Andrew: This course is about how to get back links to your site so that it can rise higher in search results and get you more traffic. The course is led by Zeke Camusio. He is the author of "The Internet Marketing Bible" and the founder of the Outsourcing Company, a digital marketing agency. Zeke, there you are. Thanks for doing this.

Zeke: Yes. You're very welcome.

Andrew: So unlike, I mean, everybody who comes and does a course here puts in a lot of work into this but you went above and beyond. Here's what you did. You put together this whole presentation, specifically for this course and this audience based on the questions that people asked before we started and so we're going to use your notes here. I'm going to go through this for the first time with you so I can ask the kinds of questions that the audience asked us and the kinds that they'll be thinking of as they're listening to this. All right. Let's take a look. First of all, this is what we're going to be covering. Do you want to give us a quick overview? What are some of the things that we should be especially aware of that are coming up?

Zeke: Yes, definitely. So I want to start talking about why link building is important. Because if you don't buy into why you should do this, you're never going to do it. The next thing I'll be talking about is basically changing the way people look at link building. The old way got a lot of websites in trouble with Google. A lot of websites got penalized so I'm here to present a different approach, a different way to look at link building.

Andrew: And if we do this right, do you have an example of one of your clients that has done this? What were you able to do for them?

Zeke: Yes. Just for example one of our clients that started working on their SEO a few months ago and they had 30,000 visitors a month and now they have 180,000. So they multiplied their traffic by 6 in 5 months.

Andrew: Doing the kinds of things that you're going to be showing us.

Zeke: Yes. I mean, that's all we've been doing. Just creating really good content and getting the right kinds of links which I'll show you how to do in the course.

Andrew: OK. So back here to the notes, you're going to show us why link building is important. You're going to talk to us about a different way to look at link building.

Zeke: And then I'm going to go over a three step process for doing content

outreach, creating great content and reaching out to influencers. So the first step is to create the asset that is going to get the links and I'll show you some really good examples of great assets that got tons of links. And I'll also show you how you can spy on your competitors to see what's working for them. So that's the first step.

The second step is how to find the influencers in your industry. Whether it's bloggers, journalists or people with large lists, how to find these people.

And then the third step is how to reach out to these people the right way. Because these people are really busy, they have to get hundreds of emails every day. So I'll show you some real examples, some actual templates we've used to get their attention and to get them to either tweet our stuff or link to it or put it on their website, basically spread the word about the content you can create.

And finally I'll go over for really, really effective link building tactics that we've used for this client I was telling you about and all our other clients as well.

Andrew: All right. And I'm actually flipping through some of the slides here that are coming up. You actually do have original templates and you're going to be giving them to the audience as you said but I'm looking at the templates. These are the actual templates you guys send out and there's actual phone numbers there. Is it OK if I show it to the audience like this?

Zeke: Yes, that's fine.

Andrew: All right. So the first step is to talk a little bit about the significance of what's coming up. Why is link building so important?

Zeke: Yes. So can you move on to the next slide?

Andrew: Let's do it.

Zeke: OK. So when it comes to SEO there are two different areas that you need to work on. You have on-page SEO and on-page is everything within your website. It could be your content, your tax, page titles, metadescriptions, meta-keywords, everything that is in your website. And then you have the off-page factor which is how many times your content gets re-tweeted or shared on Facebook or other social media sites. How many other websites are linking to your site? Can you put the slide on the screen for a second, please?

Andrew: Yeah. Let's take a look at it again.

Zeke: So, as we can see, I highlighted four different factors and this comes straight from SEOmoz, and all SEO experts agree that SEOmoz is the number one SEO site in the world. And SEOmoz, every two years, survey the top 200 SEO experts in the world and they ask them: what are the top ranking factors? What are the things you need to do to rank at the top of Google? And all these experts agree that the off-page factors, links and social signals, like re-tweets and Facebook shares, account for roughly 55% of the ranking algorithm. Meaning that, if you don't have off-page factors in place, you're not going to rank for anything because what happens is anyone can go to their website and put keywords in their content, page title, (?). But at the end of the day, it's a zero-sum gain because anybody can do that. What really moves the needle is to do all the off-page SEO, all the link building that I'll be showing you today in this course.

Andrew: OK. All right. And you say you want us to look at a different way of link building? And that's because...can I show this next email?

Zeke: Yeah.

Andrew: What is this?

Zeke: So, in the past two months, over 2.5 million people got this notice from Google and it basically says that your links are not natural. They don't look natural, meaning that you tried to manipulate Google somehow. And the way a lot of people have been doing SEO for the last couple of years is they find a loophole and they exploit it, then Google figures out what these people are doing. So you rank really well for a couple months and then you get penalized. And then you try to trick Google some other way and they penalize you. And that's not the right way to play the game because, let's face it, Google has the best engineers in the world. They'll figure out what you're doing and they're going to penalize you or move you down in the rankings. So the only way to create sustainable growth is to do what Google wants, which is to create great content and get a lot of high quality links.

So, examples of bad links would be, for example, you can go to a blog and just post a spam comment there, or you can go to a forum and post that there or go to an article site and submit an article there. The thing about these links, I will call these links you can (?). So anyone can go to these websites and (?) these links. Now the approach I'd like to suggest is earning links. Earning links is completely different. You earn links because you have the best content in your industry. I'll show you some examples of how you can create the best content possible so you can attract a lot of links and you don't have to spam the entire web to get links

pointing to your site. Not only is this more effective, but it's also a really good way to future improve your SEO because this is going to work forever. Google wants other people to talk about things they really like, but they don't like it when people go to a bunch of different sites and drop links that look like spam.

