

Link building Strategies: The Complete List (2016+)

By Joshua Hardwick | The SEO Project

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"Best of..." Lists

Source: <http://theseoproject.org/best-of-lists/>

Most commonly, these are published at the end of the year (e.g. “best posts of 2016”, “sites to follow in 2016”, etc.).

Here's [an example](#):

Note: They are published at other times during the year too, just not as often.

If you have a great site, blog or individual blog post, these are great prospects for link building, as you can often get featured on such lists quite easily.

Here's how to do it:

- Find “best of” posts
- Reach out and promote your content

Here are a couple of Google search operators you can use to quickly find niche-specific "best of" posts:

And...

Make a note of any sites that create these types of posts, but double-check they're linking out to external sites before doing so (if not, they're not very good link prospects):

Now, if you were to reach out to the publisher of a post entitled “best fitness posts in 2013”, they probably wouldn't add your newly published blog post to that list.

That's because your newly published blog post clearly wasn't published in 2013 (so it wouldn't make sense to be on the list).

But, any sites publishing these kind of posts are likely to publish the same type of post at the end of each year (best posts of 2014, best posts of 2015, etc.).

Therefore, it pays to reach out and let them know about any great content you publish during the year, as they may very well feature you on their next “best of” post.

Here’s an outreach template:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I was just reading your list of the best [INSERT TOPIC] and wanted to quickly get in touch.

I've just put-together a post about [INSERT TOPIC] and thought you might like it. Here's the link: [INSERT LINK].

P.S. Might make a nice addition to your next "best of" list at the end of the year? :)

[YOUR NAME]"

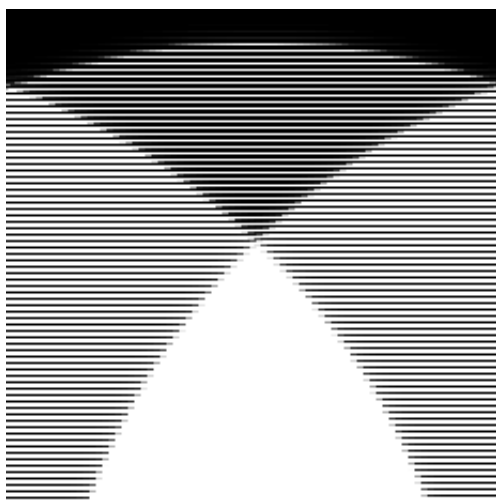
"Contributor" Badges

Source: <http://theseoproject.org/contributor-badges/>

Do you have regular contributors on your site? (paid or unpaid)

If so, you can utilise "contributor badges" to build a few extra links to your website.

Here's what a "contributor badge" might look like:



Here's the process:

- Create a "contributor" badge
- Reach out to your contributors (past and present)
- Ask them to place your "contributor" badge on their website/blog

Important: Your badge **MUST** link back to your website – you can either link directly to your homepage, or customise the badge code for each contributor so it links back to their "author profile" page on your website.

Start by rounding up any contributors on your blog (both current and past) - this is easily done by searching through your blog for various contributor names.

Here's an example of a few contributors on MeltedStories.com:

When you have a list of names, it's then a case of sifting through your email inbox to find their email address.

If you're using Gmail, this can be done relatively easy using this search operator:

Finally, it's then a case of reaching out to each contributor and asking them if they'd consider placing a "contributor" badge on their site.

Here's an outreach template you can use:

“Hey [NAME],

It's [YOUR NAME], [POSITION] at [WEBSITE] - you wrote for our site a while back.

We've just had a "contributors" badge designed, and we were wondering if you might like to place it on your website?

Here's the badge: [INSERT LINK TO THE BADGE]

There's an embed code located underneath, so adding it to your site is as easy as copy/pasting the HTML.

Any problems, just give me a shout.

[YOUR NAME]"

Note: Matthew Barby quite rightly points out that bloggers in certain industries are likely to be more receptive to this tactic than others (e.g. travel bloggers). For paid contributors – or those looking to guest post on your website – you may want to consider making badge placement a mandatory condition.

"Expired Domaining"

Source: <http://theseoproject.org/expired-domaining/>

According to the latest figures, there are now [more than one billion websites](#) on the World Wide Web:

With numbers like this, it probably comes as no surprise that thousands – if not millions – of websites are accidentally left to expire (or simply abandoned) every day.

If a someone let's a highly linked-to domain expire in your niche, you can build a few links by purchasing the domain, recreating the content that was previously on the site, and linking back to your site from said content.

Here's the process:

- Find expired domains (relevant to your current site)
- Buy them
- Recreate content previously on the site
- Link to your main site from your recreated content

Finding expired domains is the most difficult (and time-consuming) part of the process, as there are so many ways to do it (here's a great tutorial, if you're interested).

But, for the purpose of this post, we'll use [ExpiredDomains.net](#):

[ExpiredDomains.net](#) provides a searchable database of expired domains, those "pending delete", and those you can backorder:

Start by entering a broad keyword related to your niche into the search box, like this:

Next, order the domains by number of backlinks by clicking the "BL" column header:

Copy a bunch of these domains and paste them into [Ahrefs Batch Analysis tool](#):

Check out the backlink profiles of each domain and if one looks promising, copy the URL into [The Wayback Machine](#).

This will show you how the website used to look and also, the content that used to be on the site:

If it looks as though the site was high-quality and had content related to the overall theme of your “money site”, purchase the domain.

Next, install Wordpress and rewrite the most linked-to piece of content on the site – make sure to link back to your site from within the content itself.

Note: You can also do this with expired Blogspot blogs – find expired ones, recreate the content, then add your link.

404 Link Reclamation

Source: <http://theseoproject.org/404-link-reclamation/>

Backlinks to your site sometimes break.

For example, [this page](#) links out to a post entitled "Broken link building with Raven's Link Manager and local directories" :

It looks like a normal, functioning link, right?

But, when you click it, it takes you to [this](#) page:

It's known as a "[404](#)" page - it gets returned by the web browser when something goes wrong.

These pages can get returned for any number of reasons, but here are some of the most common:

- The page/post was moved to a different location
- The page/post was deleted
- The site changed domains
- The webmaster linked out to an incorrectly formatted link by mistake (e.g. they might link to googe.com instead of google.com).

Whatever the reason, if this is happening when people click links to your site, you're losing link juice.

Here's how to fix it:

- Find pages/posts on your site currently getting 404 errors
- Redirect those pages to the intended location (or homepage)

[Google Webmaster Tools](#) is the best place to start when looking for 404 errors.

Go to your [Google Webmaster Tools Search Console](#), then select the site you're

working on:

Select "Crawl errors" from the left-hand menu bar:

Scroll down and you'll see a list of your 'top 1,000 pages with errors':

Most of the pages on this list will be 404 errors.

Click on an error to check the details:

It's clear that in this case, it's a 404.

It's also clear that with this particular error, the reason for the 404 is due to someone linking incorrectly to the page (notice the misspelling of "strategies" in the URL):

Here's the simple fix:

Go to your Wordpress dashboard (or whichever CMS you're using) and redirect those pages to the intended source.

You can use the "[Simple 301 redirects](#)" plugin to do this in seconds...

Install the plugin, then enter the URL you want to redirect and the intended destination like this:

Click "Save changes" and it's done.

Now, whenever someone clicks the broken link to your site, they won't see a 404 error page - instead, your site will automatically redirect them to the right location in milliseconds.

Note: Another alternative is to go to Ahrefs, download all backlinks pointing to your website, run all the URLs through a broken link checker (e.g. Screaming Frog), then fix any pages returning 404s – this may involve contacting the webmaster if he/she has linked to your website incorrectly.

Acquire Content

Source: <http://theseoproject.org/acquire-content/>

Many people start a blog, create some insanely great content, then slowly lose interest in the whole thing.

When this happens, the once great content they originally produced grows old and stale (due to a lack of update by the blogger).

However, due to the fact it was such a great piece of content originally, it will probably still have a tonne of backlinks pointing to it.

Because these bloggers no longer update the content, it's likely that they no longer care too much about their site(s) either.

You can often buy this content from them at a bargain price, and claim all the already-existing backlinks for yourself.

Here's how to do it:

- Find highly linked-to content that is no longer updated
- Contact the blogger about purchasing the content
- Implement a 301 redirect to your website (to point the backlinks at your own site)

Here's how to find highly linked-to content in your industry that is most likely no longer updated:

First, go to Google and type in a broad industry-specific keyword (e.g. "SEO" or "link building" if you had a website in the SEO niche):

Next, you need to filter the search results to only show only content published 12+ months ago.

To do this, click "Search tools"...

“Any time”...

“Custom range” (from the drop-down)....

Then enter the period for which you wish to show content from...

Note: I usually choose a range of around 7 years, with the latter date being a year ago.

Copy and paste the first 10 results into [Ahrefs Batch Analysis tool](#)...

...then look for pages with a high number of referring domains (i.e. links).

For example, I spotted [this page](#) about "image link building" that had 28 referring domains:

If you spot any URLs with a high number of backlinks like this, visit them and check them out.

You're looking for content that is topically-related to your site (i.e. if you have an SEO blog, you'll want an SEO-focussed blog post - a post about cooking doesn't fit the bill).

Here's the page I found:

It's about link building, so it definitely fits the bill!

Next, you'll need to check if the blog is still being updated.

If it isn't, it probably means that the blogger has lost interest in blogging and would be more than happy to sell their content...

The easiest way to do this is by visiting the homepage (or blog homepage) and looking at the date of the last post.

When I checked out the example above, I noticed that the last post was in May 2014 (over 2 years ago):

Perfect!

If you find a piece of content like this, find the bloggers contact information and reach out to them using this template:

“Hey [NAME],

I’m [YOUR NAME], [POSITION] at [WEBSITE].

Are you still updating [INSERT WEBSITE NAME]?

If not, I'd be seriously interested in purchasing a piece of content from your site (the post about [INSERT POST TOPIC]).

Would you consider selling that piece of content?

If so, give me a shout, and we can talk prices.

[YOUR NAME]"

If he/she is happy to sell, purchase the content and then implement a 301 redirect to your site (**note:** it’s usually best to redirect the old content to a similar – yet better – piece of content on your site, rather than homepage).

Alumni Directories

Source: <http://theseoproject.org/alumni-directories/>

Many universities/colleges not only have dedicated alumni news sections, but also alumni directories hosted on their websites.

Here's [an example](#) of one:

These directories typically give information about universities graduates (i.e. alumni), with each graduate having his/her own profile.

Graduates are able to set up and fill out their profiles on their own, and they can often include links to associated websites and resources.

Here's how to do it:

- Find out which universities your employees attended
- See if the website(s) has an “alumni directory”
- Have your employee(s) create and fill out a profile (linking to your site)

Finding out which universities should be relatively straightforward, here's how:

- 1-10 employees: Ask them (in person)
- 10+ employees: Ask them (via a company email)

Note: This strategy will typically work best with your top employees, so if you're running a company with hundreds and thousands of employees, it might be best to execute this tactic with only your top 1-10% of employees.

If any of your employees did attend a university, start hunting for an alumni directory on their university website.

Here's a couple of Google search operators you can use:

And:

If you find one, check to see if any of the alumni profiles contain external links (you'll need to do this manually).

If they do, kindly ask your employee(s) to fill out a profile on the website and link to your company website in the process.

Alumni News/Spotlight

Source: <http://theseoproject.org/alumni-newsspotlight/>

Most universities/colleges have a section of their website(s) dedicated to their alumni.

This often includes an “alumni news” or “alumni spotlight” section, like [this one from UC Davis](#):

These sections usually include graduate “success stories”...

...which – as you might have guessed – often link out to any associated websites:

If you have any employees who are graduates (or happen to be working with a client who employee’s recent graduates), you can take advantage of these pages for link building purposes.

Here’s how to do it:

- Find out which universities your employees attended
- Check the university websites for an “alumni news” section
- Submit a “success story” or “news”

Finding out which universities should be relatively straightforward, here’s how:

- 1-10 employees: Ask them (in person)
- 10+ employees: Ask them (via a company email)

Note: This strategy will typically work best with your top employees, so if you’re running a company with hundreds and thousands of employees, it’s best to execute this tactic with only your top 1-10% of employees.

If any of your employees did attend a university, start hunting for “alumni news” or “alumni spotlight” sections for that university.

Here's a couple of Google search operators you can use:

And:

If you find that the specified university does have one of these pages, have a click around and check to see if any of the news/spotlight posts are actually linking out to external/associated websites.

If not, they're no use.

But, if they do, find the contact details for the person responsible for the alumni section, then reach out to them with this email template:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I'm a [YEAR] graduate, and I was wondering if it might be possible to submit a news story for inclusion in your alumni news section?

Let me know,

[YOUR NAME]"

Ask Customers/Clients

Source: <http://theseoproject.org/ask-customersclients/>

Believe it or not, customers and clients are often a great source of links.

Not only are they already familiar with your brand, but also (hopefully) like whatever it is that you sell.

With so many people having their own blogs these days, a good chunk of your customers/clients probably have the power to link to your website.

They just need an incentive to do-so.

Here's how to do it:

- Find any customers/clients with their own blogs
- Give them an incentive to link to you

Finding clients with their own blogs is most likely easier than finding customers (unless you're in the B2B retail space), as nearly all companies have their own blogs these days.

Use these Google search operators to check if your customers/clients have their own blogs:

And:

If any of your clients do have their own blogs, there are a few incentives you can use to obtain a link:

- **Ask:** If you have a good enough relationship (and it makes sense for them to link to you), simply asking your client to link to you from their website may be enough. You'll need great rapport with your client(s) to pull this one off, though.
- **Offer free/discounted work:** Many clients may be willing to trade a link on

their website for some free/discounted work. Get in touch with them and make an offer (e.g. "I'd be more than happy to give you a 20% discount on your next order if you would consider linking to us on [INSERT PAGE]")

- **Affiliate Link:** Most clients will probably be open to linking to you if they believe it will make them money. If you have an affiliate scheme set up, let your client(s) know that they can make money by "recommending" people to you.

Explain that the easiest way to do this would likely be to link to you from their website (perhaps on a "recommended suppliers" page)

For customers, things can be more difficult, but you can sometimes figure out which customers have blogs by using an "are you a blogger?" "feeler" email.

Here's a template:

"Hey [NAME],

It's [YOUR NAME], [POSITION] at [WEBSITE].

I was just on your site and noticed you have a company blog.

I know we've been working together for a while now, and I was wondering if you'd consider adding a link to us on your blog?

I'd be more than happy to give you a 20% discount on your next order if you would consider linking to us on [INSERT PAGE]

Let me know.

Thanks,

[YOUR NAME]"

Note: Even if some of your customers happen to be bloggers, they may still choose to ignore your email. Therefore, it's important to make it clear to customers that

there will be “something in it for them” should they reply.

Here’s how to get customers to link to you:

- **Ask:** Much like with clients, you may be able to obtain a link from a customer’s blog simply by asking. Again, you’ll need good rapport with that customer to do this.
- **Offer a free/discounted product/service:** Consider giving your customer(s) something for free in exchange for a link. Asking for a review in return is the easiest method.
- **Affiliate link:** Customers (like clients) who run blogs will most likely be open to placing an affiliate link on their website, as this will make them money and – considering the fact that they’ve already bought from you in the past – they know you’re worthy of a recommendation.

It’s important not to be too “pushy” with customers and clients. It’s not worth losing their business for the sake of a simple backlink, so don’t keep hassling them if they don’t respond (or are simply not open to the idea of linking).

Awards Badges

Source: <http://theseoproject.org/awards-badges/>

Bloggers love to win awards...

If you run a relatively well-known website/blog (or happen to be a relatively authoritative figure) within your industry, you can use this to your advantage.

How?

By creating your own blog awards post.

Here's how to do it:

- Create a “blog awards” post listing the top X blogs (or people) in your industry and publish it on your site
- Design a “featured/winner” badge
- Send your badge to those mentioned in your post for them to place on their site

To create your post, you need to first round up a handful of great bloggers in your industry.

If you're familiar with your industry (which you should be), you'll probably know a few great bloggers already.

If not, you can find existing lists of great industry bloggers using these Google search operators:

And...

Make a list of the bloggers you see popping up time and time again - it's best to aim for a list of at least 10-15 different names.

Next, create a blog post featuring the bloggers you found, titled something along the

lines of "Blog Awards: X Bloggers to Follow in INDUSTRY Right Now".

Here's [an example](#):

Next, you need to get an "awards" badge created - a little like this one:

If you don't have the skills to create this yourself (or simply can't be bothered), you can get one created on [Fiverr](#) for just \$5...

Finally, you need to reach out to the bloggers mentioned on your list and let them know about the "award" they've won.

Make sure to send along the badge too, and kindly suggest that they might like to add it to their site.

Here's an outreach template:

“Hey [NAME],

I’m [YOUR NAME], [POSITION] at [WEBSITE].

We've just published a list of the best bloggers in [INDUSTRY] and you made the list!

Here's the post if you want to check it out: [INSERT LINK TO THE POST]

Thanks for writing such great content - it doesn't go unnoticed!

[YOUR NAME]

PS. We also designed a cool "winner" badge that you might like to add to your site? Here's the link: [INSERT LINK TO THE BADGE]"

Important: Make sure that your badge links back to your “awards” page.

If you find you're struggling to convince bloggers to embed your badge, it may be worth paying one of the top – most well-known – bloggers from your blog awards

post to embed the badge on their site.

You can then use that fact as leverage when reaching out to the other bloggers from your post, as they'll likely be more inclined to embed the badge if a top blogger has already done-so.

Disclaimer: This “trick” is technically against Google’s TOS, so use it at your own risk.

Be Controversial

Source: <http://theseoproject.org/be-controversial/>

“Controversy sells”.

Those are the words of Matt Cutts, former Head of Webspam at Google.

Here he is:

It's 100% true, and you can use this fact to your advantage.

Creating controversial content will almost always result in a lot of attention, which more often than not, means links.

However, being controversial isn't always about saying something something people won't like, it's more about taking a certain stance regarding a particular subject, and making a point about it.

Here's how to create – and build links with – your own “controversial” content:

- Find a commonly held viewpoint you disagree with
- List your reasons for disagreeing in a blog post
- Share it with the community

Perhaps the most difficult task part of this process is finding a commonly held viewpoint that you disagree with, although if you've been in an industry long enough, there's sure to be at least one thing that really gets you going.

Once you know your topic, put together a “rant-style” blog post expressing your feelings.

Finally, reach out and share your “controversial” article with influencers in your community; this should spark a lively discussion.

Here's an outreach template to get started:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I was just reading one of your posts and noticed you {LINKED TO | SHARED | COMMENTED ON} this post by [INFLUENCER NAME]: [INSERT LINK HERE]

I've actually just written a somewhat controversial post with an alternate viewpoint on this issue, thought you might be interested in taking a look?

Here's the link: [INSERT LINK]

I'd love to hear your thoughts.

[YOUR NAME]"

Be the "Grammar Police"

Source: <http://theseoproject.org/be-the-grammar-police/>

Bloggers often make ~~miztakes~~ mistakes.

Sometimes it's an incorrectly formatted link (i.e. broken link) or an out-of-date quote, but perhaps most commonly, it's a spelling/grammatical error.

It's a mistake that even some of the biggest sites make:

Even with a thorough proofread, these spelling/grammatical errors can be difficult to spot.

That's why so many bloggers end up publishing blog posts with these errors still present.

If you can help a blogger out by finding and fixing these errors, they're often happy to give you a nice, juicy link in the process.

Here's the method:

- Find blogs/posts you want a link from
- Search for grammatical/spelling errors
- Inform the webmaster
- Pitch your link

To find blogs that you want a link from, you can use Google keyword operators such as:

Or:

Next, find a page that you'd like a link from (e.g. a resource page)

Install the [Firefox spell checker add-on](#):

Use it to check for spelling errors on the page.

Keep checking posts on the site until you find a post with an error, then reach out to the blogger and let them know about the issue, while also pitching your link in the process.

Here's a template:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I was just reading your post on [TOPIC] and noticed a small spelling error on the page.

Here's a screenshot: [INSERT LINK TO SCREENSHOT OF MISTAKE]

Just thought I'd give you a heads-up :)

PS. I recently published this post about [RELATED TOPIC] - might make a nice addition to the page?

Best,

[YOUR NAME]

Be the First to Review Something

Source: <http://theseoproject.org/be-the-first-to-review-something/>

Being the first to review a popular product/service can land you a tonne of links.

OK, so I think I probably know what you're thinking: "...but this is infamous tech blogger Walt Mossberg, reviewing perhaps *the* most eagerly-awaited tech product of all-time, a whole three days before any other blogger was able to get their hands on it; of course he got a tonne of links!".

I agree; all of that clearly have him a huge advantage (understatement of the century), but it *does* still work for other products.

Here's how to successfully land links by being the first to review something:

1. Find a product worthy of reviewing (more on this below)
2. Write and publish your review
3. Tell the right people about it

Finding a product/service to review is the most difficult part, as it needs to be something for which no-one else has published a comprehensive review.

9 times out of 10, this means it needs to be a relatively new product.

You can find new products in your industry using this Google search operator:

You should then restrict your results to the last 1-3 months; here's how:

Select "Search tools":

"Any time", then "Custom range":

Here, enter a date range for the last 1-6 (although preferably 1-3) months:

Sift through the results and look for industry-specific product releases that might be

worth reviewing.

It's then time to write your review, so you'll need to either purchase the product or reach out to the manufacturer and request a "review copy" (I'd suggest the latter).

Here's a template you can use:

“Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I was just looking at your newly-released product ([INSERT PRODUCT NAME]) and I was wondering if it might be possible to obtain a review copy?

I'd be more than happy to publish a comprehensive review on my blog ([INSERT URL HERE]).

Would you be interested?

Let me know.

[YOUR NAME]”

It's then time to write your review – very few guidelines here (as every industry will be different), but make it as comprehensive as possible.

Publish.

Next, you need to reach out to those who might be interested in reading – and hopefully linking to – your review; here are a few suggestions of who to contact:

- Industry bloggers
- Anyone who has linked-to a similar/competing product
- Anyone who has reviewed a similar product
- Manufacturer of the product

Here's a rough template you can use:

“Hey [NAME],

I’m [YOUR NAME], [POSITION] at [WEBSITE].

I’ve just put-together a review of [INSERT PRODUCT NAME]. I noticed you reviewed a similar product a while back, so thought you might be interested in taking a look?

Here’s the link: [INSERT LINK TO REVIEW]

I’d love to hear your thoughts.

[YOUR NAME]”

If you receive a positive response, keep the conversation going, build a rapport and see if you can get a link out of it.

Become a Columnist

Source: <http://theseoproject.org/become-a-columnist/>

Guest posting involves writing for a site, getting a link, then swiftly moving on to the next site.

It continues like this indefinitely.

Eventually though, you'll run out of sites (well, you probably won't run out of *actual* sites, but you'll definitely run out of worthwhile ones).

The solution is simple: stop writing for every site under the sun and instead, find a handful of the best sites in your industry, such as Moz.com (in the SEO niche):

Or SearchEngineLand.com:

...then focus on regularly contributing on those sites (i.e. become a regular columnist).

Not only will this help you to establish yourself (and your brand) as an authority in your niche, but you'll get a backlink every time you write for the site.

Note: You may even gain more backlinks naturally if the site has a syndication network in place.

Here's how to do it:

- Find guest post opportunities
- Extract only the best sites
- Write for them (multiple times)

The process starts in the same way as regular guest posting – by finding as many guest post opportunities as possible.

Here's a Google search operator for finding such sites:

And another:

Now, here's where it differs from regular guest posting:

Instead of reaching out to most – if not all – of the sites you find, you're only going to reach out to the very best.

Note: Obviously, finding the “best” sites is a subjective process, but you can use various SEO metrics (e.g. domain authority, TrustFlow, etc.) to give a good indication of which are the best from an SEO point-of-view.

You'll probably only have time to become a regular columnist for a handful of sites (no more than 2-3), so make your choice(s) wisely.

Next, reach out to the sites and express your interest in writing a guest contribution, with the intention of becoming a regular contributor/columnist if your initial piece goes well.

Here's an outreach template:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I was just reading a few of your posts and noticed you accept guest contributions - are you still accepting writers?

I've had a couple of ideas for posts that I think would be perfect for your site, so give me a shout and I'll send them through.

Thanks,

[YOUR NAME]

PS. I'd also be extremely interested in becoming a regular columnist (if things go well), as I think I could write some great posts on a pretty regular basis for your audience."

Become an “Influencer”

Source: <http://theseoproject.org/become-an-influencer/>

Most link building strategies (including most on my complete list) involve reaching out to – and building relationships with – influencers, with the hope of getting them to link to you either now, or at some point in the future.

That's why you see so many posts like [this](#):

But, while most people are working hard to impress influencers with the hope of getting a link, influencers themselves get links all the time with very little effort on their part; this is simply due to their status.

Everyone wants to help an influencer out.

If Rand Fishkin contacted me and asked me to share a new blog post he'd written, I'd happily do it, *because he's Rand Fishkin*. If Richard Branson had a new book to promote, he'd be able to get featured on large news websites without much effort whatsoever, *because he's Richard Branson*.

If you can build up a certain level of influence for yourself (or your company), you'll find that links are much easier to land.

Here's the process:

- Build up your influence level
- Reap the rewards!

Now, I say “build up your influence level” as if it's nothing, but the truth is, it takes a huge amount of work.

It's important to remember that these people weren't magically “influencers”; they worked hard and “hustled” (yeah, I hate that word too) in the early days and are now reaping the rewards of their hard work.

Here are a few ways to build up your influence level:

- **Guest posting** (I'm talking high-quality, valuable content here; not just a bog-standard post for the sake of a bio link)
- **Being a Columnist** (bonus points if you can become a columnist for a super high-profile website in your industry)
- **Writing a Book**

Basically, it's all about creating something valuable, helping people, and putting original ideas into the world; only then will you have any influence whatsoever.

You'll know when you're doing it right, because you'll start landing links (and encountering other various opportunities) without any additional effort on your part.

Better Business Bureau

Source: <http://theseoproject.org/better-business-bureau/>

Much like with your local Chamber of Commerce, your local Better Business Bureau (BBB) will have a members directory.

Here's a (super ugly) example of what a business listing looks like (taken from Florida, MA):

Simply by becoming a member, you can claim your listing (with a link) on the website.

Note: Better Business Bureau (BBB) membership can be costly (i.e. \$100+), so if you're only joining for the sake of a single link, it may not be worth it.

Here's the process:

- Find your local Better Business Bureau
- Join

To find your local Bureau, go to the Better Business Bureau website (www.bbb.org) and search for your location:

Next, click the "Become an Accredited Business" link from the "For Businesses" tab on the menu:

Fill in the form and they should get back to you with pricing information etc.

If you feel the benefits of joining are worth the price, go for it.

Note: Sometimes when you're added to the directory, your link may appear as plain text rather than a live link. Keep an eye on this when you first join and if you notice that the link isn't live, contact the person responsible and request that they fix the problem.

Blog Carnivals

Source: <http://theseoproject.org/blog-carnivals/>

Blog carnivals are online events where multiple bloggers come together to write about the same theme or topic.

They have a host (usually an influential blogger in the niche) who decides upon a topic for the blog carnival - other bloggers then put together their own posts based on that topic within a specific period of time.

Then, the host links to all of the posts from a sort of “master” blog post (providing that they meet any guidelines issued by the carnival host).

Here's [an example from MummyK](#):

If you look down the post, you'll see that she links out to posts written by blog carnival participants:

Here's how to do it:

- Find industry-specific blog carnivals
- Write your submission
- Get your link

Blog carnival opportunities can be found with a couple of simple Google searches, such as:

Make sure to refine your search results to the past year (or month) to find only the opportunities that still exist:

It's super-important to do this, as it's unlikely that a blog carnival from 2012 will still be regularly updated by the host (which means you're unlikely to get a link).

Note: If you're unsure if a blog carnival is still being updated, reach out to the host and ask.

Here's an email script:

"Hey [NAME],

Are you still running the [INSERT TOPIC] blog carnival?

If so, I'd love to submit a post.

Let me know,

Thanks,

[NAME]"

Look at the guidelines for the blog carnival, then write your post.

Submit your post to the host and get your link. Simple.

Blog Commenting

Source: <http://theseoproject.org/blog-commenting/>

Blog commenting is a link building tactic that has been around for the best part of a decade (probably longer).

It's not as effective as it used to be, as most blog comments these days have a “nofollow” tag applied to them:

"Nofollowed" links won't help your site to rank directly – but they still have the power to bring referral traffic.

They also work well for diversifying your link portfolio.

Note: There are still “dofollow” opportunities out there, but they're few and far between.

Here's how to do it:

- Find popular blog posts in your niche
- Check if the post allows comments (with links)
- Post a thoughtful, useful comment on the post

Start by finding niche-related blogs that allow comments using these search operators:

And...

It's best to leave comments on popular posts, as these will likely send the most referral traffic back to your website.

You can find the most popular posts by looking at the number of comments – the higher the number, the better.

When you find a blog post that looks promising, leave a thoughtful response via the

commenting system:

Here are some guidelines for blog commenting:

- **Name** – always use your real name. Never use the keyword you’re trying to rank for (e.g. “car loans”) as the name as it’ll almost always get caught by the spam catcher and your comment will end up in the trash
- **Email** – use your real email, not a fake one
- **Website** – either use your homepage or leave this blank (include your link in the body of your actual comment, instead)
- **Comment** – this is the most important part: make sure it’s well thought-out and adds value to the post. The more thought you put into this, the more referral traffic you’re likely to get

IMPORTANT: Never automate blog comments using comment posting software (e.g. Scrapebox). It just looks spammy and 99% of your comments will never get approved, which means no link whatsoever.

Blogger Reviews

Source: <http://theseoproject.org/blogger-reviews/>

Bloggers love free stuff...

But, "free stuff" doesn't have to be limited to stunningly well-wrapped gifts from Larry Kim...

In fact, if you sell anything of value (e.g. software, e-course, services, SaaS app, etc.), you can give it away to bloggers in return for a ~~link~~ totally non-biased review on their site, like [this one](#):

Here's how to do it:

- Find bloggers that who are likely to be interested in what you're selling
- Offer to send them your product (or whatever you sell) for free
- Ask that they review your product on their blog in return

First, go to Google and type in this search operator:

So, for example, if you sell an e-course on "social media marketing", type in something like:

Or...

Next, scrape the first 100 results using [Simple SERP Scrapper](#).

This should leave you with a spreadsheet that looks something like this:

Next, you need to manually filter out any sites that don't fit the bill, such as:

- Major news sites (e.g. Huffington Post, Forbes, etc.)
- Super-authoritative sites (e.g. Moz.com)

- Company websites (possibly with competing products/services)

Make sure to leave only the bloggers in your list.

Note: If you feel you don't have enough bloggers left in your list, you can simply Google more keywords and add the results to your list.

Next, find the name of the person responsible for each blog post on your list.

This can usually be found on the post itself:

Finally, reach out to each of the bloggers and offer your product in return for a review on their blog.

Here's an example script you can use:

“Hey [NAME],

I was searching for some social media marketing tips today and came across this incredible post on your site: [INSERT LINK].

Some seriously amazing tips!

I've actually just created an e-course entitled “The Social Media Marketing Course”.

It sells for \$XXX, but if you're interested, I'd be more than happy to provide you with a copy free of charge?

In return, I'd simply ask that you consider writing a review of the product on your blog (or perhaps just mentioning it to your audience – if you find it interesting, of course!).

Let me know if you're up for it and I'll send you a download link.

Thanks,

[YOUR NAME]”

Note: It’s **EXTREMELY** important not to ask for a link or review directly in this email, as this would violate Google’s Webmaster Guidelines. Instead, send them your product free-of-charge, and let them decide if it’s worth reviewing/mentioning or not.

Brand Mentions

Source: <http://theseoproject.org/brand-mentions/>

Blogging about a specific brand, product, or service will often attract attention from those associated with that brand.

This may include founders, CEO's, employees, and even existing fans of the brand.

For example, when Matthew Woodward wrote the post "[What is the Best Backlink Checker?](#)" comparing Ahrefs, SEO Spyglass, Raven Tools, Open Site Explorer, and Majestic...

...he got a direct response in the comments from the director of Majestic:

It wasn't just comments that the post attracted, however; it also got a tonne of backlinks.

Here's how to do it:

- Find a brand/product/service that you either love or hate
- Declare your feelings in a blog post
- Reach out to anyone who might be interested in what you have to say

First, you need to find a brand to blog about.

You should make sure that your chosen brand is relevant to your industry (e.g. don't blog about Majestic SEO if you're a solicitor).

When you have a brand in mind, write your blog post and declare your feelings/thoughts/ideas/feedback/etc.

Note: You can either blog about the brand in a positive or negative light (although blogging about a brand in a negative light will often attract more attention).

When you have your post, you need to promote it.

Here's a few ideas of who you can promote it to:

- CEO of the company you blogged about
- Existing fans of the company
- Anyone else who might be interested (e.g. others in your industry)

Contact details for founders, CEO's and employees are usually on the brands website. You can also find (and reach out to) existing fans by extracting all backlinks pointing to the site you're blogging about.

Note: While your post may attract the attention of stakeholders without much work, you'll generally have more luck if you actively promote your post via outreach.

Broken Link Building

Source: <http://theseoproject.org/broken-link-building/>

Broken links occur when webpages link out to resources that are no longer there.

For example, CitationLabs links out to a post entitled "Broken link building with Raven's Link Manager and local directories" from [this blog post](#):

But, when you click the link, you're taken to [this page](#):

Oops, it seems the post was deleted (which means the link is broken).

Most webmasters will make every effort to fix broken links as they give their visitors a negative experience.

It also makes it look as though their site is rarely updated.

Broken link building is a three-step process that involves:

- Finding industry-specific webpages with one or more broken links
- Reaching out to the webmaster and alerting them of the problem
- Suggesting they replace the broken link with a link to your site

Note: The link that you suggest as a replacement to the broken link **MUST** be as close to the original piece of content as possible. It's no use finding a broken link to an epic blog post, then suggesting your ecommerce store homepage as a replacement. That would be like replacing an iPhone with a rotary dialler.

Here's how to do it:

First, you need to find industry-specific webpages that you would like to obtain a link from.

These are almost always resource or links pages.

Here are a couple of Google search operators you can use to find these pages:

And...

This should return a search results page that looks something like this:

When you find a page that fits the bill, you need to check it for broken links.

Install the [Check My Links Chrome Add-on](#) to do this:

Once installed, click the button to run it on the page:

All broken links will now be highlighted in red.

Make a note of each page and any broken links in a spreadsheet. Try to find the webmasters contact details (i.e. email address) if possible, too.

Reach out to each webmaster with this script:

“Hey [NAME],

I’m [YOUR NAME], [POSITION] at [WEBSITE].

I'm was just reading your post about [TOPIC] and noticed one of the links wasn't working.

Here's a screenshot of the dead link: [INSERT SCREENSHOT]

Just thought I'd give you a heads-up.

[YOUR NAME]

PS. If you're looking for a replacement for the link, this page might be good: [INSERT LINK]"

Build a Self-Hosted Client Directory

Source: <http://theseoproject.org/build-a-self-hosted-client-directory/>

Building a self-hosted client directory might sound like an expensive (and pointless) task, but it's actually something that anyone can do with relative ease.

It involves adding a number of directory-style listing pages to your website (one for each of your clients).

Here's the process:

- List all your clients
- Create an individual landing page on your site for each client
- Populate each client landing page like a directory listing – it should include: company name, address, phone number, industry (e.g. law/lawyer), description, and location (via Google Maps)
- Reach out to your clients and request that they link to the page

Here's a pitch template you can use:

"Hey [NAME],

It's [YOUR NAME], [POSITION] at [WEBSITE].

Just wanted to quickly reach out, as we just added you to our self-hosted client directory.

Here's a link to your page: [INSERT LINK]

I just wanted to double-check that all of the information was accurate and up-to-date?

Just give me a shout if anything needs changing.

[YOUR NAME]

PS. Might make a nice addition to this page? [INSERT PAGE YOU WANT A LINK FROM]"

Note: This works particularly well for local link building.

Business Directory Submissions

Source: <http://theseoproject.org/business-directory-submissions/>

While there are many specialist directories for icons, web-apps, and so forth, it's important not to forget about generic business directories

There are literally thousands of these and although most are 100% worthless, there are a handful of worthwhile ones, such as [HotFrog](#):

[Freeindex](#):

And so forth...

Note: Most business directories these days will only give you a "nofollow" link (unless you pay them), but to be honest, it's so little effort that you may as well have the link regardless).

Here's how to do it:

- Find business directories
- Submit

Here are a couple of Google search operators you can use to find business directories:

And:

Visit each of the sites and check a couple of existing lists; if they link to their websites, chances are they'll let you do the same.

It's then simply a case of finding the submission page, filling out your information, and clicking "submit".

Case Study

Source: <http://theseoproject.org/case-study/>

A case study is “a published report about a person, group, or situation that has been studied over time”, according to [Wikipedia](#).

Here's [an example](#) of a case study (written by Brian Dean of Backlinko):

Case studies can get a tonne of backlinks, because bloggers link to them to as references.

Here's how to build links with case studies:

1. Find something in your industry to write a case study for
2. Write the study
3. Reach out to those who might be interested

Google is your best friend when it comes to finding a case study topic - use these search operators to find ideas:

Or, if you have an influential blogger in mind already:

These search terms will help you to find “how to” guides and unique techniques in your industry.

