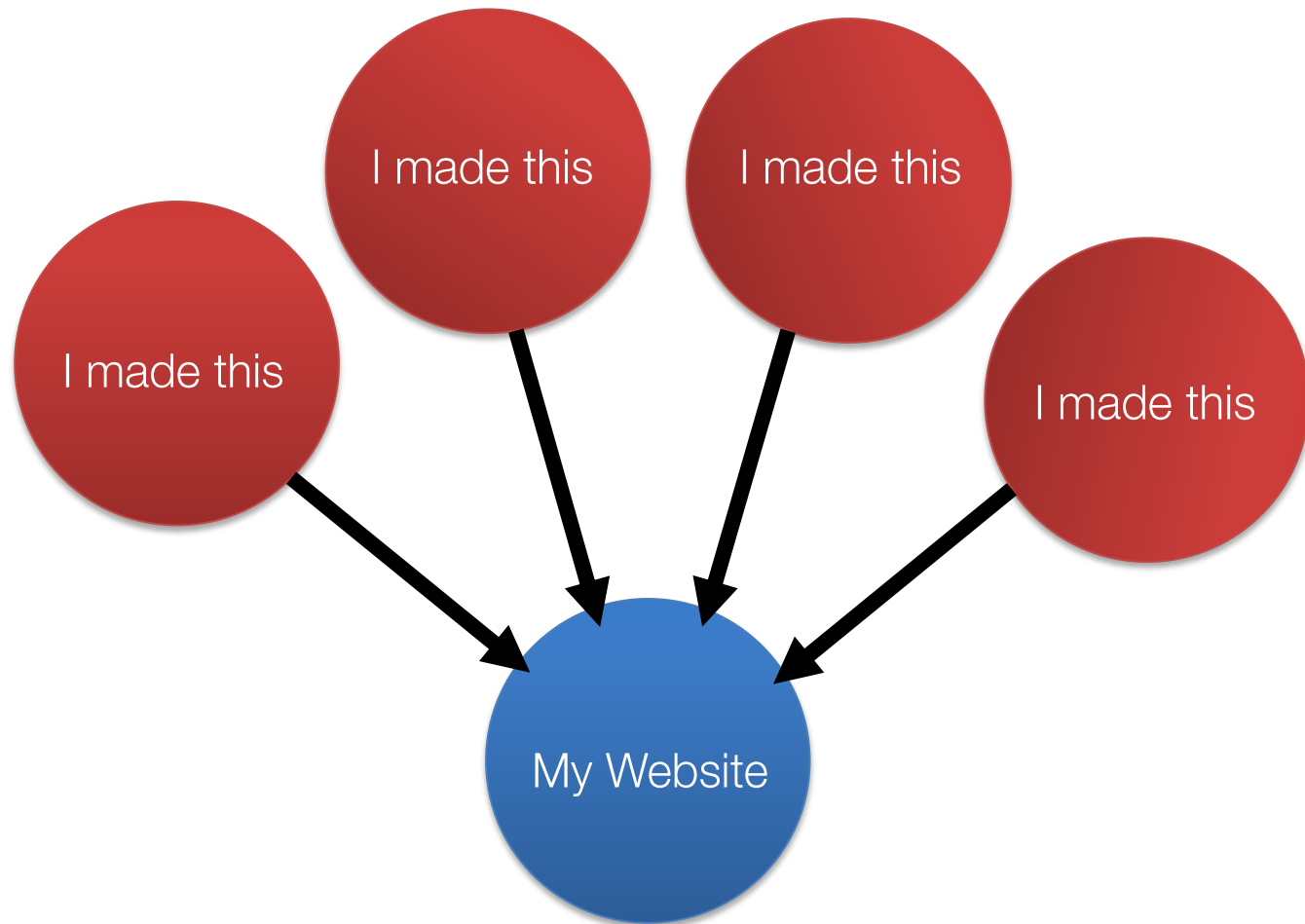


Content-Based
Link ~~Building~~ Earning

Key to ranking high?

Lots and lots of links.



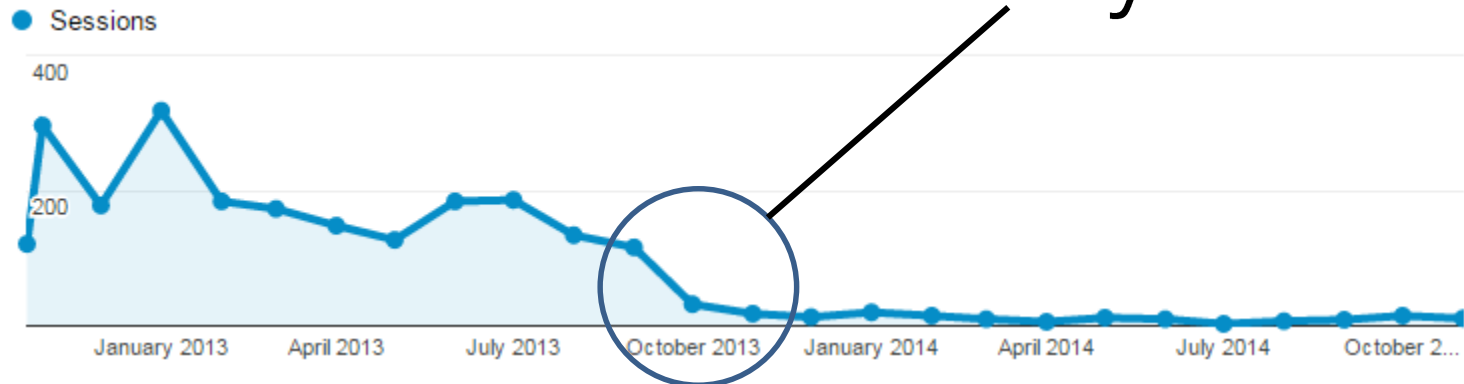
High Five.
I fooled Google.



U WOT M8

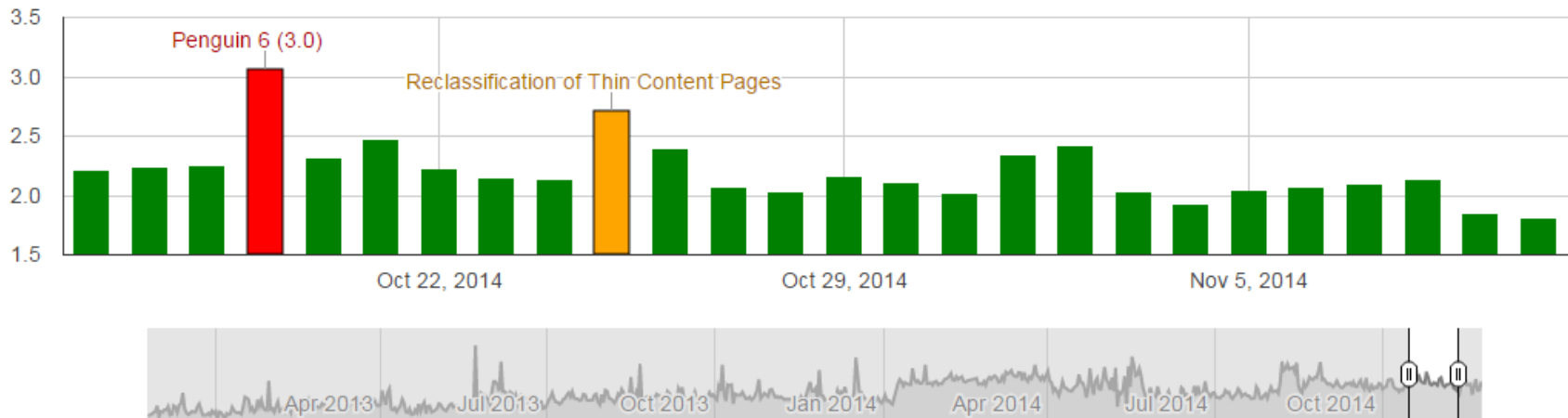


Bye traffic!



