

*Brought To You By: Rod Beckwith and Jeff Alderson*



*XyberBlocks: Top-Secret Traffic and Backlink Formula!*

**“How To Generate A Fortune In  
Quick and Easy Backlinks (To Help  
Claim Top-Rankings) and FREE  
Laser-Targeted Traffic!”**

**Discover A Simple 2-Part Formula For Quickly Establishing Successful  
Websites Full of FREE Quality Traffic!**

**Written By Jeff Alderson  
& Rod Beckwith**

# I. Introduction

Dear Friend,

**I**nside this content-packed report, you're going to discover an ever-expanding secret formula we've been using to quickly and easily amass a fortune in FREE traffic and targeted backlinks! Best of all, anybody can do it.

The formula's called "XyberBlocks".

Simply put, XyberBlocks are the building blocks of successful websites which are filled with quality backlinks and on-going free traffic.

In other words, it's a "Set-it and forget-it" long-term strategy to build your websites... and then have a constant stream of traffic pouring in for years after your initial efforts.

This is opposed to starting a website and having to wait for months before you see a good amount of traffic... or having some initial traffic, but watching it completely fall off as soon as you focus on your next project.

Xyberblocks is built of 2 types of traffic:

**1**

**Targeted Raw Link Traffic** – The main benefit of these links are for generating a massive amount of quality backlinks for improved search engine rankings.

Some of these sources include:

- Web directories
- Blog comments you make (with a link to your website inside).
- Links from the "Blog and Ping" technique (the lightning fast way to get your website into the search engines).
- Forums posts you make with links to your website in your signature
- Links from website's guestbooks.

## 2

**Targeted Content Link Traffic** – These sources are proven ways to generate large amounts of backlinks and lots of targeted traffic.

Some of these sources include:

- Online press releases
- Articles

The bottom line is... you should use all of these tactics as soon as your new sites are launched. The results are bursts of traffic and enough backlinks to quickly build-up your PR ranking (so your pages are more likely to get top-rankings in the search engines).

In the pages that follow, you're going to discover how to master these techniques and combine them to create amazing results.

Please keep in mind that we're always testing and developing new techniques and you should stay tuned for future updates.

Respectfully,

Rod Beckwith  
Jeff Alderson

# **Chapter 1 – Why You Should Be Trying To Get As Many Links As Humanly Possible!**

Links are the lifeline to your business. Just as you need water, your website needs links to flourish.

Otherwise, it's never going to get flowing in traffic or keep the traffic going once it's established.

Why are links this important?

Well, there are numerous reasons. The biggest one is that they are a major consideration in how your websites rank in the search engines (and under what search phrases).

If you want any chance of getting large amounts of free search engine traffic, then you need lots of links.

Although you can get some search engine traffic without many incoming links, you're never going to get ranked for highly-searched competitive keywords.

Together with what the links say (also known as "anchor text") pointing to your website accounts for about 99% of what determines how high you rank in the search engines.

For example, if you have 2,000 quality links pointing to your site that say, "Book Store", then you're going to be ranked highly for this term.

The remaining 1 % of getting top rankings is just having the proper design search engines like, such as including the keyword "book store" at proper places on the page.

In other words, what all this means to you is simple...

**The People Who Are Always Going-After New Links Enjoy  
Massive FREE Search Engine Traffic!**

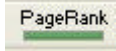
The key to search engine success is not complicated. It's all about getting links, links, and more links.

With that said, you should also keep in mind some links are worth more than others.

A popular site like Amazon.com, About.com, Ebay.com, or any site that already has lot's of links pouring in are considered "worth more" than other sites to search engines.

You can check a site's status in the eyes of a search engine with Google's PR ranking displayed in their toolbar at: <http://toolbar.google.com>.

The tool bar then displays a little green bar inside the tool bar that looks like this:



The page rank is then based on a scale from 0-10. With the most popular sites being 10 and new sites being 0. A site can also be unranked. Unranked sites are usually not found in Google.

As your site gains more links, then its PR is going to grow. And when this happens, then your site gains loads of more free search engine traffic!

### **Additional Important Benefits of Incoming Links Are:**

- Targeted traffic from visitors who stumble upon your links (which means more sales),
- Search engine spiders who come index your pages into the search engines (vital if you want to get your sites making money quick),
- More exposure to make your sites more well-known and established.

