

Link Building Secrets **Revealed**

Build Your Online Presence with Tips from Top
Web Marketing Professionals

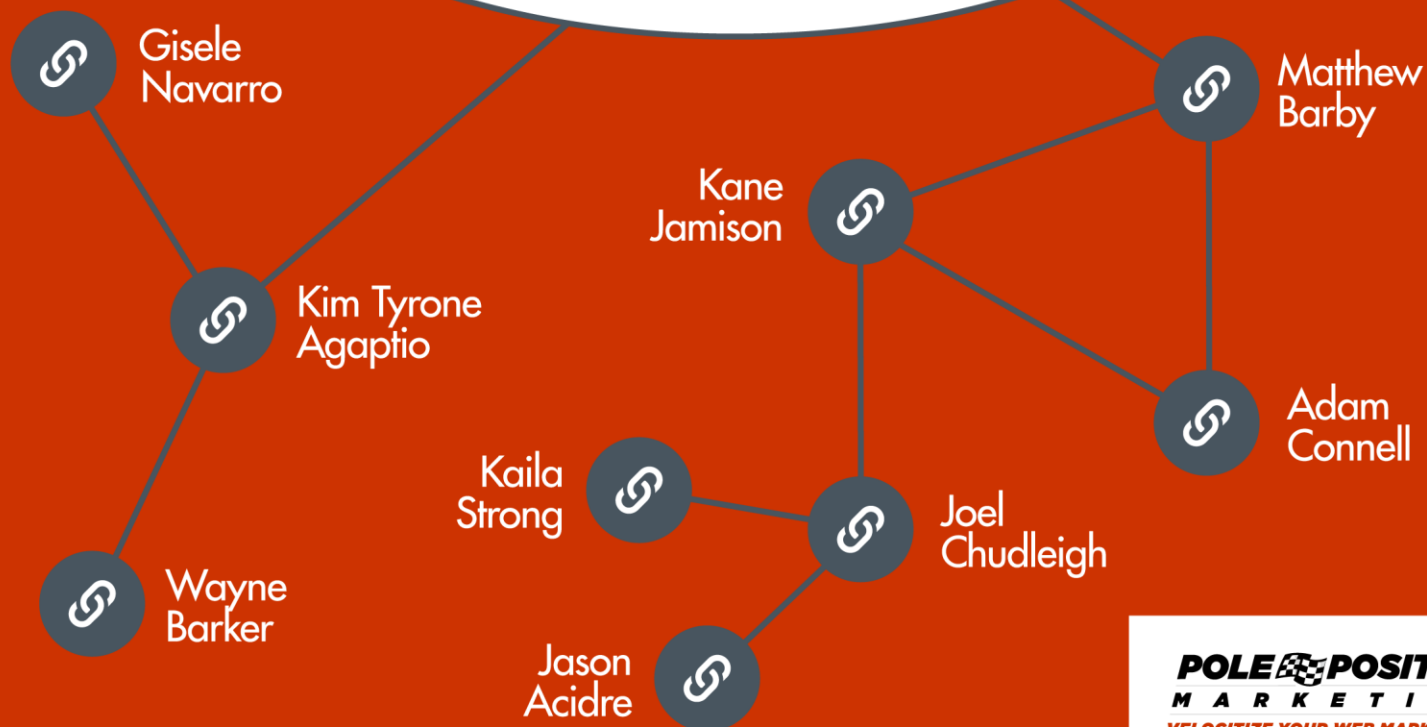


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ACKNOWLEDGEMENTS

By Annalisa Hilliard

First and foremost, a HUGE thanks to all the contributors for their time, effort and willingness to share their knowledge and perspective! It's an honor to have you share your experiences in building links. One of the best elements of working in this industry is the open exchange of ideas. I've learned a lot from my peers, and they're always challenging me to become more knowledgeable about the industry and stay ahead of the trends.

Thanks also to [Chelsea Melaragno](#) for the cover design. You took all of the chaotic ideas from our team and made them into one cohesive, clean composition. It's not easy working with a whole team of people that each have their own vision of what the end product will be. You were a pleasure to work with and completed the task within our short timeframe. You definitely have a knack for design, and we look forward to partnering with you again.

Last, but certainly not least, I want to extend my gratitude to Kathy Gray and [Deb Briggs](#) for all their help in making this project possible. There are a lot of elements that went into this project which I have no capacity to handle. [Kathy](#), your knowledge of social media and content promotion, is invaluable to the success of this eBook (along with many other things). Your skill set is expanding daily; thanks for sharing it for the benefit of others. Deb, your ability to edit and format content, is astounding. If it weren't for you, I'd sound unintelligible 100% of the time. Your willingness to overlook (while changing) my grammatical errors without belittling me, is much appreciated.

Oh yeah, I almost forgot! Thanks to [Pole Position Marketing](#) for having me on the team. It is an honor to work for this company. Thanks for daring to be different. I've not previously worked a job where I've not only been allowed, but asked regularly, for participation in creating a more successful business, as well as a productive and positive environment. Stay classy!

Join the conversation on Twitter using #linksecrets.

INTRODUCTION

By Annalisa Hilliard

Links. Can't live with 'em; can't live without 'em—at least that's what it seems, right?

Lots of changes happened over the years, changes that appear to make link building irrelevant. Does that mean link building is “dead,” as many claim?

Link building keeps evolving, but that doesn't mean it's no longer an effective strategy in helping you achieve your web marketing goals. Actually, quite the opposite. The ability to adapt your marketing approach to the changing online landscape directly correlates to whether your business thrives. Metamorphosis equals survival.



Follow Annalisa:  

This is the second edition (third overall) of Link Building Secrets Revealed that I've been involved with. Maybe I'm partial, but I feel this is our *best* LBSR to date. I'd say “third time's the charm,” but I don't want to negate the first two.

It's interesting to observe how the contributions have changed over time. In [the first](#) and [second](#) LBSR, the contributions were heavily tactic-based. However, this edition of Link Building Secrets Revealed contains a well-rounded mix of tactics, strategies and tips, which include employing a broader and more integrated scope of web marketing disciplines. I believe this is an accurate reflection of how the true value of link building relies on the accompaniment of social media, SEO and content. Link building is less of the stand-alone powerhouse that it used to be.

Gaining Quality Links Takes Time

I recently reviewed a site's backlink profile, which at first glance appeared healthy. But with a more in-depth look, I noticed that the velocity in which links were obtained during a two-year period was very unnatural. I think it was enough to trigger unwanted attention from Google.

INTRODUCTION

The site took a risk in [acquiring a ton of links](#), and in return appeared to have been slapped with a penalty. However, if they start investing time and effort into gaining quality links at a more realistic pace, through legitimate efforts, they may be able to regain some of their rankings. If only they would have done it right in the first place.

Fewer are the instances where obtaining a few keyword-heavy anchor text links can boost your position in search rankings. More often, those tactics are being discovered and penalized. For link building to work, you need a well-rounded link profile. And you don't get that with old-school link building strategies.

Link Building Today

Do these terms sound familiar?

- Reciprocal links
- One-way links
- Three-way links
- Link bait
- Link wheels

Those “link building strategies” have all been eradicated from the web marketing playbook. However, before you breathe a sigh of relief, some of the remaining “strategies” still being used today could end up worthless in the future. For example, infographics are hot, but if used solely to “get links,” they are doomed to failure like the rest of them. Link building has become holistic. It can no longer stand alone.

Are you guilty of slanting your link building efforts toward one particular “strategy”? Favoring one online marketing discipline over all the others, in order to get the quickest results? If so, you're missing key opportunities and are flirting with the perils of becoming banished in organic search. Now is the perfect time to reflect on and rethink your strategy. Any single link building strategy can be valid, but only when used as a part of a larger approach, with goals beyond “getting links.”

INTRODUCTION

The Only Constant in Link Building Is Change

Search engines are evolving, and we must evolve with them. Old strategies such as “get links,” “get traffic,” “get rankings,” etc., are no longer viable for the long term. Today’s search engines are more natural than ever, and have become increasingly adept at filtering out the junk. If you don’t believe me, check out some of Google’s recent updates like Panda and Penguin, or the rebuilt algorithm, Hummingbird.

