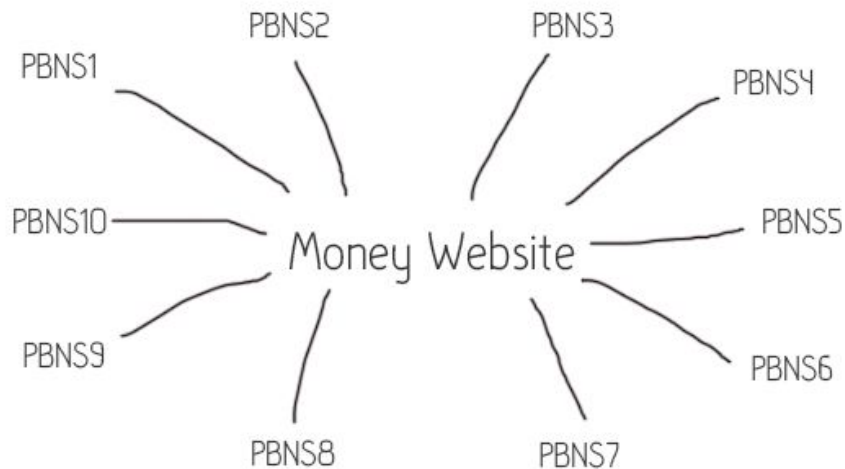# PBN Backlinks 2020

Khaled Belkeram

What is a PBN?

A Private Blog Network (PBN) is a network of authoritative websites used to build links to your money website(s) for the purpose of ranking higher in the Google search engine.

A money website is the website you intend on ranking i.e. the one that actually makes money. This can also refer to a clients website.

In its most basic structure, the finished result appears like this:

Is it against Google's guidelines?

Absolutely.

The only time Google are going to tell you exactly how to rank is when they are advising you to use AdWords. But for ranking within the organic results, they are the worst source for information.

Does it work?

Take a look at these headlines from September, 2014:

Google Targets Sites Using Private Blog Networks With Manual Action Ranking Penalties

The Private Blog Network Purge - Are You at Risk?

Alright Google, You Win...I'll Never Use Private Blog Networks Again!

If it didn't work, I'm sure Google wouldn't be attempting to target them and scare people away from the strategy.

And yes, this was little more than a scare tactic, people are still building networks and ranking as easily as ever.

Where To Find The Domains ?

Expired domains :

My advice today is to purchase expiring domains only, unless you have a strategy for easily finding expired domains and purchasing them cheap.

The downsides of expired domains are:

1. **They tend to be weaker** *(i.e. there's a reason it's expired and nobody else has attempted to purchase it)*
2. **They need aged** – o*ur testing showed, to get the power from these domains, you'll need to setup a site and wait at least 3 months before adding links to get the full power from them*

For this reason, I recommend exclusively purchasing domains from auctions or a broker that utilises auctions.

Where To Find The Domains ?

Finding a Broker :

- TBSolutions
- PureQualityDomains
- SERPChampion

Using Auction Websites

- NameJet – Potential to find high quality options
- GoDaddy Auctions – Used to be THE place to buy PBN domains
- NameCheap Auctions – Thousands available in the marketplace (spam)

Important Things To Note About When Purchasing New Domains

Private is the first word in PBN.

You can't hide from Google, you need them on your websites to see the links and pass on the power. But you do need to make sure there is no association between these websites. They need to look independently owned.

When buying domains, this means mixing up your domain registrars and registration dates. Do not always buy from the same one. And do not have your name and information in the whois for every domain.

Here are a few domain registrars to try:

- NameCheap
- Internet.bs
- Name
- Dynadot (quick heads up, these guys show your name even if you purchase whois protection)
- GoDaddy (watch out for their expensive renewal fees)

Finding Hosting For The Domain

- Premium Shared Hosts
    - ASmallOrange
    - BlueHost
    - HostGator
    - GreenGeeks
    - HawkHost
- DigitalOcean
- Amazon Web Services
- CloudFlare
- Incapsula

Most of these are expensive in comparison to SEO hosts or cheap shared hosts, but it's worth it for the **reduced risk of losing your network**.

