The Fine Art of Link Earning
Hello Munich! #SMX
My interests.

My link.
Weeks later…

LINKS!!!!!!!!!!!

MOAR LINKS!!!!1
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?
Evil!
Your competitors are lazy.
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
Daily Links

dev.freshlinkfinder.com (beta)
freshlinkfinder.com
• **Free.** Passive, no-effort acquisition.
• **Organic.** Low risk of causing penalties.
• **Copy-Proof.** Difficult to replicate.
## Backlinks

<table>
<thead>
<tr>
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<td>1</td>
<td></td>
<td>2015-03-08</td>
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**Great Link**

  - Company Website

**Problematic Link**

- http://irishwonder.com/blog
- http://a80la.com/google-mobile-friendly-test-bookmarklet/
- http://www.beirc.ie/events/
- http://dataunion.org/11266.html

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**dev.freshlinkfinder.com** (beta)

freshlinkfinder.com
Outreach after the link is made.

- Say thanks.
- Connect.
- Collaborate.
- Give back.
Old Directory Scheme.
Link Bias

a motivationally driven self-deception
That link looks pretty good.

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 as a 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:


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 Technologist at Hewlett-Packard, and a long-time contributor to the Debian Linux distribution. (Read Kelly Bumnes’ 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 Rayan Stambolyzka’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.
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Research Results

Merit-Based Link Classification

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


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-Goolger.

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 Dandam, 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 stop reading this and go 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](#)
Your can try to mimic these link characteristics.
You don’t want to appear to be popular – you want to \textit{BE} popular.

Alistair Lattimore, Wotif
 Achieving Greatness

Faking
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

Links
Balanced by Others

Links
Relative Impact

QDF

Chrome Signals

Social

Links
Signal Speed Matters

QDF

Slow

Fast

Chrome Signals

Social

Links
Giant methane storms on Uranus

The bitter family feud behind sports giants

On Secretly Terrible Engineers

phys.org
Interests

Machine Learning.
Dismissed as uninteresting.

techcrunch.com
Interests
Google’s Link Policy Adapts to SEO Trends

OLD

NEW

“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
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?

Even if they do it nicely.
“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 Qualities

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

- Research / Whitepaper
- Step by Step Guide
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- 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

Linkable Content
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<th>Likes</th>
<th>Plusones</th>
<th>LinkedIn</th>
<th>Total</th>
<th>Share</th>
<th>Words</th>
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<tbody>
<tr>
<td>Co-Citation Experiment</td>
<td>1,112</td>
<td>5:46</td>
<td>150</td>
<td>14</td>
<td>89</td>
<td>44</td>
<td>297</td>
<td>4%</td>
<td>1048</td>
</tr>
<tr>
<td>PDF Hack</td>
<td>1,532</td>
<td>5:32</td>
<td>107</td>
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<td>115</td>
<td>24</td>
<td>284</td>
<td>2%</td>
<td>2169</td>
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<tr>
<td>Thin Content Update</td>
<td>5,394</td>
<td>4:10</td>
<td>244</td>
<td>149</td>
<td>129</td>
<td>62</td>
<td>584</td>
<td>1%</td>
<td>622</td>
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<tr>
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<td>82</td>
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No Links

Plenty of Links
Engagement Starts **Before** Outreach

Experts
- Input-Request
- Fact Verification
- Data Source
- Usage Permission
- Ego-Bait

Influencers
- Conversation
- Interview

CONTENT
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
Little Nudges
Here and there.
Dan Petrovic is Australia's best-known name in the field of search engine optimisation. His research and experiments have drawn attention of the worldwide community and major industry blogs. Dan is a frequent blogger and a speaker at all major Australian and select international tech industry events. 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. Outside his day job Dan's interests are in the field of science, education, research, technology, electronic music and futurism. The best way to connect with Dan is through Google+. 

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.

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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.
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 averages. A data refresh or an algorithm update are more likely to follow at this stage, however at only 1.7 ross the activity itself does not represent a significant event...

dejanseo.com.au/#dailyupdate
API Access: http://goo.gl/gJhVzS
Unusual Products & Easter Eggs

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All prices include GBT where applicable

Continue to Payment

Total Backlinks: 1,100
Referring Domains: 387

kogan.com/au/blog/new-internet-explorer-7-tax
Post-Purchase Enthusiasm
Order placed

Thank you. Your order has been placed, and you will receive a confirmation email shortly.