Simply put, accumulating links for your site should be a main priority of yours. It's the only way to gain the edge over your competitors to dominate the search rankings.

On the other hand, by not getting enough links to your website, then you're leaving money on the table. It's as simple as that.

Additionally, getting new links can be incredibly easy. You don't have to spend countless hours building huge reciprocal link directories... or paying insane amounts of money for a few links pointing to your site.

You can accumulate huge amounts of links with minimal effort using the methods discussed in the pages that follow.

## Chapter 2 – Targeted Raw Link Traffic

The main benefit here is simply the links. Although you still get large blasts of targeted traffic, the links are more important.

There are 3 main ways to get targeted raw link traffic.

### **Raw Link Traffic Source # 1 – Blogs.**

Blogs keep on growing in popularity. Because anybody (even they don't know anything about computers) is able to have his or her own vehicle to publish information for the world to see.

Simply, type-up a short article, click a button, and you're published on the web.

Moreover, they're free and easy to start.

There are 4 main blog software systems:

1. <http://www.blogger.com> - Free and does not take any technical expertise to start. Some also think that Google prefers these blogs because they own it.
2. <http://www.wordpress.org> – Has far more functionality and features than blogger.com. But, it requires your own hosting and installation. Many hosts allow you to use a 1-click installation and they will advertise this feature on their sales page.
3. <http://www.wordpress.com> - Similar to blogger.com, but your blog uses the WordPress software and format.
4. <http://www.typepad.com/> - Another popular blog software. It's similar to blogger.com, except has many more features and charges a monthly fee.

Search engines love blogs because they're in a structure that's easy for them to devour. All of the information to help the blogs classify your web pages is all there.

Blogs produce raw links in 3 ways:

**1. Links from comments you make in other people's blogs.**

A great way to get links is to participate in other people's blogs (leaving your website link after you comment). You should especially look to post in blogs with high google PR rankings.

Inside you might comment on:

- How much you like a post
- Any questions you have about the topic
- Or any tips you have about the topic

Then, leave your website with (anchor text) after your name.

An example post might be:

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Excellent post! I really enjoyed reading it. I will be back for more!

Sincerely,

Your Name

<http://www.YourWebsiteHere.com>

-----

Be sure to personalize your comments to each blog post.

The worst thing you can do would be to simply to leave an ad. This is because many of your comments may not be approved or will be quickly removed.

Your goal should be to write posts that get your links to stay-up long enough for the search engines to find them.

To help automate the submission process to blogs, there's a new software that has been developed called, "Instant Blog Links." This tool uncovers hundreds of blogs in your market, finds the best ones to submit to, and allows you to quickly and easily submit quality comments for traffic and links.

This means you can get a virtually unlimited source of one-way links pointing to your website with this technique. You can learn more at:

<http://www.InstantBlogLinks.com>

## **2. Links from using the "Blog and Ping" technique.**

When this technique was first discovered, it allowed for pages to get indexed into the search engines in as little as a few hours to a few days.

Then, everybody started using it and the effectiveness has slightly decreased. The good news is that although it's on the higher end today (2-3 days), it still works wonders!

This technique is mainly for getting your pages into the search engines as quickly as possible so you can start making money from them fast.

It works in 4 easy steps:

1. Build a search engine "spider trap" by creating a free blog on <http://www.Blogger.com> (they can't resist freshly updated content).
2. Grab a free account at <http://www.MyYahoo.com> and <http://www.MSN.com>.
3. Post links to the Web pages you want spidered inside your blog.
4. Then, just call the search engine spiders to dinner by sending (or "pinging") the blog to your MyYahoo and MSN accounts.

You do this by using a ping command:

<http://api.my.yahoo.com/rss/ping?u=http://www.YourBlog.BlogSpot.com/>  
inside your web browser.

Be sure to also use the “Add RSS” feed link inside your MyYahoo and MSN accounts.

That should take you about 15 minutes of work to get any Web page you want visited by the search engines and indexed in only about 2-3 days.

But, as you can see there’s a major problem with this technique if you’ve got more than a few websites. It takes forever!

