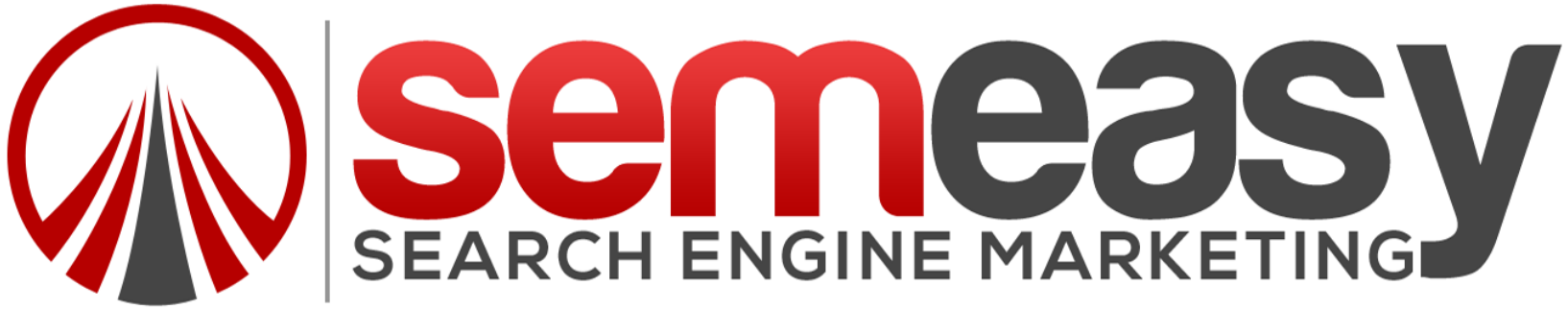
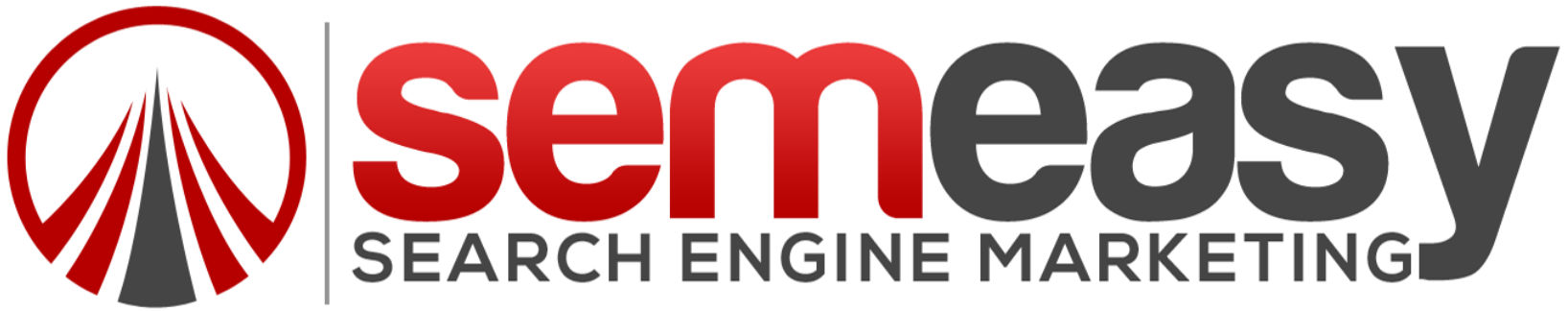
HIDING YOUR NETWORK:

THE POWER OF CDNs



WHY DO WE NEED TO HIDE OUR PBNs?

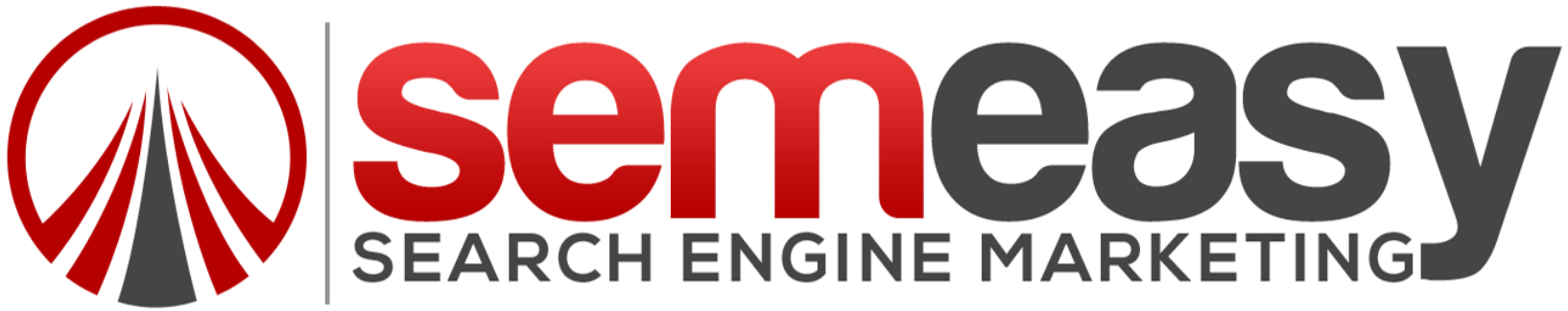


Google counts each link as a vote!

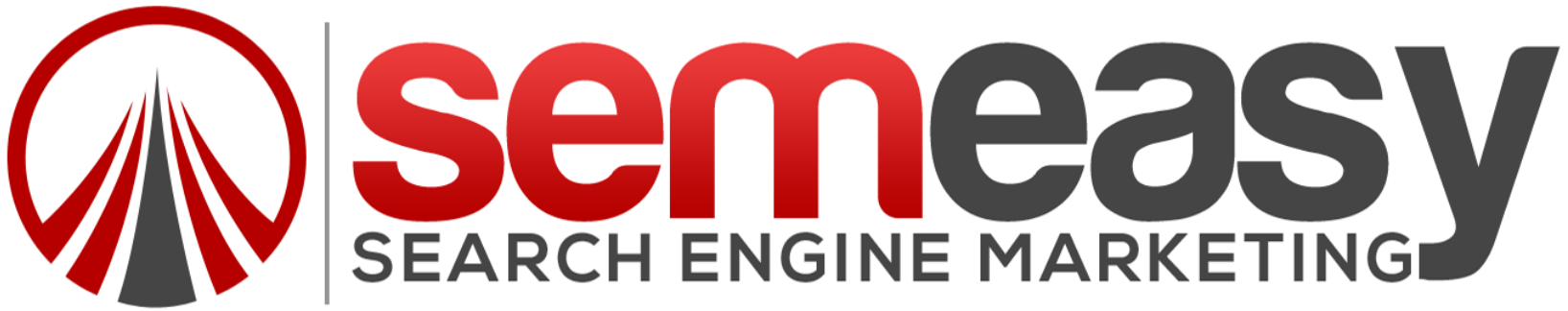
So when each “vote” is sitting on the same IP address then Google views it as the same person voting twice, three times, four times….. Twenty times!

Google knows you are trying to game them!