Google Volatility History

algoroo.com



Arguments Against Pure Link Building

1. You should never have to depend on an agency for your links.
2. Lack of competitive advantage.
3. Pure link building is a waste of time.

Is paying an agency to build links for you in fact link buying?



“You want links to surprise you. You should never know in advance a link is coming, or where it’s coming from.”



“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”.



2015

Achieving

Greatness

2005

Faking

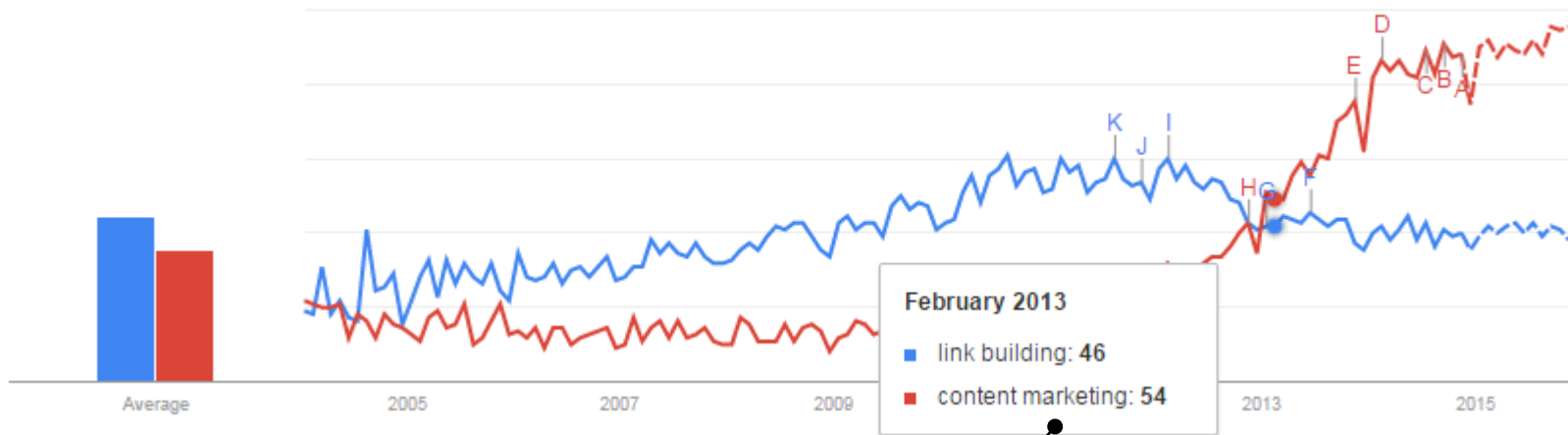
~~Link Building
Link Begging~~

Link Earning



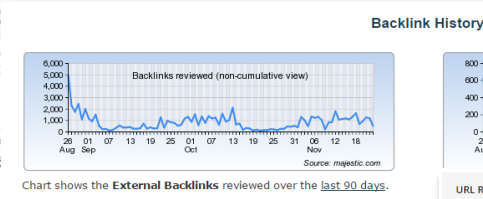
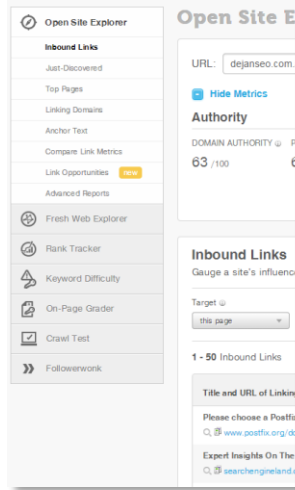
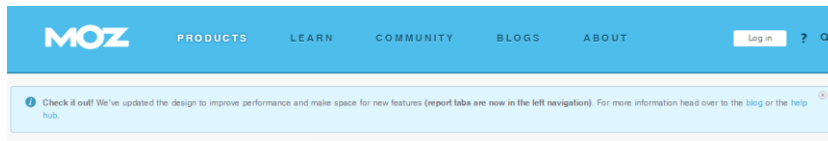
The Big Shift

As already mentioned.

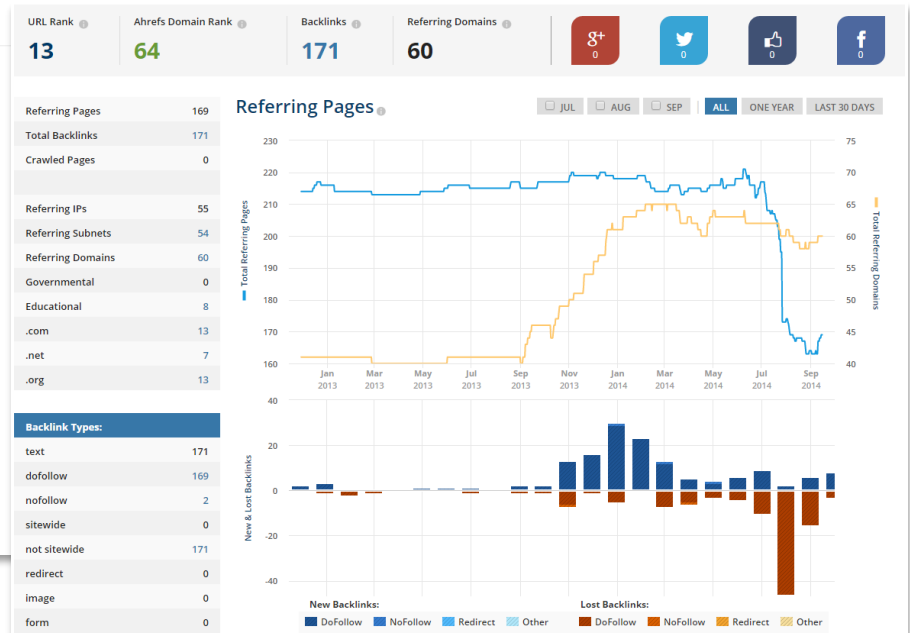
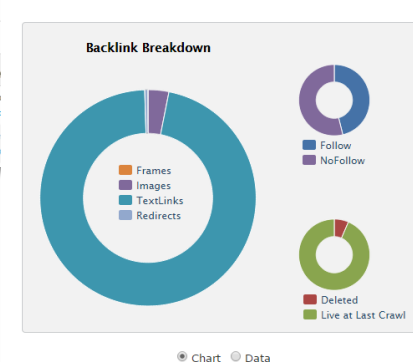


Last Year

Your competitors are lazy.