<table>
<thead>
<tr>
<th>ITEM</th>
<th>PRICE</th>
<th>QTY</th>
<th>TOTAL</th>
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<td>AU$299.00</td>
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</table>

PAID WITH
MASTERCARD xxx-  

BILL TO
1 Clunies Ross Court  
Dejan SEO  
Eight Mile Plains, QLD 4113 AU

Subtotal: AU$299.00  
Shipping: AU$19.99  
(GST Included): AU$29.00  
Total: AU$318.99

10  +2664
You publicly recommended this as Dan Petrovic.

[Add a comment...]

Google Play is the new home for all your favorite apps.

[Google Play]

Long time no speak...

mattcutts@google.com

Long time no speak...

Hey Matt,

Remember what you said about PDF links not passing any PageRank? Well I’ve found a solution for that. Canonicalise away from PDF to a HTML file using .htaccess and we’re good.

.htaccess

Files "Choose-Dejan-SEO.pdf"
</Files>

Dan Petrovic
Director

dejanmarketing.com.au / 07 3188 9201
dan.petrovic@dejanseo.com.au / 1300 123 735 / Google+.
Every instance of the logo in this presentation is a link.
- Marketing Material
- Speaking Engagements
- Brochures
- Articles
- Blog Posts
- Whitepapers

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

LINK ALL THE THINGS
Could-Be Links.

- Broken Links
  - 404 (Self)
  - 404 (Competitor)
  - Syntax Error
  - Deleted Page
  - Nofollowed
- Non Links
  - Brand Mention
  - People Mention
  - Logo Use
  - Missing Attribution
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
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

dejanseo.com.au/accolades
Rejuvenating Old Content

#postanniversary

dejanseo.com.au/content-rejuvenation
What are the most clickable male bits?

< --- click on the guy to find out
Link to this page - copy the code below.

<a href="http://www.getprice.com.au/hot-guy-map.html">What are the most clickable male bits?</a>

What are the most clickable male bits?

This click heatmap was generated on 27 June 2010, 10am GMT based on 50 user clicks.
Competition 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
I paid ~$40 for an organic link
8 links in 30 days for ~$350

I paid ~$40 for an organic link

At the same time?
Oh that’s good.
Impressions  Clicks  Links
Dirty Beats.

For the unethical SEO.
[OC] Method

I made this
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
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/30335.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
Suggesting Friends Using the Implicit Social Graph
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.

Markovian Mixture Face Recognition with Discriminative ...
by J KO - Cited by 10 - Related articles
JEONGWOO KO. Google Inc. LUO SI. Purdue University and. ERIC NYBERG ...

Probabilistic models for answer-ranking in multilingual ...
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 ...
dejanseo.com.au/hijack
New Organic Links

dataunion.org/11266.html
Geocities Maneuver
### Domain Opportunities

<table>
<thead>
<tr>
<th>Name</th>
<th>Domain Opportunities</th>
<th>Other Opportunities</th>
<th>Outgoing Links</th>
<th>Crawl Status</th>
<th>Page Count</th>
<th>Edit</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>6</td>
<td>7</td>
<td>9,234</td>
<td>Complete</td>
<td>4,702</td>
<td>edit</td>
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<td>3</td>
<td>4</td>
<td>645</td>
<td>Complete</td>
<td>721</td>
<td>edit</td>
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<tr>
<td></td>
<td>6</td>
<td>5</td>
<td>885</td>
<td>Complete</td>
<td>850</td>
<td>edit</td>
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</table>

