

# Managing Complex Link Building Campaigns

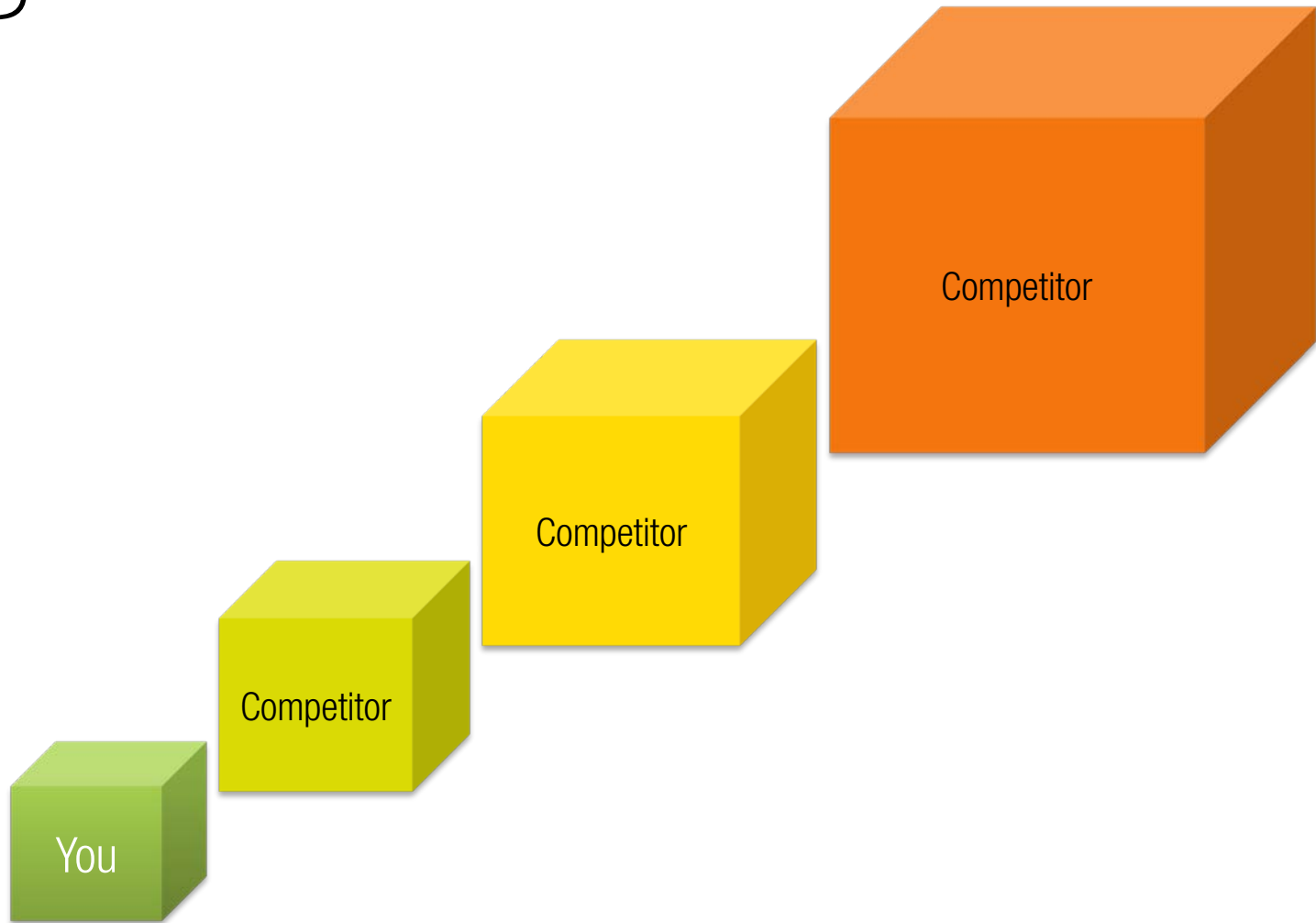


<http://dejanseo.com.au>

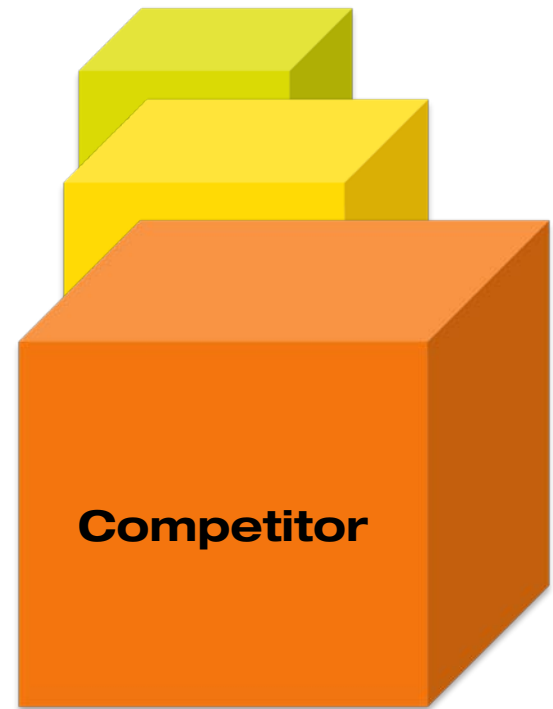
# Chapter One

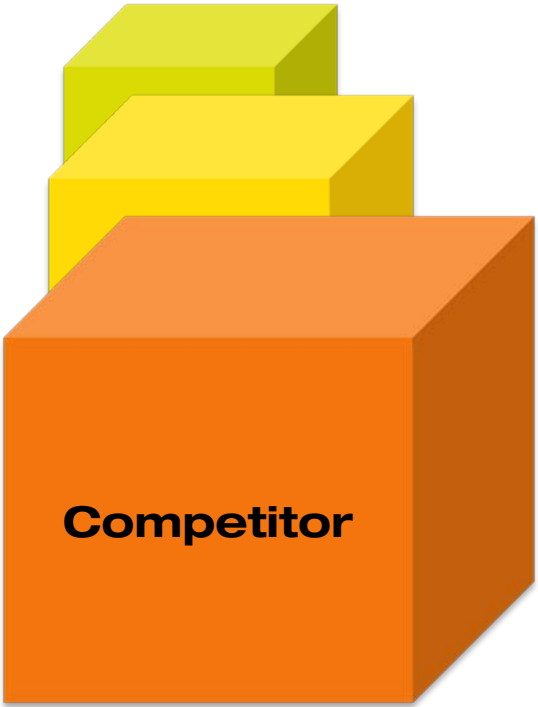
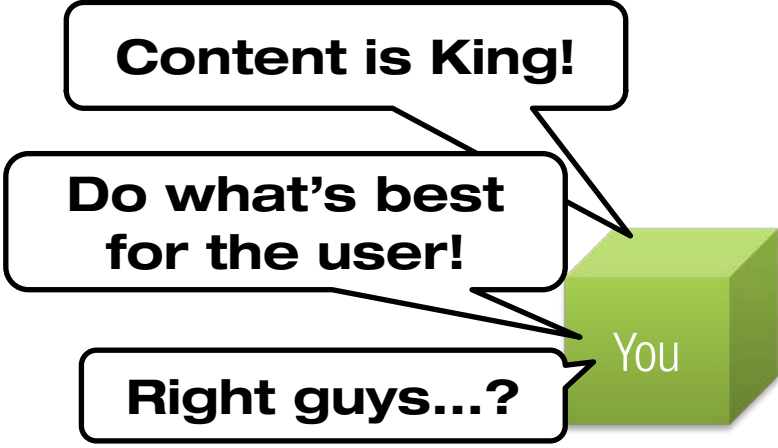
## Lovely Shades of Grey