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



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

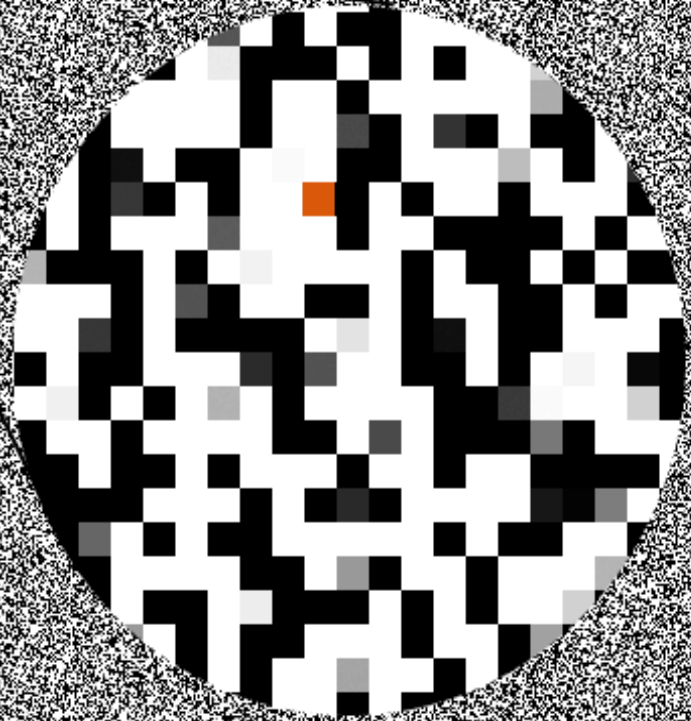
Dan made a new link?

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



Your link.

Billions of pages
on the Internet.



Welcome to Zsh

This site provides an index to Zsh information and archives.

Zsh is a shell designed for interactive use, although it is also a powerful scripting language. More information can be found on the "Zsh Web Pages" sites.

** indicates Master Site*

(+) site known to stay up-to-date

Zsh Web Pages

[United States of America](#)*

HTTP (SourceForge)

Frequently Asked Questions

[United States of America](#)*

HTTP (SourceForge)

[Denmark](#)

HTTP (Aalborg University) Being retired (October 2009)

Distribution Sites

[Global](#)

HTTP (SourceForge)

[Australia](#)*

HTTP (PrimeNet)

[Australia](#)

HTTP (PrimeNet)

[Australia](#)

HTTP (Dejan SEO)

[Hungary \(+\)](#)

HTTP (Eötvös Loránd University)

[Hungary \(+\)](#)

FTP (Eötvös Loránd University)

Mailing List Archives

[Australia](#)*

HTTP (PrimeNet)

[Australia](#)*

FTP (PrimeNet)

\$Date: 2012/07/02 13:03:39 \$

Index maintained by [Geoff Wing](#)

URL Rank ⓘ

13

Ahrefs Domain Rank ⓘ

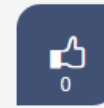
64

Backlinks ⓘ

171

Referring Domains ⓘ

60



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 Types:

text 171

dofollow 169

nofollow 2

sitewide 0

not sitewide 171

redirect 0

image 0

form 0

Referring Pages ⓘ

JUL

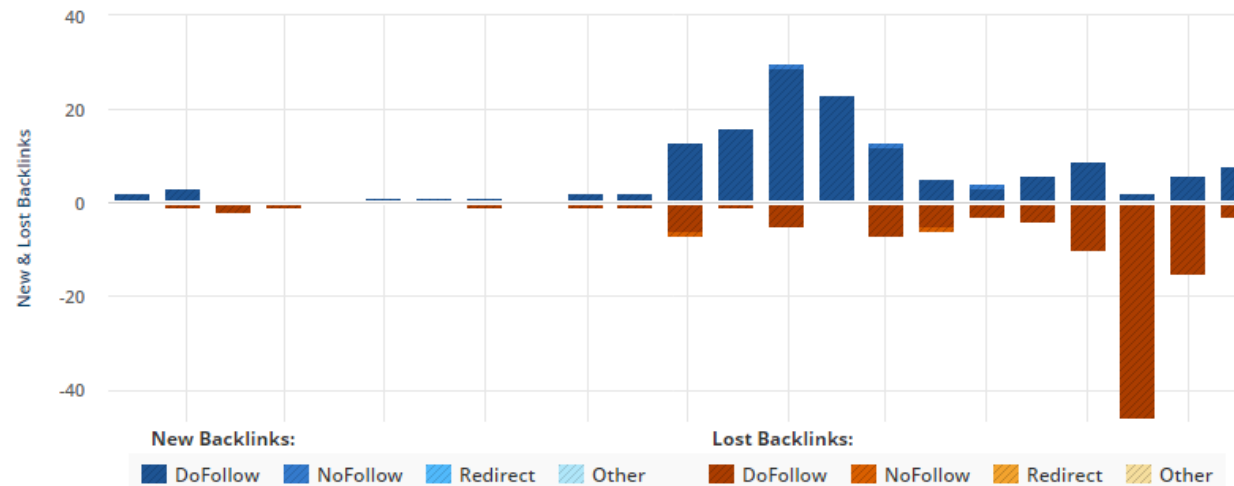
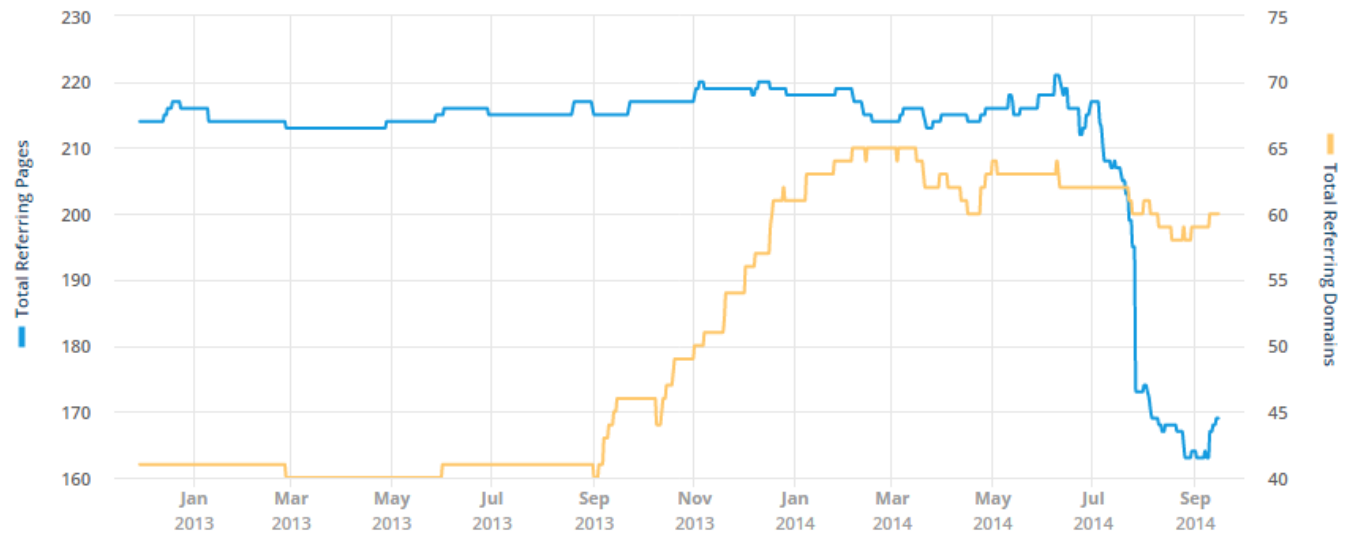
AUG

