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Links 2017

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LINKS STILL MATTER IN 2017

Presented by David Wallace: CEO - SearchRank



WHO AM I?

- Online Marketing Since 1997
- Head Honcho @ SearchRank
- Senior Editor @ Infographic Journal
- Reside in Ahwatukee, Arizona
- Empty Nester w/ 3 Kids & 5 Grandkids
- Disney Fanatic
- Roller Coaster Enthusiast
- Love Cats
- Love Digital Marketing Industry!



CART BEFORE THE HORSE

**WHILE LINKS
STILL MATTER
IN 2017 -
A SOLID
FOUNDATION
MUST BE
BUILT FIRST!**



LAY FOUNDATION - ON-PAGE SEO

- ENSURE ON-PAGE SEO BEST PRACTICES ARE IN PLACE
- HAVE A WELL-DESIGNED “RESPONSIVE” WEB SITE
- DO ALL THAT YOU CAN DO SO THAT PAGES THAT LOAD FAST
- USE A RELIABLE WEB HOST (i.e., fast, 99.9% uptime, great support, etc.)
- SECURE YOUR WEB SITE
- MAKE SURE YOUR SITE CONVERTS WELL
- OBTAIN BACKLINKS TO SUPPORT ON-PAGE SEO

TWO WAYS TO GET BACKLINKS

EARN LINKS
VS.
BUILDING LINKS

DIFFERENT
ANIMALS BUT
SAME GOAL



EARNING BACKLINKS: TIP # 1

BE AWESOME!

- BEST PRODUCT
- BEST SERVICE
- BEST CUSTOMER EXPERIENCE
- BEST WEB SITE
- BEST COMPANY



EARNING BACKLINKS: TIP # 2

CREATE & MARKET CONTENT

- ARTICLES / BLOG POSTS
- PRODUCT REVIEWS
- CASE STUDIES
- SURVEYS
- TUTORIALS
- WHITE PAPERS
- MEMES
- CARTOONS / ANIMATION
- INFOGRAPHICS
- INTERACTIVE PAGES / INFOGRAPHICS
- EXPLAINER VIDEOS
- GOOD OLD-FASHIONED VIDEO

BUILDING BACKLINKS: THINGS NOT TO DO

- AVOID LINK NETWORKS
- AVOID IRRELEVANCY
- AVOID BAD NEIGHBORS
- AVOID SITE-WIDE LINKS
- STAY AWAY FROM SPAMMY SITES
- DON'T BUILD TOO FAST



BUILDING BACKLINKS: RELATED SITES

NICHE SITES * NICHE DIRECTORIES * PARTNERS * ASSOCIATIONS



BUILDING BACKLINKS: CONTRIBUTORS

DEVELOP RELATIONSHIPS
WITH **CONTRIBUTORS**
WHO WRITE ARTICLES FOR
MAJOR WEB SITES

- BRAND MENTIONS
- COMPANY / PERSONEL INTERVIEWS
- PRODUCT / SERVICE REVIEWS
- EXPERT QUOTES



BUILDING BACKLINKS: INFLUENCERS

DEVELOP RELATIONSHIPS
WITH **INFLUENCERS**
WHO WILL PROMOTE YOUR
COMPANY, PRODUCTS
AND/OR SERVICES

- REACH OUT VIA SOCIAL MEDIA
- COMP PRODUCTS / SERVICES
- OFFER CASH MONEY!!
- HIRE INFLUENCER MARKETING CO.



BUILDING BACKLINKS: BEG, STEAL OR BORROW

- TAKE ADVANTAGE OF BROKEN LINKS
- TURN BRAND MENTIONS INTO LINKS
- INTERVIEW OR GET INTERVIEWED
- WRITE TESTIMONIALS
- CONTRIBUTE GUEST POSTS
- HARO (helpareporter.com)
- SPY ON YOUR COMPETITORS



KEY TAKEAWAYS

- Lay solid foundation with strategic on-page SEO strategy
- Utilize link building to compliment good SEO strategy
- Do all that you can do to “earn links”
- When building links, remember certain things not to do
- Many ways to build links – diversify your link portfolio

THANK YOU!

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