Andrew: Makes sense. By the way, anything that we're showing here up on the screen, if you're watching us right now, you're going to have a copy of this and you can scroll through it in high definition on your computer screen. If you can't see it in the video box that you happen to be using to watch us now, you're going to have the original. All right. So what's the first step?

Zeke: OK. Let's move onto the next slide.

Andrew: Yep.

Zeke: One more.

Andrew: OK. Let's look at some examples of people who are doing this right.

Zeke: Yeah. OK. So the first example here is infographics and infographics are really, really hot now. They work really well. And the infographic is basically a way to represent data for visually. So you can use charts, you can use a lot of different types. If you Google, example, "infographics" and then you click on images, you're going to see a lot of examples of infographics. Or if you go to a website like visual.ly, V-I-S-U-A-L dot L-Y, you're going to see a lot of examples of the info graphics. And these are really, really, hot right now because everybody is blogging, but very few people are creating info graphics and info graphics are much easier to consume than blog posts.

Andrew: Where do you recommend that we get are info graphics created?

Zeke: Well, I mean, pretty much any graphics designer should be able to do one for you.

Andrew: Okay. Is there someone that you use?

Zeke: Yeah, we have our own designers. But, yeah... there are websites. If you don't know any designers there are websites like Elance or Odesk. And just do a search for infographics and you will see people that specialize in that.

Andrew: Okay.

Zeke: Okay, another really great linkable asset is an ebook. And if you do an ebook; you know, just invest a little money in really good design and that goes both for the cover and for the inner pages. Because I see so many books out there, but you have to really furnish it yourself. And you are going to find a recurring theme in this presentation, which is your content has to be phenomenal. It can't be just good; because nobody's going to link to good content. And I'll be ashamed of reaching out to the top employer in my industry with just a basic blog post. It has to be something really, really, amazing.

Andrew: All right, so ebooks... Again then, how do we create these ebooks?

Zeke: Well, if you're a good writer, you can write them yourself. Otherwise; again, you can use Elance or Odesk to find a ghost writer. And once you have them written, just send them to a designer to have them designed, the inner pages, but especially the cover.

Andrew: Okay. All right, are you going to be talking about, later on, what we do with the ebooks once we have them to generate links?

Zeke: Yes.

Andrew: Okay, all right, I'll be a little bit patient here as you go on with the next tactic then.

Zeke: So, basically, what I'm doing now is going over the piece of content you have to create to attract the links. Okay, so far we talked about infographics; we talked about ebooks. You can also do contests or give aways. The only thing I would say about this is, for example, last week a company was giving away a free mouse pad. And that's like two bucks. It has no value. In this case, this guy is giving away an Ipad; so that's really what makes a contest attractive.

Andrew: All right, here's another one that I'm familiar with. And by the way, you've got such a bad screen shot of me. What's going on with my eyes, here?

Zeke: I don't know. We can replace that with one where you look better.

Andrew: Maybe, in fact, you can replace it with a photo of somebody else?

Zeke: Sure.

Andrew: It's so awkward to see myself in video like this or in a photo like that. Alright, let's go over... I've got to accept it. So, interviews, of

course.

Zeke: Yeah, interviews. Yeah, definitely. You know this first hand.

Andrew: I'm going to put the camera on you. I feel better it being on you instead of on this.

Zeke: Okay, let's move on.

Andrew: Never mind.

Zeke: So, interviews of course. And, they're really easy to create. I tell people how to create them all the time. In fact, I know if you go to interviewyourheroes.com, I created a free book answering all the questions that people ask me about how I do my interviews. And there's an example of a create one; that one just keeps on sending me traffic. The one with Jermain Griggs. Cool. All right, here's another one, industry research.

Zeke: Yeah, so for example, at the beginning of the presentation I showed the screenshot of SEOmoz and how every two years they publish the search engine ranking factors.

Andrew: Yep.

Zeke: And that's a really good example of a piece of content that gets a lot of links, a lot of shares. So being the go to person in your industry where you survey a lot of companies and you basically publish the status of your industry, at any given point; that's extremely useful and something that will get you a lot of links.

Andrew: Okay, viral videos?

Zeke: Yeah, so... ...Viral videos and... The thing about videos is pretty much anybody is doing videos these days. Right, so you really have to furnish it yourself. You have to find your own style. For example, Ryan Fishky[sp] from SEOmoz. He does White Board Fridays. I know this guy that does really cool videos with magnets; basically he uses his hands and he has different pages of magazines. It really has to come from what you want your style is, I can't really tell you that. But I think its worth to maybe spend a day brainstorming some ideas. Some ways you can be unique. Because just copying everyone else's idea just won't work.

Andrew: OK. Tools, here's a long calculator.

Zeke: Yeah. Tools, I mean this is one of my favorite things to create because its own so cheap and they're so helpful. In this case we have a

mortgage calculator, but you can create pretty much any kind of tool you want. And most tools have from a programmer's perspective, their very simple. I mean their just basic math operations. There really useful and I've seen tools get a lot of links. I highly recommend thinking about tools as one of the pieces of content you can create. I love templates whether its like documents or some spreadsheet like calculus stuff, your industry or whatever kind of document you can give your audience where you'll be simplifying their work. I mean that works extremely well. And a good thing about this is that you only have to create it once and then you will keep getting your links down the road. And getting some quizzes. These are really, really viral. I've seen them all over the place and people really like them. There's something about this social factors where we want to compete with everybody and see how we measure of. How an online test tests are skills or our decisions, right. These work extremely well.

Andrew: All right. Now that you told us the different content that we can create. How do we spy on our competitor's content?

