



Link Building Strategies

FOR ADULT WEBSITES

Quick Overview

- **Presentation**
- **Why SEO?**
- **SEO Opportunities**
- **Before Link Building**
- **Disclaimer**
- **Link Building Strategies**
- **Conclusion**

Speaker Presentation



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Expertise:

- Digital Marketing
- Affiliation
- SEO
- International Experience

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- Website: www.unik-seo.com

Company Presentation



UniK SEO

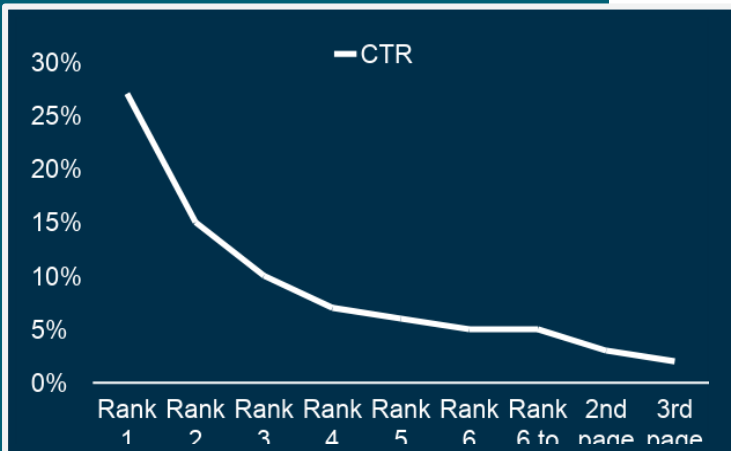
Created in 2016
based in PT & UK

Full Service SEO Agency

- Mainstream
(Tourism, Travel, Restaurant, Medical, e-Commerce, Finance, Health, etc.)
- Adult
- Crypto
- Cannabis
- Google Ads Certified
 - Shopping
 - Mobile
 - Search



Why SEO?



adult seo

Volume: 720/mo | CPC: \$3.49 | Competition: 0.23

All Images Videos News Maps More Settings Tools

About 63,500,000 results (0.31 seconds)

SEO de maneira simples | Ferramenta SEO | rankingCoach.com
www.rankingcoach.com/SEO
Você mesmo faz SEO do seu site com a ajuda dos nossos vídeos tutoriais. Marketing Online Local.
Teste grátis - R\$0.00 - Teste gratuitamente - More

Teste agora gratuitamente
Teste o rankingCoach grátis agora e tenha acesso total por 14 dias

Revendedores
Saiba mais sobre nossa opção de revenda para melhorar seu portfólio

Adult SEO Team | First Page Guaranteed | a1adultseo.com
www.a1adultseo.com/
Ryan Richards and His Expert Team provide 2018 Top Quality Seo Services

Adult SEO Services - SEO for Adult Websites - Unik SEO
<https://www.unik-seo.com/adult-seo/>
We are specialised in Search Engine Optimisation for Adult Websites. By applying the best practices, we considerably increase your organic traffic and ranking results with a measurable impact on your ROI using exclusive Adult SEO techniques and processes. ... Our Adult SEO services ...

Adult SEO: 7 Tips to Rank Higher | JustCash.com
<https://justcash.com/adult-seo.html>
It's no secret that everyone wants their website to rank higher in Google. Here are seven dead-simple tips you can use today to boost your search ranks instantly. ... You also probably know that a key factor or search engine optimization involves building links around the world wide ...

Adult Seo Company
<https://adultseo.co/>
Adult SEO Co provide a full range of SEO, Marketing and Web Design solutions for all types of adult websites including Escorts, XXX, porn, Adult Shops, ...

Adult Seo, Adult Website Design, Adult Industry Digital Marketing ...
<https://adultseoservices.online/>
We Provide Adult Seo, Adult Website Design, Adult Digital Marketing, Adult Seo Services, Adult Entertainment Seo, Adult Industry Seo, We provide full spectrum ...

Paid Search
Around 10% CTR

Rank 1
Around 30% CTR

Rank 2
Around 15% CTR

Rank 3
Around 10% CTR

Rank 4
Around 5% CTR

Adult SEO: Opportunities

- Focusing on less competitive niches

The screenshot shows the XVIDEOS website interface. At the top, there is a search bar with the text "Search 8,158,506 videos" and a magnifying glass icon. To the right of the search bar, there are buttons for "Join for FREE", "Log in", and a flag icon. Below the search bar, there is a red banner with the text "Try XVIDEOS.RED for free. Ad-free experience with extra content and features."