It's then a case of writing a case study for one of them.

When you have your case study, reach out to anyone who might be interested.

This may include:

- The original blogger (who your case study was based on)
- Fans of the original blogger
- Anyone else who has blogged about similar ideas
- Those who linked to the original case study

Here's an outreach template you can use:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

**I noticed that you recently wrote a blog post about [INSERT IDEA HERE].
Great stuff!**

**I recently published a case study of [INSERT IDEA HERE] - thought you
might be interested?**

Here's the link: [INSERT LINK TO YOUR POST]

I'd love to hear your thoughts,

[YOUR NAME]"

Chamber of Commerce

Source: <http://theseoproject.org/chamber-of-commerce/>

Most areas have a local Chamber of Commerce.

Here's one for the East Midlands in the UK, for example:

Chambers of Commerce exist to serve the needs of local businesspeople, and they usually have a membership scheme.

Joining a local Chamber of Commerce can sometimes be quite expensive, but along with the numerous other benefits you'll experience from joining such an organisation, there's almost always a guaranteed link opportunity just waiting to be claimed.

Here's how to do it:

- Find your local Chamber of Commerce(s)
- Join

Finding your local Chamber of Commerce is typically as straightforward as entering one of these search terms into Google:

And...

It'll most likely be the first search result (but it's worth checking out the other results if not).

Next, visit the site and see if they have a "member's directory" – this will usually be accessible via a "member's directory" link on the navigation bar (although they can sometimes be hidden away):

Next, check out a few of the directory listings to see if they contain a link to the website of the corresponding business (also check that it's not a "nofollow" link).

If they do, all you need to do is join the Chamber and claim your directory listing/link.

Note: If your local Chamber of Commerce doesn't have a member's directory (or if it's accessible only to existing members), there may still be other opportunities to gain a link. See if they have a news section you can take advantage of, or an events category (you may be able to host an event specifically for Chamber members and get a link on that page).

Coin a New Term

Source: <http://theseoproject.org/coin-a-new-term/>

Coining a new term in your industry is a great way of generating "buzz" for your brand.

But, it's also a great way to build a tonne of backlinks.

While you may be able to grab a few backlinks from this technique naturally, you'll need to take a proactive approach to maximise the results from the link building perspective.

Here's how to do it:

- Coin a new industry-specific term
- Promote it
- Monitor (and follow-up) future mentions

Coining a new industry term might seem like a difficult process, but it doesn't have to be.

For example, the [Skyscraper Technique](#) wasn't anything particularly new; it's simply the process of creating better content than the competition and then stealing their links.

But, the coined term made the technique easy to visualise and understand. Thus, it gained significant traction.

Here are a few simple ways you can coin a new term (or idea):

- **Simplify:** Find something complex (i.e. difficult to understand) and make it simple. Use visualisations, etc. to do this.
- **Improve:** Find something already popular in your industry and improve it in some way. You could make it more efficient, more in-depth, explain it better, etc.

- **Analogise:** Make a comparison of (something) with something else to assist understanding – [com](#)

If you can do one (or more) of the above, the actual naming process should be a little more straightforward.

When you have your coined term/process/idea, you'll need to publish and promote it.

Outreaching to influencers is the best way to do this, as you'll need your coined term to gain traction before moving on to the next stage (i.e. follow-ups).

Note: The promotion process may not be 100% necessary if you're already influential in your space (as people will most likely come across it already), but promotion is almost always a good idea with this technique.

You'll likely notice a few links coming in without much effort, once your term gains some traction.

Next, set up alerts for whenever your coined term is mentioned using Google Alerts:

Doing this will allow you to monitor whenever someone mentions your coined term; it'll even tell you the exact URL where the term was mentioned.

Each time you receive a mention alert, go and check out the URL. Use CTRL+F to find your coined term on the page and check whether or not the blogger has linked back to your site (i.e. the source) from their post. If they haven't, it's worth trying to "reclaim" the link. F

Find their contact details (email address or Twitter handle is best – you can usually find these somewhere on the site) then reach out to them using this template:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I just noticed you mentioned [YOUR TERM NAME] in your recent blog post,

so thanks for that! :)

Just wondering, is there any chance you'd consider adding the link to the post as well?

I think it would be super-useful for your visitors if there was a live link (as they could then check out the full post pretty easily).

Let me know if this is possible and if so, anything I can do to help.

[YOUR NAME]"

Community Links

Source: <http://theseoproject.org/community-links/>

Industry-specific communities are great places to get a few extra links.

Nearly all online communities allow members to create a profile filled with personal information (i.e. name, company, position, social profile links, website URL, etc.).

Here's [a profile](#) from Inbound.org, for example:

Note: These links often have a “nofollow” tag (meaning they won't improve your rankings directly), but they are good for diversifying your overall link profile.

Here's how to do it:

- Find industry-specific communities (e.g. inbound.org, reddit.com/r/bigseo, [GrowthHackers](#), etc.)
- Sign-up, create your profile

When signing up, remember to add your website link to your profile.

Note: It also pays to add links to your social profiles.

Competitions & Contests

Source: <http://theseoproject.org/competitions-contests/>

Contests can be a great way to win prizes, but they're also great for building links.

You just have to target the right kind of contests.

Popular websites often have contests that are aimed at webmasters, designers, and bloggers, such as [this "guest post competition" from Suzie Speaks](#):

If you win, you're usually guaranteed not only a link, but also some serious exposure (she has over 15k readers, apparently).

Here's how to do it:

1. Find relevant competitions
2. Enter them
3. Get your link

Usually, the type of competitions you're going to be looking for are: **guest post competitions**; and **infographic competitions**.

Finding these competitions is the trickiest part, as they're often few and far between, but you can use these Google search operators to find them:

When you find one that fits the bill, you simply need to read the entry requirements, then write/create and submit your entry.

Note: Sometimes, nothing can come from this tactic but if you happen to win, you're almost certain to get a link. You'll also get exposure, too, which can build even more links without any extra effort.

Contribute to Community Newspapers

Source: <http://theseoproject.org/contribute-to-community-newspapers/>

No matter where you live, there's bound to be at least one local newspaper that is run for the community, by the community.

Here's an example:

These newspapers usually cover happenings in the local area (e.g. your city/town) such as:

- Local business news
- Local events
- Fundraising
- General area news
- Residents' achievements

...and much more.

Most of these newspapers have different contributors and journalists for each section, who are often unpaid.

By reaching out to the contributor(s) covering your industry, you can often get a mention (and a link) by offering to do an interview or simply giving a valuable snippet/quote/insight for their story.

Here's how to do it:

- Find local community newspapers (online)
- Search for contributors/journalists covering your industry (or area of expertise)
- Reach out and offer them something of value

Here are a couple of Google search operators you can use to find local community newspapers:

And:

You can also type your location (i.e. city/town/county/etc.) into Google News:

When you've found a newspaper, type a broad industry keyword into the site search function to see if they cover stories relating to your industry (e.g. if you were a lawyer, you might type "law"):

If they do, see if you can figure out who is the contributor/journalist for such stories, then hunt down his/her contact details (these are often on the site).

Next, reach out to them and offer something of value; this might be an interview offer or simply a piece of industry-information you feel they may find valuable.

Note: There's no golden rule or process for this technique, it's all about looking at the kind of things they write about, then attempting to find common ground and building a mutually beneficial relationship with them.

Convert Mentions to Links

Source: <http://theseoproject.org/convert-mentions-to-links/>

Every day, big brands like Walmart, McDonalds, Apple, Microsoft, etc. get mentioned thousands – if not millions of times – on the web.

Here's just [one mention](#) for Apple from today (24/05/2016):

But, not everyone who mentions them will choose to link to their site.

People simply forget, are too lazy to add the link, or simply make a mistake during the publishing stage.

This happens on a smaller scale for other businesses too.

People may be mentioning your brand right now, and you might not even know.

By monitoring when people are mentioning your brand, you'll then have the ability to quickly jump on opportunities as they pop up, as you can contact the site and kindly remind them that it may also be useful to link to your website from the article.

Here's the process:

- Set up brand monitoring alerts (this will notify you when you get mentioned)
- Find the mentions that don't link to you
- Reach out and suggest the addition of a link

[Google Alerts](#) is the easiest (and cheapest) way to monitor brand mentions.

To get started, go to [Google Alerts](#) and add some branded keywords you'd like to monitor (e.g. "the seo project"):

Adjust the settings how you like, then click "Create alert":

At the very least, you should set up alerts for:

- You company name
- Your name
- Your website URL (e.g. yourdomain.com)
- Any branded product names (if unique to your company – e.g. iPhone)

Note: You can also monitor competitors, then use the “missing link” technique to acquire links.

For example, if you were Moz, you might set up an alert for Ahrefs...

...then attempt to convince anyone mentioning or linking to that site to also link to Open Site Explorer.

Note: Google Alerts isn't the only monitoring app you can use - there's also: [TalkWalker Alerts](#); [Ahrefs](#), and more.

When you get alerts, check the links and see if that person has linked back to you or not.

If they haven't, reach out and suggest they add a link to the page.

Here's an outreach email you can use:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

Just noticed you mentioned one of my posts in your recent post here: [INSERT LINK TO POST].

I'm glad you enjoyed the content; it certainly took a long time to put-together!

However, I noticed you didn't actually link to the post - I was wondering if you might consider adding it in?

I think it would be super-useful for your visitors, and a link would make it much easier for them to quickly visit.

I'd love to hear your thoughts.

[YOUR NAME]"

Copy/Paste Protection

Source: <http://theseoproject.org/copypaste-protection/>

If you publish anything remotely popular on the web, it's going to get plagiarised (yes, really).

People often copy/paste chunks of content (e.g. quotes, facts, ideas, etc.) from websites and incorporate them into their own blog posts.

If they link back to your site with a “source” link, this isn't a big problem.

But, most people completely neglect (or simply forget) to do this.

And there's very little you can do about this once it's happened.

You could regularly (i.e. monthly/weekly) run every piece of content on your site through a plagiarism detector such as Copyscape, but this can be extremely time-consuming and expensive.

Prevention is therefore the best solution.

Here's how to do it:

- Install a copy/paste attribution plugin
- Customise

[Easy Tynt](#) is a simple Wordpress plugin that automatically adds an attribution link whenever someone tries to copy content from your website.

It does this by adding a tiny bit of Javascript to each of your posts that automatically adds a “More from [BLOG POST URL LINK] each time someone right-clicks and selects “Copy”.

It's free to install.

Just go to your Wordpress dashboard, select “Add New” under the Plugins tab on the sidebar, then search for “Easy Tynt”.

Jon Cooper points out that changing the wording of the insert from “More from:” to “Cited from:” may increase your success rate, as it appears more “scholarly and professional”. You can change this in the plugin settings panel.

Create a "Jobs" Page

Source: <http://theseoproject.org/create-a-jobs-page/>

Every business (unless you're a freelancer) has a recruitment process - it doesn't matter if it's done internally or outsourced to a recruitment company.

Creating a "jobs" page on your website will allow you to attract the attention of industry bloggers, who are likely to link to such a page when pointing their job-hunting visitors in the right direction.

Here's an example of a "jobs" page (from [ClickDo](#)):

Here's how to do it:

- Create a "jobs" page on your website
- Populate that page with applicant requirements, etc.
- Tell industry bloggers about it

If you're using a CMS like Wordpress, Joomla, etc., the addition of a "jobs" page can be done in seconds.

Just go to your dashboard, "add page", the title your page something like "jobs" or "work-with-us":

Next, you need to populate your page with information related to the recruitment process; this will include:

- Requirements (i.e. what you're looking for in an applicant)
- Job openings (+ salary, experience required, etc.)
- Company information (e.g. current team, what you do, etc.)
- Contact information

Make sure your page is as comprehensive as possible.

Bloggers are unlikely to link to pages that give little/no information and have clearly

been put-together solely for the purpose of building links.

You need to make sure your page is actually valuable to potential employees, like this:

Next, find industry bloggers using this search operator:

Make a note of any bloggers that you think might be interested in sharing your jobs page with their visitors – also grab their contact information if you can.

Finally, reach out to those bloggers via email and let them know about your super-useful jobs page.

Here's an outreach template:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [COMPANY].

I was just reading your blog and was wondering, are any of your visitors actively seeking jobs in the industry?

I've actually just put-together a page on our site advertising our job openings - thought it might be a useful resource for your visitors if they are.

Here's the link: [INSERT LINK]

PS. If there's any other information you think your visitors would like to know, let me know and I can add it to the page.

Best,

[YOUR NAME]"

Create a Browser Plugin/Extension

Source: <http://theseoproject.org/create-a-browser-pluginextension/>

Most websites run on Wordpress, Joomla, Drupal, or a similar open-source CMS (e.g. Magento).

All of these CMS' have one thing in common:

There's a huge library of plugins and extensions available for each.

Wordpress, for example, has [over 45,000 free plugins in the plugin directory...](#)

...and that doesn't include paid plugins.

If you have the time, money and effort to create a plugin for a popular CMS, you can easily build a few extra links.

Here's how to do it:

- Create a plugin/extension
- Include your backlink
- Promote it

Creating a plugin is relatively straightforward, as there are a lot of developers out there who are familiar with popular CMS' such as Wordpress/Joomla/Magento/etc.

These are [over 16,000 for Wordpress on PeopleHerHour.com](#) alone:

Because there's no much competition, hiring a developer to code a simple plugin will usually only cost a couple of hundred dollars (unless it's something particularly complex).

But remember, it's important to ensure that your developer includes a link back to your website "hardcoded" in the plugin itself.

Doing this ensures that whenever someone uses your plugin on their website, it will "automagically" link back to your website.

For example, [Sharebar plugin \(for Wordpress\)](#) includes a hardcoded link back to the Sharebar website by default.

Although you can turn it off quite easy in the Wordpress dashboard...

...the majority of people never uncheck that box, so the link remains present.

When you have your plugin ready, you need to promote it to the right people.

Failure to do this will result in no backlinks (as nobody will have the plugin in use on their website).

You should promote your plugin to:

- Anyone using a similar (yet inferior) plugin
- Anyone that could benefit from your plugin

Here's an email script you can use:

“Hey [NAME],

I was just reading your post about [TOPIC] and noticed you have the [PLUGIN NAME] installed.

I've always loved that plugin, but have also always felt it lacked a few key features, which is why I just developed a similar, yet improved version.

Here it is: [INSERT LINK]

[INSERT OVERVIEW OF PLUGIN AND IMPROVED FEATURE]

It's 100% free, so might make a nice replacement for [INFERIOR PLUGIN NAME]?

Let me know if you need any help with the installation.

[YOUR NAME]"

Note: To ensure that you're only obtaining niche-relevant links from your plugin(s), make sure to create a plugin that is beneficial to folks in your industry. **Example:** a plug-in that helps law firms get more leads from their website(s) would work well if you were an attorney).

Create a Community

Source: <http://theseoproject.org/create-a-community/>

While contributing to (and creating profiles on) forums/communities can land you a few low-value backlinks, like this one:

Creating your own community or forum will often generate more, higher-quality links.

It doesn't matter if it's a forum, social network, Q&A site, or some other form of online community (e.g. Reddit, Inbound.org, etc.), doing so will often lead to an influx of backlinks from all the right places.

Here's how to do it:

- Create a forum/community
- Promote it

While the process of creating your own forum or community might sound difficult, it can actually be done with relative ease, thanks to already-existing, out-of-the-box software.

Here are a few software options:

- [Vbulletin](#): Open source forum software
- [Simple Press](#): Wordpress forum plugin
- [BuddyPress](#): Wordpress community software/plugin
- [Qhub](#): Q&A site software (+ Wordpress plugin)
- [Telescope App](#): Reddit clone (for online community creation)

When you have your forum/community ready-to-go, you'll need to give it some promotion – after all, no forum or community is useful without contributors and members.

The easiest way to do this is to let influential bloggers in your industry know about

your creation.

Use tools like [Followerwonk](#) to find them, then reach out using this template:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I wanted to get in touch briefly as I've just launched a community aimed at the [INDUSTRY] industry.

It's basically a [FORUM | Q&A SITE] for the industry; thought you might want to take a look?

Let me know and I'll send the link :)

[YOUR NAME]"

Note: The trick to gaining many high-quality backlinks over a long period of time is to create a hugely popular forum/community. This is easier said than done (as it'll require a lot of effort on your part), but if you can pull it off, you'll find that you'll naturally attract some great backlinks on a regular basis.

You can also use resource page link building to build a few extra links to your newly-created forum or community.

Here's how:

- Find lists/directories of the best forums/communities in your industry
- Suggest they add your newly-created forum/community to the list

Here are a few search terms you can use to find these pages:

And:

Note: Follow the remaining steps under resource page link building after you find

these pages.

Create a Glossary

Source: <http://theseoproject.org/create-a-glossary/>

Most industries have their own terms and buzzwords, which can often confuse those new to the field...

SEO is a great example of this, as most people new to the industry will have a hard time understanding the relevance of: *penguins*; *pandas*; *hummingbirds*; and *skyscrapers* in terms of online marketing.

This is where a glossary of industry terms comes in handy.

And, because these terms are written in abundance all over the web, there's a never-ending stream of link building opportunities.

Here's the process:

- Create an industry glossary
- Tell the right people about it

Creating an industry glossary is a pretty straightforward – yet massively time-consuming – process that involves compiling all industry terms into a single resource, and writing easy-to-understand definitions for each.

Here's a great example of [a glossary for internet terms](#).

When you've created and published your glossary, you'll need to promote it; the easiest way to do this is to contact anyone using one or more terms from your glossary somewhere on their site, and kindly suggest that they might like to link to your definition.

You can find people using your terms using this Google search operator:

Sift through the results and note down the sites that you would actually want a link from (you should grab their contact information too).

It's then time to make contact; here's a template you can use:

“Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I was just reading one of your posts (this one: [INSERT LINK TO POST]) and couldn't help but notice you used quite a few [INDUSTRY] terms.

I've been involved in [INDUSTRY] for X years, so everything was crystal clear to me (great article btw!), but for anyone new to the industry, they probably wouldn't be so familiar with some of the terms.

I've actually just put-together a complete glossary of industry terms; might be worth linking to it from your article, perhaps? It would definitely be super-useful for some of your readers.

Let me know if you fancy checking it out and I'll send the link.

[YOUR NAME]”

Your aim is to convince them to link to your glossary from within their post(s).

Create a Toolbar

Source: <http://theseoproject.org/create-a-toolbar/>

Many blogs utilise toolbars in order to increase the number of subscribers they're able to obtain through their blog content.

Toolbars generally sit along the top of the page and feature a call-to-action along with an email input field (for people to subscribe to the blog).

Here's an example of one on [Pinch of Yum](#):

Some bloggers code these themselves, but most use a third-party plugin, such as [HelloBar](#):

By default, the HelloBar links back to HelloBar.com whenever someone adds the bar to their website.

Note: The big letter "H" on the left-hand side is the link.

Here's how to use these toolbars to get links:

- Create a useful toolbar
- Ensure it links back to your website
- Give it away for free

Creating a useful toolbar is the most difficult part of the process, as there are already many of these toolbars around.

So, you need to come up with a unique idea (or improve an existing toolbar) if you're going to experience any success.

Whatever you come up with, the most important part is that you link back to your website from within the toolbar itself (this is how you'll get your link).

When you have it, add it to the appropriate website plugins directory (e.g.

Wordpress plugins directory) - this may get you a high-quality link in itself:

Let anyone who may be interested in using your toolbar know about it – this might include:

- Users of other, inferior toolbars
- Bloggers who could benefit from using your toolbar

Here's a script you can use for outreach:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I was just reading one of your posts (the one about [INSERT POST TOPIC HERE]), and wanted to get in touch.

I've actually just created a free toolbar that I think you might find useful - basically, it lets you [INSERT TOOLBAR OVERVIEW].

Would you be interested in taking a look?

[YOUR NAME]"

Create a Wikipedia Page

Source: <http://theseoproject.org/create-a-wikipedia-page/>

Wikipedia states that “[anyone with Internet access can write and make changes to Wikipedia articles](#)”:

This means that, should you wish, you can easily create a Wikipedia page for yourself or your company.

It also means you can link out to your website in the “references” section, which Barry Schwartz does on [his Wikipedia page](#):

But, it also means that should your page offer no value to the users of Wikipedia, other editors (of which there are many) are free to edit your Wikipedia page, remove links, or even delete the page entirely.

Without a certain level of notoriety, it’s very difficult to create a Wikipedia page for yourself and for it to remain there (unedited) indefinitely.

But, if you do want to pursue this tactic, here’s the process:

- Write your Wikipedia article
- Submit it

Writing your Wikipedia article and submitting it sounds pretty straightforward, but if you write the article yourself, it’ll probably get removed right away.

This is because Wikipedia articles must be free from self-promotion entirely (which is hard to do when writing about yourself).

Therefore, it’s best to get a third-party to write your Wikipedia page.

Plenty of freelancers offer this service for a relatively low-cost; for example: here’s someone offering the service on [PeoplePerHour.com](#):

When you have your article, submit it to Wikipedia and hope for the best.

Create a Wordpress/Joomla/... Theme

Source: <http://theseoproject.org/create-a-wordpressjoomla-theme/>

Many websites use a pre-made theme.

Why?

Because this is the most cost-effective way to start a new website (themes can be purchased for as little as \$40-\$50, or even obtained for free).

Even this site is based on [a Wordpress theme from the Themeforest Marketplace](#):

Creating an industry-specific theme can often land you a tonne of backlinks, as – being the owner of theme – you can engineer the theme to include a link to your website.

The more people that use your theme, the more links you'll get.

Some of the top themes on Themeforest (a leading theme marketplace) have tens of thousands of downloads, and are installed on thousands of websites across the web.

Here's how to do it:

- Create a theme (for your industry)
- Hardcode your link
- Give it away

When building any backlinks, it's important that they're as topically relevant as possible.

For example, you don't want links from a bunch of SEO agency websites if you're running a shoe shop – it just doesn't make sense.

Therefore, you need to create a theme that's specifically aimed at your target linkers.

So, if you ran a shoe shop, for example, you may want to create a theme aimed at fashion bloggers, like [this](#):

Creating a theme for a popular CMS (e.g. Wordpress) can be expensive, but the results can often be worth the cost.

You'll need to have the theme designed and coded, so you'll need a web developer to do this for you.

Good web developers can be expensive, but freelance websites (e.g. [UpWork](#)) are the best places to start your search:

It's important to make sure your web developer hardcodes a link back to your website in the theme – these are usually in the footer, but can be anywhere you like.

When you have your theme, you need to give it away for free.

CMS directories are the best place to start (e.g. the Wordpress theme directory) as this is primarily where most people look for themes:

You can also promote your theme to anyone in your industry that you feel may want to use your theme (e.g. bloggers currently using ugly themes).

Here's an outreach template you can use:

“Hey [NAME],

I was just reading your post about [TOPIC] and couldn't help but notice you were using the (rather plain) default Wordpress theme.

I'm actually a web designer, and I just created a Wordpress theme specifically for [INDUSTRY NAME] sites.

It's free to install - you can take a look at it here: [INSERT LINK TO THEME].

Might make your site a bit easier on the eye :)

[YOUR NAME]"

Create an Affiliate Program

Source: <http://theseoproject.org/create-an-affiliate-program/>

Affiliate programs allow bloggers/publishers to earn a commission from any sales they send to your company.

Basically, you give each affiliate a unique link to your website/checkout, which tracks where the source of the sale.

If someone converts, you give them a cut of the purchase price (e.g. 50%).

They can usually track this via some sort of online dashboard:

In order to drive traffic to your website, affiliates will have to link to you (using their custom link), which builds links for you in the process.

Here's the process:

- Create an affiliate program
- Promote it to bloggers

There are a few options when it comes to creating an affiliate program: you can create one from scratch, or use a marketplace (such as [Clickbank](#)):

Obviously, the simplest solution is to use a marketplace such as Clickbank.

But, sites like Clickbank actually create links with a redirect, meaning that rather than going straight to your site, they'll be redirected via the marketplace (i.e. Clickbank) domain.

Therefore, you won't actually gain any direct links.

You'll need to use a third-party solution (e.g. [Omnistar](#)) if you want the links for yourself:

When you have your affiliate program set up, you'll need to promote it to relevant bloggers who may be interested in promoting your product(s)/service(s).

The simplest way to do this is to find bloggers who are already promoting similar things.

Make a list of competing products (or at least similar products) who you know have an affiliate program, then search Google for:

You should see a tonne of reviews in the search results.

Visit each of these sites individually and check if they're linking out to the retailers site using an affiliate link – if they are, they're likely a good prospect to promote your affiliate program to.

Search their site for their contact details, then note down their site + contact information in a spreadsheet.

Keep doing this until you have a list.

Next, reach out to them using this template:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I was just reading one of your posts and noticed you're a member of [COMPANY NAME]'s affiliate program.

We actually have a similar programme and we were wondering if you might be interested in joining?

Let me know if you are, and I can send you all the details on payouts and whatnot.

Best,

[YOUR NAME]"

Note: According to Google's TOS, affiliate links should be "nofollowed", so make sure to get the blogger(s) to add the "nofollow" tag to any outbound links.

Create an Event Checklist (or other resource)

Source: <http://theseoproject.org/create-an-event-checklist-or-other-resource/>

Industry events are big business.

For example, [MozCon 2016](#) costs between \$999 and \$1,499 per ticket:

SearchLove tickets are similarly priced:

When such a vast number of people are paying so much to attend these events, you can guarantee that the organisers are doing everything in their power to ensure that attendees get as much out of the event as possible (and return to the event in future).

If you were to put-together some sort of resource that had the potential to improve the experience for attendees, not only would it be in the best interest of the organisers to promote (and link to) that resource, but also industry influencers, bloggers, and attendees.

Here's how to do it:

- Find a popular industry-specific event
- Create a value-adding resource
- Promote it

If you don't already have an industry event in mind (e.g. MozCon), use these Google search operators to find one:

And...

Note down any industry events that look like a good fit.

Note: It also pays to quickly search the site for any information on attendee numbers, as this tactic typically works best for popular (i.e. well-attended) events.

When you've chosen an event, you need to create some sort of value-adding

resource that would be useful to any attendees. This could be:

- **Cheatsheet:** Essentially just a guide to getting the most out of the event (like [this one for MozCon](#)). It may include: more in-depth information on any event speakers (or links to some of their best content); attendee advice; what to do prior to attending; etc.
- **Map:** Most events provide these (if required), but there may be some opportunities to do this yourself (or at least improve the dire official map created by the organisers)
- **Success story:** If you've attended the event before, write about why you enjoyed it, what you learnt, how it affected your life, etc. – it will be in the interest of event organisers to promote (and possibly link to) this content, as it will help to sell tickets

When you have your resource, promote it.

Start with the event organiser(s), then promote it to industry bloggers/influencers (find these with [Followerwonk](#)) and attendees.

You can find these people on Twitter by searching for [EVENT NAME] in the search box:

These people will usually be posting about their excitement for the event, or the fact they've just purchased a ticket.

Here's an outreach email you can use:

“Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I was just on Twitter and noticed you're attending [EVENT NAME] in a few weeks.

I've just put-together a {CHEAT SHEET | MAP} for the event, thought you might be interested?

Here's the link: [INSERT RESOURCE LINK].

Anything you'd add?

[YOUR NAME]"

Create Crazy Products/Services

Source: <http://theseoproject.org/create-crazy-productsservices/>

Building links to "regular" products can be quite difficult.

But crazy products and services often attract backlinks like crazy.

[Firebox](#), for example, has a “WTF?!” product category on their website, which runs the tagline “you won’t believe you can actually buy this stuff...”:

Most of the items on the page sell for excessive amounts (as high as £250,000) but generating sales isn’t the aim of this page.

The aim is to build links.

Here’s how to do it:

- Start offering a crazy product/service
- That’s it!

Note: As with almost every link building tactic, you’ll generate even more links if you proactively outreach and let people know about your product; however, your product should attract links naturally over time, regardless (as long as it appeals to your audience).

Create Educational Content (for .edu links)

Source: <http://theseoproject.org/create-educational-content-for-edu-links/>

Educational links (.edu or .ac.uk) are still thought-of as the pinnacle of a great link by most SEOs, and to an extent, this remains true.

Why? Because getting these links can be extremely difficult (even bordering on the impossible, at times).

However, most people tackle .edu link building in the same way:

- Create some content (hopefully at least ~~good~~ great content!)
- Reach out to .edu webmasters and try to persuade them to link

If you've ever tried this, you'll know that it rarely works.

This is because there's a fundamental flaw in the methodology: rather than creating something *you* like and then hoping .edu webmasters like it too, you should instead tailor your content *specifically* for .edu webmasters.

Here's how to do it:

1. Find content with many .edu (or .ac.uk links)
2. Create content around a similar topic (that will almost certainly appeal to those .edu webmasters linking to the original piece)
3. Tell them about it

First, you need to find an existing piece of content with at least a few .edu links; it *must* also be something related to your niche.

The easiest way to do this is to start searching Google for industry-specific educational content.

Here are a couple of search operators to use:

And:

Because Google heavily relies on links to judge where a page should rank in the search results, it's highly probable that the first few results from these queries will have a good number of links (possibly some from .edu sites, too).

Extract the top 100-500 results into a spreadsheet (you can use [Simple SERP Scraper](#) for this):

Next, copy and paste the links into [Ahrefs Batch Analysis tool](#):

This will tell you how many .edu links each of these URLs has:

If any of them have at least a few .edu links (~10 ideally), go to the backlinks report and filter for only "educational" links:

Download the report and keep a note of these URLs.

If you can create a great, educationally-focussed piece of content on a similar topic, chances are that those webmasters will link out to you (as they've done so before).

Finally, you'll need to reach out to these webmasters and "ask" for a link; here's a basic outreach template:

“Hello [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I was just browsing this page ([INSERT PAGE URL]) and noticed you linked to this article: [INSERT LINK]

I've just written an article entitled: [INSERT TITLE] that you may be interested in taking a look at.

Here it is: [INSERT LINK]

Might make a nice addition to the page?

[YOUR NAME]”

Create Fake Products/Services

Source: <http://theseoproject.org/create-fake-productsservices/>

Don't want to start selling genuine crazy products on your website?

No problem - just create a fake product or service, like [this fake experience day for 10 Downing Street](#) from Wish.co.uk:

It was listed at a cost of £250,000, and although you couldn't actually buy the product, it still attracted a lot of shares and links.

This was because the page was created in an interesting and amusing way.

Here's how to do it:

- Think of a fake product you could offer
- Make sure it's amusing and would appeal to your audience
- Reach out and let people know about your new (fake) offering

Note: If you struggle to think of a product, you can get inspiration from [here](#), [here](#), or [here](#) - just adapt one of the products for your industry/niche.

It's important to make sure your listing is as amusing as possible (as this is usually what attracts links), so it's often worth hiring a copywriter to write your product listing page.

You can find a good copywriter on [UpWork](#)...

...or any other freelancing website.

Once your fake product is live, reach out to people that might be interested; these include:

- Existing customers
- Those who have linked to your site before

- Press

Here's an outreach template you can use:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

Just wanted to give you a quick heads-up as we've just launched a super-cool new product.

It's [INSERT DETAILS OF PRODUCT]!

You can check it out here, but be warned, it ain't cheap: [INSERT LINK]

[YOUR NAME]"

Create Link Roundups

Source: <http://theseoproject.org/create-link-roundups/>

Targeting link roundups for links is a well-documented strategy.

But, many people forget that they can actually create their own link roundups, too.

Link roundups generally gather a lot of inbound links as they're essentially curated content.

You can create a “roundup” of virtually anything but usually, it'll be something along the lines of the best sites/blogs/posts from a particular industry within a certain time period.

Here's [an example](#):

Here's how to do it:

- Curate some content (i.e. best content of the week/month/etc.)
- Create your “roundup” post
- Promote it

Curating a bunch of links sounds pretty straightforward, but in order to actually create a “roundup” post that is likely to get linked to, it needs to offer a lot of value.

Roundup posts do that by:

- **Saving time:** People are generally short of time, and in most industries, there are literally hundreds and thousands of blog posts published every month. Nobody has time to read them all, so curating only the best ones is typically a great time-saver, which will be popular.
- **Being useful:** Again, there are thousands of new posts published every month, so a curation of only the most useful posts will be a valuable resource (i.e. a post that says “hey, here's the only posts you need to care about this week/month/year)

The best tactic is to publish a new roundup post on a regular basis, so people know when to expect the next one.

For example, [UpCity](#) publishes one every week:

Should your roundup post become popular, you'll likely get people reaching out to you with "suggestions" for post inclusions each month.

But, for your initial post, you'll need to curate the links yourself.

Here's where to start:

- **Reddit:** Find subreddits related to your industry and sort by "Top" > "This month/week" – this will show you the most upvoted posts and links from the past month. Many of these will be good contenders for your roundup post.
- **Twitter:** Follow influencers and see what they're posting. Look out for the same post being tweeted over and over again – this is usually a sign of a great post.
- **Other "roundup" posts:** Roundup posts are popular, so it's likely that other bloggers in your space are creating them. These posts are already curated, so they'll likely link to a lot of great posts.

Note: When creating your post, it pays to write a brief (1-2 sentences is enough) summary of what each link contains. This proves to people that you've read the post (rather than just adding any old nonsense for the sake of creating a roundup post).

After you click the publish button, you need to promote your post to the right people. This includes:

- **Anyone you mentioned:** Reach out to anyone you linked to in your "roundup" and let them know. They may link to you (or at least promote the post on social media)
- **Influencers:** Use Followerwonk (or a similar tool) to find influencers in your niche and let them know about your roundup post.

Here's an outreach template:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

Just wanted to give you a quick heads-up, as I included your recent post in my latest monthly roundup.

Here it is, if you want to check it out: [INSERT LINK]

Hopefully it'll drive a bit of extra traffic :)

[YOUR NAME]

PS. Might make a nice addition to this post? [INSERT POST LINK]"

Create Quote Graphics

Source: <http://theseoproject.org/create-quote-graphics/>

No matter what niche you're in, quotes from thought leaders are almost always extremely popular.

You'll see them on countless websites, as well as Facebook/Twitter/etc.

For example, scroll down [this post from Proposify](#) titled "How to Sell When You Think You Hate Sales" and you'll see an infamous quote from Rand Fishkin:

While you may not be a thought leader in your industry yourself, you can take advantage of already-existing quotes to build links to your website.

Here's how to do it:

1. Find popular quotes (in your niche)
2. Turn them into pretty graphics
3. Reach out to anyone using the quotes and give them the graphic

Finding popular industry-specific quotes can be done quite easily using Google search operators, like this:

Example: A quick Google search for "Rand Fishkin quote" returns over 18,000 results:

Next, sift through the quotes and pluck out the ones that seem to occur the most.

During my search for Rand Fishkin quotes, this quote seemed to pop up a few times:

Next, take part of your quote and do a Google search for it, like this:

Example: Googling "rand fishkin 'best way to sell something'" returned 91 results:

These were mainly websites using Rand's quote in their posts (usually to back-up a

point they were making):

Next, note down all of the pages using the quote along with contact information for the author (you can use [Simple SERP Scraper](#) to do this super-quickly).

Now, create a pretty graphic of the quote – use a site like [Fiverr.com](#) if you're on a tight budget:

Finally, reach out to all of the people you found using the quote using this outreach template:

"Hey [NAME],

Just came across your post about [INSERT TOPIC HERE].

Great stuff!

I noticed you included one of my favourite quotes from [INSERT NAME OF QUOTE AUTHOR] too.

I actually made a cool graphic of this quote a bit back - you can see it here: [INSERT LINK TO QUOTE GRAPHIC].

Just thought I'd give you a shout as I thought it might make a nice addition to your post, so feel free to embed it if you like

Best,

[YOUR NAME]"

Create Simple Images from Data

Source: <http://theseoproject.org/create-simple-images-from-data/>

Information can be difficult to consume, especially in large quantities.

That's partly why easy-to-digest “infographics” have become so popular over the years...

But, you don't have to create a lengthy (and often expensive) infographic to represent most data; you can simply create small and simple graphics instead.

These can then be sent to bloggers, who may choose to embed them on relevant pages on their site(s).

For example, here's [an image Matthew Barby created](#) after noticing tonnes of bloggers were talking about full moon party dates:

It's nothing particularly special, but after reaching out to a few travel bloggers, he managed to land a good few links.

Here's how to do it:

- Find some information that is mentioned regularly on the web (e.g. recipes including garam masala)
- Create a small, simple graphic to represent that information (e.g. a highly-visual “make your own garam masala” instructo-graphic)
- Reach out to sites and ask if they'd like to include your graphic (with an attribution link, of course)

You can utilise low-cost freelancers on sites like [Fiverr/UpWork](#)/etc. to create simple graphics for just a few dollars..

Here's a pitch template you can use once you have your graphic:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

Just read your post about [TOPIC] and noticed you included details about [INSERT TOPIC].

I've actually just created a nifty graphic containing all of this info - might make a nice addition to your post?

Here's the graphic if you want to check it out: [INSERT LINK]

Let me know what you think.

[YOUR NAME]

PS. More than happy for you to add it to your post if you think it would be useful - all I ask is that you include an attribution link back to my site :)

Note: There's no need to overcomplicate your graphic; it could be nothing more than 2-3 photos illustrating a process (such as making garam masala) consolidated into one graphic.