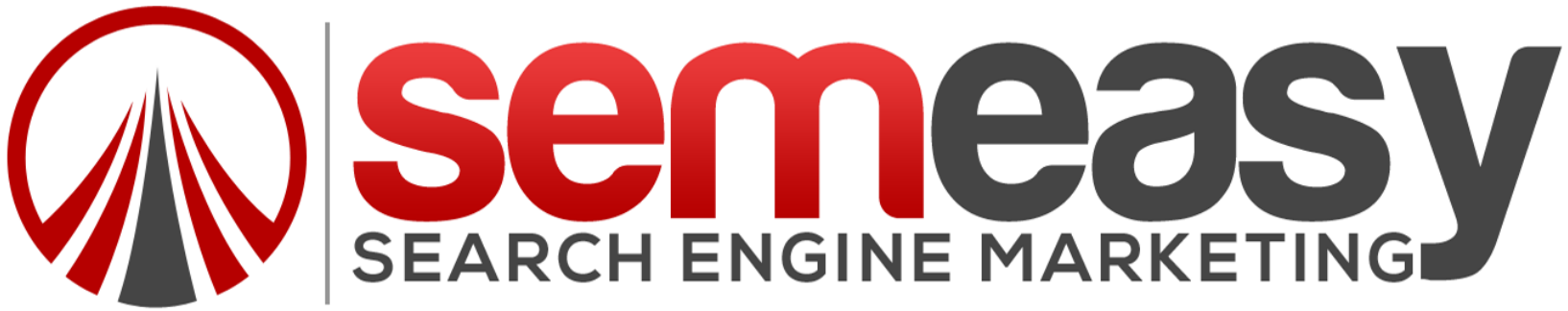
Hence, we have to hide our network to have Google think that they are different “votes” from different people!



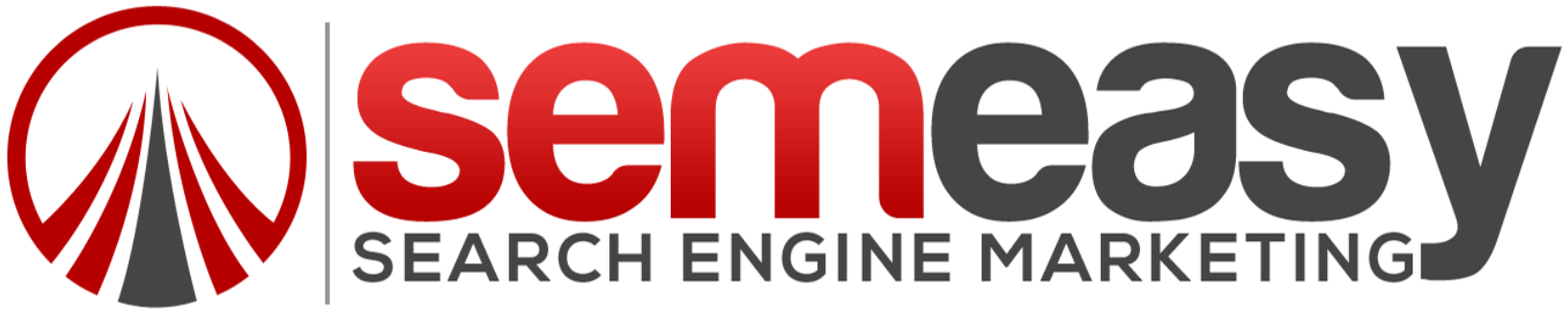
We do this via a CDN and DNS masking…



WHAT IS A CDN?

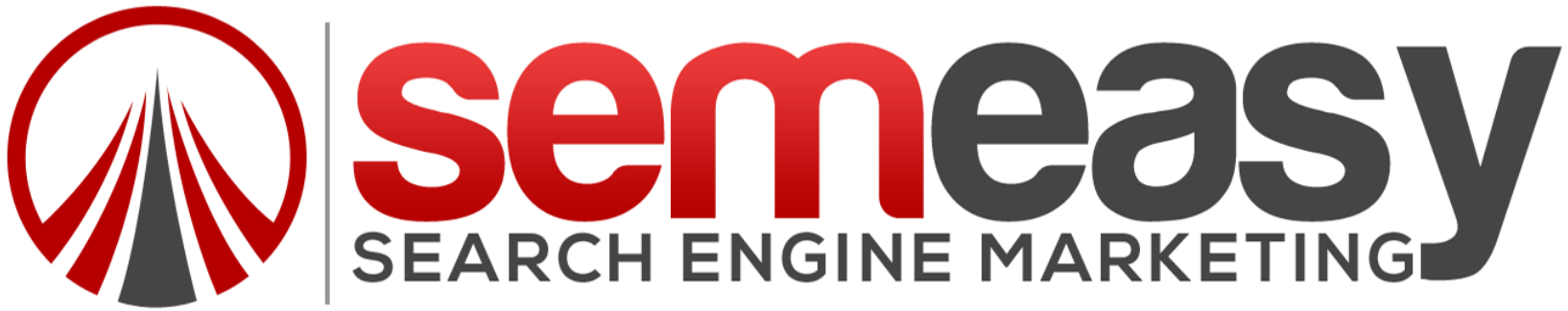


CONTENT DELIVERY NETWORK

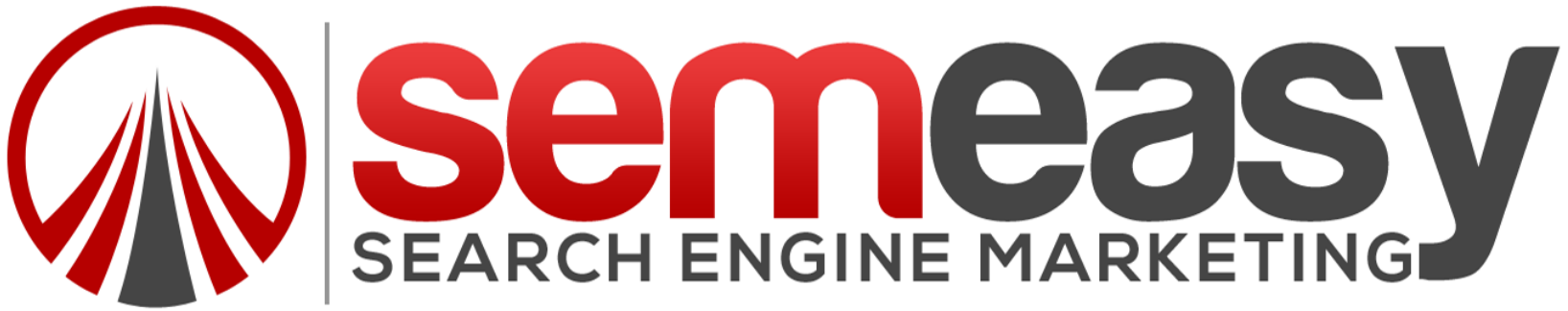


It stores our content and delivers it from the cloud via caching.

