

BACKLINKS

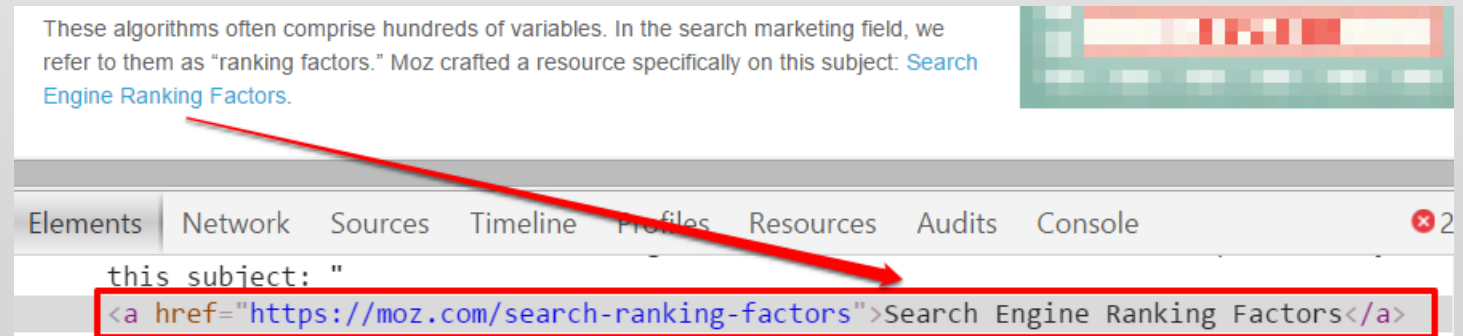
STILL WEB'S CURRENCY FOR 2016

Reese Richards | Senior Online Marketing Analyst |

METAMEND
ONLINE MARKETING EXPERTS

WHAT ARE BACKLINKS?

- A.K.A back links, links back, inbound links, incoming links, inlinks, inward links
- Link from one web property to another
- Popularity vote
- MAJOR ranking factor
- Link Structure



THEE MOST IMPORTANT THING TO REMEMBER







GOOD VS BAD LINKS

- NOT ALL LINKS ARE GOOD!
- # and Quality of Outbound / Inbound Links on Page
- PR/DA/PA/CF/TF of Page
- Site relevance
- Referring Domains Site & Content Quality
- Contextual Backlinks
- Anchor Text
- Do-Follow vs No-Follow



BAD LINKS

- Paid Links
- Link Farms
- Backlink Pyramid
- PBNs (Private Blog Networks)
- Low Quality Directories
- Over-Optimized Links
- Any Link that is EASY TO ACQUIRE

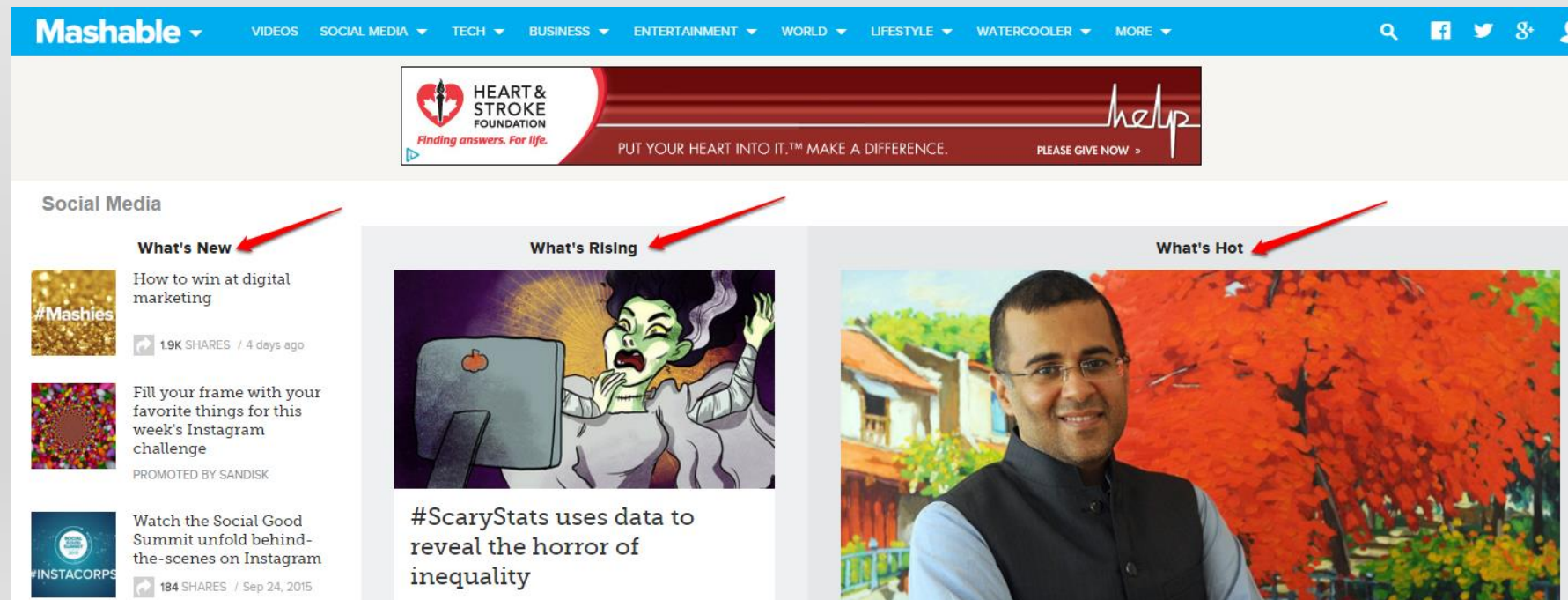
	I will do SEO 56,999 Backlinks pyramid good for quality, edu high pr links	\$5
<div><div></div><div></div><div></div><div></div><div></div></div> (1k+) by seo_cloud 2 Spain		
	I will create advanced edu high PR backlinks pyramid seo dofollow	\$5
<div><div></div><div></div><div></div><div></div><div></div></div> (975) by uptotop 2 United States		
	I will run 30 Days SEO campaign, 31001 backlinks	\$5
<div><div></div><div></div><div></div><div></div><div></div></div> (2k+) by youngceaser 1 Bulgaria		
	I will do 18000 contextual backlinks from 6000 WIKI pages including real seo edu	\$5
<div><div></div><div></div><div></div><div></div><div></div></div> (3k+) by volarex 1 Indonesia		

