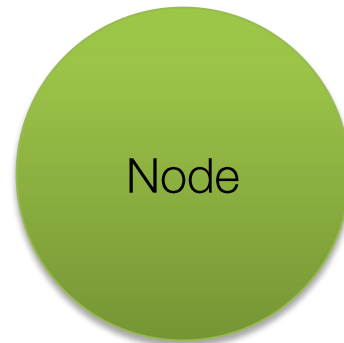
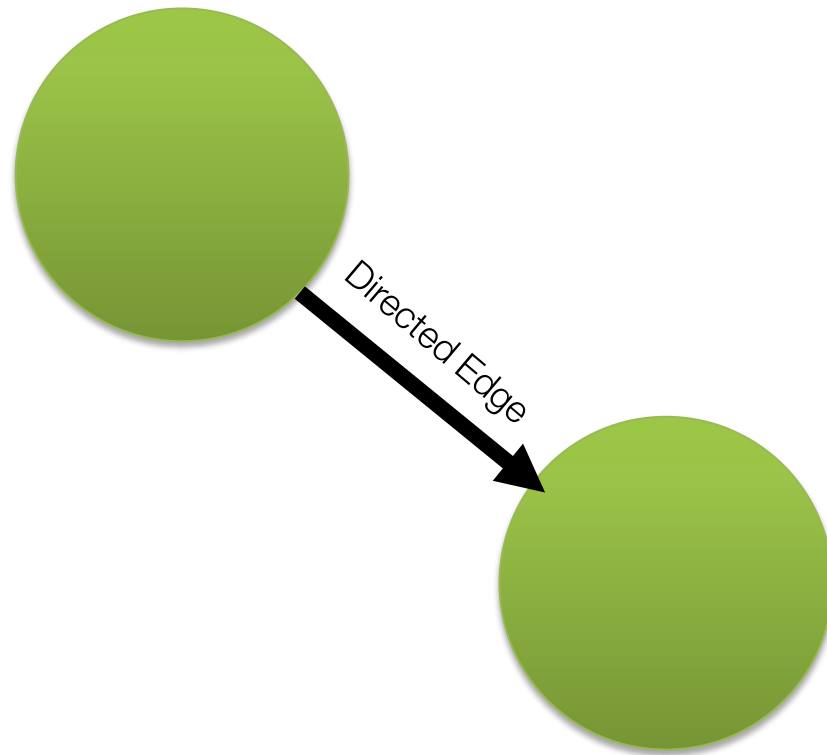
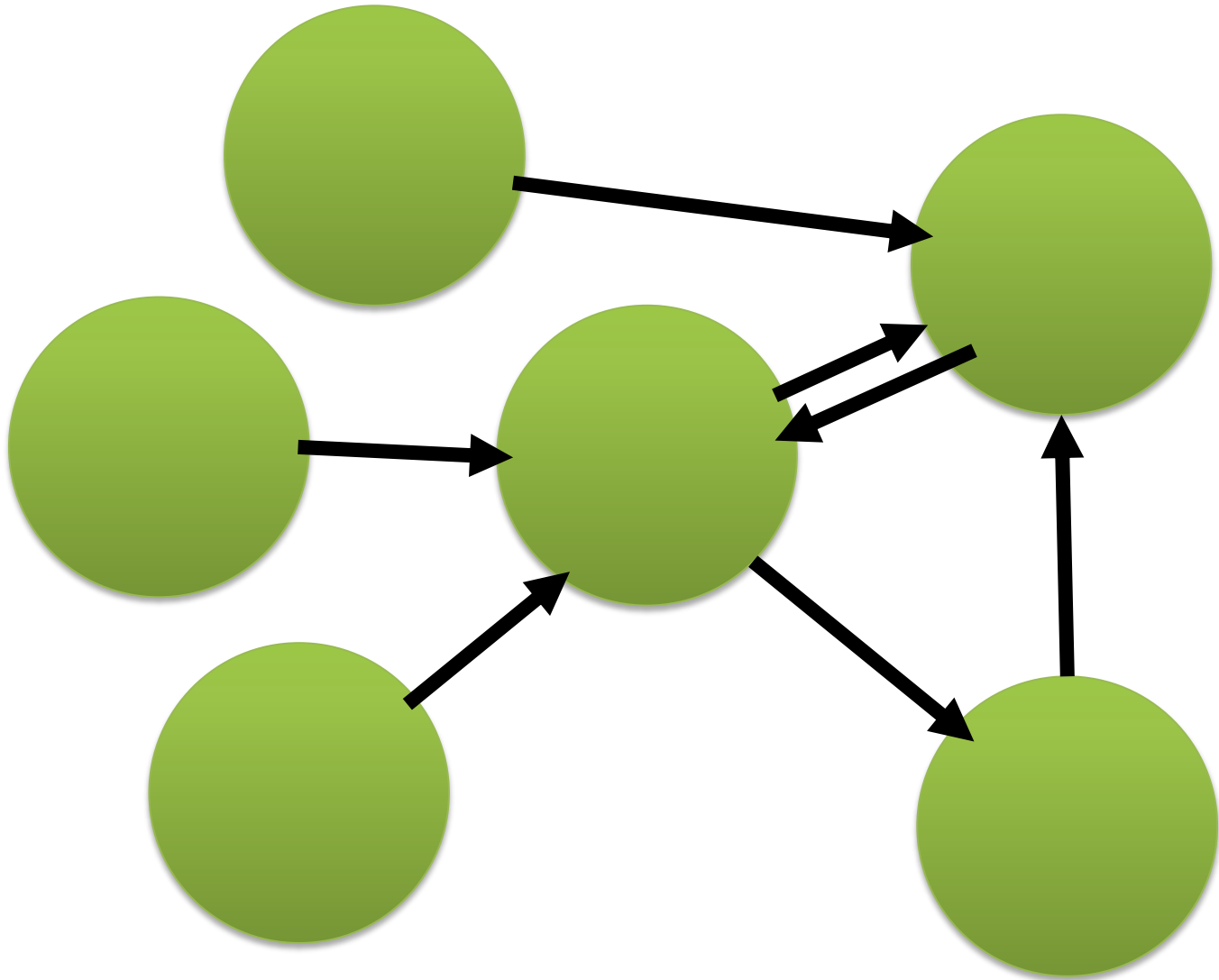


