

Receptional 

Link Building Fundamentals

Actions and Tactics

Dixon Jones

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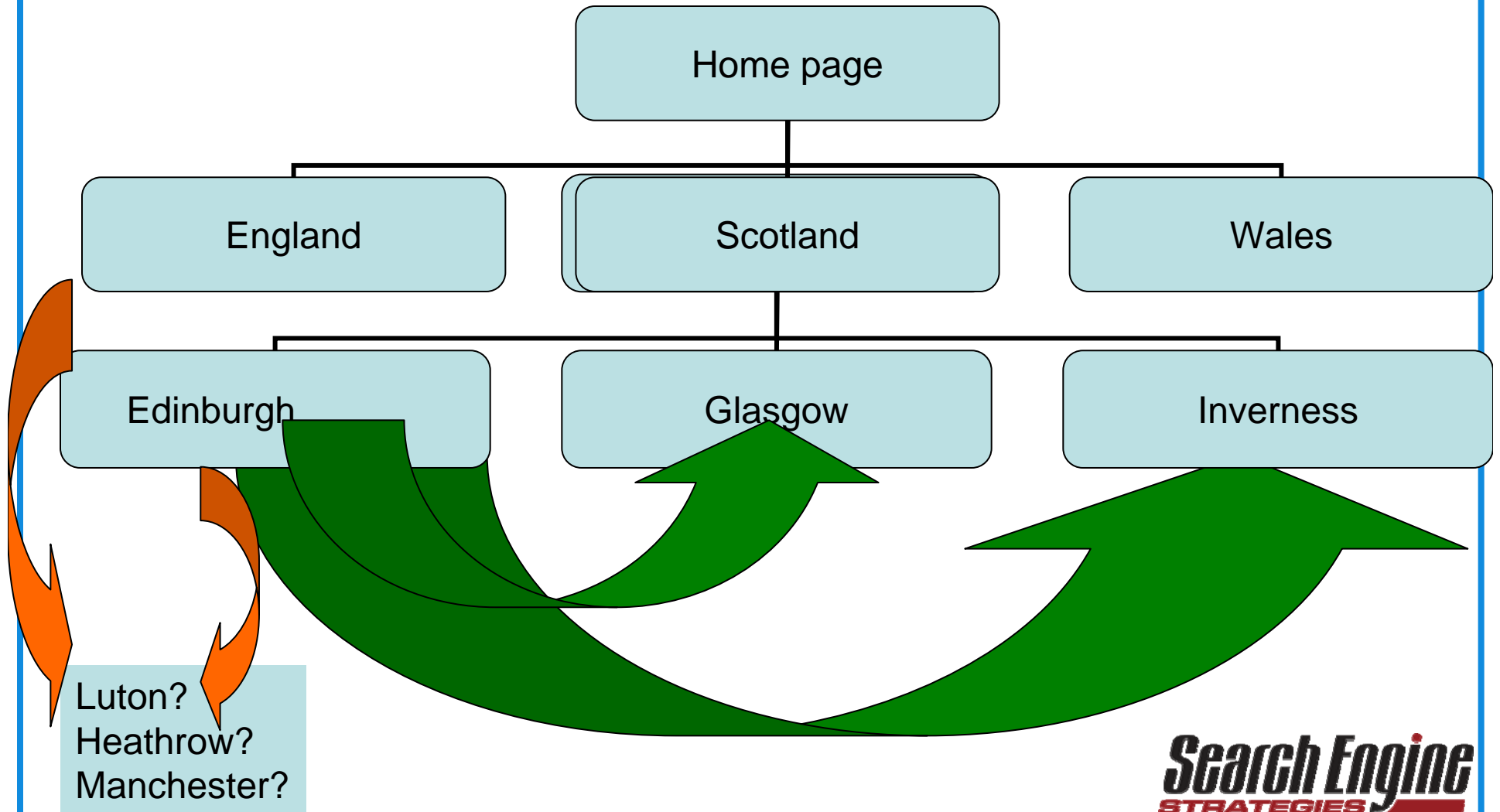
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The Real Fundamentals

- Open Directory Project
- Yahoo Directory
- Business.com
- Best of the Web

Internal Theming



Use Anchor Text



The screenshot shows a Google search interface with the query "miserable failure". The search results are displayed under the "Web" tab. The first result is a link to "Why these results?" from google.com/googleblog, with a snippet: "These results may seem politically slanted. Here's what happened." The second result is a link to "President of the United States - George W. Bush" from the official White House website, with a snippet: "Biography of the president from the official White House web site." The third result is a link to "Biography of Jimmy Carter" from the official White House site, with a snippet: "Short biography from the official White House site." The fourth result is a link to "BBC NEWS | Americas | 'Miserable failure' links to Bush" from bbc.co.uk, with a snippet: "Web users manipulate a popular search engine so an unflattering description leads to the president's page." Each result includes the URL, a snippet, and options for "Cached" and "Similar pages".

Google [Web](#) [Images](#) [Video](#) ^{New!} [News](#) [Maps](#) [Desktop](#) [more »](#)
miserable failure [Advanced Search](#) [Preferences](#)

Web

[Why these results?](#)
www.google.com/googleblog These results may seem politically slanted. Here's what happened.



