

AUTO-PING SCRIPT GUIDE

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Origin: the inspiration behind the creation

One of the greatest search engine ranking factors for a site is the backlinks it has. In other words, it is generally assumed that a site with 1000 quality backlinks will rank better than a site with 100 quality backlinks.

I know there are a lot of theories and arguments on which type of backlinks are best etc., and I am not going to go in to any theories in this guide. All I will show you and tell you is what I know works and what gets the best results for me.

I have had sites that I built very few backlinks to and outrank sites that I have built thousands of backlinks to. When comparing the sites side by side, I noticed a consistent difference between the two. It did not matter how many backlinks I had built to each site. What mattered was how many backlinks Google actually indexed.

Something I should make sure to mention is that Google will never show all the backlinks to your site it knows about. In other words, even if your site has 1000 backlinks and Google only know about 500 of those backlinks, it will only show 200 to 300 backlinks in their search index. This does not mean that Google does not credit your site for all 500 backlinks it knows about.

Why does Google do this? It is because they simply could never ever keep up with the demands of computing power they would need to show all the backlinks their crawlers come across. The web would also become incredible spammy if everyone knew exactly how someone got their site ranking etc and competition would be incredibly high.

If you would like to know about all the backlinks Google has on file for your site, simply register your site with Google webmaster tools (Google it) and Google analytics. They are both free and both are great assets if you want to keep an eye on your search engine standing.

After learning the importance of having Google crawl and index my backlinks, I started to ping all the backlinks I built to my sites. I soon realized though that because all the pinging was done from the same IP address, it was not very effective. I guess pinging hundreds of URLs every day from the same IP address can appear spammy.

I started to invest big money in various pinging tools that would allow me to use proxy IP addresses to ping through, in an effort to hide my IP address, but little did I know that there were literally hundreds of other people using the same free proxies for the exact same thing.

This totally defeated the purpose that I used proxies to begin with. I looked at paid proxies, but soon realized I could quickly lose a lot of money with them. What was I to do?

I had been using a very simple script on my site that would ping the page a visitor would land on as well as the referring page that the visitor came from. This script would use the visitors IP address to push the before mentioned URLs through Pingomatic. This all happened in the background and the visitor would never know this was happening.

The concept was genius and it worked like a charm. It helped me improve the search engine positioning for dozens of my sites almost overnight. The only downside to the script was that I did not have a lot of control over which URLs got pinged etc.

This is what led me to create this brand new ping script where every aspect can be controlled from a very simple and easy to use interface.

Creating a Campaign

This whole script runs through Pingomatic.com. Basically what happens is that once the script is installed on a webpage, it will make two submissions every 24 hours to Pingomatic every time a unique visitor lands on the page.

Each of the two submissions are going to be completely different with different URLs and keywords depending on the information you put in when you set up the pinging campaign.

Here is a screen shot of Pingomatic:

A screenshot of a web form titled "Blog Details" with a green header. The form contains three input fields: "Blog Name:" with a text box, "Blog Home Page" with a text box, and "RSS URL (optional):" with a text box.

For “Blog Name” the script will randomly pull a keyword for both submissions.

For “Blog Home Page” it will use either the page the visitor is on or a random custom page if you selected the “custom pinging” option for first submission, and for the second submission it will use one of the backlinks that you put in the “Backlink URL” box. Remember there are 2 submissions per visitor.

For “RSS URL” it will use the RSS feed you specified for the first submission and the RSS feed that is generated from the campaign for the second submission. You’ll learn more about this later.

If all of the details are confusing for you, don't panic. It really is very straight forward and you will understand more on exactly how the script functions once you set up your first campaign.

Let's get started on our first campaign!

Name for Campaign:

When creating a new campaign, it will ask you to put in a campaign name. Simply put in something that will remind you what site or page the campaign is for. Labeling this properly can help you stay organized, especially if you create many different campaigns for various different sites, pages, etc.

Keywords:

One thing I always like to do with my websites is dominating local markets. For example, if my site were about “dog training”, I would try to dominate every English speaking city for that keyword.

