

# How To Spin Your Web Of Content For 1<sup>st</sup> Page Google Rankings (Part 1)

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OK, here comes the fun. I love this part of IM.

When I started in IM, I was under the false impression that you could write a few articles, set-up an affiliate site, and the sales would start rolling in.

Maybe I'm slow to catch on, but that didn't work for me. With extremely hard work, stubbornness, dedication and lots of failure, I figured out that it ain't that simple (if it was that easy for you, then congrats, I'm jealous!).

**What I did figure out though, was how to post my content so that it would boost my affiliate sites, oftentimes to the first page of Google – the Holy Grail in IM!**

And this document (along with subsequent ones) will detail exactly what I have figured out and how I get my chosen search terms to the first page of Google.

Now, a few notes of caution before we dive in -

1. **This takes work.** If you are under the impression that you flip a switch and its done, then quit reading, it's not that easy. It's actually not hard, but does take work.
2. **This takes time** – getting to the first page usually takes time, it won't typically happen overnight. This is not some magic, secret loophole. It all depends on your search term, your efforts and of course, Google.
3. **This document contains tools I use to carry out this strategy.** Some are free and some cost money. Whether you use them or not is your choice. These tools simply

save me hours and hours of time. If you are serious about your IM business then I highly recommend you use these tools to leverage your time, however, this strategy can be used without the tools, if necessary. It will just take much more time.

4. **This is MY strategy** – this is the way I do it, including the tools, sites and methodology I use. You may not like it or it may not work for you. If not, that's fine with me, but it works.

So, with that said, let's get started...get your coffee and pay attention – and if you have not done so, [WATCH THIS VIDEO](#), which details everything I am talking about.

## Step 1 – Get Your Content

The absolute first thing you need to get traffic is have unique content, and lots of it. If you are following along with this sample campaign, then you should already have between 5-10 articles that you have posted to your Wordpress blog for your 5-10 keywords.

Pick one of them – maybe your “best” low competition keyword.

For now, we will just focus on this one keyword.

What you need to do is get about 20 “re-writes” of that one article (I know, I know, I can hear the groans already!). If you need some guidance on writing your articles, I detail how to write them in [THIS POST](#) on my blog.

You can do the re-writes one of several ways:

1. You can re-write it yourself multiple times so that it is unique (takes the most time)
2. You can pay someone to do 20 re-writes (will cost about \$40-\$60 if outsourced)
3. You can spin it yourself with a spinner software (a good one that does not spit out jibberish)

It is imperative that you get multiple copies of this one article for this strategy as we will be posting it in multiple places.

I personally use [The Best Spinner](#) and write and spin my own articles. It is the absolute best spinner software on the market in my opinion (see it in action in the Video) and has already paid for itself many times over. [You can check out The Best Spinner software for \\$7 here.](#)

I cannot recommend highly enough the need for a good spinner software. Whether you get [The Best Spinner](#) or another one, it will save you sooo much time and money.

**IMPORTANT NOTE – Before moving on to the Second Step, open a text file to keep track of ALL of your submission URL's. For example, if your Articlesbase article URL is <http://www.articlesbase.com/myarticle/>, you would copy and**

**paste this URL and keep it in your text file.**

## **Step 2 – Basic Submissions**

OK, now you have your 20 unique articles. In EVERY ONE of these submissions, have your anchor text for your keyword pointing DIRECTLY back to your affiliate site or your specific post containing your keywords on your affiliate site. Here is what we are going to do with them:

1. **Post one to [Ezinearticles.com](http://Ezinearticles.com).** I probably do not have to go into too much detail here on posting to Ezine, but keep these things in mind
  - Keep keyword density at 2% or less
  - Use keyphrase in title, first sentence, and in your resource box (at the very minimum)
  - In your resource box, use anchor text for your keyword and make your 2<sup>nd</sup> link your actual URL. Do this in case someone uses your content but does not keep the links active. If they do this, then at least someone reading your article can physically copy and paste your site URL into the browser, whereas if all you have is anchor text, they cannot.
2. **Post another spun article to [Articlesbase.com](http://Articlesbase.com)** and keep these points in mind:
  - You can put anchor text in the actual article. Put 2-3 anchor text links in the article and follow the same guidelines as for Ezinearticles.
3. **Post a spun article to [3StepAds.com](http://3StepAds.com)** with 4-5 anchor text links in the post. Also be sure to fill in the appropriate boxes in the All in One SEO plug in inside 3StepAds.com
4. **Post 3 versions of your spun article to [Unique Article Wizard](http://Unique Article Wizard)** (if you use it). Again, this is a paid tool I use because it distributes a unique version of my article to upwards of 1,000 article directories all over the course of a few weeks on autopilot. It is a great way to 1) distribute content automatically and 2) build links to your site. It works, plain and simple.
5. **Post another version of your article on [Scribd.com](http://Scribd.com).** For [Scribd.com](http://Scribd.com), you can add pictures to your article and you can have anchor text throughout. Follow the same rules as your [Articlesbase.com](http://Articlesbase.com) submission, except add a graphic to your article. Here is a sample of one of my submissions [HERE](#). Get creative with it so it keeps peoples attention.
6. **Post another version of your article on [Yudu.com](http://Yudu.com).** Follow the same rules as for Scribd.com

