How to Build a Blog Network

How to build a quick and easy blog network that provides a never ending supply of backlinks and Search engine indexing power.

Planning Ahead

Despite the confusing diagram above (which I'll explain more later) Blog Networks are a simply concept at heart. You just need to know the right way to build them and use them in order to get killer results.

Before we dive in we want to first have a plan, a goal in mind for your blog network. Most networks have a simple overall goal, to provide backlinks for your main money website or websites that make money for you.

But there can be specific goals within this larger one.

Maybe you need help getting your new website pages indexed fast, or maybe you're

looking for a way to boost the power of backlinks on other websites, whatever the case I will go over what I consider the most likely goals that a blog network can help you achieve. All of these may or may not apply but they are something you should consider before beginning.

Also you're going to want to consider how many blogs you plan to include in this network. What limitations do you have, time, money, server resources (We're going to take care of Time & Server resources as long as you have a little money).

Let's get started!

Common Blog Network Goals

For simplicity sake, I've given some nicknames to the different goals/actions that your blog network can help with.

1. **Indexer** - Get new website pages indexed fast.

2. **Link Booster** - Get your existing and new links indexed and increase their ranking power.

3. **Keyword Booster** - Get your existing sites ranked higher for specific keyword phrases through direct linking

4. **Niche Dominator** - Get the niche blogs themselves ranked highly for unique content and drive traffic from the blogs.

Keep in mind there is no reason your network can not accomplish all these goals but to begin with you should prioritize based on your most immediate goals. I'll elaborate more in the next few sections.

Indexer

An Indexer network has a simple goal, to **get your new content indexed as fast as possible.**

Search engines are simple at their core, they provide their audience with web content that they've found and indexed in their database. But they find this content through a variety of different methods, if we want to get our content indexed we need to make sure they find our content and the most common method most search engines use is the links coming from other websites they already know about.

A number of different factors influence the power of these links including the number of them and the importance of the linking web page (commonly referred to in Google as PageRank - although many consider PR "dead" it can still be used as a good indicator of page importance).

We're going to focus on both these factors at the same time.

The first, the number of links can be easily attainable through our blog network since we're going to have a large number of pages with unique content on our blogs.

The second, the importance of the linking web page will also be boosted by interlinking the blogs in our network in a way that benifits all of the blogs.

The important thing to remember with an Indexer is simply that we need important links, and lots of them to get indexed fast. Our plan here is to basically take new internal pages of our money sites and link to them from the content in our blog network.

Link Booster

A Link Booster network is a fairly under the radar strategy that not many "SEO" folks even consider.

As I mentioned with the Indexer, we need lots of important links to get Indexed fast, the same is true for ranking highly long term and getting search engine traffic in general. Throughout your article marketing and link building life cycle you will surely attain a number of links naturually, some of them from important sites and pages, others not so much.

Our goal with our Link Booster network will be to boost the importance of the previously lower value links that you have coming in. We can do this easily by placing content within our blog network that links not only to our own web content but **to the content of sites that are linking to us**.

As an example, you submit an article using a service such as Jetsubmitter, hundreds of versions of your article are now all over the internet. Some of them end up on pretty high ranking websites, others ended up on low page rank, low traffic sites that Google may not index for weeks or even months. With our Link Booster we can fix this and even **increase the value of the links from the important sites.**

We're going to collect, using Yahoo Search, & Google Alerts, pages that are linking to your domain.

In Yahoo search we can use the site:domain.com tool to find all links pointing to your domain.

Then in Google Alerts we can use simply a search for your domain to find all new pages that Google finds linking to your domain. We can use this to find the existing links that the search engines know about the pick and choose which links we want to Boost using our Link Booster Network.

Everytime a new link is found by Google we'll get notified of it, we can then plug the link into our blog network and send it more backlinks there by boosting its importance in Google's eyes. Now instead of a page with 1 or 2 other links pointing to it linking to us, the page now has 10s, maybe even hundreds of links to it
in a matter of hours or days.