24 BACKLINK STRATEGIES FOR 2016

1. Featured Content
2. Guest Posting
3. Website Review Sites
4. Industry Comparisons
5. MyBlogU
6. HARO
7. Competitors Links
8. Audio Sites
9. Donate
10. Blogger Review
11. Testimonials
12. Link Reclamation
13. Free Directories
14. Paid Directories
15. .EDU Resource Pages
16. Blog Aggregators
17. Scoop.it
18. Broken Link Building
19. Infographics
20. Social Platforms
21. Better Mouse Trap
22. Sponsor Events
23. Wikipedia
24. Ego Bait

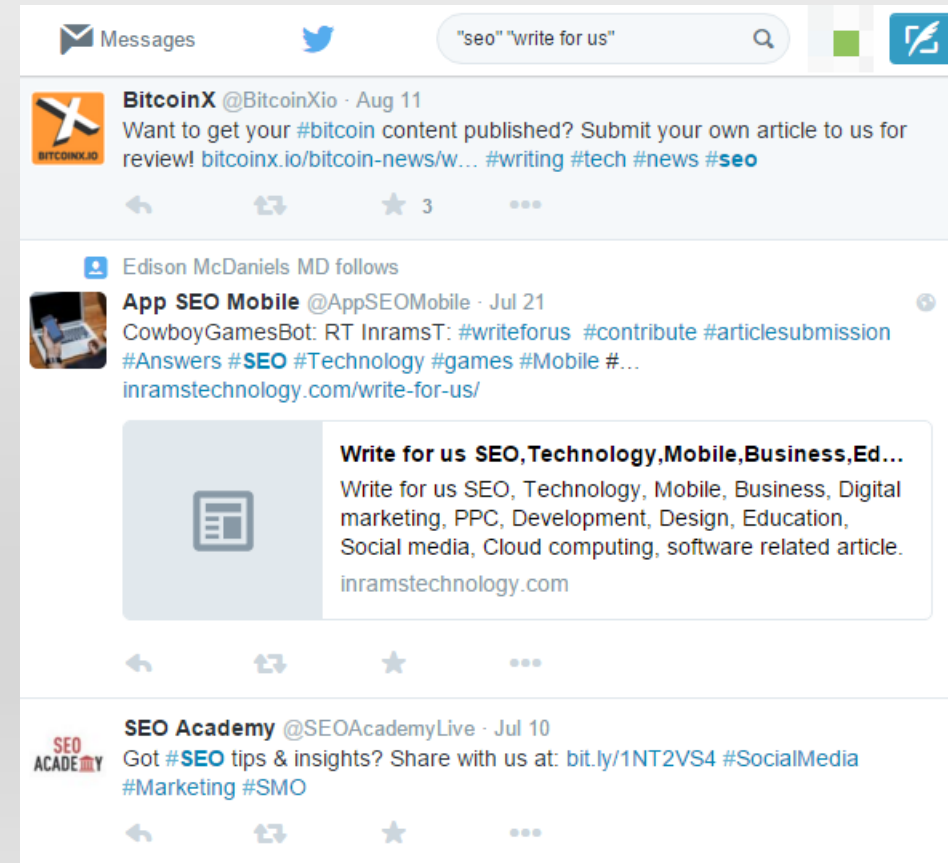
1. FEATURED CONTENT

- Sticky best content
- Jetpack WP plugin



2. GUEST POSTING

- Twitter using search: “niche” + “guest post / author / article” OR “niche” + “write for us”
- Email or contact us form - be careful w/ wording



3. WEBSITE REVIEW SITES

- <http://www.criticue.com/>
- <http://www.conceptfeedback.com/>

The screenshot shows the Concept Feedback website. The header features the logo and navigation links: HOME, COMMUNITY, BLOG, and CONTACT. The main content area is titled "How the Community Works" and is divided into two numbered steps:

- 1. Register or Connect**
Register or log in with your Facebook account.
The Concept Feedback community is 100% free and signup takes 10 seconds!
- 2. Help Others**
Review 5 other concepts – Before you can post your own work, we ask that you help out 5 other members first.