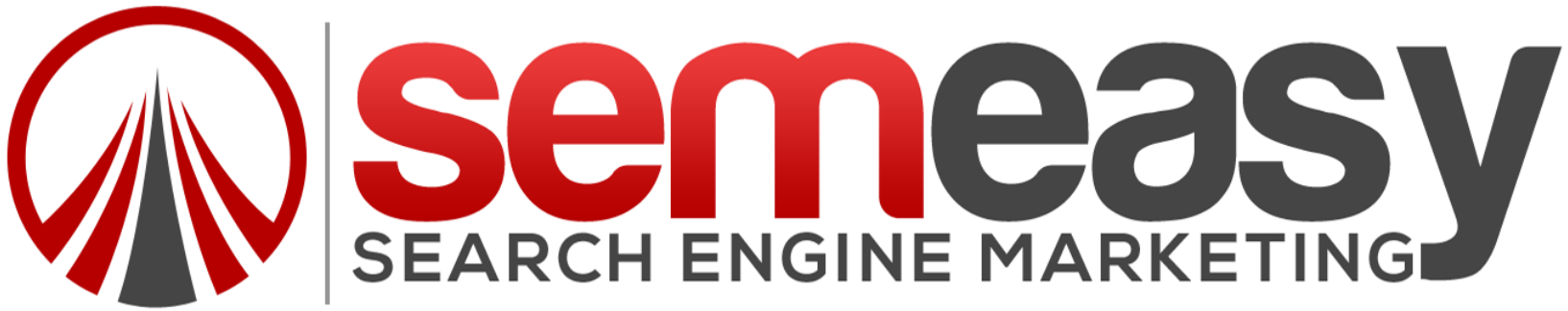
Cache simply means that it is stored in memory for FASTER delivery.



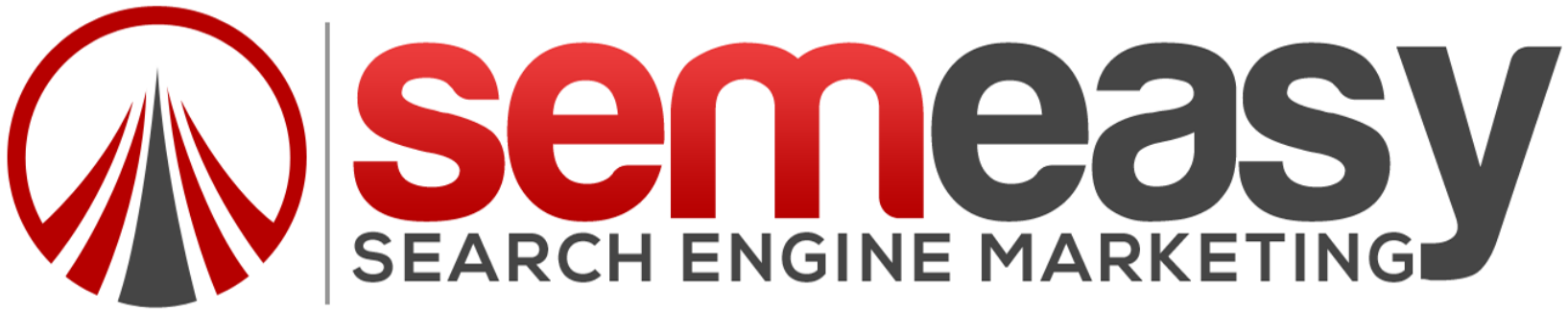
WHAT IS DNS?



Routing code that the internet uses to figure out how to get to your website.



HOW DOES DNS WORK?



DNS PROCESS

Point the domain name to the Name Servers

Names Servers point to your IP Address

This is where your website lives on the server

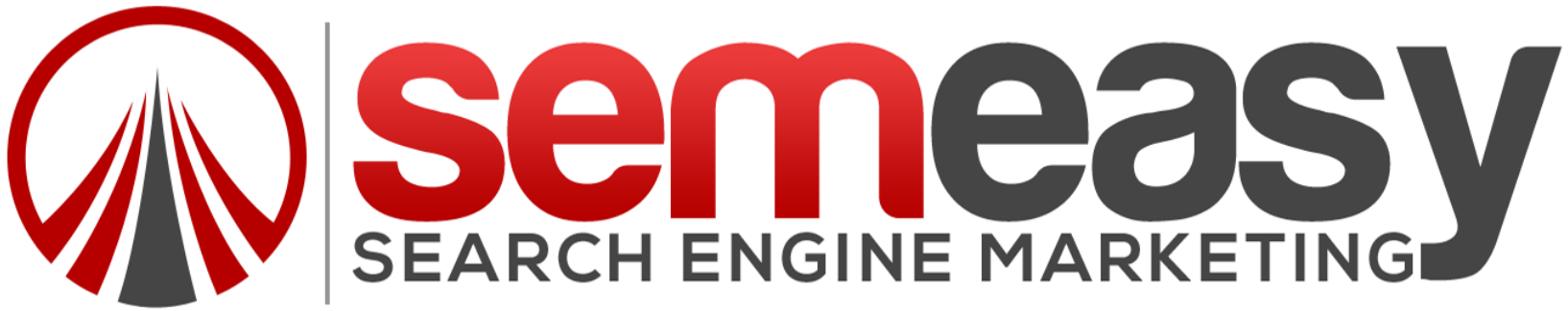
semeasy
SEARCH ENGINE MARKETING

WHAT CAN GOOGLE SEE NORMALLY

YES! YES! YES!

semeasy
SEARCH ENGINE MARKETING

NOW WE ADD THE CDN WITH DNS MASKING TO THE PROCESS!



semeasy
SEARCH ENGINE MARKETING

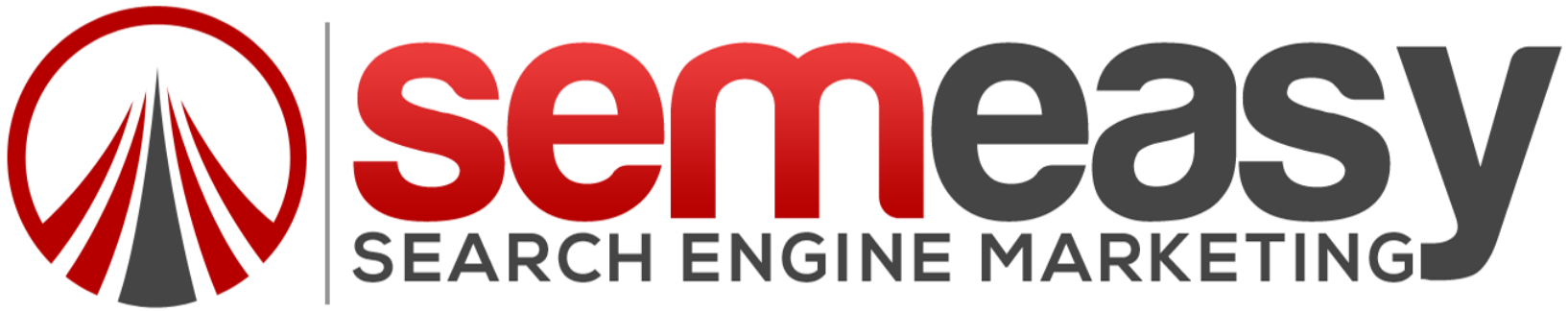
AFTER USING A CDN WITH DNS MASKING

YES! YES! NO!

