

# MoneyPumps Money Making System

*Learn how to create a secure and ever-increasing income  
from the Internet.*

*By Dan J. Blackburn and Mari Peckham*

## Increasing Your Traffic by Trading Links

### The MoneyPumps Money Making System – Part Six

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## Introduction

If you have followed the system training so far you should have:

1. Identified a profitable niche market.
2. Researched a topic for your e-book.
3. Written some sales copy to “sell” your e-book.
4. Created your e-book.
5. Your sales page uploaded and integrated with your autoresponder.
6. Your “article pages” online and displaying AdSense ads.
7. Your follow up messages loaded into your autoresponder.
8. Submitted articles to directories all over the Internet.

Congratulations on getting this far! The “hard work” is behind you now and you are ready to start making some serious profit!

The top 3 ways of driving traffic to your website are...

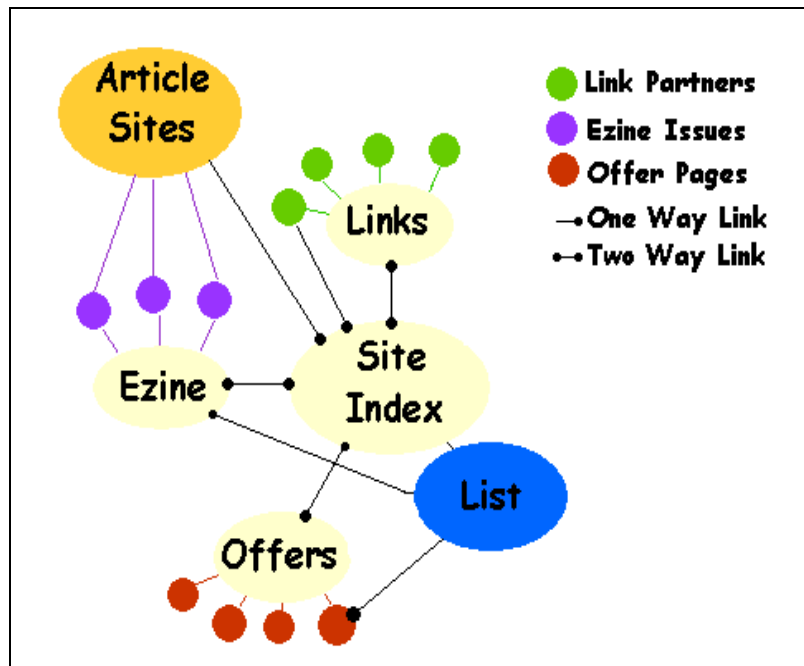
1. Article marketing.
2. Link partners (reciprocal linking).
3. Promoting through forums and blogs.

All three of these strategies will work to increase your search engine ranking and also drive an “unstoppable” flow of traffic to your website. This is traffic that you will never have to pay for, making these the best ways of driving traffic to your website.

We talked about article marketing in the last e-book. Have you already submitted your articles to the directories? This is a vital step! Marketing with articles can be VERY powerful and drive a LOT of traffic to your website when done correctly.

In this e-book, we are going to talk about reciprocal linking. This is another great way of increasing your traffic and your PageRank (PR).

Before we begin, let’s have a look at your website structure in detail:



You have already set up your index page, which is linked to your autoresponder and working to build your mailing list. You have already set up your “Ezine” which is your article pages. You have submitted your articles to directories and they are all linking back to your index page.

In this report we are going to talk about reciprocal linking. This will be the links area of your site. We will talk about the “offers” section in the next report.

If you look at the diagram above, you will notice that all of the pages of your website are no more than two clicks away from your main index page. Your sales page (main index), links area, ezine and offers page are all linked to each other and the “ezine issues” and offer pages are linked to a respective “index page”.

Setting up your website in this way makes it easy for the search engines to index, and visitors to find, every page on your website.

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## The Benefits of Reciprocal Linking

### *What is reciprocal linking?*

Reciprocal linking, or link trading, is the practice of trading links with other websites. You add a link on your site to your link partner's website and in exchange they add a link to your website. Your link partner's website visitors are able to click through to your site and your website visitors are able to click through to your partner's website. You both share traffic with each other.

### *What are the benefits of reciprocal linking?*

Trading links with other websites in your niche market (or even not) has great benefits to you. Traffic is the fuel of your website. By running a reciprocal links area on your site, you not only benefit from visitors coming to your partners' websites and clicking through to your site, you can also benefit from increased search engine rankings, and a higher PageRank on your pages.

