

WELCOME



What is Off-Site SEO and Link Marketing?

1. **Quick Overview of Keywords**
2. **Feeder Sites and Micro Sites**
3. **Web Directories**
4. **Article Directories**
5. **Community Sites**
6. **Social Networks**
7. **Paid Links**
8. **Syndication**
9. **Other Content Distribution Sites**
10. **Video Sharing Sites**
11. **Social Bookmarking**
12. **Online PR**
13. **Do's and Don't of Link Building**
14. **Q&A**

What is Off-Site SEO and Link Marketing?



(A few 'non-SEO' link marketing topics will not be included in this presentation.)

What is Off-Site SEO and Link Marketing?



Next to on-site or on-page SEO, inbound links (back-links) are the next most important element of SEO. This presentation will outline important tips, sites and tools will give you the ability to increase the quality and quantity of links to your various web pages.

Due to the fact that “link marketing” overlaps with SEO, I’ve included a few topics that are NOT SEO, but ARE important link visibility strategies to build your site traffic. (We will not spend too much time on these during the presentation, but they were valuable enough to be included!)

**This presentation will move quickly –
so hang on tight and enjoy the ride!**

1. An Overview of Keywords



- Keywords are the words or phrases your customers would use when searching for your product or service.
- Keywords allow you to target your desired audience.
- Example, if your business sells cameras online, you can use "buy digital camera" as a keyword on your website. When a Google user enters "buy digital camera" in a Google search, your website could appear in the search results.
- By creating a highly relevant keyword list, you can help your website be found by the most interested users.

1.1 find and narrow down the list of keyword phrases you are trying to rank for



find and narrow down the list of keyword phrases you are trying to rank for

use keyword tools from Google

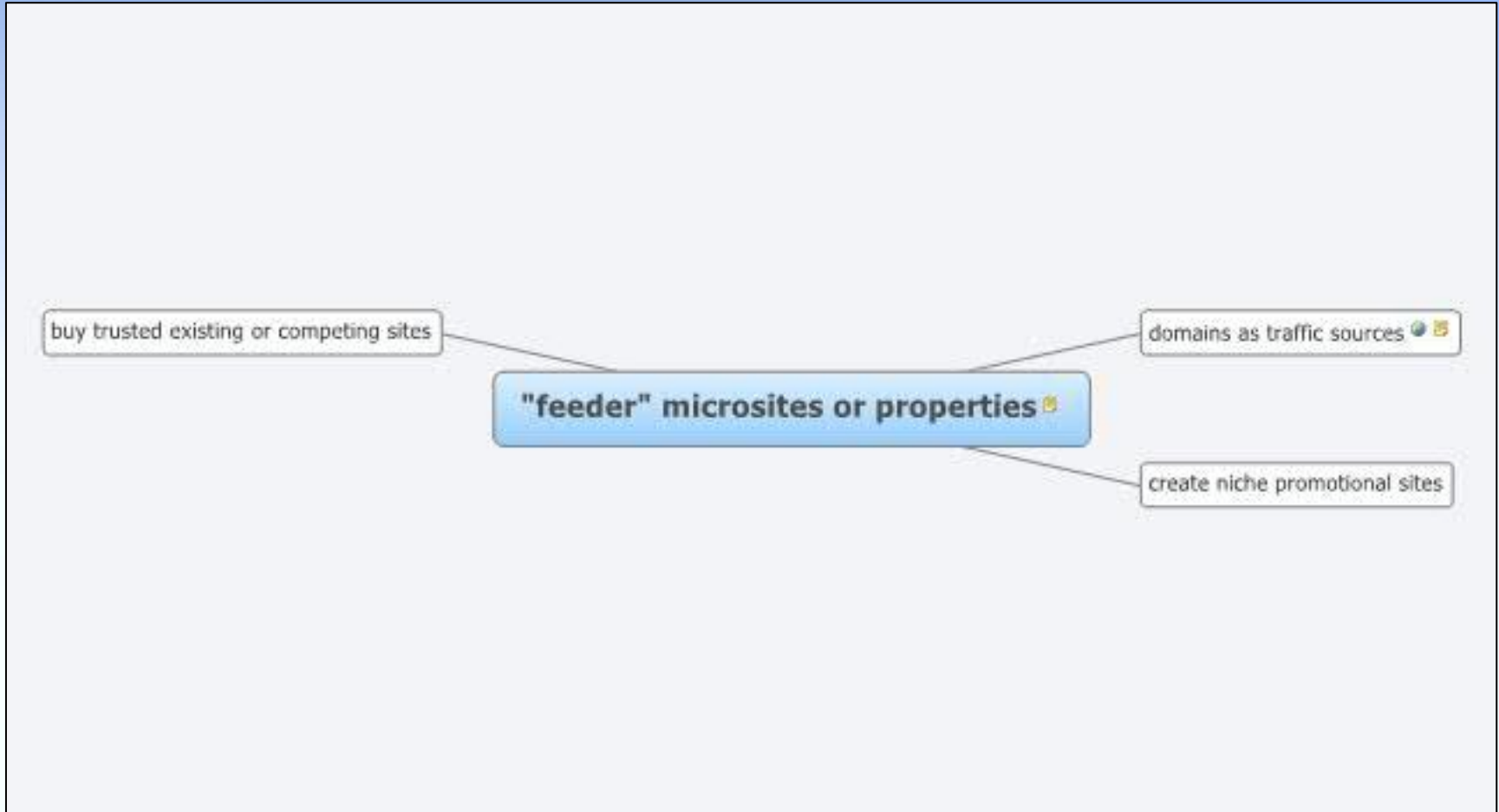
find what keywords your competitors rank for