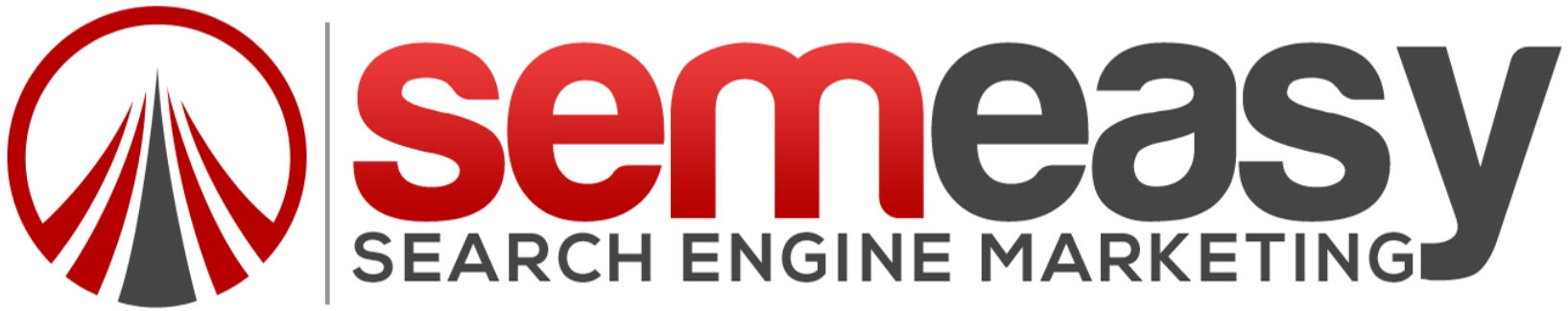
semeasy
SEARCH ENGINE MARKETING

THESE NAME SERVERS ARE SHARED BY MILLIONS OF WEBSITES!

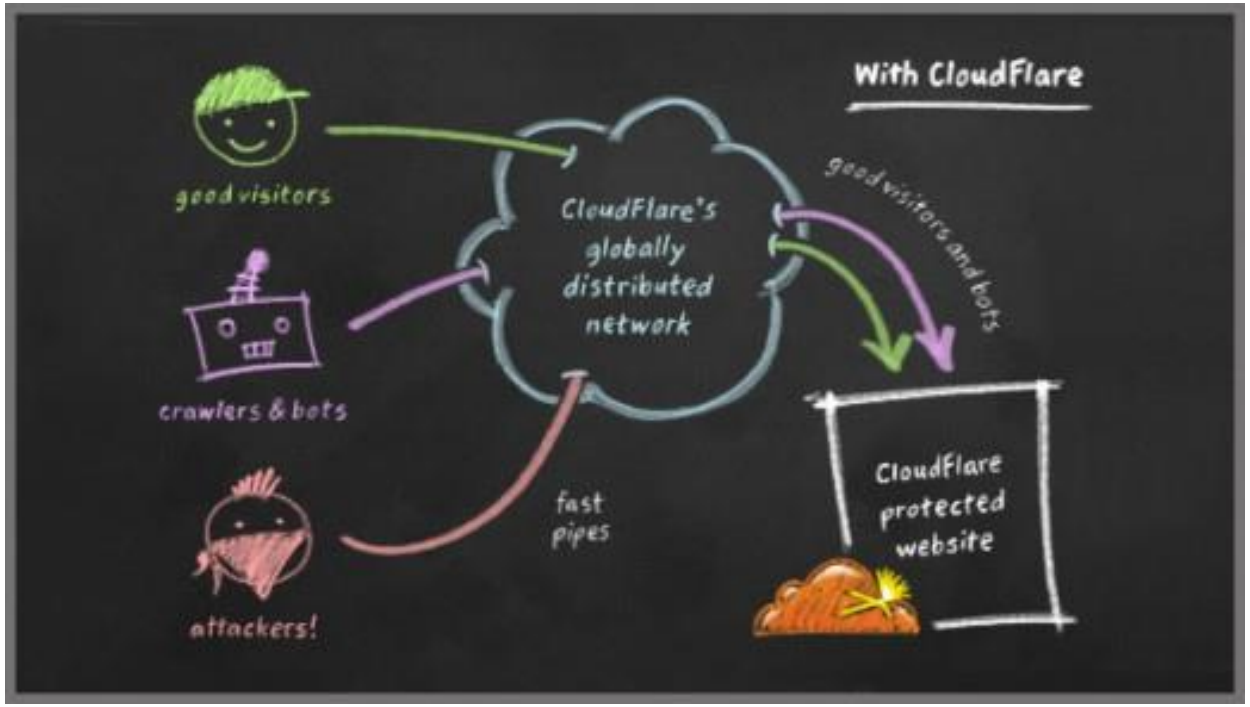
SO GOOGLE CAN NOT FIGURE OUT WHERE THE WEBSITE LIVES!



WHERE CAN I GET THIS SERVICE?

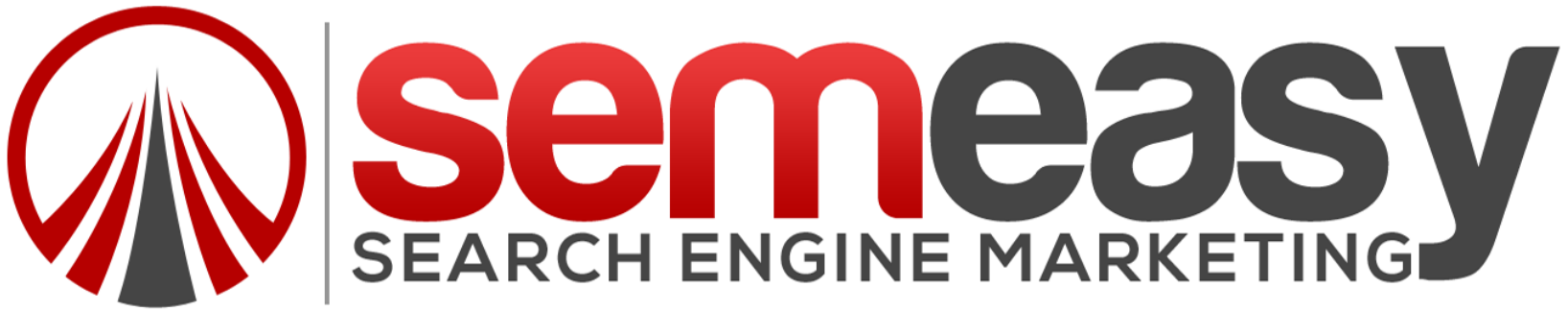


www.cloudflare.com



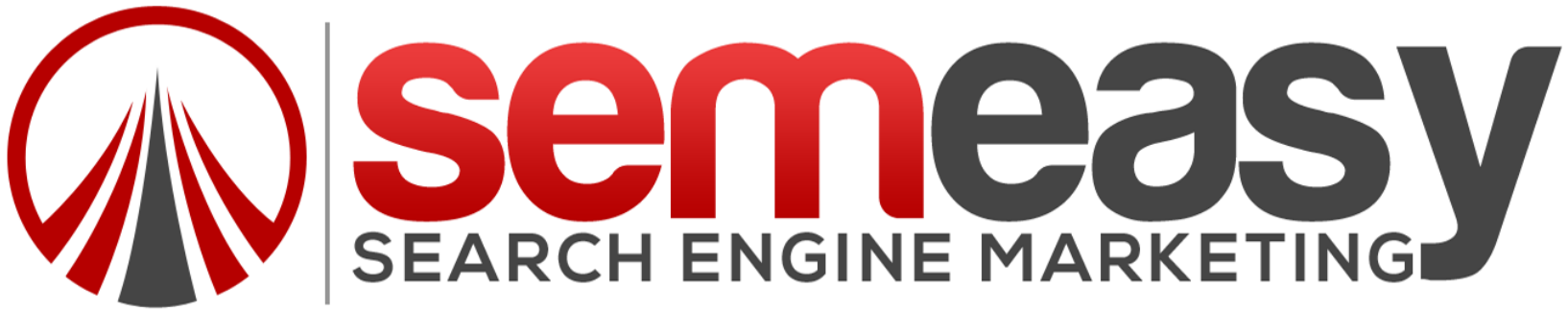
semeasy
SEARCH ENGINE MARKETING

HOW MUCH IS IT GOING TO COST ME?

