

# WHITERANK

RANK YOUR WEBSITE WITHOUT ANY  
BACKLINK

By

**Salman Baig**

Professional SEO Consultant





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## Results

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# Thank You

For your Attention

First of all thank-you for purchasing White Rank. Oops! I forgot to charge for it. ;-). Well, I am still glad you'd gotten the chance to download it anyway.

I hope you will learn some unique On-Site SEO Methods from this e-book.



## About Salman Baig



Before I begin, let me introduce myself for it is important for you to know who I am.

**I' m a Professional Search Engine Optimization Consultant, and I help people become successful in their SEO businesses. I have four years experience in the Internet Marketing World, and I have dominated some highly competitive markets using my skills.**

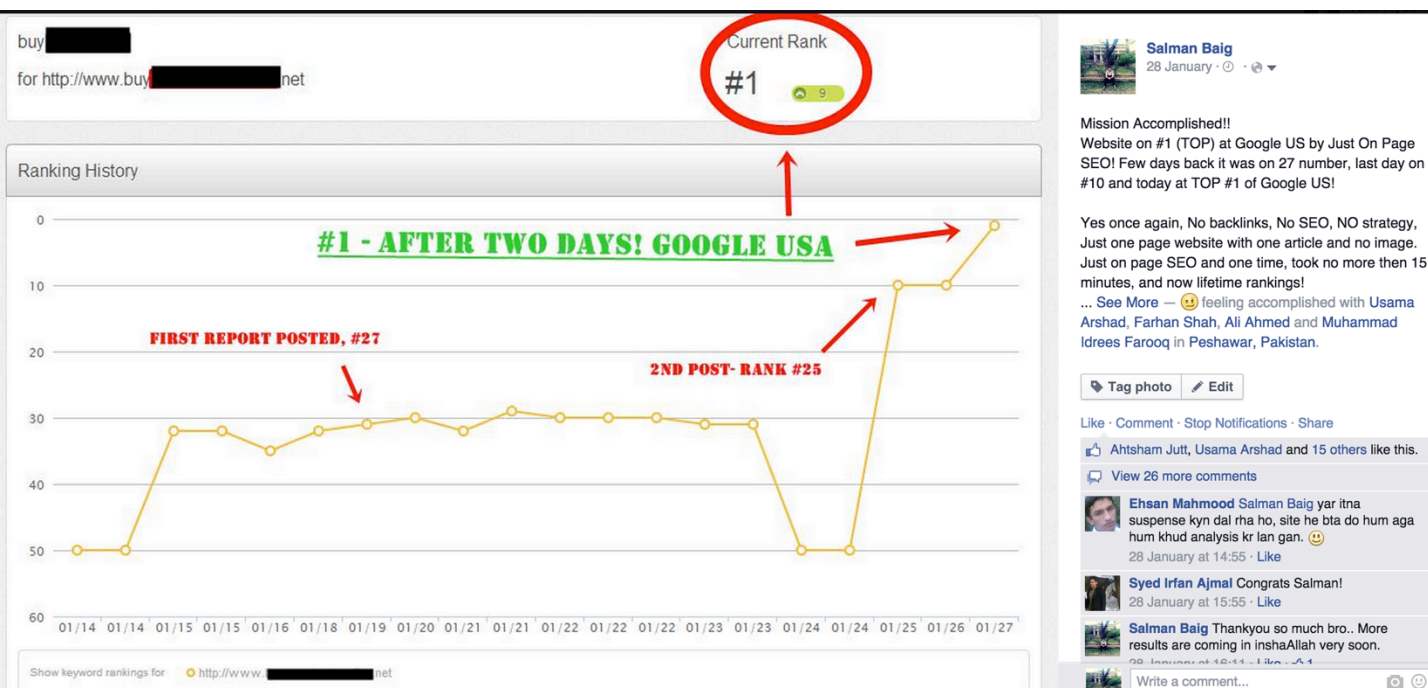
After all the recent major ups-downs in the SEO industry, I have learnt not only how to survive but how to thrive. Recently, a friend saw a few product-based websites of mine, and he was like “HOW?” Because the number of backlinks were very low and the website was in the Top 3 . All I had worked on was the website structure and on-page SEO. So today, I am going to show you ***EXACTLY how you can do this TOO!***

Below you can see a screen-shot of a product getting ranked on the 3rd page within 3 days. It's just like publishing an article and waiting for it to get indexed. (19 January – [Post Link](#))



(19 January – [Post Link](#))

And later... After 9 days.. The website jumped to the #1 spot..



