The Fine Art of Link Earning
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.
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.
When money stops flowing

Links Stop Flowing
SEO companies are now turning into…

“Digital Agencies”
They have a new name for link building.

“Content Marketing.”
CONTENT MARKETING

SO HOT RIGHT NOW
Is your agency any good at content?

Go visit their blog. Check out social shares.
Coming Up: The Biggest Google Update of the Year?
dejanseo.com.au - More from this domain
By Dan Petrovic - May 18, 2014

Hello, this is an extortion email.
dejanseo.com.au - More from this domain
By Dan Petrovic - Aug 14, 2014

Google Reclassifies Certain Types of Thin Content Pages
dejanseo.com.au - More from this domain
By Dan Petrovic - Nov 5, 2014

Testing the influence of URL citations and term proximity on document indexation and ranking - DEJAN SEO
dejanseo.com.au - More from this domain
By Dan Petrovic - Jan 5, 2015

Co-Occurrence as a Ranking Signal
dejanseo.com.au - More from this domain
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.
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?
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.
### Backlinks

<table>
<thead>
<tr>
<th>Link</th>
<th>Found</th>
<th>Follow</th>
<th>ORC</th>
<th>Actions</th>
<th>Date</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://unigned.com.au/employees">http://unigned.com.au/employees</a></td>
<td>Yes</td>
<td>Yes</td>
<td>1</td>
<td></td>
<td>2015-03-07</td>
<td></td>
</tr>
<tr>
<td>COMPANY WEBSITE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://irishwonder.com/blog/mass-extravice-mails">http://irishwonder.com/blog/mass-extravice-mails</a></td>
<td>Yes</td>
<td>Yes</td>
<td>1</td>
<td></td>
<td>2015-03-07</td>
<td></td>
</tr>
<tr>
<td><a href="http://a810a.com/google-mobile-friendly-test-bookmarklet/Chris">http://a810a.com/google-mobile-friendly-test-bookmarklet/Chris</a> Butanworth</td>
<td>Yes</td>
<td>Yes</td>
<td>1</td>
<td></td>
<td>2015-03-07</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.beliclavko.com/Dejan">http://www.beliclavko.com/Dejan</a> SEO</td>
<td>Yes</td>
<td>Yes</td>
<td>1</td>
<td></td>
<td>2015-03-07</td>
<td></td>
</tr>
<tr>
<td><a href="http://datunion.org/11266.html">http://datunion.org/11266.html</a></td>
<td>Yes</td>
<td>Yes</td>
<td>1</td>
<td></td>
<td>2015-03-08</td>
<td></td>
</tr>
<tr>
<td><a href="http://soc-a.org.au/Drugmem/Foundmem.html">http://soc-a.org.au/Drugmem/Foundmem.html</a></td>
<td>Yes</td>
<td>Yes</td>
<td>1</td>
<td></td>
<td>2015-03-08</td>
<td></td>
</tr>
<tr>
<td>Dejan SEO</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.how.com.au/find-us/">http://www.how.com.au/find-us/</a></td>
<td>Yes</td>
<td>Yes</td>
<td>1</td>
<td></td>
<td>2015-03-08</td>
<td></td>
</tr>
<tr>
<td>DEAN</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Great Link**

