

# BBN GUIDE

## How to Use A Buffer Blog Network

*By Dori Friend, SEONitro, LLC*

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### Introduction

A very, very long time ago in the far off distant world of SEO, there lived a King whom was loved by all. He was a pleasant King. He treated his subjects with respect and dignity. And in return, his subjects fought hard for Him and told everyone how wonderful it was to be a part of His kingdom.

The King grew more and more popular every day. People traveled from miles around just to visit and learn more about the King and His Kingdom. And as more and more people came, he became the greatest King of all.

This King also had a sweet spot. He loved Chocolate. And, this love for chocolate made him easy to please by his subjects. Knowing this, all the bakers in the kingdom created wonderful chocolate masterpieces for the Kings subjects to bring to him to feast on. The King loved his chocolates, and in return rewarded those subjects that cared enough to bring him chocolate with favors and land. Everyone was happy and lived in harmony.

But then one day, someone whispered into the Kings ear that his subjects were giving him chocolate only because they knew in return for the chocolate he would reward.

The king was outraged!

He quickly BANNED chocolate from his kingdom and had his knights enter all of the bakery's and destroy whatever chocolate they could find, killing his loyal chocolate makers in the process.

He then thought, that it wasn't enough to ban chocolate and kill the chocolate makers, he also needed to punish the subjects that brought him the chocolate and the King BANNED them as well.

He started to bribe the weaker subjects into telling him where the underground chocolate makers were. He told them that if they confessed their sins and told him where they got the underground chocolate, and that they would never buy chocolate again, that they might be reconsidered back into the kingdom.

This was a dark and sad time in the Kingdom. Brothers turned in brothers. The gallows were lined up with chocolate makers. And while the King kept getting richer from the travelers that continued to come to him from the previous hails of glory his loyal subjects cheered out for a decade, his loyal subjects were left in the background to rot and wither away.

But throughout all of this, the King never stopped loving chocolate. His love for chocolate remained the same. He just could not tell anyone without violating his own law.

But one day of his smarter and daring subjects wrap the forbidden chocolate in cookie doe to hide the delectable sweet before presenting it to the King. All those in attendance watched and waited nervously for the Kings reaction. Looking at the cookie the King seemed suspicious, turning it over and over, inspecting every inch of it.

But finally, the King put the cookie in his mouth, the audience at the edge of their seats, he bit into the chocolate makers new dish, and to the delight of all, the King smiled.

The Moral of the story? Make Cookies! ☺

**The End**

And yes, we are making cookies! Lol

In this guide I hope to impress on you that there are no standards any longer. The recipes have all changed, and what use to work before will get you banned to the highlands, so get into favor with the King again, you must use a different recipe. And, for each market, each keyword, that recipe will be different.

When I talk about percentages and give advice on how to link, what to link, where to link, I want you to take it as a “general” guide map. You may find that the general rule does NOT always fit as not everyone likes Toll House Cookies.

By using a Buffer network, we are disguising the chocolate, by combining it with a Blog Network, we are but making the chocolate as tasty as it can be. ☺

So, with that, here are the “general” guidelines to get the most out of your BBN.

## 1) Choosing your keywords

This is not a tutorial on how to choose the keywords you should or want to rank for, there are plenty of tutorials out there on that. This is however, a lesson in "what %" if any of those keywords you should be using.

### Big Mistake

I am still seeing a lot of my customers making the mistake of using automation tools to link to their money sites with the exact match keywords they wish to rank for. Big mistake in my opinion but everyone has a right to do their own SEO.

#### ***Definition: Exact Match Keyword***

*And exact match keyword is the keyword or keyword phrase you wish to rank for, so if I wanted to rank SEONitro for “SEO Tips” and put that into the anchor/link text, then THAT would be an “exact match” keyword/keyword phrase.*

*If I put this into my anchor text, “Dori Rocks the Internet with great SEO Tips” then that would be considered a “partial match” which I will discuss later.*

Partial matches are ok, but use a LOT of them then, do NOT link to the same partial phrase over and over again. Randomization is really key with only a sprinkle or hint of an exact match.

### Safer Anchor Text

If I am creating your site, I would like to see you have us put ONLY URL or brand anchor text links on them. As you watch and monitor your link density profile then you can make the decision to add partials and of exact match.

### Examples of URL anchor text

URL as anchor text:

<http://www.seonitro.com>  
[www.seonitro.com](http://www.seonitro.com),  
[seonitro.com](http://www.seonitro.com)

And then all of those with a / at the end is very common, so:

<http://www.seonitro.com/>  
[www.seonitro.com/](http://www.seonitro.com/)  
[seonitro.com/](http://www.seonitro.com/)

My brand is the domain name, or SEONitro and it could be seen in many iterations as well, seonitro, SEO Nitro, SEO NITRO, SEONITRO. I consider a domains "brand" the domain name "without" the extension. (.com, .net, .org, etc.)

