Sir Linksalot’s Basic PBN Blueprint

A Simplified Guide to Building a PBN in Less Than an Hour

**Step 1 – Purchase, Host, Setup Wordpress**

* Get your site hosted and set your info to private or use an alternative persona for your registrant info
* A management tool for progress helps a lot, especially when automating through VA’s
  + Trello, Quip, Airtable, etc.

**Step 2 – Research, Rebuild and Add**

* Use Ahrefs or similar tool to check backlinks info/anchors on site niche etc
* Check the top pages and have those built to grab that juice
  + Can order content for these pages or write it yourself
    - * <https://www.iwriter.com/> is an option
  + Are 404 plugins useful?
    - Yes, you can use them, but sparingly
* Upload these articles to their respective pages
  + Use the exact same permalinks structure
* Add the “extra” pages
  + Privacy Policy (Don’t do this on all of them)
    - <https://www.privacypolicies.com/>
    - <https://getterms.io/>
  + Contact
    - Plugins – use various
* News/Blog, Write for us, Work for/with us, Advertise, or anything else you’ve seen on any real site

**Step 3 – Design and Details**

Choose a theme that fits that niche

* Choose a tagline/sitename that fits the previous theme of the site
* Edit your permalinks to display post names and full homepage posts
* Create a logo/favicon
  + I like <https://logomakr.com/>
* Create a header for the site
  + I like <https://www.canva.com/>
* Disable email me, turn off commenting
* Adjust your widgets
  + Delete and add footer widgets, sidebar widgets
* Add Banners and to sidebar, header, footer
  + [https://moat.com](https://moat.com/)

**Step 4 – Diversify**

* Use Plugins to Diversify – This List is Just Ideas – DON’T USE THIS LIST EXCLUSIVELY!
  + Seo Plugin
  + Sitemap (Sometimes included in SEO Plugin and can conflict)
  + Caching
  + Spam
  + Others
    - Related Posts, Redirect (careful), Social Sharing, Counters, etc.
    - Random Plugins Related to Niche or Whatever you want
      * Get Creative

**Step 5 – Use It!**

* To maximize your PBN’s Life
  + Think about what is natural
  + Mix up things like outbound links, innerlinks, images, videos, word count per post, etc