# High Risk



# Low Risk





**I have a blog network**

**I spam .edu forums**

**I buy expired domains**

**Competitor**

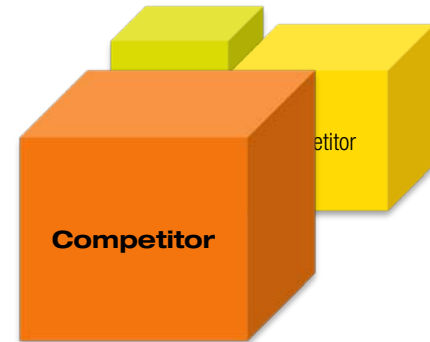
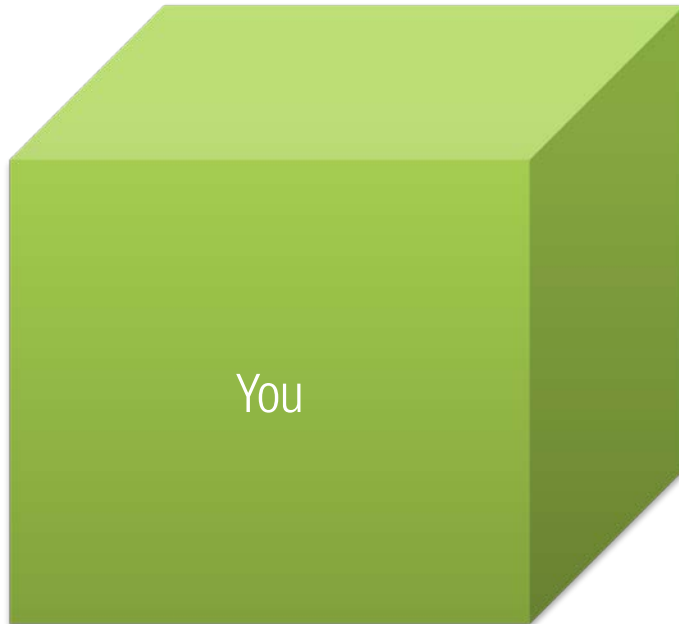
**Content is King!**

