



WEBINAR SERIES

Backlinks: The Latest Tactics to Achieve Top Listings

May 21, 2020

Announcements



Webinar Recording: Look for an Email Link Tomorrow



Content Marketing Conference Recap: Digital Experience 2020



Questions? Post Your “Questions” in the Control Panel



Twitter Love: @ByronWhite, @JKTRIP

Meet Today's Webinar Guest

John Triplett, Director of Business Development



- Currently Manager at Digital Current
- Client Facing Side of Digital Agencies for 15 Years
- Focus to Work with Clients to Forge Plan to Achieve Goals
- Based Out of Scottsdale AZ
- Hiker, Mountain Biker, Snowboarder

John.Triplett@DigitalCurrent.com, [Linkedin.com/in/jktrip](https://www.linkedin.com/in/jktrip)

WriterAccess News and Updates



Byron White, Founder WriterAccess

- Content Marketing Conference Digital 2020
 - The Story
 - 15,000 Registrations
 - The Platform
 - Lessons Learned
 - The Plan for 2021

ByronWhite@WriterAccess.com, @ByronWhite

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Welcome to CMC Academy!



Byron White, CMC Founder and Chair

Welcome to CMC 2020—now a digital experience. All our keynotes, workshops, and sessions are pre-recorded for on-demand learning. We'll be hosting a LIVE Q&A session with our keynotes at 11:30 AM to 12:30 PM ET. And our Virtual Comedy Club takes the digital stage at 5 PM to 6 PM ET featuring 6 comedians. LIVE! Enjoy!

[Welcome Video](#)

APRIL 21 LIVE EVENTS



Ask our keynotes Ann Handley, Andrew Davis, and Andrew Tarvin anything!

[Watch Recording](#)

Join our Comedy Club featuring comedians Andrew Tarvin, Casey Balsham, Don McMillan, Shalewa Sharpe, Michael Albanese, and Kasha Patel!

[Watch Recording](#)

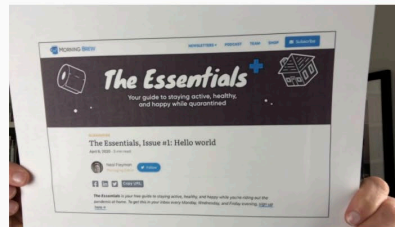
Sponsor Exhibit Hall

[Enter Exhibit Hall](#)

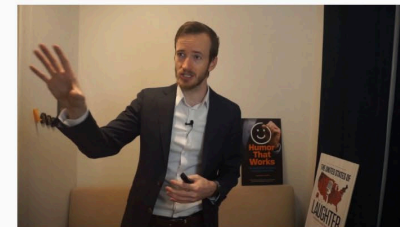
CMC 2020 Digital Keynotes



Andrew Davis

[Watch Keynote](#)

Ann Handley

[Watch Keynote](#)

Andrew Tarvin

[Watch Keynote](#)

Writer  Access &  digital current™

PRESENT

BACKLINKS: THE LATEST TACTICS TO ACHIEVE TOP SEARCH LISTINGS



Hosted by Byron White with Guest John Triplett

Thursday, May 21, 2020
1:00 PM ET

WE ARE DIGITAL CURRENT

We help our clients realize enormous profits through bleeding edge digital marketing



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WHAT'S ON DECK



- What are backlinks?
- Analyzing: healthy vs. toxic links
- Link development strategies

