

# Link Building: How to Get Awesome Links



# The Ego Bait

## Top 5 Bean Counting Frugals to Follow

Here at HISA we are always stating the importance of using your money wisely. With such a wealth of information available online it can be hard to know what information to trust and where to look. We've done the hard work for you and filtered through hundreds of blogs and twitter feeds to bring you the top 5 people to follow to help you save money, live more frugally and make the most of the money you have.

These bean counters watch every cent and show you how you can be better off doing the same. In the spirit of bean counting we have created a bean caricature for each money saving expert..hope you like them.

### 1: J.D. Roth – founder of GetRichSlowly.com

Follow @ [jdroth](#)

J.D Roth is an inspirational expert you can trust as he talks from experience. Like many of us he found himself in deep personal debt with no obvious way out. Deciding enough was enough he took it upon himself to learn all he could about money and finance. He has been sharing this with the world since 2006. Over 500,000 people visit his site each month and over 10,000 follow him on Twitter.

Following J.D you will get to enjoy his witty style and insights into his life as well as useful tips on;

- getting out of debt and then staying out of debt
- choosing the best savings and deposit accounts
- links to inspirational posts from other blogs that he has enjoyed and think will be valuable to his followers.



### 2: Crystal Paine (a.k.a Money Saving Mom)

Follow @ [moneysavingmom](#)

Crystal Paine is a proud wife and mother of three young children. While known as Crystal to her friends and families she is better known online as the 'Money Saving Mom' as the founder of the site with that name. Crystal has over 90,000 loyal followers on Twitter for good reason. Her money saving tips have helped thousands live a life without bad debt and save money through tough times. Crystal and her husband impressively managed to save 100% of the funds for their first home and avoid the 20-30 years of mortgage struggle most of us go through.



## Time and Costs

Initial Research: 15 mins

Article writing: 1 hr

Cartoons: 15 mins

briefing plus \$25 (\$5 per cartoon)

Outreach: 1 hr

Total: \$25 plus 2.5 hours of time

## Results:

- Social media mentions and links from key influencers
- Burst of traffic to blog post
- Guest post negotiated on high traffic, relevant blog



Also, we would love to do a guest post for your blog. Would you be interested in this and if so, what are the criteria? I've got a couple of ideas and could get some fun pictures or cart

Thanks again,

Richard

...



[phil-taylor-ptmoney.png](#)  
96K [View](#) [Download](#)



**Philip Taylor "PT"** [ptmoneyblog@gmail.com](mailto:ptmoneyblog@gmail.com)

to me ▾

Would love a nice guest post from you. Criteria: original, exclusive, interesting, and can contain a couple of relevant links. I love the idea of more fun pics or cartoons. Send away.

...

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IN QUEUE



Collect

backlinks seo safe 23456 backlinks for give you perfect backlink from wiki domains for backlinking juice of wikis edu backlinke and backlinkz seo backlink on wiki sites with full report when order completed with contextual links and wikiz backlinq and backlinq google love backlinking and backlinkers with few edu baccklinks also all great backlinkes for ranking higher a google for backlinki and backlinkers and backlinq perfect seos seos seos

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seo p seo k seo l seo h seo f seo d seos



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100%

GIG RATING

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IN QUEUE



Collect

I am not an actor, but I play one with my hands. My hands are amazing thespians that have faces and great voices. They are passionate, emotional, and active. This can be an excellent and unique way to promote your business, tell a story, or just send someone some weirdness.

[Tweet](#) [Pin it](#) [+1](#) [t](#) [f Like](#) 27



# Easy .gov.au Link

Offer a Seniors card discount and register to have offer listed in online directory



[Search for discounts](#)

[Apply for a Seniors Card](#)

[Convert to or from a Seniors Card +go](#)

[Apply for a Carer Business Discount Card](#)

[Replace a card](#)

[Update my details](#)

[Upgrade a Seniors Business Discount Card](#)

[Cancel a card](#)

[Request Renewal of a Carer Business Discount card](#)

[Business Login](#)

[Register a new business](#)

[Home](#) > [Dejan SEO](#)

## Dejan SEO

**Address:** Brisbane Technology Park - 1 Clunies Ross Ct EIGHT MILE PLAINS 4113

**Telephone:** 1300 123 736

**Website:** <http://dejanseo.com.au/>

### Discount offers

**Category:** [Website Services](#)

10% off all search engine optimisation packages.

Last updated: 20 5-22

<https://secure.communities.qld.gov.au/chiip/SearchBusDtls.aspx?OutletID=32812>

QLD businesses register at: <https://secure.communities.qld.gov.au/chiip/BusRegister.aspx>

Similar schemes in other states such as:

<http://www.seniorcard.nsw.gov.au>

# The Marketing Stunt: Kogan

Windows Internet Explorer 7

## INTERNET EXPLORER 7 TAX

It appears you or your system administrator has been in a coma for over 5 years and you are still using IE7. To help make the Internet a better place, you will be charged a 6.8% tax on your purchase from Kogan.com

This is necessary due to the amount of time required to make web pages appear correctly in IE7.