Additionally we can use our Link Booster to **get new pages indexed** that the search engines do not even yet know about or **boost the power of existing links**.

Lets say you posted an article on Squidoo.com, it will likely get picked up by the search engines eventually since its such a powerful site, but we can increase the speed of indexing and the importance of the link by plugging it into our blog network and simply linking to it.

Keyword Booster

A Keyword Booster is the most simple goal of link building but never the less should be strongly thought out.

You first must determine what keywords are most important to obtaining high converting traffic to your website. By high converting, I mean traffic that makes you money. You can

have all the traffic in the world but if it doesn't buy from you or click your links, or do whatever action it is that makes you money... then you wont be making any money!

The best strategy for figuring this out is 2 part but can be done using 1 simple tool from Google... Adwords.

First you're going to create a free adwords account and use their Keyword Research Tool to find phrases that people search for relating to your website.

There are hundreds of courses dedicated to this one step alone but to put it simply, put yourself in your prospects shoes.

What would they type in the search engine to find you, what phrases would they search for if they're ready to buy?

Next you're going to spend some money to figure out what phrases you even want to get free search engine traffic from.

It sounds strange I know but if you do this one simple step you're going to be light years ahead of your competion by saving countless weeks or months that you would have spent targeting keywords that were not going to bring you any customers in the first place. This is one of the little tricks that seperate the men from the boys in the SEO game.

You need to take the above created list of keywords and using exact match only create adwords campaigns to target these keywords.

Next use Google's conversion tracking to track clicks/signups/sales.

Once you find out exactly what keywords convert for you the best and bring you in the most conversions (clicks/signups/sales/whatever your goal is) then you have your list of Keywords to boost.

Now using your blog network you're going to seed links to your website pages using the different keywords we just found as anchor text.

Example link: This is my keyword anchor text

These links will tell Google and the other search engines what your website is about and

that they should rank you highly for these keyword terms.

It's also good to vary your anchor text not only among the keywords you found but among possible variations. If your keyword is Blue Widgets, you may want to also use Buy Blue Widgets, and Cheap Blue Widgets, as keywords even if they were not in your keyword list we created above. This makes the links appear more natural, natural looking is always important to link building.

Niche Dominator

If your goal is to get your individual blogs in the network ranked highly for keyword phrases then this is your focus.

If you have 10 main keyword phrases you'd like to target then we're simply going to make 10 of the blogs in your network be highly targeted to those keyword phrases.

We accomplish this through many of the methods mentioned above.

Most importantly we are going to have the other blogs in the network link to these sites using anchor text for the appropriate keywords.

But we can make this much easier by planning ahead for these sites, first off use the main keyword in the domain name for the blog. If your keyword is blue widgets, bluewidgets.com or blue-widgets.com is perfect. Despite what anyone says this alone will give you a huge boost in Google. I've had sites rank top 3 for my main keyword phrases simply using this method + a few links from one of my blog networks

Also we need to follow good standard SEO practive and use the keyword in the website title, h1 (header tags), and a number of the blog post titles. You don't want to over do it, so use variations of your main keyword in all of these.

How many Blogs should be in your Network

I consider 30 blogs to be a good target for a single niche related blog network.

After 30 blogs its hard not to be redudent when creating unique content and targeting unique keywords in most niches.

Also we don't want to put more then 3 of these blogs on a single class-c ip address range (we'll talk more about this in a minute) so the cost for servers can be more expensive then for normal hosting accounts.

Note that this doesn't mean you should stop at 30 or that you can't create multiple seperate blog networks. Just that this should be enough to see great results!

Unique Class-C IP Address Range

Class ranges

The address ranges used for each class are given in the following table, in the standard *dotted decimal* notation.