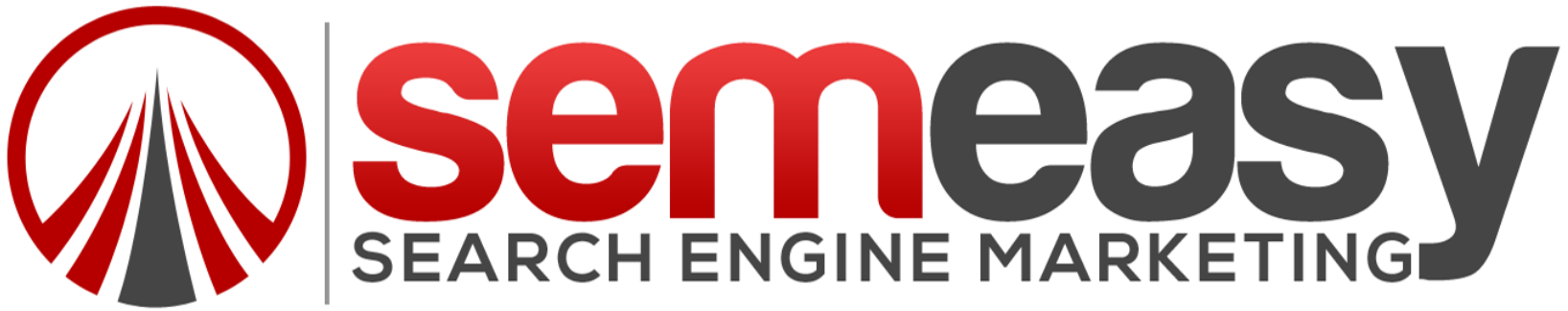


FREE!

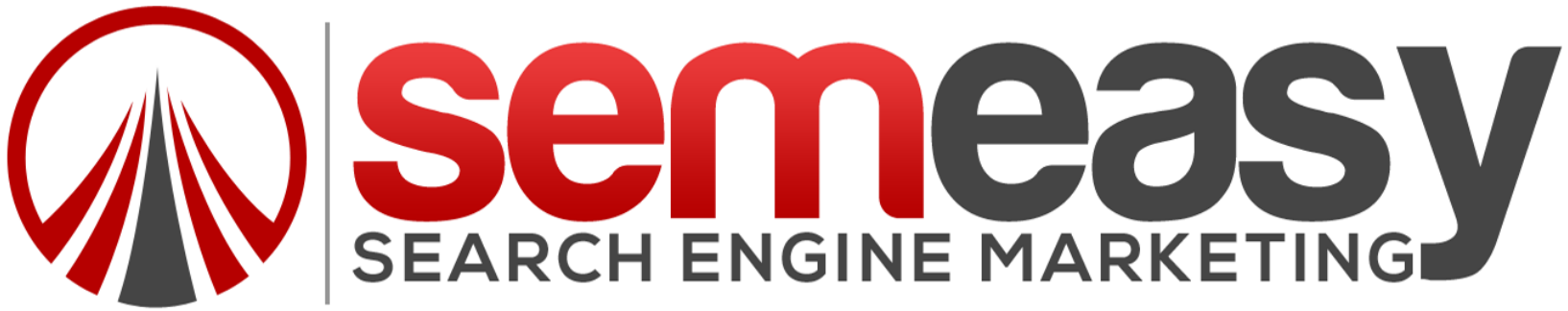
Yes, Free!



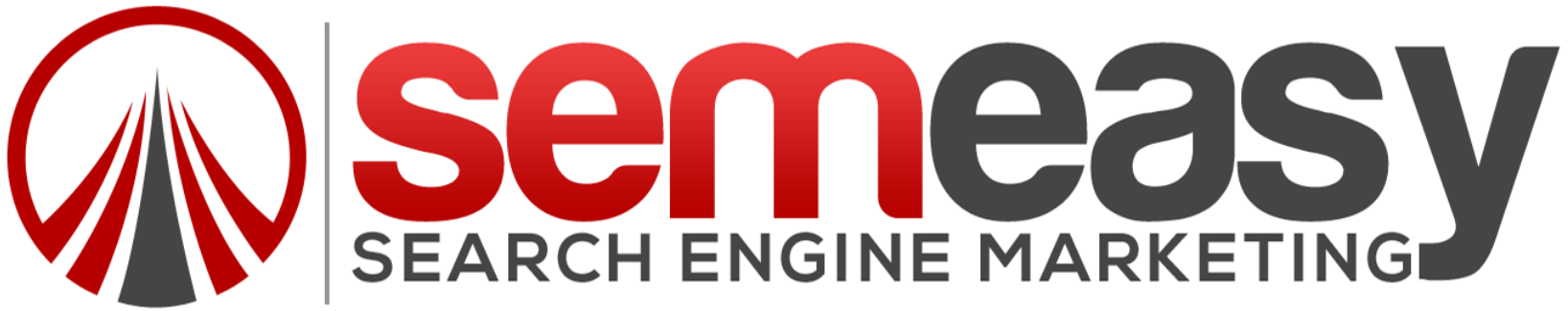
BENEFITS?



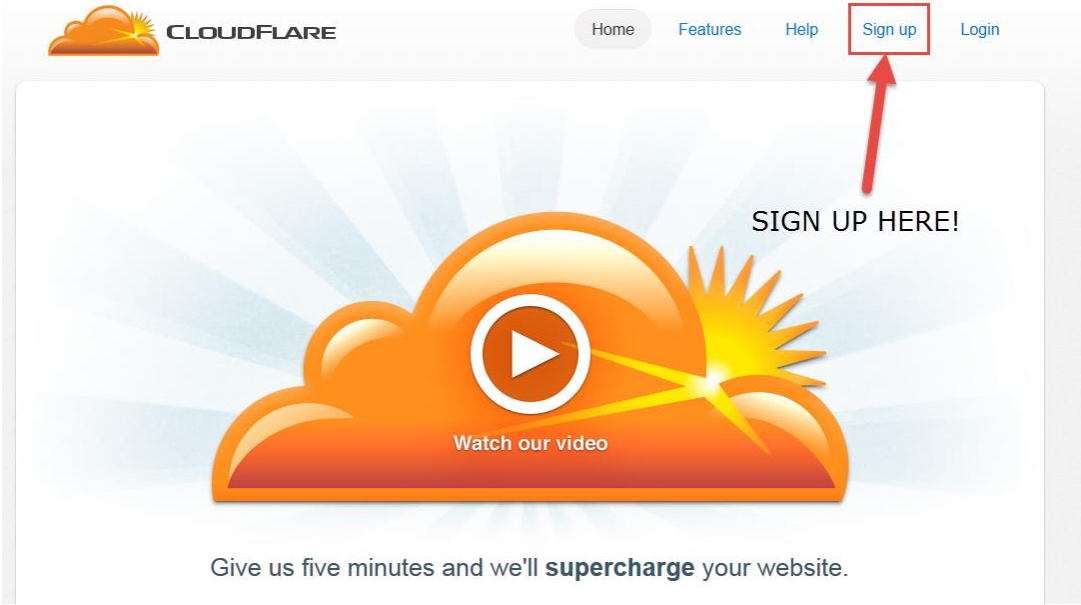
Protection From Hackers!
Google Can Not See Network!
Faster Content Delivery!
Able To Control DNS At Anytime!