Link Building Basics

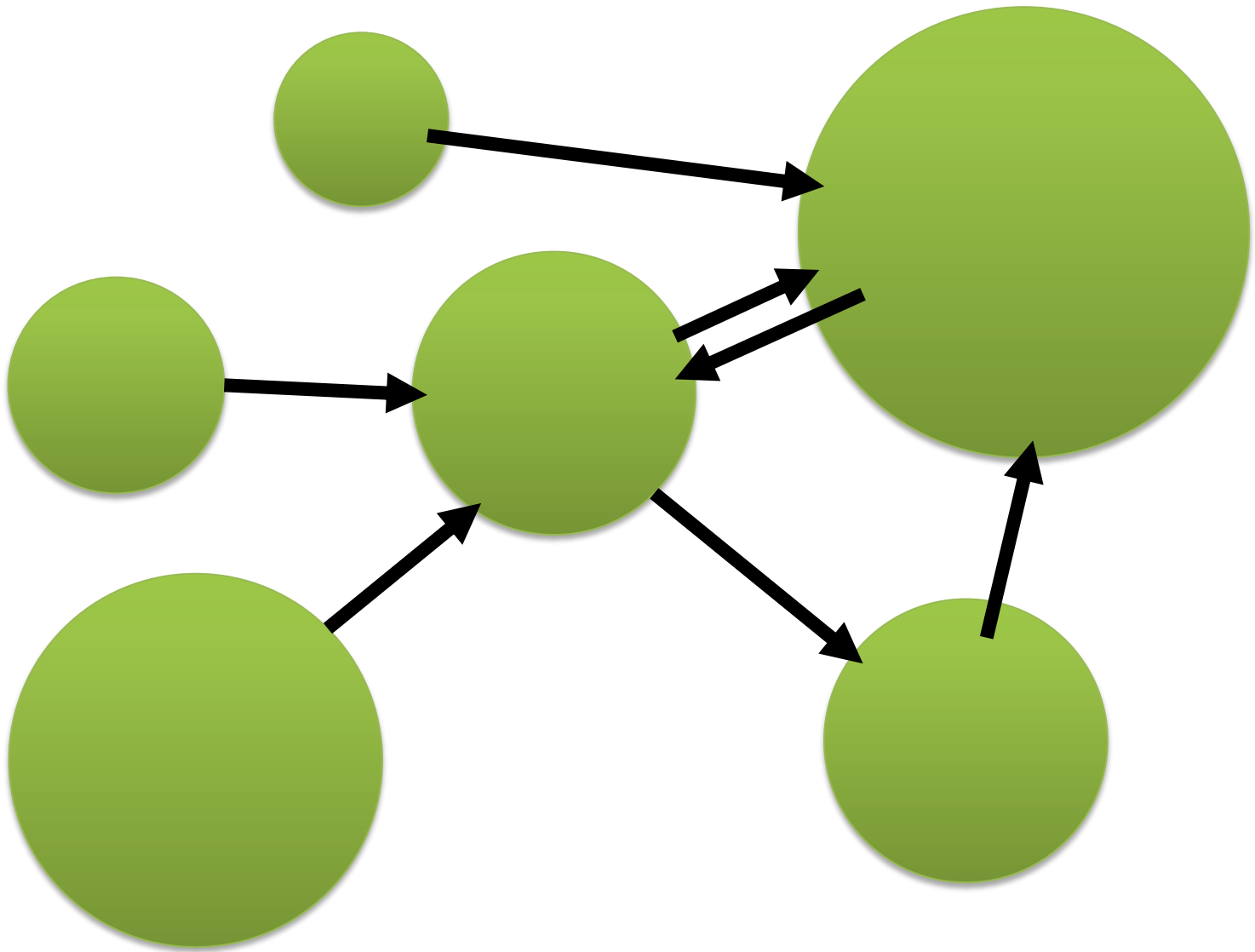
By Dan Petrovic





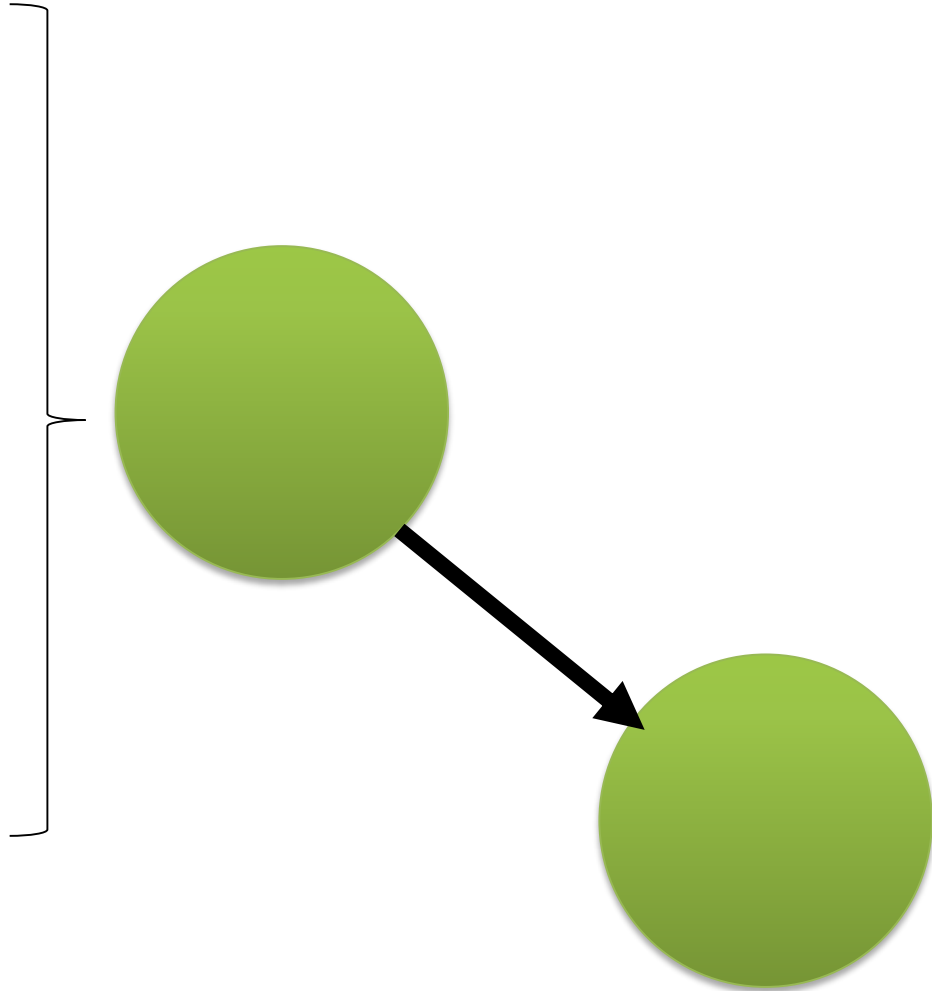


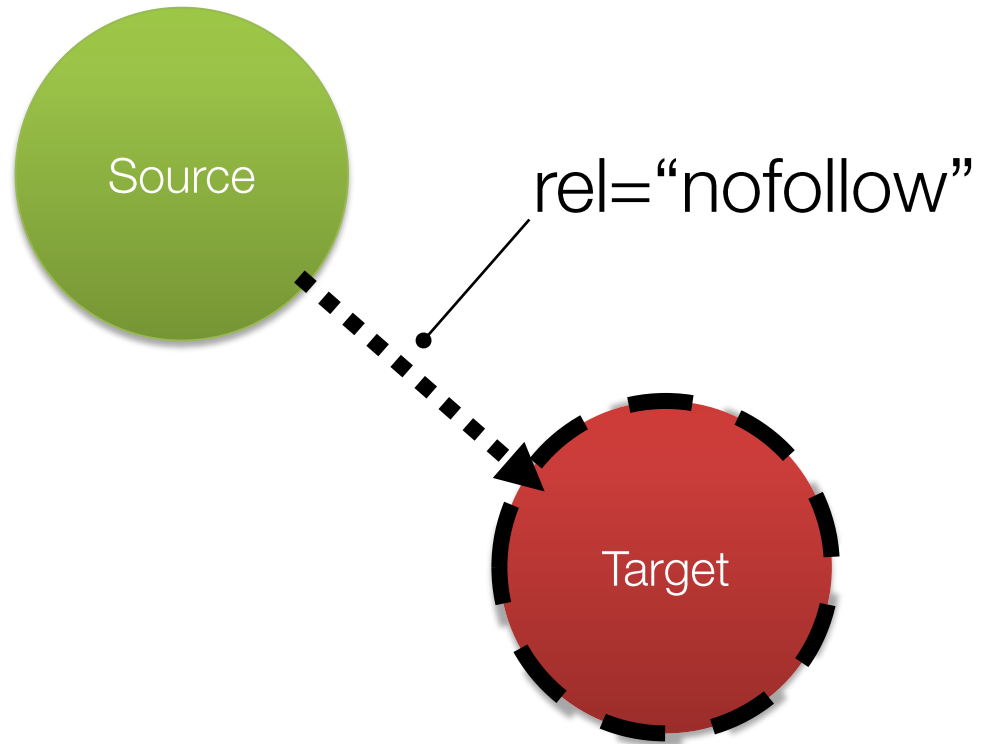
Link Graph



Eigenvector Centrality
(PageRank)

Anchor Text
Link Title
Content
Context
Date
Freshness
Page Title
Link Location
Outbound
Links
Page Trust
Domain Trust
...





