

MATT DIGGITY'S BACKLINK BLUEPRINT

How to Create Links from Day 1 to Page 1





Matt has been featured on most of the world's most popular SEO related blogs and for good reason. As the owner of Diggity Marketing, he has 1000's of happy customers around the world that are getting amazing results time and time again.

FOLLOW MATT ON SOCIAL





HAVE YOU EVER ASKED:

How long do I wait to link to my website?

When do I build citations?

How many links should I build per month?

Should I be linking to my social profiles too?

ENTER THE BACKLINK BLUEPRINT...



STAGE 1

SANDBOX

Social profiles

Citations

Slow Guest Posts



STAGE 2

TRUSTWORTHY STAGE

Guest Posts

Link Insertions

Optional Grey hat:
PBN Sniping or Tier 2
PBNs



STAGE 3

AUTHORITY MODE

Editorials

High Quality Guest
Posts

High Quality Link
Insertions

STAGE 1

THE GOOGLE SANDBOX

This linking process is designed to build trust, in this sensitive time in a website's evolution. We will imitate the actions of a normal business as it creates an online presence. The typical steps are as follows.

- 1 Business is created.**
- 2 Social Profiles Created** - After a business is established, most business owner will go join the social stratosphere.
- 3 Business Citations** - As a next step, the business would get citations by putting their name, address and phone number into Yellow Pages and other business directories.
- 4 Social Signal Blast** - The business is starting to become popular and people are starting to talk about it on Facebook, Twitter, etc.
- 5 Initial Link Building** - Now that the business is starting to become popular, it is starting to slowly gather links to both the website and, optionally, it's social profiles.
- 6 Social Signal Blast #2** - Down the road, the business launches a marketing campaign, and once again, is getting talked about in the social spheres.
- 7 High Velocity Mode** - The new social signal blast warrants additional links. This is where you increase the number of links to your site for a few weeks.
- 8 Low Velocity Mode** - Social buzz is starting wear off so people are linking less. During this phase, you return to 1 to 2 links to your site per week.
- 9 Ongoing Cycle** - From this point on, you go into modes of high velocity linking and low velocity linking, which are initiated by social blasts. This continues until you're out of the sandbox.