HOW DO YOU SET IT UP?

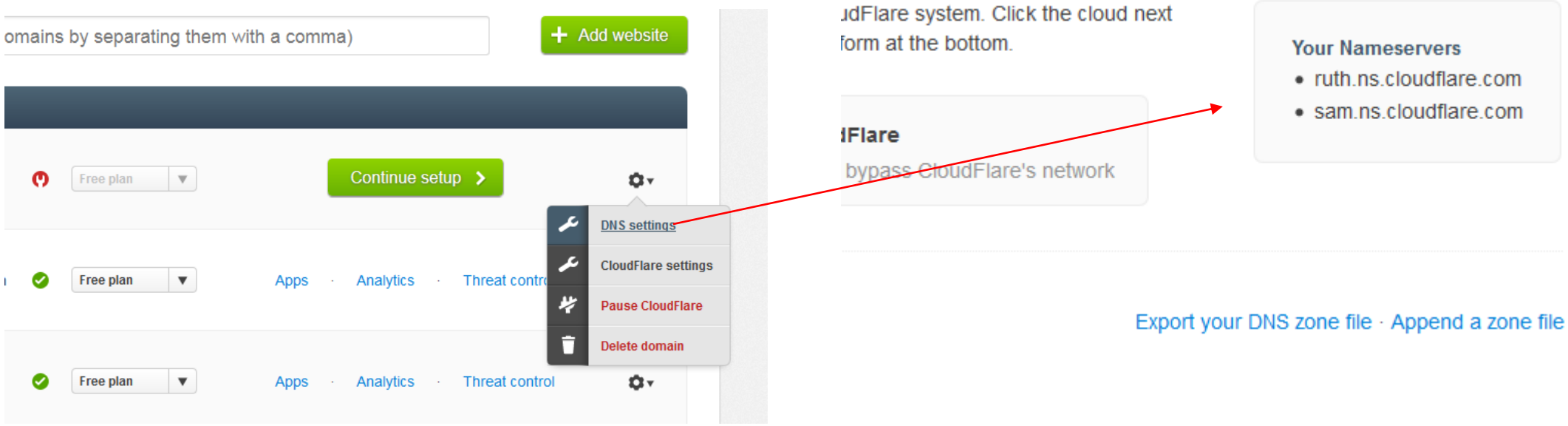


Step 1: Sign up for a Free Account on www.cloudflare.com



semeasy
SEARCH ENGINE MARKETING

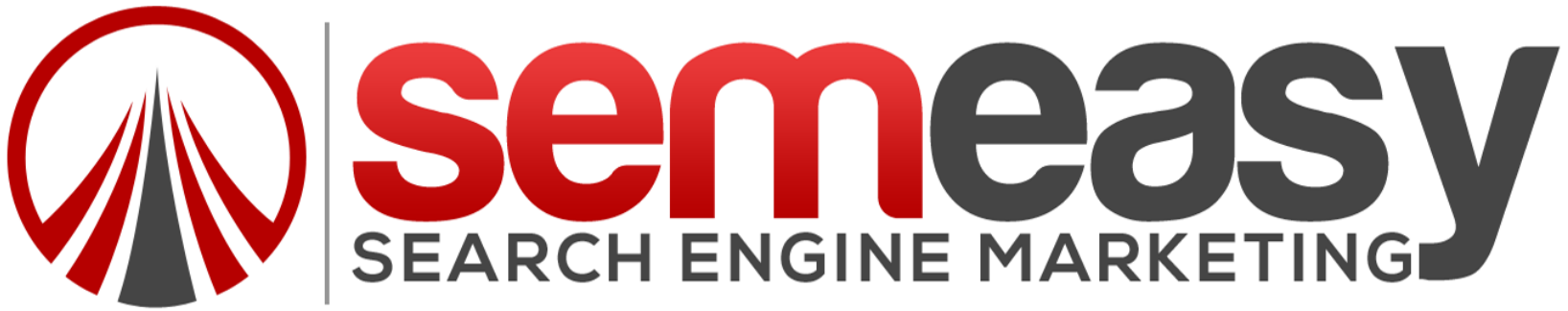
Step 2: Get your assigned name servers



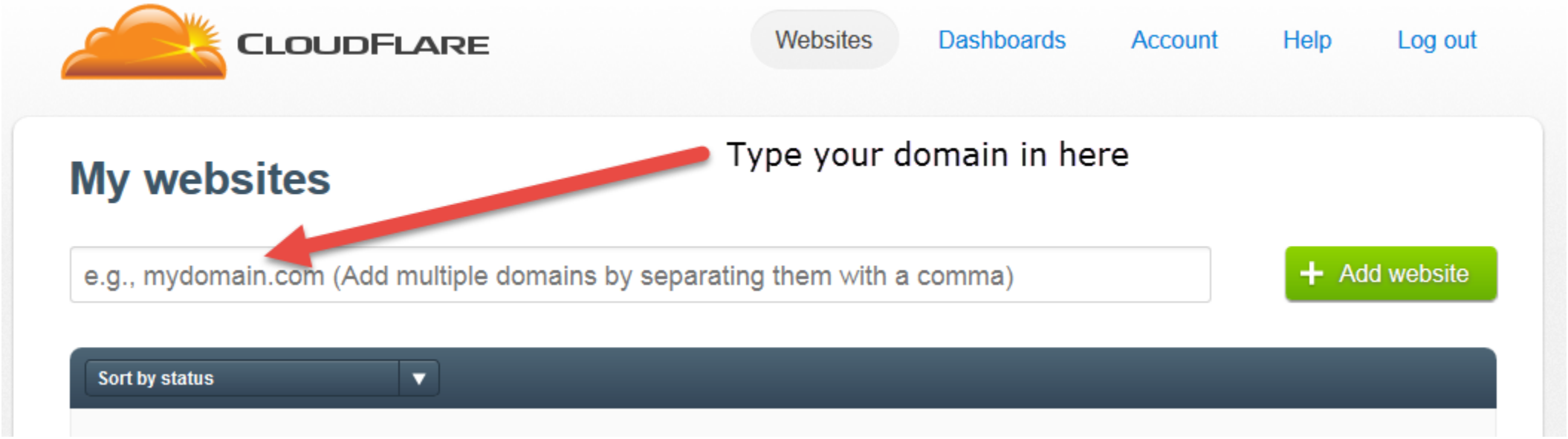
semeasy
SEARCH ENGINE MARKETING

Step 3: Point All Of Your Domains To Those Name Servers

For this you have to go to your domain registration company (GoDaddy, NameCheap, etc…) and point the domains to those name servers!

