

Building Links Stinks!

How To Build a Culture of Link Building

Presented by:

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Link Building 2011

It's Complex!



Ultimate Backlinks Service - 1,000+ Links!

Niche Backlinks Service

Every site needs its share of backlinks. Google rankings rely heavily on the number of backlinks that a site has within its index. There are many factors that go into the value of a backlink but its best to have a significant number of backlinks relevant to your niche.

This is a blog commenting service where you'll receive backlinks within the comments of blogs that are related to your niche. All comments are top quality and relevant to the niche-related blogs.

1,000 links - \$25
2,000 links - \$49
5,000 links - \$79

link building offers × Search

About 17,300,000 results (0.12 seconds) [Advanced search](#)

▶ [SEO Link Building India](#) Ad
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www.bestseoservicesindia.com

Google webmaster tools

£4.99 /mth
Footer Backlinks
10,000 over 12 months* 

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It's Time Consuming!



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It Can Be Expensive!



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Create a Link Building Culture

Data-Driven Internet Marketing

Know who is searching for your brand. Which message speaks to them. How they connect with you. What persuades them to action.

Data-driven marketing provides the power. The power to understand. We drive an engaged audience to your online presence. We uncover what really matters. To them. And, to your bottom line.



Understand.

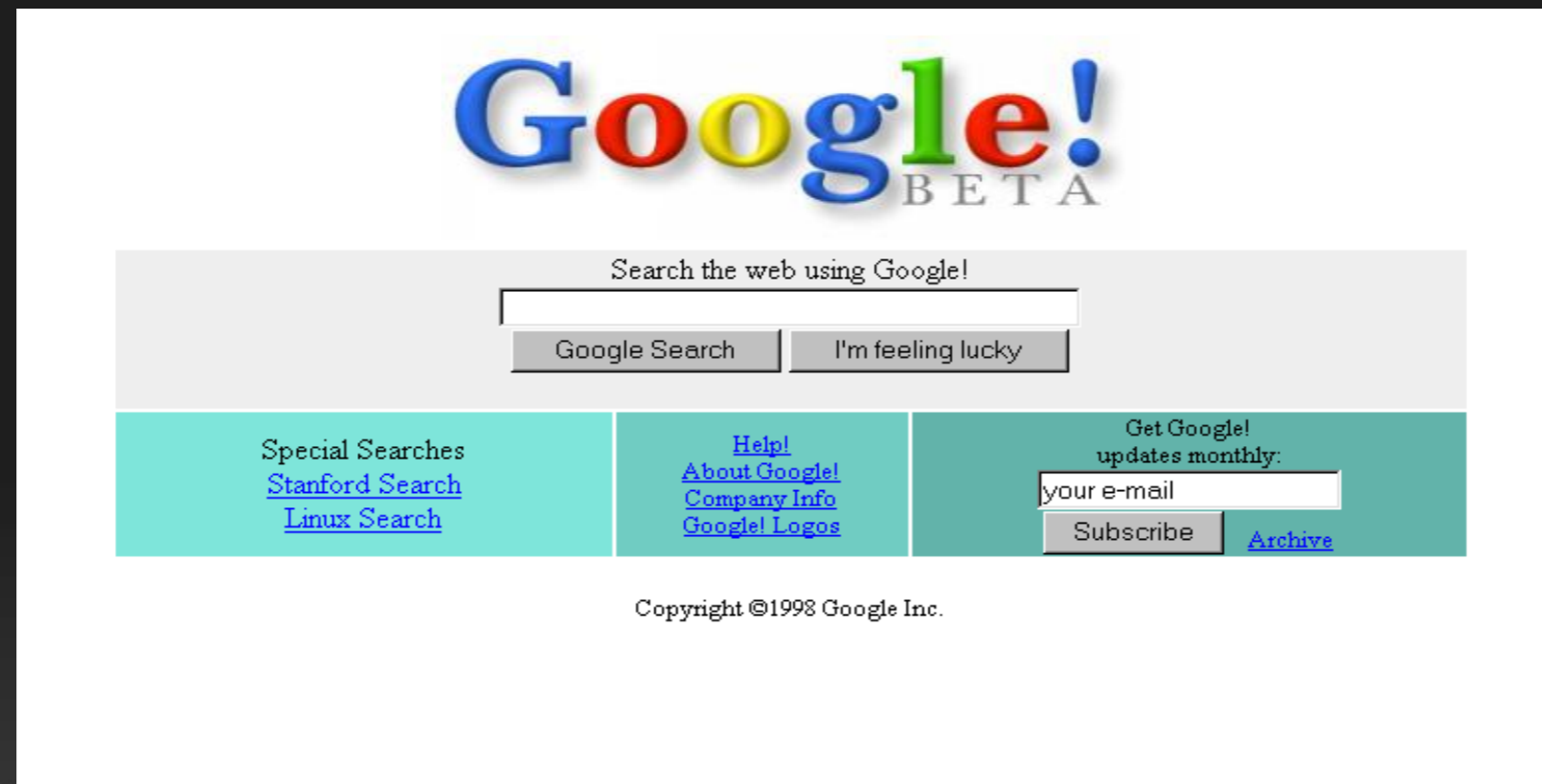
Brands We Work With



Callaway Gardens

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Google – The Game-Changer



Google's mission:

To organize the world's information
and make it universally accessible and useful.