### *How can reciprocal linking increase your search engine ranking?*

The more links you have pointing to your website through a link containing a specific keyword phrase, the higher you will rank in the search engines for that particular keyword phrase. This has been the case since search engines began. It is the case now and it would be a safe bet that this will always be the case.

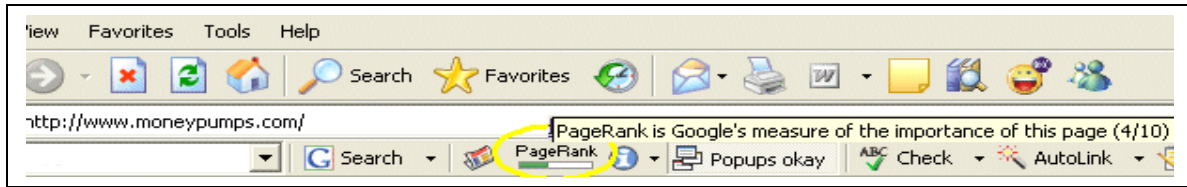
For example, if you type "Click here" (with or without quotes) into Google, the top result is Adobe Acrobat Reader. The reason for this is that there are millions of sites all linking to Adobe Acrobat Reader with the words "click here".

Another example...if you type "failure" (with or without quotes) into Google, the current top result is the biography of George W Bush. That is because there are more web pages linking to George's page with the word failure than any other page.

So let's say you want to get the top ranking on the search engines for the words "Sugar Addiction". All you would need to do is get more links pointing to your website with the words Sugar Addiction as the clickable link than any other website has. In addition to submitting your articles, trading links with other websites can help you to achieve this goal.

## ***How can trading links with other websites increase your PageRank?***

PageRank is a system that Google uses to allow people to gauge the importance of a particular page. If you download the [Google Toolbar](#) you will be able to see the PageRank of every page you visit.



When someone links to you on a page that has a PageRank, some of that PageRank filters to your page and your PageRank increases. When the PageRank of your main page increases (the page that your link partners are linking to), all the pages that are linked to that page increase also, as they are all linked together. (PageRank is page dependent, not site dependent.)

## ***Why is having a high PageRank important?***

Having a high PageRank alone doesn't do anything for your search engine ranking. What it does do, however, is enable you to find link partners more easily, as people want a link on a page with a high PageRank.

Most importantly, though, Google PageRank (PR) is the means that people judge the value of the advertising space on your website. The higher your Google PageRank, the more you will be able to charge people to advertise on your pages, and generally the higher your PageRank, the better (more lucrative) ads Google will display on your pages, if you choose to make money with AdSense.

You earn much more overall from ads that pay you \$1 a click, as opposed to ads that pay only 5 or 10 cents a click.

When you have a PageRank of 4 or above (getting a PR of 4 is not that difficult), you can sell links on your pages through websites such as [TextLinkBrokers](#). Your PR 5 pages can bring in \$20 - \$30 per month per link. With a PR 9 page, **each link** you sell on your site can bring in as much as \$1500 - \$2500. Now that is not a bad income just for putting one small link on your pages!

## ***Building Quality Links!***

The more “authority sites” you have linking to you the better. An authority site is generally taken as a web site that has at least a PR 5 on at least one page. You want to aim to have your link displayed on as many pages with a PR above 2 as possible. But the fact is that every link into your site benefits you!

Yes, even websites that have a PR 0 and even websites that are not related to your site at all. There is a myth spreading around the Internet that having sites that are not relevant to yours linking to you can hurt your search engine rankings. I will tell you now, this is absolutely untrue! If this were true, then Adobe Acrobat Reader would not be #1 for the phrase “click here” and George W. Bush would not be #1 for the word “failure”, as the majority of websites linking to them with these phrases are not relevant to the landing page at all, nor do they have a PageRank (PR 0)

That is not to say that relevant links will not benefit you more, just that having non-relevant sites linking to you does **NOT** hurt you. We do recommend, however, that you avoid “link farm” sites, or sites that just contain hundreds or even thousands of links to various sites with no content.

Don't get me wrong, I DO suggest that you keep your reciprocal links area on a tight niche theme, but it does no harm at all to add a general category.

## ***Why Links from “Authority Sites” Are More Powerful***

The best way to explain this is by giving you an example. Imagine you are in a room of people and the question is asked, “Who is the best tennis player?” 90% of the room is pointing to “Bob Smith” because he is a great tennis player. However, Bob Smith is pointing to James Love, because James always beats him.