SEP

ALL

ONE YEAR

LAST 30 DAYS





POSTFIX

QUICK LINKS

[Home](#)
[Announcements](#)
[Non-English Info](#)
[Feature overview](#)
[Web sites \(text\)](#)
[Download \(source\)](#)
[Mailing lists](#)
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[Documentation](#)
[Howtos and FAQs](#)
[Add-on Software](#)
[Packages and Ports](#)
[Becoming a mirror site](#)

Please choose a Postfix Download Site

[Mirror status report](#)

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[Finland, Tampere](#)
[France, Paris](#)
[France, Strasbourg](#)
[Germany, Bayern](#)
[Germany, Berlin](#)
[Germany, Berlin](#)
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[Germany, Duesseldorf](#)
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[Germany, Goettingen](#)
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[Germany, Hamburg](#)
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[Netherlands, Amsterdam](#)
[Netherlands, Haarlem](#)
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[Norway, Oslo](#)

[Romania, Bucharest](#)
[Romania, Bucharest](#)
[Romania, Bucharest](#)
[Russia, Saint Peterburg](#)
[Russian Federation, somewhere](#)
[Slovenia, Ljubljana](#)
[Spain, Bilbao](#)
[Spain, Malaga](#)
[Sweden, Falkenberg](#)
[Sweden, Uppsala](#)
[Switzerland, Basel](#)
[Switzerland, Zuchwil](#)
[UK, London](#)
[UK, somewhere](#)

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[Multiple locations](#)
[Canada, Alberta, Edmonton](#)
[USA, FL, Homestead](#)
[USA, NY, New York](#)
[USA, NY, White Plains](#)
[USA, PA, Philadelphia](#)
[USA, PA, Pittsburgh](#)
[USA, somewhere](#)

[Wietse's own site](#)

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[Costa Rica](#)

South America

[Brazil, Sao Paulo](#)
[Brazil, Campinas](#)
[Brazil, somewhere](#)

Africa

[South Africa](#)

Middle East

[Iran, Tehran](#)

East Asia/Pacific

[Multiple locations](#)
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[Australia, Melbourne](#)
[Australia, somewhere](#)
[China, Hong Kong](#)
[Japan, Kyoto](#)
[Japan, Shizuoka](#)
[South Korea, Seoul](#)
[Taiwan, NSYSU CDPA](#)
[Taiwan, Providence](#)



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[Latvia, Riga](#)
[Netherlands, Amsterdam](#)
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[Netherlands, Utrecht](#)
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[Japan, Shizuoka](#)
[South Korea, Seoul](#)
[Taiwan, NSYSU CDPA](#)
[Taiwan, Providence](#)

^#%# that...



Generate 'unreplicable' links.

Quick Reminder

Why links exist.

Proof

Providing a source for factual information.

Les liens intermédiaires de Google Webmaster Tools semble indiquer qu'un lien sur Markethizz.nl pointe vers le site de Dejan SEO (plus précisément vers la page dupliquée

"<http://rob.dejanseo.com.au/ReferentieEN.htm>").

Problème, Markethizz.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/

Example: [JDN](#)

Attribution

Crediting original authors for using their content.

Google

AdWords Express Dejan SEO

Select your audience

Create your ad

Set your budget

Review your promotion

Checkout

Need help?
Call 0800 169 0474
(9a.m. to 6p.m., Mon - Fri)

Create your ad

Write an ad that tells your customer about your Google+ Page. Include a "call to action" that encourages people to click on your ad.

Headline

Follow Dejan SEO

Ad text

1) Daily SEO tips and advice.

2) Weekly live SEO hangouts.

Clicks on your ad go to

Your Google+ Page

Show business address

See how many calls your ad is getting

Your ads will appear with a freephone number that forwards calls to you. Just like clicks, you only pay for calls that you receive. You agree to the Google Voice Terms of Service and Privacy Policy

Next

Preview your ad types

Google Display Network ad

4 of 4

Follow Dejan SEO

1) Daily SEO tips and advice.

2) Weekly live SEO hangouts.

1300 123 736

DEJANSEO

Elimines Noise Court

Brisbane Technology

View this in a page

Source image: [Dejanseo](#)

Example: [The Next Corner](#)

Citation

Quoting a statement from another author.

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).

Example: [Moz](#)

Definition

Linking to a page which defines a concept.

[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.

Example: [icrossing](#)

Expansion

Providing a path to an in-depth resource.

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/>

Example: [Search Engine Journal](#)

Identification

Disclosure of contextually relevant entities.

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: [SEO Roundtable](#)

Example

Practical illustration of discussed entities and ideas.

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.

Examples: [Blind Five Year Old](#)

Action

Inviting users to perform an activity.

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.