### Hex Code

<table>
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<tr>
<th>URL</th>
<th>Status Code</th>
<th>Highest Pagerank</th>
<th>Highest ACRank</th>
<th>Backlinks</th>
<th>Referring Domains</th>
<th>Referring EDUs</th>
<th>Referring GOVs</th>
<th>Citation Flow</th>
<th>Trust Flow</th>
<th>Quality Score</th>
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</thead>
<tbody>
<tr>
<td>DNS_ERROR</td>
<td>4</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>4</td>
<td>10</td>
<td>2.80</td>
</tr>
<tr>
<td>DNS_ERROR</td>
<td>3</td>
<td>3</td>
<td>23</td>
<td>12</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>6</td>
<td>10</td>
<td>19.20</td>
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<td>DNS_ERROR</td>
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<td>2</td>
<td>30</td>
<td>14</td>
<td>0</td>
<td>0</td>
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<td>6</td>
<td>10</td>
<td>15.80</td>
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<tr>
<td>DNS_ERROR</td>
<td>1</td>
<td>3</td>
<td>51</td>
<td>30</td>
<td>0</td>
<td>0</td>
<td>8</td>
<td>7</td>
<td>17</td>
<td>45.00</td>
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<tr>
<td>DNS_ERROR</td>
<td>1</td>
<td>4</td>
<td>68</td>
<td>24</td>
<td>0</td>
<td>0</td>
<td>7</td>
<td>17</td>
<td>57.60</td>
<td></td>
</tr>
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</table>
Mirror Scheme
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

<table>
<thead>
<tr>
<th>Country</th>
<th>Method</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States of America*</td>
<td>HTTP</td>
<td>(SourceForge)</td>
</tr>
</tbody>
</table>

### Frequently Asked Questions

<table>
<thead>
<tr>
<th>Country</th>
<th>Method</th>
<th>Source</th>
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</thead>
<tbody>
<tr>
<td>United States of America*</td>
<td>HTTP</td>
<td>(SourceForge)</td>
</tr>
<tr>
<td>Denmark</td>
<td>HTTP</td>
<td>(Aalborg University)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Being retired (October 2009)</td>
</tr>
</tbody>
</table>

### Distribution Sites

<table>
<thead>
<tr>
<th>Region</th>
<th>Method</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>HTTP</td>
<td>(SourceForge)</td>
</tr>
<tr>
<td>Australia*</td>
<td>HTTP</td>
<td>(PrimeNet)</td>
</tr>
<tr>
<td>Australia</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>FTP</td>
<td>(PrimeNet)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(Dejan SEO)</td>
</tr>
<tr>
<td>Hungary (4)</td>
<td>HTTP</td>
<td>(Eotvos Lorand University)</td>
</tr>
<tr>
<td>Hungary (4)</td>
<td>FTP</td>
<td>(Eotvos Lorand University)</td>
</tr>
</tbody>
</table>

### Mailing List Archives

<table>
<thead>
<tr>
<th>Country</th>
<th>Method</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia*</td>
<td>HTTP</td>
<td>(PrimeNet)</td>
</tr>
<tr>
<td>Australia*</td>
<td>FTP</td>
<td>(PrimeNet)</td>
</tr>
</tbody>
</table>

SDate: 2012/07/02 13:03:39 5
Index maintained by Geoff Wing
Please choose a Postfix Download Site

**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

**Europe**
- Multiple locations
- Austria, Vienna
- Finland, Tampere
- France, Paris
- France, Strasbourg
- Germany, Bayern
- 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

**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

- Multiple locations
- Romania, Bucharest
- Romania, Bucharest
- Romania, Bucharest
- Russia, Saint Petersburg
- Russian Federation, somewhere
- Slovenia, Liubljana
- Spain, Bilbao
- Spain, Malaga
- Sweden, Falkenberg
- Sweden, Uppsala
- Switzerland, Basel
- Switzerland, Zurich
- 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

**Postfix.org/download.html (PageRank 7)**
Please choose a Postfix Download Site

Europe
- Multiple locations
- Austria, Vienna
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- Latvia, Riga
- Netherlands, Amsterdam
- Netherlands, Haarlem
- Netherlands, Utrecht
- Norway, Oslo

Romania, Bucharest
- Romania, Bucharest
- Russia, Saint Petersburg
- Russian Federation, somewhere
- Slovenia, Ljubljana
- Spain, Bilbao
- Spain, Malaga
- Sweden, Falkenberg
- Sweden, Uppsala
- Switzerland, Basel
- Switzerland, Zuchwil
- UK, London
- UK, somewhere

