The Fine Art of

Link Earning

DEJAN MARKETING

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.

DEJAN MARKETING

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.

DEJAN MARKETING

When money stops flowing

Links Stop Flowing

DEJAN MARKETING

SEO companies are now turning into…

“Digital Agencies”

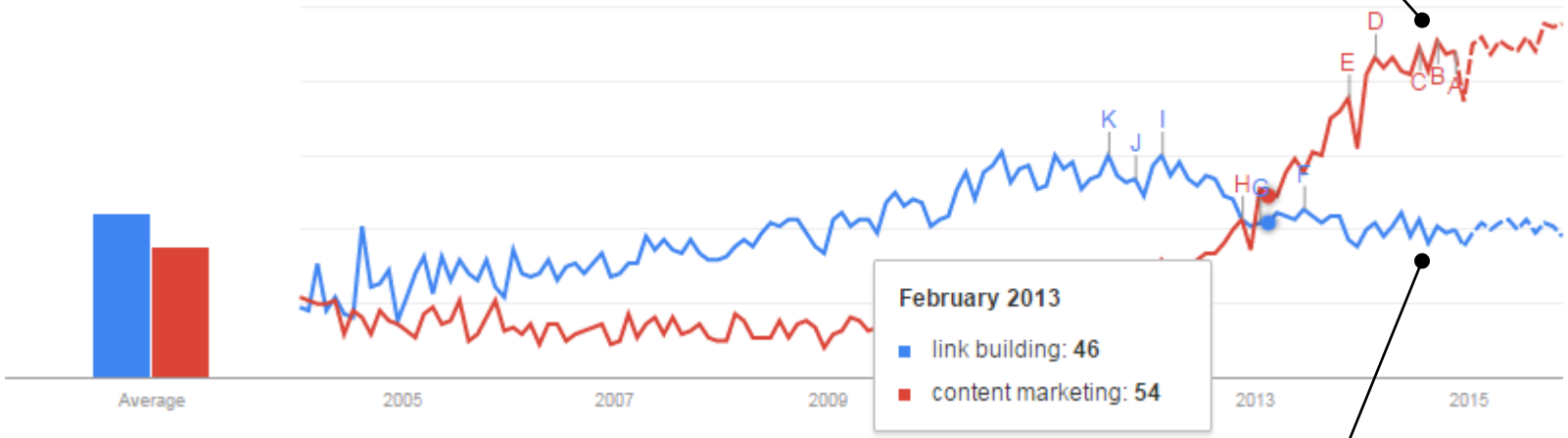
DEJAN MARKETING

They have a new name for link building.

“Content Marketing.”

DEJAN MARKETING

Content Marketing



Link Building

DEJAN MARKETING

DEJAN MARKETING

Is your agency any good at content?

Go visit their blog. Check out social shares.

DEJAN MARKETING

Buzzsumo

Coming Up: The Biggest Google Update of the Year? dejanseo.com.au - More from this domain By Dan Petrovic - May 18, 2014 Article	View Backlinks View Sharers Share	89	79	222	1	371	762
Hello, this is an extortion email. dejanseo.com.au - More from this domain By Dan Petrovic - Aug 14, 2014 Article	View Backlinks View Sharers Share	84	99	247	0	220	650
Google Reclassifies Certain Types of Thin Content Pages dejanseo.com.au - More from this domain By Dan Petrovic - Nov 5, 2014 Article	View Backlinks View Sharers Share	146	62	234	0	115	557
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 Article	View Backlinks View Sharers Share	22	66	204	0	134	426
Co-Occurrence as a Ranking Signal dejanseo.com.au - More from this domain	View Backlinks						

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.

DEJAN MARKETING

Levitating
Superconductor
Liquid Nitrogen

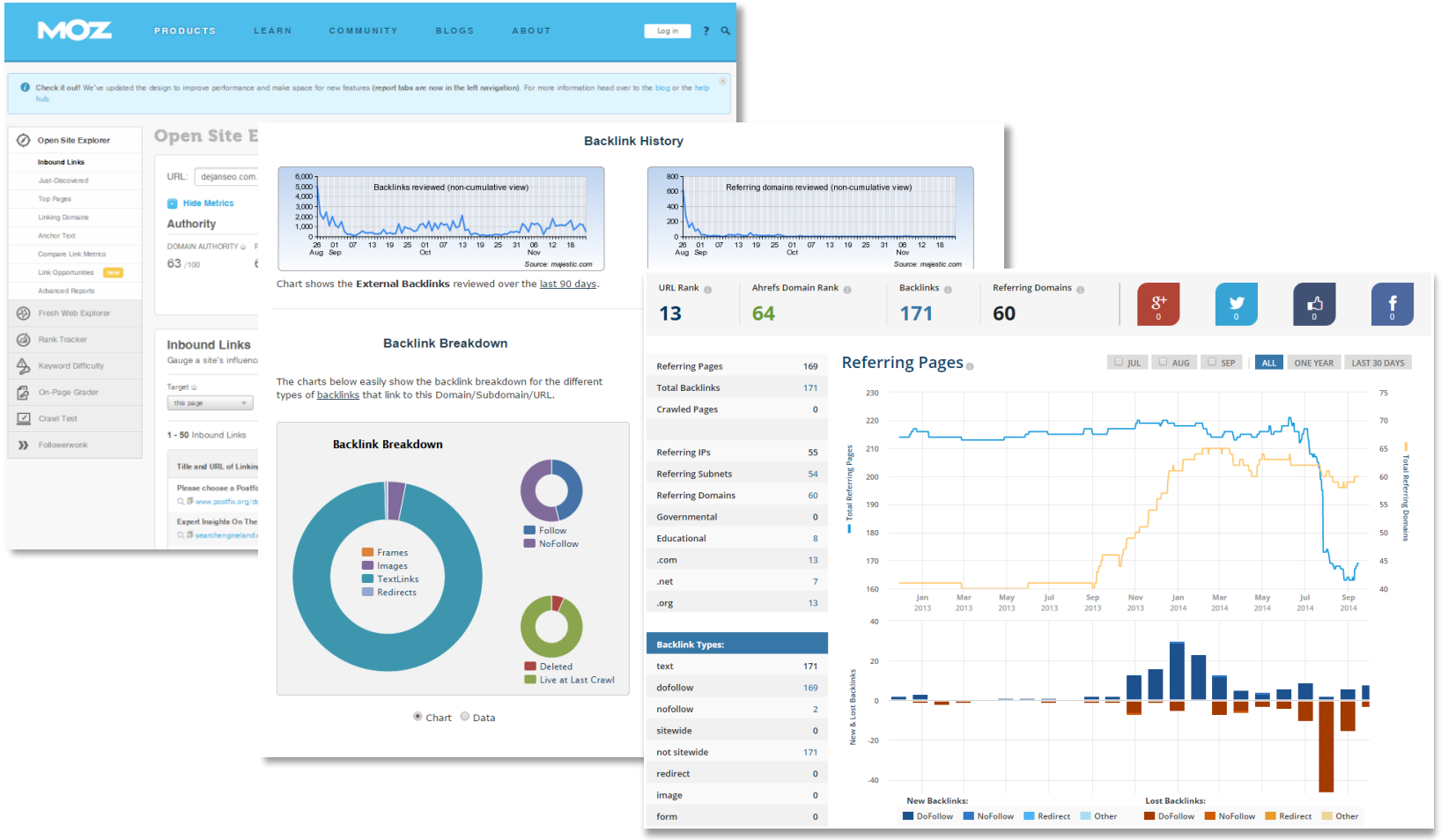
DEJAN
MARKETING

Ultimaker 2
HOVER BOARD
MATTEL
MATTEL
PRINT
MATERIAL
MAINTENANCE
SD card

My interests.

My link.

DEJAN MARKETING



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

DEJAN MARKETING

Dan made a new link?

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

DEJAN MARKETING

Weeks later…

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

MOAR LINKS!!!!1

DEJAN MARKETING

Scientist using data analyzer photo provided by CDC/ Hsi Liu, 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 Misterteacher flickr photostream under this Creative Commons license;
fish market photo provided by NH567's flickr photostream under this Creative Commons license

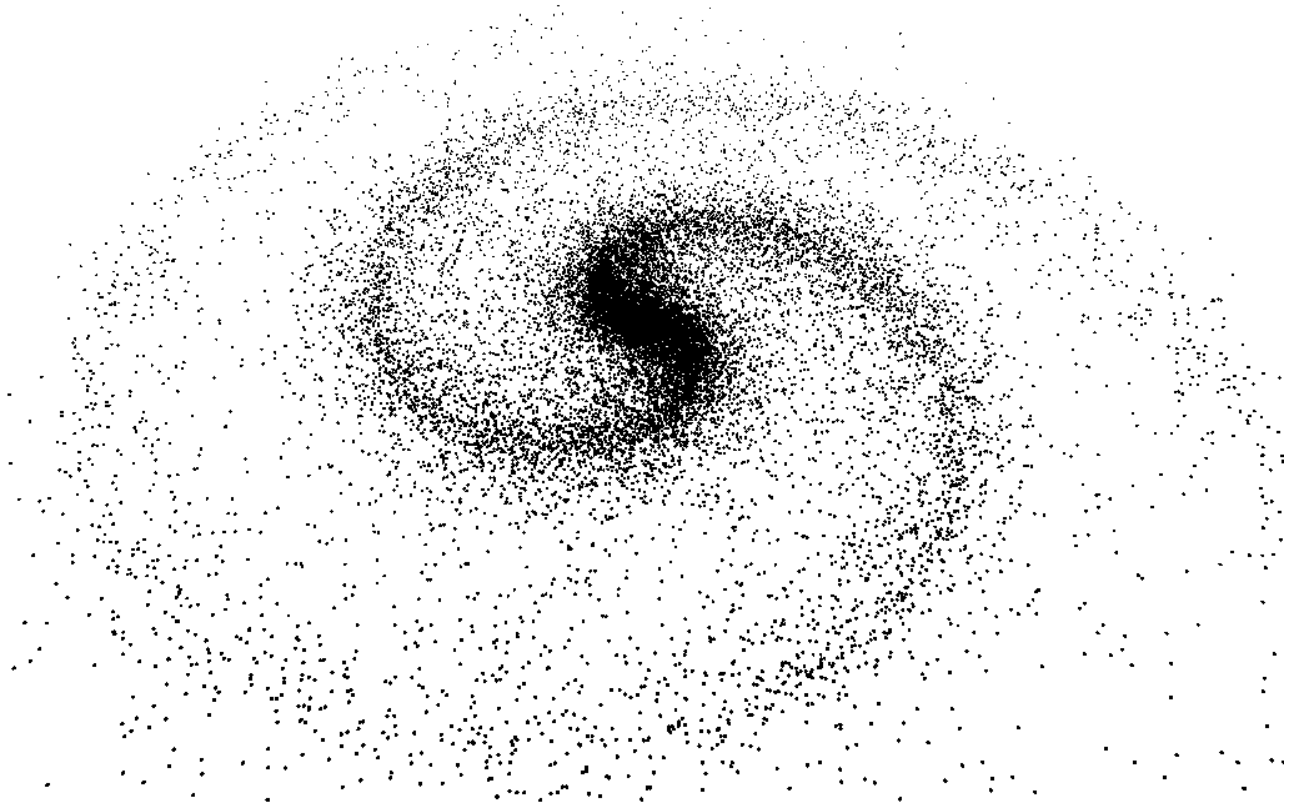
© COPUS 2008

DEJAN MARKETING

Perspective.

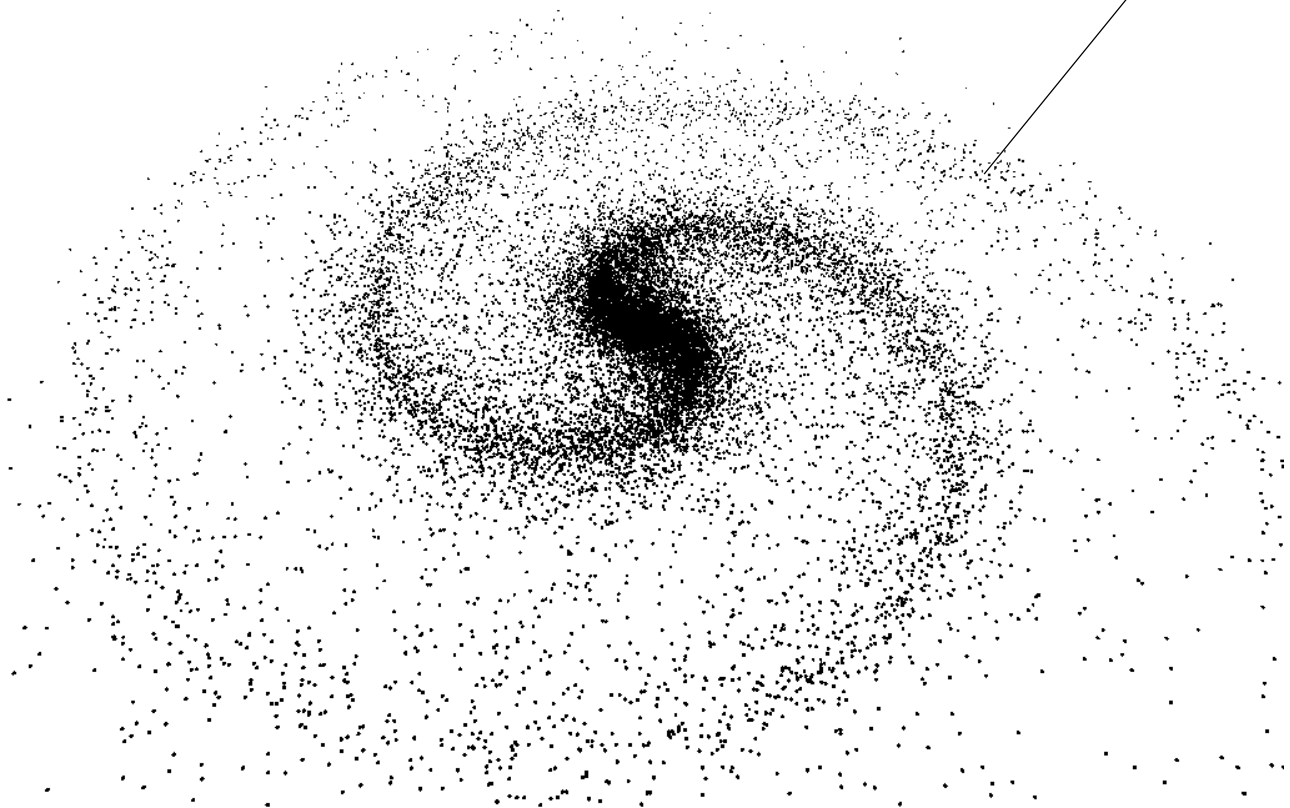
URLs on the web: 1.0 trillion

Stars in our galaxy: 0.4 trillion



DEJAN MARKETING

So much choice.
Why pick my page?



DEJAN MARKETING

My Solution?
Generate ‘unreplicable’ links.

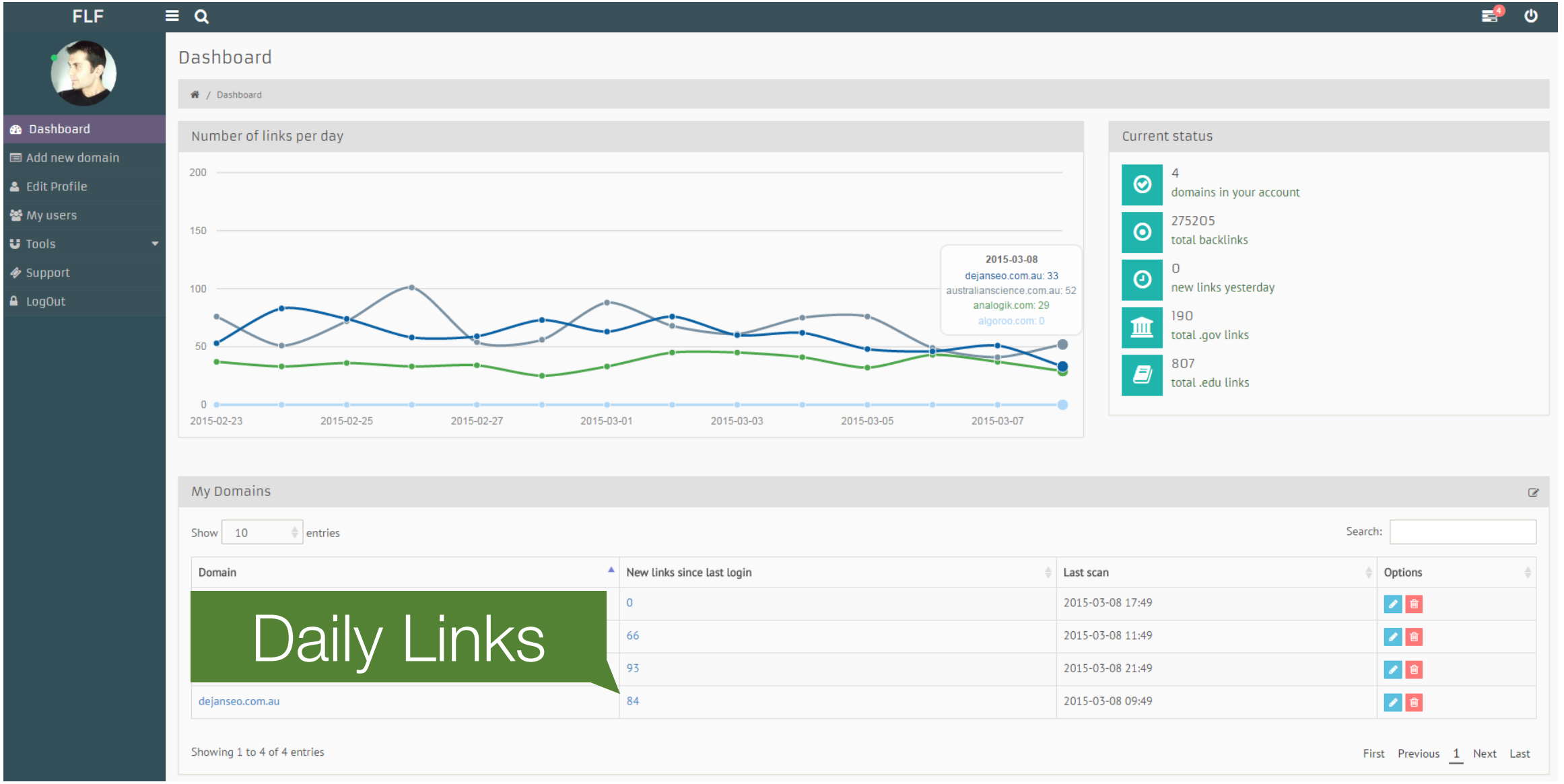
DEJAN MARKETING

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

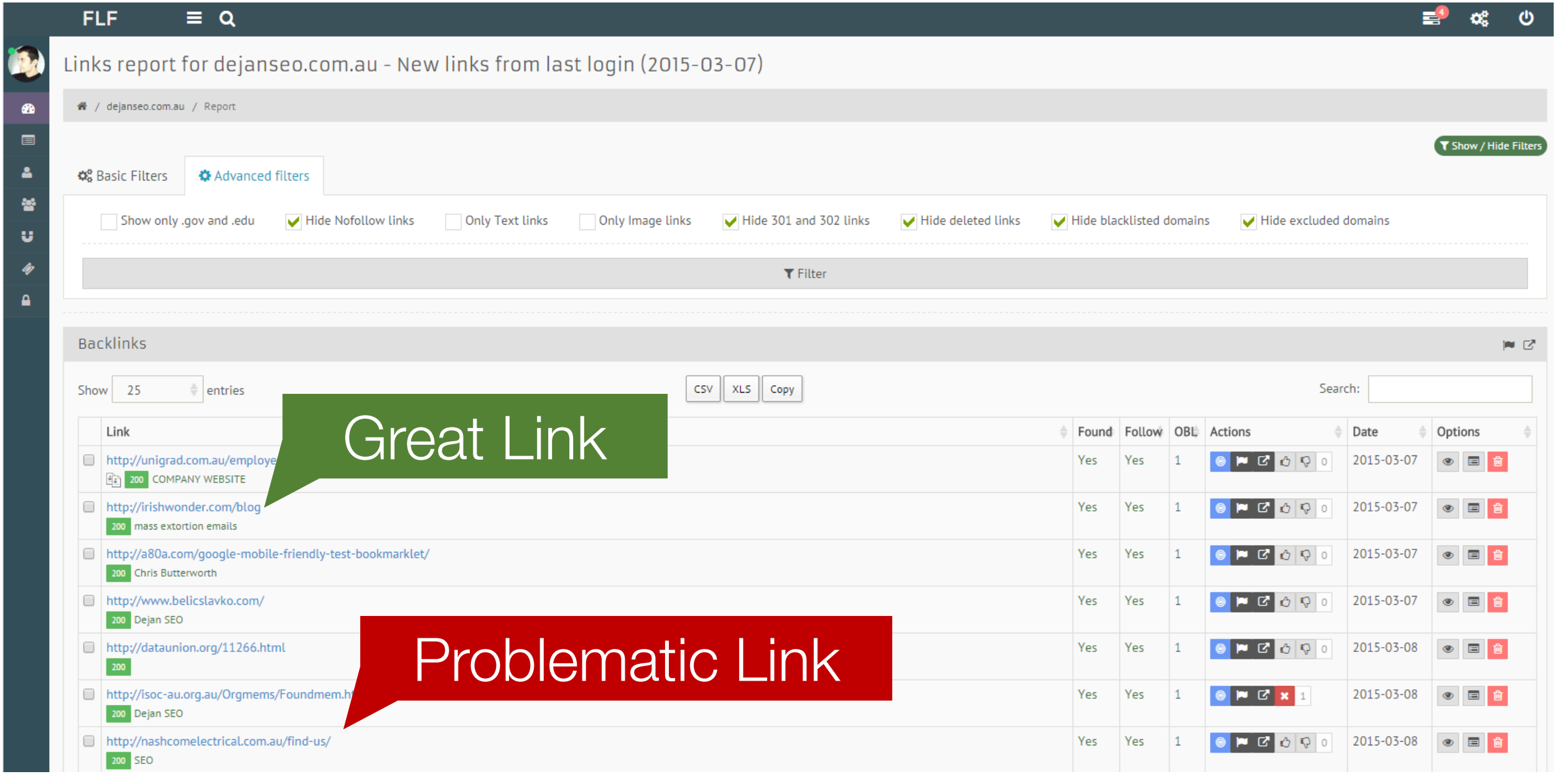
DEJAN MARKETING



dev.freshlinkfinder.com (beta)
freshlinkfinder.com

DEJAN MARKETING

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



dev.freshlinkfinder.com (beta)
freshlinkfinder.com

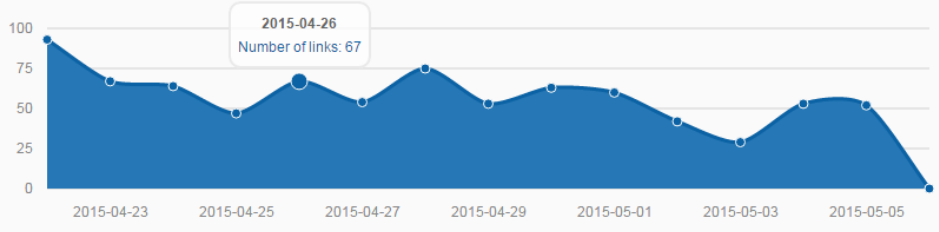
DEJAN MARKETING

Links report for dejanseo.com.au - New links from last login (2015-05-05)

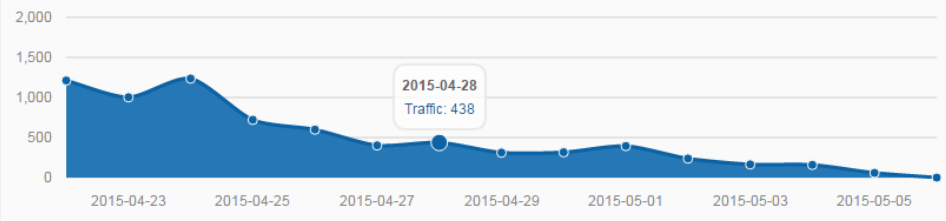
/ dejanseo.com.au / Report

Insert links manually | Excluded domains

Links per day



Referral traffic per day



Backlinks

Hide: Redirects ☐ Deleted ☐ No follow ☑ Blacklisted ☐ Reset filters

Show 10 entries CSV XLS Copy Search:

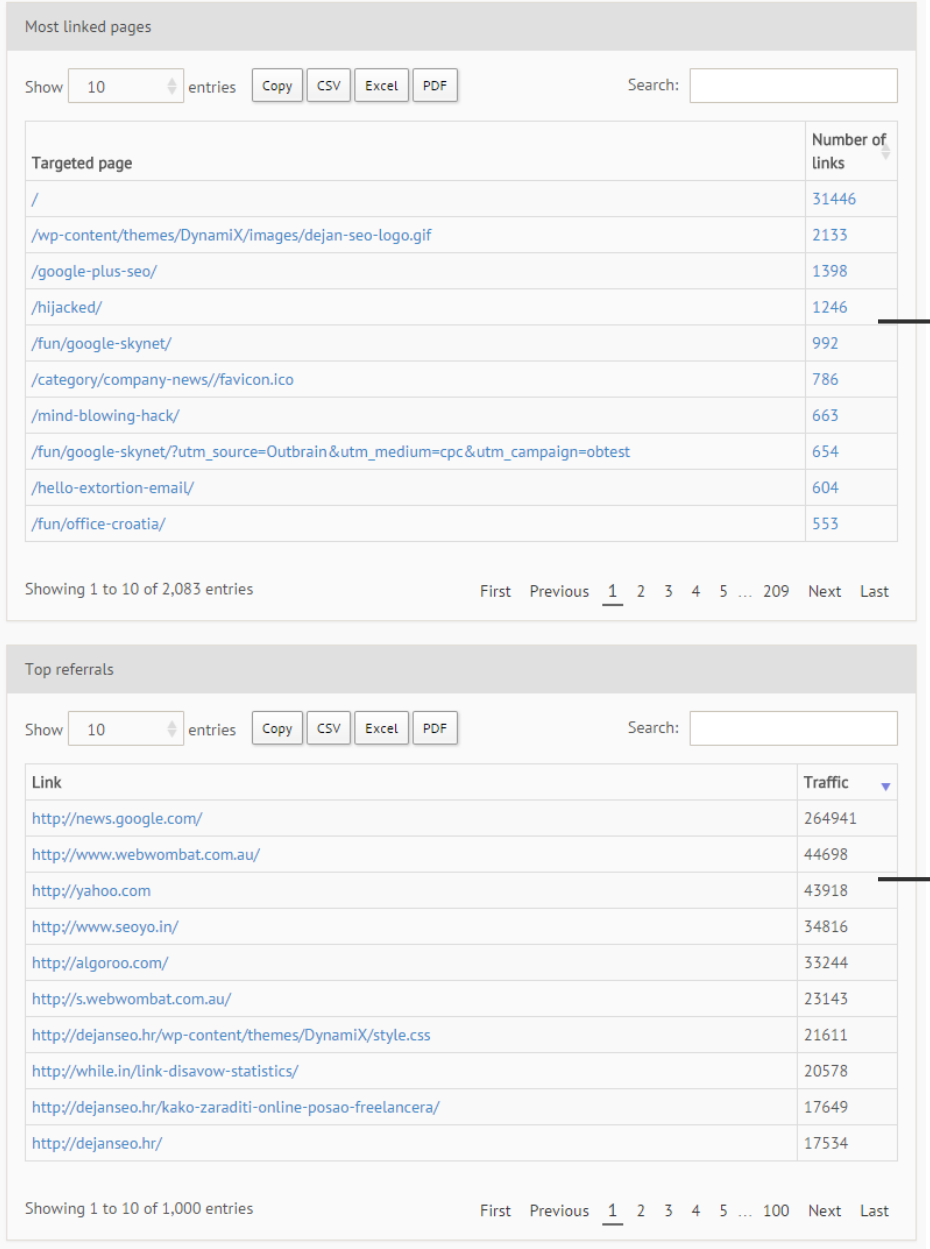
Link	Found	Follow	Traffic	OBL	Actions	Date	Options
http://www.jaydaniellsweb.com.au/services/website-and-b[...] growth.php 200 DejanSEO	Yes	Yes	2	1	1	2015-05-04	
http://inbound.org/in/IvanDSEO/upvotes/latest 200	Yes	Yes	4	1	1	2015-05-04	
http://www.ranksignals.com/tools/backlinks/paradisefirs[...] aid.com.au 200 http://dejanseo.com.au/testimonials/	Yes	Yes	2	1	-1	2015-05-04	
http://www.reddit.com/r/bigseo/top/?sort=top&t=month&co[...] =t3_31uyew 200	Yes	Yes	3	1	1	2015-05-03	
http://000.nl/posts/seo-copywriting/ 200 The Art of Link Earning	Yes	Yes	3	1	1	2015-05-03	
http://www.marketingbypermission.com/category/newslette[...] wsletters/ 200 he hijacked a few pages in Google	Yes	Yes	8	1	0	2015-05-02	
http://inbound.org/in/CButterworth_/shares 200 Dejan SEO	Yes	Yes	8	1	1	2015-05-02	
http://inbound.org/in/IvanD2DejanSEM/upvotes 200 Google Webmaster Tools Update: Download to Spreadsheet dejanseo.com.au	Yes	Yes	8	1	1	2015-05-02	
http://www.searchenginepeople.com/blog/1504-link-buildi[...] itter.html 200 Dejan Marketing	Yes	Yes	8	1	1	2015-05-02	
http://www.reddit.com/r/bigseo/?count=75&after=t3_32qxm9 200	Yes	Yes	4	1	1	2015-05-01	

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

First Previous 1 2 3 4 5 … 1767 Next Last

Enter List name | Add selected links to the list!

