

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.

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When money stops flowing

Links Stop Flowing

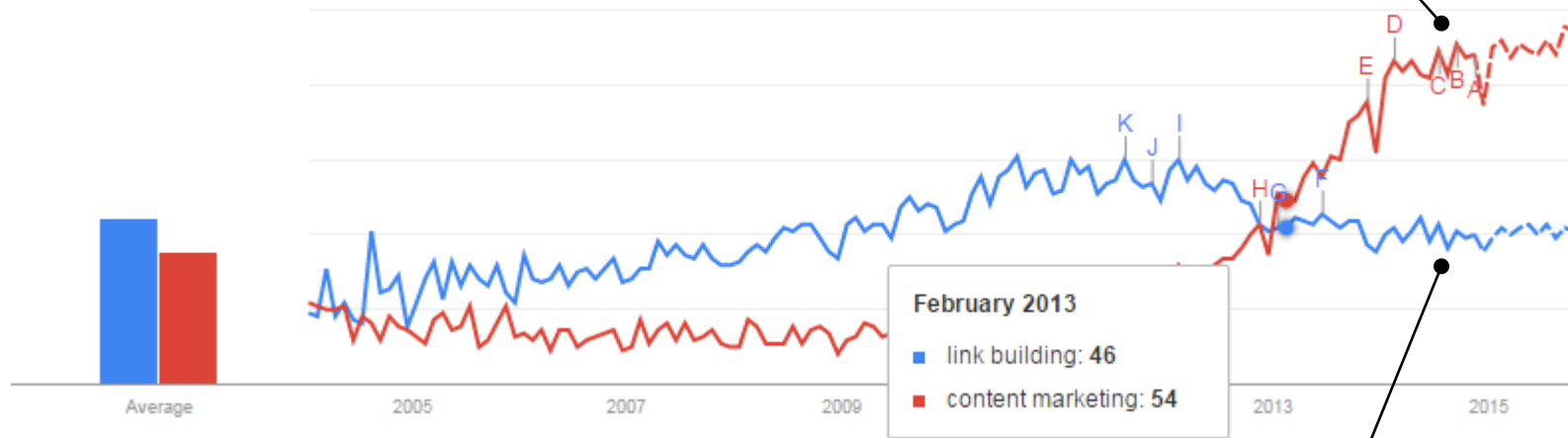
SEO companies are now turning into...

“Digital Agencies”

They have a new name for link building.
“Content Marketing.”



Content Marketing



Link Building



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

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](#)

[View Sharers](#)

[Share](#)

22

30

80

0

300

350

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Levitating
Superconductor

Liquid Nitrogen



Ultimaker²



PRINT | MATERIAL
MAINTENANCE

SD card

YEAR of SCIENCE 2009

THEMES | EVENTS | FEATURES | WHY SCIENCE MATTERS | SEARCH | YEAR IN REVIEW

Find Science Events In Your Area!

GET INVOLVED

- Register your organization
- About the Year of Science
- Visit our newsroom
- How to celebrate
- Engage in science in your community
- Contact Us

Sign up for email updates
Enter email address

WHAT'S NEW?

For participants:

- Resource Room
- Grab YoS logos
- Add events to the calendar
- Use template press release
- Download one page flier

Features

- Green for Real
- Guardian Insurance support Year of Science 2009
- Encyclopedia of Life: Your perfect Biodiversity resource
- USA Science & Engineering Festival
- Science Zine-a-thon contest winners announced!

THE COPUS NETWORK



COPUS

Year of Science 2009 is a 12 month celebration of how science works, why science matters, and who scientists are led by participants in the COPUS network. Learn more about the process of science on the exciting new Web site [Understanding Science.org](#)

WELCOME TO YEAR OF SCIENCE 2009!

Celebrating Science in 2010

2009 is over, but our celebrations certainly are continuing! It has been a wonderful year highlighting the contributions that science makes to our lives and building collaborative connections across boundaries that often exist across our diverse scientific community. As we reflect back on the Year of Science 2009, several key words come to mind: celebrate, communicate, and collaborate! Those words have guided us in this compilation of reflections to (1) recognize the unprecedented level of collaboration among individuals and organizations contributing to make the year a collective success in elevating the voice for science, (2) extend our thanks, and (3) look toward next steps!!

[Click here](#) to see the collective impact of the Year of Science 2009!



[Click HERE](#) to see a full listing and browse the Year of Science 2009 themes!

Tweeting about YoS and COPUS Celebrations!
[follow YoS and COPUS on Twitter](#)

ZINE CONTEST



The winners have been announced for the Zine Contest! [Check out all their cool creations!](#)

FESTIVAL



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

SHARE YOUR STORIES



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

My interests.

SUPPORT YOS09



My link.



MOZ PRODUCTS LEARN COMMUNITY BLOGS ABOUT Log in ? Q

Check it out! We've updated the design to improve performance and make space for new features (report tabs are now in the left navigation). For more information head over to the [blog](#) or the [help hub](#).

Open Site Explorer

Inbound Links

- Just-Discovered
- Top Pages
- Linking Domains
- Anchor Text
- Compare Link Metrics
- Link Opportunities **new**
- Advanced Reports

Fresh Web Explorer

- Rank Tracker
- Keyword Difficulty
- On-Page Grader
- Crawl Test
- Followework

Open Site Explorer

URL:

Hide Metrics

Authority

DOMAIN AUTHORITY **63** / 100

Backlink History

Backlinks reviewed (non-cumulative view)

Chart shows the **External Backlinks** reviewed over the **last 90 days**.

Referring domains reviewed (non-cumulative view)

URL Rank **13** | **Ahrefs Domain Rank** **64** | **Backlinks** **171** | **Referring Domains** **60**

Referring Pages

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

Backlink Breakdown

The charts below easily show the backlink breakdown for the different types of **backlinks** that link to this Domain/Subdomain/URL.

Backlink Breakdown

Backlink Types:

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

Referring Pages

ALL ONE YEAR LAST 30 DAYS

New & Lost Backlinks

New Backlinks: DoFollow, NoFollow, Redirect, Other

Lost Backlinks: DoFollow, NoFollow, Redirect, Other

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

Dan made a new link?

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



Weeks later...



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

MOAR LINKS!!!!1

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 Misteacheer flickr photostream under [this Creative Commons license](#);
fish market photo provided by NH567's flickr photostream under [this Creative Commons license](#)

© COPUS 2008





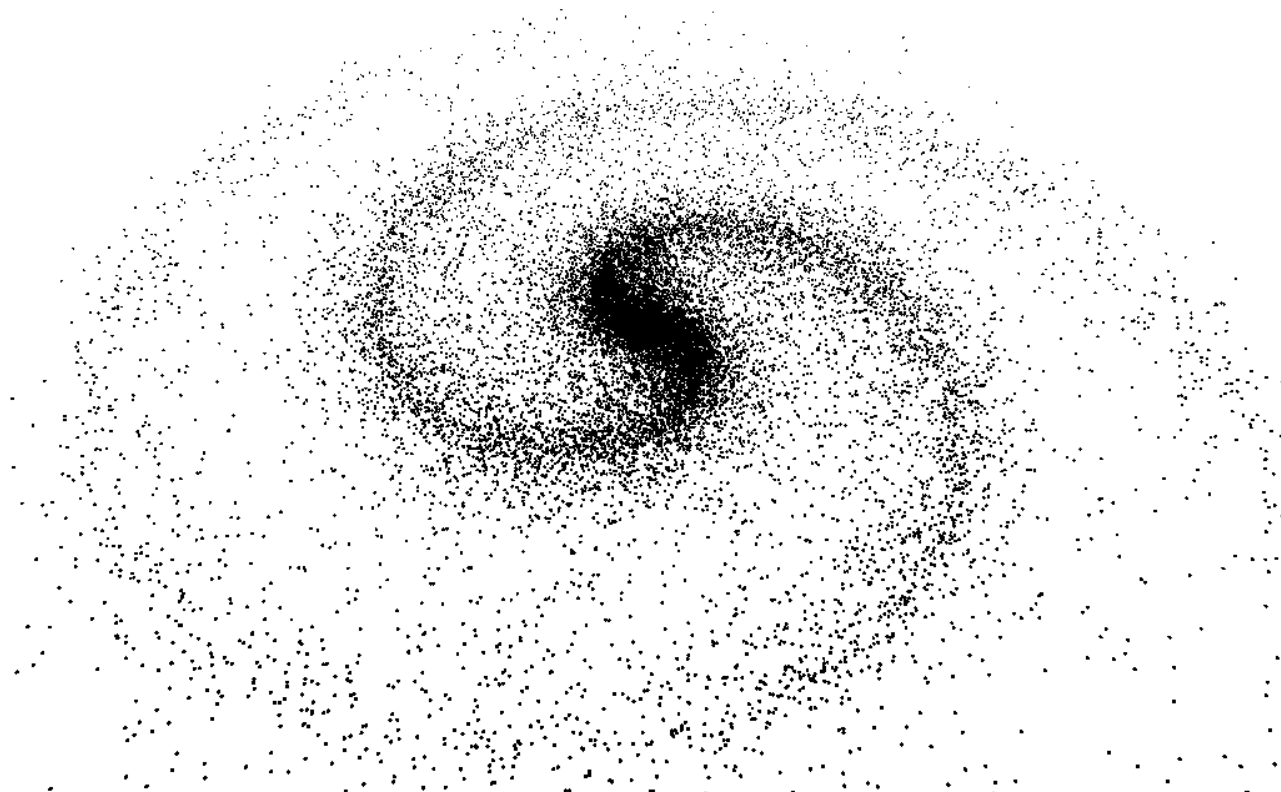
A dense grid of logos for various companies and organizations, including:

- dataflurry, THE REEVES LAW GROUP, MANN & ELIAS, German Firefighter Info Page
- BUKH LAW FIRM, P.C., ilawyermarketing.com, BIGDUG, mailbox nationwide
- IN DYNE, SHERWOODS, Guardian INSURANCE, CCA FINANCIAL PLANNERS
- eForo, OKMART, Regis Mullen & Shane Mullen, Inc., you! youinsured
- WEB PROFITS, freshegg, BISNARICHASE BestAttorney.com, adaptalift
- pcs SearchEngineXperts TURNING SEARCH INTO SALES, MACHINES4U, toysie
- Prescott Financial, MOJO PROMOTIONS, CALL TODAY SHIRO R. MILLAR, BENSON BERTOLDO AKER CARTER
- Attorney Marketing Network, CASH AUTO SALVAGE
- cheaphotels.com.au, FUJI XEROX, PromotionalPromos
- drugscreen, INTELLIGENT INVESTOR, 24 HOUR WRESTLING, TRICORAL NORTH TOURIST INFORMATION CENTRE, SUNSHINE COAST TOURIST INFORMATION CENTRE, ORDER CENTER
- Sense of Security, HIDDEN DOOR, ideasbynets.com, sHealth, UGLY! CABLE, Yes gifts, Philiquital
- Lit Engine, php, PosterWorld
- ACS Chemistry for Life, American Institute of Biological Sciences, AMERICAN SOCIETY FOR MICROBIOLOGY, Ocean Leadership, EOL
- ENTOMOLOGICAL FOUNDATION, THE GEOLOGICAL SOCIETY OF AMERICA, The Intersection, National Center for Science Education, NCEM
- raft, SEVEN OAKS, energy4me, UNIVERSITY OF CALIFORNIA PRESS
- WGBH, SCIENCE IS FUN in the Lab of Shakhshiri

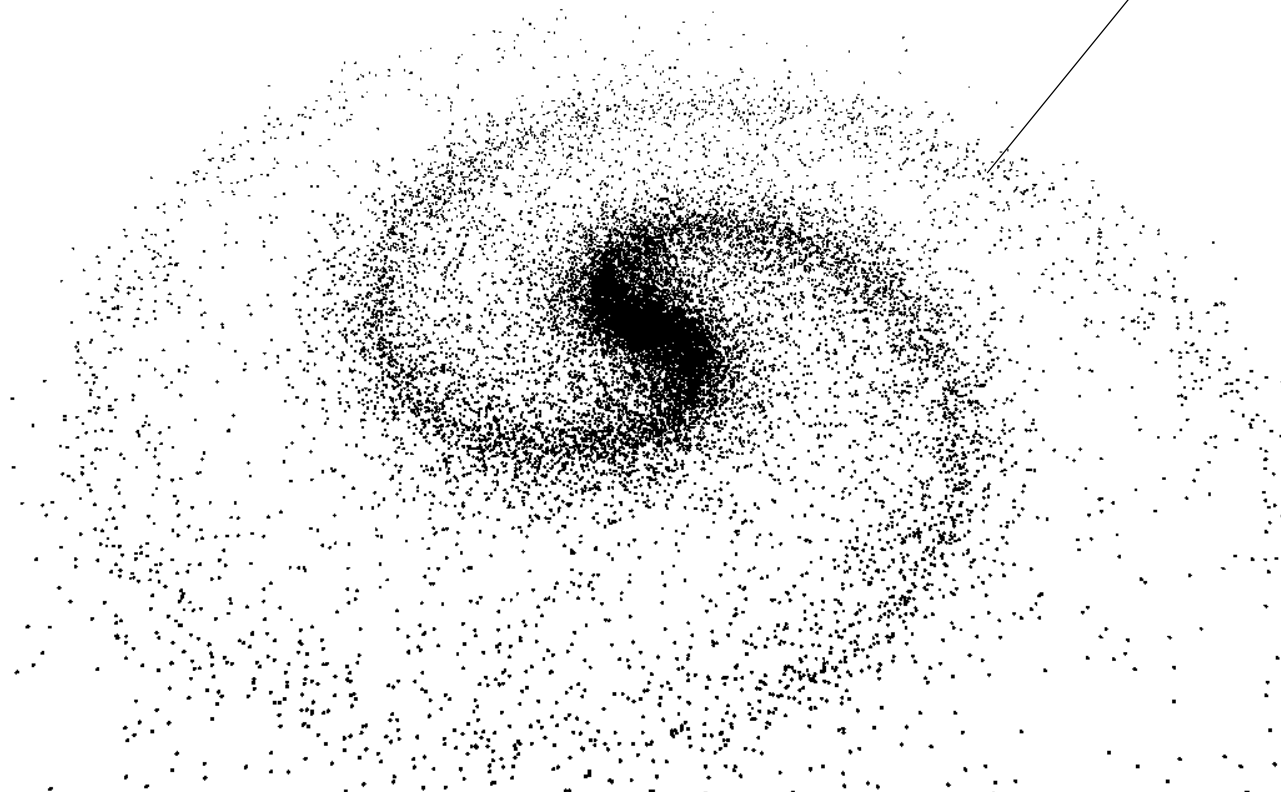


Perspective.