[Click Here](#)

```
<a href="http://mysite.com">Click Here</a>
```




click here



Web

Images

Videos

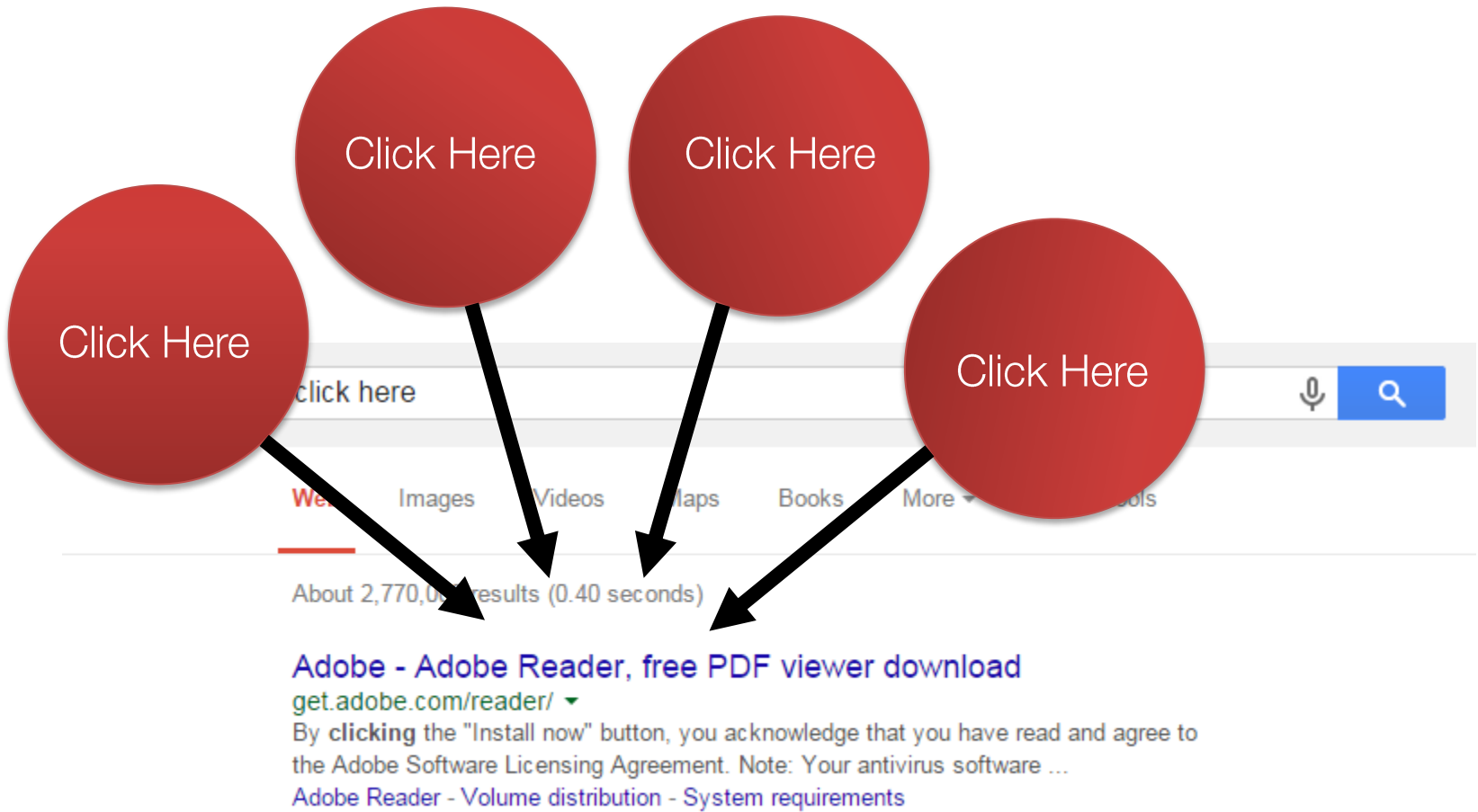
Maps

Books

More ▾

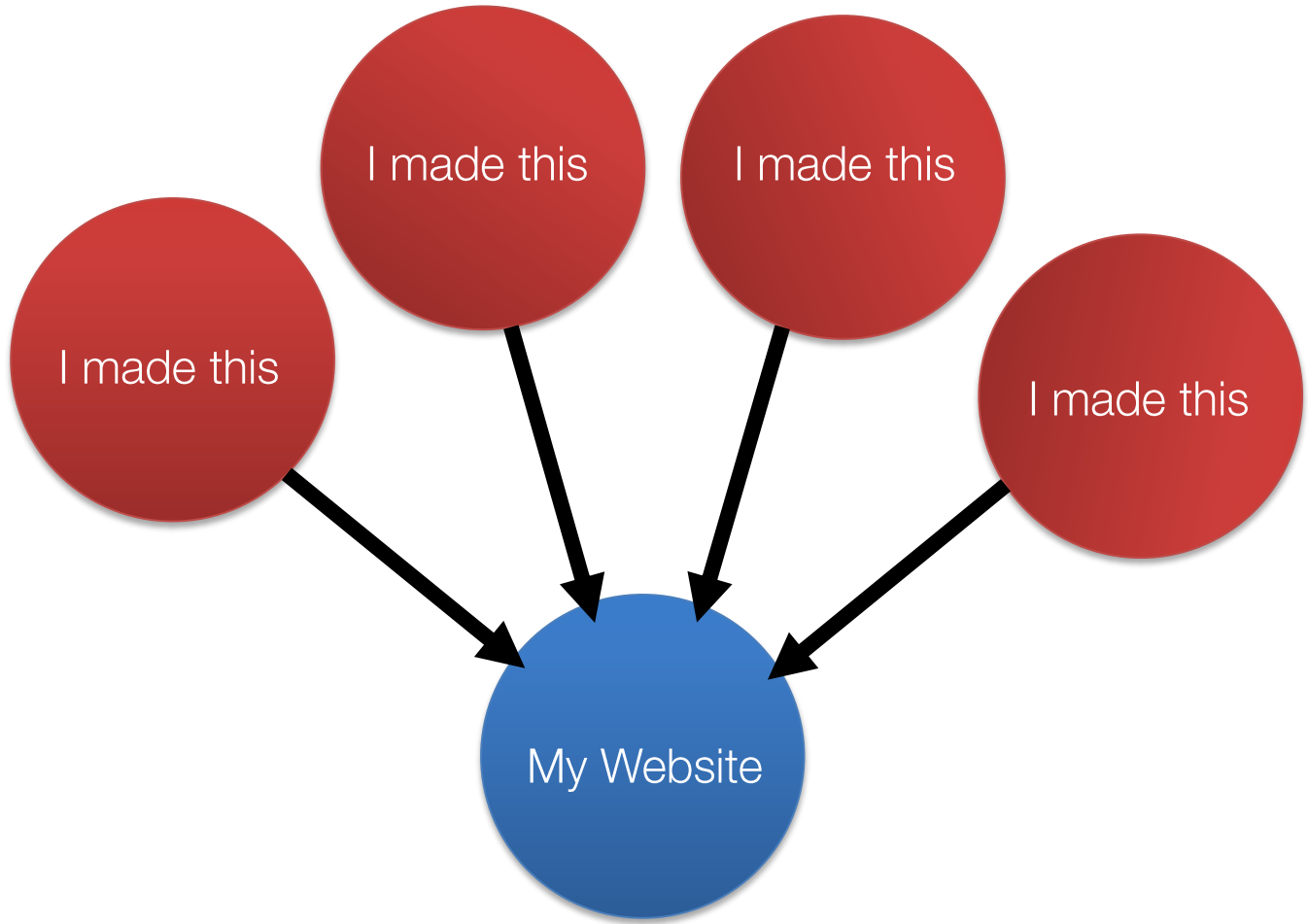
Search tools

About 2,770,000 results (0.40 seconds)



Key to ranking high?

Lots and lots of links.



High Five.

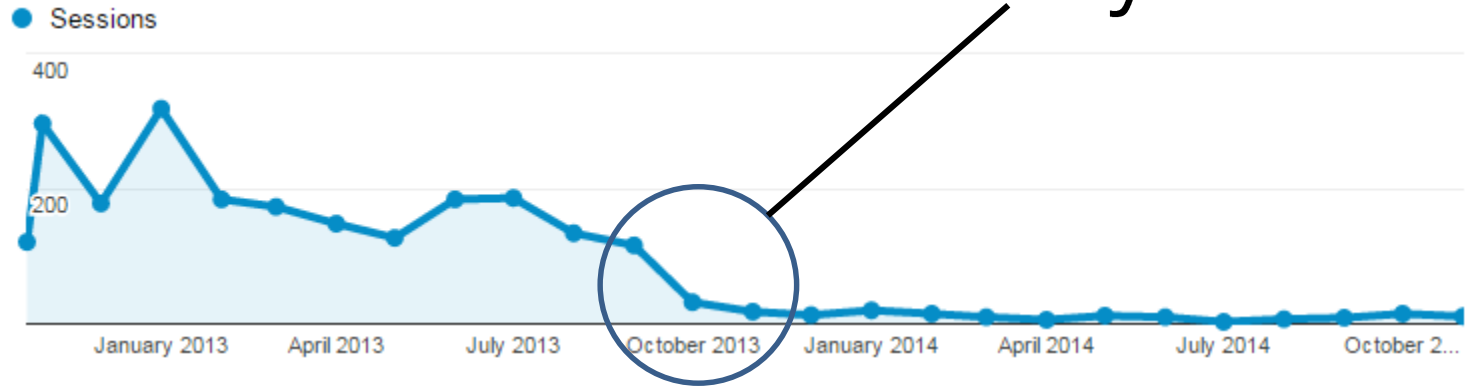
I fooled Google.



U WOT M8

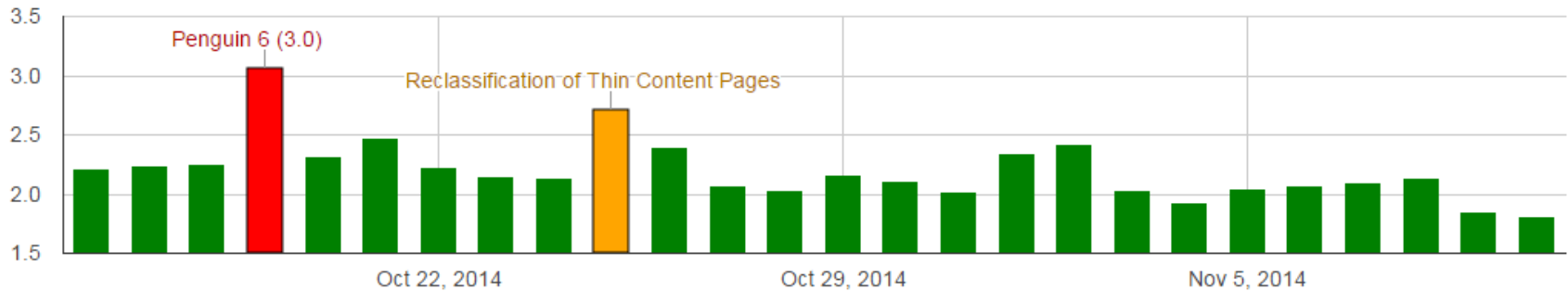


Bye traffic!



Google Volatility History

algoroo.com



2015

Achieving

Greatness

2005

Faking

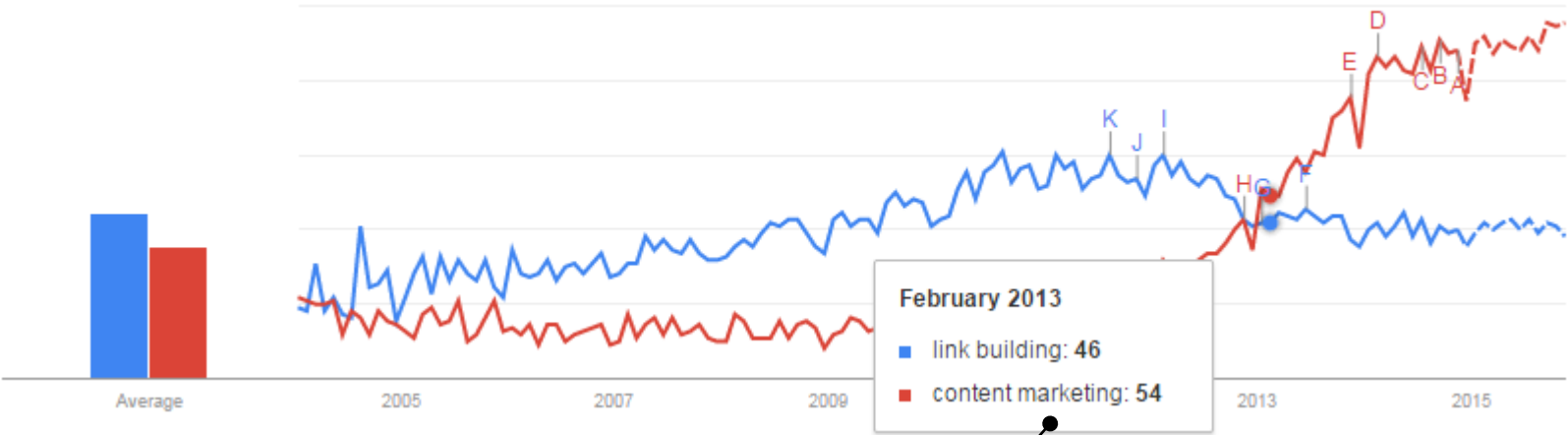
~~Link Building
Link Begging~~

Link Earning



The Big Shift

As already mentioned.



Last Year

Your competitors are **lazy**.

Check it out! We've updated the design to improve performance and make space for new features (report tabs are now in the left navigation). For more information head over to the [blog](#) or the [help hub](#).