Most people in the room think Bob Smith is the best tennis player, but because Bob is pointing to James, they are willing to accept that James is. Bob's endorsement of James is worth more than everyone else's recommendation of Bob.

Search engines work the same way, if a 1000 sites are pointing to “abcd.com” as the best alphabet site, but abcd.com is pointing to ABCDEFG.com, then the link from abcd.com to ABCDEFG.com carries more weight than all the links pointing to abcd.com because abcd.com is passing the endorsement onto ABCDEFG.com

Does that make sense? If not read it again and I am sure you will get it.

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## Finding Link Partners

Finding good, quality link partners can take some time and effort. You can't just install a reciprocal links script and expect people to come out of the woodwork to exchange links with you. The time and effort you put forth now, though, will have long term benefits for you and is a very worth while investment for your overall web marketing strategy.

### *Finding Complimentary Sites*

A great way to get started is to search major search engines for sites that are relevant to yours, but not in direct competition. Enter your keywords or keyword phrases in Google and Yahoo! and you'll get a nice listing of related sites.

As you visit each site, note the URL their link or resource page, the name of the site owner, a contact email address or URL, and something you like about the site itself. If you can't find the name of the site owner on the site itself, you may be able to find it at [www.whois.sc](http://www.whois.sc) .

Remember, any sites listed on the links or resource page are potential link partners for you. Be sure to click through to these sites and gather the same information. You can continue to follow the chain of sites, gathering a very long list of good sites that already understand the benefit of exchanging links!

There are cool software programs available that can help you find good quality link partners, see your options below!

### *How to Set Up Reciprocal Links*

Once you have developed a reasonable list of relevant sites, you are ready to get your reciprocal linking strategy set up and in place. It is important that you make everyone who trades links with you link to your main index page (the one that sells your e-book). They get a link in your links area linking to their main site; you get a link in their links area linking to your main site.

- Begin by placing a link to the site on your links page.
- After you've placed the link, email the site owner a short, friendly note. Be sure to address them by name, if at all possible.

- Genuinely praise something about their site in your email. If you can't find anything good to say about the site, you don't want them on your list.
- Let the website owner know that you have linked to their site and give them the URL of the page where you've placed their link.
- Request a link back to your site with instructions on how you would like to be linked and your URL. Your link should include the keywords or keyword phrase that you are optimizing your site for in the anchor text.

### ***PageRank Concentrated Links***

Some site owners like to concentrate on getting links from pages with high PageRank to boost their own PR. Although this can be a beneficial approach, keep in mind that if everyone only exchanged links with sites with a high PageRank, new sites would never be able to get reciprocal links, and sites would also not exchange links with YOU! If someone is running a reciprocal links area on their site, the chances are that their PR will increase if they have a PR 0 now, it is unlikely that it will be this way for long!

### ***In-Context Links***

An extremely beneficial way to exchange links is to exchange articles with other sites, especially newsletters and ezines that archive their issues online. This gives you an in-context link, which is much more effective than a link on a links page. Search engines view links that are included in content as being more relevant and important than just a friendly link. But you already know that and are already marketing with articles aren't you?

### ***Your Options***

Running a reciprocal links area on your website is an absolute **\*\*must\*\***. After reading this report, you may be thinking that this sounds like a lot of hard and boring work, but it need not be! There are some cool tools you can use to make the process of running a reciprocal links area on your site and finding links partners very easy.

Our top pick is definitely SEO Elite. This software is AWESOME, although it is a bit of an investment. There is a LOT you can do with this software, though, that will make it worthwhile for you to own. Just one of the features is finding quality link partners and running your reciprocal links area. No other software makes it as easy as SEO Elite.

1. **[SEO Elite!](#)** – This is an excellent piece of software that has many uses. It was developed by SEO expert Brad Callen and I HIGHLY recommend it. On top of everything else it does to help you gain a top ranking in the search engine, it is also the best software I have found for finding link partners and running your reciprocal links area. If you cannot afford to buy it, I would suggest you sell your TV and get it... it's that good! (Use it for a few months, and then buy

a 42" plasma with the money you make 😊.)

[Click Here to Check Out SEO Elite!](#) ← Watch the videos on the website to see how cool this really is!

2. **[LinksManager](#)** – Another very nice reciprocal links management software. Very popular easy to use! LinksManager helps you create organized, professional-looking links or resource pages that are categorized and easy for your website visitors to use.

