

9 Tangible Linkable Asset Ideas and How to Build Links to Them

April 16th, 2012 - Posted by [kaisерthesage \(/users/profile/210565\)](#) to [Link Building \(/blog/category/4\)](#)

This post was originally in [YouMoz \(/ugc\)](#), and was promoted to the main blog because it provides great value and interest to our community. The author's views are entirely his or her own and may not reflect the views of SEOmoz, Inc.

When I started to work as an SEO for an Australian-based SEO agency in early 2010, I never knew anything about the work (optimizing websites and building links to them) and definitely unsure of most of the things that I have worked on during that time.

All I did was to follow all the instructions given to me, build links in volume and research/learn all the basics of SEO from scratch. I got the hang of it after a couple of months, and I thought that I was doing great. Then I got fired.

I guess it was a tragic story, but not quite true, since I was immediately hired by [Affilorama \(/http://www.affilorama.com/\)](#) and [Traffic Travis \(/http://www.traffictravis.com/\)](#) right after getting ditched by my former employer. Fortunately, this led me to getting acquainted with the works of [Ross Hudgens \(/https://twitter.com/#!/RossHudgens\)](#), [Garret French \(/https://twitter.com/#!/GarrettFrench\)](#) and [Wil Reynolds \(/https://twitter.com/#!/wilreynolds\)](#) in mid-2010 – the people in this industry who have really influenced my thinking on SEO, particularly in scaling almost all encompassed processes and methodologies when optimizing a website, which certainly include building and promoting “linkable assets”.

So let's head over to the main topic of this post (sorry for the long introduction), and start defining what a linkable asset is. Basically, a **linkable asset** is any part of a website or organization that its target audience will genuinely perceive as worth citing/referencing to. It could be people, content, events or anything that can be really interesting to a specifically targeted market.

This aspect of a website is so important to any form of online marketing campaign, especially these days, seeing as these materials are able to benefit a site/brand in so many ways, such as:

- Ability to continuously attract links to the domain
- Strengthen a site's online brand presence (substantiates the brand's authoritativeness)
- Generate more interested/fascinated brand followers and leads to the business
- Becoming more visible through search and social channels (and yield more traffic to the site)

To give you a clearer picture of how linkable assets work, I'll give several samples below as well as the link building methods that you can implement to promote each type of content.

Awards

AdAge POWER150

A Daily Ranking of Marketing Blogs

OPML of all blog feeds

Created by: [Todd Andrik](#)
Managed by: [Charlie Moran](#)

Find the blog you want

POWER150		BLOG	ABOUT	FAQ	Submit your blog						
Viewing 1 to 50 of 1155 Blogs											SCORE
	1	Ads of the World		25	25	15	9	23	29	12	138
	2	PSFK		25	18	15	9	22	30	13	132
	3	[chrisbrogan.com]		25	18	12	13	22	28	14	132
	4	ShoeMoney		25	17	12	15	23	21	13	126
	5	Seth's Blog		25	25	15	14	2	30	13	124
	6	Copyblogger		22	20	14	2	24	29	13	124
	7	I believe in adv		22	22	14	4	20	25	13	120
	8	Brian Solis		25	16	10	9	21	25	13	119
	9	Search Engine Land		23	14	12	7	24	27	11	118
	10	Social Media Examiner		25	19	11	4	24	20	12	115