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



FLF ☰ 🔍 🔔 🔌



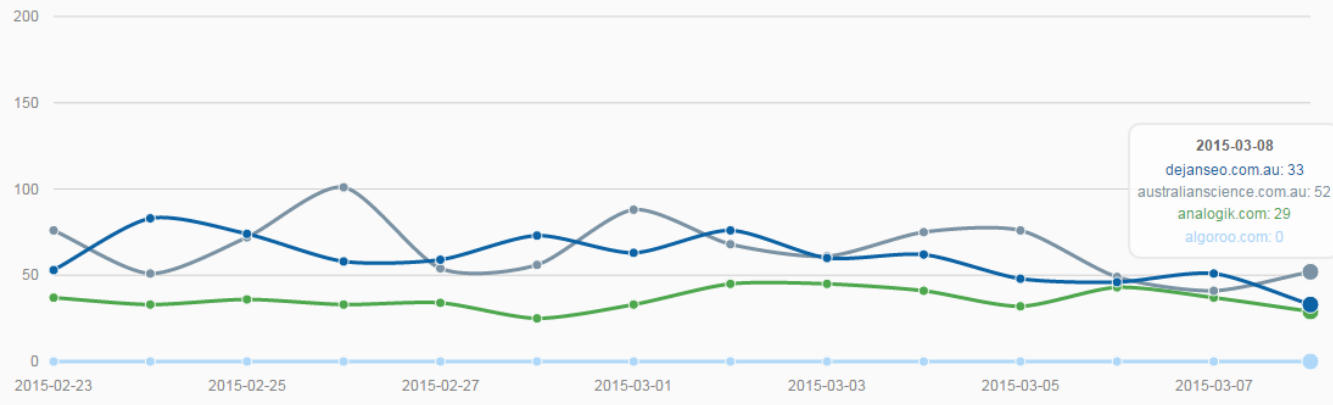
Dashboard

- Add new domain
- Edit Profile
- My users
- Tools
- Support
- LogOut

Dashboard

🏠 / Dashboard

Number of links per day



Current status

- ✔ 4 domains in your account
- 🕒 275205 total backlinks
- 🕒 0 new links yesterday
- 🏛️ 190 total .gov links
- 📄 807 total .edu links

My Domains

Show entries Search:

Domain	New links since last login	Last scan	Options
Daily Links			
	0	2015-03-08 17:49	✎ ✖
	66	2015-03-08 11:49	✎ ✖
	93	2015-03-08 21:49	✎ ✖
dejanseo.com.au	84	2015-03-08 09:49	✎ ✖

Showing 1 to 4 of 4 entries First Previous 1 Next Last

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

Links report for dejanseo.com.au - New links from last login (2015-03-07)

dejanseo.com.au / Report

Show / Hide Filters

Basic Filters | **Advanced filters**

- Show only .gov and .edu
- Hide Nofollow links
- Only Text links
- Only Image links
- Hide 301 and 302 links
- Hide deleted links
- Hide blacklisted domains
- Hide excluded domains

Filter

Backlinks

Show 25 entries

CSV XLS Copy

Search:

Link	Found	Follow	OBL	Actions	Date	Options
http://unigrad.com.au/employee 200 COMPANY WEBSITE	Yes	Yes	1	[Icons]	2015-03-07	[Icons]
http://irishwonder.com/blog 200 mass extortion emails	Yes	Yes	1	[Icons]	2015-03-07	[Icons]
http://a80a.com/google-mobile-friendly-test-bookmarklet/ 200 Chris Butterworth	Yes	Yes	1	[Icons]	2015-03-07	[Icons]
http://www.belicslavko.com/ 200 Dejan SEO	Yes	Yes	1	[Icons]	2015-03-07	[Icons]
http://dataunion.org/11266.html 200	Yes	Yes	1	[Icons]	2015-03-08	[Icons]
http://isoc-au.org.au/Orgmems/Foundmem.h 200 Dejan SEO	Yes	Yes	1	[Icons]	2015-03-08	[Icons]
http://nashcomelectrical.com.au/find-us/ 200 SEO	Yes	Yes	1	[Icons]	2015-03-08	[Icons]

Great Link

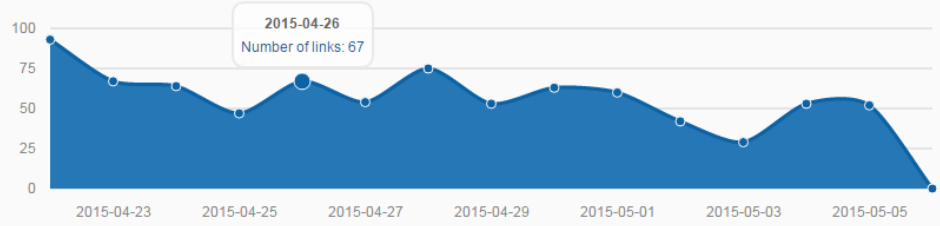
Problematic Link

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

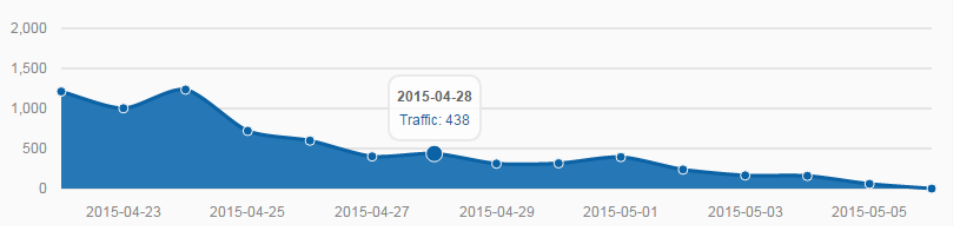
dejanseo.com.au / Report

[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.jaydaniellweb.com.au/services/website-and-b[...] growth.php 200 DejanSEO	Yes	Yes	2	1		2015-05-04	
http://inbound.org/in/IvanDSEO/upvotes/latest 200	Yes	Yes	4	1		2015-05-04	
http://www.ranksignals.com/tools/backlinks/paradisefirs[...] aid.com.au 200 http://dejanseo.com.au/testimonials/	Yes	Yes	2	1		2015-05-04	
http://www.reddit.com/r/bigseo/top/?sort=top&t=month&co[...] =t3_31uyew 200	Yes	Yes	3	1		2015-05-03	
http://000.nl/posts/seo-copywriting/ 200 The Art of Link Earning	Yes	Yes	3	1		2015-05-03	
http://www.marketingbypermission.com/category/newslette[...] wsletters/ 200 he hijacked a few pages in Google	Yes	Yes	8	1		2015-05-02	
http://inbound.org/in/CButterworth/_shares 200 Dejan SEO	Yes	Yes	8	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		2015-05-02	
http://www.searchenginepeople.com/blog/1504-link-build[...] itter.html 200 Dejan Marketing	Yes	Yes	8	1		2015-05-02	
http://www.reddit.com/r/bigseo/?count=75&after=t3_32qxm9 200	Yes	Yes	4	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!](#)



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](#)

Most Linked Pages

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](#)

Top Referrers by Traffic

IrishWonder's SEO Consulting Blog

BLOG HOME ABOUT



← [What Happened to Press Release Sites?](#)

Search It!

Search

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

The Age of Digital Extortion: What's Google Care?

Recently, I've got a complaint from somebody I've been consulting about their site having been a target of scammers trying to extort money out of them by threatening to destroy their business online. Given the recent news of [mass extortion emails](#) (and [Google's reluctant reaction](#)), it's difficult to surprise anyone with a story like this, but this case is slightly different, though nevertheless worrying and potentially dangerous.

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

Process of Link Removal:

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

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

Thank you!

+ Share

Recent and upcoming Speaking Gigs

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



Outreach after the link is made.

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

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I analysed a lot of natural links.

dejanseo.com.au/anchor-text-harvesting
[ancore.dejanseo.com.au](https://dejanseo.com.au)

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 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.

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Identification

Relationship

Action/Expansion

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Identification

Example
Identification

Action
Expansion

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Identification

Action

Definition
Identification

Research Results

Merit-Based Link Classification

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

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

Proof

Providing a source for factual information.

Substantiating a claim.

Example: [JDN](#)

Attribution

Crediting original authors for using their content.

Live Example: [Search Engine Land](#)

Dan Petrovic has explained how he 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](#)

[Mozcast](#) – This is the most sophisticated service that reports Google volatility over the last 30,60 and 90 days based on a set of 1,000 monitored keywords. It also reports on domain diversity, the influence of Exact Match and Partial Match domains and [more](#).

[SERPMetrics](#) – Reports Google, Bing and Yahoo volatility on US sites during the last 30 days.

[SERPs.com](#) – Reports Google and Bing volatility during the last 30 and 90 days based on 1,000 monitored US sites.

[Algoroo](#) – Reports volatility based on a few thousand monitored keywords.



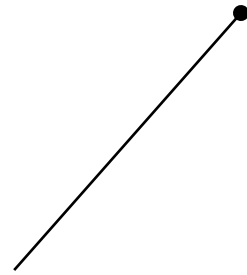
Definition

Linking to a page which defines a concept.

Live Example: [icrossing](#)

The result: Unfortunately, the test yielded no positive result. It seems like people were not going to the new URL in any more number than if the plain text URL was not there. One thing they did note however is that Google does discover plain text URLs even if they have no link associated to the.

The source: <http://dejanseo.com.au/seo-experiment-with-non-link-references/>



Expansion

Providing a path to an in-depth resource.

Live Example: [Search Engine Journal](#)

Identification

Disclosure of contextually relevant entities.

Live Example: [SEO Roundtable](#)

[Dan Petrovic](#) put together one of the more useful Google Hangouts I've yet to see by a non-Gogler.

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.

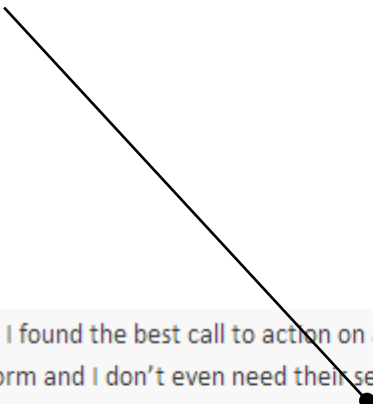
Live Example: [Blind Five Year Old](#)

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

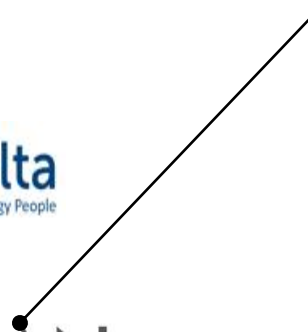


Today, I found the best call to action on an SEO company website I've ever seen. It made me run fill out their form and I don't even need their services! The company is Australian-based [Dejan SEO](#). In an effort to not take their pageviews, I suggest you [mosey on over there](#) and be impressed. 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](#)





You 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

2005

Faking

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

Kaspar Szymanski, Google



#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@dbce.gov.au

With regards to your request for a link to Dejan SEO's website on our general content 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

Request Denied

#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](tel:+911204833350x371) | F: [+1.347.274.2820](tel:+13472742820) QBS Learning (New York)
242 West 30 st, Suite 900 (9th Floor)
New York, NY 10001



Getting paid!

~~Link Building
Link Begging~~

Link Earning



Your content has to be good though.

CONTENT

Types of Content

Research / Whitepaper
Step by Step Guide
Instruction Manual
Chart / Diagram
Website Page
Infographic
Slideshow
Blog Post
Brochure
Template
Image
Video
Table
Tool



CONTENT

Content Qualities



CONTENT

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






Types of Content

Research / Whitepaper
Step by Step Guide
Instruction Manual
Chart / Diagram
Website Page
Infographic
Slideshow
Blog Post
Brochure
Template
Image
Video
Table
Tool

Linkable
Content

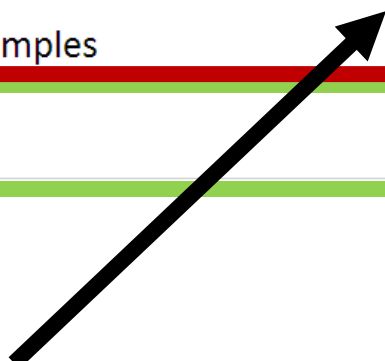
Content Qualities

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

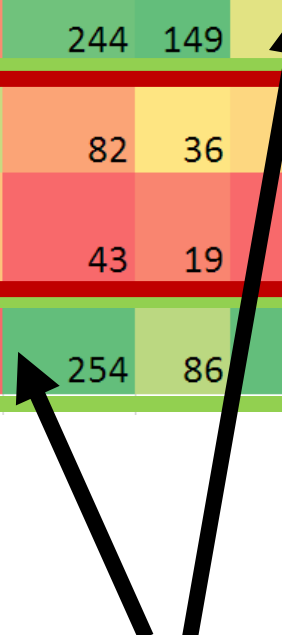
	A	B	C	D	E	F	G	H	I	J	K
1	Article	Unique Views	Time	Tweets	Likes	Plusones	LinkedIn	Total	Share	Words	
2	Co-Citation Experiment	1,112	5:46	150	14	89	44	297	4%	1048	
3	PDF Hack	1,532	5:32	107	38	115	24	284	2%	2169	
4	Thin Content Update	5,394	4:10	244	149	129	62	584	1%	622	
5	SEO for Multilingual eCommerce 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	

Article	Unique Views	Time	Tweets	Likes	Plusones	LinkedIn	Total Share	Words	
Co-Citation Experiment	1,112	5:46	150	14	89	44	297	4%	1048
PDF Hack	1,532	5:32	107	38	115	24	284	2%	2169
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Call to Action Examples	15,971	4:36	43	19	58	18	138	0%	1052
Extortion Email	18,261	3:53	254	86	221	99	660	0.01	558

No Links



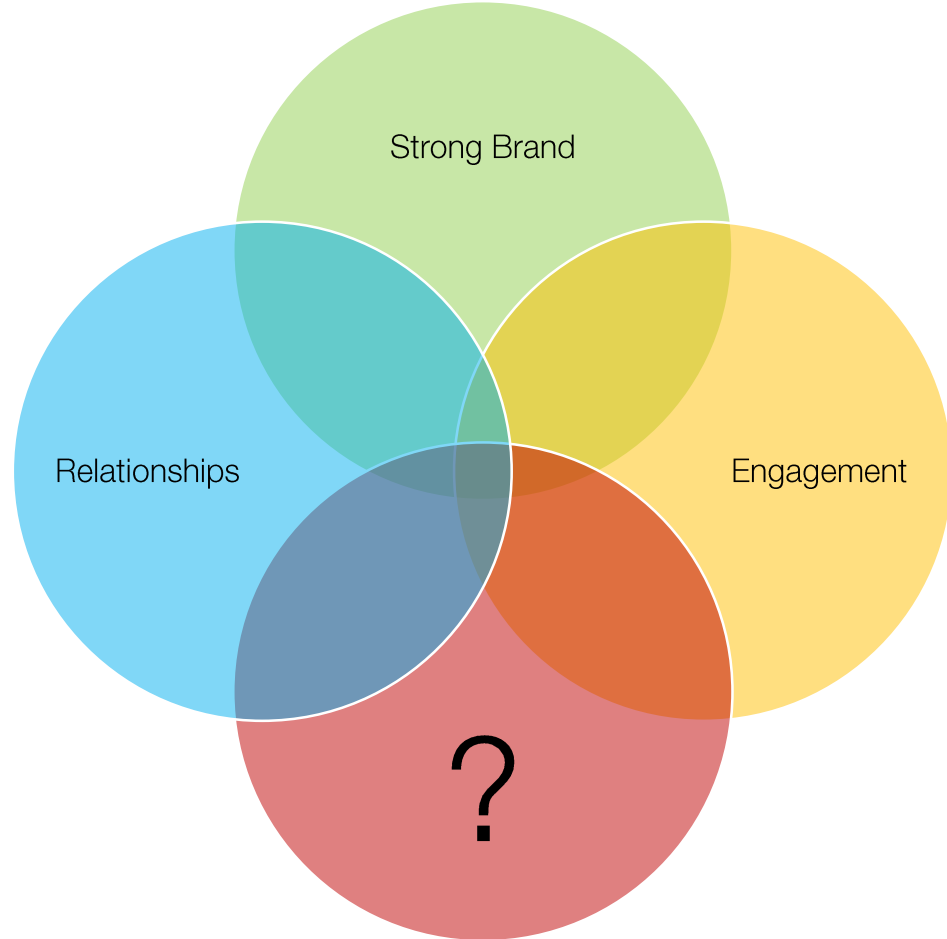
Plenty of Links



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



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. 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+](#).