## **Step 3 - Pinging**

Now, take all of your URL's of your submissions (that you should have saved in a Text file) and ping them with the following pinging services:

<http://pingomatic.com>  
<http://ping.blogs/>  
<http://ping.feedburner.com>  
<http://ping.syndic8.com/>  
<http://rpc.weblogs.com/>  
<http://www.blogrolling.com/ping.php>  
<http://www.weblogalot.com/Ping/>

## Step 4 – RSS Feeds

Next, go to [www.html2rss.com](http://www.html2rss.com), and combine the submission URL's and the URL of your affiliate site into one RSS feed (note you use the actual URL's and not the RSS feed. You are basically taking all of your submission URL's and combining them into one RSS feed).

Submit your newly created RSS feed to the following RSS feed aggregators:

[www.Feedage.com](http://www.Feedage.com)  
[www.Feedraider.com](http://www.Feedraider.com)  
[www.Goldenfeed.com](http://www.Goldenfeed.com)  
[www.Feedest.com](http://www.Feedest.com)  
[www.Feedagg.com](http://www.Feedagg.com)  
[www.RSSMountain.com](http://www.RSSMountain.com)  
[www.RSSMicro.com](http://www.RSSMicro.com)  
[www.RSSMotron.com](http://www.RSSMotron.com)  
[www.Plazoo.com](http://www.Plazoo.com)  
[www.Weblogalot.com](http://www.Weblogalot.com)  
[www.Feedplex.com](http://www.Feedplex.com)  
[www.Feedlisting.com](http://www.Feedlisting.com)  
[www.LeighRSS.com](http://www.LeighRSS.com)

## Step 5 – Social Blasting

OK, tired yet?

After the first round of submissions in the 2<sup>nd</sup> - 4<sup>th</sup> steps above, I like to wait a day or two, and then start building out my content web with Web 2.0 sites.

I will take another spun version of the exact same article, and submit them to 10 of the following social sites. A couple of important points though:

1. Each site gets a different, unique, spun version of the same article that I used in the 2<sup>nd</sup> step
2. I have 3-5 links with anchor text of the keyword I am targeting (still the same keyword used in the 2<sup>nd</sup> step) all pointing DIRECTLY back to my affiliate site (or the post on my affiliate site that uses this keyword).
3. With these submissions, I DO NOT link from one social site to the next (like a typical

“link wheel” because to me there is too much risk with Google catching on). All links are DIRECTLY back to my affiliate site.

4. I am still tracking every single URL of my submissions to these sites so I can ping and RSS them (and I will be using them later to build out more of my web of content)

Here are the social sites I typically use (I pick 10 of them randomly):

[www.usfreeads.com](http://www.usfreeads.com) (not really social, but gets good rankings)

[www.hubpages.com](http://www.hubpages.com)

[www.zimbio.com](http://www.zimbio.com)

[www.wikispaces.com](http://www.wikispaces.com)

[www.wetpaint.com](http://www.wetpaint.com)

[www.wordpress.org](http://www.wordpress.org)

[www.quizilla.com](http://www.quizilla.com)

[www.tripod.com](http://www.tripod.com)

[www.webs.com](http://www.webs.com)

[www.vox.com](http://www.vox.com)

[www.livejournal.com](http://www.livejournal.com)

[www.xanga.com](http://www.xanga.com)

[www.ning.com](http://www.ning.com)

[www.friendster.com](http://www.friendster.com)

[www.jimdo.com](http://www.jimdo.com)

[www.zoho.com](http://www.zoho.com)

[www.gather.com](http://www.gather.com)

[www.onsugar.com](http://www.onsugar.com)

[www.blogetery.com](http://www.blogetery.com)

[www.zoomshare.com](http://www.zoomshare.com)

[www.insanejournal.com](http://www.insanejournal.com)

[www.terapad.com](http://www.terapad.com)

[www.diaryland.com](http://www.diaryland.com)

[www.thoughts.com](http://www.thoughts.com)

[www.bravejournal.com](http://www.bravejournal.com)

[www.typepad.com](http://www.typepad.com)

[www.edublogs.org](http://www.edublogs.org)

[www.wikidot.com](http://www.wikidot.com)

[www.webspawner.com](http://www.webspawner.com)

After these submissions, you want to go back and ping the URL's of your social site submissions.

