

TACTICAL BACKLINKS METHOD



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Now that we've got that out of the way, let's get on with the good stuff!

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Tactical Backlinks Method

Backlinks come in various forms (some good, some bad), but the most coveted of all are "authority backlinks".

These are the ones that have the most impact on your SEO success and ultimately your income.

But how do you get these elusive backlinks?

That's one of the biggest questions that plagues the minds of Internet marketers looking to increase their organic rankings and traffic.

In the world of online marketing, it may seem that your top competitors know some magic formula that helps them outrank you and dominate the search engines with barely any effort at all.

Maybe they have some push-button software or utilize some service you don't know about.

It's possible, but none of that really matters.

The method I'm about to teach you is a simple solution you can implement to get high-quality authority backlinks and traffic whenever you want.

Once you know how to do that, you can literally write your own paycheck.

So, I hope you're excited to get started!

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Authority Backlinks Demystified

Having spent more than 12 years in the trenches doing SEO, I learned a long time ago that there are three important aspects to generating quality backlinks.

These include:

- Publishing great content
- Reaching a targeted audience
- Providing added value

It's easy to get the first two parts right. Just publish helpful content and then optimize it to your target audience.

Simple enough, right?

Yet, so many people get it horribly wrong.

First and foremost, many people really don't provide great content. They often outsource their content to the cheapest outsourcer they can find.

Then to make matters worse, they focus on writing content for the search engines and not their website visitors.

That's a recipe for disaster. Make sure you never do that.

Quality, is much better than quantity.

Don't ever forget that.

Now let's talk about adding value.

There are various ways to do this, but for this method we're going to focus on is creating infographics to add value and get authority backlinks.

This is an extremely underutilized method and it works really well.

It's also easy to do, which is another reason I love this method.

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So, what makes this so effective?

Rather than adopting the usual way of publishing infographics and begging other people to share it, you'll now be enticing people to publish your infographic and value added content on their blog.

However, there's a small price of entry you still need to pay in order for this to work. There are very specific steps you must follow.

Before diving deeper into how this powerful method works, it's important to first know how to create killer infographics.

Generally, there are two options when it comes to creating this sort of content. You can either do it yourself or outsource the work.

Choosing which method to go for will largely depend on your budget, time, as well as your graphic design skills or lack thereof.

Creating Infographics On Your Own

To create a good infographic, you'll need to have the right software. For those who choose the DIY approach, Canva (www.canva.com/create/infographics) is a handy tool that's also free to use.

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See how non-designers are creating beautiful infographics with Canva's infographic maker.



Canva includes hundreds of free design elements, allowing you to experiment with data visualization just like a pro.

Plus, it's web-based so you don't have to download any software. Just create a free account and start designing!

Before using it, you can do a quick Google Search for "infographic ideas" to get your creative juices flowing.

Outsourcing Infographic Design

Outsourcing infographic design can save you a lot of time and effort. This method is highly recommended if you don't have the skills or time to put together a great-looking infographic.

And with outsourcing platforms like [Fiverr.com](https://www.fiverr.com), getting professional looking infographics has never been easier. You can pay as little as \$5 to have a professional on Fiverr design your infographic from scratch.

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The screenshot shows the Fiverr website interface. At the top, the Fiverr logo is on the left, a search bar contains 'infographic design', and navigation links for 'Join', 'Sign In', and 'Start Selling' are on the right. Below the header, a horizontal menu lists various service categories: Graphics & Design, Online Marketing, Writing & Translation, Video & Animation, Music & Audio, Programming & Tech, Advertising, Business, and More. The main heading reads 'Search Results for 'infographic design''. Below this, a sub-heading says 'Search users containing 'infographic design''. The results are displayed in a grid. On the left, there are filters for 'Shop Category' (listing categories like Presentations & Infographics, Illustration, etc.) and 'Delivery Time' (with radio buttons for 'Up to 24 hours', 'Up to 3 days', 'Up to 7 days', and 'Any'). The main grid shows six gig cards. The first row includes: 1) 'I will design an unique infographic' (featured, \$5); 2) 'I will create an unique INFOGRAPHIC' (BLOOD DONATION theme, \$5); 3) 'I will convert to vector less than 24 hours' (Ai logo, \$5). The second row includes: 4) 'INFOGRAPHICS DESIGNS' (portfolio image); 5) 'I WILL DESIGN YOUR ICONS IN ANY STYLE YOU WANT' (icon set image); 6) 'I will design your infographic' (world map infographic image).

It's super easy to find an infographic creator on Fiverr. All you have to do is conduct a simple search for “Infographic design”.

Then for each seller, look at their overall rating, the number of buyer reviews, and their average response time.

You may also want to read some of their customer reviews and check out their portfolio just to make sure you like the quality of their work.

Then simply hire the one you like best!