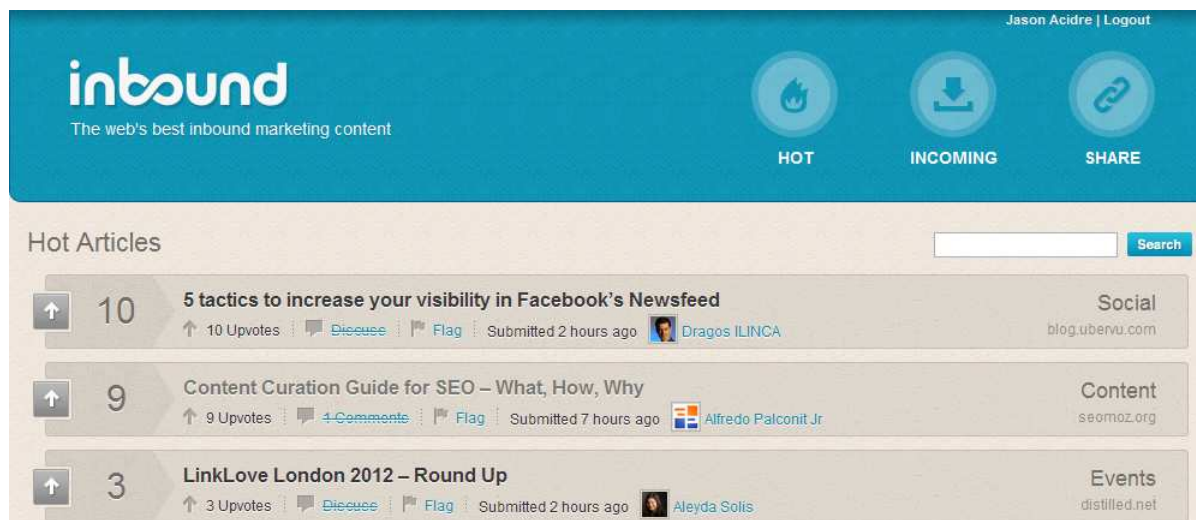
Samples:

- [Adage Power 150 \(http://adage.com/power150/\)](http://adage.com/power150/)
- [Mashable Awards \(http://mashable.com/follow/contests/mashable-awards-2011/\)](http://mashable.com/follow/contests/mashable-awards-2011/)

How to build links to online Award-giving Bodies:

- **Provide embeddable widgets** – Offer widgets that the award's nominees, finalists and winners can use and embed to their sites/blogs, which will link back to your site.
- **Get press mentions** – find columnists and authority bloggers who will most likely be interested to cover your online event (particularly those who write about your business' industry). Engage and pitch a newsworthy angle about your upcoming event. For a more in-depth guide on pitching news to authority news sites, you can check out Chris Winfield's recent post on [getting press coverage \(http://www.seomoz.org/blog/92-ways-to-get-and-maximize-press-coverage\)](http://www.seomoz.org/blog/92-ways-to-get-and-maximize-press-coverage).
- **Reach out to content curators** – identify the top curators in your industry, probably bloggers who have published lists of top blogs and resources in your field. Contact these people and ask if they'll be interested to make a write up about your event, or offer to do a guest post for them.
- **Leverage social sharing to nominees, members and/or winners** – encourage participants to share their entry, as the more your content gets across their network and audience, the greater chances of getting second wave coverage/links from small and medium-sized blogs.

News Voting Feature



Samples:

- [Inbound.org](http://inbound.org/) (<http://inbound.org/>)
- [Hacker News](http://news.ycombinator.com/) (<http://news.ycombinator.com/>)

A news voting feature is best built to already existing communities that have a strong following base, like industry-specific forums and blogs, since they already have users who can regularly submit articles and contribute to discussions. It's also a great way to engage an already existing community, seeing that you can incentivize the approach by allowing your community to promote their own content within the site.

How to build links to a news voting section of a site:

- **Get press coverage** – as always, getting links from news sites that have strong readership can help drive massive traffic to your site, especially in its launching stage, and can eventually bring more natural link acquisition opportunities from bloggers in your industry who might write about your site's news voting section. Track and make a list of the people who'll share the news articles about your launch, and segment those who have blogs, as you can also reach out to these people and ask if they'll be interested to link to your news voting page.
- **Embeddable widgets for top members** – you can also choose to offer widgets to your active members to generate more links to your site.
- **Acquire links from industry resources pages** – Find resources pages in your industry and offer your news voting section to be included on their list of resources (you can start with queries like "keyword news" + inurl:resources). Given that this area of the site will be mostly user-generated, your link requests will have higher chances of getting approved.
- **Get blogroll links** – start with blogs that have already linked to your site in the past and with individuals that you have already connected with, and pitch the idea of including your news voting site to their blogroll links. Psychologically, the request will have more impact, since the page will surely be offering fresh pages/articles about your industry around the web (which means the page is able to offer real value to possible click-through visitors).

