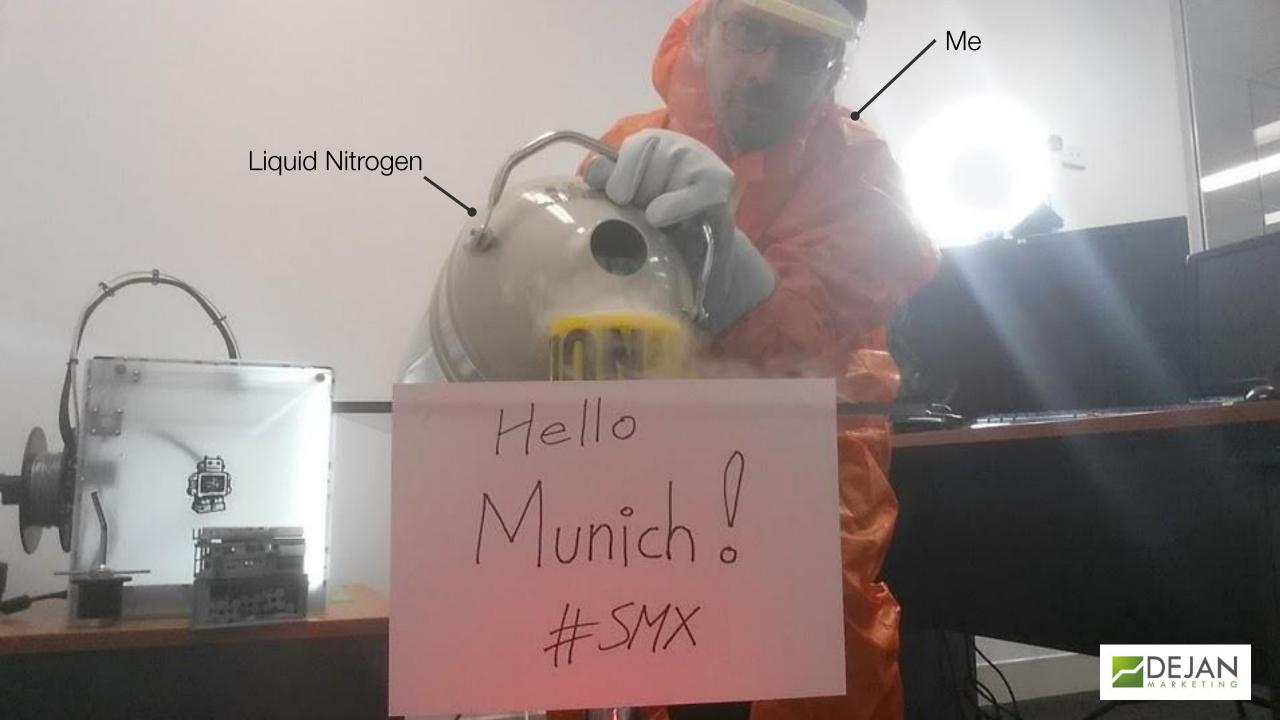
The Fine Art of

Link Earning

















Click here to see the collective impact of the Year of Science 2009!

For participants:

Resource Room

Grab YoS logos

Green for Real

► USA Science &

Support Year of Science 2009

Encyclopedia of Life: Your perfect BioBlitz resource

Engineering Festival

Science Zine-a-thon contest winners announced!

OPUS

Year of Science 2009 is

a 12 month celebration

of how science works, why science matters, and who scientists are led by participants in the COPUS network. Learn more about the process of science on the exciting new Web

site Understanding

Science.org.

Add events to the calendar

Use template press release

Download one page flier





Tweeting about YoS and COPUS Celebrations!

follow YoS and COPUS on Twitter

My interests.



The 2nd USA Science & Engineering Festival will be descending on the Washington, D.C. area in April 2012. Click here to learn more.

HARE YOUR STORIE



We want to hear the great things your organization is doing in celebration of Year of Science 2009! CLICK HERE to share your YoS ideas and stories!

Anterican Institute THE GIOLOGICAL SOCIETY FOR ANTERCA THE GIOLOGICAL SOCIETY FOR ANTERCA THE GIOLOGICAL SOCIETY FOR ANTERCA THE WINTERMAN INSTITUTE THE WINTERMAN INSTITUTE THE WINTERMAN INSTITUTE BRIAN BRIAN Science Comedian com Hotel Erb THE DISTINCT THE WINTERMAN INSTITUTE THE WINTERMAN INSTITUTE THE DISTINCT THE WINTERMAN INSTITUTE THE WINTERMAN

►My link.



Weeks later...



LINKS!!!!!!!!!!

MOAR LINKS!!!!1





© COPUS 2008

Scientist using data analyzer photo provided by CDC/ Hsi Llu, Ph.D., MBA, James Gathany;

astronaut photo provided by NASA;

scientist measuring swan provided by the U.S. Fish and Wildlife Service; birdwatching photo provided by F. Albert Ellis © California Academy of Sciences.

paper planes photo provided by James Tubbs from his Misterleacher flickr photostream under this Creative Commons license.

fish market photo provided by NH567's flickr photostream under this Creative Commons license.



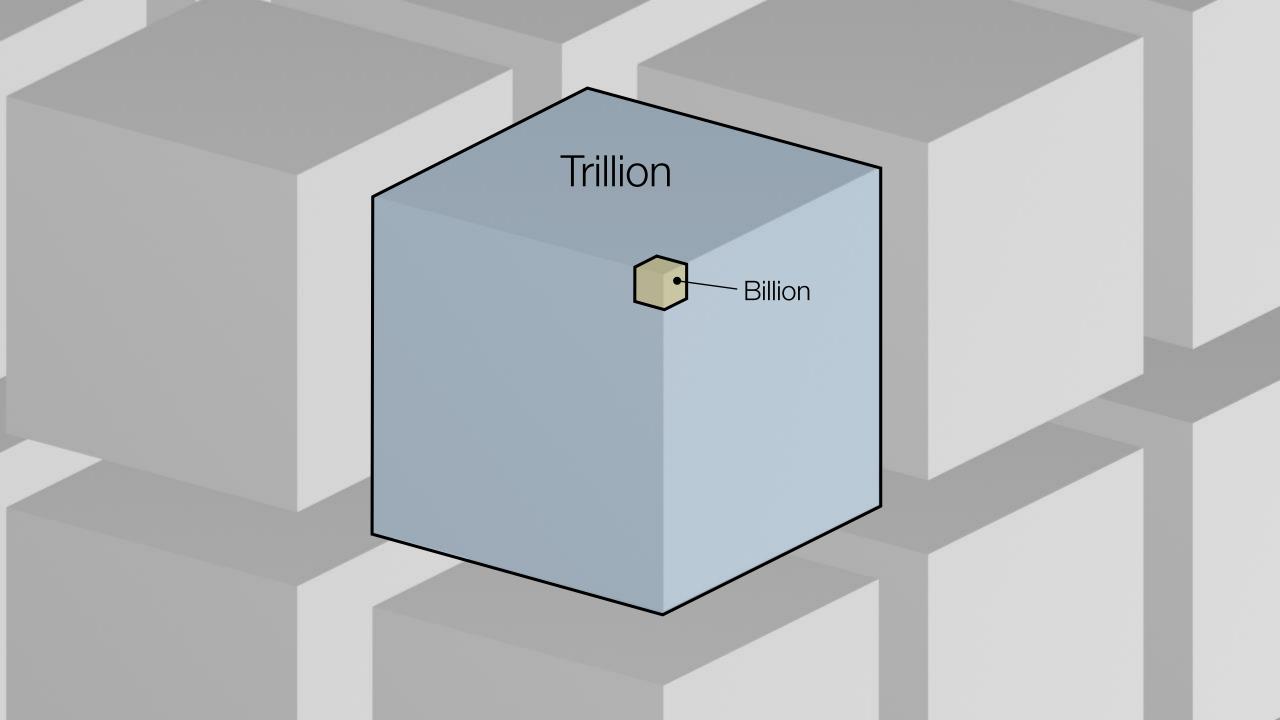
Freaking philanthropists.

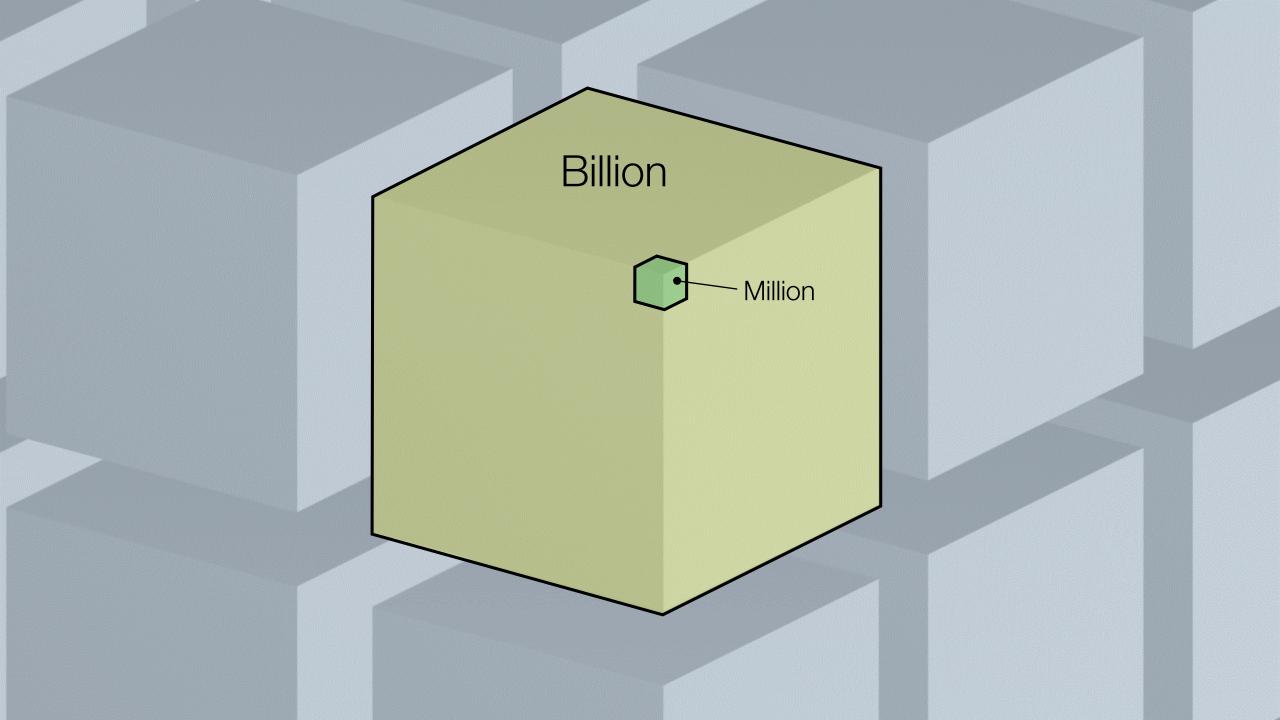


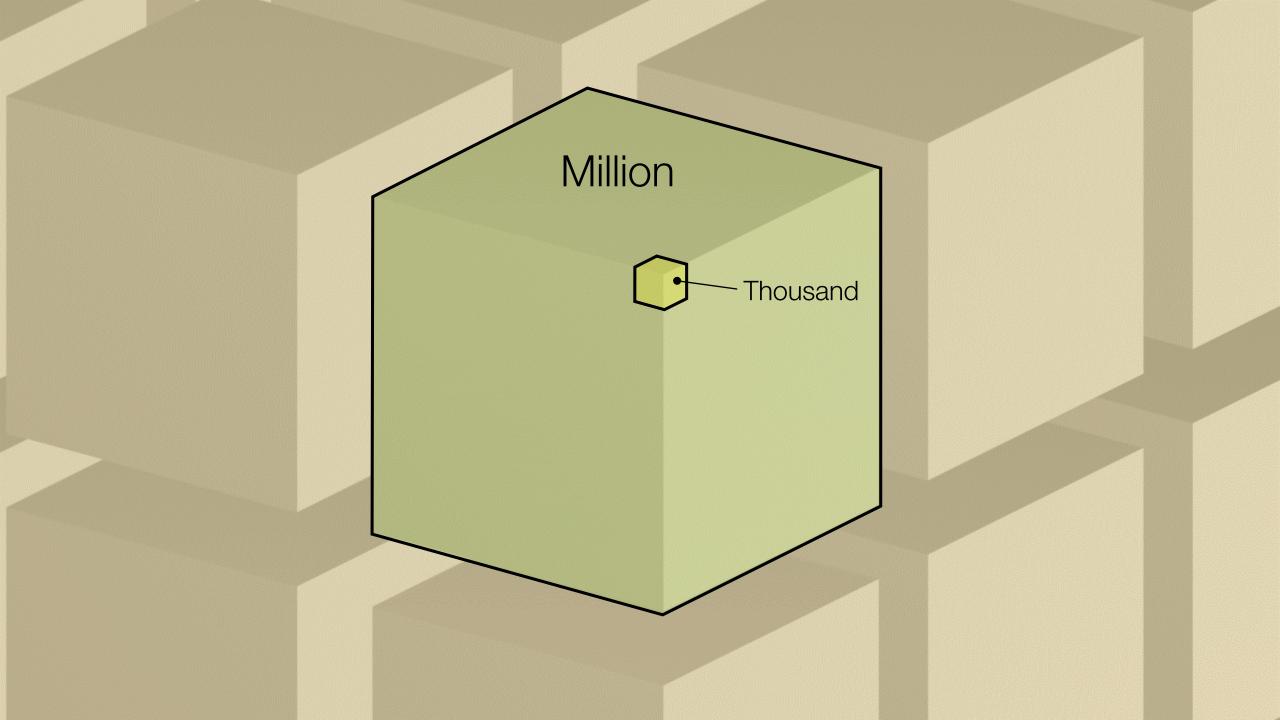
The Science Lady Be Like...

