



PROJECT ONE HUNDRED

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Introduction

I expect there will be a lot of confusion over the term "linkwheel" and well, this little report explains the entire system.

'LinkWheel' is a term I coined, and it'll make sense soon enough :)

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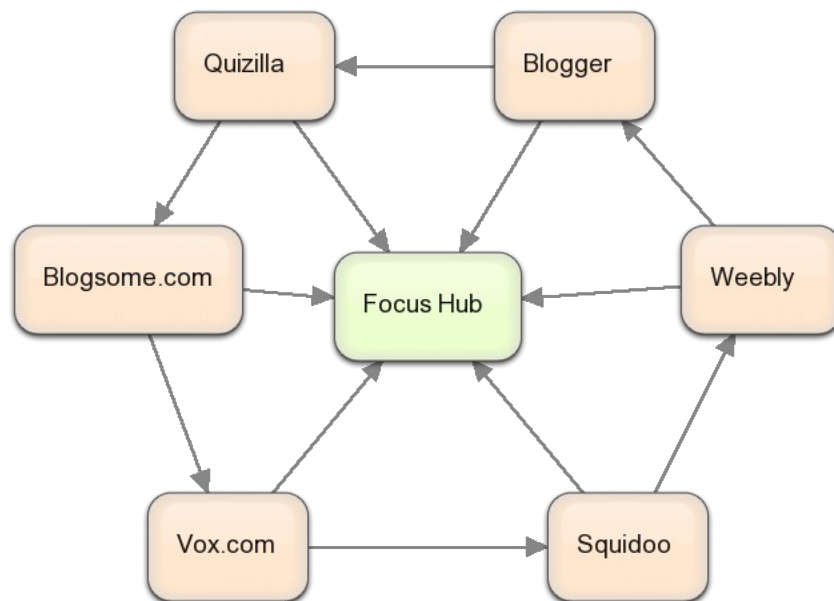
under any circumstances.

Web 2.0 sites:

- <http://squidoo.com>
- <http://hubpages.com>
- <http://blogger.com>
- <http://wordpress.com>
- <http://quizilla.com>
- <http://livejournal.com>
- <http://weebly.com>
- <http://blog.com>
- <http://jimdo.com>
- <http://tumblr.com>
- <http://blinkweb.com>
- <http://synthasite.com>

Basically, a linkwheel is a set of SIX Web 2.0 properties interlinked in a "wheel" structure, all promoting a page on the web which is the focus of that particular "wheel".

Let me explain, or well, let this image show you.



Hope it makes sense.

Basically, you have six properties up, and each contains a link to the "focus hub" AND its 'neighbor' as you can see in the image above, the arrows representing links.

Expanding

Your "focus hub" could be ANY page you wish to promote. For example a page on your website, or another Web 2.0 property.

To expand, you could build a linkwheel like this around a page, and then build a new linkwheel around each of the properties that are in that linkwheel.

For example, in the above image, you would continue building another linkwheel having Weebly and Squidoo etc AS the Focus Hub.

Make sense?

You could take this idea and apply it to so many different things I'm not even going to bother with covering more scenarios. Use your imagination!

Taking Over the G

Use of the Linkwheel strategy can bring some serious Google domination implications. For keywords with lower competition you could easily take over the front page of Google.

Further Promotion of the Wheel

Alright, so while what I've explained could bring some great results, this will take it to another level with minimum extra work.

RSS Awesomeness

Okay, so EACH of the web 2.0 properties you publish your content to will also give you an RSS feed. If you can't find it, on the top of your browser by the URL address bar thingy you will see a little RSS icon glowing if the browser can find an RSS feed on that particular page.

This is what it looks like in my version of Firefox 3 (I'm on a mac)



The little blue icon there is the RSS icon. Just click it if you can't find the feed manually.

When you have the RSS feed URL, go to <http://howiespinger.com> and log in with: username: guest password: guest

Don't know if Howie wants me to give that away, but he kinds of gives it away for free all over the place anyway.

Anyway, what this tool does is that it pings your feed PLUS that it submits your RSS feed to dozens of RSS feed directories.

Simply put: Quick indexing by Google and a whole bunch of backlinks to your properties... which in turn gives you good rankings ;)

With Howie's Pinger you can submit 3 feeds at a time, so after you've finished a wheel, just open up 2 tabs with Howie's pinger at the same time. Major power here guys :)

Social Bookmarking

Unless you have access to an automated social bookmarking tool, don't even bother with bookmarking here.

If you do, awesome. Personally I use another tool of Howie's, [Bookmark Generation](#).

The reason why is because it automates Account creation on all the social bookmarking sites, plus that it puts the actual bookmarking on autopilot as well, and it can bookmarks your stuff across dozens of accounts at scheduled times.

Like, you can tell it to "Bookmark these six URLs 5 times every 10 hours".

I love it, but it's just my personal preference.

There's also Bookmarking Demon which is good too.

If you're on a budget, the best FREE bookmarking tool would have to be [Onlywire](#).

There's also [SocialMarker](#) and [SocialPoster](#) which are free too.

Basically what you do here is to just bookmark all the URLs in the Linkwheel. Simple as that.

1 Web 2.0 Properties

Alright, so those six above are just a few of the different places you can post your content to.

Basically - you want to post your content to ANY site where you can, which does NOT make your outgoing links nofollow.