Zeke: Yeah. I guess to wrap up the previous part. The thing we can say is that you have to get really creative with your content. If you fail at that step, everything else will not work for you. You have to make sure that the content you create is great. That's where a lot of people start thinking well that's going to take a lot of time, that's going to cost a lot of money. Well what if I just write a blog post? Well if you want to get a lot of links it will cost you a lot of money or it will take a lot of time or combination of both, right. But it's absolutely worth it. I mean think about being the number one website on Google for your industry. That can do a lot of good things for you, for your business. I think it's worth spending maybe an afternoon or morning strategizing your content and creating something great. Let's go back to the presentation and I want to show you some really cool ways you can spy on your competitors to see what they're doing, what's working for them. The only thing I would say about this is you don't want to just copy what they're doing. You want to learn from them and we want to learn what's working for them, but you don't want to do exactly what they're doing.

Andrew: OK.

Zeke: This is an awesome tool. It's called the Facebook recommendation tool. And it's going to be on the list of resources. Or you can just Google Facebook recommendation tool and you'll find it. In the box at the very top where is say domain you can put your own web site or you can put any of your competitors web site. And this will show you the most liked pieces of content on somebody's web site. This is really cool because it will show you how many likes.

Andrew: Oh that's great.

Zeke: Yeah so if you want to see what's working for your competitors this is a really great way to do it.

Andrew: Oh that's great. OK.

Zeke: Another tool I love is called open site explorer. And in open site explorer you can put any of your competitors at the very top in the box where it says website. And then there's a tab called top pages. I ran these on my own web site and this will show you how many links every page of my website is getting. You can assume that if one of my pieces of content is getting a lot of links, then that's something that's working really well for me.

Andrew: I see. And that gives me a really good understanding of what I might want to create.

Zeke: Exactly.

Andrew: All right. That's open site explorer?

Zeke: Yeah. Open site explorer .org.

Andrew: OK.

Zeke: And if you look at the second result here, that's a blog post at a row. So number, like, the first one on the list is normally going to be the homepage. But the second here is a blog post that I wrote called "10 Ways to Be a Great Networker" and that one got us, I think it was, like, 200 links or so. So it's, you know, it's really good to see what's working for your compares. Where they're getting their links and what pages in their website are getting the most links.

Andrew: OK. Here's Topsy.

Zeke: Yeah. So Topsy is an aggregator of a lot of news sites and you can search for any keywords you want. So for example, if you sell wine online, you can do a search for wine. And you want to show you the top stories in the wine industry.

Andrew: Top stories where? On Twitter?

Zeke: On Twitter, on blogs, on the web, forums, news, it basically scrapes the entire web and it shows you the hottest topics in the given industry.

Andrew: OK. And is this so I can see what's doing well online around wine and maybe create similar content for my site?

Zeke: Right, right. Exactly.

Andrew: OK. All right. That's Topsy, then. Here's Google.

Zeke: Yeah. So there are some really cool advanced operators we can use in Google. In this case, I'm using in title and in text. So basically, in this case I'm doing in title column wine, in title column blog. So what this is doing is, this is going to show me websites that both the keywords wine and blog in the page title. And in the text of the page, the actual content, it will search for popular posts. And of course you have to replace wine with whatever keyword describes your industry, but in this case, look at what I found. These two boxes with the most popular posts on two different wine blogs. So I can just go there and see what's working for them, I mean, what are their most popular blogs.

Andrew: I see. Right. So this is just going to be on the margin of a post about wine.

Zeke: Yeah.

Andrew: And you can see based on that what's doing well on their website. That's clever, I hadn't seen that. I like that. All right. Do you want to go on to the next section?

Zeke: Yeah.

Andrew: All right. Great. Let's do that, then.

Zeke: And something very important when you create content is that you want to make it easy to share. So when people come to your page, they can share it with their friends with just a couple of clicks. So let's move on to the next slide. OK. So the first thing you want is the social sharing buttons, like the ones they have at the top. The tool I use for this is called ShareThis. Sharethis.com. And it's really cool. You basically select, they have different templates, like, different styles for these buttons. You choose the one you like and they give you the code. You put that in your website and it's done. And then people can share your content on Twitter, Facebook, LinkedIn, Google+, in email, any social networks you want. And this makes a huge difference. Then the other element that we always put on the page is the embed code in case people want to put, like, for example, if I do an infographic and then put it on my website, I want to allow people to put that same infographic on their websites. And when they take this code and put it to their websites, that's going to be linking to my

site automatically. They just take the code, put it in their website, that's a link I'm getting right away. So this is great for getting a lot of links.

Andrew: OK. Make it shareable, make it easy to embed.

Zeke: Yeah.

Andrew: All right. What's next?

Zeke: Go on?

Andrew: Let's go on into it.

Zeke: OK. So the next step, actually, let's go back one.

Andrew: OK.

Zeke: So people can see the . . . OK.

Andrew: I see, right, the progression is, next we want to find the influencers and so you want us to start with influencers on Twitter.

Zeke: Right. So, you know, let's say you created a great piece of content and now you have to promote it, right? And by the way, I said step one and step two, but normally we will start working on step one and step two at the same time, because you want to create the list of influencers and work with them to develop the content. I mean, you want to ask them for feedback, but just for the sake of this course, I split it up in three different steps.

Andrew: That makes sense.

A: OK. So let me show you how you can influencers in Twitter. The tool I use is called Followeromk.com, that's follower O-M-K.com. And in this case I did a combination of the keyword "wine" cause that's what we are using for this example and then blog, blogger, expert, specialist, I can barely read from here, but writer, editor, contributor, column. So if you look at the bottom it says minimal followers 500.I want to find people who have at least 500 followers and have the keywords "wine" any of these other keywords in their bio in twitter. So for example in this case I found, how many like, 2500 influencers on twitter and follower won't actually sort all these influencers by how many followers they have or how influential they are. So this is really cool, i mean within a couple seconds i found 2500 influencers on twitter.

