

**Craig**  
**Campbell**



## **Craig Campbell, SEO Trainer & Consultant**

*Hi there! I'm Craig based in Glasgow, Scotland. I've been in the SEO industry 16 years, starting out as a freelancer in my bedroom to building up my own digital agency.*

@craigcampbell03

# Training and Events



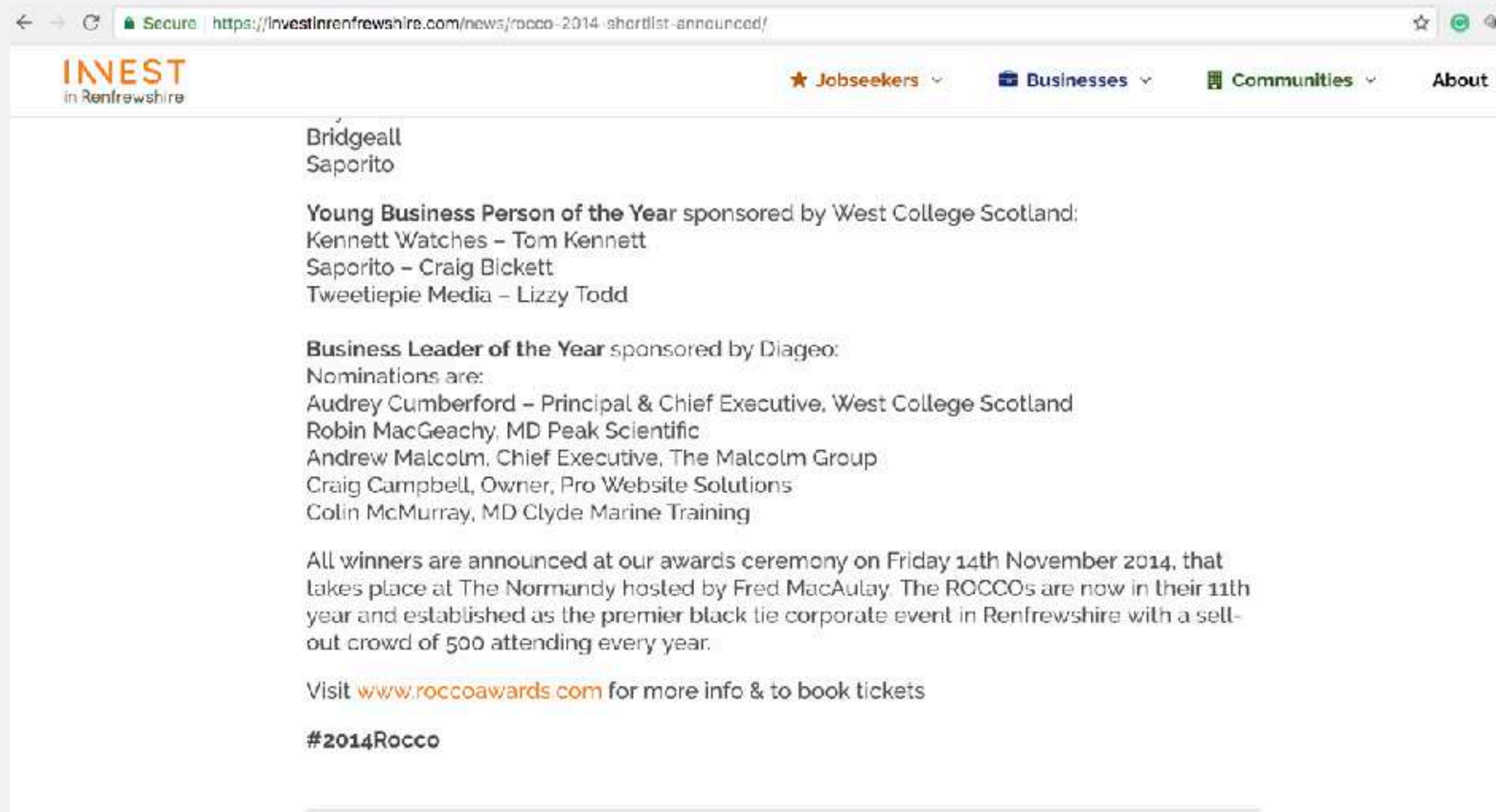
- ✓ BrightonSEO
- ✓ SMXL Milan
- ✓ SEMRush
- ✓ Other Similar Events

# My SEO Career



- ✓ 1 year in-house
- ✓ 3 years Freelancing
- ✓ 9 years as an Agency
- ✓ 4 years as I am

# Agency Life Wasn't for me





# Which hat do successful SEO's wear



## White Hat vs Black Hat

The white hat vs black hat is a debate that's been ongoing for many years.

# What is White Hat SEO

## What is White Hat

- | Ethical SEO, Ethical Practices, Huge Budgets
- | Big brands, PR Teams, Big Budgets
- | Small Budgets won't stretch that far

# What is Black Hat SEO

## Black Hat SEO

Spammers, using automation and any type of tactic to get quick wins

Scrapebox

GSA

PBNS & Expired Domains thrown up in minutes

Spun Content

Trashy Links

Cheap gigs on Fiverr

All low quality work

## ROI Hat, Money Hat

- ✓ Silly to label yourself as white or black hat
- ✓ One of Google's main ranking signals is link building
- ✓ There is a difference between being clever and being spammy
- ✓ Feed the search engines what they want



# Best SEO Approach

## Mix Everything Up, don't just stick to one approach

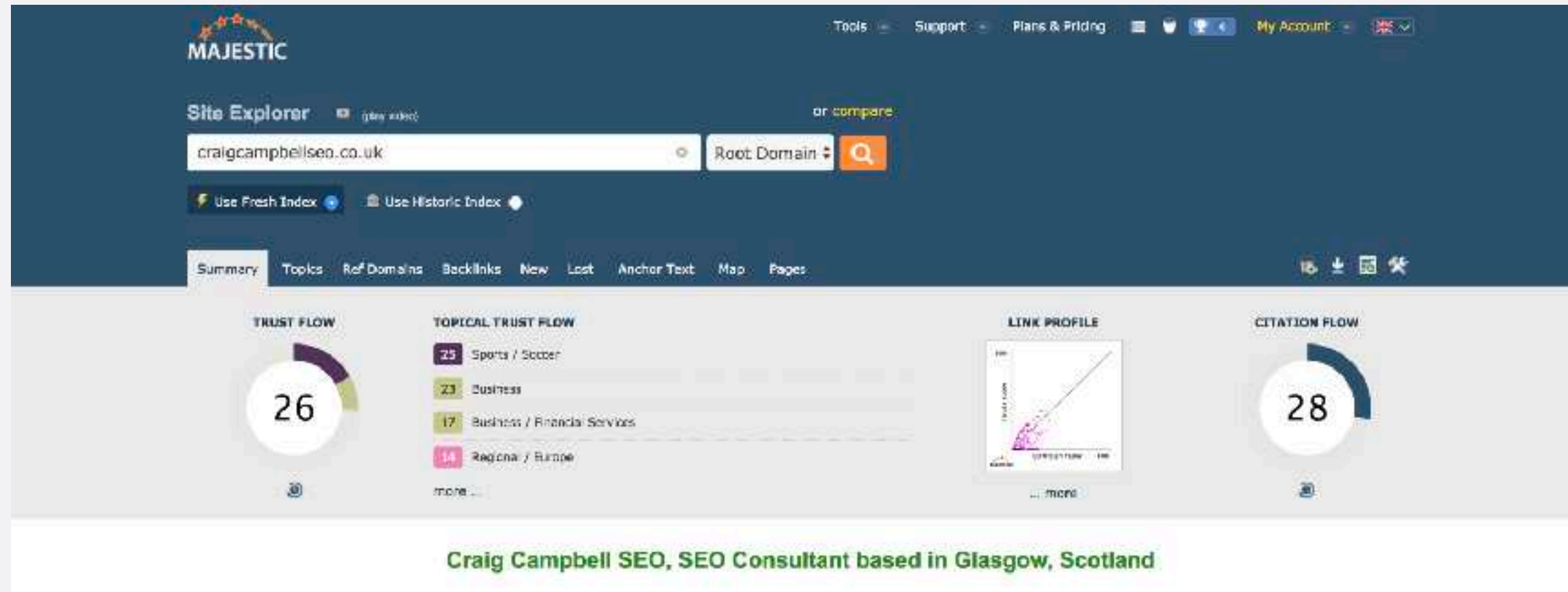
- Use a wide range of link building strategies
- Do local citations
- Outreach
- Use your data and analytics
- Do guest blog posts
- Use PBNS
- Get featured on expert round ups
- Appear on webinars
- Look at making sure your content is as good as it can be
- Make sure you take Technical SEO seriously ( this is vital )
- Continue to learn new strategies
- Build relationships with other people

