

**HOW TO TAKE A BRAND NEW
WEBSITE FROM Google PR0 TO PR4
IN 90 DAYS OR LESS...**

BY USING 100% TOTALLY FREE
SOFTWARE, RESOURCES AND TACTICS...

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From Google PR0 to PR4 in Less Than 90 Days

What follows is somewhat of a chronicle of how I started a content-based website from scratch with a previously unregistered domain name, used no linking power from my own sites or from others I had a previous relationship with, and attained a Google PageRank of 4 in the first PageRank update, in less than 90 days.

I did this with no preconceived notions or goals of attaining PR4 in such a short time. I am inexperienced in Search Engine Optimization (SEO). I simply did some things I felt would be helpful in getting my site indexed in the search engines, and thought would drive some traffic to the site to make some affiliate sales and get some AdSense clicks.

I did not build a list, buy a list, mail to a list, or use any form of e-mail marketing.

I did not write articles, buy PLR articles, or have articles written for me that I embedded links to my website in and submit them to article banks.

I engaged in no viral marketing campaigns of any type.

The point of this that is if I can do this, with little background or experience, THEN ANYONE CAN ACHIEVE THE SAME RESULTS I DID!

This is not written from the perspective of a self-proclaimed guru espousing his latest and greatest tactics that will bring you riches and fame in seven days or less.

This is written from the perspective of a regular Joe who tried some things that worked, and simply wants to show you a roadmap that will hopefully save you some time and frustration.

That's it folks. This ain't brain surgery, and it ain't rocket science.

But it *is* simple. The methods are for the most part free. And most important...

IT WORKS!

BACKGROUND AND FORMAT

The subject website was created for participation in a [Warrior Alliance](#) project suggested by fellow Warrior member, George Sepich. The project started as a handful of individuals each creating their own holiday-themed websites which would participate in linking strategies, group projects, or whatever evolved. The project really has not progressed much beyond the individual websites, so there was no outside influence from other project members that assisted my site in attaining PR4. I am only telling you about the project to provide a bit of background into the creation of the site.

I wanted to participate in George's project, and being a part-time internet marketer, knew that I would have to keep it simple. So having had a tiny bit of experience with WordPress blogs, I decided to use that format to create a simple content site with whatever copyright free content I could find regarding Thanksgiving and Christmas.

Now, I'm not saying that using a WordPress blog is the only way you can get from ground zero to PR4 in less than 90 days as I did. You could conceivably use a different blog platform, or even a non-blog platform. But since WordPress is what I used, that is what I'm going to recommend.

WordPress is widely supported, is free, and has a lot of developers creating free and low-cost themes and plug-ins that are easy to install and use.

The easiest way to install WordPress is using Fantastico if your host has that option available. Otherwise you can visit this URL <http://wordpress.org/docs/installation/5-minute/> for the simple installation instructions and a link to download the necessary files.

I'm not going to go into a lot of details about WordPress here. That information is freely and widely available on the internet. I will give you a few links and tips to get you going, but all you really need to know is how to install the program and post content. The search engines really don't care if your site is pretty or not, or how many nifty whizbang plug-ins you use. As a matter of fact, you can visit my site and see that it's not terribly aesthetically pleasing. I simply found a theme that had sidebars on the left and right that I could place affiliate banners and ads in, made some slight

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modifications, and attempted to make a fall color scheme to go with the Thanksgiving theme (it may be Christmas by the time you read this). The site is at <http://holiday-stories-and-poetry.com> . You will see when you visit it that ugly sites can attain PageRank too. ;-)

So, in the event you decide to use WordPress as the platform for your content site, I'll pass on some tips and we'll move on.

Visit the WordPress forum frequently at <http://wordpress.org/support/>

The WordPress Codex, a virtual encyclopedia of WordPress information is at http://codex.wordpress.org/Main_Page

A collection of WordPress themes, and links to outside sites with free themes to download is at <http://wordpress.org/extend/themes/>

When setting up your WordPress site, it is important that you make the URLs search engine friendly. To accomplish this, you must set the format for “permalinks” in the WordPress administration area. Log into your WordPress site, click on “Options,” then “Permalinks.” This is where you set the structure for what your URLs will look like. All of the permalink tags can be seen in the Codex at http://codex.wordpress.org/Using_Permalinks

It is also important to let the world know when you post new content to your site. This is one of the easiest automated ways to signal the search engines that you are updating your site regularly, and is accomplished by pinging update services. Log in to your WordPress site, click on “Options,” then on “Writing.” Scroll down to “Update Services.” Here are a list of URLs you can input for WordPress to ping.