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How to get Coveted Leads

Targeted Keyword Research, Universal Search, Social Graphs, Instant Search, Real-Time Search Keyword Research, On-Page Optimization, Site-Wide Considerations, **Alternative Optimization** For Images & **Videos**, Local Optimization, **Local Partnerships**, Off-Page Optimization Through Link Building, Off-Page Optimization Through Reviews, **Micro Formats**, Custom **Reporting**, Paid Search Placement Options, Advanced **PPC Bidding**, Customized **Ad Copy** & Creative, PPC & SEO Landing Page Optimization, **Smart** Budget Allocation, Real-Time **Social Media** Interactions, **Strategic** Thinking & Positioning.

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Universal Search Elements



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Social Graphs

1998

Links from Hobbyist
& Niche Sites

2003

Links from Blogs &
Forum Sites

2009

Links from Twitter &
Facebook Updates

2001

Links from Big Brand
& Media Sites

2006

Links from Social
News Sites

2011

Links & Data from
Location Based Sites

Important "Graphs" To Watch

- ✓ Social Media - Twitter / Facebook
- ✓ TrustRank & Real Time Search
- ✓ Niche Link Information

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Embrace Link Building

- Get Your PR Team Involved
- Educate Your Sales Team About SEO
- Teach Staff to Look For Opportunities
- Utilize Company Assets
- Bring Educational Tools Into The Forefront
- Raid Your Customer Service Department
- Track Link Building Activity



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Caution! (Paid/Sponsored Links)

The Good

- Great for mid/long tail keywords
- Evens the playing field
- Ability to rank for competitive keywords
- Advertise in places normally unavailable
- Advertorial opportunities

The Bad

- Performance = Monthly/Yearly Fees
- Against Google's Webmaster Guidelines
- Can put your entire site at risk of penalty

The Ugly...Matt Cutts: [How To Report Paid Links](#)

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Involve Your PR Team

- Fresh, Unique, Trusted Content Ranks Well
- Articles Should be well Organized
- Treat Articles as "Information Hubs"
- Distribute For Online Vs. Offline Inclusion

Give Press Releases an "SEO Review"

- Does the release contain deep links?
- Does the release target long-tail keywords?
- Did you create 2 versions of the press release
 - Traditional Press
 - Bloggers, Social Media Channel



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Educate Your Sales Team

- Speaking Engagements
- Sponsorship Opportunities
- Potential Industry Trade Partnerships



Search Position = Sales Proposition

If your company's website ranks well for keywords, this may give your sales team a unique sales proposition.

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Teach Staff to Look for Opportunities

- Local Search
- Social Media
- Industry Blogs, Technical Blogs/Websites

Playtime, Inc

- Design Process
- Manufacturing Process
- Safety Issues



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Utilize Company Assets

- Interesting Videos about Your Product/Service
- Turn Written Content Into Infographics

Employees Know Your Business

Let them write!