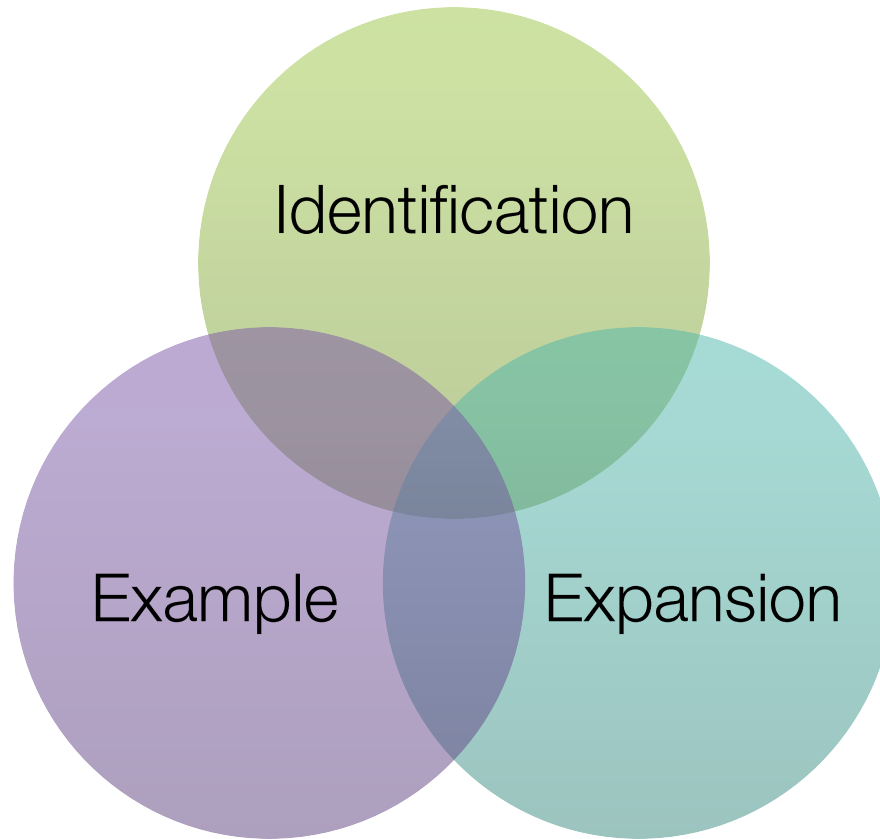
Example: RossHudgens.com

Relationship

Engagement and connectivity based linking.



Example: [2013 National Cyber Security Awareness Week](#)



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 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

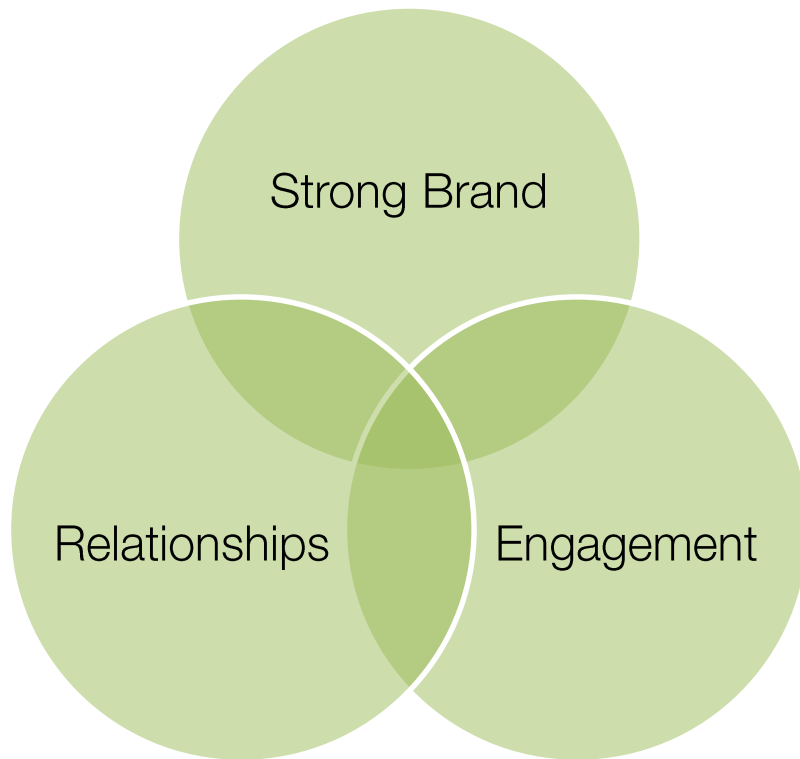


Content Qualities

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

Link Attraction Boosters

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

Where to start?



[Site Dashboard](#)[Site Messages](#)[Search Appearance](#) ⓘ[Search Traffic](#)[Search Queries](#)[Links to Your Site](#)[Internal Links](#)[Manual Actions](#)[International Targeting](#)[Mobile Usability](#)[Google Index](#)[Crawl](#)[Security Issues](#)[Other Resources](#)

Search Queries

Top queries

Top pages

Filters

Web ✕

Aug 26, 2014 ▾

to

Nov 24, 2014 ▾

Pages
803Impressions
1,813,324
Displaying 654,035Clicks
21,559
Displaying 21,559[Download this table](#)[Download chart data](#)

Basic

With change ⓘ

Show

25 rows ▾

1-25 of 803

< >

Page	Impressions	Clicks ▲	CTR	Avg. position
▶ dejanseo.com.au/ ↗	362,116	3,428	1%	25
▶ /call-to-action-examples/ ↗	47,524	2,778	6%	5.3
▶ /seo-for-multilingual-ecommerce-websites/ ↗	10,331	1,224	12%	20
▶ /how-to-get-25000-1s-and-pagerank-7-in-one-week/ ↗	4,979	1,103	22%	14
▶ /youtube-subscriber-hack/ ↗	4,474	761	17%	12
▶ /fun/google-skynet/ ↗	21,181	759	4%	24
▶ /google-link-disavow-complete-guide/ ↗	10,575	526	5%	22
▶ /seo-packages/ ↗	16,256	461	3%	11
▶ /tabs/ ↗	1,680	385	23%	19
▶ /sydney/ ↗	19,711	372	2%	9.9
▶ /blog/ ↗	5,914	288	5%	24
▶ /keyword-ranking-referrer/ ↗	6,468	286	4%	98
▶ /article-spinning-another-bad-idea/ ↗	2,809	268	10%	18

[Site Dashboard](#)[Site Messages](#)[Search Appearance](#)[Search Traffic](#)[Search Queries](#)[Links to Your Site](#)[Internal Links](#)[Manual Actions](#)[International Targeting](#)[Mobile Usability](#)[Google Index](#)[Crawl](#)[Security Issues](#)[Other Resources](#)[Overview](#) » All linked pages

Your pages that are linked from other domains.

[Download this table](#)[Download more sample links](#)[Download latest links](#)

Show

25 rows

1-25 of 629

< >

Your pages	Links	Source domains
http://dejanseo.com.au/	20,796	1,108
/hijack/	500	130
/hello-extortion-email/	533	104
/blog/	2,976	95
/google-update-may-2014/	529	83
/fun/google-skynet/	212	82
/google-link-disavow-complete-guide/	257	78
/dan-petrovic/	211	67
/mind-blowing-hack/	142	67
/google-plus-study/	2,093	66
/link-earning/	394	60
/sydney/	224	58
/temporary-link-schemes/	203	56
/2nd-biggest-serp-flux-2013/	168	55
/search-quality-the-link-graph-theory/	167	55
/first-google-webmaster-tools-update-2014/	2,936	54
/wordpress-plugin-google-interactive-posts/	620	52
/melbourne/	93	45
/google-plus-seo/	134	43
/omg-algorithm-update-is-off-the-scale/	100	41
/thin-content-update/	792	38
/googles-first-algorithm-update-2014/	135	37
/seo-experiment-with-non-link-references/	60	31
/conversations-with-google/	123	29
/link-building/	46	29

