



# *'Authority Hub' Blueprint*

**Adsense \$100k Blueprint**

***Version 3.0.1***

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# "Authority Hub" Blueprint

The "Authority Hub" Blueprint is one of the most significant departures from the previous versions of this course. It's a business model and website development strategy that we used for many of our in-house Internet marketing opportunities.

(Along with "Lead Generation" sites generation sites and a new paid traffic model that we've been working on, it's where most of our in-house internet marketing efforts go, and where most of our revenues come from.)

Building an 'Authority Hub' is much easier in practice than it is in theory. But it does require significant fundamental shift in thinking.

We know from long experience with our courses and blueprints and interaction with thousands of Internet marketers that most fail to follow through on their efforts. We also know that the percentages drop precipitously, the more that's involved.

The 'Authority Hub' Blueprint is incredibly effective, both as a reliably repeatable Blueprint for building a very profitable online business, as well as for reliably producing real Authority sites.

But this comes at a cost; it takes time and effort. For better or worse, every successful, sustainable Internet marketing strategy for business model now requires time, and sustained effort.

It's the price we have to pay. We can tell you unequivocally, looking for and taking shortcuts here will almost certainly result in failure. There's simply no way around doing the work. If you find yourself looking for shortcuts, loopholes, or other ways to implement something like this with significantly less effort, you are wasting your time.

Paradoxically, in the end, we found this to be a quicker and cheaper means to an end. It works, and if you make the time and effort you'll be rewarded with something stable, sustainable, and very profitable.

## Summary

The authority hub model is a strategy for building in ranking our opportunity site is a true authority site. We do this by building a social web authority network and put our opportunity site in the center, hence the term hub.

There are three logical parts or phases to this:

- 1) Opportunity site ("Money site") at the center - this becomes our actual 'Authority' site.
- 2) A "Social Web Authority Network" (SWAN) comprised of our social media sites, accounts, etc.
- 3) High-value in-bound links ('Authority' backlinks)

The high-value in-bound links, or 'Authority' backlinks, are part of a tactic we developed, "Rank Jumping".

**NOTE: "Rank Jumping" is detailed in a separate PDF.**

The result is our "Authority Hub", a strong, sustainable platform that can achieve rapid top ranking.

## What & Why

We developed the "Authority Hub" model in response to the changes that have gone on during the last 12 months or so.

As we saw our then-current tactics begin to lessen in their effectiveness, we looked for ways to alter or modify what we were doing in order to regain that effectiveness - in other words, we needed new or modified tactics in order to rank & maintain sites, and generate traffic.

We have now 'separated' those two functions, ranking and traffic generation. Ranking still can account for much if not most of the traffic generation for a site, but if there's one lesson we've learned over the past 18 months, it's this: our goal is 'buyer' traffic rather than ranking, and that sometimes those are very different tactics. Sometimes the 'traffic' goal doesn't even lean on ranking as it's primary tactic. And that's becoming more & more the case.

Among the things we've found:

The most common ranking strategy - 'incremental link-building' - will no longer guarantee Page 1 rankings on anything above moderately competitive phrases. In other words, no amount of low-value links will push you past a certain point; you can't overcome 'Authority' with 'link volume'.

In order to achieve Page 1 ranking on phrases above moderately competitive, you must have some 'Authority'.

**NOTE: We generally talk about becoming an 'Authority' in relation to Google because that's where it has the most visible impact & significance, however Google isn't the only arbiter of 'Authority' - or the only place it matters. Of course there is Microsoft/Bing/Yahoo, but even beyond the search engines, 'Authority' matters. It matters in how we're evaluated by other ranking entities such as Alexa, Compete, SEOMoz (MozRank), etc., the 'juice' we get from the Social Web, and of course how we're treated by other sites, webmasters, and visitors.**

Among other authority "markers", you must have IBL's ("in-bound links", another way of saying "backlinks") from sites of similar authority. In other words, if you want to get top Page 1 ranking, you're going to need backlinks from sites that already have 'Authority' comparable to the sites currently in those top Page 1 positions.

What exactly makes a site an 'Authority'? We can divide these into two 'types' - things we can implement directly or control, and things that we may not be able to control, or at least not easily. An example of the latter would be domain age. Since these aren't easily accessible or under our control, we'll leave them aside for the time being.

