



PRIVATE BLOG NETWORK GUIDE (PBN GUIDE)

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Introduction:

The Importance of Backlinks in Ranking:

If you've read anything about or studied Search Engine Optimization, you've come across the term "backlink" at least once. For those of you new to SEO, you may be wondering what a backlink is, and why they are important.

Backlinks have become so important to the scope of Search Engine Optimization, that they have become some of the main building blocks to good SEO.

What are "backlinks"? Backlinks are links that are directed towards your website. Also known as Inbound links (IBL's). The number of backlinks is an indication of the popularity or importance of that website.

Backlinks are important for SEO because some search engines, especially Google, will give more credit to websites that have a good number of quality backlinks, and consider those websites more relevant than others in their results pages for a search query.

When search engines calculate the relevance of a site to a keyword, they consider the number of QUALITY inbound links to that site. So we should not be satisfied with merely getting inbound links, it is the quality of the inbound link (Perfect backlink) that matters.

Understanding What Makes A Perfect Backlink

First of all, you have to know the factors that create a perfect backlink. Well, here are they:

1. The Authority Of The Site

The most important factor is the authority of the site. If you are able to get a link from high authority sites like Wikipedia or The NY Times, you can expect a ton of link juice flowing to your site.

Why?

Because Google knows that these sites don't link to junk. They'll only ever link to quality, so when you get a link from Wikipedia, it's the best indicator of the site is trusted and have high value.

2. The Page Rank of The Site

Page rank is one of the oldest ranking factors that Google uses to determine the importance of a page. That means the higher the PR of a page, the more powerful the backlink it produces.

That's the reason why we build high PR private blog networks: ***to get backlinks from pages with established PR.***

3. The Relevance Of The Linking Source

Relevancy is a highly important factor. What this means is that links from relevant sites always carry way more power than links from sites with no relevance.

Getting links from the relevant sites is more powerful, since it directly endorses the content of the site by referencing.

4. The Type Of Site That Create The Backlink

There are some kinds of link that are dead easy to get links from, so Google devalues links from social bookmark, blog comments, and

forum profiles, etc. Don't get me wrong; they STILL carry some weights, but not as much as links that are more difficult to obtain from blogs, press release and authority sites.

5. Link Location On The Page

You have to get contextual backlink to get the most of the backlink source. Other positions like homepage, sidebar, and footer are still good but not as powerful as contextual backlink.

6. The Amount of Outbound Links

Page Rank gets distributed between links on a page. That means the more link on the page, the less juice each link will receive. It's simple as that. Lesser the outbound links in a page is more powerful and valuable. It is logical to think that there may not be too many in context link in an article for referencing.

Lesser the link more value it gets. It's that simple.

A Perfect Backlink Example

Let imagine we want to rank for a website in the health niche, this is what we want to get link from:

- A PR 4+ health Blog
- Contextual Link
- Stay forever on the homepage to get the most out of the PR 4
- Very few outbound links

BOOM! We have a perfect link. But it sounds like impossible for an authority site to put a link to our health blog on a sticky post that stays forever on the homepage, right?

So why not make your own high PR & relevant site and link it to your health blog. In short **“Create your own PBN”**

What is a Private Blog Network or PBN?

A private blog network (PBN) is a set of domains that you own.

In most cases, a PBN is made up from expired domains. An ***expired domain*** is a domain that was owned at one time and had content – the website was lived in and the webmaster cared for the site. In fact, the webmaster probably created a nice website that attracted visitors and even had other websites link to the domain. It may have a page rank or not.

Why would someone create a PBN?

A PBN is powerful because you control the content and you control the links within the domain. This means that you can create or alter the content so it relates specifically to your niche. Even more important is that you can create and alter the anchor text that links to your website. (*Anchor text* is the text that appears as a hyperlink – it’s what you click on to go to another site.)

In addition, an expired domain is likely to pass along a good amount of link juice to any website with a link from it. Link juice can be thought of as ranking power – so an expired domain can pass more ranking power than a brand new domain since it carries more *authority*.

Buying Domains:

Ultimately, this is THE most important step in building your private blog network. You want domain names that have an existing link profile, with age and a good Google history too.

That means no spam links, nothing from questionable foreign sites, no adult or gambling sites either.

Why do expired domains have more authority?

There are two main reasons why expired domains pass more link juice.