Crowdfunding

Source: <http://theseoproject.org/crowdfunding/>

Crowdfunding is big business - just look at this insane stat from [Kickstarter](#):

But it isn't just [Kickstarter](#) that's doing well, there's also: [IndieGogo](#), [GoFundMe](#), and many other crowdfunding websites.

Note: If you're unfamiliar with the concept of crowdfunding, it's essentially the idea of raising funding for a project from a crowd of people (rather than just one person).

Websites like Kickstarter allow companies (and people) to raise money for their project(s) via crowdfunding (i.e. having a crowd of people invest in a business/idea for a relatively low cost).

For example, LIFX managed to raise over \$1 million via a crowdfunding campaign on Kickstarter for their smart light bulb invention (despite only having a target of \$100,000):

Many of these companies will often “repay” their “backers” with a mention (and link) on their website.

Here's how to do it:

- Find crowdfunding campaigns (that offer website links to backers)
- Contribute

You can find crowdfunding campaigns that give backers links on their websites using Google search strings, such as:

And...

Sift through the search results looking for pages that might fit the bill.

Here's one that looks promising:

Looking at the page itself, you can see that by pledging \$50+, you can get a guaranteed link:

If it's within budget (and you also feel the link is worth the price), simply make the contribution.

Keep looking through the search results to find even more opportunities!

Curate Industry Quotes

Source: <http://theseoproject.org/curate-industry-quotes/>

Inspirational quotes are everywhere.

They're on Facebook, Twitter, in books, on posters...

Everywhere.

Most of the quotes you see on a day-to-day will be from the uber-famous (e.g. Shakespeare, Steve Jobs, Oscar Wilde, etc.):

But, there are also quote opportunities in every industry (at least from a link building perspective).

Example: Many blog posts curate quotes from slightly less well-known business leaders around the globe (e.g. Guy Kawasaki, Napoleon Hill, etc.), like this one:

Whatever industry you're in, there will be people writing blog posts, giving interviews, and sharing their thoughts online.

By curating the things they say (i.e. quotes) and packing them into one blog post, you can create a great piece of link-worthy content that will attract backlinks like crazy (with a bit of outreach, at least).

Here's how to do it:

1. Find influential people in your industry
2. Search for interviews they've done
3. Pick out the "wise" quotes
4. Curate a blog post with many

Start by finding the influential people in your niche.

You can do this with [Followerwonk](#) (paid), or even using industry Twitter lists.

Search Twitter lists via Google with this search term:

When you've got a list of names, use this Google search operator to find interviews they've done:

Skim the interview(s) and pick out any wise nuggets of information you see.

Note these down in a spreadsheet:

When you have a decent list of quotes (20+, at the minimum), compile them into a single, well-formatted blog post.

Finally, reach out to influencers you included and let them know about your post - they'll probably share your post and - if it's good enough - link to it too.

Here's an outreach template:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

Just wanted to give you a quick heads-up that I included a quote of yours in a recent post.

Here's the link: [INSERT POST LINK]

Always loved the quote, so I hope this isn't a problem?

PS. I've included a tonne of other epic quotes along with yours, too, so might be worth a read? :)

Best,

[YOUR NAME]"

Curate the Web

Source: <http://theseoproject.org/curate-the-web/>

No matter what you search for online, you can guarantee that there are thousands – if not millions – of pieces of content relating to that topic.

For example, Googling "best restaurant in London" returns over 194,000 results:

While the sheer abundance of information is a big plus-point for the web, it can make things difficult when you're trying to learn something.

Here's how you can do it:

- Find a topic your audience wants to learn about
- Handpick the best resources on the web relating to that topic
- Compile them into a single webpage

If you're struggling for topic ideas, go to the Google Keyword Planner and enter a broad keyword related to your niche (e.g. "SEO").

Google will then suggest other similar keywords:

Choose a few with a relatively high search volume, then Google each phrase and check if there's already a well-curated resource ranking in the top 10.

If not, you've found an opportunity.

Start researching and handpicking resources related to that topic.

Note them in a spreadsheet:

Next, list them all together in a single blog post.

Make sure it's laid out nicely and well-designed.

Finally, reach out to people to let them know about your resource.

Here's a template you can use:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

Just wanted to let you know that I recently put-together a list of epic resources in [INDUSTRY NAME].

Obviously, your post on [INSERT POST TOPIC] was included (as it's absolutely incredible!).

Here's the post if you want to take a look: [INSERT LINK TO YOUR POST].

PS. Might make a nice addition to this page: [INSERT PAGE ON THEIR SITE THAT YOU WANT A LINK FROM]?

Best,

[YOUR NAME]"

Dead Content Recreation

Source: <http://theseoproject.org/dead-content-recreation/>

Broken link building involves finding sites with broken links (i.e. those linking out to pieces content that is no longer there), then suggesting that they replace the link with a similar (but not identical) link to your site.

This can sometimes work, but more often than not, the response you get from webmasters will be a little something like this:

Usually, this is because your suggested content isn't similar enough to the original link.

Luckily, there's a simple solution: recreate the dead piece of content on your own site, then suggest *that* as a replacement.

Here's how to do it:

- Find dead content (with a lot of backlinks pointing to it)
- Recreate the content
- Suggest your recreated content as a link replacement

There are a few techniques you can use to find dead content, including:

- Google search operators (see broken link building)
- Wikipedia searching (see Wikipedia broken link building)

When you have a list of broken, industry-specific resources, copy/paste the entire list into [Ahrefs Batch Link checker](#):

If you spot any pages that fit the bill, copy/paste the URL into [The Wayback Machine](#):

^^ This will allow you to go back in time to see what the content used to be (when it was live).

If the content looks high-quality (and easily replicable), recreate the piece of content on your own website.

Note: You may get even better results if you improve the content using The Skyscraper Technique, but it's not always 100% necessary.

Once you've recreated the content (and possibly improved it), export the URLs linking to the old page using [Ahrefs Site Explorer](#):

Finally, reach out to them, let them know about the broken link, and suggest your recreated content as the replacement.

Here's an outreach template:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I was just reading one of your posts (this one: [INSERT POST URL]) and noticed you had a dead link.

It's the one linking to the post about [INSERT POST TITLE].

I actually just published an updated version of this post; here's the link [INSERT LINK]

Might be worth updating the link on the page? :)

[YOUR NAME]"

Debunk Myths

Source: <http://theseoproject.org/debunk-myths/>

No matter what industry you're in, there will be at least one commonly believed myth or misconception that – most likely – frustrates you:

By letting everyone know about this myth and setting the record straight in a big, bold manner, you'll often get a significant amount of attention (and therefore links).

Here's the process:

- Find a myth or misconception in your niche
- Prove it wrong

Unfortunately, there's no fool proof method for discovering myths and misconceptions in your industry; you'll instead need to rely on your experience and expertise to do-so.

Having said that, here's a Google search operator that might yield some results if you're really struggling:

If you do this for the SEO niche, you'll see quite a few results:

Once you've found a super-frustrating myth/misconception, you're going to have to prove it wrong; the best way to do this is in a written blog post, like [this one](#):

When you've written your post and published it, there's two paths you can take:

- Simply hope your post gets the attention you feel it deserves (chance of success: low)
- Promote your post to the right people (chance of success: high)

If you're going down the promotion route, here are some people you might want to promote it to:

- Anyone who has written about the myth you've disproved
- Anyone who has commented on posts about the myth (use The Comment Collection Technique)
- Anyone with an interest in your industry (chances are they're also angry that so many people believe your chosen myth, so they'll be likely to share – and possibly link to – your post)
- Anyone you know believes the myth

Here's a basic outreach template you can use to do-so:

“Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I couldn't help but notice that you [PREVIOUSLY WROTE ABOUT | PREVIOUSLY COMMENTED ON A POST ABOUT] the idea that [INSERT MYTH].

It drives me insane (I'm sure it does you too) that this idea is constantly held as the gospel truth, despite it clearly being a myth; so, I decided to write a post disproving it once and for all.

Fancy checking it out?

[YOUR NAME]”

If they check out your post and seem to react positively, you can then consider asking them to share or link to it.

Deep Broken Link Building

Source: <http://theseoproject.org/deep-broken-link-building/>

Broken link building is a good starting point.

But you can actually go much deeper.

If you've already used the broken link building tactic ([click here](#) if you haven't), then you should already have a list of broken links in your niche.

Also, you should have reached out to any webmasters that were linking out to those URLs, to inform them about the issue.

However, chances are that if one website is linking out to a broken link, many others will be too.

By finding these websites and reaching out to them, you can earn a tonne more links than you would with broken link building alone.

Here's how to do it:

- Do [the "broken link building" process](#)
- Find other webmasters linking to the broken links you found
- Reach out to them and let them know

To find who else is linking to your discovered broken links, dump all your broken link URLs into [Ahrefs batch analysis tool](#):

Click "Start analysis".

This will show you the number of URLs linking out to those broken links:

If the number is >1, export the backlinks to a .csv file.

Find the contact details for the exported sites and reach out to the webmasters with

this template:

“Hey [NAME],

I’m [YOUR NAME], [POSITION] at [WEBSITE].

I'm was just reading your post about [TOPIC] and noticed one of the links wasn't working.

Here's a screenshot of the dead link: [INSERT SCREENSHOT]

Just thought I'd give you a heads-up.

[YOUR NAME]

PS. If you're looking for a replacement for the link, this page might be good: [INSERT LINK]"

Note: You can then repeat the initial broken link building process for all of the sites you just extracted from Ahrefs and check for even more broken links. If you find any, simply rinse and repeat the process.

Discounts

Source: <http://theseoproject.org/discounts/>

People love discounts, it's as simple as that.

Some people actually love discounts so much, that it sends them completely mental...

By offering discounts to well-known websites and bloggers in your niche, you'll not only be able to attract new customers (at a very low cost) but also, build a bunch of backlinks.

Here's how to do it:

- Find websites and bloggers that offer discounts to their members/visitors
- Reach out to them to see if they'd be interested in offering a discount to your product/service

You can find websites and bloggers that offer discounts using this Google Search Operator:

And this one:

Note: For your KEYWORD, you can either use a broad term related to your niche (e.g. "travel inurl:discount") or alternatively, the name of a similar product/service to your own (e.g. "buzzstream inurl:discount") – this will find sites that offer discounts on similar products, which means they'll probably be open to offering a discount on your product, too.

When you've found a list of websites, reach out to them with this template:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I was just browsing your site and noticed you have a "discounts" page for your visitors.

Would you be interested in partnering with us to offer a discount to your visitors?

If so, give me a shout and we can discuss the details.

[YOUR NAME]"

DMOZ (The Open Directory Project)

Source: <http://theseoproject.org/dmoz/>

[DMOZ](#) (aka. The Open Directory Project) is essentially nothing more than a directory, and an incredibly ugly one at that.

Here's what it looks like:

Despite it's sheer ugliness, though, it remains one of the best sites from which to obtain a link (unlike most directories).

But, it's incredibly difficult (and time-consuming) to get listed on DMOZ.

Typically, only the "best" sites get accepted, thus making a link from DMOZ exceptionally powerful (even in 2016).

Here's how to get listed:

- Find the most relevant category for your site
- Click "Suggest URL"
- Be (extremely) patient

Finding the most relevant category for your website might sound pretty straightforward, but with DMOZ, it can often be anything but straightforward.

For most websites, it usually seems as though as a lot of categories fit the bill, but if you fail to choose the "most appropriate" one, you'll never get accepted.

Some of the categories are pretty obscure too:

Note: To ensure you pick the right category, it pays to meticulously read the [DMOZ submission guidelines](#) before submitting your site.

When you're confident you've got everything correct, click the "suggest URL" button (hint: this is located on the top right-hand menu bar):

You'll now be greeted with an equally ugly form (and a bunch of guidelines):

Fill this in as best you can, then click the "Submit" button at the bottom of the page.

That's it. But, you need to be patient...

...it can take many months for your listing on DMOZ to go live (if it actually gets accepted), so be prepared to wait up to 18 months+ in some cases.

Do a Charity Run

Source: <http://theseoproject.org/do-a-charity-run/>

Doing a charity run is a great way of raising money for a good cause (and improving your health).

But you can also build at least one highly-authoritative backlink thanks to JustGiving.com:

Here's how to do it:

- Set up a fundraising page on JustGiving.com (a fundraising campaign website)
- Add details about your run
- Add a link on your profile page

While most profile links tend to be relatively low-value (and also “nofollowed”) links, JustGiving.com allows a “dofollow” link.

It's also a highly authoritative website (DA80+).

Note: There are also a number of other fundraising websites that allow profile links, although most of them are nofollowed, thus making JustGiving.com the obvious choice for your run.

However, if you do another run in future, you might want to give another fundraising website a shot even if it only provides a nofollow link (this will help to diversify your link profile).

Donate to Charities/Non-Profits

Source: <http://theseoproject.org/donate-to-charitiesnon-profits/>

Charities and non-profit organisations often credit their donors with a link from their website.

It isn't usually on the homepage, but rather from a dedicated “donors” page listing all companies who were kind enough to send a donation.

Here's [an example](#):

It's not only organisations providing substantial donations that get a link either, sometimes donating as little as \$50-\$100 will result in a link.

Here's how to do it:

- Find charities in your industry/area with a “donors” page
- Check donation requirements (to be listed)
- Send the donation

Here are a couple of Google search operators you can use to find charities and non-profits that have a “donors” page:

And...

Keep your keyword quite broad, but try to at least search for charities and non-profits relevant to your industry.

Example: If you run a sportswear brand (e.g. Nike), you would ideally want to donate to local athletics clubs, sports clubs, or local sports teams – therefore those should be your keywords.

Sift through the results and note down any relevant pages in a spreadsheet, like so:

Note: Make sure to double-check that each page actually links out to external

websites (rather than simply listing the donors' names) before adding it.

Finally, reach out to the websites and ask about the donation process.

Here's an email template:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I'm contacting you today as I'd like to enquire about the donation process.

Could you send through more details about how to go about this?

Best,

[YOUR NAME]"

When you receive a response, it's worth letting them know that you were looking to make a donation of \$X, but that you could probably increase that donation amount slightly if they were able to "mention" you on their "donors" page (blame your CEO or something). It's important NEVER to use the word "link"; if they're already linking out to other companies, asking for a mention should be enough, as they'll naturally link out to you without the need for asking.

EBook Directories

Source: <http://theseoproject.org/ebook-directories/>

EBook directories offer a great way to get a few extra links if you've written an eBook.

It doesn't have to be a particularly long or in-depth eBook either, so if you've got any PDFs floating around (perhaps from "content upgrades" and whatnot), these will do just fine.

Here's how to do it:

- Find eBook directories
- Submit your eBook(s)

Finding eBook directories can be done simply by Googling the phrase "eBook directory":

Sift through the results and note down any directories that offer links (and that you would also actually like a link from).

Look through the site and you should find a "submissions" page (hint: it's usually on the main menu bar).

Fill in your information and hit the submit button.

Note: If you don't have an eBook for this technique, you can simply compile a bunch of your existing blog posts, give it a title, and convert it to a PDF format, then submit that.

ECommerce Partnerships

Source: <http://theseoproject.org/ecommerce-partnerships/>

Whatever you sell online, there are probably plenty of other ecommerce sites selling complimentary – but non-competing – products (unless you're Amazon, of course).

By partnering with such sites, you can form a mutually-beneficial relationship where you both link to each other from your respective product (or category) pages.

Because you're only partnering with retailers selling non-competing products, including these links on your product pages won't cannibalise your sales.

Here's the process:

- List complimentary (but non-competing) product categories
- Find online retailers
- Partner with them

Start by making a basic list of complimentary product categories – these should be things that complement the products you already sell, but don't directly compete with them.

If you were a retailer of pots/pans – such as [Le Creuset](#) – these could be:

- Cookbooks
- Gourmet ingredients
- Ovens
- Fitted kitchens

Note: If you sell any of these products yourself, strike them off the list.

Next, you need to build a list of actual online retailers that sell these products; you can do this using this simple Google search operator:

Or this:

Sift through the results and make a note of any retailers that you feel would be open to partnering with you.

It's then a case of reaching out to these sites, building a relationship, and forming a partnership.

Here's an outreach template you can use:

“Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I've been looking through your site and couldn't help but notice you sell a lot of products that compliment those that we sell. We've also heard first-hand from many of our customers that you're the first brand they turn to when they're looking for [PRODUCT CATEGORY].

I wanted to briefly make contact as we're interested in working with you to form a mutually-beneficial partnership, with the hope of increasing online sales for both parties.

Would you be interested? If so, let me know and we can discuss.

[YOUR NAME]”

It's then a case of informing them of your idea, which involves them linking to your products and you linking to theirs.

This can sometimes take a bit of negotiating, but it's usually well worth the effort.

Embeddable Charts/Graphs

Source: <http://theseoproject.org/embeddable-chartsgraphs/>

Most companies have a tonne of data lying around, but many never use it for marketing purposes; it's usually all about sales.

But, if you've got any data whatsoever that you feel others may find interesting/useful – and it could easily be made into a chart or graph – you could be sitting on a goldmine of potential link opportunities.

Here's the process:

1. Create a chart/graph from your data
2. Tell people about it

It's easy to assume that creating a graph from your data would be pretty intense, but thanks to free tools like [Google Charts](#), it's pretty straightforward (and free):

Compile your data and use [Google Charts](#) to create your chart/graph.

Next, you need to find people that your newly-created chart/graph might appeal to; here are a few ideas:

- People who have blogged about similar data before
- People who have embedded inferior graphics/charts with the same data in posts
- People who have embedded graphics of the same/similar data, but that is now outdated
- People from your industry (who have their own blogs, ideally)

Note: If you're reaching out to those who have embedded inferior or outdated versions of your graphic previously, you should take the approach of “noticed you had outdated data in your post; wondered if you might want to replace it with an updated version”.

Here's an outreach template to use:

“Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I was just reading one of your posts (this one: [INSERT LINK TO POST]) and noticed you embedded a graphic about [INSERT DATA TOPIC]. I also noticed the data is now a bit outdated.

I've just created an updated version of this [GRAPH | CHART] with up-to-date data; want me to send it through so you can replace the outdated chart?

Let me know.

[YOUR NAME]”

If they respond, send them the chart and kindly ask if they'd mind adding an attribution link to their post, should they use it.

Embeddable Games

Source: <http://theseoproject.org/embeddable-games/>

People love games...

^^ might need to be from the UK to understand that image...

If you have the resources (and cash) available, you can often land a good few links by creating a fun game – just make sure it's embeddable too.

Here's the process:

- Create a game
- Tell people about it

Creating a game is by far the most difficult part of the process, as there's no blueprint for creating a successful game.

You'll need to: have a great idea for a game (that also appeals to your target audience); work with a great developer (which can be costly); and, most likely, work with a great designer.

But, once you have your game, things are pretty straightforward: you just need to promote it to others in your industry (and in similar industries).

Start by creating a list of influential blogs and sites in your industry that might be interested in embedding your game.

Here's a Google search operator you can use to find sites:

And:

Sift through the results and note down and sites that: a) you feel would be interested in embedding your game; b) you would like a link from.

Next, grab their contact details and reach out to them.

Here's a basic template you can use:

“Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I just wanted to make contact briefly, as I've just created an [INDUSTRY]-related game that I thought you might like. It's a simple concept; [INSERT OVERVIEW OF THE GAME CONCEPT HERE].

Let me know if you fancy checking it out and I'll send the link.

[YOUR NAME]”

When they respond, send the link and ask for their thoughts. Rather than blatantly asking “fancy embedding it on your site?”, simply let them know that it's embeddable and 99% of the time, they'll read between the lines anyway.

Event Photography

Source: <http://theseoproject.org/event-photography/>

Industry events occur on a regular basis for almost every industry on the planet.

Example: In the SEO world, there's [BrightonSEO](#), [MozCon](#), [SearchLove](#), plus many smaller ones all around the globe (e.g. [SASCon](#) in the UK):

If you attend some of these conferences already – or if doing-so would be relatively cheap and straightforward – you can build a few extra links simply by taking a camera with you to the event.

Here's how to do it:

- Attend an industry event
- Take photographs while you're there (or video)
- Publish them on your site
- Reach out and let people know

Let's assume that you attend [BrightonSEO](#) each year.

At this event (like many industry events), there are a handful of well-known speakers:

If you were to take a camera with you to the event, you could quite easily snap a few photos of each speaker, along with all other goings-on at the event.

When you get home, transfer the photos to your computer and tag each photo with: the speakers name; the event name; your website name.

Next:

- Create a “master” folder of all the well-tagged images
- Create folders for each speaker, containing only photos related to them

Upload each of these folders to your website (or [Google Drive](#)):

Next, send a friendly email to each of the speakers you photographed with a link to their folder of images.

Explain that you recently attended the event and just happened to snap a few images of them while you were there.

Let them know that you're more-than-happy for them to use them on their site/blog/social media/wherever - just ask that in return, they give you a simple attribution link.

Here's a template outreach email you can use:

"Hey [NAME],

I was just looking through my photos from [EVENT NAME] and noticed I snapped a few of you.

Here's a link to them: [INSERT LINK]

Feel free to use them on your website/blog/twitter/wherever if you like them - all I'd ask for is an attribution link if you do use them.

Hope you enjoyed the event anyway. Might see you there again next year?

[YOUR NAME]"

Event Recaps

Source: <http://theseoproject.org/event-recaps/>

Live blogging can be a great way to attract links, but it may not always be possible.

It's also a lot of effort if you're doing it at every conference you attend - sometimes you just want to enjoy the conference for what it is.

However, chances are that at the very least, you'll come away from any worthwhile industry conference with a host of new knowledge (that's why you attended, right?), and possibly even a few notes:

^^ Cool [stock photo](#), right?

In the weeks following the event, you'll likely see a wave of new content hitting the web, as people often scramble to blog about conference-related stuff, such as:

- Ways to apply tactics/information they've learned
- Case studies (based on knowledge gained at the conference)
- Their conference experience
- People they met

If you can create an “event recap” post (and getting your notes out there) before everyone else, you'll often find that post being referenced (i.e. linked to) by all the other bloggers.

Here's how to do it:

- Attend an industry conference (e.g. [MozCon](#))
- Make notes
- Create a “recap” post
- Promote it

Attending an industry conference is pretty straightforward (you just buy a ticket), but this tactic works best for popular – well attended – conferences (e.g. [MozCon](#),

#linklove, etc. in the SEO industry).

Start by finding conferences to attend using this Google search terms:

And this one:

When you've found a good contender, buy your ticket and get ready.

Following the event, the aim is to create a sort of "summary/recap" post, so make notes while you're there.

Pay attention to: speakers (names, what they spoke about, etc.); notable attendees (e.g. Rand Fishkin if you were at an SEO conference); best talks; things you learned; etc.

Put all of this information together into a recap-style blog post when you get home.

Here's [a good example](#) of this done well:

Next, publish it and promote it to:

- Event speakers
- Event attendees
- Event organisers
- Industry influencers
- Previous attendees (i.e. those who attended in previous years, but not this year)

Here's an outreach template you can use:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

Just wanted to touch base to say how much I enjoyed your talk at [EVENT NAME] the other week - perhaps even my favourite talk of the day!

I've actually just published a "recap" of the event on my blog - thought you might be interested in having a read?

Here's the link: [INSERT LINK]

I'd love to hear your thoughts.

[YOUR NAME]"

Note: You can also promote the post via Twitter using the corresponding event hashtag (e.g. #mozcon).

Exchange StumbleUpon Traffic for Links

Source: <http://theseoproject.org/exchange-stumbleupon-traffic-for-links/>

Most webmasters build links to their site(s) in the hope that they'll rank higher in Google...

...which will then bring them more traffic each month.

Traffic is the end-goal, not links.



But, SEO isn't the only method of acquiring traffic...

There are also paid ads, social networking/bookmarking sites, etc.

While social bookmarking sites like [StumbleUpon](#), [Reddit](#), etc. do (in theory) allow

you to obtain traffic free of charge, this only works if you get lucky (i.e. if your page manages to get enough upvotes - which can be unlikely).

If you're looking for guaranteed traffic, you can use the paid advertising on these sites to get it, such as StumbleUpon Native Ads:

Usually, just \$5-\$10 will get you a good number of hits with StumbleUpon.

Here's how to use this idea to get links:

- Find industry bloggers
- Reach out and propose to send them traffic in exchange for a link

Finding industry bloggers is pretty straightforward, just use these Google search strings:

And...

When you have a list of bloggers, find a popular page on their website by pasting their domain into [Ahrefs Site Explorer](#), and the "top pages" tab:

Sift through the top pages and find a page that you'd like a link from (note: make sure it's relevant to your website).

Reach out to them with this email:

“Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I was just reading your post about [TOPIC]. Great stuff!

I actually recently published a blog post about that topic; you can see it here: [INSERT LINK]

If you like it, I was thinking it might make a nice addition to your page - perhaps in the section about [INSERT TOPIC]?

I'd be more than happy to send through a few bucks worth of traffic from StumbleUpon to the page if you're happy to add the link?

Just let me know :)

[YOUR NAME]"

Should they agree to your proposal, go to Stumbleupon (or any other website offering paid traffic – e.g. facebook, twitter, etc.) and send them a few dollars worth of traffic to their website.

When you've done it, get back in contact with them using this template:

“Hey [NAME],

Great!

Let me know when you've added the link and I'll send through the traffic :)

[YOUR NAME]"

Expert Roundups (group interviews)

Source: <http://theseoproject.org/expert-roundups-group-interviews/>

Expert roundups do exactly what they say on the tin: **they “roundup” opinions, thoughts and viewpoints from industry experts** into one blog post.

Such posts have become extremely popular over the last few years, and they remain one of the best (and easiest) ways to build links.

Here's an example of an expert roundup post (created by [Ahrefs](#)):

There are two main reasons why these posts are so popular amongst content marketers/link builders:

1. **You don't have to create/write much content:** Most of the content is created for you by the experts you choose to include. All you have to do to create the bulk of the content is reach out to a bunch of experts with a specific question – they then send you a short answer to include in your round-up. This saves a lot of time/effort/money creating content yourself.
2. **Featured "experts" will often share (and link to) your post:** Because you're including “experts” in your round-up, it's in their best interest to promote your post. For them, being included in an “expert roundup” gives them more authority with their audience, so they often share and link to it. That means easy links for you.

Here's how to create a (successful) expert roundup post:

- Find industry experts
- Ask them a simple, yet through-provoking question
- Include them in your “roundup” blog post
- Reach out and ask them to share/link

Finding experts in your industry can be done by Googling the following:

Note down any of the influencers you find in a simple spreadsheet.

Also try to find their contact information (i.e. email address) if you can, like this:

Next, you need to think of a question to base your roundup post on.

This question should be simple, but it should also have enough scope to allow the “expert” to add some value to your post.

Here are a few example questions to give you some inspiration:

- What is your no.1 go-to **{INDUSTRY}** technique?
- What are three **{INDUSTRY}** tools you couldn't live without?
- Tell me one **{INDUSTRY}** “lifhack” that completely changed your life

Notice that the questions (yes, that last one wasn't technically a question...) are simple enough to be answered sufficiently in a few short sentences.

Steer well clear of questions that would take a while to answer, as influencers are far too busy to spend hours writing answers to your questions.

Reach out to all the influencers on your list with the same question...

...make sure to explain that you're putting together a post and that they'll be included in it (along with a link to their site/Twitter/etc.).

Here's a quick outreach template:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

The reason I'm contacting you today is because I'm doing a group interview of [INDUSTRY] experts, and would love to know your answer to this question:

[INSERT QUESTION].

Thanks in advance!

PS. I'll make sure to include your name and a link in the post, of course.

Best,

[YOUR NAME]"

Note: When your post goes live, you need to email them again to let them know.

It's at this stage that you should ask them to share it with their audience (although don't be too pushy).

Here's a follow-up template:

"Hey [NAME],

Just published the post along with your answer.

Here it is: [INSERT POST LINK]

Might make a nice addition to this page: [INSERT PAGE YOU WANT A LINK FROM ON THEIR SITE]?

Just a thought :)

Best,

[YOUR NAME]"

Fight Viagra Hackers

Source: <http://theseoproject.org/fight-viagra-hackers/>

Blogs are a prime target for hackers.

Many target the blog commenting system to gain spammy links to their own (often dodgy) websites.

Such comments typically get auto-approved by Wordpress and end up going live without human approval.

You can usually spot one of these spammy blog comments a mile off - they'll generally be under the name “**buy cheap viagra online**”, “**online gambling**”, or something equally ridiculous.

Here's an example:

For webmasters, this is a big problem, as they're **unwittingly linking out to extremely dodgy sites** and thus, **hurting their chances of ranking in search engines**.

If you can help spammed webmasters to fix this problem, they'll usually **be happy to reward you with a backlink**.

Here's the process:

1. Find niche-related sites with “spammy” blog comments
2. Alert the webmaster of the problem
3. Help them to fix it
4. Ask for a link

Finding these sites is the most difficult part, but with a bit of creativity, it's pretty straightforward.

Begin by finding a **list of industry-specific blog posts that have a bunch of**

comments – you can do this by using the Google search operator below:

Paste this into [Scrapebox](#) (paid) or [Simple SERP Scraper](#) (Free) to gather a bunch of these URLs.

The top 500 results should be plenty to get started.

Save these URLs in a .txt file, then utilise the [Scrapebox Page Scanner Addon](#) to search the HTML of the results for a specific string of text.

Search for phrases like “**gambling**” or “**viagra**” – if Scrapebox finds those words present in the HTML of the page, go ahead and check it out manually to confirm the presence of spam.

Here's a quick tutorial for the Page Scanner (courtesy of looplevel!):

If you find any issues, **reach out to the webmaster via email/twitter** and let them know about the problem using this template:

If you get a response, work with them to resolve the problem (**this can often involve a lot of emailing back and forth, so be prepared to put in the work**).

Finally, once resolved, kindly **ask them if they might consider linking to you on the page** (or on another page of your choice).

9 times out of 10, they'll be happy to do-so.

Film Interesting Product Demos

Source: <http://theseoproject.org/film-interesting-product-demos/>

Product demos are often dull and boring, so it's no surprise that these generally don't help to attract links to product pages.

But, it doesn't have to be this way.

[Millican](#) – a quirky retailer of bags and travel accessories – produced a number of demonstration videos for their products, which show their bags being packed with an utterly ridiculous amount of things:

Not only is this amusing for the viewer, it also demonstrates the USP of the product (extra points if you can do that in your video).

Here's how to do it:

- Choose a product
- Think of an amusing concept for a demo video
- Shoot the video (or hire a freelancer/company to do this for you)
- Reach out to anyone who might be interested in your video

You can choose any product or service you like, but generally, it makes sense if you opt for one of the more popular products you sell.

By doing this, you'll be able to ensure as many people as possible see your video, which will increase your chances of getting links.

Next, think of a funny concept for your demo video and shoot it.

Note: If you're struggling to come up with an idea, head over to a freelance website (e.g. PeoplePerHour.com) as there are a tonne of freelancers making cook videos, such as:

You can also [get some inspiration from this post](#) if you're struggling to come up

with an idea.

Next, add your video to the product page, then reach out to anyone that might be interested to tell them about your video.

This may include:

- Brand ambassadors
- Previous linkers
- Existing customers
- Press

Here's an outreach script you can use:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I was just reading one of your posts and noticed you {LINKED TO | SHARED | COMMENTED ON} our product here: [INSERT LINK HERE]

We've actually just added a new product demo to the page, and I thought you might like to check it out?

Here's the link: [INSERT LINK]

I'd love to hear your thoughts. Anything we could improve?

[YOUR NAME]"

Fix Malware-Infected Websites

Source: <http://theseoproject.org/fix-malware-infected-websites/>

Infected websites are more common than you might expect on the web.

Unfortunately, webmasters often don't realise their sites have been hacked until it's too late (and their their website gets penalised by Google).

By finding niche-specific websites infected with malware, letting the webmaster know about the problem, and helping him/her to fix things as quickly as possible, they're usually happy to give you a link for your efforts.

Here's how to do it:

- Find websites in your niche
- Check for malware
- Reach out (and help) webmasters who own the infected sites

While finding websites in your niche is relatively straightforward, figuring out if they're infected with malware can be more difficult.

For this task, you're going to need [Scrapebox](#) (paid tool).

Open up Scrapebox and enter a few broad search terms related to your niche into the Harvester keywords area (e.g. "seo", "link building", "content marketing", etc.):

Click the "Start" button on the Harvester, and scrape Google, Bing and DuckDuckGo search results.

You should end up with a few thousand urls.

Now, install the Scrapebox Malware and Phishing Filter from the "Addons" menu (free).

Open up the addon, then select "Load URs from Harvester". Click the "Start"

button.

Scrapebox will now check all of the harvested URLs for malware. Any infected sites will show up in the list.

IMPORTANT: Do NOT visit any of the infected websites, you'll end up with malware on your computer.

When Scrapebox has finished checking the URLs, select the "Save "bad" URL's to file" option.

Next, install the "Scrapebox Whois Scraper" addon from the Addons menu.

Now, open the file you just saved and click "Start".

Scrapebox will now extract the whois information for the sites in your list, this includes names and email addresses.

Once complete, email all of the webmasters in the list and let them know their site is infected with malware; here's an outreach template:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

Just came across your site via Google and got a malware warning...

I actually run my own site and believe it or not, this has happened to me a couple of times.

It's not that difficult to fix, but can be a bit of a nightmare.

I can walk you through the process if you like? (don't worry, I'm not asking for any form of payment).

Let me know if I can help.

[YOUR NAME]"

Fix Wordpress Vulnerabilities

Source: <http://theseoproject.org/fix-wordpress-vunerabilities/>

With [over 1 billion websites](#), and Wordpress [powering 25%](#) of the web, there are an estimated 250 million+ websites running on Wordpress right now.

With such a vast quantity of websites running on the platform, there will be thousands – if not millions – of webmasters who have left their sites open to hackers, in every industry and niche imaginable.

Wordpress makes every effort to remove vulnerabilities in their application – via constant Wordpress updates – but many users don't update their websites to the latest version:

Plus, there are always other vulnerabilities.

If you can help bloggers fix these vulnerabilities and make their site(s) more secure, they'll often be more than happy to reward you with a backlink.

Here's how to do it:

- Find websites (in your niche) that you want a link from
- Check for vulnerabilities
- Reach out to webmasters with insecure sites
- Work with them to fix the problem

Finding websites in your niche can be done using a few simple Google search operators:

Sift through the results and make a note of any websites you might want to obtain a link from.

Next, check each of these websites for vulnerabilities using [these techniques](#).

Reach out to any vulnerable websites and let them know about the issue.

Here's an outreach template you can use:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I just came across your website and noticed that it's actually vulnerable to hacking.

I actually had a problem with hacking on my site a while ago, and would hate to see it happen to you too (as it's a nightmare to clean up).

Luckily, the solution is pretty simple, quick and free. I can walk you through it if you like?

Let me know what you think.

[YOUR NAME]"

If any webmasters reply, work with them to fix the problem. Once it's fixed, you can then ask if they'd be happy to link to your website to show their gratitude.

Don't ask for the link right off the bat, though.

Flippa Link Building

Source: <http://theseoproject.org/flippa-link-building/>

Flippa is a marketplace where webmasters (or aspiring webmasters) can go to purchase both new and already established websites:

It's like eBay for websites...

There are thousands of websites for sale of Flippa at any one time, and many of them have been established a number of years, such as this one:

When webmasters come to sell these sites, they have to create a listing (much like you would on eBay).

This listing is often extremely extensive, and lists a tonne of details about the website, including: monthly visitors, revenue, and so forth.

And, because SEO is so important for any well-established website, owners often also list the places that they acquired backlinks in the description, like [this one](#):

He also lists exactly how he acquired these backlinks:

...and he's not the only Flippa seller doing this, either.

Here's how to do it:

- Find industry-specific Flippa listings
- Look for backlink acquisition details in the listing(s)
- Reach out and grab links

Finding Flippa sites in your industry is as simple as going to Flippa.com and typing in a broad keyword (e.g. "tech") into the search box:

It pays to use the advanced search, however, as most websites giving such information will be well-established.

Therefore, you should limit your search to websites with 1,000+ visitors per month:

Next, go through each result and look for backlink information in the listing(s).

Make a note of any backlink opportunities you find, and how they were obtained.

In most cases, they'll have been built using PR techniques - this means you can quite quickly build up a list of journalists in your space who are receptive to pitches.

Here's an outreach template you can use for any you find:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I'm just emailing today to see if you'd be interested in checking out [INSERT PRODUCT | COMPANY | ETC]. I noticed you covered [INSERT COMPANY] last month (here: [INSERT LINK]), so thought you might be interested.

We [INSERT OVERVIEW OF YOUR COMPANY AND WHAT YOU DO - MAKE SURE TO MENTION POINTS OF INTEREST THAT MAY INTEREST A JOURNALIST]

Let me know if you'd like to hear more - we can send samples if needed.

[YOUR NAME]"

Forum Posting

Source: <http://theseoproject.org/forum-posting/>

Forums are far from the newest, sexiest form of marketing.

But, they remain one of the best places to not only build links, but also bring targeted traffic to your website(s):

If you're unfamiliar with forums, they essentially provide a platform for a bunch of people to talk about a specific topic (e.g. SEO).