Some common characteristics that we can access include:

**'Inbound Authority Links'** - Backlinks from other 'Authority' sites.

**'Outbound Authority Links'** - Links out to other 'Authority' sites.

**'Authoritative Content'** - Content that would be characterized as 'Authoritative' by a general reader.

**'Currency'** - Maintains currency of content - in other words, the site is frequently updated and/or has new content posted frequently.

**'Authority Citations / Mentions'** - The site is mentioned and/or "cited" by other 'Authority' sites.

**'Social Citations / Mentions'** - The site is mentioned and/or "cited" by Social Media / Social Networking ("Social Web") sites.

How do we go about fulfilling these criteria in order to create or maintain an 'Authority' site? We create a "Social Web Authority Network" (SWAN), and use 'Authority Posts' (guest blogging on high-value sites) to generate Authority and ranking.

This is what it looks like:



# Building Your 'Authority Hub'

## 1. Niche Research - Choosing a Topic

The 'Authority Hub' Blueprint gives us a wider range of opportunities from which to choose our niche. This is because we're not as limited by competition. In fact, we can consider ANY niche or topic, avoiding only the very competitive niches at the top levels - the niches that are dominated by significant brands and authorities.

For example, we'd want to avoid building a general 'top-level' niche site around "weight loss", but could probably succeed developing a "fast weight loss" site.

## 2. Keyword Research

We can employ 'traditional' keyword research efforts, developing a "keyword phrase group" just as we do for the "Classic" A100k site, however we don't want to limit ourselves to just 8 or 10 keyword phrases.

For this model, we want to develop a large group of keywords based around our niche idea. We are looking for the relevant search phrases that are used for this niche. We actually want to target the high volume primary phrases, avoiding only the very most competitive ones.

Since we're building a true Authority site, our content should be using the keywords that would occur naturally when talking or writing about the topic.

The best way to do this is to use the current top sites as the input to our keyword research tool.

Here we've done a search using our example "fast weight loss":

fast weight loss - Google Search - Mozilla Firefox

fast weight loss - Google Search

Back Forward Reader Web Search Wave Dashboard Settings https://www.google.com/search? Reload Stop t weight lo Home Clearly Add to Evernote

+You Search Images Maps Play YouTube News Gmail Documents Calendar More -

Google fast weight loss Sign in

Search About 120,000,000 results (0.20 seconds)

Web Images Maps Videos News Shopping Blogs More

Kanab, UT Change location Show search tools

Related searches: [fast weight loss tricks](#) [fast weight loss pills](#)

Searches related to **fast weight loss**

Overweight Excessive or extra weight  
Obesity Condition of being grossly fat or overweight  
Diabetes A disorder of the metabolism causing excessive thirst an...  
Eating disorders An eating disorder is characterized by abnormal eating h...  
Pregnancy Condition or period of being pregnant  
Down from at least 10 websites, including nowloss.com and wikipedia.org - How this works

[How To Lose Weight Fast and Safely - WebMD - Exercise, Counting ...](#)  
[www.webmd.com/diet/guide/lose-weight-fast-how-to-do-it-safely](#)  
We've all heard that crash diets and fad diets don't work for permanent **weight loss**. But what about those times when you really need to lose weight **fast**? Follow ...

[How to Lose Weight Fast in 2012 - The Ultimate Guide](#)  
[www.kriskris.com/how-to-lose-weight-fast/](#)  
Read this for detailed instructions on how to **lose weight fast**. Some science, foods to eat, foods to avoid and a meal plan that can save your life.

[Quick Weight Loss - Lose 20 lbs of Fat in 30 Days With the Slow ...](#)  
[www.fourhourworkweek.com/.../how-to-lose-20-lbs-of-fat-in-30-da...](#)  
Apr 6, 2007 - Fat **Loss** via Better Science and Simplicity It is possible to **lose** 20 lbs. of bodyfat in 30 days by optimizing any of three factors: exercise, diet, or.

[How to Lose Weight Fast](#)  
[www.momswwhothink.com/lose-weight-fast/how-to-lose-weight-fast.h...](#)  
How to **Lose Weight Fast** - To learn how to **lose weight fast**, try one of these diets. They work, they're free and come with instructions to get the **weight off fast!**

[Fat Burning Furnace - Fast Weight Loss Tips - Lose Fat, Fat Burning](#)  
[www.fatburningfurnace.com/](#)  
How I **lost** pounds and pounds of stubborn flab and belly fat using Fat Burning Furnace, and how she cut down even more fat than me, plus several dress sizes ...