Andrew: I see them right here. And the first one on the top of the list has 700,011 followers, the next on 400,000 followers, 130,000 followers. All right. So that is how you define them on Twitter?

Zeke: That's how you find them on twitter.

Andrew: And LinkedIn is next?

Zeke: Yea. So on LinkedIn you can use the advanced search over here. So when you use the advanced search you want to search by title and in the previous [lie] we talked about all the different combinations. So in this case I'm doing a search for wine blogger. But you can change that to wine writer or columnist, or editor or contributor. And from the drop down box where it says, it will say, current or past or only current because you want to find people who are already working at that job.

Andrew: OK.

Zeke: So if i find twenty-five results, and of this is this guy here who is a wine blogger.

Andrew: OK. And that's right here through the advance button.

Zeke: Yes.

Andrew: All right. So, lets take a look then at the next place. Influencers on Google.

Zeke: Yeah.

Andrew: And this is jut basic search right?

Zeke: Yeah, you can do..

Andrew: A wine blog

Zeke: ...wine blog and I highly suggest searching for the top and best. And then there are some keywords here like blog, blogger, expert, guru, specialist. So you can find a lot of different combinations but I would say that the keyword in them blog will yield the most results.

Andrew: All right. And what you're doing is your collecting their names? I guess your creating a spreadsheet with their names and email addresses if you have it or twitter handles if you don't have email addresses or just contact information right?

Zeke: What I use, I use CRM a combination, a customer relationship management software.

Andrew: Mm-hmm.

Zeke: And I use this to keep my list organized because when you put together a list of influencers normally it's going to be somewhere between 100 and 500 people so there is no way you can remember all of them or what you talked about with each of them. So it's really important that you keep everything organized under a CRM. I'm going to talk later about which tool I use and which one I recommend.

Andrew: All right, your anticipating all my questions. I started out by saying I was going to ask the questions the audience is going to be wondering about. I think you got the answers coming up, so I'll step back a little back further, all right. Ready to go to the next session?

Zeke: Yeah.

Andrew: Let's do it. Here is the next one.

Zeke: So once you've found the influencers and once you have input them into your CRM it's time to start reaching out to them. And we've done a lot of testing, we've used I'd say over 100 different templates and different variations of different templates and we came up with these ones I'm about to show you that work extremely well. And when I say template, I want to make sure that the people in the audience understand that we only use templates kind of like the foundation of the email but we always personalize them. If you want your outreach [inaudible] to fail all you have to do is send the same email to a million people. So we do use templates, but there is a section, I'll show you now, but you have to personalize so people know you spent time on their website.

So the subject is "Love your Article" and then I start the first paragraph. I love the article you wrote today about picking the right colors to decorate your bedroom. I'm in the process of decorating mine, so your timing couldn't be any better. And that's the only paragraph in the entire email that we personalize every time. So in this case, that's where I wrote, "I'm actually decorating my house," but you can change this to whatever you want. Just make sure they... you get it across right away that you've been to their website, you know who they are, and, here, the second paragraph says, "Since you're an interior design expert, I'd like to ask you for your feedback on something."

So here, we are acknowledging that they're the experts, you know, which is really good for their ego, right? And we get their attention right away.

And we're not asking for "Hey, promote me," or anything. "I just want your feedback, because you're the expert, and I really care about your opinion." And then we can actually see the first name, last name, and the email address that we use to send this email from is the same one... it's from the same domain we want the link pointing to. OK? So don't use any gmail or hotmail accounts, use your... the same domain for sending these emails.

Andrew: When you work with the client, do you use an email address on their domain to email these on their behalf?

Zeke: About eighty percent of our clients create an account for us that we can use for link building. Twenty percent of them don't want this, or... maybe it's not that they don't want it. Sometimes it's hard to get clients to actually do their part. We do our part and we keep reminding them that we need access to this or that, but it takes forever, so...

Andrew: But ideally, even if you have someone who's outsourced doing this, you want them to have an email address at your domain?

Zeke: Yes. You never want to lie about who you are, or... We never pretend to be part of the company. We just send an email. If someone asks if we work for a third party agency, yeah, of course, I have no problem sharing that.

Andrew: OK. So that's the first template--it's actually right here--and, of course, if people can't see this on their screen, or if they happen to be listening and not watching, they'll have a copy of this with the course notes.

Zeke: Yeah.

Andrew: All right, you want to see the next one?

Zeke: Yeah.

Andrew: Let's show them the next one.

Zeke: This second template is when we receive an answer to the first template. This is normally how we reply. So, "Thank you so much for your feedback. I'm really glad you liked it. I put a lot of work into it, and getting validation from you means a lot to me. Thank you. Is there anything I can do for you? Please say the word." So this is not just a gimmicky piece of copy. We actually try to collaborate with these influencers and try to help them in any way that we can. If they want us to tweet something, or they want our feedback on anything, or if they want us to sign up for a service they have, we do it. We really build relationships,

and I can't stress this enough. You're not doing this just for links. You just... being really well-connected in your industry is very, very valuable. So you're going to get links as a side effect of this thing you're doing, but that's not the only reason why you're doing it. And that's... yeah, go ahead.

Andrew: I was going to ask, what's the success rate of an email like the one that you showed a moment ago, like this one? If you send this out to a stranger, to Mary who you've never met before, how likely is she to give you feedback on your info graphing?

Zeke: We normally get somewhere between ten and fifteen percent.

Andrew: Ten or fifteen percent. OK. And then you send out this following email. And in this one, you're giving her--in the original one--you're giving her an advanced look at an infographic that you're creating, that's coming up. There it is. And then you tell her, "Hey, it's public, I'll start promoting today; feel free to blog about it."