Below the first step, there is a grid of 24 user profile pictures. Below the second step, there is a review form with the following elements:

- Usability: 4.67 (5 stars)
- Strategy: 3.17 (5 stars)
- Review Title: Help is on the way
- Add Notes: A row of icons including a speech bubble, exclamation mark, X, checkmark, lightbulb, and a menu icon.

4. INDUSTRY COMPARISONS

- Most useful industry tools
- Top 10 companies
- Top products compared

searchenginewatch.com/sew/how-to/2402794/the-best-seo-tools-2015-edition#

The Best SEO Tools – 2015 Edition

By [Marcela De Vivo](#), Apr 3, 2015
62 Comments


SEO |  1.16k |  248 |  218 | 


In the blink of an eye, new tools come and go. There are a million out there, and most new and experienced SEOs are always asking - what are the best tools out there? Which tools are definite "must haves" and which should I shelve?

In 15 years as a digital marketer, I've been particularly interested in searching for powerful tools that can go a long way. I've always believed that by revealing the right data, a good tool can open doors. So without further ado, here is a list of some of the best tools I've discovered, and why.

5. MYBLOGU.COM

- Collaboration
- Free
- Paid


Do you use Ello for business? 

 Creator last login: Today

 Creator response rate: **100%**

  Bosmol Social Media [Please rate](#) 

 [luanatf](#)

 Last Update: 2015-10-22

Share It:



Request

Do you use Ello for business (SMM)? If so, how do you use it? What advice would you give to Ello users trying to use the social platform to promote their business?