1. An Overview of Keywords



- 1.1 find and narrow down the list of keyword phrases you are trying to rank for
 - 1.1.1 use keyword tools from Google
 - 1.1.2 find what keywords your competitors rank for
- 1.2 use keywords and phrase you are targeting as the anchor text for in-bound links!
- 1.3 Follow the leader? Where does the competition get their links?
 - 1.3.1 Widexl.com (Link Popularity Tool)
 - 1.3.2 SocialMention.com

2. "Feeder" Sites and Microsites



2. "Feeder" Sites and Microsites



- Links and other ads are easily placed on properties you own/control.
- Costs for new domains are minimal. Costs for existing domains/sites are higher.
- Some time and cost exist for developing new properties.

2. "Feeder" Sites and Microsites



2.1 domains as traffic sources

- Aged domains sometimes have SEO benefits.
- New domains can be developed as micro sites or redirected to main site if sufficient links or type-in traffic exists.
- Recommend using a broker to acquire more expensive domains/sites (safer)
- Recommend buying typo variations for your main domain as well as keyword rich domains
- Some additional TLDs (other than .com) should be acquired before someone else grabs them! (brand confusion potential, IP protection)

2.1.1 auctions

2.1.1.1 SnapNames

2.1.1.2 TDName

2.1.1.3 SEDO

2.1.2 marketplaces

2.1.2.1 Afternic

2.1.2.2 BuyDomains

2.1.2.3 Fabulous

2.1.2.4 SEDO

2.2 create niche promotional sites

2.2.1 links to your main site, not vice versa

2.2.2 attract different audience or traffic segments

2.2.3 alternate monetization potential?

2.3 buy trusted existing or competing sites

3. Web Directories



3. Web Directories



- Directories are organized sites that list other sites.
- Some directories are free, some are paid (cost is minimal).
- Look for ones that are popular, and have trust/authority in Google.
- NO FFA's or link farms!

3. Web Directories



3.1 niche

3.1.1 associations

3.1.1.1 professional associations

3.1.1.2 charity organizations

3.1.1.3 niche groups or sites (community links)

3.1.2 local or regional directories/sites

3.1.2.1 Craigslist.org

3.1.2.2 Google business listing

3.1.2.3 Yahoo business listing

3.1.2.4 BING business listing

3.1.2.5 MeetUp.com (social)

3.1.2.6 Ebay Classifieds (local)

3.1.2.7 Superpages.com

3.1.2.8 Local BBS & Forums (community links)

3.2 general

3.2.1 Yahoo! Directory

3.2.2 DMOZ.org

3.2.3 Business.com

3.2.4 JoeAnt

3.2.5 Best Of The Web

3.2.6 Gimpsy

3.3 directory resources

3.3.1 FastDirectorySubmitter

3.3.2 OneWayTextLinks

3.3.3 SEOBook on Directories

4. Article Directories



4. Article Directories



- Many good article websites provide content for the general public, consumers and for webmasters.
- Typically, you are allowed a back-link in the 'Bio' or 'Author' box.
- Articles should be SEO'd.
- Don't submit the exact same article to too many directories. Change the article and back-link anchor text every few submissions.

4. Article Directories



- 4.1 EzineArticles
- 4.2 AssociatedContent
- 4.3 Articlebase
- 4.4 ArticleDashboard
- 4.5 SearchWarp
- 4.6 GoArticles
- 4.7 Work.com
- 4.8 Buzzle
- 4.9 ArticleAlley
- 4.10 IdeaMarketers
- 4.11 ArticlesFactory
- 4.12 other article resources
 - 4.12.1 iSnare
 - 4.12.2 Get Articles Done
 - 4.12.3 eLance writers

5. Community Sites



5. Community Sites



- **The main idea here is: go where your audience is and PARTICIPATE.**
- **Some of these sites may also be referred to as "social sites".**