Download profile images:

- [Dan Petrovic](#) [Transparent Background PNG]
- [Dan Petrovic](#) [White Background JPG]

Request a Quote

Full Name *

Email Address *

Phone Number *

Company Name

Website URL *

[Get Quote](#)

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 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.
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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

OLD

NEW

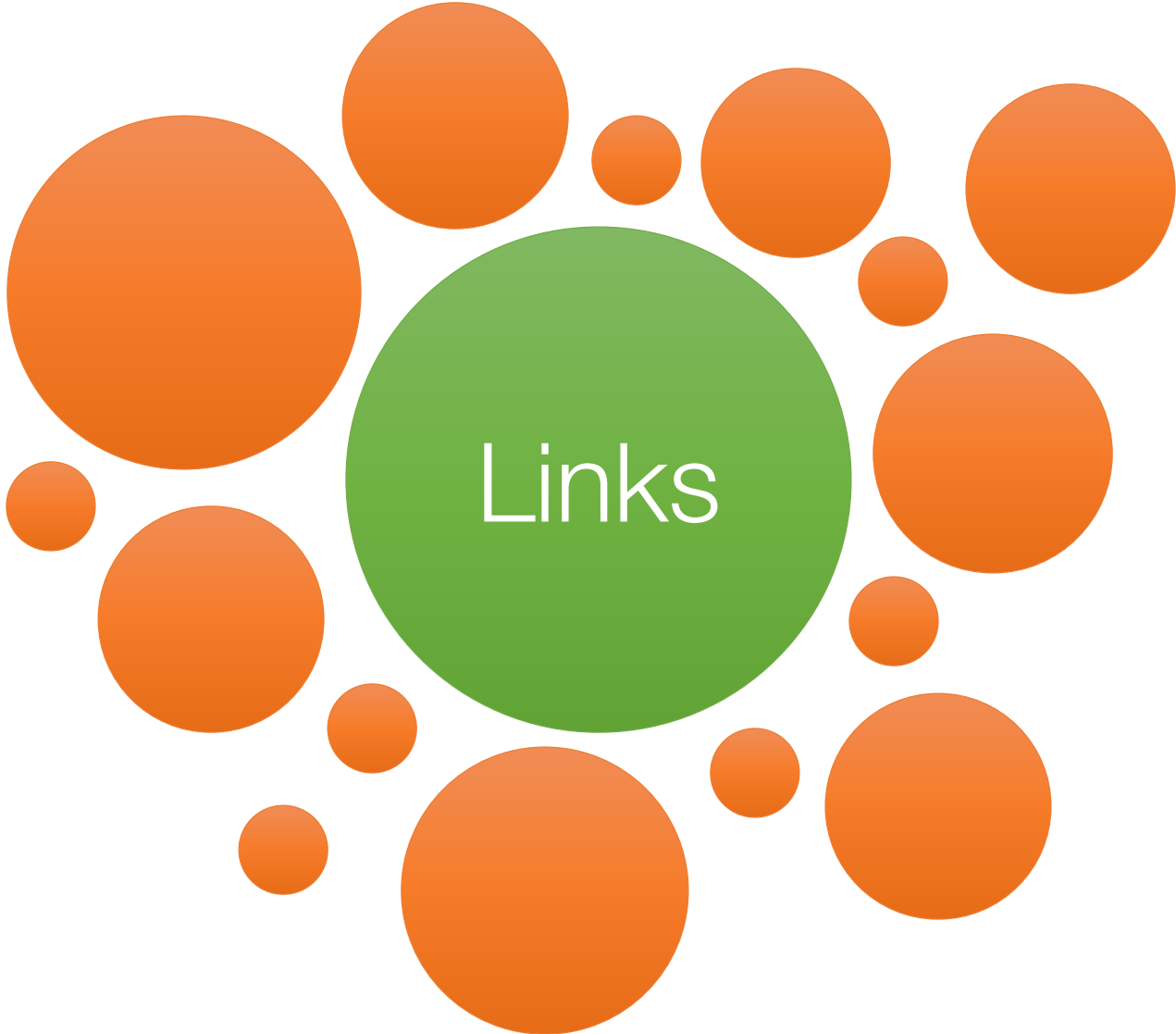
1 Link schemes	1 Link schemes
2	2
3 Your site's ranking in Google search results is partly based on analysis of those sites that link to you. The quantity, quality, and relevance of links influences your ranking. The sites that link to you can provide context about the subject matter of your site, and can indicate its quality and popularity.	3 Any links intended to manipulate PageRank on 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. Manipulating these links may affect the quality of our search results, and as such is a violation of Google's Webmaster Guidelines.
4	4
5 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.	5 The following are examples of link schemes which can negatively impact a site's ranking in search results:
6	6
7 The following are examples of link schemes which can negatively impact a site's ranking in search results:	7 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 their writing about it and including a link
8	8
9 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 their writing about it and including a link	9 Excessive link exchanges ("link to me and I'll link to you")
10	10
11 Excessive link exchanges ("link to me and I'll link to you")	11 Linking to web spammer or unrelated sites with the intent to manipulate PageRank
12	12
13 Linking to web spammers or unrelated sites with the intent to manipulate PageRank	13 Building partner pages exclusively for the sake of cross-linking
14	14
15 Building partner pages exclusively for the sake of cross-linking	15 Using automated programs or services to create links to your site
16	16
17 Using automated programs or services to create links to your site	17 Here are a few common examples of unnatural links that violate our guidelines:
18	18
19 Here are a few common examples of unnatural links that violate our guidelines:	19 Text advertisements that pass PageRank
20	20
21 Text advertisements that pass PageRank	21 Links that are inserted into articles with little coherence, for example:
22	22
23 Links that are inserted into articles with little coherence, for example:	23 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.
24	24
25 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.	25 Low-quality directory or bookmark site links
26	26
27 Low-quality directory or bookmark site links	27 Links embedded in widgets that are distributed across various sites, for example:
28	28
29 Links embedded in widgets that are distributed across various sites, for example:	29 Visitors to this page: 1,472
30	30
31 Visitors to this page: 1,472	31 car insurance
32	32
33 car insurance	33 Widely distributed links in the footers of various sites
34	34
35 Widely distributed links in the footers of various sites	35 Forum comments with optimized links in the post or signature, for example:
36	36
37 Forum comments with optimized links in the post or signature, for example:	37 Thanks, that's great info!
38	38
39 Thanks, that's great info!	39 - Paul
40	40
41 - Paul	41 paul's pizza san diego pizza best pizza san diego
42	42
43 paul's pizza san diego pizza best pizza san diego	43 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:
44	44
45 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:	45 Adding a rel="nofollow" attribute to the <a> tag
46	46
46 Adding a rel="nofollow" attribute to the <a> tag	46 Redirecting the links to an intermediate page that is blocked from search engines with a robots.txt file
47	47
47 Redirecting the links to an intermediate page that is blocked from search engines with a robots.txt file	47 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. 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?
48	48
48 The best way to get other sites to create relevant links to yours is to create unique, relevant content that can naturally 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?	48 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.
49	49
49 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.	49 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.
50	50
50 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”

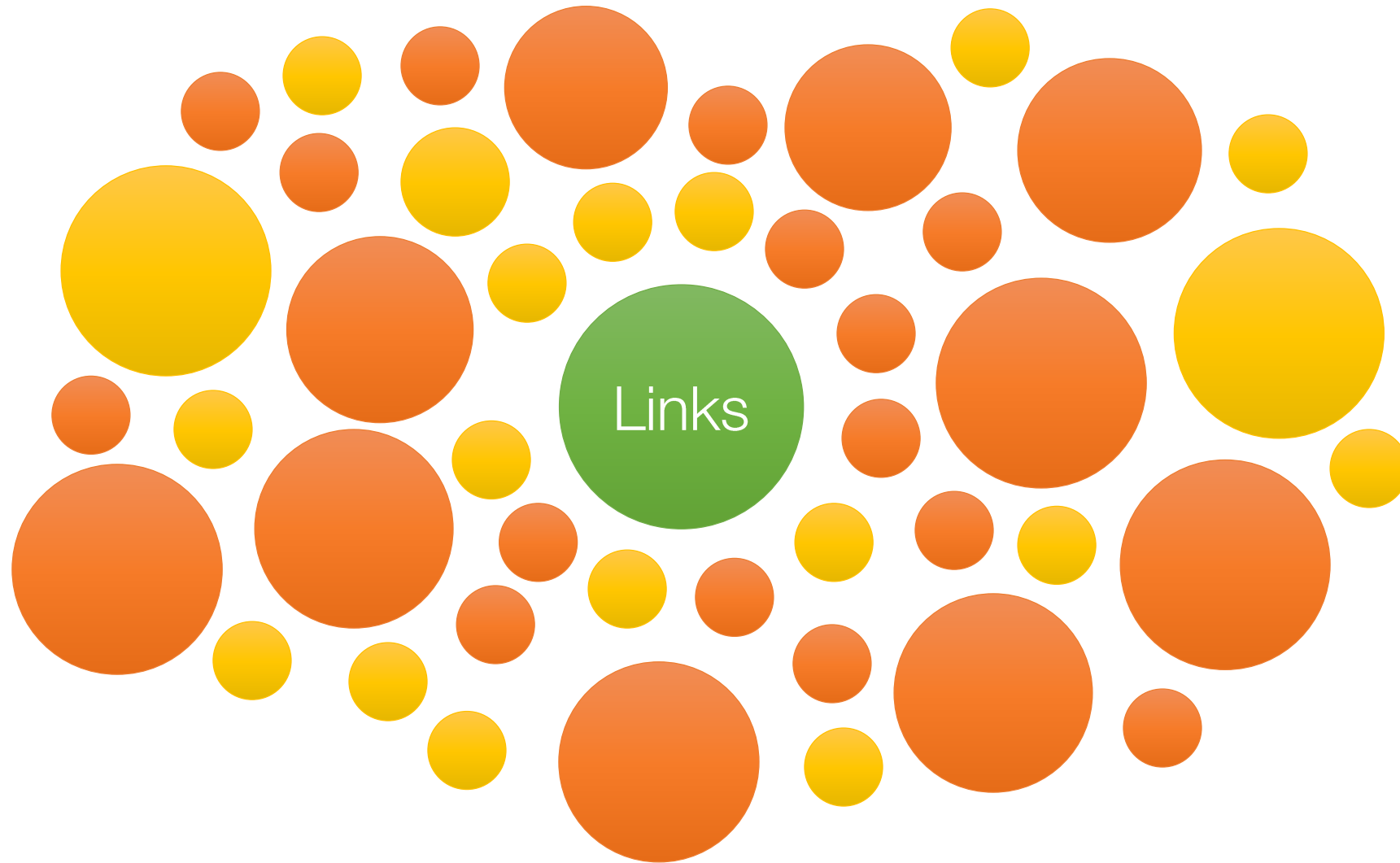
“Links with optimized anchor text in articles or press releases distributed on other sites.”

“templates”

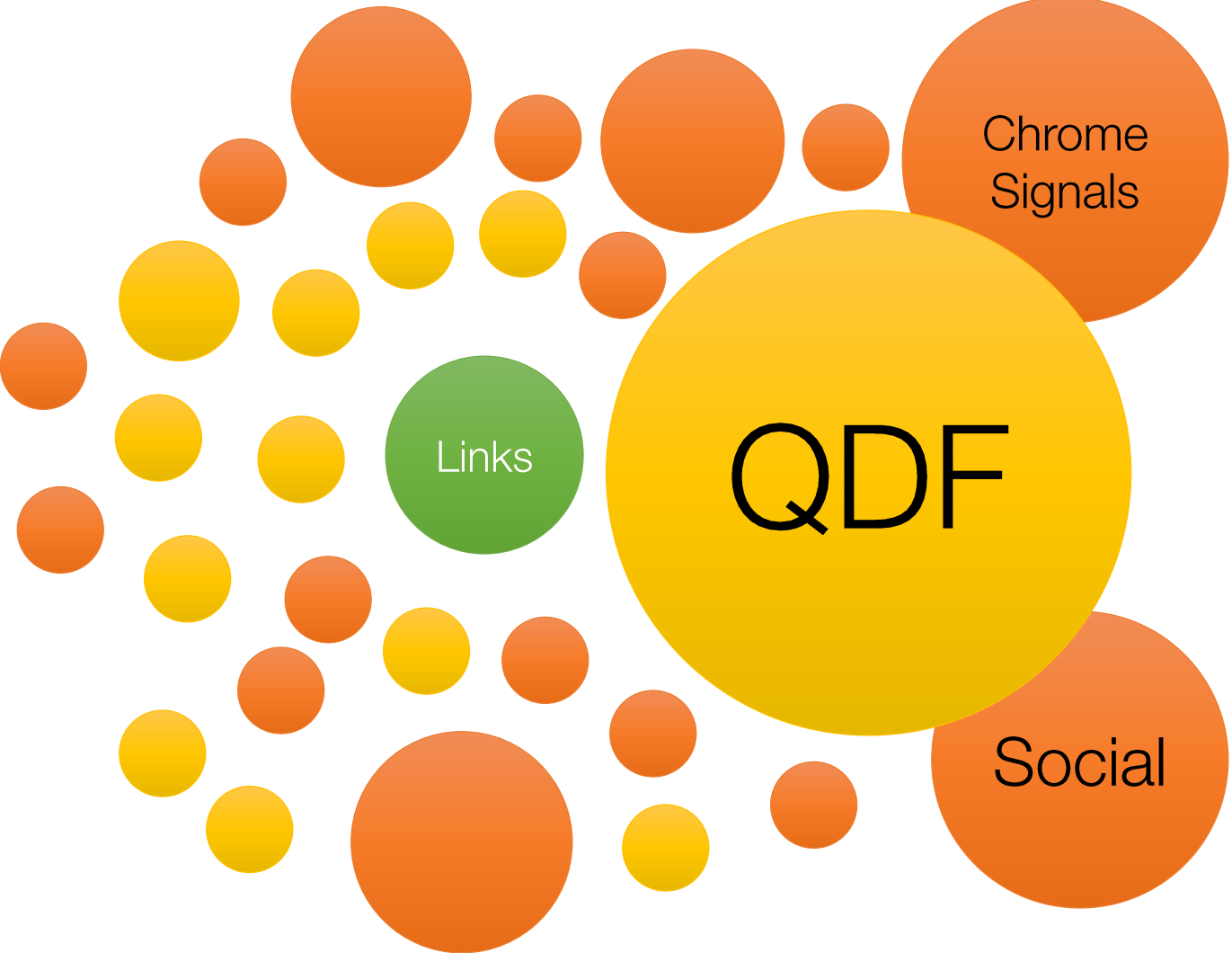
Link Signals Rule



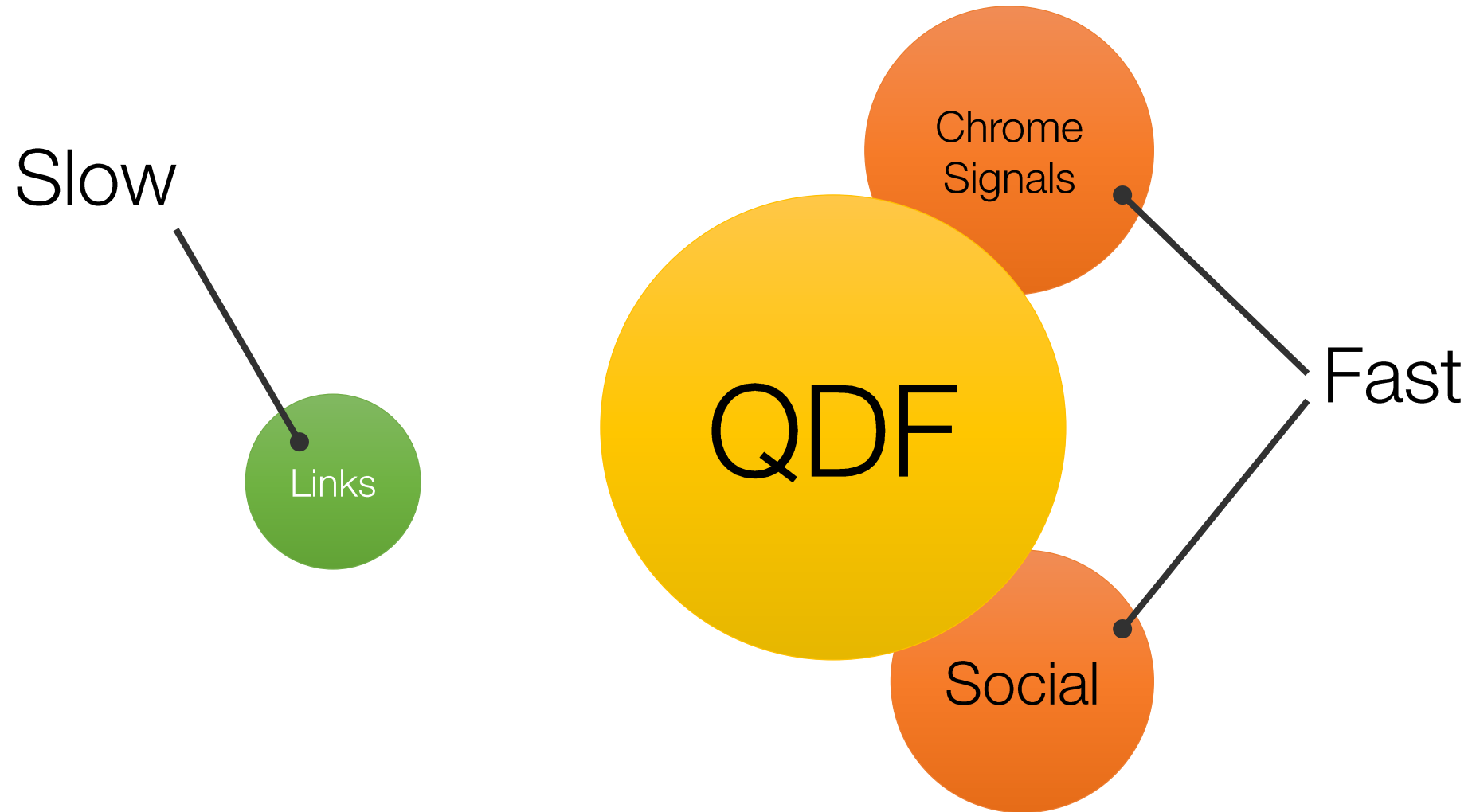
Balanced by Others



Relative Impact



Signal Speed Matters



← Stories to read

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

www.reddit.com · 22 hours ago

Popular with readers of reddit.com

Popular among readers of...

