" type="checkbox"/> Weblogalot     | <input checked="" type="checkbox"/> Icerocket          | <input checked="" type="checkbox"/> A2B GeoLocation |
| <input checked="" type="checkbox"/> News Is Free | <input checked="" type="checkbox"/> Topic Exchange | <input checked="" type="checkbox"/> Google Blog Search | <input checked="" type="checkbox"/> BlogShares      |
| <input checked="" type="checkbox"/> Spinn3r      | <input type="checkbox"/> PostRank                  | <input checked="" type="checkbox"/> SkyGrid            |   |
| <input checked="" type="checkbox"/> Collecta     | <input type="checkbox"/> Superfeedr                |  |   |



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## Awesome Tools

- Manually Copy / Paste / Ping batches of URL's  
<http://www.pingdevice.com>
- Turn lists of static URL's into actual RSS Feeds  
<http://freerssfeedgenerators.com>  
<http://linklicious.me/>
- Mass Backlink Indexing Service (1000 minimum)  
[www.indexbear.com](http://www.indexbear.com)



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## Who makes the rules, anyway?

- You are in a war for rankings with every other site
- Automation tools & solutions are available:
  - Rewriting articles
  - Creating profiles
  - Filling in captcha forms
  - Commenting at forums and blogs
  - Syndicating “unique” content
  - Why shouldn’t you use them?
- ***Intelligently*** augmenting your “legitimate” efforts can go a long way towards giving you a leg up on your competition.



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## A Few More Subversive Tools

- Pay to get things re-tweeted

<http://www.retweet.it>

- Look, money CAN buy “friends”

<http://subvertandprofit.com>

- Solve Captchas

<http://www.captchasolver.com/>





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**Measure your own tolerance for risk  
Act within your own “moral compass”**

**but watch what your competition is doing...**

Thank You

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