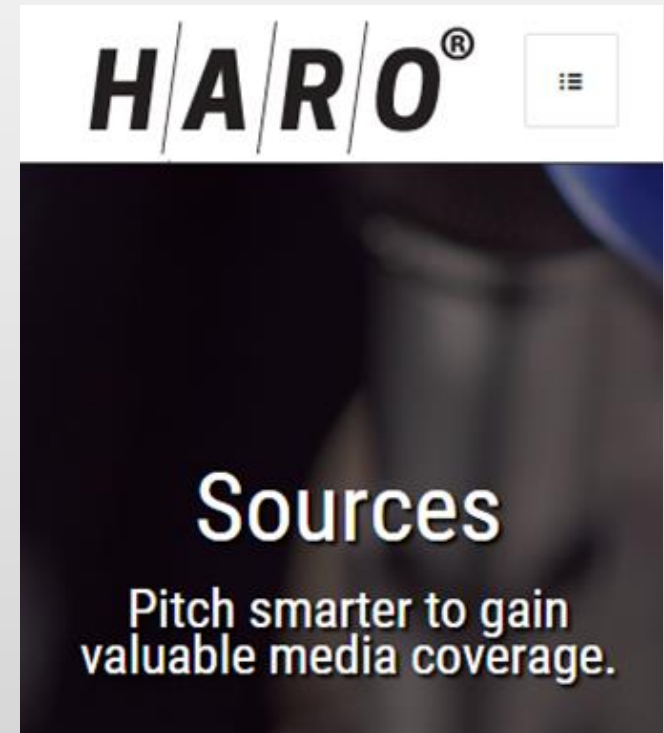
Tags

ello, social media marketing, promotion

 **Send Your Idea!**

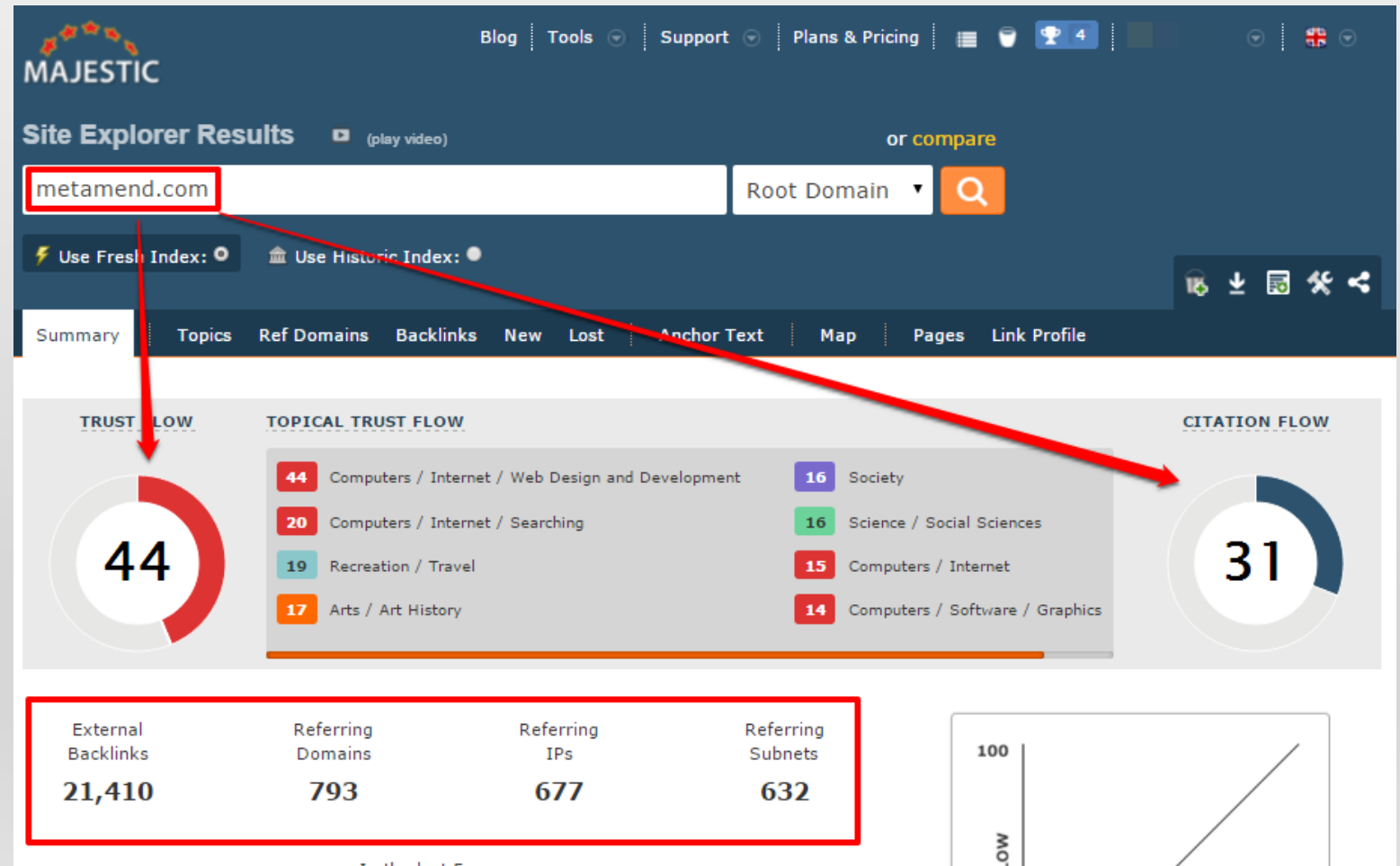
6. HARO

- Help a Reporter Out
- Sign up, get alerts, respond (pitch)
- Lots of possible media coverage
- High quality links



7. COMPETITOR'S LINKS

- Majestic.com
- Compare up to 5
- Find links you don't have
- Reach out



8. AUDIO SHARING SITES

- use <http://vocaroo.com/> to record
- MP3 of videos
- Upload to <http://sutros.com/>, <http://yourlisten.com/>



9. DONATE TO CHARITY


- search query:
“donate to us” /
“sponsors page” /
allintitle:”sponsors”
- \$\$

allintitle:”sponsors”


Web Images News Videos Maps More - Search tools

About 5,700,000 results (0.35 seconds)


Images for allintitle:”sponsors” [Report images](#)



More images for allintitle:”sponsors”


BMO Vancouver Marathon | Sponsors [bmoanmarathon.ca/overview-sponsors/](#) - 
Sponsors, Partners and Contributors play an essential part in the organization of the BMO Vancouver Marathon. They provide the necessary support to create an ...

BMO Vancouver Marathon | Sponsors [bmoanmarathon.ca/overview-sponsors/other-sponsors/](#) -
The people behind Ultima Replenisher are passionate about providing you with the best and most complete hydration product in the world. We believe too many ...

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[sunfestconcerts.com/sponsors/](#) -
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Vancouver, Canada. March 18-20, 2015. Sponsors · Attendees · Plan Your TED · Program. Sponsors. TED. © TED Conferences, LLC; Contact |; Help |; Terms of ...

Jam in Jubilee Sponsors [jaminjubilee.com/sponsors/](#) -
Without whom these concerts could not happen. Thank you.

10. BLOGGER REVIEWS

- Find industry leading bloggers (AllTop.com)
- Reach out to them with offer of product / service

Hey (site owner name),

I was searching for some useful link building strategies today when I came across (site name). I see that you have a lot of great content on your site about link building. I'm actually putting together a new ebook called "24 White Hat Link Building Strategies".

I'd love to get your feedback on it and, if you think it'll provide value to your readers, you might want to mention it on your blog.

Cheers,


(your name)

11. GIVE TESTIMONIALS


- List products / services used over the past month
- Check for testimonial page
- Reach out with your testimonial

YOU ARE IN GOOD COMPANY!
Meet other awesome people that use our themes


We didn't have a solution to showcase our videos. When I found Videozoom, I knew that this template was exactly what we needed and that it would work perfectly. And surely it did!

 **Rony Canales**
<http://hisdtv.org/>

Foodica is a great theme and my site looks wonderful! A huge step up from the Thesis Framework.

