

InlineSEO System

Authority Tagging Method

v2.0

www.InlineSEO.com

Copyright © 2009 InlineSEO.com, All Rights Reserved.

Copyright © 2009 InlineSEO.com

All rights reserved. No part of this work may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage or retrieval system, without the written permission of the copyright owner.

Every precaution has been taken to ensure that the information presented in this book is accurate. However, neither the author nor InlineSEO.com shall have any liability to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by the information contained within this work. The information is presented on an "as is" basis, there is no warranty.

Contact info: InlineSEO.com
website: www.InlineSEO.com

Foreward

Before we get started I just want to say thanks for downloading this short report. The method I'm walking you through works well and is a nice twist to the typical bookmarking you've probably been doing where you open an account at all the bookmarking sites and then proceed to bookmark all your pages.

That's OK, but this is like bookmarking on steroids. So please read this report and then try it, it's an efficient way to get links and traffic. And that's what we all want.

And if you want to get more free stuff like this, just opt-in to my Underground SEO Training Videos. You can do that here...

<http://www.inlineseo.com/seoseries/>

Sincerely,

Lisa Parmley

Authority Tagging

This short report covers my Authority Tagging method.

Here's a quick overview of the steps involved with Authority Tagging

1. First, you'll set up an account at the social bookmarking site; Delicious, and install their browser add-on so you can bookmark pages really quickly.
2. Secondly, you'll start bookmarking your pages; you'll have first tier pages, second tier and third tier pages. I'll explain all this as we go on.
3. The third step involves importing your delicious authority account into other bookmarking sites so that you're leveraging off your initial account – OR – you can create the bookmarks in the accounts from scratch instead of importing the exact same list of bookmarks.
4. The final step is where you'll find the RSS feeds created from opening the different bookmarking accounts and submit your RSS feeds to feed directories and ping them.
5. At that point, you can repeat the whole process by opening a brand new account at Delicious and bookmarking an entirely different set of pages from your site or if you're in multiple niches, you can open a new account at Delicious and work on your next site.

I've used this method on all my main revenue earning sites and I've gotten great results from it. In most cases, I get traffic and backlinks which ultimately push my pages up in the search engines.

I have one site that went from 0 to 30,000 unique visitors per month (so 1K a day from search traffic) in just a few months. This authority tagging method was a big part of how I got so much traffic to the site so quickly.

I like this method because it works well and it really doesn't take much time at all to get it going.

I'd like to walk you through the Authority Tagging method here next.

The first thing you'll want to do is visit delicious.com and install the bookmarking buttons onto your browser if you don't already have them.

You can currently do that here on this Tools page which I found through visiting the 'support' link in the footer:

<http://delicious.com/help/tools>

All we're going to do is install an add-on to our browser. By downloading and installing this add-on, your browser will have a couple of small delicious buttons that will make bookmarking a lot of pages much faster. So when you're on a page, you just click on this button to easily bookmark that page.

This will save you a lot of time. So just get that set-up by following the tutorial there. Then you'll also want to set up an account at Delicious. This just takes a minute or two. This account will become your authority account.

Once you get the add-on installed and your authority account set-up, go to the site you want to promote and start bookmarking interesting pages on it with good anchor text.

Then just pick a site to promote. Go ahead and bookmark the home page by just clicking on the tag icon from your new set of bookmarking buttons.

A small 'create bookmark' page pops up. It just asks for the URL, title, notes, and tags.

The URL of the page you're planning to bookmark, as well as the title of that page are already filled in. You can easily change the default title if you want by deleting it and typing in your new title. The title of your bookmark is what will be your anchor text, so you may want to adjust it to be a keyphrase you'd like to rank high for. Or if you already optimized your title tag, you can choose to leave it as it is.

Then you'll add some notes, which is basically the same as a description. I don't like to get too hyped up with my descriptions, especially since I'm bookmarking my own pages.

It's great if someone else thinks your site is fabulous, but it's a little strange to say your own site is the best site you've ever visited. This method works just fine without the hype. You can easily just put in a short description of what's actually on the page and leave your opinion or any hype out of it.

Lastly you need to add in some tags. Tags are essentially keywords. You'll want to research the popular tags at delicious and use these in this space. So for my homepage on my InlineSEO.com site, I might use the following tags; seo searchengine google marketing business.

I've done the research and see that these are the types of tags people commonly use to categorize content like mine.

Then just click save and find more pages on your site to bookmark.

All the pages from your own site are what classify as your first tier of bookmarks. This tier consists of *your* pages. You don't need to bookmark each and every page on your site. Depending on how big your site is just do a few, maybe 20% or so of all the pages you have.

I have a lot of pages on this site, so I could easily get away with bookmarking at least 20 individual pages on my site alone for this one authority bookmarking account.

So in your case, spend some time bookmarking your best pages and getting good anchor text and tags put in. Again this is what I call my first tier of bookmarks.

