

Guide to Getting #1 in Google

Or

Niche Domination- No Fluff!

Notes

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V. 1.0

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Introduction

I have tried out quite a few Internet Marketing methods. To be honest most were unsuccessful. One day, I saw a post called “Niche Domination – No Fluff”, that post then became an epic thread. Fast forward a few months later to today and I am still looking for the best (and most profitable) Internet Marketing method. I decided to follow that “Niche Domination” post.

However before starting the method, I needed to figure out what exactly it entails. So I took the enormous task of taking notes from a 35 page thread. I have now finished that task (all up to post #858). As my gift to theVault, I have compiled my notes into this eBook. Please note that the majority of the content of this eBook is compiled from Conquistadors posts. Only a few points are from other posters in the thread (taomax)

This is version 1.0 of the eBook. I only plan on making version 1.1 which will include any corrections from Conquistador himself and formatting/grammar fixes. I see no more point in continuing on taking notes from page 35 onwards for 3 reasons:

- 1) the majority of questions were asked and already answered
- 2) the answers to the majority of questions can be found out by taking the appropriate action
- 3) the majority of questions asked, only act as an excuse not to try the method (procrastination)

If you only take one thing from this eBook, then let it be this: profit lies in service. Before coming to theVault, I have built a service website that is profitable to this day. When I tried the various Internet Methods that were not focused on service I have failed. Now I am going back towards the service route by trying this method. What is the “service” in this method? Providing visitors with valuable content. Good Luck, Take Action and Make the Web a Better Place!

-Headsh0t

Part I

Entering Niches

1) Target 1 keyword to rank for and build 1 blog post or 1 page on that keyword
(xyz.com -> xyz.com/keyword.html)

2) Link the “keyword” and its variations from articles to that page (ie Interlink) for 1 month. Don’t go too fast or you will be penalized. At this point in time homepage is not ranked, inner pages are.

****For Low tier niches** (400k competition)**

3) a) Article submission (ie Ezine, Buzzle and BrightHub) . Change anchor to something really long so if it was "soccer tips" change it to "pro soccer tips" (or else it would seem too suspicious for Google)

b) iSnare (submits your articles to blogs) submission (same idea as “a”)

c) SubmitYourArticle submission (create as many variations as possible)

*d) Submit the article to "UAW" (UniqueArticleWizard) with 3 different versions and different resource boxes

e) AMA (articlemarketingautomation), publishes your articles on blogs. Submit the article to specific section with "keyword" linking back to page

-Link to Inner pages, not home page

-New Articles for each service!

4) Get yourself on Yahoo Directory and BOTW (best of the web) in appropriate sections

5) Do 4-5 press releases from different places like prweb (target places beyond USA, which is why go for many different ones)

6) Find 10-20 related forums that allow the signatures post 40-50 messages on each with your signature there

-For the first month don’t do any link building

Time for Steps 3-6: 3 to 4 months

**On Pg.18 UAW is not recommended anymore! Use PAD instead*

Entering Niches (cont.)

- When you dive in a niche the first thing you do is find the TOP GUY, the one ranking across all keywords and then you go to Google and type "related:website.com" and then Google will show you all the related domains. Research.
- Check out the Market Samurai videos of how to filter a niche
(<http://www.noblesamurai.com/support/tutorials/>)
- Start with all the free resources Press Release, Article Submission (submit unique article to say top 20-30 article sites), do some directory submission to topic related ones. Use free resources like work.com/hubpages.com/squidoo.com/suite101/associatecontent/examiner.com etc. Make sure you keep an excel sheet of all the free links that you build. Because you will need to get those pages indexed as some of them will never get indexed. Then work your way up to PAD (Professional Article Distribution)
- If you analyze your competition and try to get similar links it will be far easier than trying to create a whole new link structure.