Zeke: Yeah. And the last sentence says, "I'll definitely stay in touch; have a great day!" And again, this is something we actually do. We stay in touch. We comment on their blog posts, we re-tweet their stuff. These people can do a lot for you, but if you go into these different relationships thinking, "What can I get for me?" it's not going to work out. It has to go both ways. They'll give you feedback, they'll help you promote your stuff, but ask what you can do for them.

Andrew: OK. And you do this for hundreds of people per client.

Zeke: Yes. It's a lot of work.

Andrew: Impressive. It is a lot of work! I'm looking forward to seeing what CRM you use to keep track of it all.

Zeke: Yeah, because we couldn't do it without that. There's no way we could remember every conversation we have with every person.

Andrew: All right. On to the next one.

Zeke: Yeah.

Andrew: All right, let's talk about outreach marketing tips.

Zeke: OK. Let's move on to the next light. The CRL that we use is called dustream. Dustream is somewhat pricey. I think it's like $95.00 a month or something around that. It specifically designed for link building. We

absolutely love it.

Andrew: Let's go to the web site its dustream, let's see it.

Zeke: You'll see two products, the one in the left is the one that we use.

Andrew: The link building one right here. OK. All right, and then the other one that you suggest oh wait. Actually, that I show this properly before? All these different buttons. I meant to show it this way so people can actually see the screen. All right, here you're saying it's the one on the left that they should click on and when they do this is what it'll look like.

Zeke: Yeah.

Andrew: All right. And now I will bring up, I'll find it. There it is.

Zeke: Yeah. We use dustream because we manage a lot of different accounts and it just makes a lot of sense for us. But if you want just one website and the $90.00 a month is going to be too much for you, there are other cheaper options like I really love capsulecrm.com.

Andrew: What do you like about that one?

Zeke: It's just really the design is really beautiful, it works fast and it's easy to use. You don't have to watch like ten webinars to figure out how it works. It's very intuitive. Yup, let's do that one.

Andrew: Let's do that one, too. Oh, I see what you mean. All right. The next tips are and I'll bring up right now. Never stop nurturing the relationships that you build and you said this a lot.

Zeke: Yeah.

Andrew: How the nurture them?

Zeke: OK. There are a couple of things you can do. You can subscribe to anything they have. Newsletters, blogs, comment every time, I don't know a single blogger that doesn't like comments. Retweet their stuff. Most bloggers is all about their ego and if you can help them promote them, they'll be thankful for that. The thing here is like getting the first response, getting one influence or two like retweet something you wrote. Or post it to their blog, or email their list. I would say that's 90% of the (?). Once they've done it once, the chances of them doing it again are really really high. I would say about 50%. It's really important that once they've done something for you, you keep nurturing these relationships. You

keep helping each other.

Andrew: OK. Personalize their request and you talked about how you don't want those emails to be copied and pasted from a template.

Zeke: Right. Get to the point fast. Most of these influencers are really busy and they don't have time to review five paragraphs. Just make it very brief and get to the point. Include your contact information including your phone number. I mean that gives you a lot of credibility. You're not just another person emailing them making yourself available to them. Show excitement in your emails and write the same way you talk. That has to do with your own style. It's really important to really get your personality through your emails. You can't just be just using boring words. I mean you really have to be yourself and have some fun with it. Because again, these people get a lot of emails. The more you unique your email looks, the higher your chances of getting any sort of response.

Andrew: This last one I've seen people use in creative ways. Women get better response rates? What do you do about that?

Zeke: Well, I mean there's not much you can do about that. We have our outreach specialist happens to be a woman, really young and very attractive. I mean if you're a guy, you're a guy. There's not much you can do about that.

Andrew: I've seen people use email address that they create accounts in their email system for fake women and then they have guys man it if they don't have women on board. What do you think of that?

Zeke: If you can sleep well at night.

Andrew: All right. On to the next then. The next action here is to talk about the four very effective link building tactic. And one of them i'm especially excited about talking you about that 4-O-4-1. But why don't we start off with the list of resources.

Zeke: Yeah. There (?). Just to make it clear and not to confuse anybody. So far I've been talking about the outreach marketing. How to create great content and how to reach out for influencers. Now I would say that that issue account for maybe 75% to 80% of your building. The other 20 to 25 should be spread among these four tactics that I'm about to show it to you. The first one.

Andrew: OK. That's just about coming up with the content and then asking these people to tweet it, asking them to blog about it, getting their feedback and asking them to blog about it.

Zeke: Yeah. You know what, its a really simple process. It's all about the details. There's a huge difference between having a good piece of content and having a great piece of content. There's a huge difference between spending one million emailing someone and/or in 10 minutes getting to know this person online checking their social media and sending their personalized approach. It's not difficult, it's just very time consuming. And you really have to be passionate about this is an creating relationships and your networking. And it's not very different from the kind of networking you do offline.

Andrew: What's the success rate of something like that? Of going through a process of creating an ebook, and then reaching out to 500 or so influencers that you've put together in a CRM, and asking them for feedback on the ebook. Maybe adjusting the ebook based on their feedback and then saying hey, its public can you tweet it, can you blog it etc.

Zeke: Yeah. With any kind of viral marketing campaign the failure rate is actually very high. Like sometimes we do campaigns that only get 100 links and sometimes we get 50,000 from one campaign. And I've been doing this for a long time and even I have all really hard time guessing what's going to work and what's not going to work. Sometimes you need a little bit of luck. Hiring the right kind of people tweeting at the right times. And having other people like seeing that. What I can tell you is that if you do it three or four times, you're going to hear maybe one home run. Two will be pretty decent and one will be completely ignored. It's in the matter of like you have to keep doing this.

Andrew: OK. And can we just hire someone to do this for us? What kind of person can we bring in who would manage all of this for us?

Zeke: I would say that you actually need a lot of different people. Like for example if you're going to do an info graphic, you need someone who's really good at doing their research in coming up with the right idea for the infographic.