- ✓ *Hotel Concierge*
- ✓ *Hotel Event Planners*
- ✓ *Hotel Chef & Sommelier*



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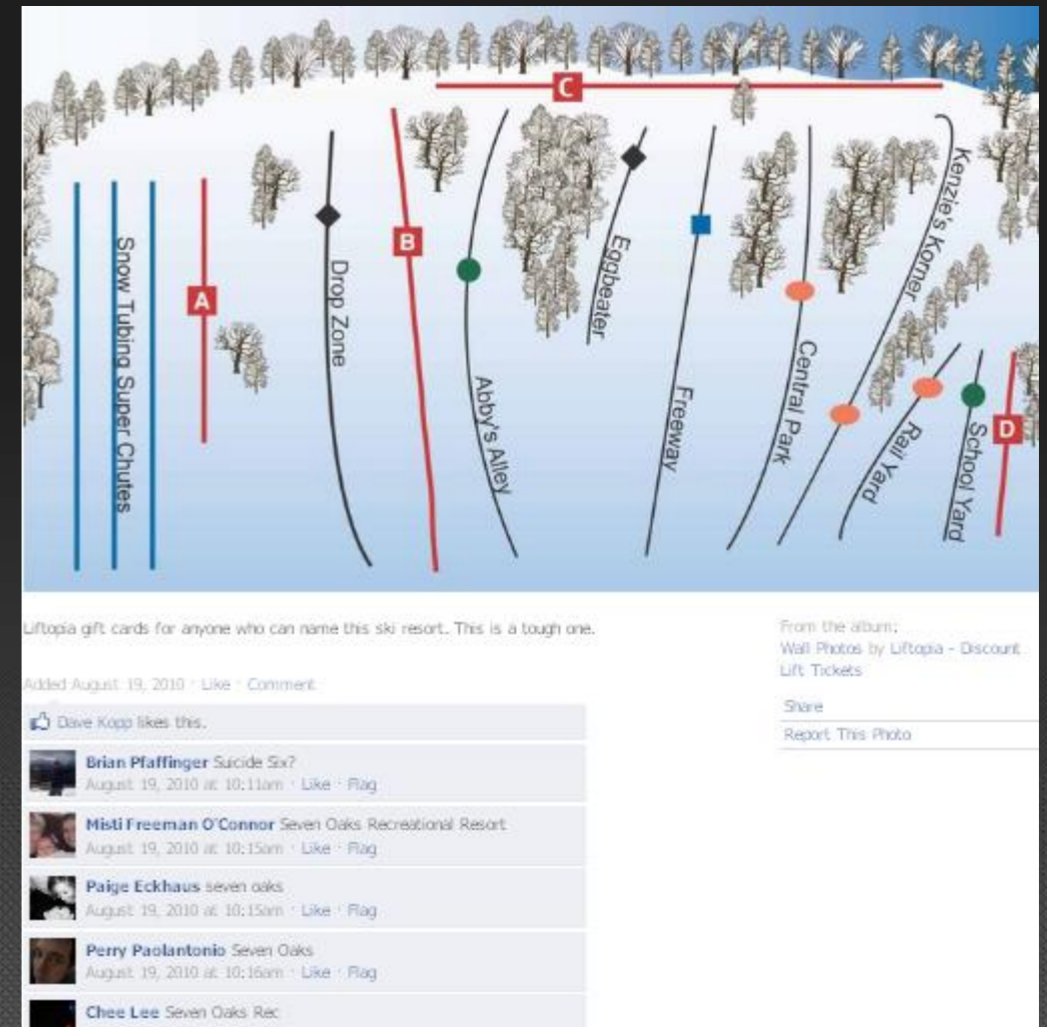
Emphasize Educational Tools

Great Content = Great Links!

- E-Commerce: Sizing Charts / Color Charts
- Law Firm: Case Studies, Case Briefs, Analysis
- Any Company: Bi-Weekly Video Series

Liftopia.com

- Facebook contest to guess the ski run
- 20+ Responses for each Run posted



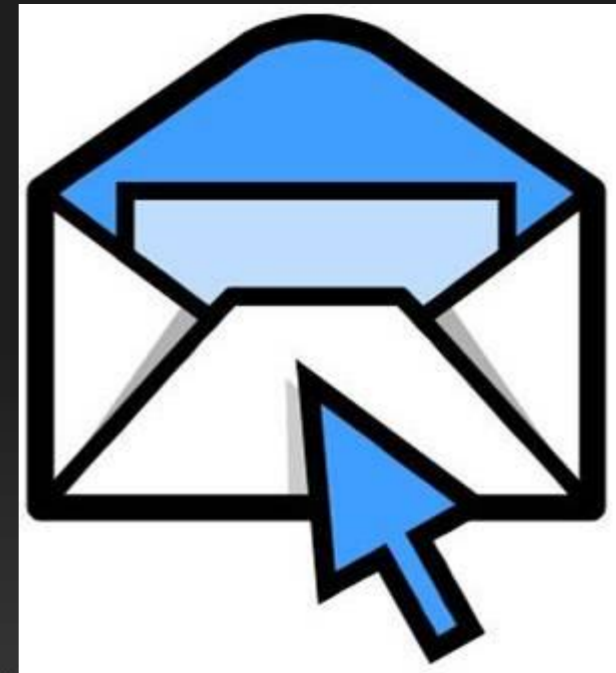
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Raid Your Customer Service Dept.

Content Is Created Daily By Your Company

- Who Responds to Client Questions?
- What Questions Does Sales Answer?
- Facebook & Twitter Questions/Comments
- LinkedIn & other Q/A Sites
- Set up Google Alerts to find bloggers discussing your product, then respond directly on your company's blog with a link to the blogger.

GM's Fastlane blog generated \$240,000 worth of free publicity for the company by having the blog featured by the press. – *Groundswell*



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Track Link Building Activity

Plan, Track, Refine.

- Make your list of employees that can influence your link building strategies.
- Distribute a company-wide strategy document outlining action items.
- Determine which links gained over time are most beneficial by monitoring the associated pages and keyword rankings.



The screenshot shows a spreadsheet titled "Link Building Progress Report" from engineworks. The spreadsheet has three columns: "Content Opportunity", "Submission Date", and "Verified Date". Under the "Regional Content" section, there are four rows of data:

Content Opportunity	Submission Date	Verified Date
http://colorado-travel.suite101.com/	3/4/2010	3/15/2010
http://www.allvail.com/summer_recreation/	3/4/2010	3/15/2010
http://coloradoinfo.com/wintervacationplanner	3/4/2010	3/15/2010
http://www.encompassmag.com/contact.html		

Build a Spreadsheet to track your progress:

- Match your opportunities to content.
- Build a 'hit list' of current links to refine.
- Give employees a role in the process

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Thank You!



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