



SEO UNDERGROUND 2021

**REFINED AND TESTED LINK BUILDING
SYSTEMS BY JAMES GREGORY & SEARCHAROO**

BACKLINK GOD

POWERED BY **SEARCHAROO.COM**

A circular inset image on the left side of the page shows a man, James Gregory, speaking at a podium. He is wearing a dark suit jacket over an orange and white striped shirt. He is looking down at a laptop on the podium and has his hand near his chin. The background of the inset is dark with some blue lighting.

WHO IS JAMES GREGORY?

I'm a 28-year-old performance white/grey hat SEO business consultant whose been doing SEO since 2012. I built AgencyBacklinks and I am currently in the process of flipping that and integrating with Searcharoo, a performance SEO white label solution.

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WHO ARE SEARCHAROO?

Searcharoo was founded to help SEO agencies and individuals build quality outreach links, without the fuss of building a team or buying sub-par links from vendors. It's owned by industry veterans James Dooley, Kasra Dash, Karl Hudson who have several multi-million pound exits under their belt.


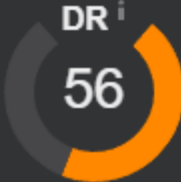


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tiny.cc/SEOUndergroundJames

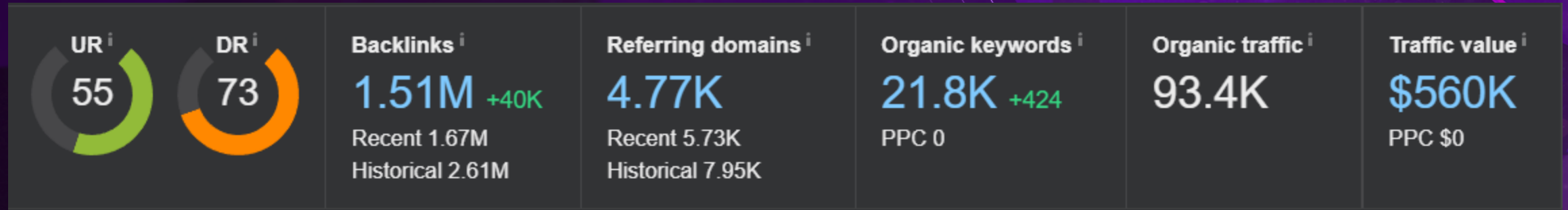


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The SEARCHAROO holy link building trifecta

 UR 30	 DR 56	Backlinks 11.4K +135 Recent 16.7K Historical 139K	Referring domains 1.65K Recent 1.83K Historical 4.75K	Organic keywords 3.1K +58 PPC 3	Organic traffic 22.3K	Traffic value \$662K PPC \$12
 UR 30	 DR 62	Backlinks 26.4K -80 Recent 30.7K Historical 140K	Referring domains 1.92K Recent 2.17K Historical 4.98K	Organic keywords 15.1K -50 PPC 0	Organic traffic 23.1K	Traffic value \$140K PPC \$0

The SEARCHAROO holy link building trifecta



The SEARCHAROO holy link building trifecta

- Over a million words of content per website for \$73,000. £53,181.59 in total spent.
- 2478 DR 20 – 90 Topically Relevant Outreach Links at an average of \$278 per link. £502,130.99 in total spent.
- 7800 Tier 2 links at \$20 per link. £113,709.18 in total spent.
- 10 PR releases at \$1995 each. £14,541.65 in total spent.
- **Exiting for over £100,000,000 (100 million pounds) fucking priceless.**

Link building for 350 local lead gen sites

- Average lead volume is 120 leads per website
- Websites are getting leads within 2 weeks
- We start every campaign with a foundational PR release from Searcharoo
- On average each website has 20 DR 20 – 45 Topically Relevant Outreach Links at an average of \$171 per link. Total £2,494.29 in links (We start seeing leads within 2 weeks which ends up paying for the links)

Link building for 350 local lead gen sites

- £1200 in content costs out the gate to ensure keyword spread for more search phrases (as Google focuses more on user intent rather than singular phrases)
- We typically target phrases such as “double glazing installers Nottingham” which have to have a minimum of 500 monthly searches and decent CPC (in Google AdWords, to show it’s actually worth ranking for)
- A typical double glazing job could be over £12,000 and by partnering up with Searcharoo it’s cost me just over £3700 per website, whilst each lead is worth over £12,000 once converted.