Building the Site

- Go for products be it physical or an online products. Two reasons: most of your competitors will only have a squeeze page and they pay out a lot [with Adsense].
- Autoblogs are not useful now
- Do not use spin articles, just get your writers to write new ones on the same topic
- Conquistador builds sites on things he finds around his house
- Wordpress: delete the link to Wordpress and NoFollow the link back to the template owner in the footer. Remove the LOG IN thing from frontpage. Make it show just 3-5 latest blog posts. With sidebar that includes category and important pages. NoFollow pages like About, etc.
- Sitemap is a must
- Use super cache (if using Wordpress)
- Keep it without Ads for a while until you can build good amount of links and authority after that place the Ads
- Keep a simple theme (free from wordpress.org)
- Make you post readable better by splitting paragraphs into smaller bits and pieces, and make the posting part of the blog not wider than 550 px. Add pictures if you can and videos (if you can) on everything you are talking about.
- Lay out a "Table of Contents" to give user better control over how they can go through the content: `<div style="display:block;float:left;margin: 0px 10px 0px 0px;">` then your table of content`</div>`. Check out SEO2020 (see Links)

Approaching Websites

Things to keep in mind when choosing the site for PAD:

- Last time it was indexed? If the site is not being indexed frequently what is the point of the link? You want the bots to crawl the page to count your link (**5+ months ago is useless**). Go to Google Advanced Search and click on “Date, Usage and more”
- Check where the site is linking to
- How many domains are hosted on that IP and what are the natures of those domains (irrelevant for small niches)
- Number of backlinks? Where are they coming from? Quality? (Irrelevant for small niches)
- Existing Traffic. Would you rather like to get some additional traffic from that link that will convert or you just want to fool the search engines?
- Number of links on the site? Look for 2-3 for maximum juice
- Use Info:url and site:url in google to see links, where they are going and the quality of the site
- The site should be closely related to your money site
- The 404 technique: find a 404 page with SEOMOZ tool, Link Sleuth and then contact them stating they have an error page. Once they reply back offer them an article on the same topic on that page or mention that you have 10-20 years’ experience in a field and if they would be interested in professional article
- Offer them incentives: front page on a social network, an article, money, etc
- When sending an email don't ask for the link. Tell them you are new to online blogs but have 20 years of experience in the field and if they would be interested in an article from me. When sending the article include your link and everyone leaves it as it is.

Approaching Websites (cont.)

-Before sending the email :

- a) Keep your site clean, no ads, nothing just information
- b) In your article link the most appropriate keywords to one of your deep pages or home pages from within the article. Do not mention that it is your website. If they ask how you will benefit from this work, tell them you are only interested in getting your name out there and you would appreciate if they can add at the end of article your credentials

-What is a good enough website? If you browse through it and find that the information provided is of great value. **PR IS IRRELEVANT**

- The problem with PAD technique is that if you are not taking a minute or so to go through the website then you will end up writing a generic email which most people will ignore. That is why if you take a minute or so and get the idea about the website it will give you a great deal of information

Loophole in a Niche Idea

-Most people that get into a niche they fail because they never find the LOOPHOLE in that Niche

-Every NICHE has a loophole somewhere that you can benefit from and overkill the competition

-Examples:

a) Internet Marketing Site -instead of wasting time spamming article directories or using services like AMA, UAW etc. You could exploit the characteristics of Internet Marketing Niche. For example in InternetMarketing(IM) you can do blog posts, you can post link of your articles in internet marketing forums, you can do banner exchanges. In IM everyone is cool with an interview/guest post

b) Non-Profit Organization - You have an informative website about NPO and stuff, you provide great resources and such. Again instead of spamming if you take the time to find NPO sites and ask them if they can recommend your website they will recommend you. You can get links from Red Cross/UN (if you put in the effort)

c) Movie/Gossip – Conquistador made \$50k. Join the The IMDB Associate network. It shows your articles on related pages. From 1 post Conquistador got 80,000 visitors in 1 day

Domains

- Domain Authority is not a significant factor when you enter a targeted keyword
- You cannot fool Google, age has nothing to do with ranking
 - EXCEPTION:** find an old aged site which is DMOZ listed, yahoo listed, BOTW listed and has tons of quality backlinks, this domain can do wonder and ONLY if you put up a similar site that i used to be.
- Do not buy an expired domain based on age, buy an expired domain based on number of backlinks
- Two Examples (300k competition):
 - Case 1: make keyword.com, post content, wait for Google to index. Guaranteed 1-20 Search Engine position for keyword
 - Case 2: You do not have the keyword in your domain name, then you will have to get links to that domain name with the anchor you want to rank for
- Avoid long links. Keep it to “category/post.html”
- Create posts instead of subdomains
- Domains extensions are irrelevant: .com, .org and .net will all work fine
- If .com is gone then go for .net if both are gone then just find another domain and add something to it
- Hyphens are also irrelevant.
- Do not redirect domains. Build a page on it with an article or something and then build few backlinks to it get it on top and then put a banner and clearly indicate on site to visit our main page for more information
- Domain TLD is important if you want to rank geographically
- The keyword in the domain will help you rank for that keyword. But in the end, it is all a matter of links.

