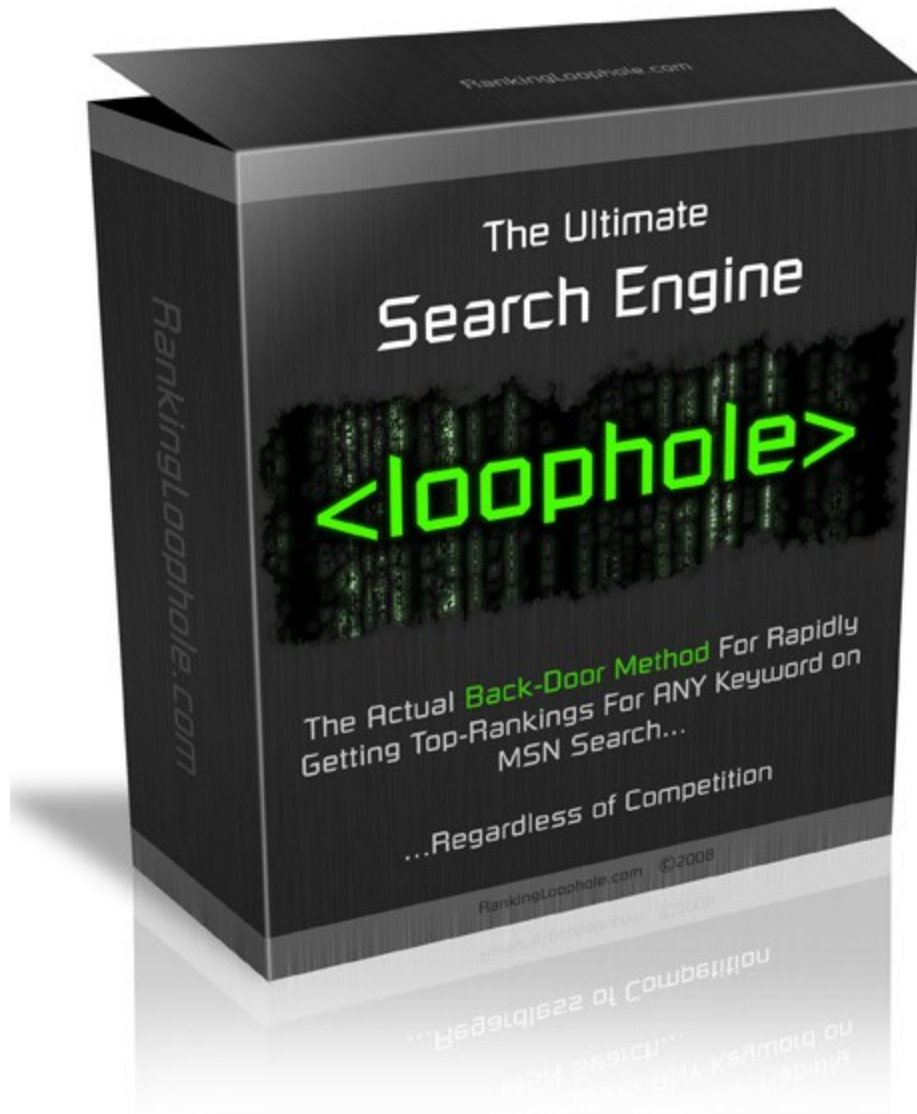


# The Ultimate Search Engine Loophole **ALTERNATIVE LINKING METHODS**



**This Guide Written By Chris Rempel**

Produced by Dave Kelly and Chris Rempel

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# How to Get Your Money Sites Ranked on MSN...

## ...Without Building a Blog Network

Since we launched the MSN Ranking Loophole, we've had literally waves of feedback, support requests and questions.

Mainly because it's an entirely different strategy than what most people are familiar with.

And for Dave & I, despite the hours spent answering emails – that's actually very encouraging for us, because it means that many, many people are putting this into *action*.

That's exciting. And what's even more exciting is that even just a few weeks since it went live, folks are already contacting us with reports of results and top-page rankings (we're just waiting on some approvals and photos so we can add those testimonials to the main page)...

However – for some people, buying a fair chunk of domains for a blog network, along with the required hosting assets, was a little bit intimidating and costly.

*(And regardless of how successful anyone becomes in this business, every full-time marketer vividly remembers the days of “learning the ropes” when money was tight and time was of the essence...)*

**So here's how to rank your money-sites using alternative link sources...**

## MSN's Off-Site Ranking Formula

Like Google, MSN relies on tracking linking patterns to determine which sites are popular in the marketplace, in comparison to other sites on the same topic.

The difference is that MSN is far less sophisticated than Google is when it comes to detecting natural, organic exposure (and therefore implied authority).

With your blog network, the reason why MSN responds so well to the random link rotation on each page is because it simulates an ever-growing influx of backlinks to your money site.

**In other words – MSN likes to rank sites that are getting a *continual stream* of backlinks pointing to them from other sites around the web.**

And while these alternative methods might not be as effective (and certainly not as automated) as using a self-contained blog network – they're free, and **you can use this approach initially to get some results and generate “seed money” for later building up a proper blog network.**

In fact, that should be the entire purpose in using these methods...

## The Game-Plan

I'll keep this short and sweet...

For each money-site (optimized according to our specifications in the main blueprint), complete all or some of the following linking strategies to secure a good ranking in MSN's organic results...