Open Site Explorer

Inbound Links

- Just-Discovered
- Top Pages
- Linking Domains
- Anchor Text
- Compare Link Metrics
- Link Opportunities **new**
- Advanced Reports

Fresh Web Explorer

- Rank Tracker
- Keyword Difficulty
- On-Page Grader
- Crawl Test
- Followework

Open Site Explorer

URL:

Hide Metrics

Authority

DOMAIN AUTHORITY /100

Inbound Links

Gauge a site's influence

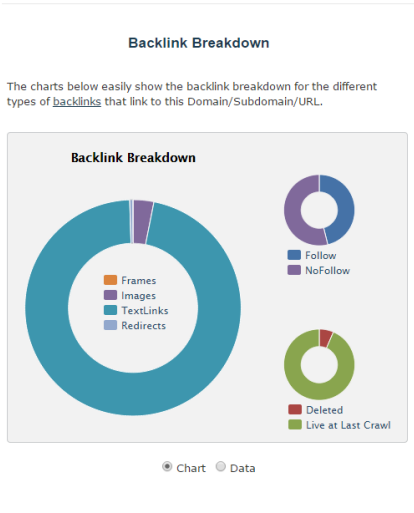
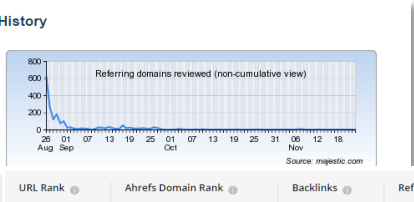
Target

1 - 50 Inbound Links

Title and URL of Linkin

Please choose a Postfix

Expert Insights On The



URL Rank **13** Ahrefs Domain Rank **64** Backlinks **171** Referring Domains **60**

Google+ 0 Twitter 0 Facebook 0

Referring Pages	169
Total Backlinks	171
Crawled Pages	0
Referring IPs	55
Referring Subnets	54
Referring Domains	60
Governmental	0
Educational	8
.com	13
.net	7
.org	13

Referring Pages

ALL ONE YEAR LAST 30 DAYS

New & Lost Backlinks

Backlink Type	Count
text	171
dofollow	169
nofollow	2
sitewide	0
not sitewide	171
redirect	0
image	0
form	0

Legend for New & Lost Backlinks:

- New Backlinks: DoFollow, NoFollow, Redirect, Other
- Lost Backlinks: DoFollow, NoFollow, Redirect, Other

ahrefs.com
majestic.com
moz.com/researchtools/ose/

Dan made a new link?

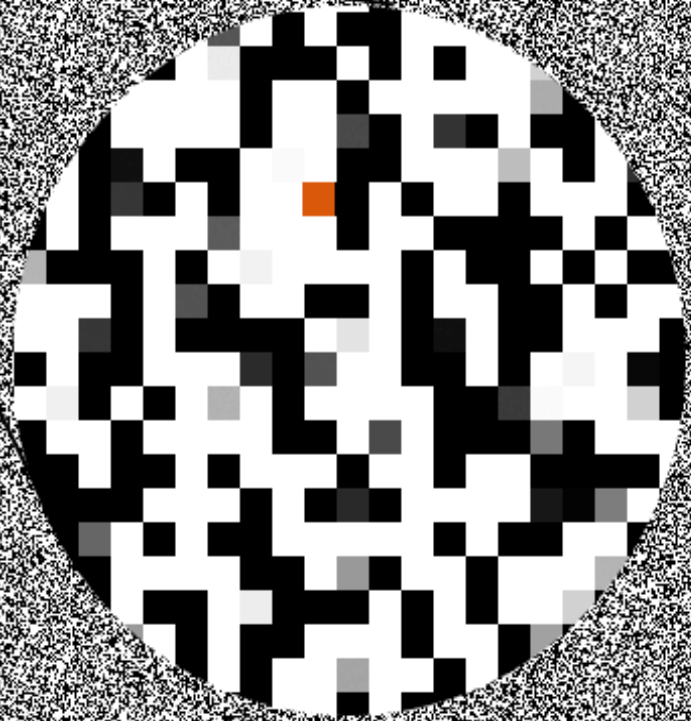
Quick let's steal the idea and ruin the linking page.



Your link.



Billions of pages
on the Internet.



Welcome to Zsh

This site provides an index to Zsh information and archives.

Zsh is a shell designed for interactive use, although it is also a powerful scripting language. More information can be found on the "Zsh Web Pages" sites.

* indicates Master Site

(+) site known to stay up-to-date

Zsh Web Pages

[United States of America](#)*

HTTP (SourceForge)

Frequently Asked Questions

[United States of America](#)*

HTTP (SourceForge)

[Denmark](#)

HTTP (Aalborg University) Being retired (October 2009)

Distribution Sites

[Global](#)

HTTP (SourceForge)

[Australia](#)*

HTTP (PrimeNet)

[Australia](#)

HTTP (Dejan SEO)

[Hungary](#) (+)

HTTP (Eötvös Loránd University)

[Hungary](#) (+)

FTP (Eötvös Loránd University)

Mailing List Archives

[Australia](#)*

HTTP (PrimeNet)

[Australia](#)*

FTP (PrimeNet)

\$Date: 2012/07/02 13:03:39 \$

Index maintained by [Geoff Wing](#)

URL Rank ⓘ

13

Ahrefs Domain Rank ⓘ

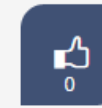
64

Backlinks ⓘ

171

Referring Domains ⓘ

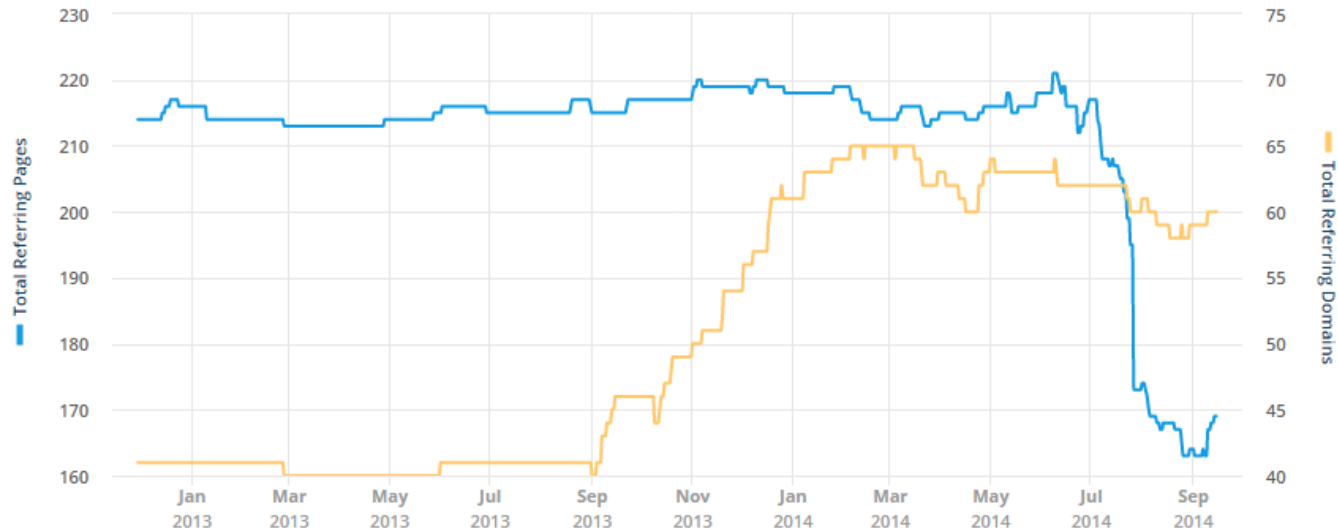
60



Referring Pages	169
Total Backlinks	171
Crawled Pages	0
Referring IPs	55
Referring Subnets	54
Referring Domains	60
Governmental	0
Educational	8
.com	13
.net	7
.org	13

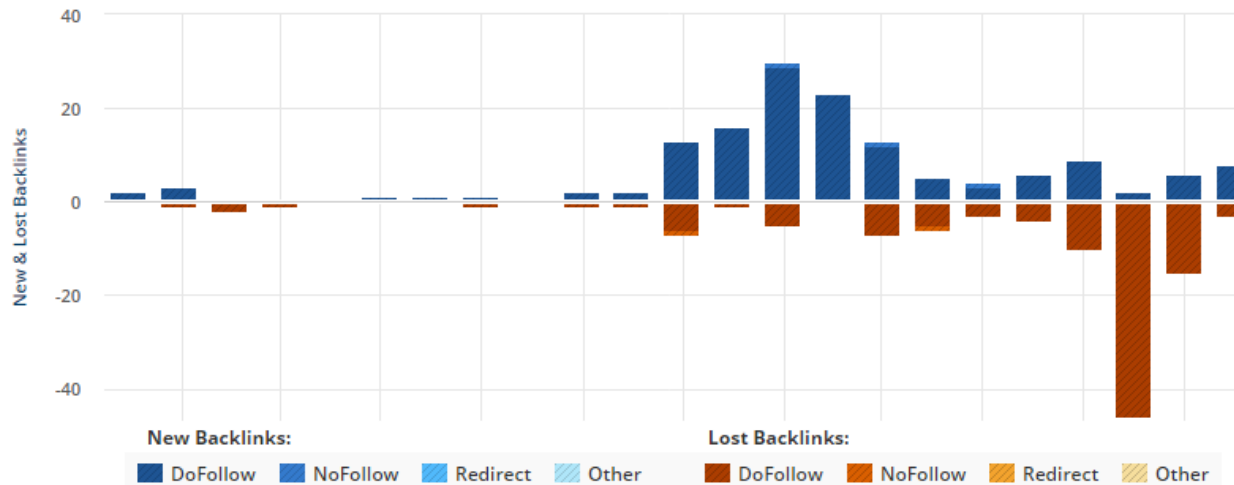
Referring Pages ⓘ

JUL AUG SEP ALL ONE YEAR LAST 30 DAYS



Backlink Types:

text	171
dofollow	169
nofollow	2
sitewide	0
not sitewide	171
redirect	0
image	0
form	0





POSTFIX

QUICK LINKS

- [Home](#)
- [Announcements](#)
- [Non-English Info](#)
- [Feature overview](#)
- [Web sites \(text\)](#)
- [Download \(source\)](#)
- [Mailing lists](#)
- [Press and Interviews](#)
- [Documentation](#)
- [Howtos and FAQs](#)
- [Add-on Software](#)
- [Packages and Ports](#)
- [Becoming a mirror site](#)

Please choose a Postfix Download Site

[Mirror status report](#)