People create threads (i.e. discussions) within the various categories, then others can reply to said threads with opinions/comments/answers/etc.

Here's how to use forums for link building:

- Find niche-specific forums
- Join
- Add value

Finding niche-specific forums can be done with a few Google search operators, such as:

And:

Next, join any forums that look to be industry leaders.

You can usually spot industry leaders by looking at the engagement on the posts - if there are regular posts/replies/threads, it's probably a good forum to get involved in:

If the last thread was started months ago...

...it may not be so great.

Next, sign up to the good ones, read through a few of the threads and start helping

people out by answering questions and offering advice:

It's fine to link out to useful resources in your answers, but **DO NOT** link out to your own site just yet.

Once you've built a bit of authority on the forum (so they know you're not just a spammer), add a link to your website in your forum signature:

This link will then show up wherever you've replied to a thread.

It will be nofollow, but it can drive a significant amount of referral traffic if you offer a lot of value in your replies (plus, the traffic will be targeted).

It's also possible to build forum links by repurposing existing content (from your site) on the forums.

The best way to do this is to remove any links, images and unnecessary fluff from your post, then post it on the forum.

Brian Dean - founder of Backlinko - did this a couple of years back with his "17 Untapped Backlink Sources" post:

Get Interviewed

Source: <http://theseoproject.org/get-interviewed/>

If you've established yourself as an authority figure in your industry, you'll most likely get interview requests on a regular basis.

But, for those new to an industry, interview requests can be almost non-existent.

The good news is that even if you don't receive interview requests on a regular basis, they still exist.

You just need to be more proactive in your approach.

Here's how to do it:

- Find sites in your niche that publish interviews
- Reach out and ask if they would like to interview you

You can find sites that run interviews using these Google search operators:

And...

Once you've found them, reach out to the with this template:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

Just read your interview with [INSERT INFLUENCER NAME].

Great stuff!

Not sure if you're looking for interviewee's right now, but if you are, I'd just like to put myself forward.

I've always got a crazy amount to say about [TOPIC], so hopefully I'll be a pretty good candidate :)

Let me know what you think.

[YOUR NAME]"

Get Manufacturer Links

Source: <http://theseoproject.org/get-manufacturer-links/>

Many product manufacturers list “retailers” or “where to buy” information for their products on their sites.

Even [Apple](#) has one of these pages:

Such pages generally link out to third-party retailers and thus, provide the perfect link building opportunity (especially for eCommerce websites).

...again, even Apple do this:

Getting a link from these pages can actually be as simple as reaching out and asking (nicely!) for one.

Here’s how to do it:

- Find manufacturers websites (for the products your eCommerce store sells)
- See if they have a “where to buy” page
- Reach out and ask for a link

Finding manufacturers websites should be a pretty straightforward process, as you should already have a list of manufacturers websites if you’re retailing their product(s).

But, if you don’t, you can find them by Googling:

The official manufacturers website will usually be the first result.

If you find that Amazon (or another third-party retailer) comes up first, keep looking until you find the site that appears to be the manufacturers.

It’s usually pretty easy to tell.

Note each of these sites down in a spreadsheet:

Next, use this Google search operator for each of the websites you've found:

If there are any results to this query, the manufacturer most likely has a "retailers/where to buy" page (make sure to manually check each page manually, though).

Note: You should also manually any "retailers" pages you find for external links. If they're not linking out to other external retails, chances are that they won't link out to you, so it would be a waste of time contacting them.

When you have a list of manufacturers with "where to buy" pages, reach out to them with this template:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [COMPANY].

We sell your product on our site here: [INSERT LINK TO PRODUCT]

I just noticed you have a dedicated "where to buy" page on your site - any chance you could add us to it?

Let me know,

[YOUR NAME]"

Get Pingback/Trackback Links

Source: <http://theseoproject.org/get-pingback-trackback-links/>

If you're anything like me, you probably instantly delete and disapprove any pingback/trackback requests you receive on your website:

But, it's important to remember this: some websites still give pingback and trackback links (yes, even in 2016).

By finding these sites and linking to them from your content, you can build a few extra links quite easily.

Note: Pingback/trackback links are usually nofollow, but there are a few dofollow ones out there – it's just a case of hunting them down.

Here's the process:

- Find niche-specific sites that give pingback/trackback links
- Mention them in your content

Finding websites that allow pingbacks and trackbacks can be done with this simple Google search operator:

And this one:

Sift through the search results and note down any websites that you would like a pingback/trackback link from.

Note: It also pays to double-check that they actually do allow pingbacks/trackbacks – you can do this by navigating to the page and checking for pingbacks at the bottom; it should look something like this:

Next, it's simply a case of writing a blog post and including links to these sites within your content – just make sure the link is relevant and that you're not linking out to spammy sites.

Give away blogs

Source: <http://theseoproject.org/give-away-blogs/>

Millions of people run a blog, but not all of these people have their own self-hosted blog with their own domain name.

Many of them are hosted on Wordpress.com (and other free blogging solutions):

Even blogging extraordinaire, Seth Godin, relies on Typepad to host his blog:

Creating and giving away brand new blogs (i.e. self-hosted blogs + domain name) to these people can be a great way to land links.

And, because you're creating the blog on their behalf, you have the power to insert your link anywhere into the blog during the setup process.

You can even utilise any anchor text you like.

Note: Web designers/developers have been utilising this technique for years. If you've ever come across a website developed by a particular company, you'll likely have seen a "designed by COMPANY NAME" at the bottom of the page (with "COMPANY NAME" being a backlink).

Here's how to do it:

- Find bloggers without self-hosted blogs
- Give them a blog

Here are a few Google search operators you can use to find bloggers who are actively blogging, yet don't have their own domain name:

And...

You should see a bunch of blogs (related to your niche) in the search results that are not self-hosted (e.g. myreallygreatblog.wordpress.com).

Here's an example:

Sift through these blogs by manually and note down any that are creating high quality content on a regular basis.

Also, note down the bloggers contact information (if you can find it).

Next, you need to build-up some trust and establish some sort of relationship with the blogger

This can be done by:

- Leaving (meaningful) comments on their posts
- Following/chatting to them on Twitter
- Offering advice
- Helping them fix blog errors (you could even use broken link building to do this).

When you've build at least some connection, reach out to them (preferably via email) with this template:

"Hey [NAME],

I hope you're well.

I've just invested in some new web hosting for my site and, well, I was wondering if you might also like to host your site on my server?

I wouldn't charge you anything, all I'd ask is that you link to my site from yours.

I can also help you get set up with a custom domain and everything if you like?

Let me know what you think :)

[YOUR NAME]"

If they like the idea, work with them to create a self-hosted blog (so buy a domain name, grab some free hosting, setup Wordpress, etc.) – include a link to your site in the blogroll in the process.

Give Pingback/Trackback Links

Source: <http://theseoproject.org/give-pingbacktrackback-links/>

If you use Wordpress, you'll probably be familiar with emails that look like this:

It's what's known as a "trackback/pingback approval request", and it's basically there to let you know when someone links to your site.

It tells you where the link came from, and also asks you to approve the trackback – if you choose to do so, your site will automatically add a "pingback/trackback" link at the end of your post, like this:

Most people turn off pingbacks/trackbacks completely because they're super-annoying.

But, by giving pingback/trackback links on your site, you essentially increase the likeliness that you'll get linked to by that person again in the future.

Here's the process:

- Approve genuine pingback/trackback requests
- That's it!

Note: 90%+ of the pingback/trackback requests you receive will be spam, so don't set them to auto-approve. Instead, approve only the genuine, high-quality ones.

Give Them Hosting

Source: <http://theseoproject.org/give-them-hosting/>

Every blog needs hosting.

Most new bloggers use free web hosting companies as they simply can't afford paid hosting when starting their blog.

Some bloggers even just use the free hosting on offer from Wordpress.com and make-do with the subdomain (i.e. bloggerswebsite.wordpress.com):

If you can help these bloggers out by providing them with free hosting, they'll almost always be happy to thank you with a link from their (newly hosted) website.

Here's the process:

- Find bloggers with no/free hosting
- Give them hosting

Finding bloggers with no hosting is pretty straightforward, just use this Google search term:

This will find blogs related to your keyword, but which are also hosted on subdomains at Wordpress.com.

Take a look at the blogs and pluck out the good ones.

Make a note of them.

Next, reach out to the bloggers and offer them hosting – make it clear at this stage what would be in it for you (i.e. a link).

Here's an outreach template:

"Hey [NAME],

I'm [NAME], [POSITION] at [WEBSITE].

I just came across your blog and I have to say, your posts are amazing!

I actually run my own blog (INSERT BLOG LINK) and, well, I wondered if you might be interested in hosting your blog on my server.

I'd be happy to host it for free, all I'd ask in return is that you link back to my site.

What do you think - sound good?

Best,

[YOUR NAME]

Obviously, you'll need to actually provide hosting for any bloggers who like the idea, but this can be obtained for a few dollars a month (pretty cheap for a link). You could even utilise a free host like Hostt.com.

Giveaways/Contests

Source: <http://theseoproject.org/giveawayscontests/>

Everyone loves getting something for free – that’s why so many bloggers run contests on a regular basis.

Here's [a recent contest from Matthew Woodward](#), for example:

Doing this not only helps bloggers attract new readers, but also build a deeper relationship with their existing fans.

But, there's a problem...

Bloggers need prizes to give away to the winners of these competitions.

While some bloggers may fund prizes themselves, most rely on the generosity of others to provide prizes on their behalf.

This works well for both parties, as the blogger gets a free prize to giveaway to their audience, and the prize provider receives a significant amount of exposure and promotion from the contest itself.

Most bloggers also link to the prize provider’s website.

Here’s how to do it:

- Find influential bloggers in your niche/industry
- Partner with them to run a contest/giveaway (where you provide the prize)

While finding influential bloggers is relatively straightforward (using tools like [Followerwonk](#), etc.), it’s also important to make sure you’re targeting bloggers who are likely to be receptive to such an offer.

The easiest way to do this is by targeting bloggers who you know have run similar competitions/contests/giveaways before.

Use these Google search operators to find industry bloggers that fit the bill:

And:

Sift through the search results and lookout for sites/bloggers in your industry who have run giveaways before.

In particular, look for those who have run contests recently (i.e. in the past 6-12 months) where the prize was a similar product/service to the one your company offers.

Next, find the bloggers contact details (these can usually be found on their “contact” page) and reach out via email (or Twitter) expressing your interest in partnering to run a contest.

Here’s an outreach template:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I was just browsing your site and noticed that you recently ran a competition where you gave away [INSERT PRODUCT NAME].

I was wondering if you'd be interested in partnering with us to run another competition?

We'd be more than happy to supply the prize, which we think would be a perfect fit for your audience.

Would you be interested?

[YOUR NAME]"

Should any bloggers express some initial interest, work with them to create a suitable contest. Never mention the word “link” or “SEO” – 99% of the time they’ll

link to you without the need to ask should the partnership go ahead.

Guest Posting

Source: <http://theseoproject.org/guest-posting/>

Guest posting involves writing a blog post for a site other than your own – such as a leading industry blog – in order to build links and gain exposure for your brand.

Webmasters accepting guest posts usually give you (the author) a short “author bio” at the end of the post, where you’re free to link back to your website.

Here’s what a typical author bio might look like:

Note: Some webmasters may even be happy for you to link to other pages or posts on your site from within the guest post itself – which is usually preferable to a “bio” link – but unfortunately, you usually have to fight for this.

Here’s how to do it:

1. Find guest post opportunities
2. Reach out to the webmaster
3. Write your post (including author bio + link)
4. Send it to them and get your link

Finding guest posting opportunities is relatively straightforward, and can be done using a few simple Google search operators, including:

And:

You should now see a number of industry-specific sites that accept guest contributions, like this:

Make a note of any sites you feel you’d like to contribute to, along with the contact details for the webmaster (you can usually find these on the “write for us” page).

Next, reach out to the sites via email asking if they’d be interested in a guest

contribution. Most of the time, you'll get a better response if you let them know the topic (or a rough working title) of the post you have in mind.

Here's a template you can use:

“Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I was wondering if you're still accepting guest posts, as I had an idea for a post that I feel would be perfect for your site.

Basically, I was thinking something along the lines of [INSERT WORKING TITLE NAME], where I'd discuss [GIVE A BRIEF, 2-3 SENTENCE OVERVIEW OF YOUR POST].

Would you be interested?

Thanks,

[YOUR NAME]”

If they respond positively and give the go-ahead for the post, write a draft (or hire a freelancer to write it for you) and send it over to them ASAP.

Note: Remember to include your author bio with link (the most important part!).

Here's a template for the response:

“[NAME], I've attached my initial draft. Take a look and let me know what you think; I'm more than happy to make any changes you feel might be necessary.

Thanks,

[YOUR NAME]”

If you're a competent writer, your initial draft should be pretty much spot-on and won't require many changes (if any!), but you should always work with the webmaster to ensure that they're happy.

It's then simply a case of waiting for your post to go live.

Guestbooks

Source: <http://theseoproject.org/guestbooks/>

Guest books (you might remember them from the 90's) allow people to sign and comment on websites.

Here's an example:

Very few sites have them these days, but some of the older – less updated – sites still have them embedded, and they're usually pretty easy to get a link from (if you can find them).

Here's the process:

- Find sites with guest books
- Sign them (and get a link)

As mentioned, not many sites have guest posts installed these days, so finding them can be difficult.

Here are a couple of Google search terms you can use to do-so:

And..

If you manage to find any guest book opportunities, visit the site and check that the guest book is live.

If it is, sign it and grab your link.

Note: Because most sites with guest books still embedded will be old and outdated, it pays to double-check whether or not you actually want to gain a link from that site before signing. You should also check the quality of any existing outbound links from the page - they can often be low-quality as many webmasters have likely spammed the site.

HARO (Help A Reporter Out)

Source: <http://theseoproject.org/haro/>

HARO (Help a Reporter Out) does exactly what it says on the tin.

It allows you to “help a reporter out” by providing them with credible (and relevant) sources for their upcoming article(s).

Here’s how it works:

- Sign up to [HARO/ResponseSource](#) (Free for HARO. £25+/month for ResponseSource)
- You receive daily email alerts from journalists looking for reputable sources for their article(s)
- You respond to relevant alerts in a timely manner with tailored answers, along with your name/credentials
- You get a highly-authoritative editorial link

And when I say highly-authoritative link, I mean it...

Here are just some of the media outlets making use of HARO:

You can get started with HARO [here](#), and ResponseSource [here](#).

Here's how to do it:

1. Sign up for HARO (or ResponseSource)
2. Refine your alerts
3. Respond to any relevant alerts (quickly!)
4. Get a link!

First, you need to sign up to HARO (for free) [here](#).

Click the “Subscribe Now” button...

...then choose the “Basic” package (the one without the monthly charge):

Fill in your details and click the “Submit” button.

Click the confirmation link in the email to confirm your account (if it doesn't come through within a few minutes, check your spam/junk folder).

Now you're signed up, you need to refine your alerts (otherwise they'll get super-annoying).

HARO subscribes you to the “Master HARO” by default – this basically means that without editing your subscription preferences, many of the notifications you receive will be irrelevant to your industry.

Here's how to fix this:

Sign into your HARO account [here](#).

Uncheck the “Master HARO” checkbox under the “HARO Preferences” heading:

Next, check any categories that are relevant to you/your clients.

For example, if you ran a fitness blog, you'd probably want to check the “Lifestyle and Fitness” box, but possibly also the “Sports” option:

Click “Save & Update”:

Now, HARO will send you up to three email alerts per day.

They'll look something like this:

Each email contains a bunch of requests from journalists, who are looking for facts, opinions and sources for their upcoming articles.

Most of the alerts you receive on a daily basis will be irrelevant to your organisation, but when you do receive a relevant alert, you need to respond as quickly as possible.

It's also important that your response is short, sweet, accurate, and straight-to-the-point.

Here's a template you can use for your response(s):

“Hi [NAME].

I'm [YOUR NAME], [POSITION] at [ORGANISATION NAME].

Here are my answers: [INSERT ANSWERS]

If you need anything else, give me a shout. I'll do my best to reply ASAP.

[YOUR NAME]"

Advanced Tip (from Matthew Barby): Use this IFTTT recipe to receive SMS alerts when a HARO reporter requests input on an article related to a particular keyword. By doing this, you can make sure to respond to relevant requests straight away.

Note: It's important that you DO NOT mention anything to do with “linking” in your communication with HARO journalists. If you make sure to include your website address in your email signature, that should be enough to ensure that the journalist links to you (should they use your response in their article).

Help Update Old Content

Source: <http://theseoproject.org/help-update-old-content/>

Even the best blogs have outdated content, as it's almost impossible for bloggers to keep constantly updating old content, especially when they have hundreds – possibly even thousands – of posts on their site.

If you can help bloggers keep their site up-to-date, they'll likely be happy to reward you with a link.

Here's the process:

1. Find outdated content in your niche
2. Help the blogger update it

First, go to Google and search for a broad, niche-related keyword (e.g. “SEO” or “link building”, if you were in the SEO niche), like this:

Note: You may also wish to add the `inurl:"blog"` operator to help restrict the results to blog posts, rather than generic site pages:

Next, go to “Search Tools”, select the “Any time” drop-down menu, then select “Custom range...” at the bottom:

Here, you need to restrict the search results to content at least a few years old, so choose a date range that works for your industry:

It's now a case of sifting through the search results (which should all be at least a few years old) and looking for outdated content.

When you find a post that fits the bill, make a note of the URL, the author, their contact details, and how the post could be brought more up-to-date.

Next, you need to contact the author and propose helping to update the content.

Here's a template:

“Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I just stumbled across your post about [POST TOPIC] and noticed it was getting a bit outdated. For example, the part about [MENTION A SPECIFIC PART FROM YOUR NOTES] is kind-of no longer holds true (as I'm sure you're already aware).

I still think the post has real potential, though, and if you're open to it, I'd like to offer to write an updated version of the post for you, which you could then publish on your site.

What do you think?

[YOUR NAME]”

If they give you the go-ahead, write an updated version of the post and send it to them.

Here's a template for the response:

“[NAME], I've attached my initial draft. Take a look and let me know what you think; I'm more than happy to make any changes you feel might be necessary.

Thanks,

[YOUR NAME]”

Note: Remember to include your author bio and link, as that's the whole point!

It's then simply a case of waiting for them to publish the post on their site.

Hire Industry Veterans

Source: <http://theseoproject.org/hire-industry-veterans/>

Most links are acquired as a result of genuine relationships within the industry (that's why there are so many posts about “relationship building”)...

But – as you may have already found out – building genuine relationships can be both difficult and time-consuming.

This problem can be solved by hiring an industry veteran (if you have the funds available).

Industry veterans will almost always have existing relationships with influential bloggers and journalists in your industry, which can be utilised to gain links for your website.

Here's how to do it:

- Headhunt an industry veteran
- Hire them
- Take advantage of their existing relationships

There are many traditional methods to headhunt industry veterans (such as hiring a dedicated headhunting company), but these can often be costly as they're meant for huge organisations with huge hiring budgets.

A much easier and cheaper way to find a candidate is:

- Find well-known industry bloggers (who clearly have relationships in the industry)
- Offer them a job

Many bloggers start their blogs because of a passion for a particular topic/industry, so the vast majority will welcome a job offer working within said industry.

Here are a few Google search operators to find bloggers:

And...

If you stumble across any blogs/bloggers you like, add them to a spreadsheet (along with any contact information – if you can find it).

Research them a little more by reading more of their content, viewing their LinkedIn profile, etc., and if you feel they may be a good fit for your company – and have existing relationships in the industry – contact them and ask if they'd welcome a job opportunity.

If they say yes, take it from there. If you choose to hire them, they'll have a tonne of existing relationships you can utilise to get links.

Note: You don't always have to offer a full-time position to take advantage of this technique; you could just as easily hire these bloggers on a freelance basis, or hire them as a "brand advocate".

Hire Veteran Link Builders

Source: <http://theseoproject.org/hire-veteran-link-builders/>

Building links by yourself can be extremely time-consuming, especially if you have limited link building experience.

That's why it can actually be more cost-effective to partner with a link builder who really knows his/her stuff.

In particular, partnering with a veteran link builder who has experience in your industry can make things super-efficient, and reduce your time/cost outlay in the long-run.

The reason for this is simple: any good link builder will already have a “black book” of industry contacts who are likely to be receptive to your outreach campaigns, and whom they already have a positive relationship with.

Here's how to do it:

- Find link builders who have significant experience in your industry
- Hire them
- Take advantage of their existing contacts/relationships

The easiest way to find link builders with experience in your industry is to reverse engineer highly linked-to websites, blogs and pieces of content in your industry.

Here's how to do it:

- **If you're a brick and mortar business:** Google a keyword that you would ideally like to rank for (e.g. “Miami plumber”), but change the location to somewhere else in the country (e.g. “Philadelphia plumber”). Scrape the top 10-100 results using [SERPScraper](#).
- **If you're a blogger:** Go to Buzzsumo.com and enter an industry-defining keyword. Download the URLs of the top content you find.
- **If you're an ecommerce store owner:** Google the key-phrase “buy

PRODUCT NAME”, but make sure the product name isn’t something you actually sell, yet is similar to the product(s) you do sell. Scrape the top 10-100 results using [SERPScraper](#).

When you have you list of URLs, reach out to the webmaster(s) via email ask who is responsible for their link building campaign(s).

Note: It’s important to make it clear that you’re in no way a competitor, as otherwise, they most certainly aren’t going to divulge such information.

Here’s an outreach template you can use:

“Hey [NAME],

I’m [YOUR NAME], [POSITION] at [WEBSITE].

Your name was passed on to me by [NAME] at [COMPANY NAME], as they informed me that you helped with their link building campaign?

I have a website in the same industry, and I'd love to work with you if you're available.

Let me know.

[YOUR NAME]”

Should anyone you reach out to email back with a name, contact that person/company and hire them to build links for your site. They’ll be perfect for the job, as they’ll already have a “black book” of industry contacts they can utilise.

Host Events for Others

Source: <http://theseoproject.org/host-events-on-behalf-of-others/>

Creating and hosting an event is a great way to build links.

For example, [this page for MozCon](#) has almost 7,000 backlinks from 1,000+ referring domains:

But, sometimes, you can just as easily build links by hosting other people's events.

If you happen to have a suitable event space (one large enough to host at least a small gathering), you can rent it out to other people/organisations (or even offer it for free) who are planning to host their own events.

Doing this opens the door to a lot of link opportunities and works well for a variety of establishments, including:

- Hotels
- Restaurants
- Bars
- Care/retirement homes
- Wedding venues

And many others...

Here's how to do it:

- Add a "venue hire" page
- Create a dedicated "directions" page
- Rent out your space/venue

Adding a "venue hire" page is pretty straightforward.

Just go into your Wordpress dashboard and click "Add Page":

Give the page a title something along the lines of “Venue hire” or “Hire our Venue”, then add a bunch of details about the venue/space/location/etc:

^^ This is where you’ll essentially be selling your space to prospective event hosts.

Next, add another page to your website titled “Directions”, then add comprehensive directions to your venue via car, train, foot, bus, etc.

Here's an example of what it should look like:

Now, whenever someone hires out your space for an event, email them using this template (ONLY after the booking is confirmed):

“Hey [NAME],

Thanks for your booking!

Just wanted to give you a quick heads-up about our comprehensive "directions" page, which covers how to get to the venue via bus, train, car, and on foot.

We'd suggest bookmarking this page and linking to it from your site, as to inform your attendees exactly how to get to the venue.

Here's a link to the page: [INSERT LINK]

Let me know if I can help with anything else?

[YOUR NAME]"

Because your directions page is so comprehensive (at least they should be), it will be in the event organisers best interests to link to that page from their website, as it will provide their visitors with the best directions to the event venue.

Note: You can also add your “venue hire” page to dedicated venue directories. Here’s a couple of Google search strings you can use to find them:

And...

Host Your Own Events

Source: <http://theseoproject.org/host-your-own-events/>

Hosting an event is not only a great way to build relationships with others in your industry.

But also attract a bunch of links.

For example, here's the link profile for [the Mozcon page on Moz.com](#):

Many influential blogs talk about (and link to) industry events, and there are also dedicated directories you can submit your event to.

While it's typically the well-known, popular events that usually attract the highest number of links (obviously), you can build links without creating anything too elaborate.

Even a simple local meet-up or gathering can do the trick.

Here's how to do it:

- Create an event
- Add an event page to your website
- Submit it to relevant sites/directories
- Promote it to industry bloggers

According to Kane Jamison (who wrote [a great in-depth post about event link building on Moz](#)), there are many types of events that work well for this tactic, including:

- Local concerts
- Business workshops
- Art shows
- Knitting clubs
- Academic lectures

- International conferences
- Local meet-ups (*not Kane's suggestion, but they also work well*)

You should decide the format of your event based on two things: budget; and, industry-suitability (e.g. an art show might not be a good choice if you're inviting a bunch of lawyers).

When you have your event planned, create a page on your website dedicated to the upcoming event:

It should give information about the event including: date; time; ticket price (if applicable); location; number of attendees; names of guest speakers, etc.

You can then submit that page to event directories to build a few initial links; you can find such directories using these Google search operators:

And...

It's also possible to build links to your event page using traditional blogger outreach (these will likely be the most authoritative links you'll get).

Here's the process:

- Find industry influencers/bloggers
- Tell them about your event (and possibly invite them along)

Again, Kane's super in-depth post lists a number of ways to both find and outreach to industry bloggers, so give that a read. It also includes a number of advanced tactics for building even more links using this tactic.

Icon Set Directories

Source: <http://theseoproject.org/icon-set-directories/>

Icon directories curate icons (or sets of icons) from around the web.

Here's [an example of an icon set](#):

Every icon set gets it's own "download" page, which includes a download link and a bunch of other information about the set (e.g. number of icons, licence requirements, etc.):

It also includes a link to the author's website:

Most icon directories are quite picky about what they accept.

But, if you can create a set of icons that their visitors are actively looking for, you're almost guaranteed to get accepted.

Here's how to do it:

1. Design your icon set (or hire a freelancer to design one)
2. Find icon set directories
3. Submit your icon set for inclusion

It's important that you design an icon set at least somewhat relevant to your website.

For example, don't go designing a set of cocktail icons if you're a lawyer - it doesn't make sense.

If you need some inspiration, head over to the Iconspedia.com and search for a broad keyword related to your site (e.g. "travel"):

When you have some ideas of what might work, hire a designer to create your icon set.

[Fiverr](#) is a great place to find a low-cost designer:

Now you have an icon set, it's time to find some icon directories to submit to.

Doing this is as simple as Googling "icon set directories":

Choose a site from the results (e.g. Iconfinder.com), then go to the [contributor page](#).

Click the "Start uploading" button:

Give your icon set a name, description and provide a link to the icon set on your website (very important!).

Under "Licence", select "Free for commercial use (Include link to authors website) – this means that should anyone use your icons, they must link to your website.

Finally, rinse and repeat this process for more icon directories!

Image Credit Links from Guest Posts

Source: <http://theseoproject.org/image-credit-links-from-guest-posts/>

When guest posting, you can usually include a link back to your website within your “author bio”:

This leaves an obvious footprint in your link profile.

While this may not be an issue at the moment, Google is known for targeting certain types of links from time to time via algorithmic penalties.

It’s likely only a matter of time until these types of “author bio” links are targeted (and probably devalued).

The obvious solution to this problem would be to include a link to your site within the main body of your guest post (i.e. within the content itself) – rather than the author bio – but most reputable webmasters aren’t keen on allowing this.

You can workaroud this issue using “image credit links”.

Here’s how to do it:

- Write your guest post as normal
- Add a relevant image within the article body (one that was originally featured somewhere on your website)
- Add an “image credit/source” link in your guest post directly below the image

Begin by drafting your guest post as you normally would:

This means doing the following:

- Writing a high-quality piece of content specifically tailored to the site you’re targeting
- Including relevant images from a variety of sources (note: it’s best to opt for

royalty-free images here)

- Linking out to relevant sources within the content itself (if appropriate)

Note: It usually pays to get your guest post idea approved by the website you have in mind before you begin writing your post, otherwise you'll most likely end up wasting a lot of time.

Next, you need to make the small edit of adding an image (taken from your site) within the guest post content.

There are two ways to do this:

1. Find a relevant image already on your site (ideally from the page you wish to build a link to), then add it to the guest post you've just written
2. Create a relevant image for the guest post, then add that image to whichever page on your site that you wish to build a link to

Fiverr is a good place to start if you need an image creating:

Note: Whichever method you choose, it's important to ensure that the image is relevant to both the guest post and your own website. Don't force an irrelevant image just so you can use this technique.

Now you've inserted the image into your guest post, you need to add an "image credit/source link" within the content.

The best place for this is just below the image itself.

Here's the typical format for an image credit link:

Finally, submit your guest contribution to the site. 9 times out of 10, they'll leave the image credit links exactly as you wrote them.

Note: The beauty of this method is that you can manipulate the anchor text however you like. But, if you make it too obvious, your guest post will likely get rejected by the webmaster (and you'll probably lose their trust too).

Improve Popular Content

Source: <http://theseoproject.org/improve-popular-content/>

Most influential bloggers are leaders in their niche because they're perfectionists:

This usually means that they have some epic content sitting on their site.

For example, Neil Patel has hundreds of epic posts on his website, QuickSprout.com:

No matter how good a piece of content is, though, it can always be improved.

If you can figure out a way to improve one (or more) of their most popular posts, chances are they'll be more than happy to reward you with a link.

Here's the process:

- Find popular content created by a popular blogger/websites in your niche
- Figure out a way to improve that content
- Reach out and tell them about your improvement(s)

If you're struggling to find popular content, you can use a tool like [BuzzSumo](#) (or [Ahrefs content explorer](#)) to find highly-shared content in your niche.

Just enter a keyword in the search box (e.g. "link building"):

Look over the content you find and think of ways to add value using:

- A downloadable checklist
- Tutorial video
- "Cheat sheet"
- Interactivity

Whatever your idea is, go ahead and create the improvement.

Note: You can hire a low-cost freelancer to do this if you're unable to do it yourself:

Finally, reach out to the original blogger and share what you've created.

Here's the important part: don't just tell them about your improvement, give it away to them for free. Explain that you would be more than happy for them to include it in their post, but ask if they'd be willing to link back to your site in return.

Here's an outreach script you can use:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I was just reading one of your posts about [INSERT TOPIC]. Really eyeopening stuff!

In fact, your post actually got me inspired, and I ended up making a {CHECKLIST | TUTORIAL VIDEO | CHEAT SHEET} which you can see here: [INSERT LINK]

I'd love to hear your thoughts.

[YOUR NAME]

PS. I'd also be 100% happy for you to include it in your post if you so-wished, just let me know."

Industry-Specific Directory

Source: <http://theseoproject.org/industry-specific-directory/>

Directory submissions are considered “old school” by most SEO’s.

This is because the links gained from directory submissions are typically of low-quality, like [this one](#):

Not only is this an extremely ugly-looking directory, it's on a low-authority domain and the links are "nofollowed".

However, this doesn't mean that the concept of a directory is bad – it just means that you have to be a little more creative (*it's not 1998 anymore*).

Creating your own hand-curated, high-quality, industry-specific directory will often attract a tonne of links, especially if it solves a problem in your industry.

Here's how to do it:

- Research a directory topic/idea
- Create your directory
- Promote it

It's important that you aren't creating an industry-directory just for the sake of it; you need to make sure that it's actually a good idea and solves an existing problem.

The easiest way to come up with a directory idea is simply to apply to concept of The Skyscraper Technique to directories.

Here's how:

- Find an existing, (relatively) popular directory in your niche
- Improve it
- Steal the links (by promoting to the right people)

Here are a few search operators you can use to find existing directories in your industry:

And...

Sift through the search results and make a note of any seemingly popular directories which could do with an update.

In particular, look out for sites that are outdated, poorly-designed, or quite simply, junk.

If you find a good contender, confirm the popularity of the directory by pasting the domain into [Ahrefs Site Explorer](#):

If it has a tonne of backlinks, it's most likely pretty popular.

Next, create your own improved version of your chosen directory – utilise the ideas listed under The Skyscraper Technique to find ways of doing-so.

Here is [a list of the best directory scripts](#).

Note: Your directory can either be hosted on your existing (money) domain, or on a new domain. If you choose to host on a standalone domain, make sure to link back to your main site.

When your directory is go-to-go, refer to The Skyscraper Technique to see how to promote it and build backlinks.

Infographic Directories

Source: <http://theseoproject.org/infographic-directories/>

Infographics have been used to attract links for years, and remain one of the most efficient ways to do-so.

For example, here's the link profile of [one of my favourite infographics](#):

Pretty decent for a simple image.

While you'll probably want to invest in some influencer outreach when you have an infographic (as this will result in the highest quality links), you can also gain a few extra links by submitting your graphic to infographic directories.

Here's the process:

- Find infographic directories
- Submit your infographic

There are plenty of lists of infographic directories on the web (just Google “list of infographic directories”), but [this one by Paddy Moogan](#) is probably the best.

Note: Not all of the sites listed are free, but plenty of them are.

When you've found a site you want to submit your graphic to, look for a “submit infographic” link (or something along those lines):

Finally, fill in the required details – making sure to include a link back to your website in the appropriate area – then click the submit button.

Interactive Content

Source: <http://theseoproject.org/interactive-content/>

Interactive content is more popular than ever.

Take a look at [this interactive infographic explaining 13 reasons why our brains crave infographics by NeoMam](#) for example:

It has over 8,000 links from 1,000+ referring domains (and it's attracting more every week):

While static infographics, blog posts, and videos have their place, interactive content can often take things to the next level, while introducing the “wow factor” to your content.

Here's how to create a successful piece of interactive content:

- Create something interactive
- Tell the right people about it

It's important to realise that you shouldn't create interactive content simply for the sake of it; you need to make sure the interactive element(s) add value to the content itself.

If something's better off as a blog post, stick with that; if it's better off as an interactive piece, go for it.

This can be a tough call to make, but here are a few instances where interactive is probably the way to go:

- Content benefits from personalisation (e.g. dynamic content from user input)
- Content benefits from a highly-visual format (such as the aforementioned interactive infographic)
- Content is super-extensive and requires some sort of interactive filtering/search (such as [this by Thomson](#), or my complete list of link

building strategies)

If you feel you've got an idea that would benefit from interactivity, hire a developer and designer and get to work.

There are plenty of great developers on freelance sites such as PeoplePerHour.com, if you're struggling:

Next, you should let people know about your interactive content; this might include:

- Industry bloggers
- News websites
- Influencers in your niche

Here's a basic outreach template:

“Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I've just put-together an interactive piece of content about [CONTENT TOPIC] and thought it might appeal. It allows you to [INSERT BRIEF OVERVIEW OF CONTENT – 1/2 SENTENCES].

Here's the link: [INSERT LINK]

I'd love to hear your thoughts.

[YOUR NAME]”

Internships

Source: <http://theseoproject.org/internships/>

Internships are essentially “work experience” programmes for university graduates, which allow graduates to obtain the skills required to begin a career in a particular industry/profession.

Many internships offered by companies are unpaid, but there are also paid internships, too:

Offering internships can be a great way of building links, as most university/college websites have dedicated “internship opportunities” pages for their students:

These often link out to internship opportunities from third-party companies.

Here’s how to do it:

- Find universities/colleges with dedicated “internship opportunities” pages
- Create an internship
- Get your internship listed on the “internship opportunities” page(s)

Finding universities and colleges with dedicated “internship opportunities” pages can be done using these Google search operators:

And (for UK-based opportunities):

Most of the search results will be dedicated “internship opportunity” pages on university websites:

Visit each of the pages individually and check not only that they list internship opportunities, but also link out to the third-party websites offering said opportunities:

Make a note of any that do along with their contact information (i.e. email address – usually found on the page itself in most cases), along with any internship listing

guidelines.

Next, create a dedicated page on your website for your internship.

Note: It's best to create a page that is updatable as more/less internship opportunities become available within your company (otherwise you run the risk of your link being removed by the universities relatively quickly).

Here's [an example](#):

Finally, reach out to the universities and pitch your internship for inclusion on their "internship opportunities" page.

Here's an outreach script:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I was just browsing your site and noticed you have a page listing internships.

We've just created an internship position at [COMPANY] and we were wondering if you might want to include it?

Here's a link to the internship page containing all the details: [INSERT LINK]

Would it be possible to include it on the page?

[YOUR NAME]"

Interview "Influencers"

Source: <http://theseoproject.org/interview-influencers/>

Everyone loves hearing what industry influencers have to say; that's why there's so many "X influencers reveal their favourite [TOPIC] tip" posts around (i.e. "expert roundup" posts), like [this one](#):

But – as these are becoming fast overused – interviewing one industry expert in-depth will often lead to a greater number of links.

This [interview with Rand Fishkin by Groove](#) has 48 links from 30+ referring domains:

Here's how to create a (successful) interview post:

1. Find an industry expert
2. Convince him/her to do an interview with you
3. Ask the right questions (important!)

While you might have an idea of who you'd like to interview, it may simply be the case that they rarely do interviews and therefore, aren't open to being interviewed.

It's therefore best to check that they've actually been interviewed previously – and ideally relatively recently – before wasting valuable time outreaching to them.

Here's a Google search operator to do this:

(and this one:)

Note: It also pays to restrict the results to those from within the last 6-12 months.