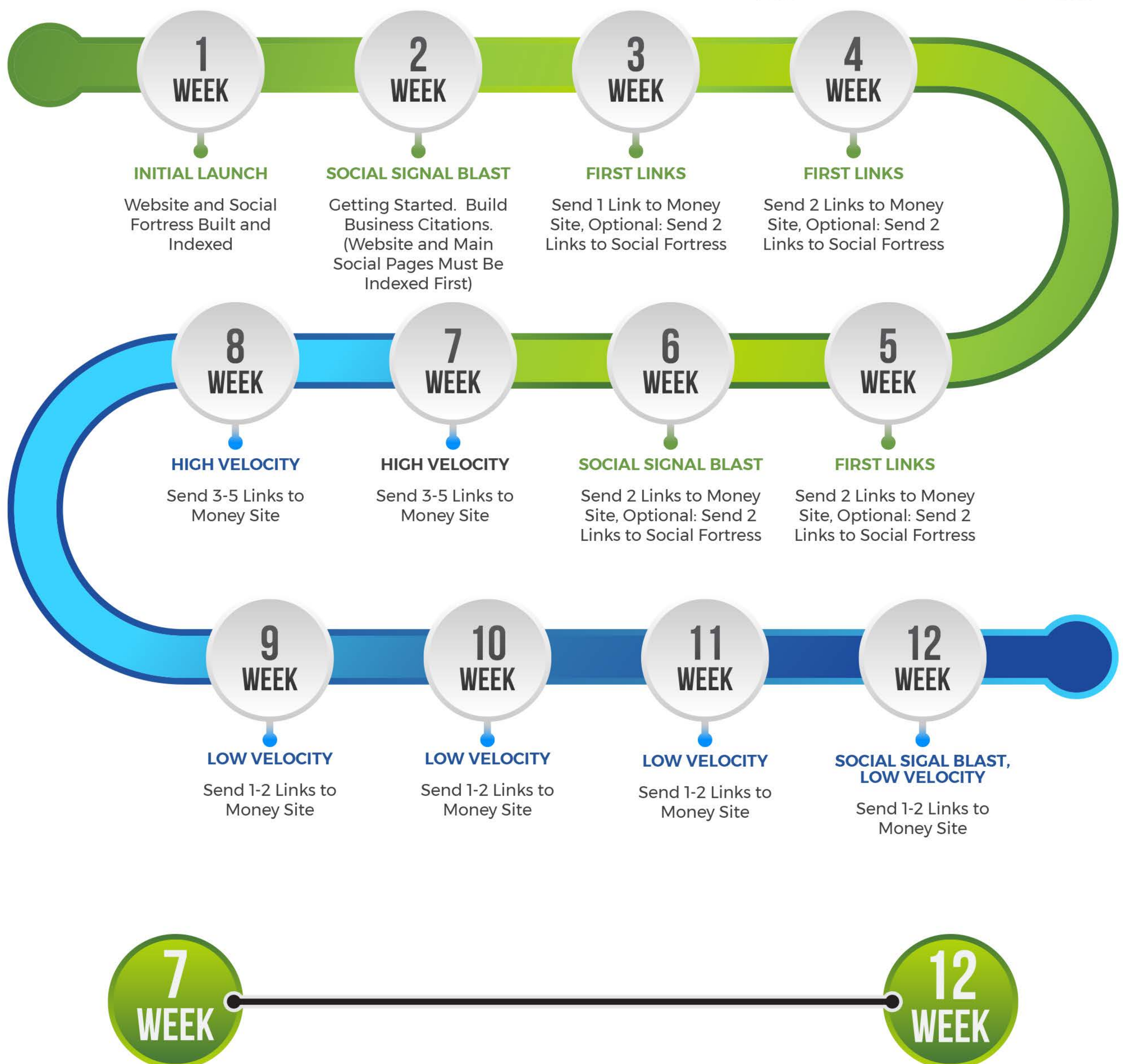
IMPORTANT NOTE:

In the sandbox, the name of the game is to build trust.

Thus, it's recommended to use link types that are most commonly used throughout the natural internet. The likelihood of a link being built on a brand-new page is much higher than a link being added to an aged page.

Stick to all (or mostly) links on new pages, such as guest posts, infographics, etc., during this phase.

TIMELINE



REPEAT WEEK 7 THROUGH 12 UNTIL OUT OF SANDBOX.

