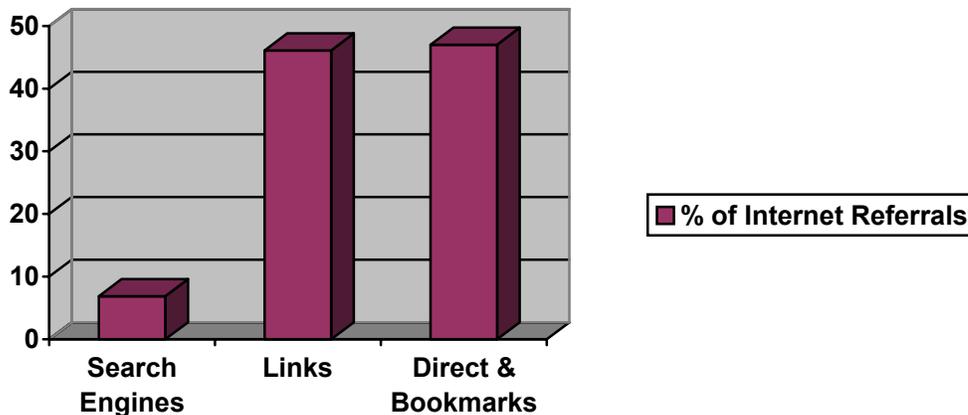


# The Secret of Reciprocal Links!

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First, I want to tell you something I think you'll find really amazing. What I'm about to tell you will probably shock you as much as it did me when I heard it. According to a December 2000 survey by Stat Market, search engines only account for 6.86 percent of global referrals while Internet links accounted for 46.13 percent and direct navigation and bookmarks accounted for 47.01 percent. Internet links include banner advertising and other paid links, affiliates, and link sponsorships. Direct navigation and bookmarks include sites that are typed directly into the address bar of a browser and sites that are book marked in the browser. I think this is totally amazing because you never hear about this. You're always told that search engines are the most important element of being successful on the Internet, but it's simply not true! Links are almost 8 times more important than Search Engines! You NEED link partners!



Finding good link partners is just like panning for gold nuggets. Luckily, in this case, you are absolutely GUARANTEED to find some gold! The only question is how big the nuggets are going to be! Now if you've ever gotten Link Partners the old way, you know what a time consuming chore it can be. First you have to search out some potential link partners, and then you have to email them and ask them for a link. Next, you have to create the HTML link, upload it etc. Doing this the old manual way, is like panning for gold by yourself with one little pan. It works, but it's not very efficient. Using a great program called Zeus to do this same job is like panning for gold with 100 pans at once! We'll talk more about this great program in just a minute.

Getting a fantastic link partner is like hitting the mother lode! Great link partners will drive lots of targeted traffic to your site every day. These are prospects that you would NEVER have the chance to sell without your link partner's help. Now imagine if you had 1000 link partners and on average each one of them sent you just 1 prospect per day?

That would be over 1,000 good prospects to your site each day! Having 1,000 link partners is something that you can absolutely do by the way. This is one of my goals that I will attain by the end of 2002. If you sell just 1% of these 1,000 visitors, you're going to make 10 sales per day with zero cost! You just can't beat link partners when it comes to effectiveness and cost!

It took me over 5 years of studying Internet marketing before I figured out the true importance of link partners. What finally pushed me to look for a better way was when I woke up one morning and discovered that I had been removed from Google's database and my traffic plummeted by 40%! I had been pushing the web site promotion envelope a little too hard and the Google cops had caught me and banned me. Needless to say I wasn't happy! I vowed that I would figure out a better way to market on the Internet and never be dependent on a single search engine again. Just a little while later, I discovered this product called Zeus and everything finally starting making sense! By the way, within 24 hours of buying my book you will be sent a special coupon from me for a \$36 discount on Zeus. If for some reason you don't receive it, please email me and I'll send it again.