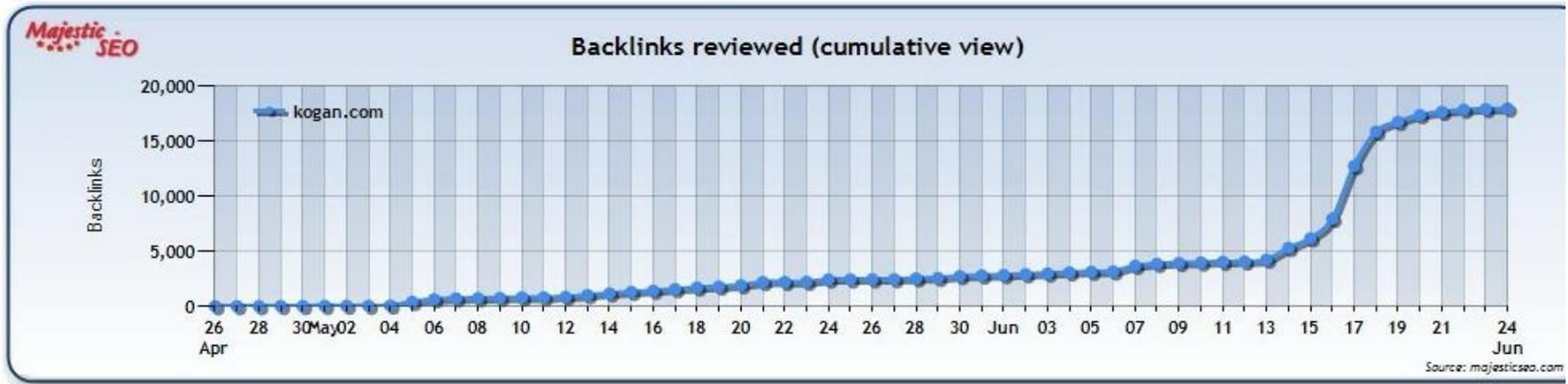
**AVOID THE TAX, USE A BETTER BROWSER:**

- Introduced worlds first Internet Explorer 7 “tax”
- PR Campaign quickly spread with viral appeal online
- Appealed to those in tech sector – always keen for a dig at Microsoft
- Had shock factor
- 100% original – only works once

Item Price	Qty.	Sub Total
\$7.48	2	\$14.95
\$0.00	2	\$0.00
Delivery		\$16.42
Standard delivery		
Postcode 3000		
Change postcode:		
<b>Additional Taxes:</b>		
Internet Explorer 7 TAX (6.8%)		\$0.95
<b>Total Due</b>		<b>\$31.37</b>

## Results

- Over 10,000 new backlinks within days including many authority websites including BBC News, Mashable and many more.
- Spike in Facebook fans and engagement levels
- Spike in Twitter for #kogan and #ie7tax



"Love your IE7 tax. I hope it becomes effective" was one of the messages posted to **Kogan on Twitter**.

IE7 was launched in 2006, but since then Microsoft has released two major updates to the software.

The launch of Internet Explorer 10 is due in the autumn.

### More on This Story

#### Related Stories

Microsoft previews latest Windows 01 JUNE 2012, TECHNOLOGY

Microsoft celebrates death of IE6 04 JANUARY 2012, TECHNOLOGY

'Silent' updates for IE browser 16 DECEMBER 2011, TECHNOLOGY

#### Related Internet links

Kogan

Microsoft

The BBC is not responsible for the content of external Internet sites

# More Ideas

- **Content Curation** – repackage / repurpose / visualise – see <http://storify.com/>
- **Blog Awards** – Create blog awards for blogs on your niche – provide website badges for nominees and winners.
- **Guest blogging** – providing quality blogs posts designed to engage blogs audience.
- **Share-worthy content** – funny, controversial or extremely useful content such as ‘how to’s / tutorials’ or an industry glossary results in shares and links.
- **Useful tools and resources** – controversy can help. e.g. life expectancy calculator for a health website.
- **Review something new** – Get more attention by getting in first
- **Research** – conducting research and creating new and interesting data <http://www.google.com/insights/consumersurveys/home>
- **Topical Content Marketing** – Creating content related to highly topical subjects. Backing up with press releases / blogger engagement.
- **Testimonials** – think of the products and services you use as a business and provide testimonials to those you are happy with.
- **Web Design / CSS Galleries** - <http://thecssgallerylist.com/> (if you have a great design)
- **Infographic Submissions** – Close to 30 infographic directories which include a link back. Widely used to source content so likely to result in further links.



<http://dejanseo.com.au>