Social media is on the verge of directly effecting search results. There is no hard evidence that social engagement directly translates into rankings, but there’s plenty of documentation to show that sites that are more heavily social produce the kind of signals that Google uses as ranking factors. Google is investing in ways to determine a person or company’s credibility and authority by evaluating their social networks and authored content. Again, if you’re not sure you agree with me, look into authorship tags and personalized search. If you don’t have a social media strategy, you’re falling behind.

In link building now and beyond, there are a lot of aspects to consider. I realize you only have so much time and so many resources, but dividing them into a more enduring strategy is crucial. This eBook will give you plenty of actionable takeaways.

If you have feedback or questions, please feel free to contact me, or any of the contributors, directly. We’d love to hear from you!

-[Annalisa Hilliard](#)

Join the conversation on Twitter using #linksecrets.

HOW VIDEO TRANSCRIPTION CAN BUILD LINKS

by Jason Acidre

Many influencers and/or experts from different industries use videos as a medium to communicate their brands' messages and also to showcase their expertise. Using this content format these days may come in various forms such as:

- Video tutorials
- Conference presentations
- Webinars, hangouts or Q&As
- Video blogs
- Infomercials and kinetic typography

Transcribing videos created by thought-leaders in your industry and publishing the transcription on your own website can benefit you in so many ways, seeing that:

- The method allows you to build **linkable content** almost instantly (since the information shared is from an industry/topic expert).
- It helps you to get on your target prospects' radar, which will make it easier for you to connect, engage and build relationships with them.
- You can get links directly from them (through attribution), if they decide to use your transcriptions alongside their videos.

What makes this strategy really viable is that videos—as a platform for online marketing—have been well accepted and widely utilized in many industries, which means the tactic can be replicated on any other verticals.

Example:

In 2014, Ross Hudgens did a [transcript of Matt Cutts' webmaster help video](#) on what Google SEO changes are coming next.

Ross notified Matt Cutts about it:



HOW VIDEO TRANSCRIPTION CAN BUILD LINKS, (CONT.)

And Matt obviously liked it:



Tips on transcribing videos

- You can do it manually, or you can also use [InqScribe](#), video transcription software.
- Make sure that the transcript is readable by removing the uhms, ahs, breaking the transcript into shorter paragraphs, appropriate use of punctuation, commas, etc., and include images/screenshots if possible.
- Don't forget to give link attribution to the original source of the video content when you publish the transcript on your site/blog.
- Let the original source of the video content know about the transcript you've created, and start engaging.



JASON ACIDRE

Jason Acidre is the Co-Founder and CEO of [Xight Interactive](#), a Philippine-based online marketing agency. He's also the author of [Kaiserthesage](#), an online marketing blog. Follow Jason on [Twitter](#) or [Google+](#).

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HOW TO USE VIRAL CONTENT TO BUILD LINKS

by Kim Tyrone Agapito

While this isn't my best-kept, ultimate tactic or "secret sauce" in link and brand building, I think it's an underused technique so I decided to share it here.

I call it Viral Anchorage. The viral element of this tactic is very crucial. A viral topic already has a sure following, an existing audience: lurkers, commenters, influencers, sharers and engagers. That alone reduces the manpower and time needed to build interest on the topic, and on some campaigns that could mean everything.

I'm an advocate of content marketing and giving real value to the web. And that translates to publishing—not just unique but, more importantly, original content.

For those not familiar with content marketing, unique content simply means passing Google's duplicate content filter (or to some extent, passing Copyscape checking), while original content means something that hasn't been published before. The first one's really easy to do; the latter may be a bit challenging but can be very rewarding.

Last year, a Philippine senator supposedly plagiarized the 1966 Day of Affirmation Address of former New York Senator Robert F. Kennedy by translating it to Filipino (the native language of the Philippines). The news went big. It went viral: fast and violently. It was a scandal, and because it involved two big public figures, Sen. Vicente Sotto III and Sen. Robert F. Kennedy, it became a hot topic on social media, TV, and online news websites, both local and international.

And we all know how valuable links from reputable news websites are, right?

Of course, I wasn't the one who first reported the supposed plagiarism. It came from a viral tweet containing a simple image that placed Sotto's speech in Filipino side by side with that of Kennedy's speech in English. But there was something missing. Amidst all the people saying that the Philippine senator supposedly translated to Filipino Kennedy's speech, there was none, not a single article or blog post, offering undeniable proof. Something that has numbers (like how many words were copied or translated) and more importantly, using a tool that can perhaps support the claim.

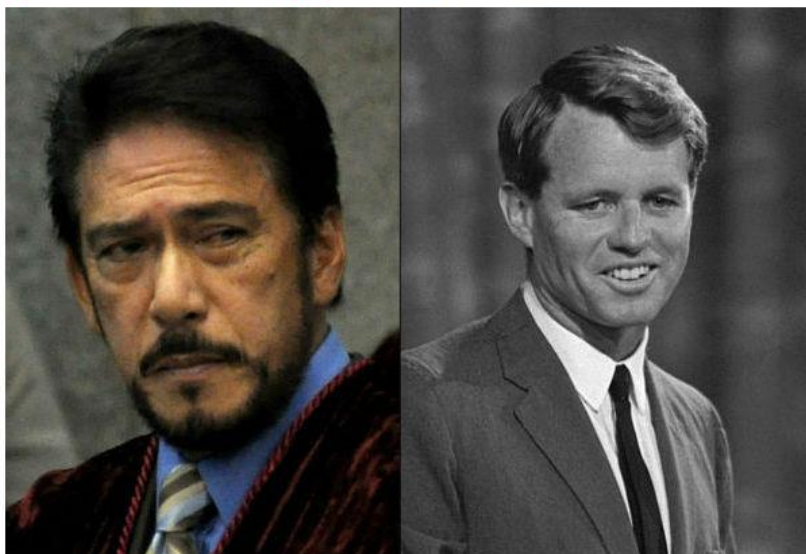
HOW TO USE VIRAL CONTENT TO BUILD LINKS, (CONT.)

So I provided what was missing.

Sen. Sotto's Turno En Contra Speech Is 35% Duplicate Of Google Translated Robert Kennedy's Day Of Affirmation Address

Kim Tyrone Agapito · September 5th, 2012 · 17 Comments »

Tweet 141 Like 105 +1 9 Share 105



Still fresh from "plagiarizing" a [US blogger's content](#), Sen. Vicente C. Sotto III or Tito Sotto apparently *tagalized* (translated to Filipino) the [Day of Affirmation Address of Robert F. Kennedy](#), a former New Yorker Senator and delivered it as the [last part of his Turno en Contra speech](#).

Using Google Translate, I translated Kennedy's English speech to Filipino, compared it to Sotto's Filipino speech, and used a simple text compare tool and voila: I found out that the Filipino senator's speech was a 35% duplicate of Kennedy's Google-translated speech.

The Results:

Backlinks and mentions from blogs and websites, including one from [GMANetwork.com](#) news website, 43rd most popular website in the Philippines according to Alexa (this site is my country's equivalent to CNN.com).

The backlink is now set to nofollow, and it was not when I got it, but who cares? My blog received huge traffic and believe it or not, a few good leads and a client—all from that blog post. Who would have thought, right?

HOW TO USE VIRAL CONTENT TO BUILD LINKS, (CONT.)

I also received a lot of retweets, including one from a very popular and influential TV broadcaster Karen Davila (she had 735k followers during that time, now she has 1.09M)



Have I replicated that to real brands and products? Yes! And you can do it, too.

Is it scalable? Yes! And it can be done in almost every niche.

Quick tips on how to do it:

1. Create alerts on news.google.com targeting your keywords and keywords on vertical micro niches. Micro niche is important to filter out the noise and to save you from spending so much time researching a subject you're not comfortable or familiar with.
2. Other tools to monitor virality of articles or content based on your niche or keywords and keywords on vertical micro niches that get published (there are tons of tools and websites out there, but let me give you a few): [Topsy Social Trends](https://topsy.com/social-trends) (Twitter), [LikeButton.com](https://likebutton.com) (Facebook) and [YouTube Trends Blog](https://www.youtube.com/watch?v=...) (YouTube).
3. Always check articles for missing, wrong or questionable information, as well as incomplete or inappropriate citation and ways to improve the content/originality.
4. Provide the missing content on the subject.
5. Outreach quickly to relevant parties, including the author(s) of the original content and influential people who shared the original content.