**Problematic Link**

---

dev.freshlinkfinder.com (beta)
freshlinkfinder.com

### Links per day
![Graph showing the number of links per day from 2015-04-23 to 2015-05-05.]

Number of links: 67

### Referral traffic per day
![Graph showing the referral traffic per day from 2015-04-23 to 2015-05-05.]

Traffic: 439

### Backlinks

<table>
<thead>
<tr>
<th>Link</th>
<th>Found</th>
<th>Follow</th>
<th>Traffic</th>
<th>OBL</th>
<th>Actions</th>
<th>Date</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>[<a href="http://www.reddit.com/r/digiday/top/?sort=top&amp;t=month&amp;cs=">http://www.reddit.com/r/digiday/top/?sort=top&amp;t=month&amp;cs=</a>...] 13.1k view</td>
<td>Yes</td>
<td>Yes</td>
<td>3</td>
<td>1</td>
<td></td>
<td>2015-05-03</td>
<td></td>
</tr>
<tr>
<td>[<a href="http://006.nl/imm/seo-copywriting/">http://006.nl/imm/seo-copywriting/</a>]</td>
<td>Yes</td>
<td>Yes</td>
<td>3</td>
<td>1</td>
<td></td>
<td>2015-05-03</td>
<td></td>
</tr>
<tr>
<td>[<a href="http://www.marketinghypermedianews.com/category/newsletters">http://www.marketinghypermedianews.com/category/newsletters</a> [...] 11 letters]</td>
<td>Yes</td>
<td>Yes</td>
<td>8</td>
<td>1</td>
<td></td>
<td>2015-05-02</td>
<td></td>
</tr>
<tr>
<td>[<a href="http://inbound.org/ls/Butterworth_shares">http://inbound.org/ls/Butterworth_shares</a>]</td>
<td>Yes</td>
<td>Yes</td>
<td>8</td>
<td>1</td>
<td></td>
<td>2015-05-02</td>
<td></td>
</tr>
<tr>
<td>[<a href="http://inbound.org/ls/inboundSEO/spawners/">http://inbound.org/ls/inboundSEO/spawners/</a>]</td>
<td>Yes</td>
<td>Yes</td>
<td>8</td>
<td>1</td>
<td></td>
<td>2015-05-02</td>
<td></td>
</tr>
<tr>
<td>[<a href="http://www.yourguy.com/blog/1504-link-build">www.yourguy.com/blog/1504-link-build</a>...] [3]</td>
<td>Yes</td>
<td>Yes</td>
<td>8</td>
<td>1</td>
<td></td>
<td>2015-05-02</td>
<td></td>
</tr>
<tr>
<td>[<a href="http://www.reddit.com/r/digiday/counter=t3_after=41_32q1m9">http://www.reddit.com/r/digiday/counter=t3_after=41_32q1m9</a>]</td>
<td>Yes</td>
<td>Yes</td>
<td>4</td>
<td>1</td>
<td></td>
<td>2015-05-01</td>
<td></td>
</tr>
</tbody>
</table>

Showing 1 to 10 of 17,667 entries (filtered from 1,464,016 total entries)

Enter List name:  Add selected links to the list!
### Most Linked Pages

<table>
<thead>
<tr>
<th>Targeted Page</th>
<th>Number of Links</th>
</tr>
</thead>
<tbody>
<tr>
<td>/</td>
<td>31446</td>
</tr>
<tr>
<td>/wp-content/themes/Dynamix/image/dejan-seo-logo.jpg</td>
<td>2133</td>
</tr>
<tr>
<td>/google-plus-seo/</td>
<td>1938</td>
</tr>
<tr>
<td>/hacked/</td>
<td>1246</td>
</tr>
<tr>
<td>/fun/google-skynet/</td>
<td>992</td>
</tr>
<tr>
<td>/category/company-news/flavicons.co</td>
<td>786</td>
</tr>
<tr>
<td>/mind-blowing-hack/</td>
<td>663</td>
</tr>
<tr>
<td>/fun/google-skynet/utm_source-Outbrain&amp;utm_medium=cpc&amp;utm_campaign=obtest</td>
<td>654</td>
</tr>
<tr>
<td>/free-extension-email/</td>
<td>604</td>
</tr>
<tr>
<td>/fun/office-croatia/</td>
<td>553</td>
</tr>
</tbody>
</table>

Showing 1 to 10 of 2,083 entries

### Top Referrers by Traffic

<table>
<thead>
<tr>
<th>Link</th>
<th>Traffic</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://news.google.com/">http://news.google.com/</a></td>
<td>264941</td>
</tr>
<tr>
<td><a href="http://yahoo.com/">http://yahoo.com/</a></td>
<td>47918</td>
</tr>
<tr>
<td><a href="http://www.taeyeo.in/">http://www.taeyeo.in/</a></td>
<td>34816</td>
</tr>
<tr>
<td><a href="http://eigenmos.com/">http://eigenmos.com/</a></td>
<td>33244</td>
</tr>
<tr>
<td><a href="https://dejanseo/wp-content/themes/Dynamix/style.css">https://dejanseo/wp-content/themes/Dynamix/style.css</a></td>
<td>21611</td>
</tr>
<tr>
<td><a href="http://web.archive.org/link-discovery-statistics/">http://web.archive.org/link-discovery-statistics/</a></td>
<td>20358</td>
</tr>
<tr>
<td><a href="http://dejanseo/file-zarathustra-online-poseroloomu/">http://dejanseo/file-zarathustra-online-poseroloomu/</a></td>
<td>17649</td>
</tr>
<tr>
<td><a href="http://dejanseo/hr/">http://dejanseo/hr/</a></td>
<td>17534</td>
</tr>
</tbody>
</table>

Showing 1 to 10 of 1,000 entries
Outreach **after** the link is made.