Expiring Domains Technique

Once you find a list of expiring domains related to your niche or good domains with pages on your topic, then what you can do is that give a call to the owner, tell him that you are an avid fan of their website and you loved all the information they shared. You tell them that their domain is expiring and you would be more than happy to pay for renewal because information on their website is beneficial for a lot of people. They will accept your request and you can pay for the renewal and keep their WHOIS information and then you can host it on some third party IP or your own hosting somewhere and add your link in one of the pages

Networks

- Make sure each site differs (not all sites are Wordpress, 1 page HTMLs, etc)
- Don't just link to your site
- Hide your whois, (or use a different ones)
- Don't host all of them on same IP
- Go for different hosting companies
- Create quality networks and never spam
- Find a keyword that pays great with at least 300k competition and then build a network of at least 15-16 sites with some backlinks. Link to your page you want to rank and within a month or so, you will get on top.

Building a 16 site network (for niches within 100-200k searches):

- a) Get 16 domains with different whois (through Godaddy profiles or different registrars). Preferably with links
- b) Get 16 different hosting accounts (basic/simplest option available), roughly \$150 a month
- c) Install different platforms on each site (wordpress, joomla, drupal, .html) and write content
- d) Keep adding content for a few days, and then write an article that links back to your money site. One link to your money site from each network. Link to Internal Page, not homepage

Social Media

Social Media is good if you just want traffic, and then flip the site for good cash. Conquistador sees no great use of it otherwise.

- Twitter is spammed by tens and thousands of people, most accounts are fake
- Facebook is decent
- Digg is good for traffic, waste for everything else. The only way to make cash with Digg is to become top player and then provide frontpage services to big site
- Reddit- Waste of time, they don't click ads, if you want to game them, then just steal images from imgur and put it on your website and submit it, you are good
- The best social site in my experience is DELICIOUS, it converts even if it sends 200-300 visitors.

Analyzing Sites to Get an Idea of What your Market Is

- a) Analyze the keyword with Market Samurai
- b) Look at the backlinks to the page and the quality of those links. See if you can get similar links or just do basic submissions
- c)*Bonus* allinanchor to see what the competition is like

How To Submit to Yahoo Directory

- a) Take out all the Ads
- b) Use a front page that has a lot of good content
- c) For information copy paste DMOZ information of a related site

Monitoring Repeat Sellers Technique

On Flippa, If you look hard enough you can find sites making \$5,000+ per month from rankings they've achieved in just 2-3 months. Instead of buying these sites, look at their backlinks and see if you can duplicate them

Internal Linking

If you want to improve your ranking for “keyword”, create a page/article called/about “keyword” and then when that “keyword” pops up in a different article, link to the original one

Google Alerts Technique

(Do not worry about NOFOLLOW, think traffic, think conversion)

- Use Google alert and have your broad keyword in Google alert, anytime there is an instance of your keyword on the web that Google indexes you will get an alert and I have found that 9 out of 10 times they are blog posts and most of them are good blogs where you can leave a constructive comment and a link. Make About 4-5 constructive comments a month

Outsourcing

- Try to find an expert on the topic. Post a listing on GAF (getafreelancer) or Elance or Odesk and ask for someone expert in the field. Take 3-4 people and then ask them to give titles for first 5 articles, analyze each one and then go for the one with good knowledge of the field. Make sure that he can do 3-5 a week
- Teach your writer how to use wordpress because you want them to post and format. The writers do all the formatting, they link to other pages, they post images, they edit the posts if any error. Your job is to keep starting new projects
- Make sure they post 3-5 articles a week for a month
- Cheap is great but when you are doing link building you want to give the 3rd party best of the best, so that they accept it. Writers that write articles for \$1 (500 words) they are waste, nobody is going to post or link to that article
- You never hire an article writer, but rather someone who knows the MARKET INSIDE OUT and can write appealing articles with INFORMATION in it not GENERAL stuff. The person who loves the topic and knows about the topic inside out
- A good article costs anywhere between \$30-\$170. A spammy/low quality article costs \$1 to \$5.
- You would be amazed at number of people out there that would do great job for you just at \$150 a month. It is a lot of money in some countries and if you give them a contract they do it religiously for you day and night.
- A good article comes with detailed information, some images and reference links so even the webmaster loves it.
- Hiring people from India or Pakistan is not recommended
- Never ever pay anyone in advance, no matter what
- They may charge you \$5-\$20 per 500-1000 article but it will be worth it to your readers and search engines.
- Conquistador does not involve himself in any of the work which can be outsourced for cheap (Blog Commenting, Forum Signatures, Article Submission/Bookmarking)
- Odesk is probably good for outsourcing your work, elance is bit expensive.