The keywords I would go after would be “Florida dog training”, “Dallas dog training”, “Hamilton dog training”, “Calgary dog training”, etc, etc. There are literally hundreds of cities I could dominate like this and as you can imagine, dominating these localized keywords drastically increases the amount of high quality traffic I get to my sites.

Note: This is where all the money in AdSense is. Local businesses now pay fortunes to dominate their local markets with AdSense ads. This approach has allowed me to take my “25 cent per click” AdSense site to consistently get \$7 - \$8 USD per click. The only thing that changed was that it started to dominate one local city after another. This is a HUGE untapped goldmine!

Using the spinning feature within this script, you can very easily include hundreds, if not thousands, of keyword variations. To set it up, here is an example of what it would look like:

{USA|Canada|Australia|United Kingdom|Florida|New York} {Dog|Cat} {Training|School}

When pinging, it would randomly select one word or name from between each of the {} brackets. In the above example, here are just a few ideas of what it could generate:

Canada Cat Training
Australia Cat School
Florida Dog School
Florida Dog Training

The list of different keywords you could potentially generate and ping your site with is virtually endless. Can you say “SWEET!”?

In the above example I focused on city, state and country based keywords but you can do this with absolutely anything you like. You could do something like:

{Top/Best/#1/The #1} {Dog/Cat/Ferret} {Training/Teaching} {Book/eBook/Course/Guide}

Of course you want to focus on your niche as much as you can, but as you can see, the possibilities are endless. Pretty cool, huh?

Pinging Preferences:

Here you have the option of pinging the page that the visitor is on or a URL of your choosing. You can put the script on any of your PHP based web-pages and every time a visitor lands on that page, it will either ping that page or randomly ping one of the URLs you put in the “custom pinging” option box.

Either one is good, but if your site is already getting a fair amount of traffic to the main page, it might be wise to use the “custom pinging” option on it so you can list all of the individual pages of your site. This just helps to make sure that all of your site's pages stay indexed and stay on top of Google.

Make sense?

RSS Feed URL:

Aside from pinging all your pages, you have the option of also always pinging an RSS feed. If you have a blog, you could use your blog's RSS feed or you could always generate an RSS feed through www.feedburner.com.

Another option you have is to gather all your backlinks, make an RSS feed out of them, and add that feed here. This way you always force the search engines to come to your site through your backlinks. This is one of my favorite ways of pushing link-juice to my sites.

Fact: I am such a big believer in RSS feeds that all of my “25+ backlinks a day” customers at www.empiremarketing.ca get their very own RSS feed that is generated using the backlinks my service built for them. Just read some of the testimonials to see how powerful it really is.

There have been cases where people ranked top on Google over night and all they did was submit the RSS feed of their site to a handful of RSS aggregators. Though those are

rare cases, one should never underestimate the power of proper RSS feed promotion.

Again though, it really is up to you which RSS feed you promote here and/or if you even use this feature.

Backlink Finder:

NOTE: Please use this feature before you fill out any other boxes on the page otherwise some of the data entered might get lost upon submission.

A good way to make sure that the search engines give your existing backlinks credit is to ping them every now and then.

The backlink finder function allows you to find about a hundred or so of the top “indexed” backlinks that Google and Yahoo have of your site. All you have to do is type your complete website domain in to the box and click search.

This will populate the “backlink URLs” box with about 100 of the backlinks it can find.

This feature is extremely limited and restricted, so if your site has hundreds of indexed backlinks, I would recommend going to <https://siteexplorer.search.yahoo.com> and searching for your domain name. Then simply copy all the backlinks listed on there and paste them in to the “Backlink URLs” box.

Backlink URLs:

As mentioned in the beginning, indexed backlinks are one of the most powerful ranking factors a site can have. You can have all the backlinks in the world, but if they are not indexed, they are pretty much useless.

The whole objective with this script is to:

- Keep your site ranking high
- Keep all your site's pages indexed
- Get and keep all your backlinks indexed

With that said, if you have a list of the active backlinks to your site, you can put them in this backlink box. If you do not have any links to put in there, there are a ton of really good services right here on the warrior forum that you can use.

