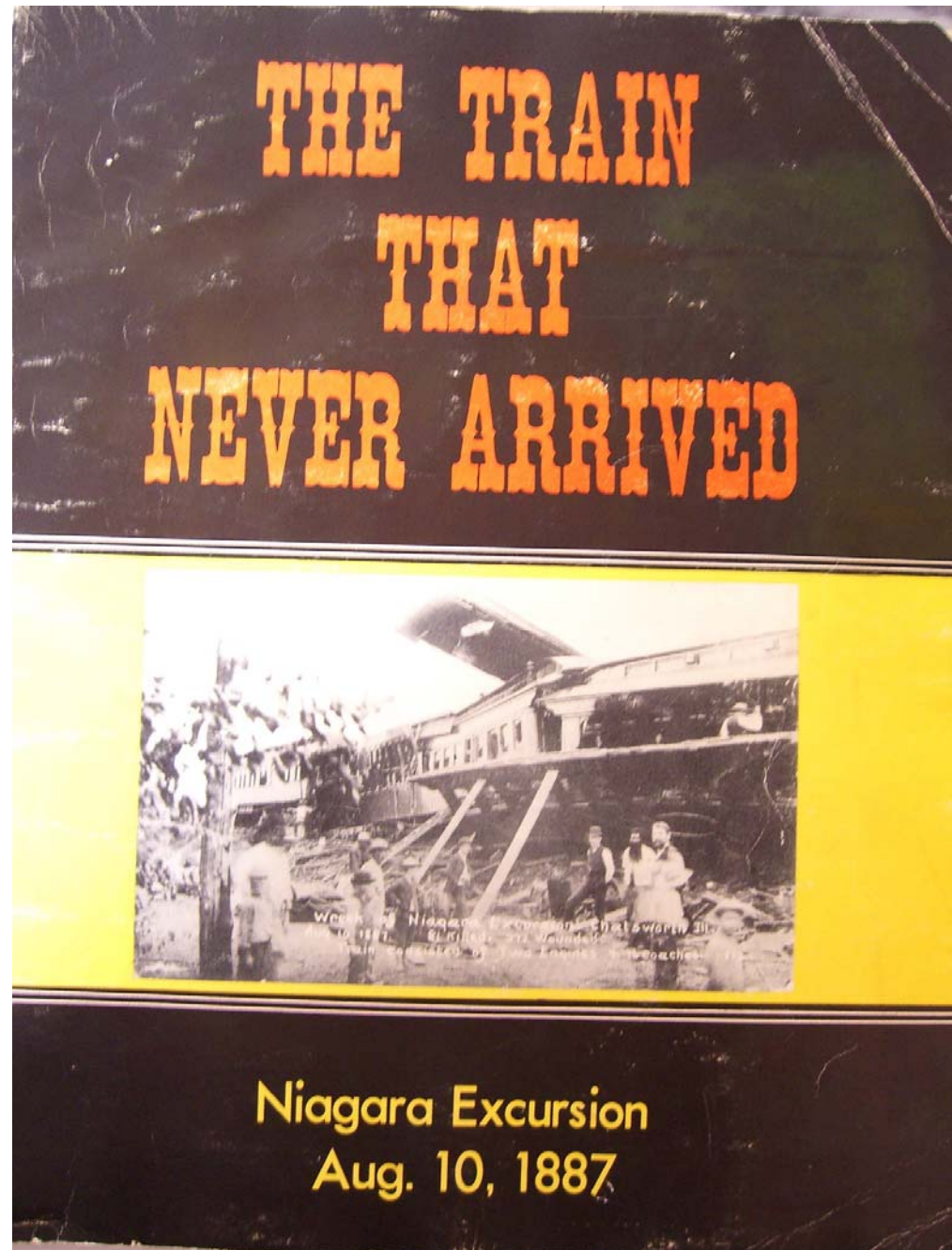


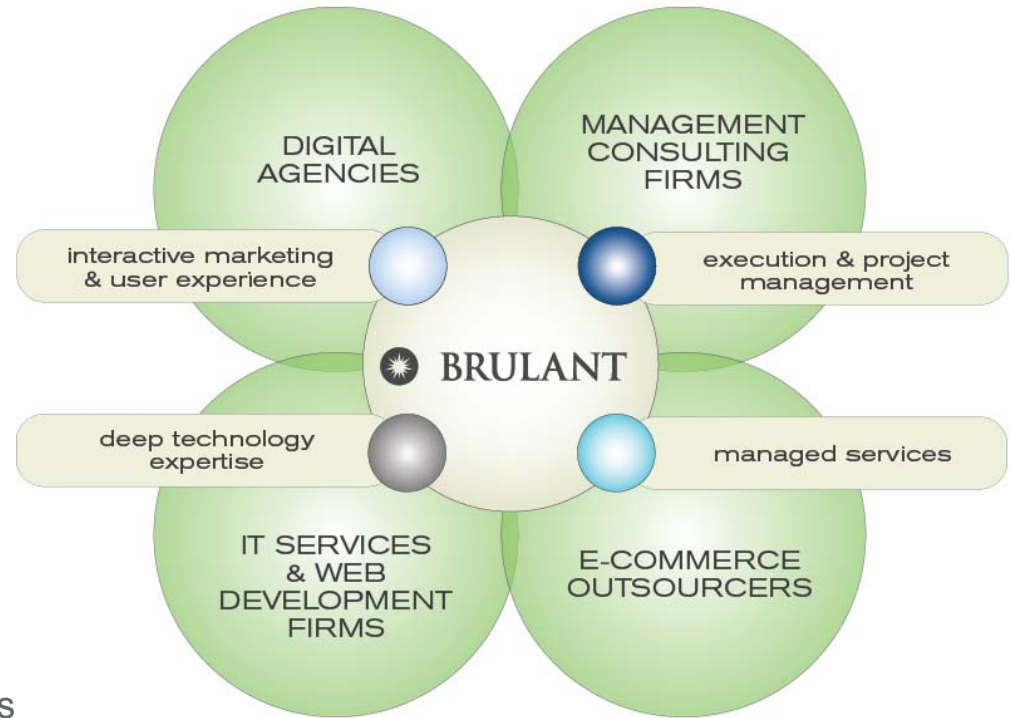
## Beyond Linkbait: Getting Authoritative Online Mentions

Search Engine Strategies NYC 2008

Chris Boggs



## competitive market position



•We are an interactive marketing firm infused with deep technology horsepower. We provide fully integrated online capabilities to our clients with all of the creativity and marketing focus of an interactive agency, deep and agnostic technology expertise found in some IT services and web development firms, and all of the strategy and business approach of an industry-focused management consulting firm.

## our proven client track record

-We are only as good as the clients we partner with. We are fortunate to work with clients who are passionate about the online channel and its relationship to their other channels.

Together we focus on meeting the needs of their business by providing solutions that help them deepen and improve their customer relationships.