DEJAN MARKETING



Most linked pages

Show 10 entries Copy CSV Excel PDF Search:

Targeted page	Number of links
/	31446
/wp-content/themes/DynamiX/images/dejan-seo-logo.gif	2133
/google-plus-seo/	1398
/hijacked/	1246
/fun/google-skynet/	992
/category/company-news//favicon.ico	786
/mind-blowing-hack/	663
/fun/google-skynet/?utm_source=Outbrain&utm_medium=cpc&utm_campaign=obtest	654
/hello-extortion-email/	604
/fun/office-croatia/	553

Showing 1 to 10 of 2,083 entries First Previous 1 2 3 4 5 … 209 Next Last

Top referrals

Show 10 entries Copy CSV Excel PDF Search:

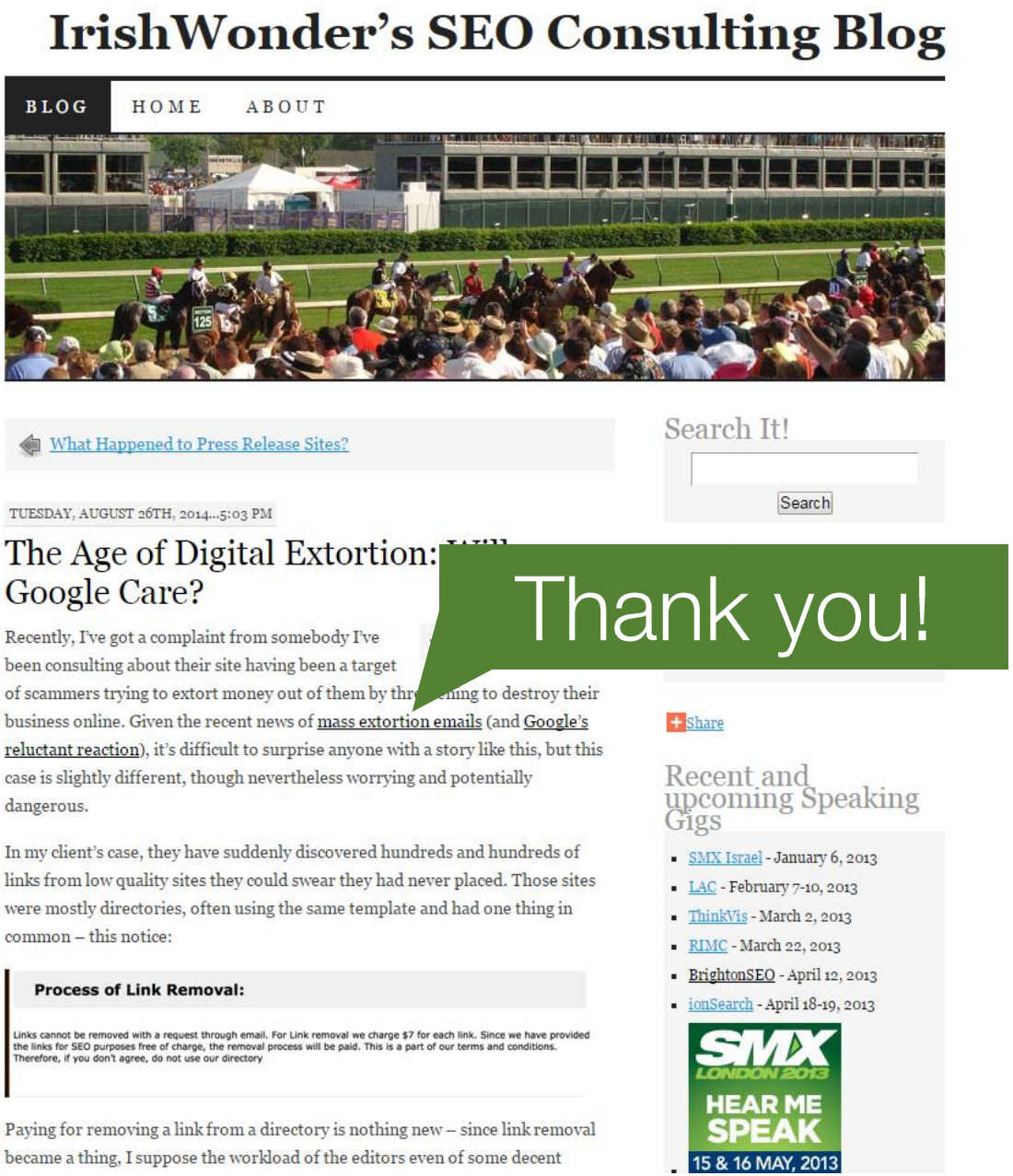
Link	Traffic
http://news.google.com/	264941
http://www.webwombat.com.au/	44698
http://yahoo.com	43918
http://www.seoyo.in/	34816
http://algoroo.com/	33244
http://s.webwombat.com.au/	23143
http://dejanseo.hr/wp-content/themes/DynamiX/style.css	21611
http://while.in/link-disavow-statistics/	20578
http://dejanseo.hr/kako-zaraditi-online-posao-freelancera/	17649
http://dejanseo.hr/	17534

Showing 1 to 10 of 1,000 entries First Previous 1 2 3 4 5 … 100 Next Last

Most Linked Pages

Top Referrers by Traffic

DEJAN MARKETING



Thank you!

Outreach after the link is made.

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

DEJAN MARKETING

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.

DEJAN MARKETING

I analysed a lot of natural links.

dejanseo.com.au/anchor-text-harvesting
ancore.dejanseo.com.au

DEJAN MARKETING

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.

DEJAN MARKETING

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.

Identification

Relationship

Action/Expansion

Identification

Example Identification

Action Expansion

Identification

Action

Definition Identification

DEJAN MARKETING

Research Results

Merit-Based Link Classification

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

DEJAN MARKETING

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

DEJAN MARKETING

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

DEJAN MARKETING

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).

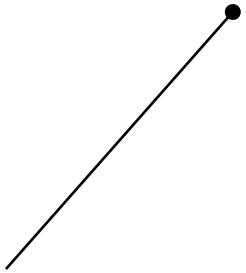
Reference

Quoting a statement from another author.

Live Example: Moz

DEJAN MARKETING

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.



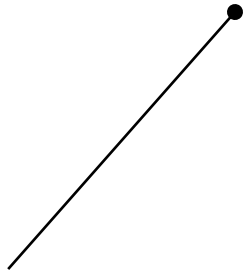
Definition

Linking to a page which defines a concept.
Live Example: icrossing

DEJAN MARKETING

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

DEJAN MARKETING

Identification

Disclosure of contextually relevant entities.

Live Example: SEO Roundtable

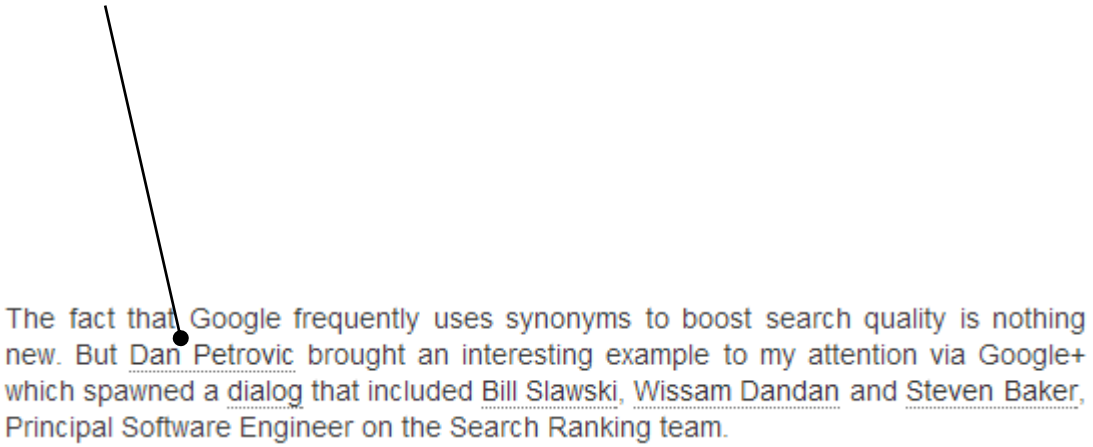
Dan Petrovic put together one of the more useful Google Hangouts I've yet to see by a non-Googler.

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.

DEJAN MARKETING

Example

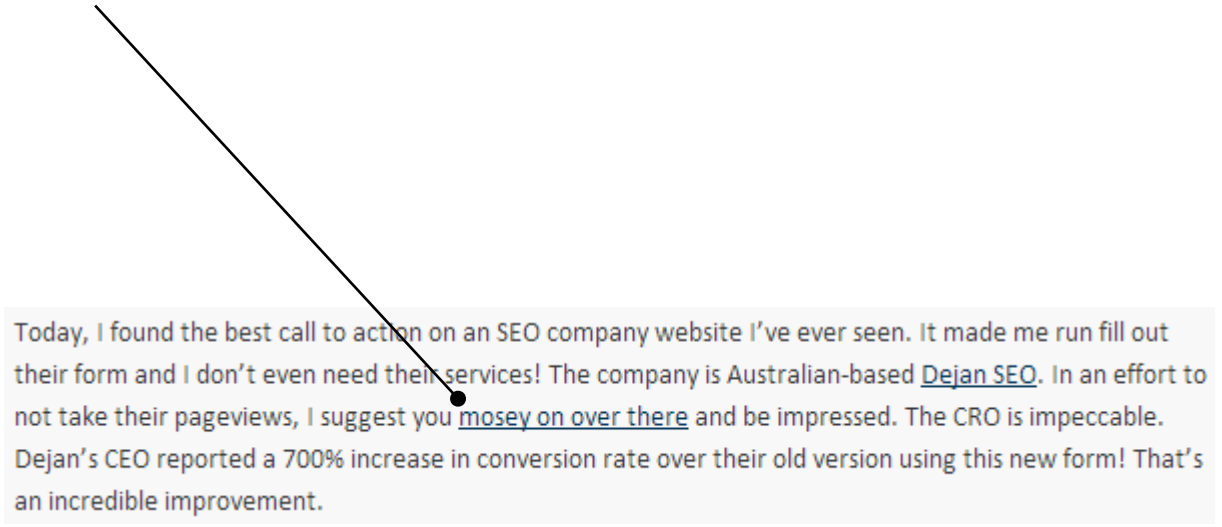
Practical illustration of discussed entities and ideas.
Live Example: Blind Five Year Old



DEJAN MARKETING

Action

Inviting users to perform an activity.
Live Example: RossHudgens.com



DEJAN MARKETING

Relationship

Engagement and connectivity based linking.

Live Example: [2013 National Cyber Security Awareness Week]

Your can try to mimic
these link characteristics.

DEJAN
MARKETING

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

Alistair Lattimore, Wotif

DEJAN MARKETING

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.

DEJAN MARKETING

2015 ..... Achieving

Greatness

2005 ..... Faking

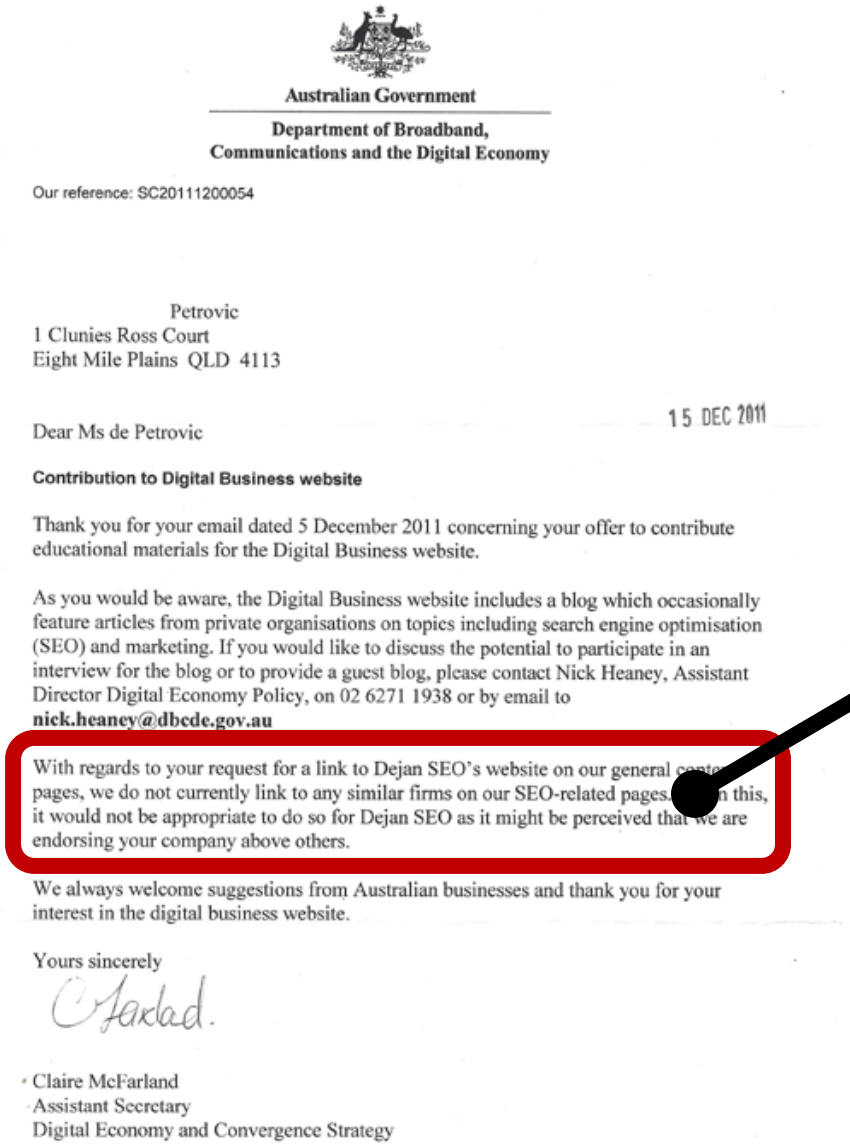
DEJAN MARKETING

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

Kaspar Szymanski, Google

DEJAN MARKETING

#fail



Australian Government

Department of Broadband,
Communications and the Digital Economy

Our reference: SC20111200054

Petrovic
1 Clunies Ross Court
Eight Mile Plains QLD 4113

15 DEC 2011

Dear Ms de Petrovic

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 Heaney, Assistant Director Digital Economy Policy, on 02 6271 1938 or by email to **nick.heaney@dbcde.gov.au**

With regards to your request for a link to Dejan SEO's website on our general conte pages, we do not currently link to any similar firms on our SEO-related pages n 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

Request Denied

DEJAN MARKETING

#win

From: **Sukhwinder** <sukhwinder.singh@qbslearning.com>
Date: 5 May 2015 at 11:42
Subject: Permission Request - Evans_31104 - Cite# 1579.00
To: enquiries@dejanseo.com.au
Cc: amrit.singh@qbslearning.com

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 edition 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 weblink with their selection title** for which we are seeking permissions**:**

Cite# 1579.00:

Selection title: What is Google Knowledge Vault?

Weblink: http://dejanseo.com.au/knowledge-vault/

Also, Invoices need to addressed to:
Karen Sanatar
Pearson Education
One Lake Street, 1G100
Upper Saddle River, NJ 07458

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

Regards,

Sukhwinder Singh| Research Analyst - Rights and Permissions
sukhwinder.singh@qbslearning.com
QBS Learning (Delhi)
D-8, 2nd Floor, Sector 3, Noida, U.P. (India) 201301
O: +91-120-483-3350 x371 | F: +1.347.274.2820QBS Learning (New York)
242 West 30 st, Suite 900 (9th Floor)
New York, NY 10001

Getting paid!

DEJAN MARKETING

~~Link Building~~

~~Link Begging~~

Link Earning

DEJAN MARKETING

Your content has to be good though.

DEJAN MARKETING

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

DEJAN MARKETING

Content Qualities

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

DEJAN MARKETING

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

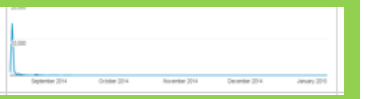
Content Qualities

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

DEJAN MARKETING

	A	B	C	D	E	F	G	H	I	J	K
1	Article	Unique Views	Time	Tweets	Likes	Plusones	LinkedIn	Total	Share	Words	
2	Co-Citation Experiment	1,112	5:46	150	14	89	44	297	4%	1048	
3	PDF Hack	1,532	5:32	107	38	115	24	284	2%	2169	
4	Thin Content Update	5,394	4:10	244	149	129	62	584	1%	622	
5	SEO for Multilingual eCommerce Websites	9,303	5:13	82	36	100	27	245	0%	890	
6	Call to Action Examples	15,971	4:36	43	19	58	18	138	0%	1052	
7	Extortion Email	18,261	3:53	254	86	221	99	660	0.01	558	

DEJAN MARKETING

	A	B	C	D	E	F	G	H	I	J	K
1	Article	Unique Views	Time	Tweets	Likes	Plusones	LinkedIn	Total	Share	Words	
2	Co-Citation Experiment	1,112	5:46	150	14	89	44	297	4%	1048	
3	PDF Hack	1,532	5:32	107	38	115	24	284	2%	2169	
4	Thin Content Update	5,394	4:10	244	149	129	62	584	1%	622	
5	SEO for Multilingual eCommerce Websites	9,303	5:13	82	36	100	27	245	0%	890	
6	Call to Action Examples	15,971	4:36	43	19	58	18	138	0%	1052	
7	Extortion Email	18,261	3:53	254	86	221	99	660	0.01	558	

No Links

Plenty of Links

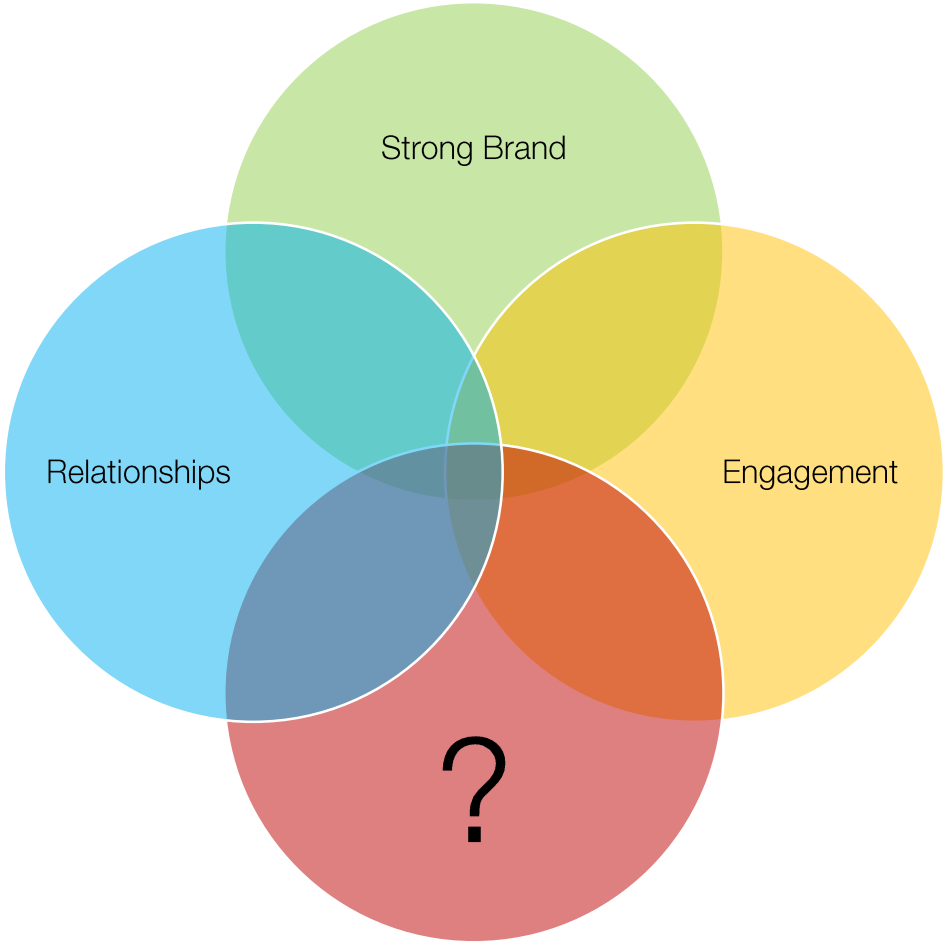
DEJAN MARKETING

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



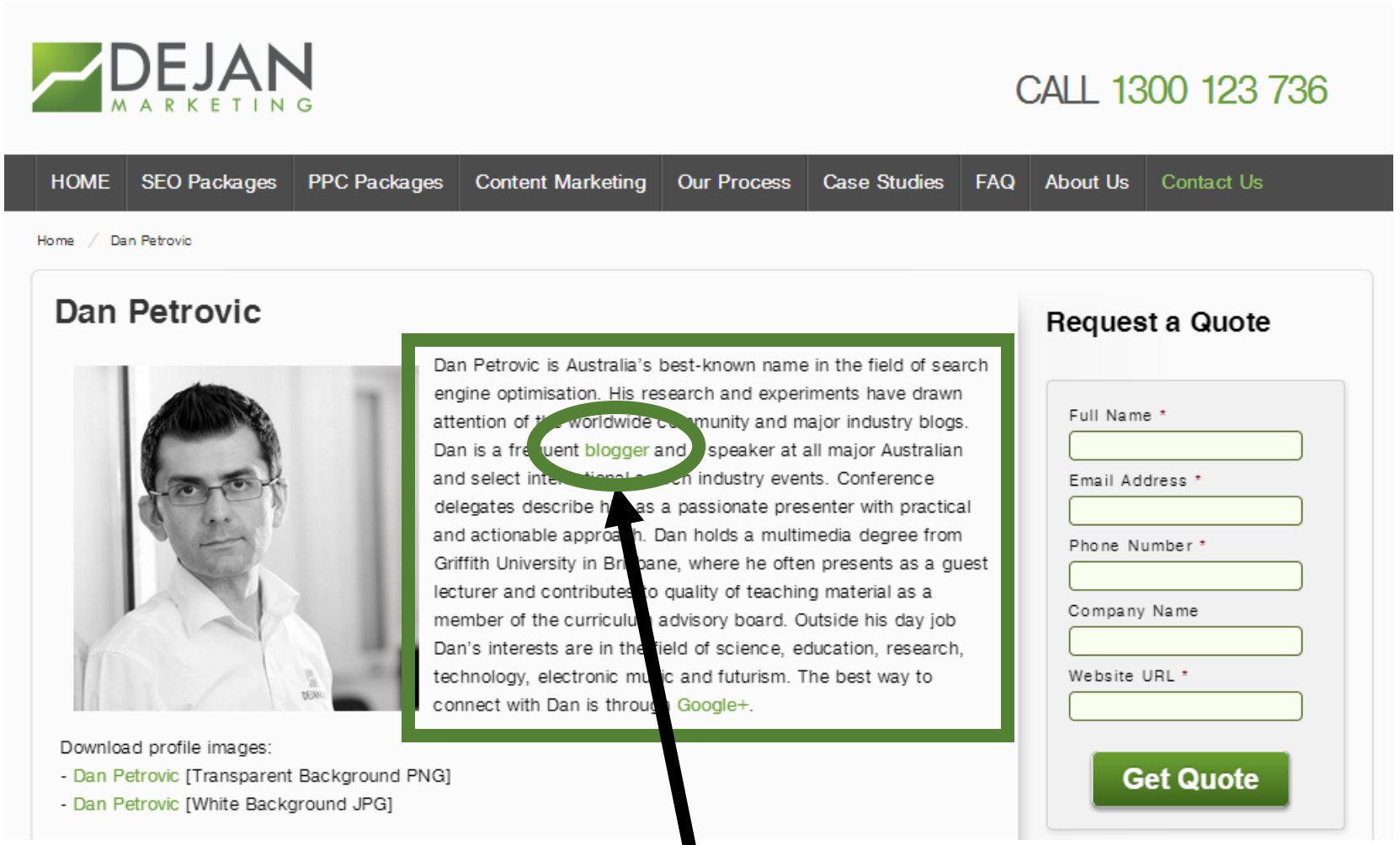
DEJAN MARKETING

Once you build a reason for links to happen naturally, you never have to worry about link building again.

