Chapter One
Lovely Shades of Grey
Content is King!

Do what’s best for the user!

Right guys...?
You

Competitor

I have a blog network

I spam .edu forums

I buy expired domains

Content is King!

Do what’s best for the user!

Right guys...?
What to do?
Chapter Two
Research
Research Stage

Backlink Profile Assessment

- Negative Impact
- Filtered
- Positive Impact
Research Stage

Defining Top Liabilities

Negative Impact

Delete
Correct
Move
Research Stage
Define Linkworthy Assets
Research Stage

Multiply Linkworthy Assets

Linkworthy Assets

Linkworthy Assets

\[ \times 2 \]

Or maybe 3
Research Stage

Assets & Relationships

Offline Content  Relationships  Data
Research Stage

Competitive Analysis

Unrealistic Competitors

YOU

Realistic Competitors
Software Link Analysis

- Initial Parameters (e.g. Keyword, URL)
- Crawling & Recording Quality Parameters
- Filtering and Sorting of Data
Relevance Dampening

Highly Relevant
  - Step 1
  - Step 2a

Moderately Relevant
  - Step 2b
  - Step 3a

Somewhat Relevant
  - Step 3b
  - Step 3c

Not Relevant
  - Step 4a
  - Step 4b
  - Step 4c
  - Step 4d
  - Step 4e
  - Step 4f
  - Step 4g
  - Step 4h
Research Stage
Quantitative Link Analysis

Total Backlinks (15)
- Shared (8)

Unique Backlinks (7)

Competitor Backlinks
Research Stage

Qualitative Link Analysis

Unique Backlinks (7)

mR/mT/ACRank/PR
Research Stage

Competitive Analysis: Likelihood Assessment
Research Stage
Phrase Targeting Methodology

Google Webmaster Tools / Analytics

Google Keyword Tool

- Ranking Phrases
- Non-Ranking Phrases
Research Stage
Phrase Targeting Methodology

Google Webmaster Tools / Analytics

{ Ranking Phrases

- Impressions
- CTR
- Position
- Clicks

DEJAN SEO
ADVANCED SEARCH ENGINE OPTIMIZATION
Research Stage
Phrase Targeting Methodology

When Position then CTR and Impressions equals Clicks
Research Stage
Phrase Targeting Methodology

Current Clicks

Scenario Clicks

Conversion Rate (%)

Goal Value ($)
Research Stage

Phrase Targeting Methodology: Sort By Potential

CR %  GV $
Research Stage
Phrase Targeting Methodology: Sort By Potential

Google Keyword Tool Data

Non-Ranking Phrases
dejanseo.com.au/potential
Chapter Three
Getting Organised
# Getting Organised

## Allocation of Hours & Resources

<table>
<thead>
<tr>
<th>Phrase</th>
<th>Page</th>
<th># of Links</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>URL</td>
<td>30% links</td>
</tr>
<tr>
<td></td>
<td>URL</td>
<td>20% links</td>
</tr>
<tr>
<td></td>
<td>URL</td>
<td>15% links</td>
</tr>
<tr>
<td></td>
<td>URL</td>
<td>5% links</td>
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<td></td>
<td>URL</td>
<td>2% links</td>
</tr>
<tr>
<td></td>
<td>URL</td>
<td>Optional</td>
</tr>
<tr>
<td></td>
<td>URL</td>
<td>Optional</td>
</tr>
</tbody>
</table>
Getting Organised
Phrase Targeting Methodology: Phrase Variations

URL

- Phrase Variation
- Phrase Variation
- Phrase Variation
Getting Organised

Content Development Process

- Research
  - Brainstorming

- Concept
  - Approval
  - Adjustments

- Development

- Final Approval

- Implementation

- Testing

- Launch

- Promotion
Getting Organised

Schedule of Activities

January
- Relationship Research
- Industry Directories

February
- Relationship Links
- Start Guest Blogging

March
- Fix Incorrect Links
- Generate Linkbait
Getting Organised

Automating Manual Tasks

- Tags
- Category
- PageRank
- Alexa
- MOZ Metrics
- Backlinks

- Contact Details
- Notes
- Tags
- Client Opportunities
- Categories
Getting Organised

Recording Link Opportunities
# Link Building Software

![Link Building Software](image)

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Targets</th>
<th>To Do</th>
<th>Rankings</th>
<th>Links</th>
<th>Alerts</th>
<th>Competitors</th>
<th>Digger</th>
<th>Checkin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technological Singularity Inc.</td>
<td>12</td>
<td>34</td>
<td>3</td>
<td>1202</td>
<td>4</td>
<td>3</td>
<td>1</td>
<td>1[x]</td>
</tr>
<tr>
<td>Nikola Tesla Electronics Pty Ltd</td>
<td>3</td>
<td>1</td>
<td>12</td>
<td>880</td>
<td>2</td>
<td>12</td>
<td>8[]</td>
<td>117 new</td>
</tr>
</tbody>
</table>

**Filter:**
- Type
  - Content
  - Free
  - Link Exchange
  - Paid
  - Relationship
  - Uncategorized
- Topic
  - Business
  - Science
  - Education
- Region
- User
- Top Favorites

**Sorting Criteria:** PageRank, OBL, DA, PA, Date, Favorites

**Results**

(Default Value: Recent Links)
If client selected show that topic. If multiple clients selected show combined topics.

[CSV]
Chapter Four

People
Link Building Styles

Manual Link Research Paths

- Diverging Path
- Regressive Path
- Stage Analysis
- Linear Path
  - Interrupted
  - Cumulative
  - Hybrid
The Toolbar
Girls.
Boys.
University Degree in English Language & Literature

Speaks French, Spanish & Greek

Soprano in an award-winning choir

Writing, Media Literacy, Science & Technology

Interpreter for a local bank

Ex-ballerina. Loves dance, music & travel

Interest in teaching methodologies

Part-time educator & journalist

Active in conferences & summits

Know Your People.
Understanding Personas.

**Quantity**
- Weak Record Keeping
- Loves ‘Shortcuts’
- Time-Efficient

**Quality**
- Strong Record Keeping
- Time-Poor
- Fierce Negotiator
- Thorough Research
- Patient Negotiator

Potential Problems
Smaller Groups. Team Leaders.
Coaching & Feedback.
Celebrate Success.