5.1 blog comments & contributions

- 5.1.1 Technorati.com
- 5.1.2 CommentKahuna

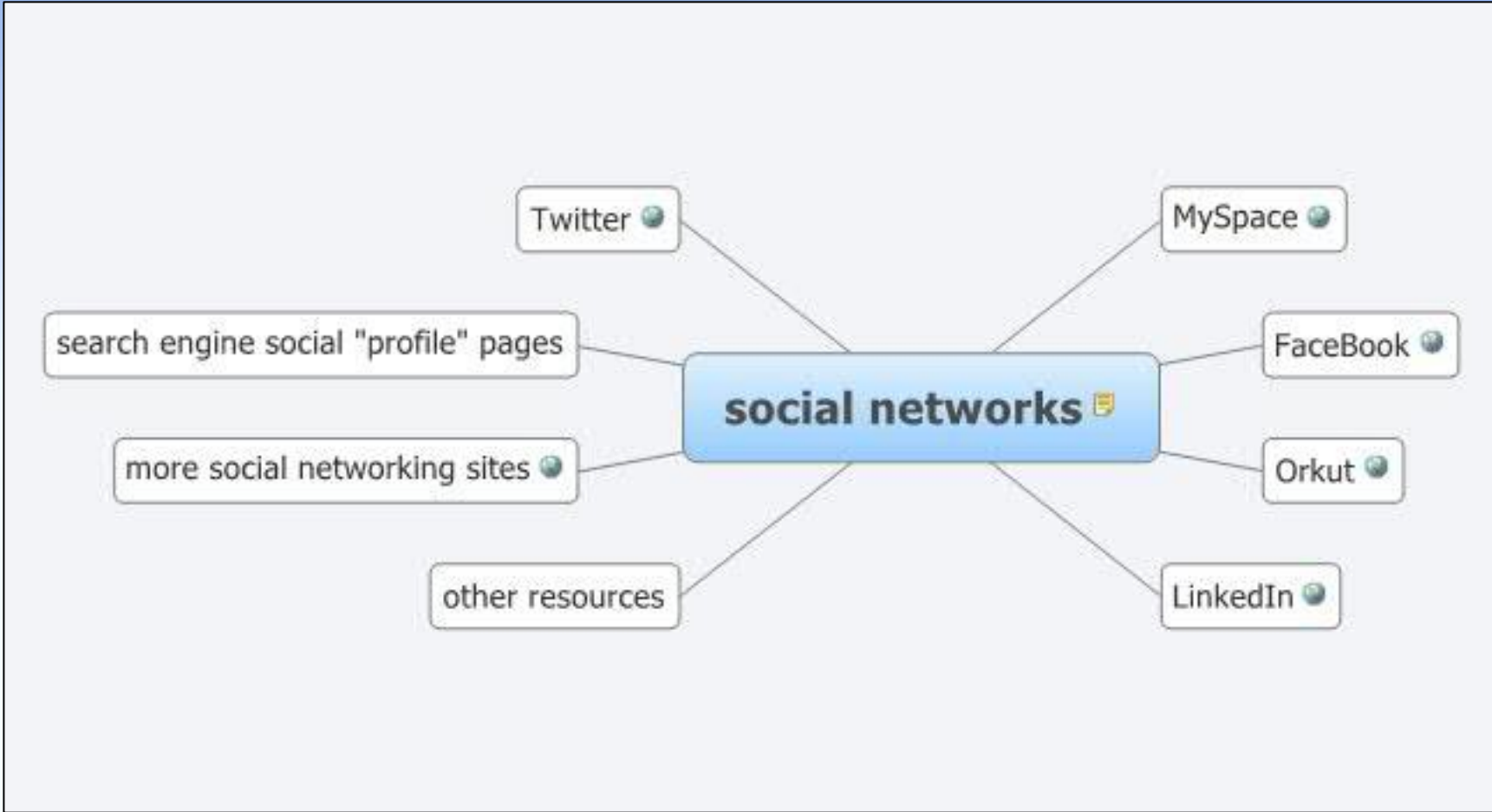
5.2 answer sites

- 5.2.1 ask and answer (be engaged)
- 5.2.2 Answers.com
- 5.2.3 eHow.com
- 5.2.4 YahooAnswers

5.3 BBS & niche forums

- 5.3.1 ask and answer (be engaged)
- 5.3.2 profiles/signature tag/profile link
- 5.3.3 TheForumFinder.org

6. Social Networks



6. Social Networks



- Social networking sites allow you and others to find and make real connections with people who share the same interests.
- These are some of the most popular Web 2.0 sites.