Free Learning Tools and Extensive Lessons

Codecademy
Learn
Create
Help Sign In Create Account

Hey! Let's get to know each other. What's your name? Type it with quotes around it like this "Ryan" and then press enter on your keyboard.

```
> 
```

Learn to code

Codecademy is the easiest way to learn how to code. It's interactive, fun, and you can do it with your friends.

Get Started
(it's free)

Samples:

- [Codecademy \(http://www.codecademy.com/#!/exercises/0\)](http://www.codecademy.com/#!/exercises/0)
- [Affilorama's Free Affiliate Marketing Lessons \(http://www.affilorama.com/lessons\)](http://www.affilorama.com/lessons)
- [Team Treehouse's Web Design and Web Development Lessons \(http://teamtreehouse.com/library\)](http://teamtreehouse.com/library)

How to build links to free lessons:

- **Contextual links from externally distributed content** – cite your extensive free lessons whenever you contribute to other blogs through guest blogging. Place the links within your guest posts' content and always vary your links' anchor texts. You can also link to them through the other formats of you content you distribute, such as free whitepapers, slide presentations and newsletters.
- **Push content via social media** – increase awareness by launching a social media campaign for your free lessons. With more people discovering the content, the more it can translate to possible editorial link opportunities and acquisitions. You can start with a Stumbleupon marketing campaign through [paid discovery \(https://www.stumbleupon.com/pd/index/redirect-ads/\)](https://www.stumbleupon.com/pd/index/redirect-ads/) or by just promoting the shared links through [su.pr \(http://su.pr/\)](http://su.pr/) to increase unique pageviews to your free lessons.
- **Linker Outreach** – make a list of known linkers and social sharers in your industry and let them know about your free course. You can easily identify these people by tracking your competitors' social and link data, particularly from your competitors' strong content. To learn more about this method, you can check out this guide on [linker outreach \(http://kaiserthesage.com/linker-outreach/\)](http://kaiserthesage.com/linker-outreach/) that I wrote several months ago.
- **Request links from .edu sites** – this type of material will almost always have higher response rates when pitched to .edu sites, knowing that the offered content is providing high-value information. Search for .edu sites (ex: "keyword resources" site:.edu) who might be interested to add your lessons on their resources pages.
- **Build links through community discussions** – search for questions that relates to the information supplied by your lessons on related forums and Q&A sites. Link to your free lessons' page when contributing to these highly-relevant discussions and make the link serve as a reference.
- **Get featured on other bloggers' newsletters** – if you've done your homework and have managed to build relationships/connections with bloggers in your field that have a substantial amount of email subscribers, then pitching to have your lessons featured on their newsletters is a very feasible idea. Absorb their audience to take a look of your site and try to contain them once they land on your free lessons page.

Video Series

Samples:

- **Everything is a Remix** (<http://www.everythingisaremix.info/watch-the-series/>)
- **Ted Talks List** (<http://www.ted.com/talks>)

How to build links to a page with series of videos:

- **Embed and incorporate videos when submitting guest blogs** – this will make your guest posts look more comprehensive and it also gives you the right to link back to the category or main page of where you host your videos.
- **Promote via Stumbleupon** – this social platform is a home to millions of cerebral and social media-savvy users, they basically know how social media works, so you'll definitely want to have your page filled with high-quality videos in front of their users. You can invest \$20 - \$100 on paid discovery just to get a jumpstart with your social media campaign and probably expect to have your pageviews multiplied if you've positioned your social buttons well to act as obvious CTAs. The more the content gets exposure from these types of viewers, the more opportunities your page get for link acquisition.
- **Track the links and social shares from your competitors' videos** – you can use tools like [Topsy](http://topsy.com/) (<http://topsy.com/>) and [Ahrefs](https://ahrefs.com/) (<https://ahrefs.com/>) to identify the sites and Twitter profiles who have shared their content. List these people/blogs and try to be in touch with them, and then ask if they'll be interested to see your videos and perhaps share and/or link to it as well.

