

Off-Page SEO/Linkbuilding 101 Training



Introduction:

A link is like a vote for your site. If a well-respected site links to your site, then this is a recommendation for your site. If a small, unknown site links to you then this vote is not going to count for as much as a vote from an authoritative site. Still, if you can get a large number of these small votes, they really can make a difference. **This is why, in the past, SEOs would try to get as many links as they could from any possible source.**

Google does NOT want “linkbuilding” to exist. They want businesses to attract links naturally due to their normal course of business, because they are doing great things, and because they are putting out great content or doing things that naturally attract links.

However, many SEOs, marketers, etc. still do what they can to “help” links along or make links happen faster. Some tactics are good, some are outright banned, some are no longer effective, etc.

Linkbuilding is one of the top reasons websites get penalized in Google, and that there are so many algorithm updates.

Linkbuilding: an endorsement back to you, and is an indicator of the company you keep

Linkbuilding

Who:

- Other website owners, marketers, bloggers, trade publications, media, journalists, business owners, etc.
- You and anyone in your business

What:

- 2 types of links:
 - **Follow**
 - “nofollow”
- Never, NEVER buy money or exchange any good or service of commercial value for a link
 - Example, paying a blogger to write a blog about you and paying to get a link - nofollow
 - I’m not saying not to do this....just that you need to make sure if commercial value is exchanged the link be “nofollow” and know that you will gain exposure and brand benefits, but not SEO benefits

Where:

- Any other relevant, authoritative site that might link back to your site

When:

- See below

Why:

- Linking that occurs as a natural part of the business
 - a. Business being out there in the community
 - b. Other marketing endeavors that naturally attract links:
 - i. Groupon
 - ii. Speaking gigs/bios
 - iii. Press release/PR campaign

How:

- Membership in an organization/association/community: BBB, Chamber, etc.
- Causes - <http://www.businessforafairminimumwage.org/>, <http://earthcraft.org/find-an-earthcraft-professional/39-find-an-earthcraft-builder>, <http://www.truckersagainsttrafficking.org/>
- Speaking: getting a link back when mentioned on the organization's site or submitting a bio with a link back to your site
- Guest blogging: getting a link back in the body copy or bio (be very careful of this tactic as Google has been very vocal about manipulating this in recent times)
- Writing great blog posts with awesome content: 1) optimizing and 2) promoting
- Running an online campaign or doing something else that might generate buzz or viral interest
 - "oops" awards
- Local SEO: citations
 - Yelp
 - Kudzu
 - Topix.com
 - Showmelocal.com
 - Angieslist.com
- Getting PR/media exposure
- Sponsoring an event
- Great content + outreach
 - Infographic (see example below) + outreach to relevant website owners

Linkbuilding Tactics That Are Outdated

In the past, the goal used to be about quantity (hundreds/thousands of backlinks a month) over quality. Now, getting a handful of quality, genuine links a month trumps any low quality/high quantity linkbuilding PERIOD.

This is the "Penguin" update.

There is a LOT of bad, outdated information out there. Stay updated and read the latest on backlinks and linkbuilding.

- Reciprocal linking
- Buying sponsored links
- Guest blogging
- Low-quality directory links
- Overseas linkbuilding
- Submitting low-quality press releases to low quality sites
- Low-quality blog commenting
- Article marketing
- Hidden text links
- *Be VERY weary of anchor text*



[Jenny Munn] Please moderate: "Goodbye Google SEO Keyword Research Tool - Hello Google Keyword

WordPress <wordpress@jennymunn.com>

Extra line breaks in this message were removed.

Sent: Tue 11/11/2014 2:50 PM

To: jenny@jennymunn.com

A new comment on the post "Goodbye Google SEO Keyword Research Tool - Hello Google Keyword Planner: 3 Tips to Make the Transition Less Painful" is waiting for your approval

<http://jennymunn.com/goodbye-google-seo-keyword-research-tool/>

Author: Pei Porell (IP: 23.232.197.178 , 23.232.197.178) E-mail : Chamble95@gmail.com

URL : <http://www.toolbagsandbelts.com>

Whois : <http://whois.arin.net/rest/ip/23.232.197.178>

Comment:

Thanks for the great short article, I was looking for information such as this, visiting have a look at the other posts.