The first and less important reason is that Google places some value on the age of the domain. If you can find an expired domain that has been around since 2008, that domain is generally more authoritative and passes more link juice than a domain created in 2014.

The second and more important reason an expired domain has more link juice is the backlink profile. The ***backlink profile*** is the general make up of the backlinks to a domain.

How do you find expired domains?

Finding a high quality expired domain is a task on its own. You need to spend some time in finding the domain and also check its link quality etc. The one free resource I use is: expireddomains.net

Expireddomains.net

I use ExpiredDomains.net because it's a great source of FREE information and the search/filter capabilities are very powerful. They have multiple options for finding domains, such as GoDaddy auctions, free to register expired domains, plus lots of other neat filters such as a minimum Moz Domain Authority or Majestic Trust Flow.

Applying Filters

There are 3 type of filter you can apply.

- Common Filter
- Additional Filter
- AdWords & SEO Filter

Let's look at the key filter we use to find a good expired domain;

Common Filter

The screenshot shows the search interface for ExpiredDomains.net. The 'Common Filter' tab is selected and highlighted with a red arrow. The interface includes several filter sections:

- Domain starts with**: Input fields for 'starts with', 'contains', and 'ends with'.
- Domain starts not with**: Input fields for 'starts not with', 'contains not', and 'ends not with'.
- Domain Pattern Search**: A single input field.
- Domain contains ... AND**: A single input field.
- Filter Options**: A grid of checkboxes and dropdowns:
 - only with Dmoz Entry
 - only with Alexa Rank
 - only with Quantcast Rank
 - only new last 24 hours (indicated by a red arrow)
 - only new last 7 days
 - only new last 30 days
 - no Fake PRs (indicated by a red arrow)
 - no unsure PRs
 - no PageRank -1 (indicated by a red arrow)
 - no Numbers
 - no Characters
 - no Hyphens
 - no consecutive Hyphens
 - max Length (dropdown)
 - min Length (dropdown)
 - min PageRank (dropdown)
 - max PageRank (dropdown)
 - min Backlinks (dropdown)
 - max Num. Hyphens (dropdown)
 - min Vowel Count (dropdown)
 - min WBY (dropdown)
 - max WBY (dropdown)
 - min ABY (dropdown)
 - max ABY (dropdown)
 - Domains per Page: 50 (dropdown)

An 'Apply Filter' button is located at the bottom left of the filter section.

Additional Filter

The screenshot shows the 'Additional Filter' section of a search tool. It is divided into several categories:

- TLDs:** com
- TLD free:** de, com, net, org, biz, info
- TLD registered:** de, com, net, org, biz, info
- Keywords:** English, Spanish, Dutch, French, Italian, Polish, Portuguese, German, Turkish, Swedish, Norwegian, Finnish, Danish
- Additional filters:** only available Domains, max Price, End Date, Named Ending, Listing Type, Price from [] to [], max Word count, min Word count

An 'Apply Filter' button is located at the bottom left.

The additional filter allows you, as I have done, to choose only domains that are available to register. If this was not selected, auction and closeout domains would be returned also (which you can use but cost more).

AdWords & SEO Filter

The screenshot shows the 'AdWords & SEO Filter' section of a search tool. It is divided into several panels:

- AdWords Global:** SV, Competition, CPC (min, max)
- AdWords USA:** SV, Competition, CPC (min, max)
- AdWords Germany:** SV, Competition, CPC (min, max)
- AdWords UK:** SV, Competition, CPC (min, max)
- AdWords Products & Services:** []
- Moz.com:** Links, DA (20), PA (30), MozRank, Sub MozRank (min, max)
- Majestic Million:** Majestic Global Rank, IP Pop, Class-C Pop, Rank (min, max)
- SEOkicks:** Domain Pop, Link Pop, IP Pop, Class-C Pop (min, max)

An 'Apply Filter' button is located at the bottom left.

This is where the tool gets really powerful.

– We have the ability to search on both Majestic and Moz Domain/Page Authority.

– A Min and Max CPC function is the icing on the cake.

We have pretty much all we need right here to find some awesome domains.

What Makes a Good Domain?

Authority & Relevance

A link from an authority domain that is relevant to your niche is gold for your search engine ranking. Google loves these kinds of links; it's a big thumbs up for your site from another trusted site.