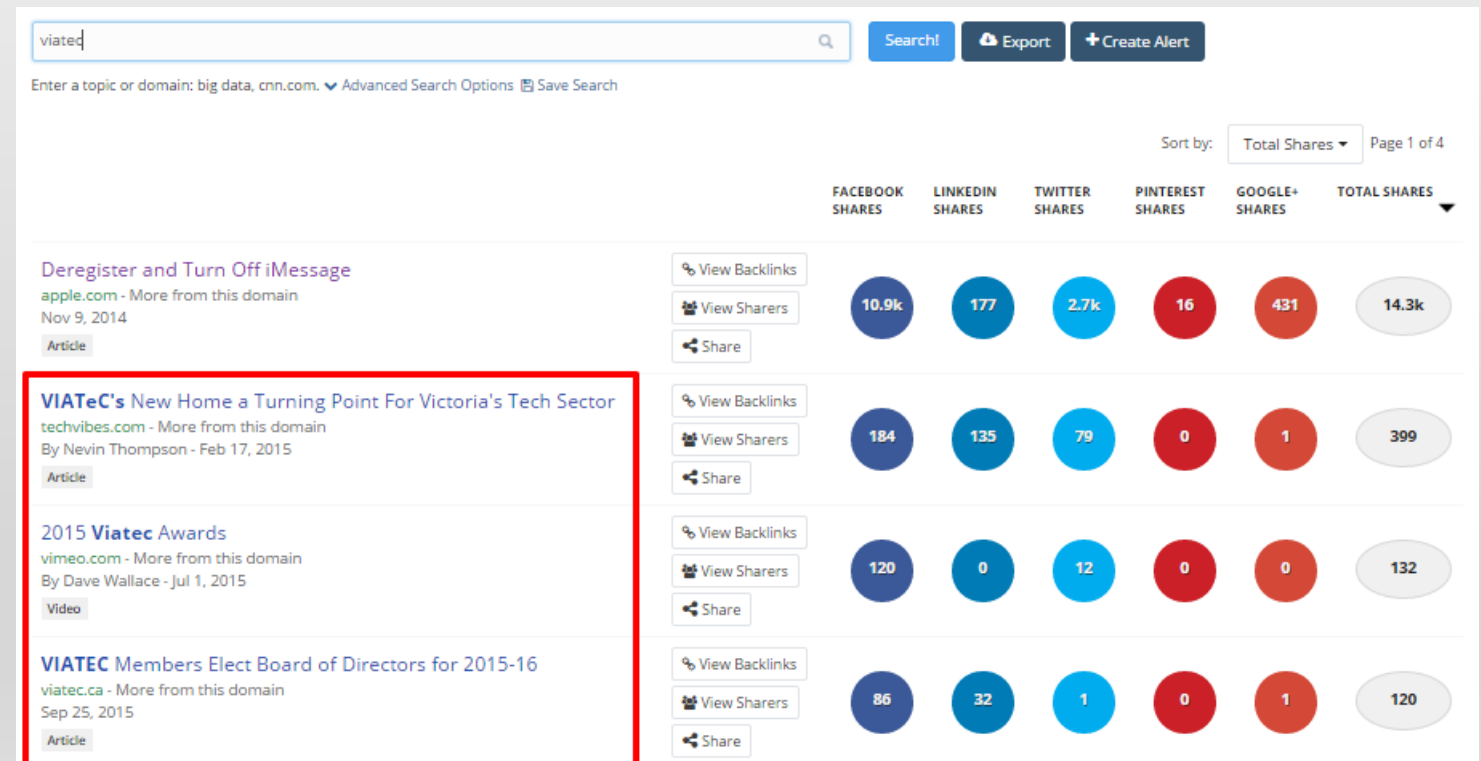
 **Lizzie Moul**
<http://www.strayedtable.com/>

Thanks to Yamidoo Pro Theme, my website look perfect now! All my readers are completely thrilled by the new design. WooHoooo!!!

 **Matthias Mauracher**
<http://airtimers.com/>

12. LINK RECLAMATION

- BuzzSumo.com
- SocialMention.com
- Check for unlinked mentions



13. FREE DIRECTORIES

- Yellow Pages, Brownbook etc
- Query business address
- Submit unique description
- Option to deep link
- Add SM profiles

Brownbook.net
the *FREE* directory that *ANYONE* can edit



Worldwide ▼

 [Add a business](#) | [Login](#) | [Register](#) | [Help](#) | [Blog](#)

14. PAID DIRECTORIES

- \$\$ but very worthwhile
- Some annual

Paid Directory	PR	Inclusion Cost (permanent listing)	Google Pages (Indexed pages)	Google Backlinks (Inbound Links)	Age
Yahoo Directory	8	\$299.00 **	2030000	724000	1995
Business.com	7	\$199.00 **	503000	618000	1998
JoeAnt	6	\$39.95	106000	164000	2000
Best of the Web (BOTW)	6	\$69.95 **	118000	67700	1996
Ezilon	6	\$49.00	140000	161000	2002
whatUseek	6	\$24.99 **	761	19000	1996
Directory Journal	6	\$59.95 **	30000	66100	2007
HOTvsNOT Web Directory	6	\$25.00	55400	8550	2004

15. EDU RESOURCE PAGES

- search strings: site:.edu “KW” / + “resources” / + inurl:links / +”other sites”
- Alumni page
- Find suitable page and reach out


site:.edu “veterinarian” inurl:links

Web Maps Images News Videos More ▾ Search tools

About 1,610 results (0.51 seconds)

Links - Purdue University School of Veterinary Medicine
www.vet.purdue.edu/discovery/sureshmittal/links.php ▾
Veterinarian Links. Veterinary Science Tomorrow - Current News - Vet Humor - Dr. Suresh Mittal Home · Our Research in the News · Publications · Lab Members ...

Veterinary Links
www.vetmed.wsu.edu/outreach/info-for-veterinarians/veterinary-links ▾
Search for a Veterinarian. Local Vets · Washington State University. Search; Contact; Share; Print. College of Veterinary Medicine. Washington State University.