Approve it: <http://jennymunn.com/wp-admin/comment.php?>

Easy Wins

- Internally linking
- Pursuing competitor links
- Reclaiming brand mentions with no link
- Ego bait: blog about someone, or “interview” targeted people. Goal is to get social media signals and possibly a link back
- Link-worthy content creation:
 - Blog post
 - White paper
 - Infographic
 - Video
 - Resource page
 - Downloadable checklists
- What others do: make friends or make news:
- Create content around a relevant day of the year: <http://www.daysoftheyear.com/>

Additional Resources

- <http://pointblankseo.com/link-building-strategies>
- <http://www.seomoz.org/blog/10-extraordinary-examples-of-effective-link-bait>
- <http://www.seomoz.org/blog/99-ways-to-build-links-by-giving-stuff-away-and-improve-your-brand-too-14029>

Outreach example:

Name: Derek Jansen

Email: derek.jansen@sekari.com

Website: www.sekari.com

Message: Hi Jenny

I just wanted to let you know about our latest infographic – “Content Marketing For SEO – The Facts & Figures”. You can view a 1000px version at:

<http://www.sekari.com/images/content-marketing-seo-1000.jpg>

Please feel free to publish on your site should you feel it adds value. If you do publish, please attribute a link to www.sekari.com – I’d really appreciate it :)

If you have any feedback, positive or negative, please let me know. Also, if you require a different size, just shout...

- Outreach always starts with a GREAT piece of content first
- Follow-up 2-3+ times is critical and needed -> just part of the process
- Write customized emails and only target relevant webmasters/business owners/marketers/bloggers

Linkbait Resource Page

EHR System Buyer's Toolkit

The experts at Software Advice developed these great resources to help you with your EHR software selection process. Download these presentations and tools to get organized, stay on track and make the right decisions at every step.

Ten Steps to Selecting the Right EHR System

A straightforward tutorial on the ten steps you should follow to select EHR systems or practice management software. Follow this advice and you'll save weeks of research and countless mistakes.

(13 Pages PDF)
download

EHR Software Feature Checklist

This Excel spreadsheet allows you to compare up to five EHR systems against sixty-five of the most important software evaluation criteria. Stay organized with this super handy evaluation tool.

(Excel Spreadsheet)
download

EHR Incentive Program Qualification Under ARRA

Everything you need to know about the latest definitions of "meaningful use" and "qualified EHR" under the ARRA stimulus fund program. Understand these requirements and make sure you qualify for EHR subsidies.

(12 Pages PDF)
download

EHR Meaningful Use Feature Checklist

An Excel spreadsheet that allows you to compare up to five EHR software systems against the key requirements of the ARRA stimulus fund program. Ensure your qualification with this simple checklist.

(Excel Spreadsheet)
download

Ongoing Link Maintenance – Why Is this Important?

- Quarterly or every 6 months
- Gives you an idea of who is linking to you, what is working
- Make sure no one is doing a “negative” SEO campaign or that you’ve been spammed

	A	B	C
1	URL	Title	Anchor Text
12	http://www.privateschoolreview.com/count	Cobb Cou	(img alt) (img) [No Anchor Text]
13	http://www.secretdakotaring.com/		buy cialis softtabs
14	http://www.secretdakotaring.com/		cheap viagra
15	http://www.secretdakotaring.com/		generic viagra tadalafil
16	http://www.secretdakotaring.com/		generic viagra today atlanta
17	http://www.secretdakotaring.com/		generic viagra trial pack
18	http://www.secretdakotaring.com/		generic viagra uk online pharmacy
19	http://www.secretdakotaring.com/		generic viagra uk supplies
20	http://www.secretdakotaring.com/		generic viagra us licensed online phar
21	http://www.secretdakotaring.com/		generic viagra us pharmacy
22	http://www.secretdakotaring.com/		generic viagra usa
23	http://www.secretdakotaring.com/		generic viagra viagra
24	http://www.secretdakotaring.com/		generic viagra viagrageneric
25	http://www.secretdakotaring.com/		generic viagra when
26	http://www.secretdakotaring.com/		generic viagra wholesale
27	http://www.secretdakotaring.com/		generic viagra with american express
28	http://www.secretdakotaring.com/		generic viagra with money order
29	http://www.secretdakotaring.com/		generic viagra without visa
30	http://www.secretdakotaring.com/		generic viagra work
31	http://www.secretdakotaring.com/		generic viagra year

How:

Google Webmaster Tools interface showing the 'Links to Your Site' section. The left sidebar lists navigation options, with 'Links to Your Site' highlighted. The main content area displays the total number of links (215) and a table titled 'Who links to the most'. A red arrow points to the 'Links to Your Site' link in the sidebar, and another red arrow points to the 'More »' link at the bottom of the table.

Who links to the most	Count
sharehnews.com	35
comptia.org	14
thefhumanracehorses.com	11
trending-topic.com	8
blogcast.com	8

More »

Webmaster Tools

Webmaster Tools interface showing the 'Overview » All domains' section. The page displays a list of domains that have links to pages on your site. A red arrow points to the 'Download latest links' button, which is circled in red.

Overview » All domains
Top 87 domains that have links to pages on your site.

Download this table Download more sample links Download latest links

Domains
sharehnews.com
comptia.org
thefhumanracehorses.com
trending-topic.com
blogcast.com

Best practices: review links

- every quarter to see what links you've gotten

- Every month – check “referring sites” to see what other websites have linked to you that bring you traffic
- Pick 5-10 links your competitor has gotten that you think you can get
 - Create a plan to pursue those links
- Being aware – “Think of the Link”