TOP 3 RANKING FACTORS



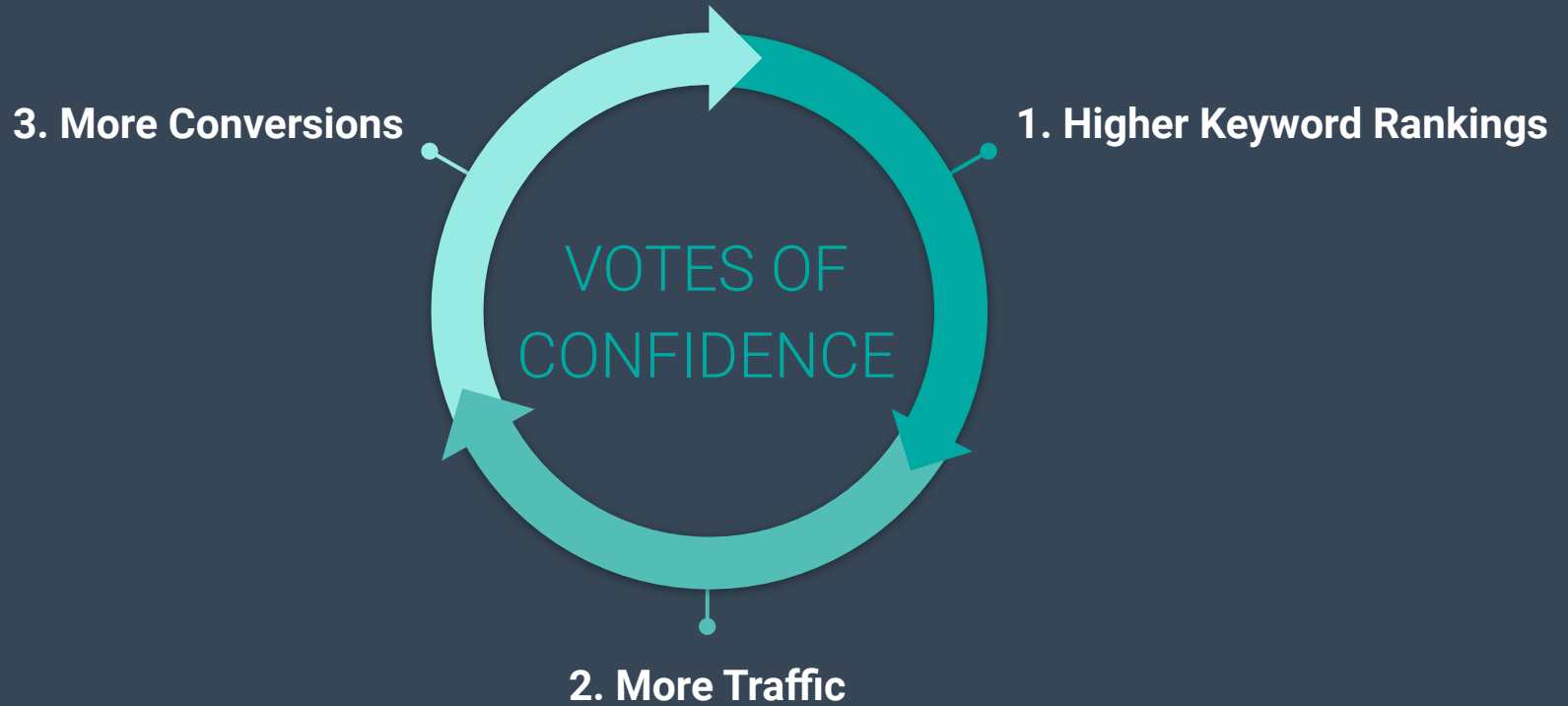
David Corrado
Senior Research
Scientist, Google

“ RankBrain is one of the “hundreds” of signals that go into an algorithm that determines what results appear on a Google search page and where they are ranked. In the few months it has been deployed, RankBrain has become the third-most important signal contributing to the result of a search query [behind links and content]. ”



Andrey Lipattsev
Search Quality Sr.
Strategist, Google

“ I can tell you what they are. It is content. And it’s links pointing to your site. ”



AND IT WORKS

In one and a half months we moved a client in a highly competitive industry to the top 3 spots



Increased

26

SERP positions
for a keyword with
4,200 monthly search
volume, now at 2

Increased

3

SERP positions for for a
keyword with 32,000
monthly search volume,
now position 3

Increased

3

SERP positions for a
keyword with 16,000
monthly search volume
to now hold the **#1 spot!**

HEALTHY VS. TOXIC

HOW TO SEPARATE THE GOOD FROM THE BAD



WHAT TO LOOK FOR



VS.