To do this, click "Search tools" from the menu:

Then "Any time" > "Custom range..."

Enter the data range for the last six months.

If your chosen influencer has done one-or-more interviews in this time period, they'll likely be open to doing more.

It's then simply a case of getting in touch and asking; here's a basic outreach template:

“Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I don't want to waste your valuable time, so I'll keep this brief: I'd be super-interested in interviewing you for [WEBSITE] and was wondering if you'd be interested?

Let me know and we can discuss.

[YOUR NAME]”

If you get the go-ahead, your work isn't complete: you then need to ask the right questions in order to create a “linkworthy” interview.

Perhaps the easiest way to do this is to ask your followers and subscribers what you should ask (so you're essentially crowdsourcing your questions); by doing this, you'll ensure that your interview appeals to the maximum number of people.

Don't forget to promote (i.e. conduct outreach for) your interview once complete for maximum ~~results~~ links.

Inverted Broken Link building

Source: <http://theseoproject.org/inverted-broken-link-building/>

Broken link building involves finding industry-specific pages with broken links (i.e. pages linking out to resources that are no longer there), then telling the webmaster about this problem.

While doing-so, you also suggest a link (usually to your own site) as a “replacement” for that broken link.

Although this can work well, webmasters are sometimes less-than-eager to “replace” the link with the replacement you suggest, as often, it isn’t an exact replacement.

Inverted broken link building involves turning this process on it’s head, by recreating the broken content and improving it.

Here’s how to do it:

1. Find industry-specific broken links
2. Find the broken link(s) with the most backlinks
3. Recreate the broken content (but make it better)
4. Reach out and suggest your new content as the replacement

It’s a very similar process to broken link building.

The main difference is the fact that you’re creating content specifically for this purpose, rather than simply “trying your luck” by suggesting a similar, already-created piece of content as the alternative.

Start by finding a bunch of resource pages in your industry.

Broken links can often be found in abundance on "resource" pages, so here's a good search operator to get started:

Check each page for broken links using the [LinkMiner](#) Google add-on:

Add any broken links to a spreadsheet.

When you've got at least a handful, copy/paste them all into [Ahrefs batch checker](#), then order the results by number of links (high to low):

If any of the broken links have a substantial number of links pointing to them (20+), plug the URL into [Wayback Explorer](#) – this lets you go back in time and view the content that used to be there:

If it looks like a good piece of content (i.e. linkworthy), recreate it on your site, but make it a lot better, so:

- More-thorough
- Better-designed
- More up-to-date

When you've recreated a piece of content, reach out to all of the linkers of the old broken content and suggest your content as the replacement.

Here's a script:

"Hey [NAME],

I was just reading your post about [INSERT PAGE TOPIC/TITLE HERE] and noticed one of the links on the page was broken.

It's the one linking out to [INSERT BROKEN LINK LOCATION] - not sure why, but it's not there.

Just thought I'd give you a heads-up, as I actually recreated, improved and republished that post a bit back.

Here's the link: [INSERT LINK TO YOUR CONTENT]

Might be worth replacing the link on the page?

Thanks,

[YOUR NAME]

iOS/Android App Directories

Source: <http://theseoproject.org/iosandroid-app-directories/>

Smartphone apps are big business these days, and if your company/website happens to have a smartphone app, you can get yourself a few extra links from iOS/Android app directories.

It won't just link to the App Store either, as you can add your site under "developers' URL" on most of these directories.

Here's the process:

- Find Smartphone app directories
- Submit your app (and website)

The easiest way to find these websites is simply to Google something along the lines of:

Or, if you want to get a little more technical:

Sift through the results and make a note of any sites that fit the bill.

Note: You should also double-check that the sites actually allow developers to link out to their website on their app listing page, like [this](#):

If everything is above board, it's simply a case of submitting your app (usually free).

Link Out to Medium-Level Bloggers

Source: <http://theseoproject.org/link-out-to-medium-level-bloggers/>

It might sound like warped logic, but linking out to others can actually help you to build links.

This is especially true if you link out to medium-level (i.e. semi-famous) bloggers.

Why?

Because medium-level bloggers don't yet have the level of fame that well-known "influencers" and top-level bloggers in your niche might have.

This means that getting mentioned (and linked to) is still a big deal for them.

But, with top-level bloggers, getting mentioned likely occurs every day of the week, so it's less exciting for them...

It's possible to take advantage of this fact by not only making an effort to link out to medium-level bloggers in the first place...

...but also following up with a well-crafted outreach campaign.

Here's how to do it:

- Find medium-level bloggers in your industry
- Link out to them when you create content
- Let them know (i.e. the follow-up)

First, find industry blogs/bloggers with these Google search operators:

And...

I recommend using [Simple SERP Scaper](#) (free) to scrape the results directly into a spreadsheet.

The results should look something like this:

Next, copy/paste all the URLs into a Domain Authority (DA) checker such as MozCheck.com:

This will return a number of metrics for the sites including Domain Authority (DA), Page Authority (PA) and MozRank:

Add these values to your spreadsheet alongside the list of URLs (just make sure they match up!):

Filter your spreadsheet by DA, then delete any URLs with a DA < 30 or >55.

You'll now be left with medium DA's – these are most likely run by medium-level bloggers.

Now, it's a case of creating a new piece of content for your site and incorporating links to those bloggers within the content.

Note: Don't force these links in, and most certainly don't link to the homepage. Instead, look for high-quality, relevant resources on the bloggers website(s) and incorporate them into your content.

Publish your post, then reach out to all the bloggers you linked out to using this template:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

Just wanted to give you a quick heads-up, as I recently linked out to your post about [INSERT TOPIC] in my latest blog post.

I'd love to hear your thoughts. Anything you'd add?

[YOUR NAME]"

The response rate should be relatively high (typically ~15% - it can vary, though) and hopefully, they should mostly be comprised of “thank you” messages.

For any bloggers who respond, visit their blog and look for broken links (use Broken Link Building or The Moving Man Method to do this).

If/when you find one, check out the broken link on Archive.org, then find a post on your site that would be a good replacement for the link – you could also create a custom piece of content if you don’t already have one.

Reply to the blogger with this template:

"Hey [NAME],

No problem!

Actually, I was just reading your post about [TOPIC] and noticed one of your links was broken.

It's this one: [INSERT SCREENSHOT OF BROKEN LINK]

I actually published an improved version of this post a while back - might make a nice replacement?

Just a suggestion :)

[YOUR NAME]"

Note: The reason this works so well is because you did two things: added value to the blogger twice (by linking to them, then finding a broken link on their site); proposed a solution that made their site better.

You could also do this for low/top-tier bloggers too – it just tends to be less effective.

List Posts

Source: <http://theseoproject.org/list-posts/>

If you Google almost anything these days, you'll probably come across one (or more) list posts on the first page.

For example, take a look at the search results for “how to make money online”:

Not only are the majority of first page results numbered list posts, Google even includes a featured snippet.

Here's how to create your own (successful) list post:

- Find existing list posts (on a particular subject)
- Combine them to make the ultimate list
- Steal the links from the other posts

Let's stick with our original example and assume that you're looking to write a blog post about “how to make money online”; it's clear that a list-style post is probably the best way to go.

It's also clear that there are plenty of existing list posts on the subject, including this list of 40 tips:

...this one of 30:

And this one of 72:

Most of these posts have a bunch of links pointing at them too:

If you were to combine all of these lists into one “master” list, chances are you could steal links from all of the combined lists.

It's then just a case of reaching out to those linking to the – now inferior – lists and letting them know about your new improved list, while also suggesting that they

might want to replace the old link with a link to your improved post.

It's basically The Skyscraper Technique, but with a focus on lists.

Here's a basic outreach template to use:

“Hey [NAME],

I was just reading your post about [TOPIC] and noticed you linked to this list of [INSERT LIST TOPIC] (this one: [INSERT LINK])

Great list! I just wanted to let you know that I've actually published an updated, more in-depth version of this page (it has [NUMBER OF LIST ITEMS] rather than just [NUMBER OF ITEMS ON THE OLD LIST].

Here it is: [INSERT LINK]

Might make a nice addition/replacement on the page?

[YOUR NAME]”

Live Blogging

Source: <http://theseoproject.org/live-blogging/>

Apple fanboys fanatics will be no strangers to the concept of live blogging.

Whenever Apple holds one of their infamous events, hundreds of tech websites will live-blog the entire thing, including [Mashable](#):

...[Gizmodo](#):

And many others sites.

If you're unfamiliar with the concept of live blogging, it's nothing more than the act of blogging live from an event.

Doing this allows you to keep readers informed of the goings-on at the event, and can often draw in a significant amount of visitors (if the event is particularly popular).

While live blogging may seem like a tactic reserved for huge technology websites (e.g. Gizmodo, Mashable, etc.), the fact is that anyone can live blog from any type of event.

Here's how to do it:

- Attend a (popular) industry event
- Live blog from said event

If you don't already have plans to attend an industry event, the first task will obviously be to find one to attend.

Here are a few searches you can use to find such events:

And...

Note: The more popular the event you attend is, the more visitors you can potentially draw in to your blog and the more links you can potentially build.

When you've found an event that fits the bill, book your ticket:

It's then a case of not only live blogging from the event itself (which will generally require quick typing skills), but also ensuring you're prepared well in advance.

You can [read a great, in-depth post on the intricacies of live blogging here](#), but here are the basics that you need to consider:

- **Wi-Fi:** Does the event have Wi-Fi? Is it free/paid? Do you need to book it in advance? Do you need to arrange your own internet access? (e.g. 4G dongle)
- **Device:** Will you be live blogging from your laptop, smartphone, tablet? What would be the best tool for the job (hint: laptop)? Does the event allow attendees with this device?
- **Platform:** Will you blog via your own website, Twitter, Facebook? How will you do this?
- **Photography:** Will you be live blogging photos as part of your live blog? How will you take these (smartphone, DSLR, etc.)? Is photography allowed at the event?
- **Skill:** Do you have the necessary skill(s) to live blog an event? Are you a fast enough typer?

Even if you've got all of that covered, you still have to actually create your live blog page (Live Blogging for Wordpress is probably the easiest way to do this, although [other options](#) are available for various CMS') and proactively build links to it.

Here's how to do this:

- Create a holding page for your live blog (prior to the event)
- Let influencers know

Creating a holding page is as simple as adding a new post via your Wordpress (or other CMS) dashboard with a bit of information about the upcoming event and live blog.

For example, here's [a page from Gizmodo](#) that not only links to all previous Apple live blogs, but also acts as a holding page for upcoming events:

You can then reach out to influencers in your industry (**tip**: find these using [Followerwonk](#) and similar tools) explaining your plans, and kindly ask if they'd consider linking to your holding page and promoting it to their audience.

Here's an outreach template you can use:

“Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I'm attending [EVENT NAME] in a few weeks, and I'm going to be live blogging the entire event on my blog.

I've put-together a holding page for the live blog (which will update automatically when I'm at the event), which you can see here: [INSERT LINK].

Feel free to add the link to your site if you feel it's something your audience would be interested in ;)

[YOUR NAME]"

Local Visitor Services Pages (.edu)

Source: <http://theseoproject.org/local-visitor-services-pages-edu/>

Universities and colleges often have “visitor services” pages.

Here's [an example](#):

These pages typically list establishments in the local area that may be useful for visitors and tourists.

Local businesses can often grab a high-authority link from these pages, as long as the universities are relatively local to their brick and mortar location.

Here's how to do it:

- List universities and colleges in your local area (approx. 10-mile radius)
- Check if they have a “visitor resources” page
- Double-check that they link out to other local businesses
- Reach out and ask for a link

When you have your list, check if they have a "visitor services" page using these Google search operators:

And...

Check out any results and see if they're linking out to businesses in the local area.

If they do, send the university an email and ask if they'd consider adding your business to the page.

Here's an email template to use:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I just came across your "visitor resources" page and would like to request an addition.

We're a [COMPANY TYPE], we're based in the local area, and I think we'd make a useful addition to the page.

Let me know if this is possible and if so, anything I can do to help.

[YOUR NAME]"

Logo Design

Source: <http://theseoproject.org/logo-design/>

Most bloggers have one thing in common: they're great at writing and producing content (i.e. blog posts), but aren't so great at design.

Because of this, many bloggers don't have particularly great logos for their blogs.

Some bloggers don't have any form of logo at all – they just have the name of the site written in plain text:

If you can help these bloggers out by creating a logo for them (or improving an existing logo), they'll most likely be so grateful, they'll happily link to your site in return.

Here's how to do it:

- Find industry-specific blogs without logos (or with poor ones)
- Create a better one
- Give it to them
- Ask for a link

You can use specific Google search strings to find industry-specific blogs who aren't likely to be too well-known yet:

Visit each of the search results one-by-one and be on the lookout for any sites without logos, or with relatively poor logos (that you could easily improve).

Make a list of your prospects.

Next, reach out to them with this outreach email:

“Hi [NAME],

I just wanted to send a quick email to say that I'm a massive fan of your blog –

your recent post on [INSERT POST TOPIC] here was amazing! Loved it!

I wanted to quickly reach out to you as I noticed you didn't have a logo for your blog - I'm actually a graphic designer, and I had a cool idea for a logo that might work well.

I'd be happy to design this for you (no charge) as honestly, I'm just a massive fan of yours.

Let me know if you'd like to see/hear the idea and I'll give you more details.

Thanks,

[YOUR NAME]"

Follow up any bloggers who reply and come up with an idea for a logo.

If they like it, design it for them, then send it to them.

If you're not so great at design, you can get a logo designed for as little as \$5 on sites like Fiverr.com.

It won't be that great, but it may be enough to do the trick with new bloggers.

If they use it on their blog, reach out to them again and kindly ask that they give you credit for the design on the blog (sometimes you can even get a homepage/sitewide link by doing this).

Here's a template:

"Hey [NAME],

I'm glad you liked the logo! It looks great on your site.

Can I ask a quick favour?

I wondered if you might consider adding a link back to my site on yours? I'd be

super-grateful if you could, as I'm really trying to promote my site at the moment.

No big deal if not, but like I said, it would be super-helpful.

Let me know :)

Thanks,

[YOUR NAME]

Logo Directories/Showcases

Source: <http://theseoproject.org/logo-directories/showcases/>

No matter what website you're working on, you'll almost certainly have a logo.

If that's the case, you can usually attract a few extra links by submitting it to logo design directories, even if the design is nothing particularly special.

Here's the process:

- Find logo design directories
- Submit your logo

You can find a tonne of logo design directories simply by Googling “logo design directory”:

If that's too much effort, though, [here's a list of sites you can submit to right away](#).

All you have to do is find the submit page (usually called “add a logo” or “submit a logo”) and fill in your details:

You'll need to upload your logo (obviously) and make sure to add a link back to your site (i.e. the source).

Done.

Mememes

Source: <http://theseoproject.org/memes/>

Mememes are everywhere.

Why?

Because they're cheap, easy to create, and have the potential to go viral (as long as you have a particularly humorous/unique/clever concept).

While “going viral” may be a nice bonus, it’s important to realise that you can also use mememes to build backlinks.

Here’s how to do it:

- Find a popular, already-existing mememe
- Adapt the mememe concept for your audience
- Create your mememe for free using tools like [Meme Generator](#) and [Quick Meme](#) (or create one in Photoshop/Illustrator)

Now you have your mememe, here are a few ways you can utilise it to build backlinks to your website:

- Share your mememe wherever your target audience “hangs out” online (e.g. Facebook/Twitter/StumbleUpon/Reddit/etc.) – if your mememe picks up traction, this may will attract some backlinks naturally
- Include your mememe in other content you create (e.g. guest posts/”guestographics”/Sideshares/etc.) and include attribution links – this is a great way to get in-content links easily
- Find sites that have embedded your infographic (using Google’s reverse image search) but haven’t linked back to your site, then reach out and request an attribution link

Mention Influencers (and tell them)

Source: <http://theseoproject.org/mention-influencers-and-tell-them/>

Influencers love getting mentioned, especially if said mention paints them in a particularly positive light...

Whenever you get an opportunity to mention influencers, you should do it; sometimes they'll see your post, share it, and possibly even link to it.

But, you can go one step further by actively reaching out to influencers and letting them know you mentioned them – this not only increases the chance of them linking to you, but also paves the way for a future relationship.

Here's the process:

- Mention influencers in your content
- Tell them

Next time you write a post on your site, see if you can mention at least a few influencers throughout, like David McSweeney does in [this post](#):

Don't force the mentions in if they're not natural, but if you're talking about something specific and you know an influential blogger that's also spoken about the same thing (perhaps with a differing viewpoint), give them a mention.

When published, round up a list of all the influencers you mentioned, then let them know.

Here's a simple outreach template you can use:

“Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I just published a new blog post about [INSERT TOPIC] and gave you a

mention – just wanted to give you a quick heads-up!

I'd love to hear your thoughts on the post BTW J

Thanks,

[YOUR NAME]"

Not every influencer will link to you (or even share your post), but if you've created something great, a decent chunk of them will.

Microsites

Source: <http://theseoproject.org/microsites/>

Microsites are standalone websites intensely focused on a specific idea.

People are often more inclined to link to microsites, as they remove certain mental barriers. For example, some people are “put off” linking to a site when they realise it sells a product or service, even if you’re not asking to them to link to product pages.

Here’s [a great example of a microsite](#):

It distils the answer to every Matt Cutts video into a single sentence, which saves a lot of time watching hundreds of videos.

It has a tonne of links, as you would expect:

Here’s how to create a successful microsite:

1. Come up with a good idea
2. Create a microsite
3. Tell people about it

Coming up with a good idea is the hardest part, as it needs to be focussed, useful, and geared towards your target audience.

It also pays if it’s well-designed and functions perfectly, so always work with a good designer/developer.

Important: Always remember to link to your main “money” site from your microsite (if it’s hosted on a different domain, that is), as neglecting this will render the whole process rather pointless.

Here’s a basic outreach script you can use to promote your microsite:

“Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

Just wanted to get in touch briefly as I've just created a microsite that [INSERT POINT OF MICROSITE].

I thought it might be your kind of thing; want to take a look?

[YOUR NAME]"

Military/Senior Discounts

Source: <http://theseoproject.org/militarysenior-discounts/>

Many companies offer discounts to both military personnel and senior citizens.

If your brand does this, you can use this to build a few extra backlinks, as there are a number of pages out there that list (and link out to) “senior/military only” discounts.

Here's [an example](#):

Typically, you don't have to offer a huge discount (5-10% is usually fine), which means you can get backlinks pretty cheaply.

Here's how to do it:

- Find niche-specific pages listing military/senior discounts
- Create a page for your discount
- Reach out and ask to be listed

Finding pages listing military and senior links in your industry is as simple as doing a few Google searches, such as:

And...

Sift through the results and make a note of any pages that meet the criteria.

Also, check the page(s) for contact details and add these to your notes:

Next, create a page on your website letting people know about the discount.

If you use Wordpress (or a similar CMS), this can be created in minutes - just click the "Add page" button on the backend.

It doesn't have to be anything particularly complicated, just outline the discount you're offering and any other requirements.

Finally, reach out to the sites you found and asking if they'd be happy to add your link.

Here's an outreach template to use:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

Just came across your {MILITARY | SENIOR} discounts page and was hoping you might consider adding us?

We're proud to offer [INSERT DISCOUNT AMOUNT] on all our products.

I'd love to hear your thoughts.

[YOUR NAME]"

Monitor Competitor Mentions

Source: <http://theseoproject.org/monitor-competitor-mentions/>

Monitoring brand-related mentions is a great way to find link building opportunities, but you can also do something similar by monitoring your competitors.

Here's the idea: If someone happens to be writing about one of your competitors online – whether that be in a forum, blog post, or news article – it wouldn't be so crazy to assume that they might also be open to writing about you (as long as you have similar products or services, of course).

By using the fact that they recently wrote about a competitor as leverage, you can easily get your foot in the door, build a relationship with them, and land a link.

Here's the process:

- Set up various competitor mention alerts (via [Google Alerts](#))
- Get involved in the conversation

For the purpose of this post, we'll be using [Google Alerts](#).

[Google Alerts](#) is a simple tool that allows you to monitor specific search queries – when Google notices a new result for your monitored query, they'll alert you (hence the name *Google Alerts*):

Note: There are other mention-monitoring tools out there (such as [Mention.net](#)), but most of these aren't completely free.

To set things up, first go to [Google Alerts](#):

Next, enter one of these search queries into the “create an alert about...” box:

- [COMPETITOR BRAND NAME] + “review”
- [COMPETITOR PRODUCT NAME] + “review”
- [COMPETITOR CEO NAME] + “interview”

- [COMPETITOR BRAND NAME] + “product giveaway”

Here’s an example:

Let’s assume you were the CEO of Google and you wanted to monitor the web for Apple product reviews, with your thought-process being:

- **IF:** someone reviews the latest iPhone; **THEN:** they might also be interested in reviewing the latest Google Nexus phone
- **IF:** someone interviews Tim Cook (the CEO of Apple); **THEN:** they might also be interested in interviewing Eric Schmidt (the CEO of Google)
- **IF:** someone partners with a competitor to run a product giveaway; **THEN:** they might also be interested partnering with you to run a product giveaway.

When you get an alert for one of these queries, like this:

...you can then reach out to the person who mentioned them, build a relationship, and (hopefully) convince them to write about you too.

Here’s an outreach template:

“Hey [NAME],

I’m [YOUR NAME], [POSITION] at [WEBSITE].

I was just reading your [BLOG|SITE|FORUM] and noticed you [REVIEWED|MENTIONED|INTERVIEWED] a competitor of ours: [COMPETITOR NAME].

Any chance you might be interested in [REVIEWING | MENTIONING | INTERVIEWING] us too?

[YOUR NAME]”

Multimedia & Document Directories

Source: <http://theseoproject.org/multimedia-document-directories/>

If you've been investing in content over the years, chances are you'll have a number of PDFs, presentations, and possibly even written documents that could be used for link building purposes.

There are a number of multimedia and document-sharing websites out there, which are 100% free to submit content to.

You can even include links within the content itself, like Rand Fishkin does [here](#):

Here's the process:

1. Round up suitable content (i.e. PDFs, Powerpoint presentations, etc.)
2. Submit to document-sharing websites

There's no real trick to rounding up your content; it's a case of sifting through your companies' files, or working with your client to uncover them from their archives.

When you have them, you need to edit them so that there's a link back to your site somewhere in the file itself.

Next, visit these sites and submit your documents:

- [Scribd](#): For PDFs, and other written documents
- [SlideShare](#): For Powerpoint presentations
- [Issuu](#): For PDFs, and other written documents

All of these sites are free to join (which you'll need to do, in order to submit documents), and content can be submitted simply by uploading your documents.

Here's [a list of 200+ sites](#) if you wish to submit your documents to even more sites.

National Days & Events

Source: <http://theseoproject.org/national-days-events/>

National days and events are constantly occurring.

Here's a handful of them:

- [International Coffee Day](#) (1st October)
- [National Poetry Month](#) (April)
- [Movember](#) (November)
- [Vegetarian Awareness Month](#) (October)
- [Valentines Day](#) (14th February)

Because many of these events occur annually, it's good to keep them in mind when creating or promoting content, as journalists and bloggers typically report on such events each year (or are at least open to reporting on them, due to their “national” appeal).

When you create or promote related content to coincide with national dates/events, you give journalists and bloggers a “hook” (i.e. a journalistic incentive to promote your content).

Here's how to do it:

- Find a national/industry-specific event
- Create content to coincide with it (if you don't have a related piece of content already)
- Promote it (at the right time)

Finding an event to create and promote your content around is the hardest part of this process, as both your content and the event need to be related in some way.

It wouldn't make sense to create and promote an “ultimate guide to cooking brownies” in Weight Loss Awareness Month, for example.

The easiest way to find related events is to simply browse [this](#), [this](#) and [this](#) list, then make a note of any you feel you could possibly create (or promote) content around.

Next, create your content (or if the content already exists, make sure it's up to date).

Next, find bloggers and journalists who may already be planning to cover the event. The easiest way to do this is to find people who covered it in previous years.

Go to [Buzzsumo](#) and enter the name of your event (e.g. "movember") into the search box:

Search, then export the results:

Copy/paste all of the URLs into [Ahrefs batch analysis tool](#):

Download the backlink profiles for any pages with a significant number of backlinks, and merge them into one .csv.

Sift through the backlinks one-by-one and make a note of any journalists/bloggers who linked out to a piece of content when reporting on the event.

When it's time to promote your content (typically 1-2 weeks before the event), reach out to these prospects using this template:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I've just put-together a post about [INSERT CONTENT DETAILS].

Here's the link: [INSERT LINK]

I thought I'd give you a quick heads-up as I noticed you covered the event last year in this post: [INSERT LINK TO PREVIOUS POST]

I'd love to hear your thoughts.

[YOUR NAME]"

Note: You can also take advantage of industry-specific events, such as: industry anniversaries, influencer birthdays, new product releases (or anniversaries of famous product releases), etc. – the possibilities are endless.

Newsjacking

Source: <http://theseoproject.org/newsjacking/>

“Newsjacking” is **the process of hijacking the news by producing and promoting content** in a timely manner, with the aim being **to take advantage of trending news stories**.

Or, to put it simply...

If a lot of journalists or bloggers seem to be covering a particular story somehow related to your industry, you should create and promote some related content ASAP to gain links.

Here’s how to do it:

- Find a trending news topic in your industry
- Create a piece of content related to that topic (you can also utilise existing content if it fits)
- Pitch your content to journalists/bloggers

[Google Trends](#) is a good place to start when looking for trending news topics, as it allows you to enter a keyword and see trends over time.

For example, at the time of writing this post (2nd June 2016), the topic "EU referendum" is getting a huge amount of attention:

This is because the referendum will take place in just 3 weeks time, so it's a hot topic.

Note: If you had a politics blog at this time, creating content on this topic would be prime "newsjacking" material.

Next, you need to create a piece of content to use for "newsjacking" purposes.

Infographics tend to work well for newsjacking, although other content formats can

also work (it really depends on your industry, and the topic being covered).

Finally, you need to promote your content to journalists and bloggers who are likely to cover (or already have covered) the story.

Here's a pitch email you can use:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I've just put-together an infographic which [INSERT INFOGRAPHIC OVERVIEW HERE].

I noticed you wrote about [TOPIC] a couple of weeks ago, so thought it might you might be interested.

Here's a link if you want to check it out: [INSERT LINK]

I'd love to hear your thoughts.

[YOUR NAME]"

Note: It's important that your content adds value to the topic, otherwise it's unlikely that any bloggers/journalists will be interested. Data visualisations tend to work well.

Newsletters

Source: <http://theseoproject.org/newsletters/>

Newsletters are the lifeblood of any modern day web-based business.

That's why most bloggers put the bulk of their time and energy into attracting (and converting) newsletter subscribers.

Influential bloggers in your niche probably already have huge email lists, and they'll often introduce their subscribers to great content whenever they come across it by linking to it in a newsletter blast.

Sometimes they even partner with other bloggers to do this...

For example, Brian Dean (Backlinko) recently partnered with Bryan Harris (VideoFruit) to offer a list building webinar to his list of 60k+ subscribers:

Some of these newsletters have thousands (if not hundreds of thousands) of subscribers (e.g. the "[Moz top 10](#)" newsletter with ~220,000) :

If you could get your content in front of these people, you can pretty much guarantee that at least a handful of them will link to you.

Here's how to do it:

- Find influential industry bloggers (with large email lists)
- Build a relationship with them
- Promote your content

Finding influential bloggers can be done using sites like Followerwonk, or by using simple Google search terms such as:

And:

Make a note of any influential bloggers you find in your industry, then check out

their sites and see if you can spot any mention of how many subscribers they have.

Here's an example from Matthew Woodward's site, where he lists an updated subscriber count each month:

You can imagine how powerful getting featured on Matthew's newsletter would be...

Next, reach out to any bloggers with a good number of subscribers and attempt to build a relationship with them.

Comment on their blog posts, ask them questions, help them out, etc. – just don't expect anything in return just yet.

Then, when you next produce a piece of (exceptional) content, reach out to these bloggers and let them know about it.

If they like it, kindly suggest/ask if they might consider sharing it with their subscribers.

Niche-Specific Directories

Source: <http://theseoproject.org/niche-specific-directories/>

While adding your site to generic business directories will likely gain a few extra links, they're unlikely to be super-relevant (which is a big deciding factor in Google's algorithm when it comes to evaluating the value of a link).

By adding your site to niche-specific – or even location-specific – directories, you'll not only be able to get a few extra links, but also links with greater relevancy.

Here's the process:

1. Find niche-specific directories
2. Submit your site

Finding niche-specific directories can be done easily with a couple of Google search operators, including:

And:

Note: If you're looking for location-specific directories, simply replace [INDUSTRY NAME] with [LOCATION NAME]:

You should now see a tonne of relevant directories in the search results:

Next, visit each of these sites one-by-one and – if they're relevant to your site (and not super spammy) – add your site; this is usually done via a “add your site” or “submit listing” button located somewhere on the page.

Fill out your information (making sure to include your website URL) and click submit.

Non-English Directories

Source: <http://theseoproject.org/non-english-directories/>

If you've made the effort to translate your site into another language, it's worth adding it to any non-English directories you can find.

These are few and far between – and not all of them are great quality – but some of them offer a great way to obtain a few extra links to your site.

Here's the process:

1. Find non-English directories
2. Submit your site

There are a number of already-existing pages online that list non-English directories (such as [this one](#)):

Select your language (e.g. German) and sift through the list of directories, taking note of any that you feel are a good match for your website:

Next, go to these sites and find the “Submit” or “Add a listing” button.

Note: Obviously, these sites won't be written in English, so finding the “add a listing” button may be difficult. Luckily – if you're using Chrome – Google will offer to translate the page for you at the touch of a button. Use this feature to your advantage.

Fill in your details (making sure to add your site link) and click the submit button.

Done.

Offline Marketing

Source: <http://theseoproject.org/offline-marketing/>

It's easy to forget about the offline (i.e. real) world when thinking about link building.

But, it's important to remember that offline marketing tactics can often inadvertently build links.

To put it simply: the more people that know about you, the more people that could potentially link to your website.

Here's the process:

- Promote your business offline
- Reap the rewards (i.e. links)

While you can't necessarily "build links" directly via offline marketing campaigns, you can significantly increase the chances of people linking to you.

You just have to do a few simple things, such as:

- Putting a business sticker on your car (along with your website address)
- Handing out business cards (to local webmasters)
- Meeting clients/customers
- Giving away products to local people
- Sponsoring local charities
- Speaking at local schools/universities/colleges, etc.
- Sending gifts to local bloggers

If you're struggling to think of ideas, you can always hire a PR company (although that can be expensive).

Paid Reviews

Source: <http://theseoproject.org/paid-reviews/>

Reviews are commonplace on the web.

If you search for “iPhone review”, you’ll notice that there are in excess of 125 million results:

That’s a lot of reviews!

Clearly, the iPhone is a phenomenally successful product, but even if you have a much smaller product (or service), you can easily can get other bloggers to review that product or service for you.

Here’s how to do it:

- Find industry bloggers
- Reach out and ask them to review it
- Get your link

You can use the tactics defined under “reviews” to find industry bloggers who may be willing to review your product (for a fee).

It’s then a case of reaching out to them as asking if they’d consider reviewing your product.

Here's a template:

“Hey [NAME],

I’m [YOUR NAME], [POSITION] at [WEBSITE].

I just came across your review for [INSERT PRODUCT NAME], and was wondering if you'd be interested in reviewing a similar product.

Here's the product: [INSERT LINK TO YOUR PRODUCT/SERVICE]

I'm more than happy to offer compensation (around \$30) for the review if you're interested.

Let me know.

[YOUR NAME]"

Make it clear what level of compensation you'd be willing to offer for their time/effort, and make sure it's clear that you want a link.

Note: Most of the aforementioned "iPhone reviews" were not paid for; they were simply written by passionate tech bloggers who wanted to provide their audience with a review of a popular device, but paying for reviews will guarantee link placement (usually).

Parody/Spoof Something

Source: <http://theseoproject.org/parodyspoof-something/>

If there's one thing that people love more than jokes, it's in-jokes.

According to [Wikipedia](#), in-jokes are simply jokes that are “understood or appreciated by only a small group of people”, such as people in a specific industry, such as [this extremely funny SEO joke](#):

Because people love them, humorous content such as industry-specific parodies, spoofs, or jokes tend to get shared – and linked-to – a lot.

For example, [this parody from The Onion](#) has over 6,500 links from more than 1,700 referring domains:

Here's how to create a (successful) parody/spoof in your industry:

- Make something funny
- Tell those with a sense of humour about it (**note**: may be *extremely* difficult in industries infiltrated by suited jobsworth types)

Obviously, there's no exact science to parodying/spoofing something but typically, it's going to involve deliberately exaggerating something in your industry for comic effect.

Note: If you happen to be one of the aforementioned suited jobsworth types with no sense of humour, you may wish to hire a freelancer for this part.

When you have your content (which can come in any form, by the way), reach out to those in your industry who you feel will appreciate your comedy; such as:

- Colleagues
- News organisations (e.g. SearchEngineJournal.com, if you were in the SEO industry)
- Industry bloggers with a sense of humour (e.g. Jacob King)

Here's a basic outreach template:

“Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I've just put-together a 100% factually accurate and in no way satirical post (promise!) about [INDUSTRY-SPECIFIC ISSUE] and, being a humorous guy/girl yourself, I thought it might appeal.

Here's the link: [INSERT LINK]

P.S. Apologies in advance if it doesn't make you laugh.

[YOUR NAME]”

PIN (Private Influencer Network)

Source: <http://theseoproject.org/pin/>

You've probably already heard of PBN's (Private Blog Networks); this is where you buy a bunch of expired domains, put a small site on them, and link out to your "money site".

Because you own the sites, you control everything about the links: location; anchor text; context; everything.

That's why it works (kind of).

But, PBN's are against Google's guidelines and thus, are [super-risky](#):

PIN's – a term created by Glen Allsopp, founder of [ViperChill](#) – stands for Private Influencer Network; here's what it means in Glens own words:

Basically, you get a group of people together from a particular niche (who all want to improve their rankings), and work together by linking to each other, in a seemingly random – but actually well-orchestrated – manner.

For example, here's what a typical PIN might look like, hypothetically – for the marketing niche:

- Site A (Moz.com) links to Site D (ConversionXL.com)
- Site B (Unbounce.com) links to Site A (Moz.com)
- Site C (MatthewBarby.com) links to Site E (Wordstream.com)
- Site E (Wordstream.com) links to Site B (Unbounce.com)
- Site D (ConversionXL.com) links to Site C (MatthewBarby.com)

With this relatively small PIN of 5 sites, everyone links to one person, and everyone receives a link from one person. (but you could mix this up in any way you like).

Here's the process:

- Identify “influencers” in your niche
- Get them involved

If you’ve been operating within a particular niche for a while, you’ll probably know who the main influencers in your niche are.

But, if this isn’t the case, go to [Buzzsumo](#) and enter a broad keyword related to your niche (e.g. “SEO”).

Next, click the “influencers” tab from the menu:

You should now see a bunch of “influencers” in your niche – look for lone bloggers (ideally those you have existing relationships with) and note them down.

Next, reach out to each of your identified bloggers and get the ball rolling.

Here’s an outreach template to use:

“Hey [NAME],

I’m [YOUR NAME], [POSITION] at [WEBSITE].

I just wanted to make contact as I’ve been working on a new blog promotion technique and, well, I think it could possibly benefit both of us.

Don’t want to go into the “nitty gritty” of it in this email (bit complicated), but happy to explain the idea if you might be interested?

[YOUR NAME]”

Note: It’s best not to go into the details of a PIN in your first message, as it may lead to nasty consequences if bloggers dislike the idea (or feel it’s “cheating” or “playing the system”).

If they’re interested, explain the idea and take it from there.

If you’re trying to build a PIN with more influential people than yourself, it may

take some persuading. They may also want something else in return, such as for you to write the content yourself, or perhaps 2 links in return for 1.

Podcast Directories

Source: <http://theseoproject.org/podcast-directories/>

Podcasting is a great way to make a name for yourself, but they're also useful for attracting links.

If your podcast has a lot of fans, you'll most likely attract some high-quality links naturally, but you can always gain a few more simply by submitting your podcast to a number of podcast directories, such as PodcastDirectory.com:

Note: Adding your podcast to podcast directories may also help attract more listeners, so it's well worth doing.

Here's the process:

- Find podcast directories
- Submit your podcast

Many people have already published lists of podcast directories (such as [this one](#), and [this one](#)), so sift through them and pick out and that look good.

Next, find the "submit" page and fill in your details, including the link to your podcast page on your website.

Podcast Transcription

Source: <http://theseoproject.org/podcast-transcription/>

Many influential bloggers connect with their audience through podcasts.

It's a format that has seen an incredible rise to popularity over the last few years (thanks to the iPod/iPhone).

While the majority of people have an iPod or iPhone these days (or some other means of listening to podcasts), there are still a bunch of people that would much prefer to read content, rather than listen to it.

But, transcribing podcasts can often be a lengthy (and mundane) task, and many bloggers simply don't have the time to do this.

If you can help an influential blogger out by transcribing a podcast on their behalf, they'll usually be happy to credit your efforts with a link.

Here's the process:

- Find podcasts by influencers (that don't have a transcription)
- Transcribe it
- Let them know

The easiest way to find popular podcasts is in iTunes.