<http://1470.net/api/ping>
<http://api.feedster.com/ping>
<http://api.moreover.com/ping>
<http://api.moreover.com/RPC2>
<http://api.my.yahoo.com/RPC2>
<http://api.my.yahoo.com/rss/ping>
<http://bblog.com/ping.php>
<http://bitacoras.net/ping>
<http://blog.goo.ne.jp/XMLRPC>

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<http://blogbot.dk/io/xml-rpc.php>
<http://blogdb.jp/xmlrpc>
<http://blogmatcher.com/u.php>
<http://bulkfeeds.net/rpc>
<http://coreblog.org/ping/>
http://mod-pubsub.org/kn_apps/blogchatt
<http://ping.amagle.com/>
<http://ping.bitacoras.com>
<http://ping.blo.gs/>
<http://ping.bloggers.jp/rpc/>
<http://ping.blogmura.jp/rpc/>
<http://ping.cocolog-nifty.com/xmlrpc>
<http://ping.exblog.jp/xmlrpc>
<http://ping.feedburner.com>
<http://ping.myblog.jp>
<http://ping.rootblog.com/rpc.php>
<http://ping.syndic8.com/xmlrpc.php>
<http://ping.weblogalot.com/rpc.php>
<http://ping.weblogs.se/>
<http://rds.datashed.net/RPC2>
<http://rpc.blogrolling.com/pinger/>
<http://rpc.pingomatic.com/>
<http://rpc.technorati.com/rpc/ping>
<http://rpc.weblogs.com/RPC2>
<http://thingamablog.sourceforge.net/ping.php>
<http://topicexchange.com/RPC2>
<http://trackback.bakeinu.jp/bakeping.php>
<http://www.a2b.cc/setloc/bp.a2b>
<http://www.bitacoles.net/ping.php>
<http://www.blogdigger.com/RPC2>
<http://www.blogooole.com/ping/>
<http://www.blogoon.net/ping/>
<http://www.blogpeople.net/servlet/weblogUpdates>
http://www.blogroots.com/tb_populi.blog?id=1
<http://www.blogshares.com/rpc.php>
<http://www.blogsnow.com/ping>
<http://www.blogstreet.com/xrbin/xmlrpc.cgi>
<http://www.lasermemory.com/lsrcp/>
http://www.mod-pubsub.org/kn_apps/blogchatter/ping.php
<http://www.newsisfree.com/xmlrpctest.php>

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<http://www.popdex.com/addsite.php>
<http://www.snipsnap.org/RPC2>
<http://www.weblogues.com/RPC/>
<http://www.weblogues.com/RPC/>
<http://xmlrpc.blogg.de/>
<http://xping.pubsub.com/ping/>

There are some great instructional videos on WordPress available through [Web Profit School](#). I'm not suggesting you need them. I didn't view them until just recently, and didn't use them to assist me when building the subject site. However, I highly recommend the videos, and Web Profit School as a whole. It is one of the best values in a membership site I have found.

If you want to rank well with Google, which is what this report is about, then you should post regularly to your WordPress site. I recommend no more than ten posts per day, and try to post something every day if possible. I never made more than ten posts in a single day on my site that attained PR4 in less than 90 days. While MSN and Yahoo don't care, and even might reward you for putting up many pages quickly, Google will punish you for it. Ten posts per day seemed to be okay with Google in my case.

I also feel it is important to have your own domain and hosting, though I can't swear that it is necessary to attain PR4 as quickly as I did.

FIVE THINGS YOU SHOULD ALWAYS DO, NO MATTER WHAT

There are five simple things you should do for every website you want quickly indexed in the search engines. Just get in the habit of doing these things every time you launch a new site.

1 and 2. Add feeds from your site to MyMSN and MyYahoo.

RSS feeds are a way of syndicating content from one site to others. WordPress and many other blog and CMS platforms already have this built in. I can't make recommendations on software for platforms that don't include it, but software to add RSS to your sites is widely available and relatively cheap. Make sure your site is RSS capable.

