

Learn More about Link Building → [Beginner Link Building Course](#)

Expert Briefs:

**Nicole Dean Asks Successful
Marketers the Questions
You Wish you Could**

“How to Get Incoming One Way Links”

By Nicole Dean
Of www.NicoleontheNet.com

Spread the Love. Share this With a Friend or Post it on your Blog!

NOTICE: THIS REPORT COMES WITH GIVEAWAY & MASTER RESALE RIGHTS INCLUDED.

You MAY sell it, AND give it away.
However, this report may NOT be altered in any way!

What CAN You Do With This Awesome Report?

- Tweet about it.
- Blog about it.
- Post on Facebook about it.
- Add it to a Membership Site.
- Include it as a surprise bonus with your own products.
- Send it to your list.

© Copyright Nicole Dean

ALL RIGHTS RESERVED. No part of this report may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without express written, dated and signed permission from the author.

AFFILIATE DISCLAIMER. ~~The short, direct, non-legal version is this:~~ Some of the links in this report may be affiliate links which means that I earn money if you choose to buy from that vendor at some point in the near future. Yes, I am proud that I feed my family by finding the *best* learning resources on the net and sharing them with you and I am humbled and thankful that you trust me to do so. I do not choose which products and services to promote based upon which pay me the most, I choose based upon my decision of which I would recommend to a dear friend. You will never pay more for an item by clicking through my affiliate link, and, in fact, may pay less since I negotiate special offers for my readers that are not available elsewhere.

DISCLAIMER AND/OR LEGAL NOTICES:

The information presented herein represents the view of the author as of the date of publication. Because of the rate with which conditions change, the author reserves the right to alter and update his opinion based on the new conditions. The report is for informational purposes only. While every attempt has been made to verify the information provided in this report, neither the author nor his affiliates/partners assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional. If advice concerning legal or related matters is needed, the services of a fully qualified professional should be sought. This report is not intended for use as a source of legal or accounting advice. You should be aware of any laws which govern business transactions or other business practices in your country and state. Any reference to any person or business whether living or dead is purely coincidental.

Learn More about Link Building → [Beginner Link Building Course](#)

About Nicole:

Nicole Dean is the Mostly-Sane Marketer. (Ask anyone who knows her and they'll say that the "mostly" part is up for debate!)



Nicole loves to help online business owners to earn more money AND have more fun! She is an expert in Affiliate Marketing, Affiliate Management, "Lazy Marketing" for passive profits, Outsourcing Effectively, and Marketing with Content. But, she's got a secret. She uses a LOT of shortcuts.

Nicole juggles a lot of things, but she does it all without owning a Blackberry or giving out her cell phone number. The reason she works from home is to have the freedom when and where she wishes to work.

She enjoys work very much, but lives to spend time with her much-adored husband, her two silly children – and also her two slightly neurotic puppies, Eddy (short for Edison) & Einstein.

Additional Resources from Nicole:

Find out how Nicole has gotten a list of people who want her to steal their traffic:

[Teach Me How To Run My Own Blog Tour](#)

Learn the secret shortcut that many niche marketers use:

<http://www.easyprivatelabelarticles.com>

OutsourceWeekly: How Have a Business and Still Find Time to Enjoy Life.

[Teach Me How to Have a Business AND a Life at the Same Time](#)

How to Sell your Product on Clickbank.

[Teach Me How to Sell My Products on Clickbank](#)

Protect Your Online Business BEFORE Disaster Strikes

[Teach Me How to Protect My Online Business](#)

Spread the Love. Share this With a Friend or Post it on your Blog!

Today's topic is Link Building, specifically how to get one-way incoming links to your website or blog.

If you recall, I've posted a few blog posts about Link Building recently that you can go back and review if you're wondering what all the fuss is about Link Building and why on earth it's important.

- [What is Link Building? Into for Beginners.](#)
- [What to do Before You Begin Link Building.](#)
- [Link Building FAQ: Questions and Answers](#)



The question I asked our experts today is:

“What is your favorite method for building incoming links to your website or blog? Why?”

I only asked people who I know are actively link-building. Of course, I have plenty of other friends who use other methods of generating traffic, but this blog post is about one-way link building so these are the experts I chose to ask along with their replies...

Willie Crawford of [SellMoreBigTicket.com](#) says:

My favorite method is writing and distributing articles. I've written over 1500.

The reason is that not only do I get lots of inbound links from some fairly high page-ranked sites, but the articles also actually bring me in visitors who have read my material and arrive at my site pre-sold on me.



[Learn More about Link Building](#) → [Beginner Link Building Course](#)

Lynn Terry of [ClickNewz.com](#) says:

My favorite method of link-building is to get featured on blogs that reach my market. There are a couple of ways you can do that. You can write guests posts for those blogs, or offer to let the blogger interview you. Text interviews are best for creating relevant content to go along with your backlink, but audio interviews with a description and live link work well too.



