How To Build A Mini-Net

The basics of building a mini-net is to use a group of
sites to create authority pages and an
authority site.

An authority page is one that lots of other
pages link to, but it doesn't link to many
others.

An authority site is a site with lots of
authority pages.

You want to build authority pages because they
get ranked highly in the search engines.

The authority site you're going to create is my existing
website. The authority pages are the important pages
on my site.

I drew a diagram of how this works. It
might make this easier to follow along:

http://training.myprojectplans.com/images/module3/1.jpg

Your job is to build lots of other sites around
tighter niches that are closely related to
my main site.

Then, you link them together.

No, not all of them. That would be un-natural.

Link them like this:

Site A is your main site.

Site B, C, D, E are your sub-sites.

You link the homepage of site B to the
homepage of site A and to the homepage of
site C.

You DON'T link site B to sites D or E.

You link C to A and D.

You link E ONLY to A. I don't think you
should create a loop of links.

You focus site B around a sub-niche of site A.

So, for example, if the main site is
about Digital Cameras, site B might be
about 'Sony Digital Cameras'. Site C
might be about "SLR Digital Cameras", and
site D might be about "Kodak Digital Cameras.

You can build as many of these sub-sites as
you want, as long as they're all related to
your main site.

Also, you need to have pages on your main site
to link to from the sub sites. You should NOT
always link to the homepage of site A.

Site A should have at least one page on it
about 'Sony Digital Cameras', 'SLR Digital Cameras',
'Kodak Digital Cameras', …, …

Then, each of your sub-sites should link to
the related page on the main site.

Also, each of the sub-pages on each sub-site
should link to the homepage of the sub-site.

That's the main concept.

Look at these diagrams and it will make more sense:

This one I drew just to explain the concept
http://training.myprojectplans.com/images/module3/1.jpg

This one is an example of a medium size mini-net
http://training.myprojectplans.com/images/module3/2.jpg

This is the second level of growth from previous diagram.
Notice how there is a second mini-net below the first one (the blue websites are the second level).
The blue ones could also be changed to link to only 1 of the
green ones and then you would have lots of the blue mini-nets,
each one linking to just one of the green sites.
http://training.myprojectplans.com/images/module3/3.jpg

This is the next level of progression of the mini-net. More sites have been added and more links have been detailed.
http://training.myprojectplans.com/images/module3/4.jpg

Here is a cleaner version of the previous diagram so it's a bit easier to understand what's going on.
http://training.myprojectplans.com/images/module3/5.jpg

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A few implementation details

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1. Use keywords in your linking between pages and sites.

MAKE SURE YOU VARY YOUR ANCHOR TEXTS!!!

Don't always link to the homepage of site A with 'Digital Cameras'.

You'll get penalized by the SE's if you do.

Use "cheap digital cameras", "click here", "camera", "these guys", …

2. Make sure your sites are related.
The whole point of this is that SE's are majorly discounting links from sites that aren't related to each other.

But, pages that are related and are linking to each other, are getting and giving major boosts.

3. The homepage of any given site doesn't link to all it's sub-pages. The homepage links to the sitemap, which in turn links to the sub-pages, and also to a few of the subpages.

This ensures that your homepage doesn't have ton's of outgoing links. Remember, it's supposed to be an authority page.

Make sure you're accounting for usability for your users when designing this. Google is getting

better and better at figuring out usability and
penalizing sites that aren't very user friendly.

4. Put your mini-net sites on different hosting
accounts.

    MAKE SURE YOU HAVE DIFFERENT CLASS-C IP ADDRESSES.

    If you don't, SE's KNOW these links aren't natural.

    Make sure your accounts are spread out geographically.
    IP addresses are geographical.

    One way to accomplish this is to use sites that will host your
    site for you like blogger, wordpress.com, myspace, squidoo...

5. Use different templates for your mini-net sites.

    I'm not saying this will affect the mini-net right
    now, but down the road I'm willing to bet it will.

6. Don't spam the SE's trying to get indexed.

    If you build a mini-net like this, it WILL get indexed.

    Just let it act naturally. Otherwise, you're just
    asking for them to index then un-index your site.

7. Build the mini-net over time.

    It's not natural for a site to get built, and then
    within the same week 5 other sites are built that
    all link to that main site. Then, no other sites
    ever pop up that link to it.

    Build one mini-net site each month or something
    like that. Stagger them.

    Make it look natural.

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Why are you doing this?
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Everyone knows that SEO is all about links.

Linking used to be about just getting as

many incoming links from as many pages as
you could. It didn't matter if they were
good pages or if they were related to your
site.

Not anymore.

Now, a link from a pr2 page that is
directly on topic for your page is worth
more often times than is a link from
a page that is a pr6 but is completely
off-topic.

Building these sites you will now control
links that are laser targeted to your
content.

For SEO, this is huge!

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Conclusion
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Building a mini-net will almost always
increase the traffic for a website

…as long as it's done correctly.

One of the criticisms of this method is that
it looks like it is a black hat method.

Googles webmaster guidelines say not to do anything
to increase your pagerank or to try and trick the SE.

As long as you're doing this (building your mini-net)
with the intent to help your customers 😃 you'll
be ok.

If you're giving them more and more good
information on each mini-net site, you'll
be ok.

If you're using computer generated content,
don't mix it with real stuff you care about.

Just be smart about not giving Google any data
that will let them group all the sites together.

One of the important things to do is to also link to
sites other than the main site. Have your site link to
sites like amazon and wikipedia and google. This decreases
the chance that google sees that the sites only link to one
other site.

Building lots of little sites that all
pull in traffic is much safer than having
one site that pulls in all your traffic. When a
serp update comes, you're much less likely to get
wiped out if you have lots of little sites
doing work than if you have just one big site.