If you don't already have MyMSN and MyYahoo accounts, set them up immediately at <http://my.msn.com> and <http://my.yahoo.com>

Log in to your MyMSN account and click on "Add content." Place the URL to the RSS feed from your site into the "Search for content" field and click the green arrow. When MSN finds your feed, click "OK" to add the feed to your MyMSN page. If MSN doesn't find your feed, be patient and try it every day until it does. This method will get your site indexed quickly into MSN search, and spidered.

Log in to your MyYahoo account, click on "Add content," then "Add RSS by URL." Input the URL to your RSS feed and click the "Add" button. Again, if Yahoo doesn't find your feed, be patient and try it every day until it does. This method will get your site quickly indexed into Yahoo, and spidered.

3. Google Sitemap

The quickest way to get your site indexed in Google is by using a sitemap. Google is slower to index sites than are Yahoo and MSN, but by using a sitemap you can speed up the process.

The Google Sitemap FAQ is at <https://www.google.com/webmasters/sitemaps/docs/en/about.html>

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If the instructions there seem a bit complicated, you can use a simpler third party solution to create your sitemap and then point Google to the file. A free third party program that supports up to 50,000 pages is at <http://www.auditmypc.com/free-sitemap-generator.asp>

Using a Google sitemap will get your site spidered and evaluated quickly for the next Google update.

4. Yahoo Sitemap

Yahoo is now supporting sitemaps as well, and you can submit one at <http://submit.search.yahoo.com/free/request> . You can simply submit the index page of your site, and Yahoo will crawl it, or you can point Yahoo to the URL of a file containing a list of URLs. Nuah.com has created a free tool to create a valid Yahoo sitemap at <http://www.nuah.com/yahoo-sitemap-generator/> , however I cannot personally recommend it as I haven't personally tested it.

5. Join a Webring

Early in the Warrior Alliance project mentioned above, I started a webring for the sites in the project. Some of the members of the project said they had done nothing to get their sites indexed in the search engines, and very shortly after they place the webring code on their sites the bots came visiting and indexed their sites.

I suggest you pick a popular and appropriate webring at <http://dir.webring.com> , not only to ensure your site is quickly indexed, but as another avenue to create traffic to your site.

I highly suggest you create a checklist of things to do every time you launch a new website, and that these five things go on the top of the list. Be sure you track the sites you get into MyMSN and MyYahoo as well. If you are putting up a lot of content sites, keeping track of this can be difficult without writing it down in a methodical fashion.

FREE CONTENT

I used content from three sources for my site. I didn't write any original content, I didn't purchase content, and I didn't pay to have content written. The content from these three free sources were enough to take my site from PR0 to PR4 in less than 90 days, however at the end of that period I had pretty much run out of Thanksgiving related material from those sources. After the Google update I began adding Christmas related content from the same sources.

Note that I did not concern myself with duplicate content issues. I didn't modify this content, or wrap it in any way. I simply duplicated it as it already appeared at numerous other sites.

1. Project Gutenberg

The original concept for my site was actually inspired by the public domain site at <http://www.gutenberg.org>. I knew there was a significant amount of holiday related copyright free content there, mainly in the form of literature and poetry, so my original concept was a site containing holiday stories and poems, primarily from Gutenberg.

The Gutenberg site is rich in content, but the search function is primitive and not terribly useful. I found that by using Google advanced search, I was able to extract much more content than I would have been able to by using other methods.

The method I used was to type in the keyword (in this case, Thanksgiving) and searching only the domain Gutenberg.org. This allowed me to find virtually every instance of the word Thanksgiving in the 16,000+ works at Gutenberg. I used a simple however not 100% accurate method of tracking my progress by bookmarking the page of Google results I last left off on. I would then pick up where I left off next time I collected content, and create another bookmark when I finished that session.

I recommend doing this work in chunks of a couple of hours at a time and saving the content you want to use into text files. You may then post it later as you deem fit. Remember, you should be posting content daily if possible, and no more than ten posts per day.

2. Government Sites

Most content on federal government sites is in the public domain and is copyright free. The exception would be if a government site received permission to reproduce copyrighted work for the site visitors.