Job Boards

Home Blog The Archives **Job Board** About Contact Darren

JOBS.PROBLOGGER Post a job now for 30 days, only \$50

Latest jobs

10/03	Home and Garden Writers Wanted at Demand Media Studios	FEATURED JOB
04/04	Write Now, Make Money Forever! at www.HowToee.com	Co-blogging
04/03	Travel Writers at Examiner.com	Blog Networks
04/03	Blogger / Writer Needed for Various Environmental / Design / Travel Topics at Erik-Organic	Blog Networks
04/02	SEO Content Generation Writer at MyInternetMom	Corporate/Business
04/02	Hiring All Blogger at On-The-Map.me	Blog Networks
04/01	Bloggers, Owners and Website Team Leaders at Media-2-0	Blog Networks
03/30	Crafty, Homeschooling, or Party Planning Moms & Dads Who Blog at Weet Jr.	Blog Networks

Search

About

The **ProBlogger Job Board** is where bloggers looking for jobs and companies looking for bloggers to hire meet.

If you're looking to hire a blogger the ProBlogger Job Board is a place to find them.

Note: ads on this site are not endorsed by ProBlogger and are from third party advertisers. Those applying for jobs should do due diligence into advertisers as anyone applying for a job should do.

[Why the ProBlogger job board?](#)
[How to apply for a blog job](#)

Samples:

- **ProBloggers' Jobs for Bloggers** (<http://jobs.problogger.net/>)
- **YouTheDesigner's Graphic Design Jobs** (<http://www.youthedesigner.com/job-board/>)

How to build links to Job Boards:

- **Blogroll links** – most independent blogs are publishing tutorials to help their readers learn, earn and probably get a job, and with that being said, requesting for them to link to your site's job board makes it absolutely reasonable and relevant. Start with blogs who have already linked to your site in the past, as these blogs are already aware of your brand and somehow trusts you as a resource in your field of expertise. You can eventually expand to your other link/blog prospects along the process of building relationships with them.
- **Acquire links from those who are posting job offers in your site** – some of these businesses could be a good link/content partner for your site, so it's best to build relationships with them as well.
- **Encourage visitors to socially share their entry or the job board page** – building social signals is quite important these days, as it will not just help in making the page more visible through search and social, but it also denotes high-activity and usage of the page.
- **Request links from .edu sites** – there are tons of .edu sites that list job vacancies/openings from different companies, primarily to make it easier for their students to find jobs right after they graduate. Use Google Search to find job resources pages from .edu sites and make contact to ask if it's possible for your site's job board to be included on their resources page. Specificity is the key to get high approval rates from your link requests. Ensure that the jobs being offered in your page will bring value to the page you're trying to get a link from.

Google

graphic design jobs site:.edu

Search

About 227,000 results (0.21 seconds)

Bonus tip: You can use this **scraping method** (<http://kaiserthesage.com/link-prospecting-seoquake/>) and **CitationLabs' contact finder** (<http://tools.citationlabs.com/gate.way>) to easily extract each of your target .edu site's contact details, because they really do reward links to job listings.



Career Services Office

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

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[resources by major](#)
 [architecture](#)
 [art administration](#)
 [art education](#)
 [dance](#)
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 [industrial design](#)
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Graphic Design & New Media Jobs

Part-Time	Full-Time
Graphic Animator and Interactive Game Designer for Web, on-campus	Lead Creative Designer, Nuvixia, Champaign
Website Designer, Kanfer Gallery, Savoy	Interaction Designer, Insight Product Development, Chicago
Graphic Designer for Startup, Fitoodle, Champaign	
Graphic Design Assistantship, Online & Continuing Education, Academic Outreach	
Web Development Assistant, Office of Continuing Education	
Student Designer, Illinois Athletics	

Want more? Check out:

- [Design jobs and salary survey from AIGA](#)
- [Creative Hotlist job search from Communication Arts](#)
- [Coroflot](#)
- [Agencypimp.com - a listing of Chicago creative agencies](#)
- [Design jobs and salary survey from UCDA](#)
- [Design Manager's Institute](#)
- [37signals openings in web design](#)



Data Visualization

Samples:

- **The Hidden Cost of War** (<http://www.good.is/post/the-hidden-cost-of-war/>) - Kinetic Typography
- **The State of Internet 2011** (<http://www.onlineschools.org/state-of-the-internet/soti.html>) - Interactive Infographic
- **World Bank's Data on Philippines** (<http://data.worldbank.org/country/philippines>) - Linked Data

How to build links to these types of rich-media content:

- **Create news through your data and pitch the story to news sites and authority blogs** – journalists and top/pro bloggers love data and numbers, so if you can do an extensive research about your industry, which can provide stats that could be helpful to build a newsworthy story, then you can improve your chances of getting solid links from authority domains just by presenting your data to columnists/bloggers who specifically write about your industry.
- **Offer embed codes** – make it easier for others to copy and embed your rich-media content to their own blogs (that links back to the original source of the content – your site).
- **Feature it on your guest blogs to increase approval rate** – you can also build more content that supports the data/information provided by your infographic/video and submit those as guest blogs, along with your infographic/video embedded within your guest entry. This will then amplify the reach of your data, as more brand signals will be sent out to people (your blog prospects' audiences) who will be able to see your contributed content.
- **Promote heavily through social media** – reach out to known influencers in your industry and ask for feedback or if they can share your content on social networks (Facebook, Twitter, Pinterest, etc...). It's important to evaluate your content, if it's really compelling and share-worthy, before sending your pitch.

Coin a term



The screenshot shows the Wikipedia article for "Inbound marketing". On the left is the Wikipedia logo and a sidebar with links: Main page, Contents, Featured content, Current events, Random article, and Donate to Wikipedia. The main content area has tabs for "Article" and "Talk". Below the title "Inbound marketing" is the text "From Wikipedia, the free encyclopedia". A disclaimer states: "This article is about the term inbound marketing in the sense of attracting customers by offering useful information. For use of the phrase as an informal term for the inflow of product requirements, see market research." The main text defines inbound marketing as a strategy that focuses on attracting prospective customers by offering useful information, citing Brian Halligan, co-founder and CEO of HubSpot, who coined the term. It also mentions Seth Godin's idea of permission marketing and David Meerman Scott's recommendation that marketers "earn their way in" through helpful information on a blog.

Samples:

- **Inbound Marketing** (http://en.wikipedia.org/wiki/Inbound_marketing) - Hubspot
- **Linkerati** (<http://www.seomoz.org/blog/identifying-the-linkerati>) - Rand Fishkin

Creating your own brand's industry term or technical terminology is a form of thought-leadership, and it's definitely a linkable asset, wherein people will give credit to your brand whenever they use the term you have created. That's why it's imperative to build a **definition page** for the term(s) that you're planning to invent, which should clearly define the meaning, usage as well as the history of the word, to own it in the SERPs.

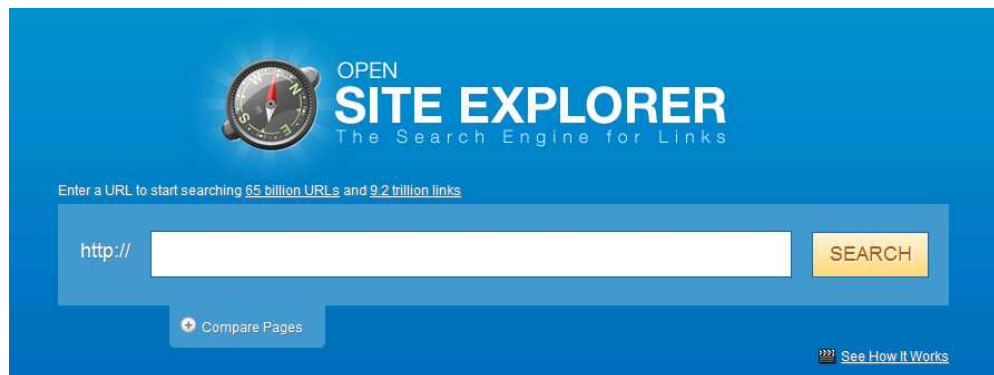
How to build links to your technical terminology's definition page:

- **Use it frequently when distributing content externally** – use the term and make it link back to your term's definition page (hosted within your domain) when you're submitting guest posts to other

blogs, participating on community discussions and distributing free downloadable ebooks or slide presentations.

- **Create a Wikipedia page for your industry term** – use your definition page as well as other high-authority pages/articles that have used the term as references.
- **Set up Google Alerts for your term** – track blogs/sites that might use your term through [Google Alerts](http://www.google.com/alerts) (<http://www.google.com/alerts>), and try to ask for link attribution whenever you see it getting mentioned by other sites (if it's not linking back to your definition page).