HOW TO USE VIRAL CONTENT TO BUILD LINKS, (CONT.)

Important:

What have you missed? Here are some recent topics and news items that you could have corrected, improved, debunked or simply have anchored your fresh content into:

- Giraffe Riddle
- McDonald's Chicken McNuggets revealed under the microscope
- U.S. Government shutdown

The possibilities are endless!



KIM TYRONE AGAPITO

Kim Tyrone Agapito provides content marketing and link building tips on his [Digital Marketing Blog](#). Follow Kim on [Twitter](#) or [Google+](#).

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HOW TO BUILD QUALITY LINKS TO YOUR SITE

by Matthew Barby

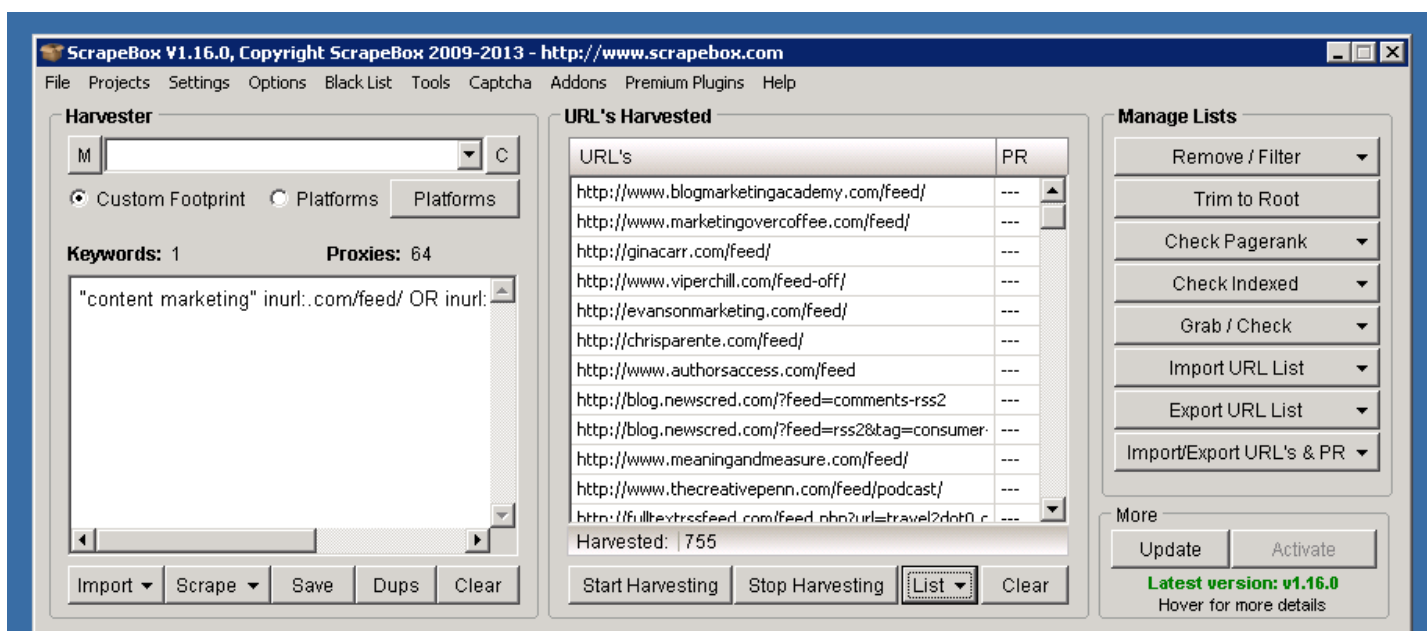
I have a fair few secrets that I keep to myself when it comes to link building, as I'm sure that many others do, but I'm going to share a simple, but very effective tactic for building high-quality links to your website.

This method involves doing things that Google wouldn't typically approve of; however, it's going to be extremely tough for them to ever pick up on things like this.

Webpage Acquisition

This link building secret involves finding existing content on the web and then paying the webmaster to acquire it. Now, I'm not talking about buying expired domains here, but instead it consists of buying single webpages within active domains.

Prime targets for this kind of activity are blogs that haven't posted for a long time, or have at least been less active than they once were. To do this, you can use the following footprint within ScrapeBox:



"KEYWORD" inurl:".com/feed/" OR inurl:".co.uk/feed/" OR inurl:".net/feed/"

This will give you a list of RSS feeds from blogs relevant to your niche. You can now remove any duplicates and upload them to an RSS feed reader like Feedly. This can give you an instant snapshot of the blogs that haven't posted in a while: These are your targets.

HOW TO BUILD QUALITY LINKS TO YOUR SITE, (CONT.)

The next stage is to upload each of the URLs to BuzzStream to gather their contact details. Now start reaching out to the webmasters, letting them know that you've noticed their irregular posting patterns and if they would be interested in selling some of their content.

You'll be able to have a lot more leverage with blog owners in this position. Do a quick check in Open Site Explorer to find the pages on the site with the most backlinks pointing to it and then set your price!

You can now add in some contextual links from an established webpage through to your site—perfect!



MATTHEW BARBY

Matthew Barby is a UK-based digital consultant with a focus on content marketing. He also runs FindMyBlogWay.com, a resource for bloggers, and his personal travel blog, MeltedStories.com. Follow Matthew on [Twitter](#) or [Google+](#).

BE INQUISITIVE TO BUILD LINKS

by Wayne Barker

So I'm not so sure that this is what you would really call a secret. This is about who you are, how you do it, and what can make you a great link builder.

Can people who don't have it be good link builders? Sure they can! But maybe they aren't going to make the best link builders.

Should you give up if you haven't got what I talk about? Hell no—most things in life are attainable with the right attitude. There are always going to be people who are more naturally adept at something, but that doesn't mean that it can't be learned.

The link building "secret" that I decided to talk about is being inquisitive. Not a tool, not a way of using Followerwonk or search operators that you haven't seen on a blog before. What makes you figure out new stuff? What puts you ahead of the competition? What helps you get the links that the others in your niche are not?

An inquisitive nature.

That's it. That's my big secret...or rather my secret as to what makes a link builder successful.

What's that I hear from the back? That creativity is more important?

Creativity comes from having an inquisitive nature, is my response.

What? Tools are more important? I'm calling BS. Anyone can work a tool. A competent SEO knows the ins and outs of a tool. The best link builders can take a tool and get something from it that others can't. Is Picasso considered a great because he knows how to hold and use a paint brush? Most people could paint their kitchen.

Picasso could take the same tools as any other artist and turn it into something special. Something different. The naysayers are shouting now. I can hear you: "Picasso was never appreciated in his lifetime," you shout. To which I reply, "The best link builders aren't shouting about what they do." Think about that for a second. Take a step back. The ones that are doing the best work aren't going to share it with everyone, not just yet—other SEOs will ruin it.

BE INQUISITIVE TO BUILD LINKS, (Cont.)

But we are heading off point.

An inquisitive nature means that you:

- Have a thirst for knowledge and will never be satisfied that you know enough
- Take industry standard tools and press all the buttons to see what happens
- Look for ways and means to get things doing quickly but to a great standard
- Want to try out new things and that you are prepared to take a risk to find out what will happen
- Will test and test again, just to see what happens if you do it slightly different

Maybe it is less a secret but more of a mind-set. Think about the best link builders that you have worked with, and you will probably find that they have this character trait—it's what separates the good from the great.



Wayne Barker

When not answering questions about link building, Wayne Barker likes nothing better than talking about himself in the third person in this bio. Wayne is the Head of Online Marketing for [Boom Online Marketing](#) in the UK and writes for the [company's blog](#). Follow Wayne on [Twitter](#) or [Google+](#).

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ASKING FOR ADVICE CAN GET YOU LINKS

by Joel Chudleigh

For me the toughest part of getting results from SEO is the outreach: Actually getting someone to listen to you, to take a look at the content that you have created and to then be so impressed that they drop what they are doing to promote your content, or at least bookmark it, for linking to later on.

Even if your content is amazing, people are busy and have a plan for their day, so you need to be thoughtful about the contact you make.

