

WordPress Authority Automation – Leanne King 2010

Fast Web Formula 2 - 2010

The idea behind WordPress Authority Automation is that you build your own authority sites and feeder sites that you control.

You can choose whether you just want to build a simple article directory style site to operate as your authority site or if you want to go bigger and build an authority site that has a network of feeder sites linking to it.

First things first.



If we are going the easy route then you need to install WordPress (self hosted ie. wordpress.org).

You can do this via fantastico from cpanel, manually, use an autoinstaller like [WP Manager DX](#) or clone an existing site using [Back Up Buddy](#) or [Blog Zapper](#).

If you are installing via fantastico, cpanel or manually you can install the [WP Simplicity](#) plugin to make adding plugins to your new site a breeze.

If you are building an article directory style site then I recommend that you use the [article directory plugin](#). This will make it easier for you to run your own Ezine Articles style directory.

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The article directory plugin also has a theme that you can use as well. I recommend that you choose something different (it has a link back to the developer's site and you don't want to leave footprints). You can find great magazine themes at any of the premium theme websites.

If you want a little more fiddling at the beginning but long term time saving then install WP 3.0 manually and fire up the networking settings. This will turn your blog into a multi user environment allowing you to:

- a) have blogs as subdomains eg subdomain.domain.com
- b) have blogs in directories www.domain.com/blog
- c) map domains to your wordpress mu install using a domain mapping plugin meaning one install of wordpress yet unlimited domains actually pointing to that server eg. www.domain1.com, www.domain2.com, www.domain3.com etc for as many as you like (imagine how much easier updating your sites will be!)
- d) map domains to your wordpress mu install and change the ip address as well with your web host so unlimited domains that look like they are on different servers

If you check out Super Fast Results Forum you will find a pdf that I have uploaded on WP 3.0 showing you how to install WP MU (amongst other things).

Building an authority site using WP 3.0 (MU features added) really adds to your virtual real estate in my opinion. This is the way that you can retain control over your internet marketing business while building a valuable real estate asset for yourself.

Think of Authority site automation as a money site with wordpress feeder sites all living off the one install of WordPress.

If you like to live dangerously, and don't want to build an Authority Automation Site then have a think about using WP 3.0 (multi user enabled) for your websites. The advantage of this is one install of WordPress. You never have to worry about having tons of passwords, logging into a ton of sites and worse updating them. Do it once and build more sites with your spare time.

It is beyond the scope of this little report to explain in detail blog farms but I have included some of my fave plugins here for you:

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SEO

My favourite SEO plugins are:

[Platinum SEO](#)

[Headspace2](#)

[SEO Friendly Images](#)

I prefer to use Headspace2 for autoblogs and Platinum SEO for niche blogs.

A plugin that has some great features is [SEO Ultimate](#). Some of the features include a title rewriter, no index, 404 page monitor, competition researcher, link customizer, code inserter and snippet creator. This plugin has a ton of features and is very suitable for new users, new seo users and people that really want to ramp up the seo on their site as well as add more customization.

Headspace2 has a lot more features but takes a little longer to configure initially. If you find Headspace2 overwhelming there is a simpler plugin called [Vibe](#).

If you are super lazy with on page seo then the [Keyword-Statistics-Plugin](#) checks the content of a post or a page for keyword. It can update its information automatically while you are writing a post or at intervals. The common keywords are extracted in a list as meta keyword suggestions. From this list a meta description can be created and automatically set. It takes the hard work out of seo but does not replace good keyword research initially.

Another plugin I like for SEO is a paid plugin called [SEO Press](#) (it was only \$4.97 when I purchased it). What it does is analyse your post using the keyword you are optimizing and gives you a score. It's quick and easy to use because you are only trying to achieve one thing which is achieve a score above 35%. This is useful if you are new to SEO and want a quick way of checking your progress with seoiing your posts without too many headaches. If you have a score of less than 35% you need to do some more on page seo work.

If you are new to seo and WordPress then the best option for you may be to install the [Free Traffic Getting SEO plugin](#) by Jeff Johnson. It combines a lot of standard plugins and gives them a few tweaks to make them more seo friendly. There is also a premium version but the free version should suit most new WP users.