WASHINGTON STATE UNIVERSITY

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Info for Veterinarians
Overview
Veterinary Links
Raptor Rehabilitation Program
Pet Loss Hotline
Pet Memorial Program
People Pet Partnership
Veterinary Medicine Extension
News and Events
Contact Us
Search

Animal and Veterinary Resources

AKC Breeds dogs
Breeds of Livestock – Oklahoma State University
Consultant a diagnostic decision making support program
Emerging Infectious Diseases
Green Book On-line FDA Approved Animal Drug Products
International Veterinary Information Service (IVIS) Free access to original, publication Library– WSU Animal Health
Merck Manual
Morbidity & Mortality Weekly Report
National Animal Poison Control Center
NetVet & Electronic Zoo Comprehensive list of links on animal and veterinary topics
Parasites of Companion Animals
Plants Toxic to Animals
Raptor Center University of Minnesota
Epidemiology Resources by Dr. John Gay, WSU
WSU Veterinary Medicine Extension

General Health/Medical Resources

Centers for Disease Control and Prevention (CDC)
Medline Plus

Specialty Boards & Associations

American Association of Bovine Practitioner’s AABP
American Association of Equine Practitioners AAEP
American Association of Feline Practitioners AAFP
American Board of Veterinary Practitioners ABVP
American College of Veterinary Internal Medicine ACVIM
American College of Veterinary Surgeons ACVS

Veterinary Organizations & Groups

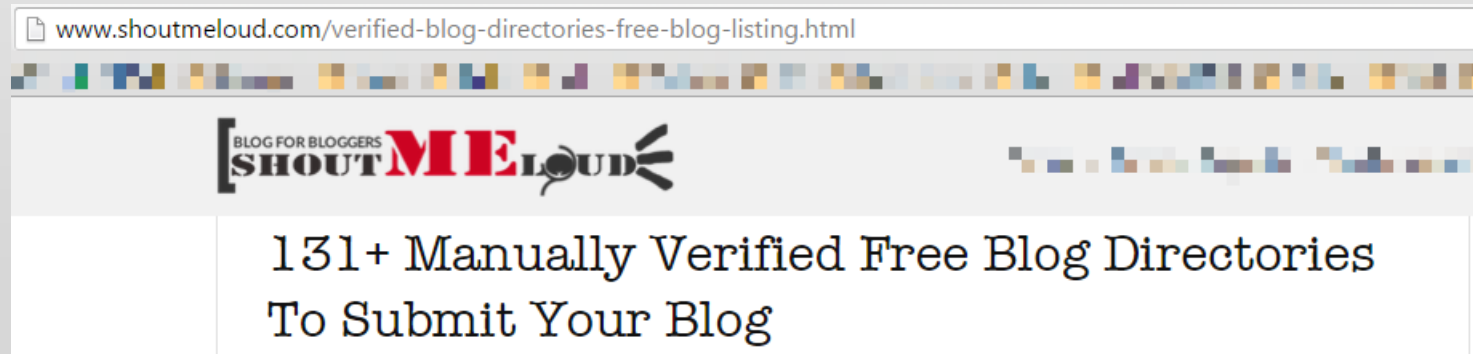
Animal Animal Hospital Association AAHA
American Association of Veterinary State Boards AAVSB
American Veterinary Medical Association-- AVMA Online
Association for Veterinary Informatics AVI
FDA Center for Veterinary Medicine
Idaho Veterinary Medical Association (IVMA)
Washington State Department of Agriculture
Washington State Veterinary Medical Association WSVMA
WSU Veterinary Extension
USDA Center for Veterinary Medicine

Non Commercial Client Education and Pet Health

Medline Pet Health Links
Dogs, Cats, Pets, People – Dr. Roen’s Weekly Veterinary Column
E Vet
VetInfo – Veterinary Medical Information for Dogs and Cats
Washington State University Pet Health Topics