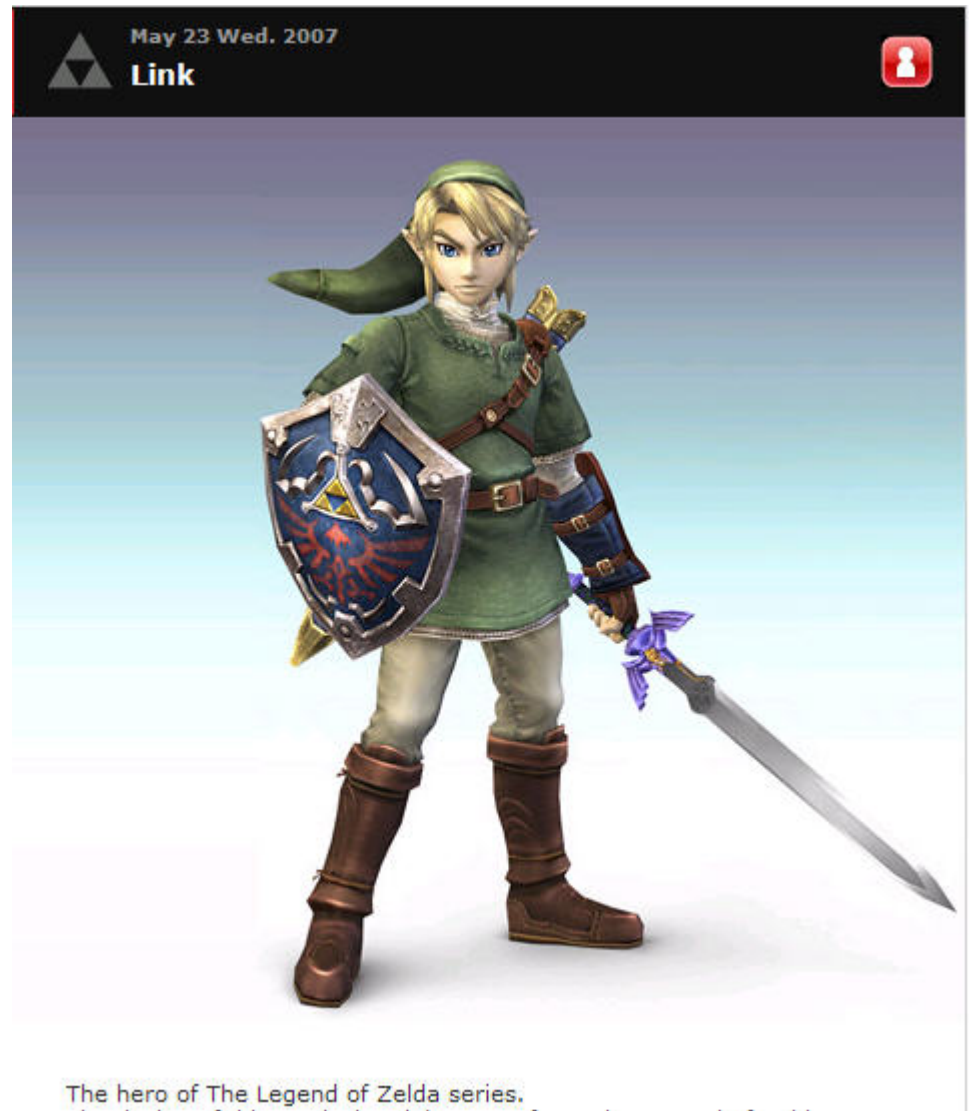


/ why go beyond linkbait?

/ back to the old school

/ “offsite linkbait”

/ QA



Source: [www.smashbros.com/en\\_us/characters/link.html](http://www.smashbros.com/en_us/characters/link.html)

## Why go beyond linkbait?

-The long term value of social media links from an SEO perspective is still in question

-A lot of linkbait can become “stale” relatively quickly, while plain old good content will typically have a longer half life

-Because it can be confusing to clients

-A holistic approach is both “natural” and effective



Source: [www.smashbros.com/en\\_us/characters/link.html](http://www.smashbros.com/en_us/characters/link.html)

## Back to the “Old School”

- Monitoring inbound links
- Reciprocal linking: Can it still work?
- Building directory links

## <Down Special Move: Bomb>



Source: [www.smashbros.com/en\\_us/characters/link.html](http://www.smashbros.com/en_us/characters/link.html)

March 20, 2008

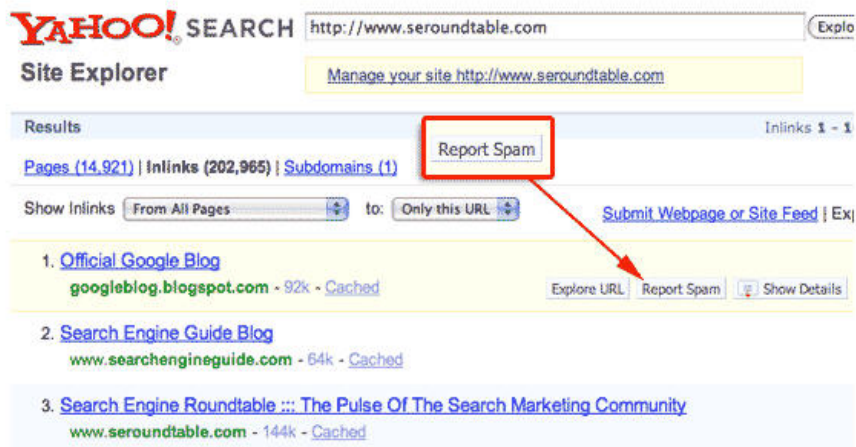
## Google Should Add Inbound Link Opt Out Feature to Webmaster Tools

Recently, one of the most requested Google Webmaster Tools features I have been hearing through the forums either directly or indirectly is the ability to mark links as links you do not vouch for.