Europe

- [Multiple locations](#)
- [Austria, Vienna](#)
- [Finland, Tampere](#)
- [France, Paris](#)
- [France, Strasbourg](#)
- [Germany, Bayern](#)
- [Germany, Berlin](#)
- [Germany, Berlin](#)
- [Germany, Berlin](#)
- [Germany, Duesseldorf](#)
- [Germany, Frankfurt am Main](#)
- [Germany, Goettingen](#)
- [Germany, Hamburg](#)
- [Germany, Hamburg](#)
- [Germany, Munich](#)
- [Greece, Athens](#)
- [Ireland, Dublin](#)
- [Latvia, Riga](#)
- [Netherlands, Amsterdam](#)
- [Netherlands, Haarlem](#)
- [Netherlands, Utrecht](#)
- [Norway, Oslo](#)

- [Romania, Bucharest](#)
- [Romania, Bucharest](#)
- [Romania, Bucharest](#)
- [Russia, Saint Peterburg](#)
- [Russian Federation, somewhere](#)
- [Slovenia, Ljubljana](#)
- [Spain, Bilbao](#)
- [Spain, Malaga](#)
- [Sweden, Falkenberg](#)
- [Sweden, Uppsala](#)
- [Switzerland, Basel](#)
- [Switzerland, Zuchwil](#)
- [UK, London](#)
- [UK, somewhere](#)

North America

- [Multiple locations](#)
- [Canada, Alberta, Edmonton](#)
- [USA, FL, Homestead](#)
- [USA, NY, New York](#)
- [USA, NY, White Plains](#)
- [USA, PA, Philadelphia](#)
- [USA, PA, Pittsburgh](#)
- [USA, somewhere](#)

[Wietse's own site](#)

Central America

- [Costa Rica](#)

South America

- [Brazil, Sao Paulo](#)
- [Brazil, Campinas](#)
- [Brazil, somewhere](#)

Africa

- [South Africa](#)

Middle East

- [Iran, Tehran](#)

East Asia/Pacific

- [Multiple locations](#)
- [Australia, Brisbane](#)
- [Australia, Melbourne](#)
- [Australia, somewhere](#)
- [China, Hong Kong](#)
- [Japan, Kyoto](#)
- [Japan, Shizuoka](#)
- [South Korea, Seoul](#)
- [Taiwan, NSYSU CDPA](#)
- [Taiwan, Providence](#)



POSTFIX

QUICK LINKS

- [Home](#)
- [Announcements](#)
- [Non-English Info](#)
- [Feature overview](#)
- [Web sites \(text\)](#)
- [Download \(source\)](#)
- [Mailing lists](#)
- [Press and Interviews](#)
- [Documentation](#)
- [Howtos and FAQs](#)
- [Add-on Software](#)
- [Packages and Ports](#)
- [Becoming a mirror site](#)

Please choose a Postfix Download Site

[Mirror status report](#)

Europe

- [Multiple locations](#)
- [Austria, Vienna](#)
- [Finland, Tampere](#)
- [France, Paris](#)
- [France, Strasbourg](#)
- [Germany, Bayern](#)
- [Germany, Berlin](#)
- [Germany, Berlin](#)
- [Germany, Berlin](#)
- [Germany, Duesseldorf](#)
- [Germany, Frankfurt am Main](#)
- [Germany, Goettingen](#)
- [Germany, Hamburg](#)
- [Germany, Hamburg](#)
- [Germany, Munich](#)
- [Greece, Athens](#)
- [Ireland, Dublin](#)
- [Latvia, Riga](#)
- [Netherlands, Amsterdam](#)
- [Netherlands, Haarlem](#)
- [Netherlands, Utrecht](#)
- [Norway, Oslo](#)

- [Romania, Bucharest](#)
- [Romania, Bucharest](#)
- [Romania, Bucharest](#)
- [Russia, Saint Peterburg](#)
- [Russian Federation, somewhere](#)
- [Slovenia, Ljubljana](#)
- [Spain, Bilbao](#)
- [Spain, Malaga](#)
- [Sweden, Falkenberg](#)
- [Sweden, Uppsala](#)
- [Switzerland, Basel](#)
- [Switzerland, Zuchwil](#)
- [UK, London](#)
- [UK, somewhere](#)

North America

- [Multiple locations](#)
- [Canada, Alberta, Edmonton](#)
- [USA, FL, Homestead](#)
- [USA, NY, New York](#)
- [USA, NY, White Plains](#)
- [USA, PA, Philadelphia](#)
- [USA, PA, Pittsburgh](#)
- [USA, somewhere](#)

[Wietse's own site](#)

Central America

- [Costa Rica](#)

South America

- [Brazil, Sao Paulo](#)
- [Brazil, Campinas](#)
- [Brazil, somewhere](#)

Africa

- [South Africa](#)

Middle East

- [Iran, Tehran](#)

East Asia/Pacific

- [Multiple locations](#)
- [Australia, Brisbane](#)
- [Australia, Melbourne](#)
- [Australia, somewhere](#)
- [China, Hong Kong](#)
- [Japan, Kyoto](#)
- [Japan, Shizuoka](#)
- [South Korea, Seoul](#)
- [Taiwan, NSYSU CDPA](#)
- [Taiwan, Providence](#)

^#%# that...



Generate 'unreplicable' links.

CONTENT

Types of Content

- Research / Whitepaper
- Step by Step Guide
- Instruction Manual
- Chart / Diagram
- Website Page
- Infographic
- Slideshow
- Blog Post
- Brochure
- Template
- Image
- Video
- Table
- Tool



Content Qualities



Problem-Solving
Comprehensive
Controversial
Newsworthy
Authoritative
Instructional
Trustworthy
Entertaining
Educational
Informative
Accurate
Helpful
Timely
Fresh

Types of Content

Content Qualities

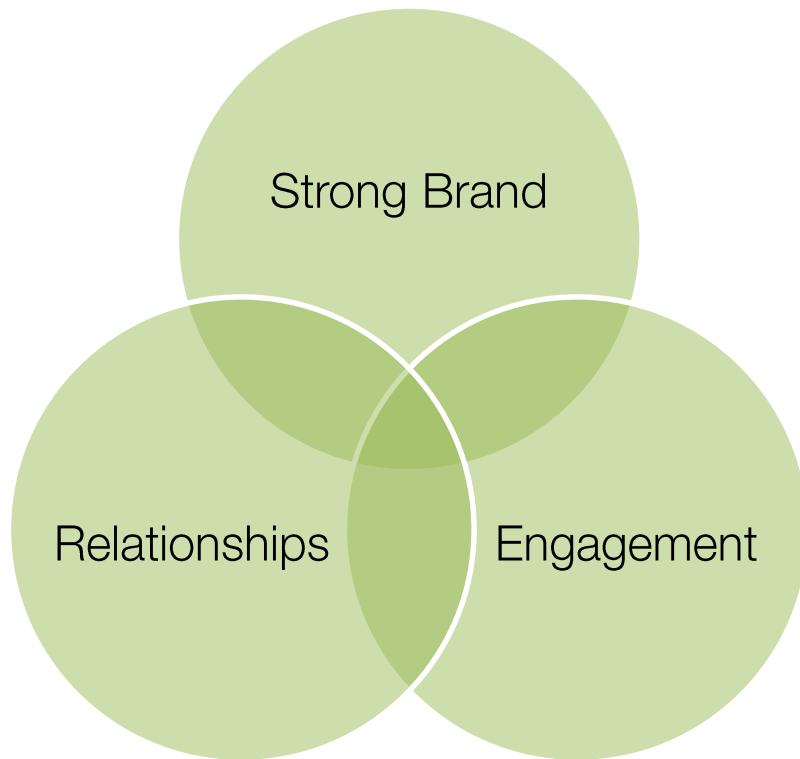
Research / Whitepaper
Step by Step Guide
Instruction Manual
Chart / Diagram
Website Page
Infographic
Slideshow
Blog Post
Brochure
Template
Image
Video
Table
Tool



Problem-Solving
Comprehensive
Controversial
Newsworthy
Authoritative
Instructional
Trustworthy
Entertaining
Educational
Informative
Accurate
Helpful
Timely
Fresh

Link Attraction Boosters

Things that help links happen.



- Corporate and Personal Brand
 - Advertising and PR
 - Exhibitions and Events
 - Video Channel
- Relationships
 - Social Media
 - Partners and Customers
 - Fans and Advocates

Where to start?



- Site Dashboard
- Site Messages
- Search Appearance i
- Search Traffic
 - Search Queries**
 - Links to Your Site
 - Internal Links
 - Manual Actions
 - International Targeting
 - Mobile Usability
- Google Index
- Crawl
- Security Issues
- Other Resources

Search Queries

Top queries

Top pages

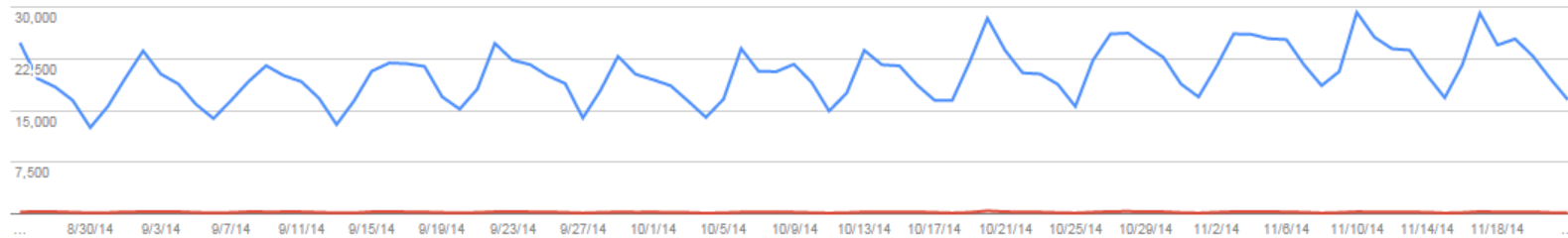
Filters

Web x

Aug 26, 2014

to Nov 24, 2014

Pages 803	Impressions 1,813,324 <small>Displaying 654,035</small>	Clicks 21,559 <small>Displaying 21,559</small>
---------------------	--	---



Download this table

Download chart data

Basic

With change ?