Zeus is program that taught me how to become a master in link building. I believe that Zeus is currently the best program on the market for helping you manage your link partnering activities. Occasionally, I'll get asked if you absolutely must use Zeus to have success on the Internet. Of course not! Zeus is a nothing but a tool. You could do what I teach without Zeus if you REALLY wanted to. But that would be like trying to build a house using a rock to drive the nails instead of a nail gun. It works, but it's just going to take a lot longer! Zeus will be the best investment you've ever made but we need to cover a few other things before we talk more about Zeus.

## **Search Engines – What's the flavor of the week?**

If there is one thing I've learned very well about search engines, it's that each one is looking for something different. It's like you're in the Miss America contest and one judge is only looking at your body, one is judging you on your talent and still another is judging you on how well the other contestants like you! Maybe you have a really great body but no talent and nobody else likes you? Hmm...sounds like one of my old girlfriends! Just kidding! Anyway, that's the way it is with most web sites. If they are lucky and they've worked on their site a lot, they might have a few good rankings on some of the search engines but they're probably nowhere to be seen on the others! I'm going to teach you how to get highly ranked on ALL of the search engines and for any key word phrase you want.

Now if you talk to most search engine promotion "experts" they will tell you that they know all the judges (the search engines) on a personal basis they'll get you to the top of the listings with such and such technique. About 99% of the web site promotion experts out there use little "tricks" that actually don't work at all! Some of these "tricks" are using doorway pages (pages designed only for search engine appeal), cloaking web pages (using scripts to fool the search engines), resubmitting your pages etc. I'm not saying

that you can't fool the search engines sometimes because I used to make my living by it. You absolutely can fool some of the search engines with "tricks", but I've NEVER seen ANY technique that could fool ALL of the search engines for very long. Even if you did find a way to fool some of the search engines it would only work for a limited time. The search engines are well aware of every trick in the book and most have teams of people dedicated to combat this kind of abuse by penalizing sites or banning them entirely from their database. These people are sometimes referred to as the "spam cops" or "spam Nazis" and they are very motivated at finding the cheaters. I've seen many sites get banned on the search engines for trying the "tricks" and when that happens it's almost impossible to get unbanned. It's not worth it! Just concentrate on getting link partners with Zeus and your traffic will explode. Your search engine rankings will start to move up because your link partners are increasing your link popularity. Hey, wait a minute, I haven't told you about link popularity or its related term PageRank so I better do that now.

## Link Popularity and PageRank

Link popularity is a search engine's measure of how important it considers a web page using some kind of mathematical formula. Each search engine has their own formula to determine your web page's link popularity but we will concentrate on Google's which it calls PageRank.

Google's PageRank score is calculated from these factors:

**How many sites are linking to your site**

The more the better in general

**The types of sites that are linking to your site**

The more closely themed the better in general

**The PageRank score of all the sites that link to your site**

The higher the PageRank of these sites the better

**How many outbound links are on each of the sites that link to your site**

The less the better

It's not important that you get too concerned with the exact formula that Google uses to determine PageRank but you should know the basics. You need to immediately download the free Google toolbar at <http://www.google.com/options/> to start getting familiar with PageRank scores. Once you install the Google toolbar you can see the Google PageRank score for any web page by looking at the little PageRank bar. A PageRank of 5 or above is generally pretty good. If your site doesn't have at least a PageRank of 5 right now, it will after a few months of using Zeus.

Try this: Go to AltaVista ([www.altavista.com](http://www.altavista.com)) and type into the search box *link:www.YourSite.com* (Yoursite.com means your web site's domain name! ☺)

This will list the reciprocal links to your web site. Try *link:www.5starshine.com* and you'll see that there are over 700 links to it. Think about this now: The robots say to themselves, "Here is a site that must be popular or why would so many websites SIMILAR to it have its link on their pages?" Remember that only SIMILAR sites with SIMILAR THEMES would probably have a link to your site. They give more importance to this than you submitting your link to them. Wouldn't you?

Go to popular and heavily trafficked sites that sell something similar to what you sell and use AltaVista or Google and find out how many reciprocal links they have. The more popular sites ALWAYS have lots of links to them!

Search engines are nothing more than links to your site. Most people try to constantly fight for their positioning in the search query listings. Forget about that. Completely forget about Search Engine positioning and go after the reciprocal links because in the end you'll have great traffic from your link partners AND great search engine rankings also!