The main content area is titled "Porn in your language" and displays a grid of search results for various languages. A red arrow points to the "الإباحية باللغة العربية" (Arabic) result, which has 7,050 results. Other visible results include "Porno v češtině" (52,057), "Porno en Français" (61,732), "Magyar pornó" (32,489), "Porno po polsku" (8,713), "Porno v Slovenskej" (2,329), "Türkçe porno" (3,538), "Pornografija na bosanskom jeziku" (34), "Porno i dansk" (4,688), "Pornos auf Deutsch" (58,222), "Porno di Indonesia" (6,655), "Porno Lietuvoje" (1,349), "Pornografia em Português" (183,692), "Porno v slovenski" (581), "Porno українською мовою" (10,299), "Porno на български" (595), "Porno in het Nederlands" (10,124), "Πορνό στα Ελληνικά" (495), "Porno in italiano" (38,023), "Lucah Melayu" (1,484), "Porno in limba romana" (15,024), "Porno en Español" (339,768), "اردو میں فحش" (476), "說中文的色情" (3,809), "Esti porno" (541), "פורנו בעברית" (827), "日本のアダルト動画" (25,130), "Porno i norsk" (4,068), "Porno на русском языке" (80,656), "Porrr på Svenska" (5,894), "Khiêu dâm ở Việt Nam" (13,210), "Pornografija na hrvatskom" (1,095), "Porno suomeksi" (2,098), "हिंदी में अश्लील" (6,967), "한국어 포르노" (10,194), "تجنم فارسی" (765), "Pornografija na srpskom jeziku" (1,820), "פורנו" (5,382), and "Porn in English".

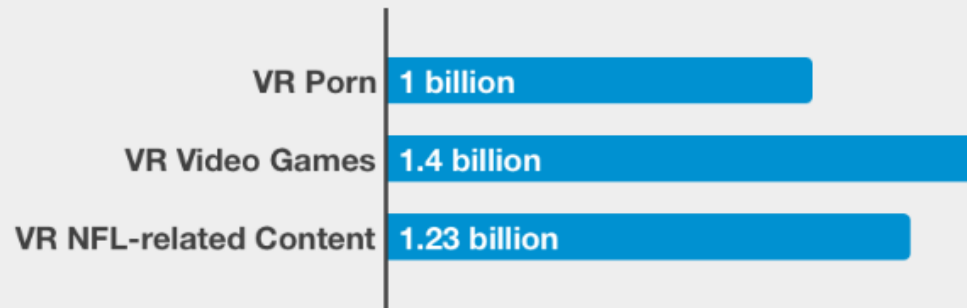
Below the language results, there is a section titled "All tags" with "2,000 results - All tags - # - A - B - C - D - E - F - G - H - I - J - K - L - M - N - O - P - Q - R - S - T - U - V - W - X - Y - Z". A red arrow points to the "All tags" section. Below this, there is a "Filter tags" section with a list of tags and their corresponding result counts. Visible tags include: "1080p" (4,595), "18yearsold" (19,028), "3way" (6,990), "absolutely" (7,293), "adultery" (6,612), "alternative" (13,481), "amateur" (645,585), "amateur-free-porn" (850,210), "amateur-porno" (478,620), "amateur-sex-videos" (896,897), "amateurporn" (7,819), "amateursex" (5,000), "18-porn" (324,151), "18yo" (31,597), "4some" (7,402), "action" (31,364), "african" (10,852), "ama" (10,732), "amateur-blow-job" (549,844), "amateur-porn" (847,394), "amateur-pussy" (813,601), "amateur-video" (601,903), "amateurs" (102,215), "amateursex" (10,100), "18-year-old" (109,821), "19yo" (8,818), "8teen" (9,862), "actress" (8,070), "agent" (10,102), "amador" (37,170), "amateur-blowjob" (862,426), "amateur-porn-free" (850,210), "amateur-sex" (969,288), "amateur-videos" (574,021), "amateurs-gone" (74,692), "amateursex" (800,000), "18-year-old-porn" (349,567), "21sexstury" (4,520), "8teenxxx" (9,645), "adorable" (10,461), "all" (67,715), "amadora" (9,324), "amateur-cum" (559,858), "amateur-porn-video" (837,602), "amateur-sex-tapes" (708,678), "amateur-vids" (394,160), "amateurs-gone-wild" (102,900), "amateursex" (800,000), "18years" (5,560), "3some" (30,425), "POV" (128,908), "adult" (19,300), "alt" (6,305), "amante" (9,230), "amateur-cumshots" (401,479), "amateur-porn-videos" (811,619), "amateur-sex-video" (923,912), "amateur-xxx" (434,195), "amateursex" (21,682), "amateursex" (478,100).