**Do what's best  
for the user!**

**Right guys...?**

You

# What to do?



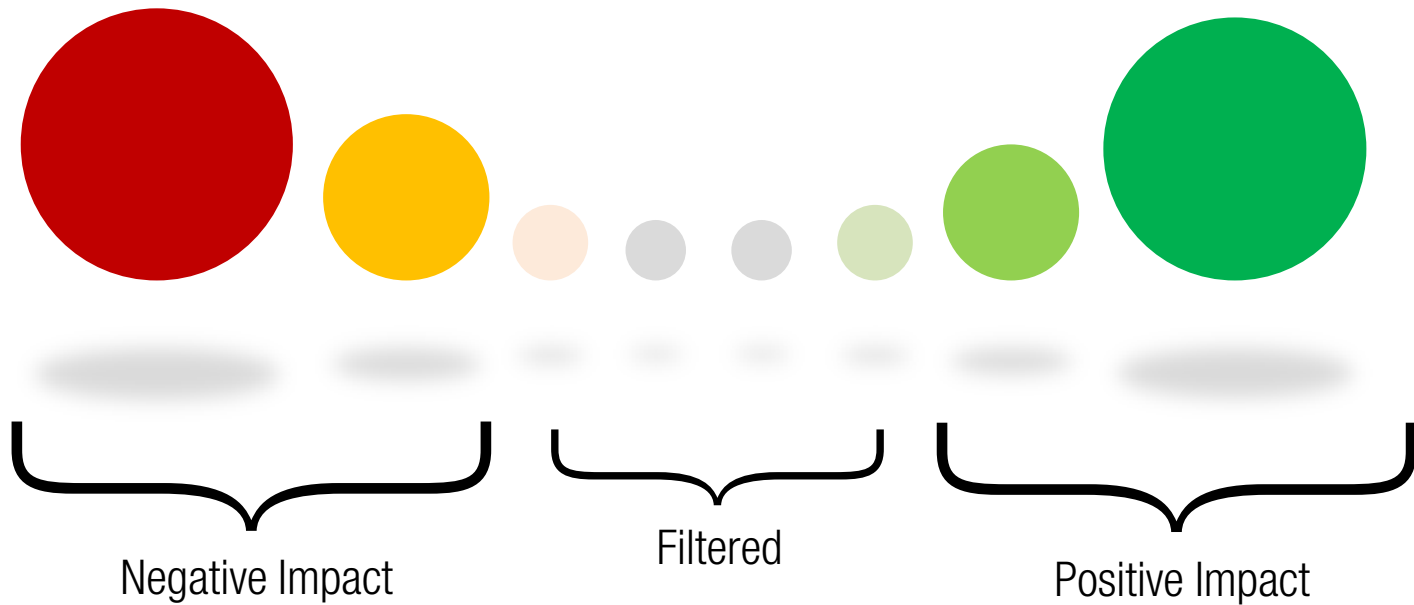
# Chapter Two

# Research



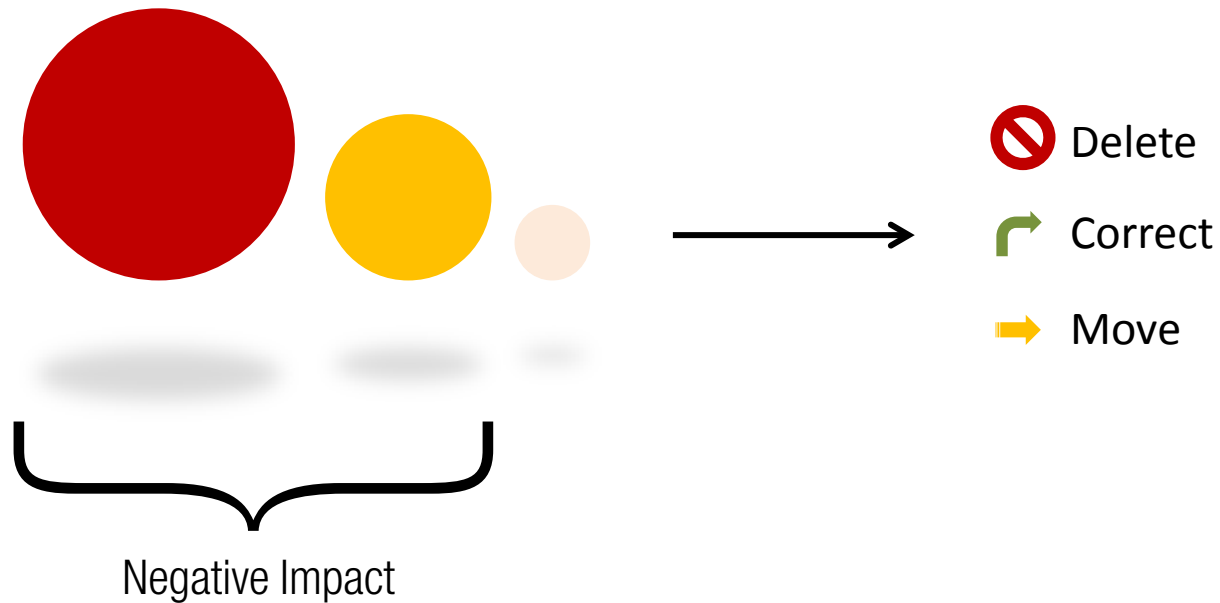
# Research Stage

## Backlink Profile Assessment



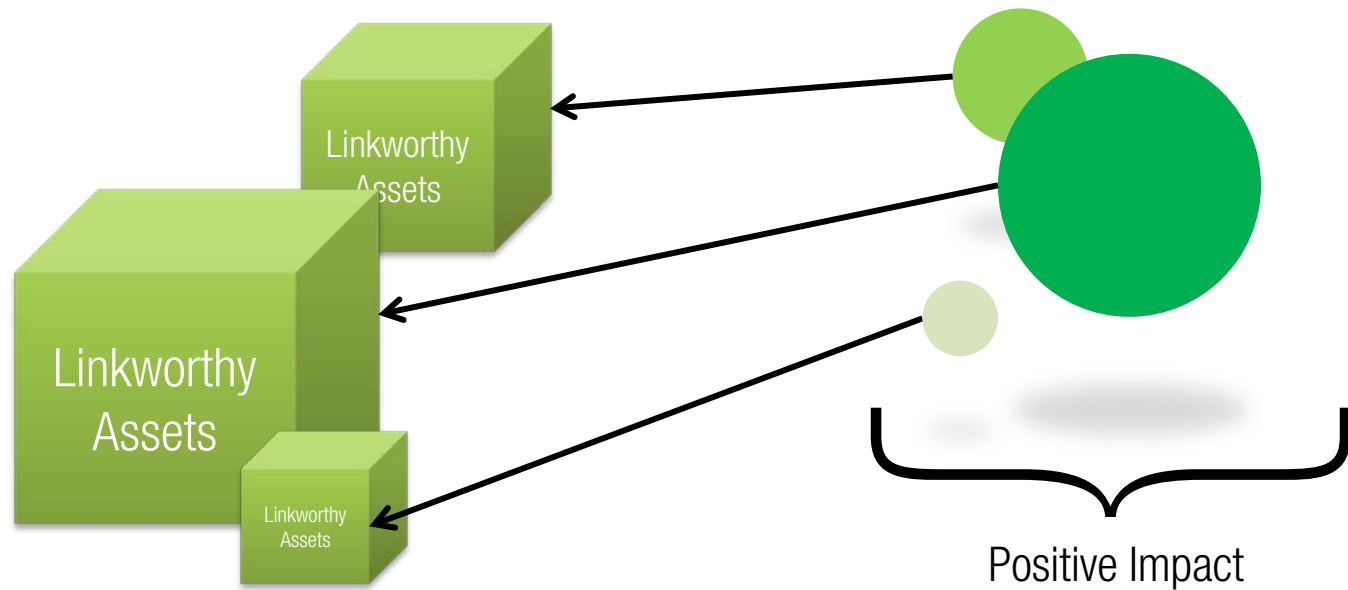
# Research Stage

## Defining Top Liabilities



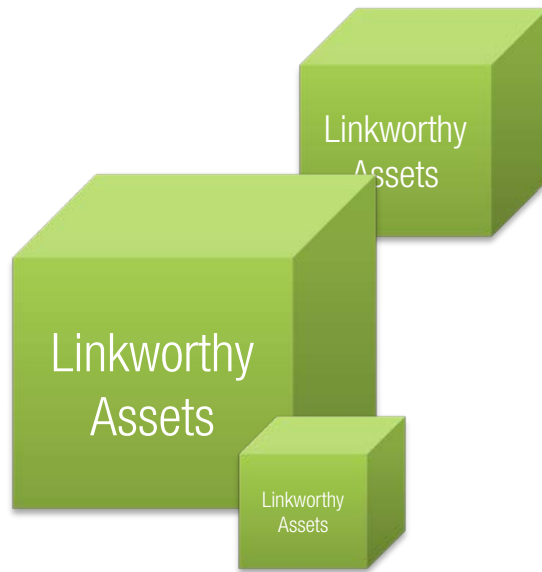
# Research Stage

## Define Linkworthy Assets



# Research Stage

## Multiply Linkworthy Assets



$\times 2$   
Or maybe 3

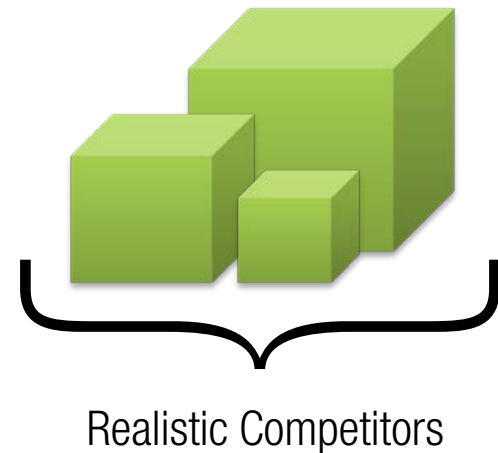
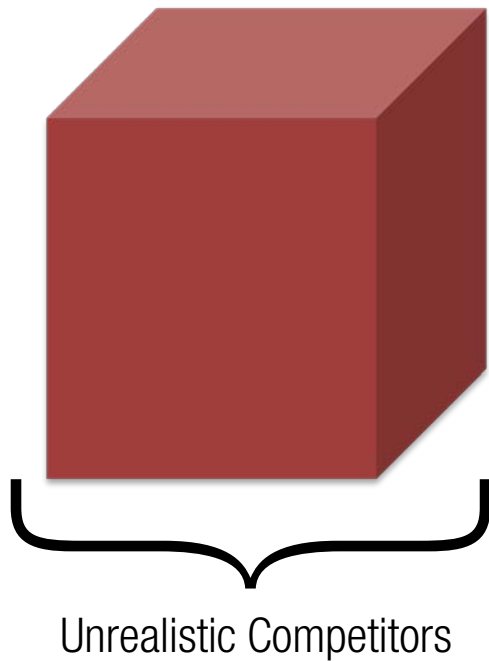
# Research Stage