Reciprocal links generally bring in more qualified visitors than the search engines. I can track how all my customers find me and I can tell you that I get a TON of sales from my link partners and they cost me nothing! I think this is because having a link on another site automatically gives you some kind of credibility.

Okay, so now that you understand how important links are you're probably wondering how you get people to WANT to put your link on their web sites? Simple, you ask nicely and have similar Themes. You are similar, but not competition. Most site owners will be happy to link to your site as long as they already have a link page and your site is not direct competition for them.

## **Zeus Gives the Search Engines Exactly What They Want**

Many people wonder how they can get a better search engine ranking than their competition. Simple, give the search engines EXACTLY what they want. Let's think about a visit to a web site from the eyes of a search engine robot. It finds a site, usually from links embedded in other web pages, and then loads the text from the first page. It looks for the META tags to pull out the keywords and description. If not there it takes the first 200 or so characters of text and uses them as a description. The Title is extracted. The pure text is extracted from the page. The common words are taken out and the words that are left are identified as the unique keywords for the site.

The hyperlinks are now extracted collating them into those that belong to this website and those that don't (They visit these later as this is how they find new websites). The robot goes on to the next page and so on until it has visited every page in your web site. It stores all of this information. It now knows how many pages you have, how many 'outside hyperlinks in your site', and can give your site a score based on how the engine is programmed. These are the basics of how the search engine robots work.

What do they do with the info? When someone comes to search a phrase or keyword, another search routine program takes over using the information the robots found. A person types in the keywords and the search program returns the thousands or millions of web pages that contain their keywords. Then they make decision based on many different characteristics of the web page and the web site. Some of the major factors they consider are the following: How old is the website or how long has the engine known about it? How large is the website? Was it properly constructed? How many hyperlinks are there to outside websites? One of the main criteria search engines use is how many links on other websites to this site? The more high quality links to it, the more importance the search engine will give it when it compares it to other sites with similar content. This is where the PageRank score comes into play.

The search engine robots also check to see whether you've been naughty or nice. In other words, they are on the lookout for sites trying to cheat the system and unfairly influence the rankings. They consider this a complete waste of their resources. It's very simple for the robot developer to incorporate code to detect and punish sites that use these tricks. These are computers you know!

To do well on the search engines all you really need is a web site with good content and lots of high quality link partners. I'm rather embarrassed that it took me so long to figure this out, but I'm glad I finally got it! As you probably know, there are fewer than 10 major search engines out there that are delivering over 98% of total search engine traffic. When you use Zeus to get link partners you can stop trying to figure out what flavor each one of them likes this month. You just concentrate on building your own little empire of Link Partners that in the end will give you MUCH MORE traffic in the end. Not only would your link partners give you more traffic, but as a side benefit, your rankings on the search engine will GO THROUGH THE ROOF! I know all of this almost sounds too good to be true, but with Zeus you're going to do just that! In fact, I've proven it. I took my own domain at <http://www.5starshine.com>, from Zero to the top of the search engines in less than 6 months time. That success got me so excited that I created this course so I could teach others how to do the same!

## **How Zeus Works**

Zeus is basically a software tool that finds, manages, and organizes a collection of web sites into a intelligently themed link directory. It contains an intelligent robot that goes out and finds link partners. Zeus makes it easy for you to contact these websites and organize them into a neat little directory. Once you publish the Zeus directory to your web site, you'll contact the site owners through the program and let them know that you found their site to be of special interest and have already included their site in your Link Directory. You'll ask them to link to you as well and tell them that if they do, they'll get moved to the top of their category and receive extra traffic. Asking another webmaster for a reciprocal link is standard practice on the Internet. Webmasters have been asking other webmasters for reciprocal links since the beginning of Internet time.

## **Zeus Etiquette & Usage Guidelines**

These are some basic guidelines that will serve you very well in your journey toward becoming a Zeus Master. These guidelines have been established by the people who have been using Zeus for a long time, so please abide by them. Stick to these guidelines and you'll get a LOT more link partners and build lasting relationships too!

