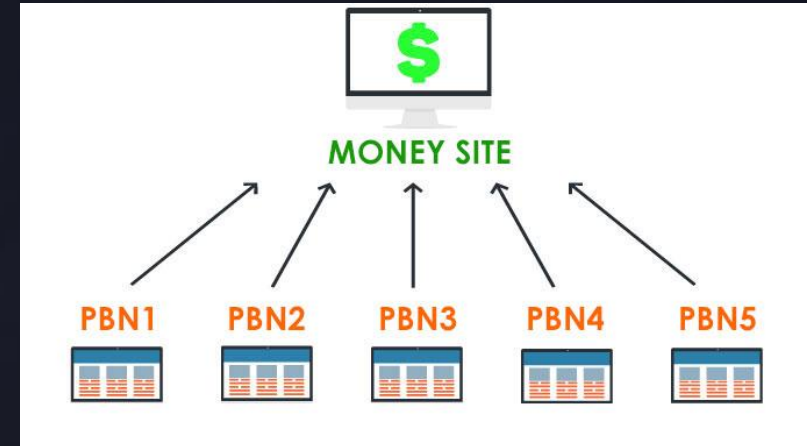# PBN GUIDE FOR SEO

THE NO-NONSENSE GUIDE TO BUILDING YOUR PRIVATE BLOG NETWORK

inspire me labs

What is a Private Blog Network?

- A network sites that are that are built for the **sole** purpose of passing SEO link juice to manipulate rankings.

- All the sites in a PBN are generally controlled by ONE person (or entity) without Google (or anyone) else knowing this – because there are zero footprints left behind.

But, Wait! Before I Start...

- When I say PBN – I mean the entire network of sites

- When I say PBN Site – I mean ONE site on the network

- Don't get your network from being detected.

- Footprints. Holmes. Footprints.

- SEO keeps changing. What works today… may not work tomorrow!

- Do this now… Download the Updated PBN Manual (80+ pages)

- → Google "PBN Guide" and click on the search result by InspireMeLabs (it will be the second or third result)

The PBN SEO Process

- Find an domain with good and clean metrics (in your niche)

- Analyze its potential to pass down link juice for SEO

- Register the shortlisted expired domain carefully

- Setup hosting for the domain

- Make the site look real (on-page and off-page)

- Link to your money site(s)