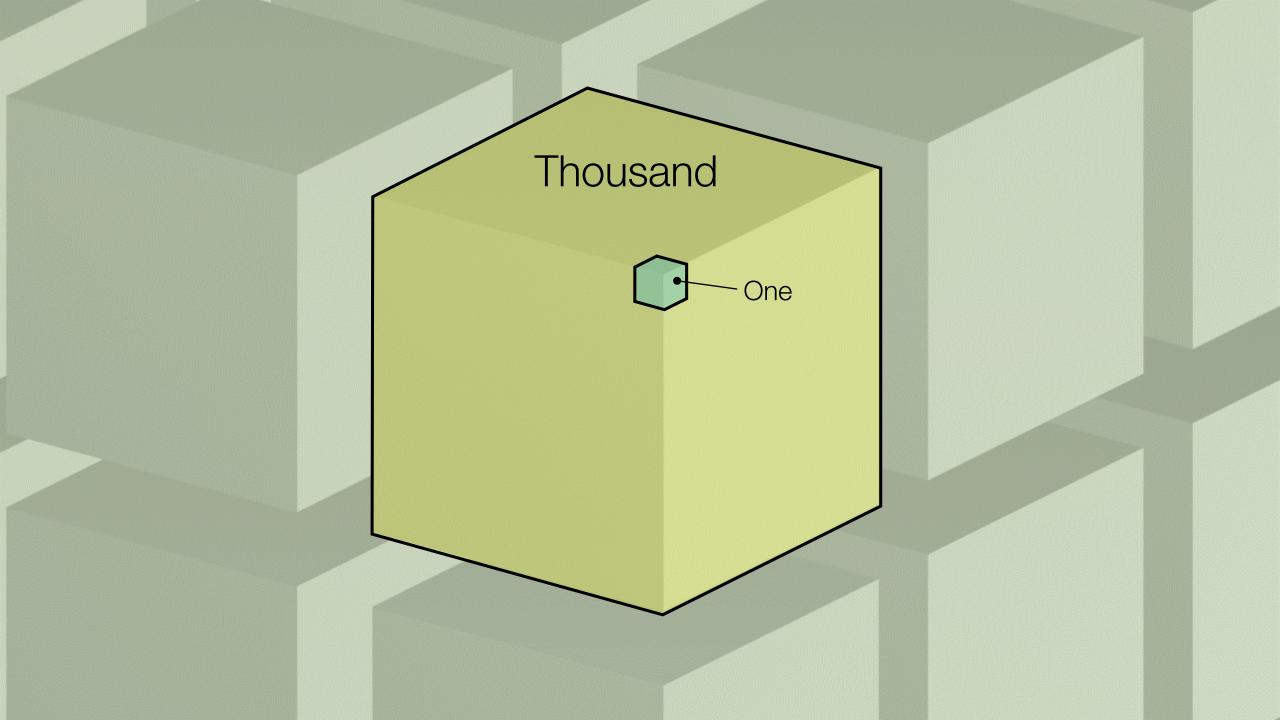


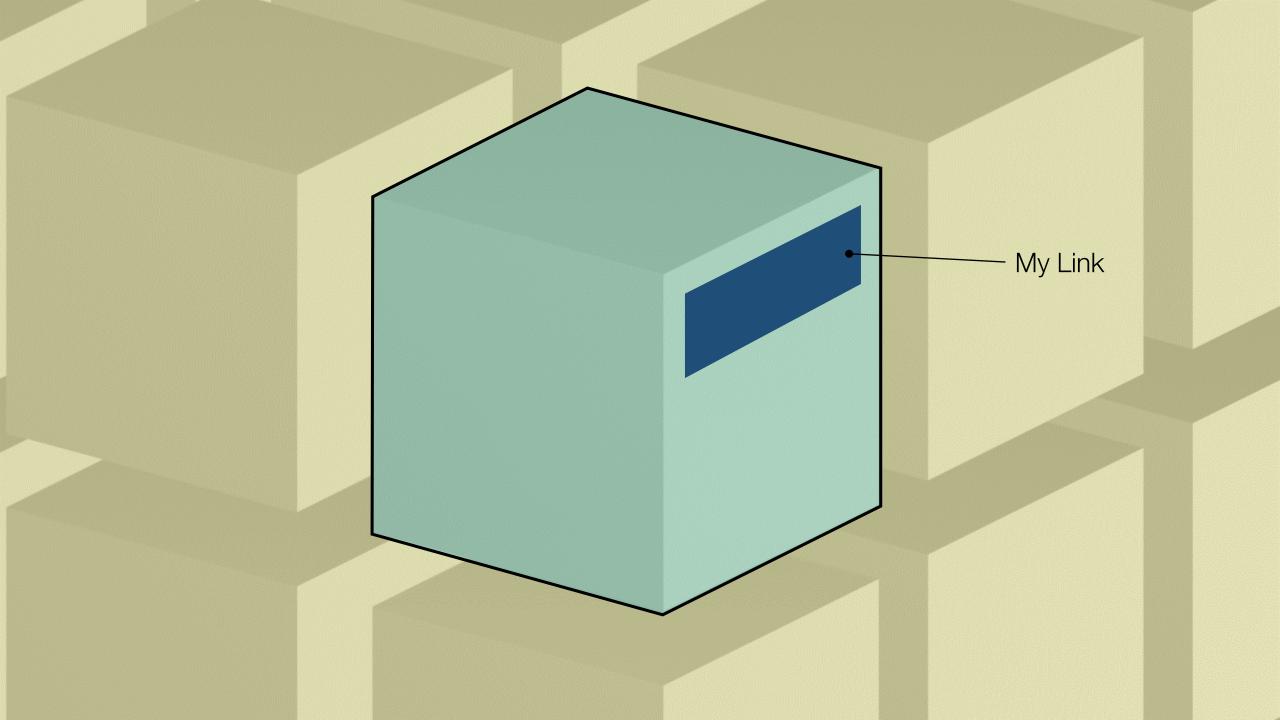












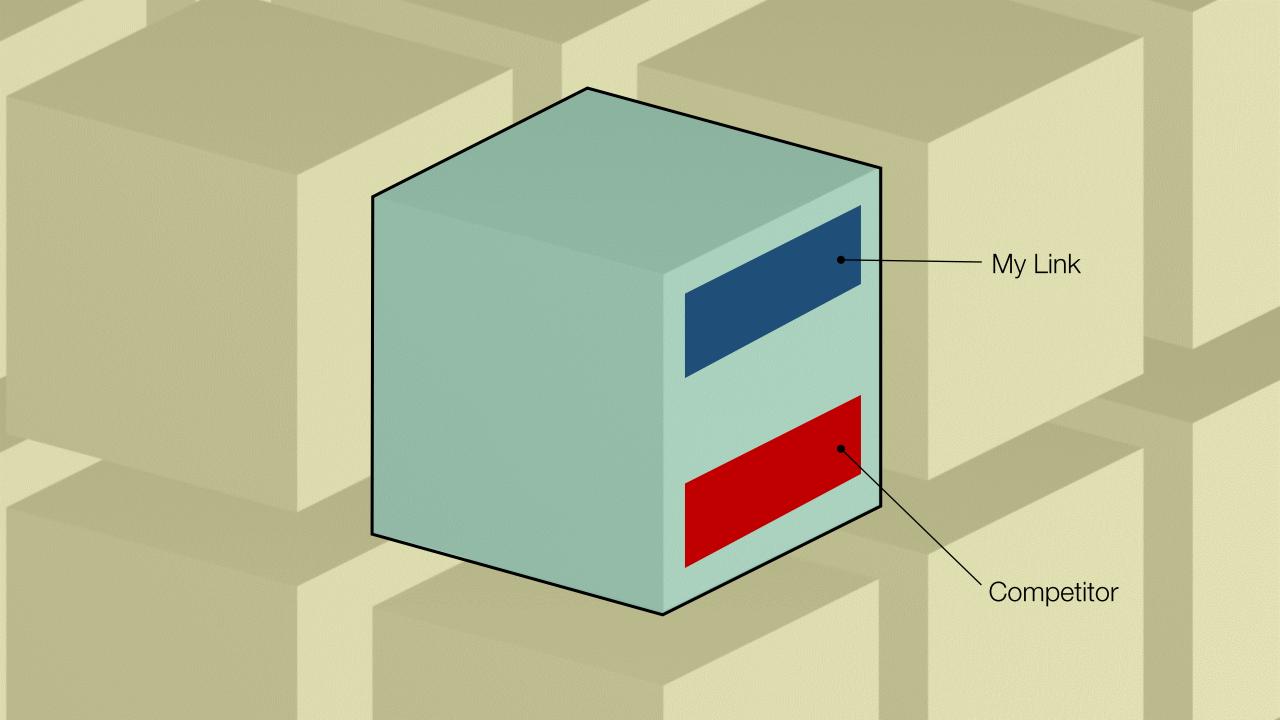
Dan made a new link?

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





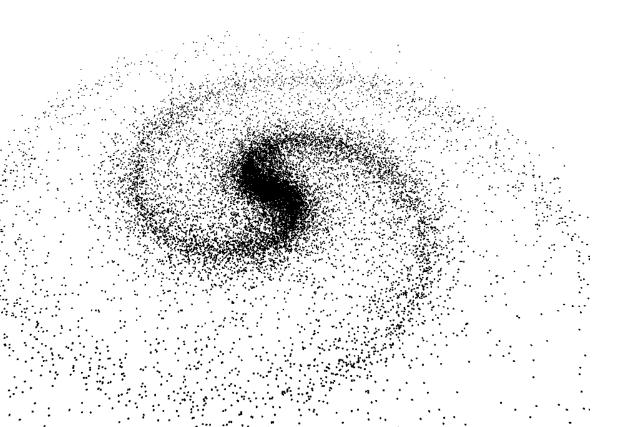




Perspective.

URLs on the web: 1.0 trillion

Stars in our galaxy: 0.4 trillion





So much choice. Why pick my page?

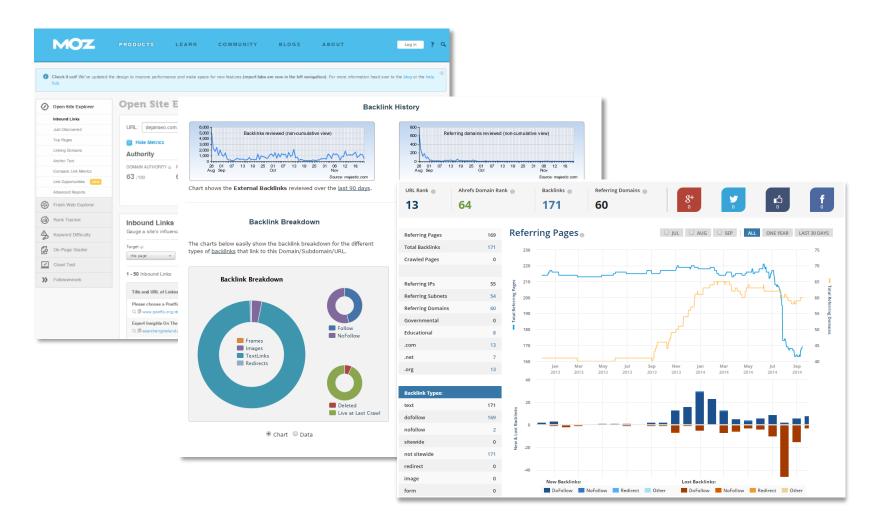


Lazy. Unimaginative. Disconnected. Boring. Time-Poor.





Your competitors are lazy.



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



My Solution? Generate 'unreplicable' links.



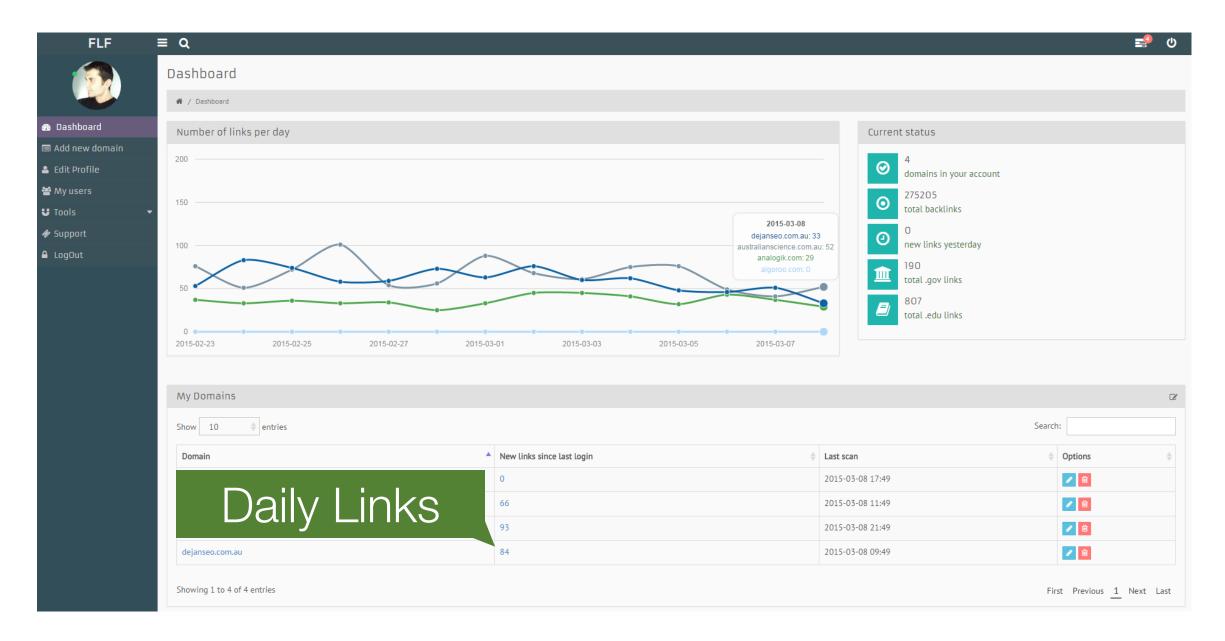
You want links to surprise you.

You should never know in advance a link is coming, or where it's coming from.

Duane Forrester, Bing





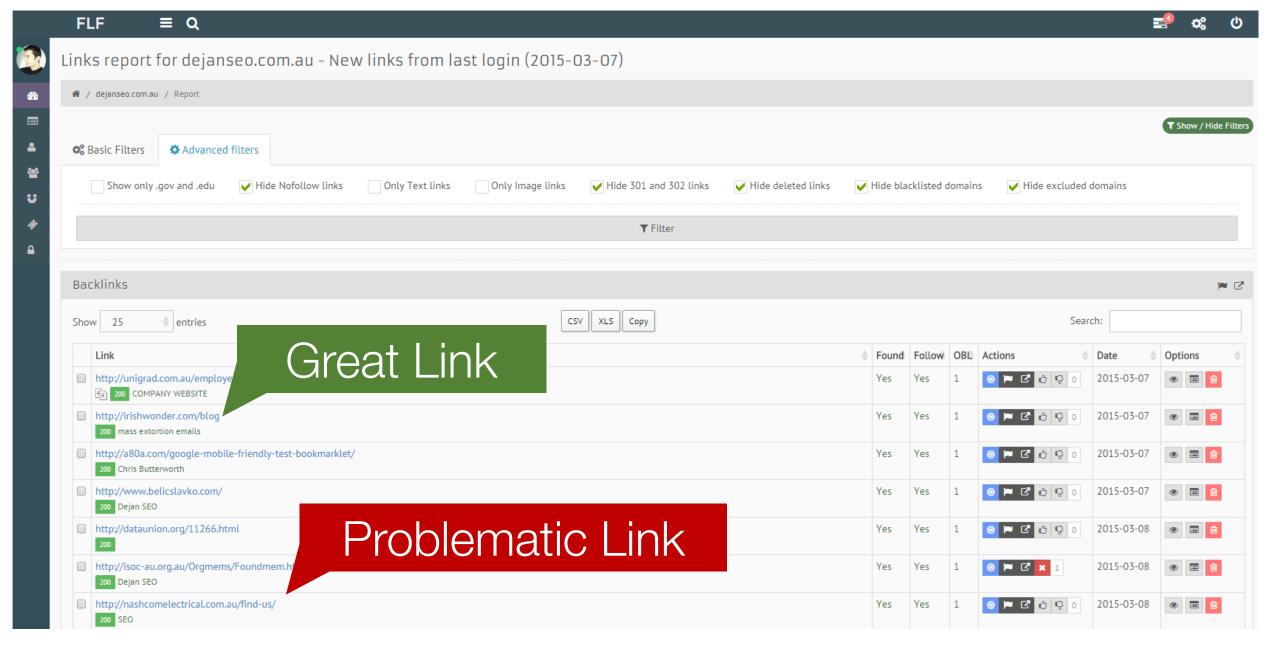






- Free. Passive, no-effort acquisition.
- Organic. Low risk of causing penalties.
- Copy-Proof. Difficult to replicate.