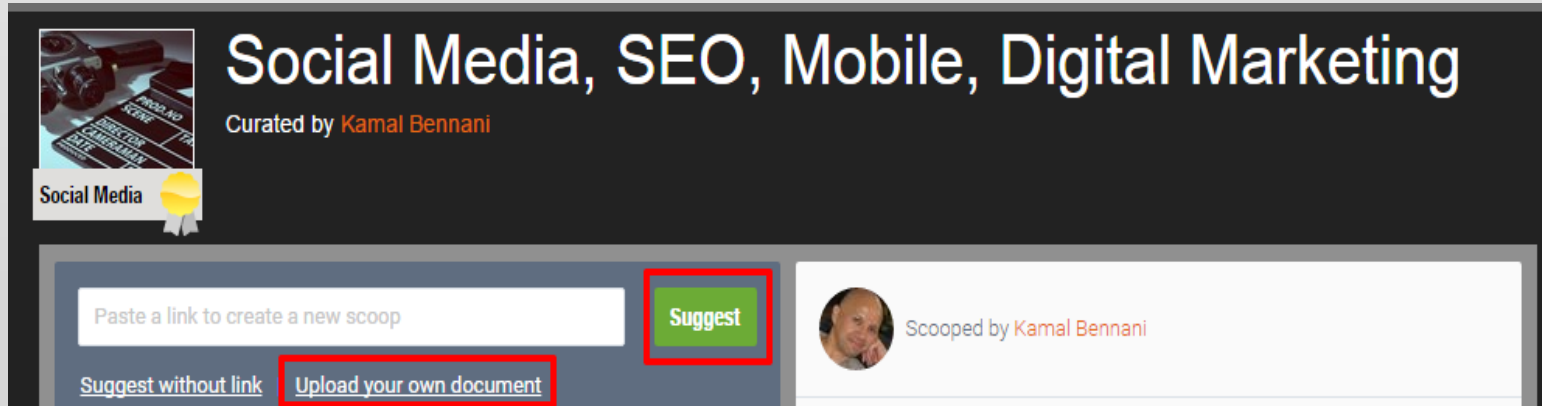
16. BLOG AGGREGATORS

- Search query: “blog directory” / “blog directories” / “submit blog”
- Unique description for each



17. SCOOP.IT

- Find a related board and suggest URL (choose pre-existing boards)
- No-Follow Link



Social Media, SEO, Mobile, Digital Marketing
Curated by **Kamal Bennani**

Social Media

Paste a link to create a new scoop

Suggest

[Suggest without link](#) [Upload your own document](#)

Scooped by **Kamal Bennani**

18. BROKEN LINK BUILDING

- Search for industry resource pages
query: “keyword” + “links” / “resources” / “resource page” / “recommended sites”
- Chrome extension Check My Links
- Find broken links, match up content from your site, reach out to webmaster



19. INFOGRAPHICS

- Research, gather data
- Hire designer (upwork.com / fiverr.com)
- Reach out to blog owners w/ personalized write-up
- Share on SM



20. SOCIAL MEDIA PLATFORMS

- Create channel / page on popular SM platforms
- Add content & links to About section
- Most no-follow



21. BETTER MOUSE TRAP

- Find most shareable industry content (buzzsumo.com)
- Create better, more updated and complete piece
- Reach out to ppl who linked to inferior mousetrap

top 101|

top 101 **companies in atlantic canada**

top 101 **foods that fight aging**

top 101 **music hits**

top 101 **gadgets**

link building

Search!

Export

Create Alert

Enter a topic or domain: big data, cnn.com.

Advanced Search Options

Save Search

Sort by: Total Shares

Page 1 of 489

FACEBOOK SHARES

LINKEDIN SHARES

TWITTER SHARES

PINTEREST SHARES

GOOGLE+ SHARES

TOTAL SHARES

Using Social Media as Your Primary (or Only) Link Building Tactic Probably Won't Work - Whiteboard Friday