- ✓ Has organic traffic, rankings and CTRs
- ✓ Relevant to your niche
- ✓ Boasts a high domain authority
- ✓ Low Link Spam Score

- ✗ Former/current link farm or PBN
- ✗ Changed focuses
- ✗ Low domain authority
- ✗ High Link Spam Score

DISAVOW DEMO



LET'S GO TO



EXPERT LEVEL DISAVOW



Search Console

REQUIRED

DISAVOWING LINKS



1

Divide your list into three segments

2

Upload into Google Search Console Disavow tool one at a time

3

Monitor the impact to your domain authority, Trust Flow score, keyword rankings and traffic



CREATING YOUR GOOGLE DISAVOW FILE

- Specify one URL or domain to disavow per line. You cannot disavow an entire subpath, such as `example.com/en/`
- To disavow a domain (or subdomain) prefix it with `"domain:"`, for example:
`domain:example.com`
- The file must be a text file encoded in UTF-8 or 7-bit ASCII
- The file name must end in `.txt`
- You can include comments for yourself by starting a line with a `#` mark. Any lines that begin with `#` will be ignored by Google.

REMOVING THEM WILL WORK WONDERS FOR YOU

In one month, we helped this national lawn care company increase their authority



159%

Increase in the
trust flow score

93

SERP position
increases for “lawn
care company” –
putting them on **page
one!**

94%

Increase in traffic

NOW YOU NEED A
LOT OF GOOD LINKS

START WITH A STRATEGY



“ Success is 20% skills and 80% strategy. You might know how to succeed, but more importantly, what’s your plan to succeed? ”

-Jim Rohn

GOAL SETTING

KNOW WHY YOUR BUILDING



- Lead generation (gated content)
- Reputation management
- Build brand as influencer
- Develop authority (keyword rankings, traffic, conversions)

PREPARE TARGETS

EVALUATE WHICH
PAGES AND
ASSETS ARE
READY, WHICH
NEED UPDATES
AND WHICH NEED
TO BE CREATED



PREPARATION CHECKLIST

MAKE SURE YOUR SITE HAS A SOLID FOUNDATION

- ❑ **Quality Content**
Think about your target audience and write to them – what will provide value to those individuals?
- ❑ **Ensure the keyword is on the page**
Don't keyword stuff! But do include primary keywords in your title tag, meta and H1, and all else in the body.
- ❑ **Run and implement a technical audit**
Your site or certain pages on it might not be visible to search engines. Get everything in working order!
- ❑ **Speed up your site**
Visitors bounce after 2 seconds of load time, so search engines pay special attention to speed.
- ❑ **Internal linking**
Internal links pass along powerful “juice” too because they show search engines which pages are related and how to prioritize.

WHAT DOES QUALITY CONTENT LOOK LIKE?

More thorough, more recent and a better experience than the competition

Position 1 Content

The screenshot shows the top portion of a webpage. At the top, there is a navigation bar with 'Home Warranty' highlighted. Below the navigation, the main heading reads 'What is a home warranty?' followed by a sub-heading 'What do home warranty plans cover?'. The text explains that a home warranty is an annual service contract covering the repair or replacement of major home appliances and systems. A '45 YEARS OF EXPERIENCE' seal is visible. Below the text, there is a section titled 'Here's how an American Home Shield® Home Warranty works.' and a 'Choose your coverage.' section with three plan options: \$75, \$100, and \$125. A 'Set your Trade Service Call Fee.' section is also present.

VS

Position 31 Content

The screenshot shows a detailed pricing table for home warranty plans. The table is organized by room or system type, with columns for 'All Plans Include', 'Appliance Plan', 'Systems Plan', and 'Covers Plan'. The categories include Kitchen, Laundry, Heating & Cooling, Plumbing, and Electrical & Gas. Each category lists specific items and their coverage status across the different plans. A 'FREE' badge is visible in the top right corner of the page.