The features built into all LinksManager accounts help you to create and organize these pages, communicate with your link resource partners, and manage your account. SEO Elite goes out and finds people who are using this service, so the chances are good that you will get people coming to YOU to trade links if you use it, especially once you have established a high PR on your website. LinksManager is available for a low monthly fee of under \$20.

3. **[Duncan Carver's Link Management Assistant](#)** – This is another very cool script which installs on your server. It automates many of the tasks of running reciprocal links on your website. It will enable you to email potential link partners, suspend and email website owners if they stop linking to you and delete links automatically if they do not re-add your link. The one thing it will not do though is help you find potential link partners. The script is FREE, but you really need to use it in conjunction with software like [AffiliateFinderPro](#)

## ***Summary***

Look at your reciprocal linking strategy as not only a web marketing strategy, but also as a service to your site visitors. Keep your eye on QUALITY OVER QUANTITY. Offering links to valuable resources and services will help your site visitors see your site as a starting ground of information that they desire.

Set aside time every week to work on developing good reciprocal links. This strategy takes time and effort, but offers long term benefits that other strategies can't match.

## ***Making the task easier!***

When you set up your links area, use a specific email address on the pages that is dedicated to your links area. For example every page on the links area of your website will have the email address [links@yourdomain.com](mailto:links@yourdomain.com) and you do not use this email address for any other purpose (or even check it).

When you become established, people will start mailing this email address requesting a link exchange. It will also probably get a lot of SPAM, as unscrupulous

marketers harvest your email address from your website. But that doesn't matter -- let them waste their bandwidth; this is not an address you are going to be monitoring. Make sure you actually download the email that comes in through or it will eat up your web space. If you use Outlook or Outlook Express, you can simple set the email that comes to this address to delete automatically.

All you have to do is set an auto-response that will be delivered any time anyone emails you at that address.

Your auto-response will contain details of how to link to your website and how to contact you directly if they have a genuine question (at an email address you do check). You can easily set up an auto-response through cPanel.

Any person who was emailing you for a link exchange knows exactly what they need to do to exchange links with you. Anyone who has a legitimate question for you will be able to see details of how to contact you (and an explanation why you do not monitor the email address) and the spammers' messages will go unseen.

### ***Submitting Your Website to Directories***

Below is a list of website directories where you should submit your website before you begin looking for link partners. Doing so will make it easier for you to find people willing to link with you because, by performing this task, your website's PR will increase and so will your traffic.

Some of the directories are free, some are not. Some require that you link back to them, some don't. Unfortunately, there is no software available to make this task easier.

[Click Here to access the list of directories](#) and begin submitting your website to each of them. Give yourself time...this is a good day's work.

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## Homework

1. Chose the reciprocal links tool that best suits your budget. We recommend you go for SEO Elite, because it is MUCH more than just software that will help you find link partners.
2. Submit your site to all the directories listed on the page above. Add a link to your links page where appropriate under the category of directories. (Note if you are using SEO Elite add a link to this category on the custom template for your links page as it will not be added by the software).
3. Make it your job to contact AT LEAST ten potential link partners a week from now on. SEO Elite is the best software for helping you here.

Keep looking for link partners until you have at least 100 in your database!

4. Increase the PR of your reciprocal links area quickly to make linking to you more attractive. The PR (PageRank) of your reciprocal links area will increase automatically as your main index page increases in PageRank, since your links area will be linked to your main index. To speed up the process, we recommend listing the index page of your reciprocal links area at [LinkDash](#)

This is a free service that will get your page linked to thousands of other pages automatically. All you have to do is sign up and add the required page (see instructions when you sign up) to your directory. Set the page that you want other sites to link to your links area index page.

You can even pay a small monthly fee to receive one way links and not have to link to the other sites at all. (Recommended)

Every other [LinkDash](#) member will then be linking to your links directory and you should see an increase in your PageRank within a few weeks (at least PR2). To gain even more benefit, pay the low monthly fee and receive links back without having to add anything to your directory.

This will make it easier for you to find link partners. You may want to wait until your own site PR increases (because of Link Dash) before you contact potential link partners with high PR.

So to recap your homework:

1. Choose the reciprocal links software that best suits your budget.
2. Submit your site to all the directories listed [here](#).
3. (Ongoing) Find as many people to trade links with you as possible.

Click the link below for the next report in the series.

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