Andrew: What about the outreach part?

Zeke: The outreach, that's someone who's really sociable and someone who really likes networking I'll say.

Andrew: OK. All right. You know what else? What about the annual salary or the level of experience that we need to bring someone to do this? And the reason I ask is what I'm noticing is a lot of people that watch these courses actually end up handing them over to someone in their company and saying I need you to do this for me.

Zeke: Yeah.

Andrew: What level of person would they want to hand this course to? What kind of experience would they need?

Zeke: I would say that there are two ways to go about this. You can either hire an agency that can take care of the entire process. Or you can do it yourself. But if you do it yourself, there's not one person I can do the whole thing. For example if I were to create a tool I could do the research, come up with the idea then I would have to hire a designer to design the tool and the programmer to write the code for the tool.

Andrew: OK. And those two things the programmer and the designer you can get off the side like elancer, guru.com. Pretty inexpensively for a tool like what you're describing. But assembling a list of influencers, contacting them, nurturing that relationship, that seems like the bulk of this work, right?

Zeke: Yeah. That's the most time consuming part.

Andrew: What level of person do we need? What kind of experience should they have when we're bringing them to do this?

Zeke: I don't think you need a lot of experience. You need to be very personable and really enjoy talking to people all day cause that's what you do. You pick up the phone, you tweet. I mean someone who is already like on Twitter, on Facebook all day like really sociable because really you can be like a genius at marketing, but if you don't like people that's not like something someone can train you to be better, right.

Andrew: And then just work the system that you've got. Keep building that list in the CRN, keep following up with them. keep asking for their advice on a piece of content, and then ask them to promote it once you come out with it.

Zeke: Yeah, yeah. You need someone who has very good social skills and is very organized as well cause is not easy to manage like hundreds of relationships.

Andrew: OK. All right. On to the next.

Zeke: Yeah.

Andrew: Let's do it. So a list of resources. Here's the first one that you've got on the list. What is this place?

Zeke: OK. So the idea here is to find pages where in this example we're doing best wine web sites. There are hundreds of pages of there that have laced up their best wine web sites. These are some Google advance operators that I can talk about this for like maybe 15 minutes. But the short version is just you can use any of these or all of these and just replace where it says key word, replace that with the actual key word. Weather it is, you know, wine, lawyer or whatever user you are in. And all of these will get you a lot of pages that have your list of resources in your industry.

Andrew: So these are just Google searches I might do in URL top, and then maybe startup resources.

Zeke: You actually want to do it?

Andrew: Yeah, let's do it. All right so it's going to take me a second here. I'm going to go into editing to bring up Chrome up this way and then let's show it full screen. There it is Chrome full screen. And now for key word. What's a good one to use? Design. No, u x, user experience. All right so if I were building a user experience product, here is ...

Zeke: [??]

Andrew: ... my top 10 u x web sites and blogs. That's right, this is great. (?) I don't know what this is, oh I see this is just a newswire that's not so helpful.

Zeke: I want to show the audience what one of the sites look like.

Andrew: OK. Let's look at the top one. It looks like if that's the best it.

Zeke: So here you have a list of web sites. What we're trying to do here is to figure out if any of these links is broken. And if any of these links a broken what we're going to do what is email the webmaster and let him know hey you have a broken website by the way I have these other free blogs feel free to add if you like it.

Andrew: Oh got you. That's how I can get a lead he easily by helping them fix a mistake. So I would just click, click, click, click, click, click, click.

Zeke: Well, there's an easier way to do it.

Andrew: Oh there is. I don't even have to do what I just did right here which is open up every one of these in a different tab. OK?

Zeke: Yeah. If you can go back to the PowerPoint, I'll show you where you can.

Andrew: Yeah, let's do it.

Zeke: OK. In the list of resources I include link checker. Link checker is an extension for Google Chrome. That what it does is you can actually see a list of basically running at every page and it will highlight all the valid links in green. And it will show you the broken links in red.

Andrew: I see here. I think a can zoom in for people so that they can see just a little bit better.

Zeke: Yeah. And this tool can check hundreds of links within a couple of seconds. You see a read one, you can tell them right away hey this link is broken.

Andrew: Oh, got you. And by the way I have a better site that can be a better replacement.

Zeke: Nice. Yeah, yeah. If you go back to well actually move foward to the next light, I'll show you the template we use.

Andrew: OK.

Zeke: Subject broken links on your site's. It will just always get people's attention. I just want to let you know that you have some broken links in your site. You might want to fix these as more users become very frustrated when they click on links that don't work. By the way I have a blog myself, feel free to add it to the list of resources if you like it. I never ever ask for a link. I never say send a link to me. Because people hate that. But hear what I'm saying, hey feel free to add it to the list if you feel like it. I'm not putting any pressure or anything. I'm just saying hey I have this and if you like it you can put it in your list.

Andrew: Makes a lot of sense. All right. And again, we'll give people a copy of this.

Zeke: Yep.

Andrew: All right. And once I have the link checker plug-in installed and active on Chrome, it automatically will start telling me what's working and what's not by highlighting it?

Zeke: No, you have to actually click... It's going to be on the top right corner and you just have to click on it, and every time you click on it,

you will scan all the links on the page.

Andrew: I gotcha, OK. All right. Next is guest blogging.

Zeke: Yeah. So, guest blogging... That's where you approach bloggers and you offer them content for their blog. Normally, in exchange for you giving them content, they let you put a bi-line... Kind of like your bio with a link back to your website. So, let me show you... Let's move on to the next slide.

Andrew: This is the process?