### **Examples of BRAND anchor text**

Domain Brand as anchor text:

SEONitro  
SEO Nitro  
SEONITRO  
SEO-Nitro

### **Random and Misc Anchor Text**

My thought on all the "click here," "visit" or "more info" links are good, but they are over used.

Since I developed LinkDensity and have look over hundreds of linking profile's, I have really gotten to be able to tell from looking at the anchor text if the site has been SEO'd or not.

### **The goal is to NOT look SEO'd.**

The normal garbage keywords of the past have become *really redundant* and it is now obvious that they are a part of a SEO link campaign. *(I am not saying to totally stop that, but you really need to use a larger brush)*

Instead, choose really random stuff and only do 1 or 2 links with each keyword or phrase. A good trick is to go to a competitor's site and in LinkDensity and look at all the keywords that would be in the "other" category that have less then 1 percent of that sites link density. You can pull hundreds of these from them and know that they are more then likely Market related keywords that probably should be appearing in YOUR link profile! **It is THESE keywords that you will be safer using in an automated linking system.**

Another strategy is to use LSI keywords, synonyms and phrases. Related searches (you know, the ones you see at the bottom of Google's search) are another way to pick out market specific keyword phrases that would be appropriate to your market.

### Long Partial and Bits of Sentences

I also see ALOT of sentences, or long URLs in link profiles. So, imagine if you were writing about your website, what would be a "natural" link? In my experience, it is a URL, or a brand, so concentrate on THOSE!! And when your link density is high enough using only URL and BRAND, then yeah ok, through in a exact match keyword. **Just do NOT over due it.**

And speaking of not over doing it, seems likes *less is more these days.*

It is really important for you to look at your competitor's link profile so you see **what is the standard "amount" of links** in that industry! And then also look at the about different C Block IPs you should be getting to your site. In most cases, it is lower then what you think!

#### ***Definition: What is a C Block IP***

*An IP is the address that all websites are given. They have 4 sets of numbers and the third set is considered the "C Block" or "C Class" of that IP. For example if my IP is 209.39.185.56 it is the "185" that is the C Block.*

*The reason this is important that the C Blocks be different is because IPs are sold to hosting companies in sets of 256. Each IP will have the same A, B and C block and only the D block will be different (1-256).*

*So a hosting company will have sets of IPs per server, if you get two links from the sites that have different IPs yet have the same C Block, then Google knows that both those sites are hosted on the same server and likelihood of them being from the same owner is high which if you have to many of these, then it is also a likely flap or "footprint" as we say in the SEO industry.*

#### ***Definition: What is SEO Hosting***

*Back in the day when we all had to find and set up accounts on individual hosts so our C Blocks would vary and our linking would not leave a footprint. As you can imagine, this was tedious and was frankly an administrative nightmare to keep all those little accounts paid for and up.*

*Todd Spear's was the first to came up with the first SEO hosting that gave the user different C Blocks all under the same administration panel.*

*Hallelujah!*

***But Beware***, the larger companies that followed, have all of their data centers in one location, thus creating another if not the same type of footprint.

*SEOHosting.com* by Hostgator, is also notorious for shutting off SEO hosting accounts without warning for server overload! Believe me, **THAT** is a nightmare you do **NOT** want to go through.

*I don't know what or how Todd is handling his hosting or if he even still offers it, but I have come to like and trust [ClockHosting.com](#). Ben Roy, the founder of Social Addr came up with another under one roof admin area solution, but this time, the IPs and are not on Ben's or the CloakHosting companies servers, they are from all those little mom and pop hosting companies that we went to back in the early days. So essentially, it is the same as what we use to do, the correct way of setting up SEO hosting, with the Hallelujah! of one billing and admin area!*

## 2) Choosing where to link from

You would think this would be an easy question to answer, and a question you may not even have thought about, but it is an important one in my opinion as you do **NOT** want all your links coming from the same link type.

**It is safer to have a wide variety of link types, as THAT is natural.**

So even though my experience dictates that links within context are more powerful than footer or blogroll links, don't discard them. Again, look at your competitors link type density and you will find links coming from not only different types of sites but different places of the site.

And don't forget about "images!" If we can count them, so can Google, and I see a lot of sites ranking with a lot of links coming in from images! And of course, it is best to have those images on themed sites to your market as relevance seems to count more now than every.

So, on your BBN, you have the option of the following places in which to place a link.