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To give things a boost I like to use [SEO Booster Pro](#). This is a paid plugin that costs currently \$49.95 but there is also a lite version if you are on a budget. The plugin works by automatically tracking your incoming visitors from Google, researches the current ranking of the keyword, and then starts promoting the best suited keywords. After installation, you don't need to do anything else. You can see whether the ranking on your keywords is climbing by logging into your wp dashboard.

Pinging

You can use a free plugin called [My Visitors Ping For Me](#) to ping your posts. You can also use a paid plugin called Trackback plugin.

This plugin operates differently from My Visitors Ping For Me and it is especially useful if you are using a service like Linkvana, Article Underground, Article Marketing Automation, Neurolinker etc to submit articles to blog networks. Once your blog post has been submitted you can use this plugin to get a trackback from it to your blog (I'll give you the link later on)

Content

A fun plugin to use is the [Review Plugin](#) what it does is make it super simple for you to get content on your site that is actually rewritten from other sites. It is done extremely well and is human readable. The plugin then pings the originating site to advise a review has been done of their blog. If they approve your article they might well approve your trackback. I hope you see how powerful this one is – instant unique article – instant trackback (if they approve your article). Time spent – seconds. This is a paid plugin but it is only \$14.99 so it won't break the bank and would be a very useful plugin to build into your niche blogs and to gather niche content to supplement your rss feeds and unique written articles.

Another good plugin to get some user generated content onto your blog hands free is installing the [Related Websites plugin](#). This is a free plugin that connects to a network of users. When you make a post it goes out into the network to find another related website and posts information on your site. You can read [Jack Humphrey's review](#) of it here. If you are concerned about people leaving your site just use the [SEO smart links plugin](#) to change a few keywords to links in your pages. So if a site is returned that has your keyword in it, it will be automatically hyperlinked within your site.

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There are a number of plugins that you can use to automatically add articles: [Unique Article Wizard](#) (free) [Ezine Articles Post](#) (free but review EA terms of service - you are limited in how many articles you can publish) [Isnare](#) (\$27 currently - now Auto Submit Article) [Slick Auto Poster](#) (\$67 currently but does more than post articles) [WP Mixer](#) (currently \$97) [WP Robot](#) and so many more I could write a book about them.

I like Unique Article Wizard, Slick Auto Poster and WP Robot the best for ease of use and support.

When you are adding articles they come intact with the resource box to the author. The resource box must be kept in place in order to comply with the terms of service. However, there is nothing stopping you adding your own introduction and conclusion to these articles. There are two advantages to doing this. First of all you add a bit of unique content to the article and second of all your link to your product/service/home page will be the last thing that a visitor sees if they scroll down rather than the author's link in the resource box.

You can add extra content using free plugins like:

[Max Banner Ads](#)
[Header And Footer](#)
[Inc Manager](#)

Or

[Flexi Random Quotes plugin](#)
[What Would Seth Godin Do](#)

Or just use a plugin designed for advertising and instead of an ad insert your text. I prefer to use Post Layout Pro which is a paid plugin but there is also a lite version for free available called [Post Layout](#).

If you are using PLR articles most people usually worry about "duplicate content". I just use my Post Layout Pro plugin (or one of the free ones) to add an introduction and conclusion.

If I am concerned about how many packs of the articles have been sold then I might use a [Uniquefier plugin](#) that displays the PLR article differently to the search engines. It looks fine in the visitors eyes and does not affect readability. If I am too lazy to install that I might just use the free [WordSpinner plugin](#).

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Another plugin that will add some content to your blog post is the [WP Facts](#) plugin. What it does is pull an interesting fact from its database and add it to the end of your blog post.

Autoposting

A plugin that I've been testing that combines all of these things is [Content Optimizer](#). This is a paid plugin and is well worth it imo. What it does is allow you to grab an article from an article directory and add a block of text to the header and footer (just like I explained above).

But it's more than that ...