### **#1) Only email to web sites that have link pages.**

Don't even waste your time sending emails to sites that don't have other links on their site. My experience has been that it's VERY rare to get a link from somebody that doesn't already have some links already on their site. If the site has a link page, your web sites relate in some way and you've got a great link request letter then you've got a GREAT chance of getting them to link to you. It's like the old bird hunter that was asked why he never missed a shot. He replied, "I only shoot at the birds I can hit." Take this to heart and only shoot at the birds you can hit!

### **#2) Always put the link location in your emails.**

People don't have time to search through your directory in order to verify that you really did put up a link for them so make it easy on them. Use the <ThemeSitePageURL> command to do this in your letter. Always make sure that you upload your directory before you start emailing so that all your new theme sites will be posted on your web site. Nothing worse than sending out an email telling somebody that you posted a link for them on your site, only to have the person go to your web site and discover that their link isn't on your site. You've lost all credibility at that point.

### **#3) Personalize your link request emails.**

You need to prove without a shadow of a doubt that you've been to your prospective link partner's web site for the best results. Tell them something specific about their site. It could be something that you truly liked or maybe just the URL of the link page, you'd like to be on. You could say something like "I would love to be listed on your link page at <http://www.acme.com/links.html>

### **#4) Keep in contact with your link partners**

Don't just get your link and never talk to your link partners again! A little personal email about once every couple of months can work wonders. Build a solid relationship with your partners and find ways to work together if possible. You'll be surprised at how often your link will eventually end up on their front page once you build some rapport!

### **#5) Thou Shall NOT SPAM!**

If you include unrelated web sites in your link directory just because you want to send an email and possibly get a link, then you are spamming in mind and spirit. The

webmaster who receives this kind of email is not going to be a happy camper because your web site does not remotely match their web site and has nothing to offer their visitors. The webmaster is most likely just going to delete your email but if you catch them on a bad day, he might report you to the email spam cops for spamming. If you follow all these guidelines, you will not have any problems. It shouldn't look like spam or people will think it is. Do not include ANY links in your email signature except link to your website Keep it short and to the point. Just ask for the reciprocal link and get out of there!

#### **#6) Use a unique email reciprocal link message.**

You don't want your email to look like every other link request email. Spend a few hours and make your email original and different. Don't just copy one that you've seen because it's easier. Take some pride in your web site and do the work yourself! And never use "Let's Trade Links" in your subject. "Let's trade links" is probably the most overused email subject on the Internet today. If you use this Subject link, then you are sending the same one as thousands of other webmasters so it will just look like spam. I prefer to use something like "Our Partnership". I'm sure you can figure out something that works even better. Just test different subject lines and see which one gets more responses.

#### **#7) Personalize every email message.**

Include a personal comment in the email message to each of your selected email addresses. Zeus helps you do this automatically, but you still have to type in the short comment. You could include something like "I really like the animations you had on your home page", "loved your background image", or "Very nice layout and cool logo!" Just be honest and tell them what you really liked about their web site. This personal comment proves beyond any shadow of a doubt that you personally visited their web site and didn't just spam them.

#### **#8) Use logic when selecting those to receive an email.**

Before you can send a reciprocal link request, you need to explore their web site to decide if you want to include them in your link directory. You also need to use some thought about who you send a message to. A super large web site will probably not trade links with you in the beginning because you don't have much to offer them. Save those for later when you're getting GREAT traffic and can tell them about it. If you can't find a links page on the site, then it's not very likely that they are going to trade links either. Think before sending your email.

#### **#9) Organize a tightly Themed Vertical Link Directory**

Tightly themed link directories help you in two ways. First, you'll get lots more link partners because you complement each other. Second, tightly themed link directories get higher ratings from the search engine. You must not let your zeal to get a link

overpower your need to create a true web resource. You don't want to create a directory that includes all the knowledge of mankind, it's too big of a project and then you're competing with the search engines at their own game. Instead, just organize a tightly themed vertical link directory. Be the best in your area, linking only sites that relate to you. Besides, a tightly themed directory will grow much faster than a diluted loosely themed bulky one.