Outsourcing (cont.)

- Another rule of thumb is never just let go of quality writer without having a word or two
- **You will make more money thru saving in deals than anything else**
- Just think USERS before you think ENGINES.
- If you are not outsourcing it, you are doing it wrong

Tools

- Xenu Link Sleuth for finding 404 pages
- <http://kwmap.net/> ideas for broad terms
- Freshdrop.net domain scrapper
- <http://www.yougetsignal.com/tools/web-sites-on-web-server/> (finding site hosted on IP)
- <http://www.soloseo.com/tools/linkSearch.html?>
- Market Samurai – research
- SEO Elite – link analysis
- Backlink Analyzer (free version from SEOBOOK)- anchor information
- SubmitEaze
- Majestic SEO
- SEOMOZ toolbar
- Scrapebox (SERP Scrape)
- Journalist – a wordpress theme (free)

Headsh0t's Quote: **a fool with a tool is still a fool**

Links

- Original Thread: <http://thevault.bz/forums.php?action=viewtopic&topicid=26731>
- James Martell's PAD course: <http://thevault.bz/details.php?id=24338>
- James Martell's PAD course transcript: <http://thevault.bz/details.php?id=53064>
- Seo2020:the Master Plan <http://thevault.bz/details.php?id=5046>
- SEOMoz - The professional's guide to advanced search operators
<http://www.thevault.bz/details.php?id=66238>

Keyword Research

Personally speaking, I (Headsh0t), use a combination of total search results and an analysis of top Google Results for my Keyword research. However a user has posted a nice step by step summary of how to use market samurai for that task:

Step for Keyword Research in MS

1. Open New Project
 2. Enter Seed Keyword
 3. Keyword Research Module
 4. Click Generate Keywords
 5. Eliminate non relevant keywords (click x)
 6. Click Analyze Keyword on bottom right
 7. Add PBR Filter (15)
 8. Click Refresh Filter
 9. Add SEO Traffic Filter SEOT (80)
 10. Select SEO Competition, SEOC
 11. Click Analyze completion button
 12. Add SEOC Filter (30K)
 13. Refresh Filter
 14. Add SEOV Filter (\$30)
 15. Sort by SEOV column heading
 16. Look for Common links that connect phrases
- If I was to develop a site with that keyword, how many other keyword would be relevant
17. Select Theme Keyword
 18. Click on Key next to it
 19. Select SEO Competition Module
 20. Click Generate Results (green good, red bad)

To Find Long Tail Derivative

1. Select Google Synonym
 - a. Include Additional
2. Check Google Search Keywords
3. Click Generate Keywords
4. Click Analyze keywords
5. PBR Filter (15)
6. SEOT Filter (10)
7. Click Analyze Keywords
8. SEOC Filter (30K)
9. Sort by SEOC

Exact Match and not broad

Part II

About Part II

Part II is arguably as important as Part 1. When I was taking notes, Conquistador has shared bits of Wisdom that did not fit into any of the categories in Part 1. Therefore, I have collected them into this second Part titled—"Conquistador Says:"

Conquistador Says:

- I give every niche 3 months before I can see some real cash coming
- Search results are somewhere near => 5 million are TINY and easy to exploit
- SEOMOZ premium membership is worth 500x more than Aaron stuff
- If you spend a year doing link building and other work you are better off than using Twitter
- Once you rank #1 on Google for a decent keyword then you get 1-2 links on daily basis
- I link to deep pages never my homepage
- Forums are great as well [for PAD technique]: (search "powered by vb" + "your niche")
- Think traffic, don't waste time with PageRank or Alex
- 4-5 blog comments a month (think quality, not quantity)
- Relevancy [of a keyword] plays a role when you get on 1st-2nd page of a competitive keyword
- Simple formula: Net Profit / Time (source: Void)
- You want to get links from sites where it is hard to get links
- Don't build backlinks to your Guest Post (PAD article)
- Google/Alexa toolbars keep track of what you do
- It is worth the investment being listed on Yahoo Directory and BOTW. Better than 5000 directory submissions
- When you search for a much targeted keyword in a niche only top 3 guys are there because they have worked. The rest are there because Google didn't find any other relevant quality site.
- Bookmarking sites are junk
- For AdSense the 300 x 250 and the sidebar are recommended. Test.
- Do some research before going for Google PPC. Go with other ones to start with like Facebook, Looksmart etc. Then I try it out on Google

