

# How to Get Backlinks to Your Website & Other Questions

Harry Vs  
Internet

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## Annoying as hell, isn't it?

You have just found out that you can make good money online, but just have no idea where to start.

There are gurus coming out of the woodwork to offer you all sorts of advice; but you don't even know some of the phrases they are on about!

I know this because I have been there and **it's no fun** 😞

In fact I promise you that even the big boys like [Neil Patel](#) have been in this situation at some point!

The reason I have decided to write this post, is because a chap named Mitch got in contact with me and **wanted to get some advice about where to start**.

The main post below is the response that I sent him, and I left some of the answers intentionally vague so as to not blast him with loads of crazy advanced shit that just scares people away from getting started. I have also edited it slightly to read better as a blog post.

I hope that you find this Q & A interesting and if there is anything in particular you want to know, you can use the content box to jump directly to it.

## What is the best way of getting high quality backlinks for my affiliate site?

This one takes a bit of work to do, and something that isn't going to happen overnight.

I will give you some bullet points as to what I do myself including some useful resources that I use myself when getting links:

- **Guest Posting**

- This sounds quite scary at first, but once you get used to it; it becomes second nature. This is probably **the best way to get high quality & relevant links** to your site. However you have to be respectful to the website owner you will guest post on and **not include exact match anchor text**, (e.g. Best blue sports shoes). However this is great to build your brand in the eyes of Google:
  - **The Hoth** – Paid link building service I use all the time
  - <http://fatjoe.co/blogger-outreach-hacks/> – Great, easy to implement hacks that make it less scary!
  - <http://www.seogroupbuy.net/> – Paid service that gives you access to all of the main SEO tools like **Majestic**, **SEMRush**, **Ahrefs** etc. These tools are great to see what links your competition uses and then you can send an email to the webmasters offering your better content.

- **Buying links**

- This one is a little more expensive and if you are not careful it could backfire. However this is a great way to get high powered links.
  - **The Hoth** – You can get some good links here. I always get the basic option first and use **very generic anchor text to give me diversity**, i.e. :click here”, “read more” etc. This means that I can use my main keywords as anchor text for the more powerful links.
  - **Lightening Rank** – I have not used this yet, but I will do soon. It comes very highly recommended and some of the top affiliate marketers use it. It's not cheap though, but you have to think in terms of Return On Investment.

- **Broken link method**

- Great way to basically find **high quality domains that link to similar content as yours**, but the link is broken. You just contact the webmaster and let them know that you have a similar piece of content that they may like to use instead.
- Check out this post that will explain it better: <https://www.quicksprout.com/2015/08/19/a-step-by-step-guide-to-modern-broken-link-building/>

There is much more here, but **I don't want to overwhelm you**. These are the things that I do myself and are a great place to start.

Just remember, try not to build amazing links right away to a brand new site. **Let it marinate for a while** before showing it some link love!

VIP GUIDES: Get access to the VIP Section where you can download a growing library of guides for free. FREE to signup; FREE to download!

## Should I use Google AdSense for my site?

You can and I do for [some of my sites](#).

However you must bear in mind that **you need 000's of visitors a month** to make any decent money.

I use it on one site of mine that gets around **6,000 monthly visitors** and I only make around \$15 per month.

On the same site I make over \$1,500 per month using [Amazon Associates](#) so you can see what I prefer!

However, it won't hurt you to put them up and if you are in a very click heavy niche like downloads, then you can make really good money.

Just don't expect to be making \$0,000's a month with a low traffic.

If you are really serious about making money with AdSense, then I can recommend [Rank XL](#). It is a super detailed, step by step process of how to choose a niche and then develop it going forward to make some money.

## Useful Resources

### Lovely Links

- [The Hoth](#)
- [Lightning Rank](#)

### Wonderful Web Hosting

- [Bluehost](#)

### Content Creation

- [Human Proof Designs](#)

### Make Good Looking Posts

- [Thrive Content Builder](#)

### Rank Checking

- [SerpBook](#)

### Other Useful Posts

- [How to make an Amazon Affiliate website](#)
- [Complete hand holding guide to website creation](#)
- [Wonderful information about niches](#)
- [Marketing information](#)

## How much should I post per day to make my site rank well?

There is no magic formula to this.

If your site is brand new, then I aim for at least 1 post per week in a consistent schedule. This is really to let Google know that your site exists and there is a real person working on it.

However it is more important to have quality content than nothing at all. If you just throw out random 300 word posts in order to meet your schedule, then this may hurt you in the long run.

Basically, make sure to write great content. If you can only manage 1 piece of content per month, but it happens to be amazing, then that is much better for you.

You can check out a great post on Human Proof Designs about what you should be doing for [your first 6 months](#) of a new website.

## **Which can help me rank better, SEO or Quality content?**

Quality content is part of SEO, they are not mutually exclusive!

You should always write great content. But I know what you might ask:

**“What does great content even mean?”**

Well, great content is something that is **useful and answers the question** your readers are asking.

It doesn't have to be complicated, just make sure that it is relevant and covers everything in detail. I have a post about starting an Amazon Affiliate website and it is super detailed and over 6,000 words long.

It took me a week to make and lots of research, but it answers the questions that people are asking. You can **check it out here** and **see what I mean**: <http://www.harryvsinternet.com/how-make-amazon-affiliate-website/>

**SEO basically means optimizing your website** to make it easier for search engine spiders to crawl your site and understand what it's about. Make sure to use a clear layout and throw in some of your keywords for relevancy.

