

What is a Private Blog Network (PBN)?

Private Blog Network is a group of blogs built on expired domains that you own.

Why do I need my own PBN?

PBN links are one of the most powerful types of backlinks you can have. What's more, you have full control over them and can reuse them for different websites.

How To Find Expired Authority Domains

You're buying and using expired domains for your PBN because previous owners of these domains already built or received backlinks to these domains in the past. Now you can leverage that authority by buying expired domains that already have links pointing to them. You just have to make sure you're not buying spammed, penalized or de-indexed domains.

There are two methods of buying expired domains:

1. Buying Deleted Domains ("Expired")

Domains with the Deleted status have passed both the redemption period and the auction period. These domains are free to buy at your favorite registrar (no auction fee).

Note: You should only buy domains that expired in the last 24 hours. Even then, the risk of a domain reset in Google's eyes (and thus losing any benefit) is still possible.

2. Buying Domains on Auctions ("Expiring")

High quality expiring domains are often auctioned in marketplaces such as GoDaddy before they expire. This is a very popular method of buying expired domains so auction prices are often ridiculously high. Still, potential buyers sometimes look at the wrong metrics and overlook some great expired domains which means that you are bound to find some great deals if you know what to look for (covered on the next page). Also, remember that you only need a few expired domains a week when you're getting started with your very own PBN.

The risk of a domain reset in this case (buying an expired domain on an auction) is minimal.

How To Find Expired Domains

There are many free and paid services that search and filter registrars' domains. If you're on a budget, we recommend [ExpiredDomains.net](https://www.expireddomains.net). If you have money to spare, look into [DomCop](https://www.domcop.com). There are also others like [FreshDrop](https://www.freshdrop.com), [DropDay](https://www.dropday.com), [PRdrop.info](https://www.prdrop.info) and [RegisterCompass](https://www.registercompass.com).

Filtering Domains

There are quite a few metrics you need to check before buying an expired domain:

1. MOZ Domain and Page Authority

Use the awesome & free [Open Site Explorer](#) to determine this metric (and some others). You should look for domains with at least 20 PA and DA.

2. Majestic SEO Trust and Citation Flow

Look for domains with at least 10 CF and TF.

3. PageRank

Make sure the domain has at least PageRank 1.

4. Backlink and Anchor Analysis

You can check these with Open Site Explorer as well. It's really easy to figure out — just remember to stay away from sites that have spam, adult and gambling links or anchor text.

5. Check Link Loss

You don't want a domain that lost 99% of its backlinks in the last couple of weeks.

6. Is the domain penalized?

Google `site:domain.com`. If Google shows you no results, move on and forget about that domain.

Registering Domains

Register domains with different registrars (when possible). Add domain/Whois privacy. For every domain now and then, leave Whois open but use different contacts (friends, family etc.).

I heard Google can see through my whois privacy, is it true?

No. I did a lot of research on this and asked other experts about it and it's not possible for one registrar to see through another registrar's privacy protection.

Can I use fake registrant info?

I advise against it. Fake contact information can sometimes get your domain seized.

DO's & DON'Ts of Managing Your Private Blog Network

DO's:

1. Use different providers of shared hosting.
2. Add the “about”, “contact” and “privacy” pages to each of your websites.
3. Keep your websites (WordPress, themes, plugins) updated.
4. Continue adding backlinks to your blog network over time.
5. Make sure each blog is at least a little bit different from all the others.
6. Add photos, videos, headings and bullet points to your blog posts.
7. Add links to authority sites (but not for the same keyword you're trying to rank for).

DON'Ts:

1. Don't use one hosting provider, SEO hosting providers or C-class hosts as they all leave a footprint that's easily detectable by Google and other search engines.
2. Don't interlink blogs, i.e. don't link from one blog in your PBN to another.
3. Don't add things that are unique to you to all of your websites (a unique signature, a name, an affiliate link, an advertiser link, banners, etc.).
4. Don't use plugins that leave a unique footprint.
5. Don't use any Google services for your network (Google Analytics, Webmaster Tools).

Remember, the goal is to make it impossible for Google to tell that all these websites belong to you. Google should also be unable to tell that they have anything to do with one another.

How To Feed Content To Your Private Blog Network

Usually most blog networks will not survive a manual review so you want to do everything you can to avoid that. This means keeping your footprints to a minimum. Therefore content should always be unique — it can be spun, curated and mixed. Readability (for example, articles that are spun with Spin Rewriter's ENL technology) is also a very nice bonus.

Services that can help you with your content:

[Big Content Search](#) — a search engine of 128,000 private label articles and ebooks

[Big Article Scraper](#) — you can scrape 1.7 million articles from article directories

[Big Media Scraper](#) — enrich your articles with headings, italics, bold text, videos and images

[Pro Article Writing](#) — a very affordable writing service for unique articles

and obviously... [Spin Rewriter](#) — our very unique top-of-the-line ENL spinning software