# Worst SEO Approach

## Using only Black Hat Techniques will get you banned

- Grabbing links on Fiverr
- Automation of directory submissions
- Copy and paste content, or using spun content
- Using one shared server and interlinking all your sites
- Using automated tools without any thought or understanding
- Thinking there is a quick fix to ranking well and making money online
- Using low quality freelancers to cut corners
- Social Bookmarking ( who even does this these days )
- Forum Profiles

# Don't Chase Domain Metrics



PA, DA, TF, CF are 3rd party metrics

- People obsess over domain metrics
- Domain metrics can be faked
- Links from domains with real traffic and real backlink profiles are important

# Don't Always Believe Google



- ✓ Google Do Lie
- ✓ Not that clever
- ✓ Googles a machine
- ✓ Feed it what it wants



## Example of some BS from Google



### Gary Illyes

Unless you have manual action there is no need to submit a disavow?



### Barry Schwartz

Barry likes to spread any old news it seems and has been doing it for years



### Christoph C Cemper

Has repeatedly said many SEO's don't use disavow, and this is a mistake in my opinion.



### Follow what works

I see benefits in submitting disavow files, many others do to, surely we all cant be wrong.



Christoph C. Cemper is 😊 feeling positive.

12 hrs · Vienna, Austria · 🌐

I've been to Pubcon Vegas myself, heard it too, and the audience has taken that statement with a huge smile.

Gary has been spreading the word about how HE does not like the disavow tool and HE does not use it on his personal website for a while.

A personal site HE doesn't monetize at all... oh well.

Barry from Search Engine Roundtable is happy to spread Gary's statements around for news... any news is good news for Barry of course... and as he says, he hasn't ever had to use a disavow himself...

Gary also told me in Brighton from the stage in public that "You (I Christoph) do a fantastic job of reminding people about the importance of links and the disavow tool, and they (Google) don't appreciate that attention".

That being said...

That is the equivalent of saying don't buy a fire extinguisher unless your house is already on fire as Paul puts it.

I've had a huge company just confirm at the SAME conference to me the power of the disavow tool.

So I would encourage you to stick with what we know and see and deem effective from practice, move forward with the proactive and ongoing disavows.

Please let me know if you have further questions and I'd be happy to help




#### Google: If You Don't Have A Manual Action, You Don't Need To Submit A Disavow

There is a lot of rumbling going through the SEO community around a statement Gary Illyes of Google said while on stage at PubCon this week. Reports are saying...

SEOROUNDTABLE.COM

# #opinionsculpting



**Peter van der Graaf**  
Link strategist at Booming  
2mo

...

The future of PR, reputation management, SERM and SEO? "Opinion Sculpting" applies all online marketing skills to help people form an opinion. Are important topics in your field of business skewed and no longer unbiased in Google? There is a solution!

Very glad that I've been allowed to speak on this topic at the most important European search conference [#smxlmilan](#) amidst great speakers like [Bryan Eisenberg](#), [Bill Hunt](#), [Kristjan Hauksson](#), [Ken McGaffin](#), [Lee Odden](#), [Britney Muller](#), [Martha van Berkel](#), [Nichola Stott](#), [Craig Campbell](#), [Jim Sterne](#), [Larry Kim](#) and many others!

My presentation shows how [#OpinionSculpting](#) influenced [#USElections2016](#), [#Trump](#), [#FakeNews](#) and more in 2016 and how it is still one of the most influential Marketing & PR methods.

Presentation Slideshare slides and YouTube video are now available:  
- <https://lnkd.in/eB9SnR>  
(p.s. turn YouTube subtitles on)  
- <https://lnkd.in/ebcd5WR>

Having a hard time finding the truth in your field of business and you want to remedy this? Contact me.