With a typical piece of outreach, we normally get between a 2% and 5% response rate and around 1% to 2% of target sites linking.

However, when we asked people for advice we got a 12% response rate and promises to link and also promote our content in both printed and email newsletters.

The content in this case is a wildlife observation game for kids, as our client sells wildlife cameras and observation tools.

We are still building the tool so we did genuinely need feedback, but it was through this process that I realised that it was actually the best way to have a number of sites on the ready to help us promote the content and to link to it as soon as we complete it.

This is the exact message that I sent to 100 bird watching and wildlife-related organisations:

Dear Paul,

I am working with a company called <Client Name> to create a bird watching game for children that will help them to develop and sustain an interest in bird watching and wildlife.

I am approaching bird experts in the hope that you can spare me 10 minutes on the phone so that I can understand a little more about what you feel would genuinely help to increase children's interest in bird watching and wildlife observation in general?

What we would like to know from you:

ASKING FOR ADVICE CAN GET YOU LINKS, (CONT.)

1. *We would like to get your feedback on the idea and hopefully some advice on what would be most appealing to the kids who are interested in birds.*
2. *What you would like to see in a game like this? How could we make it most fun for the kids?*
3. *How organisations such as yours are typically structured; how could we communicate the game to your members and their kids?*

It would be very much appreciated if you could spare me 10 minutes on the phone to go over this, or even if you could just respond via email, it would help us greatly to get your expert opinion.

Kind Regards,

Joel Chudleigh

We received 12 responses, and I had 10 telephone calls, which were so much more effective in developing a relationship and getting buy-in for our project. The process of giving feedback provides a degree of ownership to the contributor and makes them want to see the content be successful.

I have kept in touch with these people throughout the project and will be leveraging their networks as soon as we go live.

I also found that these people are well connected in their specialist areas, which always brings new opportunities.



JOEL CHUDLEIGH

Founder at [Deep Footprints](#), Joel Chudleigh has a strong interest in the internet's unique ability to bring like-minded people together and in how people are using the net to solve their problems. Check out his [blog](#) and follow Joel on [Twitter](#) or [Google+](#).

HOW TO DO BLOGGER OUTREACH BETTER

by Adam Connell

The secret that I'd like to share isn't some new and cutting-edge tactic that will allow you to pull links out of thin air, but what it will do for you is get you better results from your blogger outreach.

One of the biggest problems that people face when it comes to link building is getting results from their contact with the blogging community. I see experts talking about getting conversion rates of 5-10% or even lower, but what if you could seriously ramp up your conversion rate? How valuable would that be?

Being the Operations Manager at [UK Linkology](#) has pushed me to find ways around particular issues that often crop up whether you're doing outreach for guest posting or any other link building tactic.

Templates can be part of both the problem and the solution

We all rely on templates to some extent, but the problem starts when we leave out personalisation and also when we use templates other people have put together without changing them.

If we're all using the same templates, how will anyone stand out? That's why personalisation and putting together unique templates is important.

The (not so) secret to getting awesome results with blogger outreach

When templates are done to death, it doesn't help anyone so what I want to share with you is a framework:

1. **Personalisation:** If you can find the name of the site owner or blogger you need to contact, then use it and add another element of personalisation. This could be a question related to something on one of their social profiles or related directly to a point made in a blog post.
2. **I've done something awesome for you:** When you show that you have done something to help someone already, it makes it very difficult for them to say no to helping you.
3. **Here's what I'd like you to do for me:** This is your call to action, so ask the question; be clear and direct.

HOW TO DO BLOGGER OUTREACH BETTER

4. **If you do that, I'll do something else awesome for you:** This should be even more awesome and something that will appeal to the blogger and is low cost for you, but from the bloggers perspective, the value outweighs what you're asking them to do for you. Remember "features tell, benefits sell."
5. **The sign off:** Who are you?
6. **Your email signature:** Having an email signature makes more of a difference than you might think. Include where you're from, website URL & social links so people can find out more about you and put a name to a face.

Remember that blogger outreach is a fluid process and that the person at the other end of the computer is a real person.



Adam Connell

Adam Connell is an enthusiastic marketer and SEO that specialises in generating traffic and engagement through content as the Marketing Manager for UK Linkology. Check out his [blog](#) and follow Adam on [Twitter](#) or [Google+](#).

USING WEB DIRECTORIES TO QUALIFY LINKS

by Brian Dean

The hardest part of link building is finding high-quality sites to reach out to. If you do a search using a search string, you'll usually get a mixed bag of high-, medium- and low-quality sites—which means you'll have to spend valuable time link prospecting to separate the wheat from the chaff.

Fortunately, high-quality web directories have hand curated thousands of quality sites (and organized them by category for us). Just head to any of these directories:

[Yahoo!](#)

[BOTW](#)

[JoeAnt](#)

[AllTop](#)

[DMOZ](#)

And search for your category. Then use the Scrape Similar extension for Chrome to grab the results. And bingo! You have a list of high-quality link targets.



BRIAN DEAN

Brian Dean is a digital marketing consultant, blogger and link building expert serving as the CEO of [Backlinko.com](#). Follow Brian on [Twitter](#) or [Google+](#)

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MONTHLY LINK BUILDING THEMES

by Kane Jamison

This one is more focused on agencies. The concept is that there are a million link building tactics that we have available that often get neglected or overlooked for each client. So, every month, aside from the ongoing activities that you're working on for each client, there's also a company link building theme selected that associates work on for each of their clients. Here are some examples of what I mean:

- **Industry Interviews:** Every client gets at least one industry interview posted to their site. So, for the e-commerce apparel company you would line up an interview with a fashion designer. For the B2B accounting software client, you would line up an interview with an ambitious CPA / small business consultant, especially the type that has written a book and shows up on the news sometimes.
- **Crowdsourced Blog Posts:** The SEO industry is obviously overrun with "22 Tips from SEO Pros" type posts, but that's because we all know how well they work. It works great for clients, too, and can be scheduled out across all client types. So, line up a large set of professionals to share a tip on one or two facets of the client's marketplace, and use the same typical egobait tactics to encourage everyone to share it on their social media pages, press pages, etc.
- **Resource Pages:** Everyone builds out a resource page for their client that is a curated list of tools/articles/etc. about a niche topic. Create it, publish it, promote it on the usual company channels, and do some basic email outreach. It's easy evergreen content that can be referenced and built upon in future pieces of content, and if you can get it ranking well for an informational keyword off of that first month of effort, then there's a good chance it'll pull in traffic, social shares, and links of its own.

I could keep going, but the important part is to identify link building tactics that can be applied successfully to all clients and execute. Don't reinvent the wheel; we're looking for time-tested link building concepts that work for all business types.

Everybody responsible for link acquisition for a client gets involved. There should be a prize for the person that hits the biggest home run. This shouldn't necessarily go to the person with a big client that gets the most linking root domains or social shares. If one person does a great job for a small or boring-industry client that is accustomed to smaller link volumes, then maybe that person gets the prize.

MONTHLY LINK BUILDING THEMES

All clients have ongoing efforts so it's important that this type of agency-wide theme can be completed in a reasonable amount of time that won't interfere too much with other initiatives. I'd suggest 3-10 hours depending on what's appropriate for the size of your client engagements.

This concept is also a great way for multiple people to collaborate on email outreach templates and process creation for these types of link tactics, so it's probably worth scheduling a little time at the beginning of each month to recap how the exercise went for everyone and share ideas on how to improve the specific process that was being tested.



KANE JAMISON

Kane Jamison is the founder of [Content Harmony](#), a content marketing agency based in Seattle, WA, as well as a Moz Associate. Check out the [Content Harmony blog](#), and follow Kane on [Twitter](#) and [Google+](#).

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USING BLOG-BASED CONTESTS TO EARN LINKS

by Dan Kern

Link building for e-commerce stores can be tricky when there are primarily just category and product pages, and not much other resourceful content. Beyond the obvious (creating resourceful content to promote, drive traffic and build links), contests are a great way to attract attention from the rest of the web.

One specific strategy, which I helped to create for a previous employer, was one that involved leveraging an e-commerce website's existing newsletter list and social media audience to promote a blog-based contest. The concept involved asking the existing audience to blog (on their own blog/website) about something dear to their heart (yet topically relevant) in order to be entered for a chance to win a set of prizes (on the e-commerce site that we were trying to build links to).