Here is how you can get some niches' ideas (around 2000 results)

Adult SEO: Opportunities

- New Innovative Niches / Markets

It's projected that virtual reality (VR) porn should be a **\$1 billion business** by the year 2025. That's third behind an expected \$1.4 billion virtual reality video game market and \$1.23 billion VR NFL-related content.



To Consider Before Starting Building Backlinks

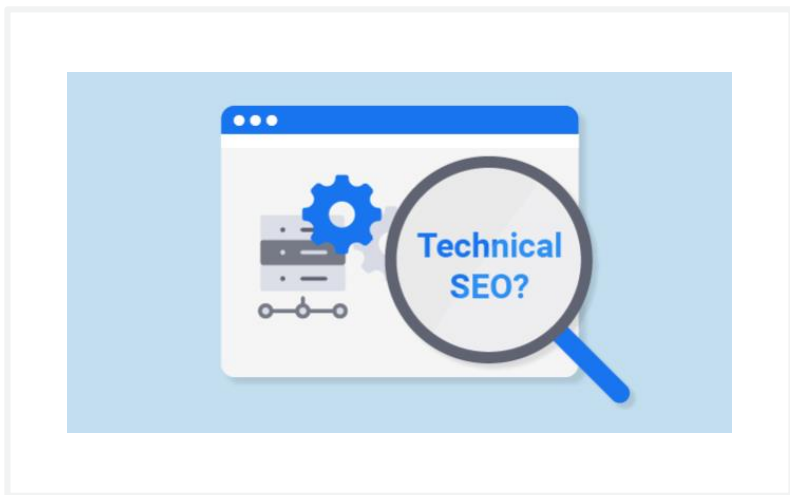
1) Technical SEO



- Indexation
- Speed
- Sitemap / Robots.txt
- Multi-lingual (hreflang tags)
- URL & website structure
- Duplicated Content (canonical tags)
- Redirections
- HTTPS (SSL certificate)
- Mobile version (responsive)
- Micro Data (J-SON)

To Consider Before Starting Building Backlinks

1) Technical SEO

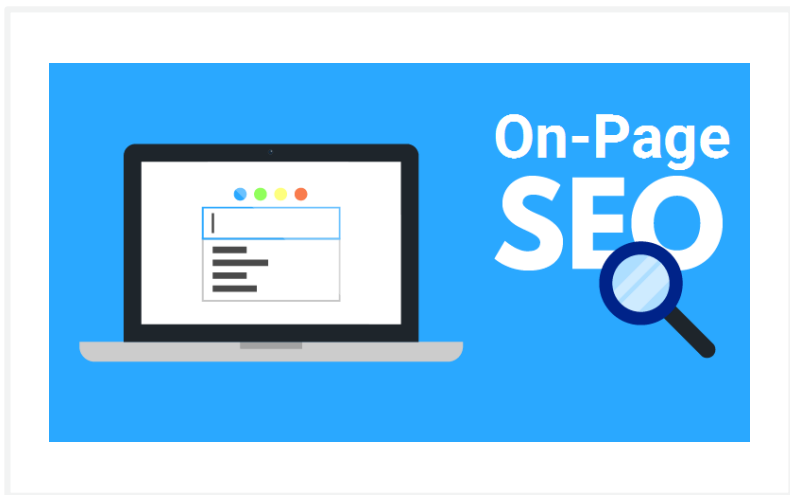


Free Tools

- Search Console
- Google Analytics
- Google PageSpeed Insights
- Google Mobile-Friendly Test
- Google Structured Data Testing Tool
- ScreamingFrog (up to 500 URL)
- Check My Links (Chrome Extension)

To Consider Before Starting Building Backlinks

2) On Page SEO



- Keywords research & selection
- Unique content
- Content optimization
- Content hierarchy (h1, h2, etc.)
- Internal linking
- Meta Data (title, description)
- Images (name, title, alt text)

To Consider Before Starting Building Backlinks

2) On Page SEO



Free Tools

- Google Keyword Planner
- Ubersuggest
- AnswerThePublic
- Google Trends
- Page Analytics (Chrome extension)
- Keywords Everywhere (Chrome extension)
- ScreamingFrog

To Consider Before Starting Building Backlinks

3) Backlinks KPIs



- DA (Domain Authority) – **warning!**
- Trust Flow & Topical Trust Flow
- % of Organic traffic
- Niche related?
- Social signals
- Link location
- DoFollow Vs. NoFollow
- Content indexing (“page_URL” in Google)

To Consider Before Starting Building Backlinks

3) Backlinks KPIs



Free Tools

- MozBar
- SEMrush
- Majestic (paid)
- Google Advanced Operators
- “View page source”

Disclaimer



- Facts & data based on case study
- The niche is highly relevant
- Not a solution that works for all the adult websites

Avoid not to get penalized by Google

- Shaddy PBN
- Cheap links
- Links exchange

Link Building Strategies

1) Guest Posting



Photo Credit: Instagram @lelastartm

INSC GLAMOUR GIRL!