[post Link](#)

Checkout our [official WhiteRank Group](https://www.facebook.com/groups/365153583666589/) for more case studies.  
<https://www.facebook.com/groups/365153583666589/>

These are live screenshots, and a case study of one of my product websites. This is what I am going to show you! How you can do this too. Trust me, it's easy. **No SEO Experience Required.**

# Who can use this strategy?

Everyone.

For example:

This strategy is for single products.

- Canon d500 (It's a single product)
- Buy Phentermine (It's a weight loss medicine)
- Avada wordpress theme (It's a famous wordpress theme)
- Buy iphone 6 (Mobile Phone)

Or for services..

- Dentists in New York
- Plumbers in London
- Lawyers in San Diego
- Buy facebook likes

**Remember - These are just examples for you, a product or a service can be anything depending on your business.**

**“ This Strategy Works for Low Competition Keywords “**



# What is the Strategy? How to power up your backlinks by a factor of 300X or more?

I know now you must be thinking, “*Okay Salman, I understand what to use the strategy on, but what IS the strategy?*”

Well, in this strategy we create a website from scratch for a product or service. For example, look at: <http://www.fatlossfactorprogramscam.com/>

This is a great example of a product based website I am talking about. It is on a weight loss product named “Fat loss Factor”, and it is ranking #5 for this keyword.

We will do something similar but in ***an advanced way***.

Let's start:-

1. Finding a domain for your keyword
2. Content Development
3. On Page Optimization
4. Internal Structure
5. External Structure
6. Trust Jacking

To make it easy for you – Let's say “Buy Handbags” is my targeted keyword. It has xxxxx amount of monthly searches and the competition is normal.

Remember, this is just an example we are using for the tutorial. You can change it according to your business or whatever else you want to rank for.

**After you have finalized your keyword selection, you can begin thusly:**

**Here' s the first Step –**

### **1. How to FIND the BEST domain for your website**

The type of domain is critical. If your domain is not good and clean, it will be very hard for you to appear on the first page. So we will be using only NEW domains. These are not expired domains. They should have zero history. It is like starting from scratch. We are going to make them into “Brand” type domains.

Remember: You don' t need Exact Match Domain (domain named the same as the keyword).

For our chosen keyword, an example of a good choice in domain names is “**HandbagsKing.com**”. This is due to having both a touch of my topic/keyword, i.e., “Handbags”, and a brand too with the “King” extension.

“ Handbang Kings – The Best Store for Handbags “ – looks good doesn’ t it? Like a Brand. Instead of something spammy like BuyhandbagsonlineinUSA.com.