For this reason we invented Blogging Equalizer at:

<http://www.BloggingEqualizer.com> to automate this process. This tool is great to get your pages into the search engines so you can start profiting from them as fast as possible.

### **3. Links from social bookmarking sites using the “Tag and ping” technique.**

The latest way to get links from blogs is from popular social bookmarking sites.

Social bookmarking sites are places where visitors categorize content using “Tags” (or keywords). Some example sites include:

- <http://www.blinkbits.com>
- <http://del.icio.us/>
- <http://www.digg.com>
- <http://www.fark.com>

With WordPress.org blogs, you can encourage users to tag your sites with plug-ins, such as:

- <http://push.cx/sociable>

Here's an example of how to tag a blog post:

First, the user clicks on one the submission links at the bottom of the your blog post (with the wordpress plug-in):



Then, it takes the user to the submission page:

A screenshot of the BlinkBits submission page. The page title is "BlinkBits - Share". It features a navigation bar with "Register | Login | Help | Add to Favorites". Below the navigation bar is a blue banner that says "Share Everything You Know to Blinks and Your Member Page...". The main form contains several fields: "Title" (required), "Share Bit", "Save to Blinks", "Source URL", "Image URL", and "RSS Feed". There are also checkboxes for "Add RSS to Blink" and "Add RSS to Member Page", and a "Save" button. A note at the bottom states: "\* denotes required field. You can share bits to a Blink anonymously but you must Register or Login to save Bits to your member page." At the very bottom, it says "Share & Discover from Anywhere" and "Add the [BlinkBits icon] Google Toolbar Button or 'Save to BlinkBits' Bookmarklet to your browser."

Now, the user just types in the information and hits save. And your site now has a link coming to it from the social bookmarking site BlinkBitz.com. Plus, users can find the listing and send you more traffic.

Additionally, you can also tag your own blog posts by signing-up for accounts at a few of these social networking sites.

## **Raw Link Traffic Source # 2 – Webs Directories, FFAs, and classified ad sites.**

On the internet, there are 2 main ways people find you if they don't know you. The biggest one is search engines. But, the other one is directories.

There are a variety of directories, including:

- General ones, such as <http://www.dmoz.com> or <http://dir.yahoo.com/>
- Free For All Boards (where anybody can posts links)
- Classified sites

To find directories just do a search on Google for phrases like, “Add link”, “Suggest link” and other variations or simply “directories”.

Directories vary in how much traffic they produce, depending on the popularity. But, many of them offer high-quality links and the big ones can produce significant amounts of traffic.

To automate submissions (and get a large list of high-quality submission sites), we've developed an automatic submission software called “Submit Equalizer”. Learn more at:

<http://www.SubmitEqualizer.com> (Also, keep in mind, this tool is given away as a free bonus to Press Equalizer at: <http://www.PressEqualizer.com>)

## **Raw Link Traffic Source # 3 – Forums**

In almost every market, people meet and discuss hot topics in forums.

Forums are the central place where you are able to reach a large majority of your market place. And this is why participating in them is so important.

Some strategies you can use are to:

- Ask general questions
- Recommend useful free resources you're not affiliated with
- Give tips related to what you offer

The goal here is to be sincere with wanting to help others. You want your links to stay up for a long time so they can be found by search engines.

If you just promote your product, then your posts will often be quickly removed. So, don't SPAM forums with ads!

However, you're allowed to give your business information in what are called, "Signatures". A signature is like a resource box that goes after your name. Here you can link to your website and tell the reader why they should visit.

Don't forget to use "Anchor text" inside, such as having the link to your website say, "[Book Store](#)".

You can find forums to participate in at:

- <http://www.big-boards.com>
- <http://groups.google.com>
- <http://boards.yahoo.com>

Another helpful tool we've developed to help in the submission process is "Forum Equalizer". Forum equalizer allows you to participate in far more forums than you ever could find time to do on your own.

The result is thousands of incoming one-way links with minimal effort. You can learn more at:

<http://www.ForumEqualizer.com>

**Raw Link Traffic Source # 4 – Guestbooks**

One of the biggest under-looked link sources are websites' guestbooks.

Thousands upon thousands of websites have a place where user's can submit their information and say "Hello."