Show

25 rows

1-25 of 803

Navigation arrows

Page	Impressions	Clicks ▲	CTR	Avg. position
▶ dejanseo.com.au/	362,116	3,428	1%	25
▶ /call-to-action-examples/	47,524	2,778	6%	5.3
▶ /seo-for-multilingual-ecommerce-websites/	10,331	1,224	12%	20
▶ /how-to-get-25000-1s-and-pagerank-7-in-one-week/	4,979	1,103	22%	14
▶ /youtube-subscriber-hack/	4,474	761	17%	12
▶ /fun/google-skynet/	21,181	759	4%	24
▶ /google-link-disavow-complete-guide/	10,575	526	5%	22
▶ /seo-packages/	16,256	461	3%	11
▶ /tabs/	1,680	385	23%	19
▶ /sydney/	19,711	372	2%	9.9
▶ /blog/	5,914	288	5%	24
▶ /keyword-ranking-referrer/	6,468	286	4%	98
▶ /article-spinning-another-bad-idea/	2,809	268	10%	18

Site Dashboard

Site Messages

Search Appearance ⓘ

Search Traffic

Search Queries

Links to Your Site

Internal Links

Manual Actions

International Targeting

Mobile Usability

Google Index

Crawl

Security Issues

Other Resources

Overview » All linked pages

Your pages that are linked from other domains.

Download this table

Download more sample links

Download latest links

Show

25 rows

1-25 of 629



Your pages	Links	Source domains ▲
http://dejanseo.com.au/	20,796	1,108
/hijack/	500	130
/hello-extortion-email/	533	104
/blog/	2,976	95
/google-update-may-2014/	529	83
/fun/google-skynet/	212	82
/google-link-disavow-complete-guide/	257	78
/dan-petrovic/	211	67
/mind-blowing-hack/	142	67
/google-plus-study/	2,093	66
/link-earning/	394	60
/sydney/	224	58
/temporary-link-schemes/	203	56
/2nd-biggest-serp-flux-2013/	168	55
/search-quality-the-link-graph-theory/	167	55
/first-google-webmaster-tools-update-2014/	2,936	54
/wordpress-plugin-google-interactive-posts/	620	52
/melbourne/	93	45
/google-plus-seo/	134	43
/omg-algorithm-update-is-off-the-scale/	100	41
/thin-content-update/	792	38
/googles-first-algorithm-update-2014/	135	37
/seo-experiment-with-non-link-references/	60	31
/conversations-with-google/	123	29
/link-building/	46	29

1-25 of 629



Page Title & URL	PA	Linking Root Domains	Inbound Links	HTTP Status	FB Shares / Likes	Tweets	Google +1s
DEJAN SEO - Sydney, Me... dejanseo.com.au/	69	896	16,718	200	108 / 32	71	36,399
[No Title] dejanseo.com.au/ind...	55	189	753	301	7 / 0	22	36,399
How I Hijacked Rand Fish... dejanseo.com.au/hija...	50	62	116	200	5 / 1	14	313
[No Title] dejanseo.com.au/hija...	48	47	79	301	5 / 1	486	313
Dejan SEO Blog dejanseo.com.au/blog/	59	40	3,780	200	8 / 2	27	18
Coming Up: The Biggest ... dejanseo.com.au/goo...	58	38	1,665	200	46 / 38	224	370
Hello, this is an extortion ... dejanseo.com.au/hell...	57	37	1,667	200	57 / 17	254	221
Dan Petrovic dejanseo.com.au/dan...	56	35	714	200	3 / 1		
Mind-Blowing Hack for C... dejanseo.com.au/min...	44	30	55	200	29 / 11	239	227
A Comprehensive Study ... dejanseo.com.au/goo...	51	27	92	200	126 / 69	1,736	2,204

Popular Topic!

27

126 / 69

New Metric

	A	B	C	D	E	F
1	URL	Facebook Shares	Facebook Likes	Twitter Shares	Google +1 Shares	Social Score
2	http://dejanseo.com.au/google-plus-study/	126	69	1736	2204	4135
3	http://dejanseo.com.au/fun/google-skynet/	643	606	242	252	1743
4	http://dejanseo.com.au/first-google-webmaster-tools-update-2014/	61	46	350	430	887
5	http://dejanseo.com.au/hijacked/	5	1	486	313	805
6	http://dejanseo.com.au/conversations-with-google/	17	20	68	601	706
7	http://dejanseo.com.au/google-update-may-2014/	46	38	224	370	678
8	http://dejanseo.com.au/everything-is-recorded/	108	100	103	251	562
9	http://dejanseo.com.au/wordpress-plugin-google-interactive-posts/	22	18	83	427	550
10	http://dejanseo.com.au/hello-extortion-email/	57	17	254	221	549
11	http://dejanseo.com.au/mind-blowing-hack/	29	11	239	227	506
12	http://dejanseo.com.au/link-earning/	25	25	214	238	502
13	http://dejanseo.com.au/2nd-biggest-serp-flux-2013/	50	57	139	206	452
14	http://dejanseo.com.au/ecommerce/	16	23	188	157	384
15	http://dejanseo.com.au/there-is-no-such-thing-as-author-rank-yet/	9	11	85	273	378
16	http://dejanseo.com.au/google-link-disavow-complete-guide/	23	20	156	168	367
17	http://dejanseo.com.au/googles-first-algorithm-update-2014/	35	30	135	157	357
18	http://dejanseo.com.au/hijack/	5	1	14	313	333
19	http://dejanseo.com.au/co-occurrence-confirmed-ranking-signal/	18	4	83	212	317
20	http://dejanseo.com.au/why-google-went-social/	17	12	82	179	290
21	http://dejanseo.com.au/google-update-may-2013/	37	32	93	109	271
22	http://dejanseo.com.au/guerilla-seo-bittorrent/	12	14	112	131	269
23	http://dejanseo.com.au/search-quality-the-link-graph-theory/	12	17	86	136	251
24	http://dejanseo.com.au/anchor-text-proximity-experiment/	5	10	79	137	231
25	http://dejanseo.com.au/temporary-link-schemes/	16	9	85	119	229
26	http://dejanseo.com.au/tweet-piggyback/	10	7	81	126	224
27	http://dejanseo.com.au/title-rewriting-experiment/	12	13	60	139	224
28	http://dejanseo.com.au/google-update-2014/	9	4	48	162	223
29	http://dejanseo.com.au/google-plus-pushes-ads/	10	3	67	103	183
30	http://dejanseo.com.au/omg-algorithm-update-is-off-the-scale/	3	6	45	128	182
31	http://dejanseo.com.au/seo-experiment-with-non-link-references/	3	6	49	115	173
32	http://dejanseo.com.au/google-knowledge-graph/	9	13	33	111	166
33	http://dejanseo.com.au/penguinflux/	11	3	58	91	163
34	http://dejanseo.com.au/googleception/	3	3	34	112	152

A Comprehensive Study of Content and Brand Visibility on Google+

Wednesday April 16, 2014 | Category: [Research](#), [Social](#), [Web & Technology](#) | [Edit](#)

Tweet 1,736

Like 199

g+ 2.2k

Share 375

Share on Google+

Understanding Google+

Google has been aggressively attempting to diversify away from search. Over the years they've come up with a number of promising products in a sea of failed experiments. When Larry Page took charge of Google's direction once again, we witnessed a sudden shut down of unviable products. What followed was profound integration of Google's products services into a [single unifying platform](#).

At the centre of all that action was Google+ which now fuses most of their key products and services including Search, AdWords, Gmail, YouTube, Drive, Picasa, Places, Android, Chrome, Maps and Earth.

I tried [Google+](#) but it looks like nobody is using it yet, why should I spend extra time on yet another social network?