**Now it's your turn with your keyword.. Just Remember this Simple Formula I have developed for you**

**Keyword touch + Brand addition = Domain name.**

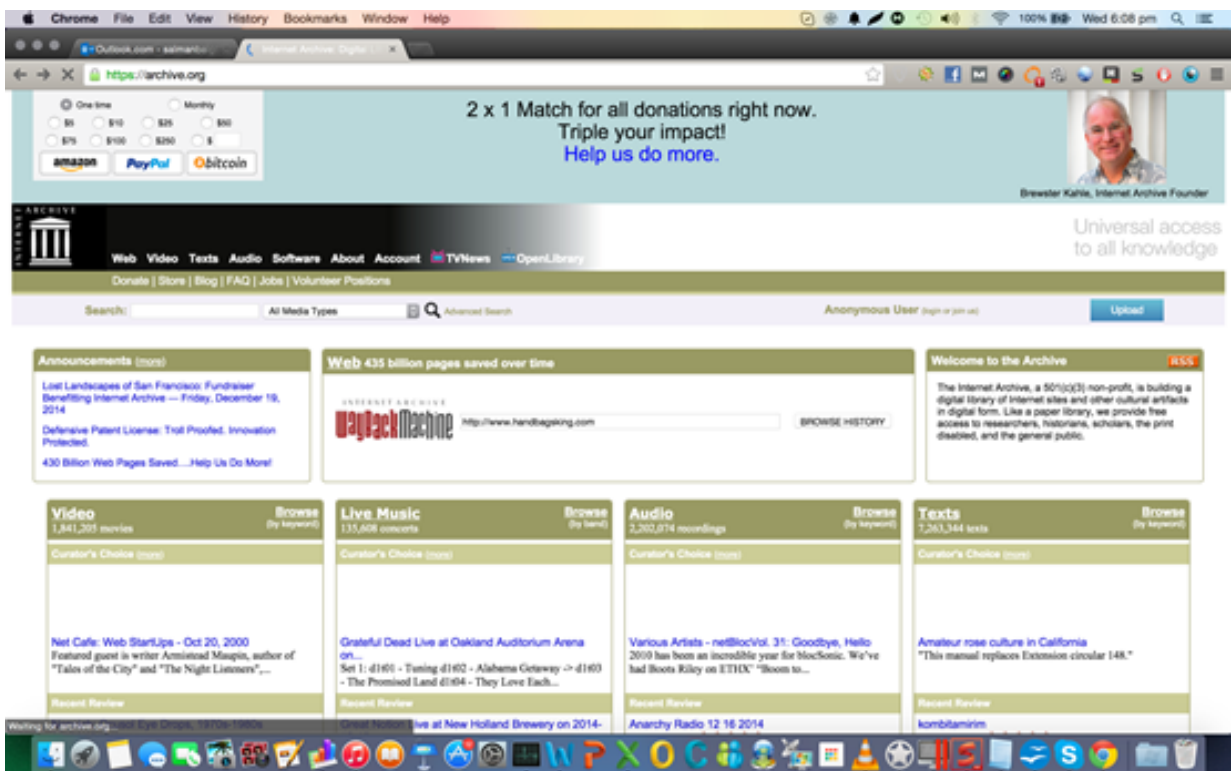
**It’ s very easy now.. Just combine your keyword with a random word and that’s it. But let me explain the formula**

**Keyword touch:-** This is not your full keyword phrase, but just a word or partial match of that phrase. A small touch. Like in “buy handbags” – “handbags” shows that the brand is going to be about handbags.

**Brand Extension:-** This is just a random word, not related to your keyword, or your business. Just any random word. Like - HandbagsGuy, SuperHandBags, Handbagsguru – Anything 9

Now this domain looks trustworthy to your customers/ readers/visitors too, because it is not like “buyhandbagsonline.com.” That domain looks spammy, not only to your visitors but also to Search Engines too.

Now once you have chosen your domain, Go to the Archive.org and put your domain URL there. Like this. And hit “ Browse History.”



This website checks if the domain is new or is expired. Expired domains mean that they have been used previously and are now available for purchase because the old owners have abandoned them.



This tool checks if the domain is new or expired. If you see the above page, then it's a new domain, and you can use it.

If not, then go back and select another domain name to try. After all, there is no limit to words.

In summary: Check history of a domain before buying. If the domain has been used previously, do not buy it. In this strategy, we will only use NEW domains.

So now that we have selected a domain, it is the time for the second step.

## 2. Content Development

It has been said “Content is King”. Well that’s true in our case because we are going to rank with pure content power—White Hat SEO without need for backlinks. Even in highly competitive markets where we may be forced to use backlinks, this strategy will make them 300x more powerful. And with that new power only a few backlinks will be required to drive our product or service website to the first position.

So for your product, you need at least 12 articles, well written, 800-1200 words each. Here is a full recipe of your content.

**The first 6 are going to be your Pillar Articles. Without them, your website is incomplete. You’ ll be ranking with the power of these first 6 articles. Do not compromise on the Content Quality of your Pillar Articles!**

- 1. Why buy your product? Benefits, reviews and everything else to convince your visitors to buy it. (Buy Handbags Online) (1200 words)**

This should be a well written article because it will be on the homepage. Write naturally; initially there is no need to use keywords.

## **2. Benefits of your product (Benefits of using Handbags – in my case) - 800 words**

Tell them the benefits/advantages of your product in this article, no negative point. All benefits.

## **3. How to purchase your product (How to purchase Handbags online?) 1000 words.**

Mention the process of buying the product from your websites, different methods of purchasing, payment methods, shipping details, etc..

## **4. Why to use your product for [purpose] (Why to use Handbags to “carry your stuff”) 800-1000 words up to you.**

Purpose depends on your keyword If it is an obesity medicine, then the purpose is weight loss; if it is a handbag, then the purpose is to carry stuff with you; and if it is a footwear, then the purpose is to look good and walk comfortably.

