

# TOUGH COMPETITION BACKLINKING



Hey there,  
it's Becker!

Thanks so much for checking out the little link building strategy guides I have prepared for Pat. :)

Hopefully by now you have reviewed the other PDF he has sent you, and perhaps your wanting to move onto competitive keywords.

There are a few things I would like to clear up though:

1. You do not have to target competitive keywords to make money with SEO. In fact if your getting started and want to make money fast you should be more focused on the first PDF
2. Super tough SEO is drastically different than medium to low competitive SEO. It requires a budget and there are not many free methods that will even make a dent in tough searches.

This is for veteran SEOs looking for a bit more bang in their arsenal.

**Before you read this:**  
**[Watch This Intro Video](#)**

**And without further a due here is my strategy**

## Step 1: Knowing When To Go Competitive

The main reason why people rarely find success in competitive niches is because they don't understand what makes them different from a medium or low competition niches.

**The general belief of why sites fail to rank is:**

1. Your using the wrong links
2. Your strategy is not as "clever" as the top ranking sites

When it comes to really competitive niches with good SEOs operating in them, it truly has nothing to do with your "cleverness". At least not in the way you think. It pretty much ALL comes down to who has the biggest budget AND who can spend their budget the most **effectively**

Don't let the happy train you see on popular SEO sources fool you . If you don't have a budget, then you should not be operating in these niches.

**Let me say that again:** If you do not have a budget you should not be operating in these niches

This is thoroughly explained in the video so I am not going to beat a dead horse. In short though, if you are looking to rank your own sites or are new it is 10x easier and 10x more likely you will reach success by doing killer keyword research and using the method from the last vid here.

(Also there will always be exception to this, but 95% of the time this true)

## Step 2: Knowing What A Competitive Niche Is and Why You Can Beat It

For the most part, competitive niches are niches that big companies would LOVE to rank for.

The most competitive of these are big simple broad business related searches.

**Examples would be :**

- Credit repair
- Home security
- Web Design
- Buy Homes

There are 1000s of multi million dollar companies that would love to rank for these and only 10 top spots in Google. If you do just a little math, its pretty clear that these searches are just going to turn into strategic bidding wars.

However, competitive niches (in general, but not always) are broad searches that heavily relate to a product that can be sold online. How to cure acne, how to lose weight, etc.

Now, I have broken down how to identify competition if [this article](#). In general though if you look at a niche, think to your self “Is there a big company that would like to rank for this”.

If the answer is yes, then you’re probably going to be going up against professional SEOs with a solid budget.

Lucky for us, most SEOs are horrible at their jobs. So even if you have a smaller budget, you can womp them.

**Why Most Big Budget SEO’s Are Terrible and You Can Beat Them**

Most big budget SEO’s are terrible. This means competitive niches are actually WIDE open if we have even a decent budget, so don’t let yourself get intimidated.

You have to understand big companies do not hire solo SEO's. They go to agencies because well...I have no clue...But they want to do businesses with other big businesses.

The thing is while agencies are usually pretty good at bringing in big customers; they don't often have talented SEOs. This is because really good SEO's can make WAY more money going solo or starting their own agency.

This results in most agencies having to fill their SEO manager spots with people who have college degrees, but no real SEO experience.

**For example**, when I worked at a agency I was the ONLY person their who had ever ranked their own website in Google. IT WAS MIND BLOWING.

Anyways, this results in the agency having a massive budget that is being spent by inexperienced SEOs, thus making them VERY easy to beat.

***Keep in mind:** I rarely go after super tough niches unless I have a client who gives me a budget. With that in mind, the rest of this guide is going to be focused on getting clients results.*

If you want to target tough niches on your own, this still applies.

## **Step 3: Understanding The Core Of SEO**

I have laid this out all over [Source Wave](#), but never really connected to the dots for you.

First of all, there are 101 things Google looks at when ranking sites. Social media, page layout, basically all that "clever" stuff you read about in on hippie white hat blogs.

However, there are 2 things Google always (100% of the time - Literally) responds to:

**This is PR + Relevance**

You can debate this and perform all the endless SEO rain dances you want, but this is 100% fact.

If you get enough high PR relevant links, you can rank for ANYTHING within reason. Which in turn brings us to the only question that matters...How many high PR links can we get with our budget.

## **Step 4: The All Out Warbeast SEO Method**

This is EXACTLY what I do when I get a new client. Literally, **step-by-step**.

### **Step 1:**

Collect my sign up fee from the client (Monthly service fee+set up fee)

I usually put this in one of those bank things....

### **Step 2:**

Spend ALL of it on PR links (*Yes, I spend the entire first months income on links*)

### **Wait what hell?!**

When you have a client, it's about keeping them on long term and having to deal with them as little as possible. We don't want one months pay. We want a client paying us for years and NOT constantly being on our butts 24/7.

The best way to get this is to get them KILLER results in the first month. If you do this, they will trust you and your skill set with their money

### **Step 3: Pick Up High PR Sites**

So what I do is go out and spend 80% of what they gave me on buying high PR5 sites.

I then convert these PR 5s into sites that are relevant to my client. I then link these sites to my clients' sites. **Boom!** I got PR + Relevance.

#### **Step 4: Buy High PR Home Page Links**

The next thing I do is go find some high PR link brokers who are selling PR6 and above home page links.

I then spend the final 20% of what they gave me on these links. These links are usually monthly reoccurring.

I do not buy any more PR sites unless they are needed, so after the first month I keep 80% of the profits and the clients have stable rankings.

#### **Step 5: Rank The Clients Uncompetitive Keywords**

Remember this [post](#)? I use this exact method to then rank my clients smaller erroneous keywords.

## **Voila?**

Again, I am sure your shocked that I am not doing anything **that** complicated. It may not sound as sexy as the last crazy method you read on some other snazzy SEO blog, but it just plain works.

#### **Of Course There Is More To It!**

In this method, I use tactics like strategic link buying and building a high PR network. These two tactics deserve a whole entire post of their own.

#### **And here they are:**

- [How To Build a PR Network](#)
- [How To Buy Links](#)

There are all sorts of tiny things you need master in this, and this post probably created even more questions!

## My Best Advice

Takes this post and [my last link building post](#). Go practice these simple basic, yet effective tactics. Start playing with high PR sites, get good at running simple link building, and more importantly UNDERSTAND the principles of SEO these tactics are based on.

Then once you get good at that, start nailing down the nitty gritty stuff like spinning, getting sneaky white hat links!

Till' next time,  
Becker