So, why not take advantage of this easy link generating technique? You can find a seeming unlimited amount of guestbooks by just simply searching for the term "Submit to guestbook" or similar variations in Google.

To automate the submission process, we've developed a tool called, "Guest Book Equalizer". This tool pours in nearly a thousand of incoming links from sites throughout the web overnight. Learn more at:

<http://www.GuestBookEqualizer.com> (Also, keep in mind, this tool is given away as a free bonus to Forum Equalizer at:  
<http://www.ForumEqualizer.com>)

### **Let's Summarize The Software To Automate Your Targeted Raw Link Traffic Generation:**

- <http://www.ForumEqualizer.com> – Submit your questions, comments, and tips to forums with the click of a button!
- <http://www.BloggingEqualizer.com> – Get your pages indexed fast with the "Blog and Ping" technique.
- <http://www.SubmitEqualizer.com> – Enjoy a repeated massive amount of exposure whenever you want by submitting to directories, classified sites, FFA's, and search engines.
- <http://www.InstantBlogLinks.com> – Easily submit your comments, questions, and tips to blog posts.
- <http://www.GuestbookEqualizer.com> (given as a bonus to Forum Equalizer) – Automatically submit your comments and links to nearly a thousand guest books around the web!

## **Chapter 3 – Targeted Content Link Traffic**

Targeted Content Link Traffic – These links offer the best of both worlds... targeted traffic and loads of backlinks.

Content links are different from raw links because they're within articles or other content based documents, digital media, or software.

For this reason, they usually produce higher quality traffic (because the content qualifies and educates prospects).

### **Targeted Content Link Traffic Source # 1 – Online Press Releases**

One of the hottest online promotion techniques are online press releases.

The online press release is slightly different from the traditional kind, in that it is designed more to generate traffic and backlinks. The possible press is just an extra bonus.

The reason online press releases are so effective is that there are dozens of free press release distribution sites around the web, such as PRWeb.com.

After a few days, your press releases are then get picked-up from sites like <http://News.Google.com>.

Since many people search Google news and syndicate press releases (via RSS feeds) onto their website as content, you can generate up to over a thousand backlinks if you hit the right topic.

Otherwise, you're still going to generate dozens to over a hundred backlinks, with a less popular subject.

To write an effective online press release, your goal is to make it short and sweet. You want to lead the customer to click on your link.

With that said, you should have some news quality to it (such as relating to a hot trend or for an up-coming holiday). It should NOT be a promotional ad, as these will get rejected by the most important online press distribution services.

To get ideas for press releases, visit <http://News.Google.com> and watch what's on the local news.

Some distribution sites, include:

- <http://www.PRWeb.com>
- <http://www.PRLeap.com>
- <http://www.ClickPress.com>

You can also find more by searching on the web.

To automate the submission process, we've developed a software that blasts your press releases to dozens of free online newswires. Learn more at:

<http://www.PressEqualizer.com>

## **Targeted Content Link Traffic Source # 2 – Article Distribution**

One of the most powerful ways to get links are articles. This is because they are always in-demand by website publishers, blog owners, and e-zine writers.

And, as a result, these publishers search article directories looking for articles to re-publish.

You then get credit for your work (and links back to your website) though a short 5 line resource boxes at the end of your article.

A typical article may be as short as a few hundred words to about 800 (if it's longer, then you'll have more luck getting others to publish it if you split it in two).

The length should really depend on the content inside. It needs to bring value to the reader's life.

To make submitting articles to these directories as quick and easy as possible, we developed, “Instant Article Submitter”. This tool is a virtually automated solution where you just pop-in the article, select the appropriate categories, and hit “Submit”. Learn more at:

<http://www.InstantArticleSubmitter.com>

### **Targeted Content Link Traffic Source # 3 – Affiliates**

An affiliate program is where you pay others a commission for the sales or leads they generate.

There are countless systems to run an affiliate program with, such as Clickbank.com, CJ.com, and Shareasale.com.

You can also set-up your own in-house program.

In some markets affiliates are going to be your biggest (and nearly only) traffic source. And in just about every market, referrals are going to a major part of your business.

This is because there are a lot of markets where customers aren’t looking on the search engines for the solution your product provides. But, they are looking on content sites around the web.