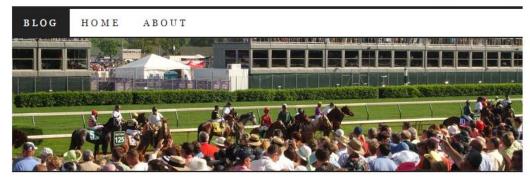




<u>dev.freshlinkfinder.com</u> (beta) freshlinkfinder.com



IrishWonder's SEO Consulting Blog





TUESDAY, AUGUST 26TH, 2014...5:03 PM

The Age of Digital Extortion: Google Care?

Recently, I've got a complaint from somebody I've

been consulting about their site having been a target of scammers trying to extort money out of them by thre business online. Given the recent news of massextortionemails (and Google's reluctant reaction), it's difficult to surprise anyone with a story like this, but this case is slightly different, though nevertheless worrying and potentially dangerous.

In my client's case, they have suddenly discovered hundreds and hundreds of links from low quality sites they could swear they had never placed. Those sites were mostly directories, often using the same template and had one thing in common – this notice:

Process of Link Removal:

Links cannot be removed with a request through email. For Link removal we charge \$7 for each link. Since we have provided the links for SEO purposes free of charge, the removal process will be paid. This is a part of our terms and conditions. Therefore, if you don't agree, do not use our directory

Paying for removing a link from a directory is nothing new – since link removal became a thing, I suppose the workload of the editors even of some decent



Thank you!

Share

Recent and upcoming Speaking Gigs

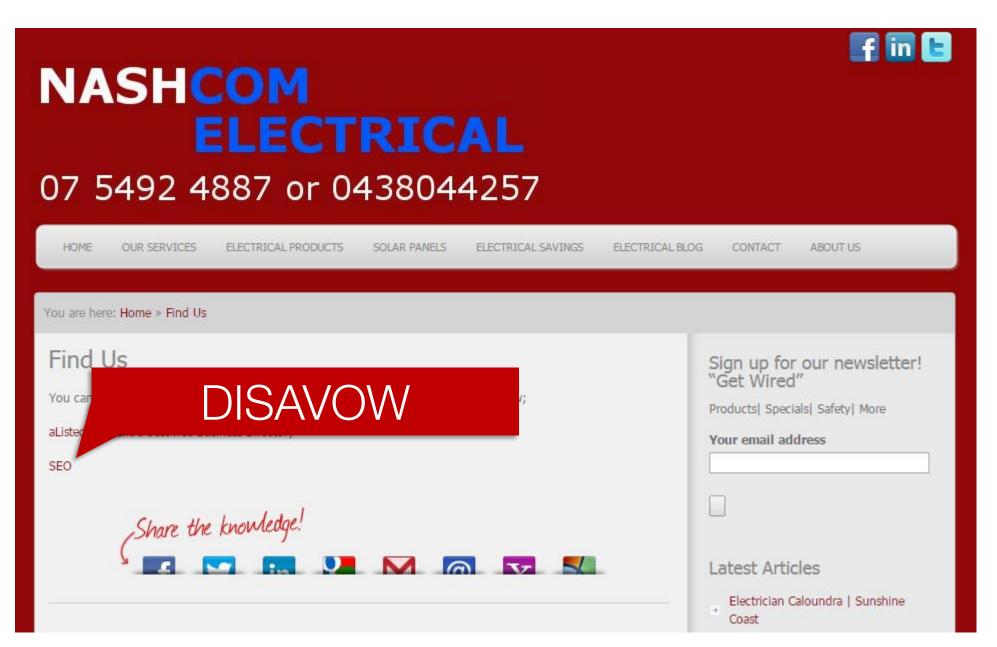
- SMX Israel January 6, 2013
- LAC February 7-10, 2013
- ThinkVis March 2, 2013
- RIMC March 22, 2013
- BrightonSEO April 12, 2013
- ionSearch April 18-19, 2013



Outreach <u>after</u> the link is made.

- Say thanks.
- Connect.
- Collaborate.
- Give back.







Link Bias

a motivationally driven self-deception





Why remove it?





There's only one type of natural link. The one you didn't ask for.



I analysed a lot of natural links.



Despite its lack of a space agency, Australia has a rich space heritage. Its telescopes, many of which are set up in desert areas, provide excellent views of the nighttime sky. It has dishes that stay in touch with NASA spacecraft (perhaps most famously, broadcasting Apollo 11 as the first lunar landing crew worked on the surface.) There also are many professionals that work in space, whether in astronomy, engineering, various sciences or other fields.

This month, Andrew Dempster (who is the director of the Australian Centre for Space Engineering Research, as well a sa professor at the University of New South Wales) published an article in The Conversation outlining 10 reasons why he believes Australia "urgently" needs a space agency.

Dempster's plea isn't the first such one. In 2008, as he points out, the Australian Senate Standing Committee on Economics wrote a report (called "Lost In Space"). Besides repeating the oft-made observation that Australia is alone among its OECD peers in not having a space program, the report stated that Australia's work "in space science and industry has drifted and the sense of purpose has been lost."



References:

[1] "The Connected Continent". Deloitte Access Economics. August 2011. Web. 10 April 2013 Available at http://connectedcontinent.appspot.com/media/illustrations/download.pdf [2] "Plagiarism." Wikipedia, The Free Encyclopedia. Wikimedia Foundation, Inc. 8 April 2013. Web. 10 April 2013. Available at http://en.wikipedia.org/wiki/Telecommunication [3] "NBN for Business". Macquarie Telecom. Web. 10 April 2013. Available at http://www.macquarietelecom.com/corporate/data-voice/nbn [4] "Internet Activity, Australia, December 2012". Australian Bureau of Statistics. 9 April 2013. Web. 10 April 2013. Available at http://www.abs.gov.au/ausstats/abs@.nsf/mf/8153.0 [5] "Why is the NBN important?". Australian Government, Department of Broadband, Communications and the Digital Economy. Web. 10 April 2013. Available at http://www.nbn.gov.au/nbn-advertising/why-is-the-nbnimportant/



In the end, Italian girl and Icelandic boy had two girls of Spanish nationality. Multiplying and spreading like a disease, another language is added to the mix. A perfect metaphor for progress.

Image — source



The conference was opened on the Monday by Bdale Garbee, recently-retired Open Source & Linux Chief Technologiest at Hewlett-Packard, and a long-time contributor to the Debian Linux distribution. (Read Kelly Burnes' article about Bdale at LCA2013, where you can also watch our video interview.)

On the Tuesday, Radia Perlman enchanted the audience with her talk on the folklore of networking. Radia has been instrumental in developing several key networking protocols that underpin the interconnectedness of computers that we now take for granted. She gave a highly-technical yet accessible talk laced with humour and even nerdy poetry. (You can read my thoughts on Radia at LCA2013, and watch our video interview.)

Andrew "bunnie" Huang gave the Thursday keynote. Andrew was instrumental in creating the Chumby, one of the first 'ambient Internet' devices brought to market, but is probably best known for 'hacking the Xbox'. bunnie's talk delved, naturally, into the hardware side of open source, using the development of the Chumby as a case study. The depth of bunnie's hardware design skills, experience in the challenges of electronics manufacturing, and strategic insight into the process of bringing a consumer electronics product to market was truly staggering. (You can read Rayna Stamboliyska's article about bunnie, and watch our video interview.)

If the first three keynote speakers were the warm-up act, then it's clear that Sir Tim Berners-Lee was the headliner of the conference. OpenGov advocate and all-round dynamo Pia Waugh, worked for over a year to put together a speaking tour of Australian and New Zealand by Sir Tim Berners-Lee (better known as 'Sir Tim', or simply 'TBL'). TBL is widely regarded as the 'inventor of the world wide web', and is currently the director of the World Wide Web Consortium (W3C), which is the body that oversees web standards. With such auspicious provenance, and with tickets being sold to the general public in addition to LCA delegates being present, anticipation was at a maximum for this high-profile talk.



The conference was opened on the Monday by Bdale Garbee, secentlyretired Open Source & Linux Chief Technologiest at Hewlett-Packard, and
a long-time contributor to the Debian Linux distribution. (Read Kelly

Burnes' article about Bdale at LCA2013, where you can also watch our
video interview.)

On the Tuesday, Radia Perlman enchanted the audience with her talk on the
folklore of networking. Radia has been instrumental in developing several
key networking protocols that underpin the interconnectedness of
computers that we now take for granted. She gave a highly-technical yet

Andrew "bunnie" Huang gate the Thursday keynote. Andrew was instrumental in creating the Chumby one of the first 'ambient Internet' devices brought to market, but is probably best known for 'hacking the Xbox'. bunnie's talk delved, naturally, into the hardware side of open source, using the development of the Chumby as a case study. The depth of bunnie's hardware design skills, experience in the challenges of electronics manufacturing, and strategic insight into the process of bringing a consumer electronics product to market was truly staggering. (You can read Rayna Stamboliyska's article about bunnie, and watch our video interview.)

accessible talk laced with humour and even nerdy poetry. (You can read my

thoughts on Radia at LCA2013, and watch our video interview.)

If the first three keynote speakers were the warm-up act, then it's clear that Sir Tim Berners-Lee was the headliner of the conference. OpenGov advocate and all-round dynamo Pia Waugh, worked for ever a year to put together a speaking tour of Australian and New Zealand by Sir Tim Berners-Lee (better known as 'Sir Tim', or simply 'TBL'). TBL is widely regarded as the 'inventor of the world wide web', and is currently the director of the World Wide Web Consortium (W3C), which is the body that oversees web standards. With such auspicious provenance, and with tiekets being sold to the general public in addition to LCA delegates being present, anticipation was at a maximum for this high-profile talk.

Identification

ExampleIdentification

_ Action Expansion

Identification

-Action - Definition Identification



Research Results

Merit-Based Link Classification

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



Les liens intermédiaires de Google Webmaster Tools semble indiquer qu'un lien sur Marketbizz.nl pointe vers le site de Dejan SEO (plus précisément vers la page dupliquée "http://rob.dejanseo.com.au/ReferentieEN.htm"). Problème, Marketbizz.nl ne pointe pas vers rob.dejanseo.com, mais vers la page originale que Dejan SEO a dupliquée... © Capture JDN. source : dejanseo.com.au/mind-blowing-hack/

Proof

Providing a source for factual information. Substantiating a claim.

Example: JDN



Attribution

Crediting original authors for using their content.

Live Example: Search Engine Land

Dan Petrovic has explained how he <u>hijacked a few pages</u> in <u>Google</u> 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: <u>SEO Roundtable</u>



Dan Petrovic put together one of the more useful Google Hangouts I've yet to see by a non-Googler.

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 <u>Dejan SEO</u>. In an effort to not take their pageviews, I suggest you <u>mosey on over there</u> 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





















Your can try to mimic these link characteristics.



You don't want to appear to be popular – you want to BE popular.

Alistair Lattimore, Wotif



Achieving
Greatness
Faking



Link Building Link Begging

Link Earning





Any legitimate link building strategy is a long-term effort.

Kaspar Szymanski, Google



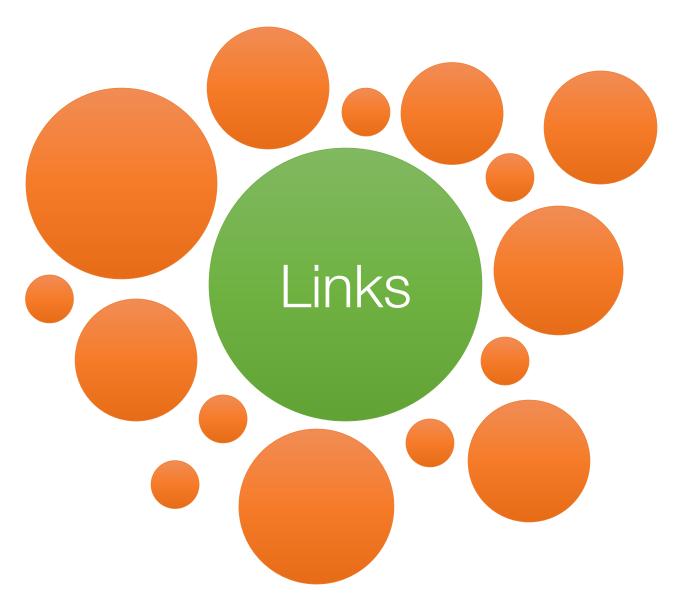


Arguments Against Pure Link Building

- 1. You should never have to depend on an agency for your links.
- 2. Lack of competitive advantage. Easy to copy.
- 3. Pure link building is a waste of time.
- 4. Links are a by-product of intrinsic content and brand qualities.
- 5. Not future-proof.