Open iTunes and go to the iTunes store (there should be a link in the top menu bar):

Select the "Podcasts" category, then pick the sub-category most relevant to your niche (e.g. "Business"):

Click on the "Top Podcasts" link.

Make a note of all the podcast titles that you feel are relevant to your website.

Next, search Google to find the actual listings for these podcasts on the influencers websites.

Here's what to search for:

When you find the link on the authors website, click one of their recent podcasts and see if there's a written transcription of the audio.

If there isn't, consider downloading the podcast and transcribing it for them.

When you have it, reach out to them and let them know using this template:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

Just wanted to say, I loved your recent podcast - the bit about [INSERT PODCAST EXCERPT] was eyeopening for me, so thanks!

I actually referred your podcast to a friend, but he prefers to read things rather than listen to them (don't ask me why!), so I actually transcribed the podcast for him.

Here's the link if you want to take a look: [INSERT LINK TO TRANSCRIPTION]

I'd be happy for you to add it to your site if you wanted - might be useful for your visitors?

Let me know.

[YOUR NAME]"

Press Release + Local Newspaper = Link

Source: <http://theseoproject.org/press-release-local-newspaper-link/>

Most local newspapers regularly feature news from local businesses.

Here's an example:

So, if you've got something newsworthy going on at your company, simply sending a press release to local newspapers can often land a couple of high-authority links from their website(s).

Here's how to do it:

- Find local newspapers
- Create a press release
- Send it to them

If you're local to the area, you may already have one-or-two local newspaper(s) in mind, but you can often find even more using these search operators:

And...

Make a note of any newspapers that you'd like to get a link from, then visit each site and make sure they actually write about local business news.

Note: If they don't, it's unlikely that this technique will work.

Skim a few of their recent business articles and see if they include any editorial links to the associated businesses:

If they do (like the example above), they're likely a good link prospect.

Note down their contact information if you can find it.

Next, write your press release as normal, but make sure to include a couple of links

to your website embedded in the content (just don't for them in – keep it natural).

While most newspapers won't keep the links as they are when they write about you, it's worth adding these in, just in case any newspapers decide to syndicate the press release as is.

Note: If you don't have the necessary skills yourself (or within your company) to write the press release, you can hire a freelancer on UpWork, PeoplePerHour, or a similar website:

Next, send your press release to the local newspapers via email, along with a quick covering message such as:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I noticed you cover local business news on [NEWSPAPER NAME] from time-to-time, so wanted to quickly submit a story you might be interested in.

[INSERT OVERVIEW OF YOUR STORY]

Here's a link to the full press release if you want to check it out: [INSERT LINK]

Let me know if there's anything else you need.

[YOUR NAME]"

Note: It's important that you only attempt this process should you have something of value to let local people know about. Don't just issue a press release for the sake of it; save it for when you really have something newsworthy to say.

Press Release Submission

Source: <http://theseoproject.org/press-release-submission/>

Press releases were designed to allow companies to alert the press of newsworthy happenings, and to give them all the information they may need in order to write up a story about on their own site (where they'll most likely link to you).

But – as Gary Vayerchuck pointed out – “[marketers ruin everything](#)”:

...and thus, in the world of SEO, press release submissions have become extremely spammy.

Because most press release distribution websites allow you to include at least one backlink in your press release, many SEOs (if they can be called that) have used them over the years for no other purpose than to get this one – relatively low-quality – link from the press release distribution site itself.

Here's an example:

But, if you have something genuinely newsworthy to say, press releases can be an efficient and cost-effective way to attract some high-quality links.

Here's the process:

- Write a press release
- Submit it to a press release distribution website

Press releases usually follow a particular style, so if you have little/no experience writing them, it's best to hire a professional. There are plenty of freelancers out there who write great press releases for a relatively low cost.

When you have your press release, you need to submit it to a press release distribution network, such as PRNewswire.com.

Note: With most sites, this will usually cost \$100-\$200, but if your press release is

well-written – and you have something remotely interesting to say – this will be money well spent.

Sign up and click the “Send a release” button, then follow the instructions.

Pay for the release and you’re done. It’s now just a case of monitoring links acquired.

Pro-active Image Sharing (with other websites)

Source: <http://theseoproject.org/pro-active-image-sharing-with-other-websites/>

Pro-active image sharing involves approaching bloggers and giving them permission to utilise any of your original images (for which you hold the copyright) on their site(s).

Attribution – in the form of a link back to the original source (i.e. your site) – is all you should ask for in return.

Here's [an example from Jeff Bullas' blog](#):

Here's how to do it:

- Gather a list of websites/blogs you want a link from
- Find their contact details (i.e. name, email address, etc.)
- Reach out and give permission (see pitch template below)

Note: You MUST have at least some original photography/imagery for this technique to work - the more you have, the better. It works particularly well for food, fashion, travel, and “mommy” blogs.

Here's a pitch template (which I stole from [Matthew Barby](#) and edited slightly):

“Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

Not sure if you've come across our site before, but we have a tonne of original photography and imagery.

I just wanted to make contact, as I thought we could partner up to deliver a better visual experience to your website visitors by giving you unlimited free access to all of our imagery (seriously, there will never be a fee for this). All I'd ask in return is that you link to our blog on your homepage.

You can then happily use any of our images and you won't need to credit each one individually. This makes it a lot easier for you to use the images without compromising design.

Let me know if you'd be interested and we can set you up with access to our Google Drive folder.

[YOUR NAME]"

You **MUST** compile your original content into a folder before reaching out to your prospects; using a free cloud storage solution (e.g. Dropbox/Google Drive/Box) will make sharing your content easier for any positive responses.

Product Comparisons

Source: <http://theseoproject.org/product-comparisons/>

People generally turn to the internet for answers when they're looking to discover which product they should buy.

It's a process that usually goes something like this:

1. Google something along the lines of "best [PRODUCT CATEGORY] for [BUDGET]"
2. Look through a bunch of product reviews
3. Narrow the choice down to a couple of contenders
4. Search for product comparisons

It's that last step that we're talking about here: creating a product comparison post.

Not only do product comparison terms (e.g. "iPhone 6S vs. Samsung S7?") often have high monthly search volumes:

..but they also create controversy, and controversy will often lead to links.

Here's how to do it:

1. Find two similar products to compare
2. Create a comparison post
3. Tell people about it

Finding two products to compare is easy; simply find a list of the most popular products in your field and pick two of the most popular – and similar – ones to compare.

Here's a Google search operator you can use:

This will bring up a bunch of results listing the best products in your specific category; choose a couple of the most popular, compare them (comprehensively),

and put it all together into a blog post.

It's then a case of letting people know about your post.

Here's who you might want to inform:

- CEO's of the companies whom products you've compared
- Bloggers who've linked to individual reviews for each of the products (they might also consider linking to you)
- People who have commented on similar comparisons or individual review posts (i.e. The Comment Collection Technique)

Here's a basic outreach template you can use:

“Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I was just reading your review of [INSERT PRODUCT NAME].

Great stuff!

I've actually just put-together a comparison of that product and [INSERT OTHER PRODUCT NAME]. It's super in-depth and as expected, there's a clear winner.

Would you be interested in taking a look?

[YOUR NAME]”

If you receive a positive response, send the link, ask for their thoughts, and (if it feels appropriate), ask if they've consider adding the link to one of their posts.

Profile Links

Source: <http://theseoproject.org/profile-links/>

Many sites allow members to add a website link on their profiles.

Most generic social networking sites and web 2.0 sites allow this, such as [Twitter](#):

Here are a few more sites that allow profile links:

- Twitter
- Google+
- Pinterest
- Quora
- About.me
- Crunchbase

Here's how to do it:

- Sign up and create your profile (including your link)
- That's it!

First, go to each website on which you wish to create a profile; find the “Sign up” or “Create a profile” button.

Each website will have a slightly different sign-up process.

For example, with Twitter, you need to click the “Sign Up” button in the top right-hand corner: then fill in the details to create your profile:

Next, fill in the details to create your profile - make sure to include your website URL (although you can change it later).

That's it.

Profile Page Link Reclamation

Source: <http://theseoproject.org/profile-page-link-reclamation/>

Sometimes, people will link to your social profiles (e.g. Twitter, Facebook, Instagram, etc.) instead of your website.

For example, Rand Fishkin has a tonne of links to his Twitter:

While there's absolutely no problem with this, it seems a shame that a third-party website (e.g. Twitter) is benefitting from a link that could just as easily be pointed at your own domain.

Most people choose to link to your social profile(s) for one simple reason: they think their readers might want to learn more about you and follow what you're doing.

Social profiles are usually the best place to do both of those things.

However, if you were to embed a Twitter widget into a page on your website (perhaps one that offers a lot of other value too – such as information about you/your history, images of you, and even links to all of your other social profiles), it would make more sense for the webmaster to link to that page on your website, rather than your Twitter profile.

It's simply a case of following up and “reclaiming” (i.e. stealing) that link for yourself.

Here's how to do it:

- Find links to your social profile(s)
- Create a page on your website offering even more value
- Reach out and attempt to reclaim the links

Finding links to your social profile(s) is easy: simply paste your social profile links one-by-one into a backlink checker (e.g. Ahrefs):

Export the backlinks (as .csv) for each profile:

Sift through the links and delete any that you wouldn't want pointed at your own website.

Also, note down why that person linked to your social profile (e.g. because he/she quoted one of your Twitter statuses, because they wanted their readers to "follow" you, etc.).

Next, create a page on your website that has more value than any single one of your social profiles does.

The easiest way to do this is simply to embed all of your social profiles into one page, along with other pieces of content (e.g. photos of you, background information, a quote of yours, etc.).

Finally, reach out to anyone who linked to your social profile(s) and explain how it might be more beneficial for their readers if they linked to your newly-created page on your website instead.

Here's a template you can use:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I was just reading your post on [INSERT TOPIC] and noticed you linked to my {TWITTER | FACEBOOK | ETC}.

I've actually just created a dedicated social media page on my website (which lists all of my social profiles) and wondered if you might be able to replace the link on your post?

I think it would be a lot more beneficial to your reads.

Let me know if this is possible and if so, anything I can do to help.

[YOUR NAME]"

Promote Content to Previous Linkers

Source: <http://theseoproject.org/promote-content-to-previous-linkers/>

If someone has linked to you naturally in the past, they'll probably be more likely to link to you in future (compared to cold prospects).

Why?

Well, they clearly enjoyed your content in the past (so much so that they linked to it), so it stands to reason that they may also enjoy some of your future content.

By finding your "past linkers", thanking them, and getting to know them, you can increase the chance of them linking to you again even further.

It's even possible to get their consent for outreach, before you even have anything to promote.

Here's how to do it:

- Find previous linkers
- Build a relationship with them
- Promote future content to them

Ahrefs is the easiest way to find your "previous linkers".

Go to [Ahrefs Site Explorer](#) and paste in your domain (e.g. theseoproject.org):

Click "Explore".

Export your entire backlink profile as a .csv file:

You now have a list of everyone already linking to your site.

Sift through this file, visiting each of the linking URLs in the process.

Note down the name of each person who linked to you (if you can find it) along with any other contact details (e.g. twitter profile, email address, etc.).

Note: Look out for influential linkers – these will be people who are well-known in your industry (e.g. Rand Fishkin in the SEO industry), have lots of Twitter followers, or simply have a hugely popular website.

When you have a decent sized list of previous linkers (i.e. 100+), reach out to them and simply thank them for linking to you.

Here's a template:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I was just reading your post on [INSERT TOPIC] and noticed you linked to my post on [TOPIC].

Just wanted to say thanks :)

Also, I had a quick question about your post: [INSERT QUESTION/COMMENT HERE]

I'd love to know!

Thanks,

[YOUR NAME]"

Note: Personalise the “INSERT QUESTION/COMMENT HERE” space with something relevant to the person you're outreaching to. The aim is to have them reply, so mentioning a recent post of theirs (or asking a question about it) can work well – just don't write any old nonsense; do your research and make the effort.

Should they reply, feel free to get to know them. Reply to their emails promptly but

keep it short and sweet.

Finally, ask if they would be happy for you to “give them a quick heads-up” when you publish content in the future using this template:

"Hey [NAME],

I'm planning to publish a couple of new posts over the coming weeks.

Would you be happy for me to give you a quick heads-up when they go live?

[YOUR NAME]"

If they give you the go-ahead, add them to a new spreadsheet named “Potential Linkers” – this will essentially be an email list of highly-receptive people you can promote any new content to (and likely grab a few links – if your content is good/relevant enough).

Note: This process typically works best when outreaching to recent linkers. You can use a tool like Linkstant to monitor for new inbound links, then employ this tactic ASAP.

Publish an Industry Survey

Source: <http://theseoproject.org/publish-an-industry-survey/>

Surveys work on the same basis as expert roundups:

1. You survey a bunch of industry “experts”
2. You compile and publish the results
3. All involved receive an ego boost
4. It becomes easy to get them to share/link-to the post (as it’s in their best interest)

Moz’s [bi-annual “search engine ranking factors” survey](#) is a great example of this strategy in action:

Every two years, the folks at Moz survey a bunch of people in the industry, crunch the numbers, then publish the resulting data (including thousands of opinions) on their blog.

Because of Moz’s insane level of authority in the industry, it’s pretty easy to see why the majority of those surveyed would share - and possibly link-to – the published results on the Moz blog.

Note: The higher your level of influencer, the better you’ll find this strategy will work.

Here’s how to do it:

1. Figure out a concept for your survey
2. Find industry experts to survey
3. Publish the results
4. Tell them about it

There are a million things you can survey industry experts about, but here’s a few common ideas that work well in most industries:

- Predictions about the future of [INDUSTRY]
- Demographic of [INDUSTRY] (e.g. age, experience, salary, gender, location, etc.)
- Opinion(s) about a particular issue related to [INDUSTRY]

When you've settled on an idea – and written a bunch of questions to ask – it's simply a case of finding industry experts and getting them involved.

[Discovery by BuzzStream](#) (freemium) is probably the best tool to find influencers; just enter a keyword and it'll do all the work for you:

Here's a basic outreach email you can use to get in touch:

“Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I'm putting together an industry survey, with the aim of answering the question: [INSERT YOUR CHOSEN SURVEY QUESTION/TOPIC HERE]. The results will be published on [INSERT YOUR SITE HERE].

I'd love for you to be a part of it; interested?

If so, let me know and I'll send through the questions (the should only take X minutes to answer).

[YOUR NAME]”

Note: You'll need to reach out to a good number of people in order to get enough data for any worthwhile survey, so don't be shy.

Publish your data.

Next, reach out to everyone involved and let them know it's live; here's a template:

“Hey [NAME],

Just published the results of the survey – some seriously interesting findings (and plenty of conflicting opinions).

Here's the link: [INSERT LINK TO REVIEW]

I'd love to hear your thoughts.

[YOUR NAME]"

Many will share the results without the need to ask, and it's likely that some will also link to it (jackpot!).

Publish Original Data

Source: <http://theseoproject.org/publish-original-data/>

Journalists, publishers and bloggers are always on the lookout for original data.

This is because they often link out to sources to back-up points made in their articles.

For example, this article on Forbes links out to [a post about SnapChat](#) on a third-party site:

No matter what your company does, you can almost always find some original data somewhere.

It could be something as simple as a statistic about how much people pay for your services (broken down in gender, age, etc.), or something more complex such as a full-blown study (such as [SearchMetrics yearly ranking factors study](#)):

Whatever it is, chances are you could use it to gain some decent backlinks.

Here's how to do it:

- Hunt down some useful, original data in your company
- Publish it
- Let people know about it

Finding the original data is the hardest part, as despite the fact that most companies have troves of data at their disposal, it can often be difficult uncovering something interesting and useful from that data.

If you're struggling, try searching for other pieces of original data in your industry to get some inspiration.

Here are a couple of search terms you can use:

And:

When you have an idea, compile your data and publish it on your website (make sure to choose an appropriate format for the data – e.g. whitepaper, PDF, etc.)

Next, find journalists and bloggers you think would be interested in your findings.

These might include:

- Those who linked to similar studies/data
- Industry influencers
- Journalists and bloggers

Here's an email script you can use to get the word out:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I was just reading one of your posts and noticed you linked out to this study: [INSERT STUDY LINK].

I've actually just published a similar study; thought you might want to take a look?

Here's the link: [INSERT LINK]

I'd love to hear your thoughts.

[YOUR NAME]"

Quizzes/Tests

Source: <http://theseoproject.org/quizzestests/>

People love quizzes; if you've an avid user of Facebook, you'll probably already be more than familiar with this fact (as people are constantly posting links to quizzes they've done).

No matter what industry you're in, a good industry-specific quiz will attract the attention of the right people, and lead to links.

For example, take a look at [this "politics" quiz created by OKCupid](#) back in 2008:

It now has thousands of links from thousands of referring domains:

Here's how to create a successful quiz

1. Create a quiz
2. Tell people about it

Coming up with quiz questions is the most difficult part of the process, as you need to really know your industry in order to create questions that will resonate with people.

However, once you've got this bit sorted, actually creating the quiz is pretty straightforward, as there are a bunch of free services you can use to do this, such as:

- [Qzzr](#)
- [Quizbean](#)

Note: You may also wish to consider hiring a designer/developer to put-together a custom-made quiz, but this will be a little costlier.

When your quiz is complete, you need to tell people about it.

Here are a few suggestions of who you can reach out to:

- Industry bloggers
- Industry-specific news outlets
- Influencers

And here's a basic outreach template you can use:

“Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I've just put-together a quiz specifically for those in the [INDUSTRY NAME] industry. It's got X questions and so far, only a handful of people in the industry have been able to get anywhere near a high score.

Would you be interested in giving it a go? It only takes X minutes to complete.

Let me know.

[YOUR NAME]”

If they respond positively, send them the link, ask for their thoughts (and score), and ask if they might consider sharing it on their site.

Reacquire Lost Links

Source: <http://theseoproject.org/reacquire-lost-links/>

Sometimes, links are lost.

Webmasters often end up refreshing content or moving pages and in the process, your link can often get deleted.

Sometimes, re-obtaining the link is as simple as reaching out and letting the webmaster know that he/she removed the link, and asking if it might be possible to add it again.

They linked to you before, so why wouldn't they link to you again?

Here's how to do it:

- Download your backlinks
- Find lost links
- Reach out to these sites and ask them to add the link again

Go to Ahrefs Site Explorer and enter your domain (e.g. moz.com):

Click "Explore", then select "lost" backlinks from the left-hand menu:

You will now be able to see all of the backlinks you've lost in the last 7 days:

Note: You can also change this to show backlinks last in the last day, 30-days, or 60-days.

Next, you need to look into why your link has disappeared.

If it looks as though the link was removed by accident – or would be easy to re-obtain – reach out and ask if they would consider adding the link back on the page.

Here's a template you can use:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

Just noticed you removed a link to a post I wrote on this page: [INSERT LINK TO PAGE].

Did you find a better piece of content? If so, I'd love to see.

If it was just an accident, I was wondering if you might consider adding the link back in?

Let me know.

Thanks,

[YOUR NAME]"

Reciprocal Link Building

Source: <http://theseoproject.org/reciprocal-link-building/>

Reciprocal link building is the act of exchanging links with another website; you link to them, and they link to you.

Most of the time, reciprocal links will be low-quality and spammy, as getting them involves making deals with other sites who are also looking to boost their rankings.

When done well, though, it's still possible to build some great links with this technique.

Here's how to do it:

- Find websites you want a link from
- Trade links

First though, here's the golden rule of modern reciprocal link building:

If the site isn't both extremely relevant and high-quality, don't bother trading links with them. Period.

You should only target high-quality sites, as you should avoid linking out to low-quality sites at all costs.

When you've found a bunch of sites you'd like to trade links with, don't just send them a blanket "hey, want to trade links?" email - that will almost never work.

Instead, do your research and find the page you actually want to gain a link from – this could be:

- Resource page
- "Links" page
- Specific blog post
- Clients page

Note: You'll also have a higher success rate if you trade links to a piece of content, rather than homepage links.

Reclaim Links from “Scraped” Content

Source: <http://theseoproject.org/reclaim-links-from-scraped-content/>

Sometimes, you’ll find that your blog posts end up being republished by other websites, and you’ll probably feel like this:

This happens because some webmasters scrape posts from a number of sites and republish them word-for-word on their own blogs.

In theory, there’s nothing wrong with this as long as they link back to the original source (i.e. the post on your site), but often, this doesn’t happen.

By effectively “reclaiming” these links (that you should already have), you can build yourself a few extra links with very little effort.

Here’s the process:

- Find sites republishing your content (without attribution)
- Request that they link to the source (i.e. your site)

To find sites that are republishing your content, go to one of your blog posts and copy a random sentence from it.

For example, if you were the owner of NerdFitness.com, you may copy the sentence “Not only do I hate counting calories, but I know that calories are really only half of the battle, as they’re not all created equal” from [this post](#):

Next, go to Google, paste the sentence into the search box, and hit search.

Any results you see will be from sites that have most likely republished your post – in this instance, we see 27 results:

Now, one of them is from Nerd Fitness itself (so we’ll discount that one), but the remaining 26 results are from other sites.

Visit each of the links one-by-one and double-check whether or not they have republished your post.

If this is the case, right-click on the page and select “View Page Source”:

You should now be able to see the HTML for that page.

Next, hit CTRL + F on your keyboard (CMD + F if you’re on Mac) – you should see a small search box appear at the top of the page.

Type the original domain name into the search box.

If the search finds at least one result, like this:

...then chances are that the site is linking back to the original post on your site, so there isn’t a problem.

But, if you don’t see any results, they probably have linked back to you.

If this is the case, you need to reach out to the webmaster and tell them to link to the original source.

Here’s a template:

“Hey [NAME],

I’m [YOUR NAME], [POSITION] at [WEBSITE].

I just noticed you republished one of my posts on [INSERT WEBSITE NAME], but didn’t link back to the original.

Is there any chance you could add an attribution link to the post?

[YOUR NAME]”

Most webmasters are usually happy to add your link, as more often than not, they simply forget to do-so. Any webmasters that refuse (or simply don’t respond) are

most likely not worth getting a link from anyway.

Repurpose Existing Content

Source: <http://theseoproject.org/repurpose-existing-content/>

Every piece of content you create will be in a certain format.

It might be: a written blog post; video; podcast; infographic; or even a SlideShare presentation:

Although every piece of content should originally be created with the most appropriate content format in mind, it is possible to republish/repurpose your content in other formats.

Here's how to do it:

- Choose some popular content you've already created
- Repurpose the content in a different format
- Submit the new content to websites

Use Ahrefs to find your best-performing and most popular content.

Go to Ahrefs and enter your domain into the "Site Explorer" tool:

Next, click "best by links" under the "Pages" tab on the left-hand menu:

You'll now see all of the content on your site in order of popularity.

Choose a piece of content and think about how you could repurpose it (infographic? presentation? video?)

Go to a freelancing website (e.g. UpWork) and hire someone to repurpose your content.

Now you've got your repurposed content, upload it to appropriate websites (e.g.

YouTube, Vimeo, Dailymotion, etc. for video content) and link back to your site.

Resource Page Link Building

Source: <http://theseoproject.org/resource-page-link-building/>

Resource pages are nothing more than curated webpages, which link to the best pieces of content (i.e. resources) in a given niche.

These links can be either internal (i.e. to pages on the same domain) or external (i.e. to pages on an external website).

Here's [an example](#):

These pages provide the perfect link building opportunity as – provided you already have a great “linkworthy” resource on your site – you can reach out to the curator/author of said resource page(s) with the aim of obtaining a link to your content.

Here’s how to do it:

1. Find niche specific resource pages (i.e. resource pages in your industry)
2. Obtain the contact details for the author/curator/webmaster
3. Reach out and attempt to gain a link

Note: You MUST have a high-quality, niche-related, “linkworthy” piece of content on your website in order to use this technique.

First, you need to actually find some resource pages to build links from.

Go to Google and enter this search operator:

Or this one:

Note: Don’t opt for anything too specific at this stage (e.g. “abdominal exercises” or “healthiest cereals”). Keep it relatively broad.

Now, you should see a bunch of search results that look something like this:

Most of the search results should be the kind of resource pages we're looking for, but you'll need to click through to each site individually to confirm.

Note down any resource pages you'd like to obtain a link from.

Next, look for the author name and contact information on the page itself.

Note this down too.

Now, you have all the information you need to reach out to the author of the page and suggest a link.

Here's an outreach template you can use:

“Hi [NAME],

Just came across your huge list of [TOPIC] resources on [WEBSITE].

Seriously epic!

I particularly loved [INSERT RESOURCE LINK] – really great resource.

I've actually just created a [TOPIC] resource myself; I thought it might make a nice addition to the page.

Here's the link: [INSERT LINK TO YOUR RESOURCE].

Thanks,

[YOUR NAME].”

Tip: You may get a better response rate from email outreach if you make contact via Twitter (or another method) first.

Reverse Engineer Successful Content

Source: <http://theseoproject.org/reverse-engineer-successful-content/>

Reverse engineering assets involves finding what's worked in the past for your competitors, then ~~stealing~~ replicating their success.

The process not only involves looking at which of your competitors' assets were successful, but also figuring out why, then finally attempting to replicate their success.

Here's how to do it:

- Find successful "assets" from your competitors
- Replicate them

Start by gathering the domains of your three biggest competitors (e.g. moz.com, backlinko.com, clambr.com).

Paste them into [Ahrefs Site Explorer](#) one-by-one.

Visit the "best by links" tab for each site.

Export as a .csv file.

The URLs with the most links will be your competitors most successful pieces of content (with the most links and social shares).

Visit each of the top 10 pages for each competitor and look for assets that are:

- **Outdated:** Content that was up-to-date and accurate at the time of publishing, but has since become outdated – perhaps the post wasn't updated and the information is now inaccurate.
- **Incomplete:** Perhaps a piece of content was super-thorough when it was originally published, but as the subject has become more and more complex, the piece of content now lacks in certain areas.

Make a note of any assets that fit the bill:

Every asset on your list should be crying out for a refresh/update, so it's now your job to create an up-to-date, complete version of that content.

You'll then promote to the right people.

When you have your resource, you need to promote it to the right people – this includes:

- Those who linked to (or liked) the previous (now inferior) asset
- Industry influencers

Here's an outreach template you can use to do this:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I was just reading one of your posts and noticed you linked to [OLD CONTENT].

I've actually just created an updated version of that content, which you can see here: [LINK TO NEW CONTENT]

I'd love to hear your thoughts.

Best,

[YOUR NAME]

Note: You can also use this technique to reverse engineer the content formats (e.g. infographic, video, whitepaper, etc.) that are likely to be more successful in your particular niche.

Reverse Guest Posting

Source: <http://theseoproject.org/reverse-guest-posting/>

Guest posting usually involves writing content for another website, and linking back to your own website from that post (usually in the author bio), like this:

Reverse guest posting turns that process on it's head.

Instead of writing for other websites, you find well-known bloggers in your industry and pay them to write for your site.

Because they're well known in the industry – and already have a large following of their own – they'll almost always promote their post they write, often sharing it with their audience and linking to it.

This will bring a large influx of targeted traffic to your website.

If your content is good enough to impress, some of those visitors will most likely link to your post from their own website(s) too.

Here's the process:

- Find influential bloggers in your niche
- Ask if they'd be interested in writing for your site (for a fee)
- Publish their post on your site
- Ask them to share the post with their audience

If you don't have a particular blogger in mind already, you can easily find tonnes of influential bloggers in your niche using these Google search operators:

And...

Once you have a few names, it's a case of doing some digging in order to find their contact details.

You can usually find this information on their website (or even the websites they regularly write for).

When you have a name and email address, reach out to the blogger using this template:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I just came across one of your posts on [SITE NAME]. Really great stuff!

I'm actually looking for writers for my own site, and I was wondering if you might be interested?

Obviously, I wouldn't expect you to do this for free, so I can compensate you for your time.

Give me a shout if you're interested, and we can discuss things in more detail.

Thanks,

[YOUR NAME]"

If they reply – and their fee is within your budget – give them the go-ahead and work with them to produce a great piece of content.

When it's ready, publish it on your website.

Let the blogger know the post has gone live and kindly ask if they'd consider sharing the post with their audience.

Here's an email template you can use:

"Hey [NAME],

I just published your post; here's the link [INSERT LINK].

Any chance you'd consider sharing the post with your audience? I'd be eternally grateful.

Thanks,

[YOUR NAME]

PS. Let me know if you spot any formatting issues or need any changes."

Reverse Image Search (Link Reclamation)

Source: <http://theseoproject.org/reverse-image-search-link-reclamation/>

If you have images on your website (that you own the copyright to), other websites are probably republishing them without your permission.

Many times, these websites not only use your images without permission, but don't even link back to your website as the original source.

For example, Infographicpedia.com has embedded an infographic from Quicksprout on [this post](#)...

...but haven't linked back to the [original source](#).

Reverse image searching essentially allows you to find any websites republishing your images without permission.

Then you can reach out to them and ask them to credit you with a link.

Note: This technique works particularly well for infographics, but can work for any images on your site.

Here's how to do it:

1. Find all images on your site (that you own the copyright to)
2. Do a reverse image search for each image on Google Images
3. Reach out to those republishing without linking back to you

Start by browsing each page on your website and look for any images that you own the copyright to; this includes:

- Infographics you've created
- Photographs you've taken (or own the copyright to)
- Illustrations you've made
- Flow charts

When you find an image that meets the criteria, right-click on the image and select “Search Google for Image”

Google will now show you every website making use of your image – you can then click through to each result and check whether or not they’re linking to you.

If you find a site that isn’t linking back to the image source (i.e. your website), make a note of the URL and domain in a simple spreadsheet, like this:

Note: If you can find contact details for the site, add them too.

When you have a list of URLs/sites that are using your image(s) but not linking back to your site, reach out to the webmaster to let him/her know about the issue.

Here’s a template you can use:

“Hey [NAME],

I just noticed you used one of my images in your recent post here: [INSERT LINK TO URL].

I’m glad you liked the image!

Obviously, I have no problem with you using the image on your website (more the merrier!), but I just wanted to reach out briefly to request that you link to the original source within your post.

Here’s a link to the original source of the image on my site: [INSERT LINK TO YOUR SITE].

Please let me know if you’re able to do this.

Thanks,

[NAME]”

Tip: If they don’t respond, try following up a few days later with a slightly more

“direct” email letting them know it’s a copyright issue.

RSS Directories

Source: <http://theseoproject.org/rss-directories/>

RSS may be old news, but submitting your RSS feed to RSS directories is an easy way to build a few extra links to your site.

And there are hundreds (if not thousands) of RSS directories you can submit your feed to, such as [AllTop](#):

Here's how to do it:

1. Create an RSS feed
2. Submit it to RSS directories

If your website runs on Wordpress, Joomla or any other modern CMS, you should already have an RSS feed.

Here's how to locate it:

- **Wordpress:** Navigate to *your-website.com/feed/*
- **Joomla:** (RESEARCH)

If you can't find your feed, you can create one for free using [Feedity.com](#):

Next, add your feed to your chosen RSS directory (e.g. AllTop.com).

Rinse and repeat the process for more RSS directories.

Note: Any RSS directory links will link to your RSS feed rather than your actual content, but they will pass some authority to any content you link to within your posts.

Scholarships

Source: <http://theseoproject.org/scholarships/>

Scholarships are perhaps one of the most valuable things you – as a company – can offer a university (and its students), so it makes sense that creating a scholarship will almost always result in a high number of backlinks to your site.

For example, [this scholarship page from Microsoft](#) has a tonne of backlinks:

Here's how to do it:

- Find universities and colleges with scholarship listing pages
- Create a scholarship
- Reach out and get your link

Note: It's important that you tailor your scholarship towards the universities that you most want to obtain a link from, so make sure to research pages before you actually create your scholarship.

You can find University scholarship pages using Google search operators, such as:

And (for UK-based opportunities):

Contact information is usually on the actual scholarship page itself.

Add the pages you find, contact information, and any listed scholarship requirements to a spreadsheet.

Now, you have two options:

1. Create a generic scholarship page, then bulk email each of the universities to try to obtain a link to that page
2. Create a unique scholarship page specifically tailor towards each university, then pitch the scholarship to the corresponding universities

Obviously, the first option is the easiest, but you may increase your chances of landing the link by creating unique, tailored scholarships for each university.

Whichever option you choose; you should make sure that your scholarship page(s) include(s):

- Award value (\$)
- Amount of places/winners
- Application form (.pdf or online form)
- Scholarship deadline
- Application requirements (e.g. essay submission, etc.)

Next, reach out to each university via email and tell them about your scholarship.

Here's an outreach template:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I was just browsing your site and noticed you have a page listing scholarships.

We've just created an scholarship opportunity at [COMPANY] and we were wondering if you might want to include it?

Here's a link to the scholarship page containing all the details: [INSERT LINK]

Would it be possible to include it on the page?

[YOUR NAME]"

Advice: Please don't do this if you're going to create a fake scholarship just to gain a few links. As [Glen from Viperchill](#) put it, **"there is nothing shadier then making students believe there's a chance they could save money on their education yet they probably have no chance to do so at all"**

Second Tier Link Building

Source: <http://theseoproject.org/second-tier-link-building/>

Second tier link building doesn't actually involve building links directly to your own site.

Instead, you build links to the sites that already link to you.

Why?

Because increasing the number of links to a page that already links to you will increase the authority of that page and thus, increase the power of the link to your site.

Here's how to do it:

- Find sites already linking to you
- Build links to those pages

Go to [Ahrefs](#) and paste your domain into the Site Explorer (e.g. SEONick.net):

Download the entire backlink profile for your site as a .csv file.

Now you have a list of all the sites that already link to you, it's a case of building backlinks to those pages. You can use virtually any technique on this list to do this.

Note: It's best to ignore the less authoritative links and focus on the high-authority sites linking to you – these are typically the most promising candidates for second-tier link building.

Now, you may be thinking: “why would I build links to someone else's site when I could just build links directly to my own?”.

The reason for focusing on second-tier links – rather than direct link building to your own site – is because sometimes, it's much easier to get links to third-party websites

than your own website.

Example: Let's assume that we're doing some broken link building for your own site. You might reach out to a webmaster and suggest they replace a broken link with a link to a piece of content on your site. Some may be happy to do this, but many won't, as you're clearly pushing your own content and thus, they'll assume you're biased. But, if you were to suggest replacing the link with a resource hosted on a third-party site, they may be more receptive.

Send Gifts

Source: <http://theseoproject.org/send-gifts/>

People love gifts - a fact clearly demonstrated by this terrible stock photo I found:

While nearly all “gifts” in the SEO world come in the form of digital media (e.g. guest posts, ebooks, etc.), physical gifts can be a great way to stand out from the crowd.

It's can also be much cheaper to send a bunch of physical gifts than to write one seriously epic piece of ~~linkbait~~ content.

By sending well-targeted gifts to “influencers” in your industry, you can often get on their radar and build a few links in the process.

Here's how to do it:

- Find a list of “influencers” to send gifts to
- Decide what gift to send
- Get their address
- Send the gifts
- Await responses (and links)

If you've been in your industry a while, you probably already have a few target “gift receivers” in mind.

If not, you can use tools like [Followerwonk](#) (paid) or even Twitter lists to find them:

Find industry-specific Twitter lists via Google with this search operator:

If you still struggle to find influential bloggers, hunt down a few "best INDUSTRY bloggers" posts, like [this one](#):

You can find these via Google with this search operator:

When you have your list, make contact and explain that you'd like to send them a gift.

Note: You need to do this in order to get their address, which usually isn't available on online.

Here's a template:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I'm sending a gift to a few of my favourite bloggers, and, well, you're one of them!

I've got them all packed up and ready-to-go, I just need an address to send it to - could you send it through?

Let me know.

[YOUR NAME]"

PS. I promise this isn't some sort of spam - I really do just genuinely want to send you a gift that I think you might like.

If/when they reply, send out their gift.

Depending on where they are in the world relative to you, it may take a couple of weeks for them to receive their gift, but once they do, you should notice the links, mentions, and "thank you" messages trickling in, like [this](#) one:

Note: If you don't hear from a particular recipient, make sure to follow up and double-check that they received their gift. Leave it a couple of weeks though; they don't want to be hassled.

Shopping Mall Directory

Source: <http://theseoproject.org/shopping-mall-directory/>

If you're running a traditional brick and mortar business (and your store happens to be located in a shopping mall/plaza), you can usually backlink from their website.

Most shopping malls have a website, which usually also has a directory of all stores/restaurants/etc. in the mall.

Here's [an example](#):

Nearly all malls give each establishment their own page/listing on the site, which usually links out to their website.

Here's an example:

However, this isn't always set up for you automatically.

Sometimes you have to reach out and ask for such a listing to be created.

Here's how to it:

- Find the shopping mall website (for the mall you're located in)
- Claim your listing

To find the website of the shopping mall, simply Google the name of the mall along with the location, like this:

For example, here's what you might Google if you had a store in Meadowhall, Sheffield (UK):

The official website is usually the first result:

Note: Sometimes directory listings can come up first, so make sure to check it's the official website when visiting.

Next, check to see if the mall website actually lists the stores located within – there will usually be a link on the menu title something like “directory”, “shops”, “restaurants”, or “stores”:

Search the directory and see if you’re listed.

If so, check whether or not they link out to your website from your page.