Then you move on to the second tier. This second tier consists of pages that link back to your site. So I already know for sure in the case of my InlineSEO.com site I have a couple of press releases that link back to my site since I submitted them myself, so I'll go and bookmark those.

I don't usually worry about optimizing the anchor text for these. I just use the title of the page as it shows up. I do however; make sure to put in good tags.

Then, if you do any article marketing, you'll want to find the articles you sent to article directories. Bookmark several of those as well.

Really any page on the internet that links back to your site could go in this second tier. And again, you don't need to bookmark each and every page that links to your site. Depending on how much backlinking you've done to your pages, maybe just half or even far less of all the articles, press releases, and anything else that you have.

One point I should make is that I realize with article marketing, people will often mass submit the same article to several sites. I wouldn't bookmark the same article several times in a single authority bookmarking account. Instead, I would probably just find the article on a top article directory like ezinearticles.com or goarticles.com and

bookmark that article one time. The same goes for press releases. Just bookmark an individual press release one time, so maybe the version on prweb.com or webwire.com

In addition to articles and press releases you may have submitted, these second tier bookmarks might include pages on third party sites like squidoo, hubpages, and blogger. If you've submitted software, ebooks, images, or powerpoint presentations to sites around the web then you can bookmark those pages as well. Digg and other social news sites are good sites to bookmark also. You can even bookmark your youtube videos if you have some.

And if you know of any good sites that link back to you, then I'd bookmark those pages with the link on them also. Like if you wrote a guest post on a blog or wrote an article and gave it to a good site in your industry.

So depending on the amount of backlinking you've done, you can get links from a variety of sources and really make this complete. At the very least, you should have some articles and press releases to add to this second tier of bookmarks.

At this point you would have a bunch of pages from your site bookmarked as well as pages that link back to your site.

I would normally have dozens of pages in an authority account when I'm done bookmarking the first and second tier.

After I'm done with that I move on to third tier pages. These consist of pages with good content on your topic. Since my InlineSEO.com site that I'm using as an example is about SEO, I might just type that into google, see what comes up, and start bookmarking the best pages.

Another way to do this is go back to delicious and look at the top bookmarked pages on your topic. Then bookmark some of them.

So on Delicious.com, I might type in SEO, and I can look through the list that gets generated. You can quickly bookmark a few of these pages by clicking on the 'people' link and then click on 'save this bookmark' up at the top.

For these, I just use the title that automatically shows up, write something real quick for the notes, and select some of the recommended tags. Then I hit save.

Just bookmark a few popular pages related to your topic for the third tier. You can generate dozens of these bookmarks in just a few minutes. Like I mentioned previously, you can use Delicious to search for these related pages, or do a Google search and find webpages related to your topic. Then go ahead and bookmark some of these pages.

So now you have an authority account with first, second, and third tier pages, which includes your pages, pages that link to you, and top pages related to your topic.

So your pages are mixed in with great company.

This bookmarking account will hopefully be seen as an authority which means a lot of your pages will be seen as authority pages.

At this point your authority account at Delicious is complete (and you can always add to it later). To give you a good breakdown, sometimes I'll have a hundred or more pages in a single account, maybe 30 of those pages are mine, another 30 or so are pages that link to me, and the rest are pages on my particular topic with good content.

Now you can go to other bookmarking sites and import your delicious list if you choose. Just open an account at another bookmarking site. You can use the same username (if it's available) and password if that makes it easier for you to remember or a different one.

So you're doing all this work, but you only have to do it once because most other bookmarking sites will let you import your list from delicious. If they don't, you can always export your delicious list into internet explorer and then import from your browser to the bookmarking site. So this is a real handy way to leverage this one authority account.

Right now the ability to import and export your bookmarks is in your settings within your delicious account. They have detailed instructions on how to export your bookmarks right there.

So now you'd want to go ahead and import your delicious authority account into several other bookmarking sites.

Alternately, if you don't mind doing a little extra work, or you're having trouble importing your delicious account into another bookmarking site (some of these sites are a little buggy, especially with the import feature), then you can just create a slightly different authority bookmarking account there.

So that means you would need to bookmark your first, second and third tier pages again. If you decide to re-bookmark these pages, I would go ahead and write a slightly different description for each, which will only work to your benefit. And if you're going to put in this extra time, I would suggest bookmarking a slightly different set of your pages. Then you can also bookmark a slightly different set of pages for the second tier bookmarks; the pages that link to you. Lastly, you'd bookmark a slightly different set of resource pages, your third tier pages. I wouldn't worry about overlap between the two accounts, that's fine, but just randomly start bookmarking things again, don't worry about making the two accounts identical and don't worry about making them completely different either.

So if you don't like the import feature, then just re-do your bookmarking. This can all be done in as little as 10-15 minutes. And this is entirely up to you. I've had good results just by importing my delicious account into the other bookmarking sites, but again, if you're having trouble getting the import feature to work or you don't mind spending a little extra time on this activity, then you can vary your bookmarks by re-doing them for each bookmarking site.