[President of the United States - George W. Bush](#)
Biography of the president from the official White House web site.
www.whitehouse.gov/president/ - 24k - 19 Sep 2006 - [Cached](#) - [Similar pages](#)

[Biography of Jimmy Carter](#)
Short biography from the official White House site.
www.whitehouse.gov/history/presidents/jc39.html - 31k - [Cached](#) - [Similar pages](#)

[BBC NEWS | Americas | 'Miserable failure' links to Bush](#)
Web users manipulate a popular search engine so an unflattering description leads to the president's page.
www.bbc.co.uk/2/hi/americas/3298443.stm - 32k - [Cached](#) - [Similar pages](#)

Linkability!

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Hard to develop 	Pop up links Random exchanges	Targeted exchange Email spam	Strategic partnerships Popular Widgets White/private labelling
	Web rings FFA Links	Banner ads Informational sites Offline documents	Search Engine Links Specialist portals Pay per click Opt in (own) email list
	List-bot links Pay to surf Poor paid text links	Free downloads Unique changing content Videos Good paid text links	Affiliate linking Authoritative content Blogs
Easy to Develop			Quality traffic

Junk Traffic

Quality traffic

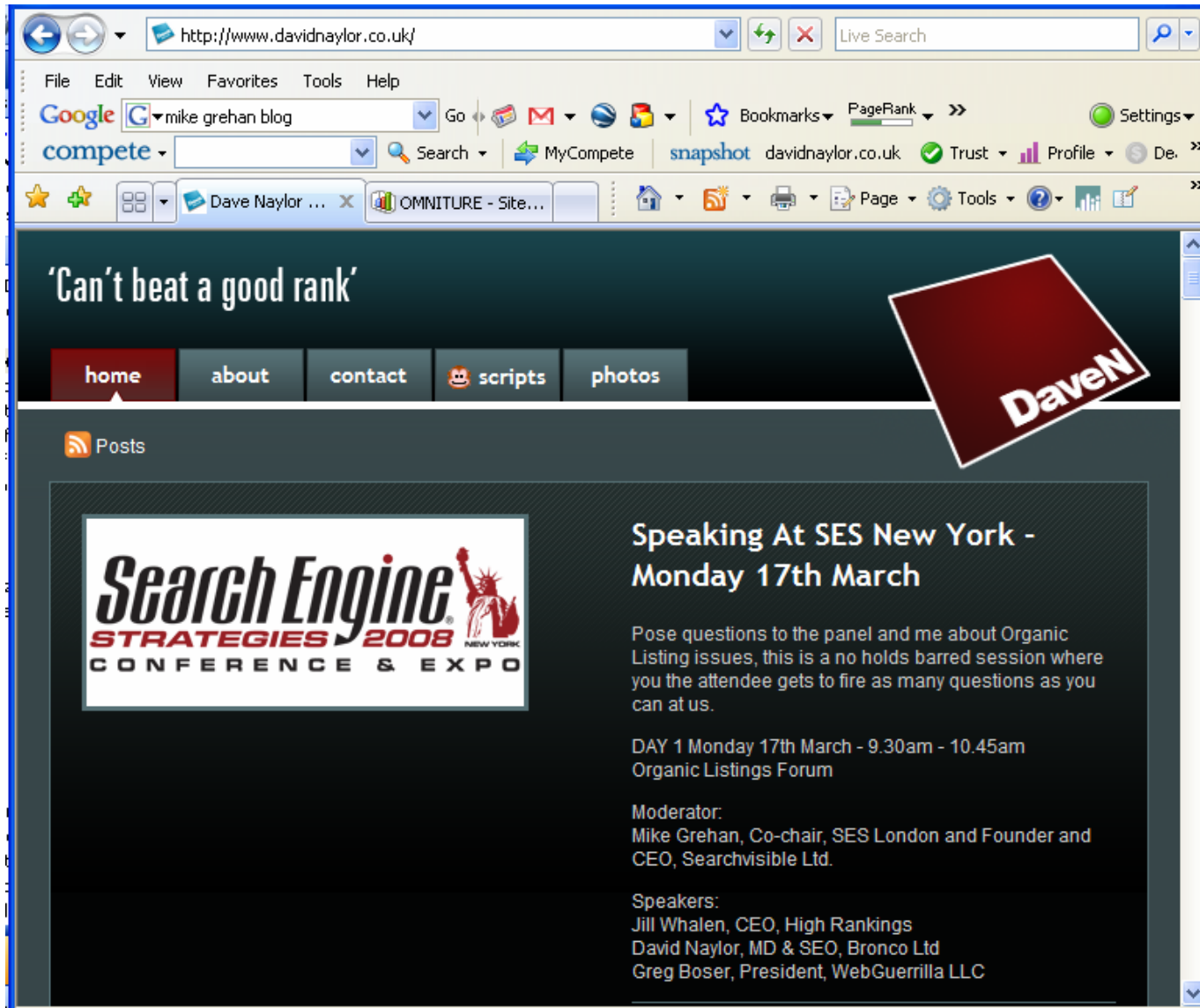
Analysis Results for www.aa.com & www.continental.com