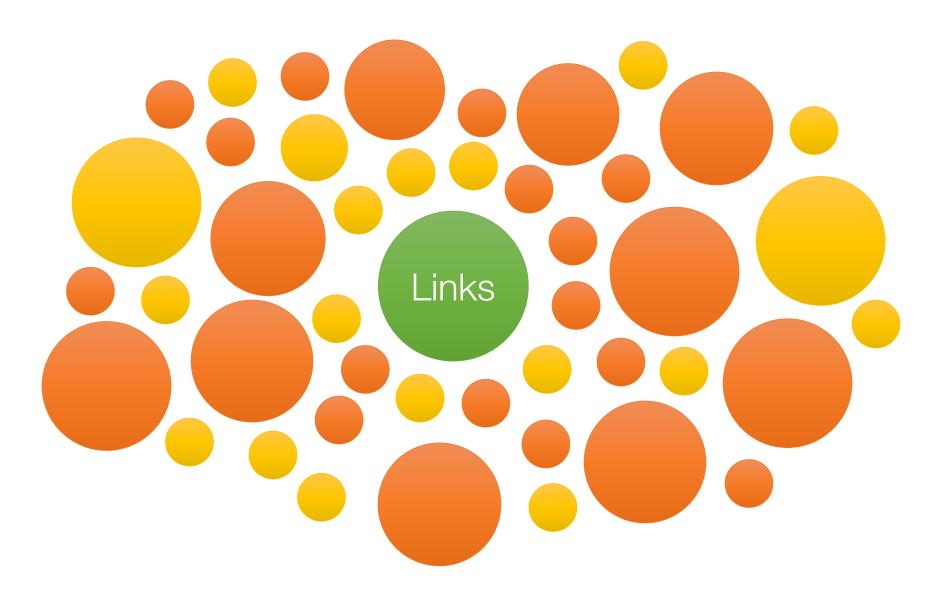


Link Signals Rule



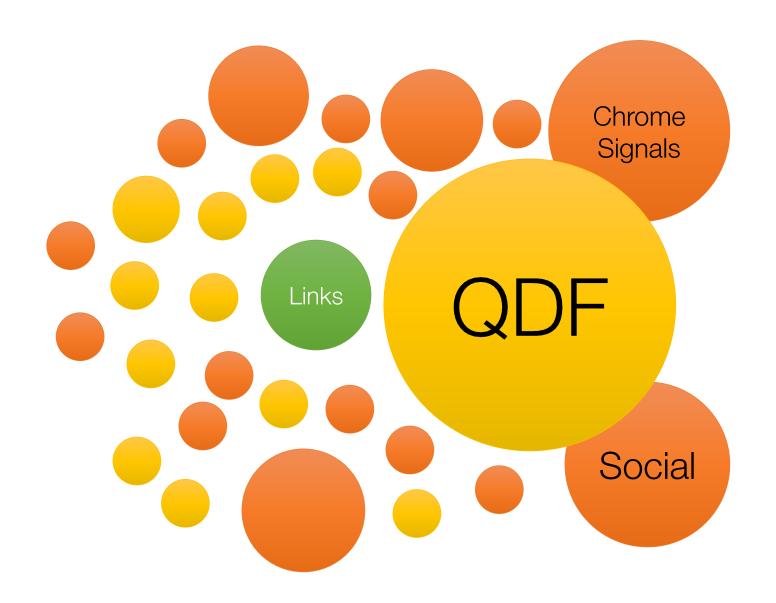


Balanced by Others



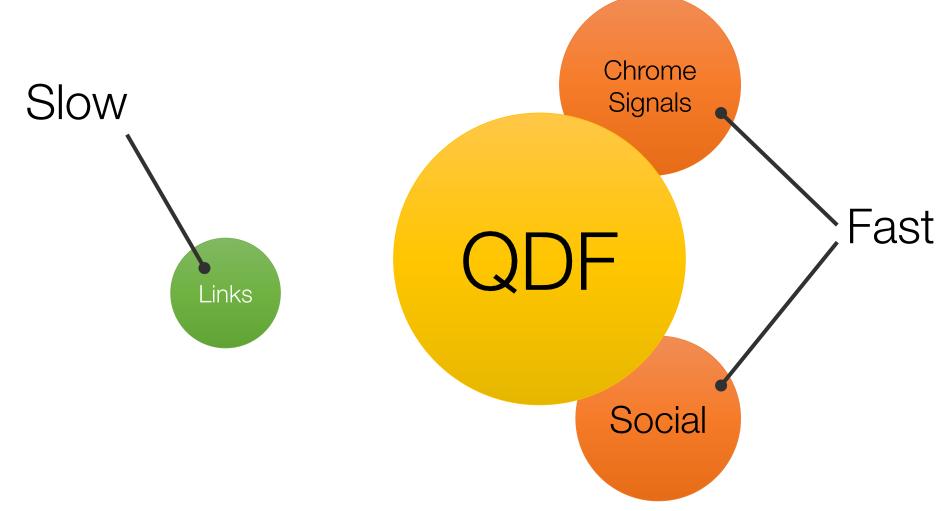


Relative Impact





Signal Speed Matters







← Stories to read

What's a reason an actor or actress has been written out of a tv show that I pr...

www.reddit.com · 22 hours ago

Popular with readers of reddit.com

The common practice of stealing people's photos online and republishi...

Learn how she erased over 13 kg of belly with this amazing diet supplement celebr weight fast. Click here to read this "shock NEWS.com.au · 2 hours ago

Popular with readers of NEWS.com.au



The \$5000 Compression Challenge - Patrick Craig

www.patrickcraig.co.uk

Popular with readers of hanselman.com

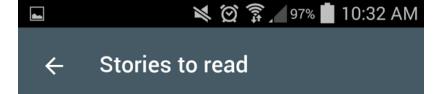
Popular among readers of...

reddit.com Chrome Signal

news.com.au
Browsing Location

hanselman.com Google+ Contact





Giant methane storms on Uranus



Phys.Org · 6 days ago

Popular with readers of Phys.Org

phys.org Interests

The bitter family feud behind sports giants



NEWS.com.au · 5 hours ago

Popular with readers of NEWS.com.au

Machine Learning.

Dismissed as uninteresting.

techchrunch.com
Interests

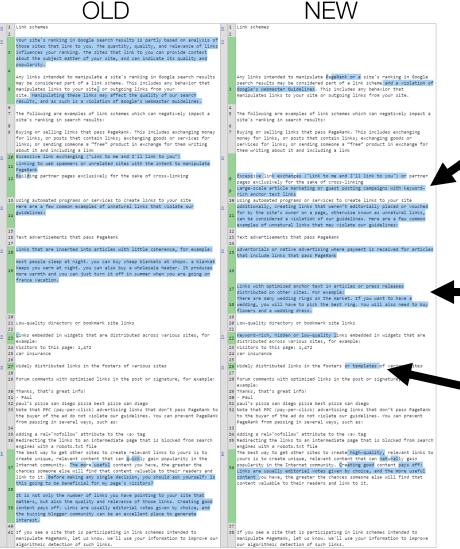
On Secretly Terrible Engineers



TechCrunch · 6 hours ago



Google's Link Policy Adapts to SEO Trends



"Large-scale article marketing or guest posting campaigns"

"Links with optimized anchor text in articles or press releases distributed on other sites."

"templates"

Current: https://support.google.com/webmasters/answer/66356?hl=en
Archived: https://support.google.com/webmasters/answer/66356?hl=en#

Buying Links





Google: Buying links is against our guidelines.





Is paying a link builder to get you some links same as buying the links yourself?



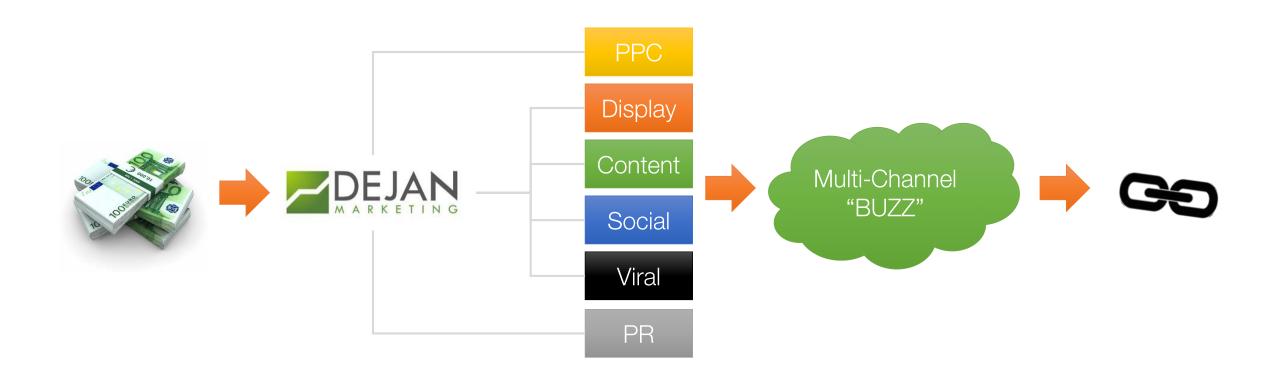
"It's not the case that I'd have a link building team that would go out and email everyone to try to get links to my clients websites".

John Mueller, Google



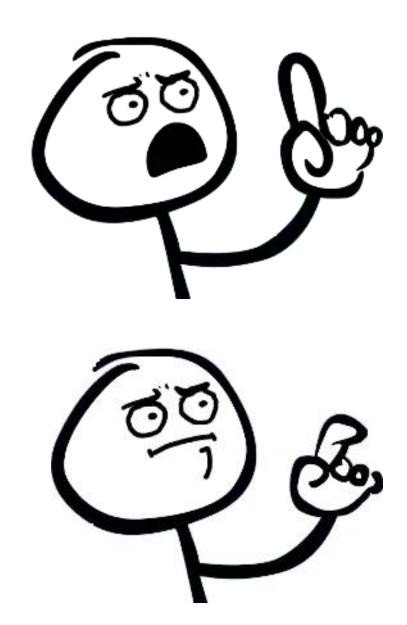


How about link building through marketing?





Google be like...





Your content has to be good though.





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



Content Qualities

CONTENT

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

Fresh



Types of Content

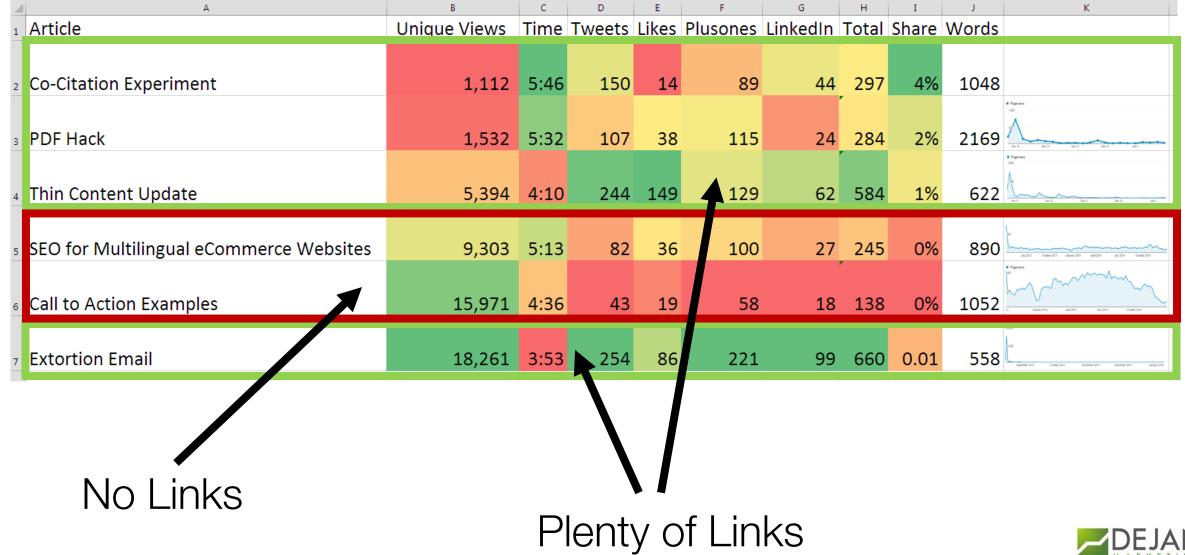
Content Qualities





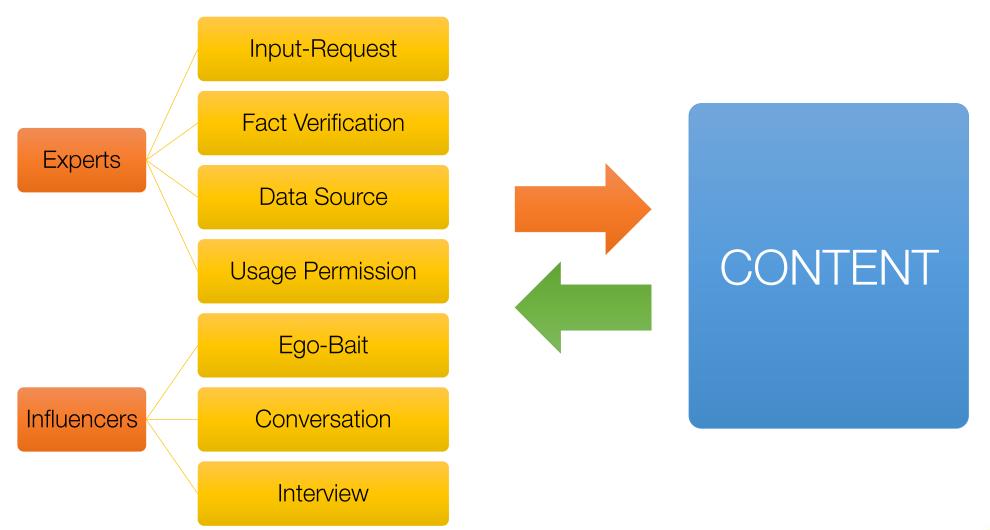
В	С	D	E	F	G	Н	I	J	K
Unique Views	Time	Tweets	Likes	Plusones	LinkedIn	Total	Share	Words	
1,112	5:46	150	14	89	44	297	4%	1048	
									• Pageina 1/25
1,532	5:32	107	38	115	24	284	2%	2169	Dec 19 Dec 27 Dec 19 Jan 4
									• Paprion 100
5,394	4:10	244	149	129	62	584	1%	622	No il No il De il De il de il
0.202	F.42	0.2	26	400	27	245	00/	000	
9,303	5:13	82	36	100	27	245	0%	890	JAG 2013 O1586 2013 January 2014 April 2014 Ab 2014 O1586 2014 .
15,971	4:36	43	19	58	18	138	0%	1052	© Fagures 0
									Pagenes 100 100
18,261	3:53	254	86	221	99	660	0.01	558	
	1,112 1,532 5,394 9,303 15,971	1,112 5:46 1,532 5:32 5,394 4:10 9,303 5:13 15,971 4:36	1,112 5:46 150 1,532 5:32 107 5,394 4:10 244 9,303 5:13 82 15,971 4:36 43	1,112 5:46 150 14 1,532 5:32 107 38 5,394 4:10 244 149 9,303 5:13 82 36 15,971 4:36 43 19	1,112 5:46 150 14 89 1,532 5:32 107 38 115 5,394 4:10 244 149 129 9,303 5:13 82 36 100 15,971 4:36 43 19 58	Unique Views Time Tweets Likes Plusones LinkedIn 1,112 5:46 150 14 89 44 1,532 5:32 107 38 115 24 5,394 4:10 244 149 129 62 9,303 5:13 82 36 100 27 15,971 4:36 43 19 58 18	Unique Views Time Tweets Likes Plusones LinkedIn Total 1,112 5:46 150 14 89 44 297 1,532 5:32 107 38 115 24 284 5,394 4:10 244 149 129 62 584 9,303 5:13 82 36 100 27 245 15,971 4:36 43 19 58 18 138	Unique Views Time Tweets Likes Plusones LinkedIn Total Share 1,112 5:46 150 14 89 44 297 4% 1,532 5:32 107 38 115 24 284 2% 5,394 4:10 244 149 129 62 584 1% 9,303 5:13 82 36 100 27 245 0% 15,971 4:36 43 19 58 18 138 0%	Unique Views Time Tweets Likes Plusones LinkedIn Total Share Words 1,112 5:46 150 14 89 44 297 4% 1048 1,532 5:32 107 38 115 24 284 2% 2169 5,394 4:10 244 149 129 62 584 1% 622 9,303 5:13 82 36 100 27 245 0% 890 15,971 4:36 43 19 58 18 138 0% 1052







Engagement Starts Before Outreach

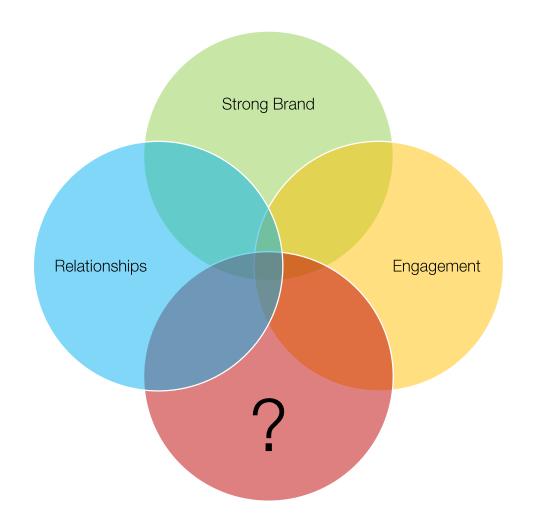




Link Lubricators

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



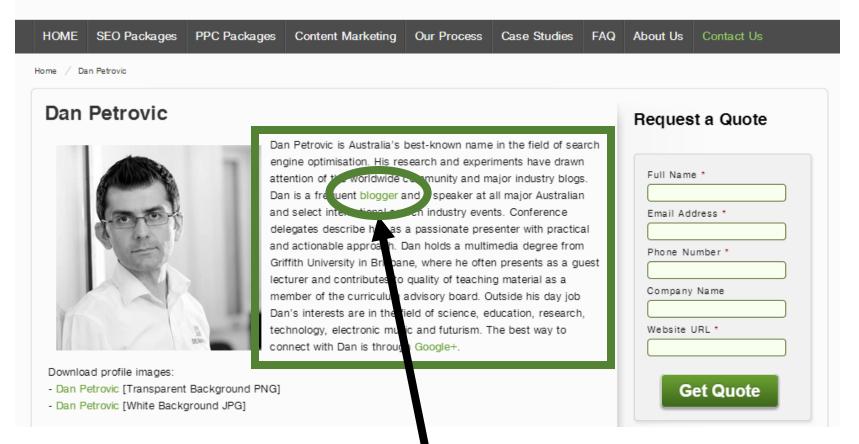








CALL 1300 123 736



People will copy/paste your bio.