DEJAN MARKETING

With a little nudge here and there.

DEJAN MARKETING

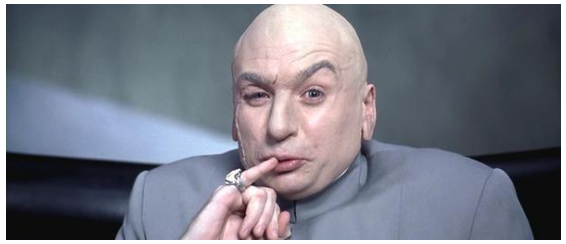


People will copy/paste your bio.

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 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.

DEJAN MARKETING

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.

DEJAN MARKETING

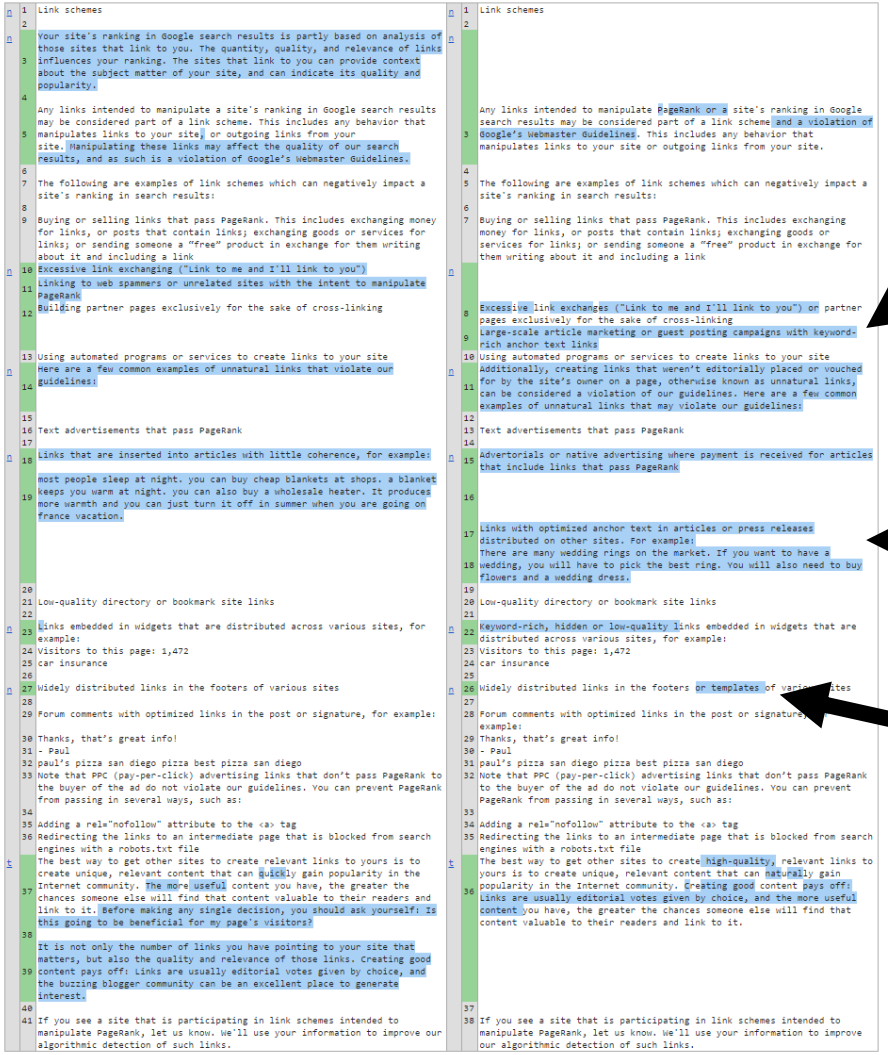
There's only one type of natural link.

The one you didn't ask for.

DEJAN MARKETING

Google's Link Policy Adapts to SEO Trends

OLD



```
Link schemes

Your site's ranking in Google search results is partly based on analysis of
those sites that link to you. The quantity, quality, and relevance of links
influences your ranking. The sites that link to you can provide context
about the subject matter of your site, and can indicate its quality and
popularity.

Any links intended to manipulate a site's ranking in Google search results
may be considered part of a link scheme. This includes any behavior that
manipulates links to your site, or outgoing links from your
site. Manipulating these links may affect the quality of our search
results, and as such is a violation of Google's Webmaster Guidelines.

The following are examples of link schemes which can negatively impact a
site's ranking in search results:

Buying or selling links that pass PageRank. This includes exchanging money
for links, or posts that contain links; exchanging goods or services for
links; or sending someone a "free" product in exchange for them writing
about it and including a link
Excessive link exchanging ("Link to me and I'll link to you")
Linking to web spammers or unrelated sites with the intent to manipulate
PageRank
Building partner pages exclusively for the sake of cross-linking

Using automated programs or services to create links to your site
Here are a few common examples of unnatural links that violate our
guidelines:

Text advertisements that pass PageRank

Links that are inserted into articles with little coherence, for example:

most people sleep at night. you can buy cheap blankets at shops. a blanket
keeps you warm at night. you can also buy a wholesale heater. It produces
more warmth and you can just turn it off in summer when you are going on
france vacation.

Low-quality directory or bookmark site links

Links embedded in widgets that are distributed across various sites, for
example:
Visitors to this page: 1,472
car insurance

Widely distributed links in the footers of various sites

Forum comments with optimized links in the post or signature, for example:

Thanks, that's great info!
- Paul
paul's pizza san diego pizza best pizza san diego
Note that PPC (pay-per-click) advertising links that don't pass PageRank to
the buyer of the ad do not violate our guidelines. You can prevent PageRank
from passing in several ways, such as:

Adding a rel="nofollow" attribute to the <a> tag
Redirecting the links to an intermediate page that is blocked from search
engines with a robots.txt file
The best way to get other sites to create relevant links to yours is to
create unique, relevant content that can quickly gain popularity in the
Internet community. The more useful content you have, the greater the
chances someone else will find that content valuable to their readers and
link to it. Before making any single decision, you should ask yourself: Is
this going to be beneficial for my page's visitors?

It is not only the number of links you have pointing to your site that
matters, but also the quality and relevance of those links. Creating good
content pays off: Links are usually editorial votes given by choice, and
the buzzing blogger community can be an excellent place to generate
interest.

If you see a site that is participating in link schemes intended to
manipulate PageRank, let us know. We'll use your information to improve our
algorithmic detection of such links.
```

NEW


```
Link schemes

Any links intended to manipulate PageRank or a site's ranking in Google
search results may be considered part of a link scheme and a violation of
Google's Webmaster Guidelines. This includes any behavior that
manipulates links to your site or outgoing links from your site.

The following are examples of link schemes which can negatively impact a
site's ranking in search results:

Buying or selling links that pass PageRank. This includes exchanging
money for links, or posts that contain links; exchanging goods or
services for links; or sending someone a "free" product in exchange for
them writing about it and including a link

Excessive link exchanges ("Link to me and I'll link to you") or partner
pages exclusively for the sake of cross-linking
Large-scale article marketing or guest posting campaigns with keyword-
rich anchor text links
Using automated programs or services to create links to your site
Additionally, creating links that weren't editorially placed or vouched
for by the site's owner on a page, otherwise known as unnatural links,
can be considered a violation of our guidelines. Here are a few common
examples of unnatural links that may violate our guidelines:

Text advertisements that pass PageRank

Advertorials or native advertising where payment is received for articles
that include links that pass PageRank

Links with optimized anchor text in articles or press releases
distributed on other sites. For example:
There are many wedding rings on the market. If you want to have a
wedding, you will have to pick the best ring. You will also need to buy
flowers and a wedding dress.

Low-quality directory or bookmark site links

Keyword-rich, hidden or low-quality links embedded in widgets that are
distributed across various sites, for example:
Visitors to this page: 1,472
car insurance

Widely distributed links in the footers or templates of various sites

Forum comments with optimized links in the post or signature, for
example:
Thanks, that's great info!
- Paul
paul's pizza san diego pizza best pizza san diego
Note that PPC (pay-per-click) advertising links that don't pass PageRank
to the buyer of the ad do not violate our guidelines. You can prevent
PageRank from passing in several ways, such as:

Adding a rel="nofollow" attribute to the <a> tag
Redirecting the links to an intermediate page that is blocked from search
engines with a robots.txt file
The best way to get other sites to create high-quality, relevant links to
yours is to create unique, relevant content that can naturally gain
popularity in the Internet community. Creating good content pays off:
Links are usually editorial votes given by choice, and the more useful
content you have, the greater the chances someone else will find that
content valuable to their readers and link to it.

If you see a site that is participating in link schemes intended to
manipulate PageRank, let us know. We'll use your information to improve
our algorithmic detection of such links.
```

"Large-scale article marketing or guest posting campaigns"

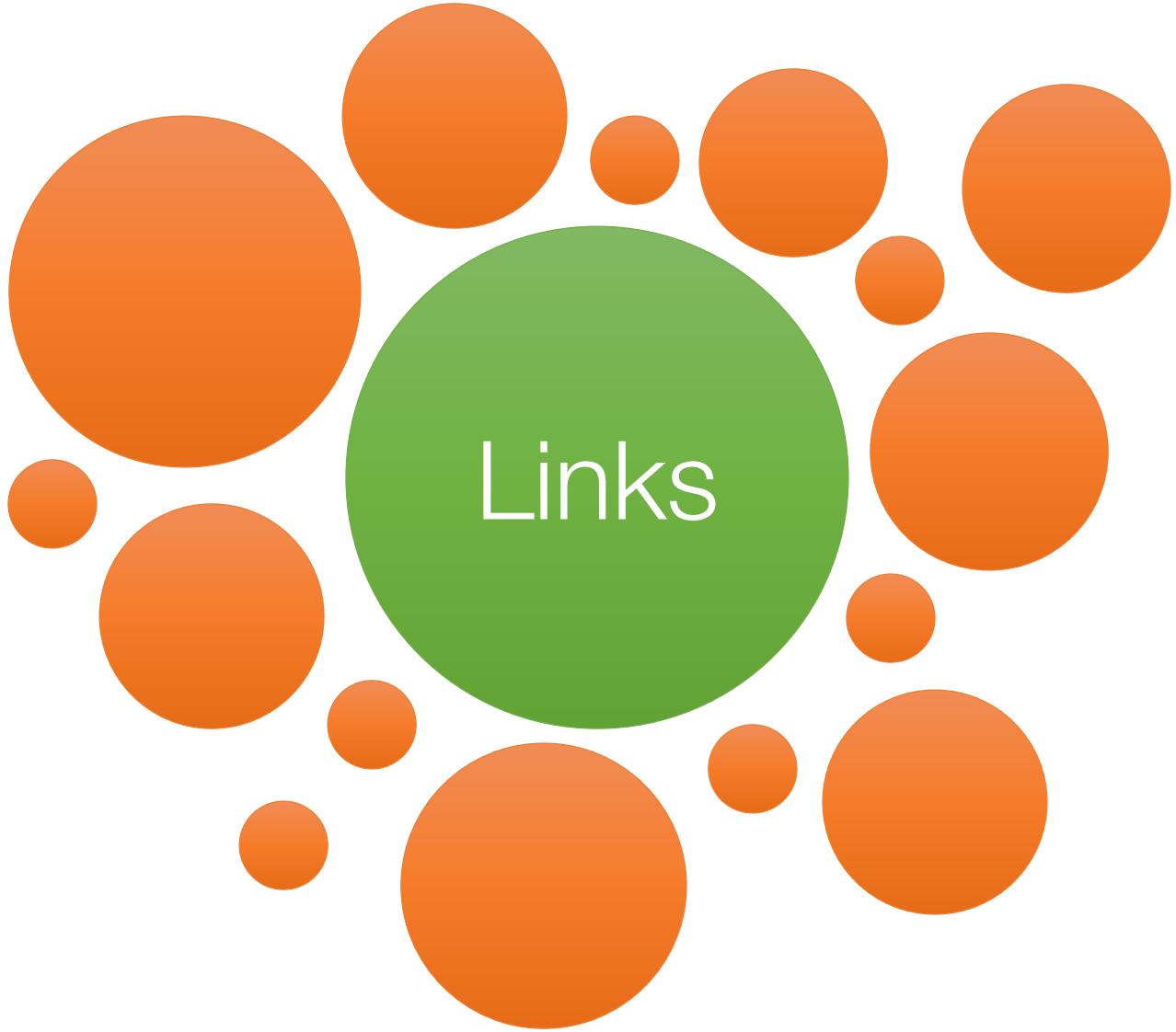
"Links with optimized anchor text in articles or press releases distributed on other sites."

"templates"

Current: https://support.google.com/webmasters/answer/66356?hl=en
Archived: http://web.archive.org/web/20130628215010/https://support.google.com/webmasters/answer/66356?hl=en#

