

PAGE
ONE
POWER

PROCESS GUIDES

Link Building Training



PAGE ONE POWER OFFERS LINK BUILDING TRAINING BASED ON YEARS OF EXPERIENCE AND SUCCESS. WE TRAIN OUR IN-HOUSE LINK BUILDERS AND SEO EXPERTS TO BE THE BEST, AND WE PROVIDE CUSTOMIZED TRAINING TO SELECT CLIENTS.

Our training program, like our link building services, is totally customized. We understand that every business, every website, and every digital marketer has different needs and goals. Each lesson plan is personalized to your needs, and you'll have a dedicated Page One Power trainer in a one-on-one setting during each training appointment.

Page One Power provides training services in 5 hour blocks of time through a consultation-based relationship. Depending on your needs, you can purchase as many training blocks as you'd like.

WE CAN PROVIDE TRAINING IN A VARIETY OF AREAS:

- **Link building philosophy, tactics, and strategy.**
- **Penalty recovery, assesement, disavowal, & link removal.**
- **Keyword research.**
- **Technical and on-page SEO.**
- **Link building and content marketing integration.**
- **Building linkable assets and content creation.**
- **Content promotion and strategy basics.**
- **Conversion rate optimization.**
- **Social media consultation.**

We're friendly and flexible — we want you to learn, ask questions, and see the results of your own knowledge and hard work.

OUR TRAINING PROCESS

1
one

Initial Kickoff Call

Develop an understanding of your current knowledge level and goals for link building training.

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four

Prepare Tailored Agenda

Create tailored agendas to optimize each training session.

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two

Site Assessment

Compile a report documenting the current status and health of your site, including marketplace and light competitor research.

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One-Hour Trainings

Execute hour-long training sessions via conference call and screen share within GoTo Meeting. **This is the only time taken from your 5-hour block(s).**

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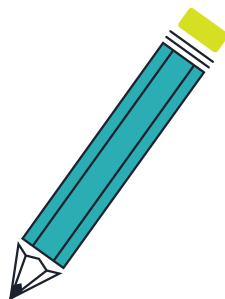
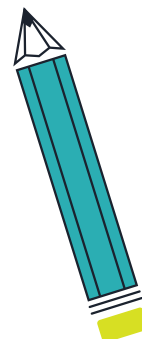
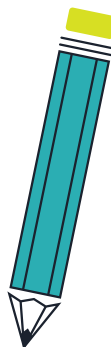
Create Custom Syllabus

Build a custom syllabus that aligns with your goals and learning needs.

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Conclude Training

Once your training hours are exhausted you can either purchase more training hours or continue your engagement with Page One Power with a link building campaign.



To ensure you get the most from your training course, all sessions move at your pace and focus on your specific goals. This is not a classroom environment—all training is hands on, so you learn and understand the material as it's presented. You will also receive all corresponding documentation and collateral to review at your convenience.

Our research and analysis to fully customize your training package often takes 5 hours alone—none of which comes from your training time purchased. We're dedicated to ensuring we're meeting your needs, and providing actionable training.



KICKOFF CALL

The initial kickoff call is to assess your needs and customize our training to those needs. The kickoff call will last about 30-45 minutes and does not count against your paid time.

DURING THIS CALL WE'LL FOCUS ON:

UNDERSTANDING
YOUR CURRENT
EDUCATION
LEVEL.

1

YOUR GOALS
AND OBJECTIVES.

2

THE LEARNING
STYLE THAT BEST
SUITS YOU.

3

YOUR
PREFERRED
TOOLS DURING
TRAINING.

4

There is no predetermined starting point for our training program; we will begin the course based on your current comprehension and goals.

The primary goal of the kickoff call is to discuss your learning style and how best to use your training time to provide the most value possible.

STEP TWO:

SITE ASSESSMENT

Once we have a clear understanding of your goals, we conduct a site assessment.

Your trainer will analyze your website with our full suite of tools to compile an in-depth assessment of the status of your site.

Your site will be analyzed with:



You will be given documentation of the analysis in a Google spreadsheet, and your trainer will walk you through the data, consulting on technical issues, highlighting potential asset/content opportunities, and identifying red flags.

The time spent analyzing your site does not count towards your allocated 5 hours of purchased time.

CREATE CUSTOM SYLLABUS

After your site assesment, we'll create a custom syllabus that aligns with both your personal goals and the insight discovered through analysis.

This lesson plan will outline course objectives, topics, and an hourly distribution of your purchased block of time.

At this point your trainer will have typically invested 12 hours into customizing and optimizing your training—none of which counts against your allotted time.

Your syllabus is not set in stone, and can be adjusted throughout your training to accommodate your learning needs and style. Also, we can modify your syllabus if we discover a previously undiscussed topic or practice you would like to focus on.

Once you agree on the lesson plan, we'll schedule appointment times and fulfill them accordingly.



PREPARE SESSION AGENDAS



Each agenda and training session will be tailored to suit your overarching educational goals

Your trainer typically spends 2-3 hours (of uncharged time) preparing each session, which includes:

- **Outlining upcoming topics and processes covered.**
- **Reviewing current progress.**
- **Grading and creating homework assignments.**
- **Gathering relevant content, resources, & collateral.**
- **Building custom presentation decks.**
- **Answering related questions via email.**

Your trainer spends a significant amount of time preparing for each session to ensure your purchased time is spent efficiently, building on the last session, and moving you closer to your overall goals and ambitions.

STEP FIVE:

CONDUCT TRAINING SESSIONS

The only time that deducts from your 5 hour training block is the time you spend on the phone/computer, learning directly from your trainer.

Each session will last approximately one hour and you'll have your choice of phone, video chat, or both.

Every session will be recorded and delivered to you, so there's no need to take notes or worry about absorbing all the information that's covered. You will receive a GoToMeeting file which includes both the audio and video of the session.

Your trainer will also send you additional resources to further explain key topics or philosophies that were covered.



We want you to be successful after you've finished training with us, and we're happy to continue to support your education.

CONCLUDE TRAINING OR CONTINUE ENGAGEMENT

Once your 5 hours of training time are exhausted, you have the option to purchase more training time—additional training time can be purchased in 5 hour blocks.

If you choose to end your engagement with Page One Power, you still have the opportunity to leverage our expertise and consultation. Your trainer will keep in touch via email to answer any follow-up questions that naturally arise when you start executing your first link campaign.

Along with the knowledge you've gained, you'll have several tangible takeaways at the conclusion of your training:

1. [A site assessment report of your website.](#)
2. Recordings (audio and/or video) of each training session.
3. [Graded homework assignments complete with feedback.](#)
4. Documentation of all topics, philosophies, and strategies covered.
5. [Slide decks for the covered presentations and processes.](#)
6. Additional resources and educational collateral.