Room/Category	Item	All Plans Include	Appliance Plan	Systems Plan	Covers Plan
Kitchen	Covered Dish Washing	✓	✓	✓	✓
	Covered Dishwasher	✓	✓	✓	✓
	Gas & Electric	✓	✓	✓	✓
	Covered Stove	✓	✓	✓	✓
	Refrigerator	✓	✓	✓	✓
	Freezer	✓	✓	✓	✓
	Ice Maker	✓	✓	✓	✓
	Washers/Dryers	✓	✓	✓	✓
	Trash Compactors	✓	✓	✓	✓
	Garbage Disposals	✓	✓	✓	✓
Laundry	Covered Washers	✓	✓	✓	✓
	Covered Dryers	✓	✓	✓	✓
	Washers/Dryers	✓	✓	✓	✓
Heating & Cooling	Air Conditioning	✓	✓	✓	✓
	Boilers	✓	✓	✓	✓
	Heat Pumps	✓	✓	✓	✓
Plumbing	Water Heaters	✓	✓	✓	✓
	Sinks	✓	✓	✓	✓
	Plumbing Pipes	✓	✓	✓	✓
	Plumbing Fixtures	✓	✓	✓	✓
	Sump Pumps	✓	✓	✓	✓
	Water Softeners	✓	✓	✓	✓
Electrical & Gas	Electrical	✓	✓	✓	✓
	Gas	✓	✓	✓	✓

CHOOSING YOUR TOPICS & KEYWORDS

Searches have meaning and intention



PERSONA FOCUSED

Reddit, Quora, Interviews



VOLUME, KW DIFFICULTY

SEMRush, ahrefs, Adwords,
Ubersuggest



INTENT

SERP analysis, mapping

HOW MANY IS TOO MANY?

It depends...