INTERVIEWS/FEATURES

SEX

Lela Star: Q & A With Adult Porn Star And Self-Proclaimed Pornpreneur

December 31, 2018 Catarina Lemos Comment(0)

INSCMagazine: Get Social!



Post Views: 5,023

While she's been on the scene since 2006, Lela Star porn has responded to all the changes in the market with impressive plasticity.

- Niche: Tubes
- DA 59
- Organic traffic 3K
- Control (content, anchor, website)
- Helps create network and connections
- Could be expensive

Link Building Strategies

1) Guest Posting

Do Amateur Porn Girls Make Good Money?



by Edna Dodd , September 18, 2018

- Niche: Amateur Tube
- DA 45
- For ranking purpose only

Link Building Strategies

1) Guest Posting

HotTouch

Navigate to...

Next Level Peep: What are Real Life Cams Anyway?

Whether they will get you thanking, or cursing, the internet gods, real life cams are totally a thing, and they're here to stay.

Real life cams are the porn industries response to the popularity of shows like *Big Brother* and *Gogglebox*. With a rise in the popularity of true voyeurism (basically any enjoyment gleaned from watching people cruise through their daily lives) the porn industry has awarded this fascinating twist in human fetish with cameras that film people throughout their days, streaming live 24 hours at a time.



- Niche: Voyeur / Cam site
- DA 38
- Industry related website

Link Building Strategies

2) Mainstream your content (when possible)



THE Sun BIZ | NEWS | FABULOUS | MONEY | MOTORS | TRAVEL | TECH | DEAR

'ONE LADY IS WIFE OF FAMOUS SPORTSMAN'



FELLOW male escort Luca Rossi often attracts women who want to lose their virginity.

He says: "Some are struggling to find someone they like but want to have sex so go for an escort.

But not all clients are unattached. He says: "One is the wife of a famous sportsman. Some are married or have partners and find the man has been cheating, or they have separate bedrooms. A lady who met me had only had sex with her husband two or three times in eight years. Another thing women tell me is that their partner can't make them orgasm."

But it is not always about sex. He says: "They want someone next to them, to take care of them or to give them compliments."

- Niche: Escort
- DA 92
- Organic Traffic : 5M
- Gave Massive Referral traffic boost
- Increase brand awareness

Link Building Strategies

2) Mainstream your content (when possible)

15 Hilarious Sex Toys You Can Actually Buy Right Now

LOVE & SEX

NOVEMBER 27, 2018

BY: THE FRISKY



754
SHARES



Thanks to the putrid depths of the internet, sex has hit its kinkiest heights yet. And we've found the toys that prove it.

- Niche: Online Sex shop
- DA 75
- Organic Traffic : 307K
- 1K Social Share
- Quality backlinks

Link Building Strategies

3) Publish Reports & Infographics



Pornhub INSIGHTS STATS

2018 Year in Review

0 COMMENTS • DECEMBER 11, 2018



Welcome to Pornhub's 6th annual Year in Review, our complete recap of the trends we logged us on and got us off in 2018. If you've followed our [Pornhub Insights](#) blog you know it was an epic year with lots of searches, celebrities and events that influenced how people

- Factuals & data based news
- Easily shareable (infographics)
- Getting TONS of links

Link Building Strategies

3) Publish Reports & Infographics (internal projects)

THE UK'S 10 MOST VOYEURISTIC PLACES



VOYEURHOUSE

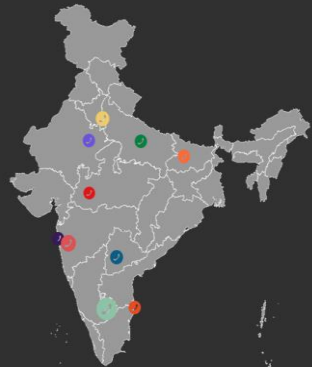
Which are the MOST POPULAR SEX TOYS FOR PEOPLE AGED 65+?



SOURCE: 20,000 anonymous users of adultproductsindia.com

In Which Indian Cities is Phone Sex Most Popular?

These are the top 10 cities with the most number of callers around India!