## **Zeus Emails**

Here's an example of the Zeus letter that I created for 5starshine.com

Remember, don't copy this letter just create your own using your own style.

*Subject: Our Partnership*

*Would you consider adding 5 Star Shine to your page at:  
<http://www.1010tires.com/links.html>*

*I think our site could be of benefit to your visitors. We have a very large Automotive directory and also produce a unique paint protection system that's even used by the US Navy.*

*We've already linked to your site from our Tires category in our links directory on this page:  
<http://www.5starshine.com/auto-links/tires.html>*

*You'll find easy to use linking code for our site on this page  
<http://www.5starshine.com/themeindexinfo.html>*

*Once you put up our link, just email me and I'll move your site to the top of its category and send you a free copy of my course.*

*Let me know what you decide and thanks for your consideration!*

*Sincerely,  
Glenn Canady*

There a few key elements to my letter. First, I tell them exactly where I want my link to be placed on their site. Remember, don't even waste your time with sites that don't already have a place where they have other links. Secondly, I tell them how I think my site could be of benefit to their users. Next, I tell them where their link is located. By the way, make sure that you always upload your directory before you email. Nothing will destroy your credibility faster than telling somebody that you've placed a link to them but when they check, it's not there!

Next, I tell them exactly where to find the linking code I would like them to use. This is VERY IMPORTANT because it lets me control how the link will be constructed. The vast majority of the people will do exactly as you tell them. This is good because how you construct your link is CRUCIAL to your rankings on the search engines.

Once I've emailed my link request letter, I usually wait a few weeks and mail all the people who never linked to me one last letter. Here's an example of the letter I use for the "Final" email. Remember, come up with your own and constantly test it to see if you can improve the response.

*Subject: Our Partnership*

*I've had your link posted for some time in the 5 Star Shine link directory on this page:*

*<http://www.5starshine.com/auto-links/tires.html>*

*but so far you haven't returned the favor.*

*I know that 5 Star Shine will send your site a lot of visitors in the years to come if you will just take a few minutes and place a link to us on the link page of your site. After September 16th, we'll be removing all sites that haven't returned our link so please respond to me as soon as possible.*

*You'll find easy to use linking code for our site on this page*

*<http://www.5starshine.com/linkinfo.html>*

*Let me know when my link is posted and I'll upgrade your link To Premium status and get it to the top of your category!*

*Sincerely,*

*Glenn Canady*

*5 Star Shine*

After I send out this "final" letter, I usually get swamped with links. It's amazing! The nice thing about sending out this Final email is that you can do it automatically through Zeus. You just do a search for all sites that haven't linked to you yet and then use the command "Email ALL selected addresses" under the Tools menu of the Themesite Viewer. Remember, this only works after you've emailed them once already.

That's all there is to it! When I send out 100 letters like this I'll typically end up with about a 20% response rate within about 2 weeks when I prescreen my sites properly. I can send out about 100 initial letters with Zeus in about an hour. (Note – the 2<sup>nd</sup> time only takes about 3 minutes because it's automated!) So for an hour of work, I'll usually pick up at least 5 new link partners in the next few weeks that will send me traffic for FREE! It's not uncommon to find link partners that will you give you more traffic than

many of the major search engines! I've got many of these and you will find some too. You can greatly improve this 20% figure if you do some extra work like calling the sites you wish to link to and getting somebody's name. A quick conversation explaining that you would like to partner with their site seems to do wonders. I'm just starting to do this, especially on the bigger sites and it's already helping! With long distance rates being as low as they are, I recommend that you experiment with this on those important sites you really want to be on.

Zeus really is a fantastic marketing product. It's just like having your personal little robot working for you 24 hours a day. For instance, so far my Zeus robot has already visited and analyzed over 190,000 web sites and found over 4,000 sites for my Zeus directory for 5starshine.com. It's taken about four months of computer time to analyze this many sites, but who cares. I might as well make my computer work for me 24 hours per day. After all, that's what computers are best at!