Your History / Your Niche / Your Target Pages



UNEARTHING OPPORTUNITY

Find unlinked
mentions

Write guest
posts

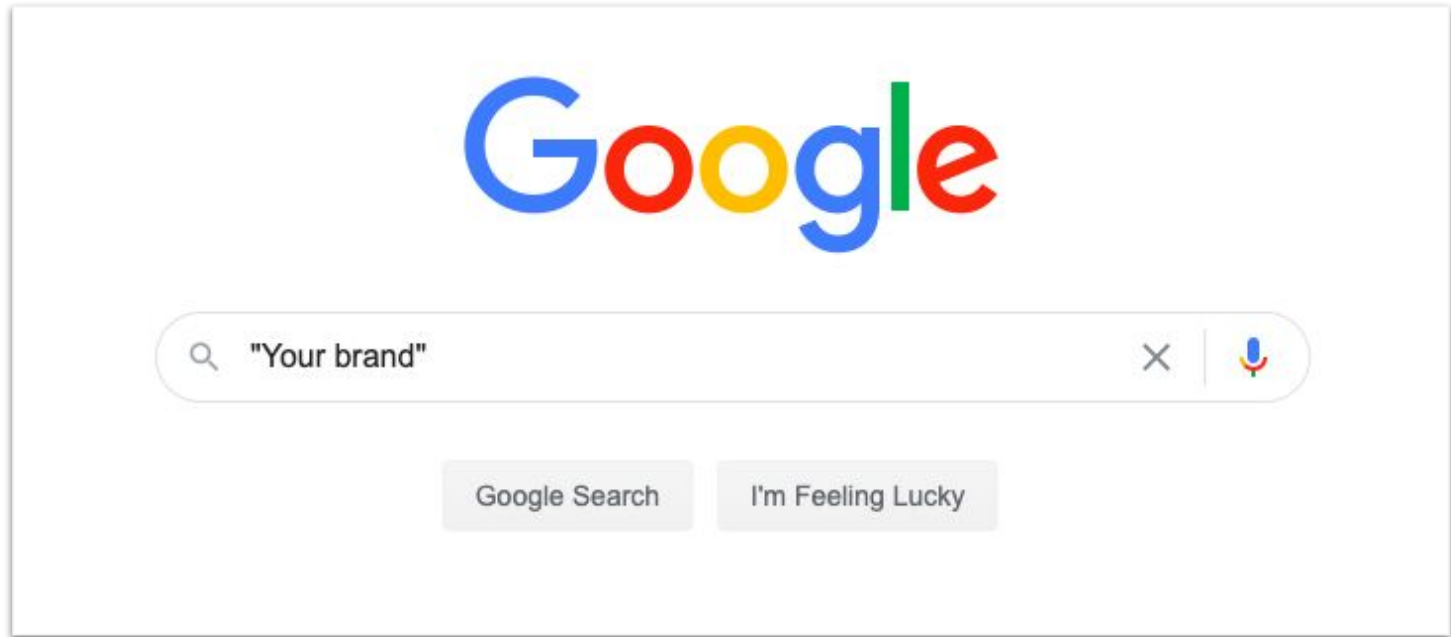
Do custom link
acquisition

UNLINKED BRAND MENTION



Unlinked brand mentions are online mentions (citations) of your brand—or anything directly related to your brand—that do not link back to your site. ... So you have the perfect excuse to reach out and, hopefully, convince them to convert that mention into a link.

UNLINKED BRAND MENTIONS



GUEST POSTING



“Guest posting” means writing and publishing an article on someone else's website or blog. I offer this on my own site (occasionally) and do it quite a bit on other blogs with audiences that I want to speak to. It's a great way to connect with new readers and get your name out.



GUEST POSTS

**Create relevant, untapped content
for their target audience**

Provide a unique angle

Write to your overlapping target audience

Minimum of 500 words

Include images

GOOD NEWS: IT'S OK TO USE EXACT MATCH ANCHOR TEXT

(JUST MAKE SURE IT'S A MIX OF VARIATION, URL AND BRANDED)

SEARCH YOUR NICHE

GOOGLE

- “guest blogging + {niche}”
- “guest post + {niche}”
- “submit guest post + {niche}”
- “write for us + {niche}”
- “contribute article + {niche}”
- “submit article + {niche}”
- “guest blogging guidelines + {niche}”
- “guest post submissions + {niche}”
- “contributor guidelines + {niche}”

BLOG DIRECTORIES AND AGGREGATORS

- Alltop.com
- Blogmetrics.org

SIMILAR BLOGS TO PUBLICATIONS OF YOUR CHOICE

- Similarsites.com
- Similarweb.com
- Search for “related:yourdomain.com” in Google

CUSTOM LINK ACQUISITION



Since ranking on Google is predicated on the volume and quality of links a website generates, procuring links from established websites is a great way to generate “link juice.” Custom outreach is one of the ways in which link-building is carried out and can be done in a number of ways: email outreach, social outreach, influencer outreach, and press outreach.

COMPETITIVE PLAY

Moz and ahrefs have excellent tools for uncovering who's linking to who

Google search results for "home warranty plans". The Moz Link Analysis tool is overlaid on the search results, showing metrics for the top three results:

- Result 1: www.ahs.com/pricing-and-plans | Home Warranty Cost - Pricing and Plans | AHS | PA: 47 | 461 links | DA: 55
- Result 2: www.consumerreports.org/.../Homeowners insurance | What to Know About Buying a Home Warranty - Consumer ... | PA: 56 | 696 links | DA: 91
- Result 3: www.hwahomewarranty.com/costs-and-coverage-jum... | Home Warranty Plans: Programs & Coverage | Home ... | PA: 39 | 97 links | DA: 38

Top followed links to this site

URL	Page Authority
www.quickenloans.com/...home-warranty-companies	46
blog.rismedia.com/...-tips-managing-rental-property/	41
activerain.com/...t-s-the-deal-with-a-home-warranty-	41
staging.activerain.com/...deal-with-a-home-warranty-	40
www.advisoryhq.com/...me-shield-warranty-reviews/	35

FINDING CONTACT INFORMATION



IDEALLY, FIND AN INDIVIDUAL CONTACT

- Look for guest posting guidance
- Check contact page for content owner
- Check recent blog posts for an author card
- Find contact information using Whois

If you exhaust those options, try submitted an inquiry on their contact us page

BUT, BEFORE YOU REACH OUT, THOROUGHLY VET YOUR TARGETS

You don't want to build bad links!



Page Authority (if applicable) (30+)
Domain Authority (30+)



Authority Score (30+)
Organic Traffic (500+ mo. visitors)



Unchanged niche

And more!

WHAT TO LOOK FOR



VS.



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OUTREACH AND PROMOTION

- Benefit-focused
- Brief, focused
- Empathetic
- We're giving you our templates!

Hey [REDACTED]

Hope all is going well at your side?