[In this specific scenario](#), we leveraged an audience of knitting aficionados and asked them to blog about their first knitting project (including their story, pictures, etc.). Many knitters still have their first project, so it offered a great way for them to talk about their experience and provide photos. Recognize the egobait built into this strategy? We asked them to choose five products (from the e-commerce store we were promoting) that they'd wish to win (if chosen as a winner), and to specifically mention them in their blog posts. We were careful not to specifically ask for links, as that could be seen as "bartering for links" by search engines. Instead, we simply asked them to mention the products that they'd like to win, which would leave it open to natural links being acquired from some (but not all) participants.

The participants were then instructed to submit their blog post URL and contact information to us in order to be entered into the contest. When all entries are received, a landing page could also be created on the host e-commerce website, curating the most intriguing entries. This creates a follow-up promotional opportunity, which can drive even more links to the website.

This strategy works best for e-commerce stores that sell products without an expiration date. However, creative ways could rework the strategy to encourage category page links as well. Beyond acquiring links from contest participants, there are also links to be acquired from contest websites along with other topically-relevant websites and blogs that wish to report on the contest to their own audiences. Driving a wave of social signals is also highly probably with a strategy like this, as it's very shareable content.

USING BLOG-BASED CONTESTS TO EARN LINKS

When it comes to building the highly coveted domain authority for an e-commerce site (which may or may not have duplicate content), a strategy like this can result in many more links than common single opportunity-based link building tactics that SEO link builders are used to. We are looking to implement strategies like this for our clients at [seOverflow](#), and are aware that every client will be different, so each contest will be slightly different to boot.



DAN KERN

Dan Kern is a 10-plus year SEO veteran from Denver, CO, with a passion for content marketing and business excellence. He works for [seOverflow](#) as an SEO Strategist and also has his own [SEO blog](#). Follow him on [Twitter](#) or [Google+](#).

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WHY YOU NEED TO BE FLEXIBLE TO BUILD LINKS

by Gisele Navarro

How many times have you discarded a link prospect after they rejected your link building proposal? Even if your answer is "one," I believe that's far too many times. I've said it [once](#), and I will say it once again: Dismissing a prospect because they rejected your pitch is bad practice.

When approaching a publisher or blogger, always do so with a series of ideas in mind. This means that you won't be aggressively pushing for one type of link/project; hence you will be open to ideas suggested by the other person. Closing yourself up to a partnership between your client/business and a website equals closing the door to creative opportunities you wouldn't have thought of by yourself.

This approach comes along with a byproduct: You'll be exercising your creativity A LOT more than when you're not just focusing on one specific type of link. Once you move away from a monistic approach, the link building ideas will begin to flow in a natural way. Additionally, you could keep a record of those you couldn't implement as they might be a good starting point for other projects!

In my experience, collaboration is key for building sustainable links that will actually drive traffic to a website. A blogger will always know their readership better than you will, no matter how much research you've done nor the time you've spent on the site. Be flexible in your approach and let the ideas flow from both sides of the table. Forget about building links that will only feed the crawlers and start focusing on the human aspect of what we do: We are connectors, we open doors.



GISELE NAVARRO

Gisele Navarro is a Freelance Outreach Manager and Trainer based in Berlin. Gisele spends her days designing and implementing link building campaigns that integrate social, PR, SEO and content. Follow her on [LinkedIn](#), [Twitter](#) or [Google+](#).

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TARGET BLOGGERS FOR EFFECTIVE LINKS

by Anthony D. Nelson

We all want links from authority websites, but if you're looking for some quicker wins, you should focus your attention on websites and blogs that are down quite a few tiers.

When you pitch a popular blog, you have a lot of factors working against you:

- They get pitched a lot so yours might not be read or stand out enough
- They probably monetize their site and might want compensation
- Their threshold for great content worth sharing/linking might be higher

Instead, focus on doing some outreach toward sites with a DA in the 15-25 range. You will often get more frequent, positive responses that are receptive to your pitch. Here's why:

- They get very little emails in regards to their blog, and your email will be a pleasure to read if it is authentic
- Their site is probably not monetized, due to low traffic levels, so they won't be looking for compensation
- They'll be interested to hear about how you may be able to help them, and their smaller website, become more popular (you do try to help the websites you pitch, right?)

As you start to collect these lower-tier links, you'll begin to build up your brand recognition, domain authority and rankings. This should help you get buy-in to work on bigger content assets that allow you to successfully transition your outreach attempts to the more authoritative websites in your niche.



ANTHONY D. NELSON

Anthony is the owner of [Northside SEO](#) in Fargo, ND, and enjoys hot sauce and digital marketing, but not necessarily in that order. Follow Anthony on [Twitter](#) or [Google+](#).

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BROKEN LINK BUILDING IS WORTH YOUR TIME

by James Norquay

Over the last eight years that I have been doing link building and SEO, the game has changed considerably.

When completing link building in today's market, you need to think of ways in which you can scale the process effectively and in a "Google-safe" manner.

Over the last 12 months my team has been doing a large amount of broken link building. The thing about broken link building is there are plenty of tools on the market, and they take a long time to run. The links they push out are usually not the best, and many of these tools are pay per use.

One tactic I decided to take on was looking at niche-specific dropped domains that develop into sitewide dead links. If one whole site is taken down, you may have from 50 up to thousands of root-level 404 links and dead pages. That being said, usually the higher the quality of the site, the faster spammers will pick up the domain.

In this post, I'll be sharing a process we've been using with good results. The best thing about this method is that every day around the world there are dropped domain sales that number in the thousands.

Step 1: Selecting the Drop Catcher Site for Analysis

You usually need to sign up for the dropped domain auction sites and tools, with some even requiring you to pay a fee. I have found the better sites usually have membership fees.

A few example sites include:

1. PR power shot expired domain auctions
2. Drop Day expired domain auctions
3. Go Daddy expired domain auctions
4. Name Cheap expired domain auctions
5. expireddomains.net

Many more are market-specific to the UK or Australia. You really need to do research to find the best drop catcher for your market and test different methods.

BROKEN LINK BUILDING IS WORTH YOUR TIME

Step 2: URL Analysis Phase Using Third-Party Tools or API

Some suppliers have APIs connected with majestic and OSE (Open Site Explorer), and even if they don't have one connected you can set the system up yourself and download the daily lists to CSV. You should look at the top authoritative expired domains every day and even look at mid-tier domains. Personally I like to run my expired domain links using Open Site explorer's API, looking at PA/DA on the domains.

Each day, have a team member spend 30 minutes to select any niche-specific dropped domains that relate to your client. For example, you may have a client in the travel space or education space, so make sure the team member picks up all the domains that relate to that niche that have a decent backlink count. Now make lists of these domains based on the level of authority/niche.

Here is a small sample of the type of thing you can end up with, from automation of a domain drop list based on niche domains. The key element we look for is the number in the "Links in" column.

Domain	Search volume (AU)	Average CPC	Category	Links in
bs.com.au	0	\$0.00	Home & Garden	72
.com.au	0	\$0.00	Miscellaneous	9
com.au	0	\$0.00	Home & Garden	9
ports.com.au	0	\$0.00	Consumer Electronics	5
om.au	0	\$0.00	Health	4
tv.com.au	0	\$0.00	Consumer Electronics	3
ip.com.au	0	\$0.00	Miscellaneous	2
riouser.com.au	0	\$0.00	Miscellaneous	2
Loans.com.au	0	\$0.00	Finance	2
i.com.au	0	\$0.00	Food	2
om.au	0	\$0.00	Consumer Electronics	2
sles.com.au	0	\$0.00	Computers	1
.com.au	0	\$0.00	Miscellaneous	1
ing.net.au	0	\$0.00	Home & Garden	1

BROKEN LINK BUILDING IS WORTH YOUR TIME

Step 3: Waiting Period Before Approaching Sites

To be ethical, my advice is to wait a month after the domain has expired. If the new domain owner is a domain trader they will usually put a parked page on the domain, or they will 404 it.

If an affiliate marketer or black hat picks the domain up, they will quickly build a site on the domain to capture PR. Personally, I would not contact sites that have built a website on the site. We only contact sites that are still dead after 30 days. You can scrape your list of URLs using Scrape Box for example to check if they are still 404ed.