It would have taken me years to visit over 190,000 sites! Plus I've got other important stuff that I'd rather do like going to the beach while my Zeus slaves away for me! To get the most benefit from Zeus, I recommend that you have a permanent connection to the internet, preferably cable modem, ISDN, or ADSL. Zeus will work with a dialup but it will go much faster with a broadband connection and you won't worry about getting knocked off the internet all the time. I use ADSL with my Zeus and I've had it running continuously for weeks at a time.

Properly organized, tightly themed link directory pages can send your website thousands of visitors on a daily or weekly basis. These mini-search engines become immensely popular and its location is saved in thousands of browser favorites, especially if you have a way for your visitor to conveniently search for information with a search script. Once a visitor finds a link directory pertaining to a subject they are interested in, they return again and again. You should always require a reciprocal link to your site when webmasters request to be included in your Zeus directory. You'll be surprised at how many web sites will start asking you for links once you begin working your Zeus directory steadily. I get some almost every day!

Using Zeus will get you Traffic THREE ways!

1. Traffic from all your link partners
2. Return traffic because your site is a valuable resource
3. Greater search engine traffic due to increased PageRank

Reciprocal links will greatly help your placement in the search engine listings but the important thing is that you've added another road to your web site that will bring you more sales. Every link you get to your site decreases your dependence on the search engines a little bit more. Remember, the search engines are just one of many different ways to get traffic to your site so don't worry about them too much. Instead, take an active role in the promotion of your web site by recruiting link partners to spread the word. I've already seen for myself that one good link can send my site more visitors

than many search engines and that's why I don't worry about them anymore. I'd eventually like to see the search engines provide me with less than 5% of my overall traffic. Right now it's at about 43%.

Now that you know a little about Zeus and about how it works, let me give you another example of its power. One of the first users of this program was a lady that owned a bird site called Too Lady (<http://www.toolady.com>). Anyway, this crazy little site did over 1,000,000 hits per month within 12 months of using Zeus! Not only that, but Zeus was only used during the first 4 months! The site's main URL was only submitted to the search engines once and this site makes great money! Of course, with so many reciprocal links and lots of great bird content throughout the directory, the search engines really love this site also. Here's the server logs from [www.toolady.com](http://www.toolady.com) so you can see how quickly she built her traffic.

Hits	Bytes	Visits	Page Views	Month
44,270	302,861,492	3,722	17,235	May 1999
58,974	545,340,641	5,180	22,000	Jun 1999
72,895	657,832,380	6,966	26,195	Jul 1999
129,349	1,240,403,486	10,926	49,241	Aug 1999
127,929	1,373,459,887	11,782	49,455	Sep 1999
149,620	1,698,054,924	12,880	61,040	Oct 1999
209,920	2,007,903,541	13,925	58,803	Nov 1999
357,088	2,194,947,106	15,082	68,546	Dec 1999
597,733	2,731,566,622	19,049	74,444	Jan 2000
445,802	3,106,961,598	21,597	84,156	Feb 2000
664,293	4,024,653,929	27,239	92,205	Mar 2000
918,790	5,083,743,112	30,882	117,006	Apr 2000
1,075,855	5,760,533,700	32,569	137,855	May 2000
930,928	6,723,279,953	36,361	139,686	Jun 2000
935,967	7,932,963,910	41,600	152,986	Jul 2000
994,054	10,199,456,695	47,251	223,097	Aug 2000
924,388	10,603,422,267	45,068	205,604	Sep 2000
1,139,795	13,845,390,630	55,982	260,809	Oct 2000
1,132,726	14,604,960,942	57,969	235,897	Nov 2000
1,190,600	10,225,509,967	51,944	257,104	Dec 2000
1,439,368	13,068,760,944	66,437	261,110	Jan 2001
1,428,953	13,537,530,441	64,828	282,219	Feb 2001
1,472,720	15,467,452,827	67,905	265,771	Mar 2001
2,056,232	18,697,734,755	75,276	329,015	Apr 2001
1,826,935	18,832,279,299	74,314	285,836	May 2001

Not too bad for a little hobby site! That little hobby site is making very good money now and carries over 4,000 bird products because it became a resource for bird lovers everywhere.

## Your Zeus Strategy

Your Zeus strategy is pretty simple really. "Get as many high quality links as you can!"