- Say thanks.
- Connect.
- Collaborate.
- Give back.
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.
I analysed a lot of natural links.
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 Stambolyika’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, 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 got 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 Stambolyiska’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 took over a year to put together a speaking tour of Australia 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.
Research Results
Merit-Based Link Classification

1. Proof
2. Attribution
3. Citation
4. Definition
5. Expansion
6. Identification
7. Example
8. Action
9. Relationship
Problème, Marketbizz.nl ne pointe pas vers rob.dejanseo.com, mais vers la page originale que Dejan SEO a dupliquée... © Capture JDN. source:
Attribution
Credititing original authors for using their content.
Live Example: [Search Engine Land](https://searchengineland.com)

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-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 Dejan SEO. In an effort to not take their pageviews, I suggest you money 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](#)
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
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.
2015 Achieving Greatness Faking 2005
Any legitimate link building strategy is a long-term effort.

Kaspar Szymanski, Google
Dear Ms de Perovic,

Contribution to Digital Business website

Thank you for your email dated 5 December 2011 concerning your offer to contribute educational materials for the Digital Business website.

As you would be aware, the Digital Business website includes a blog which occasionally feature articles from private organisations on topics including search engine optimisation (SEO) and marketing. If you would like to discuss the potential to participate in an interview for the blog or to provide a guest blog, please contact Nick Honey, Assistant Director Digital Economy Policy, on 02 6271 1938 or by email to nick.honey@dfes.gov.au.

With regards to your request for a link to Dejan SEO's website on our general blog pages, we do not currently link to any similar firms on our SEO-related pages. In this, it would not be appropriate to do so for Dejan SEO as it might be perceived that we are endorsing your company above others.

We always welcome suggestions from Australian businesses and thank you for your interest in the digital business website.

Yours sincerely,

Claire McFarland
Assistant Secretary
Digital Economy and Convergence Strategy
Dear Permission Manager,

Hope you are doing good!

Pearson Education would like to use a Web link of yours for which we believe you hold the rights. Your item will be used in the following Pearson title:

Title: Technology in Action Complete, 12e.

Author(s): Alan Evans.

Pearson would like to request following rights:

World rights, all languages, unlimited electronic run for a 10 year term in all print and non-print media versions, including ancillaries, derivatives, and versions whole or in part for this and the subsequent editions of this title.

Please review the attached permission letter and, if all looks in order, please sign and return it to me via email. Below are the web link with their selection title for which we are seeking permission:

Cite: #1579.00
Selection title: What is Google Knowledge Vault?

Also, Invoices need to addressed to:

Karen Sanatar
Pearson Education
One Lake Street, F10100
Upper Saddle River, NJ 07458

Thanks much for your assistance, and please let me know if you need further information.

Regards,

Sukhwinder Singh[il]
Research Analyst - Rights and Permissions
sukhwinder.singh@globallearning.com

OES Learning (Soft)
D-5, 2nd Floor, Sector 3, Noida, U.P., (India) 201301
O: +91 120 455 2562 X2011 F: +91 120 455 2562