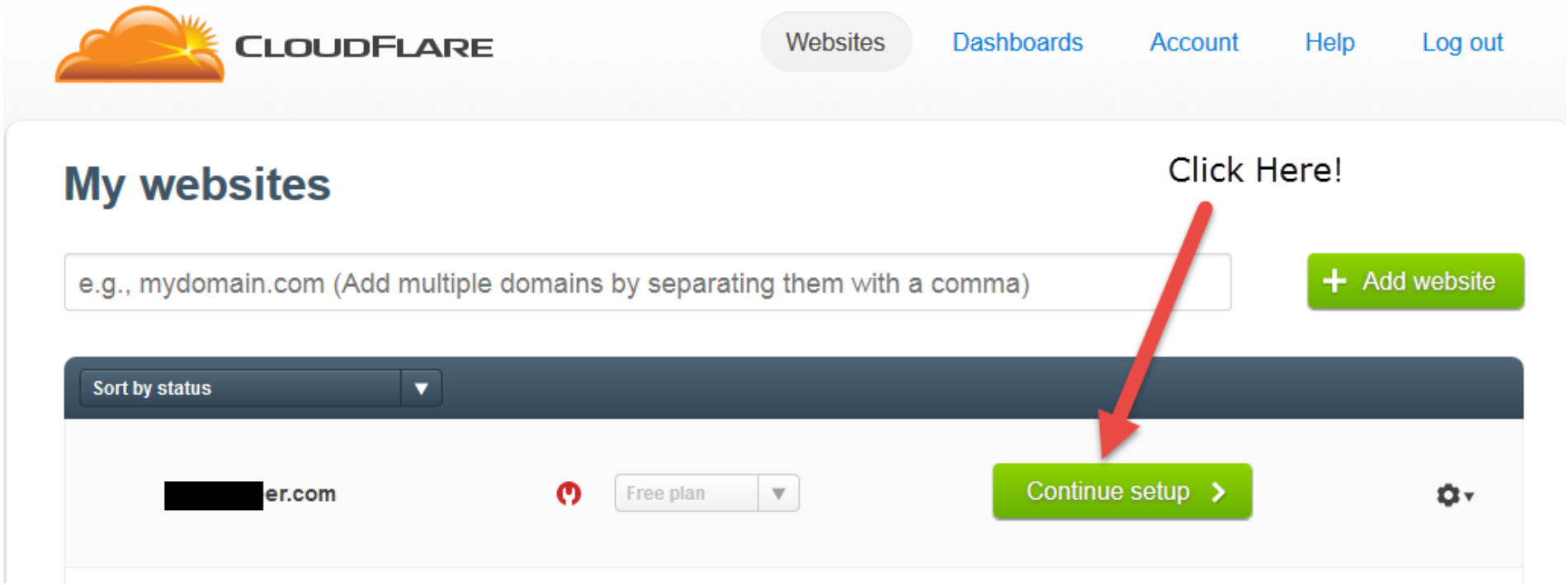


Step 4: Enter the Domains Into Cloudflare



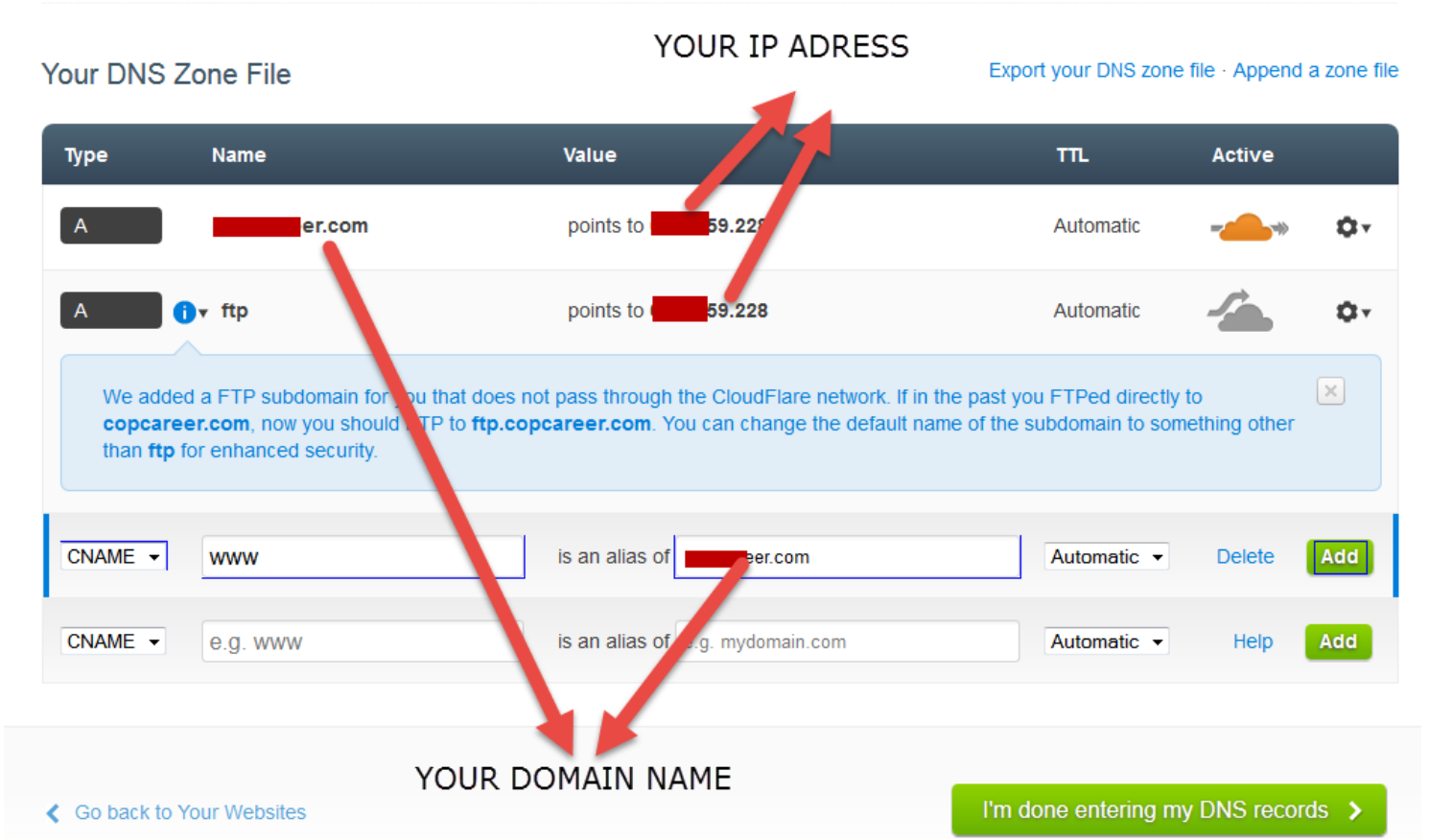
semeasy
SEARCH ENGINE MARKETING

Step 5: After Cloudflare Analyzes Your Website, Continue Setup



semeasy
SEARCH ENGINE MARKETING

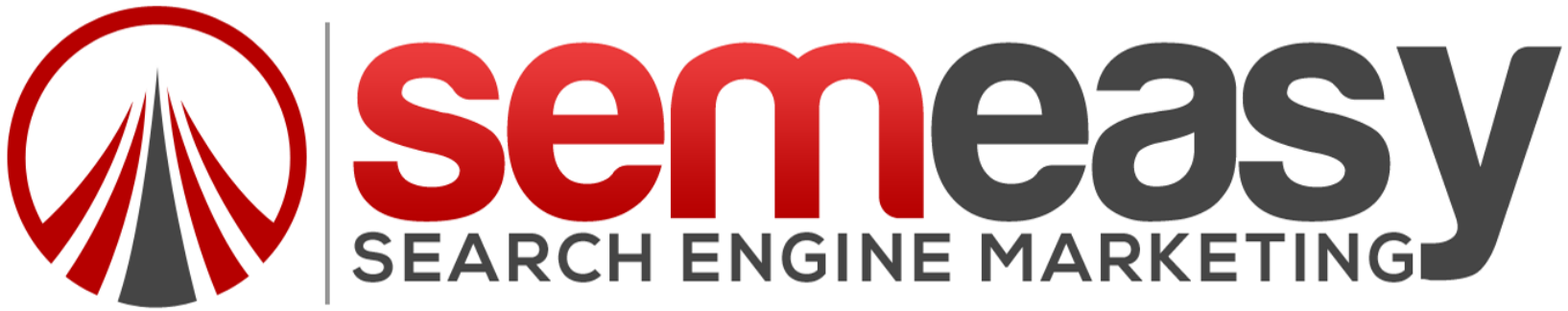
Step 6: Setup The Needed Zones



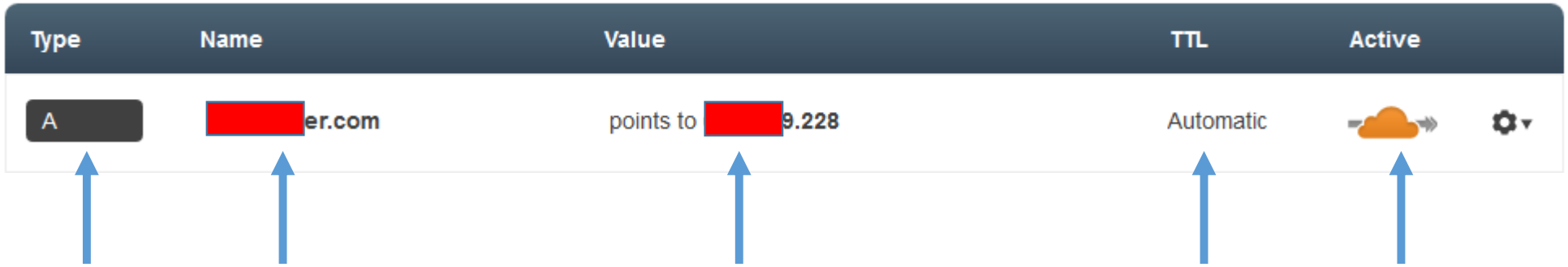
semeasy
SEARCH ENGINE MARKETING

Step 6: Setup The Needed Zones – EXPLAINED…..

So you will need to set up 3 Zones!



Zone 1



Make This an A Record

Enter Your Domain Name

Enter IP Address

Make Sure This Says Automatic

Make Sure This Cloud is Colored In!

semeasy
SEARCH ENGINE MARKETING

Zone 2

Make This an A Record

Make This An FTP

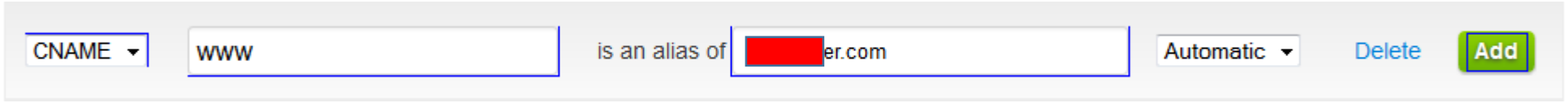
Enter IP Address

Make Sure This Says Automatic

Make Sure This Cloud is Greyed Out!

semeasy
SEARCH ENGINE MARKETING

Zone 3



Make This an CNAME

Type in www

Enter Domain Name