Here's what I've found to work very well. First think about sites that would complement your current product but not be direct competition for it. You don't want to consider categories that would be in direct competition with you because they are not going to be willing to link to you since it would take business away from them.

For example, say you run a company that books hotel rooms in Orlando, Florida. Well a good choice for your directory would probably be a directory all about Orlando. You could have categories for campgrounds, car rentals agencies, beaches, fishing charters, restaurants, local businesses, attractions etc. Many of the sites that would be in these categories would be willing to link to you because you're not a direct threat to them since you're not in their particular business.

Choosing what will be in your directory is VERY important because the people on those sites will be the people coming over to yours. Also remember that the individual categories of your directory will start getting good rankings on the search engines as well because you'll have lots of keyword rich pages with those words on them. Many times you'll find that you're getting a lot of traffic from the search engines and it's going to different pages in your directory. That's why it's VERY important for you to have navigation bars and banners advertising your product on EVERY page of your directory. Luckily, the Pro version of Zeus allows you to customize your directory to your needs.

To have great success with Zeus, just work with it steadily. Sometimes you won't actually be doing anything, because you'll be waiting for Zeus to collect sites for you. Within a month, you'll start to see a little bit of increase in your traffic. Usually at about the 90 day point, you'll hit critical mass and that's where the traffic really starts building quickly. Getting free traffic from lots of link partners is MUCH better than relying on about 10 search engines that seem to want more money each day.

## Setting Goals For Your Reciprocal Link Program

One thing that keeps me motivated at getting link partners through Zeus is to have a goal in mind. My first goal was to make sure that I had more link partners than my competitors. For 5 Star Shine, these were all the major wax manufacturers. So I found out how many link partners each of my competitors had by querying the search engines. Once I knew how many links they had, this gave me something to shoot for. Below I have listed the special codes you need for each search engine to get the number of links to a particular web site. Just put the specific domain you wish to check out in place of yourdomain ☺ .

- Google (link:www.yourdomain)
- AltaVista (link:www.yourdomain)
- Lycos (link:www.yourdomain)
- Excite (link:yourdomain)
- HotBot (linkdomain:yourdomain)
- MSN (linkdomain:yourdomain)
- Aol (linkdomain:yourdomain)
- AllTheWeb (link:yourdomain)

An easy way to get the number of link partners a particular site has is to use the Google toolbar. Using this tool is very easy. You just go to the site in question, click the PageInfo menu option and select “Backward Links”. This will return all the pages that link to the domain.

Another tool that I use to set goals is the Alexa Toolbar. You can download this toolbar at: <http://www.alexa.com>

The Alexa toolbar gives a popularity rank for any site on the Internet. It’s not perfect, but it’s the best tool available for seeing how popular a site is. For instance, if you go to <http://www.5starshine.com> and you have loaded the Alexa toolbar, you will see that my Alexa score is about 30,000. This means that 5 Star Shine is rated on Alexa as #30,000 out of all web sites on the Internet it tracks. Not bad I guess, but give me just another year! I consider an Alexa score of 50,000 or less to pretty good. Check out your Alexa score and start tracking it. As you get your link partners using Zeus, it’s fun to see it get lower and lower as your popularity rises.

One of my favorite tools for goal setting is a web site called: <http://www.marketleap.com> If you put in your domain on this site and three of your competitors, it will give you a nice color coded chart that shows how many total links you have on many different search engines. It even tells you how it ranks each site according to a cool little color chart. If you put in the general category of your site it also returns a bunch of related web sites with lots of links going to them as a comparison. You can then go find all the sites linking to these sites and feed them into Zeus manually as another source of possible link partners.

Check out the link popularity and the Alexa score for your biggest competitors and make it a goal to blow them away during the next 6 months!

## **Avoid Link Farms!**

By the way, don’t think for a minute that you can use those dumb “Free For All” (FFA) link submission services or any other pay for link programs and get lots of immediate link partners. Any service that generates a collection of links that are thrown on a page that have little or no relation to each other is called a link farm. Link Farms are frowned upon by ALL the search engines. The search engines are on the lookout for such link farms. Here’s what the search engines are formally stating they are penalizing for:

“...participation in certain services to artificially inflate link popularity.”