Setting Up The Website

1- Create New content (similar to your money website)

2- keep the old nich.
(use waybackmachine.com)

Another tip : **Local Business site**

- Have a business logo
- Add a list of products/services, preferably with images
- Have a contact page for people to get in touch
- Have a local address and phone number for people to contact
  .... Do everything a real local business would do.

Creating Content For Your Website

The Home Page :
I personally use the One page method (2500 words)
First month 1200 words
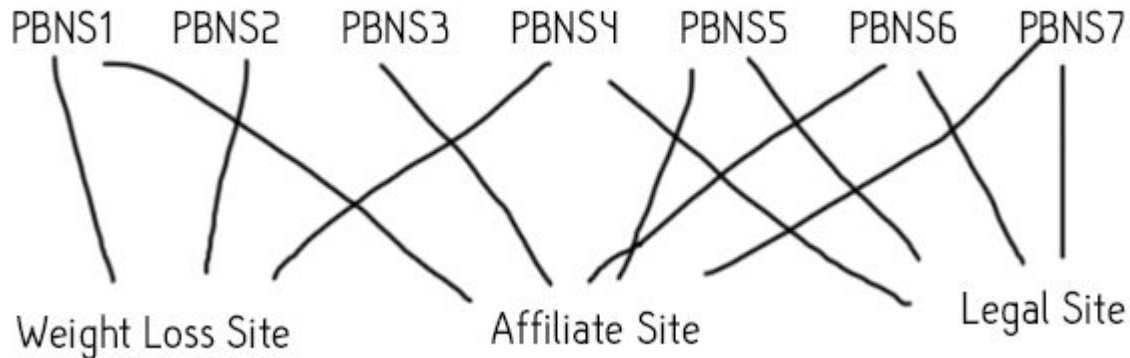2nd month 1800 words (600+)
3rd month 2500 words (700+)

Where I get the content from : Fiverr , upwork …..

Creating Other Pages

- **About** – Write about the website, team, author, or all
- **Contact us** – Explain why people should contact them and include contact form
- **Events / Workshops** – For dates put "in 2 weeks" or "this sunday", explain what the event is about
- **Advertising** – Have information about advertising on the site and a contact form
- **Why we created XYZ** – Explain the backstory of why the blog was created
- **FAQ** – Answer frequently asked questions about the topic / website
- **Tips** – Have a contact form with information about how to send an article tip in
- **Resources** – Useful advice, links to useful authority sites/videos, book recommendations
- **Privacy Policy / Terms and Conditions**

Linking To Your Money Site

- After 3 months
- Link from the home page article
- Use long tail keywords for the text link
- Wait one month from the first backlink and add the 2nd with an img link.
- Have more then 1 money website

Bot Blocking

If you want to see how your competitor is ranking, you need to look at their links. To do this you will probably use the same tools we covered earlier in this guide (for domain analysis): Majestic.com, OpenSiteExplorer.org, or Ahrefs.com

But with bot blocking, you can completely hide your PBN sites from showing up in these tools. That means your competitors would have no idea how you are ranking, and never see your PBN sites.

This can be achieved by adding the following code to your htaccess file:

```
SetEnvIfNoCase User-Agent .*rogerbot.* bad_bot
SetEnvIfNoCase User-Agent .*exabot.* bad_bot
SetEnvIfNoCase User-Agent .*mj12bot.* bad_bot
SetEnvIfNoCase User-Agent .*dotbot.* bad_bot
SetEnvIfNoCase User-Agent .*gigabot.* bad_bot
SetEnvIfNoCase User-Agent .*ahrefsbot.* bad_bot
SetEnvIfNoCase User-Agent .*sitebot.* bad_bot
SetEnvIfNoCase User-Agent .*spbot.* bad_bot

Order Allow,Deny
Allow from all
Deny from env=bad_bot
```

Thank you --

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https://www.youtube.com/watch?v=8WIpkTZMIoQ