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Wietse's own site

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- Japan, Kyoto
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- Taiwan, Providence
## 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, Duesseldorf
- Germany, Frankfurt am Main
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- Australia, Brisbane
- Australia, Melbourne
- Australia, somewhere
- China, Hong Kong
- Japan, Tokyo
- Japan, Shizuka
- South Korea, Seoul
- Taiwan, NSYSU CDPA
- Taiwan, Providence
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.
<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Referring IPs</td>
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<tr>
<td>Referring Subnets</td>
<td>27 4 10 28 7</td>
</tr>
<tr>
<td>Referring Domains</td>
<td>34 5 10 28 8</td>
</tr>
<tr>
<td>Governmental</td>
<td>1 0 1 0 0</td>
</tr>
<tr>
<td>Educational</td>
<td>3 0 2 2 1</td>
</tr>
<tr>
<td>.com</td>
<td>15 4 2 10 1</td>
</tr>
<tr>
<td>.net</td>
<td>1 0 0 0 0</td>
</tr>
<tr>
<td>.org</td>
<td>12 0 4 14 3</td>
</tr>
</tbody>
</table>

*Observed website has 28 bait pages indexed.
ACTUALLY, I'M NOT EVEN MAD
THAT'S AMAZING
Bait & Switch
<table>
<thead>
<tr>
<th>Rank</th>
<th>Keyword</th>
<th>Volume</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>40</td>
<td>discrimination against women</td>
<td>222</td>
<td>0.06%</td>
</tr>
<tr>
<td>41</td>
<td>most popular people 2011</td>
<td>215</td>
<td>0.06%</td>
</tr>
<tr>
<td>42</td>
<td>dejanseo.com.au</td>
<td>205</td>
<td>0.05%</td>
</tr>
<tr>
<td>43</td>
<td>seo companies</td>
<td>202</td>
<td>0.05%</td>
</tr>
<tr>
<td>44</td>
<td>seo website</td>
<td>180</td>
<td>0.05%</td>
</tr>
<tr>
<td>45</td>
<td>article spinning</td>
<td>178</td>
<td>0.05%</td>
</tr>
<tr>
<td>46</td>
<td>google keyword tool</td>
<td>176</td>
<td>0.05%</td>
</tr>
<tr>
<td>47</td>
<td>seo process</td>
<td>173</td>
<td>0.05%</td>
</tr>
<tr>
<td>48</td>
<td>online shopping statistics australia 2011</td>
<td>171</td>
<td>0.05%</td>
</tr>
<tr>
<td>49</td>
<td>skynet google</td>
<td>159</td>
<td>0.04%</td>
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<td>seo blog</td>
<td>158</td>
<td>0.04%</td>
</tr>
<tr>
<td>51</td>
<td>most googled people 2012</td>
<td>157</td>
<td>0.04%</td>
</tr>
<tr>
<td>52</td>
<td>search engine optimization</td>
<td>155</td>
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</tr>
<tr>
<td>53</td>
<td>how many people shop online statistics 2011</td>
<td>151</td>
<td>0.04%</td>
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<tr>
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<td>seo company australia</td>
<td>145</td>
<td>0.04%</td>
</tr>
<tr>
<td>55</td>
<td>how many people use online shopping</td>
<td>133</td>
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<tr>
<td>56</td>
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<tr>
<td>57</td>
<td>viral marketing</td>
<td>132</td>
<td>0.03%</td>
</tr>
<tr>
<td>58</td>
<td>estimating sizes of outside social networks</td>
<td>131</td>
<td>0.03%</td>
</tr>
<tr>
<td>Rank</td>
<td>Keyword</td>
<td>Count</td>
<td>(%)</td>
</tr>
<tr>
<td>------</td>
<td>---------------------------------------------------</td>
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<td>0.03%</td>
</tr>
</tbody>
</table>
HNNGGG...
Non-Commercial Terms
Brands, Names, Events
Causes, Campaigns
Statistics, Data
Images…
49°19.73'N 29°33'06.53"W

- High Search Volume
- Low Competition
- Easy to Optimise
- Trending
WOW AMAZING! 71 49°19.73′N 29 33°06.53″W...

dejane.co.nz/zoom/49°19.73′N 29 33°06.53″W/29-330653w.html

High resolution image of the space alien monkeys on 49°19.73′N 29 33°06.53″W.

Debunked: Alien Base on Mars: "Bio-Station Alpha" | Metabunk
www.metabunk.org... » Aliens, Monsters, and the Paranormal
Jun 6, 2011 - 6 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.phbetaiota.net/2011/06/search/71-49°19.73′-29-33°06.53″/...
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