Here are the various scenarios you might find and how to tackle them:

- **You’re not listed at all:** Reach out to the mall (check the “contact” page for contact details) and ask how you can get listed. Follow their instructions to claim your listing.
- **You’re listed but they don’t link out to you:** Check the listings for other establishments in the store and see if they have links to their website(s). If they do, you can probably get a link added to your listing too. Reach out to the mall and ask if they can add your website link to your listing page.
- **You’re listed and they link out to you:** Do nothing, you already have the link.

Short-form Link Reclamation

Source: <http://theseoproject.org/short-form-link-reclamation/>

It could be:

...a quote (source: [Twitter](#)):

...a data point (source: [InternetLiveStats.com](#)):

...a definition (source: [SearchEngineLand.com](#)):

Or anything else that fits Ross' description.

If you can create and incorporate short form text into your content, it stands a good chance of getting republished on third-party sites across the web...

...which means: LINKS!

But, the publisher won't always remember to link back to the source (i.e. your website), which is where "short-form link reclamation" comes in.

Here's how to do it:

- Incorporate short form text into your content (*the more popular the content is, the better*)
- Find websites that have republished your quote (without linking back)
- Reach out and request a source link

Incorporating short form text into your content is relatively straightforward.

Just come up with a quote/definition/data point that people will actually want to republish.

A quick Google search for Rands aforementioned quote shows over 1,000 results:

That's potential a lot of links.

But, some of them will need reclaiming, like [this one](#):

Note: You can increase the chance of your "short-form content" being republished by incorporating it into your most popular content - that way, more people will see it (and possibly republish it).

To find other instances of your short form content on the web, it's simply a case of Googling a part of it in quotes, like this:

Note: Don't Google the entire piece of short form content in quotes, as you may get slightly misquoted from time to time. Googling a small snippet allows you to find most of the websites that are using your quote.

Visit each result manually and see if they're using your content on their page.

If they are, check to see if they're linking back to the source (i.e. your website) or not.

If not, reach out to them and attempt to reclaim the link using this template:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I was just reading your post on [INSERT TOPIC] and noticed you used my {QUOTE | DEFINITION | DATA POINT}.

Really cool to see it being used like that :)

Just a quick question though: would you mind linking back to the source from the post (i.e. my site)?

Let me know.

Thanks,

[YOUR NAME]"

Social Coupons

Source: <http://theseoproject.org/social-coupons/>

[Groupon](#), [LivingSocial](#), [Wowcher](#), etc. – these “daily deals” websites have gained a tremendous amount of popularity of the years.

Not only are these sites great for attracting new customers, but you can also use them to build a few extra links to your website.

Most “deals” on the site(s) are given a dedicated page, which gives an overview of the deal, some background information on the company:

It also (usually) links back to the retailers website:

Here’s how to do it:

- Find deals websites
- Pitch your deal

Finding daily deals websites is relatively straightforward as for a start, you can target all of the big ones including: [Groupon](#), [Wowcher](#) (UK), and [LivingSocial](#).

But, you can find even more daily deals websites – including location specific ones – by browsing daily deals directory websites such as: [DailyDealsGame.com](#); [LocalDealsSites.com](#); and [LoveOneDaySales.com](#):

You can also use this Google search terms to find even more:

And this one:

Make a note of any deals sites that you’d like to get a link from.

Next, visit each of the sites in your list one-by-one and visit a few recent deals pages and check if they’re linking out to the retailer.

If so, check that the link isn't a "nofollow" link.

Remove any deals sites that "nofollow" their outbound links to the retailer (unless you still want to target these for link diversity?).

Next, find the "add a deal"/"contact" page for each website using this search term:

Follow the instructions on the page to partner with the website and "run a deal".

Note: This can be a lengthy and time-consuming process, so it pays to make sure the link is worth the effort before doing this.

Sponsor Contents/Clubs/etc.

Source: <http://theseoproject.org/sponsor-contentsclubsetc/>

Sponsorships usually cost a few bucks, but they offer a great way to build links both quickly and efficiently.

There are a number of things you can sponsor, including:

- Contests
- Clubs
- Animal shelters
- Charities
- Etc.

Here's [a sponsorship page for the Animal Humane Society](#), for example:

Here's how to do it:

- Find sponsorship opportunities
- Pay to sponsor them (in return for a link)

You can find sponsorship opportunities using these Google search operators:

And...

Note: Relevancy is super-important when building backlinks, so you should make every effort to ensure that the sponsorship opportunities you pursue are at least somewhat relevant to your company/website. **Example:** sponsoring a local charity in Melbourne may be a good choice if you're a Melbourne-based business, but not such a great choice if you're based in New York.

When you've found a sponsorship opportunity, reach out to the website and enquire about a possible sponsorship.

It's important to be clear here, so you should make it clear that you're looking for a

“mention” (i.e. link) from their website in return.

You should also make sure you’re not wasting time following up sponsorship opportunities that are too costly, so make sure to ask the cost in your first email, too.

Here’s an outreach template:

“Hey [NAME],

I’m [YOUR NAME], [POSITION] at [WEBSITE].

I'm looking to enquire about the sponsorship opportunity list on your site - are you still looking for sponsors?

If so, could you please send through pricing information, along with details of sponsor benefits.

Thanks,

[YOUR NAME]”

Sponsor Events

Source: <http://theseoproject.org/sponsor-events/>

Sponsoring contests and clubs is one way to build links, but you can also sponsor individual events.

Events don't have to be anything too elaborate; you could simply sponsor a local meet-up, an industry-specific conference, blogger lunch, or something similar.

For example, here's a bunch of sponsors for [The Photography Show](#):

Sponsorship opportunities like this vary when it comes to costs, but many can be obtained for just \$100-\$200, and the links can often be high-value.

Here's how to do it:

- Find local (or industry-specific) events
- Sponsor them

Finding local or industry-specific events can be done quite easily with a couple of Google search operators:

And...

The search results should contain a number of possible event sponsorship opportunities that are either related to your industry or occurring in your local area.

Here's an example:

Visit each of the pages in the results manually and note down any events that look like a good fit for your business.

Also, note down any contact details (i.e. email address) if you can find them on the site.

When you have a list of possible opportunities, reach out to them using this template:

“Hey [NAME],

I’m [YOUR NAME], [POSITION] at [WEBSITE].

I'm looking to enquire about the sponsorship opportunity list on your site - are you still looking for sponsors?

If so, could you please send through pricing information, along with details of sponsor benefits.

Thanks,

[YOUR NAME]"

Note: It’s important to make your intentions clear in the first message, as you need to ensure that you’re not wasting time pursuing opportunities that are either: too expensive; or won’t link to you.

Tip: Reach out to event organisers ASAP after an event has occurred and express your interest in sponsoring next years’ event. Not only will you increase your chances of getting a “yes” (and possibly being able to sponsor the event for a lower than normal fee), but you’ll also be able to nab the link for up to two years (rather than one). Wil Reynolds

Start a Petition

Source: <http://theseoproject.org/start-a-petition/>

Passionate about a particular issue?

Start a petition.

Petitions have the potential to attract a tonne of links, as long as they get picked up by the right people in the early stages (i.e. news organisations with a high reach).

Some of the top pages on Change.org have links from thousands of referring domains, such as [this one about Google Reader](#).

Here's how to create (and build links with) your own petition:

1. Start a petition
2. Tell people about it

When it comes to starting a petition, it's important to realise that you shouldn't just start a petition about anything for the sake of gaining a few links.

Start a petition about something that you're genuinely passionate about – it also helps if that something is somehow related to your business.

Let's assume you were a lawyer, for example; it would probably make sense to start a petition to free drug smugglers for whom the legal system had failed and were now facing the death penalty, but not so much to start a petition to keep a local library open in a small town you've never even heard of.

Assuming you've created your petition, the next step is to tell people about it; in particular, you should contact news organisations.

Here's a basic outreach template to use:

“Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I've just started a petition for [INSERT PETITION TOPIC]. It's something myself and the entire team here at [COMPANY] feel very passionate about, and we're looking to work with news outlets to bring the matter the attention it deserves.

Would it be a good match for [NEWS OUTLET NAME]?

[YOUR NAME]"

If you can get featured on just one-or-two large news outlets – and your petition strikes a chord with their followers – you should see things filter down and you'll notice incoming links from all over the web (in theory).

Steal Links from Inferior Content

Source: <http://theseoproject.org/steal-links-from-inferior-content/>

No matter what you write about, you can guarantee that there will be hundreds – if not thousands – of other blog posts about that topic.

For example, a simple Google search for “how to build links” returns 475 million results:

Even a more obscure search like “best beaches in wales” returns in excess of 14 million results:

Bottom line: you’re not the only one blogging about a particular topic.

But, if you’ve been investing in high-quality content on your site, your piece of content on [topic] will probably be better than most other posts out there.

Even so, it’s likely that some of those inferior blog posts will still have a bunch of links.

Because you’ve already got a superior piece of content, reaching out and stealing links from that piece of content should be relatively easy.

Here’s how to do it:

- Find great content on your site
- Find inferior content about the same topic
- Steal their backlinks

Unless you’ve got thousands of blog posts already published on your site, you should already have a relatively clear idea of which content is the best (hint: it’s probably the content you spent the most time and effort creating).

But, if you’re struggling to figure it out, plug your domain into [Ahrefs Site Explorer](#):

Then click “top content” under "pages" on the left-hand menu:

It'll then show you every page on your site in order of popularity (i.e. your “best” content).

Next, pick one of these posts and search for that topic in Google:

This is how you find similar yet inferior content.

Copy the URLs of the first 10 search results (use [Simple SERP Scraper](#) to speed this up).

And paste them into [Ahrefs Batch Analysis tool](#):

This will tell you how many backlinks each of the links has in one fell swoop.

Download the backlinks for each of the sites.

Reach out to the linkers and let them know about your “superior” content.

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I was just reading one of your posts and noticed you linked out to [INSERT RESOURCE].

Great post!

I actually just published an updated (and somewhat superior) version of that exact post; though you might want to take a look?

Here's the link:

I'd love to hear your thoughts!

Best,

[YOUR NAME]"

If they like it, suggest that they may want to consider linking to your content instead of the inferior content.

Here's another template:

"Hey [NAME],

I'm glad you liked the post!

Any chance you'd consider changing the link in your post to the new version? I think that would be much more useful for your visitors :)

Let me know.

[YOUR NAME]"

Student Blogs

Source: <http://theseoproject.org/student-blogs/>

Many universities and colleges allow their students to create their own blogs, which are hosted on the university domain.

Here's [a page featuring tonnes of student blogs from Cornell University](#):

Students are usually able to create their blogs simply by clicking a “create your blog” link on the University website (as long as they’re a student).

They're also free to include whatever links they like (within reason).

Here's [an example student blog](#), which links out to third-party websites:

Because it’s quick and easy for students to create these blogs, you can quite easily pay them to create a blog and add your link.

Here’s how to do it:

- Find university websites (that let their students create blogs)
- Track down students
- Pay them to create a blog (with your link)

Finding Universities that allow their students to create their own (university-hosted) blogs can be done using a few Google search operators:

And this one (if you're in the UK):

Make a note of each university you find that allows their students to start their own blogs.

Next, you need to hunt down students who attend those universities, and send them your proposition (i.e. create a blog in return for a payment).

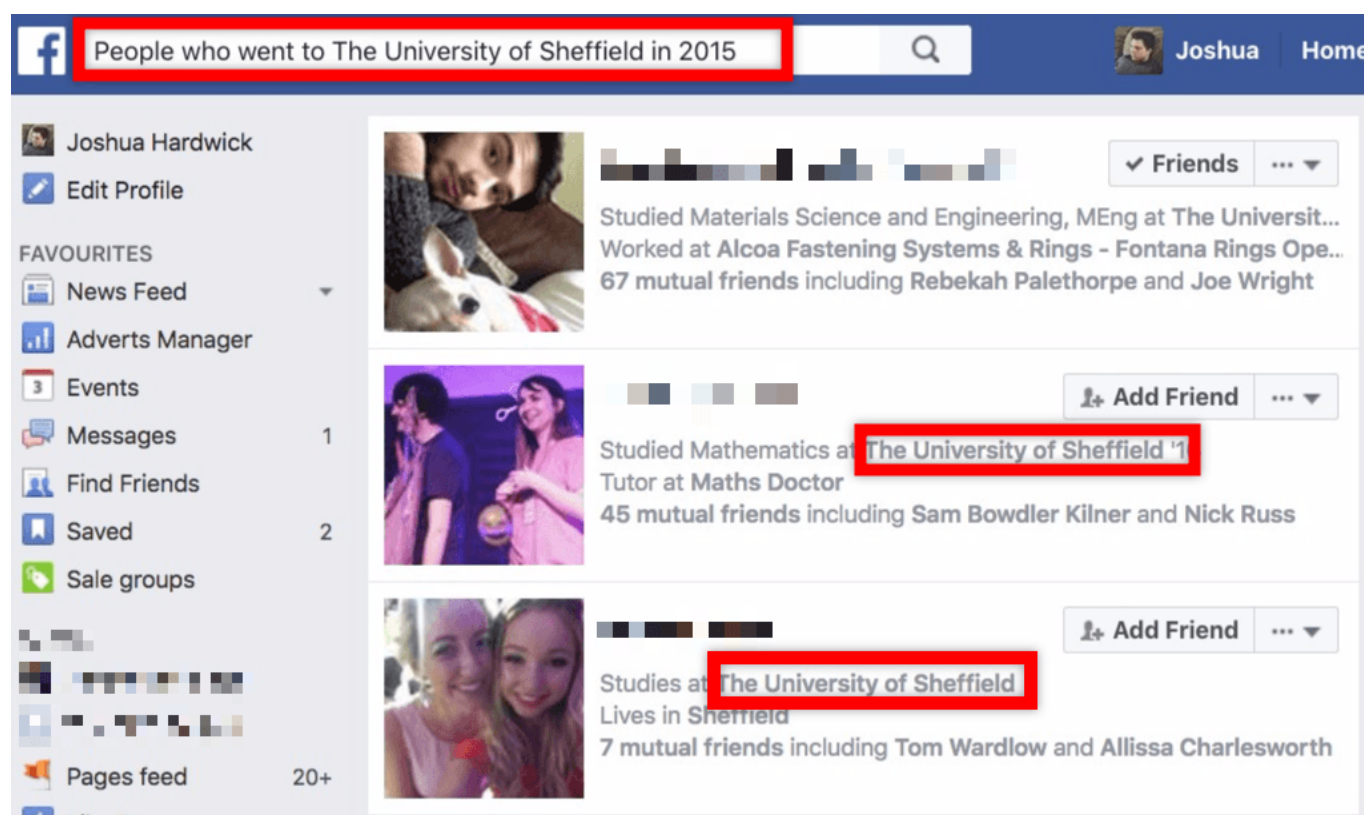
You can use a Facebook Open Graph search to do this.

Go to Facebook and type in the following search term:

Just replace "UNIVERSITY NAME" and "YEAR" with whatever you like.

Click the "People" tab at the top of the page, and you should see a list of people who attended that university in the specified year.

Here's an example:



Now you have a list of students currently attending the University you entered, who will likely have the power to create a blog on the University domain.

You can then reach out to them via Facebook to kindly ask if they might like to work with you (in exchange for cash, of course).

Here's a message template you can use:

“Hey [NAME],

I was just browsing Facebook and noticed you're a student at [UNIVERSITY NAME].

This might sound a bit strange, but I'm looking for students who have the power to publish blog posts (with outbound links) on the University domain - can you do this?

I'm happy to both supply a written blog post and pay for your time if you can, so let me know.

[YOUR NAME]"

Target Link Roundups

Source: <http://theseoproject.org/target-link-roundups/>

With [over 2 million blog posts published every day](#), there are literally millions of new industry-related blog posts going live each month.

Not all of these blog posts are high-quality, however; there's a lot of rehashed content in there.

Because of this, many bloggers have taken it upon themselves to curate the web themselves, by rounding up the best articles of the week/month/year from their industry and publishing them in a single blog post.

Here's [an example](#):

SEO's refer to these types of posts as "link roundups", and they're pretty easy to get links from (as long as you've got a great piece of industry-specific content).

Here's how to do it:

- Find industry-specific sites that publish weekly/monthly roundups of the best articles on the web
- Get the authors contact details
- Reach out and tell them about your post

Use Google search operators to find sites that publish these kinds of posts, such as:

And:

Next, reach out to them with this template:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

Just wanted to quickly pitch my latest blog post for inclusion in your monthly roundup.

[INSERT BRIEF OVERVIEW OF YOUR CONTENT].

Here's a link if you want to check it out: [INSERT LINK]

Let me know what you think :)

[YOUR NAME]

PS. More than happy to share the roundup with my followers - so just give me a shout when you get round to publishing it."

Note: Don't be too pushy when contacting them; it's best to simply say "might be a good fit for your next roundup?" rather than "please could you link to the post in next months' roundup post using [SPECIFIC ANCHOR TEXT]".

Testimonials

Source: <http://theseoproject.org/testimonials/>

Companies love positive testimonials, as they help to sell things.

In fact, they're so powerful, many companies a page dedicated solely to testimonials.

Here's [an example](#):

Why does this matter?

Because companies tend to link out to the testimonial-giver's website on these pages.

For example, here are a couple of testimonials on the [Ahrefs homepage](#) from Neil Patel and Brian Dean:

Both of them link out to their respective websites.

So, if you're a fan of a particular product or service, you can often get a link by sending them a genuine testimonial (just make sure it's positive!).

Here's how to do it:

1. List products/services you use and love
2. Gather contact information
3. Reach out and send a testimonial

First, you need to start brainstorming all of the products and services you've bought (and loved) over years.

If you're struggling to remember, use this search string within Gmail to find emails related to purchases:

Just sure to only list the products and services closely related to your niche.

For example, if you're a web developer, your list might consist of:

- Web development applications (e.g. [Adobe Dreamweaver](#))
- Design applications (e.g. [Adobe Photoshop](#))
- Web development courses you've taken (e.g. from Udemy)

Your list doesn't have to be limited to paid products and services – you can also list things like:

- Blogs/bloggers you love (i.e. those you've learned a lot from over the years)
- Web apps you use regularly (e.g. [Coolors.co](#))
- Clients you've worked with
- Freelancers or companies you've worked with (e.g. designers, writers, etc.)

Next, you need to gather contact information for the products you've listed.

Here's a Google search operator you can use to do this:

Finally, reach out to the people on your list and ask if they'd be interested in receiving a testimonial from you to add to their site.

Here's a template you can use:

“Hey [NAME],

I'm [YOUR NAME] and I run [YOUR COMPANY/SITE/BLOG NAME].

I'm a massive fan of your [PRODUCT(S)/SERVICE(S)] and I've been using them for years!

I was wondering if you might be interested in receiving a written testimonial from myself to add to your website?

I have nothing but good things to say (obviously!).

Let me know.

Thanks,

[YOUR NAME]”

If you get any responses, write a short testimonial and send it to them.

Note: Don't ask for the link directly - most webmasters will do it automatically. However, if you find the testimonial goes live without a link to your site, send them a quick email and kindly ask if they could add a link to your site underneath the testimonial.

The "Go-to Resource" Technique

Source: <http://theseoproject.org/the-go-to-resource-technique/>

Most people instantly turn to the web when they want to learn something new.

This is because it's free, highly-organised (thanks to Google), and information can be consumed in a variety of different formats (such as video):

But sometimes, you just want one resource to tell you everything you need to know.

If you can create the "go-to resource" on a particular topic, you'll almost always be able to earn links over time.

Here's how to do it:

- Find a topic your audience wants to know more about
- Ensure that it's underserved (i.e. no other great resources out there)
- Create a "learning centre" on the topic.

Examples of learning centres:

- [The Beginner's Guide to SEO \(by Moz\)](#)
- [Link Building By Brian Dean \(Backlinko\)](#)

The easiest way to create a "learning centre" is to think of one broad topic related to your niche, break it down into sub-topics, then walk people through each sub-topic step-by-step.

Note: It also pays to outreach to influencers once you have your content, as otherwise it may end up going completely unnoticed.

The "Missing Link" Method

Source: <http://theseoproject.org/the-missing-link-method/>

The “Missing Link” Method revolves around the idea that if a website is linking out to a competing product, service, application, or simply a piece of content, they should probably also be linking to your site.

Why? Because offering viable alternatives almost always improves user-experience.

If a site isn't doing this, they're "missing a link".

Here's how to do it:

- Identify competing products, services, or content in your industry
- Find all backlinks to that site
- Reach out to those who link to your competitor(s), but not you, and request that they add the link

Finding competing products/services in your industry should be easy, but if you're struggling, try typing your own product into alternativeto.net.

This will show you similar “alternative” products.

For example, here are the alternatives it finds for Ahrefs:

Next, plug one of the alternatives into Ahrefs...

...and export the backlink profile.

Sift through the results and find any sites that are linking to your competitor(s) website, but not yours.

Reach out to them using this email script, and explain how adding your link will be useful for their readers.

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I was just reading one of your posts and noticed you linked to [INSERT COMPANY NAME], who - as I'm sure you're aware - are a competitor of ours.

I'm contacting you today as I was hoping you might also consider adding a link to our site alongside the competitor.

We believe that while our product is similar to [INSERT COMPETITOR NAME], it's also superior, and we think your visitors would appreciate having the choice between both ourselves and our competitor.

Oh, and we're also cheaper, which again, we see as a big plus.

What do you think?

[YOUR NAME]"

The "Product Hunt" Technique

Source: <http://theseoproject.org/the-product-hunt-technique/>

“Product Hunt is a curation of the best new products, every day” - according to their “[about](#)” page.

It allows people to “discover the latest mobile apps, websites, and technology products that everyone's talking about.”

Or, to put it simply...

It's basically an exceptionally well-designed subreddit for new and interesting products.

Here's what it looks like:

People submit great new products they stumble across, then they're upvoted/downvoted by visitors, which results in a curated list of the best new products each day.

It gets tens of thousands of visitors every day.

The “Product Hunt” Technique is simply the idea of creating the “product hunt” of your industry, then promoting it and getting links to it.

Here's how to do it:

- Create an industry-specific “product hunt”
- Promote it

Before you can actually create your page, you need to figure out what you're going to create the “product hunt” of.

Here are a few ideas:

- **Industry-specific content:** A curation of the best content (i.e. blog posts, videos, etc.) being created in your industry. This is exactly what Inbound.org does.
- **Industry-specific techniques:** A curation of techniques in your industry (e.g. web design client acquisition techniques, link building techniques, etc.). While this isn't exactly the same as Product Hunt (as it relies on you doing the curation mostly by yourself), it's similar and still works well.
- **Industry-specific images:** A curated list/directory of motivational, funny or useful images.
- **Industry-specific products/tools:** A curated list of industry tools/products/services/etc.

When you have your idea, it'll be a case of rounding up the initial submissions yourself.

This can be time-consuming, so it may be worth utilising crowdsourcing (as [the founder of NomadList.com did](#)) to speed up the process:

It's then a case of actually creating the page/site and adding your content to it.

There are a lot of Product Hunt "clones" out there (with various prices), including:

- [TelescopeApp](#)
- [RankItWp](#)
- [PluginHunt](#)

Note: You can either install your "product hunt" style website on your own domain (i.e. on a subdomain) or on a brand new domain. If you opt for the latter, make sure to link back to your main website.

Once live, reach out to industry influencers and share your website – you can use tools like [Followerwonk](#) to find influencers.

Or simply utilise Google search terms like:

And...

Scrape the list using [Simple SERP Scraper](#), find their names (and contact) details, then reach out to them with this template:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

Just wanted to quickly reach out, as I've just put-together a huge post, which is essentially a "product hunt" of the [INDUSTRY NAME] industry.

Thought you might be interested in taking a look?

Here's a link: [INSERT LINK]

I'd love to hear your thoughts. Anything you'd add/change?

[YOUR NAME]"

The "Ranking for Links" Technique

Source: <http://theseoproject.org/the-ranking-for-links-technique/>

Journalists and bloggers often need references when writing articles and usually – as long as the reference is reputable – they'll naturally link out to it.

Ranking for links involves creating a piece of content that specifically targets keywords bloggers and journalists are likely to type into Google when searching for content to reference.

Here's how the process of finding a reference might go:

1. A journalist/blogger for a large publication (e.g. Hubspot.com) begins putting together a piece about Facebook advertising
2. She begins the article with an introductory paragraph talking about Facebook's huge userbase
3. She knows that Facebook is used by millions on a daily basis, but isn't quite sure of the exact number
4. She heads to Google and types "Facebook statistics" into the search box
5. She clicks one of the top few results, which - in this case - happens to be [a list of up-to-date Facebook statistics](#)
6. The page contains the figure the journalist was looking for, so she includes it in her piece (and links to the page she just found via Google as the "source")
7. The person who created the content about Facebook statistics gets a juicy link

Here's how to do it:

- Find a niche-specific informational search query journalists and bloggers may search for when looking for references
- Create a piece of content that fulfils the search criteria

Finding your initial query can be done with a brainstorming session - simply think about what journalists and bloggers in your industry write about on a regular basis.

Note: As Matthew Barby [states](#), "how to", "what is", "list of", etc. keywords work best for this technique.

When you have an idea, type your keyword into the [Google Keyword Planner](#) to see how often it gets searched for each month:

If it's gets at least a few hundred searches, its probably a good keyword.

For example, "facebook statistics" gets searched for 5,400 times per month (on average), which means a lot of bloggers/journalists are likely searching Facebook stats each month.

Next, create a piece of content around the keyword, such as [this piece](#) by Zephoria:

Note: This piece of content actually has almost 2,000 links from 600+ referring domains, which certainly proves just how powerful this technique can be when used correctly:

It's then a case of building a few initial links to your content using other techniques to get your content ranking.

Once you're ranking in the top 3-5 for your chosen keyword, you should see links naturally trickle in each month.

Note: Don't go after super-competitive keywords, as you'll struggle to rank initially and therefore won't ever manage to "rank for links".

The "Shoulder Niche" Approach

Source: <http://theseoproject.org/the-shoulder-niche-approach/>

If you're struggling to get links from those in your industry – which can often happen if many of them see themselves as your competitors – it's worth exploring a “shoulder niche” for content outreach.

For example, here's the example Brian himself gives: if you were in the “pest control” niche, these would be a few possible shoulder niches:

Note: Here's [a great case study](#) of this exact example from Brian Dean and Mike Bonadio (it's well worth a read).

Here's how to do it:

1. Brainstorm shoulder niches
2. Incorporate them into your content outreach

Brainstorming shoulder niches is pretty straightforward; simply sit down and create a mind-map of other similar industries/niches that may be interested in your content.

Here's what one might look like if I was trying to build links to my list of link building techniques (sorry Brian, ~~stole~~ lovingly-borrowed your image):

It's then just a case of finding bloggers in your chosen shoulder niches and reaching out to them (**note:** you can use a tool like [Followerwonk](#) to find bloggers).

Here's a basic outreach template to use:

“Hello [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I really enjoyed your article about [INSERT SHOULDER NICHE RELATED SUBJECT]; I've never heard of [MENTION SOMETHING FROM THE

ARTICLE] before.

**I just wanted to reach out to you as I've just put-together an article entitled:
[INSERT TITLE] that I thought might interest you.**

Fancy taking a look?

[YOUR NAME]"

The "Twitter Upsell" Technique

Source: <http://theseoproject.org/the-twitter-upsell-technique/>

Any Twitter followers you have will already be familiar with your brand (aside from bots).

Some may even be raving fans...

^^ 100% fictional tweet.

This is because they probably came across something you created/did/said in the past and enjoyed it.

They followed you because they were interested in what else you might have to say...

^^ Again, 100% fictional.

It stands to reason then, that should you have a new, insanely great piece of content to promote (or an existing one), existing Twitter followers will probably be more receptive to outreach than cold prospects (i.e. those who have no past interaction with you/your brand).

Just make sure you're outreaching to the right people with the right content.

Here's the process:

- Scrape all of your Twitter followers' profiles (including website URL)
- Interact with them (*optional, but recommended*)
- Promote your content to them

Scraping your Twitter followers can be done by hand (<100 followers), but for larger accounts, you'll need a third-party tool (e.g. Simply Measured (paid)).

Here's [a great tutorial on scraping Twitter profiles](#).

Your need to scrape:

- Name
- Twitter Username (e.g. @randfish)
- Twitter URL (e.g. twitter.com/randfish)
- Website URL (if they have one)
- Follower count

Here's what your data should look like when complete:

Now, visit each of your followers' URLs and note down whether or not they might be interested in seeing – and linking to – any of your content.

If you feel they would be, note down the most fitting piece of content in the spreadsheet:

Also, look for their contact details (i.e. email address) when visiting their website(s).

Add this to your spreadsheet too:

Finally, interact with them on Twitter (optional), then reach out to them with this template:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

Just saw that you follow me on Twitter - so thanks for that! :)

Just wanted to give you a quick shout as I've just published a new blog post...

Just thought you might want to check it out?

Here's the link: [INSERT LINK].

I'd love to hear your thoughts. Anything I could improve?

[YOUR NAME]"

Note: Even if you don't currently have a piece of content to promote to your Twitter followers, you can use this list for future outreach (i.e. when you've created something great that you want the world to see).

The "Yahoo Answers" Technique

Source: <http://theseoproject.org/the-yahoo-answers-technique/>

Yahoo Answers (and other Q&A websites) allow anyone to ask or answer questions on a variety of subjects:

When answering questions, most people will link out to resources in the “sources” section of their answer(s):

If you were to create the “go-to” resource on a particular subject on your website, you could then answer related topical questions on Q&A websites and linking to your resource as the “source” for your answer, thus gaining a few (nofollow) backlinks.

Here’s how to do it:

- Identify FAQ’s in your niche
- Create a piece of content that provides a definitive answer to those questions
- Set up web alerts (for questions)
- Consistently answer those questions and link to your resource

Identifying FAQ’s in your niche is as simple as going to Yahoo Answers and entering a broad niche-related search term (e.g. for the SEO niche, it might simply be “link building” or “SEO”):

Next, sift through the pages of questions and try to spot FAQ’s – in the SEO niche, the question “what is SEO” seems to crop up a lot:

Note: If you're in an ever-changing industry (e.g. SEO), it's worth sorting the results by "newest" to see up-to-date FAQ's.

Take a look at the answers for thoroughness, and whether or not they're linking to any existing resources that definitely answer the question.

If the answers seem relatively poor – or don’t link out to great resources – consider

creating a piece of content that provides a definitive answer to that question on your site.

For example, here's [a great piece of content](#) that definitely answers the question "what is seo?":

When you have your content, go to [Google Alerts](#) and set up some alerts so you're notified whenever someone asks a similar question in future.

Here's an example alert:

Tip: Use the "site:answers.yahoo.com" operator in your alert to restrict alerts to Yahoo Answers.

Whenever you get notified of a question, go to Yahoo Answers and write a definitive answer - add a link to your content in the "source" section to get a link.

Note: While these links won't help you to rank in themselves (as they're "nofollowed"), they will help to diversify your link profile and also, bring a constant trickle of referral traffic to your website, as long as you provide definitive, popular answers to the FAQ's.

The Beggar Technique

Source: <http://theseoproject.org/the-beggar-technique/>

If anyone you know has their own website, you can often get a link just by ~~begging~~ asking.

Even if they only have a hosted Wordpress blog (e.g. your-friends-blog.wordpress.com), like [this one](#):

...it may still be worth asking, as it's a quick win.

Here's how to do it:

1. Find people you know who have a website
2. Check for relevancy (e.g. don't try to get a link from a mommy blog if you're a plasterer - it doesn't make sense)
3. Ask for the link

First, ask around and find out which of your connections happen to have their own website.

It's best to do this in person if you can, although if this isn't possible, here's a few techniques you can use:

- Post on Facebook/Twitter asking if any of your connections have their own website(s)
- Email people directly
- Call them

Make a note of any responses you receive in a spreadsheet, making sure to note down the URL and the name of the corresponding person:

Next, you need to check each site you've found for relevancy.

It doesn't matter how easy to obtain the link might be, there's absolutely no point in

getting links from completely irrelevant sites.

Here's how to do it:

- Go to the website (in your browser)
- Browse around for a minute-or-two
- Take note of the subject nature and topical relevance of the website

If the site covers a similar topic to your own site (e.g. your friend runs a sports blog and you're trying to build links to your fitness ecommerce store), it's probably a good fit.

If the site tackles an entirely different topic (e.g. your friend is a local mechanic and you run a bodybuilding blog), it's probably not a good fit.

Take a note of whether the site is a good fit or not in your spreadsheet:

Delete any sites that aren't relevant.

Finally, reach out to the owners of these sites in-person or via email/facebook/twitter/etc. and ask kindly for a link.

Here's a template:

“Hey [NAME],

Hope you're well.

Just wanted to ask a quick favour: would you mind adding a link to [YOUR SITE NAME] on [FRIENDS SITE NAME]?

Definitely a beer in it for you if you can help a friend out!

[YOUR NAME]"

The Comment Collection Technique

Source: <http://theseoproject.org/the-comment-collection-technique/>

The Comment Collection Technique (coined by Luke Jordan - founder of [Intergeek](#)) involves:

- Finding similar posts (to the one you've just published) that already have a lot of comments
- Reaching out to the commenters of that post (and telling them about your post)

The reason this works well is simple:

Any people that have commented on similar posts in the past are highly-engaged blog readers, which means that they're extremely likely to read, comment on and link to your post too.

...even more so if you frame your request in the right way.

Here's how to do it:

- Find popular posts (that are similar to whatever you've just published)
- Extract the names, websites and emails of the commenters
- Reach out and ask for their opinion on your new post

Finding similar content with a lot of comments is pretty straightforward – you can use tools like [BuzzSumo](#) (paid) to do this.

Here's how:

Go to [BuzzSumo](#) and type in a keyword that's closely related to your post (e.g. "link building"):

Order the posts by “total shares” – this will list the posts in order of popularity (and the most popular comments generally tend to have the most comments):

If you don't have Buzzsumo, you can use Google search operators to find these posts, such as:

For each post you find with comments, start listing the names of the commenters who have websites (along with their actual URL) in a spreadsheet.

Tip: You can usually tell when a commenter has a website, as their name will be a clickable hyperlink to their own site:

Keep doing this until you have a good number of commenters listed in your spreadsheet.

Next, trawl their websites and find their email addresses (or use something like [Buzzstream](#) to do this automatically).

Add these details to your spreadsheet too.

Finally, reach out to your comments and ask for their opinion on your recent post.

Here's an outreach template you can use:

"Hey [NAME],

I was just reading [BLOGGERS NAME]'s post on [BLOGGERS WEBSITE] and saw your comment.

Really great points!

I've actually just published a post about [TOPIC NAME] myself, thought you might enjoy it.

Here's the post: [INSERT POST LINK]

I'd love to hear what you think.

Best,

[YOUR NAME]"

Note: While most will simply comment on your blog post, some will link to you from their sites. Some will also share your post on social networks (e.g. Twitter), which will attract more visitors, and potentially lead to more links.

The Content Gap Technique

Source: <http://theseoproject.org/the-content-gap-technique/>

Not even the greatest blog post covers everything.

When this happens, you have a "content gap".

Here's how you can execute this process:

- Find blog posts with content gaps
- Fill the gap
- Reach out and let them know

It's important that you find posts from authoritative sites that you'd actually want a link from – the more popular the page is, the better (as the link will be worth more).

Go to [Ahrefs](#) and plug in one of your favourite blogs in your industry (e.g. [backlinko.com](#)):

Go to the "best by links" tab under "Pages" on the left-hand sidebar.

You'll then see all the pages on the site in the order of popularity (i.e. most linked to).

Visit these posts one-by-one and look for "content gaps".

When you find one, fix the problem.

This might involve writing a blog post, creating a video, making a spreadsheet that automates something, etc.

Finally, reach out to the blogger and let them know about your solution.

Here's an outreach template you can use:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

Just read your post about [TOPIC] - really great stuff, so thanks!

Just wanted to give you a quick heads-up as I struggled with part about [INSERT CONTENT GAP].

I actually made a [CONTENT TYPE - e.g. SPREADSHEET] that solves the problem - here's a link: [LINK TO CONTENT].

I'd be more than happy for you to include it in your post, I think it would be super-useful for your other visitors.

Let me know what you think.

Best,

[YOUR NAME]"

The Copycat Technique

Source: <http://theseoproject.org/the-copycat-technique/>

By researching your competitors, you'll be able to uncover hundreds (if not thousands) of potential link opportunities.

Here's how to do it:

- Find competitors URLs
- Extract their backlinks (using Ahrefs/OSE/Majestic/etc)
- Sift through the results to find the best link opportunities

First, open Simple SERP Scraper and enter a keyword that you're looking to rank for (e.g. "Miami plumbers"):

Click "Scrape".

Note: Make sure to set "Number of results" to "100", and "Number of pages" to "1".

Now, you should have a spreadsheet of the results that looks something like this:

Next, copy all the URLs and paste them into [Ahrefs Batch Analysis tool](#):

Download the .csv file and open it using Excel (or Google Sheets).

It's now a case of sifting through the links to find the best opportunities.

Finding the "best" opportunities will always be subjective, and there are a million ways to sift through the data in Excel.

However, here's a basic method:

1. Sort the data by Ahrefs rank
2. Open up each link individually in the browser
3. Make a note of any links that appear easily replicable

While a random news link on Forbes may be virtually impossible to replicate, other types of links such as guest posts, directory listings, web 2.0 profiles all provide opportunity.