1-25 of 629

< >

Page Title & URL	PA [⌵]	Linking Root Domains [⌵] [⌵]	Inbound Links [⌵]	HTTP Status [⌵]	FB Shares / Likes [⌵]	Tweets [⌵]	Google +1s [⌵]
DEJAN SEO - Sydney, Me... 🔍 📄 dejanseo.com.au/	69	896	16,718	200	108 / 32	71	36,399
[No Title] 🔍 📄 dejanseo.com.au/ind...	55	189	753	301	7 / 0	22	36,399
How I Hijacked Rand Fish... 🔍 📄 dejanseo.com.au/hija...	50	62	116	200	5 / 1	14	313
[No Title] 🔍 📄 dejanseo.com.au/hija...	48	47	79	301	5 / 1	486	313
Dejan SEO Blog 🔍 📄 dejanseo.com.au/blog/	59	40	3,780	200	8 / 2	27	18
Coming Up: The Biggest ... 🔍 📄 dejanseo.com.au/goo...	58	38	1,665	200	46 / 38	224	370
Hello, this is an extortion ... 🔍 📄 dejanseo.com.au/hell...	57	37	1,667	200	57 / 17	254	221
Dan Petrovic 🔍 📄 dejanseo.com.au/dan...	56	35	714	200	3 / 1		
Mind-Blowing Hack for C... 🔍 📄 dejanseo.com.au/min...	44	30	55	200	29 / 11	239	227
A Comprehensive Study ... 🔍 📄 dejanseo.com.au/goo...	51	27	92	200	126 / 69	1,736	2,204

Popular Topic!

New Metric

	A	B	C	D	E	F
1	URL	Facebook Shares	Facebook Likes	Twitter Shares	Google +1 Shares	Social Score
2	http://dejanseo.com.au/google-plus-study/	126	69	1736	2204	4135
3	http://dejanseo.com.au/fun/google-skynet/	643	606	242	252	1743
4	http://dejanseo.com.au/first-google-webmaster-tools-update-2014/	61	46	350	430	887
5	http://dejanseo.com.au/hijacked/	5	1	486	313	805
6	http://dejanseo.com.au/conversations-with-google/	17	20	68	601	706
7	http://dejanseo.com.au/google-update-may-2014/	46	38	224	370	678
8	http://dejanseo.com.au/everything-is-recorded/	108	100	103	251	562
9	http://dejanseo.com.au/wordpress-plugin-google-interactive-posts/	22	18	83	427	550
10	http://dejanseo.com.au/hello-extortion-email/	57	17	254	221	549
11	http://dejanseo.com.au/mind-blowing-hack/	29	11	239	227	506
12	http://dejanseo.com.au/link-earning/	25	25	214	238	502
13	http://dejanseo.com.au/2nd-biggest-serp-flux-2013/	50	57	139	206	452
14	http://dejanseo.com.au/ecommerce/	16	23	188	157	384
15	http://dejanseo.com.au/there-is-no-such-thing-as-author-rank-yet/	9	11	85	273	378
16	http://dejanseo.com.au/google-link-disavow-complete-guide/	23	20	156	168	367
17	http://dejanseo.com.au/googles-first-algorithm-update-2014/	35	30	135	157	357
18	http://dejanseo.com.au/hijack/	5	1	14	313	333
19	http://dejanseo.com.au/co-occurrence-confirmed-ranking-signal/	18	4	83	212	317
20	http://dejanseo.com.au/why-google-went-social/	17	12	82	179	290
21	http://dejanseo.com.au/google-update-may-2013/	37	32	93	109	271
22	http://dejanseo.com.au/guerilla-seo-bittorrent/	12	14	112	131	269
23	http://dejanseo.com.au/search-quality-the-link-graph-theory/	12	17	86	136	251
24	http://dejanseo.com.au/anchor-text-proximity-experiment/	5	10	79	137	231
25	http://dejanseo.com.au/temporary-link-schemes/	16	9	85	119	229
26	http://dejanseo.com.au/tweet-piggyback/	10	7	81	126	224
27	http://dejanseo.com.au/title-rewriting-experiment/	12	13	60	139	224
28	http://dejanseo.com.au/google-update-2014/	9	4	48	162	223
29	http://dejanseo.com.au/google-plus-pushes-ads/	10	3	67	103	183
30	http://dejanseo.com.au/omg-algorithm-update-is-off-the-scale/	3	6	45	128	182
31	http://dejanseo.com.au/seo-experiment-with-non-link-references/	3	6	49	115	173
32	http://dejanseo.com.au/google-knowledge-graph/	9	13	33	111	166
33	http://dejanseo.com.au/penguinflux/	11	3	58	91	163
34	http://dejanseo.com.au/googleception/	3	3	34	112	152

A Comprehensive Study of Content and Brand Visibility on Google+

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[Tweet](#) 1,736[Like](#) 199[g+1](#) 2.2k[in](#) Share 375[g+](#) Share on Google+

Understanding Google+

Google has been aggressively attempting to diversify away from search. Over the years they've come up with a number of promising products in a sea of failed experiments. When Larry Page took charge of Google's direction once again, we witnessed a sudden shut down of unviable products. What followed was profound integration of Google's products services into a [single unifying platform](#).

At the centre of all that action was Google+ which now fuses most of their key products and services including Search, AdWords, Gmail, YouTube, Drive, Picasa, Places, Android, Chrome, Maps and Earth.

I tried [Google+](#) but it looks like nobody is using it yet, why should I spend extra time on yet another social network?