reddit.com
Chrome Signal

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

Learn how she erased over 13 kg of belly with this amazing diet supplement celebr weight fast. Click here to read this "shock http://femalehealthnews.com/

NEWS.com.au · 2 hours ago

Popular with readers of NEWS.com.au



news.com.au
Browsing Location

The \$5000 Compression Challenge - Patrick Craig

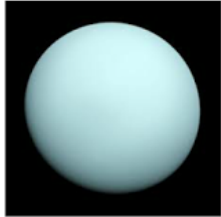
www.patrickcraig.co.uk

Popular with readers of hanselman.com

hanselman.com
Google+ Contact

← Stories to read

Giant methane storms on Uranus



Phys.Org · 6 days ago

Popular with readers of Phys.Org

phys.org
Interests

The bitter family feud behind sports giants



NEWS.com.au · 5 hours ago

Popular with readers of NEWS.com.au

Machine Learning.
Dismissed as uninteresting.

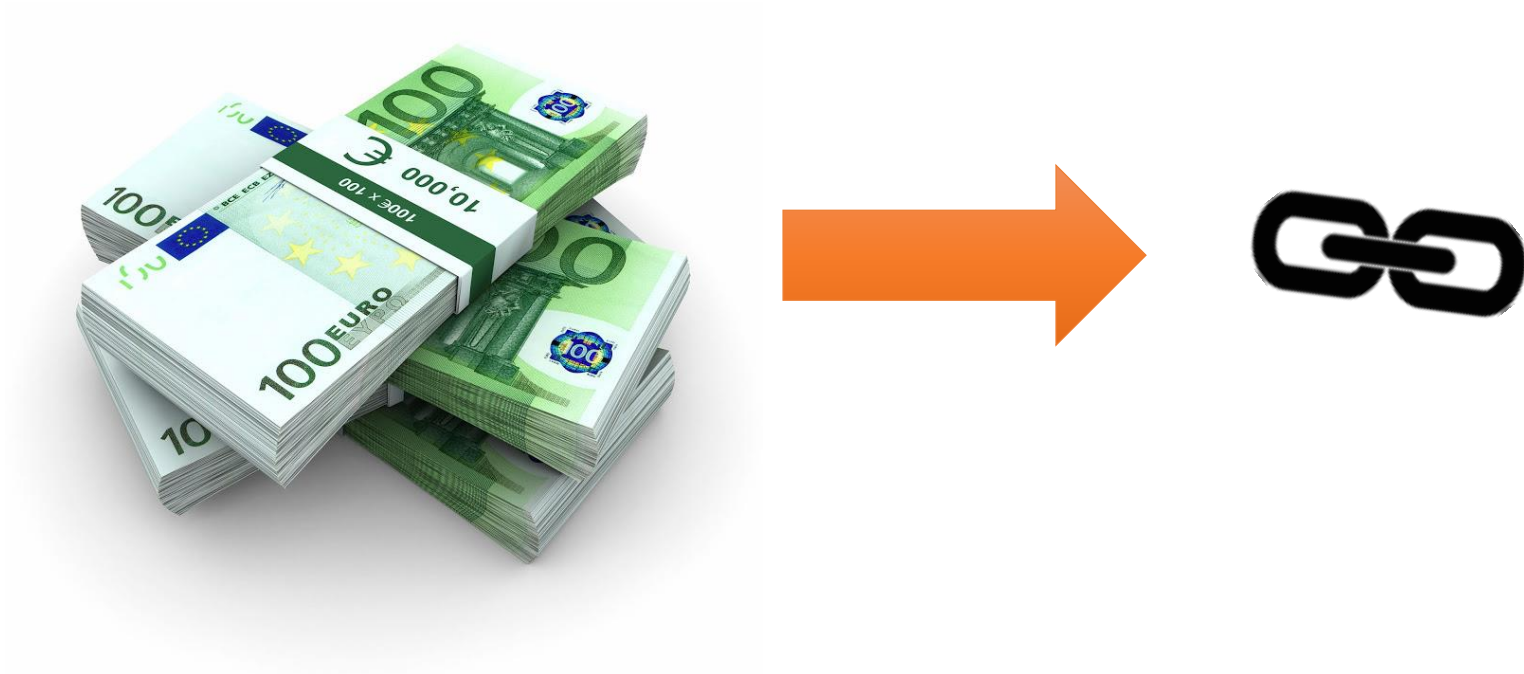
On Secretly Terrible Engineers



TechCrunch · 6 hours ago

techcrunch.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.

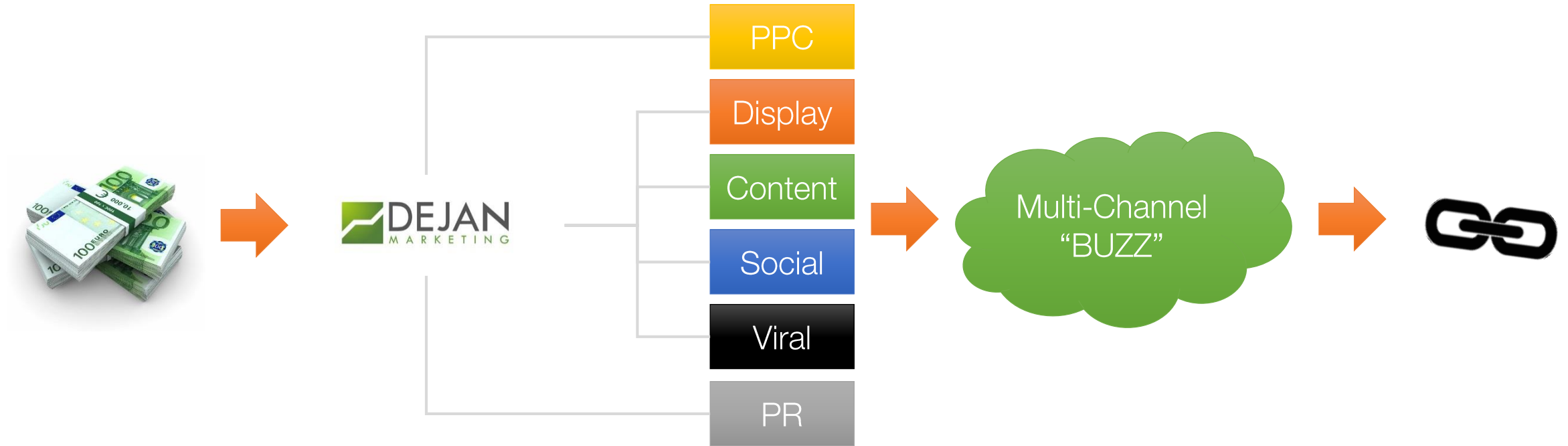


“It’s not the case that I’d have a link building team that would go out and email everyone to try to get links to my clients websites”.

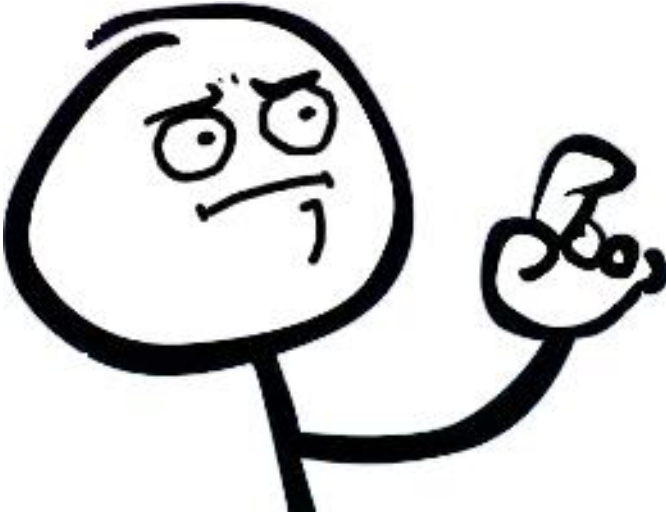
John Mueller, Google



How about link building through marketing?



Google be like...



RAD AF

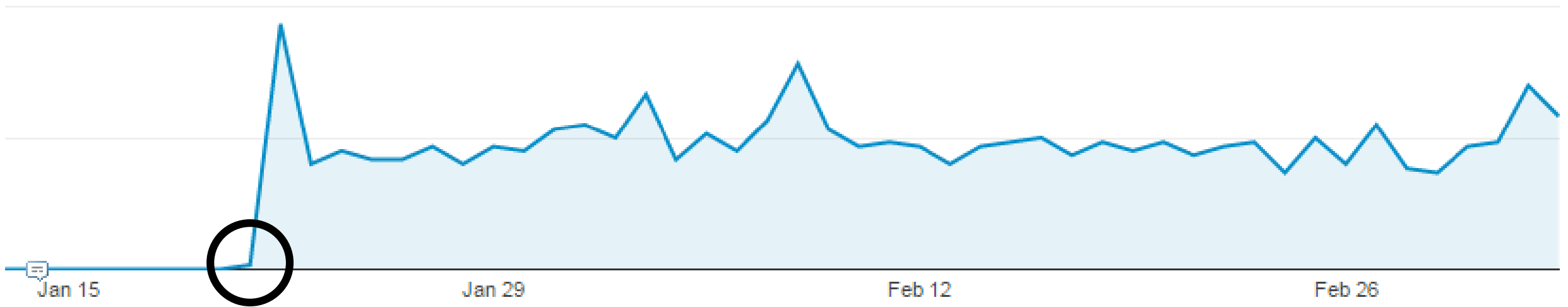


FULLY TACTICAL

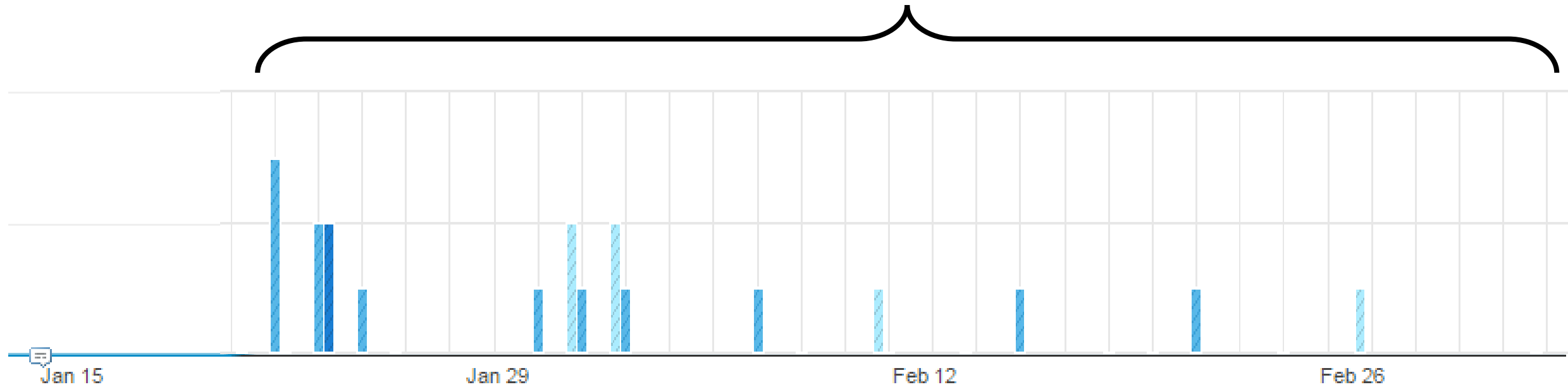
Paid/Organic Hybrid

Safe and Scalable Automated-Outreach





8 unique domain links



8 links:

- 4 text links
- 1 image link
- 3 nofollow

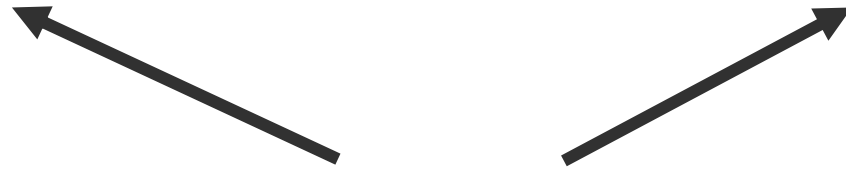
8 links in 30 days for ~\$350
I paid ~\$40 for an organic link



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



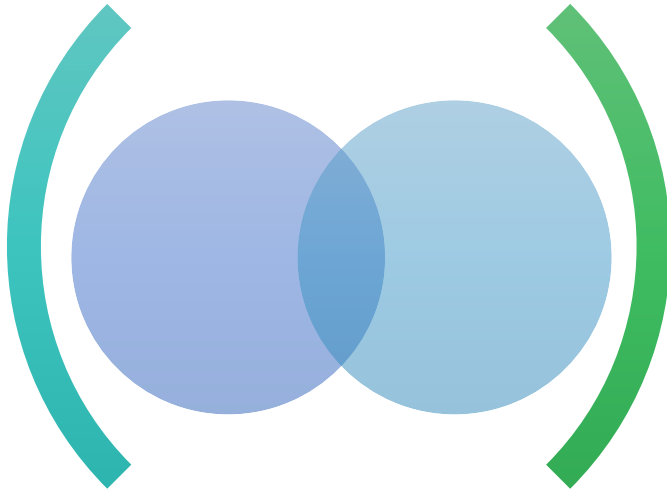
At the same time?

Oh that's good.