Link building for local – What to buy?

- <https://searcharoo.com/topically-relevant-outreach-links/>
- <https://searcharoo.com/content-creation/>
- Not vital, but perfect for brand building and creating semi-viral local business relevant content: <https://searcharoo.com/press-release-editorial-service/>

The ranking factors to actually focus on in 2022

- Real people behavioral signals (engagement) - has been the #1 factor for years and will continue to be.
- Well-written content that is silo'd nicely into clusters (a great user experience directly feeds the behavioral signals)
- Thematically relevant backlinks that are on sites that get decent behavioral signals are not just "for link" websites. Building a link profile of just private blog network links or not replicating a natural diversified link profile is a sure-fire way to trigger penalties.

The ranking factors to actually focus on in 2022

- Site speed and structure using Google webmaster guidelines as a basis for not only giving the users what they want but also Google bot.
- CTR manipulation through real-life engagement groups like posting in industry groups asking people to check if your site is showing up 1# and to Google and check then visit the site. We take it a step further and get them to go on the site and click footer links to increase time on site and further amplify real-life signals.
- We use a custom schema plugin to ensure consistency across sites. There are free WordPress solutions depending on site type like wpschema.com.

What makes a good link?

- Ahrefs DR20+
- Ahrefs Organic traffic score 500+
- Thematically relevant and contextual on a page with low OBLs
- We are the only vendors who are actually picky on the placed links and screening the DR, top 40 links, anchor text ratio and what they actually are, top-performing pages, and of course site aesthetics and all that jazz. Simply because we build links for the biggest websites on the planet in gambling, CBD and finance.
- A good link is hard to screen without years of experience and by partnering with Searcharoo we are the only vendors who actually rely on these for our own projects.

Hiding in plain site with hidden redirects



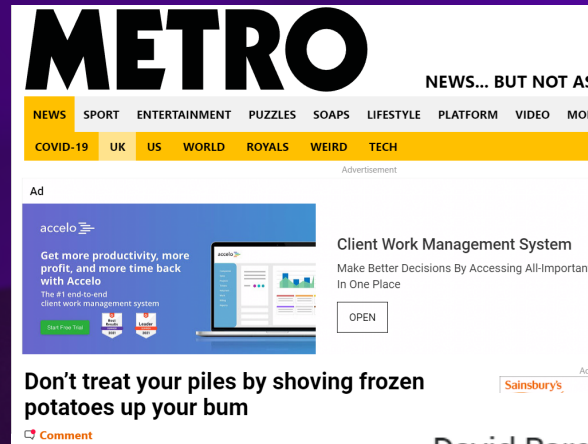
Link velocity is bullshit if real people “engagement” signals are met



Using Whois domain inception date to calculate a natural link velocity and sell clients on larger link budgets



Viral PR link building using “questionable” tactics



David Barclay, founder of UK CBD oil brand **CBD** further research into looking at whether the substance could ease haemorrhoids.

David Barclay, MD of leading UK brand [CBD Armour](#), believes there should be further research into whether CBD could help ease haemorrhoids.



Ready to get started on your PR release?

searcharoo.com/press-release-editorial-service/

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Thank you!

Connect with me on

facebook.com/jamesgregoryseo

twitter.com/jamesgregoryseo

linkedin.com/in/jamesgregoryseo

james.gregory@searcharoo.com

Ready for a strategy call on your link building campaigns?

searcharoo.com/get-started/

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