## **5. Product Review (Best Handbags – Full Review) 800-1000 words**

Write a good review about your product or service

## 6. Product vs Product Comparison (Handbags vs Briefcases – Which is better?) 600-1000 words

Compare two products for the same market – Simple Alternatives.

**Now after these 6 Pillar Articles, It's the time for 6 Informative Articles.**

These informative articles are not for SEO purpose, nor will they drive any special traffic to your website. They are just for information, without keywords or SEO exposure.

Now you must be thinking. “If they are not for SEO then why we are posting them? “

Well you may know that whenever we make backlinks, we change anchor texts. No? Because we don't want to use our targeted keywords on every backlink, so we use generic anchor texts like “ Click here “ or “Check this website” to diversify anchor text profile!

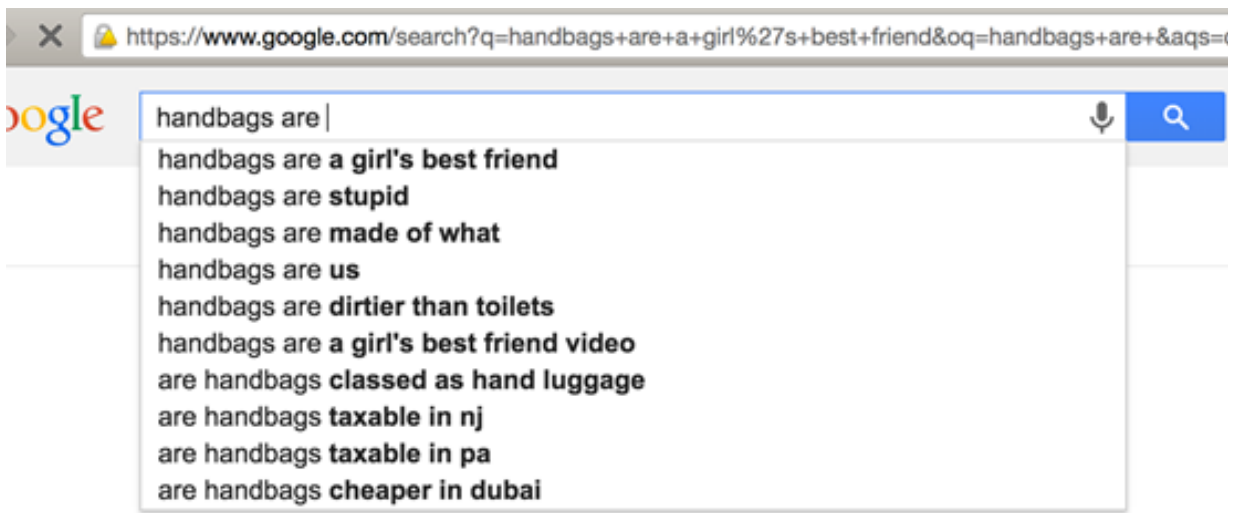
Same with Content.

Google is clever enough to know what is written for SEO purpose and what is written for readers. These 6 Informative Articles are going to be for the readers to develop credibility and trust.

I can't tell you what is informative in your market/niche, but let me show you what I will do for handbags keyword.

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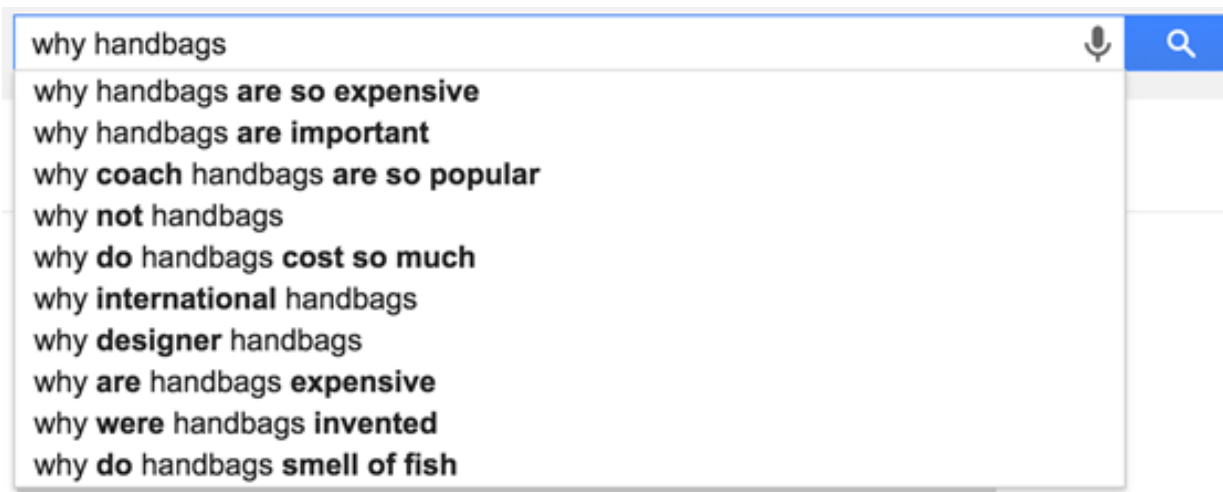