STAGE 2

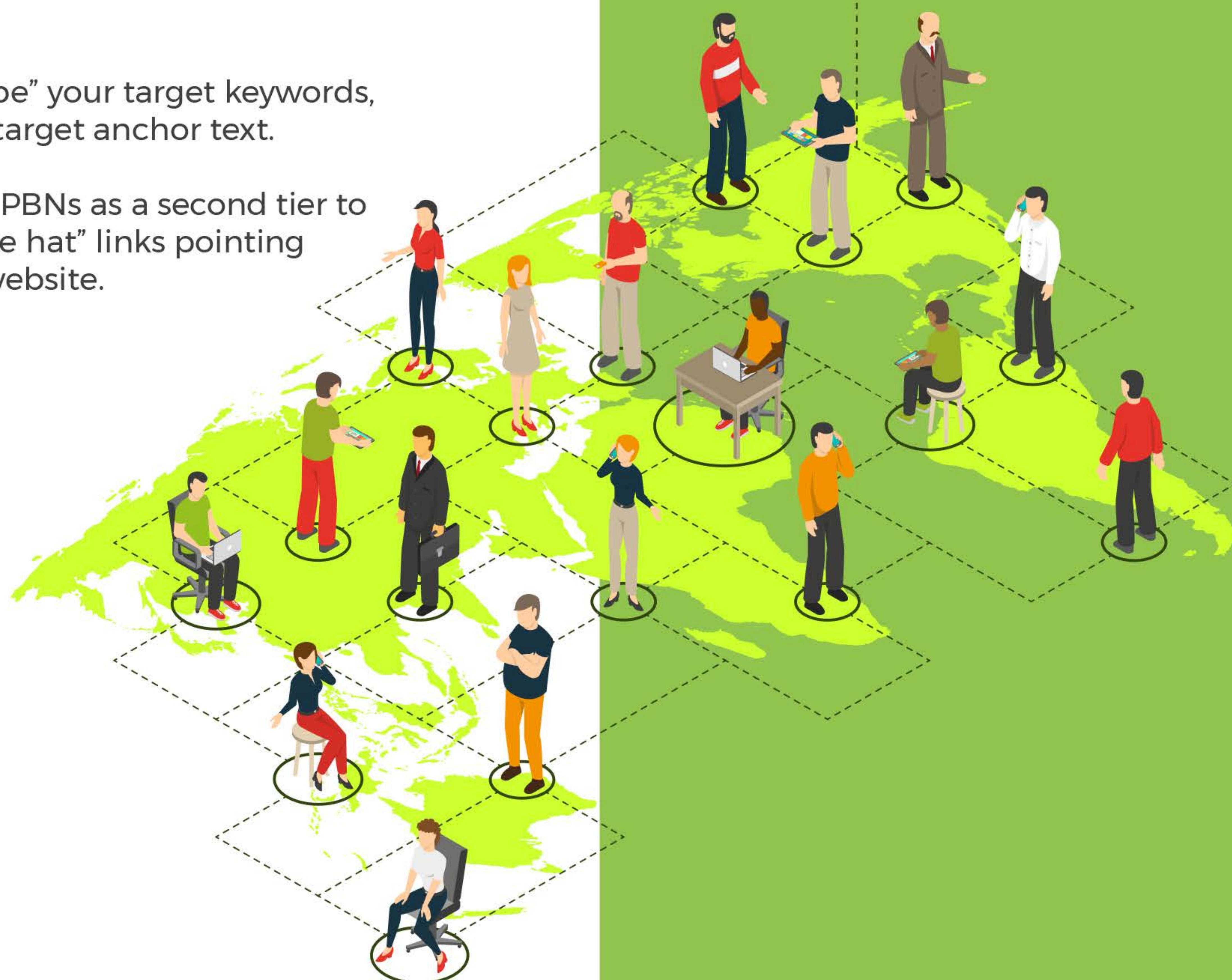
THE TRUSTWORTHY STAGE

Now that your site is out of the sandbox, you have the trust to be able to increase your link velocity and expand your link options.

RECOMMENDED LINKS IN THE TRUSTWORTHY STAGE

- **GUEST POSTS** - Increase the velocity on links from brand-new pages to keep building trust and authority. Stick to sites with actual Google traffic. If Google ranks them, then they're obviously ok with their outbound links.
- **LINK INSERTIONS** - Now its time to send links with power. Get links from articles that already exist and have links going to them. Leverage the Page Rank Algorithm.
- **(OPTIONAL GREY HAT STRATEGY) PRIVATE BLOG NETWORKS** - PBNs are great for building power, as you're getting links from website homepages which typically have dozens or hundreds of links going to them.
 - Use PBNs to "snipe" your target keywords, by sending your target anchor text.
 - You can also use PBNs as a second tier to link to your "white hat" links pointing directly to your website.

http://www.....



LINK VELOCITY



VISITORS	MINIMUM	MAXIMUM
1000	2	10
5000	10	50
10000	20	100
50000	100	400
100000	200	800

The amount of links you build is governed by how much traffic you have.

To illustrate, you clearly can't build 200 links in a month if only 100 people visited you. But if 10,000 people visited you, there's a likely chance that 50 of them might be interested in linking to you.

Here's a general range for link velocity. Of course, refer to your competitors and see how fast they're building links and outpace them.

STAGE 3

AUTHORITY MODE

Your site has entered the stage where news pieces of content you publish are ranking high, right away. Now's the time to focus more on content, and shift your link building even more into a quality-over-quantity mode while keeping up the velocity.