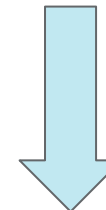
Even though we have said time and time again that [links can't hurt you](#), no one believes it. Not only do people feel they can hurt you, they feel they can [kick you while you are down](#) already, which makes it even worse. Once Google penalizes your site for having bad links pointing to it, Google expects you to contact the people linking to you and make them remove the links. Good luck with that!

That is why Webmasters want a feature to opt out links from counting in Webmaster Tools. Yahoo Site Explorer has it, so maybe Google should follow the lead. Here is how Yahoo Site Explorer works.

- (1) Login to [Yahoo Site Explorer](#)
- (2) Click on your inlinks link
- (3) Mouse over a link and notice the "report spam" button:



The screenshot shows the Yahoo Site Explorer interface for the URL <http://www.seroundtable.com>. The page displays search results for inlinks. A red box highlights the "Report Spam" button next to the first search result, "Official Google Blog". A red arrow points from the "Report Spam" button in the red box to the "Report Spam" button next to the first search result. The interface includes a search bar, a "Manage your site" button, and a list of search results with "Report Spam" buttons for each.



[www.seroundtable.com](http://www.seroundtable.com)

# Reciprocal Linking – Everything in Moderation



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FAQ

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Please note: If you are a nonprofit organization that benefits affordable housing, community development, K-12 public education or financial education and would like to apply for a grant or have Washington Mutual sponsor a table or an event, visit our [Grant Guidelines](#) section.

If you would like WaMu to consider sponsorship, please follow the steps below to submit a proposal:

### Submitting a Marketing Sponsorship Proposal

- **Timeframe:** Proposals must be received at least 6 months prior to your event for consideration. We are unable to review proposals that do not comply with this timeframe.
- **Proposal Submission:** All applicants must complete the [WaMu Marketing Sponsorship Proposal Form](#). Due to the large number of proposals received by WaMu, proposals that do not contain the necessary information will not be reviewed.

Thank you again for considering WaMu for your sponsorship opportunity. We look forward to receiving your proposal.

For answers to your technical support questions, please contact [WaMu@sponsorport.com](mailto:WaMu@sponsorport.com).

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Mar 28	Machel Montano and Frien..	WaMu Theater at MSG
Apr 01	Hot 97 April Fool's Come..	WaMu Theater at MSG
Apr 13	Aventurera	WaMu Theater at MSG
Apr 24 - Apr 27	My Little Pony Live!	WaMu Theater at MSG
Apr 28 - Apr 29	The Verve	WaMu Theater at MSG
Apr 30 - May 04	Chris Rock	WaMu Theater at MSG
May 23	Roberto Carlos	WaMu Theater at MSG
Jun 10 - Jun 11	Robert Plant and Allison ..	WaMu Theater at MSG
Jun 20	Tribute To Cheo Feliciano	WaMu Theater at MSG



#### Machel Montano and Friends

MAR 28 | WAMU THEATER AT MSG  
with The Mighty Sparrow, Problem Child, Peter Ram, Ricky

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## Off-site Linkbait

-Using YouTube and other channels to drive links from the “Linkerati.”

-No More top 10s!!!

-Be creative, and not salesy, but remember that the haters are out there

-Case study: Over 25,00 views generated from YouTube and **Video Search Engines**. To date, links to entire site as a result of the project are over 5000.

## <Grab: Clawshot>



Source: [www.smashbros.com/en\\_us/characters/link.html](http://www.smashbros.com/en_us/characters/link.html)

## Advanced Link Development Services

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- Optimized Press Releases
- Optimized Articles
- Site Sponsorships
- Blogging
- Forum Posts
- Social Bookmarking
- Link Baiting / Viral Marketing

# Questions?

Thank you for your time!

Chris Boggs

[Chris.boggs@brulant.com](mailto:Chris.boggs@brulant.com)

216-896-7953



IF TRAIN A LEAVES BOSTON AT 9:27 PM  
HEADING WEST AT 173 MPH AND TRAIN B  
LEAVES MILWAUKEE AT 10:38 AM HEADING  
EAST AT 123 MPH WITH A STEADY  
NORTH WIND BLOWING AT 17 MPH,  
HOW LONG WILL IT TAKE YOU  
TO FIND ANOTHER JOB?



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