You can use this example to see the kind of reading friendly structure that I use all the time:

**Heading 1 (title of post) – Best running shoes for people over 50**

**Heading 2 – Best running shoes for people over 50 cost**

**Heading 3 – under \$200**

**Heading 3 – Under \$150**

**Heading 3 – Under \$100**

**Heading 2 – Why you should still be running even over 50 years old**

**Heading 3 – Heart health**

**Heading 3 – Increase lung capacity**

**Heading 3 – Improve joint flexibility**

**Heading 2 – How to choose the right shoes**

**Heading 3 – Get your feet measured**

**Heading 3 – Make sure they are comfortable**

**Heading 3 – Make sure they don't slip off**

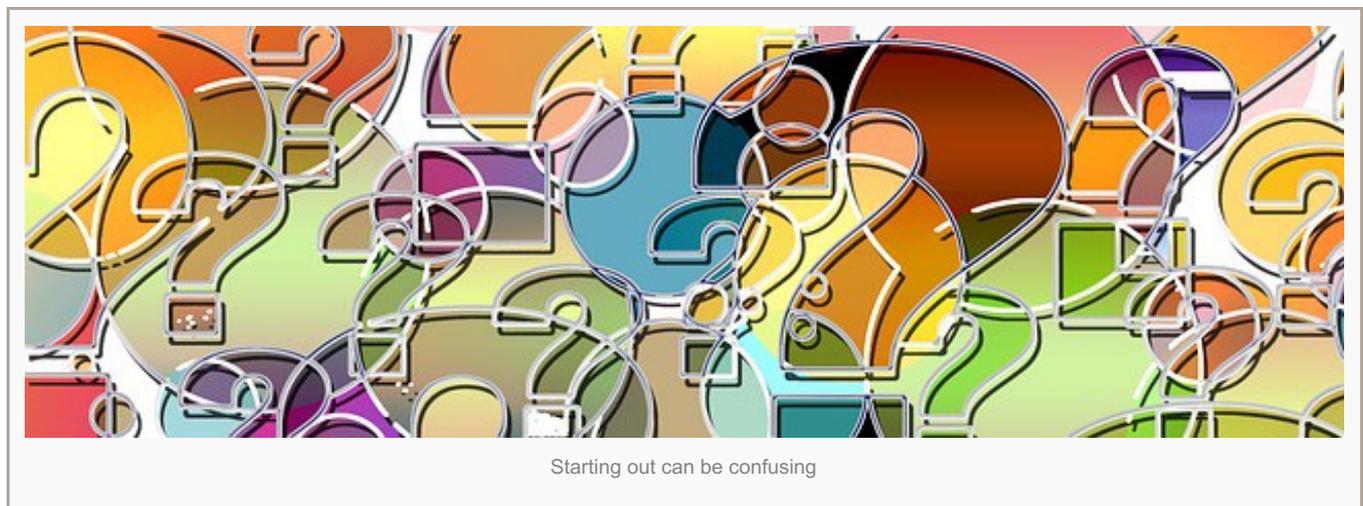
**Heading 2 – Conclusion**

This is just an example and you can do it better, but it gives you an idea about how to layout your content.

This makes it **easier for your readers to read** it and know the direction the post is going, but also **lets Google crawl it efficiently and understand** that this post is about running shoes for people over 50.

There is more to it than this, but for now this is ok.

If you are struggling with writing great content, I highly suggest [this content writing service](#) that I use all the time and is always high quality.



**I have one website going right now, should I wait or make another one?**

No, you should wait!

Don't make the same mistake that I did and have several websites running at the same time.

It's exhausting and will result in poor quality over the board.

**Focus on 1 website and make it great.**

**My site is on Tumblr, Pinterest, Facebook and Twitter but not getting a lot of traffic, why not?**

If your social media pages are not getting traffic, then your website will not either.

**Step away from these for a while** and just **focus on writing** great content, getting links and promotion of your content.

For every hour it takes you to write a post, you should spend 2 hours promoting it!

**What do I mean by promotion?**

Let as many people know about it as you can.

Don't spam people or shove it down their throats, but you can reach out to others and let them review and share it: <https://blog.kissmetrics.com/17-advanced-methods/>

## Is paid advertising worth it such as PPC?

Yes...but to a degree.

**Stay well clear of Google AdWords** until you are confident you know how to use it.

I don't use it because unless you know your audience inside out; you will just burn money.

I highly recommend using **Facebook advertising**.

It's excellent, highly targeted and if you can hone down the audience; it's cheap:

<http://neilpatel.com/2015/07/25/beginners-guide-to-running-facebook-ads-that-convert/>

If you want to make some real money, you are going to have to **be prepared to spend some money**. Treat this game like a real business and it will reward you like a real business.

## How come it takes so long to make a buck!?

It just does, it's a bugger but that's the way it is!

**Google is moving towards answering people's questions** and relevancy in its search results. They want to show the right answers for people's questions.

It takes a long time to get going because Google takes a while to determine whether or not your website deserves to be ranked.

This is called the **Google sandbox** and it **lasts around 6 months**, (no one knows for sure, but anecdotal evidence says this time frame is about right).

The sandbox is where **Google will wait and see how your site progresses** in order to filter out spam sites. No matter how many links you throw at it, it usually won't budge.

Don't make the mistake of thinking that you will never rank and then giving up too soon.

Just be patient and carry on as usual.

## Conclusion

I hope this helps you a bit and I would really love to hear from you guys about how you get on.

You can like my [Facebook Page](#) and ask anything online marketing related you wish and also get lots of great sources that I find online.

As usual, just post below with any comments you have and I will get back to as soon as possible 😊

Also shout out to Mitch for asking these great questions!