DEJAN SEO P...
Link Building
Link Begging
Link Earning
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
- 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
<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
<th>I</th>
<th>J</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>Article</td>
<td>Unique Views</td>
<td>Time</td>
<td>Tweets</td>
<td>Likes</td>
<td>Plusones</td>
<td>LinkedIn</td>
<td>Total</td>
<td>Share</td>
<td>Words</td>
<td></td>
</tr>
<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>
<td></td>
</tr>
<tr>
<td>PDF Hack</td>
<td>1,532</td>
<td>5:32</td>
<td>107</td>
<td>38</td>
<td>115</td>
<td>24</td>
<td>284</td>
<td>2%</td>
<td>2169</td>
<td></td>
</tr>
<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>
<td></td>
</tr>
<tr>
<td>SEO for Multilingual eCommerce Websites</td>
<td>9,303</td>
<td>5:13</td>
<td>82</td>
<td>36</td>
<td>100</td>
<td>27</td>
<td>245</td>
<td>0%</td>
<td>890</td>
<td></td>
</tr>
<tr>
<td>Call to Action Examples</td>
<td>15,971</td>
<td>4:36</td>
<td>43</td>
<td>19</td>
<td>58</td>
<td>18</td>
<td>138</td>
<td>0%</td>
<td>1052</td>
<td></td>
</tr>
<tr>
<td>Extortion Email</td>
<td>18,261</td>
<td>3:53</td>
<td>254</td>
<td>86</td>
<td>221</td>
<td>99</td>
<td>660</td>
<td>0.01</td>
<td>558</td>
<td></td>
</tr>
<tr>
<td>Article</td>
<td>Unique Views</td>
<td>Time</td>
<td>Tweets</td>
<td>Likes</td>
<td>Pluses</td>
<td>LinkedIn</td>
<td>Total</td>
<td>Share</td>
<td>Words</td>
<td></td>
</tr>
<tr>
<td>----------------------------------------</td>
<td>--------------</td>
<td>--------</td>
<td>--------</td>
<td>-------</td>
<td>--------</td>
<td>-----------</td>
<td>-------</td>
<td>-------</td>
<td>-------</td>
<td></td>
</tr>
<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>
<td></td>
</tr>
<tr>
<td>PDF Hack</td>
<td>1,532</td>
<td>5:32</td>
<td>107</td>
<td>38</td>
<td>115</td>
<td>24</td>
<td>284</td>
<td>2%</td>
<td>2169</td>
<td></td>
</tr>
<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>
<td></td>
</tr>
<tr>
<td>SEO for Multilingual eCommerce Websites</td>
<td>9,303</td>
<td>5:13</td>
<td>82</td>
<td>36</td>
<td>100</td>
<td>27</td>
<td>245</td>
<td>0%</td>
<td>890</td>
<td></td>
</tr>
<tr>
<td>Call to Action Examples</td>
<td>15,971</td>
<td>4:36</td>
<td>43</td>
<td>19</td>
<td>58</td>
<td>18</td>
<td>138</td>
<td>0%</td>
<td>1052</td>
<td></td>
</tr>
<tr>
<td>Extortion Email</td>
<td>18,261</td>
<td>3:53</td>
<td>254</td>
<td>86</td>
<td>221</td>
<td>99</td>
<td>660</td>
<td>0.01</td>
<td>558</td>
<td></td>
</tr>
</tbody>
</table>

No Links

Plenty of Links
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
Once you build a reason for links to happen naturally, you never have to worry about link building again.
With a little nudge 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 search 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 influences 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 drawn attention of the worldwide community and major industry blogs. Dan is a frequent blogger and speaker at all major Australian and select international search 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. 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.
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.
There’s only one type of natural link. The one you didn’t ask for.
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”
Link Signals Rule

Links
Balanced by Others

Links
Relative Impact
Signal Speed Matters

Slow

Links

Fast

QDF

Chrome Signals

Social
Giant methane storms on Uranus

The bitter family feud behind sports giants

On Secretly Terrible Engineers

phys.org

Interests

Machine Learning.

Dismissed as uninteresting.

techchrunch.com

Interests
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?

Multi-Channel “BUZZ”
Google be like...
RAD AF

FULLY TACTICAL
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.
Outreach **Before** Content

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

Influencers
- Conversation
- Interview

CONTENT
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...

FAST COMPANY
The New York Times

“THE HOVERBOARD IS COMING! THE HOVERBOARD IS COMING!”

<re/code> GIGAOM

“Just like Back to the Future Part II promised, you will be able to get your hands (or feet) on a working hoverboard on Oct. 21, 2015.”

THE VERGE GIZMODO

“Was it fun? Unequivocally.”
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
Relationship Mindmapping

Brand
- Suppliers
  - Office Space
  - Web Design
  - Cleaning Company
  - International
  - Non-Competing
  - Tenant Directory
  - Portfolio
  - Testimonial
- Related Businesses
- Event Speaking
- University Alumni
- Fans

People
What is the largest star? (Beginner) - Curious About... curious.astro.comDev.com/.../349-what-is-the-largest-star-begin...)

What is the largest star in the universe and how many of our suns would it take... The best I can do is tell you what the largest known star is, but to do that I also...
In order to know what the largest star in the universe is we would have had to look at all the stars. We haven't come close to that - we haven't even looked at all the stars in our galaxy. There are about 100 billion stars in our galaxy, and about as many galaxies in the observable universe so you might understand why.

curious.astro.cornell.edu
What if it doesn’t work?