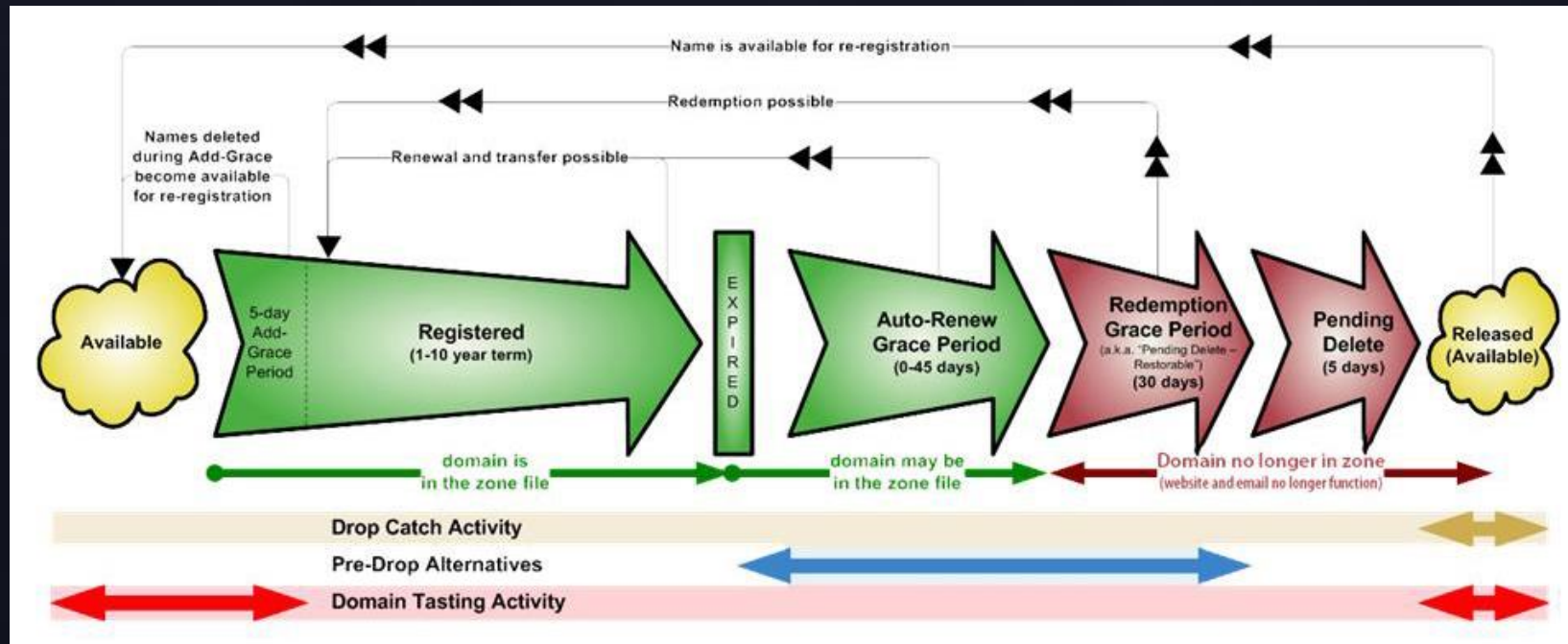- Update and drip new content into your PBN site
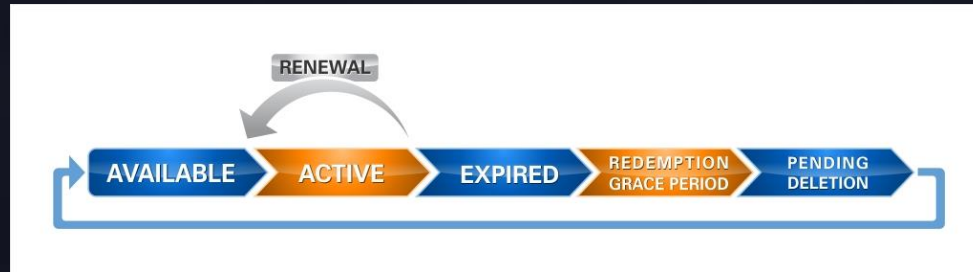
- Rinse and repeat

Planning Your PBN Strategy

- Niche PBN (for Relevancy) or General Purpose PBN (for Power)

- Source of PBN site domain (Expired Domain, Auction, Flippa, other)

- How many PBN sites do you need?

- Speed (Link Velocity from PBNs)

Cost of Building Your PBN

- Domain Acquisition

- Web Hosting

- Site Setup - Installing, Design

- Content (Initial and Ongoing)

- Backlinks

- Social Profiles

- Network Management

Lifecycle of a Domain

Analyzing Metrics of an Expired Domain

- Backlinks - quality, power, spam, type of backlinks... footer, directory, blog comments, forum links, etc. (tools Ahrefs, Majestic)

- Anchor Profile (money keywords or natural)

- TF, CF, DR, DA … Third Party Metrics

- Historical Content in WayBackMachine and Screenshots.com

- Link Velocity

- Indexed (non expired), Site Traffic (SEMrush)

- Age?

Expired Domain Crawlers

- PBNLab

- Domain Ronnin

- Domain Hunter Gatherer (high recommended for power users)

- SERPDrive

- Domain Reanimator

- Lazurus Crawler

- Expired Domain Miner

- Scrapebox, Xenu Link Sleuth

Domain Databases

- They simply pull Expiring, Auction, Dropping etc. Domains from Registrar Databases