[40 Fast weight loss tips - Adrian Bryant](#)  
[www.nowloss.com/fast-weight-loss-tips.htm](#)  
by Adrian Bryant - in 103 Google+ circles - More by Adrian Bryant  
See 40 **fast weight loss** tips that'll help you lose weight and burn fat quicker.

Ads - Why these ads?

[I Lost 61 Pounds](#)  
[www.nuvoryn.com/Better-than-Diets](#)  
I Had Tried 12 Other Pills. This is The Only One That Really Works!

[Top 10 Weight Loss Pills](#)  
[www.dietpilluniverse.com/FreeS&H](#)  
Can You **Lose** 12 Pounds in 3 Days?  
**Weight Loss** Pills that Work **Fast**  
1,181 people +1'd this page

[Easy & Fast Weight Loss](#)  
[www.trysensa.com/](#)  
**Lose** 30+ Lbs Without Dieting.  
It's Easy & It Works. Try It Free!

[Fast Weight Loss](#)  
[www.mini-gastric-bypass.me/](#)  
Natural **Weight Loss** - 90% Success.  
Get Rid of Stomach & Body Fat **Fast**.

[No Surgery Weight Loss](#)  
[www.rocalabs.com/Avoid-Gastric-Bypass](#)  
New: Natural Stomach Size **Reduction**  
Roca Labs® Extreme **Weight Loss** \$480

See your ad here »

PageRank Alexa Compete mozRank

We're not as concerned with identifying 'hidden gems' as we are with finding the search terms generating traffic and creating a list of phrases that are being used to search for our topic.

In some niches, we'll need to 'narrow' our focus so that we aren't trying to cover too broad a range, but more importantly, we're after the keywords & phrases that have the "searcher intent" of our opportunity site.



Google AdWords: Keyword Tool - Mozilla Firefox

Find keywords

Based on one or more of the following:

Word or phrase: One per line

Website: www.kriskris.com/how-to-lose-weight-fast/

Category: Apparel

Only show ideas closely related to my search terms

Advanced Options and Filters

Locations: United States Languages: English Devices: Desktops and laptops

Search

Keyword ideas Ad group ideas (Beta)

Save all Keyword ideas (100)

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Approximate CPC (Search)	Google Search Network
I need to lose weight	Medium	110,000	60,500	\$1.96	-
weight loss fast	High	1,000,000	550,000	\$2.57	-
fast weight loss	High	1,000,000	550,000	\$2.69	-
best weight loss	High	673,000	450,000	\$2.53	-
diets to lose weight	High	201,000	110,000	\$2.97	-
how can I lose weight	Medium	9,140,000	6,120,000	\$2.56	-
how to lose weight	Medium	9,140,000	6,120,000	\$2.70	-
want to lose weight	Medium	60,500	40,500	\$2.67	-
quick weight loss	High	1,000,000	450,000	\$2.57	-
quick weight loss diets	High	60,500	27,100	\$2.91	-
help me lose weight	Medium	9,140,000	6,120,000	\$2.63	-
losing weight fast	High	246,000	110,000	\$2.59	-
weight loss tips	High	201,000	74,000	\$3.23	-
I want to lose weight	Medium	60,500	40,500	\$2.61	-
how do you lose weight	Medium	9,140,000	6,120,000	\$2.70	-
weight loss diets	High	201,000	110,000	\$3.13	-
help to lose weight	Low	368,000	246,000	\$2.78	-
how do I lose weight	Medium	9,140,000	6,120,000	\$2.69	-

We want the result of our keyword research to be a list of keywords & phrases covering as wide a range of the searches for our topic as we can. We'll be incorporating these into our content, and to use for our SWAN.

## "SocialWeb Authority Network" (SWAN)

The SWAN is "one half" of the 'secret sauce' that powers this Blueprint and lets us perform magic! The SWAN helps us funnel the crucial "Social Signals", and Pagerank/Domain 'Authority', to our 'Hub', and serves as our Social Networking 'platform'.

Initially, at a minimum, we'll need to create:

- A Twitter account
- A Facebook Page
- A Google + Page

We'll need Social Media Share buttons for these on our main site (you can use the Social Media plugin in the 'plugins' folder).

### 3. Content

For this Blueprint, our content must be very good. Not "as good as we can make it", but at least 'very good'. If we're not capable of 'very good' content ourselves, we must outsource it. The point is that for an Authority Hub, we simply MUST have quality content.