## Assets & Relationships

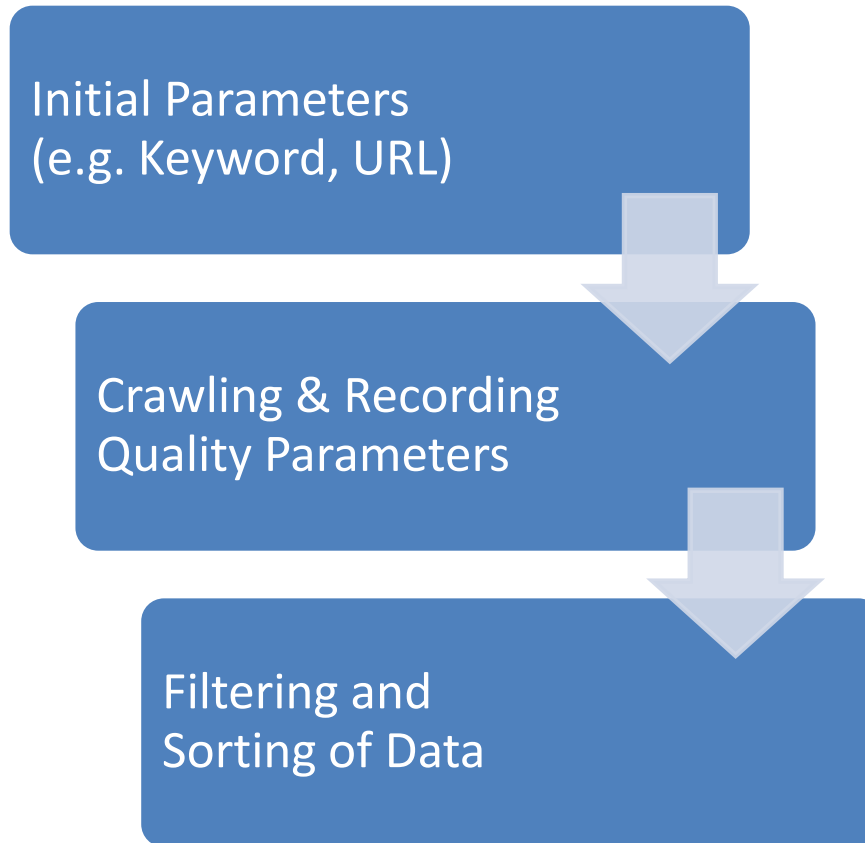


# Research Stage

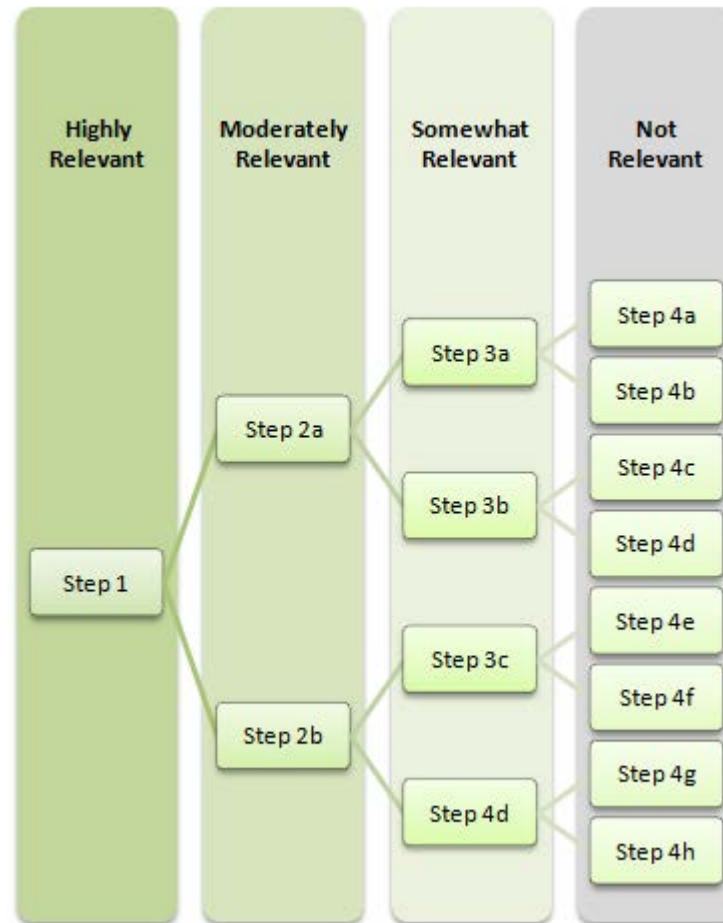
## Competitive Analysis



# Software Link Analysis



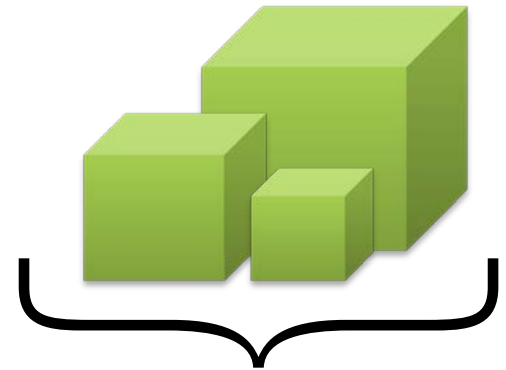
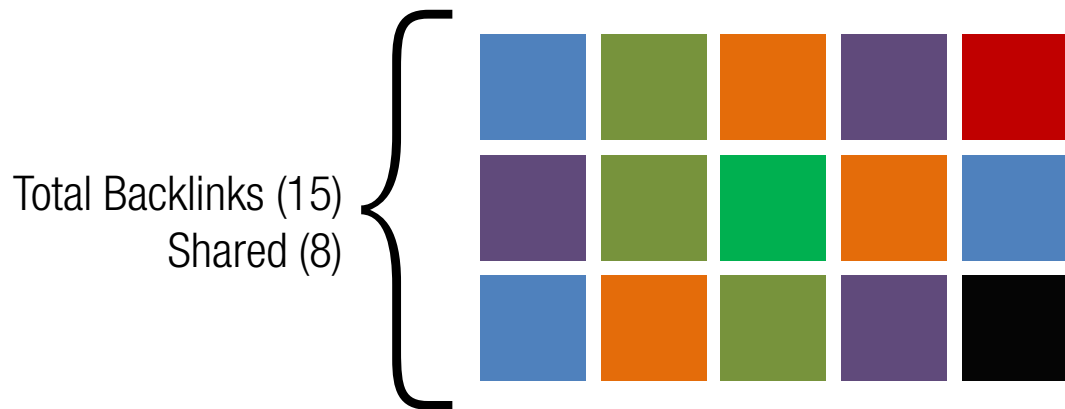
# Relevance Dampening