Using Google autofill, I quickly got 4 ideas for my informative articles

1. Handbags are a girl's best friend. Is this true?
2. Are handbags classified as hand luggage?
3. Handbags are dirtier than toilets. Really?
4. Handbags are made of what? [Infographic maybe].

Bonus points if you create an infographic for it can attract a good share of links. So it's recommended. Now again...



- 1.Why were handbags invented?
- 2.Why are handbags so expensive?

Just get these Informative Articles done, and in Internal Linking structure, I will show you how to post them. Next Step ---

## On Page Optimization

**Titles** – The Pillar Articles are essential, so use keywords in their titles. Not all but where needed. Especially the homepage, one is important. My homepage title would be like “ Buy Affordable Handbags Online “.

**Keyword Density:-** Do not care about density. Just write articles naturally. Use keyword 3 or 4 times. That’s it.

**Headings:-** Headings are important. Use keyword in H2 heading once and then in content only. Keep H3 and H4 free from SEO keywords. Just informative.

**Media:-** It would be great if you hire someone on fiverr, create a video review of your product, and then embed it on your homepage. However if you can’t, then simply go to slideshare.com and create a slide with a few pictures of your product and embed that. Media plays a big role in SEO. Do not ignore this step. It’s important.

**Pictures:-** Use pictures of your keyword. It is recommended to edit them before use, but if you don't, then no big deal. Be sure to use keyword enriched ALT tags for your pictures.

**Permalinks:-** I see most people use keywords in their permalinks. That is actually the wrong way to do it!

For example:

[www.Handbagsking.com/Handbags-review](http://www.Handbagsking.com/Handbags-review) ✖

Or

[www.Handbagsking.com/review](http://www.Handbagsking.com/review) ✔

If the keyword or the domain name shows the keyword touch, there is no need to write that again in permalink. It will be like keyword stuffing.

Here are some more examples:

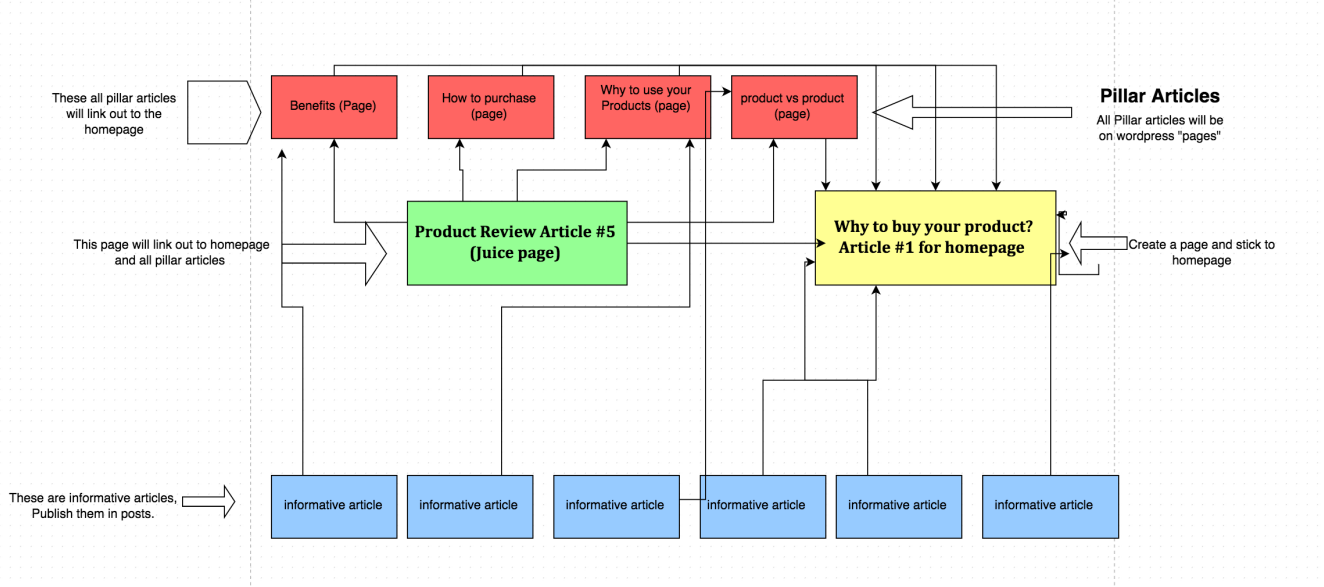
[Handbagsking.com/handbags-advantages](http://Handbagsking.com/handbags-advantages) ✖