I've been experimenting with email marketing for my blog lately and noticed how some little changes can make an impact. I also noticed Darren emphasizes how email marketing his integral to the success of his blogs so I decided to document what these changes are and their effects as a guest post for ProBlogger.

The guest post is titled "*3 Practical Ways Bloggers can Boost Email Marketing Results*" and lists 3 unique email marketing tips I hardly see on other blogs. Here is the basis of the guest post:

1. Use a call to action: Instead of just including the link to a blog post or desired action in an email, highlight the link to the text asking people to take action. This alone increased my click-through rates by over 50%.
2. Use a custom template: The general advice online is to use a text-based approach so that both HTML and text subscribers will get your message but the results I got from using a template surprised me. It was able to reduce my unsubscribes by around 300% while at the same time improving results for me.
3. Don't use link shorteners: Link shorteners make it easy to shorten a link and track it and they are also widely used on social media sites. The problem is that they are dangerous when it comes to email marketing due to spammers embracing them.

The article is a bit over 1,000 words and I explain everything in details, including a link to a resource to help buttress one of my points.

I have attached the guest post to this email in an HTML formatted .txt file and I'd be so excited to see it live on ProBlogger.

I'd really appreciate your response!

Best Regards,

YOU NEED TO CONSTANTLY EVALUATE STRATEGY

MONITOR, DOUBLE DOWN AND PIVOT

MAXIMIZING THE VALUE OF OUR TOP PERFORMING LINKS

Second tier link building

Google search results for "home warranty plans". The first result is from www.ahs.com, titled "Home Warranty Cost - Pricing and Plans | AHS". The second result is from www.consumerreports.org, titled "What to Know About Buying a Home Warranty - Consumer ...". The third result is from www.hwahomewarranty.com, titled "Home Warranty Plans: Programs & Coverage | Home ...". Each result includes a "Link Analysis" bar showing Page Authority (PA) and Domain Authority (DA) scores, along with the number of links and a lock icon.

Rank	PA	Links	DA	Lock	Link Analysis
2)	47	461	55	🔒	Link Analysis
3)	56	696	91	🔒	Link Analysis
4)	39	97	38	🔒	Link Analysis

Top followed links to this site

URL	Page Authority
www.quickenloans.com/ ...home-warranty-companies	46
blog.rismedia.com/ ...-tips-managing-rental-property/	41
activerain.com/ ...t-s-the-deal-with-a-home-warranty-	41
staging.activerain.com/ ...deal-with-a-home-warranty-	40
www.advisoryhq.com/ ...me-shield-warranty-reviews/	35

GETTING STARTED

TOOLS WE'VE TALKED ABOUT TODAY

Tool	Use Case (Referenced Today)	Cost
Moz	Backlink analysis, competitive analysis	Free features
SEMRush	Backlink analysis, technical audit, keyword tracking, analytics	Plans start at \$99.95/mo
ahrefs	Backlink analysis, competitive audits, keyword tracking, keyword research	Plans start at \$99/mo
Monitor Backlinks	Backlink analysis	Plans start at \$16.50/mo
Buzzsumo	Topic research, influencer research	Plans start at \$79/mo
AdWords	Keyword research	Free
Ubersuggest	Keyword research	Free
Google Search Console	Disavow and analytics	Free
Wayback Machine	Historic snapshot of sites	Free
Dead Link Checker	Finding broken links	Free features
Norbert	Finding email addresses	Plans start at \$49/mo

GRAB MORE
EXCLUSIVE TOOLS AT
digitalcurrent.com/walinkwebinar

- Outreach templates
- Costs of link building two-pager
- Marketing ROI calculator
- This presentation!

THANK YOU!

We help our clients realize enormous profits through bleeding edge digital marketing



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[@jktrip](https://twitter.com/jktrip)



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BACKLINKS BUILD
A TALL, STRONG
STRUCTURE THAT
ALGORITHMS LOVE

SO... WHAT NEXT? OFFER **VALUE**

- Create relevant, untapped information for their target audience
- Identify a broken link
- Offer a scholarship or charitable program

CONTENT FOR LINKS: BEST PRACTICES