Speaker bios:

With more than 7 years of experience doing Search Engine Optimization for European, American and Latin-American companies, **Aleyda** is an International SEO Consultant -service that she provides through her company Orainti-, co-founder of Tribalytics -a social influencers marketing tool-, and a Moz Associate. Aleyda has a deep experience as SEO consultant and has previously worked as: - The Head of Digital Strategy at WooRank - SEO Manager at Forex Club and Bodaclick Systems engineer with an E-Commerce Master by the University of Salamanca, she also collaborates as a teacher at - The Search Engine Master of the Pompeu Fabra University - The SEO – SEM Master at KSchool in Madrid

Dan Petrovic is Australia's best-known name in the field of search engine optimisation. His research and experiments have arown accretion of the worldwide community and major industry blogs. Dan is a frequent blogger and product at an imajor Australian and select international search industry exerts. Conference delegates describe him as a passionate presenter with practical and actionable approach. Dan holds a multimedia degree from Griffith University in Brisbane, where he often presents as a guest lecturer and contributes to quality of teaching material as a member of the curriculum advisory board. Best way to get in touch with Dan is through Google+.

Rand Fishkin is founder, former CEO and now Wizard of Moz (formerly SEOmoz), a leader in the field of search engine optimization tools, resources & community. In 2009, he co-authored the Art of SEO from O'Reilly Media and was named among the 30 Best Young Tech Entrepreneurs Under 30 by BusinessWeek. Rand has been written about it in The Seattle Times, Newsweek and the NY Times among others and keynoted conferences on search around the world. He's particularly passionate about the SEOmoz blog, read by tens of thousands of search professionals each day. In his minuscule spare time, Rand enjoys the company of his amazing wife, Geraldine.

Kaspar Szymanski left the Search Quality team in 2013, where he has been the driving force behind global web spam tackling initiatives since 2006, as well as the public face spearheading Google webmaster outreach and communication efforts in EMEA. Kaspar is best known in the industry for his public speaking and publishing on behalf of Google. He knows everything about applying the disavow links tool and reconsideration requests. Currently Kaspar offers as a founding member of SearchBrothers.com SEO consulting and recovery services to site owners who experienced site issues because of Google Webmaster Guideline violations.





Canonicalisation & Social Signals

Boosts Sharing Confidence.



http://dejanseo.com.au/social-signal-consolidation/



Automated Link Attribution

http://wordpress.org/extend/plugins/copy-link/

User Benefits:

Helps users find original source of information Link attribution is optional and not forced on end-user

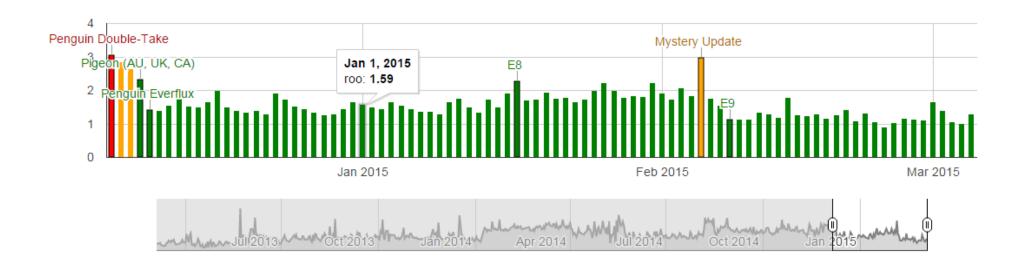
Webmaster Benefits:

Prevent content duplication Earn natural links and improve your SEO



Tool Leveraging

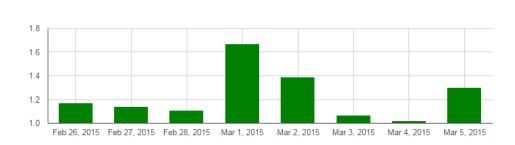






Tool Leveraging

Daily Algorithm Updates



05/03/2015 - Slightly elevated activity, however well within the expected range.

04/03/2015 - Nothing to report.

03/03/2015 - Very stable results. No changes in algorithm are expected today.

02/03/2015 — Today we're seeing a slightly more stable day but still with higher activity than previous week. No major shifts are expected however.

01/03/2015 — We've just recorded the second abnormal Epoch 9 spike. The first one took place on the Valentine's Day with volatility about a third more prominent than the epoch average. A data refresh or an algorithm update are more likely to follow at this stage, however at only 1.7 roos the activity itself does not represent a significant event....

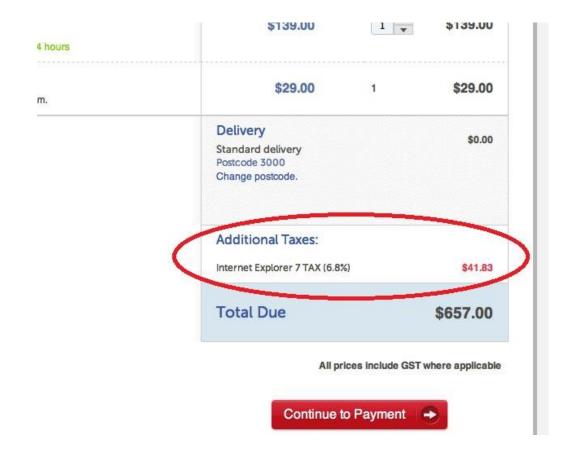








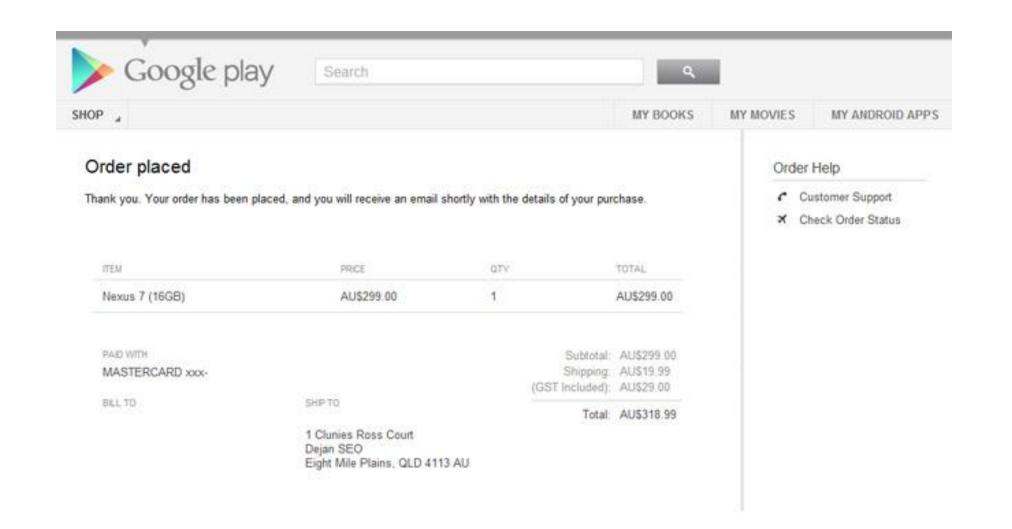
Unusual Products & Easter Eggs



Total Backlinks: 1,100 Referring Domains: 387

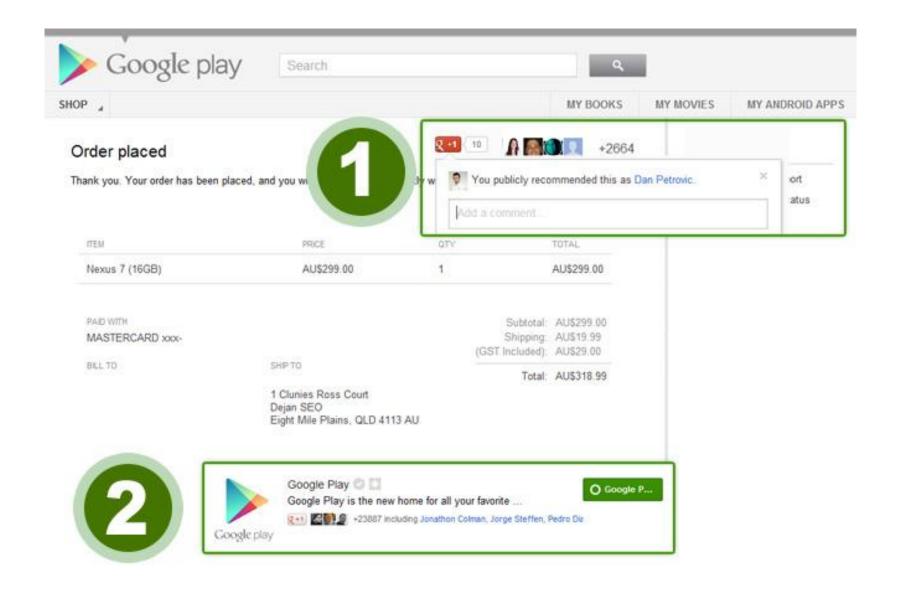
kogan.com/au/blog/new-internet-explorer-7-tax





Post-Purchase Enthusiasm

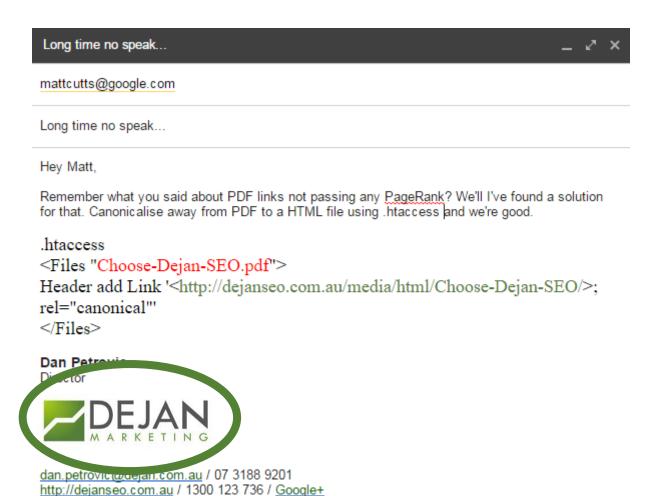




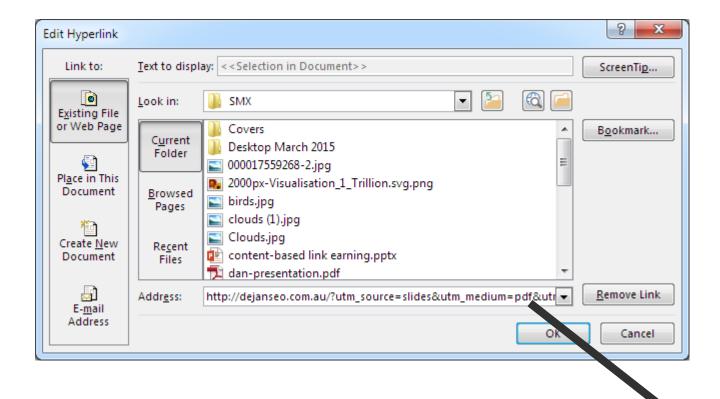
dejanseo.com.au/post-purchase-excitement



Email Signature



#META

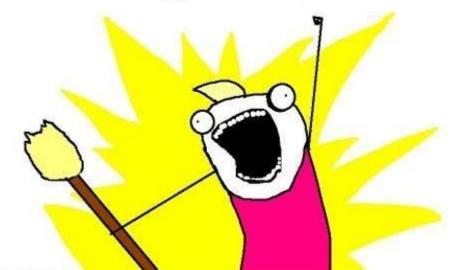




- Marketing Material
- Speaking Engagements
- Brochures
- Articles
- Blog Posts
- Whitepapers

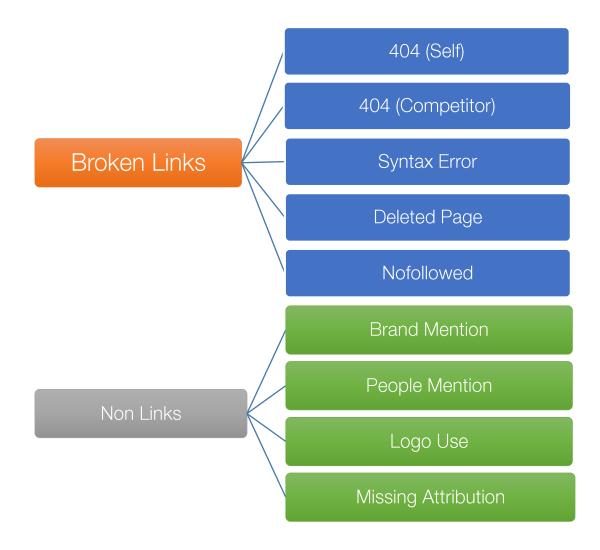
- Newsletters
- Staff Emails
- Vehicles
- Signage
- Events
- Job Ads

LINK ALL THE THINGS





Could-Be Links.





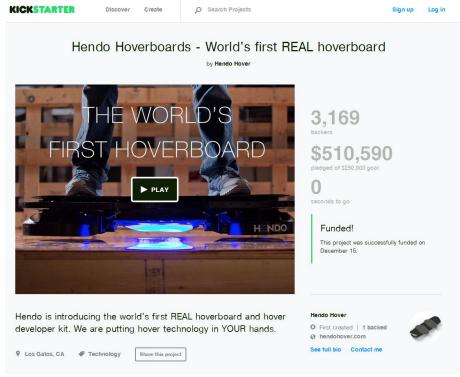
Proactive Tactics



Crowdfunding Campaigns



Your Product



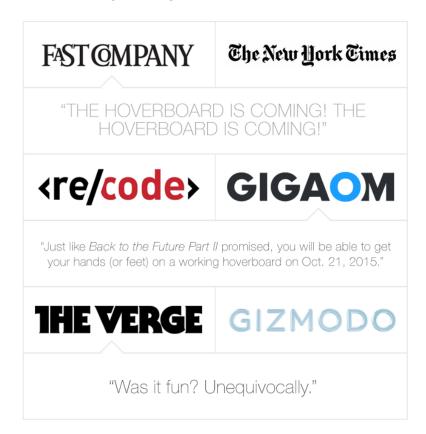
Related Kickstarter Campaigns



Crowdfunding Campaigns

- Goldilocks Rules:
 - Not too hot, not too cold
 - Pick "Borderline" Celebrities
 - Almost there projects
- Check social following
 - Both for entrepreneurs and their brand
- Full interview
- Factual verification
- Issuing a quote or a statement
- Approval to feature their product and brand
- Media usage permissions

you may have seen us in...