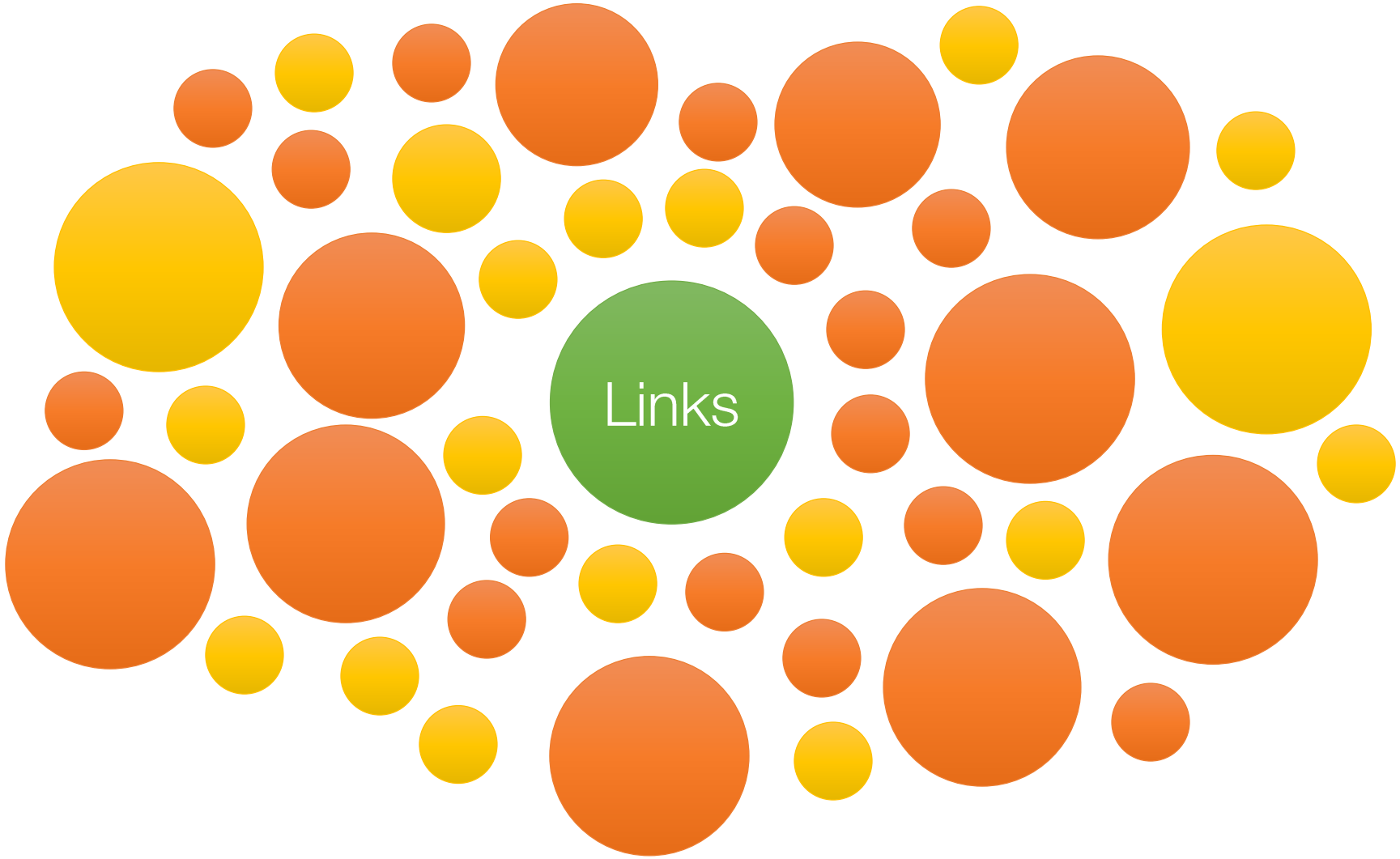
DEJAN MARKETING

Link Signals Rule



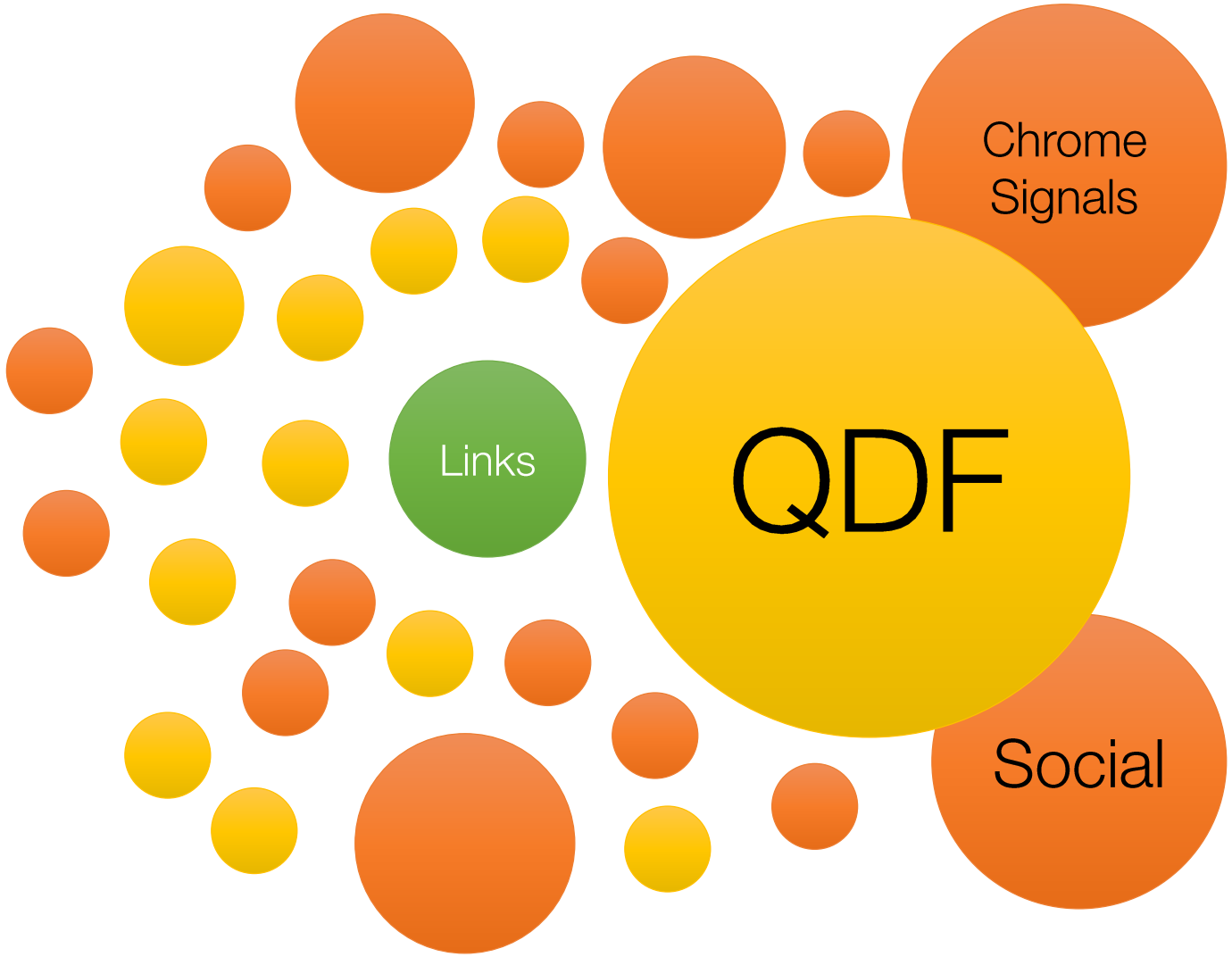
DEJAN MARKETING

Balanced by Others



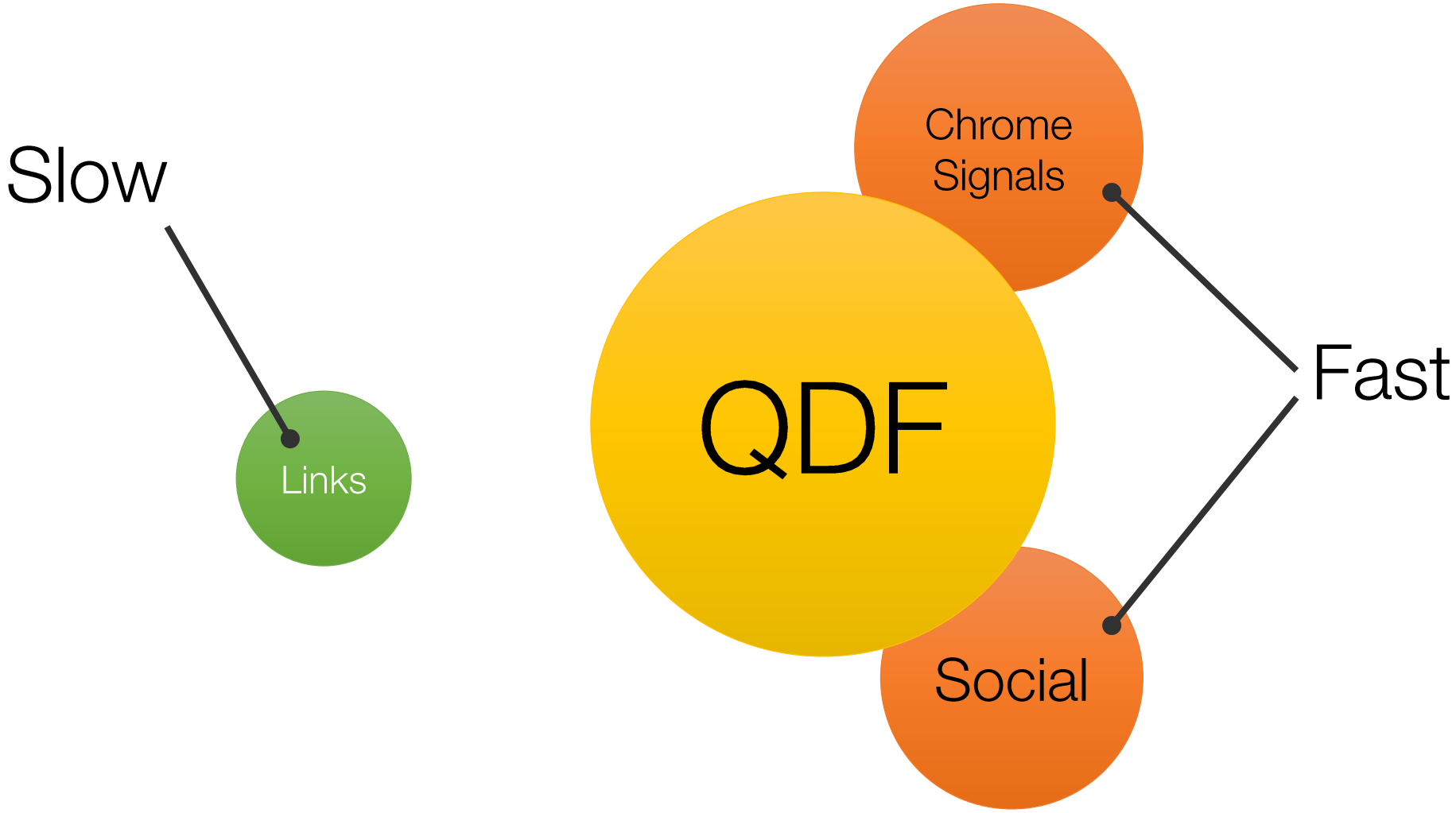
DEJAN MARKETING

Relative Impact

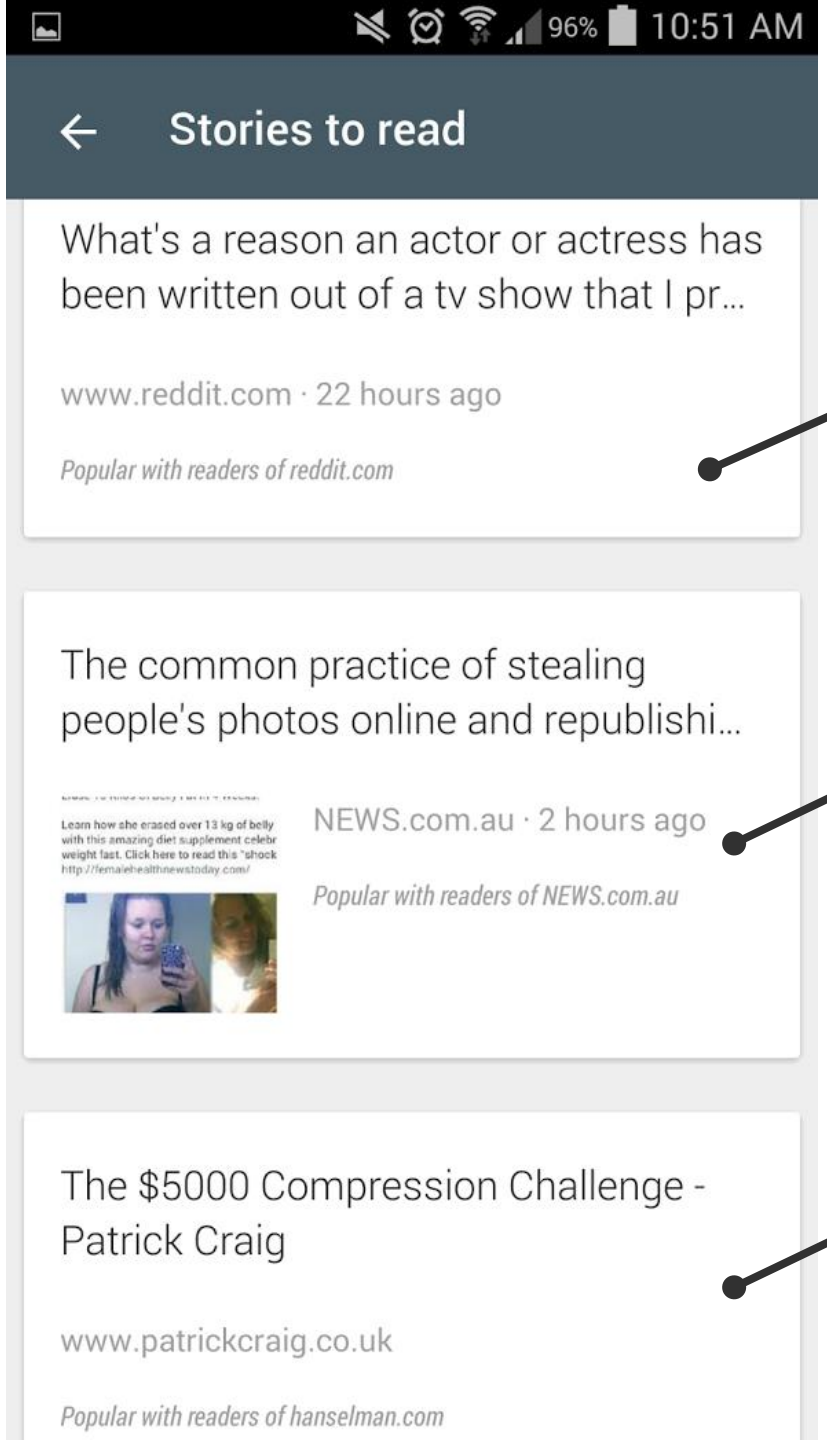


DEJAN MARKETING

Signal Speed Matters



DEJAN MARKETING



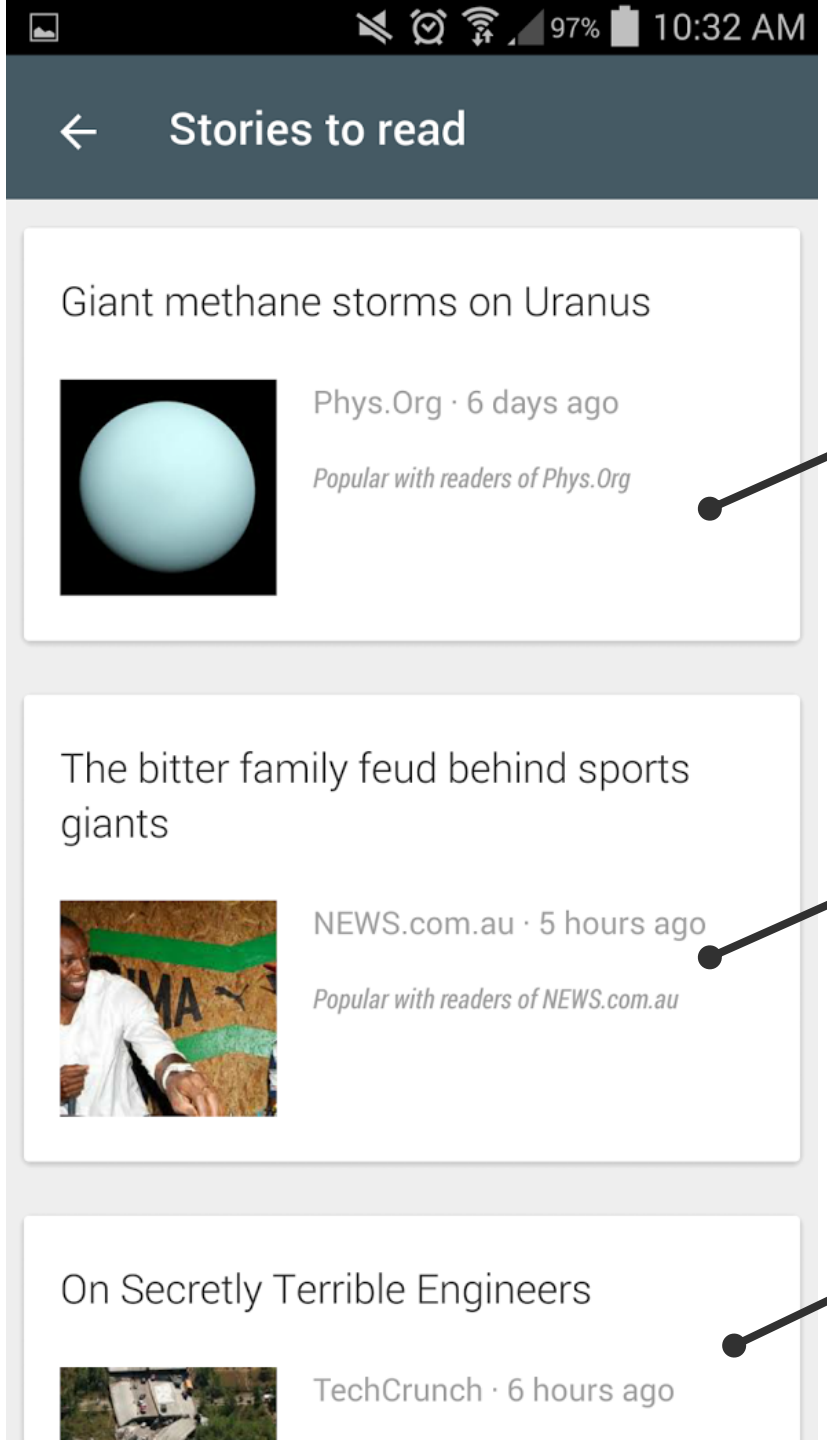
Popular among readers of…

reddit.com
Chrome Signal

news.com.au
Browsing Location

hanselman.com
Google+ Contact

DEJAN MARKETING



phys.org
Interests

Machine Learning.
Dismissed as uninteresting.

techchrunch.com
Interests

DEJAN MARKETING

Buying Links

DEJAN MARKETING

Google: Buying links is against our guidelines.

DEJAN MARKETING

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

Even if they do it nicely.

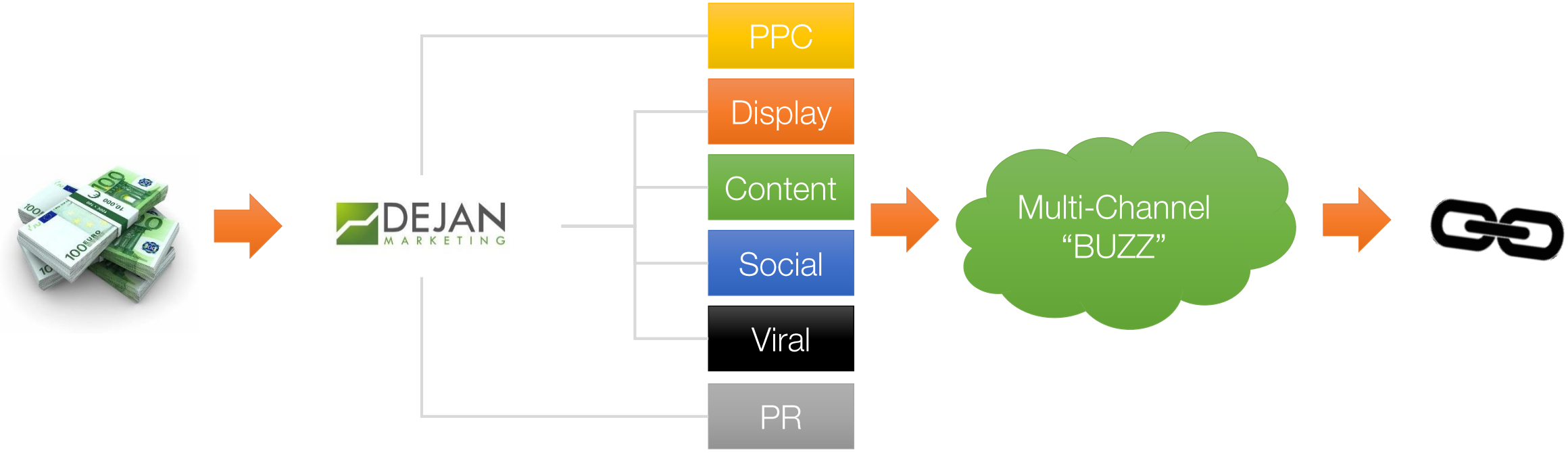
DEJAN MARKETING

“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”.

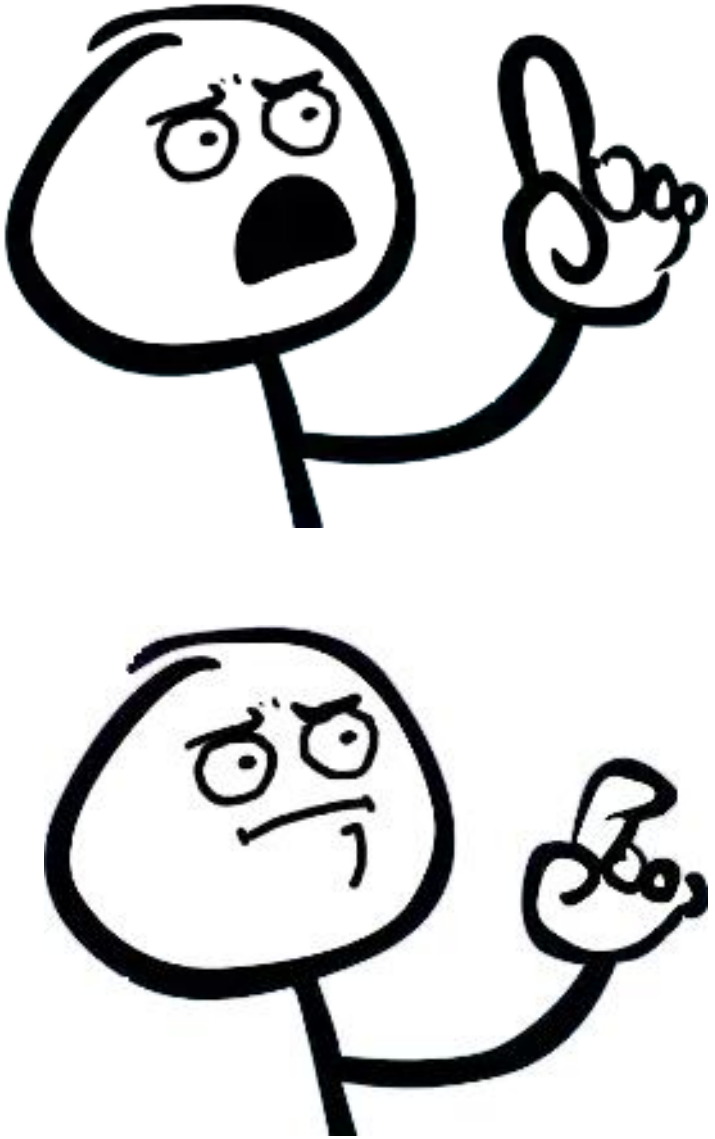
John Mueller, Google

DEJAN MARKETING

How about link building through marketing?



Google be like…



DEJAN MARKETING

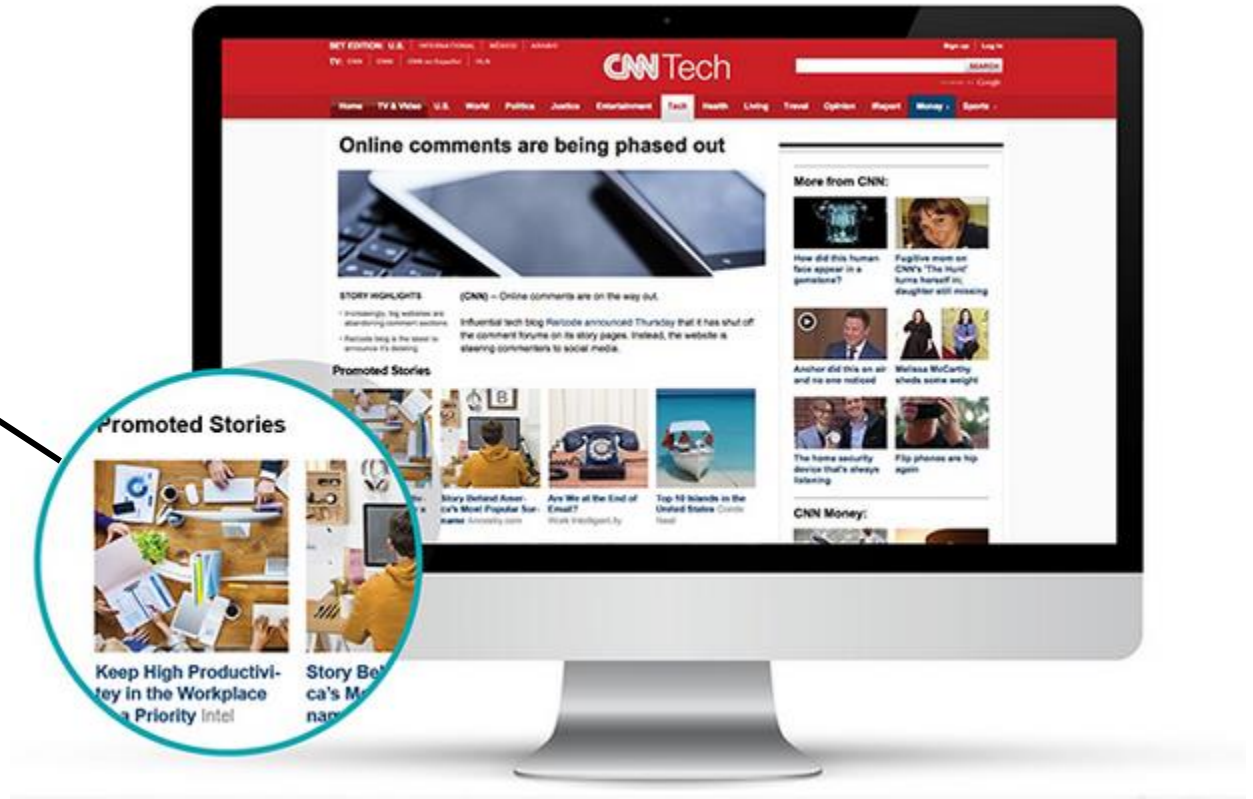
RAD AF
FULLY
TACTICAL
DEJAN
MARKETING

Paid/Organic Hybrid

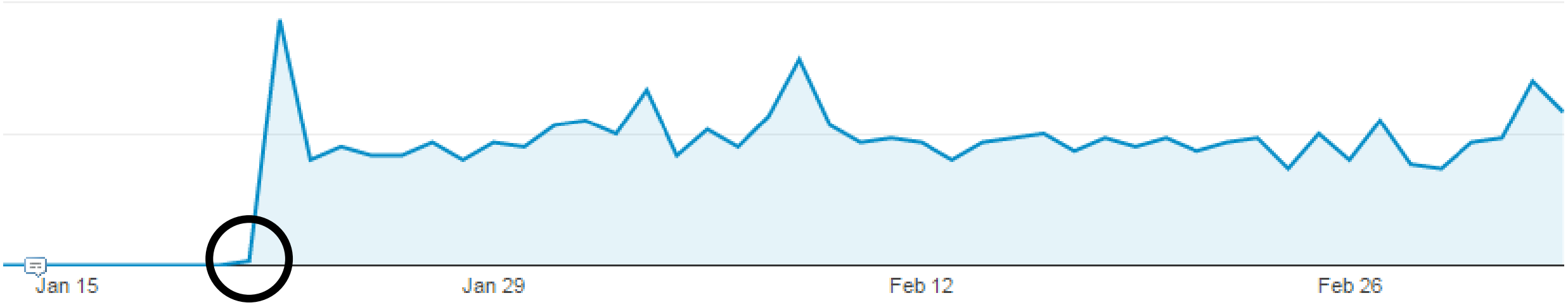
Safe and Scalable Automated-Outreach

DEJAN MARKETING

outbrain

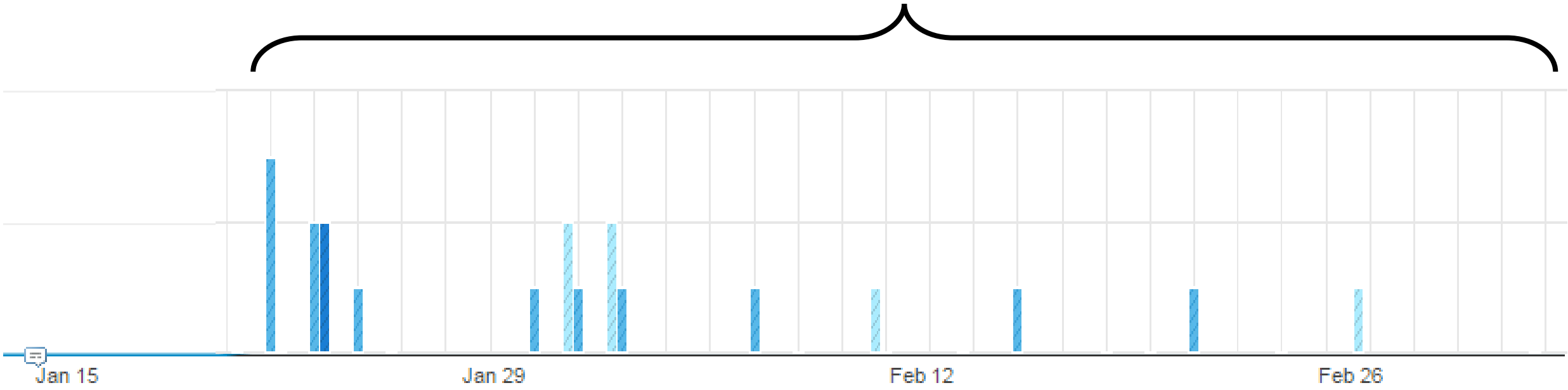


DEJAN MARKETING



DEJAN MARKETING

8 unique domain links



DEJAN MARKETING

8 links:

- 4 text links
- 1 image link
- 3 nofollow

DEJAN MARKETING

8 links in 30 days for ~$350

I paid ~$40 for an organic link

DEJAN MARKETING

80 links in 30 days for ~$3,500

I paid ~$40 for an organic link

DEJAN MARKETING

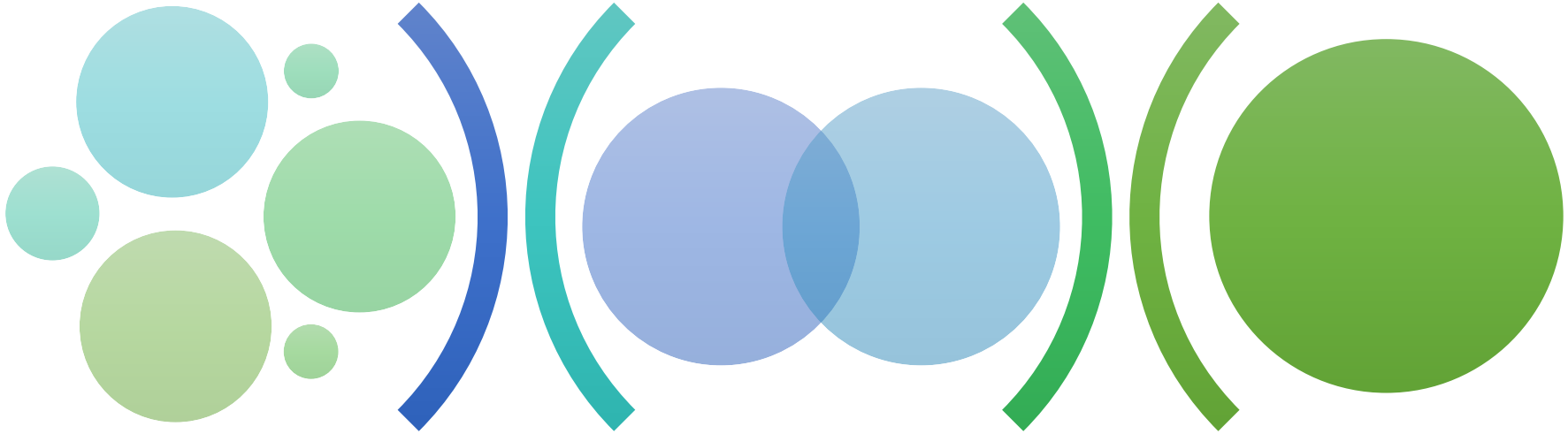
8 links in 30 days for ~$350

I paid ~$40 for an organic link

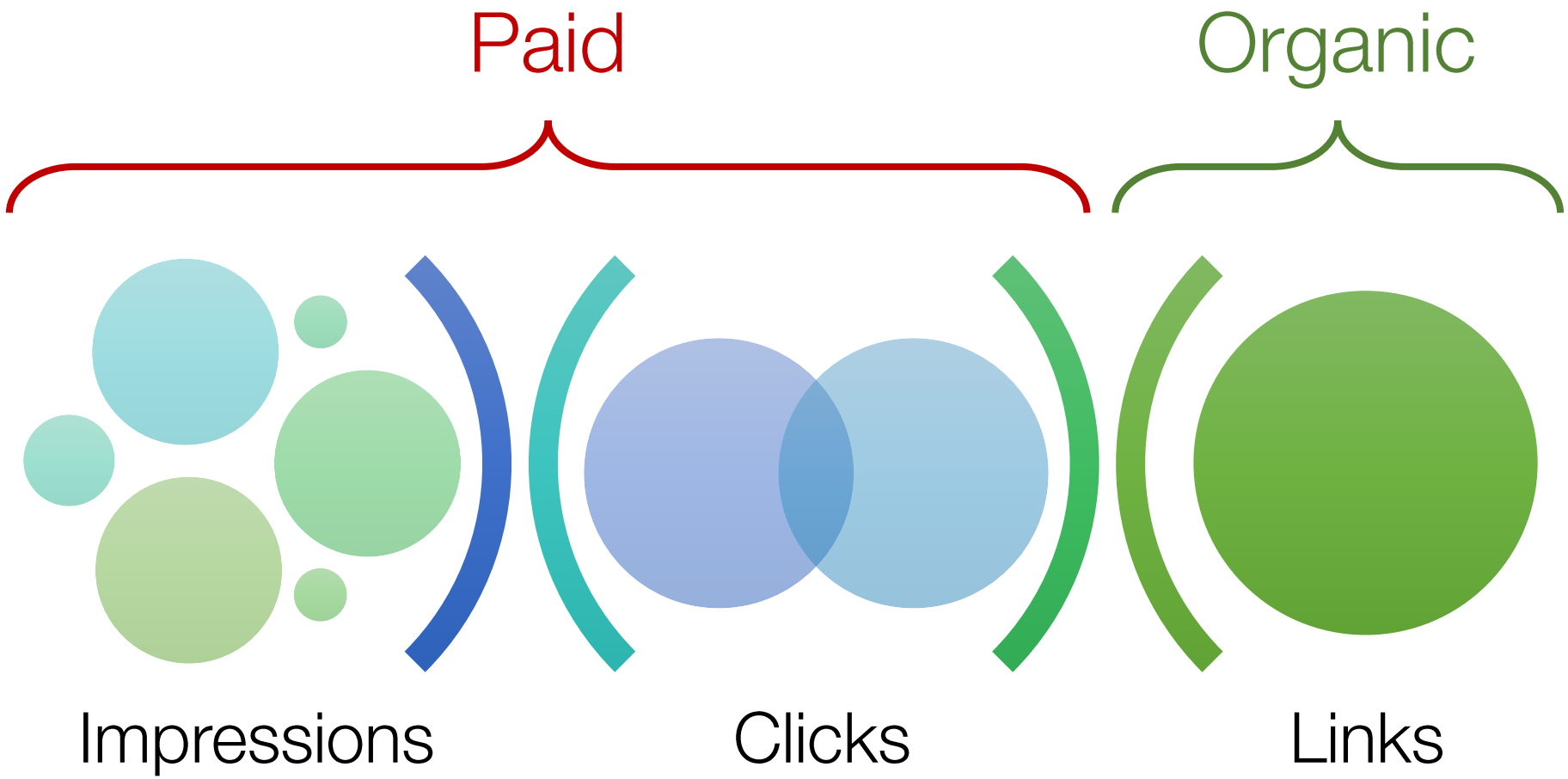
At the same time?