***Contextual:*** *This is a link that would be placed inside your text blocks. Google has been know to LOVE these types of links as they are considered "editorial" links and that is really what Google has lead us to believe they are after. And, in my testing, I have found this to be true. This is also why blog networks are so powerful. They consist of mostly posts with contextual links.*

*But, do not let this link love draw you into a over-optimization penalty. Be natural and get them from the following places as well.*

**Footer:** *This link is typically at that bottom of the page and is normally site wide. Once the FAVORITE of my linking stable, it has come out of fashion as Google caught on to the power of the site wide link AND the footer was an easy place for sites to sell sponsored links, so, mostly not as effective. But, I still see Godaddy ranking for the keyword "hosting" by putting links at the footer of the free site packages they offer. It is amazing how they can get away with it!*

**Author Bio:** *In a BBN this would appear at the bottom of a WP post or at the end of an article. These are nice as they are somewhat contextual and you can also get in an URL link very easily. I don't know however since the Article Networks run in with Google if the Author Bio is considered spammy or not. I have not tested it, but, I do see it a lot and continue to use it with success.*

**BlogRoll:** *I had to laugh when someone showed me a site ranking for a incredibly heavy keyword in the gambling industry. I never thought it was possible until I looked at the link density profile myself! WOW, and they were from mostly deindexed blogs. But, they were relavant to the market, so that speaks for relevancy.*

*The blogroll link is sitewide, meaning it will appear on every page of the site. They are thought (and I had tested this) not to have as much get up and go as contextual links, but, I need to test it again, and I don't ignore any longer.*

**Images:** *This is the up and coming link in my opinion. I have been seeing more and more sites ranking with almost nothing but links coming from images. Giving way that Google seems not to link to see as much exact match anchor text, it makes sense that images may possibly be given a bump. Google can definitely tell what an image is now, so a themed image may be just do the trick!*

**Testimonials:** *This is a great place to get in a non-related link and not look spammy. Whenever I give a testimonial, it is customary to get a link back to my site no matter if I am in that industry or not because it is giving credit to ME so feel free to use this area or any area that a user would comment, such as..*

**Comments:** *This is one underutilized area of the blog in the entire blog network system. But since you own the blogs, mite as well get some more links in there on the comments, and again, they do not have to be themed. This may also be the place were you may want to ahem "sell" some space to friends. ☺*

**Embedded:** *If you are into ranking YouTube videos, you know how powerful this is. So, yeah, embed your videos in your posts and get credit for it.*

*Mentions: Site mentions is a URL without a link. So like, I mention my site, seonitro.com but I do not hyperlink it, it is generally considered a "mention." And even though I have NOT tested this yet, I hear more and more that Google does pay attention to them, so might as well get some in there as it will not cost you PR leakage of any kind. :-)*

### **And be sure to USE THEM ALL**

If we are creating your BBN then we will deliver your site with links on them in multiple places, however, they may not meet YOUR SEO strategy so please review and adjust according to the needs of your overall linking profile.

## **3) How to Link**

Another pretty obvious looking question, but in reality, SEO'd sites typically have 1 linking or two at best linking structures that gets put into play. **This is NOT the anchor text, but the actual link URL I am talking about in this section.**

In a campaign, the SEO will decide what the URL is they will link to, for example, will it have the www on it or not is normally the only factor into consideration, and it is either one or the other, but in reality it really needs to be both to look natural, and not a straight up 50/50 but more of whichever way you present the URL in reality and then about 5-25% the other one.

(Remember to create a canonical change in your htaccess file so you get the juice you send to your site)

And then on top of that, I mentioned in choosing keywords to put the back slash at the end of your url as well .com/ as some programs end up putting that there in the link and also when people copy and paste, that / makes it in there, so THAT is normal to be in the mix.

Other odd linking patterns are putting possibly /index.html or /index.php after your domain name.

### **Examples depending on your sites structure:**

<http://www.seonitro.com/index>

<http://www.seonitro.com/index.html>



<http://www.seonitro.com/index.php>

### **Another hugely missed linking pattern is the use of the NOFOLLOW link.**

We have actually ranked sites using nothing but nofollow links on de-indexed sites so that tells you something about how powerful BOTH are as BOTH are normal.

#### **Watch These Videos!**

<http://youtu.be/8GsqWK4yQ6o> <--part 1

<http://www.youtube.com/watch?v=oYIOD9p-7fg> <--part 2

<http://www.screencast.com/t/432DXKAaQ> <--different video actually showing site and links

I am not going to go into why the deindex site works here as it is outside the scope of this guide, but when you are doing your linking, DO get NOFOLLOW links!! I personally think a larger % (10-40%) on these is better and here is why.