As with more and more of our efforts, the key here is simply 'good' writing, combined with knowledge of the topic, or access to writing resources like a dictionary, thesaurus, etc.

#### Content Focus

The most important consideration is 'Content Focus' - by which we mean NOT 'Keyword Focus'. Your content MUST be written by focusing on the topic you are writing about, with the effort applied to being descriptive, using variations, synonyms, alternative phrases, alternative meanings, etc., and NOT focused on the keyword.

Whether we create our own content or outsource it, here are the guidelines we MUST follow:

All website content MUST be 100% original, and 100% grammatically correct;

NO 'spun' content;

NO 'scraped' or copied content

Articles should be based on your keyword 'Categories'

Articles should be a MINIMUM of 700 words each

Again, when developing content for this Blueprint, we want our articles to be based on topics within our niche, rather than based on specific keyword phrases.

***Content for your "Authority Posting" is covered in the "Rank Jumping" PDF.***

### 4. Traffic & Promotion

Promotion for the "Authority Hub" blueprint revolves around the 'Authority Post' / Guest Blogger tactics embedded in the "Rank Jumping" strategy.



Everything else is in support of that strategy.

Promotion efforts include posting of 'Authority Hub' content to your SWAN, and promoting the sharing of that content. Some of this will occur through the social sharing buttons on the main site. In addition, you want to invite sharing as a "Call to Action". Every post should and with a call to action, such as "If you enjoyed this post, please share it!"

Your 'Action Plan' consists of frequent posting of new, high-quality content. Initially, you should try to post no less than 3-5 new posts per week.

Use a Social Media platform such as Hootsuite to pre-schedule your posts, updates, and Tweets. By using Hootsuite or something similar, you can set up all your activities for the week in one session.

HootSuite's dashboard can help you manage your SWAN including scheduling of posts, Tweets, updates, etc.,

You can also set up streams for the types of content you want to monitor, including news feeds and mentions.

Using it's built-in Social Analytics, you can measure & track your progress as well.



The remainder of the action plan is simple and straightforward:

Use the 'Rank Jumping' guide to get two or more Authority posts per week. Use your SWAN to share, cross post, promote, and Tweet every post, syndication, on both your hubs site, and

guest posts sites.

If you can get, and sustain to high-value Authority posts per week, you can expect to see your 'Authority Hub' jump almost directly to page 2 or better within a matter of weeks.

Maintain that two-posts-per week regimen until you have at least 20 inbound Authority links. This will both push you up further, and ensure you're positioning.

## GOING FORWARD - ACTION PLAN

Once you've chosen your niche or topic, developed your initial "Authority Hub" content, and set up your SWAN, you want to begin plotting out your 'Authority Post' efforts by following the 'Rank Jumping' guidelines i.e. searching for and listing the appropriate Authority sites, 'influencers', etc.

From there, your Action Plan is as follows:

### Week 1

Share each Article/Post on your SWAN, posting brief summaries of your articles - 3-4 sentences is sufficient - with links back to the Article.

***IMPORTANT: Make sure these ARE NOT your only posts to your SWAN. Make some additional related posts, some of which should link out to 'Authority' sites.***

Tweet each Article/Post (this can be done automatically with a Twitter plugin).

Initiate contact with at least a few 'influencers', and start soliciting at least 4-6 'Authority Post' opportunities.

(In our testing, we were able to get 1 'Authority Post' opportunity for every 4-6 requests.)

That's it for Week 1.

### Week 2 through Week 6

Add two Articles/Posts, sharing & Tweeting each as in Week 1.

Aim for 20 good backlinks over the course of the week.

Aim for at least 1 'Authority Post' each week.

Send out at least 4-6 'Authority Post' requests

Follow the 'Rank Jumping' guide.

By Week 6, if you have placed at least one or two 'Authority Posts', you should start seeing Page 2 and Page 1 rankings, plus steadily-increasing traffic.

By Week 10, you should have some solid Page 2 and Page 1 rankings, and have strong, steady average daily visitors (numbers will depend largely on your niche).

Continue to add new content, continue to update your 'Authority Profile' page, and continue to solicit 'Authority Posts' - this is the key to Page 1 ranking for multiple choice phrases.

NOTE: everything will be determined by your efforts to successfully place 'Authority Posts'. These are covered in the "Rank Jumping" PDF.

***"Authority Hub" Blueprint 'Action Plan' and 'Checklist' are in separate PDF's***