There is a wealth of public domain content on government sites, and Google has set up a special search to assist in finding it. By using the search at <http://www.google.com/unclesam> you will get results from government sites only. Be sure the content you find isn't copyrighted, but in the vast majority of cases it won't be. You will find a wealth of free content using this method, especially if what you are looking for is consumer or technology related.

3. Article Banks

I used very few articles from article banks on the subject site, simply because I found very few articles dealing specifically with the Thanksgiving holiday. However article banks can be a massive source of free content in certain niches.

The search function at some sites is better than others, and you may find you have better results using Google advanced search. Just do a search for your keyword at the appropriate domain.

Some of the more robust article banks are at:

<http://www.ezinearticles.com>

<http://www.goarticles.com>

<http://www.articlecity.com>

<http://www.contentdesk.com>

<http://www.isnare.com>

There are many more sources for articles you can freely use as content. Simply conduct a search for article bank, article directory, ezine content, or similar phrases to find such sources.

You may also use software that searches multiple article sites for you and returns compiled results. My personal favorite of these is [Article Miner](#),

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which I use extensively. Article Miner maintains a database of ten article sites that it updates twice monthly and you download the updates to your hard drive. This way keyword searches are much quicker since you are searching your own machine and not ten separate sites on the internet. You can also import the content you found from other sources as well as your own into Article Miner, and incorporate those articles with the ones Article Miner found to create an entire site using the automated features in the program.

The features of this program are much more than what I have shared, and this is an extremely powerful program, both for finding keyword rich content and for creating content sites. If you are looking for something like this, I recommend [Article Miner](#).

Private Label Rights Articles

Private label rights (PLR) articles, are articles that are generally sold in bulk with the rights to alter them and put your name to them as the author. I did not use these types of articles in the period where my site went from PR0 to PR4, however since I do have a batch of Christmas themed PLR articles, I will use them on this site in the future.

PLR articles are an inexpensive way to add content to your site. They often include spelling and grammatical errors, so I do recommend that if you use them, you read them completely and correct those errors prior to posting them. Duplicate content was not an issue with my site going from PR0 to PR4, as virtually all of the content on my site also appears elsewhere on the web. However I do feel that with PLR articles, you have an opportunity to make the content unique by altering it slightly, which requires little time. I recommend you do that when using PLR content. A common technique is to “wrap” the articles by adding your own first and last paragraphs, which may be no more than a keyword rich summary.

Here are a couple of sources of PLR articles that I have used:

[Warrior Alliance](#)

The Warrior Alliance is headed up by Allen Says and membership is limited to 500 at any given time. Membership includes 200 PLR articles per month

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as well as many other things, including resell rights to software and info products, and access to Allen's private blog.

[Web Profit School](#)

Web Profit School is run by Barrington Paige, Charles Smith, and Matt Levenhagen. It is a training ground for people who want to earn a living through internet marketing, and is already gaining in popularity and reputation for Matt's Adwords follow along campaigns. Web Profit School regularly posts PLR content for its members. Be sure you take a look at this one, even if you aren't interested in PLR content, as this is one of the best values in a membership site available anywhere on the internet. Membership also includes a free web hosting package.

[InfoGoRound](#)

InfoGoRound is a membership site that has a large database of PLR articles that grows by several hundred articles each month. You can get your monthly membership fee "rebated" by contributing your own articles to the database. You can also request that other members write articles on specific subjects for you. They will do this to get their membership fees rebated.

[Private Rights Articles](#)

Paul Kleinmeulman's Private Rights Articles is a membership site that includes 200 PLR articles each month, and comes with 250 bonus articles when signing up. The members actually vote on the categories of the articles, so you will have some input what you get.

CREATING BACKLINKS

One of the most important things you can do in terms of raising your rank in the search engines is to get inbound links from other sites to yours. The most important ones will be from highly ranked sites with content relevant to yours, but the bottom line is that links are links and early on you need to take what you can get. The methods I used to take my site from PR0 to PR4 in less than 90 days follow. I managed to acquire roughly 350 backlinks in both Yahoo and MSN. Google doesn't show all backlinks, and at the time my site was ranked PR4, they only showed two.