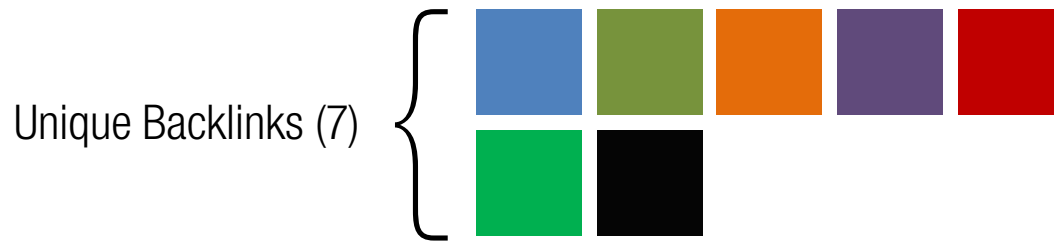
# Research Stage

## Quantitative Link Analysis



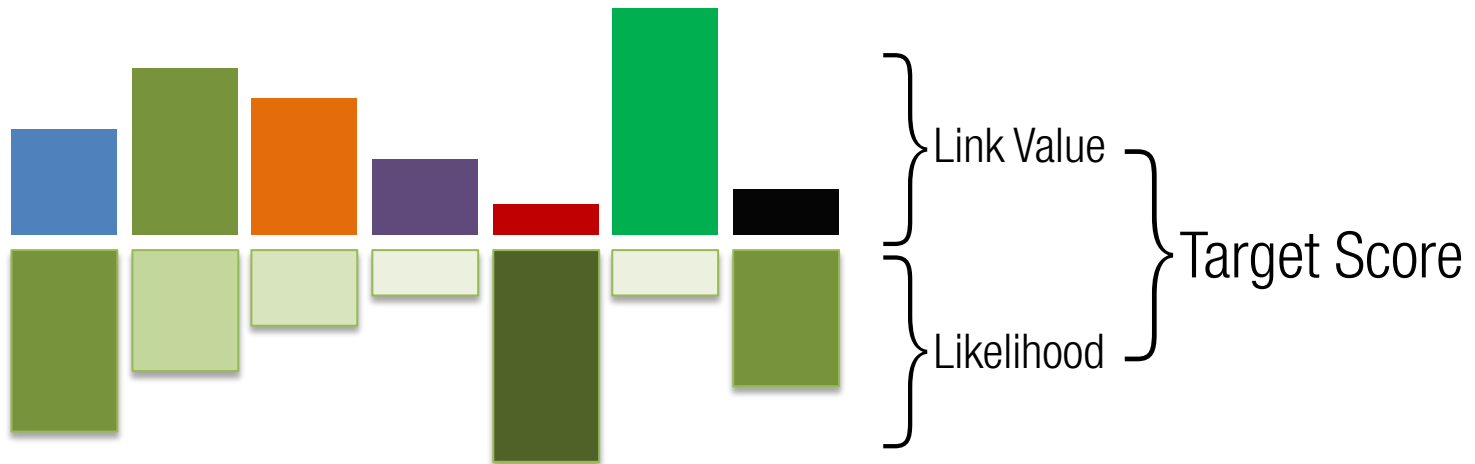
# Research Stage

## Qualitative Link Analysis



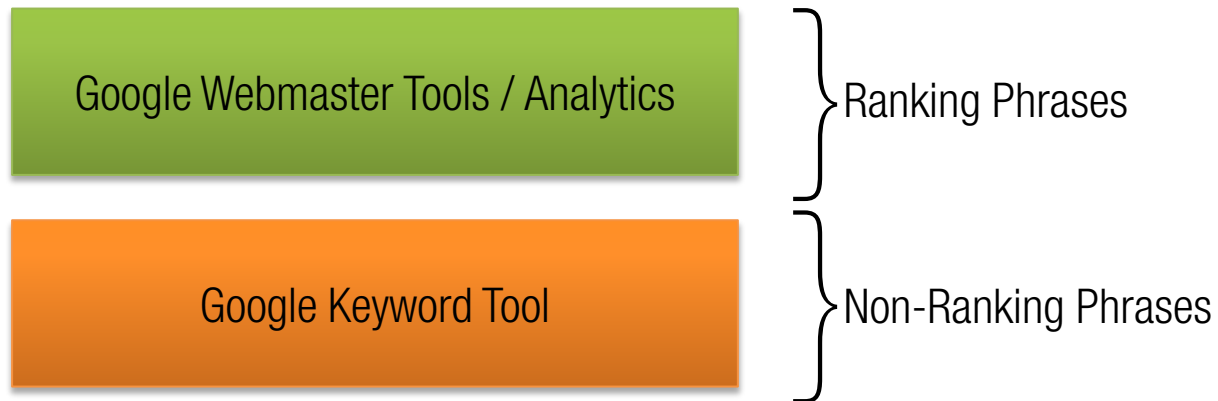
# Research Stage

## Competitive Analysis: Likelihood Assessment



# Research Stage

## Phrase Targeting Methodology



# Research Stage

## Phrase Targeting Methodology

Google Webmaster Tools / Analytics

} Ranking Phrases

Impressions

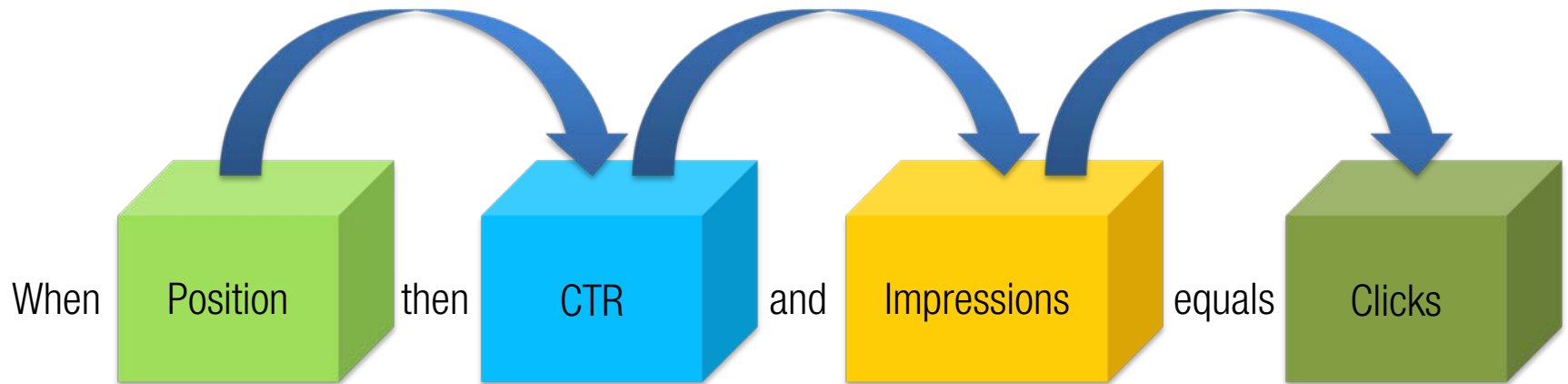
CTR

Position

Clicks

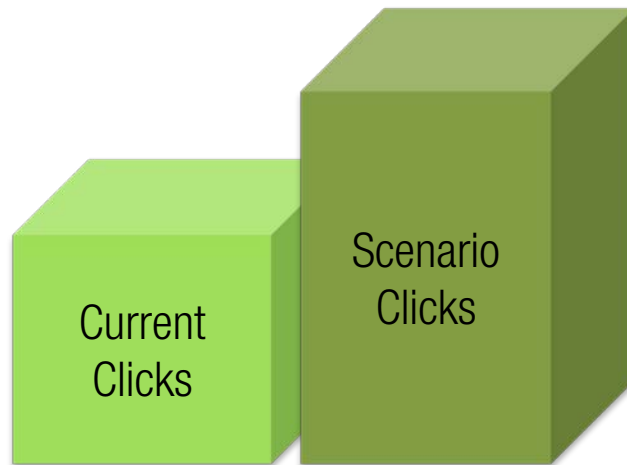
# Research Stage

## Phrase Targeting Methodology



# Research Stage

## Phrase Targeting Methodology

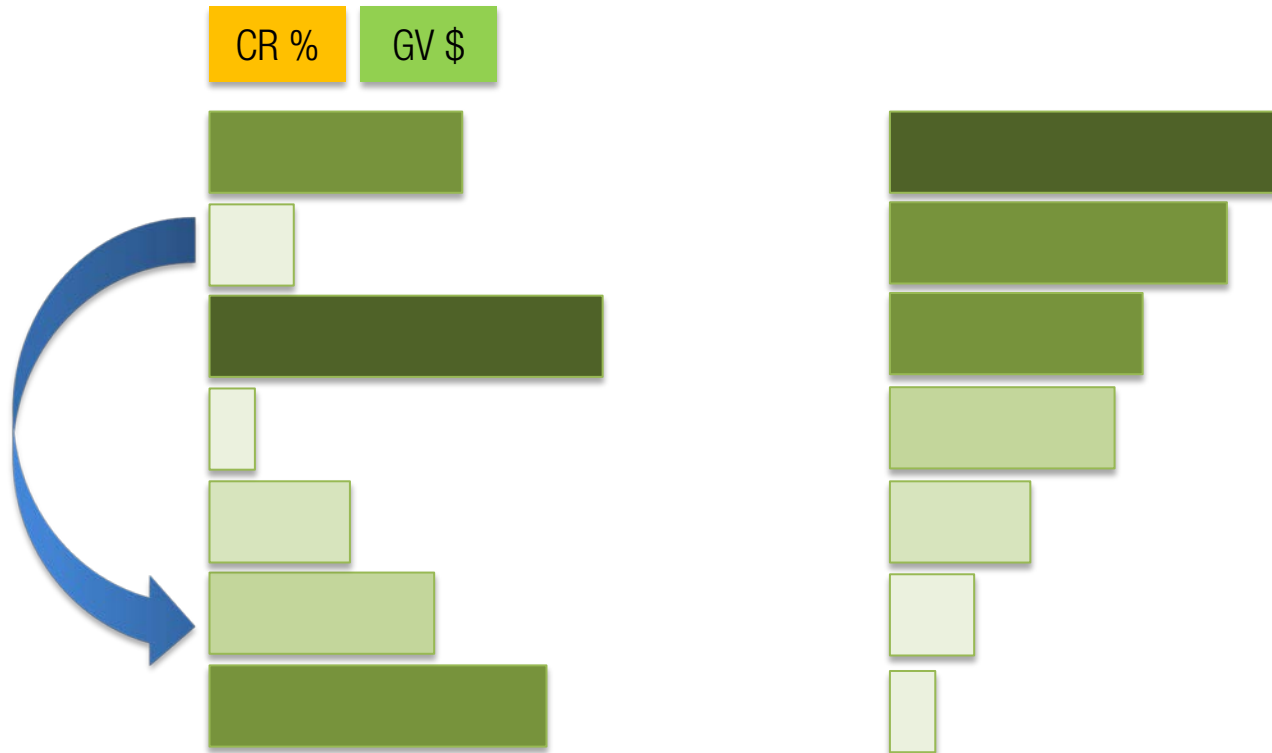


Conversion Rate (%)

Goal Value (\$)