[Handbagsking.com/advantages](http://Handbagsking.com/advantages) ✔

This is especially for Pillar Articles. It's fine to use in Informative Articles if there is a need.

# Internal Linking Structure

I know it looks difficult to understand, but it's actually easy. Look.



[Click here for full image](#)

- 1 Pillar Articles
2. Juice Page
3. Homepage
4. Informative Articles

Pillar Articles will just link to homepage. That's it.

The juice page will link to all Pillar Articles as well as the homepage.

The homepage will not link out anywhere internally.

Three of the Informative Articles will be linked to the homepage while the other three will be linked to three different Pillar Articles. That's it.

Now in the diagram you can see we have published Pillar Articles in pages while Informative Articles are used for posts. Use the on-page techniques I mentioned above for all articles and then publish.

## External Structure

There is no special kind of structure for external links like the above one for internal links, but I just want to mention to use at least 1 external link in your article.

.. I see most of people just link out to wikipedia or youtube/huffington post when I ask them about external links..

Google is enough smart to know that everyone is linking to wikipedia in their articles for SEO purpose. Don't be one of them.

**Find authority websites in your niche/topic and link to them.**

That link will carry more weight as compared to a generic wikipedia link.

# Trust Jacking

Trust Jacking is for Search Engines. How to be recognized as a trusted website? What are Big Brands doing that we should do too?

## Brand mention

**Homepage:** Buy Handbags Online – UK, USA and all over the World Brand Name

( I know the title is bit long, but this is just an example. Cut the last line “all over the world” maybe.)

**Page:** Page Name here | Brand Name here

**Post:** Post Name here | Brand Name here

## Social Media Presence

Make a Google Plus page, Facebook and a twitter profile; put their widgets on your websites; buy some followers and likes on your social media handles.

## Design:

Most people ignore this, but with a unique design for your website you have a better chance of getting highly ranked. It can be expensive to create a new design from scratch.

However, you can still achieve a unique design just by tweaking headers, logos, and some aspects of theme appearance. Get creative and be unique.

## Real Name:

Do not just use “Admin”, “Webmaster”, etc., on your wordpress profiles. Use your real name with pictures using gravatar. That’s it!

**Now we have bought a good domain, we have developed great content and linked internally and externally in a proper way. We have a good website’s look and a good number of social media following for trust jacking. It is ready to climb the SERP’s and dominate other websites!**

Now it’s the time to verify this website in Webmaster tools. Submit site-map and do some social media sharing.

Don’t just post on your own social media profiles but ask others too. I have found some great social media gigs and they works for me very well. Click on this link, to get the list of all social media gigs.

Now, as the domain gets indexed, you’ll start to see increase in rank daily. Sometimes it just jump to the first spot in first few days while sometimes this takes time.

Ranking of a website depends on the competition of a keyword. The higher the competition for a keyword, the harder it will be to rank. This strategy works perfectly on low competition keywords, and once you rank your website using this strategy, it sticks to the #1 spot almost forever.

I recommend posting a unique 500-600 words article every week or every month to your website as an Informative Articles. This shows search engines that your website is up to date.

The methodology in this e-book is not just another theoretical strategy. **It is a tried-and-true tested strategy by me, and it really works!**

Thanks a lot for reading this e-book. You can join our [WhiteRank's Official Members group](https://www.facebook.com/groups/365153583666589/) to discuss more, and keep it touch. (I will share more tips in the group)  
<https://www.facebook.com/groups/365153583666589/>