You can save your own blocks of text to use, you can targeted keywords to it and format them (bold, underline, italics). But, even more importantly, for pure laziness and automation it allows you to schedule the imported articles. Hands free customized content - nice :)

The core wordpress auto poster feature is limited. It won't allow you to post months in advance but you can do that by using plugins. I have blogs that I have set up to post a couple of times per day for the next year.

Why?

Search engines love new content. Each time a new post is published the post is pinged giving the search engines a reason to come and visit. My posts might just consist of ebay listings not necessarily articles but they are constant. If you are autoblogging this is a great way to set up a site once and leave it while you are constantly getting rss feeds, articles, and new listings being created.

Another great plugin that is a new kid on the block is [Auto Poster](#). It is similar to Content Optimizer but it allows spin text in both header and footer, automatically adds flicker images, You Tube vids and Yahoo Answers. This plugin was just recently released and I haven't tested it but I do know the developer and have bought a lot of plugins from him in the past :)

To upload the listings I use a plugin. You can use a plugin like [CSV pig](#) (free) or [Blog Feeder](#) (low cost). If you purchase WP Manager DX autoinstaller you often can get a free Auto Poster plugin as a bonus – check before you buy though.

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I love to grab rss feeds, give them a mix in [Feedkiller](#) and publish them using [WP Omatic](#) on my sites. If I'm using WP Omatic I'll often using the [WP Omatic tagging plugin](#) as well.

A bit evil, but you might also like the [Forum2Blog code](#) as well. It scrapes a vbulletin thread to your blog making the initial thread post a post on your blog and the replies become comments. You have options to change titles

Submit To Ezine Articles

Now, of course, you need to get some links from those new blog posts that you have done. The easy way is to get links from an article directory. Install the [Ezine Articles Plugin](#) and submit your article direct from your WordPress blog. Please submit a decent quality article to Ezine Articles not a rehash of rss feeds

Tagging

Every time you add tags or add categories to your blog WordPress automatically turns them into a page. Think of this as a free, quick and easy way to get more out of your keywords on your site without writing an article.

The quickest way to add tags is to get a plugin to do it for you. [Auto tag pig](#) automatically adds tags to your posts. This is especially useful if you are using an autoblog because you will not need to do anything manually. There is also a pro version of this plugin. I use the free version and it works just fine.

I also like [Auto SEO Tags](#). What it does is take the incoming searches on your blog and adds them to your blog post as tags.

Commenting

Often when you start a new blog visitors aren't keen to comment. No-one wants to go first.

You can solve this problem by using a plugin called [Comment Pig](#). This is a paid plugin and is currently \$97. The advantage of having comments is that it makes your blog look popular (a comment is like a vote of confidence), it generates seo keywords for your site as well, all while you are lying in your hammock.

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Now, if you are on a budget you can also get your visitors to comment using another method. This involves using the [WP Incentive](#) plugin which is about \$10.00 and you can use that plugin to give away a free report (or something useful and valuable) in return for comments.

Now What

You can also use a WordPress plugin to index articles that you have submitted to directories, forum profiles and signatures and posts on articles networks. The plugin is called the [Indexing Plugin](#). It is a paid plugin but if you purchase it you will also receive as a bonus the trackback plugin and a ranking plugin. The plugin is currently \$19.00 on special.

Backlinks to Backlinks

So now that you have sprinkled your content all over the web in article directories, blog networks, forums, link wheels and the like it's time to give a big wave to the search engines and tell them to find it. You can do this by using Backlink Energizer (or the Indexing Plugin) - I like to mix things up. All you need to do is set up some web 2.0 accounts (you've already got these right?) Then [Backlink Energizer](#) just requires you to add in the backlinks you want to give link love to together with the keywords. While you are napping it goes out and energizes them getting them indexed in the search engines.

RSS is the BEST

Rss is how I get most of my traffic to sites (because I'm lazy). The [RSS plugin](#) will automatically submit a feed of each of your posts to as many directories as you indicate. As I'm lazy I usually only submit feeds to all directories that do not require you to open an account with them (it saves me time). I open an account at Feedage or Feedagg only and submit to one of them as well. The other advantage is that you can add in other rss urls :)

This is a paid plugin by some talented Aussies If this is not in your budget right now they often have specials so subscribe to their list and they'll let you know when they have a sale. There is another paid rss submitter – I have it, it's not as good and I don't recommend it.