If you're in a hurry, you can also pay extra to have your infographic created faster, often in as little as 24 hours.

I love using Fiverr, because I can get great designs at a very affordable price. It also frees up my time, so I can focus on other money-making tasks.

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5 Steps To Get Authority Backlinks With Infographics

Now that you know how to create an infographic or outsource your infographic design to someone else, the next step is learning how to use your infographic to generate backlinks to your blog.

On the surface this may seem like a daunting task, but it's pretty straightforward once you know what to do.

The Tactical Backlinks Method can be broken down into five easy steps, which I'll explain in greater detail below.

Step 1: Create A Unique And Relevant Infographic

You should never compromise on the quality of your content. Simply put, if you want your infographic to generate authority interest and go viral, it must contain superior and relevant content.

While the design of your infographic does matter and should be visually appealing, that's only one part of the equation that will contribute to the success of your infographic.

Here are the elements that every awesome infographic should have:

Differentiate Or Die

Picking a relevant topic and putting a unique spin on it can make your infographic stand out from the crowd.

Remember, for differentiation or uniqueness to be valuable, it still has to be relevant! That's how you create value.

The first thing I like to do is check [Google Trends](#), so I can see the interest over time and gauge how relevant the topic is today.

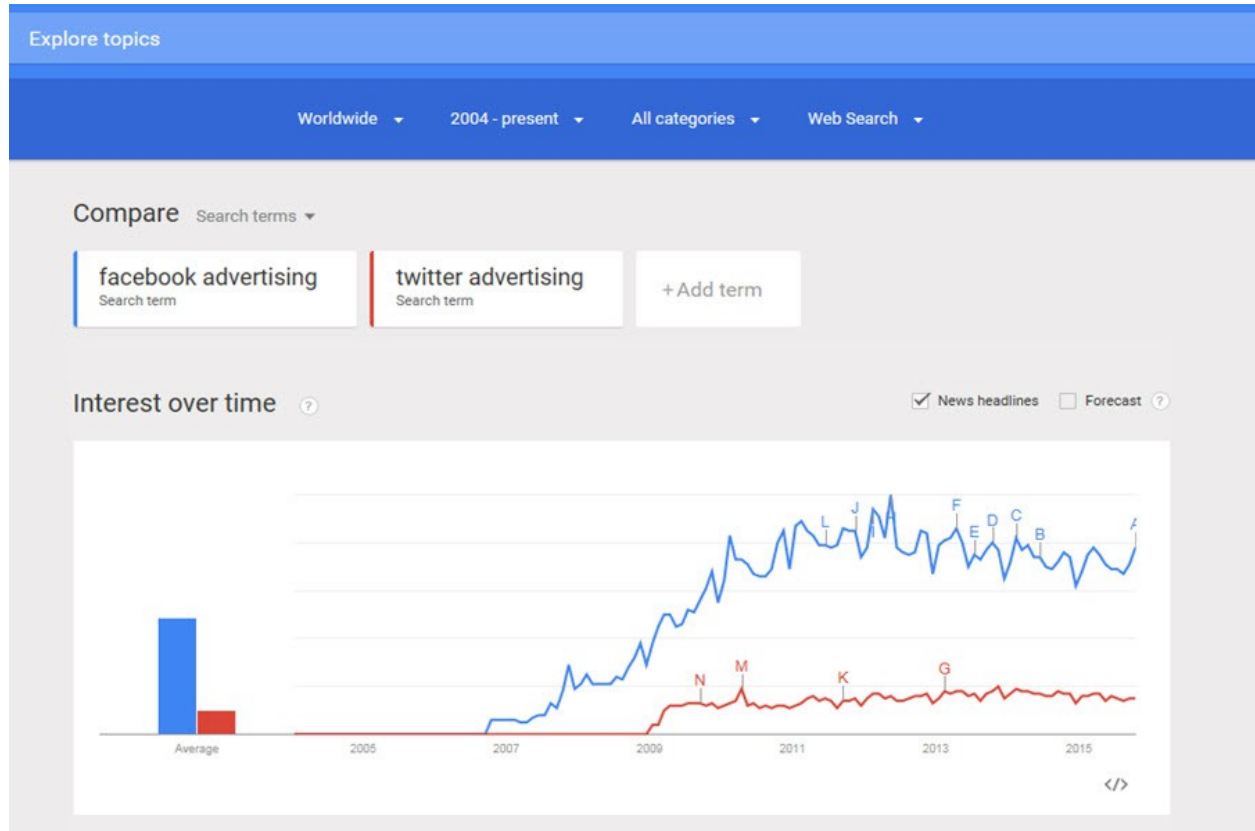
Is the interest increasing or decreasing?

Does it look like we are in an uptrend or a down trend?

I'll usually enter at least two keyword phrases. That way I can compare the results to see which is the most popular.