Class	Leading bits	Start	End	CIDR suffix	Default subnet mask
Class A	0	0.0.0.0	127.255.255.255	/8	255.0.0.0
Class B	10	128.0.0.0	191.255.255.255	/16	255.255.0.0
Class C	110	192.0.0.0	223.255.255.255	/24	255.255.255.0
Class D (multicast)	1110	224.0.0.0	239.255.255.255	/4	not defined
Class E (reserved)	1111	240.0.0.0	255.255.255.255	/4	not defined

If you've been around SEO long then I'm sure you've seen someone talk about Class-C IP Address ranges.

Put simply sites with different class-c ip address ranges show no indication of being physically located near or around sites on different class-c ip address ranges.

Why is this important?

For most it isn't that important, but when we're building a blog network it's critical.

We simply do not want the search engines to have any clue that we own all 30 of the sites in our blog network. We'd prefer them to assume its 30 different website owners with similar interests. This way there is no reason, justified or not, for Google to discount the value of the links from out blog network that we worked so hard on.

IP Addresses look like this: AAA.BBB.CCC.DDD (well except for the fact the letters are numbers)
If IP Addresses are on different class-c ip address ranged then the CCC will be different

between them.

But there are other indicators of ownership such as domain name registration, and nameservers.

We want to make sure we use privacy protection from Godaddy when registering domains (hundreds of thousands of others use it also so there is no way Google could justify penalizing for it), and we want to make sure our host allows each of our sites to have unique nameservers on the class-c ips.

So what do I do first!?

Ok now that we've got a handle on goals and our over all strategy the actual blog building is pretty straight forward, its just a matter of sticking to it and getting it done!

Domain Registration

First we need the domains, I recommend starting out with however many you can handle today, don't spend the money on 30 blogs if you can only setup 5 this week. It will keep your domains from all having the same registration day also.

So lets find 5 domains related to your niche and get them registered at Godaddy.com

using privacy protection to hide our info.

Tip: NameBoy.com can be a good resource for domain ideas, enter your main keyword(s) and get some ideas back.

SEO Web Hosting

There are a number of well known hosts that call themselves SEO Hosts. Remember, we're looking for unique class-c IP address ranges. Preferrably 1 per site, but if we can't afford that, then get that at least 1 for every 3-5 sites in our network.

The prices on these hosts range from $1.50-$10/month per class-c ip range.

There is also a difference in shared and dedicated class-c ips. Most will provide shared, even the expensive hosts.

Shared means other sites will be on the same ip address as yours, this isn't ideal simply because we don't know what other sites are using the same ip as us, but if your budget is limited its better then not using unique class-c's by far! (Note that virtually all shared hosting accounts use shared ips)

Also we want to make sure the host allows us to setup unique nameservers for each IP address. Without this the unique class-c ip address is useless.

Domain Setup

Every host will be slightly different for setting up new accounts, most importantly we want

to remember to setup the unique nameservers.

You'll want to contact your host and domain registrar to find out their exact processes.

(Note: Above is an image for Godaddy only)

Quick Blog Setup

Famous 5-Minute Install

Here's the quick version of the instructions, for those that are already comfortable with performing detailed instructions follow.

1. Download and unzip the WordPress package, if you haven't already.
2. Create a database for WordPress on your web server, as well as a MySQL user who has all privile modifying it.

We undoubtly want to use Wordpress for our blog network, its the most widely used blogging platform, it has the most seo friendly add-ons, and its simply easy to use.

Wordpress provides a great 5 minute blog installation tutorial so there is no need for me to repeat it here, you can find it at:
http://codex.wordpress.org/Installing_WordPress

During the Setup process remember to use unique themes on each site and keep titles/etc different between the various sites. We want each site to look as unique as possible.

Note: Wordpress Direct offers a free tool that can be used for automatically setting up a large number of wordpress sites. You may want to also consider using it to speed along your site setup. I do not currently recommend using their automated content tools because the content is scraped from various sources. This can be good for some types of blogs but for our network we will see the best results with completely unique original content.

