

# Backlinks Are Dead!

Social Media & Mobile  
Are Burying Them Alive!

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[TheMobileChallenge.com](http://TheMobileChallenge.com)

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## Introduction

This report has been made to give you a high level and detailed view of “what in the world” is mobile SEO and how it impacts your business.



The training and blueprints in the **Mobile Challenge** will give you the opportunity to put knowledge into ACTION and also get LIVE coaching from Maria Gudelis, Tina Williams, special guest EXPERTS, and the rest of the Wildhorse Performance Marketing team!

What you’re about to learn may come across as ‘controversial’ in regards to SEO and getting on page one of Google...

Because Google is the 800 pound gorilla online (over 80% of all searches are done via Google.com), it just makes sense for us to reference Google and leading authority, Matt Cutts, of Google.

In this report you will also find links to videos or articles straight from the horse’s mouth (Google).



**[Click Here for SPECIAL AUDIO GIFT:](#)** We recorded a special AUDIO for you. Listen to this mp3 recording as Tina Williams and Maria Gudelis have a “fireside” conversation with SEO Expert Sean Williams about MOBILE SEO.

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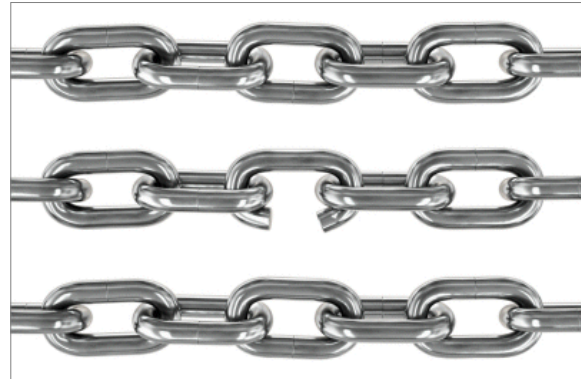
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## The Controversy about Backlinks

Backlinks are DEAD?!?

You may be asking yourself,  
"Have they completely lost their minds?"

Possibly...but entertain us for a minute  
here...



Before now, if you wanted to get a site ranked on Google, or any of the other search engines, the only way was to get it a lot of backlinks.

Prior to now, only website owners and SEO geeks could 'vote' sites to the top of the search engines.

**ONLY** those people that knew how to get backlinks got a vote.

They were in the game, but the rest of us were on the sidelines *hoping and praying* that Google or Yahoo would give us the results we wanted.

**Well, guess what?  
That world has been flipped upside down!**

Google+1 and Social Media emphasis has now given  
**EVERYONE** with a Social Media account a 'vote.'

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## Google now considers YOU important enough to listen to!

Yes, even those SEO Gurus know that the game has changed...

### Score one for the team!

**Strike One** against the 'SEO-players-only' dominated search engine results.

**Not sure you should believe the hype** about how Social Media is now the new SEO or how it's at a minimum grown in considerable importance in their eyes?

Checkout this quote and video from Matt Cutts:

*"But make no mistake; this is a massive Google project. And eventually it will hit all users — and not just those logged into their Google accounts. Down the line, Google can envision this +1 data influencing search results across the board," Cutts says. "That's what we call 'downplaying' — assuming people use it, the social data is very likely to be the key ingredient to the future of Google Search."*

Source: <http://techcrunch.com/2011/03/30/google-plus-one/>

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## **Social is Key to SEO in 2011 from Matt Cutts**

If you want to check out the video, you can see it [here](#).

In a nutshell, he states that if you are sharing great content on Social Media Networks others might find it useful enough to blog about or share it.

*Hmm, makes sense doesn't it?*

**Getting some real 'human-ness' into the SERPS is going to be a good thing for all of us!**

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Now, are there any other indicators that Social is playing more and more of a role in SEO? Here are just a few:

1. **Facebook** comments now being indexed by Google. [Source](#)
2. Get your **Google+1** post indexed. (Yes, Google indexes its own social media) [Source](#)
3. We know that **Twitter, LinkedIn, Tumblr**, etc. have been getting indexed for a while.

**Yes, Google is keeping a close eye on Social Media, the content being shared and indexing it for good reason.**

So we're clear that Social is a new major focus of integration on the SEO side of the house...any other big trends popping up? You betcha!

## Mobile, Mobile, Mobile!

Just how do you think all of these social users are accessing the web these days!?

“For the three-month average period ending in September, 234 million Americans age 13 and older used mobile devices.”

[Source: ComScore Sep 2011](#)

Matt Cutts reference to mobile emerging as far back as 2008...  
*Do you think the fire is hotter now?*

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"You've got 3 billion handsets and only 1.25 billion PCs..."

[Source](#)

Ok, we've established that there are a few people using mobile devices in the US and around the globe.

Now let's look at how some of them are using these devices?