- DomCop

- FreshDrop

- Register Compass

- ExpiredDomains.Net

- the.domain.name - A Huge Collection of Expired Domains
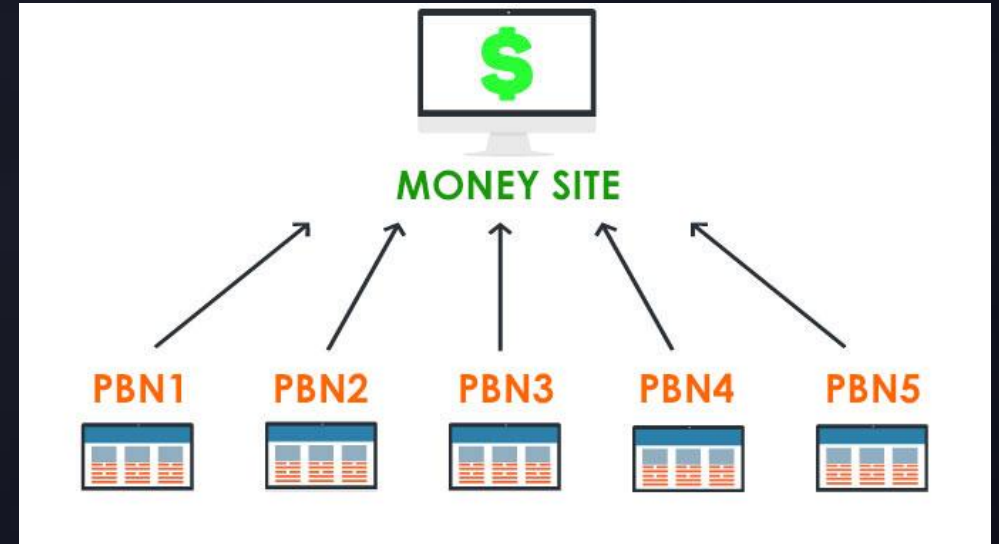
- HammerHead Domains
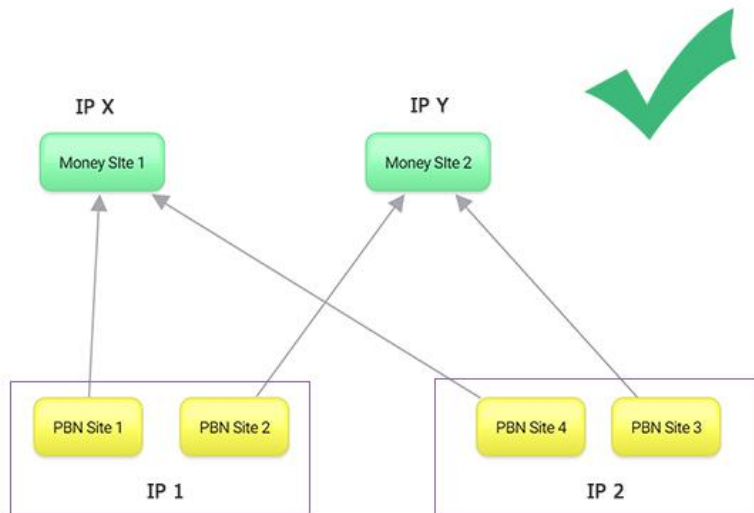
Hosting Your PBN

- Shared Hosting

We can hide multiple sites of our PBN easily in the same cluster of Shared Hosting on the same IP for a fixed one time monthly fee
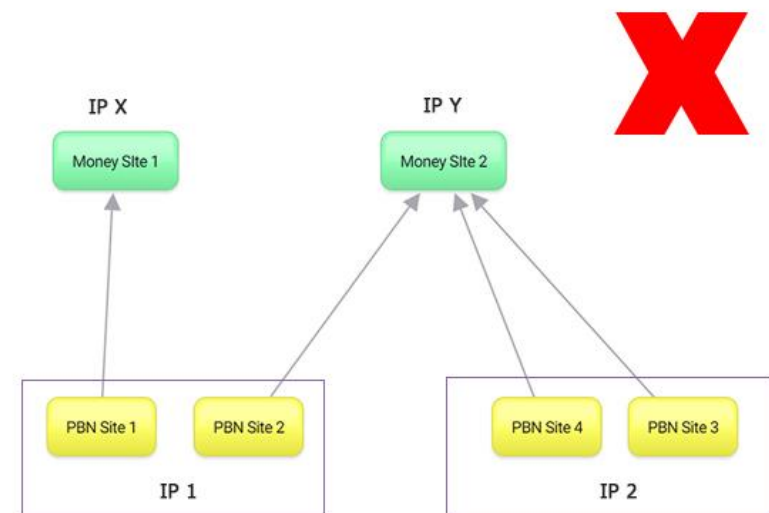
ALL SITES ON THIS SERVER HOST HAVE SAME IP ADDRESS