# Research Stage

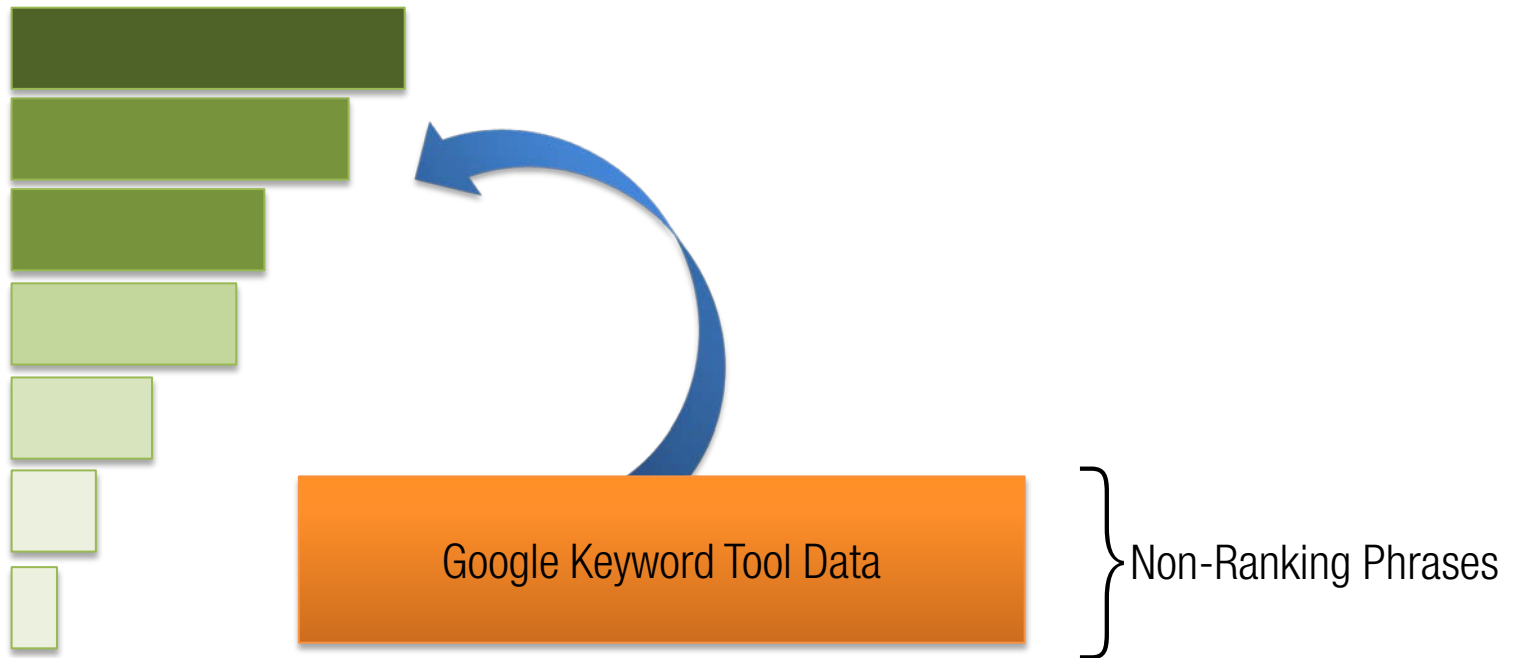
## Phrase Targeting Methodology: Sort By Potential