Whilst buying domains with authority is definitely doable, buying relevant domains may prove a challenge. However what we can do is **MAKE THEM RELEVANT**.

We can do this by taking the following steps;

- Make the Name and Branding of the site relevant
- Make the Title Tag Relevant
- Change all Meta Tags to make them niche specific and super relevant.
- Add posts, images and videos all related to the topic

Backlinks

The only way to buy quality sites is to look at the back links. Stay away from spammy looking links or anchor text in another language.

I follow a 5 step process when choosing domains for my private blog networks.

1 – Check the index status of website

You can check the indexed pages of the site in Google by typing site:yoursite.com

You should find at the index/home page of the site in the Google search. If nothing is returned, then it is a red flag. The site would have de-indexed earlier. It is better to avoid such domain since getting re-indexed by itself is big task and sometimes it will never index in search engine.

2 – Use Moz.com [Open Site Explorer](#)

I look for Page Authority (PA) over 30, Domain Authority (DA) over 20 and as many referring domains as possible. The more the better as there is less chance of 100 sites all dropping your link than say just 10 referring sites.

Also check the backlinks and anchor text split to see if the domain may have been over optimized in the past.

3 – Use [MajesticSEO.com](#)

I look for a Trust Flow (TF) and Citation Flow (CF) over 15 and again as many referring IP's as possible. Also check the links in Majestic as it will pull different results than Open Site Explorer.

4 – Use [ahrefs.com](#)

Ahrefs will usually return a more complete backlink profile overview. Look at the quality of the links pointing to the domain, the more relevant they are the better. Older links are better still.

Also use the Anchor text chart for a great indication of a domain that was previously spammed or owned by another SEO. A high percentage of keyword rich anchor text is an indication of a domain to avoid.

5 – Test the history of the domain

Run the domain through the [Wayback Machine](#) from Archive.org. Take a look back at the snapshots to make sure the domain didn't contain any unwanted content when it was a live site.

Registering Your Domain

This part is important;

You need to use *different registrars* not just GoDaddy and NameCheap. By mixing up the registrars you significantly reduce any footprint your site may have and you make it harder to find your network and de-index it.

Also as an optional layer of protection, I like you use a combination of multiple registrant details, Fake registrant details and privacy protection. This way not all of your domains have private whois, some of them have real looking people and addresses...even if they are made up!

So mix it up and be different, don't take the easy road and have all you domains in one account, all using privacy protection.

Hosting

This step is **WAY** overcomplicated by many. You need to keep it simple or you can get lost in a maze of usernames and passwords, and more importantly lose focus on the important stuff....ranking your website. First up let's understand the key requirement:

Unique Class-C IP's

Your website needs backlinks from other websites in order to rank high in Google. These links act as a vote for your website, and generally speaking the more unique votes you have, the higher you will appear in the SERP's.

In order to get these unique links from our private blog network, we need to ensure that each domain we own appears to be a stand-alone website, not linked to any of our other sites. To do this we ensure that the hosting provider we use offers unique class-c IP's.

What is a class-c IP?

An IP address is broken up into 4 blocks, below we call them A, B, C and D

AAA.BBB.CCC.DDD

As you can see the "C Block" is the third block along and is where we need to have a range or variance amongst our PBN sites.

Which Hosting to Use for a Private Blog Network?

Option 1 – Easy - by its maintenance:

The trick is to use a single hosting account (reseller package), which will allow us to manage our PBN sites from a single account, whilst providing the unique IP ranges we need. Hostnine provide the exact functionality we need and you are able to get many different class-c IP's using just a single reseller package.

Some of the features we can use from HostNine include;

- **Data centers all over the world** – meaning a more diverse hosting
- **Unique Class-C IP ranges**
- **Host up to 100 PBN Domains**
- **Easy to use cPanel** – to control all of your domains

The standard reseller package with HostNine starts at \$18.95 per month with a 1 year contract. You can have over 20 PBN domains on a single reseller package, which brings the cost of hosting per domain to less than \$1. There is nowhere else you can get hosting for that price, which offers the functionality we need.

Option 2 – Harder (not really) – by its maintenance

We also have the option of using multiple hosting accounts, from many different sources. However this is much more difficult to track, manage and set-up than hostnine option discussed above.