Worst case scenario, you’ve got a great piece of well-referenced content.
Finding Influencers

- Buzzsumo
- KLOUT
- followerwonk
- LITTLE BIRD
- appinions
- twtrland
- KEYHOLE
- CircleCount
- wefollow
- PeerIndex
The Goldilocks Zone: Vertical Celebrities

Darren
199,531 followers

Laurel
94,149 followers

Dan
18,556 followers
Ben Grubb

Ben is persuasive, independent, loves to take calculated risks, and sometimes disregards existing structures entirely.

Accuracy confidence: 46%

We found limited data for Ben, but enough to analyze. Where does this come from?

When speaking to Ben...
- Expect him to interrupt
- Stick to the big picture
- Don't expect to lead the conversation
- Don't take time to earn trust before making your point

When emailing Ben...
- Write 3 sentences or less
- Write with short, casual language and abbreviations
- Don't use a sentence to express appreciation for his time
- Don't use a formal greeting and closing
Ben Grubb

Ben is persuasive, independent, loves to take calculated risks, and sometimes disregards existing structures entirely.

Accuracy confidence: 46%

We found limited data for Ben, but enough to analyze. Where does this come from?

When speaking to Ben...
- Expect him to interrupt
- Stick to the big picture
- Don't expect to lead the conversation
- Don't take time to earn trust before making your point

When emailing Ben...
- Write 3 sentences or less
- Write with short, casual language and abbreviations
- Don't use a sentence to express appreciation for his time
- Don't use a formal greeting and closing
Ben Grubb

Ben is persuasive, independent, loves to take calculated risks, and sometimes disregards existing structures entirely.

Accuracy confidence: 46%

We found limited data for Ben, but enough to analyze.
Where does this come from?

When speaking to Ben...
- Expect him to interrupt
- Stick to the big picture
- Don't expect him to lead the conversation
- Don't take time to earn trust before making your point

When emailing Ben...
- Write 3 sentences or less
- Write with short, casual language and abbreviations
- Don't use a sentence to express appreciation for his time
- Don't use a formal greeting and closing
Ben is persuasive, independent, loves to take calculated risks, and sometimes disregards existing structures entirely.

Accuracy confidence: 46%

We found limited data for Ben, but enough to analyze. Where does this come from?

When speaking to Ben...
- Expect him to interrupt
- Stick to the big picture
- Don’t expect to lead the conversation
- Don’t take time to earn trust before making your point

When emailing Ben...
- Write 3 sentences or less
- Write with short, casual language and abbreviations
- Don’t use a sentence to express appreciation for his time
- Don’t use a formal greeting and closing
Your relationship with Ben

Click to preview your relationship or...

Look up Ben's relationship with another person »

How Ben would relate to the DEJAN team:

Ben is very similar to:

Martin Reed

Chris Butterworth
Ben Grubb

Ben is persuasive, independent, loves to take calculated risks, and sometimes disregards existing structures entirely.

Accuracy confidence: 46%

We found limited data for Ben, but enough to analyze. Where does this come from?

When speaking to Ben...
- Expect him to interrupt
- Stick to the big picture
- Don’t expect to lead the conversation
- Don’t take time to earn trust before making your point

When emailing Ben...
- Write 3 sentences or less
- Write with short, casual language and abbreviations
- Don’t use a sentence to express appreciation for his time
- Don’t use a formal greeting and closing

Do you know Ben? You can help improve the accuracy of his profile.

Answer questions

Related profiles:
- Jim Kerstetter
- Victoria Woolaston
- Brian Fitzgerald
- Lia Timson
- Molly Wood

Search for more »
Ben will respond best if your email is short, blunt, and gives him a challenge.

What to say:

What to avoid:

Improve this email:

Instead of saying I wanted to ask you..., just ask the question.

Instead of saying I wanted to ask you..., just ask the question.

Instead of would you mind..., ask the question directly, like can you... or are you available to...
What to say:

- Short, incomplete sentences (i.e. "Need this tonight.", "Sent the wrong one.")
- "You should take the lead"
- Blunt language
- "Use your best judgement"
- "It's already taken care of"
- "It's up to you."
- "The end goal..."
- "You can do better than that"
- "ASAP"
- "I disagree."

What to avoid:

- "...to earn your trust"
- "widely-accepted", "well-established"
- "in reference to our previous discussion..."
- Subtle hints
- "I understand how you feel..."
- Formal grammatical structure
- "I appreciate the time..."
- "The safest bet is to..."
- "the consensus is..."
- "...what your team thinks"
Template:

Try coffee for free

Ben,

I’m introducing a new drink that can help you wake up more quickly in the morning and feel more energized at work. It’s called “Coffee” and it’s selling quickly, so please call or email me this week if you’d like to try it.