In the Media

- Search for:
 - "In the Media"
 - "Media Mentions"
 - "In the News"
- Optional" Combine with your terms
- Pick the ones that link out
- Sort opportunities by quality



"I can't tell you how much I love your SERP Preview Tool—excellent stuff, works on all our development environments and helps me easily explain SEO to the people who make the financial qo/no-qo decisions."

23/9/2014. Steve Bates. Nike



Private manned Mars mission gets first sponsors

"Initial sponsors include Byte Internet, VBC Notarissen, Meetin, New-Energy.tv and Dejan SEO (an Australia-based search engine optimization

03/11/2012, Brian Versteegm CBS News

Search Engine Land



Hijacking Google Search Results With Duplicate Content

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

14/11/2012, Barry Schwartz



SEO Q&A By SEOs

"Dan Petrovic put together one of the more useful Google Hangouts I've yet to see by a non-Googler."

30/08/2012, Barry Schwartz Search Engine Roundtable



Rejuvenating Old Content



#postanniversary

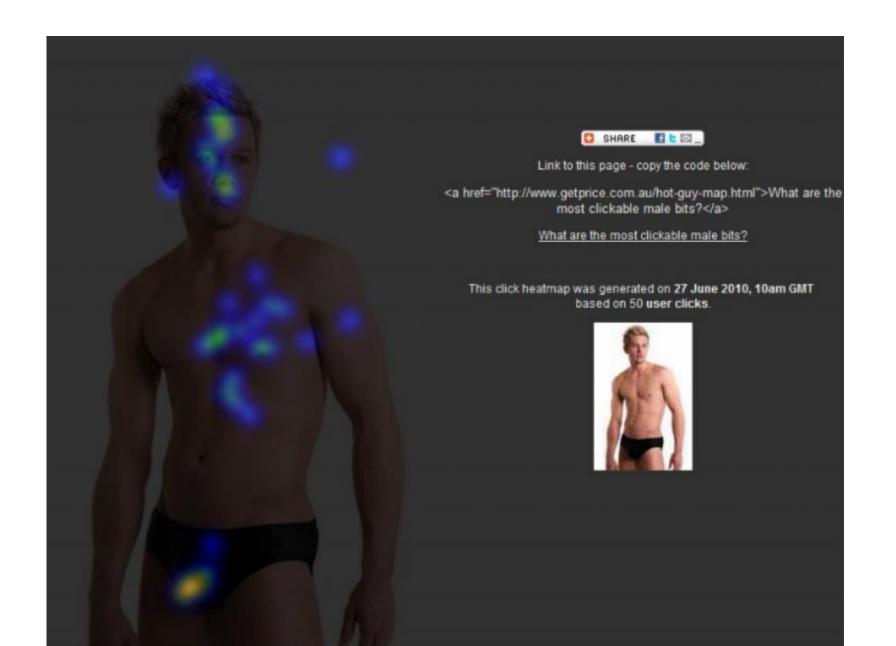




What are the most clickable male bits?

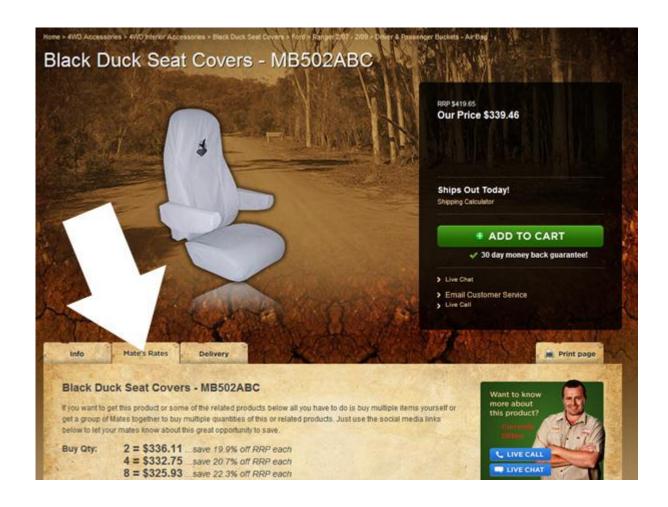
< --- click on the guy to find out







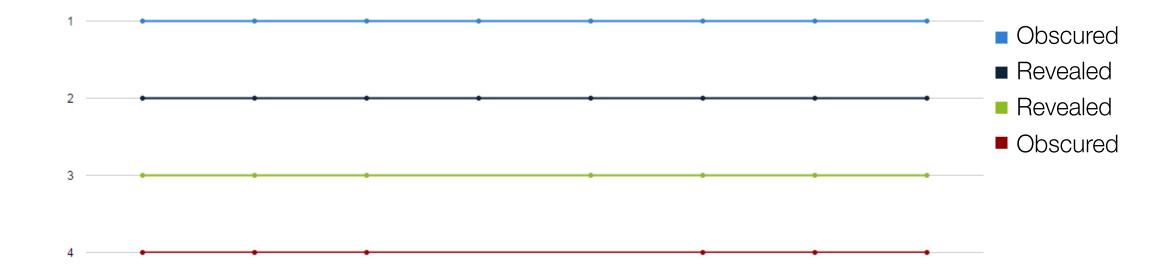
Competitions for Boring Retail Products url#competition





Fresh Experiment Results

Exclusive to SMX Munich





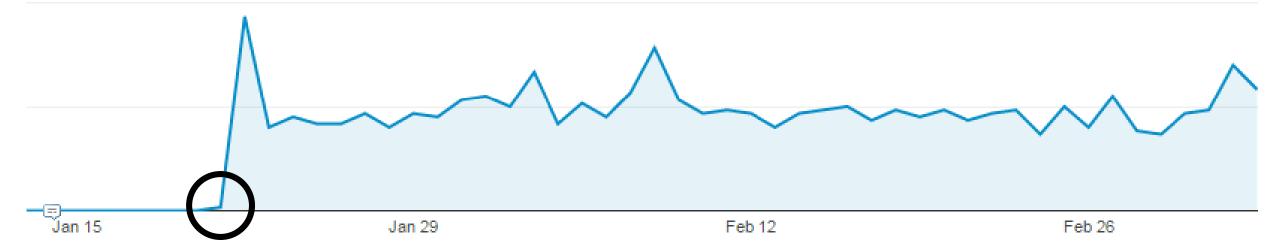
Paid/Organic Hybrid

Safe and Scalable Automated-Outreach



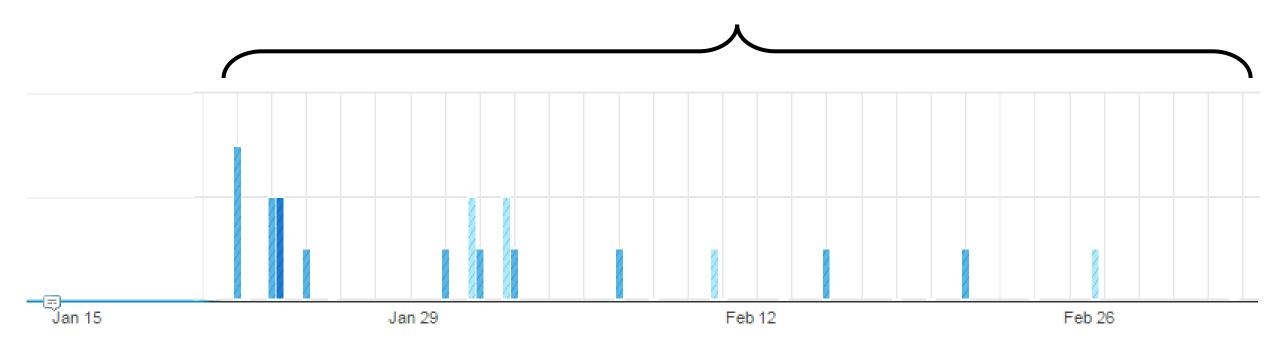








8 unique domain links





8 links:

- 4 text links
- 1 image link
- 3 nofollow



8 links in 30 days for ~\$350 I paid ~\$40 for an organic link





80 links in 30 days for ~\$3,500 links in 30 days for an organic link



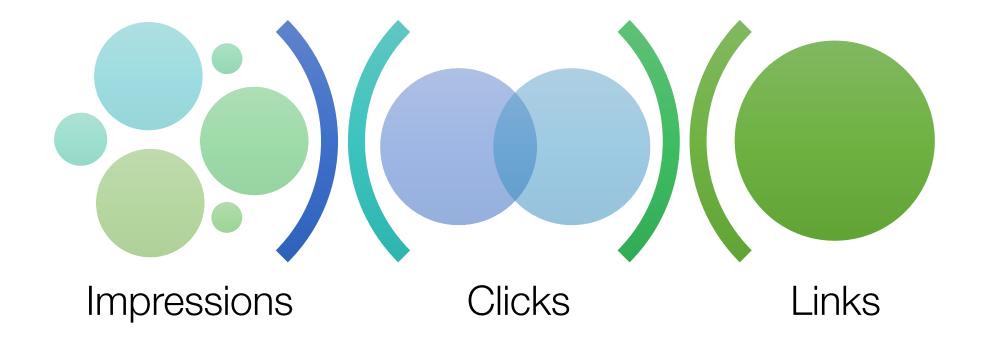
8 links in 30 days for ~\$350 paid ~\$40 for an organic link At the same time?



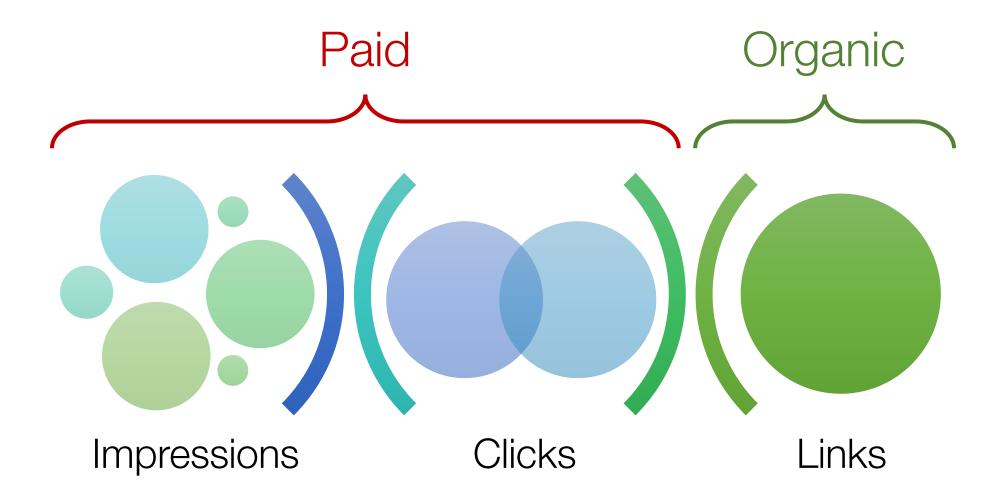
Oh that's good.

















[OC] Method



About 1,500 results (0.26 seconds)

[PDF] Recursive Attribute Factoring - NIPS Proceedings

research.google.com/pubs/archive/27743.pdf ▼
by D Cohn - 2007 - Cited by 5 - Related articles
Recursive Attribute Factoring. David Cohn. Google Inc.,. 1600 Amphitheatre Parkway.
Mountain View, CA 94043 cohn@google.com. Deepak Verma. Dept. of ...

[PDF] Globally Optimal Surfaces by Continuous ... - CiteSeer

research.google.com/pubs/archive/32799.pdf
by B Appleton - Cited by 23 - Related articles
Globally Optimal Surfaces by Continuous. Maximal Flows. Ben Appleton. 1 and Hugues
Talbot. 2. 1. Intelligent Real-Time Imaging and Sensing Group, ITEE.

[PDF] Download as a PDF - CiteSeer

research.google.com/pubs/archive/38335.pdf by B Strope - 2011 - Cited by 8 - Related articles Unsupervised Testing Strategies for ASR. Brian Strope, Doug Beeferman, Alexander Gruenstein, Xin Lei. Google, Inc. bps, dougb, alexgru, xinlei @google.com.

[PDF] Accurate and Compact Large Vocabulary Speech ...

research.google.com/pubs/archive/41176.pdf
by X Lei - 2013 - Cited by 12 - Related articles
Accurate and Compact Large Vocabulary Speech Recognition on Mobile Devices. Xin
Lei1. Andrew Senior2. Alexander Gruenstein1. Jeffrey Sorensen2.



site:research.google.com filetype:pdf



Web

Images

News Shopping

Maps

More ▼

Search tools

About 1,500 results (0.26 seconds)

[PDF] Recursive Attribute Factoring - NIPS Proceedings

research.google.com/pubs/archive/27743.pdf by D Cohn - 2007 - Cited by 5 - Related articles Recursive Attribute Factoring. David Cohn. Google Inc.,. 1600 Amphitheatre Parkway. Mountain View, CA 94043 cohn@google.com. Deepak Verma. Dept. of ...

[PDF] Globally Optimal Surfaces by Continuous ... - CiteSeer

research.google.com/pubs/archive/32799.pdf by B Appleton - Cited by 23 - Related articles Globally Optimal Surfaces by Continuous. Maximal Flows. Ben Appleton. 1 and Hugues Talbot. 2. 1. Intelligent Real-Time Imaging and Sensing Group, ITEE.

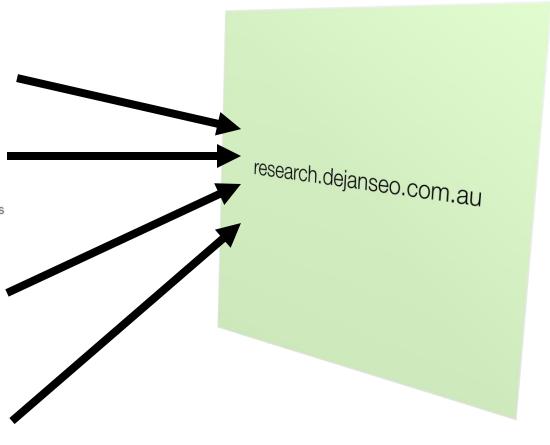
[PDF] Download as a PDF - CiteSeer

research.google.com/pubs/archive/38335.pdf

by B Strope - 2011 - Cited by 8 - Related articles Unsupervised Testing Strategies for ASR. Brian Strope, Doug Beeferman, Alexander Gruenstein, Xin Lei. Google, Inc. bps, dougb, alexgru, xinlei @google.com.

^[PDF] Accurate and Compact Large Vocabulary Speech ...

research.google.com/pubs/archive/41176.pdf by X Lei - 2013 - Cited by 12 - Related articles Accurate and Compact Large Vocabulary Speech Recognition on Mobile Devices. Xin Lei1. Andrew Senior2. Alexander Gruenstein1. Jeffrey Sorensen2.