6.1 MySpace

6.2 FaceBook

6.3 Orkut

6.4 LinkedIn

6.5 Twitter

6.6 search engine social "profile" pages

6.6.1 Google Profile

6.6.2 Yahoo! Profile

6.6.3 MSN / BING Profile

6.6.4 AOL Profile

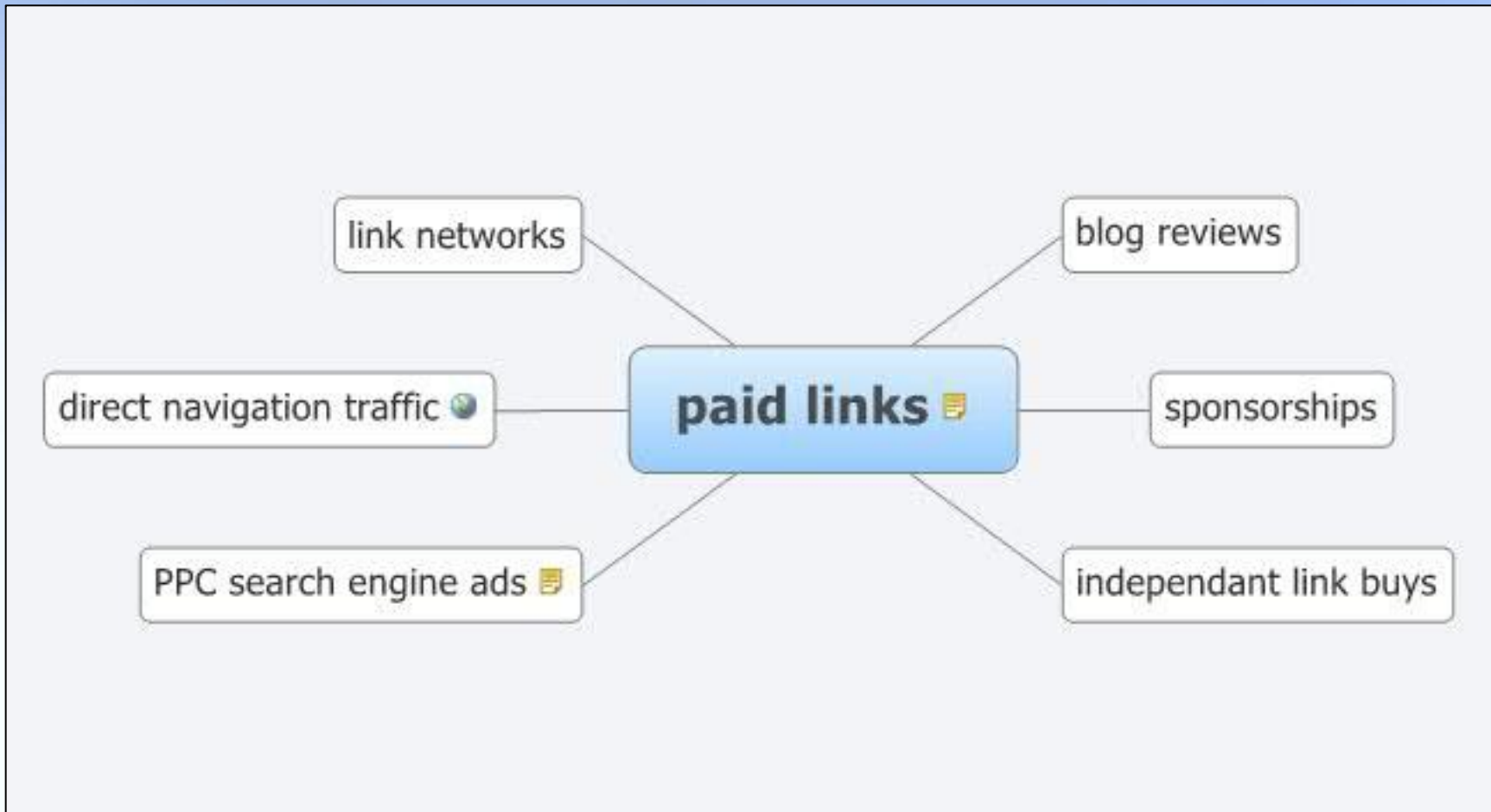
6.7 more social networking sites

6.8 other resources

6.8.1 KnowEm.com

6.8.2 Mashable.com

7. Paid Links



7. Paid Links



- Strictly speaking this is not SEO. Buying links to influence organic search engine rankings is frowned upon by Google. They only want you to buy links from them. ;-)
- However, buying some links from audience targeted sites from which you think you will actually get traffic, may help both your traffic and your SEO. Webmasters may be compensated for link placement on a monthly, annual, or one-time basis - and on occasion, on a cost per click basis.
- Link brokers can help make sure your link is placed on relevant, non-spammy sites.