MONEY SITE

PBN1   PBN2   PBN3   PBN4   PBN5

Linking Out from Your PBN to Money Site

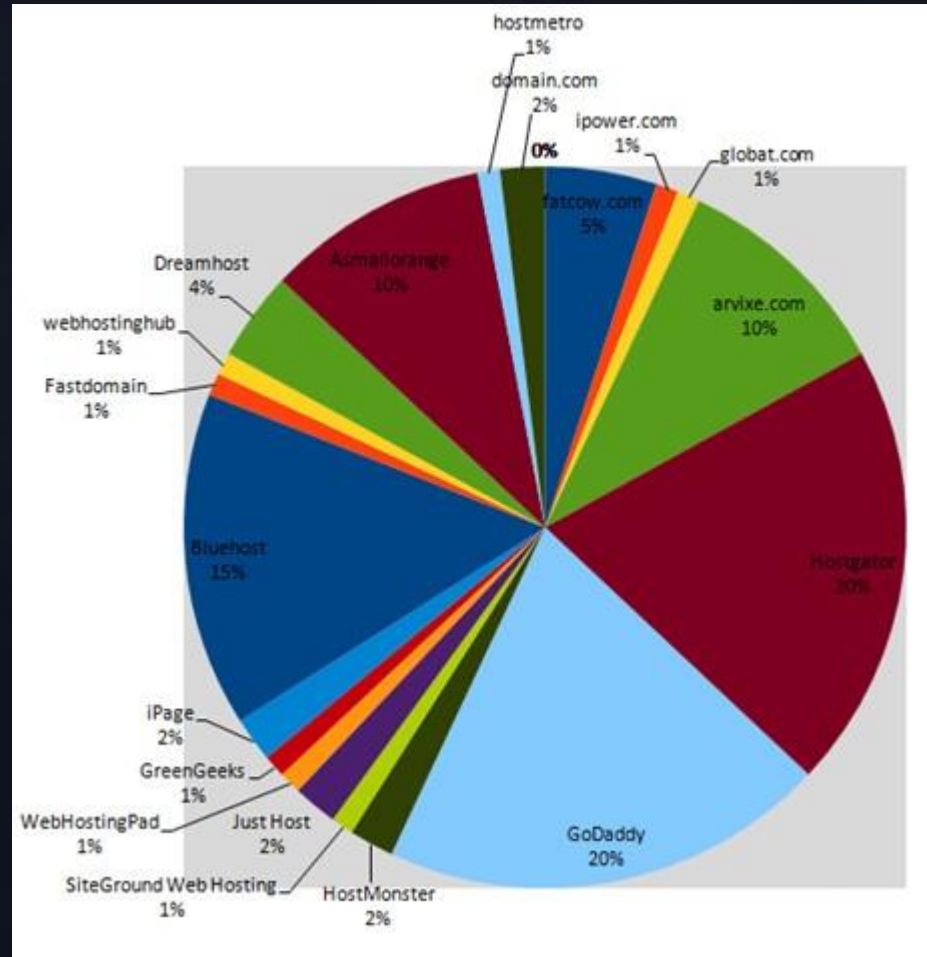These PBNs are each Hosted on the Same IP. Any outbound link from each of their IPs can only go to each Money Site ONCE

These PBNs are each Hosted on the Same IP. But the IP Cloud on the right is linking out to the Same Money Site twice... which is a footprint!