If you are super organized and have the time:

- Simply go to this forum dedicated to shared hosting offers – webhostingtalk.com/forumdisplay.php?f=4
- Sign up with one of the \$1-\$2 hosting companies – ensure they offer cPanel and one-click WordPress/Blog Platform install
- Add a PBN domain to the account (Just one site for one account)
- Create another \$1-\$2 hosting account with a different host
- Rinse and repeat

The downside to this option is that you do have multiple passwords, and you also need to login to different accounts for each domain. You can manage this simple by adding the details in Microsoft Excel spreadsheet.

Setting up a Site

With 20% of the web running on WordPress and the fact that it's so easy to manage, you can be forgiven if you use it on all of your PBN sites.

I would say 70% of my private network runs on WordPress. For the other 30%, I dabble between Raw HTML, Joomla and Drupal. I believe this adds a little extra security to your network and helps to hide the footprint left by WordPress.

The process of setting up these sites is exactly the same as creating any niche site, and can be broken down into 3 steps;

- 1- Install your blogging platform (Use can use fantastico/Quick install from cpanel)
- 2- Add a theme and plugins (Make every site unique, vary the themes and plugins)
- 3- Create a site logo based on your domain name. You can outsource this from fiverr.com for \$5.
- 4- Create about us, affiliate disclosure, contact us and terms of service pages unique for each blogs
- 5- Add content and Outbound links to your niche site and other authority sites

Writing Content

Content for your blog network site is very important step. First it should be relevant to your money site. All content in the blog network should be unique and readable by visitors. Do not use copied content or spun content. Using automatic spin software is a big NO NO.

You can write your content by yourself or you can outsource depends on your budget. You can find good writers in place like Odesk, warrior

forum and other freelance sites. Make sure you create content for real human visitors. Place a minimum of 5 articles in the site to begin with, and add content periodically at least one article per fortnight.

Other rules for the content as below:

- 1- 600-1000 words in length are ideal.
- 2- Contain an image, video, opt-in form or some other visual reference
- 3- Link out to other authority sites within the same niche.
- 4- Quote facts and figures or statements made by other people.
- 5- Place ad network ads of your choice (like Clickbank, CJ, and chitika) Avoid Google adsense. Period.

Linking to Your Niche Site

Linking to your niche site from your private blog network sites is most critical component of this system. The entire system is done just for this. The key to linking to your money site is not to overdo it.

You need to follow the principle “Less is More” here. One link to your own website on the homepage is enough. I recommend doing the following keyword anchor text variations on your PBN sites just to mimic the natural pattern happens in world wide web.

- **Avoid exact match keyword anchor text links** – e.g. “natural weightloss”
- **Utilize URL/Brand anchor text** – e.g www.yourwebsite.com
- **Use longer tail related anchor text** – “natural weightloss for adult”

- **Use different anchor text for each link** – vary the anchor text to theme of your site – “natural weightloss for mum/kids”

If you follow the above you can avoid over optimization as well as we can mimic the natural linking pattern.

I also place links to other relevant websites to further improve on the sites ‘natural looking’ articles and links.

You may think the anchor text “*best natural weightloss for newly wed couple*” is too long, but time and time again, I have sites ranking very well, with minimal backlinks, because they have a more natural looking anchor text profile.

How To Avoid a Blog Network Footprint

Footprints are the reason many of the private blog networks were taken down by Google, in late September 2014.

If you want to ensure your network stands the test of time and continues to be a valuable business asset for years to come there are specific steps you must take to avoid leaving a footprint with your private blog network sites.

When it comes to footprint, ALWAYS remember to “keep it simple”. More you complicate things, easier the footprints are. Whenever you create a blog network site, just imagine yourself that each site is created by different individual.

Make each site components as unique as possible like using different blog platform, theme, plugin, color scheme, font, style, layout, article length, header, logo etc...

The 5 Golden Rules

If you follow these 5 golden rules when building your Private Blog Network, you will be well on your way to building a very powerful resource.

1. Never Interlink your network sites (this means don't link one PBN site to another).
2. Only link out to your site a maximum of 3 times on the homepage and use varied anchor text (Keyword, raw URL and keyword variation)
3. Don't use spun content for your PBN sites (unique content of 600-1000 words is plenty, add an image and video)
4. Add content to your site consistently (preferably one article every fortnight)
5. Add other authority outbound links (OBL) to your articles (wiki, youtube etc)
6. **DO NOT** sell links on your sites – keep all that lovely link juice for yourself
