How to make one of your Biggest SEO Expenses into your Biggest Profit.

- A Single Niche PBN is network of privately owned websites which have the primary function of ranking online assets and generating an income from the leads it produces.

Is It A Worthwhile Investment?

Normal PBN Network

- On average each website needs 10 links in order to rank
- You need 100 PBN sites to avoid leaving a link footprint.
- Each site costs $20 a year
- $20 x 100 = $2000
- Cost of a small 100 PBN network is $2000
- ☹

Ranking Single Niche PBN

- On average each website needs 10 links in order to rank
- You need 100 PBN sites to avoid leaving a link footprint. Each site will link to one site above it in the network.
- Each site costs $20 a year
- $20 x 100 = $2000
- Cost of a small 100 PBN network is $2000
- Each Website generates just 10 leads a month
- If the 100 sites generate 10 leads per month that's a total of a 1000 leads a month
- In this example were going to sell our leads for $20 (it's best to undercut the lead prices of https://www.bark.com/ if you're in the UK and https://www.homeadvisor.com/ if you're in US by 40% to ensure your leads prices are attractive to lead buyers.
- This is equivalent to $20,000 a month
- WHICH IS $238,000 A YEAR PROFIT
- ☺

PBN Linking Structure

- In a Single Niche PBN, each of the sites in the network are designed to generate leads.
- Tools such as https://leadsimplify.com/ make it easy to create lead forms for your site and redirect incoming calls to local industry specific lead buyers.

- Most of the sites in the network are expired domains with existing backlinks. These can be found on www.expireddomains.net. Be sure to check the history of expired domains to ensure that the sites haven't previously been used for a malicious practice such as gambling as this will hinder the chances of your site being indexed.
- The site https://ahrefs.com/backlink-checker can be used to check the sites linking to the domain.

- This triangle structure is designed to send link juice up the triangle.
- Once a website generates leads you build sites under it. This will help sites further up the triangle to rank better without needing to directly link to them.

How to use Magic Page

- Magic Page is designed to increase leads on any website by creating local pages using geo data which then have links which target your service pages.

- Home page is biggest location in radius such as a Major City and links to largest Magic Page Cities

- Multiple service pages link to home page

- Magic pages link to services + Each other [cities]

PBN difficulties

- Constant PBN set ups are time consuming
- Constant Wordpress Core, theme and plugin updates
- Having to manage hundreds of logins for Wordpress and hosting.

- Google indexation checks
- Uptime monitoring. How do you know if a site goes down?

Why managing a PBN network is easy with Xagio

Using tags to organize domains

1. Once you've installed the Xagio plugin on your site the website will be added to the Xagio cockpit Web App.
2. Select the Websites tab at the left of the screen
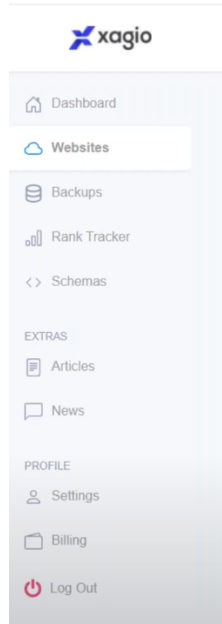
3. Your website should appear in a box in the middle of the window.

4. In the top left of the small box that has your domain select the tags button.
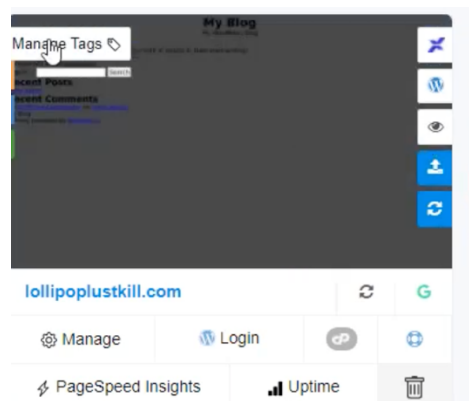
5. It's good practice to assign three tags to a domain. One should be used to describe the type of site using the domain, for example is the site a PBN site, Client site or a lead gen site.