	Share (%) of Mobile Subscribers		
	Jun-11	Sep-11	Point Change
<i>Total Mobile Subscribers</i>	100.0%	100.0%	N/A
Sent text message to another phone	69.6%	71.1%	1.5
Used browser	40.1%	42.9%	2.8
Used downloaded apps	39.5%	42.5%	3.0
Accessed social networking site or blog	29.1%	31.5%	2.4
Played Games	26.9%	28.8%	1.9
Listened to music on mobile phone	19.0%	20.9%	1.9

Hopefully you understand from the previous image and stats that **approaching 50% of mobile users are accessing content via their phone's browser and it's growing consistently!**

What would that tell Google?

A large number of their visitors are searching for results through them and landing on people's websites...that are hopefully optimized.

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## Why does Google care?

Let's get some basics out of the way as to why this is seriously important in Google's eyes:

**Fact:** Google considers all of its users its loyal customers that it wants to take care of.

**Fact:** If you don't provide a good user experience for these customers that Google is sending over, you will anger the Google creators and maintainers.



Now, let's go a bit further. Think this out a bit...

If Google considers its users its friends and it knows that a LOT of people are accessing your content via a mobile device and you are NOT serving up content to them in a way that pleases them or is fast and mobile efficient...

Do you think Google is going to give some extra love to your website and rankings?

How might Google check this mobile-friendliness of your website?

**It's called "bounce rate."**

If Google sees people going to your website through a mobile device, and finding it to not have relevant content or not easy to navigate and COMING RIGHT BACK to Google...it can assign a negative bounce rate scoring to your site, and this may hurt your search engine positioning.

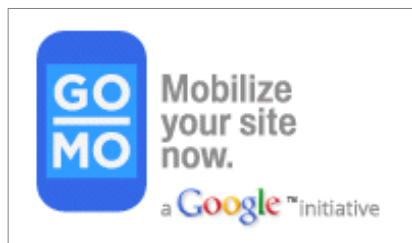
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**In other words, it will affect the amount of Google lovin' you are going to get overall.**



So, now let's look at some more facts backing this whole Mobile Focus.



You should know that Google is going 'all in' on this topic and recently launched [GoMo](#).

Does this give you another indication that Google is getting more serious about the mobile space?

We hope so!

## **Let's look at a few other more known indicators:**

1. Google has a robot just for mobile
2. Google has a search portal just for mobile
3. Google's algorithm seems to be different for mobile search:

“Separate tests by [Resolution Media](#) and [Covario](#) both **confirmed that mobile smartphone ranking differs from desktop rankings.** Yet it's unclear whether having mobile optimized content is actually a ranking factor in mobile search” [Source](#)

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Ok, so now you're starting to think...

**I need to engage more in Social Media AND get my Site Mobile Optimized fast!**

There is a mantra you need to have in your head when it comes to mobilizing your website or your client's website.



## FORMATTING, SPEED AND RELEVANCE

1. **Formatting** – obviously you need to serve up content that allows a mobile user to consume your information EASILY.
2. **Speed** – mobile phones are not on your blazing fast home cable connection. Optimize your mobile website for speed!
3. **Relevance** – always always be relevant or the user will bounce out.

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## Common Questions

Let's address the common questions when someone gets ready to lay into this mobilization process:

Does indexing a mobile website create a duplicate content issue?

Let's hear it direct from the horse's mouth. [Source](#)



One of the things he mentions is that it's considered a "best practice" to serve content on separate URL like <http://m.yourdomain.com>

Now we don't want to get into all the 'geek heavy' stuff here, but there are several solutions that we will be exploring throughout the **Mobile Challenge** that will help you cover all bases as per these best practices. While you're at it, make sure you have a [Google Mobile Sitemap](#) and that it's been submitted for best results!

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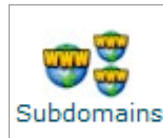
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## ‘Best Practices’ Mobile Friendly Domain

Now if you want to setup a 'best practices' mobile friendly domain, **Step One** is to get your host to setup a 'subdomain' for you.

This means a <http://m.yourdomain.com>

If you have **cpanel**, you can do this yourself by logging into cpanel and clicking on this button:



The next thing you'll need to fill out is this screen:

**Create a Subdomain**

Subdomain :  .

Document Root :

And hit that Create button.

That's pretty much it! Now what you need to do is (our recommendation) create a Wordpress install on that subdomain "m" and when you update your main site, make sure you update your mobile site with appropriately sized images and optimized for speed.

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**Reminder:** Speed is another big issue Google seems to be looking at, in relation to Mobile friendly websites, as they know phone bandwidth is often a little more clogged than your blazing-fast home internet connection. **So optimize those images...or use very few!** Also, don't make the user click on a bunch of links...try to optimize your site for an easy flow.

Once you've done this replica of your site at **m.yourdomain.com**, you'll want to insert some code in your .htaccess (don't worry most of your hosting accounts have this) that will redirect both mobile users AND importantly Googles mobile robot to your mobile version.