Zeke: Yep. So, the first step is, I'll show you how you can find these popular blogs that accept guest blogs. And then, how to preach an idea, because you have to actually come up with an idea... 'Hey, I have this idea for an article. Do you like it or not?' Then we need to promote the post. I'll show you how to do this as well. Check your Google analytics to see if you're getting any traffic from the blog or not, because if you do, then you should make it a regular thing. For example, if I guest post for two or three blogs and one of them sends me 100 visitors a day, I want to keep blogging for their blog, right?

Andrew: Yeah.

Zeke: And so, let's move on to the next slide and I'll show you what I'm... So all these are examples of queries you can use on Google to search for guest bloggers. So take one, for example, and let's put it on Google to see what it looks like.

Andrew: OK. So I do this to copy it. And I'm going to switch to Chrome. Let's show the screen bigger like that. This is from before. And, you know what, let's stick with wines. Suppose me have a wine business. So I changed the search to wine guest blogger.

Zeke: Yeah.

Andrew: All right. So... Actually, wait. For some reason it's not showing clearly on your screen. Let's see if I can refresh it. There we go, that did it. So can you see that?

Zeke: Yeah. So click on the first one, for example.

Andrew: OK. Guest blogger, 'Beer versus Wine'.

Zeke: Yeah. So that's a guest post someone wrote. So you can guess that if they got guests who posted before, they're likely to accept guests in the

future. So any of those queries that I gave you are really good to get blogs that takes...

Andrew: I see.

Zeke: ...guest contributors.

Andrew: So Wicked Local accepts guests blogging, and it looks like they even have a tag right here called 'Guest Blogger' and Andrew Kuhn is one of their guest bloggers. All right, that's makes sense. Want to go to the next one?

Zeke: Yep.

Andrew: All right. Let's do it. So that's how to find a site; this is how to pitch the site.

Zeke: Yeah. So I start with, again, a personalized paragraph that shows them that I know who they are and what they do. And then I say, 'I notice you have some guest posts on your blog and I have an idea for a guest post I'd love to run by you... 10 Ways to Improve your Golf Swing. Do you like it? I'm a golfing instructor myself and you can see some of my articles here.' So again, I mean we're just pitching an idea. And it is really important to look at the kind of blog people have and, for example, if they have a lot of 'how to' articles, we can pitch that kind of idea. If they have a lot of images or a lot of videos, then just pay attention to what the blog is doing and pitch an idea that you feel is going to be relevant to them.

Andrew: OK. All right. Then we promote it.

Zeke: Yeah. The next thing you want to do is, once it goes live, just promote the heck out of it on Facebook, Twitter, LinkedIn, email lists... Anywhere where you'd promote your own content, make sure you promote the guest post that you wrote.

Andrew: By the way, I see that you did that. You were phenomenal at promoting your interview on Mixergy when you came on and I interviewed you. After we posted it, I started to get all these alerts for your name and my name being on the Internet together on different posts. You promoted it really well. I'd love to have you on just for that reason alone.

Zeke: Yes. I'll be happy to maybe do some other course some other time on how to do that.

Andrew: Yes. It's great actually to, usually as a blogger, as a content

creator, you have to just keep promoting on your own your own stuff and if you have somebody come on and not just create an article but also promoted, I can imagine how powerful that could be.

Zeke: Yes.

Andrew: All right. On to the next. And there it is.

Zeke: OK. The reason why you want to check your analytics is that you want to see how many clicks you get from each guest post that you write. So let's say you write five blog posts for different blogs and four of those send you one or two visits. It's good, you get a link, it helps. However you might not want to invest 2 or 3 hours to write another blog post for them.

But if you have a cases like these two here where you got like a thousand or 900 clicks in the last 30 days for a guest post that you wrote, what I would do is I would approach the blogger. I would say, "Hey, it looks like people really like these posts. We got a lot of comments. It was really popular. How do you feel about making it a regular thing, maybe once a month or once every couple of weeks. Here are some ideas I have." That is another good way to get both links and a lot of exposure for your own blog.

Andrew: All right. Ready for the next one. This is the one I was talking about at the top of this session.

Zeke: So if 404 Error is when you go to a website and you land on a page that no longer exists. It's been removed and normally it says something like This page no longer exists or This page has been removed. There's some sort of error.

Now this tactic is all about finding these error pages on your competitor's websites and finding out who's linking to them and that will create a very similar piece of content and get those people linking to their broken site to linking to us instead.And I'm a big fan of explaining things with examples. So let's move on to the next slide and I'll show you what I mean. So in this case one of our clients, their website is all about diets for polio.

Andrew: A polio diet.

Zeke: Basically, it's for the polio diet. One of their competitors is poliodiet.com. So when you input this into open site Explorer, when you click on the top pages, this will show you the pages that have the most links pointing to them. And there's a column called HTTP status so look at the second example here. It's a 404 and it has 1,100 links from 122

different domains. So just so we're all clear, I mean, this page has a thousand links and it doesn't exist anymore. So if I were linking to this page, I'd be more than happy to get an email from you saying 'Hey, you have a broken link here. Why don't you link to my page instead?'

Andrew: Let's see. If I were a polio diet site and I was linking to frequently asked questions on thepoliodiet.com , and it didn't exist, you'd email me and say 'Hey, Andrew. You're linking to a page that doesn't exist. You might want to stop that .'

Zeke: Actually let me show you an example in the next slide.

Andrew: OK.

Zeke: So this is the actual page that I mention in the previous example. And this page has like 1,100 links pointing to it and so let's move on to the next slide. This website is called archive.org and archive is basically an archive of the entire internet. It's actually really cool. You can put your own website and you can see what it used to look like a cople of years ago, a couple of months ago. So when I put this link it showed me that, I don't know what year it was but I think it was back in 2007, this is the content that was on the page back them. And then they removed it. But now I know what 1,100 people link to. Now I have a great opportunity for me to create a similar but even better resource.