7. Paid Links



7.1 blog reviews

7.1.1 ReviewMe

7.1.2 Blogsvetise

7.1.3 Pay Per Post

7.2 sponsorships

7.2.1 websites

7.2.2 newsletters

7.2.3 events

7.2.4 non profit organizations

7.3 independent link buys

7.3.1 CPM banner buys

7.3.2 newsletter sponsorship

7.3.3 contextual links

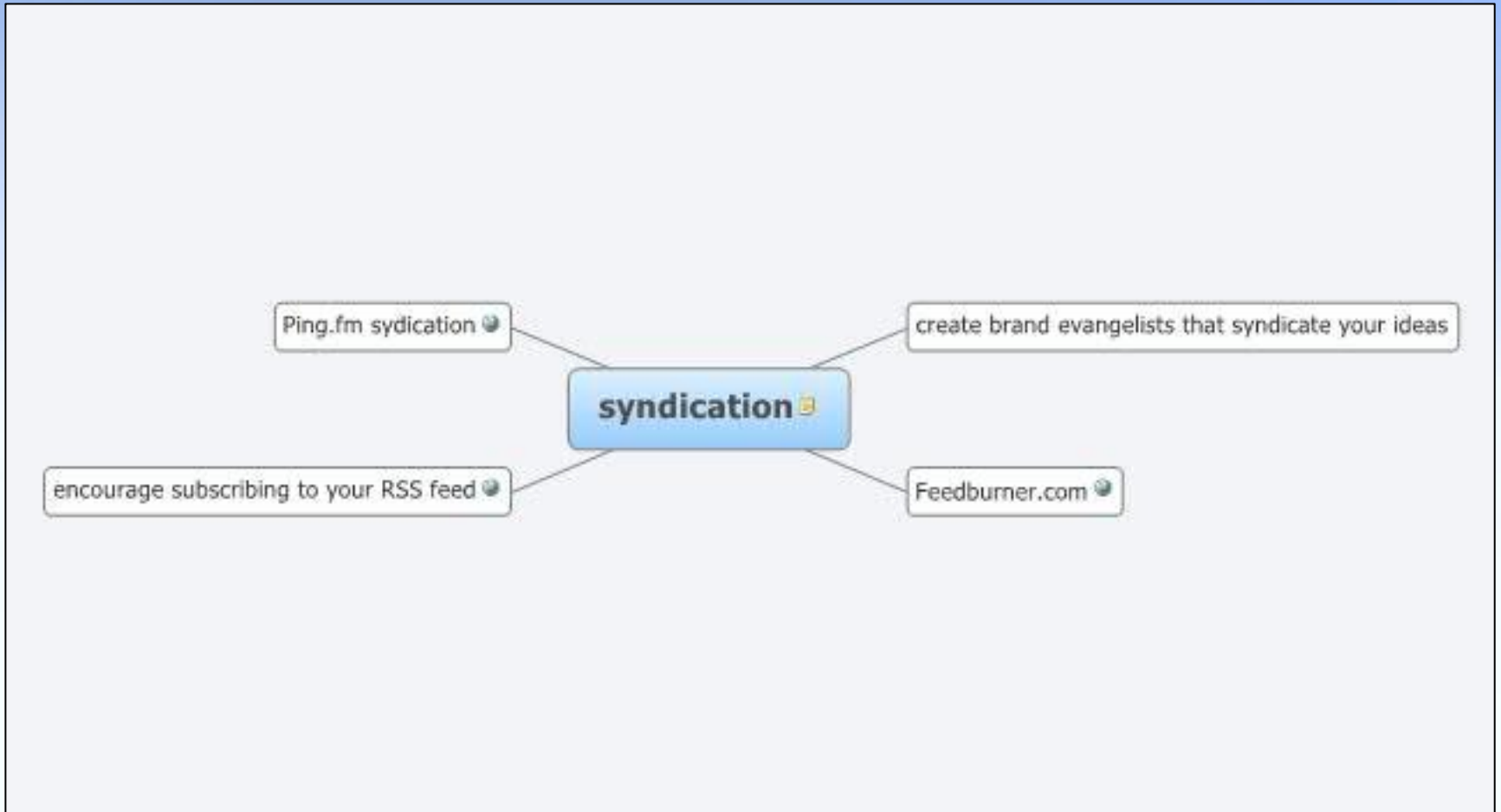
7.3.4 SuperPages.com / Yellowpages.com

7.4 link networks

7.4.1 Text Link Ads

7.4.2 Text Link Brokers

8. Syndication



8. Syndication



- **Syndication generally refers to the sharing of information across multiple sites via RSS feeds. Blogs typically have RSS built-in, but it can be added to many types of sites. Based on the content you are creating, and the demand for such content, syndication can help you to get your link out there.**
- **RSS aggregators allow you to "ping" them when your RSS feed has added something new. Do NOT over ping.**