If you are running a typical WordPress driven website, you can simply use the [Mobile Domain plugin](#) to redirect people to your m.domain.com location.

For those of you running a site with a typical index.html or index.php page you'll need this code added to your .htaccess file. You can log in with your ftp client and download the .htaccess file to your computer then open it up on notepad.

Add these lines below the RewriteEngine On:

```
RewriteCond %{REQUEST_URI} !^http://m.yourdomain.com.*$
# if the browser accepts these mime-types, it's definitely mobile, or pretending to be
RewriteCond %{HTTP_ACCEPT} "text/vnd.wap.wml|application/vnd.wap.xhtml+xml" [NC,OR]
# a bunch of user agent tests
RewriteCond %{HTTP_USER_AGENT} "sony|symbian|nokia|samsung|mobile|windows ce|epoc|opera" [NC,OR]
RewriteCond %{HTTP_USER_AGENT} "mini|nitro|j2me|midp-|cldc-|netfront|mot|up\.browser|up\.link|audiovox"[NC,OR]
RewriteCond %{HTTP_USER_AGENT} "blackberry|ericsson|panasonic|philips|sanyo|sharp|sie-" [NC,OR]
RewriteCond %{HTTP_USER_AGENT} "portalmmm|blazer|avantgo|danger|palm|series60|palmsource|pocketpc" [NC,OR]
RewriteCond %{HTTP_USER_AGENT} "smartphone|rover|ipaq|au-
mic|alcatel|ericy|vodafone|wap1\.|wap2\.|iPhone|android|Googlebot-Mobile/2.1" [NC]
RewriteCond %{REQUEST_URI} ^/$
RewriteRule ^$ http://m.yourdomain.com [L,R=302]
```

Hit save then re-upload and overwrite the existing .htaccess and you can now test that this is working.

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Visit your website with your mobile phone or use one of the following to test that it's redirecting to m.yourdomain.com or showing your WPTouch plugin version (if running a simple Wordpress mobilization).

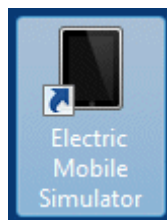
## Want to check what your site looks like as a mobile site?

Download and install these two applications:

This one will test for Droid's and other common mobile platforms



This one will test for the iPhone and iPad



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## Mobile Themes & Templates

Now that you've got your Wordpress mobile site installed on the subdomain **m.yourdomain.com** it's time to pretty it up a bit for mobile.

Remember you don't want graphics-heavy stuff; you want sleek, FAST-LOADING themes. Google is looking at both FORMAT and SPEED for mobile friendly content.

There are a GROWING number of themes coming out as mobile friendly...the key thing is to select one that has been truly tested out because nothing is worse than spending precious time setting your mobile site up...to find your theme isn't supported by the original developers that created it!



you up and running!

In the **LIVE coaching workshops**, we will provide a short list of Upcoming Themes and Templates that we really like and USE in our business.

Our Mobile Quick Start Guide will give you some "shortcuts" to getting

In fact... don't miss the Day 3 of the [The Mobile Challenge](#) where you "watch over our shoulder" as we show you how to set up your mobile site in 9 minutes or less.



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## Getting Your Mobile Site Indexed

This [article](#) covers mobile sitemaps, searching Google's mobile search with the site: operator to see if your website has been mobile crawled/indexed, etc... Definitely worth a [read](#).

### So, Let's Summarize...

1. Social Media and SEO are melding.
2. Those social media posts and likes are being looked at by Google.
3. All of these users are getting mobile happy and surfing the web before or after playing around on social media with their phones.
4. If you're not providing a fast, easy to consume mobile presence you're missing the boat and Google (aka Big Brother) is watching how you treat its loyal customers that it may or may not be sending to your website.

It's go time. **Get Social, Get Mobile and remember...**

### **FORMATTING, SPEED, AND RELEVANCE!**

*Don't forget to get your paws digging into the social media space...Google would like to see you getting some of that social love on you so they have trust that your content is 'social worthy.'*

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## In Closing...

[Let us know if you have any questions!](#)

Our challenges produce results because we 'do it LIVE' with coaching sessions where you can ask your questions.

Can't make our calls live? NO WORRIES...as they are recorded so you get 24/7 training available to you AND...

### Did you get value from this report?

Step 1: Leave a groovy comment for us over on the Warrior Forum Thread

Step 2: Social love is great too! We'd love to get to know you.

Share/Like us on Facebook. We'd appreciate it. :)



[www.facebook.com/MariaGudelisFanpage](http://www.facebook.com/MariaGudelisFanpage)

[www.facebook.com/TinaWilliamsPage](http://www.facebook.com/TinaWilliamsPage)

To your outstanding success!



*Maria Gudelis*



*Tina Williams*

PS: BTW, it's ok to ask people to give you love when you are out there sharing. We don't mean be a pest, but don't be shy. We're all just helping each other out here.