Step 4: Looking at the Domains Individually

Next step is to handpick the best links from this list. Usually try and go after higher quality .com/.edu/.gov links, which hold page authority above 30+.

Step 5: Sending Emails to Website Owners

The next process is to send emails to the sites where broken links are been held. You always need to inspect the page if the links out on the page are only .edu and .gov links, and you try to ask for .com placement on the page. In that case, the chances in acquiring a link will be low.

To devise an effective email to target the higher quality links, we usually test numerous methods of emailing. An example on the next page is one format that has worked in the past. In other cases it may not work, so you really need to test.

BROKEN LINK BUILDING IS WORTH YOUR TIME

Hello

My name is Kelly and I work at _____

Today I was visiting the page on your website after finding it on Google:

And I noticed that the following link on this page was broken:
_____! (near the bottom of the page)

I thought I would let you know about this to save users from visiting dead pages on your site.

Also I would like to ask if you could possibly add a link to our site? We have a series of _____ by industry
_____ and also a great range of resources here:
_____ I am sure these resources would help your visitors.

Have a great day.

Best wishes

Kelly.

The email above to a .edu site yielded in 2 x PR5 .edu links back to my clients site.

Business and Economics

to kelly ▾

Hi Kelly

Thanks for the email.

Will update the links on our webpage accordi

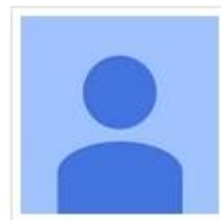
Kind regards

Oct 28 (5 days ago) ☆

Business and Economics

careers@ .edu

Add and invite



Contact info Emails



That being said, for every time the system works it will usually fail with a reply like this from a .gov website, it is usually quite hard to acquire .gov links in today's market. I remember a few years ago it was easier to acquire .gov links.

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BROKEN LINK BUILDING IS WORTH YOUR TIME

Hi Kelly

I did send a request to my Manager regarding your request to link to your website. She has advised that the links you proposed are commercially based sites and therefore we cannot link to them.

Best regards

Overall you have noticed the methods you can use and some of the process. The best thing about this process is that it is broken link building at its most effective—if you set up everything in the right way it can be a very effective strategy to acquire high-quality, niche-specific links.



JAMES NORQUAY

James Norquay got his start doing affiliate marketing before moving into enterprise-level consulting. He started his own boutique agency and serves as Consulting Director for [Prosperity Media](#). He is also the founder of [Backlinks.com.au](#). Follow him on [Twitter](#) or [Google+](#).

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THINKING OUTSIDE THE BOX TO BUILD LINKS

by Giuseppe Pastore

My real link building secret is nothing but **approach**. I know this sounds a bit obscure, so I'm going to add a few details to help you better understand what I mean. In particular, I want to introduce you to the concept of **lateral thinking**. You've probably already heard about it, but if you haven't, "lateral thinking" is a term coined in 1967 by **Edward De Bono**, that theorizes a different way of thinking: *lateral*, opposed to the *vertical* (logical) one. In very simple words, lateral thinking is a more precise definition of what we usually call, "*thinking outside the box*."

I've been more and more interested in the theme, and recently I've started reading about it while going to my workplace by metro.

But I know this introduction doesn't satisfy you. OK, lateral thinking is cool, but remains something vague and not actionable.

So I'm giving you an example right now.

Let's start with a simple concept:

People link to interesting websites.

I think this can be generally endorsed by quite everyone. But what about this:

People link to boring websites.

This sounds strange: A boring website doesn't garner attention, isn't particularly remarkable and is probably soon abandoned by visitors. It's unlikely a boring website can get links. So I'll go to the extreme:

People link to empty websites.

Sounds crazy, right?

If you check Google, you'll find that an **empty website exists, and it actually has links**.

But I don't want to stop here.

THINKING OUTSIDE THE BOX TO BUILD LINKS

Let's continue. Vertical thinking: **An empty website is useless.**

Lateral thinking: **An empty website is helpful.**

Maybe your client has a website that is under construction. Rather than the typical, "Coming Soon," message, perhaps you have a tagline with "Imagine hassle-free vacation planning." Now the speculation can begin—hopefully by bloggers and journalists who will also provide links even before the website is up and running!

So the empty website becomes a place you can go to let your mind free to imagine a place, a situation. It's now a **website with potential**. And potential is something people appreciate.

So you can now spend a little time to let bloggers and journalists know about it. And here, hopefully, **links** will come. **Employing concepts such as lateral thinking can help you think outside the box to find link building opportunities.**

This is just an example of lateral thinking applied to link building, to let you understand how you can move out of the usual boundaries of approaching problems. The ugly part of it is that lateral thinking is not immediate and for the person who isn't creative, it can seem nearly impossible to use it as working weapon. The nice part is that [Edward De Bono affirms lateral thinking](#) can be trained, and I like to believe it's true.

So my suggestion is: study it and test it. **A great idea is way better than a compilation of tools.**



GIUSEPPE PASTORE

SEO Specialist [Giuseppe Pastore](#) works for both international brands and small businesses. In his spare time, he enjoys traveling, salsa dancing and just having fun. Follow him on [Twitter](#) and [Google+](#).

QUALITY LINKS WITH CREATIVE CONTENT

by Sanket Patel

A month ago, I decided to conduct a survey on the favorite SEO browser plugins of prominent SEO experts around the globe. Obviously, I started reaching out SEO experts to share their favorites. The outcome of the survey could be seen [here](#).

I got an overwhelming response with 101-plus experts responding to the survey, and the resulting blog post shaped up to be a useful resource to all involved in the industry, garnering several shares on various social media channels. The huge response that we got was evident from the massive organic traffic and some quality referrals that we are continuously getting now on our site.

In this post, I'll explore why creating useful content really can help you quickly gain quality, natural links to your site.

The Proof

The analytics behind this post really tell the story. They show that it is being linked to as a useful resource by many bloggers and reputable sites. Search Engine Land, a very popular site followed by almost everyone in the SEO industry, mentioned our post right over [here](#). They found it very interesting and a very valuable source, giving us a link in their reputed site.

There are many other sites like this, which have found the post interesting and gave us a link back from their site. People are actually looking for such natural links. After tracking our analytics, we came to find out that a number of other bloggers are also mentioning our survey post. There are very good chances of getting a link back from their site as we have managed to get a mention in their posts.

Creating content that attracts links is really about being useful. If it is, people will definitely help you in the promotion of the content.

QUALITY LINKS WITH CREATIVE CONTENT

What we got with the help of this survey post:

- 3000+ organic traffic
- Massive shares on various social media channels
- Mention on authority sites
- Feedback of experts and exposure of our brand
- Links earned naturally

I hope you'll have success with this tactic as well.



SANKET PATEL

Sanket Patel is the Co-Founder of [Blurbpoint Media](#), an internet marketing firm dealing in organic and paid search campaigns. He also writes regularly for the [company's blog](#). Follow him on [Twitter](#) or [Google+](#).

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HOW TO REACH OUT TO UNTAPPED RESOURCES

by Bill Sebald

Egobaiting the first link in the supply chain may be an untapped resource. I usually find manufacturers to be an untapped resources for my clients. Search and reach out to the manufacturer of products that you may sell on your site, or that you might be using as part of your services. If they have a list of “approved retailers or vendors,” be on it. But if they don’t, offer them a heartfelt recommendation or testimonial. Give permission for them to use it for their site. Play above board and don’t mention anything about links.

Often I found these usually smaller manufacturers are touched, and find the referral or testimonial useful for their onsite marketing. They very well may post it with a link out of their own interest.

Maybe help the goodwill along by creating pages on your site as love letters to the manufacturer, especially for those who may not have budged on the recommendation. Give them a heads up, which is more enticement for a link. That connectivity and potential co-occurrence could lead to you actually ranking well for manufacturer brand names in addition to getting a link. I find that companies usually like to promote these on their blogs.