DEJAN MARKETING

Oh that’s good.

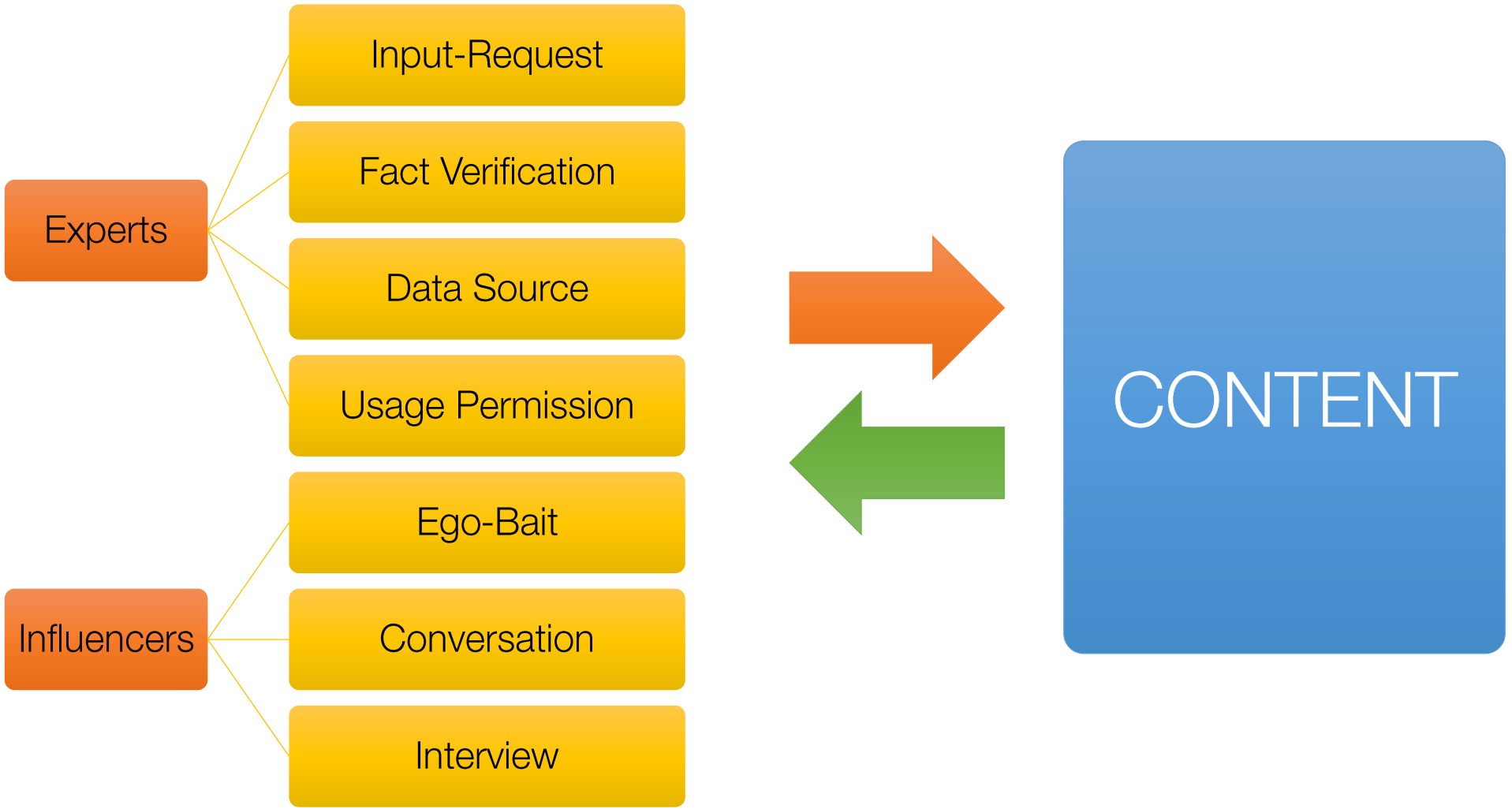


DEJAN MARKETING



DEJAN MARKETING

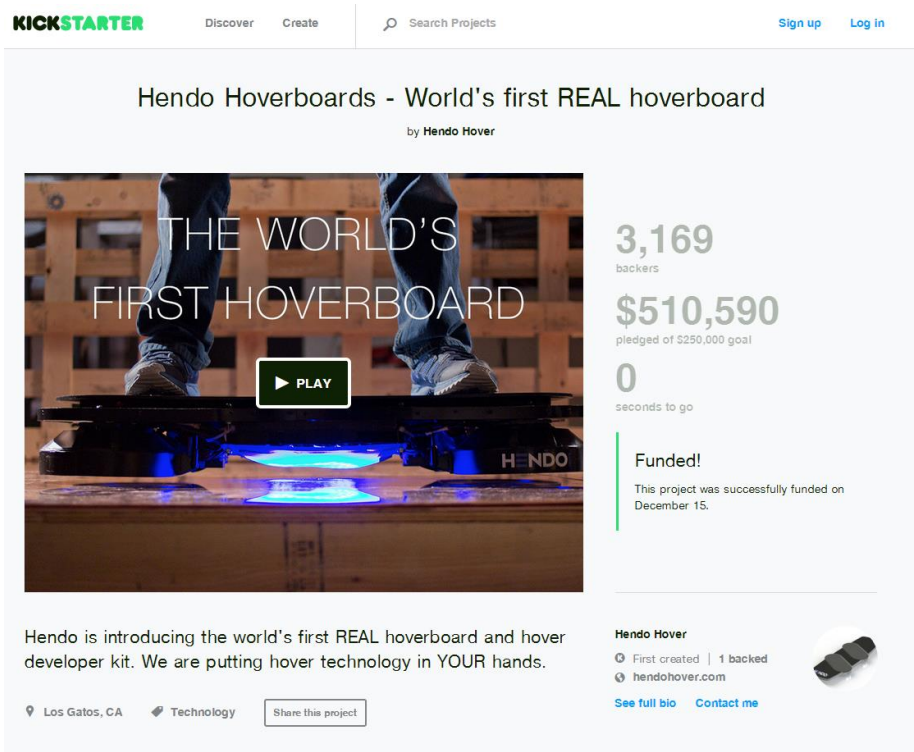
Outreach Before Content



DEJAN MARKETING

Crowdfunding Campaigns

SEARCH



Your Product

Related Kickstarter Campaigns

Full List: http://en.wikipedia.org/wiki/Comparison_of_crowdfunding_services

DEJAN MARKETING

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

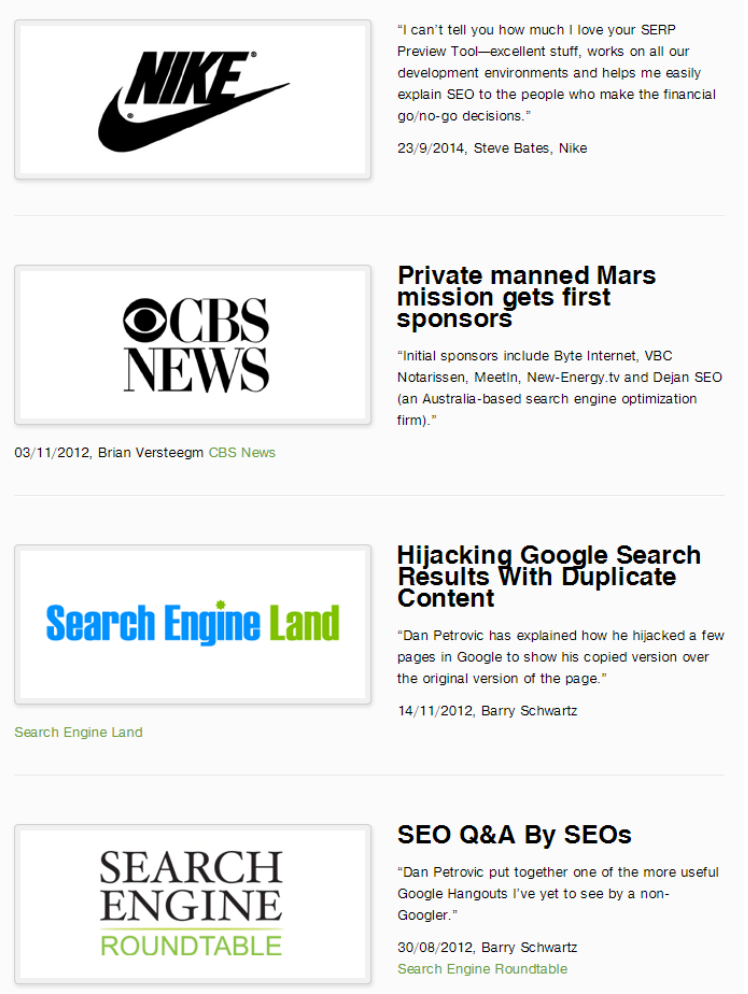
- Full interview
- Factual verification
- Issuing a quote or a statement
- Approval to feature their product and brand
- Media usage permissions

DEJAN MARKETING

In the Media

- Search for:
  - “In the Media”
  - “Media Mentions”
  - “In the News”

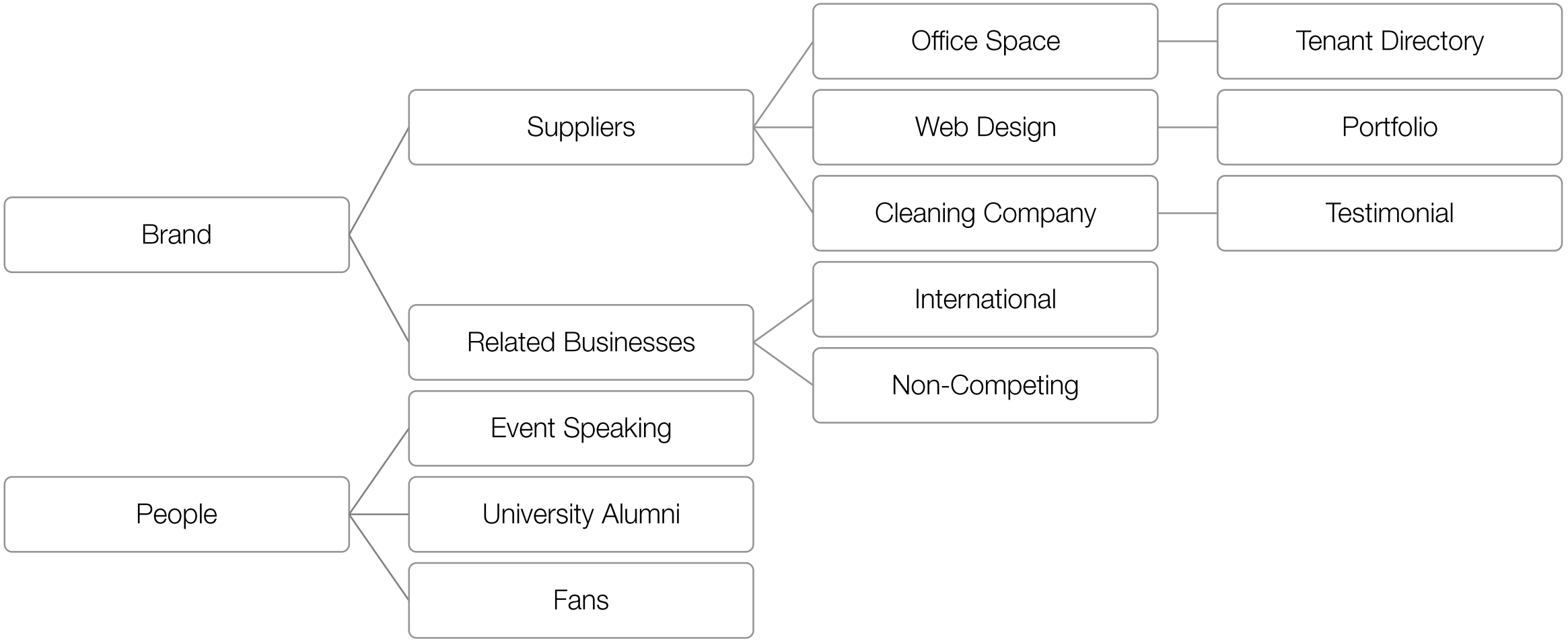
- Optional” Combine with your terms
- Pick the ones that link out
- Sort opportunities by quality



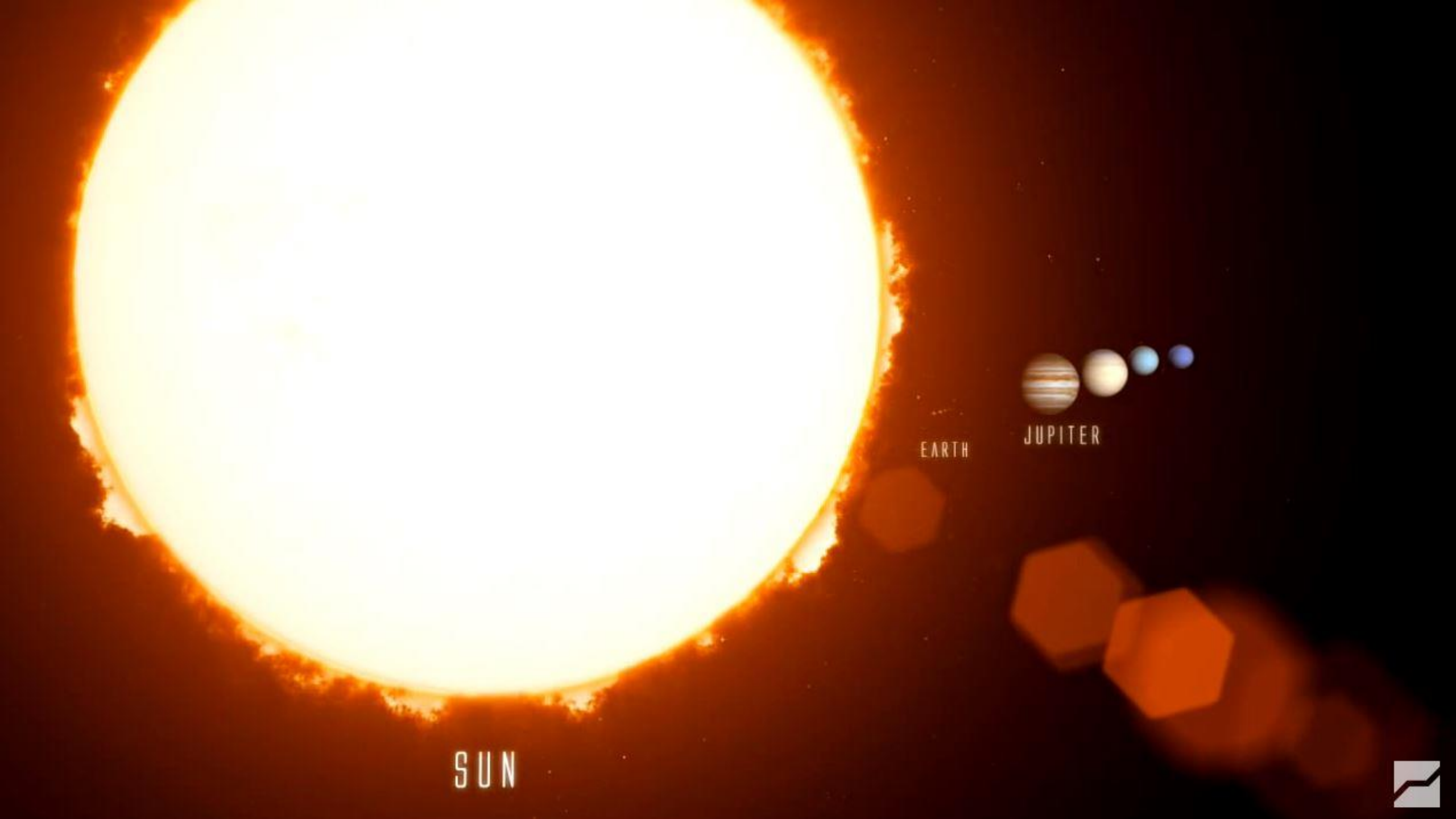
dejanseo.com.au/accolades

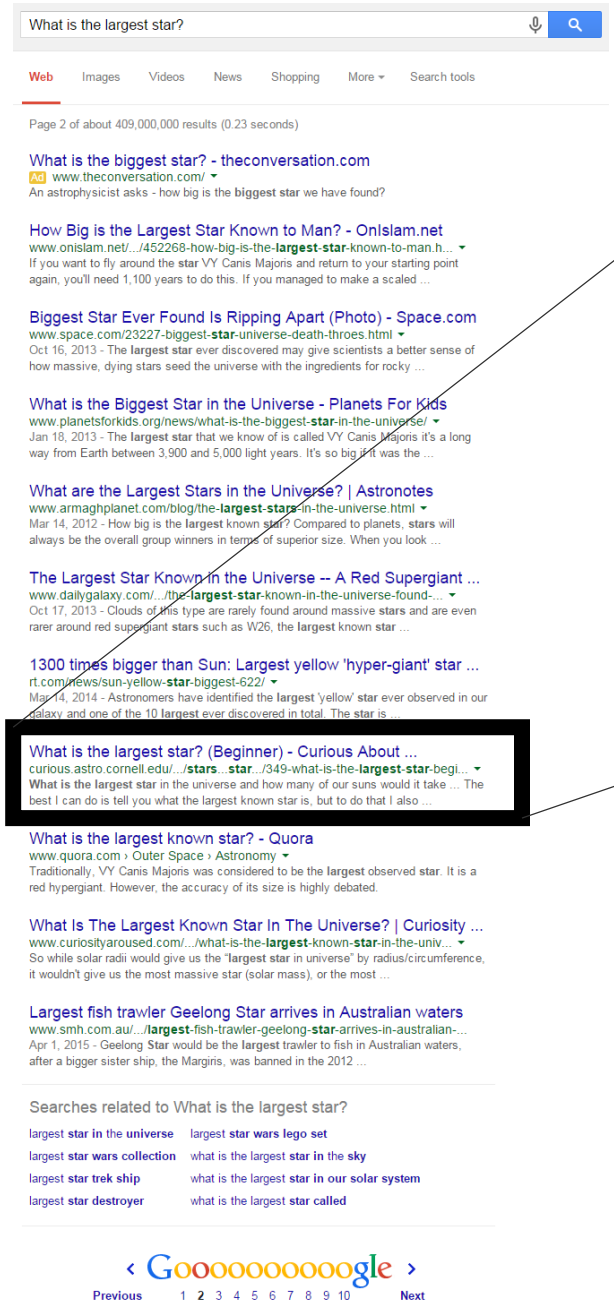
DEJAN MARKETING

Relationship Mindmapping



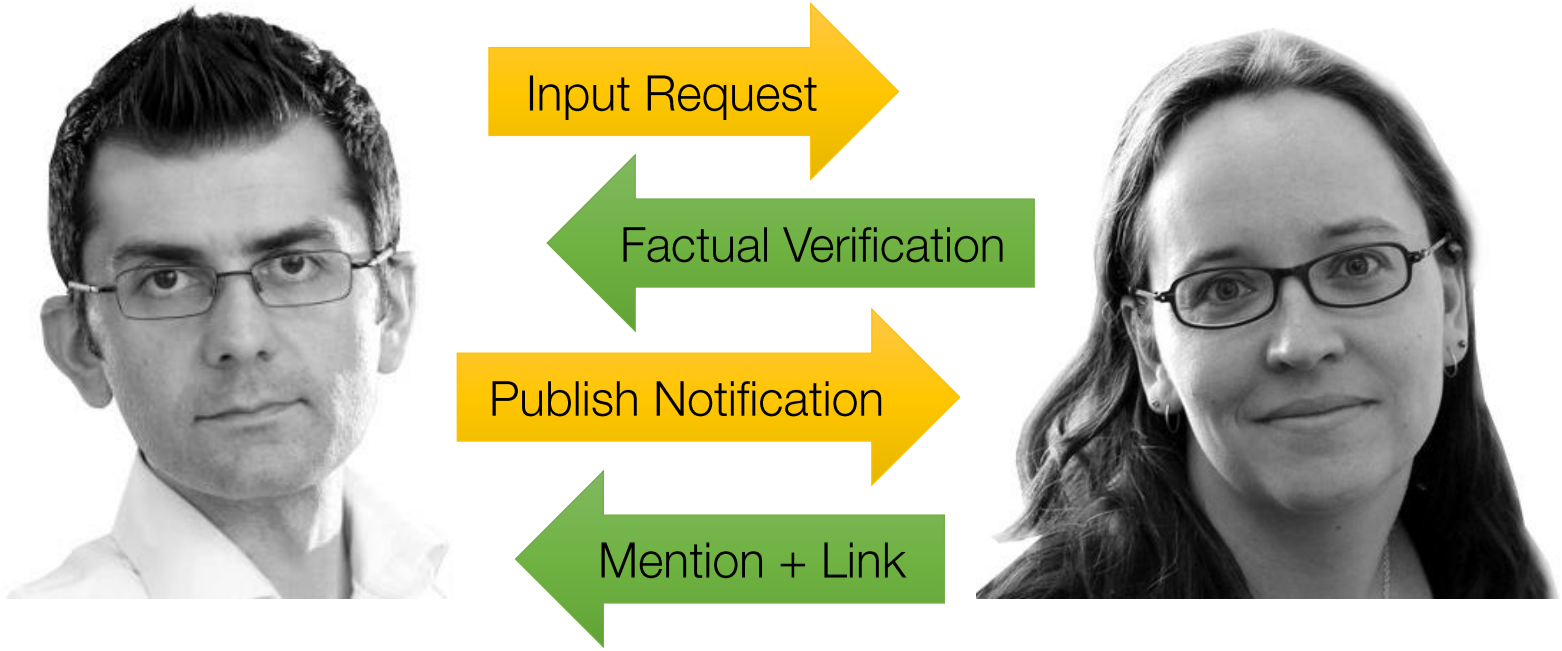
DEJAN MARKETING


JUPITER
EARTH
SUN



What is the largest star? (Beginner) - Curious About ...
curious.astro.cornell.edu/.../stars...star.../349-what-is-the-largest-star-begi...
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 ...

DEJAN MARKETING



> 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

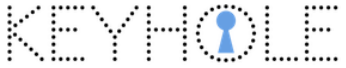
DEJAN MARKETING

What if it doesn’t work?