RECOMMENDED LINKS IN AUTHORITY MODE



EDITORIAL LINKS – Now you have the income and budget, start getting the high authority links that you've coveted. Aim to get links on sites that have higher authority than you do already.



GUEST POSTS – Stick to the same rules as above. Get links from sites with excellent traffic and higher authority than you have.

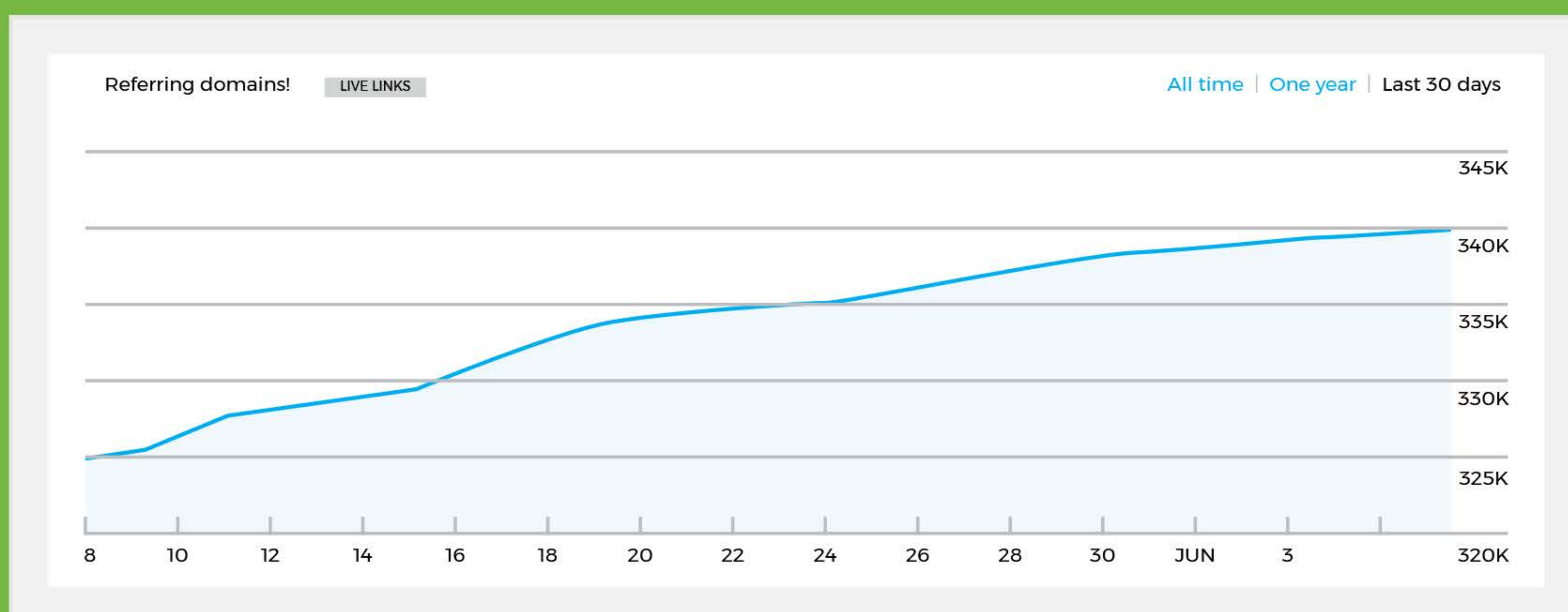


LINK INSERTIONS – Also aim for quality. Exceptions can be made for particularly powerful links from webpages that have links themselves.

LINK VELOCITY

If you stick to the quality-over-quantity approach, you shouldn't ever exceed limits on the amount of links that your traffic can justify.

AUTHORITY SITES CAN BUILD 5-6 FIGURES OF LINKS PER MONTH.



General rule: Stick to quality and out-link your competitors.

THANK YOU FOR READING MY
BACKLINK BLUEPRINT TIMELINE.



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