[PDF] Suggesting Friends Using the Implicit Social Graph

dejanseo.com.au/research/google/36371.pdf ▼
by M Roth - 2010 - Cited by 137 - Related articles
Jul 25, 2010 - Suggesting Friends Using the Implicit Social Graph. Maayan Roth
mroth@google.com. Assaf Ben-David abenda@google.com.

[PDF] Markovian Mixture Face Recognition with Discriminative ...

dejanseo.com.au/research/google/34391.pdf ▼ 000. 001. 002. 003. 004. 005. 006. 007. 008. 009. 010. 011. 012. 013. 014. 015. 016. 017. 018. 019. 020. 021. 022. 023. 024. 025. 026. 027. 028. 029. 030. 031.

[PDF] Probabilistic models for answer-ranking in multilingual ...

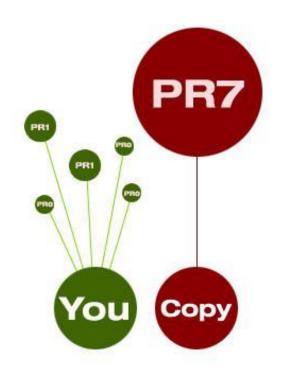
dejanseo.com.au/research/google/36631.pdf ▼
by J KO - Cited by 10 - Related articles
16. Probabilistic Models for Answer-Ranking in. Multilingual Question-Answering.
JEONGWOO KO. Google Inc. LUO SI. Purdue University and

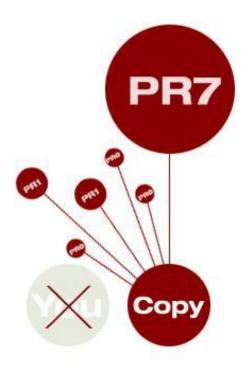
[PDF] Life on the Edge: Monitoring and Running A Very Large ...

dejanseo.com.au/research/google/34459.pdf ▼ by D Bloch - 2007

Life on the Edge: Monitoring and Running A Very Large. Perforce Installation. Dan Bloch, Google. March 24, 2007. Abstract. Although Perforce does a ...



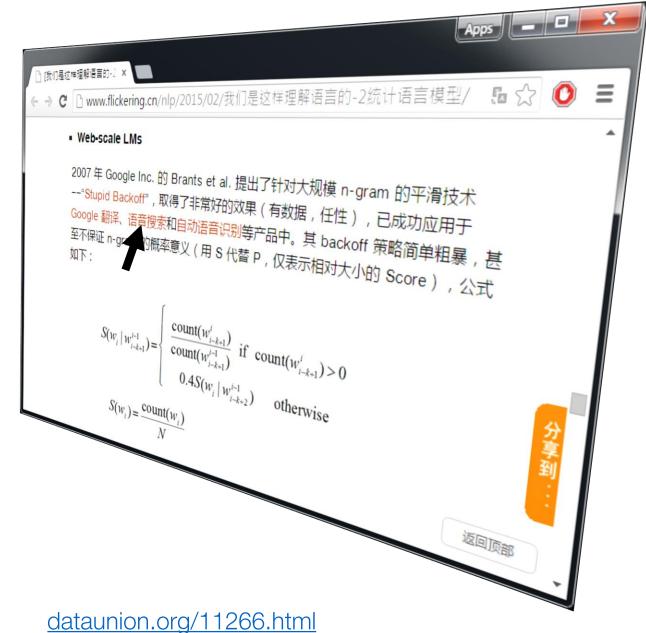






New Organic Links



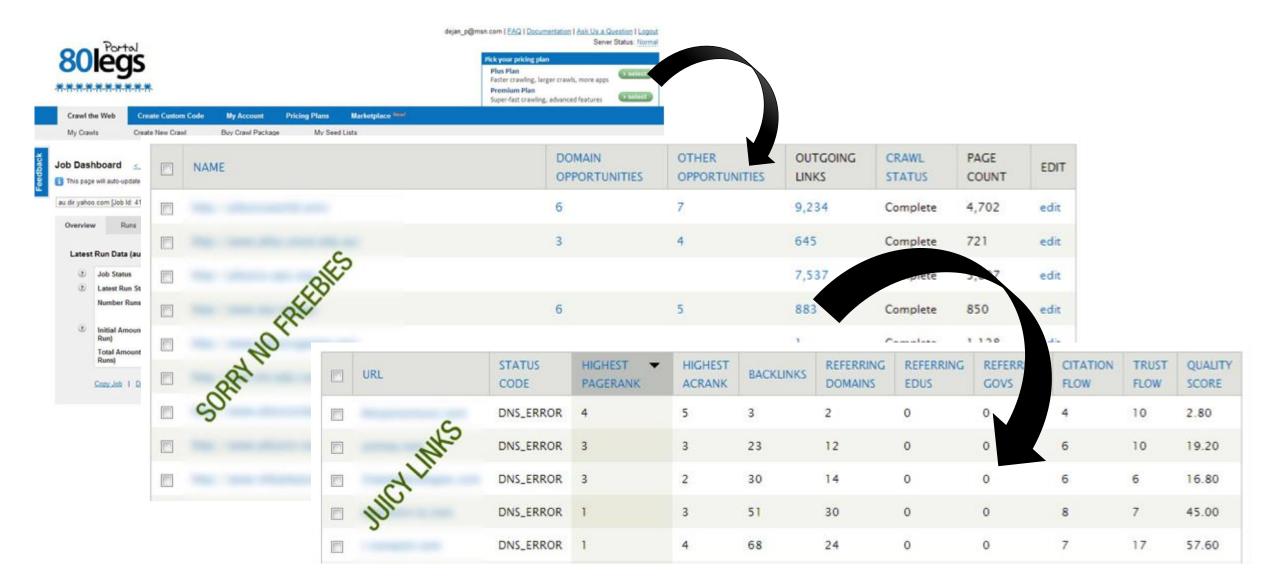






Geocities Manoeuvre







Mirror Scheme Mirror Scheme



Mirrors

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.

⁽⁴⁾ 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)	
<u>Denmark</u>	HTTP	(Aalborg University) Being retired (October 2009)	
	Distribution Sites		
Global	HTTP	(SourceForge)	
<u>Australia</u> *	HTTP	(PrimeNet)	
Australia	HTTP	(Dejan SEO)	
Timigary (+)	11111	(Eowos Lorand University)	
Hungary (4)	FTP	(Eötvös Loránd University)	
	Mailing List Archives		
Australia*	HTTP	(PrimeNet)	
<u>Australia</u> *	FTP	(PrimeNet)	

\$Date: 2012/07/02 13:03:39 \$ Index maintained by Geoff Wing



^{*} indicates Master Site

URL Rank 🍵

13

Ahrefs Domain Rank 🌑

64

Backlinks 🔴

171

Referring Domains

60

DoFollow NoFollow Redirect Other

g+ 0



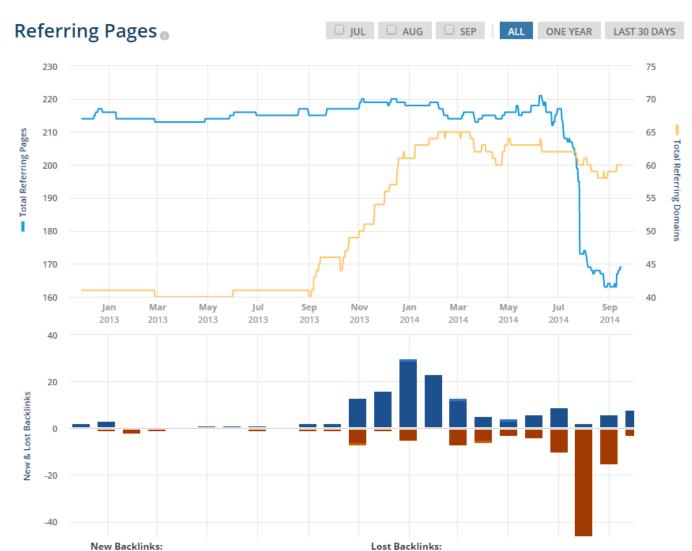
DoFollow NoFollow Redirect Other



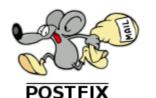


Referring Pages	169
Total Backlinks	171
Crawled Pages	0
Referring IPs	55
Referring Subnets	54
Referring Domains	60
Governmental	0
Educational	8
.com	13
.net	7
.org	13

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







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

Search

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 UK, London Germany, Goettingen Germany, Hamburg Germany, Hamburg Germany, Munich Greece, Athens Ireland, Dublin

Netherlands, Amsterdam

Netherlands, Haarlem

Netherlands, Utrecht

Romania, Bucharest Romania, Bucharest Romania, Bucharest Russia, Saint Peterburg Russian Federation, somewhere South America Slovenia, Liubliana Spain, Bilbao Spain, Malaga Sweden, Falkenberg Sweden, Uppsala Switzerland, Basel Switzerland, Zuchwil 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

Brazil, Sao Paulo Brazil, Campinas Brazil, somewhere

Africa

South Africa

Middle East

Iran, Tehran

East Asia/Pacific

Multiple locations Australia, Brisbane Australia, Melbourna Australia, somewhere China, Hong Kong Japan, Kyoto Japan, Shizuoka South Korea, Seoul Taiwan, NSYSU CDPA

Taiwan, Providence



Latvia, Riga

Norway, Oslo



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

Search

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 UK, London 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 South America Slovenia, Liubliana Spain, Bilbao Spain, Malaga Sweden, Falkenberg Sweden, Uppsala Switzerland, Basel Switzerland, Zuchwil 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

Brazil, Sao Paulo Brazil, Campinas Brazil, somewhere

Africa

South Africa

Middle East

Iran, Tehran

East Asia/Pacific

Multiple locations Australia Brishano

Australia, Melbourne

Australia, somewhere China, Hong Kong Japan, Kyoto Japan, Shizuoka South Korea, Seoul Taiwan, NSYSU CDPA Taiwan, Providence





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

Search

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 UK, London 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 South America Slovenia, Liubliana Spain, Bilbao Spain, Malaga Sweden, Falkenberg Sweden, Uppsala Switzerland, Basel Switzerland, Zuchwil 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

Brazil, Sao Paulo Brazil, Campinas Brazil, somewhere

Africa

South Africa

Middle East

Iran, Tehran

East Asia/Pacific

Multiple locations Augualia, Brisbane Australia, Melbourne Australia, somewhere China, Hong Kong Japan, Kyoto Japan, Shizuoka South Korea, Seoul Taiwan, NSYSU CDPA Taiwan, Providence



NINJA

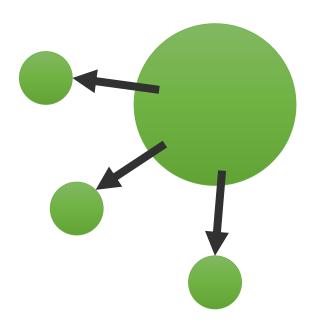
LINKS





Seek Hubs

- High Authority Domain
- Collection / Resource Page
- 10+ Outbound Links
- Topical Relevance
 - Advanced Search Queries
 - Tools

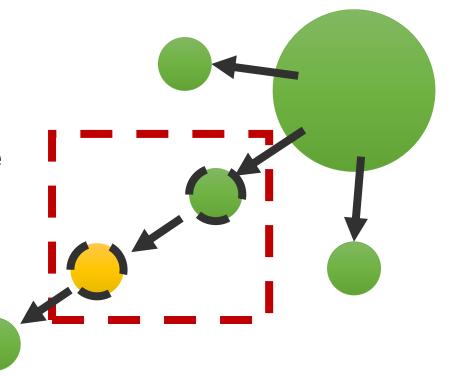






Replicate Content

- Analyse Linked Pages
- Develop Matching Content
- Non-Commercial Template
- Link Out Generously

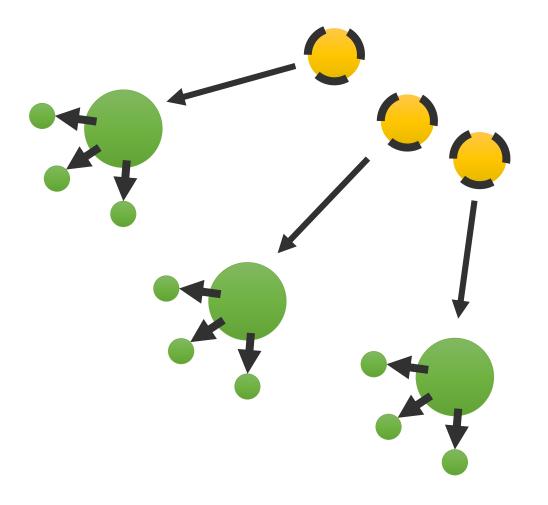






Outreach

- Seek Targets
- Make Contact
 - Direct.
 - Casual.
 - Instructional.

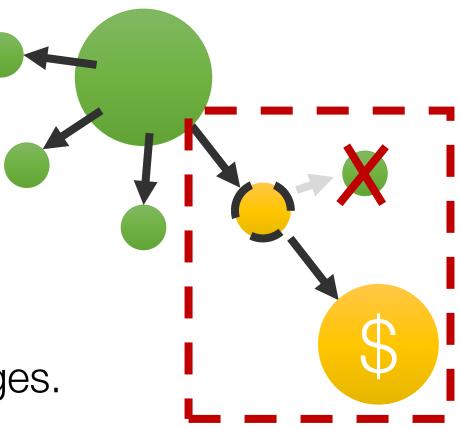






Switch

- Score Link.
- Wait a few weeks.
- Nofollow external links.
- Link to internal money pages.
- Use rich anchor text.
- Laugh. Count money.





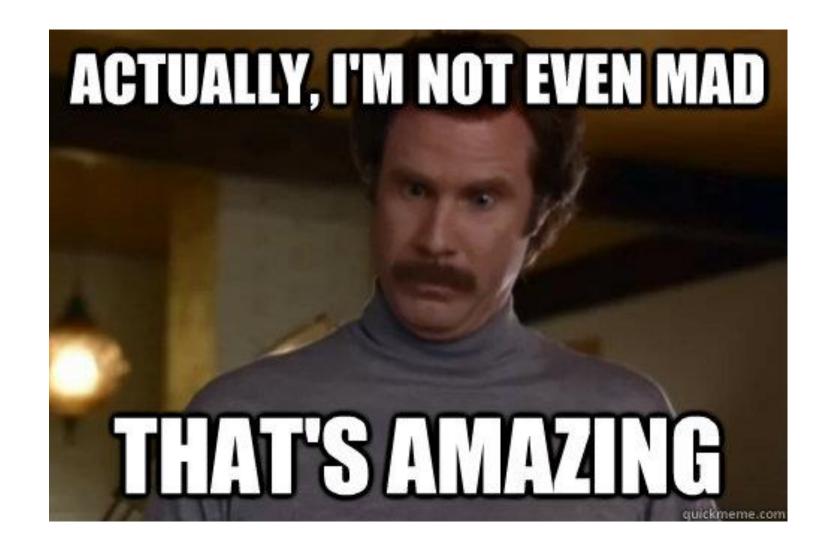


Sample of Five*

		_	\		`
Referring IPs	27	5	10	29	8
Referring Subnets	27	4	10	28	7
Referring Domains	34	5	10	28	8
Governmental	1	0	1	0	0
Educational	3	0	2	2	1
.com	15	4	2	10	1
.net	1	0	0	0	0
.org	12	0	4	14	3

^{*}Observed website has 28 bait pages indexed.