# Research Stage

## Phrase Targeting Methodology: Sort By Potential



Free Tool

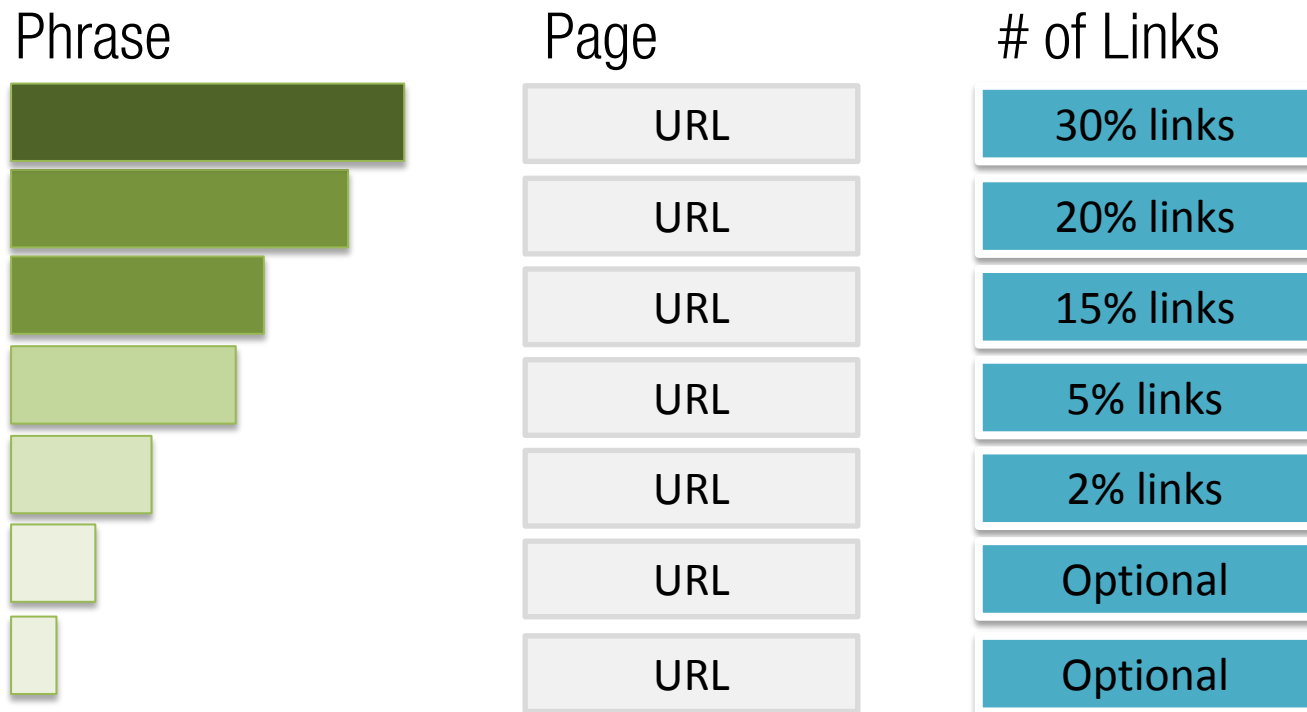
**dejanseo.com.au/potential**

# Chapter Three

## Getting Organised

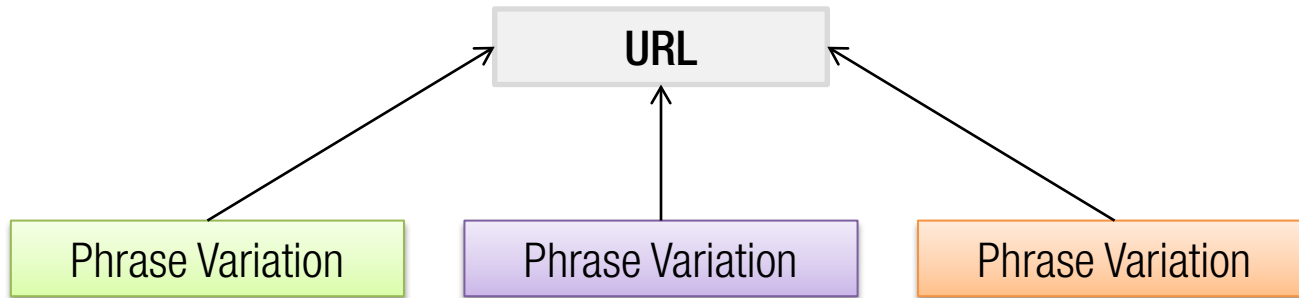
# Getting Organised

## Allocation of Hours & Resources



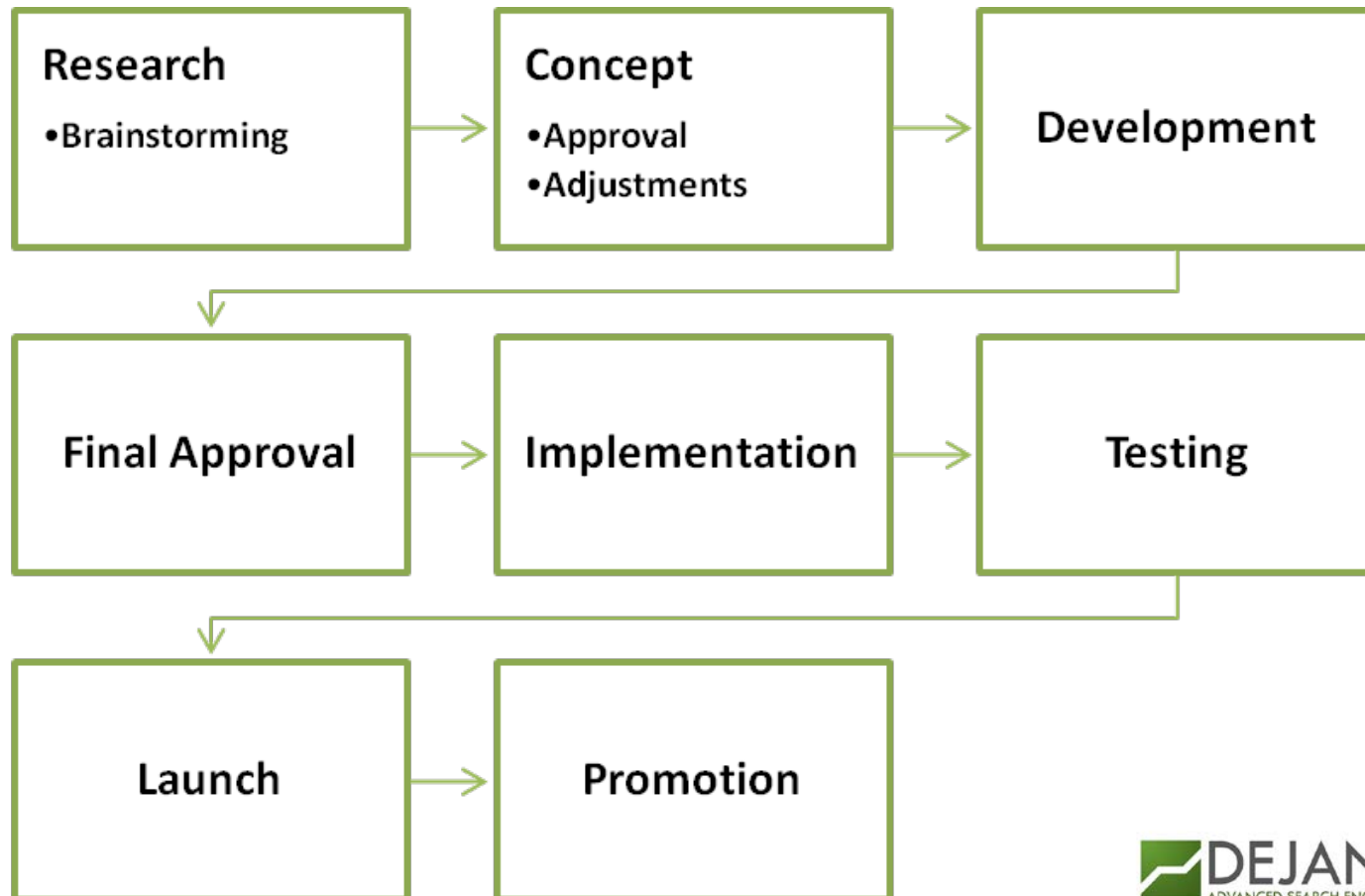
# Getting Organised

## Phrase Targeting Methodology: Phrase Variations



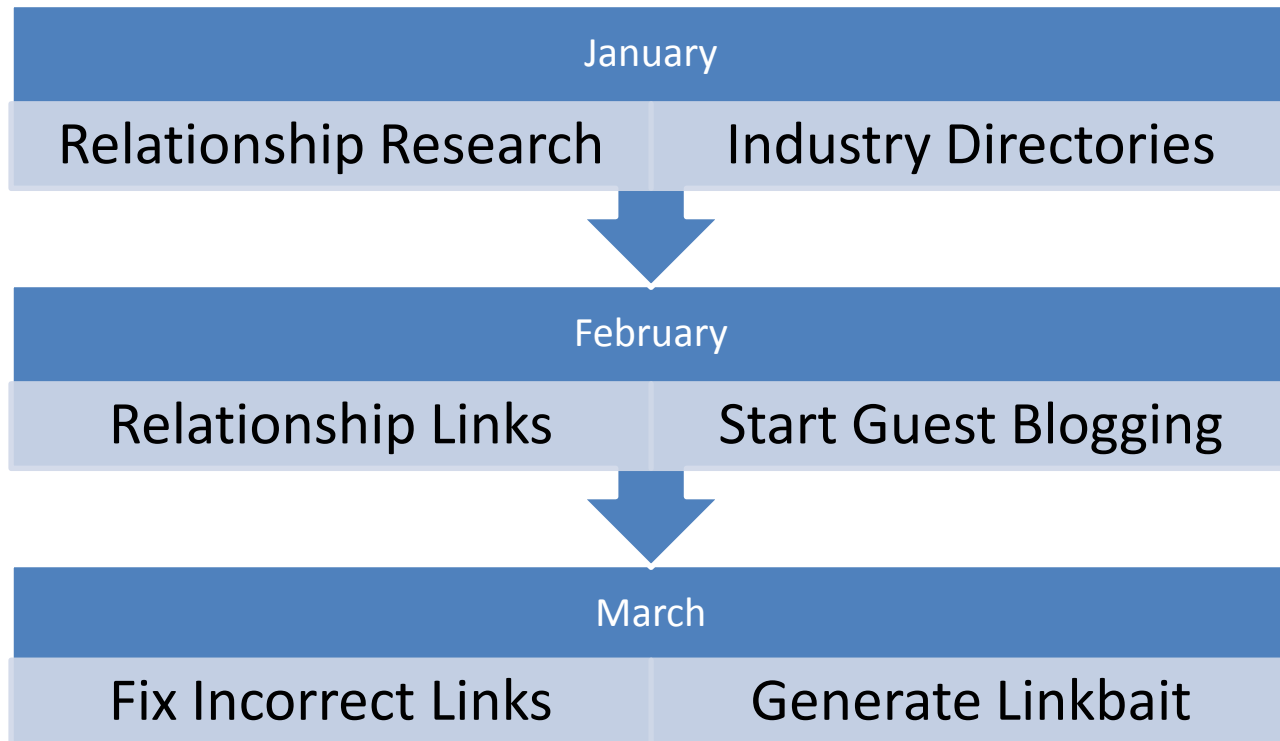
# Getting Organised

## Content Development Process



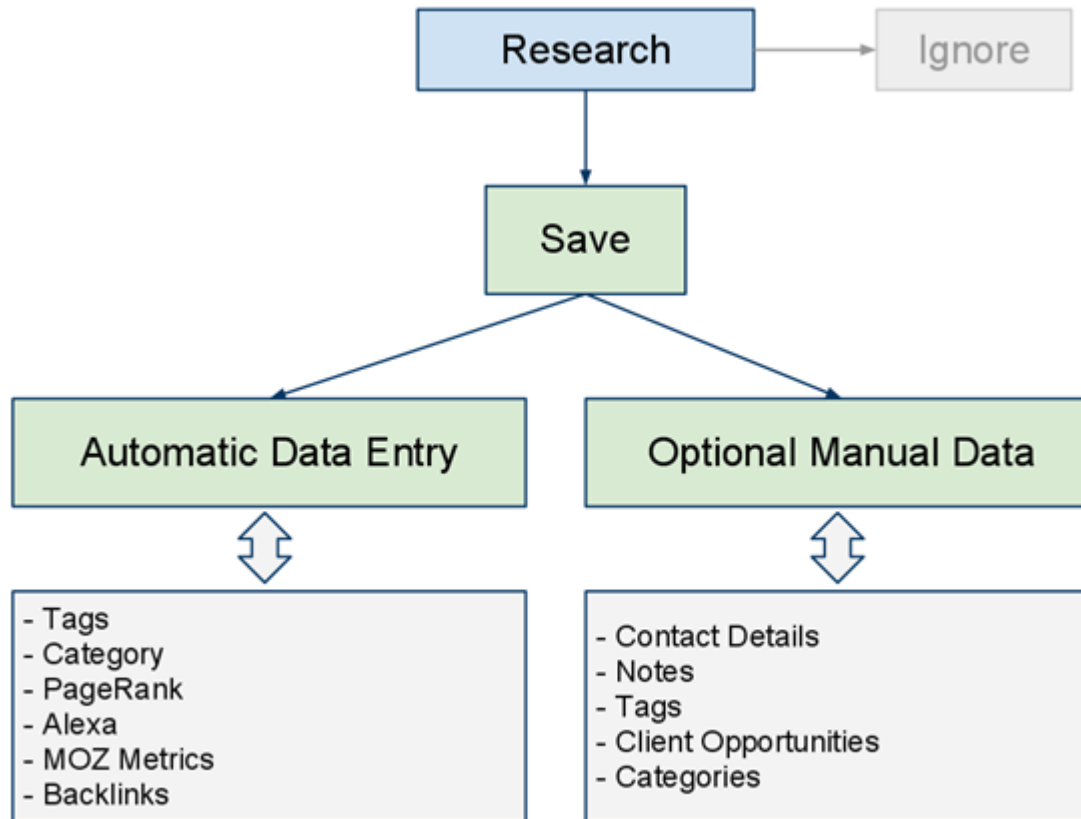
# Getting Organised

## Schedule of Activities



# Getting Organised

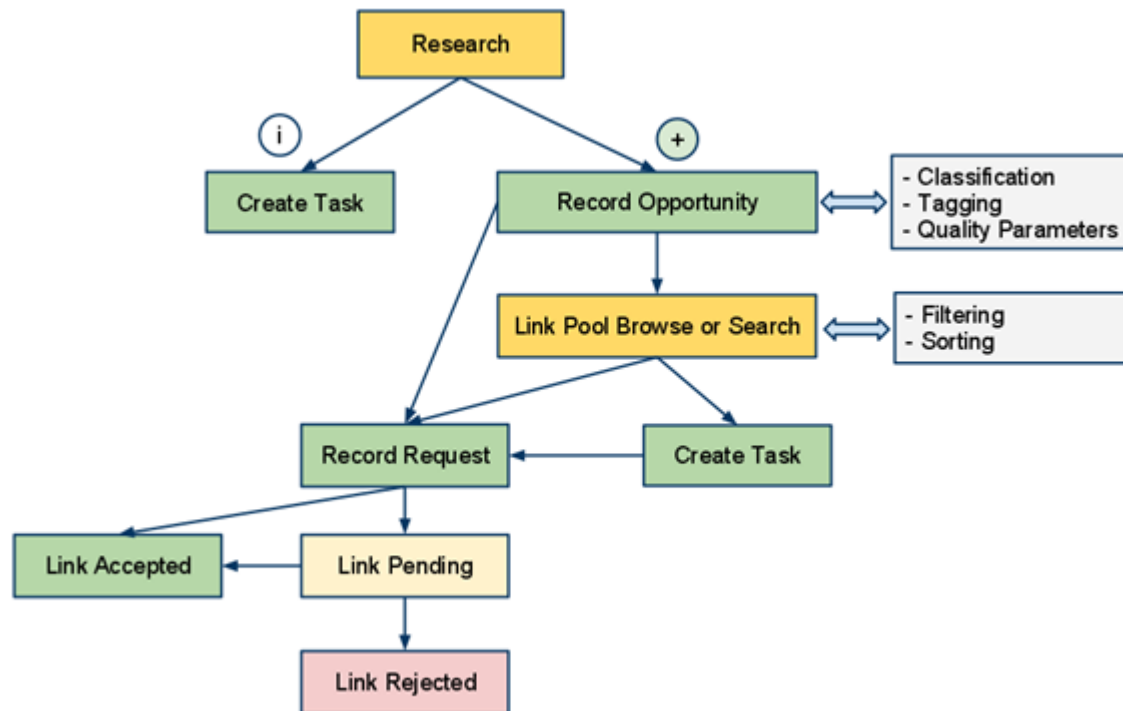
## Automating Manual Tasks





# Getting Organised

## Recording Link Opportunities



# Link Building Software

Dashboard | Inbox [6] | **\*My Projects** | Link Digger | My Links | Favorites | Import Links | My Account | Tools | Team | My Notes | Logout | Help

Notifications: Updates, Link alerts, Admin messages, Newly assigned links, overdue links, currently selected projects

Project Name	Targets	To Do	Rankings	Links	Alerts	Competitors	Digger	Checkin
Technological Singularity Inc.	12	34	3 ▲ 1 ▼	1202	4	3 ▲ 1 ▼	214 new	[ x ]