-[user_name]
Trevor and Elijah are your folks!

Trevor/Elijah - Dan Petrovic is coming to Seattle for MozCon and it would be great to get him in WB Friday studios for a filming session. His SEO shoes are some of the world’s best...

...
BONUS MATERIAL
### Search Queries

#### Top queries

<table>
<thead>
<tr>
<th>Query</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>Avg. position</th>
</tr>
</thead>
<tbody>
<tr>
<td>disavow tool</td>
<td>570</td>
<td>11</td>
<td>2%</td>
<td>7.2</td>
</tr>
<tr>
<td>google disavow tool</td>
<td>323</td>
<td>11</td>
<td>3%</td>
<td>6.7</td>
</tr>
<tr>
<td>disavow links format</td>
<td>11</td>
<td>7</td>
<td>64%</td>
<td>2.2</td>
</tr>
<tr>
<td>disavow file format</td>
<td>23</td>
<td>5</td>
<td>22%</td>
<td>2.1</td>
</tr>
<tr>
<td>disavow file</td>
<td>44</td>
<td>4</td>
<td>9%</td>
<td>5.5</td>
</tr>
<tr>
<td>disavow backlinks</td>
<td>26</td>
<td>4</td>
<td>15%</td>
<td>6.1</td>
</tr>
</tbody>
</table>
My PDFs attracted 180 links from 109 domains
<table>
<thead>
<tr>
<th>Domain</th>
<th>Total links</th>
<th>Total domains</th>
</tr>
</thead>
<tbody>
<tr>
<td>addictadvice.com</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>dejareo.com.au</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>theinfo/service.com</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>google.com</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>pixel.com.sg</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>medicampdfs.com</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>blogspot.com</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>freedocumentsearch.com</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>quora.com</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>friendload.com</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>inbound.org</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>alternativa.org</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>pixel-push.com</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>facewrap.com</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>online.net</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>katakontoh.com</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>pdlndr.com</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>photoshopcs5download.com</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>linkarati.com</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>codemagazine.net</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>downloadly.org</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>x10.mx</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>warriorforum.com</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>turkland.com</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>naturaj.in</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>
Am I getting any value from this?
PDF is kind of like Flash.

“If you can make your content in a Web-Native format, such as pure HTML, that's often a little more useful to users than just a pure PDF file.”

.htaccess

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

dejanseo.com.au/smx
Things that didn’t fit in a 30 minute talk.
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.
Sample of Five*

<table>
<thead>
<tr>
<th>Category</th>
<th>Count 1</th>
<th>Count 2</th>
<th>Count 3</th>
<th>Count 4</th>
<th>Count 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Referring IPs</td>
<td>27</td>
<td>5</td>
<td>10</td>
<td>29</td>
<td>8</td>
</tr>
<tr>
<td>Referring Subnets</td>
<td>27</td>
<td>4</td>
<td>10</td>
<td>28</td>
<td>7</td>
</tr>
<tr>
<td>Referring Domains</td>
<td>34</td>
<td>5</td>
<td>10</td>
<td>28</td>
<td>8</td>
</tr>
<tr>
<td>Governmental</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Educational</td>
<td>3</td>
<td>0</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>.com</td>
<td>15</td>
<td>4</td>
<td>2</td>
<td>10</td>
<td>1</td>
</tr>
<tr>
<td>.net</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>.org</td>
<td>12</td>
<td>0</td>
<td>4</td>
<td>14</td>
<td>3</td>
</tr>
</tbody>
</table>

*Observed website has 28 bait pages indexed.
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

algoroo.com
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 weeks. 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 roots the activity itself does not represent a significant event...

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

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>
</tr>
</thead>
<tbody>
<tr>
<td>Nexus 7 (16GB)</td>
<td>AU$299.00</td>
<td>1</td>
<td>AU$299.00</td>
</tr>
</tbody>
</table>

PAID WITH
MASTERCARD xxx-

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

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

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

```html
<Files "Choose-Dejan-SEO.pdf">
  rel="canonical"
</Files>
```

Dan Petrovich
Director

dan.petrovich@dejan.com.au / 07 3188 9201
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
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>

This click heatmap was generated on 27 June 2010, 10am GMT based on 50 user clicks.
Competitions for Boring Retail Products

url#competition
Fresh Experiment Results
Exclusive to SMX

1
2
3
4

- Obscured
- Revealed
- Revealed
- Obscured
Nudge.

dejanseo.com.au/smx