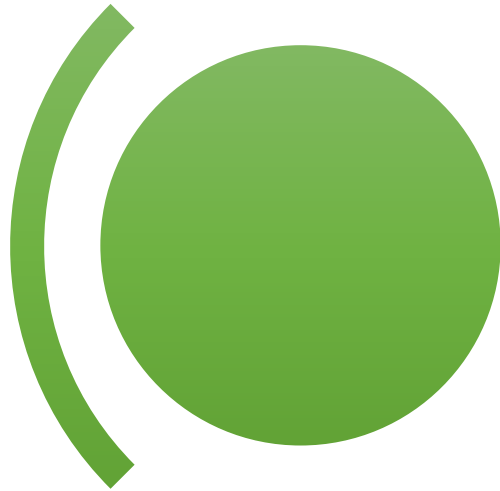




Impressions



Clicks



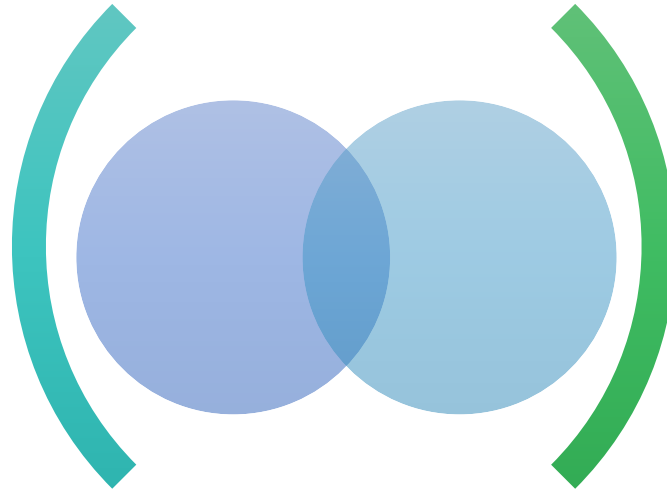
Links

Paid

Organic



Impressions

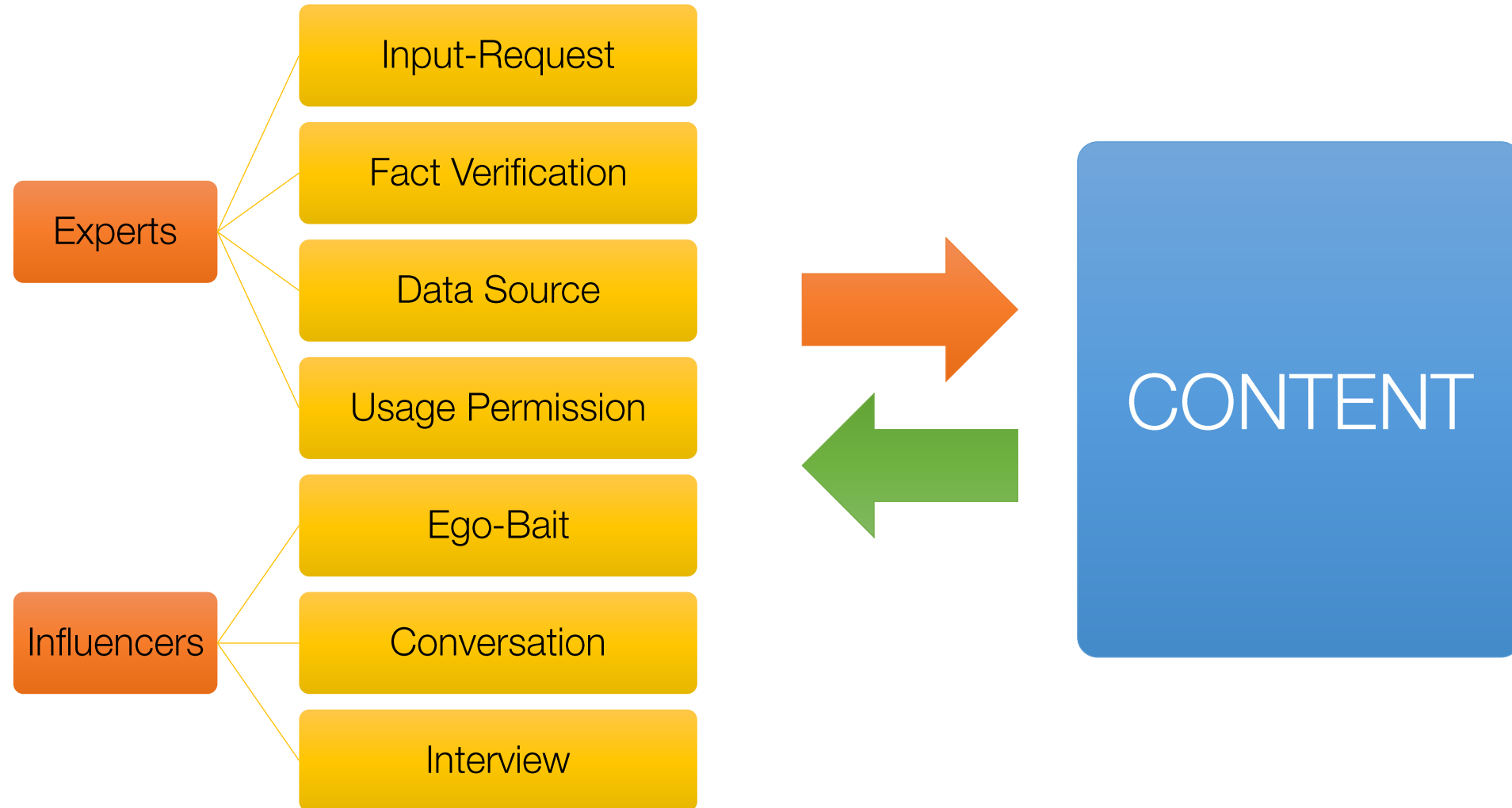


Clicks

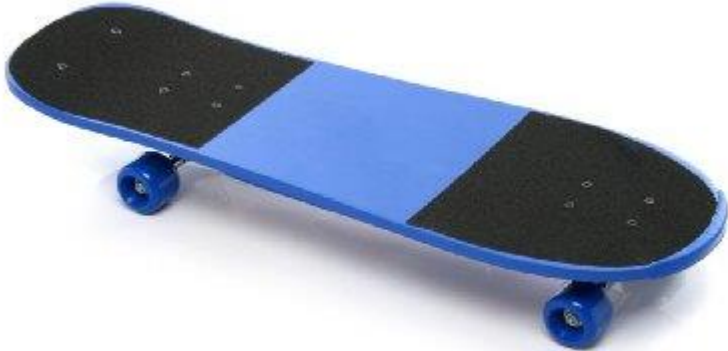


Links

Outreach Before Content



Crowdfunding Campaigns

A screenshot of a Kickstarter campaign page for Hendo Hoverboards. The page features a video player with the text "THE WORLD'S FIRST HOVERBOARD" and a "PLAY" button. To the right of the video, it shows "3,169 backers", "\$510,590 pledged of \$250,000 goal", and "0 seconds to go". Below the video, there is a "Funded!" status and a "Share this project" button. The page also includes the creator's name "Hendo Hover", location "Los Gatos, CA", and category "Technology".

KICKSTARTER Discover Create Search Projects Sign up Log in

Hendo Hoverboards - World's first REAL hoverboard

by Hendo Hover

THE WORLD'S FIRST HOVERBOARD

3,169 backers

\$510,590 pledged of \$250,000 goal

0 seconds to go

Funded!
This project was successfully funded on December 15.

Hendo Hover
First created | 1 backed
hendohover.com
See full bio Contact me

Los Gatos, CA Technology Share this project

Your Product

Related Kickstarter Campaigns

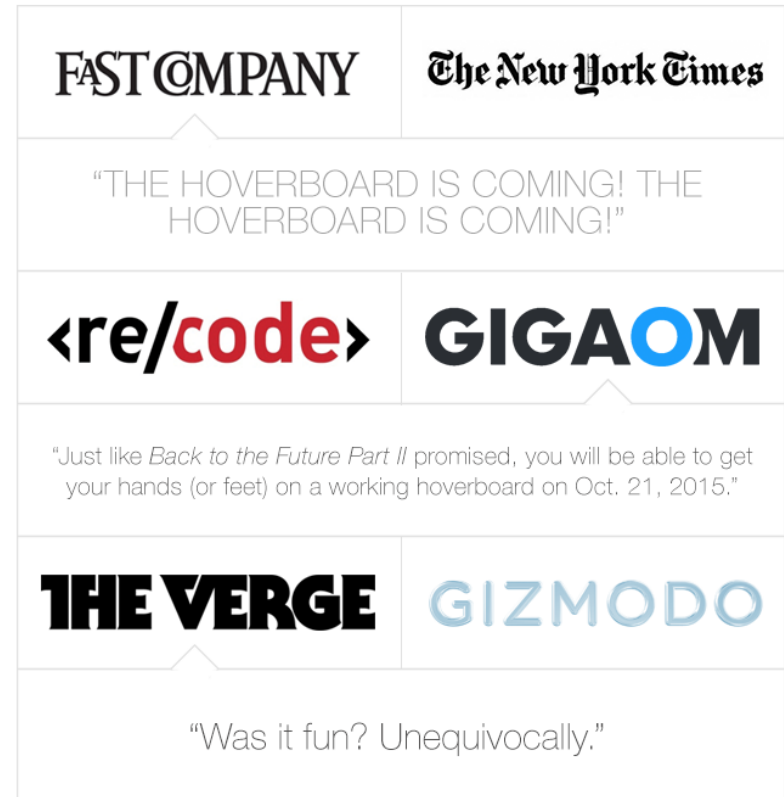
Full List: http://en.wikipedia.org/wiki/Comparison_of_crowdfunding_services



Crowdfunding Campaigns





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

you may have seen us in...

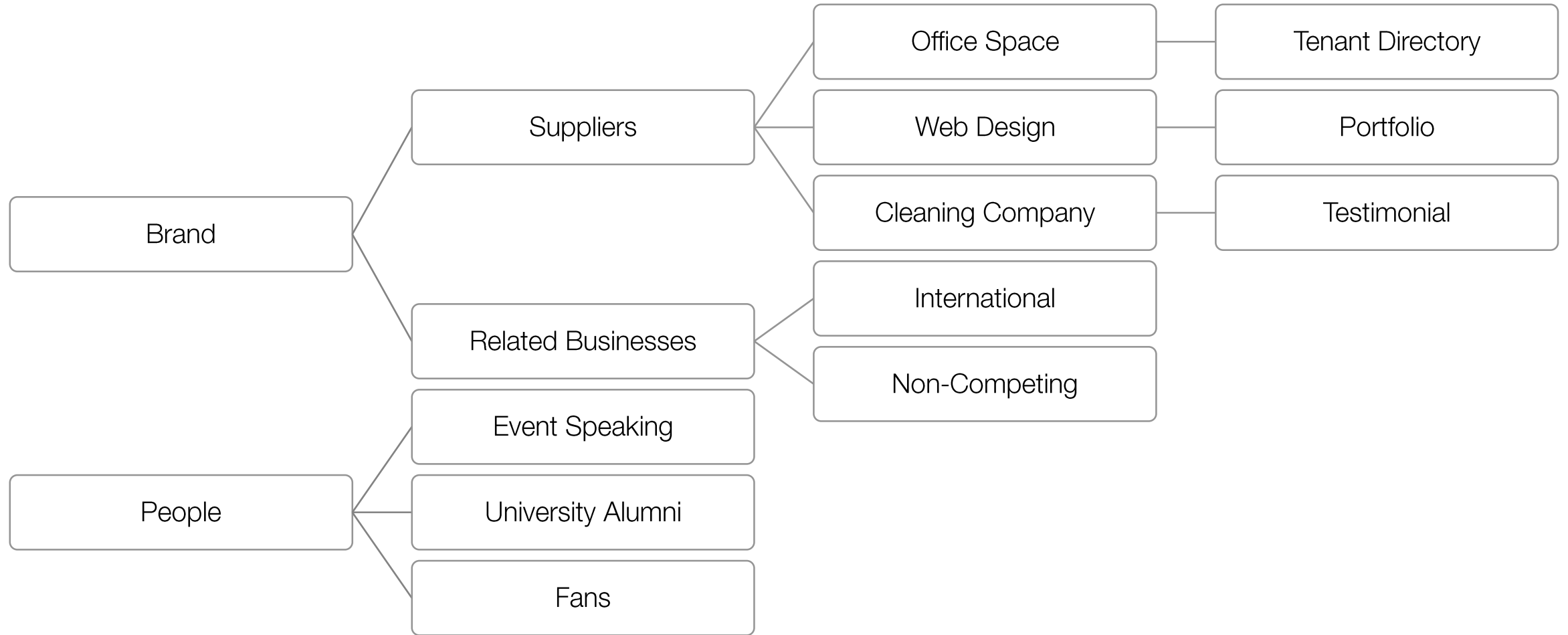


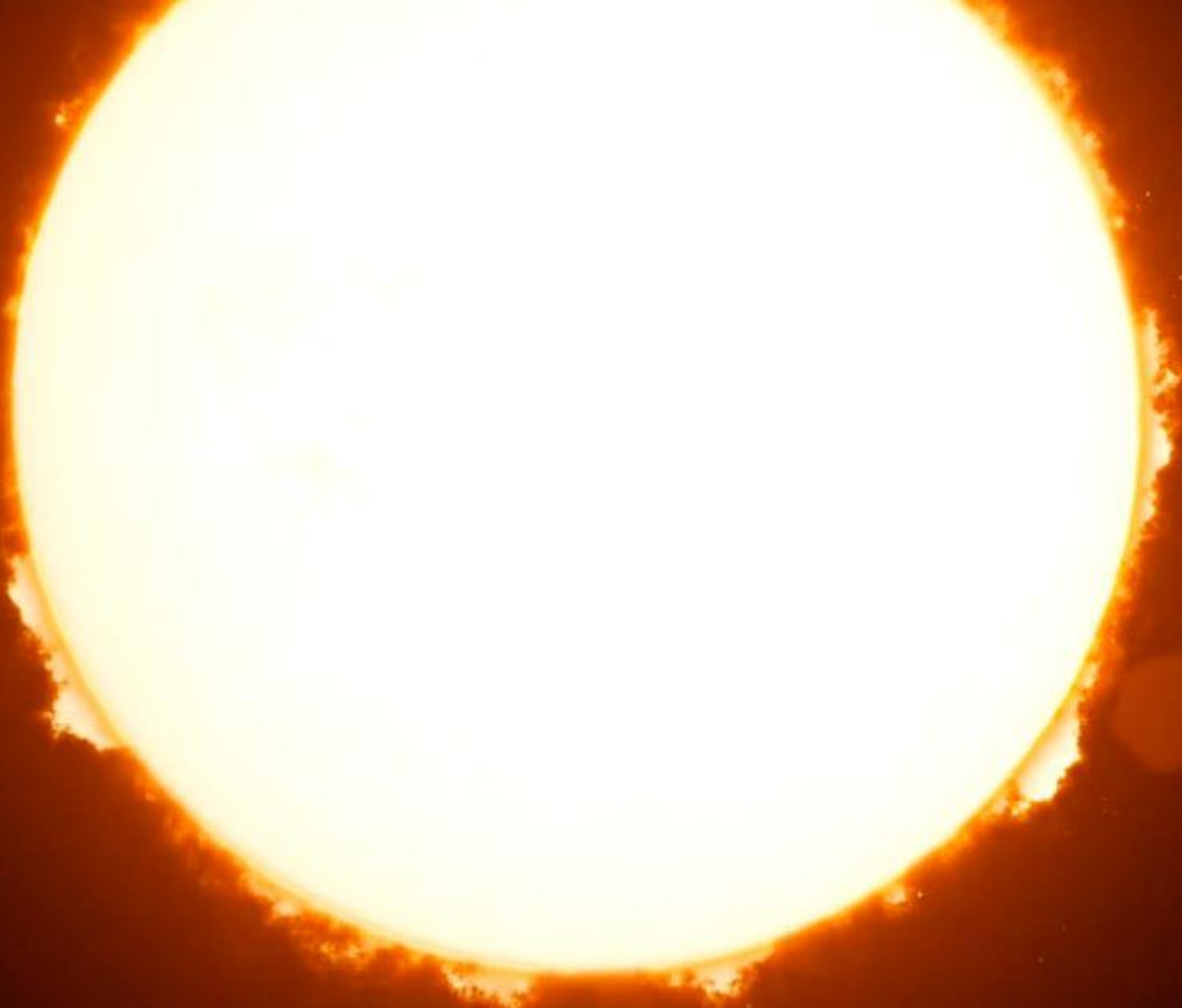
In the Media

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

	<p>“I can’t tell you how much I love your SERP Preview Tool—excellent stuff, works on all our development environments and helps me easily explain SEO to the people who make the financial go/no-go decisions.”</p> <p>23/9/2014, Steve Bates, Nike</p>
	<p>Private manned Mars mission gets first sponsors</p> <p>“Initial sponsors include Byte Internet, VBC Notarissen, Meetin, New-Energy.tv and Dejan SEO (an Australia-based search engine optimization firm).”</p> <p>03/11/2012, Brian Versteegm CBS News</p>
	<p>Hijacking Google Search Results With Duplicate Content</p> <p>“Dan Petrovic has explained how he hijacked a few pages in Google to show his copied version over the original version of the page.”</p> <p>14/11/2012, Barry Schwartz</p>
	<p>SEO Q&A By SEOs</p> <p>“Dan Petrovic put together one of the more useful Google Hangouts I’ve yet to see by a non-Googler.”</p> <p>30/08/2012, Barry Schwartz Search Engine Roundtable</p>

Relationship Mindmapping






SUN

EARTH



JUPITER



What is the largest star? 