moz.com - More from this domain

By Rand Fishkin - Oct 2, 2015

Article

View Backlinks

View Sharers

Share

871

785

3.0k

19

842

5.5k

How to Use Twitter for SEO: Link Building

socialquant.net - More from this domain

Aug 25, 2015

Article

View Backlinks

View Sharers

Share

36

40

4.4k

22

23

4.5k

Can You Rank in Google Without Links? New Data Says Slim Chance

moz.com - More from this domain

By Cyrus Shepard - Jun 15, 2015

Article

View Backlinks

View Sharers

Share

806

769

2.5k

21

421

4.5k

MMSG.net | The Link Building Black Book

mmsg.net - More from this domain

Nov 24, 2014

Article

View Backlinks

View Sharers

Share

0

0

4.0k

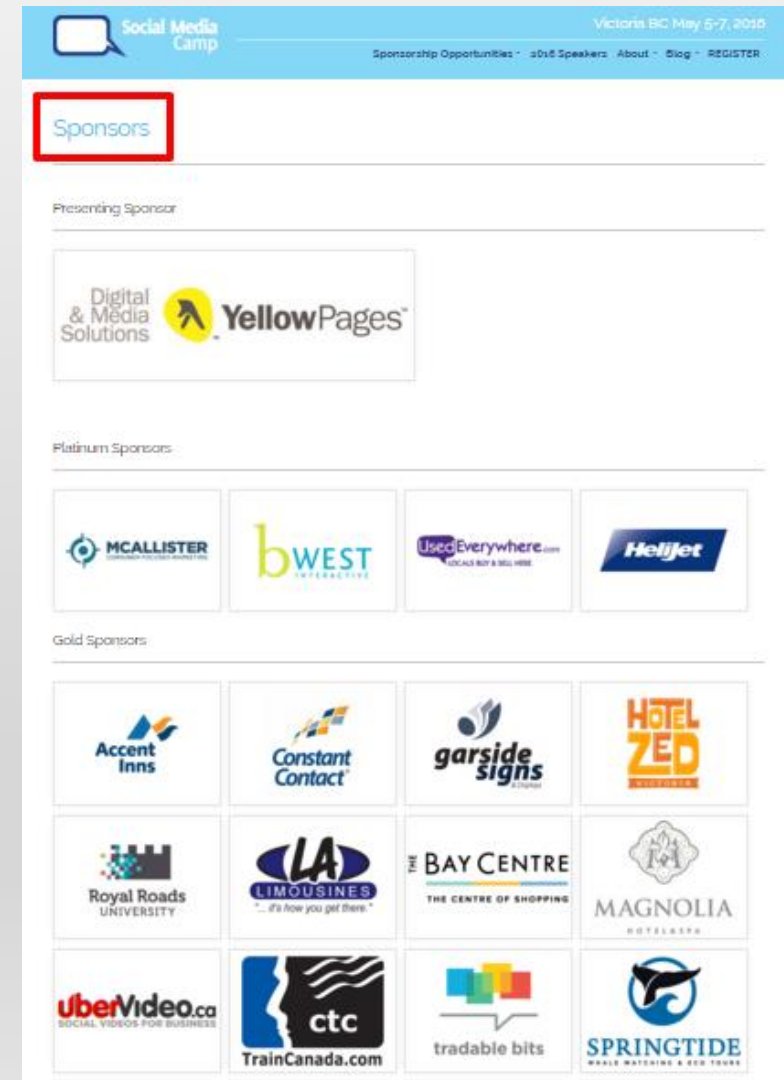
0

0

4.0k

22. SPONSOR INDUSTRY EVENTS

- Search for industry events
- Check site for sponsor opportunities



23. WIKIPEDIA

- Search for industry articles
- Find opportunity for non-biased link

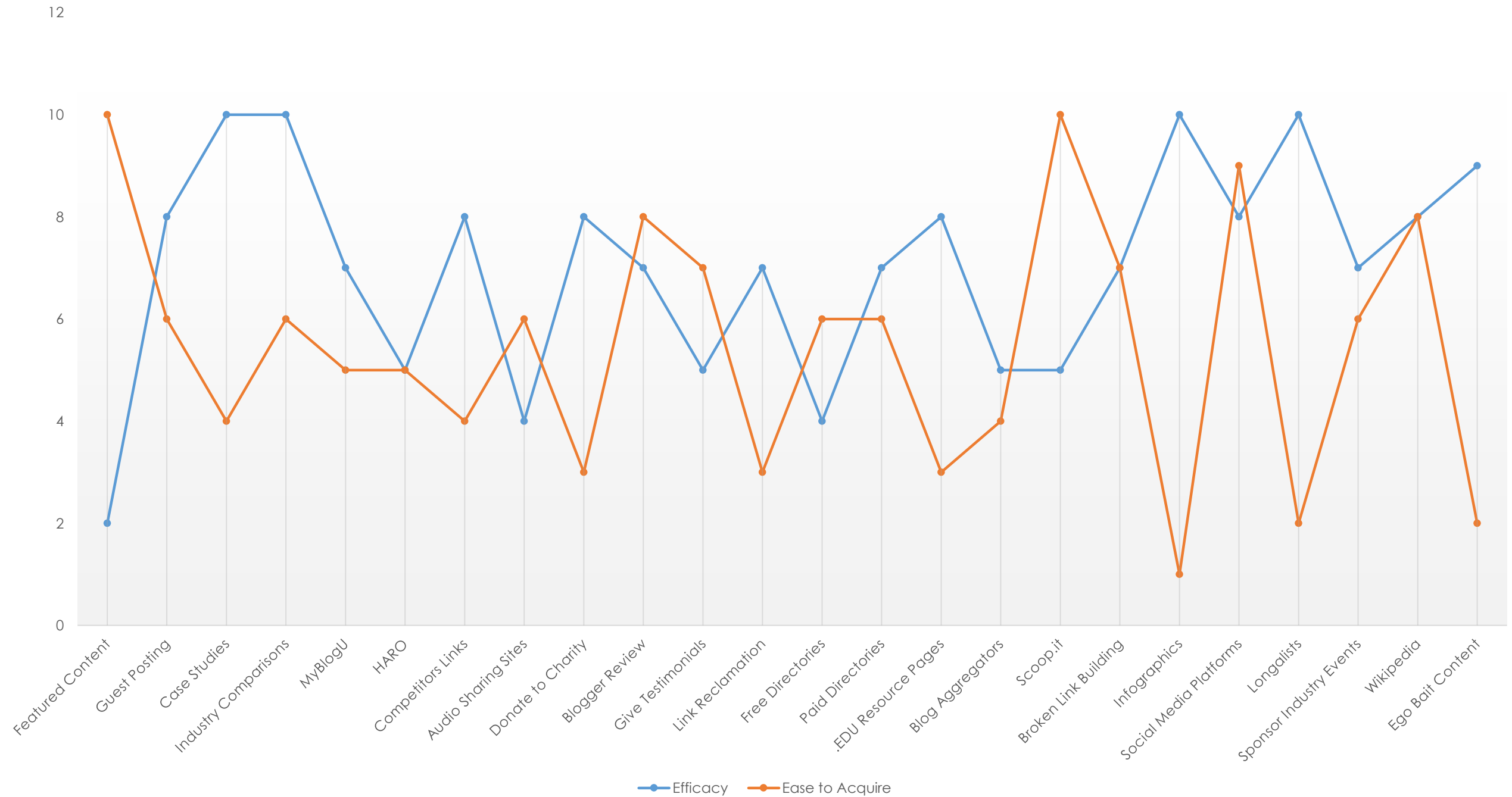


24. EGO BAIT CONTENT

- Create a top people list
- Top influencers, top SM influencers, top bloggers, best blogs etc
- Reach out & let them know



2016 Backlinking Strategies



QUESTIONS?

- Visit www.Metamend.com
- Phone
250-381-6382

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