

A Peek into the World of PBNs and Grey Hat SEO

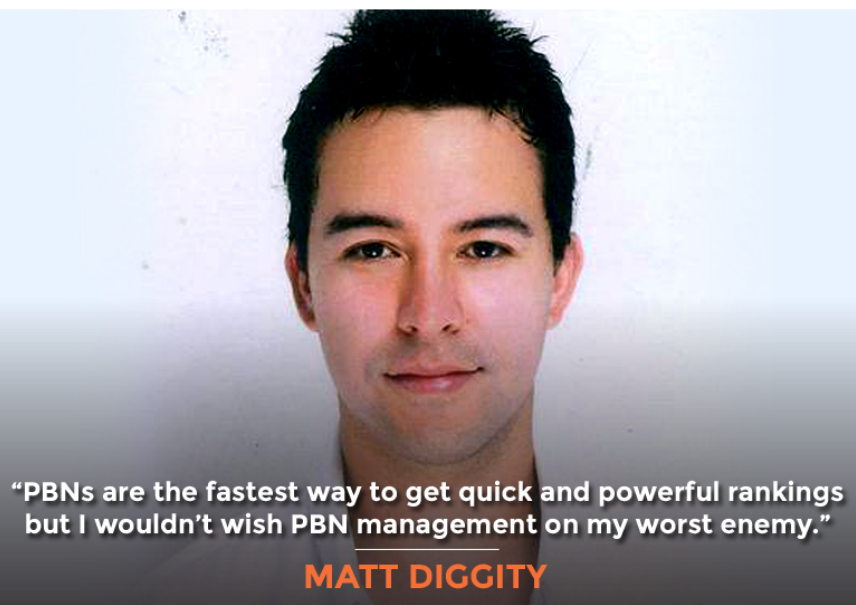
10 Point Checklist

Matt Diggity

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



**“PBNs are the fastest way to get quick and powerful rankings
but I wouldn’t wish PBN management on my worst enemy.”**

MATT DIGGITY

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Remember to stick to white hat SEO strategies when working with clients and with sites of which you would hate to damage the reputation. A thoughtful risk versus reward assessment is always required before venturing into the black hat or grey hat territory.
- Familiarize myself with the SEO tactics that are considered grey hat or black hat by Google's standards. Understand the differences between white hat and black/grey
- Steer clear of black hat SEO such as hacking, malware, and link injections. Aside from the risk of having all my rankings removed, many are considered criminal activities.
- Check for manual penalties (under "Manual Actions" in Google Search Console). Address them whenever I get a notification on my Google Search Console.
- Become an affiliate and earn extra money on the side and use those sites to experiment with, rather than client sites.
- Don't rely on PBNs as the strategy to build authoritative backlinks to improve my site rankings on Google SERPs. Build links sustainably.
- Make sure that sites with previous owners have clean backlinks and no penalties before I purchase and repurpose a used domain.
- Publish unique, high-quality content. Don't "spin" articles to use as SEO fodder.
- Become a contributor on high-authority blogs to achieve valuable links. Reach out to credible sites and online influencers with the help of outreach tools like Pitchbox.
- Stay on top of the latest Google updates to avoid algorithmic penalties and outdated SEO strategies.