- ✓ Peter Van Der Graaf
- ✓ US Elections
- ✓ Fake News
- ✓ Can you trust Google

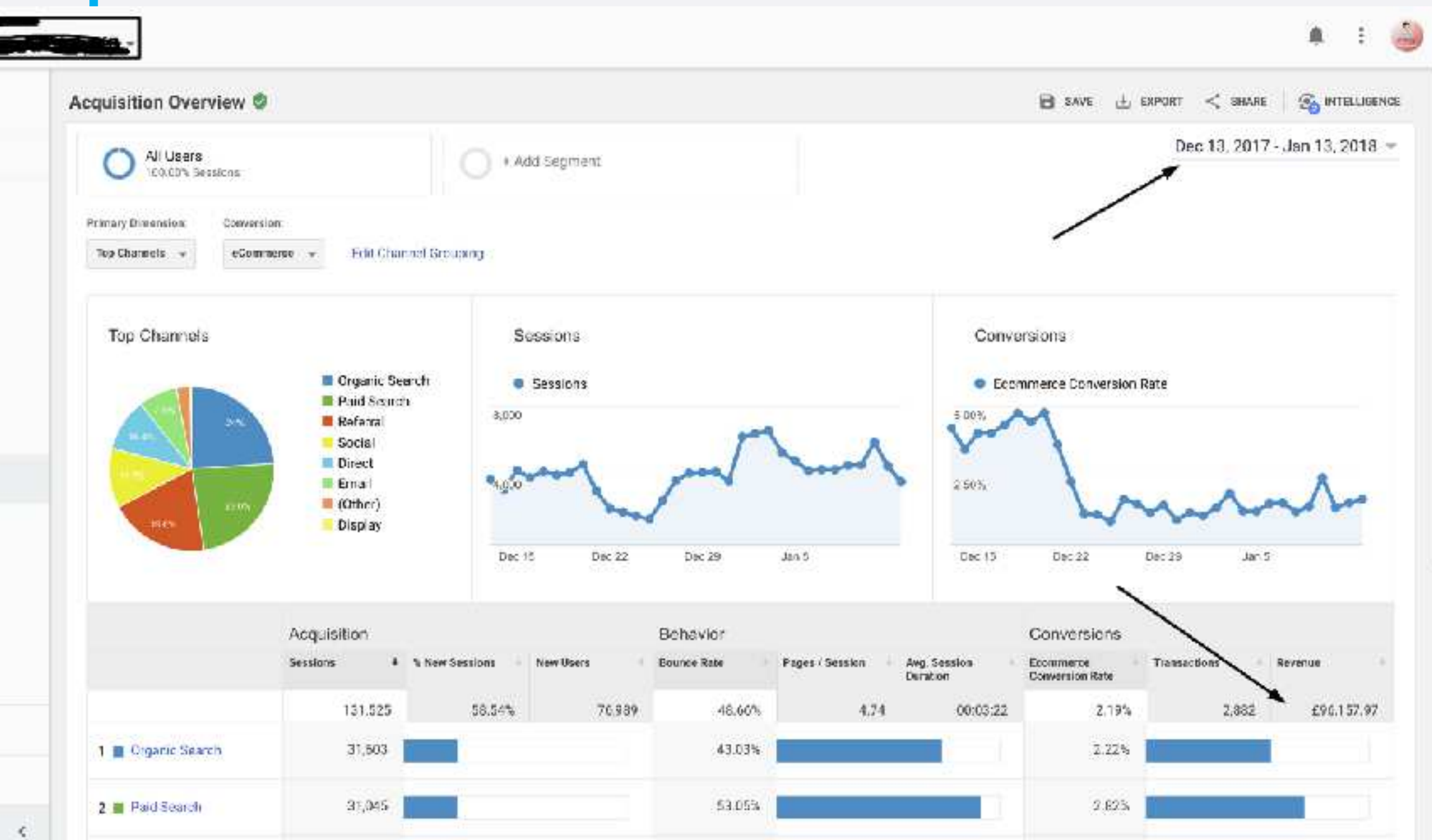


# | Can you trust what you see online?



- ✓ Lobby Groups
- ✓ US Elections
- ✓ People Research
- ✓ The Form Opinions

# Ranking Websites



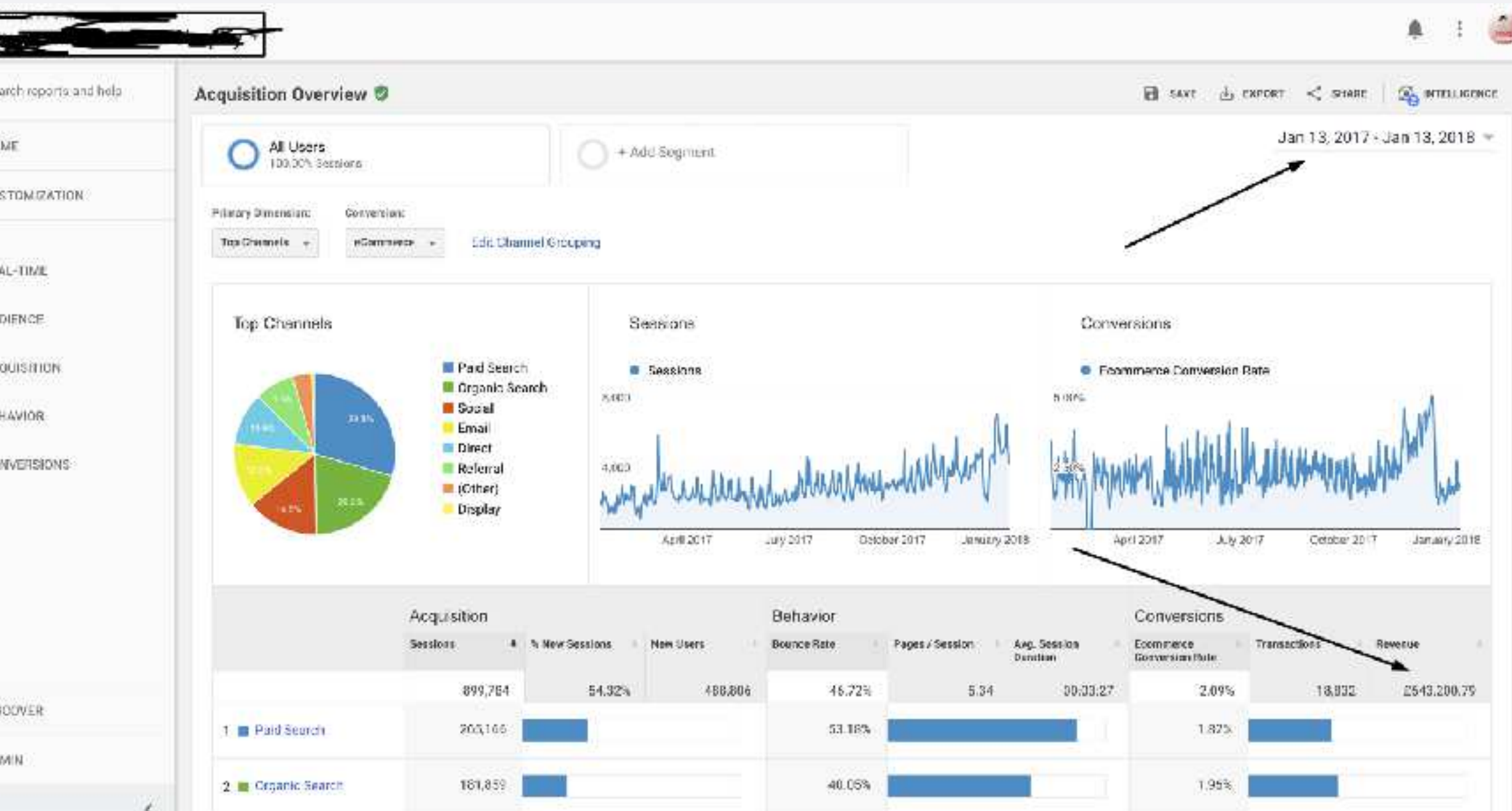
✓ e-Commerce store

✓ 100k per month

✓ Mixed Strategy

✓ Massive Revenue

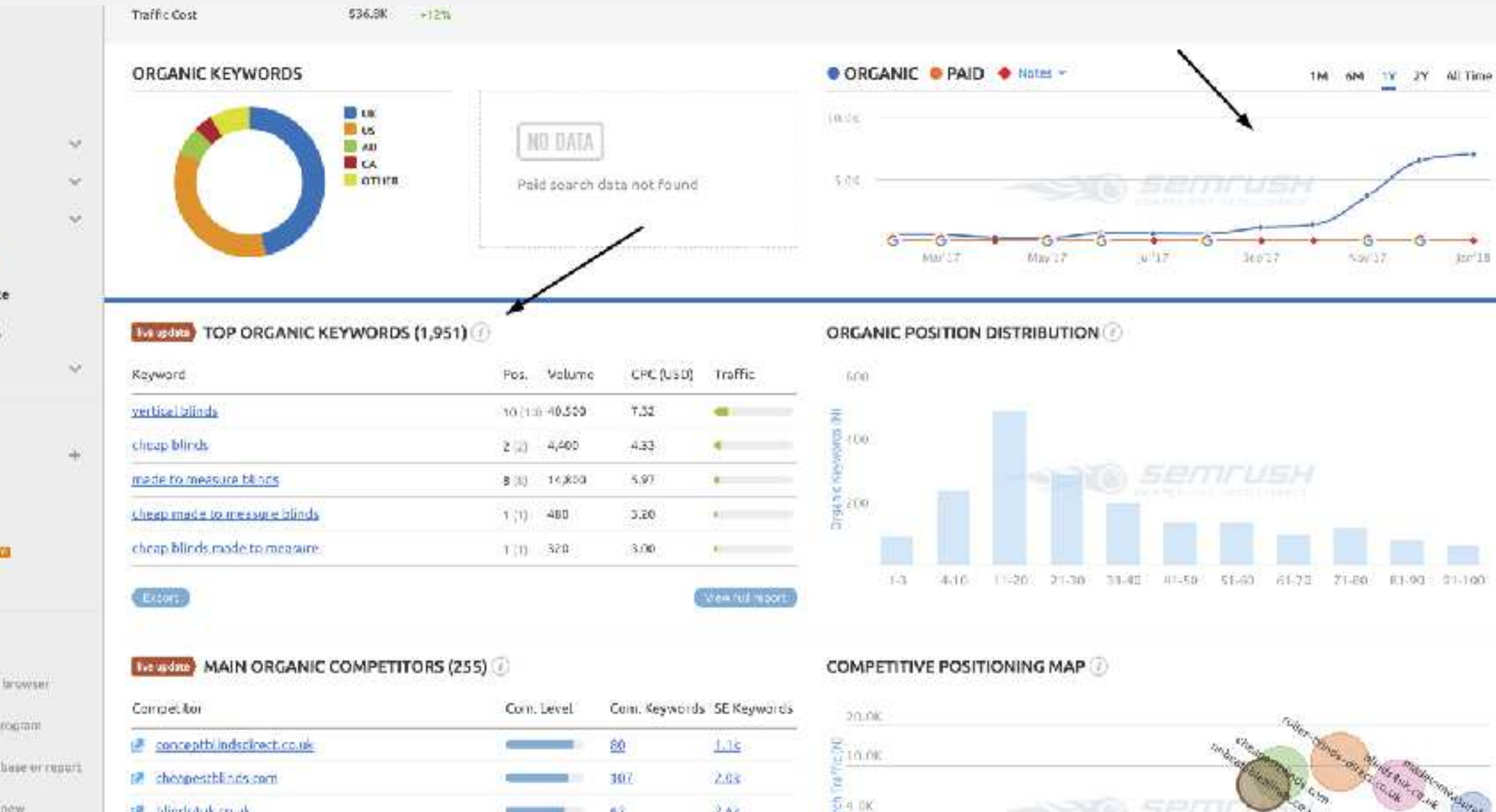
# Ranking Websites



- ✓ 640k Revenue
- ✓ All Online Sales
- ✓ Constant Growth
- ✓ New Business



# Traffic Increase



- ✓ Started Sep 2017
- ✓ 4 x Traffic Increase
- ✓ 10 x More Sales
- ✓ It Can Be Done

# PBNS

## Private Blog Network



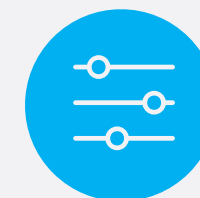
### Link Building

One of the main ranking signals as verified by Google



### Google T&C's

So even though it's a main ranking signal Google's terms of service state that any manipulation may lead to a penalty.