Nikola Tesla Electronics Pty Ltd	3	1	12 8	808	2	12 ▲ 8 ▼	117 new	[ ]

**Filter:**

- [+] Type
  - Content
  - Free
  - Link Exchange
  - Paid
  - Relationship
  - Uncategorized
- [+] Topic:
  - [ x ] Business
  - [ x ] Science
  - [ ] Education
- [+] Region
- [+] User

Top Favorites

[RESET FILTERS]

**Sorting Criteria:** PageRank, OBL, DA, PA, Date, Favorites

**Results**  
(Default Value: Recent Links)  
If client selected show that topic. If multiple clients selected show combined topics.

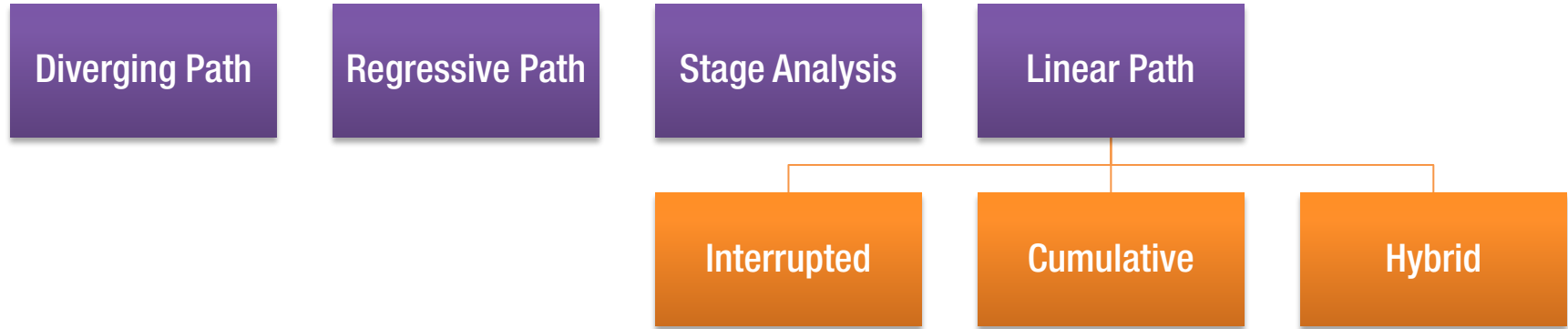
# Chapter Four

# People



# Link Building Styles

## Manual Link Research Paths



# The Toolbar



# Girls.



# Boys.





# Know Your People.

University Degree in English Language & Literature

} In Common

Speaks French,  
Spanish &  
Greek

Soprano in an  
award-winning  
choir

Writing, Media  
Literacy, Science  
& Technology

Interest in  
teaching  
methodologies

Interpreter for a  
local bank

Ex-ballerina.  
Loves dance,  
music & travel

Part-time  
educator &  
journalist

Active in  
conferences &  
summits

Unique

Unique



# Understanding Personas.



# Smaller Groups. Team Leaders.



# Coaching & Feedback.



# Celebrate Success.



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