6. The 2nd tag is used to tell you where the site is hosted, for example Cloudflare, Namecheap, etc.
7. The 3rd tag should be used to link to the registrar account.
8. You can add links to these tags making it quick and easy to get redirected to sites relevant to the running of the site.
9. To filter the sites, you see on the 'Manage Websites' page select the tag icon beside the domain search bar.
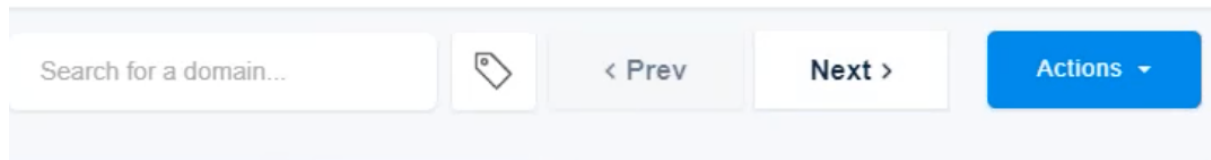
10. Select the tag from the list which you want to filter your sites by. For example, select the PBN tag to only see the sites you've tagged as a PBN.

Easy Site Setup Using Xagio

Creating plugin groups

1. Go to 'Settings' beneath 'Profile'
2. Go to 'My Plugins/Themes'
3. Select the 'Plugin Groups' button in the middle of the page
4. A new window will appear with two boxes side by side.
5. Give the group a name and select from the plugins you've uploaded from the left box to add them to the group.
6. Save the group.

Bulk installing plugins from pre-defined plugin groups

1. To set up the site select the 'Manage' button on your domain
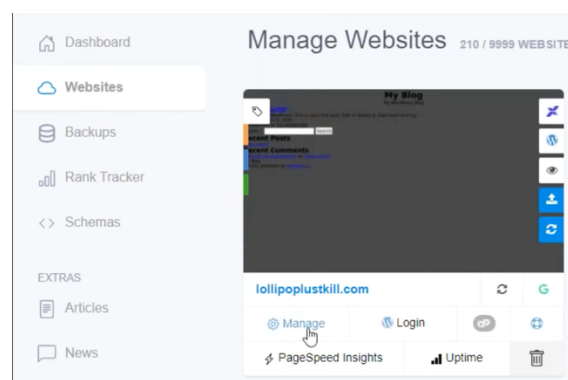
2. Go to the Plugins Menu in the middle of the screen and select '+ Add New Plugin'
3. Next go to the 'My Plugins' tab at the top of the window and select the plugin group which you previously created.

4. Check the box besides the plugins you want to use and select 'start upload' at the bottom of the page.

## How to check your site's metric power

1. Enter the manage panel for your website, then go to the Metrics tab
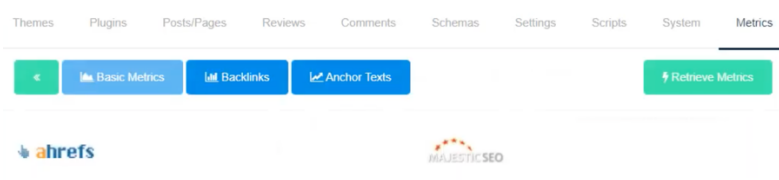
2. You should see two columns. One contains all your site's ahrefs metrics and the other displays all your 'Majestic SEO metrics.
3. Select the 'Retrieve Metrics' button at the top right of the page to gather metrics and populate the columns with data.
4. This process costs 1 credit.
5. There's also a backlink checker tab which enables you to check the Domain rating and URL rating.

6. Once you've retrieved metric data for a site. The metric data will appear on the website section of the dashboard, so you have 'At-a-glance' key metric data for your site.
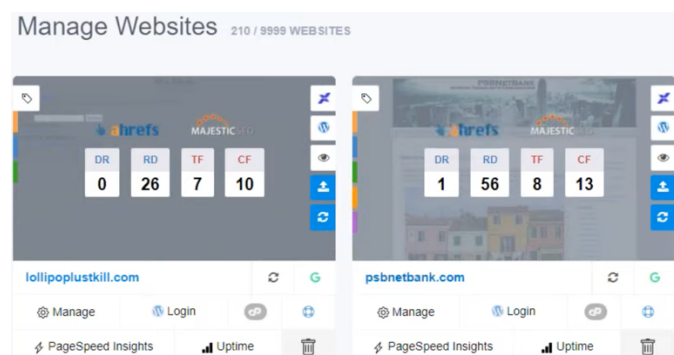
How to check if your site is indexed

1. It's a very easy in Xagio to check if your site has been indexed by Google.
2. On the websites section of the dashboard beside the domain name there's a google icon on the far right if the icon is green the site has been indexed if the icon is red the site hasn't been indexed.

lollipoplustkill.com

3. Selecting the green Google icon will open a 'site:' search showing the pages which have been indexed.
4. Xagio will notify you if your site is ever taken offline. You can select the 'Uptime' button on your site to check the last 6 days of uptime history.