### Scare Tactics

I believe that there are a lot of scare tactics released by the search engines.



### 2 Types of PBN's

There are two types of PBN's a spammy PBN, and a real PBN built by someone who knows what they are doing.

**This is what NOT TO DO**

## Expired Domains

Expired domains, is a good way of grabbing some aged domains with history, good domain metrics and you can take advantage of previous SEO efforts. Feeding Google some good quality relevant domains.

However thats the bit of knowledge people stick to and forget the rest.

A little knowledge can be dangerous.

## Shared Server

So any website online needs to be hosted, but people generally go for the cheapest option.

Shared hosting is a low cost and easy way to have a cluster of websites hosted.

But leaves a footprint that gets you caught out.

So be careful with hosting.

## One IP address

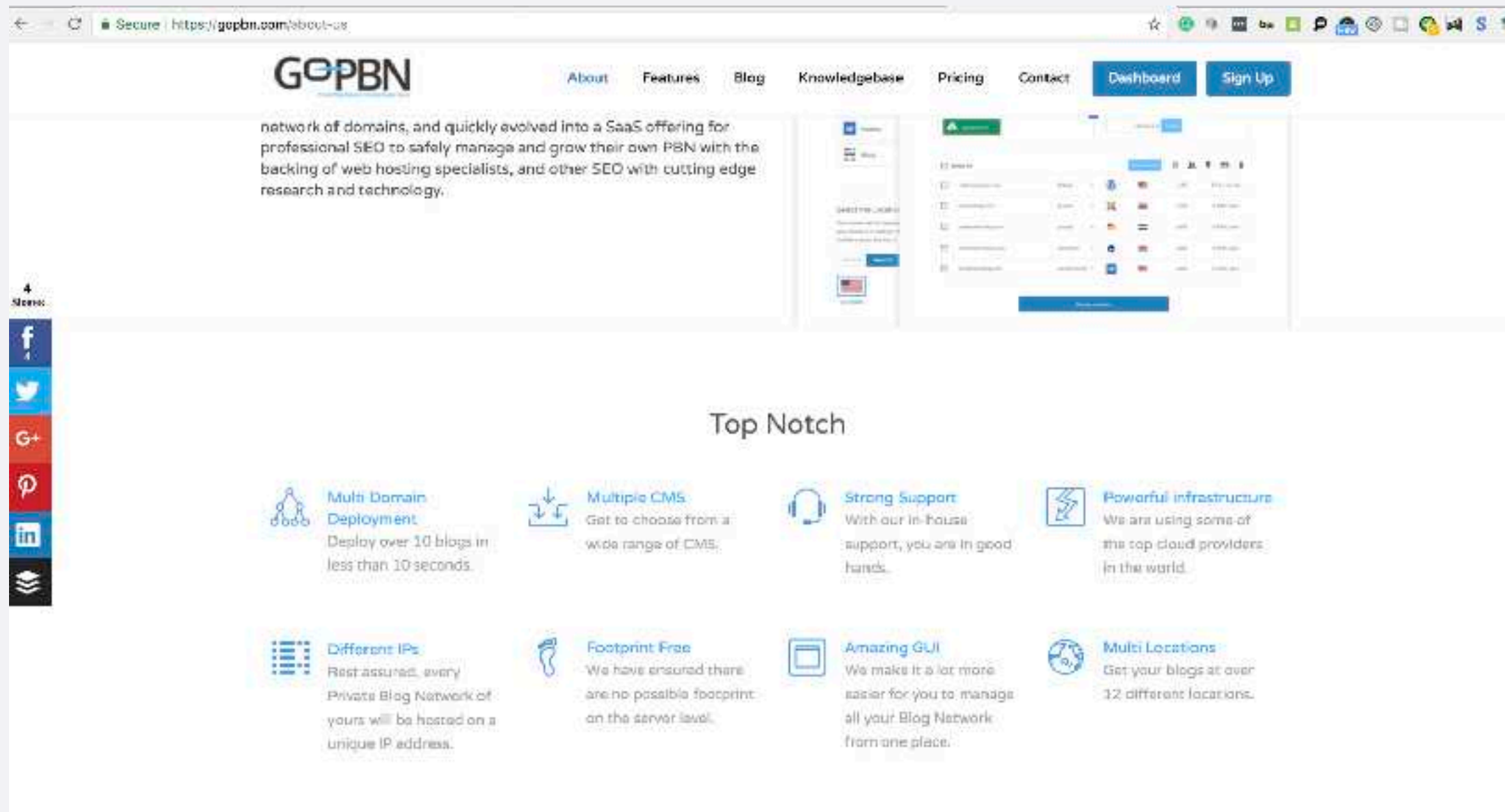
A shared server with any hosting account typically comes with one IP address.

So all sites on this server have one common IP address which Google can easily identify.


Avoiding Footprints are key to PBNs.

Stay under the radar.





- ✓ Multiple CMS
- ✓ Different IP's
- ✓ Footprint Free
- ✓ Server Locations



[Package](#) [Deploy](#) [My PBNs](#) [Profile](#) [Support](#) [Logout](#)


## Deploy Your Private Blog Network in 3 Easy Steps

Use the form below to add domains to your PBN packages. You can add one at a time or multiple domains at the same time

### Add Multiple Domains At once

#### Upload CSV

Download your [.CSV File](#) to upload multiple domains at once



OR


#### Add number of Domains you have


Enter number of Domains to deploy


domains to [Deploy](#)


☐ Select All


[Add Domain](#)