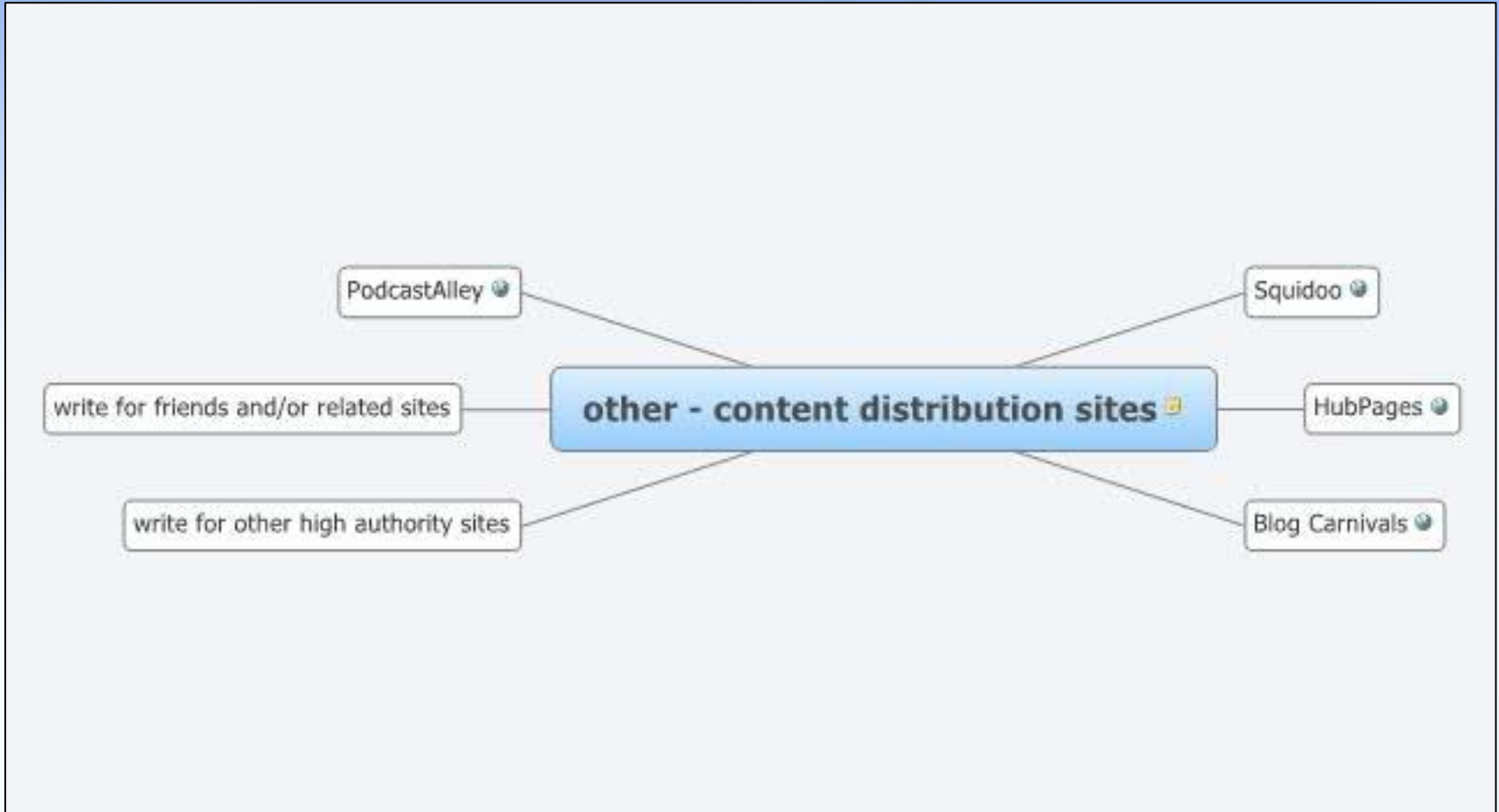
8.1 create brand evangelists that syndicate your ideas