SEO Friendly List

The SEO Friendly List is a list of directories where you can add your site and receive a free static link. Static links are important in that they will register as a backlink in the search engines, where dynamic links will not. The great thing about the SEO Friendly List is that you can download it in Excel format, thereby allowing you to add fields to keep track of what sites you have submitted to which directories. The other great thing is that the PageRank of each directory is included, allowing you to focus on the higher ranked directories first.

I recommend you download the SEO Friendly List and submit your site to every relevant directory you can find, starting with the highest ranked ones first and working your way down.

The SEO Friendly List is at

<http://info.vilesilencer.com/main.php?rock=seo-friendly-list.php#seoexcel>

The list is updated on a regular basis, so make sure you check every 30 days or so for a current list.

Digital Point Co-op Advertising Network

The Digital Point Co-op Advertising Network is a text link ad exchange that is likely responsible for the majority of my backlinks, though probably not the most powerful ones in terms of rank or relevance. However, it is the

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absolutely fastest way I know without engaging in blog comment spam to create backlinks in the search engines.

The way the co-op works is you place a snippet of code on your site that displays 1-5 ads on your site. Based on the rank of your site and the number of ads that are displayed, your ads will display on other sites, each creating a backlink. This can raise your rank quickly in MSN and Yahoo, though I'm not sure of the relevance on Google since Google doesn't show a lot of your backlinks in the search engine results, even though they may contribute to your PageRank. However, since this is a tactic I used, and I feel it is a powerful one, I am including it in this report.

Be advised that the ads must be shown on every page of your site. The easiest way to accomplish this is by pasting the code into the footer of a php based site, such as the WordPress platform.

The true power of the Digital Point Co-op Advertising Network is that you can consolidate the ad "weights" generated by all of your sites, and focus all of that power on one site that you want to raise in the search engines. This is even more powerful by choosing the anchor text of your ad carefully.

If you already have some sites that this method is appropriate for, I suggest you put the Digital Point code on all of those sites. This will be very effective in boosting search engine rankings for whatever site you point the weights to.

The Digital Point Co-op Advertising Network is at
<http://www.digitalpoint.com/tools/ad-network/?s=12205>

Posting to Guestbooks

I'm not advocating spamming guestbooks here. I'm simply suggesting you spend some time seeking out guestbooks on sites that are relevant to yours, and posting some relevant comments about that site.

I started this the hard way, then found a way to focus my search in a way that made the process much quicker for me. You see, Bravenet guestbooks are all hosted on the same domain. So, to find the relevant sites with Bravenet guestbooks that are indexed in Google (we're after Google

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PageRank, right?), you once again use the power of Google advanced search.

Simply go to Google advanced search, input your keyword, and search only the domain bravenet.com/guestbook.

The results will help focus your efforts on relevant sites with guestbooks that have been indexed and are being spidered by Google. Don't waste your time posting to guestbooks that won't let you post a URL. If the URL feature is disabled, simply ignore that one and move on.

By all means, go seek out other hosted guestbooks like this that will allow you to search one domain. I haven't done it, but I'm sure they are out there.

Blog Comments

A similar method to posting to guestbooks is to post comments to relevant blogs. I'm not advocating spam, and I'm not suggesting you use an automated tool that posts comments to blogs. I am suggesting you do the same thing you did with the guestbooks, and search out relevant sites to post relevant comments to.

You can focus your efforts here the same way you did with guestbooks by using Google advanced search. Only this time you would use blogspot.com as the domain to find relevant Blogger blogs, the most popular platform of free hosted blogs.

Again, once you get through all of the Blogger blogs, you can move on to another platform.

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CLOSING

Well, there you have it. This report may seem short, but it was intended to be. The methods used in this report were **THE ONLY METHODS** I used to take my site from PR0 to PR4 in less than 90 days.

There is no need to buy any software or SEO courses to get your site to PR4. There is no need to engage in any activities other than what I have shown you here.

The intent of this report was to give you a simple map of what I did to gain PageRank for my own site so you could do the same without wasting time, money, or trying to reinvent the wheel.

Now go ahead and implement all the methods I taught you step-by-step. I promise you will start getting higher positions in both Google and Yahoo and free search engine traffic that comes with it. And we all are after the quality traffic. Converting it into sales or advertising revenue is another topic which we will address separately in the near future.

Good Luck and To Your Success!