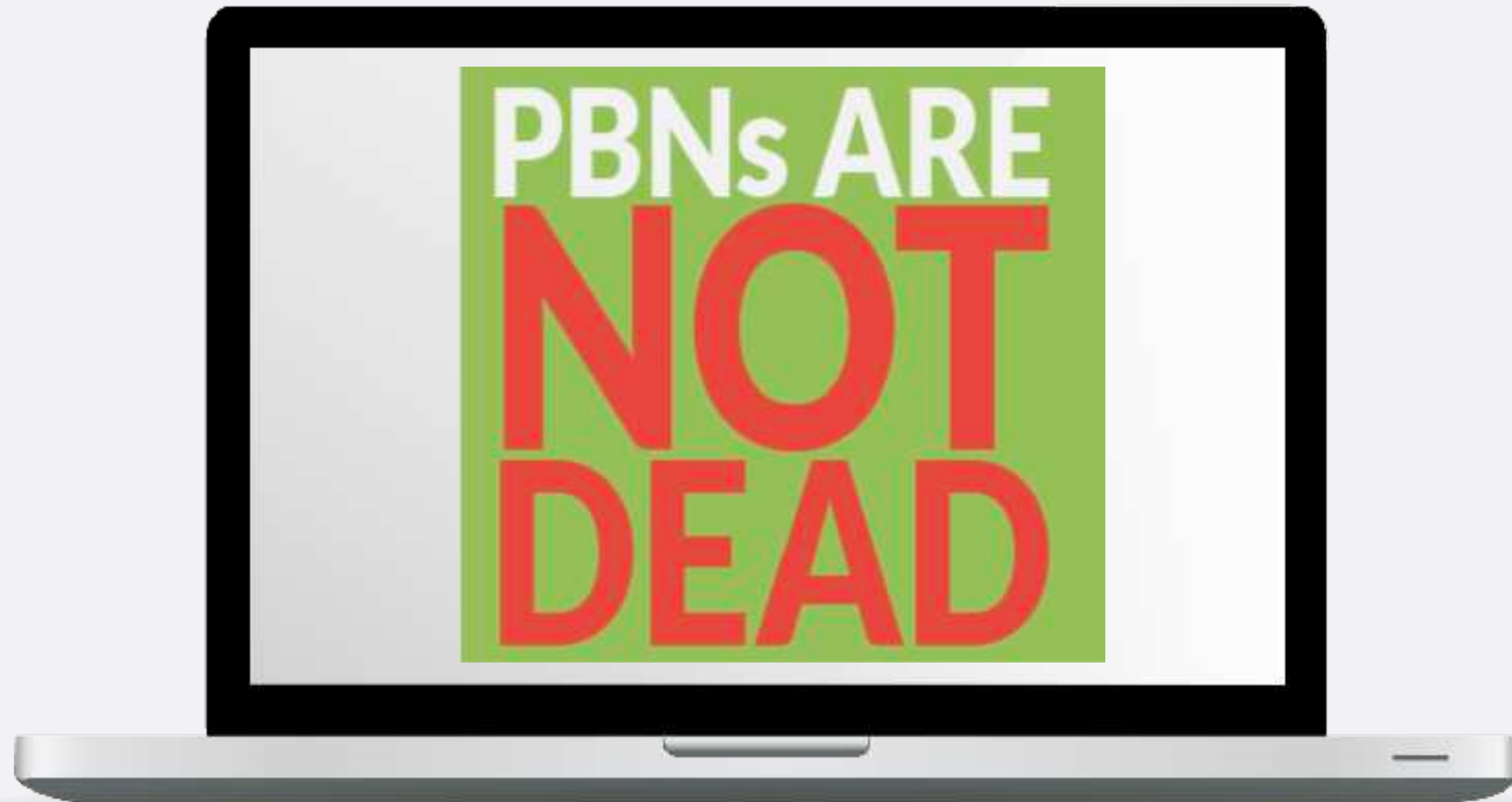
<input type="checkbox"/>	invalid Sub-domain; www.testdomain.com	Default	 Wordpress	 London	<a href="#">Select Package</a>
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[Deploy PBN's](#)

# Real PBN

## No Footprints



- ✓ Real Websites, Real traffic
- ✓ Regularly updated
- ✓ No Footprints
- ✓ Totally Unique

**PLAY WORK SMART  
HARD**



## Work Smart

Work Smart, you don't need to have 100,000 links, things take time, build up naturally.



## Do it Properly

Treat every website like it's your own, new content, new links, technical SEO, Site Speed , SSL



## Don't Think Cheap

Don't use cheap ways to try and scale up a PBN, quality over quantity wins all the time.

# PBN Tips & Tools



## Your looking for quality links

There are many tools out there to help you find good expired domains, and many auction websites:

[expirddomains.net](https://expirddomains.net), Go Daddy Auctions, Domain Hunter Gatherer, Find someone who does this !



## Do your research

Before buying any domains, do research checking domain metrics using majestic, wayback machine to see the previous website, and do your checks as many of these stats can be faked. Make sure you buy something genuine with a decent amount of history.



## My strategy

I mix my PBNS up, I use [www.domrecovery.com](https://www.domrecovery.com) to pull sites up quickly from the way back machine, get them up and running quickly. Then treat these sites properly like they are genuine websites of mine, I'll add new content, outreach for links and treat them like a real site.

## Tips and Tools to Start your PBN

- Domain Hunter Gatherer
- Expireddomains.net
- Auction Websites, Go Daddy and many others
- Dom Recovery
- Find decent hosting accounts ( avoid most SEO Hosting Companies )



# Dom Recovery



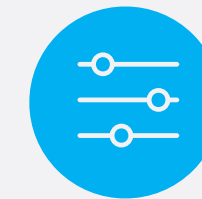
## feature one

Grabs all content, css files, javascript files and anything else.



## feature two

Quickest and easiest way to recover any website from the wayback machine



## feature three

Saves you time, this will take you a few minutes to get the job done

[www.domrecovery.com](http://www.domrecovery.com)

A great tool that costs a one time fee of \$97 and provides an instant return on investment.

# Domain Hunter Gatherer



[www.domainhuntergatherer.com](http://www.domainhuntergatherer.com)

There is a free account, a premium account at \$17 per month and a Pro account at \$87 per month



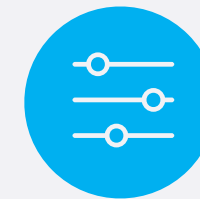
## feature one

Domain auction hunter, find quality domains at many auction sites easily.



## feature two

It can scrape web 2.0s, not a great tactic but useful for link diversity.



## feature three

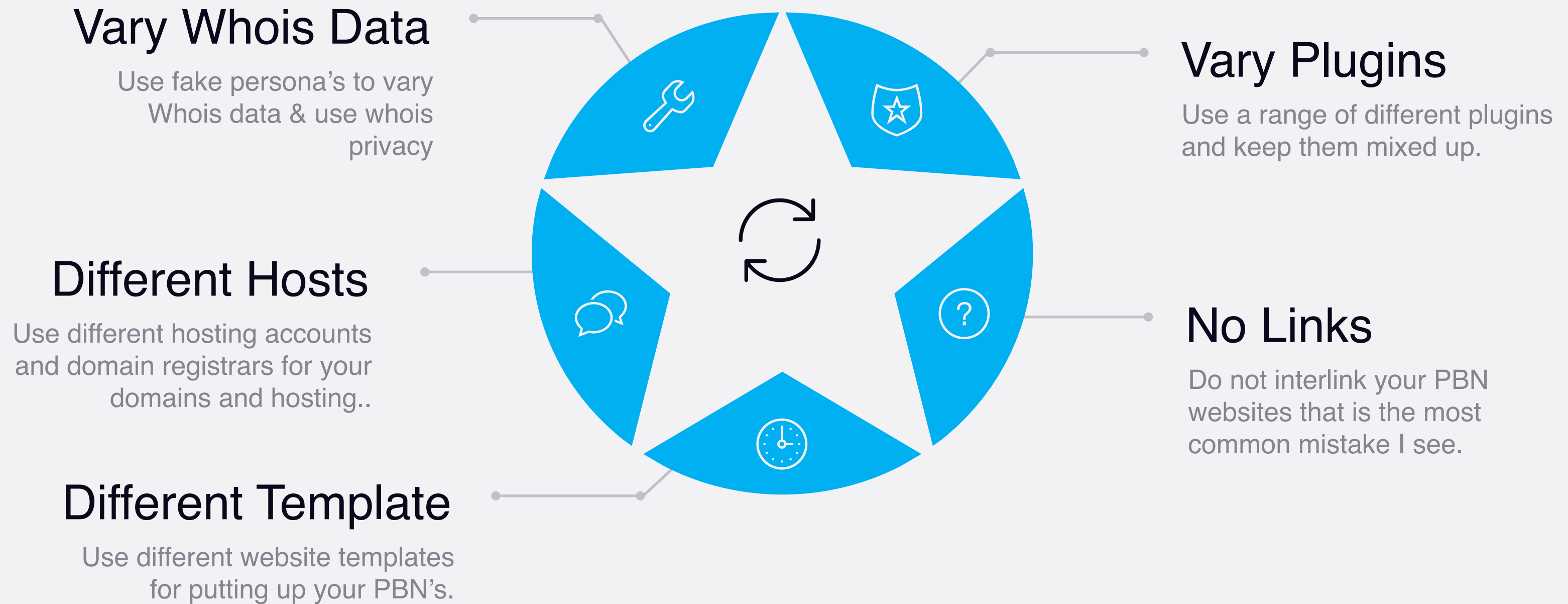
Uses API calls to Majestic and Moz to cross reference their domain metrics.