Free SEO Quote

Full Name *

Email Address *

Phone Number *

Company Name

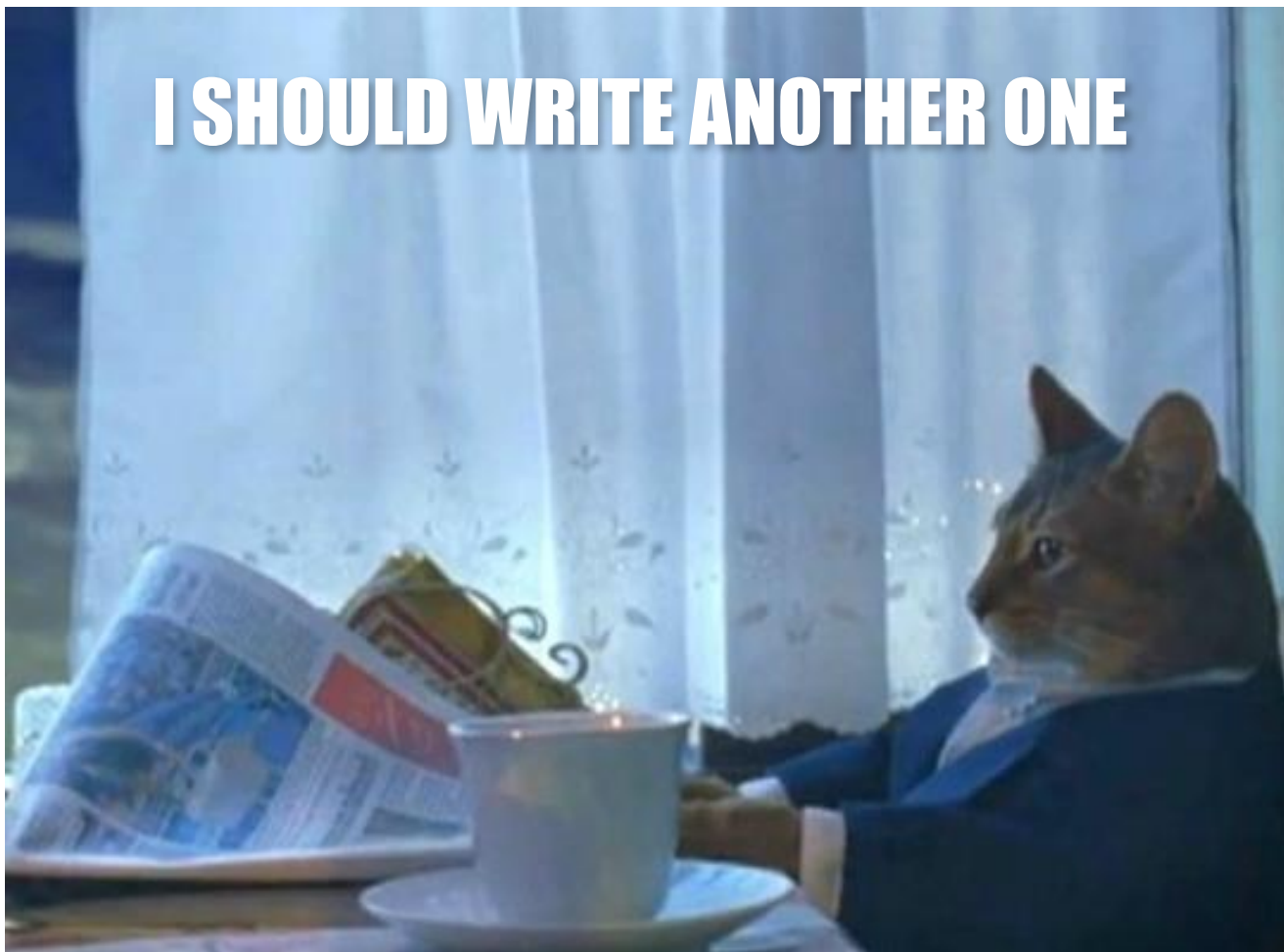
Website URL *

Get Quote

Live Example:

dejanseo.com.au/google-plus-study/

I SHOULD WRITE ANOTHER ONE

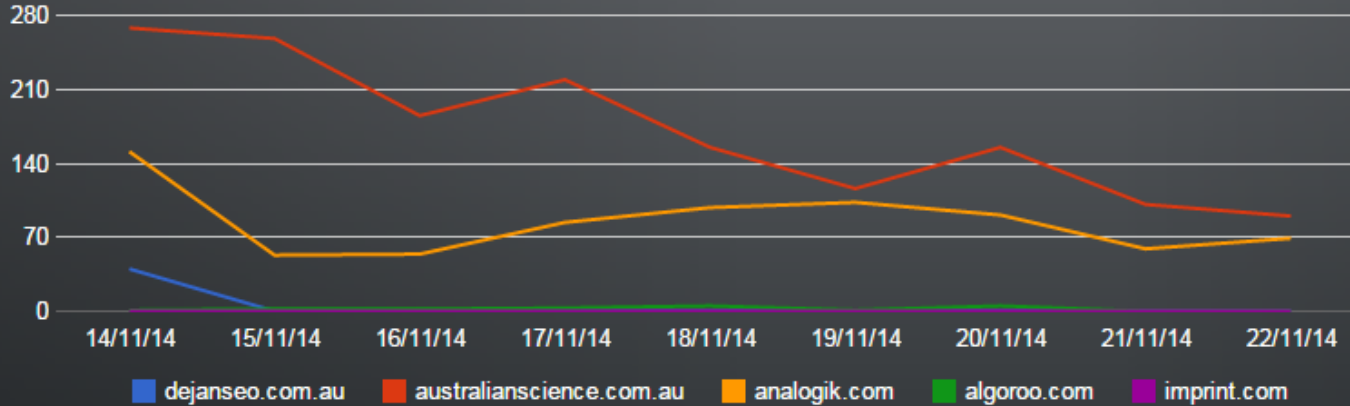




FRESH LINK
FINDER
DEJAN RESEARCH LABS

freshlinkfinder.com

New links in last 10 days



5 sites in your account

159 new links yesterday

189 total .gov links

1241 total .edu links

All sites:

Domain	New links since last login	Last Scan	Options
dejanseo.com.au	55	2014-11-23 15:09	Edit Trash






























Newly Discovered Links!

Nice!

All new links since last login:

Last login date: 2014-11-23 13:11

Hide Nofollow links

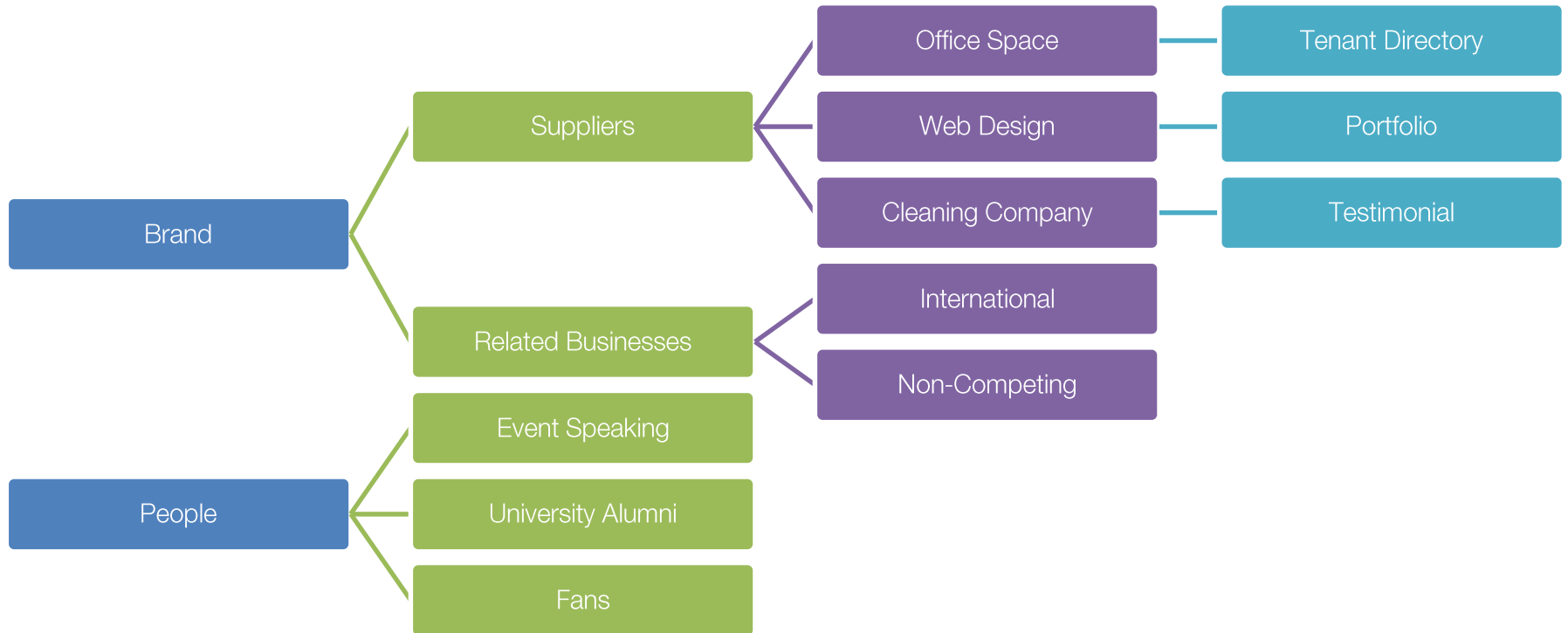
link	Found	▲ Follow	Alexa	OBL	Target	Date	
<input type="checkbox"/> http://searchengineland.com/searchcap[...]JEUWy2YIDTst0aP	yes 	yes	811	89	Show	2014-11-11	 
<input type="checkbox"/> http://58.123.102.99/url?sa=t&rc=tj&q[...]5%2d%62%61%64%6	yes 	yes		1	Show	2014-11-11	 
<input type="checkbox"/> http://yandex.ru/images/search?text=%[...]12%2F09%2Fcca-	yes 	yes	20	30	Show	2014-11-08	 
<input type="checkbox"/> http://searchengineland.com/searchcap[...]unJEUWy2YIDTst0	yes 	yes	811	89	Show	2014-11-06	 
<input type="checkbox"/> http://searchengineland.com/searchcap[...]OvrPUfGjl4ATcBg	yes 	yes	811	89	Show	2014-11-06	 
<input type="checkbox"/> https://www.rebelmouse.com/TinaGalli[...]http%3A%2F%2Fww	yes 	yes	9323	629	Show	2014-11-06	 
<input type="checkbox"/> http://search.aol.com/aol/imageDetail[...]jumbUrl=http%3A%	yes 	yes	130	4	Show	2014-11-04	 
<input type="checkbox"/> http://yandex.ru/images/search?text=c[...]&lr=10758&norea	yes 	yes	20	30	Show	2014-11-04	 
<input type="checkbox"/> http://translate.googleusercontent.c[...]mX_Adn2ENq1kCiW	no 	no	79	0	Show	2014-11-12	 

“bootcamp”