Automatically back-up your sites using Xagio

1. Setting up a PBN network can be time consuming so it's important that you back up your sites as regularly as you work on them.
2. Firstly, you should select the 'Settings' tab under the profile section.
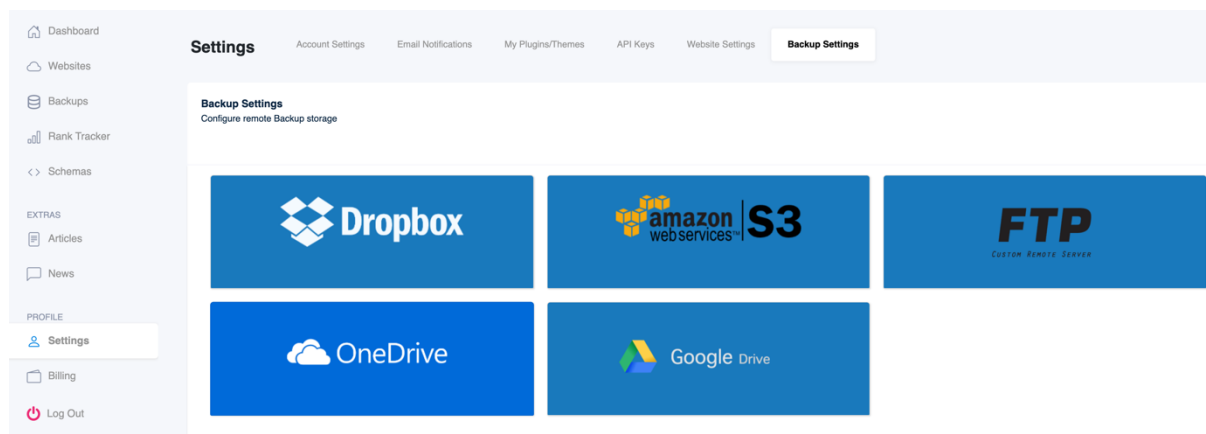
3. You would need to 'Authorize' your storage to receive backups from Xagio.
4. Next, select the backups section in the dashboard. You should see a list of all your sites using Xagio. You can either change the backup settings for each site individually or you can use the check box column located at the far left and the drop-down menus to change the setting for multiple sites at the same time.
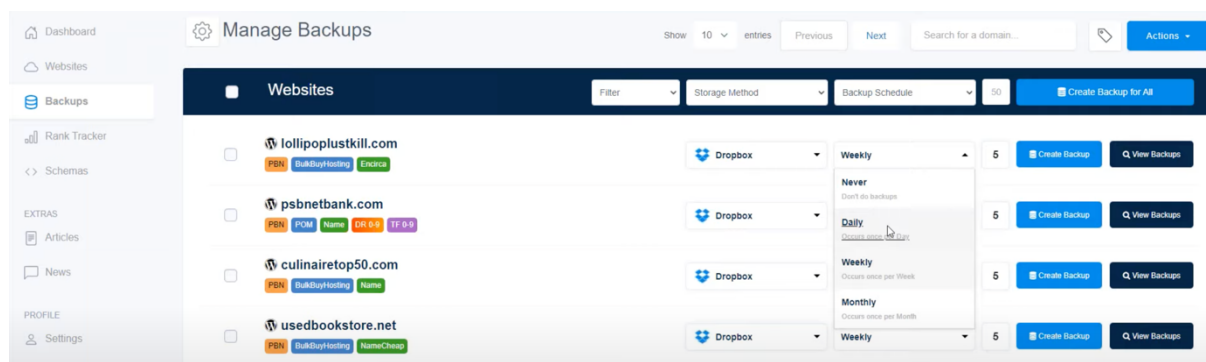
5. The 'View Backup' button on the far right enables you to 'restore' a site from backup. The 'Download' option is useful if you want to download a copy of your site and save it to physical drive if your cloud storage is limited.

6. The backup process is automatic so it would automatically backup your sites to a schedule you set up and overwrite old backups.
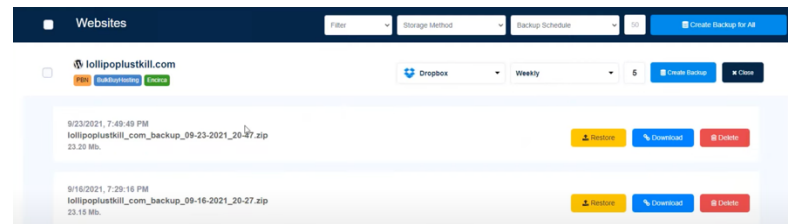
Xagio External Audit

1. Using the Xagio Wordpress plugin go to the Project Planner and create a new project named Audit – 'then the domain of a top-ranking site you want to extract keyword info from'
2. Once it's created 'load' the project and select the 'Audit Website' button.
3. The following window should then open.