Free SEO Quote

Full Name *

Email Address *

Phone Number *

Company Name

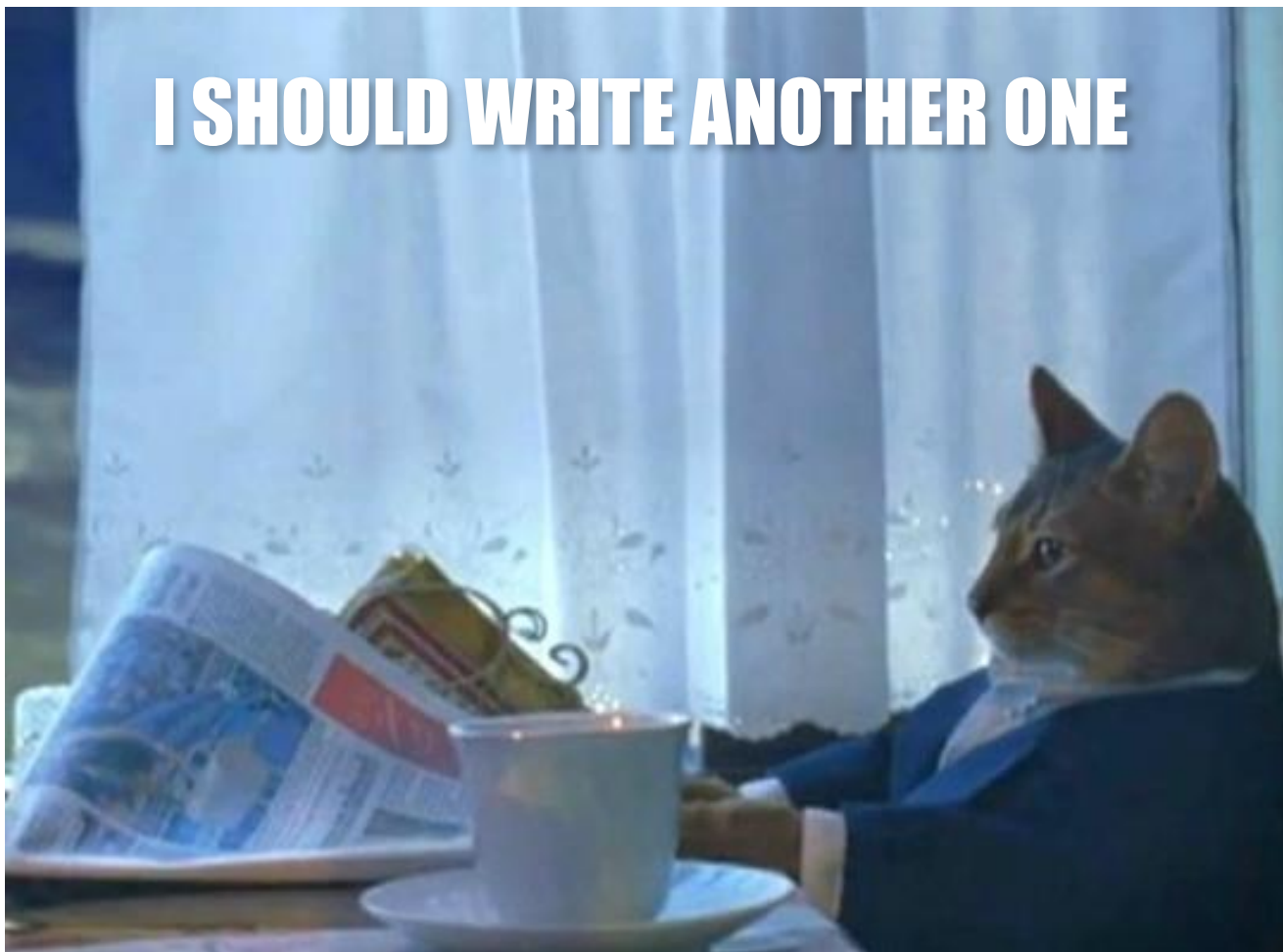
Website URL *

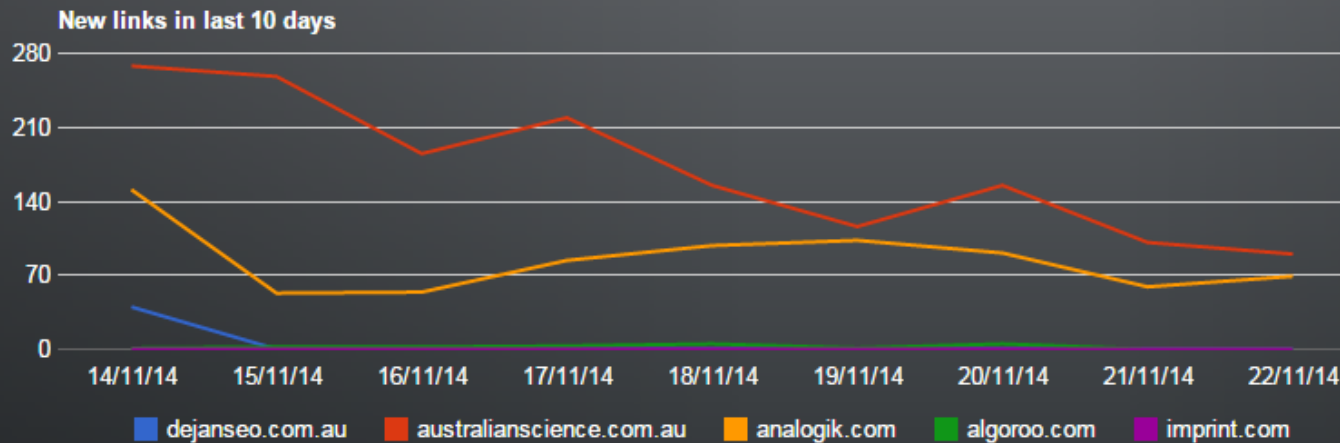
[Get Quote](#)

Live Example:

dejanseo.com.au/google-plus-study/

I SHOULD WRITE ANOTHER ONE





5 sites
in your account

159 new links
yesterday

189 total
.gov links

1241 total
.edu links

All sites:

Domain	New links since last login	Last Scan	Options
dejanseo.com.au	55	2014-11-23 15:09	Edit Delete




























Newly Discovered Links!

Nice!

All new links since last login:

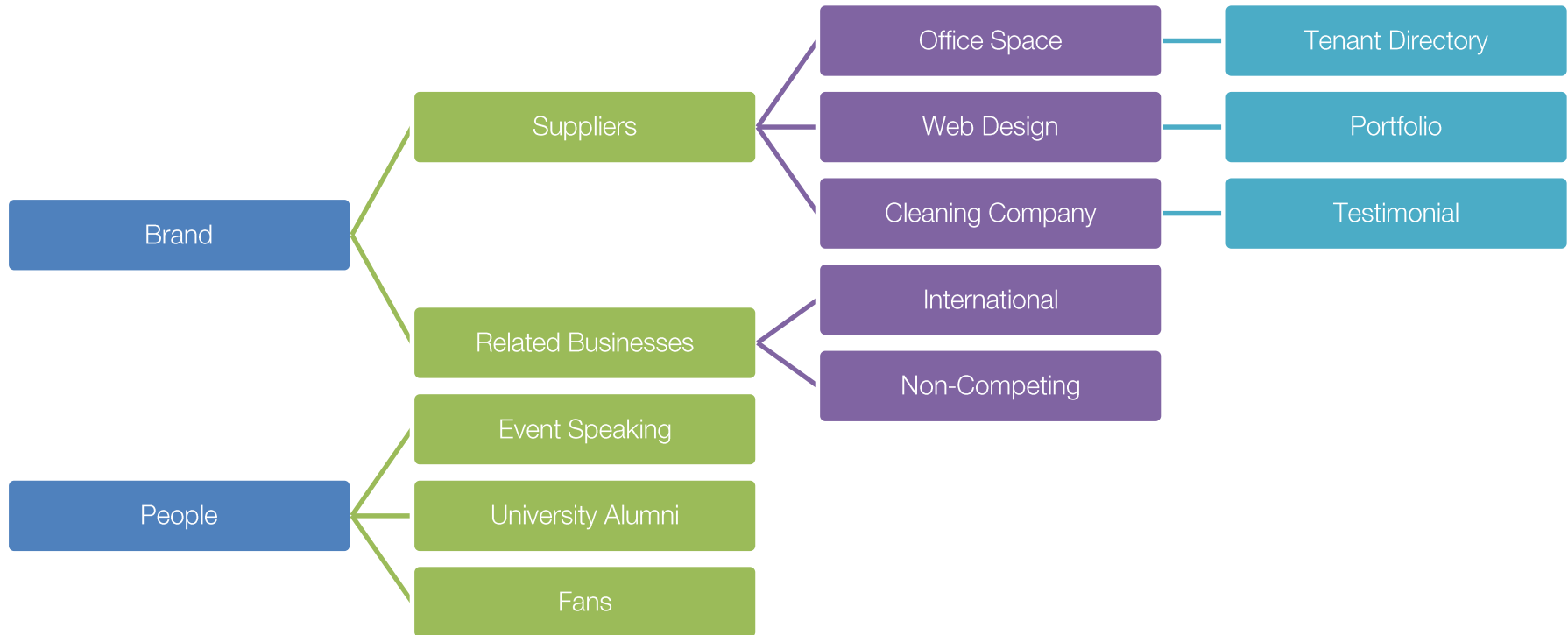
Last login date: 2014-11-23 13:11

Hide Nofollow links

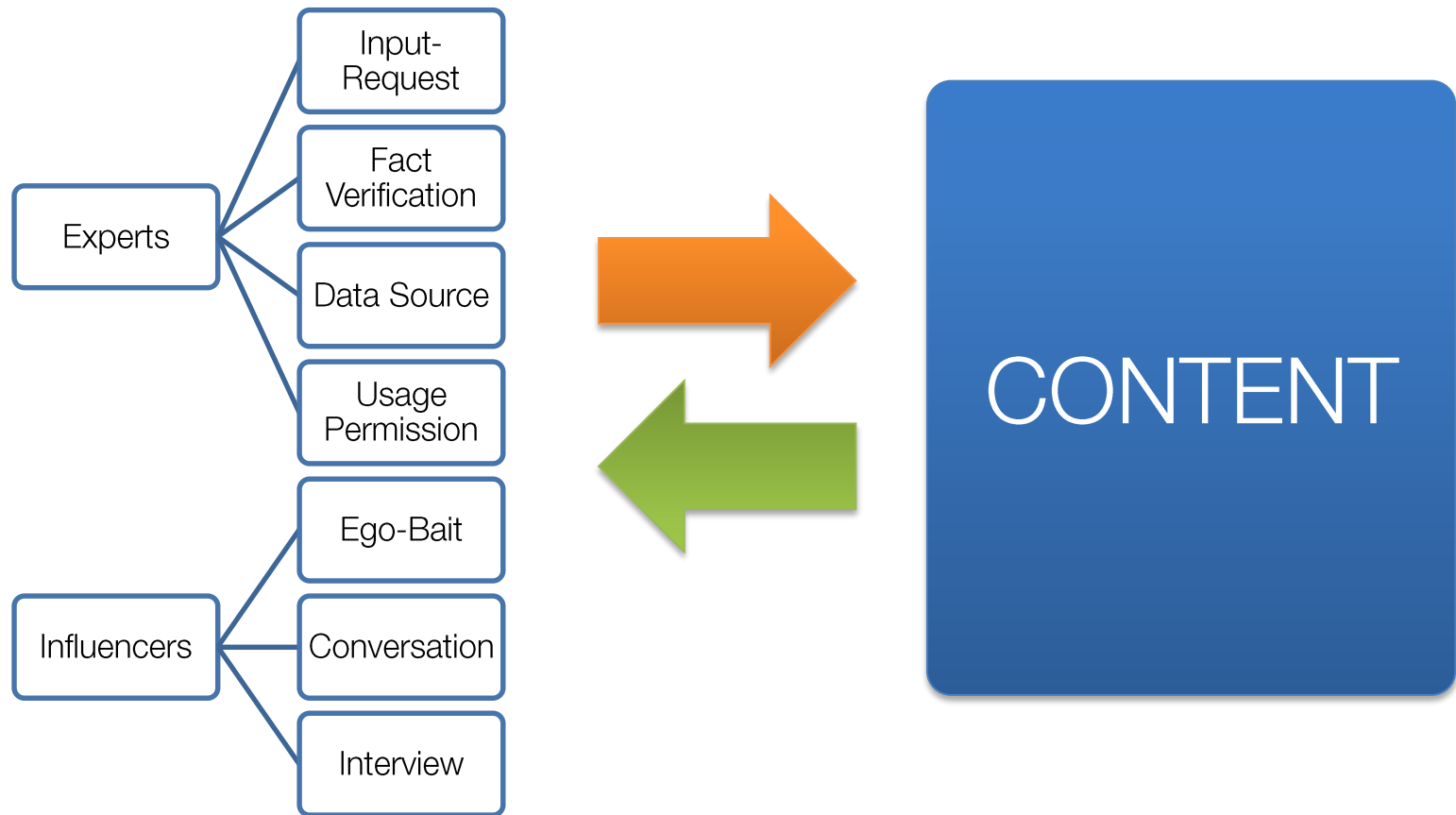
link	Found	▲ Follow	Alexa	OBL	Target	Date	
<input type="checkbox"/> http://searchengineland.com/searchcap[...]JEUWy2YIDTst0aP	yes 	yes	811	89	Show	2014-11-11	 
<input type="checkbox"/> http://58.123.102.99/url?sa=t&rc=tj&q[...]5%2d%62%61%64%6	yes 	yes		1	Show	2014-11-11	 
<input type="checkbox"/> http://yandex.ru/images/search?text=%[...]12%2F09%2Fcca-	yes 	yes	20	30	Show	2014-11-08	 
<input type="checkbox"/> http://searchengineland.com/searchcap[...]unJEUWy2YIDTst0	yes 	yes	811	89	Show	2014-11-06	 
<input type="checkbox"/> http://searchengineland.com/searchcap[...]OvrPUfGjl4ATcBg	yes 	yes	811	89	Show	2014-11-06	 
<input type="checkbox"/> https://www.rebelmouse.com/TinaGalli1[...]http%3A%2F%2Fww	yes 	yes	9323	629	Show	2014-11-06	 
<input type="checkbox"/> http://search.aol.com/aol/imageDetail[...]jumbUrl=http%3A%	yes 	yes	130	4	Show	2014-11-04	 
<input type="checkbox"/> http://yandex.ru/images/search?text=c[...]&lr=10758&norea	yes 	yes	20	30	Show	2014-11-04	 
<input type="checkbox"/> http://translate.googleusercontent.co[...]mX_Adn2ENq1kCiW	no 	no	79	0	Show	2014-11-12	 

Proactive Tactics

Relationship Mindmapping



Content Development



Recommended Reading

- [The Art of Link Earning](#)
- [Point Blank: Link Building Strategies](#)
- [The Beginner's Guide to Link Building](#)
- [Why Link Schemes Fail](#)
- [Link Schemes \(Google\)](#)

Awesome Tools

- [FreshLinkFinder.com](#)
- [Algoroo.com](#)
- [PhraseResearch.com](#)
- [Google Webmaster Tools](#)
- [AHREFS](#)
- [Majestic](#)
- [Open Site Explorer](#)