8.2 Feedburner.com

8.3 Ping.fm syndication

8.4 encourage subscribing to your RSS feed

9. Other Content Distribution Sites



9. Other Content Distribution Sites



9.1 Squidoo

9.2 HubPages

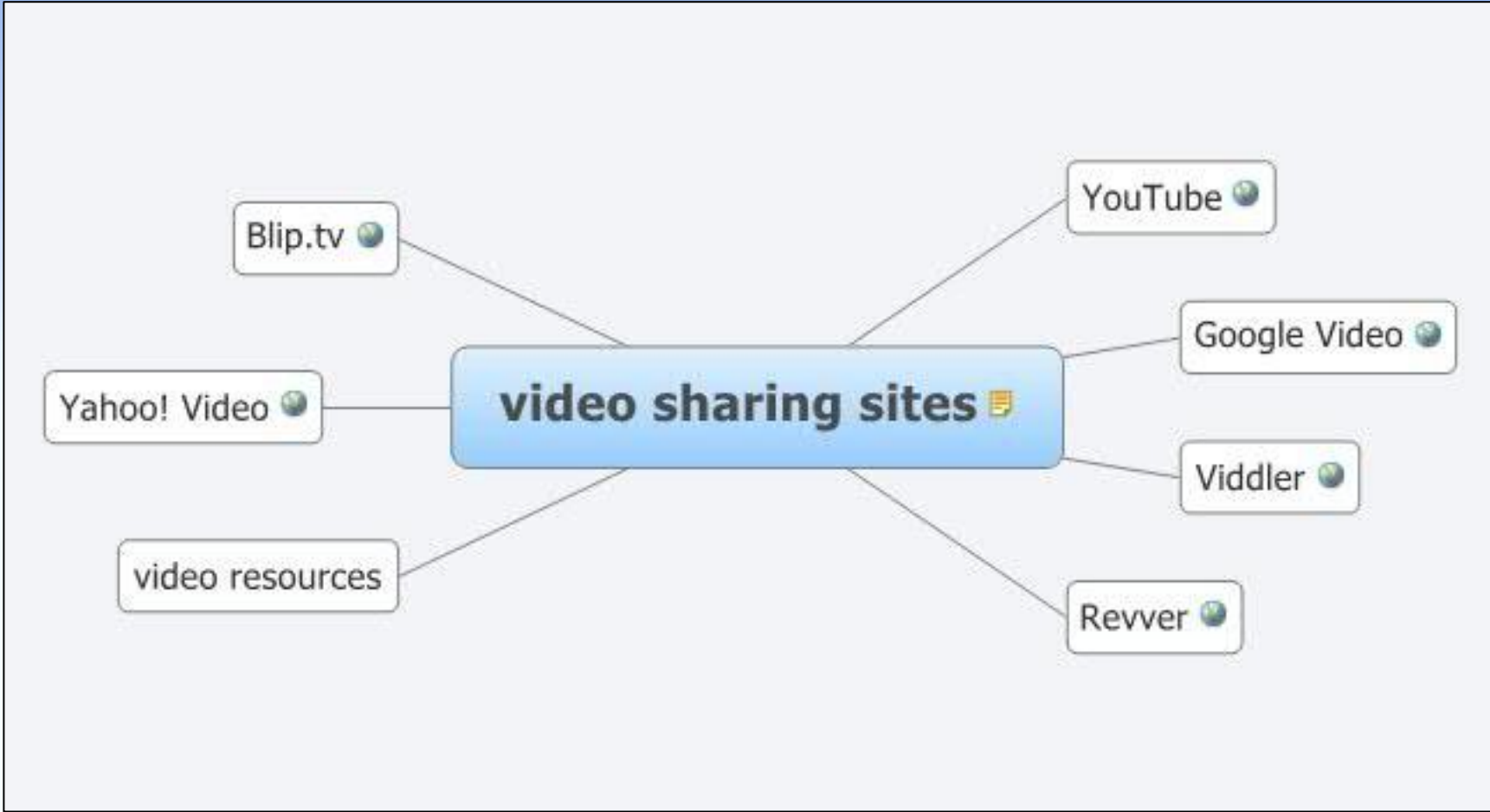
9.3 Blog Carnivals

9.4 PodcastAlley

9.5 write for friends and/or related sites

9.6 write for other high authority sites

10. Video Sharing Sites



10. Video Sharing Sites



- **Video sharing sites are also "social" sites and are also popular Web 2.0 sites.**
- **Typical video marketing process: create, upload, optimize, promote.**
- **Types of videos: Info/educational (How To), Sales (Marketing), Fun/Controversial.**
- **You cannot make a video viral - you can only make it good and users will decide if it is viral (they will pass it around/share it.)**