4. Paste in the domain of the top-ranking site in the text field beneath where it says domain. Then select the 'Start Operation' this process shouldn't take too long.
5. Once the audit is complete, it will create a group for each page on their website and show you the keywords they are ranking for as well as their h1 tags, meta titles and description. This tool is very useful during your initial research when you're planning your service pages.
6. Next you want to compress their keywords into tighter groups and they way to do this is through 'keyword clustering' and 'phrase matching'.
7. In the 'Keyword Functions' button select the 'Phrase Match into a new project' option.

8. Give the project a name like Audit – PM 34 (The PM means phrase match) this will compress keywords into smaller phrase matched groups.
9. You want to optimize for the keywords with the most volume and least amount of competition.
10. You will need to return to the project planner and load the 'PM 34' group and select the word cloud icon on a group which contains keywords you want to target.
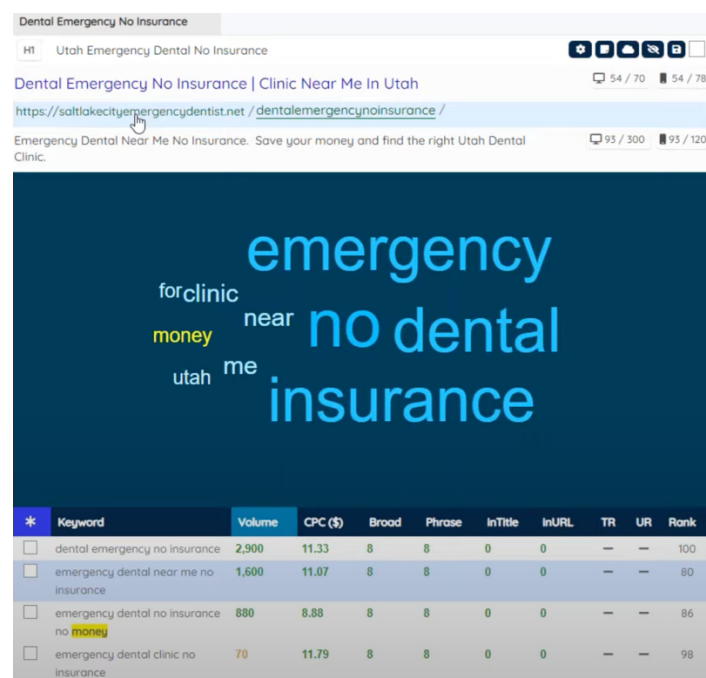
11. You then want to use the 'word cloud' feature to create a keyword rich meta page title and meta description.
12. Once you're happy with the page title and description the next stage is to turn this into an actual page on WordPress which you can begin writing content for. To do this you need to select the 'actions' button and under 'Group Management' select 'Create New Page from Group'.
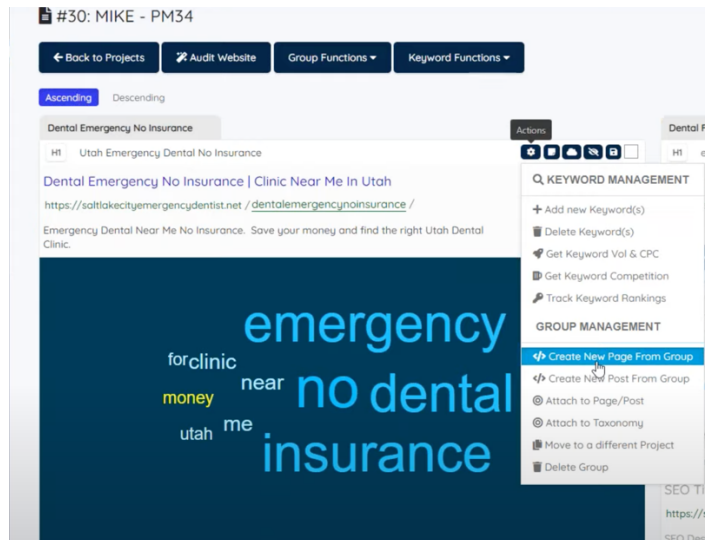
13. Once you reload the project, you'll see a 'Page' tag at the top of the group which you can select and get redirected to the page where you add your content.

14. Using PageRewriter makes it easy to write original high-ranking content which will pass Copyscape.