Here’s an example from a current client. They retail products from 70-plus manufacturers (who don’t sell from their own sites). Forty-three of them had pages suggesting retailers to visit—none of which our client was on. Low-hanging fruit? You bet! These manufacturers had high domain authority. Plus, the referral traffic we received was pretty high in some cases. SEO and revenue in one small campaign! In addition, seven different sites in particular responded to the offer to provide a testimonial, four of which resulted in links. Interestingly enough, the conversions through the testimonial links are about even with the “approved retailers” links.

To me, nothing beats a link that kills two birds with one stone.



BILL SEBALD

Bill Sebald is an SEO, Twitter addict, hack musician, and owner of [Greenlane Search Marketing](#), living outside of Philadelphia, Pennsylvania. Check out his [company's blog](#) and follow him on [Twitter](#) or [Google+](#).

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CAPITALIZING ON MISSPELLED LINKS

by Emma Still

Many of you have probably noticed that when people are searching for your brand, they have sloppy typing skills and make some embarrassing misspellings. If you're super forward-thinking, you've probably wondered if people are misspelling your brand when they're linking to you! If you're a proactive link-hungry PRO, you've probably typed a few variations of those misspellings into your favorite backlink tool to see if your hypothesis is correct (go you!).

Misspelled domain link building is certainly no secret. What secret I DO have to share is using a tool from SEOBook that leaves no stone unturned when looking for those misspellings. Yes, you could look at branded terms in Google Analytics, but with the cursed increase in (not provided) data, you might be missing out on other versions of misspellings.

The tool I'm talking about is the [Keyword Typo Generator from SEOBook](#). Others may use this to find misspellings in keywords, but I use it for misspelled domain discovery. To get started, type in your domain, click all of the check boxes, and generate typos. Then take that list of jumbled domains, and check the backlinks to them. To do this all at once, use [Majestic's bulk backlink checker](#). Find websites that are linking to a misspelled version of your domain for some easy-win backlink reclamation!

For a bonus tip, find old versions of your domain (have you ever had a different TLD? What about acquired domains?) and repeat the process.



EMMA STILL

Emma Still is an SEO consultant living and working in Philadelphia for [SEER Interactive](#). Follow her on [Twitter](#) or [Google+](#).

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UNLINKED BRAND MENTIONS CAN EARN LINKS

by Kaila Strong

Having built literally thousands of links over the course of the last five years I've seen and built just about all link types under the sun. Time and time again I come back to unlinked brand mentions as my most successful way of obtaining Penguin-proof links. Sure it's not really a "secret" since many link builders tout this as a great resource, but I feel it's far undervalued and shouldn't be glossed over. I highly recommend to our clients that they spend the time to invest in uncovering brand mentions without links.

At minimum set up an alert for any new indexed pages that mention your brand. I've used Google Alerts in the past, although not always 100% reliable. [Talkwalker](#) is an alternative free option you can use that other experts also suggest. Your brand mentions will be served up to you via e-mail. **Click on the link and see if your brand mention is actually linked to your site. It's not? Ask for it!**

Next use advanced search commands to review any brand mentions you might not know about. These could be anything from a mention by a blogger using your product, news article mentioning your brand, bio of an employee that works for the brand or even a press pickup you knew about but never thought to ask to have a link added. Start the process by thinking about what that page with the brand mention looks like, the keywords on the page, the footprints on the page that you can use to craft your advanced search query.

Think about where your brand might be mentioned and use phrases in your query to find the end page:

- **Employees & Leadership Team Bios** – Insert team member's names into queries and "bio" or "about the author" or "about the speaker."
- **Mentions in Blog Posts** – Use advanced search commands on [google.com/blogsearch](#) to limit to blog only results.
- **Syndicated Content** – Use the exact title of a recently released infographic or video in your query to see if there was any natural pickup.
- **On .EDU, .GOV, .ORG Sites** – use command **site:** as the parameter to uncover specific TLD mentions. Add edu, gov or org to the parameter like this: **site:gov** to limit to gov results only.
- **Quotes on News Publications** – Who could be quoted from your organization? Put their name in search queries along with "quoted."

UNLINKED BRAND MENTIONS CAN EARN LINKS

The key to uncovering unlinked brand mentions is proper usage of advanced search commands. Once you become an expert at crafting the best query, there's no end to the opportunities you'll uncover!



KAILA STRONG

Kaila Strong is the Director of Client Strategy for [Vertical Measures](#) and contributes regularly to the company's [blog](#). She works with clients to establish worthwhile and lasting link building strategies, and she's spoken at SMX, AMA and Pubcon. Follow her on [Twitter](#) or [Google+](#).

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SHARE WHAT YOU KNOW TO EARN LINKS

by Tadeusz Szewczyk

It seems that the SEO landscape is really prone to get inundated with "secrets." The idea behind it is that there is some deeply hidden SEO secret experts use for themselves to earn millions without telling anybody else. Indeed, some of the so-called black hat SEO (for most people, simply called SPAM) truly works like that.

On the other hand, many legit SEO experts believe in the "SEO secret" approach: They try to hide their best techniques to sustain a competitive advantage. You will find a lot of agency-owning types who rarely or never publish techniques or case studies, and they brag instead about the "Fortune 500" clients they have had. They drop some names everybody knows, and then people are convinced they are some high-profile experts. After all, they worked with huge brands, gigantic companies and corporations everybody knows.

Huge Brands

I have worked with huge brands, too. Unfortunately, most of them wanted me to sign half a dozen NDAs forbidding me to talk about that, so I'm not even sure I can mention them after all these years. Also, the SEO practitioner is often just a cog in the machine in such circumstances. Were the changes I implemented, or at least suggested, really the key to growing that business, or was it one of a myriad of other factors? Long story short, I personally prefer the publish or perish approach of the scientific community. You have to write about what you do so that it's public; then your expertise can be validated by peer review.

Whistle Blowing

So what is my secret? My secret is not to hide my trade secrets. By giving away all I know before others, I can often be the first person to report something or to publish it at all. It's often risky, as being the "whistle blower" in your industry can mean that you will be subject to criticism or ridicule. Still, most people value honesty and deep insights. So I've been able to get much more traction with my writing than my background would otherwise have allowed. I'm just a Polish immigrant living in Germany writing in English about SEO 2.0—nobody knew who I was prior to employing this tactic.

The biggest link building secret--lack of secrecy.

SHARE WHAT YOU KNOW TO EARN LINKS

Spreading Secrets

I didn't have millions of dollars in venture capital or dozens of employees doing the groundwork while I travelled the world showing off how big of an expert I am. I have to do everything myself. Despite that, business blogging has made me one of the most prominent voices in the SEO industry and beyond.

The secret ingredient of my success has been the lack of secrecy, the giving away of all my knowledge as soon as possible. That way I have been perceived as a bigger expert than those who were hiding their know-how behind the logos of huge brands. Maybe they were even making millions, but nobody has witnessed it. The general public doesn't know how they did it. So the sheer fact they did is even questionable.

So the secret to build, or rather earn more links, is to give away all your secrets as fast as you can so that people will link to you. A guy who has perfected this strategy is my fellow Berlin citizen, Brian "Backlinko" Dean. His meteoric rise to fame in the industry has proven my point.



TADEUSZ SZEWCZYK

Besides looking great in a sombrero, [Tadeusz SzeWCzyk](#), AKA Tad Chef, is a Polish guy living in Germany writing in English about blogging, social media and search on his own blog, [SEO 2.0](#). Follow him on [Twitter](#) or [Google+](#).

CONTENT IDEAS FOR GUEST POST TARGET SITES

by Dustin Verburg

When I get stuck on coming up with target sites, content ideas or both, I sometimes turn to [Yasiv](#). It's useful for many link building purposes—if you're working in the e-commerce sector, it shows you what kind of products people are buying along with your product. You can also couple it with other tools to do competitor analysis, pitch products for reviews to relevant sites, or use it to just see how your product is doing in general.

Find links between products purchased together to generate content and target site ideas for link building.

Yasiv pulls its data from Amazon, so it's pretty indicative of what people are buying. I'll note that it has a few bugs because it's a rapidly evolving service, but it works nicely for our purposes.

All of that is great, but I want to talk about target sites and content ideas.