You can then offer these highly-trafficked content sites commissions in exchange for promoting you to their website visitors or customer lists.

An important concept you should consider related to affiliate programs are “Super affiliates.” These are the top 1% of affiliates and they produce nearly all of your affiliate sales.

When you have one of these, then you should treat them like royalty to keep them selling your product – and deliver proven tools to keep their conversions up.

Because when they're not making money with your program anymore, then they'll move on.

These people are often rare finds, as most of your affiliates don't do anything. For the average affiliate, you must motivate and educate them if you want them to promote your product.

You can do this by giving marketing tools, having contests, showing how to generate sales, and building relationships with your affiliate.

Doing this right is absolutely vital... and can easily **double** your sales.

Because if 1-3% of your affiliates produce all of your traffic, then just think what happens if you increase your active affiliates by just 2-3 % more.

Your affiliate sales are going to double or even triple!

So, what are some ways to find new affiliates?

Well, the most important step is to let your results speak for themselves. If you have good conversion rates, then you'll often find a viral effect where affiliates find you because they see somebody that they know promoting you.

Once you have good conversion rates or a hot new offer, then you can approach top affiliates. Look for those who offer complimenting products or services and contact them.

If you let them know about your conversion rates, then they'll likely to be interested in promoting you.

You should also suggest ways they can promote you, such as putting a link on their home page or sending-out an endorsed mailing to their lists of customers.

After this, another important way to reach affiliates is to get listed in affiliate directories. There are dozens of these around the web and they have a gigantic amount of affiliate traffic running through them!

Best of all, they're 100% free to get listed. You just have invest a good amount of time to get listed.

To automate the submission to affiliate directories, we've developed a new tool called, "Instant Affiliate Submitter." This tool blasts your site to hundreds of major affiliate directories to attract affiliates and send you high-quality one-way links as well! Get the details at:

<http://www.InstantAffiliateSubmitter.com>

### **Let's Summarize The Software To Automate Your Targeted Content Traffic Link Generation:**

- <http://www.InstantArticleSubmitter.com> – Submit your articles to over 200 directories with virtually complete automated submission software.
- <http://www.PressEqualizer.com> – Send your press releases throughout the web into dozens of press newswires.
- <http://www.InstantAffiliateSubmitter.com> – Attract top producing affiliates by effortlessly submitting to dozens of top affiliate directories.

# **Conclusion: Why Automating Your Backlink Generation Is Vital To Your Success!**

Getting links is one thing. But, finding the time and energy to gather them is another.

You see, getting links to your website is often a time consuming and tedious process. It sucks up your valuable time and leaves you feeling bleary-eyed and groggy after you're finished.

But, it's a job that must be done. Because if you want your website to enjoy massive success (with loads of free search engine traffic pouring-in), then you can't do without having as many links as possible!

This is why we've developed software for each of the different link generation techniques we've talked about in this report.

Each one allows you to click a few buttons, hit submit, and save hours of painstaking labor.

After all, how much is your time worth?

By automating your link generating process, then you're able to get far more links than you ever could on your own.

This means higher search engine rankings and more productive websites (because more of your pages are found in the search engines).

Simply put, you owe it to yourself to put your business on autopilot.

You don't have to hire another employee (who takes away from your profits). Instead, you can let software take place of several employees!

Additionally, software allows you to get a massive amount of exposure you could have never have gotten otherwise. Because you are able to reach a much larger audience, than you could have ever done on your own.

Not too mention, having an arsenal of software to do your work protects the most important benefit an online business provides... freedom! You don't want to be stuck to your desk all day long working. Let software take care of everything for you.

With all of the software combined, you're going to reach the throughout your entire market. Together, they give you the edge over your competition in the Search Engine rankings.

Go-ahead and see what each of the following software can do for your business by visiting the links below.

