

Emotional Link Building

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Emotional Link Building

- A Touch of Emotion takes Link Building a long way!
- Bloggers love to find other bloggers that are interested in their topic or their cause.
- I'm going to show you a few different techniques that I have used personally to bring emotion into the link building game.

Premise Behind Techniques

Emotional appeals are often the most persuasive form of communication.

“Consumers buy on emotion and justify on reason.”

This is essentially saying that as buyers, **think** we're being rational in making a decision to purchase, or in choosing among different offers, but in reality we make the decision with our **hearts** and then justify that decision with our reasoning powers.

A Successful Link Building campaign can be built around the same premise.

2 Ways to Gain Links

Home Page and Sitewide links

- Opportunity for Traffic
- More Visibility
- Powerful “root” domain link
- Sitewide gives 100’s or 1,000’s of backlinks from all pages in a domain

Links within a blog post or article

- Varied Anchor Text
- In-Content Links
- Offer readers a more targeted resource

Home Page and Sitewide links

- Compete, but Link Building is different.
- Search Engines & Relevancy / Authority
 - Be nice to your competitors
 - Take advantage of your competitor's Authority
- Emotional Appeal: Complimentary Language
 - Builds Community
 - Gives the chance for a Response
 - Opens Line of Communication

Links Within a Blog Post or Article

3 Immediate ideas on how to build links using blog posting and article writing:

- **Bloggers love a good fight!**

Be Controversial

- **Link Baiting**

“Content is King”

- **Networking**

Share and Benefit from readers