**Use Multiple Web Hosts**  
**Server Locations, IP addresses**

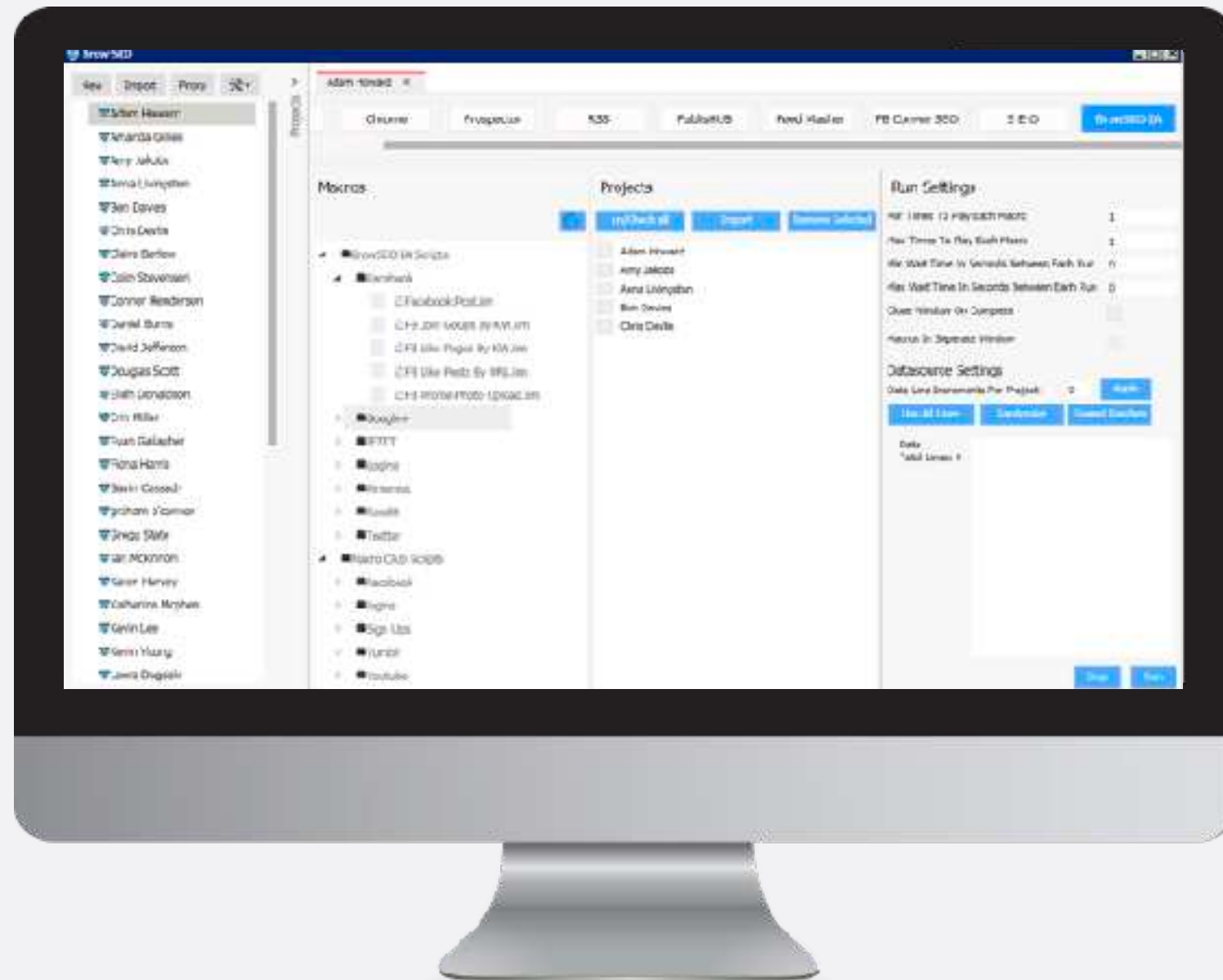


# Avoiding Footprints

## It's Vital



# Introducing Browzio



## Fake Persona's

Every persona has a different proxy, its own browsers, macros scripts and can do anything browser based.

## features description

- ✓ Buy Domains & Hosting
- ✓ Own Social Profiles & Social Signals
- ✓ Google Reviews
- ✓ Use your mind as to what these can do.





Tweets  
**473**

Following  
**4,239**

Followers  
**2,516**

Likes  
**17.4K**

Tweets Tweets & replies Media

Adam Howard Retweeted



**Monetize.info** @monetizeinfo · Aug 2

65 Social Media Experts Share their Tips & Tricks [goo.gl/3wdU7r](https://goo.gl/3wdU7r) #Business  
#Media #Add #SocialMedia #Marketing #Using



4



6



Adam Howard Retweeted



**MapD** @MapD · Jul 24

Try MapD's award winning and super-fast #analytics platform with free AWS infrastructure credits. Apply now [ow.ly/zBDY30dOCod](https://ow.ly/zBDY30dOCod) #GPU

Who to fo



Rm



PA



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Find peop

Trends fo

**Kevin Space**

Anthony Rapp  
'sexual advanc

**#MondayMo**

@jenusite and  
this

**#LMEweek**

**#investment**

4,063 Tweets

**#FutureDec**

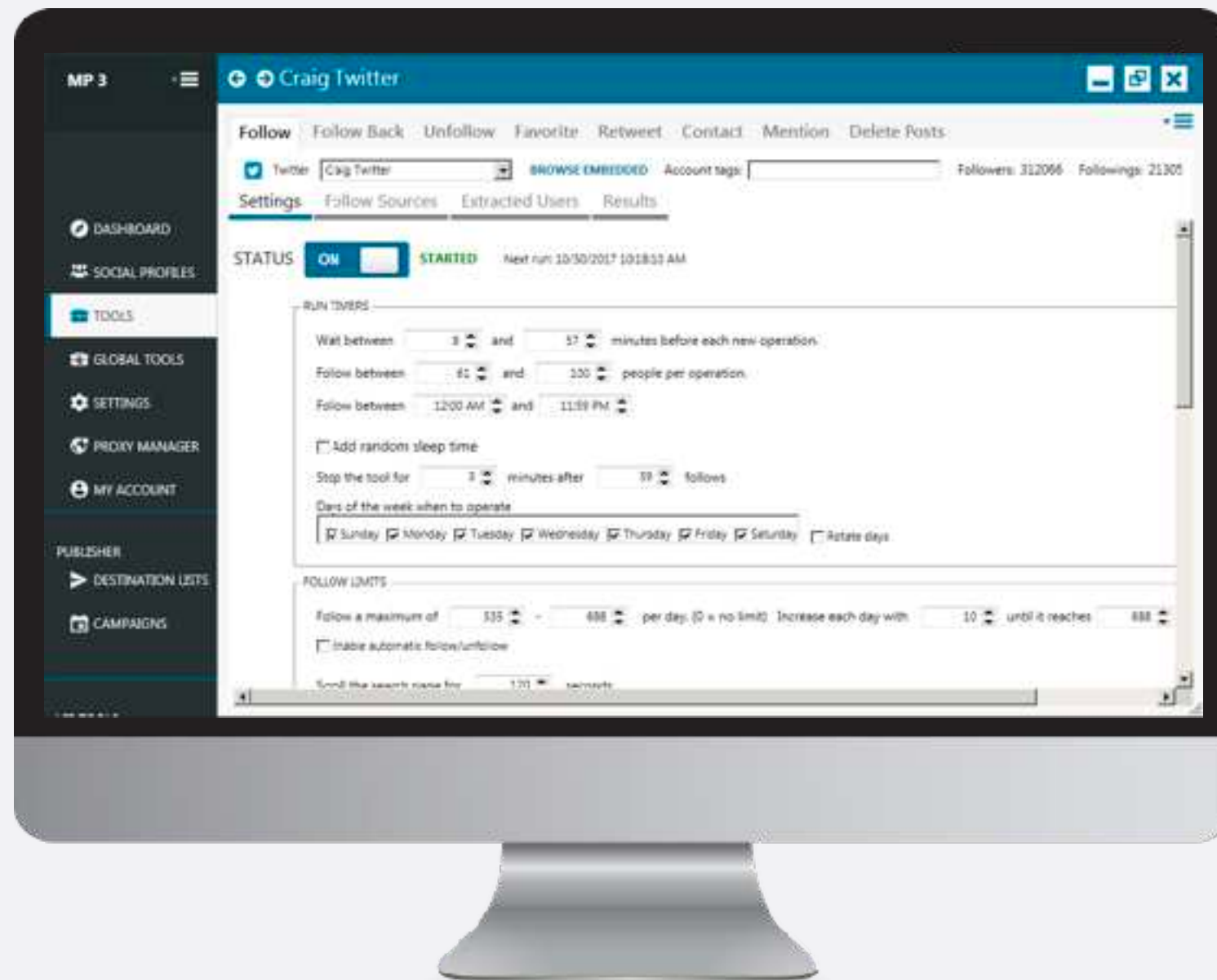


*"Adam Howard has a real following online, he regularly posts, tweets and does lots of different things. Most people wouldn't know this was a fake persona. With 2500+ followers, 473 tweets and regular varied interaction it will look real."*