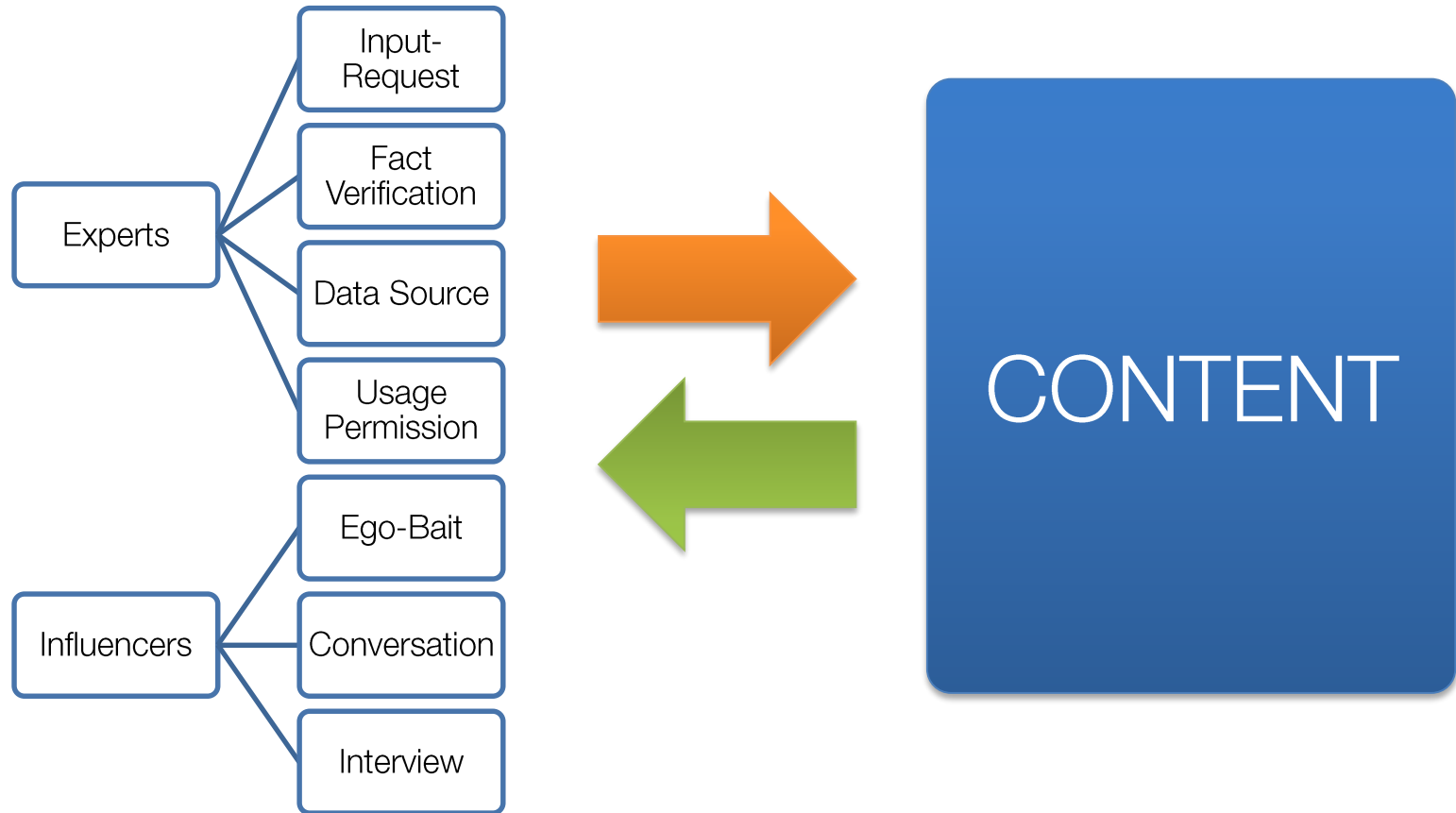
freshlinkfinder.com

Proactive Tactics

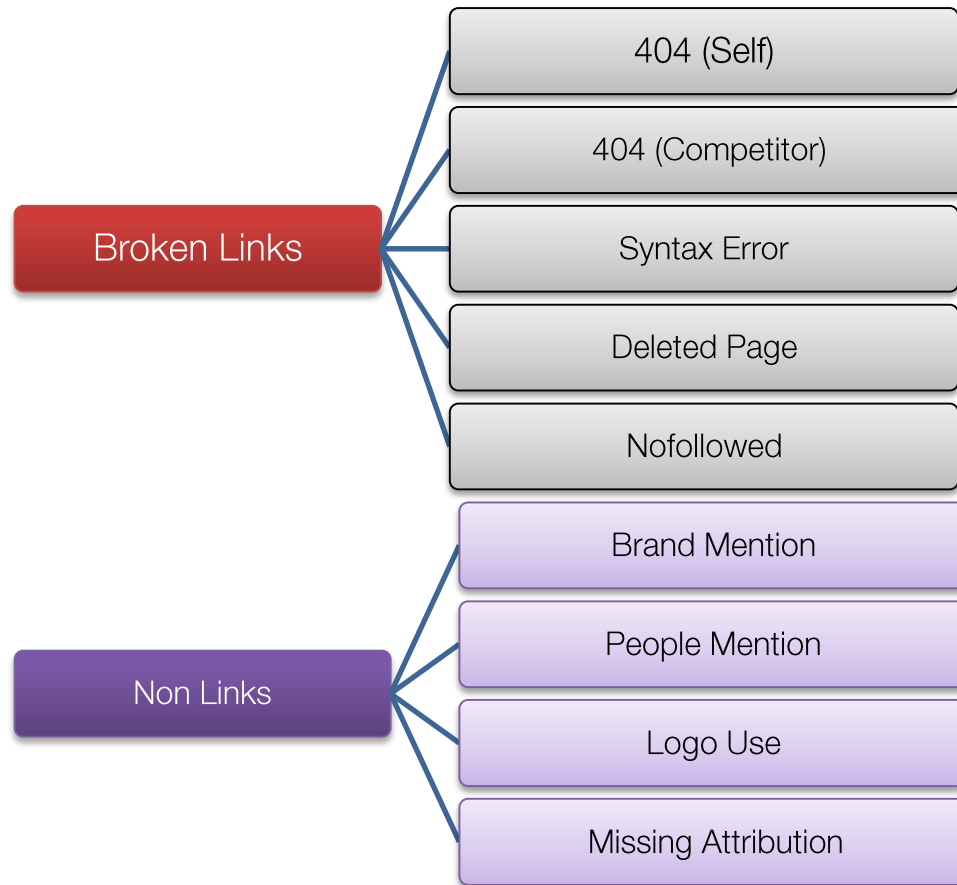
Relationship Mindmapping



Content Development



Link Consolidation





DEJANSEO
ADVANCED SEARCH ENGINE OPTIMISATION

“search engine bootcamp 2014”



BONUS MATERIAL

Natural Links

Merit-Based Link Classification

1. Attribution
2. Citation
3. Definition
4. Expansion
5. Identification
6. Example
7. Action
8. Relationship

Attribution

Crediting original authors for using their content

Live Example: Search Engine Land

Dan Petrovic has explained how he hijacked a few pages in Google to show his copied version over the original version of the page.

For example, he was able to confuse Google into thinking a page on MarketBizz should really show on dejanseo.com.au instead of on marketbizz.nl.

How did he do it? He simply copied the full page, source



PageRank (which technically is a query-independent ranking model) isn't the only factor that plays a role in the link graph. There is also a second mode of connectivity based-ranking, this time query-dependent has a major role. This mode is based on the [HITS algorithm](#), which declares that *a document which points to many others might be a good hub, and a document that many documents point to might be a good authority. Recursively, a document that points to many good authorities might be an even better hub, and similarly a document pointed to by many good hubs might be an even better authority*, as [Monika Henzinger](#) of Google explained (quote from [Search Quality: The Link Graph Theory](#) by Dan Petrovic).

Reference

Quoting a statement from another author

Live Example: Moz

[Mozcast](#) – This is the most sophisticated service that reports Google volatility over the last 30,60 and 90 days based on a set of 1,000 monitored keywords. It also reports on domain diversity, the influence of Exact Match and Partial Match domains and [more](#).

[SERPmetrics](#) – Reports Google, Bing and Yahoo volatility on US sites during the last 30 days.

[SERPs.com](#) – Reports Google and Bing volatility during the last 30 and 90 days based on 1,000 monitored US sites.

[Algoroo](#) – Reports volatility based on a few thousand monitored keywords.



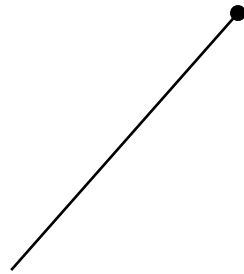
Definition

Linking to a page which defines a concept

Live Example: [icrossing](#)

The result: Unfortunately, the test yielded no positive result. It seems like people were not going to the new URL in any more number than if the plain text URL was not there. One thing they did note however is that Google does discover plain text URLs even if they have no link associated to the.

The source: <http://dejanseo.com.au/seo-experiment-with-non-link-references/>



Expansion

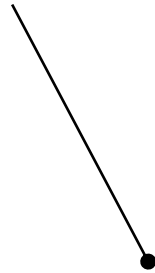
Providing a path to an in-depth resource

Live Example: [Search Engine Journal](#)

Identification

Disclosure of contextually relevant entities

Live Example: [SEO Roundtable](#)



[Dan Petrovic](#) put together one of the more useful Google Hangouts I've yet to see by a non-Gogler.

He had several SEOs on the Hangout where he went through a long list of SEO related questions and asked them to answer them in order. The hangout is about 1.5 hours and they go through basic and more advanced questions.



Example

Practical illustration of discussed entities and ideas

Live Example: Blind Five Year Old

The fact that Google frequently uses synonyms to boost search quality is nothing new. But Dan Petrovic brought an interesting example to my attention via Google+ which spawned a dialog that included Bill Slawski, Wissam Dandan and Steven Baker, Principal Software Engineer on the Search Ranking team.

Action

Inviting users to perform an activity

Live Example: RossHudgens.com



Today, I found the best call to action on an SEO company website I've ever seen. It made me run fill out their form and I don't even need their services! The company is Australian-based [Dejan SEO](#). In an effort to not take their pageviews, I suggest you [mosey on over there](#) and be impressed. The CRO is impeccable. Dejan's CEO reported a 700% increase in conversion rate over their old version using this new form! That's an incredible improvement.

Relationship

Engagement and connectivity based linking

Live Example: 2013 National Cyber Security Awareness Week



Recommended Reading

- [The Art of Link Earning](#)
- [Point Blank: Link Building Strategies](#)
- [The Beginner's Guide to Link Building](#)
- [Why Link Schemes Fail](#)
- [Link Schemes \(Google\)](#)

Awesome Tools

- [FreshLinkFinder.com](#)
- [Algoroo.com](#)
- [PhraseResearch.com](#)
- [Google Webmaster Tools](#)
- [AHREFS](#)
- [Majestic](#)
- [Open Site Explorer](#)



DEJANSEO
ADVANCED SEARCH ENGINE OPTIMISATION

“search engine bootcamp 2014”