Some of the popular sites, such as Zimbio for example, puts a "nofollow" tag on the links you put there, which pretty much makes the link near useless in terms of ranking benefits.

You can check if links are "nofollow" with Aaron Wall's SEO For Firefox plugin, for the Firefox browser.

Here: <http://tools.seobook.com/firefox/seo-for-firefox.html>

And it's free!

Wordpress MU

So... to get even further ahead of the competition... There are

THOUSANDS of sites
running Wordpress MU.

MU stands for multi-user... meaning each user can set up their own
blog.

The most famous WP MU blog site would of course be Wordpress.com,
and from the list above, Blogsome is also running Wordpress MU.

But there are literally THOUSANDS of smaller ones.
Have a look here:

<http://www.google.com/search?q=%22wp-signup.php%22>

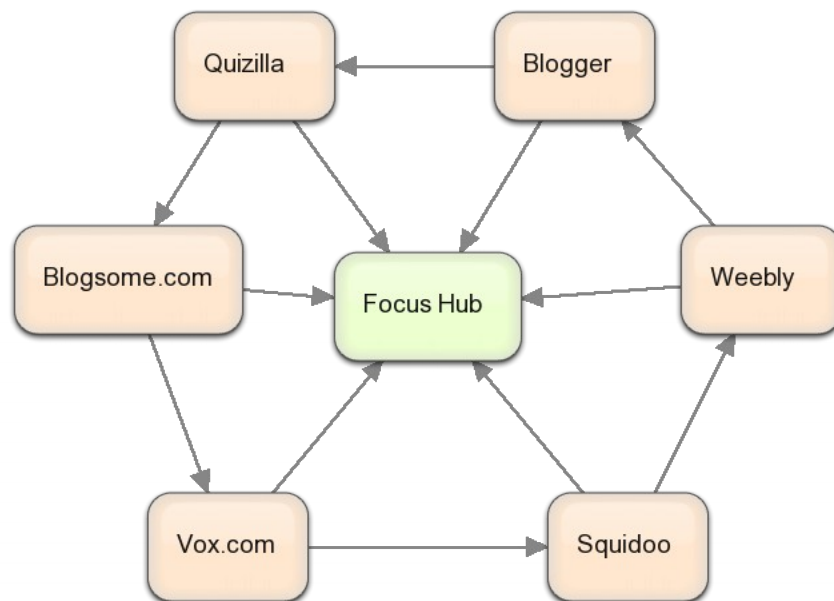
Yah, that's more than 21K results. Go crazy.
Just make sure they're dofollow.

So for each linkwheel, just pick six properties and go!

Working Backwards to Save Time

This was a mistake I made when I first started doing this.

Let's bring up that image again.



Okay, so we pick a starting point, let's say we start by posting to Quizilla.

Logically, once we're done posting our content there, the next place to post content would be Bogsome, right?

Right, except that would take more time.

As Quizilla is linking **TO** Bogsome, when you're making the post at Quizilla you don't have anywhere to link to other than the Focus Hub!

Therefore, once we've posted to Quizilla, we move on to Blogger.

When doing the post at Blogger, the Quizilla post already exists so we link to that, and of course to the focus hub again.

And then, you just make your way around the wheel until you get to Bogsome.

When you're done with them all, you just go back into the Quizilla post and add the link to Bogsome.

A simple mistake, but it's easy to make if you're not watching what you're doing.

Misc. notes

Blogs

On Blogger.com and all the other free blogs you post to... with each new linkwheel, it's important to make a NEW blog entirely, as opposed to just making a new post on your existing blogs.

You'll pretty much never have a blog with more than a single post.

Often, on sites such as Livejournal and Bogsome for example, you need to create new accounts for each new blog. Which brings us to...

Accounts

You'll eventually have tons of different accounts on all of these different sites, and you might want to organize all the login info somewhere.

As for the accounts themselves, stay NICHED within the accounts. For example, within one squidoo account, don't stray outside of the niche you're in.

Like, you don't want to have "gardening" lenses grouped together with "make money online" lenses in the same account.

It's all about that relevance, you know. 100% relevance, always. Remember that.

Notes on Quizilla

So, quizilla, can be somewhat tricky.

When you make a post there, go to "Stories → Create New" and make your post there.

When creating links, you have to use HTML code, which looks like this:

```
<a href="http://yourlinkgoeshere.com">ANCHOR TEXT</a>
```

The RSS feed... you don't get a new one for each new post.

So, go to "My Stuff → Stuff I Made" and below the box where they show all your stuff there's a tiny RSS icon.

Stuff I Made Expand All

+ No Category (1)

Category (14) (Delete Category)

Category (2) (Delete Category)

 (what's this?)

Right click that, and hit "Copy Link Location".

And that's your RSS Feed URL.

Also, you don't need to run it through Howie's Pinger more than once per Quizilla account, because the URL won't change, and you don't need to add it more than once to the RSS directories.

So just ping the feed using [PingOMatic](#) or [Pinger](#) or whatever pinging tool you prefer.

Conclusion

Well, that's it!

May sound complicated, but it's simple once you've gotten the hang of it.

How long does this take?

For me, from start to finish (including pinging+bookmarking) it usually takes me 25-35 minutes, depending on which properties I post to.

And yah, that's it. Good luck with this stuff, your imagination really is the only thing that's stopping you :)

Stay awesome,

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