Making Our Blog SEO Friendly

After we finish the initial blog setup we want to make it as SEO friendly as possible.

My good buddy Jeff Johnson created a free plugin that makes wordpress blogs more SEO friendly. I highly recommend using it or at least some type of SEO Plugin for wordpress to make the blogs in your network as SEO friendly as possible. So go get Jeff's free SEO plugin and install it real quick.

(Note: If you prefer not to opt-in to get Jeff's Plugin, alternatively you can use the All-In-One SEO Plugin - Feel free to download both and decide for yourself which you prefer, both are great)

We've got some blogs... now what?

After you complete the above steps for 5 or so domains its time to start filling them with UNIQUE content.

Unique content simply is content that **doesn't appear anywhere else**.

You can create unique content to populate blogs in the network a number of different ways.

1. Simply write new articles regarding news, or topics in your niche. (Let's just assume when I say write that covers you writing or hiring someone to write for you.)

2. Use a tool such as Jetspinner (free) or Humanspinner (0.12 per sentence) to spin

existing content (PLR, your articles from article directory submissions, etc.)

For blog networks I recommend using #1, because your sites in your network will be linking to each other. If the content on all the sites is VERY similarly themed and related then it's an easier redflag for the search engines. It's different when you're submitted to hundreds of directories hosted on tons of different servers with practically none of them linking to each other, in that case 30-60% uniqueness between articles is fine. But for blog networks I strongly recommend 100% uniqueness and even targeting different keywords in your articles on each blog.

Linking

Once we have some initial unique content on the blogs we need to decide how to plan to link to our money sites and other blogs within the network.

The safest and most traditional way is to post new unique articles, similar to what you might post to article directories, that link back inside the article body to our money site(s) or other blogs in the network using anchor text that we decided upon above. Depending on the length of the post 2-5 links should be a safe bet to aim for, but not every post must have a link in it, keep it natural!

Note: Additionally you may want to consider a method taught by Chris Rempel for targeting high rankings in MSN by rotating links in the footer of your blogs instead of

posting them inside content. The links aren't quite as powerful but from my experience they are great for **Indexer networks** (even within Google). I wont go in to too much detail here but you can check out his course for more details on the strategy.

Example Blog Network Diagram

At the beginning you may have noticed the blog network diagram example. Here I'll go into a little more detail on what's going on.

This Diagram is showing 3 different class-c ip addresses each with 3 unique blogs hosted on them.

Blog 1 is elaborated on by showing an example of what your post schedule may want to look like. Keep in mind this is just an example and by no means a template, you want to mix things up and **keep it natural**!

Posts 1-3 are niche related unique articles. These articles can be news updates on current events in your niche, product reviews of other products, links to interesting content in your niche, etc.

Post 4 would then be a niche related unique article but with a link to a blog within your blog network that is hosted on a different class-c ip address.

Posts 5-6 are again similar to posts 1-3, unique niche related content.

Post 7 is then a niche related unique article with a link to a money site that you own, such as your ecommerce store. The post will use keyword related anchor text as explained in the Keyword Booster section.

Posts 8-10 are again similar to 1-3

Post 11 would be another post with a link to a random money site

And the process would be repeated and randomized.
The most important thing to remember is the random nature of the network.

Each blog should be unique to the others. Some blogs may have 4 posts then a link to one of your sites, others may have 2 links to your sites then 1 unique article post. This is OK! **We want things to look as natural as possible**. It wouldn't seem natural to you, much less Google, if a blog did nothing but post links to the same site inside every post would it?

Now Maintain it!

Congrats! You've got the network started!
Now all you need to do is maintain it, add new content, new links, and new blogs to the network and reap the benifits!

Good luck!
Todd Dickerson

Ps. If you're interested in having 100% unique content written on autopilot for your blogs then feel free to check out autoblogger.org - it can handle all the content and linking we've talked about ... automatically.