Indiansextalk.com

- Factuals & data based
- Easily shareable (infographics)
- Integrated into a more detailed content piece

Link Building Strategies

4) Directories Example: Escort



- Niche related
- Evaluate referral traffic
- Follow up rankings
- Optimize profiles
- Banners / text placement

Link Building Strategies

5) Affiliate Program



AdultProductsIndia Revamps Affiliate Program

Dec 21, 2018 7:54 AM PST

MUMBAI — AdultProductsIndia has announced the relaunch of its affiliate program.

According to the premium online adult novelty retailer serving the Indian market, the relaunch of its affiliate program will allow its affiliates to earn commissions on sales of a wide range of male and female sex toys and apparel. The company's affiliates have a unique opportunity to promote a wide range of adult novelty products, including sex toys, lingerie, and more. AdultProductsIndia has been in the market since 2010, and its products are known for their quality and variety. The company's affiliate program offers a competitive commission structure and a range of marketing materials to help affiliates promote the brand effectively.



NEWS STARS AWARDS EVENTS PRODUCTS GAY

AdultProductsIndia.com Relaunching an Affiliate Program

December 12, 2018 12:14 PM — Pleasure

Home

Login with YNOT ID

AdultProductsIndia.com Relaunches Affiliate Program

Posted On: 13 Dec 2018 By: Mallory Hall

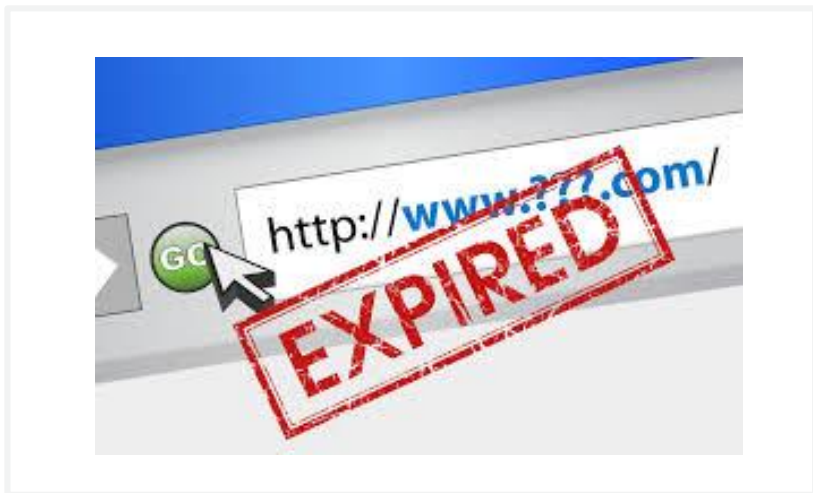
Mumbai, India — Online adult novelty retailer



- Make you gain B2B visibility (PR)
- Increases referral traffic and revenue
- Create backlinks

Link Building Strategies

6) Buy Expired Domains



What to do with it?

- 301 redirect
- PBN
- Building a new website

Link Building Strategies

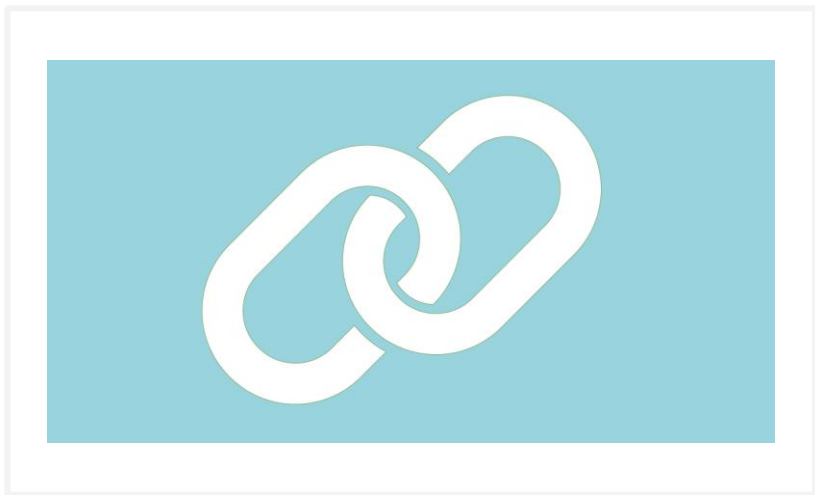
6) Buy Expired Domains



- Check domain age
- Check domain history
- Check domain old content
- Check backlink profile (spam)
- Check Google Ban
- Keyword optimized?

Link Building Strategies

6) **Others** Known Strategies



- Competition Backlinks
- Donation links
- Broken link building
- Wikipedia (nofollow)
- Videos
- Sponsorship at events



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Thank you!