There is a new rss kid on the block that I have been testing for a few weeks. It submits the rss feed to about 16 sites.

BUT

It has added goodness.

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[Auto Backlinks](#) allows you to add a header and footer to your rss submission. Not only that, you can spin the text so you are creating unique feeds. Currently it posts to 13 rss directories but there are plans afoot to extend that number.

What I really like about it is that it is super easy to add other feeds (up to 10). It is also a reasonable price and the developer is keen to listen to feature requests from users.

If you are on a strict budget then there is a free rss submitter. It is certainly not as good as the paid plugin but ... it's free. It's called [RSS Auto Submit](#). You do have to optin to an email list, but I think in the year that I've had it I've never had an email from them.

But

Let me tell you a little secret

You don't need to buy a plugin to let the RSS Directories know that you have created a new post.

All you need to do is go to Settings/Writing – Update Options and paste in the full url of the rss directories you want to ping when you make a post. The advantage of using a submitter is that you can have different accounts (so you don't look spammy) and submit feeds at random times or for random directories, plus you are submitting the whole feed not just pinging which looks more natural.

Bookmarking

Bookmark your posts automatically. To ensure that your bookmarking looks natural you can stagger your bookmarks, randomly bookmark or use multiple accounts. This is blatant self promotion for my new plugin WP Bookmarks (we are still tweaking it to add more awesomeness).

There are other bookmarking plugins that you can use if you prefer to. A popular one is [Auto Social Poster](#) . The plugin is over \$100. The day that I checked there was a site problem so I can't give you exact numbers. Also, I know I find this weird in 2010 but they actually take their site offline on weekends!

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[Slick Social Pro](#) is also a very good plugin. It is a paid plug in and it has a monthly subscription fee but it is proposed to have article syndication capabilities in future releases.

If you are on a budget you can get limited bookmarking with [Socialize It Pro](#) (currently \$147 with two other plugins included), [Only Wire](#) or [Make Me Social](#) that submits to Twitter, Delicious, Tumblr and Digg. The last two are free plugins (although you do need to pay for an Only Wire subscription).

Podcasts

Once you have created a post you can repackage that quickly and easily as a podcast. Just install the [Odiogo WordPress plugin](#) and it will submit the post to Odiogo. You can also download your podcast and manually submit it to other podcast directories. If you want to earn money from your podcasts then consider signing up with [My Podcast](#) as well (although Odiogo does have revenue sharing as well).

Facebook & Twitter

You can use [Wordbook](#) to cross posts your posts to your Facebook wall and also integrate Facebook comments on your blog. This is a good way of getting some interaction going when you have a popular Facebook page but a lonely blog or vice versa.

You might also like to try [FB Like](#) and [FB Like Tags](#). FB Like Tags is best explained by the author:

Write your WordPress blog posts as you normally would. Define your posting with appropriate tags or assign categories. Once posted, it will have a Facebook Like button linked to it via first four tags/categories you assigned. Any reader who clicks the Facebook Like button will share the article but also receive additional updates anytime you write a post specifying the same tags or categories.

You can also use the [status updater plugin](#) to update twitter, facebook, My Space (the plugin does need to be updated to the latest version of WP. If you are using an older version ie less than 2.9 it might be okay).

I've tried a lot of Twitter plugins with varying results. My current favourites are [Tweet This](#) and [Twitoaster](#) You Post an article on your blog, you let the plugin tweet it and you automatically get all related Twitter replies as comments on your blog. Another way to get some user generated comments without doing any hard work.

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Web 2.0

If you have WordPress as your main site you will usually want to create feeder sites enticing visitors to your main site. You create feeder sites on high authority sites like Blogger, WordPress.com and a host of other web 2.0 sites. Usually, you will link at some point to your main WordPress site. Some people like to link to each feeder site in the chain – which is called an open link wheel. No matter what method you use you'll find that updating all those feeder sites can be a pain if you need to do it manually.