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

DEJAN MARKETING

Finding Influencers

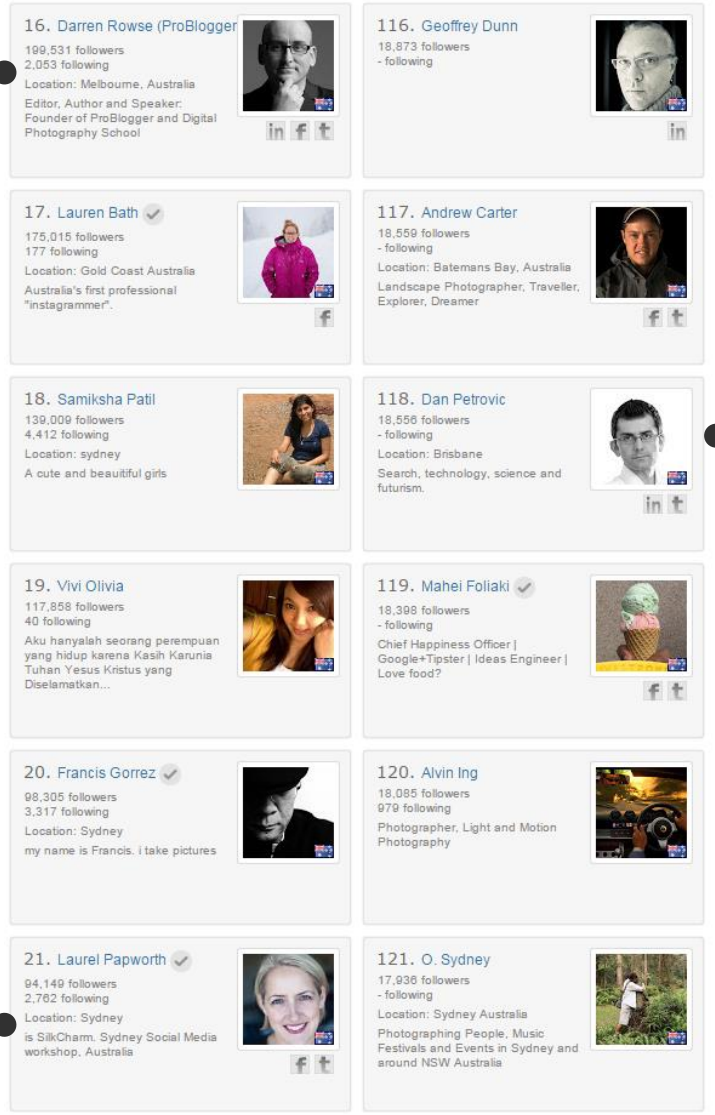


DEJAN MARKETING

The Goldilocks Zone: Vertical Celebrities

Darren
199,531
followers

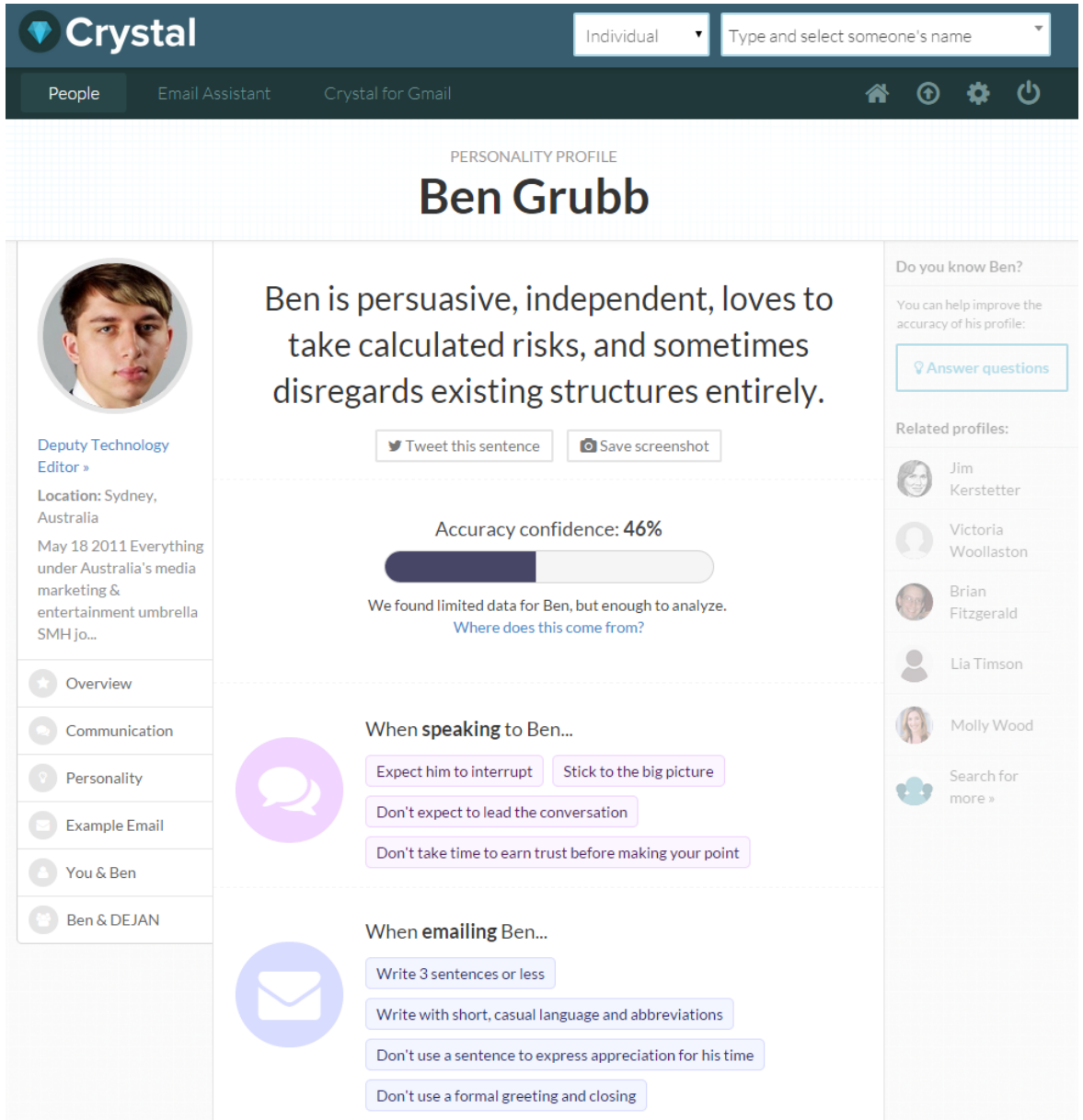
Laurel
94,149
followers



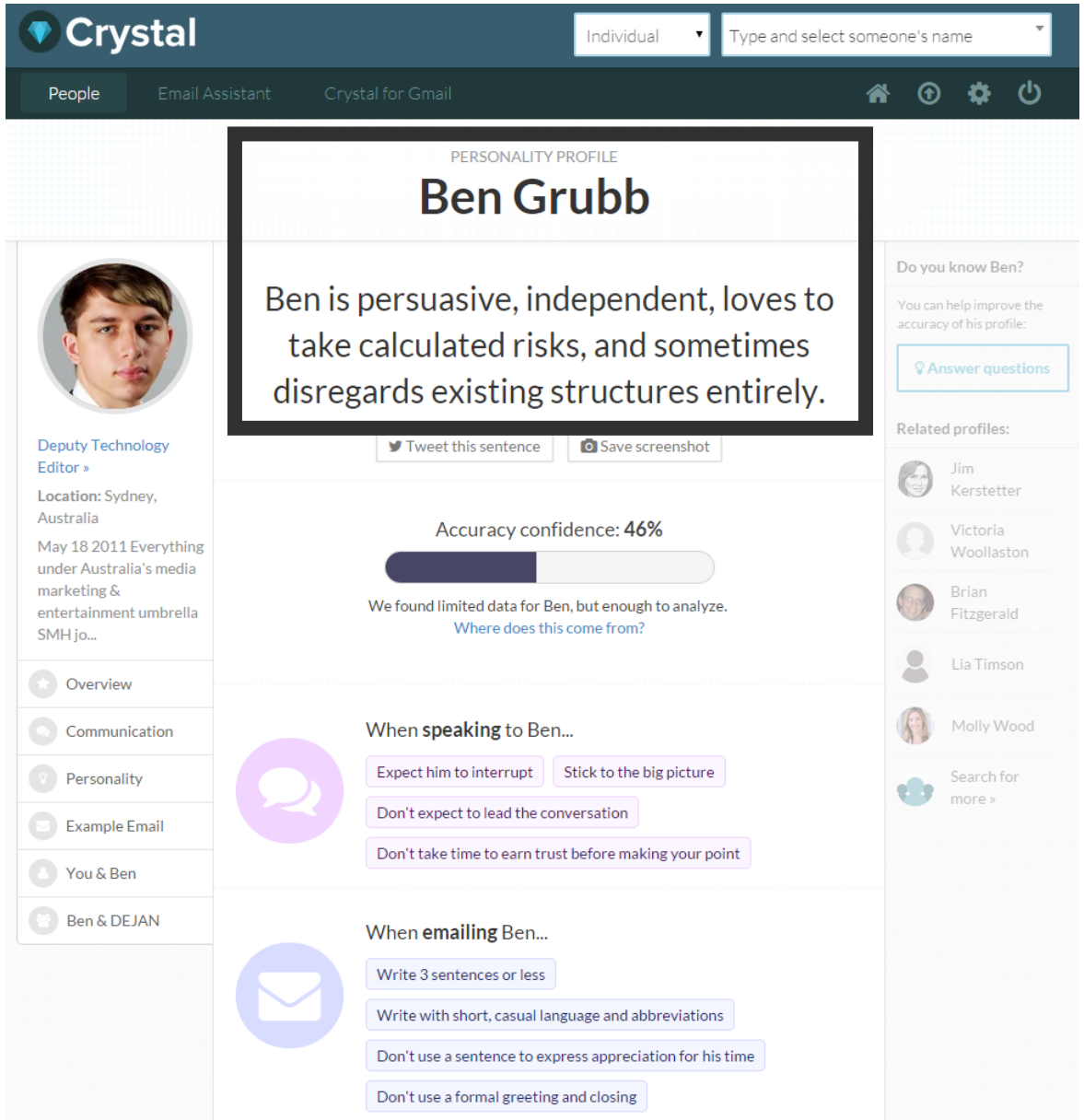
Dan
18,556
followers

DEJAN MARKETING

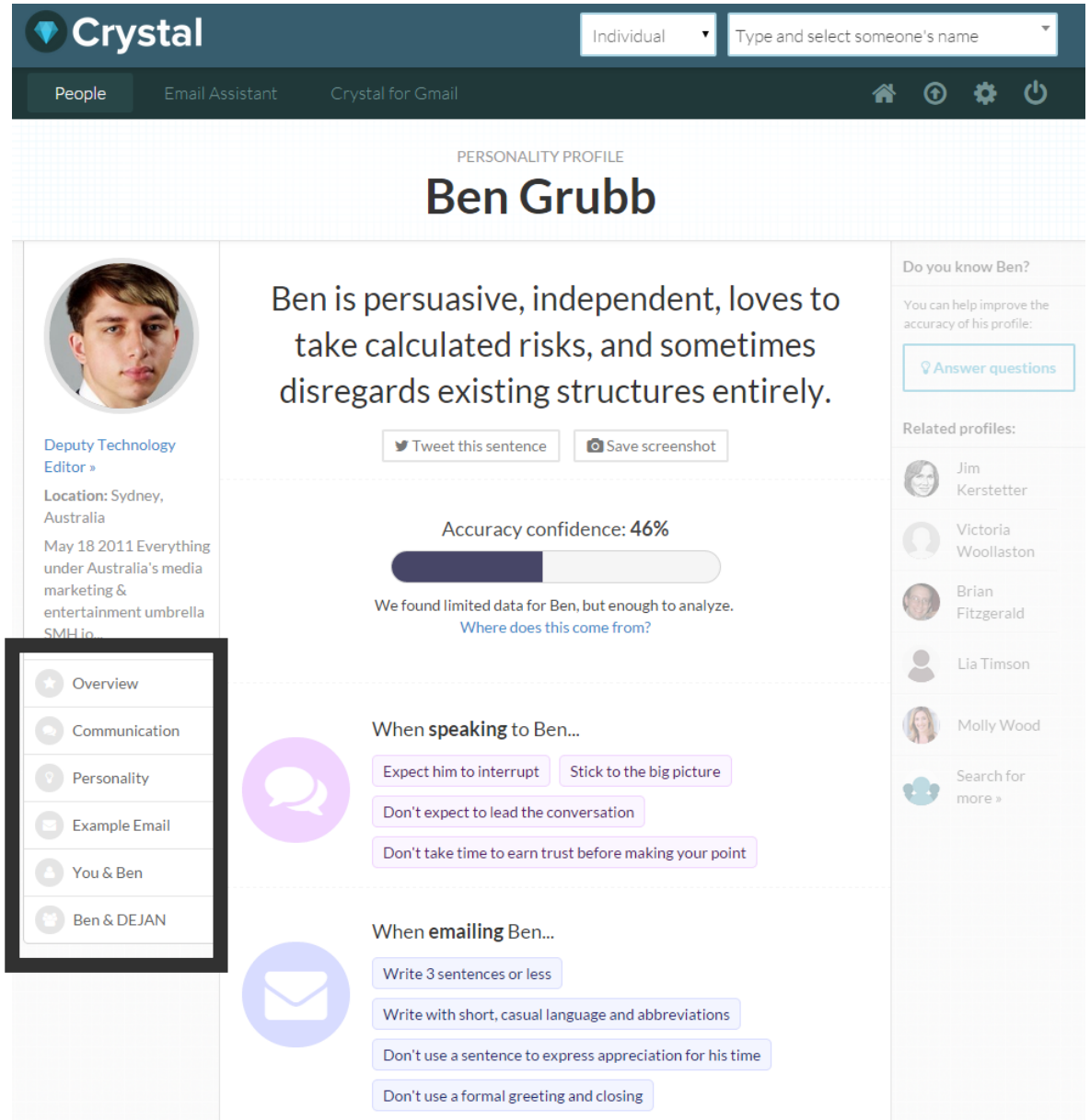
DEJAN
MARKETING



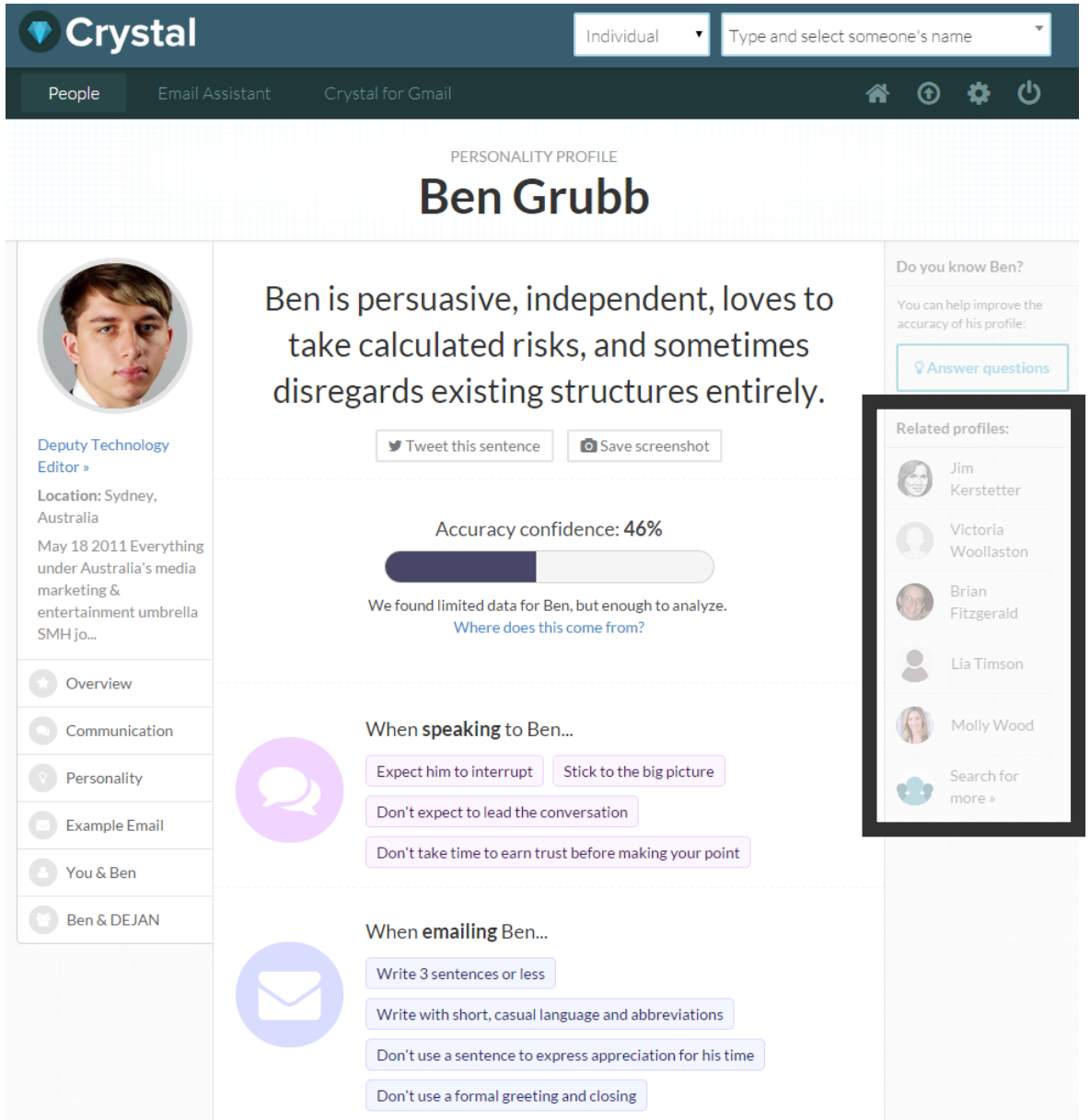
DEJAN MARKETING



DEJAN MARKETING



DEJAN MARKETING



DEJAN MARKETING

Your relationship with Ben

Click to preview your relationship or...

Look up Ben's relationship with another person »

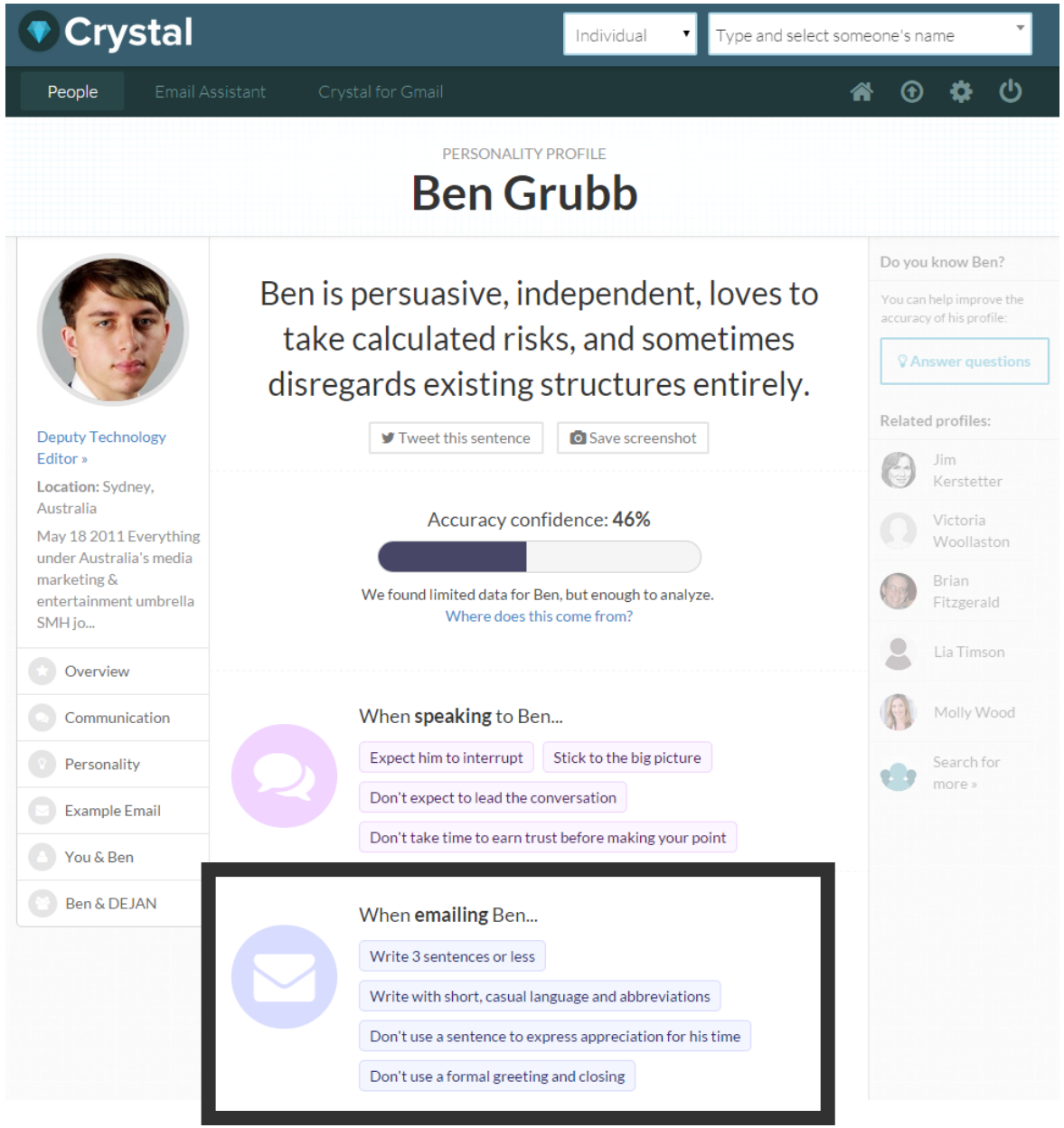
How Ben would relate to the DEJAN team:

Ben is **very similar** to:

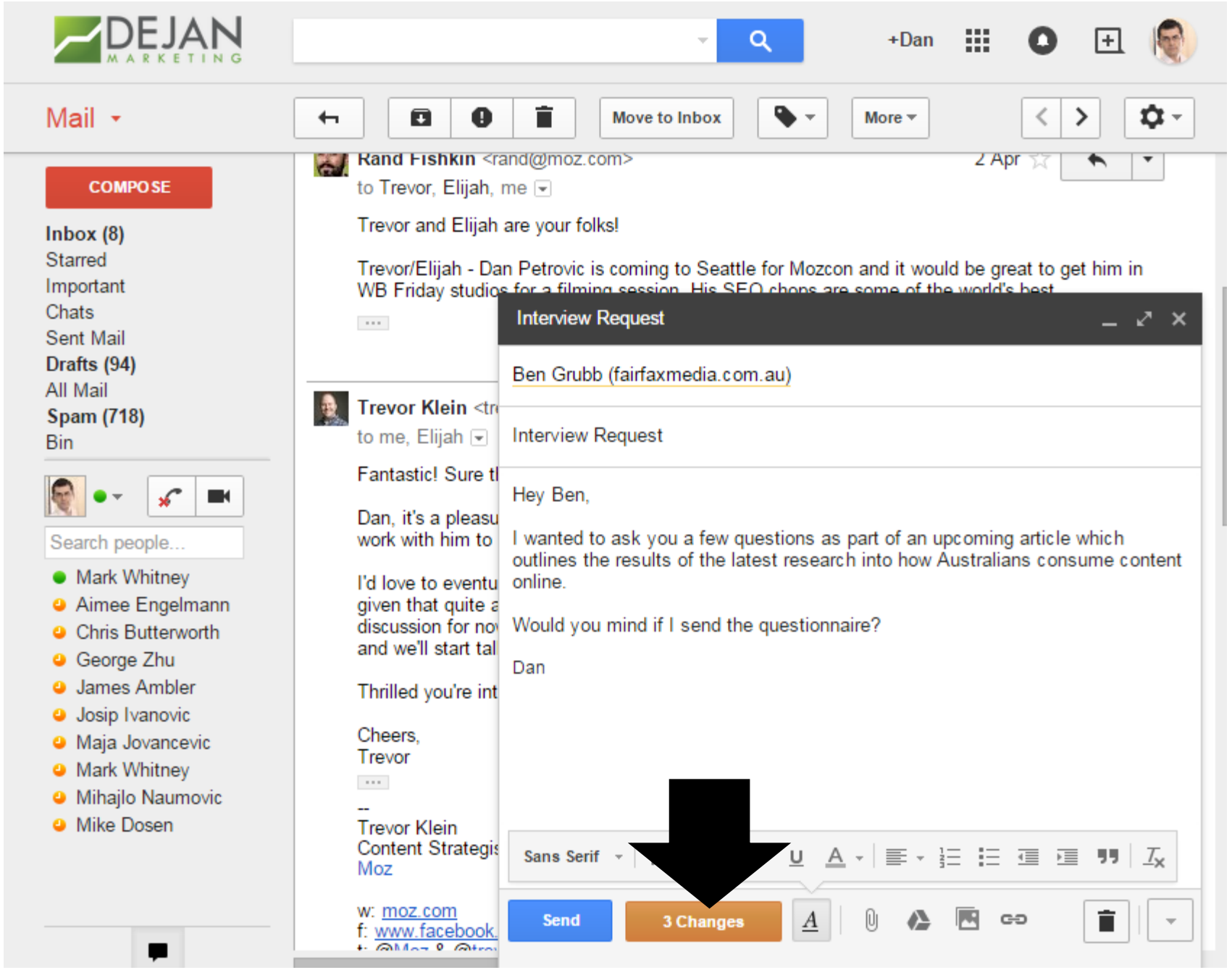
Martin Reed

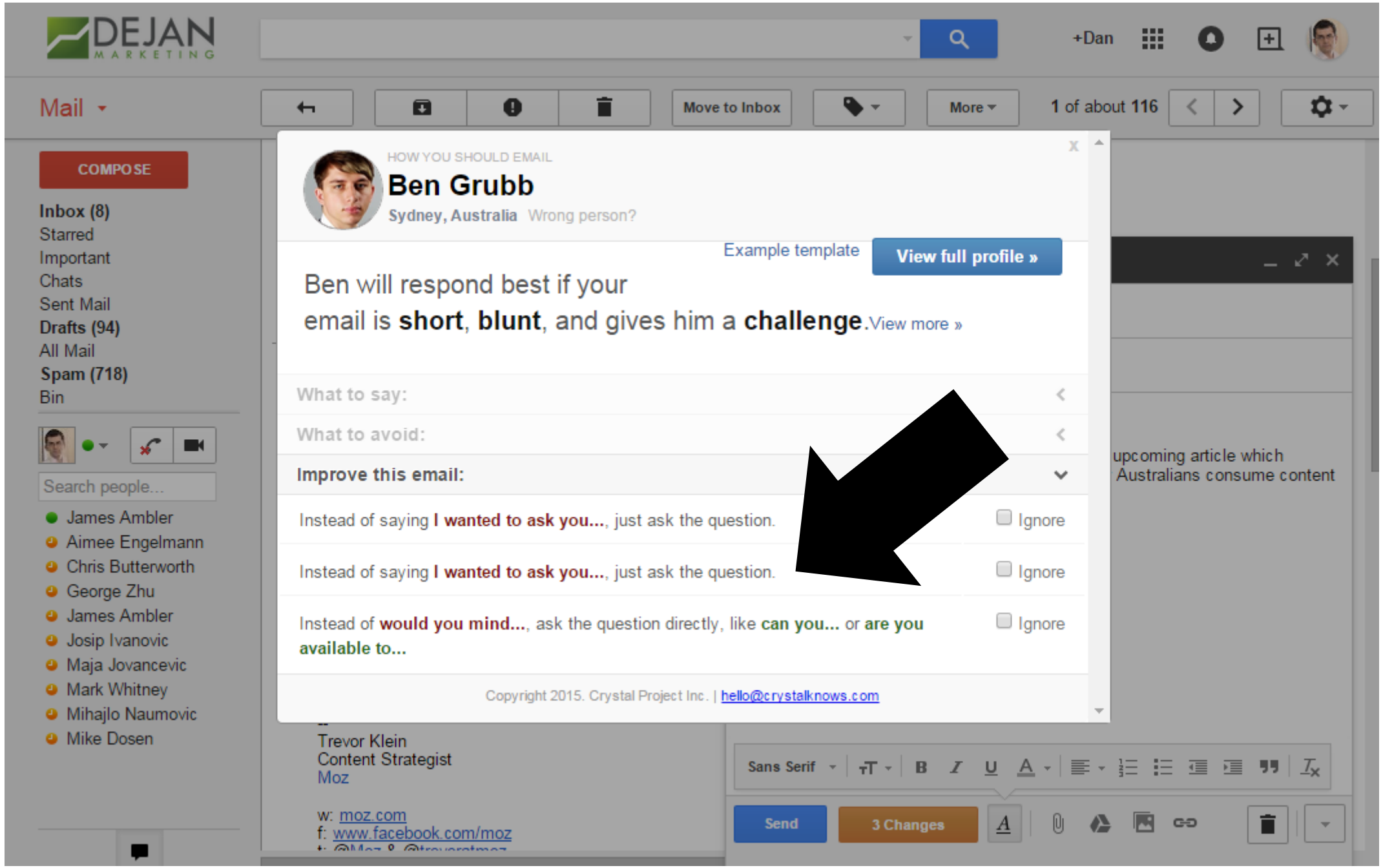
Chris Butterworth

DEJAN MARKETING



DEJAN MARKETING


DEJAN MARKETING
+Dan
Mail
Move to Inbox
More
COMPOSE
Inbox (8)
Starred
Important
Chats
Sent Mail
Drafts (94)
All Mail
Spam (718)
Bin
Search people...
Mark Whitney
Aimee Engelmann
Chris Butterworth
George Zhu
James Ambler
Josip Ivanovic
Maja Jovancevic
Mark Whitney
Mihajlo Naumovic
Mike Dosen
Rand Fishkin <rand@moz.com>
2 Apr
to Trevor, Elijah, me
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
Trevor Klein
to me, Elijah
Fantastic! Sure t
Dan, it's a pleasu
work with him to
I'd love to eventu
given that quite a
discussion for no
and we'll start tal
Thrilled you're int
Cheers,
Trevor
--
Trevor Klein
Content Strategis
Moz
w: moz.com
f: www.facebook.
Interview Request
Ben Grubb (fairfaxmedia.com.au)
Interview Request
Hey Ben,
I wanted to ask you a few questions as part of an upcoming article which outlines the results of the latest research into how Australians consume content online.
Would you mind if I send the questionnaire?
Dan
Sans Serif
Send
3 Changes


DEJAN MARKETING
+Dan
Mail
Move to Inbox
More
1 of about 116
COMPOSE
Inbox (8)
Starred
Important
Chats
Sent Mail
Drafts (94)
All Mail
Spam (718)
Bin
Search people...
James Ambler
Aimee Engelmann
Chris Butterworth
George Zhu
James Ambler
Josip Ivanovic
Maja Jovancevic
Mark Whitney
Mihajlo Naumovic
Mike Dosen
HOW YOU SHOULD EMAIL
Ben Grubb
Sydney, Australia Wrong person?
Example template
View full profile »
Ben will respond best if your email is short, blunt, and gives him a challenge. View more »
What to say:
What to avoid:
Improve this email:
Instead of saying I wanted to ask you..., just ask the question. Ignore
Instead of saying I wanted to ask you..., just ask the question. Ignore
Instead of would you mind..., ask the question directly, like can you... or are you available to... Ignore
Copyright 2015. Crystal Project Inc. | hello@crystalknows.com
upcoming article which Australians consume content
Trevor Klein
Content Strategist
Moz
w: moz.com
f: www.facebook.com/moz
Sans Serif
Send
3 Changes

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"

DEJAN MARKETING

HOW YOU SHOULD EMAIL

Ben Grubb

Sydney, Australia Wrong person?