“...participating in services where you agree to add a list of links on your site. Other participants in the link exchange agree to do the same, thereby improving everyone’s link popularity...”

“...we pay attention to products that automate link management, check site ranking, cloak, generate automatic doorways, etc. And people who abuse those tools may run afoul of scoring in just the same way as people who do unethical things by hand...”

## **The Official Word From Google.com about Zeus**

*"Like any other program, Zeus is a tool that can be used or misused. Google judges the quality of a site partly by the quality of the pages that site links to. If a webmaster links to poor-quality or spammy sites, that can affect his or her site's ranking. As a program that actively engages in searching out links, Zeus can amplify that factor. Webmasters who use Zeus should be extremely careful--adding links to sites tagged as spam can lead your site to be tagged as spam, and Zeus can clearly play a role in that process."*

*Matt Cutts  
Software Engineer and Google Spam Czar*

What Matt is saying here is that you need to be careful how you construct your Zeus directory. Don't make it too broad and stuff it with sites that have nothing to do with your site. Also, be aware of who you are linking to. Make sure you go to Google and download their little Google Toolbar software. It's pretty cool and it will give you a numerical page rank on any page that appears in your browser. Check out a site's page rank before you consider linking to them. If the site is a 0 or worse yet, greyed out (this means the site is basically banned for spamming) don't put them in your directory! This is a very important rule to follow. Google considers you a spammer if you even link to a questionable site.

There's always something wrong if you have to pay for your links or you get them from some kind of link exchange that you don't have any control over. Just get your links steadily through Zeus. These links are permanent and you control everything about them. And best of all, the themed directories that you create with Zeus are not link farms, so you'll never have to worry about getting penalized for using it!

## **Be A Zeus Pro**

First of all, I STRONGLY recommend that you get the PRO version of Zeus if you haven't already done so. If you're going to be serious about getting traffic and sales from your site, you need to invest some money in the tools that will help attain your goals.

One of the most important reasons for getting the PRO version is so you can totally customize your pages so that they can sell for you in many ways. Let's face it – we're not building these directories so people can come to them and then leave without

knowing anything about what we offer. To use your Zeus directory effectively, you need to introduce your company and products on every page of your directory and start funneling these visitors to your home page. The PRO version allows you to do this and much more. In short, you need the PRO version of Zeus!

### More Secrets for getting Tons of Great Link Partners

During the past year, I've found quite a few little tricks that will make your Zeus marketing efforts much more productive. In fact, you'll find 50 different Zeus Power Tips and secrets in my recently updated course "**Gorilla Website Marketing**". Be sure to get your copy at [www.gorillawebsitemarketing.com](http://www.gorillawebsitemarketing.com). It is guaranteed to take your success with Zeus to the next level!

### SAVE 50% on my course!

Cyber-Robotics visitors can now save 50% on the price of my course. Just use the special Customer Code: **vip99** and you'll get my ebook at a 50% discount from the regular price of \$39.95! You'll also get details on how to give away my book as an incentive to get your site many more link partners. Giving away "**Gorilla Website Marketing**" to sites that link to you is a very effective way to give webmasters the motivation for putting up your links. When I started doing this, I found my response rate went up over 300%!

This article was created from a small portion of my Internet marketing course called "[Gorilla Web Site Marketing](#)".

In this course, you'll learn the Secrets I used to get 1,000,000 Hits and the INCREDIBLE search engine rankings you see in the chart below!

Web Site <a href="http://www.5starshine.com">http://www.5starshine.com</a>	Search Engine	Position for term = car wax*
Note – I do not pay a dime for any of these rankings. In other words, they are not "sponsored" listings.  * Results current as of 12/2/02	Yahoo	#1
	Google	#1
	Aol	#1
	Lycos	#1
	All The Web	#1
	Altavista	#1
	MSN	#4
	Excite	#2
	Netscape	#2

Visit [www.gorillawebsitemarketing.com](http://www.gorillawebsitemarketing.com) for details on how you can stop playing the search engine game and get the traffic you need to succeed!

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