Here's a few bookmarking sites you might want to choose from:

- bibsonomy.org
- mylinkvault.com
- a1-webmarks.com
- Backflip.com
- URL.org
- jumptags.com
- mister-wong.com

And there are many others. I'm not going to go through each and every one for you as the instructions for importing and even bookmarking seem to change often.

And just to let you know what I do, I might only import my list to 4-7 bookmarking sites in total, sometimes even less. So I don't go crazy and try to find each and every bookmarking site out there, I just pick a few, with delicious being the main one and then go from there.

I do want to point out that some of these bookmarking sites are dofollow while others are nofollow. Nofollow means that there is a tag right before the hyperlink in the code that tells the search engines not to follow that link. There is some debate on the importance of this tag. Some search engines may disregard it or still count the link, but just give it a little less weight. For the most part, I don't mind spending time building links on no follow sites when it doesn't take much time to do it.

I'd just import the list into as many different bookmarking sites as you can regardless. As long as they support the importing of your bookmarks, it really only takes you a minute or two to add your list. And if you're going to re-do your bookmarks at each account, it's still only going to take you 10-15 minutes to bookmark a slightly different set of pages again.

And you should note that delicious is currently no follow itself. But it is the top bookmarking site on the internet. And the ease that you can create an authority account at delicious and then import it to all these different bookmarking sites makes it worth the effort to start there. You'll also get some traffic from delicious as well.

At this point you have an authority account set up at delicious and many of the other bookmarking sites.

Just by setting up an account on one of these sites, you'll automatically generate an RSS feed. Each item in your feed leads to one of the pages you've bookmarked, so each of your account feeds has a ton of links leading back to your site.

And you will explode the number of feeds you have because you're setting up an authority account at delicious.com and then importing that feed to dozens of other bookmarking sites. And all this can be done within just a few minutes especially if you choose to use the import feature. You can look for the feeds near the bottom of each page. There's usually an XML or RSS button or a link that might say 'subscribe'.

Some of these bookmarking sites will automatically create a feed for you, while others won't, but as you can imagine, you'll really multiply the number of external feeds you have with this tactic.

Now you can get some backlinks to your feeds. This is important because it will help boost your pages in the search engines since your feeds link back to your pages. So

you'll submit all your RSS feeds to feed directories. You can do this by hand or with software like RSS submit.

Even if you just submit the feeds to a few top RSS feed directories like feedage.com and 2rss.com, that'll help boost your links a little.

You can also ping the feeds with a free service like pingler.com. Doing this will help give your feeds more authority from the perspective of the search engines.

So you're building links to your feeds. And again your feeds have a ton of links back to your pages as well as pages with your backlinks in them. So it's a really awesome backlink strategy that will boost your pages in the search engines.

The other benefit of doing this is that many of these social bookmarking accounts place an emphasis on user accounts. So if your account becomes an authority on a subject, like SEO, then there are more chances for other users at delicious or other bookmarking sites to see it. Your bookmarking site becomes an 'expert' referrer on that subject and people take note of all the pages you've bookmarked. Which in this case leads to a lot more traffic to your pages.

So it's a very powerful technique you should take advantage of. You'll get a lot more backlinks, higher rankings, and then even some direct traffic through this Authority Tagging method.

Once you go through all the steps, from setting up your authority account at delicious, importing your account to other bookmarking sites to submitting and pinging all the feeds you generated, then you can even start over.

So you would simply set-up another authority account at delicious. Then you choose different pages from your site to bookmark and repeat the whole process. And

you can of course add to your existing accounts as the content on and off your site grows. It's up to you.

But the main thing to remember is that you want your authority account to be centered around one topic or two at the most. So if you've built sites in a variety of markets, you'll probably want to open different accounts at delicious (and the other sites) for all those different markets.

In closing, this is a great strategy to get a ton of backlinks really quickly. Although Delicious is no follow, many of the other bookmarking sites you can import your account into are do follow. So you'll get backlinks. And this will also give you a ton of RSS feeds that will help you generate even more backlinks. Along with the direct traffic you'll get from this technique, you'll see an increase in your search engine results listings for the anchor text and the pages you bookmarked.

This technique takes very little time to implement.

It's one of my best tactics that I've never shared before. But I've used it frequently to achieve top rankings for brand new sites quickly as well as boost some of my existing sites.

I can't stress how well it works and how quickly you can get it rolled out.

So I'd urge you to get started.

If you want to see this method in Video format you can opt-in to my Underground SEO Video Training Series. I share this video and 3 others that go into SEO methods I use to get high rankings and tons of free traffic.

You can reach the sign-up form right here:

<http://www.inlineseo.com/seoseries/>

Sincerely,

Lisa Parmley

P.S. Make sure to try this method. It works very well and will not take you long to get set-up.