1. **Submit your site to several applicable directories.** There's a large list of directories that accept free site submissions and don't require a reciprocal link [here](#). Use your target keyphrase as your site's title for each submission. Submit to as many as you can.
2. **Submit no less than 5 relevant articles** (linking back to your money-site in the author bio box with your target anchor text) to the following article directories:
  - \* EzineArticles.com,
  - \* Buzzle.com,
  - \* SearchWarp.com,
  - \* GoArticles.com,
  - \* AssociatedContent.com,
  - \* ArticleDashboard.com,
  - \* ArticlesBase.com,
  - \* ArticleCity.com,
  - \* IdeaMarketers.com and
  - \* Amazines.com
3. **Submit a free press release** that mentions your site to the following sources:
  - \* PRZoom.com
  - \* PR.com
  - \* Free-Press-Release.com
  - \* Free-Press-Release-Center.info

4. **Make 20 Intelligent Comments on “Do-Follow” Blog Posts.** Using a free tool like [Comment Kahuna](#) or [DoFollow Diver](#), locate 20 blog posts and respond to the blogger's article intelligently. Add insight or ask them a question. In the commenting box, link back to your money site. Don't just spam or leave useless comments.

***Note:** The blogs where you leave comments DO NOT need to be relevant or related to your money-site. It doesn't matter. You can link to your “bicycle” money-site from a blog post about Bill Clinton and MSN will still count the link...*

5. **Build Info-Pages (Articles) On the Following Self-Publish Sites, Linking Back to Your Money-Sites:**

- \* Squidoo.com
- \* Zimbio.com
- \* HubPages.com
- \* LiveJournal.com
- \* WordPress.org
- \* BlogSpot.com

6. **Social Bookmarking.** Submit a quick blurb about your money-site to the following bookmarking/user news networks:

- \* Propeller.com
- \* Digg.com
- \* Del.icio.us
- \* OR - OnlyWire.com (submits to numerous sites)

Those 6 steps will provide you with an initial surge of backlinks that will affect your rankings on MSN in due time.

You may not be able to rank as quickly as with the actual link-rotation method (loophole), or for keywords that are super-competitive. But you can STILL get great traffic from doing just this.

I say this confidently, because I've been doing this for years, even before Dave and I had discussed the loophole method that he'd developed (which he's been using for even longer...)

Also, here are some **additional and optional** alternate linking methods:

1. **Digital Point Ad Co-op.** You can [join for free here](#). This is actually a text-link rotation network that essentially creates random links across a massive network of sites. The link-rotation effect is sort of created, although on much less-intense scale.

**Disclaimer:** The DP Ad Co-op requires some pretty in-depth PHP knowledge and implementation can be tricky. If you decide to use this optional linking method, **please realize that Dave and I cannot answer questions or provide advice for installing OR using the DP Co-op program.** Thanks for your understanding.

2. **Submit RSS Feeds to the Major RSS Directories.** You can easily create an RSS feed for any website using a tool like [FeedYes](#), and then submit that feed to the major RSS networks using a free tool like [this one](#).
3. **Forum Signature Links.** If you're an active user of a forum, you can simply edit your signature area in your user CP to generate links to your money site from all of your posts across that forum. Or you can join forums, link to your money site from your sig file, and then make a few relevant, intelligent posts.
4. **Buying Site-Wide Links & Blogroll Links.** No, this isn't a free method, but as an *optional* method, it can work VERY well. What you do is find people who are selling sitewide links on places like the [Digital Point Link Market](#) for a price that's within your budget. Try and secure a permanent or at least 1-year link if possible. (Keep in mind that you can barter with the seller sometimes, especially if you've got multiple sites).

**Note:** Also in the DP link market, you'll often see people that have blog-broadcast networks where you can submit a post that gets syndicated across hundreds (or sometimes thousands) of blogs in a network, which will spread across several C Class IP's. While this is not effective in terms of ranking with Google, it can boost your MSN rankings quite effectively. Sometimes you can do this for as little as \$10, effectively generating several hundred backlinks. The better services like this have staggered syndication, so that your links are posted one by one over time.

These alternate methods take more elbow-grease, to be sure – but for someone on a budget, it works and it will drive RESULTS.

And that's what matters.

**The idea here is to be able to reinvest your initial earnings from doing this into building your own blog network using the actual loophole strategy**, so that instead of having to do ALL this, you can simply plug your money-site's URL and anchor target into LinkUBaiter (or another randomizer script, such as the free one mentioned in the blueprint) and watch the rankings “happen”.

**But this is still a very viable way to get started.**

And speaking of that... what are you waiting for?

You've got some top-page rankings to nail, so get busy!

: -)

Sincerely,

***Chris Rempel***  
[TheLazyMarketer.com](http://TheLazyMarketer.com)

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#### **About Chris & Dave:**

**Dave Kelly** is one of the founders of SEO, really. Dave has been at the forefront of the industry since the beginning of search itself. His main business site is [Arundel Net Marketing](http://ArundelNetMarketing.com)

Dave was one of the most highly-sought-after SEO consultants when he used to take on clients, and he now operates and is involved in similar projects, although not as a consultant.

**Chris Rempel** is mostly known for his recent release, "[Confessions of a Lazy Super-Affiliate](http://ConfessionsOfALazySuperAffiliate.com)", which gained popularity with its tell-it-like-it-is antics mixed with non-traditional teachings. Chris' primary website is [TheLazyMarketer.com](http://TheLazyMarketer.com)

Chris is skilled at blending formulaic strategies (like SEO) with leveraged business building tactics.