



'Rank-Jumping'

Adsense \$100k Blueprint *Version 3.0.1*

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“Rank Jumping” Summary

Rank jumping is a tactic we developed for getting ranked high and fast through authority guest blogging.

By targeting relevant Authority sites for guest posting, we can very quickly attain relevant, "in-content" high-value links.

These high-value Authority links enable us to leapfrog the usual process of having to climb through the rankings.

It also enables us to seemingly bypass many of the filters that Google uses to weed out rank manipulation, and work to keep more and more of the 'typical' internet marketing efforts from every seeing significant search engine traffic.

It's important to understand that this is *not* rank manipulation. ***This is precisely what Google wants to, and expects to see in an authority site, and gives us both Authority and Credibility.***

IMPORTANT NOTE: *In developing these strategies and tactics, we have found that Google treats different types of sites and efforts differently; this has been backed up & verified by others.*

Typical new sites trying to rank will employ the tactics for which Google recognizes as rank manipulation, and has developed filters for. This is also what many of the updates have been designed to identify and weed out.

The patterns or footprints created by these efforts often include paid links such as those from blog networks, rapid acquisition of low-value links (linkspam), "hyper-optimization" of content, mass syndication of low-grade content, etc.

This scrutiny that's applied to these sites does not seem to be applied to sites that don't engage in these tactics, and get strong, valid, credible authority links.

And that's what 'Rank Jumping' is all about. Combining high-value back links gained through Authority guest posting, with the appropriate social signals and other authority markers.

The results are nothing short of amazing: brand-new sites that leapfrog the whole incremental position climbing process and often begin life on Page 2 or the bottom of Page 1 for competitive phrases!

Identify Targets

The first step is to identify targets or opportunities for Authority posting. We now have an extensive listing of guest blogging sites and opportunities, across a huge range of topics and niches, on our Resources blog (<http://100kResources.com>). Be sure to check there.

Next we want to identify the influencers, and opportunity holders. These are other authority bloggers, section editors, publishers, personalities, and authorities within the niche or topic we are working.

From these two lists, we can contact the people & sites able to give us authority posts spots, and begin

to leverage our contacts.

Important note: Authority posting, which is the underlying tactics for rank jumping, is a cumulative exercise. Each authority post that's published can be used as a reference, making the next one that much easier to get. Similarly, each influencer that we have contact with can be mentioned and used as leverage with the next one.

This is the same principle that all of social networking is based on: connections, relationships, and interrelationships. In effect, we are implementing in real life, what social networking does online.

Below are the steps you'll want to take in implementing your rank jumping exercise:

#1 Search on niche terms.

#2 Identify Authority sites, backlink opportunities.

Tip: Use 100kResources.com, Technorati.com, Alltop.com

#3 Characterize posting / syndication opportunities.

#4 Identify 'Influencers', 'link opportunity holders'.

#5 Identify 'Influencer' and 'opportunity holder' social networks.

#6 Develop / outsource content.

#7 Contact 'opportunity holders' w/ offers.

Tip: Set Google Alerts to let you know when new articles are posted, and when those influencers are mentioned or published

Tip: Comment immediately whenever possible

Tip: Link to them and let them know

Tip: Comment, tweet, re-tweet

#8 Get links, get rankings.

Guest Blogging Opportunities

The best resource for finding Guest Blogging and Authority Posting opportunities is our 'Resources' blog under "Guest Blogging".

You can find it at <http://100kresources.com/>

You can also use the following Google searches:

Here are some exact Google searches you can use to find sites:

“guest bloggers wanted” YOUR KEYWORD HERE
"guest blogger wanted" YOUR KEYWORD HERE
“guest bloggers” YOUR KEYWORD HERE
“guest blogger” YOUR KEYWORD HERE
“guest post” YOUR KEYWORD HERE
“guest posts” YOUR KEYWORD HERE

YOUR KEYWORD HERE inurl: guest post

Your actual searches might look like these:

guest bloggers wanted parenting
“guest bloggers wanted” parenting
“guest bloggers” parenting
“guest blogger” parenting
“guest post” parenting
“guest posts” parenting
parenting inurl:guest post

Content Development

A critical aspect of Authority posting is content. It should go without saying that we are working only with high quality, original content.

For some, this is something we can create ourselves. However, don't let that put you off. For most people, this is not something they are good to do themselves, but outsource instead. Outsourcing this content is surprisingly easy, quick, and almost certainly much less expensive than you might imagine.

Either way, we need to understand how to develop or specify the content that we need.

For each Authority post opportunity we pursue, we want to research the style, length, and tone of the articles that are currently published.

Then we want to come up with some potential article ideas to pitch as Authority posts.

Think 'linkbait' or 'viral' post types:

- Make 'top' lists
- Use controversy
- Drop names
- Write on relevant 'hot' topics
- Create how-to's

The easiest way to do this is to come up with a list of ideas, and create good titles.

Then use the titles to pitch the articles, and then to write or outsource the articles.

Tips for building, improving, finding, engaging, following, etc:

Start creating / building your 'portfolio' by looking for easy guest blogging opportunities.

Maintain your 'portfolio' page, the main 'About' page where you list your Guest Blogging / Authority Blogging articles. Polish up your description, accomplishments, etc.

*Make use of HARO - Help a reporter out at HARO -send a tip, note, or resource, to a reporter you'd love to have cover you one day.
<http://www.helpareporter.com/>*

Send out an interview request - ask an influencer if you can interview them.

Ask current connections, influencers you have a dialog with, etc., for an introduction to an influencer they know.

Ask established guest bloggers or influencers to co-author a post with you.

Use the free press release syndicators to publicize your guest posts, especially your Authority Posts.

Call an influencer or blogger on the phone instead of emailing.

Use flattery: pitch a guest post of "Lessons I Learned From..." that blogger or host.

Contact people mentioned in articles on a target blog and ask if you can interview them for a case-study, then use that case study as an Authority Post.

Recommend target influencers on Twitter, Google+, Facebook, etc., and make sure they know about it.