Web Images Videos News Shopping More Search tools

Page 2 of about 409,000,000 results (0.23 seconds)

What is the biggest star? - theconversation.com

www.theconversation.com/
An astrophysicist asks - how big is the biggest star we have found?

How Big is the Largest Star Known to Man? - OnIslam.net

www.onislam.net/.../452268-how-big-is-the-largest-star-known-to-man.h...
If you want to fly around the star VY Canis Majoris and return to your starting point again, you'll need 1,100 years to do this. If you managed to make a scaled ...

Biggest Star Ever Found Is Ripping Apart (Photo) - Space.com

www.space.com/23227-biggest-star-universe-death-throes.html
Oct 16, 2013 - The largest star ever discovered may give scientists a better sense of how massive, dying stars seed the universe with the ingredients for rocky ...

What is the Biggest Star in the Universe - Planets For Kids

www.planetsforkids.org/news/what-is-the-biggest-star-in-the-universe/
Jan 18, 2013 - The largest star that we know of is called VY Canis Majoris it's a long way from Earth between 3,900 and 5,000 light years. It's so big if it was the ...

What are the Largest Stars in the Universe? | Astronotes

www.armaghplanet.com/blog/the-largest-stars-in-the-universe.html
Mar 14, 2012 - How big is the largest known star? Compared to planets, stars will always be the overall group winners in terms of superior size. When you look ...

The Largest Star Known in the Universe -- A Red Supergiant ...

www.dailygalaxy.com/.../the-largest-star-known-in-the-universe-found-...
Oct 17, 2013 - Clouds of this type are rarely found around massive stars and are even rarer around red supergiant stars such as W26, the largest known star ...

1300 times bigger than Sun: Largest yellow 'hyper-giant' star ...

rt.com/news/sun-yellow-star-biggest-622/
Mar 14, 2014 - Astronomers have identified the largest 'yellow' star ever observed in our galaxy and one of the 10 largest ever discovered in total. The star is ...

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 ...

What is the largest known star? - Quora

www.quora.com/Outer-Space/Astronomy
Traditionally, VY Canis Majoris was considered to be the largest observed star. It is a red hypergiant. However, the accuracy of its size is highly debated.

What Is The Largest Known Star In The Universe? | Curiosity ...

www.curiosityaroused.com/.../what-is-the-largest-known-star-in-the-univ...
So while solar radii would give us the "largest star in universe" by radius/circumference, it wouldn't give us the most massive star (solar mass), or the most ...

Largest fish trawler Geelong Star arrives in Australian waters

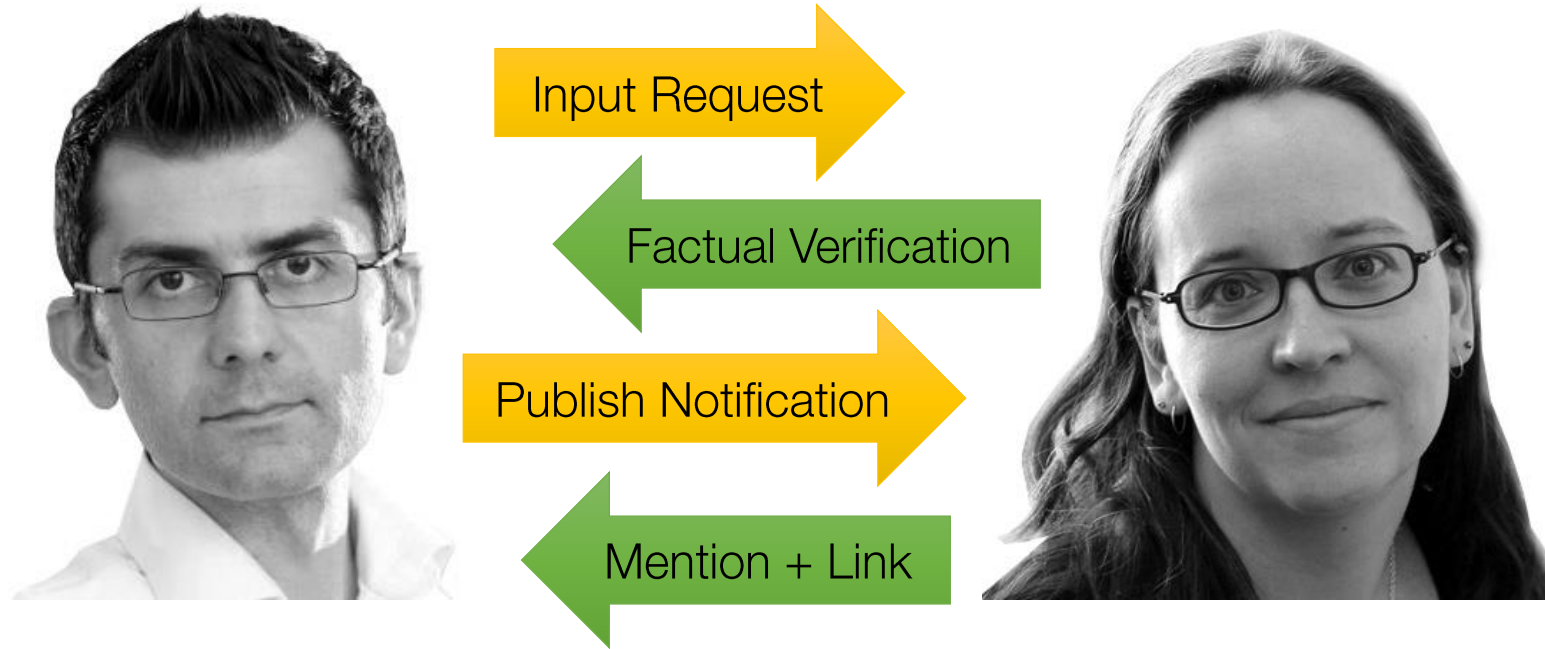
www.smh.com.au/.../largest-fish-trawler-geelong-star-arrives-in-australian-...
Apr 1, 2015 - Geelong Star would be the largest trawler to fish in Australian waters, after a bigger sister ship, the Margiris, was banned in the 2012 ...

Searches related to What is the largest star?

- largest star in the universe
- largest star wars lego set
- largest star wars collection
- what is the largest star in the sky
- largest star trek ship
- what is the largest star in our solar system
- largest star destroyer
- what is the largest star called

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 ...





“

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 

 ppinions

twtrland. 

KEYHOLE 

 **CircleCount**

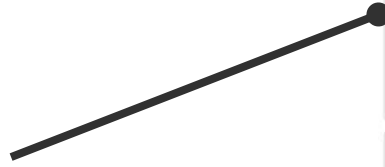
wefollow 

 PeerIndex

The Goldilocks Zone: Vertical Celebrities

Darren

199,531
followers



16. Darren Rowse (ProBlogger)
199,531 followers
2,053 following
Location: Melbourne, Australia
Editor, Author and Speaker.
Founder of ProBlogger and Digital Photography School



in f t

116. Geoffrey Dunn
18,873 followers
- following



in

17. Lauren Bath ✓
175,015 followers
177 following
Location: Gold Coast Australia
Australia's first professional "Instagrammer".




f

117. Andrew Carter
18,559 followers
- following
Location: Batemans Bay, Australia
Landscape Photographer, Traveller, Explorer, Dreamer



f t

18. Samiksha Patil
139,009 followers
4,412 following
Location: sydney
A cute and beautiful girls



f t

118. Dan Petrovic
18,556 followers
- following
Location: Brisbane
Search, technology, science and futurism.



in t

Dan

18,556
followers



19. Vivi Olivia
117,858 followers
40 following
Aku hanyalah seorang perempuan yang hidup karena Kasih Karunia Tuhan Yesus Kristus yang Diselamatkan...



f t

119. Mahei Foliaki ✓
18,398 followers
- following
Chief Happiness Officer | Google+Tipster | Ideas Engineer | Love food?




f t

Laurel

94,149
followers




20. Francis Gorrez ✓
98,305 followers
3,317 following
Location: Sydney
my name is Francis. i take pictures



f t

120. Alvin Ing
18,085 followers
979 following
Photographer, Light and Motion Photography



f t

21. Laurel Papworth ✓
94,149 followers
2,762 following
Location: Sydney
is SilkCharm, Sydney Social Media workshop, Australia



f t

121. O. Sydney
17,936 followers
- following
Location: Sydney Australia
Photographing People, Music Festivals and Events in Sydney and around NSW Australia



f t



PERSONALITY PROFILE

Ben Grubb



Deputy Technology Editor »

Location: Sydney, Australia

May 18 2011 Everything under Australia's media marketing & entertainment umbrella SMH jo...

Overview

Communication

Personality

Example Email

You & Ben

Ben & DEJAN

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

Tweet this sentence

Save screenshot

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 Woollaston

Brian Fitzgerald

Lia Timson

Molly Wood

Search for more »

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Jim Kerstetter

Victoria Woollaston

Brian Fitzgerald

Lia Timson

Molly Wood

Search for more »

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

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Jim Kerstetter



Victoria Woollaston



Brian Fitzgerald



Lia Timson



Molly Wood



Search for more »

Mail

Navigation icons: back, forward, trash, move to inbox, tags, more, and settings.

COMPOSE

Inbox (8)

Starred

Important

Chats

Sent Mail

Drafts (94)

All Mail

Spam (718)

Bin

Contact selection icons: profile picture, status indicator, and action icons.

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 WB Friday studios for a filming session. His SEO chops are some of the world's best.

Trevor Klein <tr...>

to me, Elijah

Interview Request

Fantastic! Sure th

Dan, it's a pleasu

I'd love to eventu

Thrilled you're int

Cheers,
Trevor

--
Trevor Klein
Content Strategis
Moz

w: moz.com
f: www.facebook.com/moz

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

Rich text editor toolbar with options for font, bold, italic, list, link, and image.

Send button, 3 Changes indicator, and additional action icons.



Mail

Navigation icons: back, forward, trash, move to inbox, tag, more. 1 of about 116 [Left Arrow] [Right Arrow] [Settings Icon]

COMPOSE

- Inbox (8)
- Starred
- Important
- Chats
- Sent Mail
- Drafts (94)
- All Mail
- Spam (718)
- Bin

Contact icons: profile, mute, video call

Search people...

- James Ambler
- Aimee Engelmann
- Chris Butterworth
- George Zhu
- James Ambler
- Josip Ivanovic
- Maja Jovancevic
- Mark Whitney
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- 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: v

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

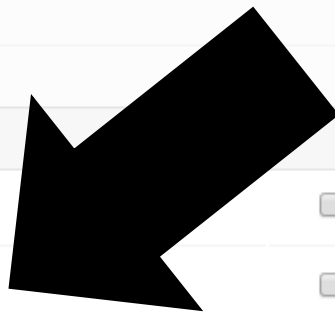
Ignore

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



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Trevor Klein
Content Strategist
Moz

w: moz.com
f: www.facebook.com/moz
t: @Moz & @trevorklein

Sans Serif | T | B | I | U | A | [List Icons] | [Quote Icon] | [Link Icon]

Send | 3 Changes | [Text Color Icon] | [Link Icon] | [Image Icon] | [Undo Icon] | [Trash Icon] | [Dropdown Icon]

upcoming article which
Australians consume content

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"



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]

Mail

Mail action buttons: Reply, Reply All, Delete, Move to Inbox, Flag, More, Previous, Next, Settings

COMPOSE

Inbox (8)

- Starred
- Important
- Chats
- Sent Mail
- Drafts (94)
- All Mail
- Spam (718)
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Need your opinion



Ben Grubb (fairfaxmedia.com.au)



Trevor K

to me, El

Need your opinion

Fantastic

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?

I'd love to Dan
given that
discussion
and we'll

Thrilled y

Cheers,
Trevor



--
Trevor Kl
Content S
Moz

Rich text editor toolbar: Sans Serif, Bold, Italic, Bulleted List, Numbered List, Indent, Outdent, Quote, Unlink

Send button, Good Job button, Attachments, Images, Links, Delete, More options

w: moz.co
f: www.fa
+ @Moz





Nudge.



dejanseo.com.au/smx

BONUS MATERIAL

- Site Dashboard
- Site Messages
- Search Appearance i
- ▼ 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

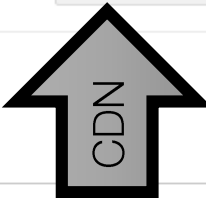
Aug 20, 2014

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



Pages 33	Impressions 93,307 Displaying 16,213	Clicks 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





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
raturaj.in	1

1-25 of 52 < >

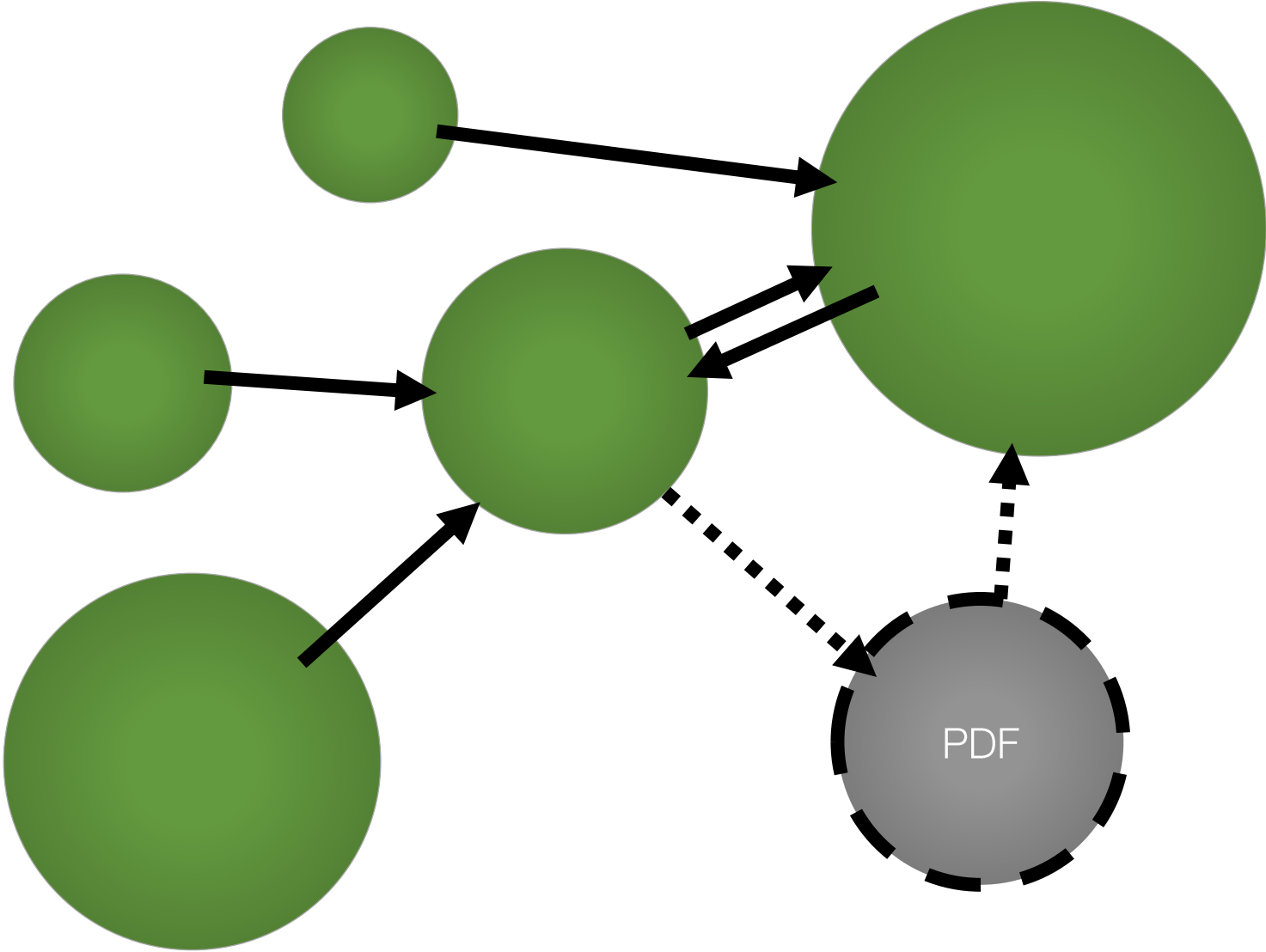
Am I getting any value from this?