When the Yasiv team describes their service they say:

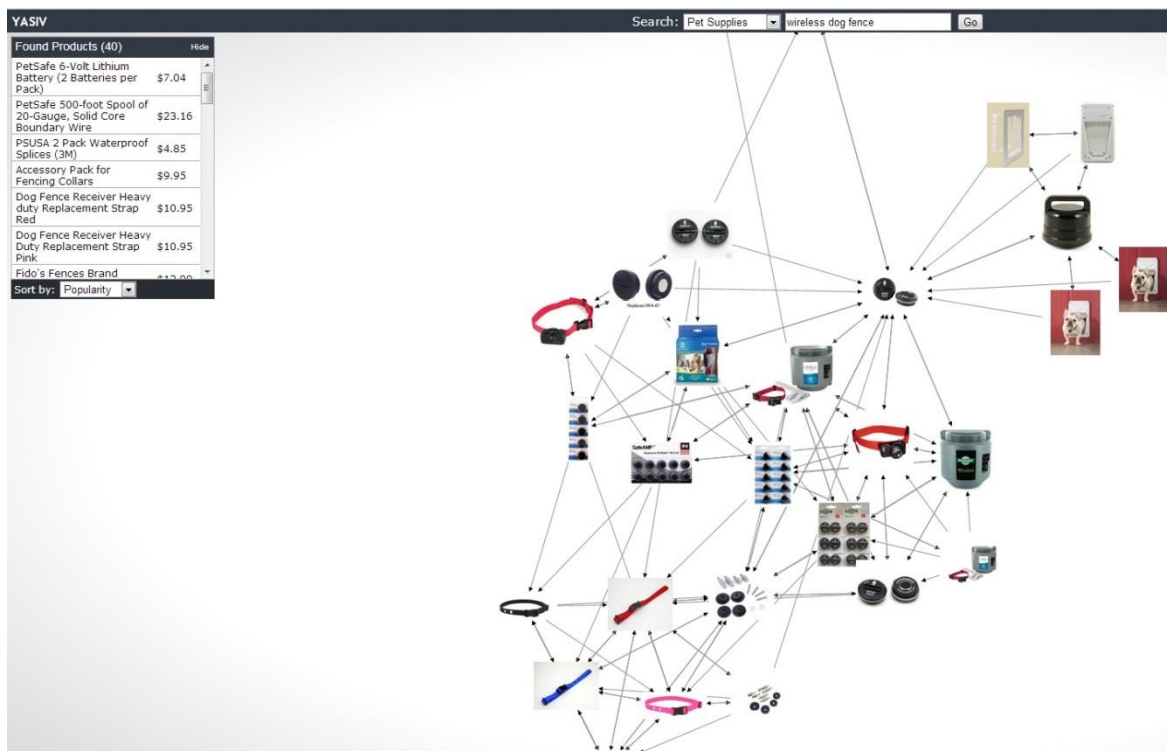
"We often decide what to buy based on what others are buying, and that's no bad thing, after all. If something is bought by many of our friends there has to be a reason. Maybe it's a good product and worth the money? This is where Yasiv steps in; it shows you what people are buying along with other products. A link between the two products means that they are often bought together. By simply observing the network of products one can guess at what is popular and what isn't."

See the "I" word up there? Link! We're on the same page.

Let's start with the content part first, since it's self-contained.

Content: Just for fun, let's say I run a site that specializes in wireless dog fences. So we do a Yasiv search for "wireless dog fence." A quick search reveals that people buy those fences along with batteries, pet doors, bark collars, fence accessories and installation gear (wires, staples, splices, extra collars, lights, waterproofing, etc.).

CONTENT IDEAS FOR GUEST POST TARGET SITES



That gives me some great ideas—I could write about smart dog doors, what kind of batteries to use with my fences or collars, installing or uninstalling a fence with proper products, the ethics of bark collars (I’m against them, BTW, but it’s an interesting topic!), etc. That’s a huge flood of ideas and it took less than 10 seconds.

Target sites: Okay, so we have the content down. For target sites, we’re going to take one of those products or product categories we found (even if it’s our competitor’s product) and plug it in to Moz’s [Fresh Web Explorer](#). We get a big list of sites.

CONTENT IDEAS FOR GUEST POST TARGET SITES

Woot! Offer Automatic No Bark Collar Was: \$29.99 now \$24.99. Shopping-Bargains http://www.shopping-bargains.com/woot-promo-codes/woot-automatic-no-bark-collar-was-29_99-now-24_99-690977	71	"bark collar"	10/29/2013	
Would you ever not have a pet? - Page 3 - Glock Talk http://glocktalk.com/forums/showthread.php?p=20722753&s=b54ffcb0220c08cd6149436415e3eac	67	"bark collar"	10/29/2013	
Bark Collar, Large Dog - Pet Equipment and Supplies - Pets and Livestock - Paradise - F... http://www.ksl.com/index.php?ad=27416986&cat=108&nid=218&s_cid=rss-classifieds-108	62	"bark collar"	10/28/2013	
When to use a dog shock collar http://www.thalmutt.com/2013/10/28/when-to-use-a-dog-shock-collar/	80	"bark collar"	10/28/2013	
It's a Ruff Ruff World: Sad Boy http://ruffruffworld.blogspot.com/2013/10/sad-boy.html	35	"bark collar"	10/28/2013	
bark collar - Pet Equipment and Supplies - Pets and Livestock - West Point - For Sale - Cl... http://www.ksl.com/index.php?ad=2740986&cat=108&nid=218&s_cid=rss-classifieds-108	62	"bark collar"	10/27/2013	
So, I have a Basset Hound... Barre Instruction by Virginia Warren http://virginiawarren.com/2013/10/27/so-i-have-a-basset-hound/	1	"bark collar"	10/27/2013	
Adjustable Nylon http://www.manicdog.com/dog-supplies/adjustable-nylon/	42	"bark collar"	10/26/2013	

Naturally, you have to do some manual digging and sorting to get those target sites, but there they are. If someone has written about bark collars, dog doors, dog fences or anything related, then it's a relevant site.

If one of your content ideas fits, you don't suck at writing and you're decent at writing an email, you have a quality spot for a guest post.

This isn't something I do all the time (I don't build too many links these days), but it helps me out when I'm stuck. It's especially useful when I feel like I've reached the end of the internet, or I've exhausted every possible topic for relevant content—those are just mental restrictions I put on myself, and this helps me break through those restrictions. Using this tactic helps me think productively and make progress again.

Note: Thanks to link building genius Nicholas Chimonas for the inspiration.



DUSTIN VERBURG

Dustin Verburg is a writer and musician based in Boise, ID. He's also the Content and Media Director for [Page One Power](#). Check out the link building company's [blog](#) and follow Dustin on [Twitter](#) or [Google+](#).

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ALTERNATIVE WAYS TO REACH INFLUENCERS

by Henley Wing

Reach people through channels that are less saturated. Twitter, email, and Facebook are typically saturated, and the chances of getting a response there is very low.

However, if you follow them in other ways, you can get a response. An example would be their personal blog and their [Disqus](#) comments. You can follow someone on Disqus and see all the blog comments they've left, and respond to one of them.

Another example would be Google+. If you look at many people's Google+ posts, most of them have very few comments. If you regularly comment on their posts, you'll quickly gain their attention, and they'll want to reciprocate by giving you a link when you ask.



HENLEY WING

Henley Wing is the Co-Creator of [BuzzSumo](#), a web app that helps identify engaging content ideas and outreach opportunities. Follow him on [Twitter](#) or [Google+](#).

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ABOUT US

Annalisa Hilliard

Annalisa is the Search Presence Strategist for Pole Position Marketing, where she has been a Pit Crew member since 2011. Although she started out doing mostly link building, she has transitioned with the industry into other disciplines of web marketing. Her knowledge and passion are for SEO and local search.

Pole Position Marketing

[Pole Position Marketing](#) is a leading digital marketing firm that specializes in organic and local SEO, pay-per-click (PPC) advertising, content marketing, social media consulting, web analytics, website development, and more. Our agency was established in 1998 and serves B2B and B2C companies throughout the United States and in diverse industries, including retail, travel, health care, manufacturing, and higher education.

As an enterprise-level SEO company that serves small, medium and large businesses alike, we provide reliable, affordable website marketing services designed to engage customers, drive brand awareness, and win conversions. Our firm's team of experienced SEO and web marketing professionals is dedicated to helping businesses grow through efficient, economical and ethical web presence optimization strategies.

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