Thankfully, we have WordPress. What I like to do is add a little unique content to each of my feeder sites (so it has some value), and then just post extracts from my site to the feeder sites. I can do this with a free plugin called [Ping FM](#) or [Hello Txt](#). You will see that the plugins allow you to post to Facebook and Twitter but the plugins do not play nice when you use microblogging platforms and blogging platforms at the same time. That's why I use a separate Twitter plugin.

However, I have found that I get more love and life is easier for me when I use a paid plugin called [WP Syndicator](#). All you need to do is install the plugin and set up your web 2.0 accounts. It automatically posts your content (including old content) on web 2.0 sites (and Twitter). It adds your content with your keywords as backlinks. One of the great features is that you can automatically do this or you can choose to do it manually (if you want more control). The other good thing is that the plugin developer is keen to update the plugin based on user requests.

If you are looking for a low cost way to set up these feeder sites initially then buy the Web 2.0 Bot from [Icannsoft](#). If you sign up for their email list you will be notified when they have specials where the \$29.95 one off purchase price is often as low as \$7.00. There are alternatives to creating feeder sites automatically but they are a monthly subscription fee of \$47 plus.

Press Releases

You can automatically create press releases from posts that you have on your blog using the [Press Release plugin](#) and template system. Create your press release and post it to the press release directory from the WordPress dashboard. Although the plugin looks like it hasn't been loved for a while it is up to date and works fine with WP 3.0 (beta) which I've tested it on.

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Turn Your Blog Into An Ebook

You can now turn your entire blog into an ebook, edit it, add rss feeds all within WordPress using [Anthologize](#). Once you have done that download your ebook and submit it to the Ebook Directories (I pasted in a list in SFR Forum a while back if you need a list). If you were using Zinepal - you don't need to anymore (unless you really want).

Tracking

You can use [Seo Crawl](#) to check when pages were last crawled. Read the article at the plugin site for why this is important.

If you love looking at your stats you can track your rankings across the major search engines by using [My SEO Status](#). This is a paid plugin and currently costs \$19.95.

You can also use free plugins like [Google Ranking](#) which will check your google ranking each day or [SEO Positioner](#)

If you want to see visitors, top keywords and the like there are a number of plugins that you can use instead of Google Analytics. I dislike using Google Analytics because I dislike Google knowing too much.

You can try [Nstats](#), [Your Data](#), [Piwick](#), [Wass Up](#), [Woopra](#), [Stat Press](#), [Counterize](#), [Wp-visitors](#) and many others. I actually often just use the stats in my cpanel in order to avoid having a plugin overload on my blog.

To check the success of your bookmarking efforts you can use a free plugin called [Populist](#).

You can back up and repair your database using the [DB back up plugin](#). You can also get added back up protection by using the [Site Back Up plugin](#). If you use Amazon S3 then back up straight to your [As3 account](#) with this handy free plugin or [use this script](#) (which works with all your sites (WP or not))

Keep up to date on the status of your server by installing the free [Server Buddy](#) plugin.

There are over 9,800 plugins just in the free WordPress repository. In addition, there are numerous plugins that are not in the [WordPress repository](#).

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Every day, there are internet marketers, bloggers, php fanatics, WordPress lovers creating new and exciting plugins. Whatever you want to do with your WordPress site, have a look around you might find that there is already a plugin out there that does itor someone is thinking about it.

Remember, plugins are like chocolate they are beautiful in small quantities but you should not have too many at once if you want a fast and speedy blog.

A few non WordPress things I like to use with sites:

[IM Automator](#) - automatic free bookmarking tool

[Social Adr](#)- bookmarking syndicate where people earn credits by bookmarking other users sites

[Quick Site Indexer](#) - software (PC only) where you submit your new site (or old one) to a ton of free sites like domain appraisal sites for quick indexing by the search engines

[Monitis](#) for checking if your site is up

Leanne King

[WP Queen](#)

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P.S Remember to check out the WordPress tools, video tutorials and webinars in the Super Fast Results Forum.

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