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.”

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





.htaccess

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

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

```
</Files>
```



Nudge.



dejanseo.com.au/smx

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

NINJA

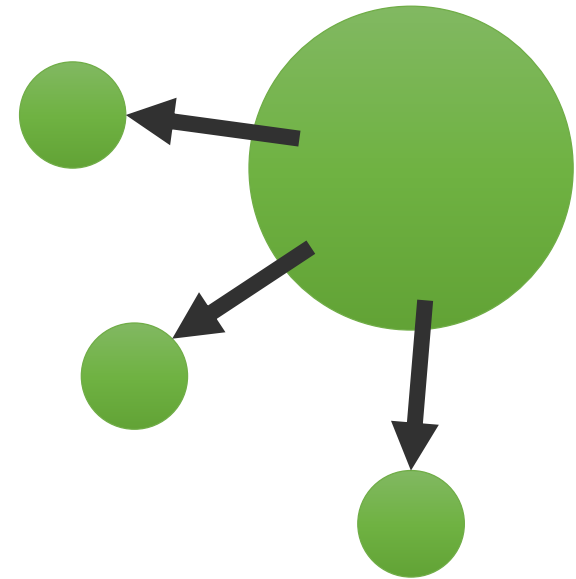


LINKS



Seek Hubs

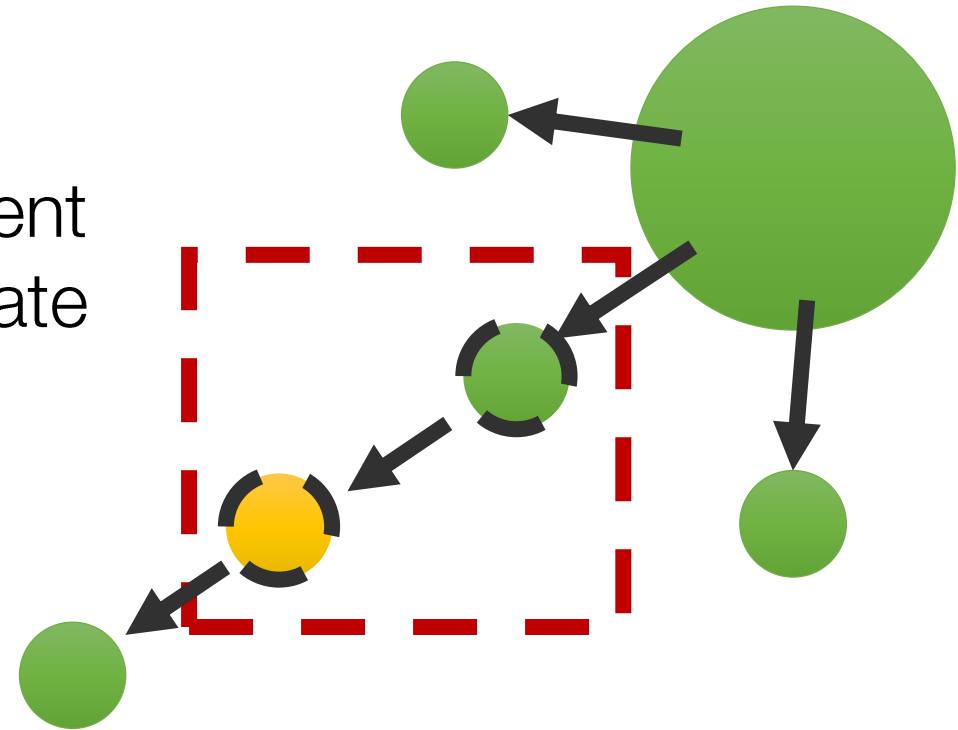
- High Authority Domain
- Collection / Resource Page
- 10+ Outbound Links
- Topical Relevance
 - Advanced Search Queries
 - Tools





Replicate Content

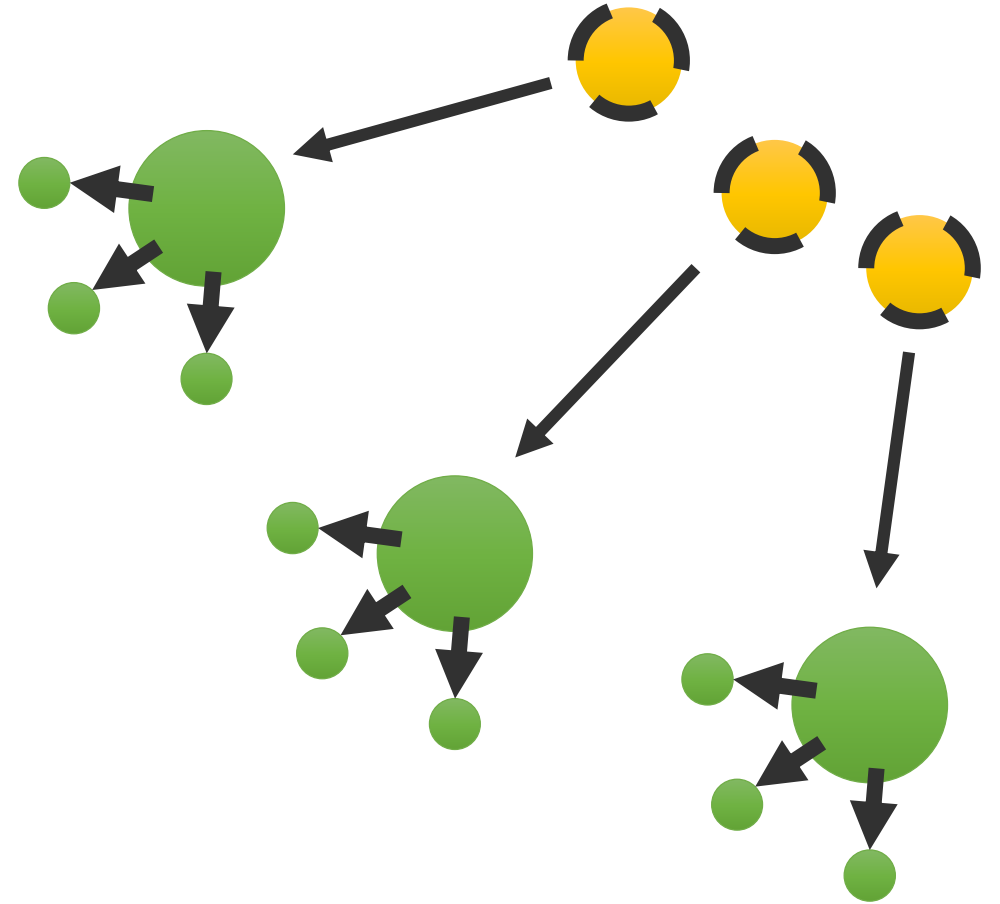
- Analyse Linked Pages
- Develop Matching Content
- Non-Commercial Template
- Link Out Generously





Outreach

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





Sample of Five*

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.

Automated Link Attribution

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

User Benefits:

Helps users find original source of information

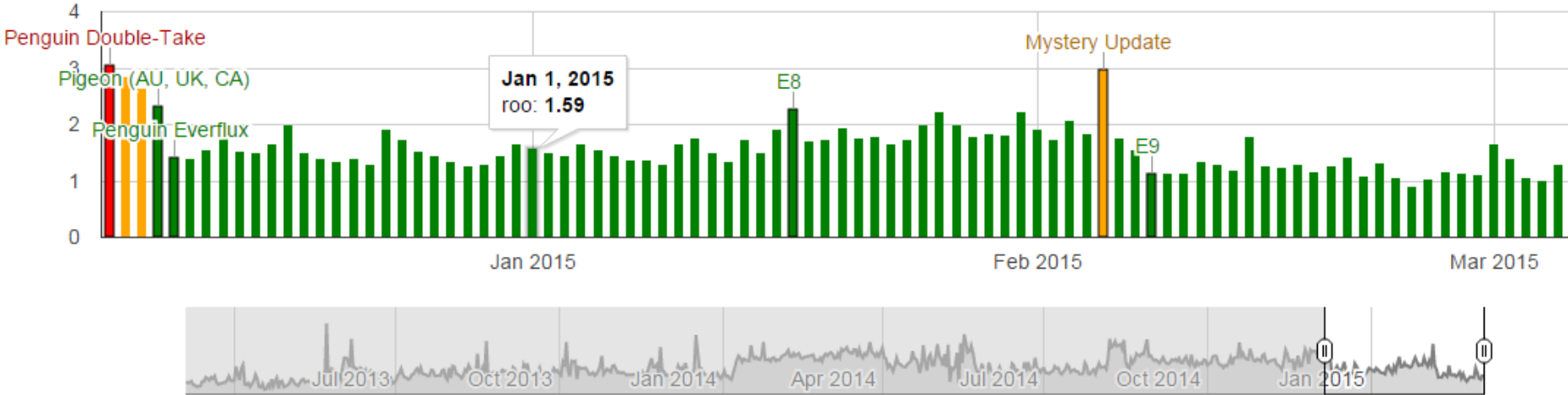
Link attribution is optional and not forced on end-user

Webmaster Benefits:

Prevent content duplication

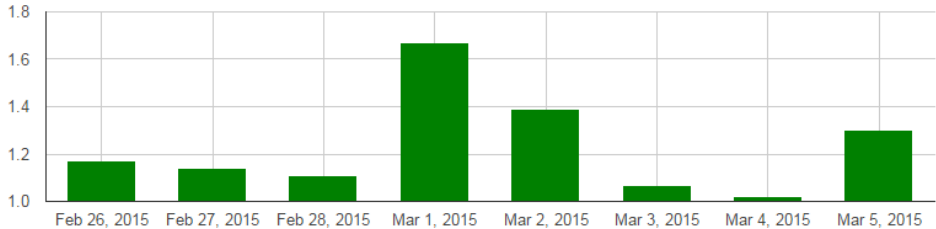
Earn natural links and improve your SEO

Tool Leveraging

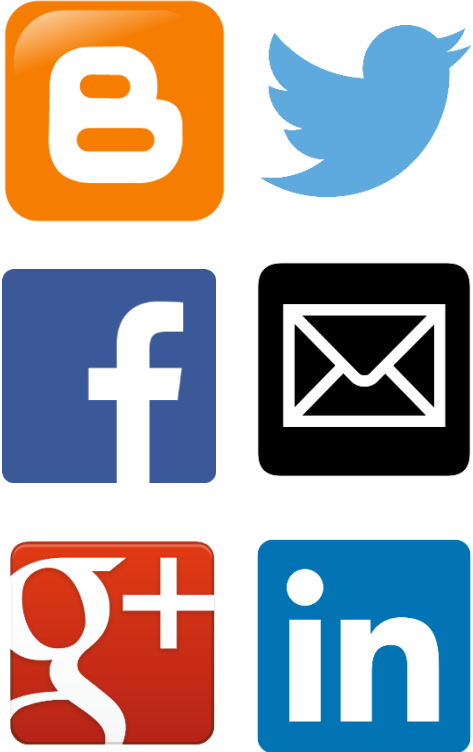


Tool Leveraging

Daily Algorithm Updates



05/03/2015 - Slightly elevated activity, however well within the expected range.
04/03/2015 - Nothing to report.
03/03/2015 — Very stable results. No changes in algorithm are expected today.
02/03/2015 — Today we're seeing a slightly more stable day but still with higher activity than previous week. No major shifts are expected however.
01/03/2015 — We've just recorded the second abnormal Epoch 9 spike. The first one took place on the Valentine's Day with volatility about a third more prominent than the epoch average. A data refresh or an algorithm update are more likely to follow at this stage, however at only 1.7 roos the activity itself does not represent a significant event....



Unusual Products & Easter Eggs

4 hours	\$139.00	1	\$139.00
m.	\$29.00	1	\$29.00
Delivery			\$0.00
Standard delivery Postcode 3000 Change postcode.			
Additional Taxes:			
Internet Explorer 7 TAX (6.8%)			\$41.83
Total Due			\$657.00

All prices include GST where applicable

[Continue to Payment](#)



Total Backlinks: 1,100
Referring Domains: 387

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

Google play

Search

SHOP MY BOOKS MY MOVIES MY ANDROID APPS

Order placed

Thank you. Your order has been placed, and you will receive an email shortly with the details of your purchase.

ITEM	PRICE	QTY	TOTAL
Nexus 7 (16GB)	AU\$299.00	1	AU\$299.00

PAID WITH
MASTERCARD xxx-

BILL TO

SHIP TO

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

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

Order Help

- Customer Support
- Check Order Status

Post-Purchase Enthusiasm

The image shows a screenshot of a Google Play order confirmation page. A large green circle with the number '1' is overlaid on the 'Order placed' section. A green box highlights a social sharing popup that appears when the user clicks the share icon. The popup shows a public recommendation by 'Dan Petrovic' and an 'Add a comment...' field. A second green circle with the number '2' is overlaid on the bottom of the page, highlighting a Google Play advertisement. The ad features the Google Play logo, the text 'Google Play is the new home for all your favorite ...', and a '+23887' recommendation count. A 'Google P...' button is also visible in the ad.