Conquistador Says:

- Build sites for USERS/PEOPLE. Never build it for SEARCH ENGINES
- Go with BuySellBiz when selling sites
- Instead of spending \$150 for 30 articles each at \$5 which will do you no good, why not pay someone \$30-\$50 for a well-researched article and have 5-3 OVERKILL article?
- Don't compete with technology. There are far more blogs out there on topic of technology than anything else
- I spend day and night studying a market before I dive into it
- You want long term profit you got to know the market
- Conquistador uses free themes with minimal widgets and such the reason being it just puts weight on server and slows down page load time
- Go slow with Backlinks like 10-20 a month at start and then increase it.
- Variations of your main keyword as anchor for incoming links, that is how you get the top spot.
- While Google won't penalize you for backlinks to your site, they will (and have) definitely penalize you for outgoing links on your site. Avoid reciprocal backlinks with websites that are not reputable or relevant to your site."
- To get on top you really need few good links 4-5 does the job (small niche)
- If Conquistador find wikipages on top of google for a term usually he hires a guru in the field and gets him to write something as good or even better than wiki version. He then emails everyone linking to that page asking if they could recommend as well. He also recommends standing away from these terms as they are a waste of time
- I never follow the AWWV, I just check out the CPC and then do some analysis with spyfu.
- Avoid paid links at all cost
- Work on one site at a time, work on it to death and then move on to next one
- The best EPC for me has been anything related to surgery/health
- Unless you have budget to hire people I recommend going for niches that give a search

Conquistador Says:

- The best EPC for me has been anything related to surgery/health
- Unless you have budget to hire people I recommend going for niches that give a search of about 50k, just to get started.
- To get double listing, you will have to get 2 of your pages rank for the same keyword. You will have to build links for both and get them both on the first page of Google for that term and only then you will get double listing
- Ranking is related to how often the site is updated. The more the site is updated the better it will rank.
- Use this for competition research, if your competitors site isn't updated often, you can outrank them
- In most tiny niches you will battle only with 10-15 pages
- Always focus on number of links to the page, because at the end of the day pages RANK on search not domains
- Conquistador doesn't use tags (or meta keywords), but has proper categories
- If you can't afford it then I would say spend more of your time with PAD and do 10-12 comments a day and few submissions.
- You go after niches with money not after traffic
- The best way to increase your earning is to provide SERVICES, all kind of services that you can think of
- Follow the idea of H.Ford, you do not need to be an expert to answer a question or do a work, but you can find an expert to answer a question and do a work that you cannot.
- This is where people fail. You need a page that provides a lot more than other pages that show up first page of Google
- You should target a bunch of long tail keywords, and after you rank them, go for mid-difficulty and then the hard keywords will be within your reach (source:taomax)
- To be honest with you, I have never focused on a long tail keyword. I have gone as far as 3 words keyword like "watch movies online" but anything more than that unless I see there are searches performed I do not waste my time (source:Conquistador)

Conquistador Says:

- Taking a general niche and then drilling smaller niches as posts is working really well for me, including building a brand
- I keep my posts anywhere from 500-1500 words.
- In very simple words, find a keyword that you want to rank for, analyze the top 5 sites ranking for that keyword. With analyze I mean, visit their website, check their website structure and then the main part do backlink analysis to see where the links coming from.
- At start if you are all on your own then 10-20 is a good number (PAD emails per Month)
- Never ever judge a website based on flawed metric of Alexa.
- Give user a better experience and you will outcome everything
- Newbie should start with 1 keyword and work it to death than working on 200 keywords and getting nowhere.
- Google Insight is the best tool to cut a lot of junk and get to the real meat
- The sore truth is that a few good links (PAD technique) outweigh 1000s of low quality links