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Have a look at this screenshot:



You can clearly see that Facebook advertising is much more popular than Twitter Advertising.

So for my industry, I would definitely create an infographic on Facebook advertising.

Next head on over to [Pinterest](#).

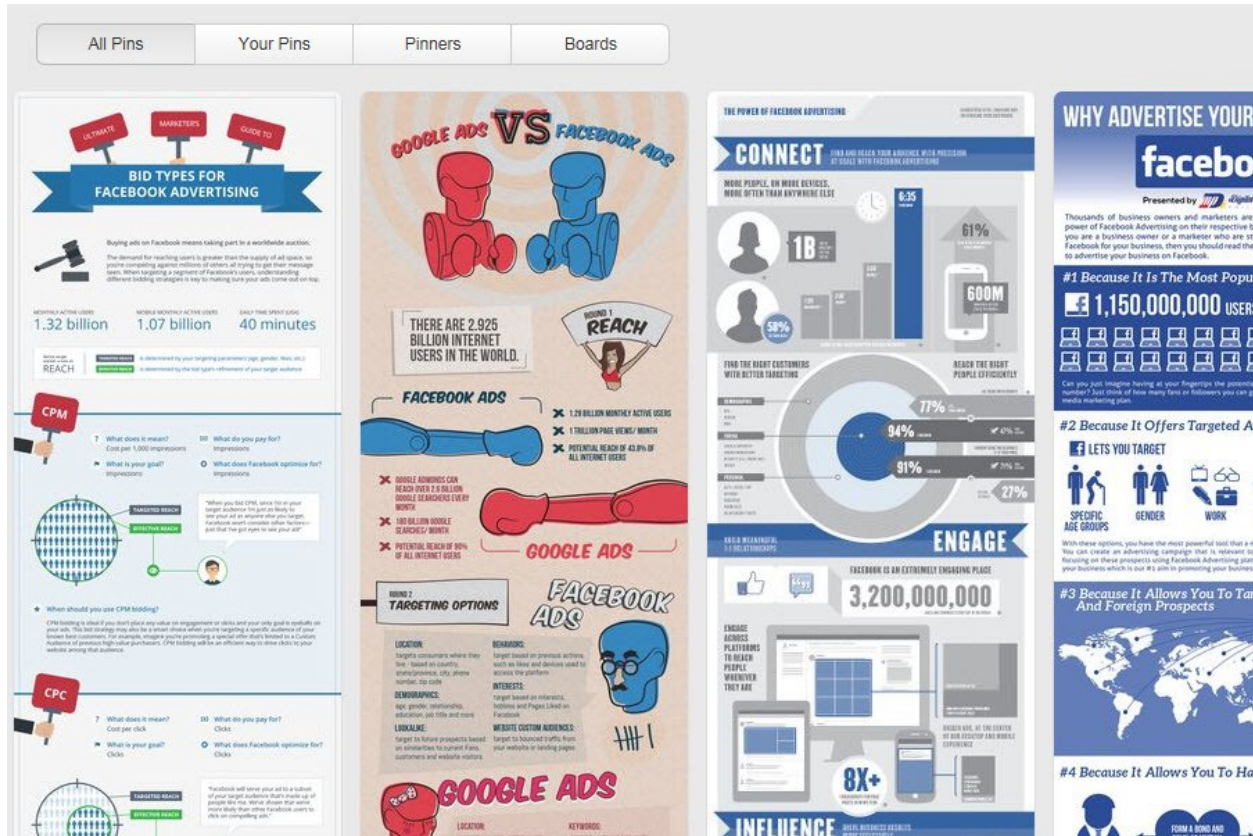
Pinterest is a great places to start your search for infographic ideas that have already been proven to be popular.

However, don't just publish the same old thing.

Spend some time searching through Pinterest and start saving infographics that you like to your computer. That way you can review them later and get ideas.

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Here's a search I ran for Facebook advertising infographic:



This search has a lot of results as you might imagine. I can very easily get more ideas than I know what to do with.

Lastly, you can also do a Google Images search using your keyword phrase for additional ideas or if you prefer not to use Pinterest.

Provide Useful Information (Just Don't Overload Readers)

Infographics are simply a visual and beautiful way to display information. But you have to be careful not to overload readers with too much information.

Experienced infographic creators usually recommend having no more than 7 to 10 data points.

I personally don't like super long infographics that try to cram too much info in. I suggest you keep yours short and sweet.

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This makes it MUCH easier to digest the information and remember it.

You're not trying to write a thesis. So, covering the most important details in a concise and easy to follow manner adds value to your infographic and this in turn encourages other people to share or link to it.

Simple Layout

Don't get the design and layout confused when creating an infographic. Layout refers to the flow of information, while design is simply how your infographic looks.