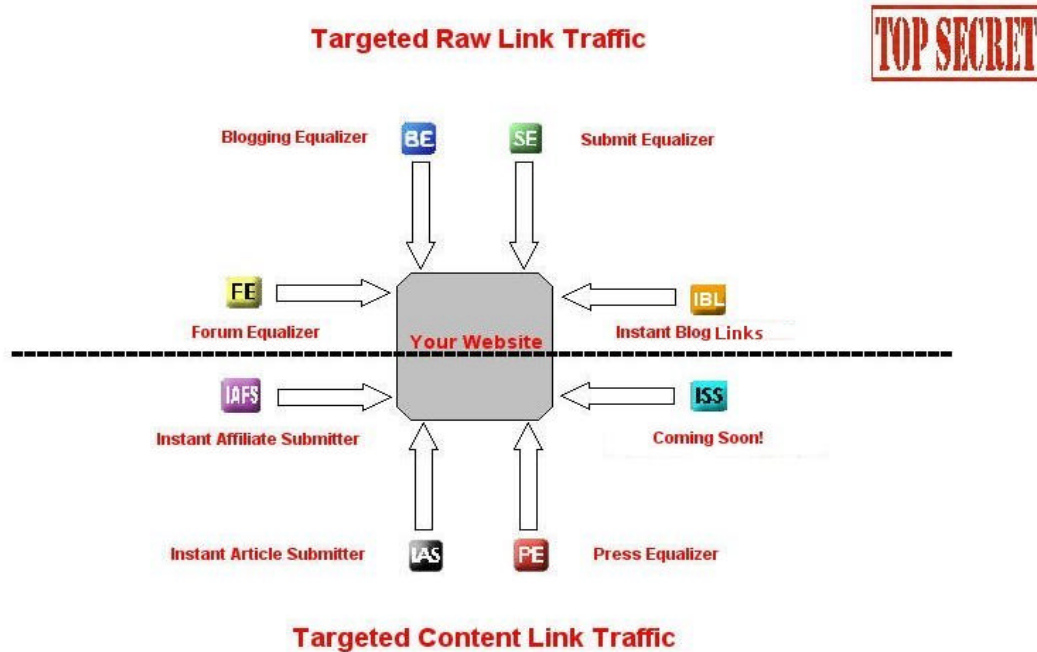
### **Software To Produce Targeted Raw Link Traffic:**

- <http://www.ForumEqualizer.com> – Submit your questions, comments, and tips to forums with the click of a button!
- <http://www.BloggingEqualizer.com> – Get your pages indexed fast with the “Blog and Ping” technique.
- <http://www.SubmitEqualizer.com> – (given as a bonus to Press Equalizer) Enjoy a repeated massive amount of exposure whenever you want by submitting to directories, classified sites, FFA's, and search engines.
- <http://www.InstantBlogLinks.com> – Easily submit your comments, questions, and tips to blog posts.
- <http://www.GuestbookEqualizer.com> – (given as a bonus to Forum Equalizer) – Automatically submit your comments and links to nearly a thousand of guest books around the web!

### **Software To Produce Targeted Content Link Traffic:**

- <http://www.InstantArticleSubmitter.com> – Submit your articles to over 200 directories with virtually complete automated submission software.
- <http://www.PressEqualizer.com> – Send your press releases throughout the web into dozens of press newswires.
- <http://www.InstantAffiliateSubmitter.com> – Attract top producing affiliates by effortlessly submitting to dozens of top affiliate directories.

Plus, you should also keep in mind, that all of these link generation techniques should work to together:



None of these techniques should be thought of as the single “Miracle solution” (although, alone, their results can often be amazing). But, you should focus on using multiple techniques on a consistent basis.

This is how you generate massive amounts of links and traffic. Because each time you use one of the techniques, your links continue to grow, until your site is flooded with incoming links.

And, remember, links (and what they say) are the single most important part of getting ranked high in the search engines.

So, when you repeat these techniques together, then you can’t help, but dominate the search engines.

So, what are you waiting for? Quick and easy new backlinks to rise in the search engines are waiting for you!

**Thank You For Downloading Your XyberBlocks Formula Report! Stay Tuned For Updates As Over 5 New Link Generation Methods Are Already In Development!**

**Plus, if you would like to earn some easy extra cash, you can get paid for distributing this report to friends, on your websites, in forums (using your signature file), or your customer list.**

**Just visit the link below to download the tools you need to add your affiliate links and personalize this report:**

**[http://www.xyberwidgetaffiliates.com/reports/free\\_downloads.html](http://www.xyberwidgetaffiliates.com/reports/free_downloads.html)**