Here's how:

- **Guest posts:** If your competitors have written a guest post for a site, chances are that you can write a guest post there too. Reach out to the site (via email) and pitch an idea for a contribution.
- **Directory Listings:** Head over to the directory and look for a "Submit a listing" page (or something along those lines). While some directories are paid, many will be free and links can be added in seconds.
- **Other....**

You can rinse and repeat for multiple keywords and pages; just start the process again.

Tip: You don't have to limit yourself to direct competitors, you can also look at indirect competitors (e.g. if you sell jeans, look at how t-shirt sellers are getting links), other sites in your geographical area (e.g. other local businesses), or even other ecommerce sites.

The Crowdsourced Contributor Technique

Source: <http://theseoproject.org/the-crowdsourced-contributor-technique/>

Crowdsourced content is ridiculously popular these days.

This is mainly due to the fact that it allows webmasters to create high-quality content with less effort (as most of the content is essentially crowdsourced and contributed by other people).

Here's [an example of a crowdsourced post](#) (from AgencyAnalytics):

It essentially gives 11 "experts" views on getting SEO clients.

Look down the post and you'll see that each featured "expert" gets a nice, juicy link back to their site:

If you can contribute to a crowdsourced post, you'll usually have a good chance to obtain a backlink from the finished post.

And, because crowdsourced posts often gain a lot of backlinks, this will be a high-quality link too.

Here's how to do it:

1. Find crowdsourced post opportunities
2. Contribute

Finding crowdsourced post opportunities can be difficult, as they can come in many different forms.

“Expert roundups” are perhaps the most popular form of crowdsourced post, but these are fast-becoming overdone (especially in the marketing space).

Other forms of crowdsourced post include:

- Quotes roundups
- Studies
- Blog posts (with opinions)

Google is the best place to start when looking for such opportunities, as you can use search operators to find plenty, such as:

This will find many pages like this:

While you might assume this opportunity has already been and gone, it's quite easy to reach out and simply say "hey, fancy an extra tip/quote/opinion for your post?"

It doesn't always work, but if you can offer something of real value (instead of just an extra bit of fluff), you stand a decent chance.

Here's an outreach template you can use:

"Hey [NAME],

Just came across your post about [INSERT POST TOPIC].

Just wondering: would you like an extra [QUOTE/TIP/OPINION] for the post?

Let me know,

[YOUR NAME]"

Note: HARO is an effective method to find crowdsourced posts, as journalists and bloggers often crowdsource quotes and opinions for use in their articles.



The Influential Commenter Upsell Technique

Source: <http://theseoproject.org/the-influential-commenter-upsell-technique/>

People who have already commented on your blog are likely to be great prospects for promoting future (or other already-existing) content.

Why?

Because they've engaged with you before, meaning that they're clearly fans of your content.

Some may even have commented multiple times, like fellow SEO, [Venchito Tampon](#) has on Brian Deans blog [here](#):

[Here](#):

And [here](#):

At the very least, outreaching to these people will bring a good number of engaged readers to new pieces of content.

But, you can take this technique one step further, by promoting your content to any influential blog commenters, building relationships, and (hopefully) links.

Here's how to do it:

- Scrape your blogs comments
- Look for influential names
- Promote other new/existing content to them

Scraping you blog comments might sound like a time-consuming task, but you can use [this nifty Wordpress plugin](#) – created by the guys over at SEER - to automate the process:

Install it, run it, and you should be left with a .csv the following data for all

commenters:

- Name
- Email address
- Website URL
- Commented post URL
- Moz Page Authority
- Moz Domain Authority

Next, order your data by Domain Authority. Look down the list and see if you can spot any influential names (e.g. Wil Reynolds – if you were in the SEO space).

Now, look at the post(s) they commented on – if you have a similar piece of content they might not have seen, consider reaching out and promoting that content to them using this template:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I was just reading this post by [INSERT AUTHOR NAME] and noticed your comment.

Just wanted to give you a quick shout as I've actually just published a similar piece of content on my blog, entitled [INSERT TITLE].

Just thought you might want to check it out?

Here's the link: [INSERT LINK].

I'd love to hear your thoughts. Anything I could improve?

[YOUR NAME]"

Note: It's important not to mention the word "link" (or any reference to links) in your outreach email. Simply let them know that they might be interested in your

piece of content as they previously commented on your blog.

If you're really desperate for a link, you could use techniques such as broken link building, deep broken link building, The Moving Man Method, etc. to find pages on their website where a link to your piece of content might add value. However, you should **ONLY** do this once you've established a good rapport/relationship with the influencer.

The KISS (Keep It Simple, Stupid) Technique

Source: <http://theseoproject.org/the-kiss-keep-it-simple-stupid-technique/>

People are more likely to link to you if you make it easy for them, especially in less web-savvy niches.

Here are three ways you can make things easy for people:

- Create HTML snippets (for infographics and embeddable content)
- Create a “link to us” page
- Use a copy/paste link plugin (more research required here)

HTML snippets allow people to embed content on their own sites without much effort.

It's basically a pre-made piece of code that handles the embedding of the content, but also links back to the original source.

Here's an example for [an infographic](#):

Here's [a Wordpress plugin](#) that let's you do this in seconds:

When it comes to copy/paste protection, you can use [this plugin](#) to add it (if you're using Wordpress):

Basically, whenever anyone tries to copy/paste your content, it'll display a warning and also append the copied content with a link back to the original source (i.e. your site).

The Moving Man Method

Source: <http://theseoproject.org/the-moving-man-method/>

Businesses are constantly shutting down, rebranding, changing domains, removing webpages, and discontinuing products or services.

It happens thousands – if not millions – of times every single day.

When these changes occur, webpages will often get moved to new URLs, or even disappear altogether.

Here's an example of a page that seems to have disappeared:

For anyone linking to these pages, this is a problem, as they'll often find themselves linking out to websites and resources that are no longer there.

Without constantly checking every external link on their website(s), webmasters are unlikely to ever find and fix these incorrect links.

This is where the “Moving Man Method” comes in.

Here's how to do it:

- Find sites that have shut down, changed names, moved domains, or discontinued a product/service
- Find sites linking to the old domain or webpage
- Reach out and help them to fix their outdated link

First, use these Google search operators to find pages that have moved:

And...

When you find a page that fits the bill, use [Ahrefs](#) (or any other backlink checker) to find all links pointing to the outdated page.

It's then a case of contacting the webmaster(s) and letting them know about the outdated link, while also suggesting your content on your own site as a replacement for the link.

Here's an email script you can use:

“Hey [NAME],

I was just reading your post about [TOPIC] and noticed one of your links was dead.

Here's a screenshot of the dead link: [INSERT LINK SCREENSHOT]

As you can see, it just links to a "this page no longer exists" page.

Just thought I'd give you a heads-up, as you might want to fix it.

[YOUR NAME]

PS. This might page make a good replacement for the link? [INSERT PAGE LINK]"

Note: While this tactic is similar to broken link building, it differs due to the fact that none of the links to the outdated content are actually broken (i.e. give a 404); often, they'll just redirect to the location of the new content or show a “page no longer available” holding page.

The Skyscraper Technique

Source: <http://theseoproject.org/the-skyscraper-technique/>

That's why the world's tallest building (the Burj Khalifa) attracts almost 2 million visitors per year:

The Skyscraper Technique (coined by Brian Dean of Backlinko.com) is a content-driven link building technique that takes advantage of this.

Here's how to do it:

- Find a “proven linkable asset” (i.e. an existing piece of content in your industry that already has a lot of links)
- Make an improved version
- Tell the *right* people about it

Step #1: Find an Existing “Proven Linkable Asset”

A “proven linkable asset” is a piece of content that has already performed well and generated a tonne of links.

It could be a blog post; video; web-app (e.g. an online calculator); or any other form of content.

Or, to put it simply:

Here's [an example of a "proven linkable asset"](#) in the SEO niche:

According to Ahrefs, it has 10,000+ links from over 1,100 referring domains:

Here are three ways to find “proven linkable assets” in your niche:

1. Reverse Engineer a Popular Site (with Ahrefs)

Find a popular site in your industry (one that publishes a lot of great content).

Copy the domain (e.g. *moz.com*).

Go to [Ahrefs Site Explorer](#) and paste the URL:

Select “Best by Links” under “Pages” in the left-hand sidebar:

Now, you should see a list of all the pages on the domain ordered by number of backlinks (highest to lowest):

Note down any pages with at least 50 links (RD column) – these are proven linkable assets.

• Find Highly Shared Content (with Buzzsumo)

Go to [BuzzSumo.com](#).

Enter a keyword related to your niche (e.g. “*link building*”):

Click “Go”.

You should now see a list of the most shared content in your niche over the past year:

Select “Export” > “CSV” to download a .csv file containing all the pages:

Open the .csv file using Microsoft Excel (paid) or [Google Sheets](#) (free).

Copy the first 200 URLs.

Go to [Ahrefs Batch Analysis tool](#) and paste the (200) URLs:

Click “Start Analysis”.

You should now see a list of the 200 URLs alongside various metrics, including Referring Domains (i.e. backlinks):

Click “Export” to download the data as a .csv file:

Open the .csv file using Microsoft Excel (paid) or Google Sheets (free).

Delete all columns except for “Target” (i.e. page URLs) and “Domains (desc)” (i.e. referring domains).

Remove all URLs with fewer than 50 referring domains – these are your “proven linkable assets”.

- **Find and Analyse High-Ranking Content (using SERPScraper + Ahrefs)**

Download and open [Simple SERP Scraper](#) (free)

Change “Number of Results” to “100”:

Enter a keyword related to your niche (e.g. “*link building*”) in the “Search Queries” box:

Click “Scrape”.

When the “scrape” is complete, open the exported .csv file (using Microsoft Excel or Google Sheets).

Copy all 100 of the URLs.

Paste them into [Ahrefs Batch Analysis tool](#):

Click “Start Analysis”.

You should now see a list of the 100 URLs alongside various metrics, including Referring Domains (i.e. backlinks):

Click “Export” to download the data as a .csv file:

Open the .csv file using Microsoft Excel (paid) or Google Sheets (free).

Delete all columns except for “Target” (i.e. page URLs) and “Domains (desc)” (i.e. referring domains):

Remove all URLs with fewer than 50 referring domains:

All the URLs left are your “proven linkable assets”:

Step #2: Make an Improved Version

Open your spreadsheet from step #1.

Add a new column to the right named “Yes?”:

Sift through the results one-by-one looking for a page that you could significantly improve by:

- Making it longer
- Making it more up-to-date
- Improving the design
- Making it more thorough

If a page fits the bill, write “Yes” alongside the URL in the “Yes?” column:

Note: Ideally, you would improve the content on every level, but at the absolute minimum, you **MUST** improve it in at least one of the ways listed above.

When you're done, choose the piece of content that you personally feel has the most room for improvement – this will be your “skyscraper” content.

Now, create an improved version and publish it on your site.

Step #3: Tell the right people about it

Now you've got your “skyscraper” content, you need to get proactive and promote it.

It's important to understand that this doesn't mean mass-mailing a random bunch of people.

Doing that is not only super-annoying (and sometimes illegal) but also a complete waste of your time, as you'll get very few (if any) responses.

Instead, you should reach out **ONLY** to people that fulfil the following criteria:

- They're interested in your topic
- They a site in your industry (and therefore have the power to link to your content)
- They've linked to a similar piece of content in the past

Here's how to find these people:

Go to Ahrefs Site Explorer and paste in the URL of the content on which you based your new and improved “skyscraper” content:

Select "Backlinks" from the left-hand menu:

Select “Export” > “CSV” to export all of the links pointing to that content.

Open your .csv file (using Microsoft Excel or Google Sheets).

Remove any websites that don't make sense to contact, such as: directories; forums; etc.

Reach out to the remaining sites using this template:

“Hey [NAME],

I was just reading your post about [TOPIC] and noticed you linked to this page: [INSERT LINK]

Just wanted to let you know that I just published an updated, more in-depth version of this page.

Here it is: [INSERT LINK]

Might make a nice addition to the page?

[YOUR NAME]"

Tools

Source: <http://theseoproject.org/tools/>

Web-based tools that are both super-useful and 100% free often attract links like crazy.

For example, let's take a look at Moz's freemium backlink analysis tool; [Open Site Explorer](#):

It currently has tens of thousands of links from thousands of referring domains:

But, you don't have to create anything this complicated to attract links; simple calculators (such as [this one](#)) and other web-based tools also work well.

Here's how to do it:

1. Create a useful web-based tool
2. Tell anyone who might be interested (and also has the power to link to it)

Creating a useful web-based tool sounds straightforward, but it can be quite a costly and time-consuming process.

Not only do you have to have the right idea (i.e. something people will care about and thus, link to), but the execution has to be right, too.

The easiest way to go about this is to look at what other kinds of tools are performing well in your industry (e.g. a mortgage calculator, if you happen to be a financial advisor), then create something better.

It's the Skyscraper Technique but for tools, basically.

For example, [this water temperature mixing tool](#) could easily be improved via better design; additional functionality (e.g. adding additional units of measurement), and so forth:

It's then just a case of reaching out to those linking to the older – now inferior – tool and trying to convince them to link to your new, improved tool.

Here's a basic outreach template:

“Hey [NAME],

**I was just reading your post about [TOPIC] and noticed you linked to this tool:
[INSERT LINK]**

**Just wanted to let you know that I've just created a much-improved version of
this tool.**

Here it is: [INSERT LINK]

Might make a nice addition to the page?

[YOUR NAME]”

Trade Guest Posts

Source: <http://theseoproject.org/trade-guest-posts/>

Guest posting is a great way to build links, but it can seem like a lot of work (i.e. writing) just for one link:

Here's one possible solution: consider a mutually beneficial arrangement where you trade articles instead.

Here's how it works:

- You write a guest post and blogger A publishes it on his/her site
- Blogger A writes a guest post for your site, and you publish it

By doing this, you both get a link, and you both get introduced to the other person's audience. It's a win-win situation.

Here's how to do it:

1. Find guest post opportunities
2. Reach out and put forward your idea

Note: I've already covered how to find guest posting opportunities here, so take a look if you're unsure on that stage.

Next, simply reach out to them and put your proposition forward.

Here's a basic template:

“Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I was wondering if you're still accepting guest posts, as I had an idea for a post that I feel would be perfect for your site.

I'd also be super-interested in trading posts, so I contribute to your site and you contribute to mind; what do you think, up for it?

[YOUR NAME]"

Tutorials

Source: <http://theseoproject.org/tutorials/>

People love learning new things.

If you know how to do something that most others don't, compiling that information into an online tutorial can often attract a tonne of links.

For example, [this RSS tutorial](#) has over 13,000 backlinks from 980+ referring domains:

Here's how to do it:

1. Create a top-notch tutorial
2. Tell people about it (optional)

When creating your tutorial, it's important to ensure that you actually have something of value to show people. You also need to make sure that it hasn't already been done a million times.

Here are a few things you can do to make your tutorial stand out:

- Make it super-comprehensive
- Keep it simple and easy-to-understand
- Put your own unique spin on the idea (this is a great tip if your concept has been done before)
- Use imagery to convey key points

It's also important to remember that not all tutorials have to be written posts, you could also create a: video; slideshow; audiobook/podcast; or even a mixture of these things.

For example, [these 100% video-based tutorials from Vertical Measures](#) have 1,500+ backlinks from 130+ referring domains:

When you have your tutorial, it's then a case of telling people about it (via email outreach).

Here's a few people that may be interested:

- Industry bloggers
- Anyone who has linked to a similar – yet inferior – tutorial (i.e. The Skyscraper Technique)
- Anyone who has commented on a similar tutorial (i.e. The Comment Collection Technique)

Here's a basic outreach template:

“Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I've just put-together a comprehensive tutorial showing [INSERT WHAT YOUR TUTORIAL SHOWS]. I couldn't help but notice you [COMMENTED ON | WROTE] a similar tutorial a while ago, so thought it might interest you.

Want to take a look?

[YOUR NAME]”

Twitter Link Building

Source: <http://theseoproject.org/twitter-link-building/>

Twitter may be nothing more than a social network, but it can actually be used for link building purposes too.

When you fill in your profile, you get the option to add a link to your website in the “website” field:

While this does link back to your website, it’s a “nofollow” link, unfortunately (meaning it won't help you to rank whatsoever).

Luckily, many websites actually “scrape” your Twitter profile information, which means that the information on your Twitter profile gets mirrored on other sites.

With some websites, both your “bio” and “website” fields are scraped from your Twitter profile, which means that you’ll get a link no matter what.

But, some websites only scrape the “bio” field of your profile (not the “website” field), which means that you won’t get a link to your website.

For example, [Buzzstream](#) scraped Rand Fishkin's Twitter profile for their new Discovery tool, yet they only scraped the bio, not the website field:

Because of this, there's not link to [Moz.com](#) on the page itself.

This issue is easily solved by simply including your website URL in both the “website” and “description” fields on your Twitter profile.

Here’s how to do it:

- Go to Twitter
- Add your website to the “website” **and** “description” fields

Here's what it should look like:

Now, when any website scrapes your Twitter profile, you're pretty much guaranteed an extra link without doing anything at all.

Note: When you add your website to the “description” field on your profile, you’ll notice that it doesn’t appear as a direct link on Twitter itself (it actually re-routes it through a URL shortening service). This isn’t a problem, as when most other sites scrape Twitter, they make this a direct link on their site.

University Discounts

Source: <http://theseoproject.org/university-discounts/>

Most universities and colleges have a dedicated page listing deals/discounts on their site (which are available to faculty members and students):

Often, these discounts come from third-parties that have little/no previous affiliation with the university:

If you sell a product or service that may be valuable to students – and also have the power to offer a discount to universities – it's relatively easy to get listed on these pages and attract a bunch of links in the process.

Here's how to do it:

- Find universities/colleges that have a discounts/deals page
- Grab the contact information
- Reach out and pitch your discount for inclusion

You can find these pages using a few single Google search operators, such as:

And:

Contact information can usually be found on the page itself.

When you find it, reach out with this email template:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I was just browsing your site and noticed you have a page listing discounts for students.

We've currently offer [DISCOUNT PERCENTAGE] at [COMPANY] and we

were wondering if you'd like to add it to the page?

Let me know,

[YOUR NAME]"

Note: It's important to make sure that the discounts pages you find have existing live, external links to other websites – if they do, they're much more likely to consider including your link too.

University/College Lecturing

Source: <http://theseoproject.org/university-college-lecturing/>

Many of you will remember the (likely numerous) occasions a guest speaker visited your university, college, or school.

It probably was as great as this epic TED talk...

...but it probably got you out of lessons for a few hours.

If you have a lot of knowledge in a particular area (e.g. marketing) – and you're comfortable speaking in front of a large number of students – you may want to consider a guest speakership at a local university/college/school.

Not only will this significantly raise your profile, but most universities also list the names of guest speakers on their sites, along with their associated company, website URL (yes, this means a link), and course notes.

Here's [an example from The University of Pennsylvania](#):

It's a blog post that was published after a guest speaker attended the university, and as you can see, it links out to the speakers company website.

Here's how to do it:

- Find guest speakership opportunities at universities/colleges/schools
- Apply
- Speak

Finding speakership opportunities can be done with a few simple Google search operators:

And...

Almost all results should be “guest speaker” related pages on .edu (i.e. university)

domains, and most of them will be guest speaker application pages.

Here's what it will probably look like:

If it looks like a university is on the lookout for guest speakers – and you feel you could contribute something of value – consider filling out the application.

Note: You might want to quickly research each website before doing so, in order to check whether previous speakers have received a backlink anywhere on the website.

Should you get accepted for a guest speakership gig by any of the universities/colleges/schools, make sure to not only accept the gig, but also create some course notes that the university can then upload to their website after the gig is complete (along with a link to your website).

Video Embeds

Source: <http://theseoproject.org/video-embeds/>

When most people embed videos in their blog posts, they'll usually do it by grabbing the YouTube embed code.

It's available for every video and when embedded, it'll look like this:

But, while the video above is from Moz, you'll notice it doesn't actually link back to Moz.com.

Instead, it links to YouTube.

With a bit of extra effort, though, you can change this.

Here's the process:

- Create a video embed code for your video(s)
- Embed a link into that code
- Reach out and get your video embedded

If your video is hosted on YouTube, go to YouTube and grab the pre-made video embed code that is provided.

It should look something like this:

When you have your code, you need to add a link back to your actual site at the bottom of the video.

Here's the code to do that:

Your embed code should now look something like this:

Whenever someone embeds your video using this embed code, it'll automatically add a link back to the source (i.e. your website) below the video.

It's then a case of finding places to embed your video. Here are a few ideas:

- **Guest Posts:** When writing guest posts, incorporate your video into the post using the embed code – this is a great way of getting an in-content link from a guest post, rather than the typical “author bio” link.
- **Existing Embeds:** If your video is hosted on YouTube (or a similar website), people may have already-embedded your video on their site(s). Go to YouTube Analytics and find the sites that have embedded your video(s), then reach out and request that they change the embed code to your new one (that links to the source)
- **Related Posts:** Find bloggers who have written about a topic related to your video, and suggest they embed the video into the post.

Don't limit yourself to the three ideas above, however, you can probably find even more opportunities with a bit of creativity.

Video Submission

Source: <http://theseoproject.org/video-submission/>

[YouTube](#) isn't the only place you can upload your video(s)...

There's also [Vimeo](#)...

[Dailymotion](#)...

And many others.

By uploading your videos to multiple video sharing sites, you can ensure that your content reaches the largest possible audience.

Oh, and almost all of them let you link back to your site too.

Note: Most sites tend add a “nofollow” tag to your links.

Here's how to do it:

1. Create a video
2. Upload it to multiple video sharing sites (and add your link)

If you don't already have a video created, you have a few options:

- Host a live webinar and record it (FREE – using [Google Hangouts On Air](#))
- Have a video produced on [Fiverr](#) (\$5)
- Hire a freelancer to create a professional video (\$XXX+)
- Hire a video production company (\$XXXX+)

Assuming you've already got a video, it's then just a case of uploading it to your chosen video sharing site(s).

Let's use Vimeo for this example:

First, go to [Vimeo](#) and sign up for an account (100% free):

Sign in, then click the "Upload" button on the top-menu bar:

Choose your video file, and it should automatically begin uploading.

Next, fill in the details for your video (i.e. title, description, tags, etc.) - make sure to include a link in your description:

Finally, double-check that the "Privacy" is set to "Anyone can see this video":

Save, then rinse and repeat the process with more video-sharing sites.

Video Transcription

Source: <http://theseoproject.org/video-transcription/>

Many influential bloggers make videos to communicate with their audience; this is mainly due to how quickly videos can be produced (compared to written content).

Gary Vaynerchuk, for example, publishes videos like this most days:

Some common video format content includes:

- Tutorial videos (such as [this one](#) from Matthew Woodward)
- Webinars (such as [this one](#) from Pat Flynn)
- Keynotes/conference presentations (such as [this one](#) from Rand Fishkin)
- Adverts
- Etc

Most people enjoy videos, but there will always going to be a handful of people that prefer written content.

Unfortunately, influential bloggers don't always make this available (as it requires too much time and only serves a tiny percentage of their audience – their time is better spent elsewhere).

If you can help an influencer out by transcribing their video content into a blog post (then publishing it on your website), they'll usually add it to their own website and give you an attribution link.

Here's the process:

- Find video content from influencers (that doesn't have a transcription)
- Transcribe it
- Let them know

You can find video content from influencers by gathering a list of influencers names, then using these Google search operators:

When you find a video by an influencer that doesn't have a transcription, you can either transcribe it manually, or use a service like Inqscribe (slightly less accurate):

Finally, reach out to the influencer and let them know about the transcription.

Also let them know that you'd be happy for them to add it to their site in return for an attribution link.

Here's an outreach email you can use:

"Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

Just wanted to say, I loved your recent video - the bit about [INSERT VIDEO EXCERPT] was eyeopening for me, so thanks!

I actually referred your podcast to a friend, but he prefers to read things rather than watch them (don't ask me why!), so I actually transcribed the video for him.

Here's the link if you want to take a look: [INSERT LINK TO TRANSCRIPTION]

I'd be happy for you to add it to your site if you wanted - might be useful for your visitors?

Let me know.

[YOUR NAME]"

Web Design Directories

Source: <http://theseoproject.org/web-design-directories/>

If you've got a particularly "flashy" web design, you can usually land a few extra links from web design directories.

These directories showcase the best web designers around.

[Awwwards](#) is perhaps the most famous (and best) example:

Note: Don't bother with this strategy if your website looks like junk; it needs to be at least somewhat appealing and inspirational.

Here's how to do it:

- Find web design directories
- Submit your site

The easiest way to find such directories is simply to Google one of these phrases:

Or:

^^ you get the idea...

Sift through the sites and pluck out any that are genuine web design directories (e.g. [awwwards.com](#)).

Look through the site and figure out how to submit your site (hint: there's usually a "submissions" page or "submit your site" link - see below).

Fill in your URL (and any other required information and click the "submit" button).

Done.

Web-app Directories

Source: <http://theseoproject.org/web-app-directories/>

Web apps are essentially websites that do something super-specific.

For example, [InvoiceTo.me](#) gives you free, unlimited online invoices...

[Colors.co](#) lets you generate an entire colour scheme with the click of a button...

And [URLtoDomain.com](#) lets you extract domain names from a list of URLs (hint: this is a super-useful tool for SEO):

There are now so many web-apps that a number of web-app directories have cropped up, such as [Feed My App](#):

A web-app directory simply curates web-apps and links out to them.

Here's how to build links with web-app directories:

1. Find web-app directories
2. Submit your web-app

You can find web-app directories simply by Googling "web app directories":

This will bring up a tonne of lists, like [this one](#) from Justin McGill:

When you've found a web-app directory you want to submit to, click the "Submit an app" button (this should be located somewhere on the page):

Fill in the lengthy form you'll most likely be presented with, then click "Submit".

Note: Some web-app directories (such as FeedMyApp charge a small fee for submission, so be aware).

Webcam Directories

Source: <http://theseoproject.org/webcam-directories/>

Webcam directories are essentially nothing more than directories of live webcams from around the globe.

Visitors can simply type in a location (e.g. “Golden Gate Bridge”) and view live streams from (or at least close to) that location:

Here are a few examples of live webcam feeds:

- Statue of Liberty – New York ([view](#))
- Times Square – New York ([view](#))
- Eiffel Tower – Paris, France ([view](#))

Note: Although the examples above may be located in particularly popular locations (or of world famous landmarks), it’s important to note that your website doesn’t have to be located in a particular interesting/exotic location to submit your feed.

There are plenty of live streams of car parks ([view](#)), motorways ([view](#)), and other relatively boring locations.

By setting up a live stream and adding it to webcam directories, you can build a few extra (and easy) links to your site.

Here’s how to do it:

1. Set-up a webcam
2. Create a webcam page on your website
3. Add the link to webcam directories

First, you're going to need to purchase a webcam.

[Amazon](#) is the best place to search for one of these:

Note: You also need someone technical to set the webcam up as a 24/7 live stream, which can be costly.

Next, add a page to your website that will display the live stream.

Here's [an example](#) of what it might look like:

Finally, you need to add your page to your chosen webcam directory.

Webinars

Source: <http://theseoproject.org/webinars/>

Webinars are great for attracting links (as long as they're genuinely free and you're not going upsell crazy).

By creating a regular-updated webinars page on your website, you should find that over time, that page attracts a bunch of links.

Hubspot, for example, have hundreds of links to [their webinars page](#):

Here's how to do it:

- Create a webinars page
- Host a webinar (and add it to the page) at least once every 1-3 months

Creating a webinars page is pretty straightforward; just go to your Wordpress dashboard (or the dashboard of whatever CMS you're using) and add a page.

Give it a title (simply "webinars" is good enough).

Add links to any recorded webinars you've done in the past, and make sure to update it whenever you host another webinar.

When it comes to hosting webinars, there's plenty of software out there, but Google Hangouts is 100% free and allows you to record them to YouTube too, thus making everything about as simple as it's likely to get.

Keep your webinars page updated, and you'll see the links trickle in.

Website Feedback Site Submissions

Source: <http://theseoproject.org/website-feedback-site-submissions/>

Website feedback sites allow webmasters to gain feedback on their site from actual visitors.

This feedback can then be used to improve the site.

For example, here's some feedback I left on a friends website recently on Criticue.com:

Most of these sites are free to use and almost all of them allow you to link to your site when you add it for review.

Here's how to gain links from these sites:

- Post your website (make sure to include your link when doing so)
- Await feedback from the sites' usability experts

First, you need to find some website feedback sites to submit your site to.

To do this, simply Google the following:

Criticue.com is the first result...

...so let's submit our site to that as an example.

First, fill in the URL of your site (or the specific page you want to obtain a link to).

For this example, let's go for Moz.com:

Then click the "Take screenshot" button.

Next, fill in your "Special request to reviewers" – one simple question works best here, such as "How would you improve the call-to-actions?".

Click “Submit”.

Sign up with a username and email address when prompted, and you're done.

Widget Directories

Source: <http://theseoproject.org/widget-directories/>

Wikipedia states that a widget is a "stand-alone application that can be embedded into third party sites by any user on a page where they have rights of authorship, e.g. a webpage, blog, or profile on a social media site".

Here are a few examples of widgets:

- Gas Price Widget: <http://gas-cost.net/dashboard.php?lang=en>
- Skype Contact me button:
<http://www.skype.com/en/create-contactme-buttons/>
- Google Maps widget: <http://www.gmapswidget.com/>

Widgets are often created for link building purposes, as they're usually hard-coded to link back to the website of the creator (i.e. your website).

Here's an example:

^^ "Google Maps HTML Widget" links back to the site that supplied the embed code.

But, before you can possibly get your widget embedded on other websites, you first need to get the word out about your widget.

This is where widget directories come in, as they allow you to showcase your widget to (often large) audiences for free.

Here's how to do it:

1. Find widget directories
2. Add your widget

Here are a few Google search operators you can use to find industry-specific widget directories:

And...

When you've found a suitable widget directory, navigate to the submissions page to add your widget to the directory.

Sometimes, there won't be a submissions page, so you might need to get in touch directly, like this:

Wikipedia Broken Link Building

Source: <http://theseoproject.org/wikipedia-broken-link-building/>

[Broken link building](#) usually involves this 4-step process:

- Find resource pages
- Check for any broken links
- Reach out to the webmaster (only if you find any broken links)
- Suggest your link as a replacement

While resources pages are great places to find broken links (due to the sheer number of external links they hold), Wikipedia is another great place to search for broken links.

Wikipedia pages have a "notes" and "external links" area at the bottom, which both link out to external pages:

Here's the process for Wikipedia broken link building:

- Find Wikipedia pages with broken links
- Recreate the broken content on your own site
- Replace the link on Wikipedia with your own

When Wikipedia editors come across what appears to be a broken link on a page, they don't remove it straight away.

Instead, they simply tag the link as a "dead link", like this:

Doing this gives other editors the opportunity to confirm whether or not a link is actually broken, before they remove it.

Sometimes links are down for a couple of days and are not actually "broken" long-term, so these shouldn't be removed.

Because all (seemingly dead) links are tagged with the same "dead link" message,

we can use this as a footprint to find Wikipedia pages with dead links.

Here's the Google search operator you need to do this:

Let's assume you ran a tech blog focussed on Apple products (e.g. appleinsider.com).

You could enter "Apple" as the keyword in the search string, like so:

You should now see a tonne of Apple-related Wikipedia pages in the search results:

For this query, there are 8800+ results, all of which contain the phrase "dead link" somewhere on the page.

Next, click through to each result, then do a search for "dead link" on the page (hit CTRL+F to do this):

^^ Your browser will now jump to any dead links on the page.

Click through to any of these dead links and check that they're broken.

In the example above (which was found on the [Apple TV Wikipedia page](#)), the dead link takes you to [this page](#) on Apple.com:

It's clearly a broken link (as it's returning a 404 error).

So, let's plug the broken URL into [The Wayback Machine](#) to see what content used to be on the page:

^^ In this case, it seems the page used to show "specs" for an older generation of the Apple TV.

At this stage, if the content could easily be recreated (and is a good fit for your site), you should recreate the content, then edit the Wikipedia page to include your link.

The page in the example above could easily be replicated, as it wouldn't take long to create a nice page on our site showing the specs of the old Apple TV, so this is a

great opportunity to grab a quick link.

Next, simply rinse and repeat the process.

Note: You can also use Deep Broken Link Building or The Moving Man Method to make this tactic even more powerful.

Write a Personal Story

Source: <http://theseoproject.org/write-a-personal-story/>

People love something they can relate to, and a personal story is typically the most efficient way of achieving this.

It could be funny, uplifting, inspiring, ridiculous, embarrassing, upsetting, anything – just make sure it triggers some emotion with your readers.

Here's [a great example from Jon Morrow](#):

It's entitled "how to quit your job, move to paradise and get paid to change the world", and it's his personal story of how he did just this.

And, to-date, it has 240+ backlinks from 130+ referring domains:

Here's how to do it:

1. Write a personal story
2. Tell people about it

Unfortunately, I can't give an exact framework for writing your story, but I can tell you this: it needs to come from the heart.

It also needs to be true.

It's then a case of reaching out to those who: a) are likely to appreciate your story; and b) have the power to link to you.

Here's some suggestions:

- Bloggers with a similar sense of humour (if you've written a funny story)
- Bloggers with similar values to you (if you've written an inspiring personal story)
- Bloggers who aspire to be like you (if you've written a "success" story)

- Bloggers who already know you (whatever kind of story you've written)

You get the idea.

Here's a basic outreach template to use:

“Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I've just put-together a personal story about [INSERT STORY TOPIC HERE]. I've really poured my heart and soul into it and, being a blogger [WITH A SIMILAR SENSE OF HUMOUR | WHO ASPIRES TO ACHIEVE THE SAME AS ME], I thought you might like to take a look?

Here's the link: [INSERT LINK TO REVIEW]

I'd love to hear what you think.

[YOUR NAME]”

Most bloggers will be sure to let you know if it really does resonate with them and at that point, convincing them to link to it will be about as easy as it gets.

Write a University Curriculum

Source: <http://theseoproject.org/write-a-university-curriculum/>

Every university/college course has to be written by someone, and if you're an "expert" in a particular field...

...there's no reason why you can't be that person.

It might sound like a lot of work (and it can be), but the rewards can be great (from a link-building perspective, at least).

That's because Universities usually link out to the websites of any curriculum authors or contributors.

Here's how to do it:

- Find local university/college websites
- Come up with a course idea you could create for them (using your expertise)
- Reach out and propose the idea to them
- Get your link(s)

You can find local university websites quite easily using this Google search string:

And this one for colleges:

Note: Make sure to only use ".ac.uk" if you're looking for UK-based opportunities, otherwise stick with ".edu".

Make a note of any universities/colleges you'd like to obtain a link from in a spreadsheet, along with any contact details you can find.

Next, you need to up with an idea for a course that you could teach, based on your expertise (e.g. Search and Social Media Marketing Course – if you're an SEO expert).

Finally, reach out to each university asking if they might consider teaching such a course.

Remember to tell them about your industry experience.

Here's an example outreach email:

“Hey [NAME],

I'm [YOUR NAME], [POSITION] at [WEBSITE].

I was just browsing your site and noticed that some of your curriculums are created by industry experts.

I've been working in the [INDUSTRY NAME] industry for X years, and I was wondering if you'd be interested in a course on [INDUSTRY TOPIC], as I'd be interested in working with you to create such a course.

I'd be happy to send through my ideas and perhaps even meet to discuss this in more detail.

I'd love to hear your thoughts, and look forward to discussing this in further detail.

Best,

[YOUR NAME]"

It'll probably be a lengthy process to get the go ahead – and some universities don't link to external websites at all – but it's worth it if you can get the link.

Note: The more basic your course idea happens to be, the less time it'll take to create a curriculum for it.

Write for "Content Partner Networks"

Source: <http://theseoproject.org/write-for-content-partner-networks/>

Many of the biggest news websites on the web ([Yahoo Small Business News](#), [LifeHacker.com](#), etc.) rely on other, smaller news sources for their content.

For example, here's [an article](#) published on Yahoo's Small Business News website:

But the exact same article was actually [first published on Business2Community.com](#) :

It's not just similar either:

It's 100% identical to the original.

This happens because Business2Community.com is part of Yahoo's Content Partner Network, which means they regularly republish content from B2C.

It's how many big news sites manage to generate content on such a consistent basis.

Why is all of this important?

It means that if you can get published on Business2Community.com, for example, you'd have a good chance of getting a link from Yahoo by default (because of the content partnership between the two sites).

Here's how to do it:

- Find "content partner" networks
- Write for one of the sites in the network

For this example, let's use Yahoo News.

Simply by Googling the phrase "yahoo content partners", you'll find this page:

It lists all of the content partners that Yahoo regularly republishes content from.

If you can get published on one of these sites, you'll stand a good chance of getting a link from Yahoo (as well as from the actual site itself).

Now you've uncovered the content network, go through each of the sites on the list one-by-one using this Google search operator:

Let's use Business2Community.com as the site name:

This should find their "contributor" page:

It's then simply a case of applying to become a contributor.

If you get the go-ahead, write a post and send it to them.

When it goes live, it may very well get re-published over on Yahoo (and other sites).

Thanks for downloading :)