Link analysis results for www.aa.com & www.continental.com

Site	Total Links	Trusted Links	Google PageRank	Homepage Links	Deep Links	Government Links	Educational Links	News Links	Social Network Links	Dmoz Links	Wikipedia Links
www.aa.com	171000	6092 (3.56%)	8	129000 (75.44%)	42000 (24.56%)	334	2740	2700	309	8	310
www.continental.com	108000	3472 (3.21%)	8	68600 (63.52%)	39400 (36.48%)	148	1690	1400	205	7	227
<i>Difference</i>	<i>63000</i>	<i>2620</i>	<i>0</i>	<i>60400</i>	<i>2600</i>	<i>186</i>	<i>1050</i>	<i>1300</i>	<i>104</i>	<i>1</i>	<i>83</i>

Spread Link Love

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http://www.davidnaylor.co.uk/

File Edit View Favorites Tools Help

Google G mike grehan blog Go

competo Search MyCompete snapshot davidnaylor.co.uk Trust Profile De

Dave Naylor ... x OMNITURE - Site...

'Can't beat a good rank'

home about contact scripts photos

Posts

Search Engine
STRATEGIES 2008
NEW YORK
CONFERENCE & EXPO

**Speaking At SES New York -
Monday 17th March**

Pose questions to the panel and me about Organic Listing issues, this is a no holds barred session where you the attendee gets to fire as many questions as you can at us.

DAY 1 Monday 17th March - 9.30am - 10.45am
Organic Listings Forum

Moderator:
Mike Grehan, Co-chair, SES London and Founder and CEO, Searchvisible Ltd.

Speakers:
Jill Whalen, CEO, High Rankings
David Naylor, MD & SEO, Bronco Ltd
Greg Boser, President, WebGuerrilla LLC

Search Engine
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Blogging / CMS Tools

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- Wordpress is the (free) industry leader
- Search friendly URLs / permalinks
- Tagging
- RSS
- Digg / Stumbleupon / Delicious
- Blogroll and ping (pingomatic)
- Search friendly headlines
- Linkbaiting headlines

News Feed : cjconnect.com

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We are currently offering the chance to publish two free articles/press releases through CJ Connect to all websites using our news feeds! Please call 0870 6260135 for more details or to claim your articles.

The code needed to add this news feed to your site is below. If you want to customise the feed, change the options and then click the button to regenerate the news feed. You can preview how it will look on your site in the box to the right. If you need help setting up your news feed, please visit our [online help](#) or call us on 0870 6260135.

Copy and paste javascript code:

```
<script language="JavaScript"
src="http://rss.cjconnect.com/feed?src=http%3A%2F%
2Fwww.cjconnect.com%
2Frss.asp&chan=y&num=4&desc=1&rss_box_style
=Times New Roman" type="text/javascript"></script>
<small>Powered by <a
href="http://www.contractjournal.com/">Contract
Journal</a> - <a
```

To save you time, clicking anywhere in the code above will automatically copy it to your clipboard.

Generate Code and Preview

Customisation options

Show information about CJ Connect (Enter 'yes' to show the title and description, 'title' to display title only, 'no' to not display anything)

yes title no

Number of news items to display (Enter '0' to show all available)

4

Description limit (Enter '0' to hide descriptions, '1' to show full description or your preferred character limit)

1

Show post date

yes no

Live preview of your news feed:

[cjconnect.com](#)

CJ Connect provides construction industry news and business in building and civil engineering companies, plant and equipment suppliers, construction products and materials suppliers, registration is FR

- [Highways Surfacing Chooses Summit In Bid To Achieve - RedSky IT](#)
Sub-contractor Highways Surfacing has chosen RedSky IT solution in a bid to continue its rapid growth over the next itself as a main competitor to big name contractors.
- [Window Protection - SPS LTD](#)
SPS Protection have just completed the window protection eleven storey tower blocks in Bradford, amazingly in under two man team, as opposed to masking taking an estimate
- [Illston and Robson Expand Ball Joint Range - Illston And](#)
Illston and Robson, manufacturers of commercial vehicle motion control components, have improved their range of ball joints.
- [Planning Milestone for Battersea Power Station - Parkvi Plc](#)
Last night Wandsworth Council gave consent to six planning variation concerning detailed designs for the Battersea Power

Powered by [Contract Journal](#) - [Construction Business News](#)

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Full text Tags only

✓ We found **1 results** for [methodshop flickr's photos](#) matching **maxim**.

View: [Most relevant](#) • [Most recent](#) • [Most interesting](#) Show: [Details](#) • [Thumbnails](#)



Eva Longoria - Maxim cover in desert

Uploaded on [9 April 2006](#)



By [methodshop flickr](#)

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[eva](#), [maxim](#), [longoria](#)

Takeaways

- Do the basics before getting clever
- Come up with strategies that are hard to copy
- Copy the competitors... but be cleverer
- Think Viral and spread your love
- It's not always about asking for a link. Mostly it is about earning the link
- ... I'm not discussing paid links

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