Finding Good Web Hosting Providers

Setting up your PBN on WordPress

- Wordpress CMS

- Company Site

- Personal Blog Site

- Magazine or News Site

Elements All PBN Sites Must Have

- Sign Up Forms

- Photograph (reflecting the Personna if possible)

- Sidebars & Widgets

- Popups and Overlays

- Social Networks and Profiles

- Key Static Pages - Privacy Policy, About Us, Contact Us, Terms of Service pages… with appropriate address and name of the persona

Other Elements for Your PBN sites

- FAQs (must relate to your industry)

- Events / Coming Soon pages

- Start Here-My friends / My Recommended Sites / Services

- Case Studies which could link to your money sites naturally

- Advertise On My Site - for magazines or blogs.

- Guest Posting / Write for us (for blogs)

- Promote Us… Become an Affiliate (for business sites)

Finding Your most Powerful Pages

- Use Ahrefs

- Link Out To Money Site

- Build 301s to Homepage or other Page

Key Wordpress Plugins

- SEO Yoast

- Simple 301 Redirect

- Bot blocker – Spyder Spanker, or via manual method of htaccess file editing.

- Link Juice Keeper - redirect link juice from 404 broken pages to homepage. But, beware as too many of these can cause your site to get a soft 404 error issue.

- Updraftplus, Duplicator

Wordpress Settings – Vary Them!

- Make sure your WordPress Settings are different across your PBN sites

- Vary your timezone, and date format etc. for each site.

- Setup to close comments inx number of days

- Vary the permalink structure (and never use the ? url parameter option)

Linking out to other Authority OBLs

- Link Padding to hide your Money Site!

- Link to Authority Sites in your niche adds relevancy

- Search for Authority Sites in your niche (non competition!)

- Search for News in your niche (site:cnn.com + keyword)

Adding Content to Your Site

- Buzzsumo to find popular content

- Content Curation

- Embed and Explain Infographic

- Transcribe a Video

- Image Posts

What is a Footprint?

- Put simply, any factor that remains common across your PBN site network – that can be seen publicly and that can be identified and processed by Google or an algorithm.

- It could be an onpage factor, a common plugin, some DNS setting, some IP, some text on the page, the hosting account you use, some common backlink pattern etc.

- If you leave a footprint, chances are the algorithm will swoop down on all your PBNs eventually. Every footprint has some sort of severity meter attached to it and there are higher risk footprints and lower risk footprints.

- The more severe your footprint or the more number of footprints – the more danger your PBN faces to be deindexed.

Hosting Footprints

- using the same registrar

- registering all domain on same date

- common email across all domain

- common who is on all domains

- try not to use custom name servers all the

- common name servers on multiple sites in PBN

- SOA shows your common email address

- Excessive Cloud CDN (cloudflare)

Site Setup Footprints

- Mass redirection via 404 of all pages

- Extreme Bot blocking (may be an issue, not too critical)

- Same plugins on all sites

- Same Theme on all sites

- Using Same Analytics

- Using same Affiliate code (if affiliate sites)

- Similar robots.txt files / blocking same crawlers - use htaccess

- Using same author name on all sites

- Quick 2 minute setup sites with not much work into them

Site Content Footprints

- All posts link to money site

- No outbound links to authority sites

- No internal page linking / cross linking

- All posts have similar number of words (500)

- Content is badly spun or duplicate

- Not having Pages (only having posts)

- Exact number of posts on all sites

- Same images and media on all sites

- Sites missing contact us, privacy policy, T&C pages

- Posts on site made on same day

Site Linking Footprints

- Always inserting a link in first post on all sites

- Using same number of links to money site

- Using too many non-relevant sites as compared to the money site

- Linking out to same money site

- Linking between PBN sites

- Using too much of exact match keyword links

To Your PBN SEO Victory! Parting Tips…

- Mix Up Your SEO Backlinks – Not just PBNs!

- Tier 1, Socials, Google Reviews, Maps etc.

- Build Links to Money Site after 30 to 40 days only

Bonus Tip

- How To check the Power of a PBN site

- Link to a site at the bottom of page 2 and watch for 2 weeks