Then you need to go and create an RSS feed of all of the URL's and submit that feed to the RSS aggregators mentioned above.

So, now we have DIRECT links from the submissions in the 2<sup>nd</sup> step and more DIRECT links from the social sites in this 5<sup>th</sup> step.

Now do you see why we need so many unique versions of that same original article?

## **Step 6 – Social Bookmarking**

After another day or so after the 5<sup>th</sup> step, I start social bookmarking all of my URL's from Step 2 and 5. A couple of guidelines here:

1. Only social bookmark 3-4 URL's to EACH (or to a few of them, there are a lot of them listed below) of the social bookmark sites per day. Too many more and Google may get a little suspicious.
2. On some of the social bookmarks, ONLY use your keyphrase for the title and description of the bookmark. On the others, use your full title and description of your article.
3. Make sure that you social bookmark ALL of your URL's.

Here are the social bookmark sites I typically use:

[www.mister-wong.com](http://www.mister-wong.com)

[www.buddymarks.com](http://www.buddymarks.com)

[www.jumptags.com](http://www.jumptags.com)

[www.corank.com](http://www.corank.com)

[www.bookmarktracker.com](http://www.bookmarktracker.com)

[www.diigo.com](http://www.diigo.com)

[www.digg.com](http://www.digg.com)

[www.mypip.com](http://www.mypip.com)

[www.reddit.com](http://www.reddit.com)

[www.propeller.com](http://www.propeller.com)

[www.bmaccess.com](http://www.bmaccess.com)

[www.mixx.com](http://www.mixx.com)

[www.connotea.com](http://www.connotea.com)

[www.searchles.com](http://www.searchles.com)

[www.spotback.com](http://www.spotback.com)

[www.sitesays.com](http://www.sitesays.com)

[www.blinklist.com](http://www.blinklist.com)

[www.faves.com](http://www.faves.com)

[www.folkd.com](http://www.folkd.com)

[www.megite.com](http://www.megite.com)

[www.netfav.com](http://www.netfav.com)

[www.qiel.com](http://www.qiel.com)

[www.url.org](http://www.url.org)

[www.linkagogo.com](http://www.linkagogo.com)

There is also a free service at [www.socialmarker.com](http://www.socialmarker.com) you can use to submit to a lot of these sites on (somewhat) autopilot. I have had spotty service at this site in the past, but when it works, it works great.

You can also throw [Squidoo](#) in there, but I personally am not a big fan of [Squidoo](#), I just think it is too cumbersome and have never had much success with it.

## Summary and What's Next?

So, now we have all of these great, high PR links from social sites linking DIRECTLY to our affiliate site. With the pinging and RSS feeds, we are getting them noticed and with the social bookmarking we are adding even more links.

We are basically getting some serious link juice to our affiliate site at this point.

If it has been a few days, you MIGHT begin to rank, but you MIGHT NOT. Sometimes it takes me a few days and sometimes it takes my a few weeks.

BUT, over time (depending on the competitiveness of the keyword, etc.), you will climb in the rankings. DO NOT be discouraged if it does not happen in a day or two, just focus on your content and the strategy.

Also keep in mind that if we rank with one of our social sites or an article submission, then great. **But my whole goal is to get my SITE and the pages in it ranked on the 1<sup>st</sup> page.**

**And this is just the beginning...**

In the next video and document, we are going to continue to build out our web of content for this SAME keyword with some cool **INDIRECT links, high PR profile links and .edu and .gov links (these are powerful!)**. I'll show you how to get them and how to best post them...

**Get to work and I'll see you in the next video.**

**Also, if you have ANY QUESTIONS on this whatsoever, feel free to send me an email at [imspeed1@gmail.com](mailto:imspeed1@gmail.com) OR leave me a comment at [www.imspeed.com](http://www.imspeed.com)**