Google knows that people are going to have to advertise, and they want them to be able to! But they do NOT want them to advertise for the sake of advertising to get PR passed to them. THAT is against Google's terms and conditions, so they expect the site who is putting the links up, to put a NOFOLLOW link on the advertised link.

So don't you think, that with a NOFOLLOW link, Google is going to trust that link just a little bit more? I do! And, we have proven it! They may not pass PageRank, but they DO pass juice!

## **4) Content on your BBN**

What to put on your site?

**ARTICLES:** Ideally of course, original content written just for you BBN is obviously the best choice. So, if you HAVE original content, and we are building your sites, then by all means give it to us and we will put it on your sites for you.

### **Original Content**

If you don't have it already and want it, we can get a decent article written with links inserted and placed on your site for about \$7 each. (NOTE: I am NOT in the content sourcing business, so you may be able to do better than this)

But with 5-10 articles per site, you can see how it is prohibited for us to include original content in our BBN packages for the price we are charging. Therefore, I have opted to use article database content.

### **Duplicate Content**

Yes it is duplicate content, but I would choose duplicate over spun content any day of the week. Duplicate content is a part of the Internet. Take a press release for example, it is published over and over again (UnSpun)!

### **NO Spun Content**

And, we are not trying to rank the BBN site, so a ranking penalty for duplicate content is acceptable. Spun content however is much more likely to get your site deindexed. And even though THAT is not the end of the world or power of your BBN, it always feels better when they are indexed and customers can SEE their link indexed. So, let's leave spun content of any type off them!

### **Outbound and Inner Links**

It is also important and natural to have articles without outbound links in them. But the more inner links you create on the site the better! Look at wikipedia, they are the best inner linking structure to date!

**RSS FEEDS:** I like a pinch of THEMED RSS content from a news source on my sites to give the site in general a mixture of type of content and of course the theme goes a long way to help promote the relativity of your link.

**IMAGES:** Duh! Makes a site look good! And again, themed looking images help support your link! Technology can now detect what a picture is, so it too is important. Other images that may not be themed but are natural are advertising banners, company buildings, company group or individual shots, and other random pics. And remember, LINK from them!! Especially the themed related image.

**SECONDARY CONTENT:** As mention in the linking section, testimonies are great, so are reviews and anything that is supportive to the main content on your page.

**WIDGETS:** An array of different widgets also makes the site more useful and gives it an added bit of originality.

## **5) Pump up the Power of Your BBN**

Unfortunately, I can't link to them from my blog networks because that would link all of my customers sites together and that is one lesson I have learned, and that is actually why I do NOT include membership into any of MY networks with BBN.

**Therefore, pumping up the power of your BBN is up to you!**

Hit that baby with links from places that I would not know about! This is also why I used to never tell people where to host their blog networks, because if we were all hosting at the same place (and [seohosting.com](http://seohosting.com) by hostgator is a prime example) it leaves a footprint and can be industry catastrophic as we experienced in 2012.

*Now I know you are thinking, but wait, you are telling all of us to use CloakHosting! And yes, I am, but it is because CloakHosting is a central interface that makes it easy for us to get hosted on all those mom and pop hosting companies that when we did that back in the day, it worked really well, but was an administrative nightmare to keep up with. So, CloakHosting let's us win with the locations, IPs and natural hosting structure while making it easy for us to navigate technical, billing, and other related issues that made the latter a nightmare. Best of both worlds there! :-)*

(FYI, I do have a solution to help pump it up for you that I am not at liberty to discuss here, but will add it to your account for free and you will be happy!)

Bottom line is, I don't want to tell you how to pump them up because then everyone would do the "same" thing and we do NOT want that. And if I publish what to do in this handbook, it would lead Google straight there and that is what we want to avoid.

## 6) Using PublisherKingPro ( PKP )

**PKP was an unadvertised bonus that came with my customers BBN.**

Since we created the sites in PKP, I decided to give customer's access to it to either use it in conjunction with the sites we created or to add new sites to further build up their BBN.

PKP is an incredibly powerful site publishing and management tool, but for the most part, unless you want to continue publishing content and links to your BBN sites, (and please consider over-optimization issues) PKP and the customization team has done it's job on your site and it could be left alone.

However, your SEO strategy and methods may call for continuous posting onto the site in the very same nature of a blog and or blog network. Perhaps you are a SEO professional and you have many clients that need links, surpassing the initial links we put up. PKP can allow you to do this incredibly easy.

## 7) Customers Only

**PKP is what I used to publish to ALL my blog networks.**

The rest of this guide has to be for customers only as I go into the specifics of publishing with PKP and getting the best results with OUR BBNs. 😊

For more information on SEONitro's BBN program, click below.

<http://www.seonitro.com/products/private-link-networks>