Make Sure This Says Automatic

Click Add!

semeasy
SEARCH ENGINE MARKETING

semeasy
SEARCH ENGINE MARKETING

Don't worry, you can change settings later

You can always adjust these settings later, so don't worry too much about getting them exactly right.

Choose your settings:

Choose a plan — Free - $0/month ▼ — SELECT FREE

Performance — CDN only (safest) ▼

Security — Medium ▼

Other recommended settings:

Automatic IPv6 — On ▼ — Enable IPv6 support Learn more

SmartErrors — On (partial) ▼ — Decrease bounce rates with SmartErrors Learn more

Continue › — CLICK HERE

semeasy
SEARCH ENGINE MARKETING

CLICK HERE

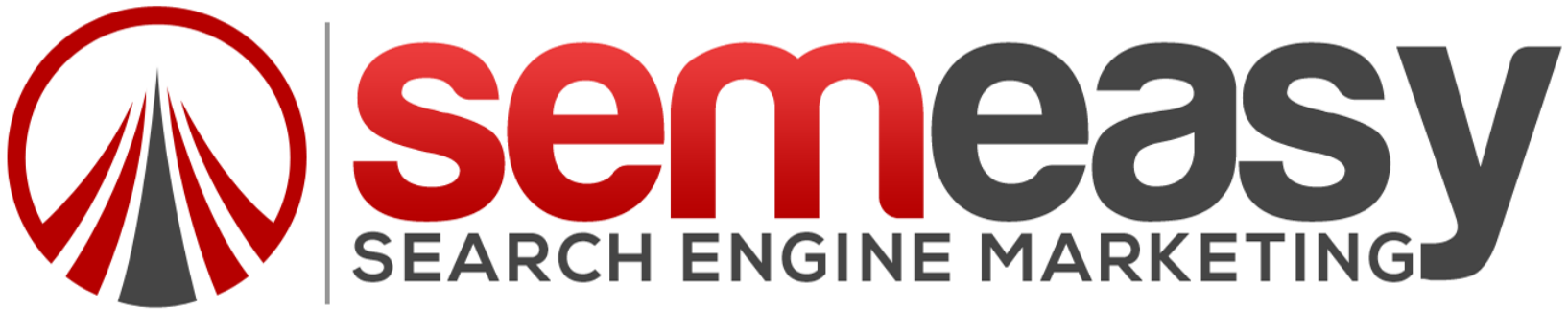
I've updated my nameservers, continue ›

semeasy
SEARCH ENGINE MARKETING

THEN YOU WANT TO DOUBLE CHECK THAT THE DOMAIN IS RESOLVING!

Go To Your Domain And You Should See Something Similar:

semeasy
SEARCH ENGINE MARKETING

YOU ARE DONE!

Now go ahead and start building!