With blog interviews, I email the blog owner and introduce myself (with credentials, basically selling myself as a good match for their audience). I give them the option to reply with 3-5 questions (or more if they like) on a topic related to their current theme. I then reply with the answers, creating a very nice blog post for them to publish.

If you have an affiliate program, you can offer to let them sign up as an affiliate so that they can earn commissions on the interview as well.

This is one of my favorite methods for 2 reasons:

- 1) Bloggers need content. It's the one thing they are constantly searching for, or working on. You can step in and help them out, and help yourself out at the same time.
- 2) This is one of the BEST types of inbound links you can possibly get. You have control over the topic, so you get a relevant backlink from a related page. And you control the link, meaning you can deep link to an internal page on your site or blog – and use specific Anchor Text with that link.

Plus... it's easy!

The trick is to make it highly relevant to their current theme of content, or to expand on a topic they recently blogged about. You just want to find a good tie-in that makes sense both for the blogger and for their readers.

Spread the Love. Share this With a Friend or Post it on your Blog!

Mark Mason of MasonWorld.com says:

Nicole — getting links is all about a tradeoff between effort, quality and quality. Often, especially when people are just starting out, they will make the mistake of spending lots of time (or money) on low quality links.



For me, time is my most precious resource. So, when I go after a link my efforts need to be highly leveraged. That means that for my investment of time, I need to get lots of links or really great (powerful links). The answer almost always lies in quality content.

For example, I can write one piece of quality content and syndicate it to multiple high quality article directories using automated tools. This get's me multiple quality backlinks in addition to whatever click-through traffic the article generates.

Or, I can write a great article for a guest response post on a high traffic blog like NicoleOnTheNet.com in exchange for a backlink from the article. That gets me a quality backlink and clickthrough traffic as well.

Either way, the key is great content out on the internet pointing back to my site.

Susanne Myers of EasyLinkLove.com says:

My favorite way to build links is to create what I like to call a link magnet. It's a piece of REALLY GOOD content that you post freely on your website. This could be a report, an article, a list, even an audio file or a video. You want to give away some of your favorite stuff here.



Start by thinking about what your target audience really wants. You can also do some research by asking your current readers and visitors or using sites like Yahoo answer or forums in your market to get a feel for what your audience wants.

Spend some time creating exceptional content and post it to your site. Do some keyword research and optimize the page for those keywords so you can build some free search engine. Start promoting the content by blogging about it, mentioning it on twitter and other social media outlets. Tell our lists about it and always invite people to share the link to the content.

Learn More about Link Building → [Beginner Link Building Course](#)

Monetize your link magnet by adding a link somewhere toward the end of the content for one of your products. It's important not to be pushy here or people will be less likely to link to it.

Here are a few examples of good link magnets:

[\\$40 Emergency Menu](#)

This is on one of my own sites. The basic idea is a low cost emergency menu that people can turn to when grocery money is extremely low.

[Online Success Podcasts by Nicole Dean](#)

Nicole has recorded several hour long interviews with various experts in the Internet Marketing Field. She focuses on delivering high quality content and does an amazing job coaxing all kinds of useful information from her guests.

Quick Extra Tip –

I always like to get the most mileage out of everything I do, especially link building. Don't do this just for the sake of building links, take it a step further and reap even more rewards. An easy way to do this is to keep tabs on who is linking to this new page. Contact the owners of some of the best sites and see if you can collaborate even further.

Nicole Dean of [NicoleontheNet.com](#) says:

My favorite method of building incoming links is simply sharing content. I know, it's kind of a cheater answer, but let me finish here and you'll see what I mean.

All of the most effective methods, in my opinion, revolve around sharing your own expertise. Let me demonstrate...



-> Article Marketing is simply sharing content.

-> Guest Blogging (or even hosting a kick-butt [Blog Tour](#)) is sharing content.

-> Video marketing (recording and posting videos to sites like [YouTube](#)) – again, is nothing more than sharing content.

-> Podcasts (being a guest on other people's podcasts) – is simply sharing your expertise, again.

Spread the Love. Share this With a Friend or Post it on your Blog!

-> Doing quick interviews like this one – you’ll notice all of my experts are receiving links to their sites. Badda bing, badda boom! I’ll bet those are some of the easiest links they’ve gotten.

-> And, blog commenting works, too. Blog commenting means just leaving comments on blog posts like this one. (Hint, hint.) Although I honestly believe that it’s not the most effective method of generating incoming links, at least not compared to the methods outlined above, it’s still worth doing.

Of course, you can tie in social media and link to all of these sites where you’ve got your content to really boost your effectiveness. But, it all starts by doing what you’re already doing as a blogger – sharing your thoughts — just doing it on other websites.

In fact, that’s one of the biggest mistakes that I see online business owners make is keeping all of their content on their own sites and not sharing it on others.

How Can You Learn More about How to Get One-Way Links?

Again – Susanne is the queen link builder. If you want to learn the basics of Link Building, again, here’s here course -> [Beginner Link Building Course](#)

And, yes, you may certainly share this document with a friend!