10. Video Sharing Sites



10.1 YouTube

10.2 Google Video

10.3 Viddler

10.4 Revver

10.5 Blip.tv

10.6 Yahoo! Video

10.7 video resources

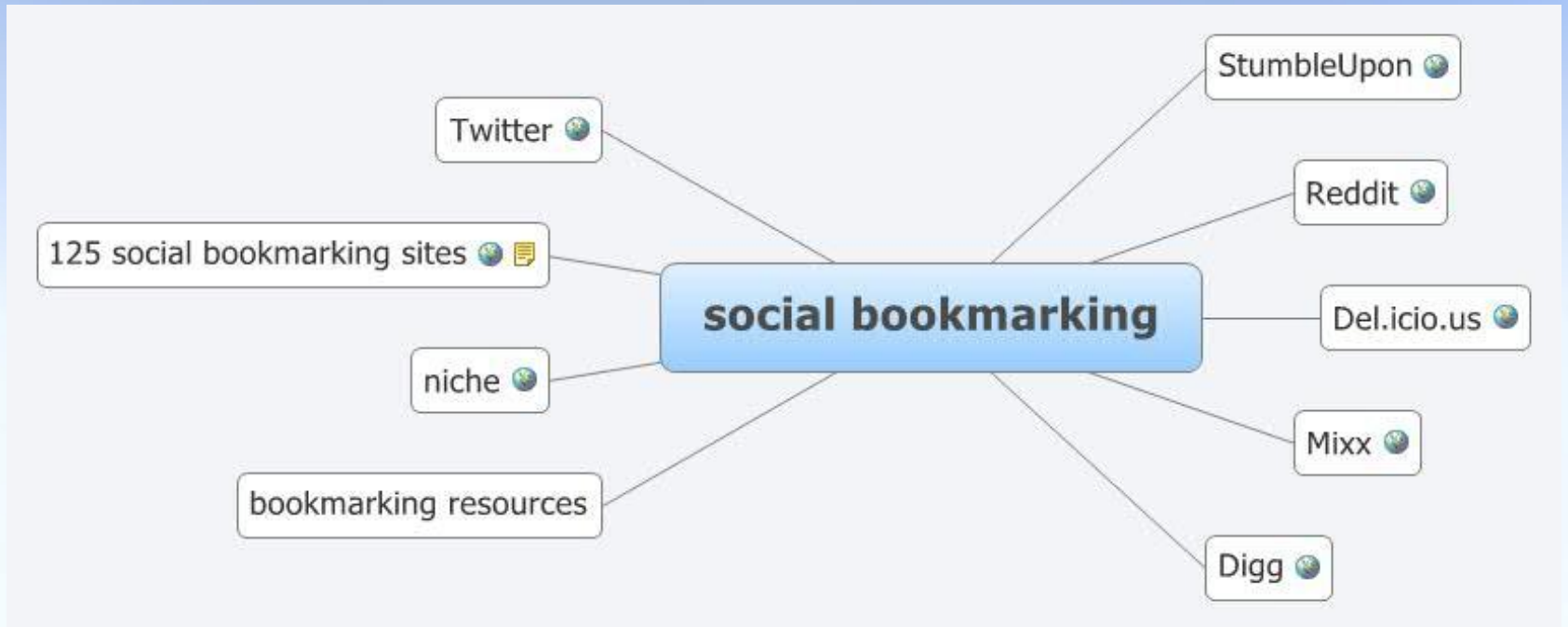
10.7.1 Article Video Robot

10.7.2 Camtasia – make screen recorded videos

10.7.3 Animoto

10.7.4 TubeMogul

11. Social Bookmarking



11. Social Bookmarking



Social bookmarking sites are Web 2.0 sites where people interested in the same kinds of websites can share their internet favorites.

- 11.1 encourage sharing and bookmarking on your site
 - 11.1.1 place on site
 - 11.1.2 mention in your emails (signature tag, PS, footer)
- 11.2 social bookmarking
 - 11.2.1 StumbleUpon.com
 - 11.2.2 Reddit.com
 - 11.2.3 Del.icio.us
 - 11.2.4 Mixx.com
 - 11.2.5 Digg.com
 - 11.2.6 bookmarking resources
 - 11.2.6.1 BookmarkingDemon
 - 11.2.6.2 BookmarkingWhiz
 - 11.2.7 more bookmarking sites
 - 11.2.7.1 (125) social media (not only bookmarking) sites
<http://www.prelovac.com/vladimir/top-list-of-social-media-sites>

online pr 📄

PRWeb.com 🌐

PRLog.org 🌐

12. Online PR



- Using the internet to distribute a press release has several benefits: Branding, Traffic, AND SEO back-links. Press Releases should be SEO'd and contain no more than 1 back-link per 150 words.
- An archive of Press Release may be a good addition to your site (Press Section.)
- Frequency recommendations -
 - Large companies: send 1-2 times month
 - Medium companies: send at least Quarterly
 - Small companies: send at least 2 times per year.

12.1 PRWeb.com

12.2 PRLog.org

Link Building Do

- Do try to target sites on which you are trying to get links from
- Do stay away from links from Gambling, Porn and “Spammy” sites.
- Do promote your links on high profile sites with high link popularity, especially if you are in a competitive market.
- Do try to get “one-way” back-links (non-reciprocal)
- Do check the status of your links and link visibility often – at least monthly.

Link Building Don'ts

- Don't Spam the web with links! Quality back-links are usually better than quantity!
- Don't grow your links too fast.. Its not healthy or natural.
- Don't exchange links (reciprocal)
- Don't buy link visibility without checking on it monthly. Links get dropped or can be cloaked.
- Don't get in too much of a hurry. Some links get picked up by Google faster and some slower.

Hire an Experienced Personal SEO Coach



Better Marketing...It's not Magic!

- Sloan Tech offers high level coaching/consulting/mentoring to help you, or your webmaster, get over the internet marketing learning curve.
- 15 years experience! Hourly and Project based rates available.

Questions about this presentation?

Schedule personal training or coaching with:

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Any questions?

