

# “What’s Inside The Black Box? Backlinking Secrets Revealed!”

Internet Income Mastery

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## Quote of the Day...

Leadership and learning are  
indispensable to each other.

**-John F. Kennedy**



# Here's What You're Going To Learn...

- How to LINK your way to PROFITS!
- What an "anchor text" is and how to achieve OPTIMUM RESULTS.
- A common mistake that can cost you thousands of dollars and countless hours of wasted time.
- **HANDS-ON TRAINING:** The SECRET WEAPON we use to create powerful, 100% unique backlinks and rise to the surface for endless PROFITS!



First...

## Let's revisit The **FREE Traffic Formula**

- 1 Find the "sweet spot"!
- 2 Create keyword targeted content.
- 3 Link your way to profits!



## Laying the Proper Foundation

- **IMPORTANT:** everything I'm about to teach you is completely irrelevant until you've mastered the first two steps of the **FREE Traffic Formula**.
- It all begins with keyword research and finding the "SWEET SPOT".
- Building hundreds of high quality backlinks won't make you a single cent if you aren't targeting keywords properly.



## What is Backlinking?

- Backlinking is all about getting other websites on the internet to link back to your content.
- All new posts on your website start out at the bottom of the ocean.
- Each backlink you create is like a “BUOY” that will help your website rise to the surface of Google’s results where all of the money is made.





# What is Anchor Text?

- Anchor text is the “[blue clickable](#)” part of a link and should always have your keyword in it.
- When linking back to your site, link to the EXACT post on your website you are trying to rank for.
- Aka--- a backlink created to rank for “Internet Business Ideas” will point to the “Internet Business Ideas” specific post on my website.
- Keyword targeted link → Keyword targeted content.



# Backlinking Keys to Success

- QUALITY over quantity.
  - Use the keyword as your “anchor text”.
  - Link to the EXACT post on your site about that keyword.
- An example backlink:

**Good link:**

What are the hottest [internet business ideas](#)?

**Bad link:**

[Click here](#) to learn about the hottest internet business ideas.



## A Common Mistake That Can Cost You \$1000's...

- One of the most common mistakes people make in the realm of creating links back to their site is falling for the lazy man's "fools gold".
- If it sounds "too good to be true", it just MIGHT be... thousands of links overnight for \$20, just send the money via paypal to [wasteofmoney@scam.com](mailto:wasteofmoney@scam.com)
- When it comes to linkbuilding, it's all about QUALITY over quantity.



# Rise To The Surface For Residual Profits!

- Our secret weapon and #1 recommendation: BuildMyRank
- Thousands of High PR websites create HIGH QUALITY links.
- Clean interface, easy to use.



[www.InternetIncomeUniversity.com/buildmyrank](http://www.InternetIncomeUniversity.com/buildmyrank)

# Hands-On Training: FREE Traffic Formula

If you haven't already downloaded the FREE Traffic Formula yet, go to [www.GetKeywordEvolution.com/FREE-Traffic-Formula.pdf](http://www.GetKeywordEvolution.com/FREE-Traffic-Formula.pdf)



- ① Find the “sweet spot”!
- ② Create keyword targeted content.
- ③ Link your way to profits!

## A Quick Recap...

- How to LINK your way to PROFITS!
- What an "anchor text" is and how to achieve OPTIMUM RESULTS.
- A common mistake that can cost you thousands of dollars and countless hours of wasted time.
- **HANDS-ON TRAINING:** The SECRET WEAPON we use to create powerful, 100% unique backlinks and rise to the surface for endless PROFITS!



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