You could also always sign up for link packages like warrior Joe's "[Instant High PR Backlink Pack](#)" and build the links yourself. A good New Year's resolution is perhaps to build one good backlink a day and add them to this pinging tool.

Just always make sure you ask for a report that has all your backlinks in it. That way you can simply copy and paste those backlinks in to this script to make sure all of those backlinks get pinged and picked up by the major search engines.

The control-panel of this script is designed so that you can come back at any time and add to your campaigns or edit them and I really recommend that you make good use of that.

What kind of backlinks do I recommend?

I find that in-content backlinks have the most link-juice. I know a lot of things can be said or argued, but from my very own testing, nothing boosts like in-content backlinks.

Having said this, I have had miracles happen from all kinds of other backlinks as well. Just browse through the [warriorforum](#), [forums.digitalpoint.com](#), [blackhatworld.com](#), or check out my SEO services at [empiremarketing.ca](#) and see if you find something you like or something that suits your budget. Always check out the reviews before you buy anything though. This is a golden rule.

Again, try to find something where you get a report with all the backlinks so that you can add them to your pinging campaign. **No backlink has any SEO value if it is not indexed!**

IP Addresses to Ignore:

The idea here is that you can enter your IP address so that it will not ping from your IP when you visit your site. It is completely optional.

You can find out what your IP is by going to [whatismyipaddress.com](#). It will look something like 156.56.8.258. All you have to do is copy paste it in the "IP ignore" box and the script will never ping that campaign from that IP.

Again, it's not necessary. There is a filter in place that allows the script to only ping once in 24 hours from the same IP address. So if you visit five times within 24 hours, the script would still only ping once.

You can also put in search engine bot IP addresses to prevent those bots from triggering the script. I myself would not worry about this too much but if you want to take the extra precaution, you can find a huge list of bot IP address here: <http://www.iplist.com>

Again, I myself never use this feature but it is there should you want to use it.

Referring Sites to Ignore:

If you are using redirects or if a certain site is sending you a LOT of traffic and you do not want the script to ping when those visitors land on your site, simply put the domain or URL of where the traffic is coming from in here and it will not call the pinging script in to action.

Does that make sense?

Once all of this is filled out, simply hit “create campaign” and your campaign will be created. Just like that!

Viewing a Campaign

Campaign Name	Pinging Preference	RSS URL	Creation Time	Status	Action	View
Monday Night	Custom URLs Pinging	http://custom.com/rss/feed	Tue, 04 Jan 2011 10:10:55 - 0600	Active	Edit Delete Pause	Code Stats Feed

After you have created a campaign, you can go to the “View Campaigns” page from which you have a lot of different options.

You can edit your campaigns here. You can even delete or pause your campaigns on this page.

The ones I will discuss a little further down are the “Code” and the “Feed” option.

Code:

Creating the campaign is the easy part. Adding the campaign to your site can be a little more complicated if you have no HTML or PHP knowledge but don't panic, it really is not THAT complicated.

Simply copy the code and put it somewhere between <body> and </body>.

The code will not be visible to anyone viewing the site, so don't worry too much about where to put it as long as it is before the </body> code.

Again, if you have any questions, do not hesitate to ask. I or my staff would be more than happy to get back to you ASAP!

Feed:

For each campaign you set up, an RSS feed is generated. It takes the information from the campaign such as the keywords, backlinks, and site URLs and uses the random descriptions that you see under "RSS Descriptions". It generates an RSS feed that you can submit to RSS aggregators.

In fact, I would recommend manually pinging this particular feed often like every few days just to have the search engines crawling it on a regular basis.

Maybe, if I may, subscribe to a very basic pinging package at pingler.com and add this RSS feed as well as your other RSS feeds for them to ping to their list of ping-sites every 3 days.

I currently have a couple hundred feeds with them that they ping every 3 days for me and it really does not cost me a whole lot. Definitely worth every penny!

Well... that is it!

I will update this guide as I go along and as questions arise and I will do my best to keep you up to date about that as well.

Remember: If you ever have any questions or concerns, please do not hesitate to contact either myself or my staff by opening up a support ticket here:

<http://pingautomatic.com/support>

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