Andrew: And then you do this.

Zeke: Yes. So again, broken link to your site. On your website you're linking to this list of broken frequently asked questions that has to be removed. I hate seeing broken links on my site so I figure I'd let you know about this one. I found this other link that actually worked.

Andrew: Oh, that's great, that's great. So now you're taking a link away from a competitor and you're adding a link to yourself.

Zeke: Yep.

Andrew: Oh, that's terrific. How effective is that for you when you catch that?

Zeke: Again, it's like 10%.

Andrew: Oh, really? So even though someone has a broken link on their website and you're offering to help, one out of ten people will respond and change the link to yours, OK, that's helpful to know. I wouldn't feel so bad if I didn't 100% on that one. I felt like boy, that's terrific. I can't

imagine anyone saying no to it.

Zeke: Yeah, and you know what, like some people never reply and they just fix it. Some people will fix it but they'll tell you oh, thank you for letting me know. I'll forward this to my designer and it'll never happen. So, I'll say that 10% is a decent rate.

Andrew: OK. Next one? Let's do it. And there it is.

Zeke: OK, so complimentary content is similar to the previous tactic we talked about. But the way it works is let's go to the next slide. You find content that is very, very popular. You create a piece of content that basically compliments the first one and let me show you an actual example. So, right here I pulled up a CNN and, again, I clicked on the top pages and there's a story here that got links from 1,800 different websites. It's called Lenox Light.

Andrew: And that was, by the way, on open site explorer for people who are just listening and not watching, OK.

Zeke: So, this story here, How Diamonds Fuel Africa's Conflicts, this piece of content got 1,800 links from 1,800 different website, right. So, again, let's move on to the next slide and I'll show you how we would approach this. So, you can actually, instead of just put cnn.com you back to open site explorer, you put the link to that specific story and then you filter the links to see only external links, links coming from other websites, no CNN. And here you have the 1,800 domains linking to this story. So what I would do is I would send an email in the next slide. OK, so, hi Paul this morning, I read your article about all the problems that diamonds are creating for African people. I loved it. I also read a CNN article you mentioned and thought it was great. By the way, I found a really interesting [?] where do diamonds come from. So that's a piece of content we'll create. You might want to include this in your story. Anyway, thank you so much for the great article. I really loved it.

Andrew: Oh, that's great.

Zeke: That works extremely well because we can do this with anything. Like, finding 404 errors on competitors pages, sometimes you find them, sometimes you don't but with this tactic it works every time.

Andrew: And you've got over 1,000 people who you could contact about that.

Zeke: Yeah, this specific story got 3,400 links from 1,800 different websites. So you can contact all of them and say look, I saw you link to this. I also create this really cool info graphic, feel free to link to it

if you want.

Andrew: I see, OK, there it is, 3,400. So, what about if you don't have a site that has anything to do with diamonds or Africa but you still see that this is the article that did well on CNN and people link to, do you still connect it?

Zeke: That's a great question actually. You have to find some website, some word relevant to what you do. If you a news site, say that CNN would be relevant. If you, in your case, because you work with a lot of entrepreneurs, like entrepreneur.com could be a good one for you to find relevant stories. So it has to be something like that. I would think about the 800 pound gorilla in your industry.

Andrew: Gotcha. So it wouldn't necessarily be CNN, find that big site, do the same type of process on them and then contact all the people who are linking to their article.

Zeke: Right.

Andrew: So, you actually, your last slide is this where you're thanking us, but I'm the one who should be thanking you. This is your contact information? Oh, look at this. Let me adjust this. I've got all of these levers lately. Here, now we can show things a little clearer. That's your phone number. What's the best way to reach you? You probably prefer email, right?

Zeke: Yeah. Email is the best way. So, any questions you have about link building or SEO or content marketing, I'm here for you. Yeah. That's my phone number and my email address but, as you said, email is the best way to get a hold of me.

Andrew: What about the time? How long should we expect this whole process to take here? Let's go back to this slide here. The process of finding influencers, of reaching out to them? How long would it take us to find 404 pages? I'm trying to figure out where we should start and spend the most time.

Zeke: Normally, we do it the other way around. This could be a full-time job if you wanted to make it a full-time job. So, normally we say, OK, how many hours... When we work with a client, it's like, how many hours a week do we have? I would say ten hours a month would be a really good start. If you have five, you could make it work out. I would say that with ten you're going to get amazing results.

Andrew: Ten hours a month?

Zeke: Yeah.

Andrew: That's all it takes.

Zeke: Yeah.

Andrew: OK. All right.

Zeke: The thing is that the first couple of months you're not going to see enormous results because here... Let's think about this. We're building relationships. It doesn't happen overnight, OK? I'm sure that all the relationships you built over the last couple of years are really valuable to you now, but you need to build, like, a thousand relationships in a week. So, that's how you have to think about it. It's an incremental process. You're going to do more and more, and it will benefit your business not only because you'll get more links but because you're going to be connected with everybody who matters in your space.

Andrew: Yeah. You're right. Beyond getting the links, the connections to those people can be invaluable.

Zeke: Yeah.

Andrew: All right. As always, guys, if you're watching this, I'm looking forward to hearing your feedback on this. I get screenshots from people who use what they've learned in past courses. We did a course on SEO recently, and soon after someone sent me a screenshot and said, "Andrew, here is where I was before" and then another screenshot and said, "This is where I am right now. This thing freakin' works." So, if anyone's gone through this and is getting any progress, let me know. Let me know if you have any frustrations with this and, of course, you can reach out to Zeke and his company, right there, the Outsourcing Company.

Thanks for doing this course with us.

Zeke: Thank you, Andrew. It was great being here.

Andrew: Thank you. Thank you all for watching. Bye.