◂ Overview **View full profile »**

Template:

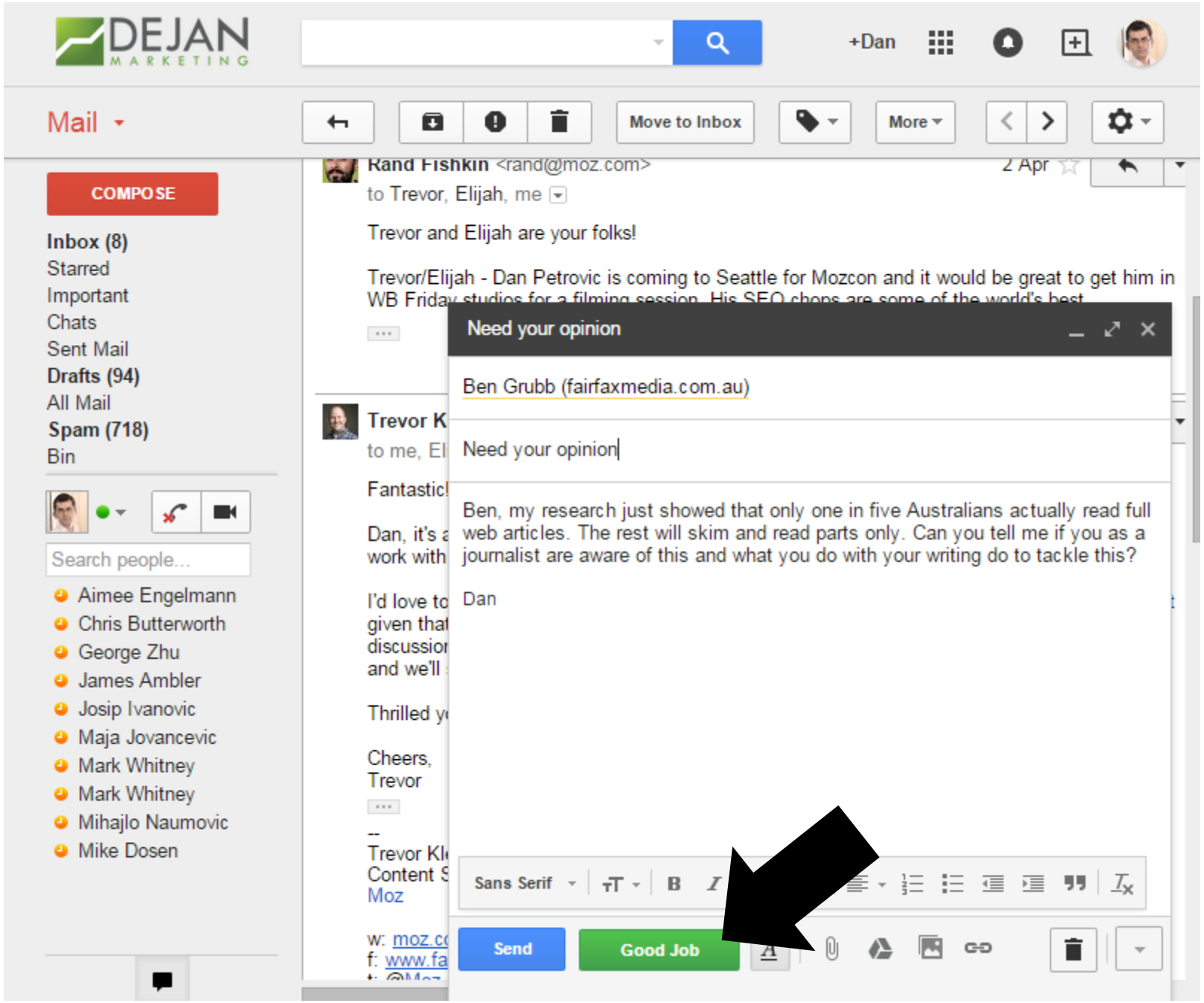
Try coffee for free

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]

DEJAN MARKETING


DEJAN MARKETING
+Dan
Mail
Move to Inbox
More
COMPOSE
Inbox (8)
Starred
Important
Chats
Sent Mail
Drafts (94)
All Mail
Spam (718)
Bin
Search people...
Aimee Engelmann
Chris Butterworth
George Zhu
James Ambler
Josip Ivanovic
Maja Jovancevic
Mark Whitney
Mark Whitney
Mihajlo Naumovic
Mike Dosen
Rand Fishkin <rand@moz.com>
2 Apr
to Trevor, Elijah, me
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
Need your opinion
Ben Grubb (fairfaxmedia.com.au)
Need your opinion
Ben, my research just showed that only one in five Australians actually read full web articles. The rest will skim and read parts only. Can you tell me if you as a journalist are aware of this and what you do with your writing do to tackle this?
Dan
Sans Serif
Send
Good Job

Nudge.

dejanseo.com.au/smx

BONUS MATERIAL

DEJAN MARKETING

Webmaster Tools

cdn.dejanseo.com.au | Help

CDN

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

Search Queries

Top queries | Top pages

Filters | May 23, 2014 to Aug 20, 2014

Queries	Impressions	Clicks
202	97,560	1,812
	Displaying 2,330	Displaying 113

Download this table | Download chart data | Basic | With change | Show 25 rows | 1-25 of 202

Query	Impressions	Clicks	CTR	Avg. position
disavow tool	570	11	2%	7.2
google disavow tool	323	11	3%	6.7
disavow links format	11	7	64%	2.2
disavow file format	23	5	22%	2.1
disavow file	44	4	9%	5.5
disavow backlinks	26	4	15%	6.1

DEJAN MARKETING

Pages	Impressions	Clicks
33	**93,307** Displaying 16,213	**1,775** Displaying 491

Download this table | Download chart data | Basic | With change | Show 25 rows | 1-25 of 33

Page	Impressions	Clicks ▲	CTR	Avg. position
/Google-Link-Disavow-Tool-Guide.pdf	15,828	476	3%	8.9
/wp-content/uploads/2011/04/Dejan-SEO-Practical-SEO-Tips.pdf	18	5	28%	22
/presentation/SMX/Innovative-SEO-Dan-Petrovic-SMX.pdf	115	2	2%	15
/wp-content/uploads/2013/10/trolling.pdf	6	2	33%	5.7

My PDFs attracted 180 links from 109 domains

DEJAN MARKETING

Google

+Dan Share

Webmaster Tools

cdn.dejanseo.com.au Help

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

Overview » All linked pages » /Google-Link-Disavow-Tool-Guid...

Domains linking to /Google-Link-Disavow-Tool-Guide.pdf	Total links 121	Total domains 52

Download this table | Download more sample links | Download latest links | Show 25 rows | 1-25 of 52

Domains	Links
addictedtoseo.com	18
dejanseo.com.au	9
theartofservice.com	8
google.com	8
ipixel.com.sg	6
medicarepdfs.com	5
blogspot.com	5
freedocumentsearch.com	4
quora.com	4
friendfeed.com	3
inbound.org	3
altervista.org	3
pixel-push.com	3
facewap.ru	3
online.net	2
katacontoh.com	1
pdfindir.com	1
photoshopcs6download.com	1
linkarati.com	1
codemagazine.net	1
downloadily.org	1
x10.mx	1
warriorforum.com	1
twtrland.com	1
ruturaj.in	1

1-25 of 52

DEJAN MARKETING

Am I getting any value from this?

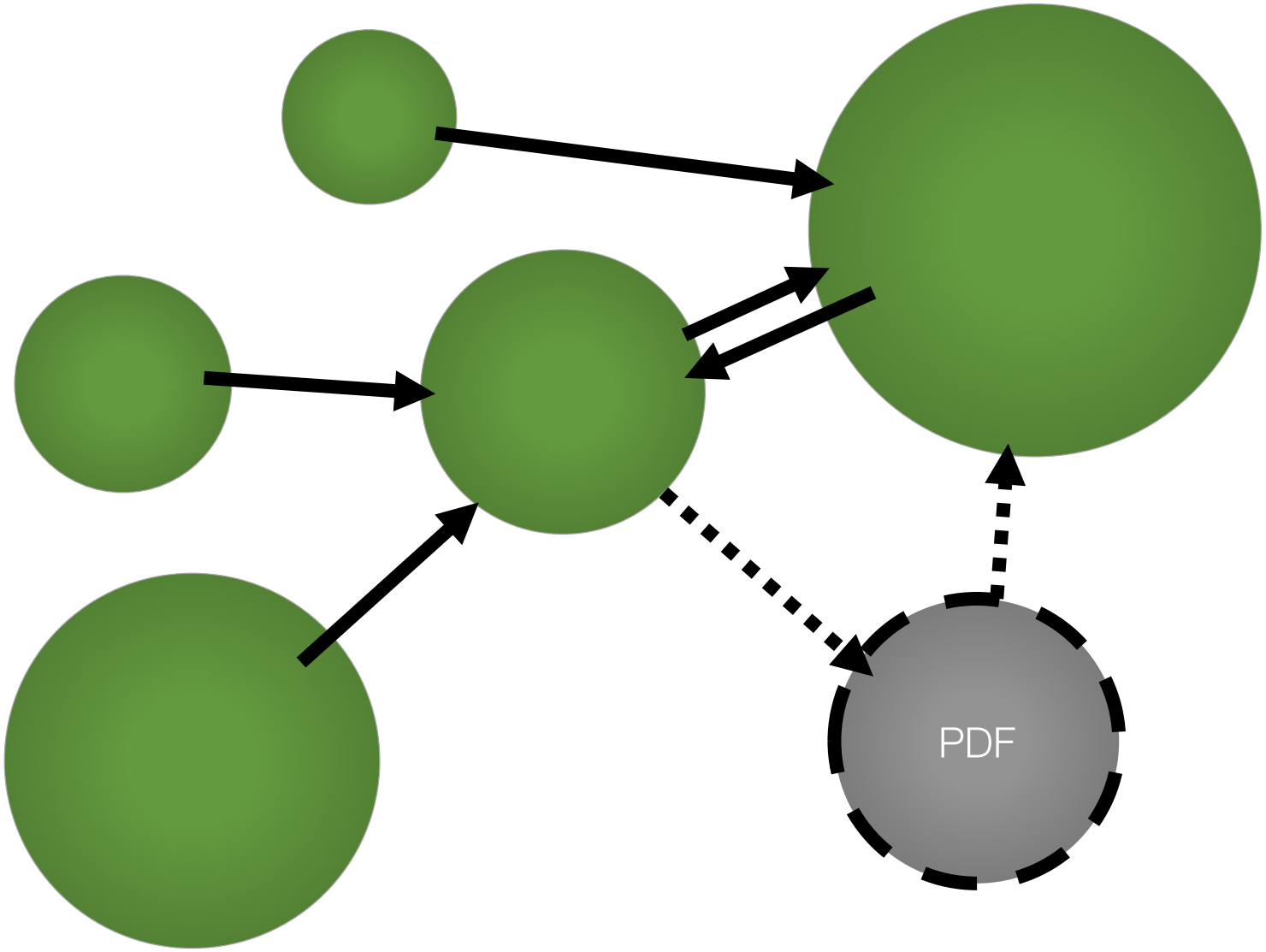
DEJAN MARKETING

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.”

Source: http://www.stonetemple.com/articles/interview-matt-cutts-012510.shtml

DEJAN MARKETING



DEJAN MARKETING

.htaccess

```
<Files "Choose-Dejan-SEO.pdf">
Header add Link '<http://dejanseo.com.au/media/html/Choose-Dejan-SEO/>;
rel="canonical"'
</Files>
```

DEJAN MARKETING

Nudge.

dejanseo.com.au/smx

Things that didn’t fit in a 30 minute talk.

DEJAN MARKETING

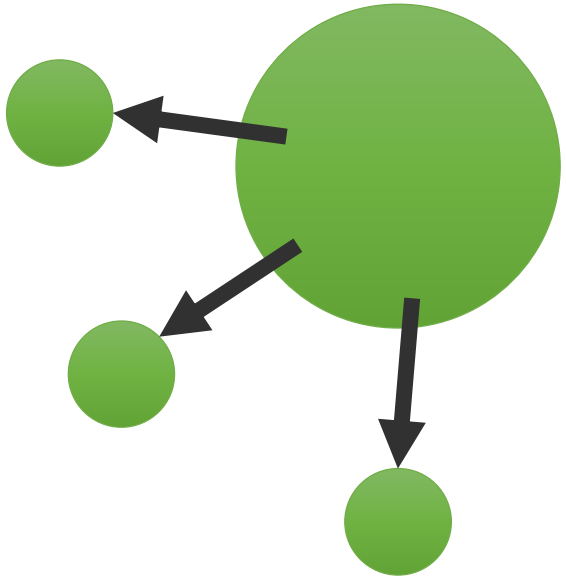
NINJA

LINKS

DEJAN MARKETING

Seek Hubs

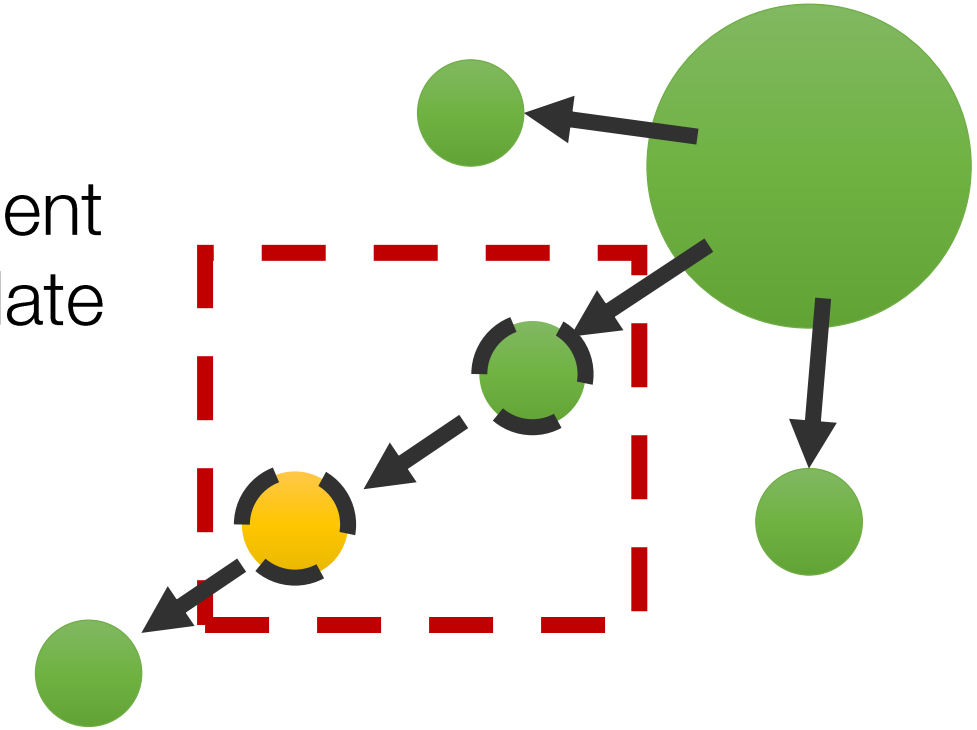
- High Authority Domain
- Collection / Resource Page
- 10+ Outbound Links
- Topical Relevance
    - Advanced Search Queries
    - Tools



DEJAN MARKETING

Replicate Content

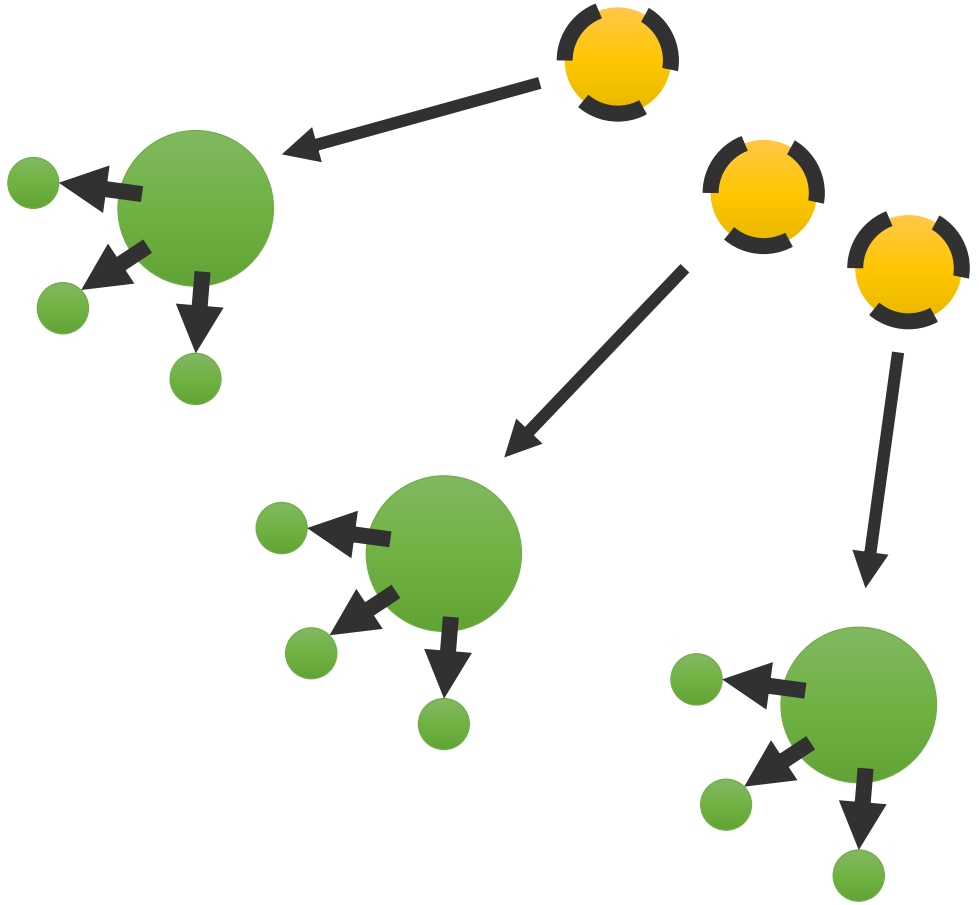
- Analyse Linked Pages
- Develop Matching Content
- Non-Commercial Template
- Link Out Generously



DEJAN MARKETING

Outreach

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



DEJAN MARKETING

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.

DEJAN MARKETING

Automated Link Attribution

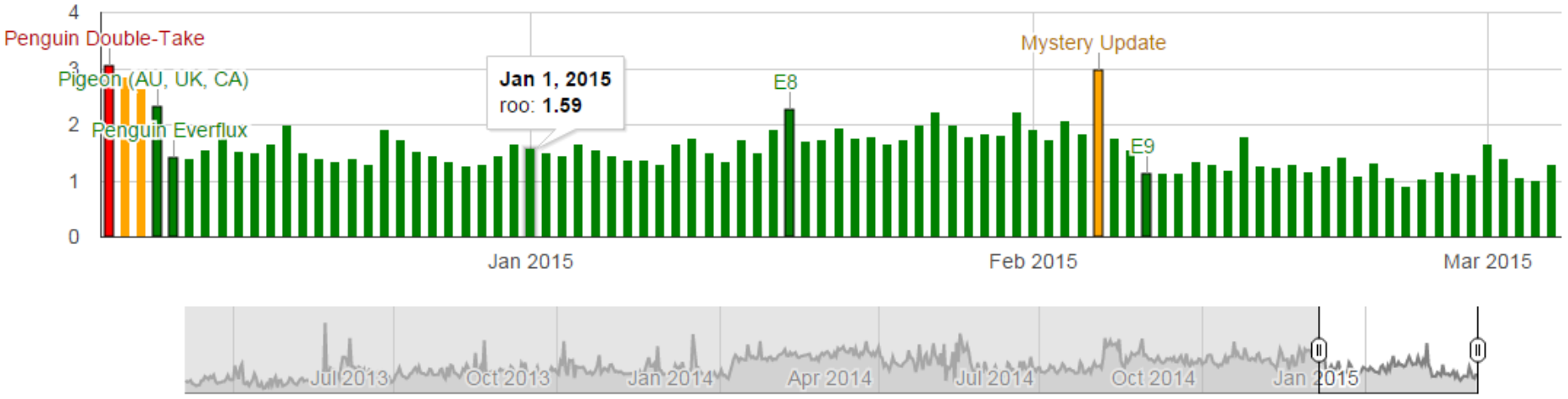
http://wordpress.org/extend/plugins/copy-link/

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

DEJAN MARKETING

Tool Leveraging

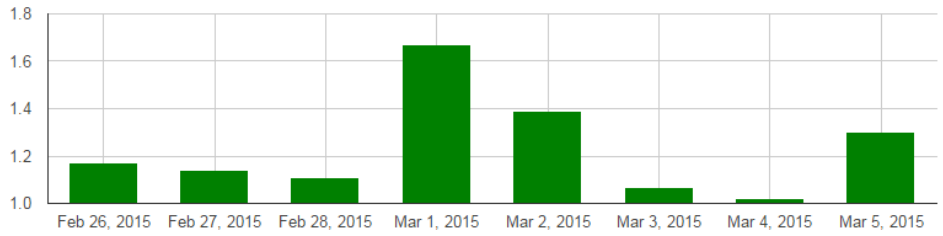


algoroo.com

DEJAN MARKETING

Tool Leveraging

Daily Algorithm Updates



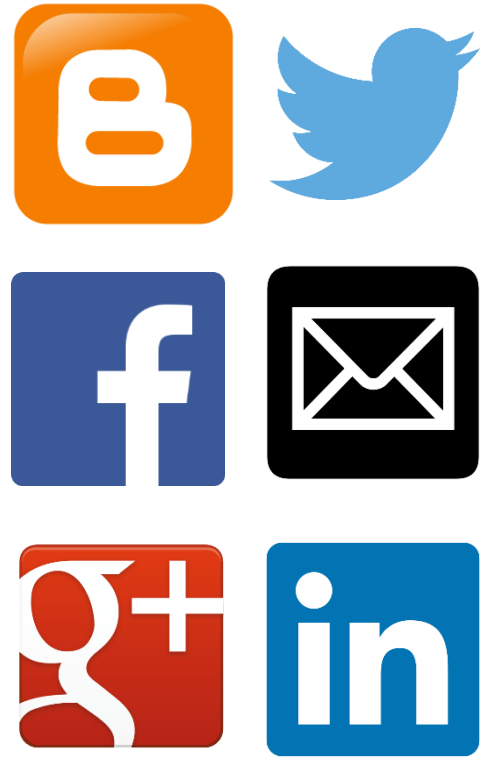
05/03/2015 - Slightly elevated activity, however well within the expected range.

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....