Bait & Switch



40.	discrimination against women	222	(0.06%)
41.	most popular people 2011	215	(0.06%)
42.	dejanseo.com.au	205	(0.05%)
43.	seo companies	202	(0.05%)
44.	seo website	180	(0.05%)
45.	article spinning	178	(0.05%)
46.	google keyword tool	176	(0.05%)
47.	seo process	173	(0.05%)
48.	online shopping statistics australia 2011	171	(0.05%)
49.	skynet google	159	(0.04%)
50.	seo blog	158	(0.04%)
51.	most googled people 2012	157	(0.04%)
52.	search engine optimization	155	(0.04%)
53.	how many people shop online statistics 2011	151	(0.04%)
54.	seo company australia	145	(0.04%)
55.	how many people use online shopping	133	(0.04%)
56.	seo package	133	(0.04%)
57.	viral marketing	132	(0.03%)
58.	estimating sizes of outside social networks	131	(0.03%)



40.	discrimination against women	222	(0.06%)
41.	most popular people 2011	215	(0.06%)
42.	dejanseo.com.au	205	(0.05%)
43.	seo companies	202	(0.05%)
44.	seo website	180	(0.05%)
45.	article spinning	178	(0.05%)
46.	google keyword tool	176	(0.05%)
47.	seo process	173	(0.05%)
48.	online shopping statistics australia 2011	171	(0.05%)
49.	skynet google	159	(0.04%)
50.	seo blog	158	(0.04%)
51.	most googled people 2012	157	(0.04%)
52.	search engine optimization	155	(0.04%)
53.	how many people shop online statistics 2011	151	(0.04%)
54.	seo company australia	145	(0.04%)
55.	how many people use online shopping	133	(0.04%)
56.	seo package	133	(0.04%)
57.	viral marketing	132	(0.03%)
58.	estimating sizes of outside social networks	131	(0.03%)

Oh...









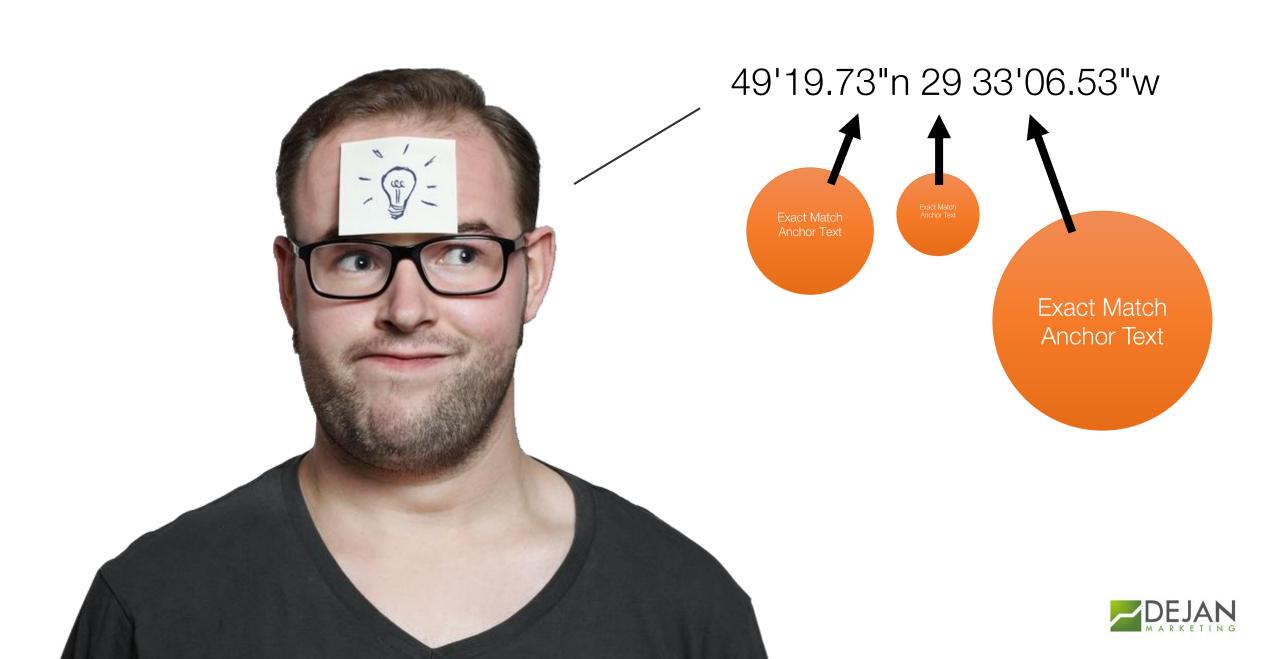




49'19.73"n 29 33'06.53"w

- High Search Volume
- Low Competition
- Easy to Optimise
- Trending







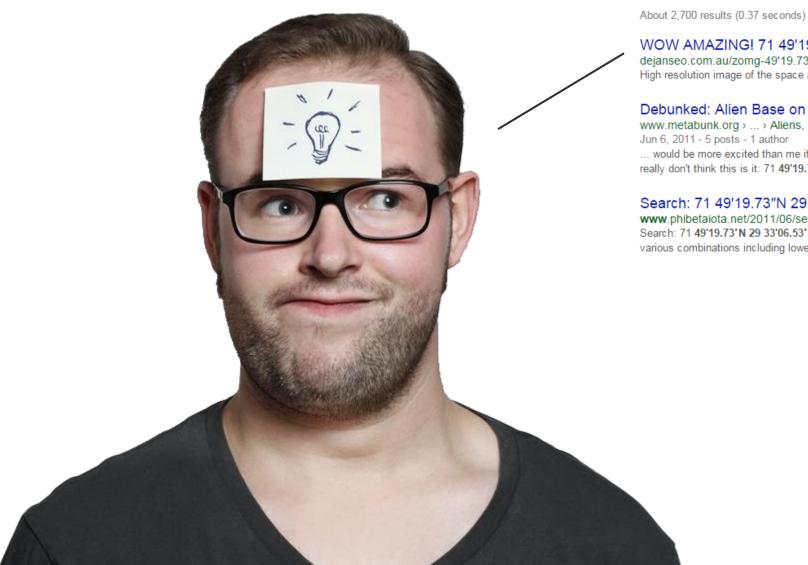
Web

Maps

Images

Shopping

Search tools



WOW AMAZING! 71 49'19.73"N 29 33'06.53"W ...

dejanseo.com.au/zomg-49'19.73"n 29 33'06.53"w29-330653w.html • High resolution image of the space alien monkeys on 49'19.73"n 29 33'06.53"w #1

Debunked: Alien Base on Mars: "Bio-Station Alpha" | Metabunk

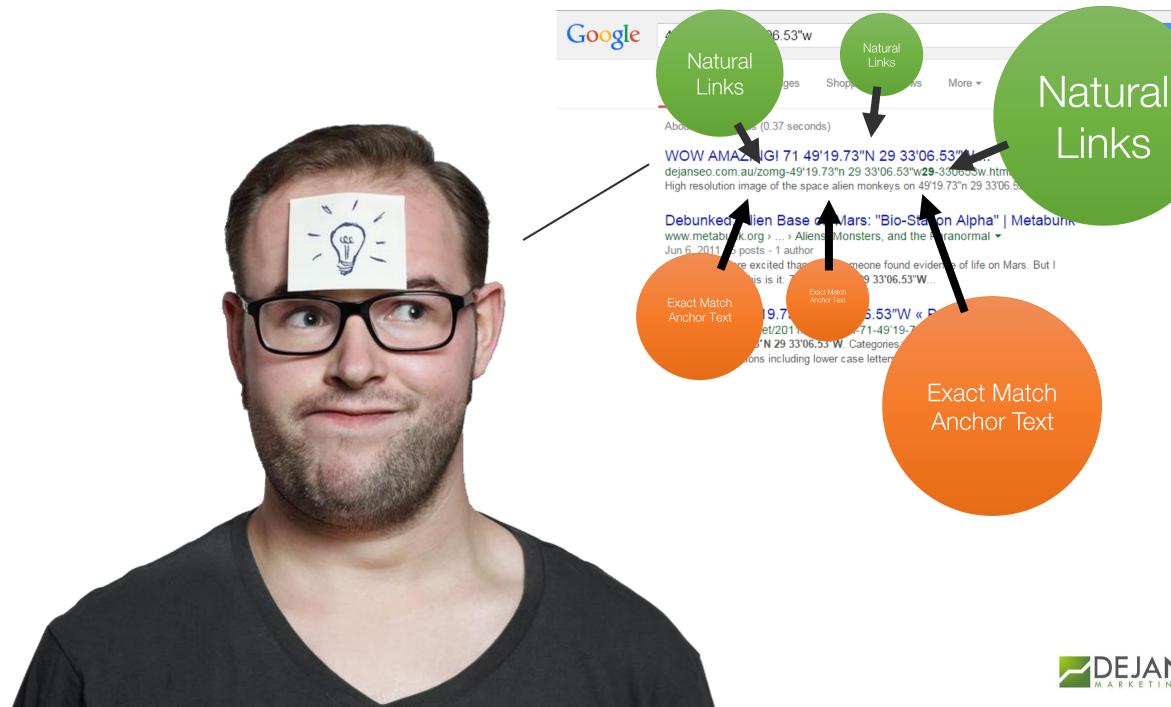
www.metabunk.org > ... > Aliens, Monsters, and the Paranormal ▼ Jun 6, 2011 - 5 posts - 1 author

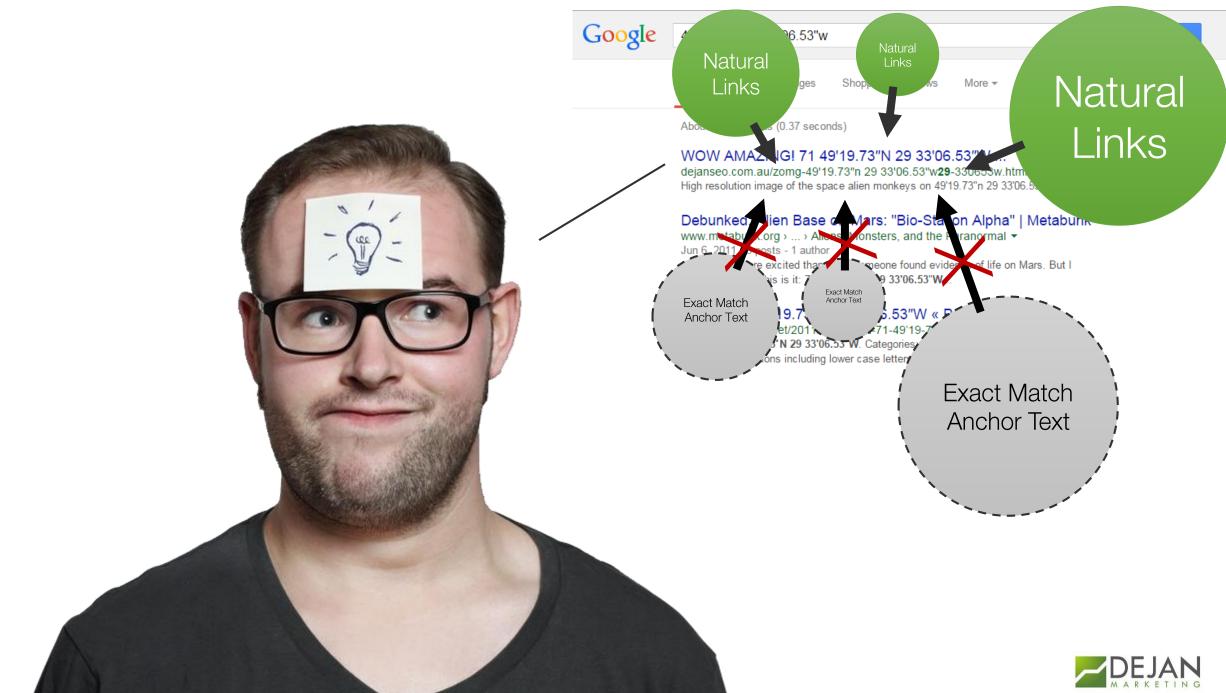
... would be more excited than me if someone found evidence of life on Mars. But I really don't think this is it: 71 49'19.73"N 29 33'06.53"W...

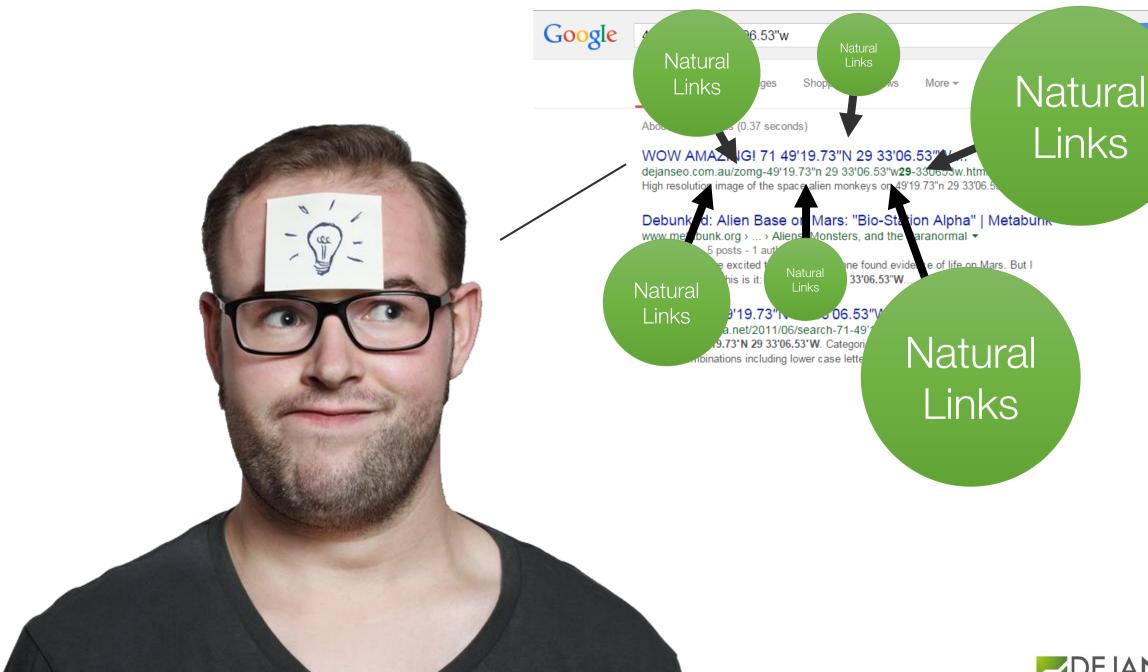
Search: 71 49'19.73"N 29 33'06.53"W « Public ...

www.phibetaiota.net/2011/06/search-71-49'19-73"n-29-33'06-53"w/ -Search: 71 49'19.73'N 29 33'06.53'W. Categories: Searches. For some reason the various combinations including lower case letters do not bring up the post.













Nudge.

dejanseo.com.au/smx