1

Order placed

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

ITEM	PRICE	QTY	TOTAL
Nexus 7 (16GB)	AU\$299.00	1	AU\$299.00

PAID WITH: MASTERCARD xxx-

BILL TO: [Redacted]

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

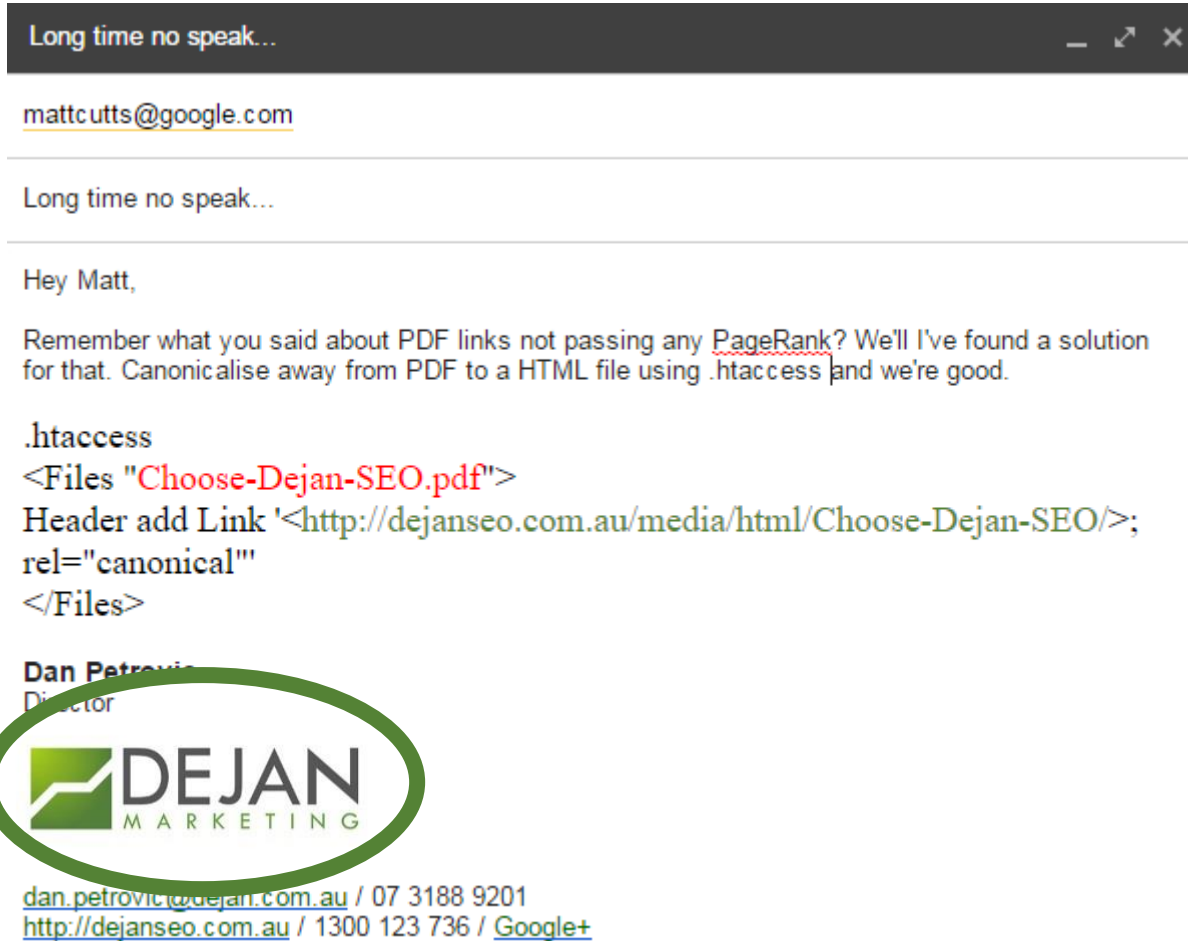
Subtotal: AU\$299.00
Shipping: AU\$19.99
(GST Included): AU\$29.00
Total: AU\$318.99

2

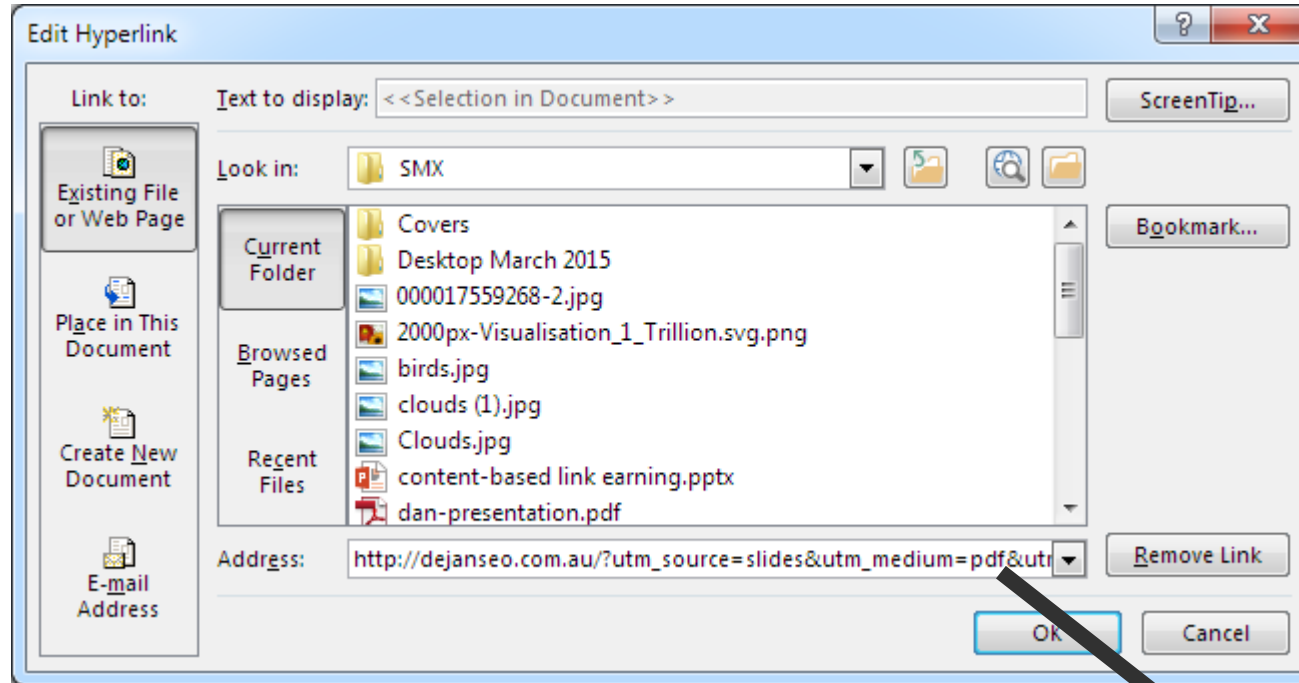
Google Play
Google Play is the new home for all your favorite ...
+23887 including Jonathon Colman, Jorge Steffen, Pedro Di...

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#META



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



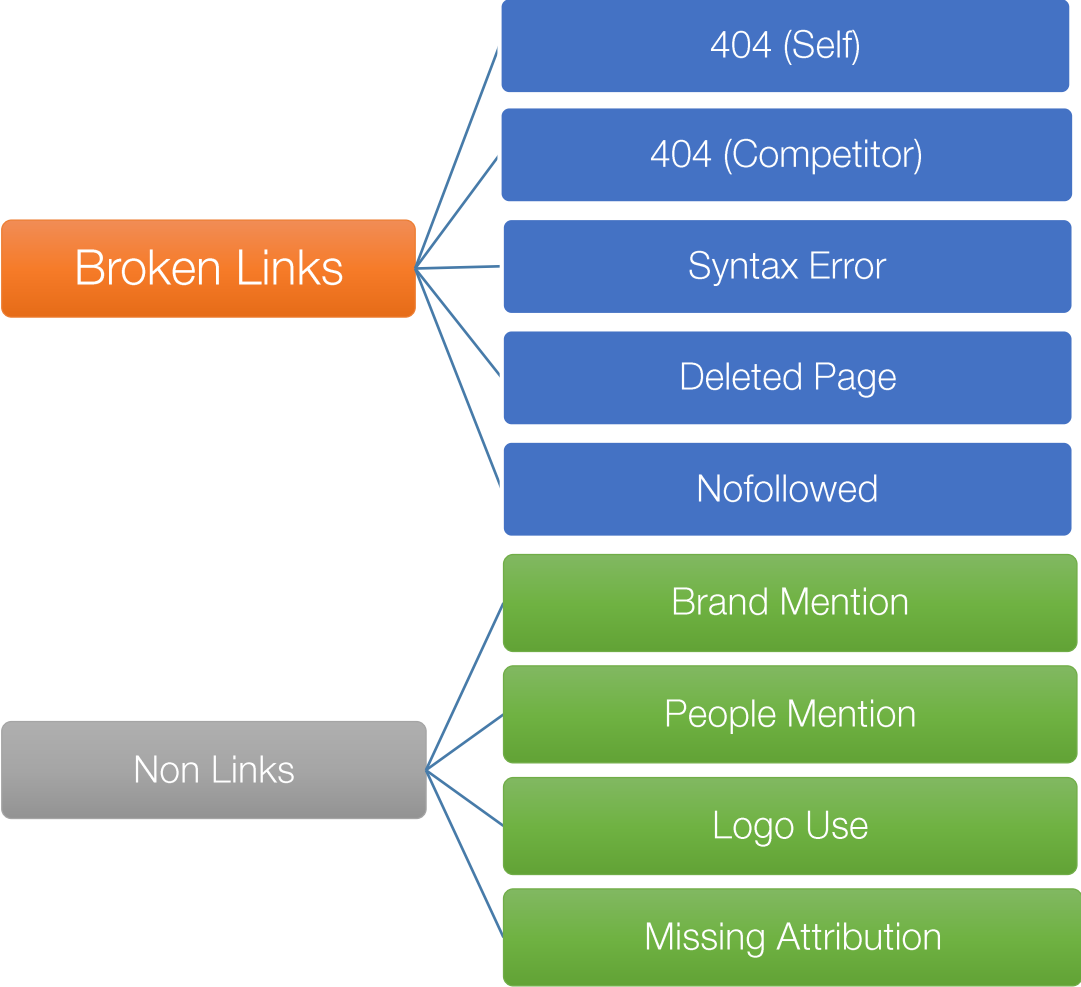
- Marketing Material
- Speaking Engagements
- Brochures
- Articles
- Blog Posts
- Whitepapers

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

LINK ALL THE THINGS



Could-Be Links.



Rejuvenating Old Content



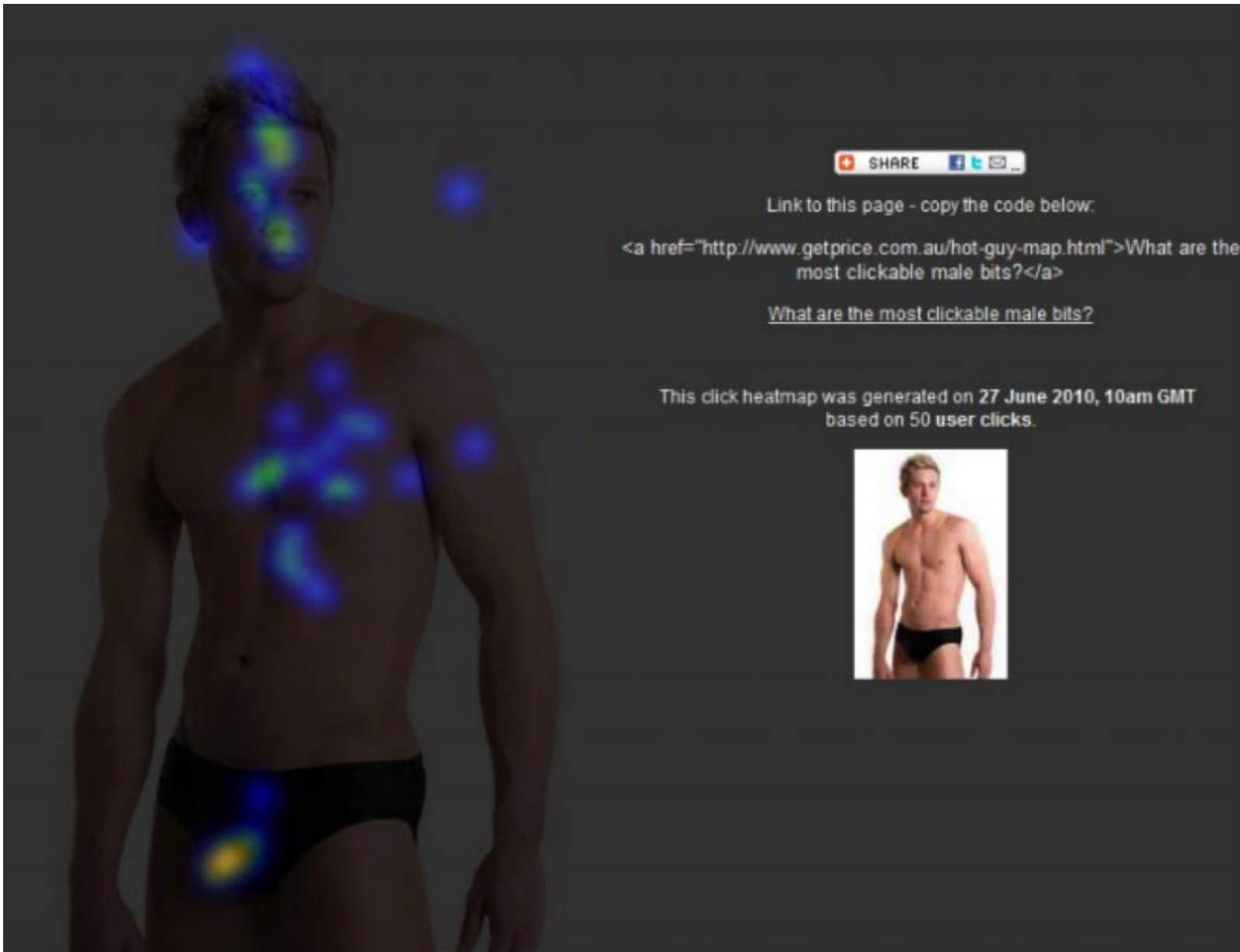
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**What are the most
clickable male bits?**

< --- click on the guy to find out



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```
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What are the most clickable male bits?

This click heatmap was generated on 27 June 2010, 10am GMT based on 50 user clicks.



Competitions for Boring Retail Products

url#competition

Home > 4WD Accessories > 4WD Interior Accessories > Black Duck Seat Covers > Ford > Ranger 2/07 - 2009 > Driver & Passenger Buckets - Air Bag

Black Duck Seat Covers - MB502ABC

RRP \$419.65
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Black Duck Seat Covers - MB502ABC

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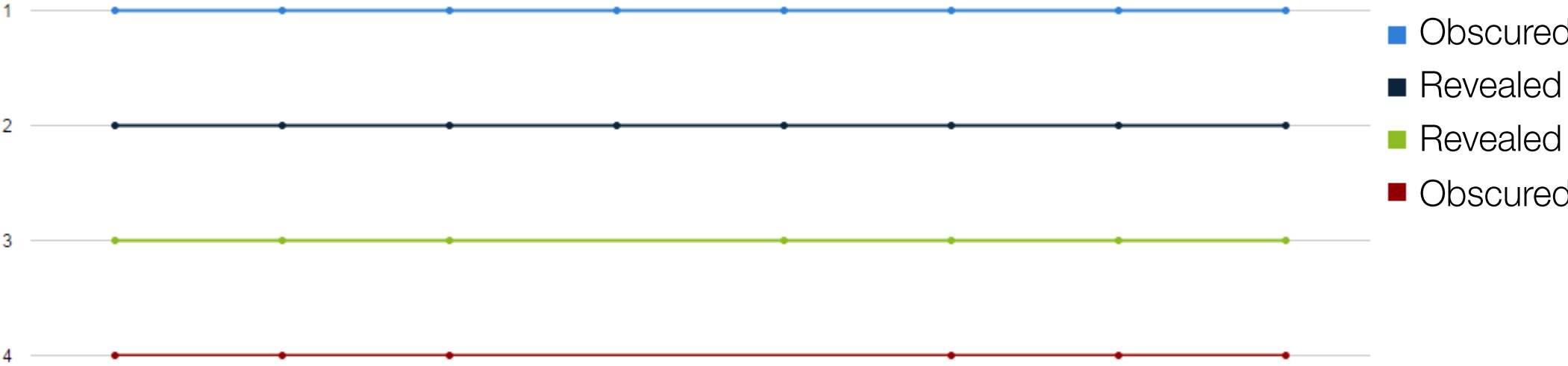
Buy Qty:	2 = \$336.11	... save 19.9% off RRP each
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