Adam Howard  
Fake Persona



# Introducing Mass Planner



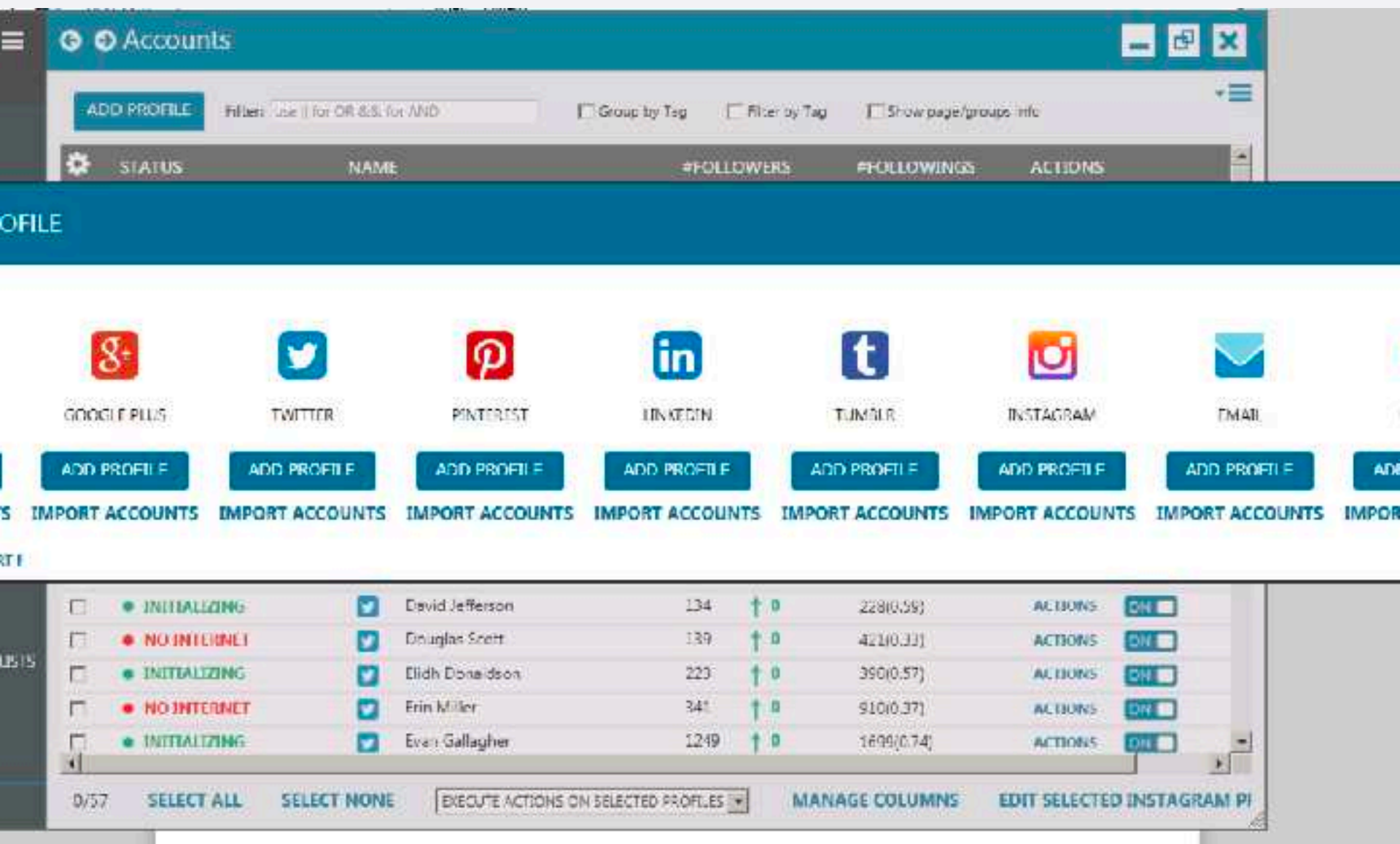
## Social Media Automation

Building a following on autopilot, making fake persona's real and using them to your advantage.

## features description

- ✓ Works on all social platforms
- ✓ Builds a real following
- ✓ Specify days and times of interaction
- ✓ 24/7 365 days per year