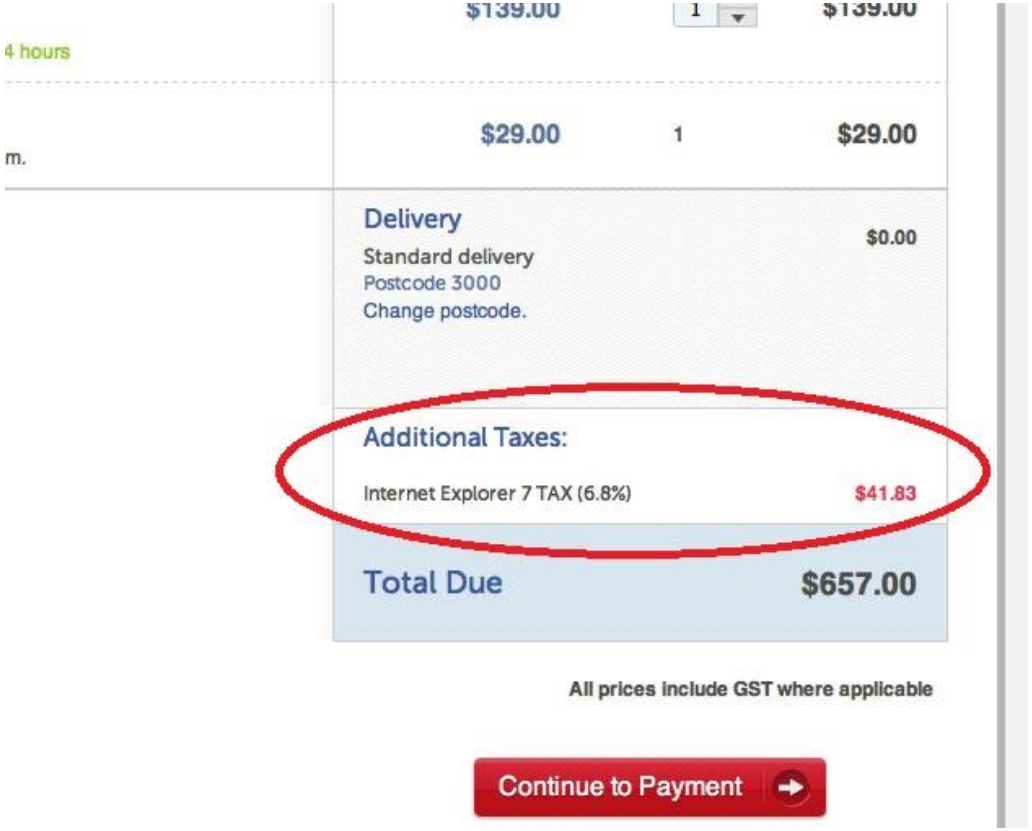


dejanseo.com.au/#dailyupdate

API Access: http://goo.gl/gJhVzS

DEJAN MARKETING

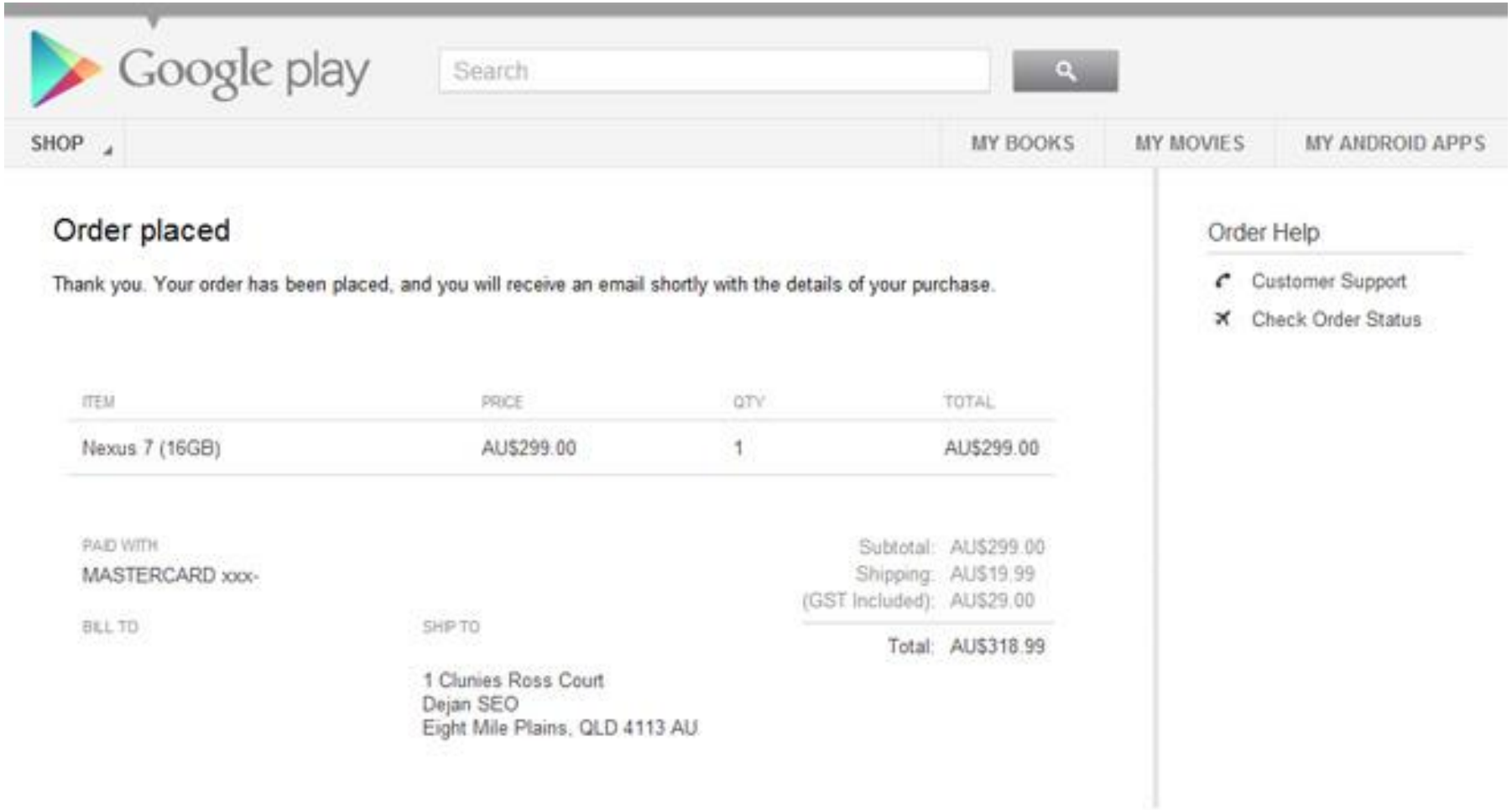
Unusual Products & Easter Eggs



Total Backlinks: 1,100
Referring Domains: 387

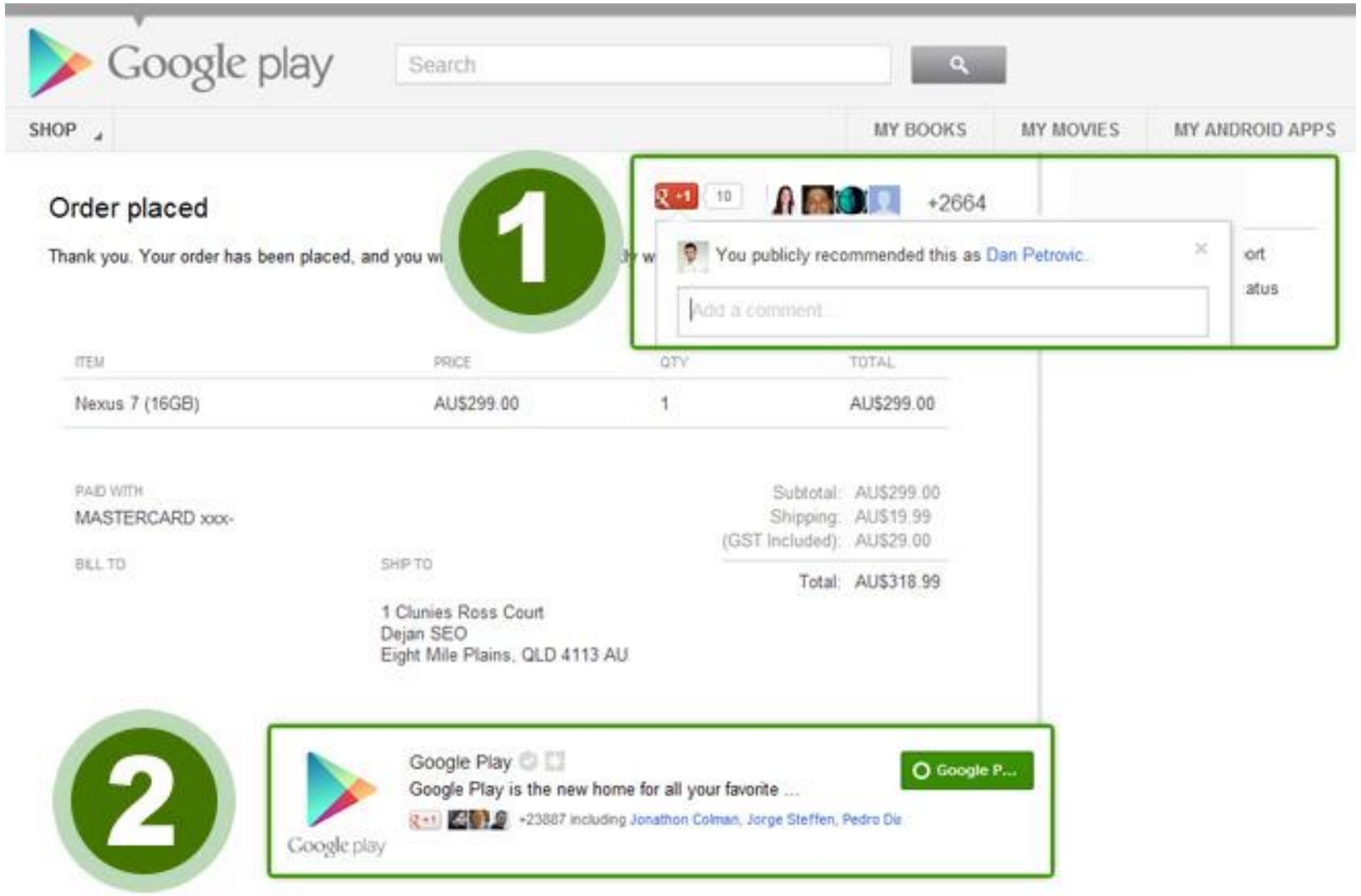
kogan.com/au/blog/new-internet-explorer-7-tax

DEJAN MARKETING



Post-Purchase Enthusiasm

DEJAN MARKETING



dejanseo.com.au/post-purchase-excitement

DEJAN MARKETING

Email Signature

Long time no speak...

mattcutts@google.com

Long time no speak...

Hey Matt,

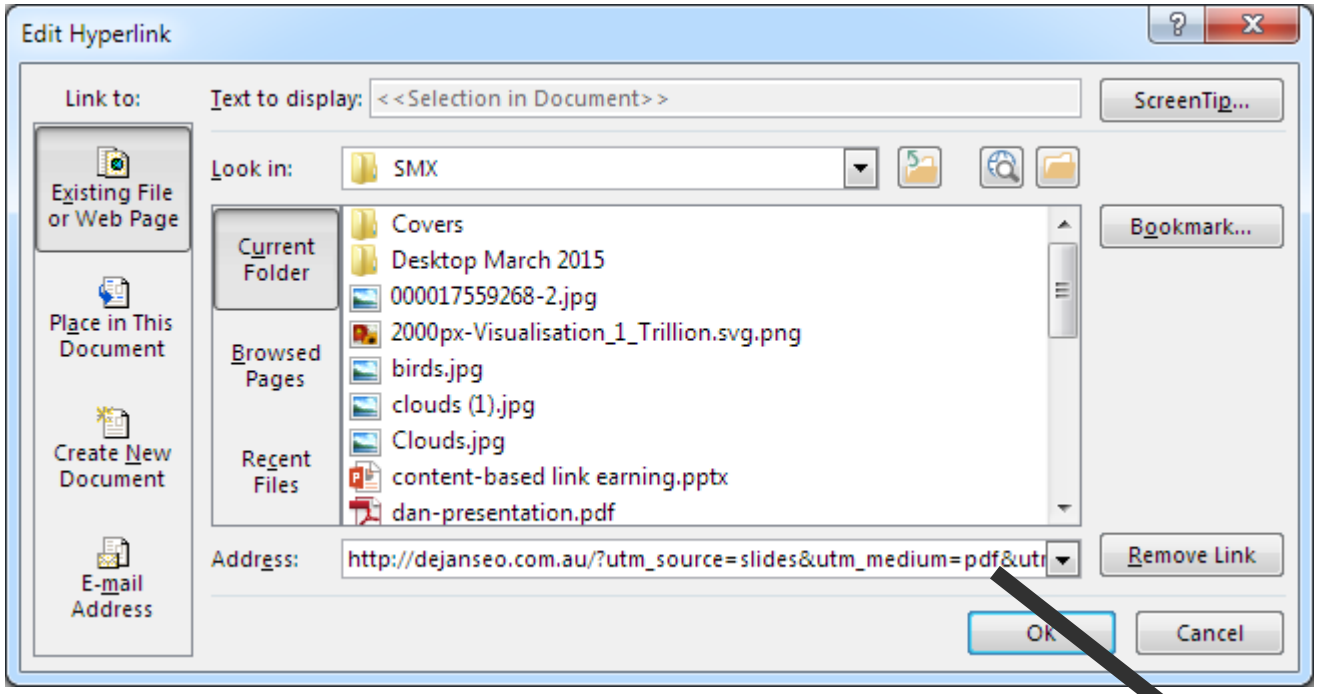
Remember what you said about PDF links not passing any PageRank? We'll I've found a solution for that. Canonicalise away from PDF to a HTML file using .htaccess and we're good.

.htaccess
<Files "Choose-Dejan-SEO.pdf">
Header add Link '<http://dejanseo.com.au/media/html/Choose-Dejan-SEO/>;
rel="canonical"'
</Files>

Dan Petrovic
Director

dan.petrovic@dejan.com.au / 07 3188 9201
http://dejanseo.com.au / 1300 123 736 / Google+

#META



Every instance of the logo in this presentation is a link.

DEJAN MARKETING

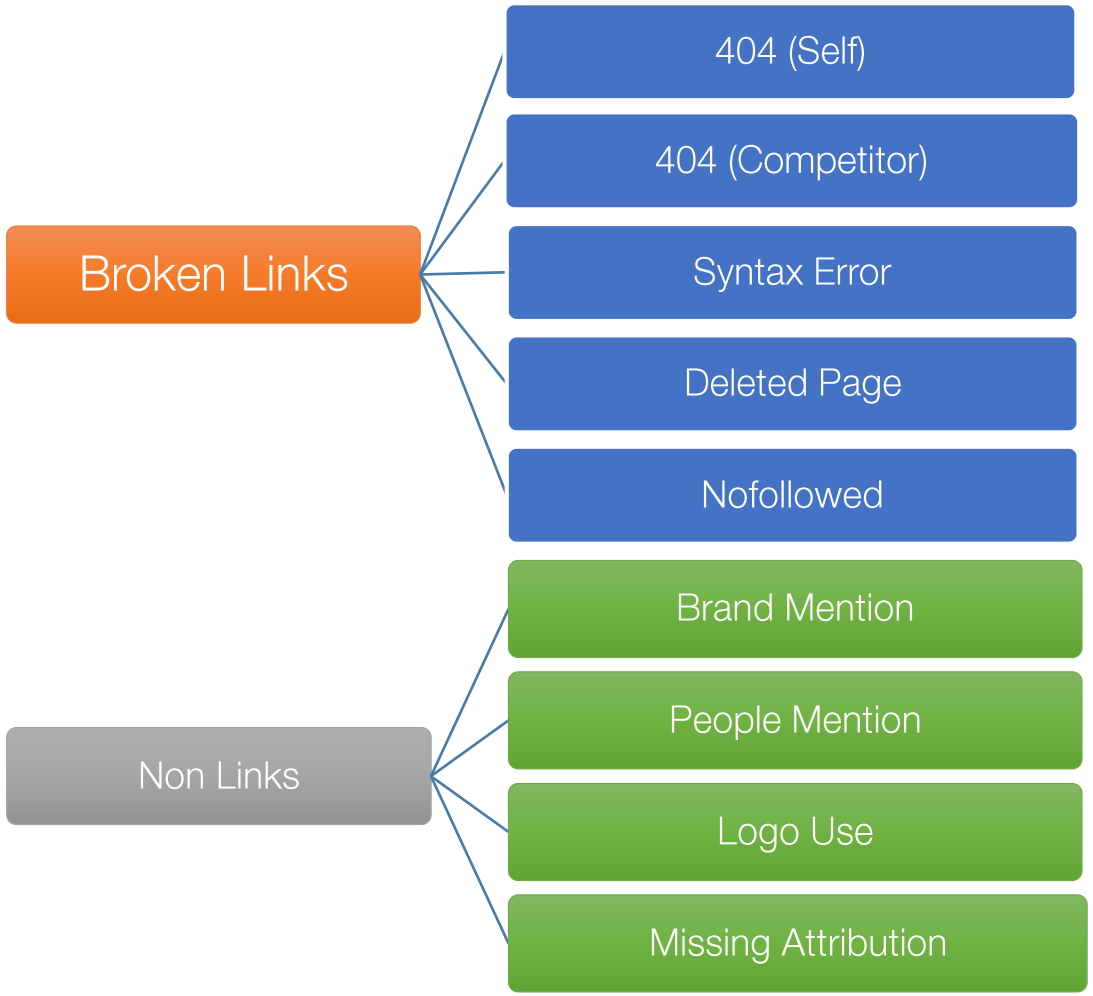
- Marketing Material
- Speaking Engagements
- Brochures
- Articles
- Blog Posts
- Whitepapers

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

LINK ALL THE THINGS

DEJAN MARKETING

Could-Be Links.



DEJAN MARKETING

Rejuvenating Old Content

#postanniversary

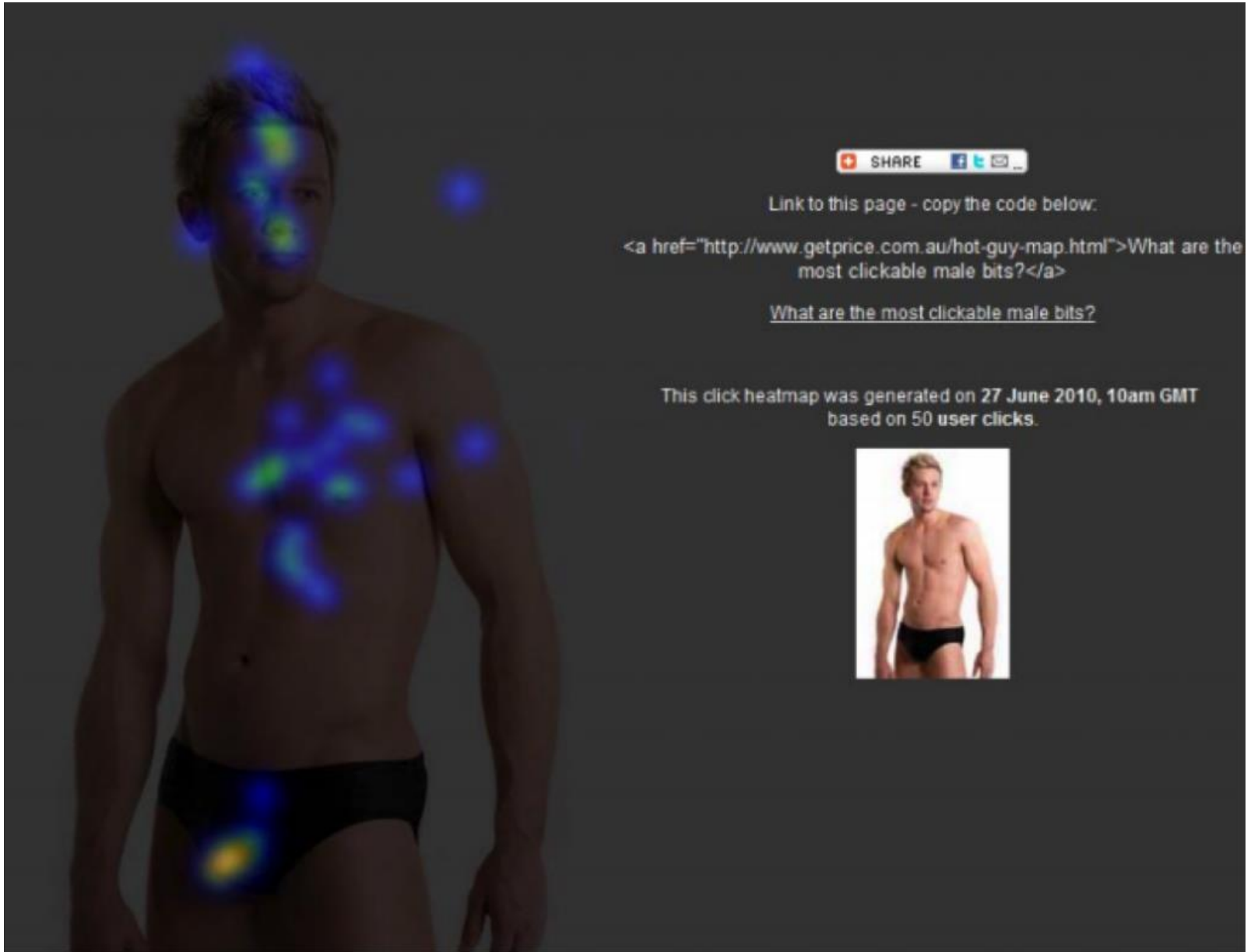
dejanseo.com.au/content-rejuvenation

DEJAN MARKETING

What are the most clickable male bits?

< --- click on the guy to find out

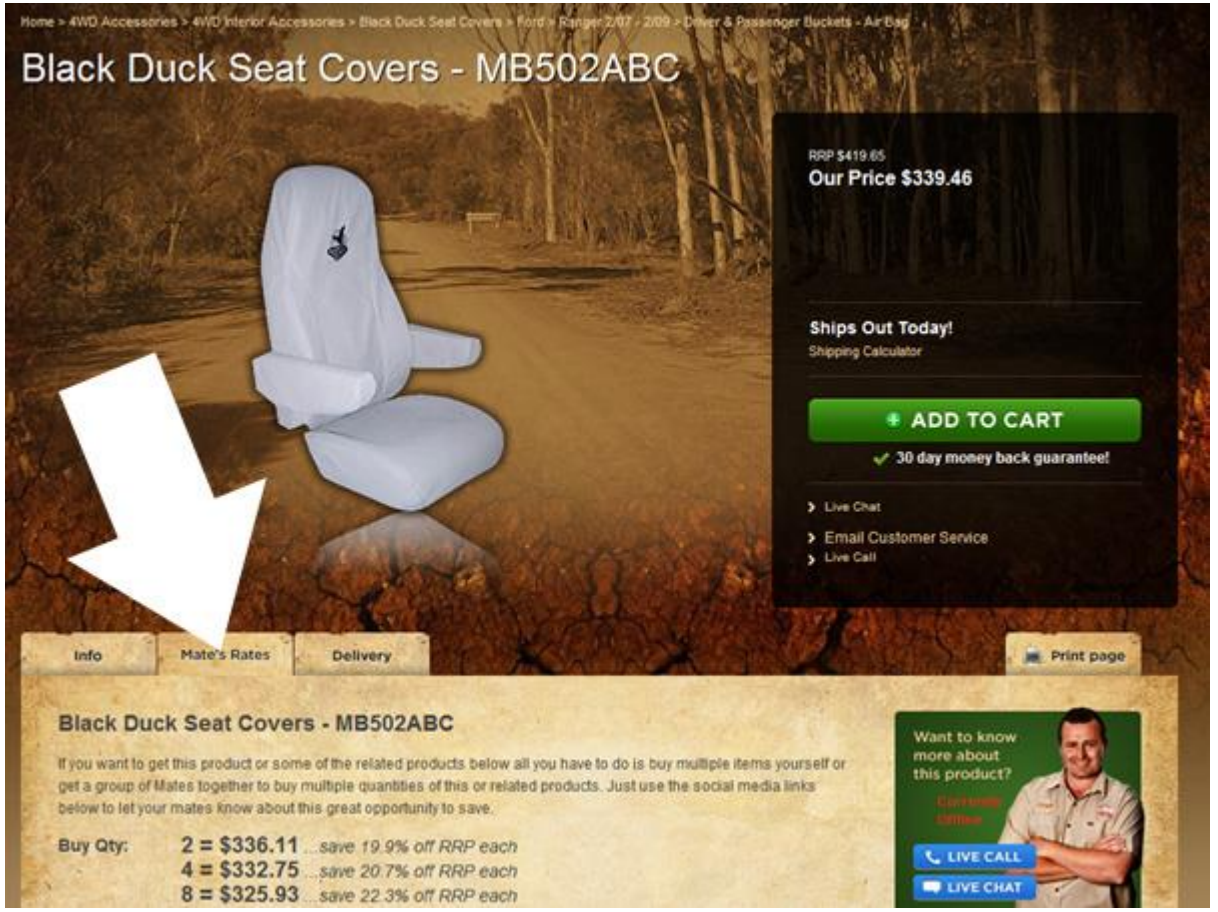
DEJAN MARKETING



DEJAN MARKETING

Competitions for Boring Retail Products

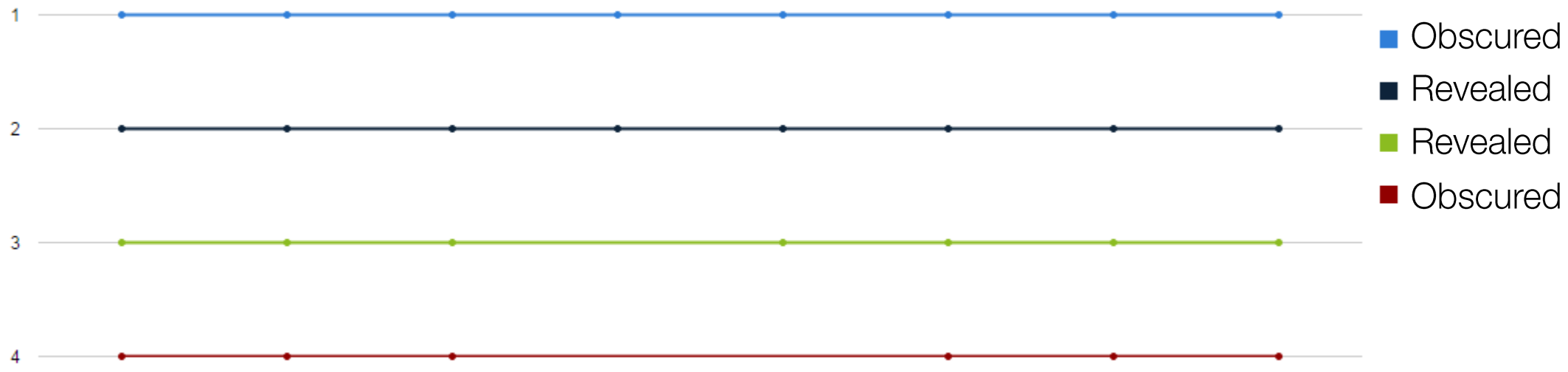
url#competition



DEJAN MARKETING

Fresh Experiment Results

Exclusive to SMX



DEJAN MARKETING

Nudge.

dejanseo.com.au/smx