One mistake many people make is focusing too much attention on design and then slacking on the actual layout.

You have to get both right if you want to hit a home run.

Here's how to make sure your layout gets results:

- Put your best content at the top (this draws the reader in)
- Organize the information so that it tells a story
- Create empty spaces to improve readability

Now let's move on to the next step...

Step 2: Find Targeted Blogs To Contact

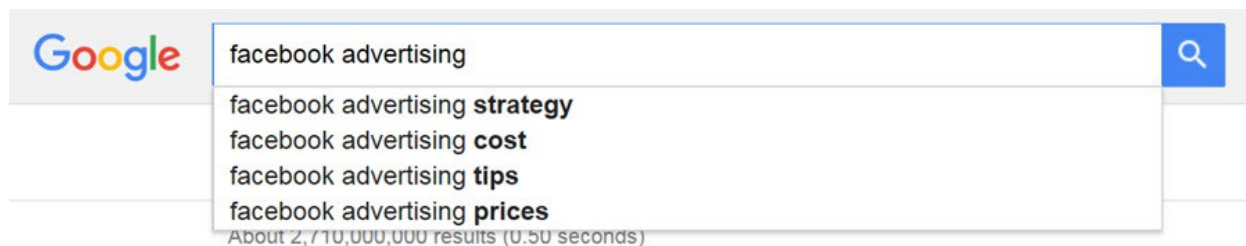
After you finalize your infographic and publish it on your blog, the next step is to search for authority websites that would be good backlink prospects.

As a general rule of thumb, it's best to get backlinks from websites that publish content related to your website's theme.

You can very easily find these websites by doing simple Google searches using keywords related to your niche.

Here's an example:

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You can also search using “your keyword phrase + blog” to find relevant blogs in your niche.

Step 3: Share Your Infographic

After you build a list of websites to target, you need to reach out to each website owner via email.

You can usually find a contact form or email address on most blogs. Or you can use a free tool like <http://www.whois.com/whois/> to find the domain Registrant Email.

Once you have that info, you’re ready to send an email.

Here’s the email I personally use:

Hi first name,

How are you?

I was just searching Google for Facebook advertising tips and stumbled upon your blog.

I was reading through some of your content and was very impressed by the quality and value that you provide.

I recently created a Facebook advertising infographic about how I was able to cut my advertising costs by 65% using one simple method.

Since you write about this topic extensively, I thought you might be interested in seeing my infographic.

Please let me know if you want to check it out and I’ll send it right over.

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Thanks and have a great day!

Please feel free to swipe this script for your own emails. It's simple, but highly effective.

Here's why:

- I ALWAYS personalize using their first name.
- I keep the email short and concise (I also use short sentences)
- I NEVER to try to pitch (the soft sell approach works best)

Remember, you're contacting authorities in your niche. This could potentially lead to more promotions or joint ventures (JV's) in the future, so don't be shortsighted.

That's why it's so important to strategically plan out your "joint venture" from the very beginning.

Do this right and you'll get massive results long term!

Step 4: Offer To Provide Free Content

When you get a reply, you're almost to the finish line.

Now you need to send a follow-up email with a link to your infographic. When doing so, be sure to ask if they would like to publish your infographic on their own blog.

And just to sweeten the deal, you need to add even more value than just giving away your infographic, if you want to snag that authority backlink.

So, how do you do that?

By adding more VALUE.

You also offer to write a guest post summary that they can include with the infographic and that's customized exclusively for their blog.

This simple little step makes the difference between success and failure with this method, so make sure you do this correctly.

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Here's the reply email I use to seal the deal:

Hi,

Great to hear from you. Here's a link to my infographic:

[INSERT LINK]

Please let me know if you think your readers would benefit from this method and you'd like to post my infographic to your blog.

If so, I'd be more than happy to write a guest post to go along with the infographic, so your readers get even more value from the information.

Thanks!

That's all there is to it and it works like a charm!

Now you just have one more step to go...

Step 5: Request A Contextual Backlink

The final key to this method is to get a contextual backlink within your guest post content.

Contextual links are much more powerful than embed links and Google assigns additional value to a contextual link positioned within relevant content.

Here's an example of a contextual backlink:

Many marketers who have tried Facebook ads, especially in their early days, decided that Facebook advertising doesn't work. Don't believe them.

If you're totally new to Facebook, start with this [Facebook Marketing Guide](#) Then come back to this post for a deep dive into advertising.

Notice how the "Facebook Marketing Guide" link is within the content.

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It's customary for the author of a guest post to get one link back to their own blog. Just be sure you have permission to do so.

This method may not be push-button or instantaneous, but I can assure you the results you'll achieve are definitely worth the effort.

Remember, if you create useful and valuable content, people will share, link and recommend your content naturally without any additional work on your part.

Now, there's only one thing left to do...

Take MASSIVE action!

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