# Massplanner

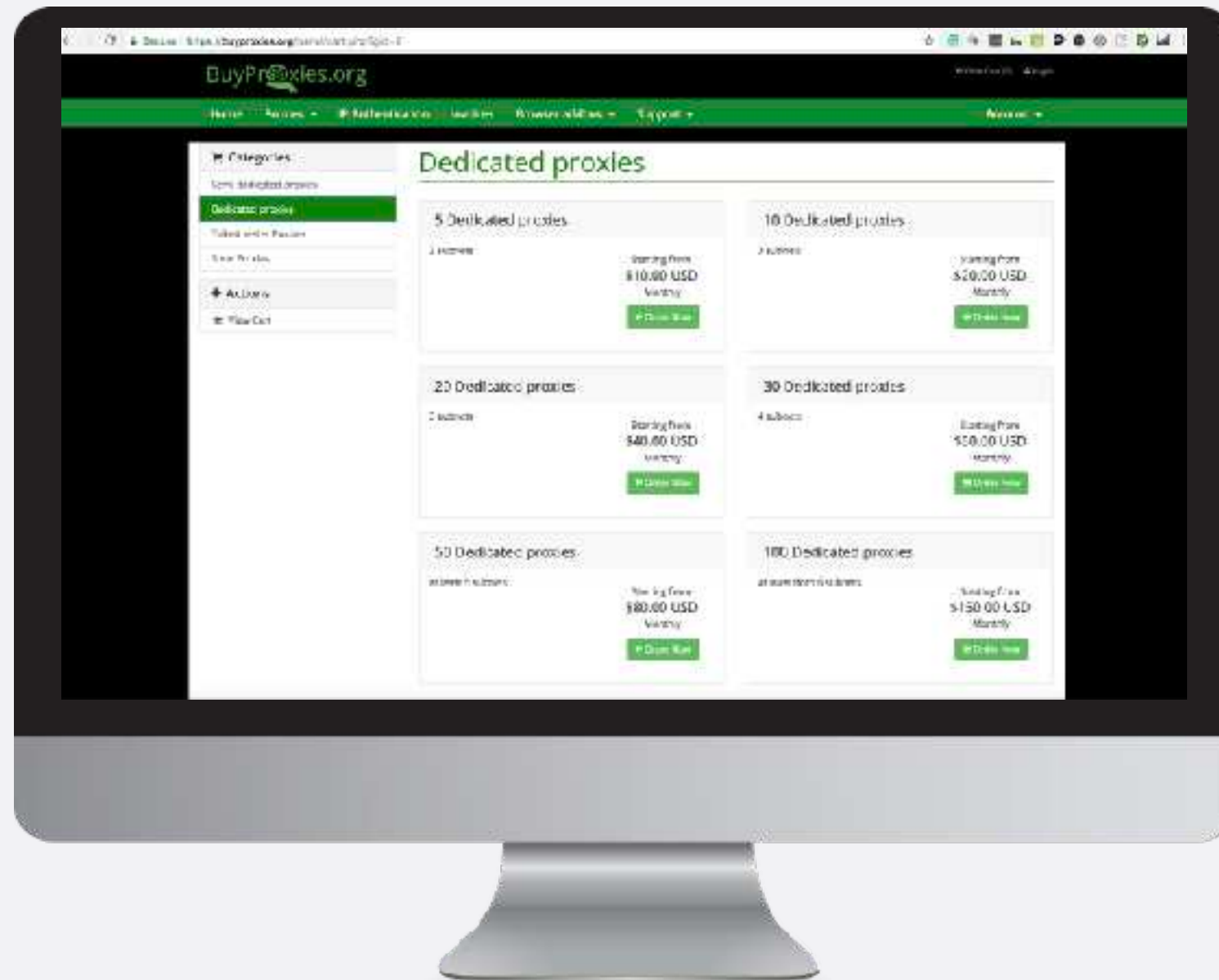


## Works with all Social

Add your accounts and let Massplanner do all of the grunt work for you. Well worth investing in, it's not for public sale, but I can send you an invite if you get in touch. [craig@craigcampbellseo.co.uk](mailto:craig@craigcampbellseo.co.uk)

# Proxies

## [buyproxies.org](https://buyproxies.org)



## Proxies are Important

Use proxies for most automation, it keeps things in working order.

## features description

- ✓ 5 Proxies = \$10
- ✓ 10 Proxies = \$20
- ✓ 20 Proxies = \$40
- ✓ 30 Proxies = \$50



## web design

Try and use a mobile friendly website template and try and keep the site as unique as possible. Remember you can rent this site out, collect data or do affiliate stuff on here too.

- Use different templates
- Use Different Plugins
- Different Layouts
- Unique Content
- Own Social Presence
- Hosted on a nice unique IP address if possible

# Common Questions



## PBN Questions

- Can I use Spun Content
- How long before I link to money site's
- Can I sell links on my PBNS
- How many links go on my PBNs
- Do I need to do build links to my PBN's





## Manage and Monitor Your PBN

So managing a bunch of PBN's gets easier using Serped, there are 45+ tools on Serped.

## features description

- ✓ Uptime Monitor
- ✓ Domain Finding
- ✓ Rank Tracking
- ✓ Domain Metrics

## Domain & Research

- Aged Domain Finder
- Top Expired Domains
- Domain Market Place
- Exact Match Domains
- Bulk URL Analyser
- Long Tail Keyword Finder
- Backlinks Explorer

## Additional Extras

- Site Backups
- Site Manager
- Goal Tracking
- Citation Scanner
- Wordpress Manager
- Site Auditing Tools
- Spintax Checker

# Feed Google What It Wants

**01** Domain Metrics  
Although google doesn't use domain metrics these are a good way to figure out whether a link has any real value.

**02** Relevant websites  
Google wants to see links from websites that are relevant.

**03** Use these as tools  
Use your PBN to bargain with other webmaster's for genuine links.

**04** Keep the PBN a secret  
Don't tell people about your PBN, fly under the radar and use these assets to your advantage.

# benefits for you



## Link Building Power

Build your PBN slowly these will become your assets moving forward.



## Treat your PBN's Well

Treat your PBN's like they are your own main website, they are valuable to you going forward and will always make you money.



## Never Sell Links

My advice would be to keep your PBN's to yourself and make them work for you in a number of different ways. Never sell links to others, you will no longer be a Private Blog Network.



## Do you report on backlinks?

Most SEO's I know will never report on their PBN's or backlinks.



# What I do report on

## 01

### Traffic

Showing your client what traffic their website is getting is ideal, you can show good steady progress using tools like analytics that they can monitor as often as they like.

Trying to set up goals such as sales, forms being filled out and other goals will help you see how well your campaign is going and an ideal way to report to a client to show some results.

### Conversions

## 02

## 03

### Rankings

Showing clients increased rankings will keep them paying, if you are doing the job well then this will continually grow. And another major part of my reporting process.

# Client Demands



## Clients want to know too much

Clients often want to know too much, they want to know what links have been built, how many there are and how you got them.



## Client Education is important

Giving a client enough information to allow them to understand what you do is vital, however this can very often run into much more than a service you are providing.



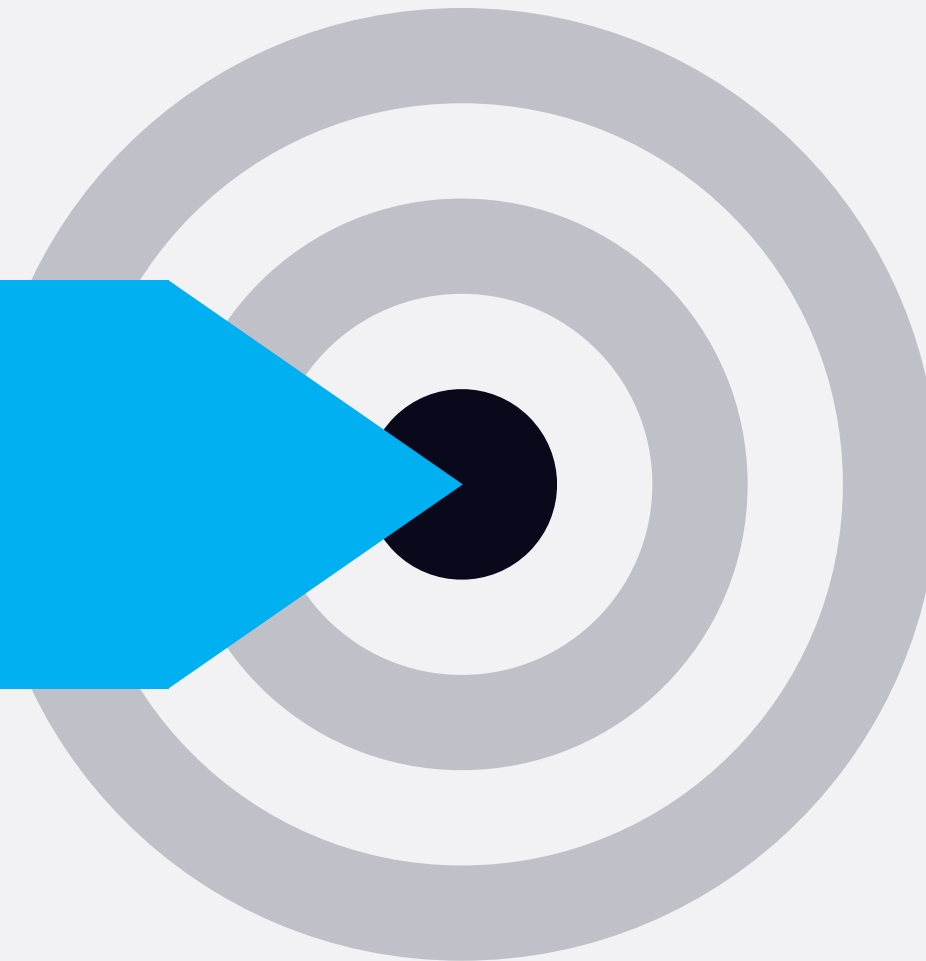
## Training is an option for a client

No SEO will tell a client what they are doing exactly, its a grey area, a skill nurtured over many years and no-one is going to give that away, unless the client is paying money for training. Never report on your PBN's.

**our**  
**main target**

## Ranking for keywords

After we rank for the major keywords a client wants to rank well for, then everything else will slot into place, sales or enquiries will come as a direct result.





# Beer break for me

Thanks for watching

「thank you.」

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[www.craigcampbellseo.co.uk](http://www.craigcampbellseo.co.uk)



## How to contact me



✓ @craigcampbell03

✓ LinkedIn

✓ Facebook

✓ [craig@craigcampbellseo.co.uk](mailto:craig@craigcampbellseo.co.uk)