Extremely Useful Apps and Browser-based Tools



Samples:

- [Open Site Explorer](http://www.opensiteexplorer.org/) (<http://www.opensiteexplorer.org/>)
- [Hipmunk](http://www.hipmunk.com/) (<http://www.hipmunk.com/>)

How to build links to Web-based tools:

- **Every major tool version update is newsworthy** – if your site is offering free web-based tools, you should take advantage of its major updates, as you can publicize it through content distribution (press release and blog posts). Google is doing it, why shouldn't you?
- **Get links from bloggers (experiential reviews)** – reach out to highly relevant blogs, and see if they'll be interested to try out your tools. Provide them with all the resources that they might need to help them understand how your tool works, as this can somehow make them more interested to write about your tool. You can also check this [list of alternative blogger outreach techniques](http://kaiserthesage.com/blogger-outreach/) (<http://kaiserthesage.com/blogger-outreach/>) to improve the chances of acquiring links from them.
- **Obtain links from list pages (top and best resources/tools in your niche)** – find pages that list the best tools and resources in your field. Engage the publisher of the content and invite them to try out your tool. Send a link request if they're satisfied. You can also use the [broken link building method](http://www.seomoz.org/blog/broken-link-building-guide-from-noob-to-novice) (<http://www.seomoz.org/blog/broken-link-building-guide-from-noob-to-novice>) to speed up the process of acquiring links from these list/resources pages.
- **Guest blogging** – write advanced tutorials on using your tool and/or on how it can improve its target users' productivity, and then submit it to high-traffic and highly relevant blogs. Use strong calls-to-action on these guest entries, to have better chances of absorbing and converting their readers.

Custom Categories



[EricWard.com](#) - [Etiologic](#) Content Linking Strategies (Est 1994)

Experienced [link building training](#). Ethical, [effective link building services](#).

Credible [link building strategy](#) and counsel.

17 Years and 217 Link Building Articles, Blog Posts, Webcasts, Presentations and Columns from Eric Ward aka LinkMoses



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For many years I have written link building articles, columns, and blog posts for several publications. SearchEngineLand, ClickZ, SearchEngineWatch, Ad Age, Web Marketing Today, MarketingProfs, and many others. I've found as many as I could for anyone who cares to check them out. Of all of these, [LinkMoses Linking Commandments](#) remains the single most read article I've ever written.

Eric Ward's Most Recent Link Building Columns, Videos, and Audio. Those located off the EricWard.com site will be indicated in parenthesis.

- [Link for People, Not Search Engines](#) (at SearchEngineWatch)
- [Linking Strategies For Google Plus Your World](#) (at SearchEngineLand)
- [Eric Ward's Link-Building Strategies for 2012](#) (at Pole Position Marketing)
- [A Few Link Building Predictions For 2012](#) (at SearchEngineLand)
- [Eric Ward Answers 10 Questions on BizDev Link Building](#) (at SearchEngineWatch)
- [Random Link Spikes & The Events That Create Them](#) (at SearchEngineLand)

Samples:

- **217 Link Building Articles, Posts, Interviews and Columns from Eric Ward**
(<http://www.ericward.com/bestpractices/>)
- **SEO Strategies Resources by Kaiserthesage** (<http://kaiserthesage.com/seo-strategies-resources/>)

Custom categories or high-quality resources pages can easily attract links, seeing that it contains links to highly resourceful pages, in which the traffic it's able to acquire will more often than not save/share /bookmark the page, particularly if they have found the links that the page host very useful.

This type of page also has greater chances of achieving higher search rankings for industry head terms, since the absolute relevance of the content (based from both internal and external links it hosts as well as the anchor texts used pertain to thematically related subtopics).

How to build links to custom categories:

- **Guest blogs** – build contextual links to your custom categories through your guest blogging

campaign.

- **Interviews** – link to it whenever you get a chance to be interviewed by other bloggers, given that it's a good page to refer their readers to, wherein they can see almost all of your published works in one place.
- **Author, Social and Forum Profiles** – building links through your external profile pages (from other web communities) is also a great way to make this page more visible to your target audience. This will also allow search engines to regularly crawl the links in your custom category/resources page (as well as the new links that will be continuously added to the page).
- **Constantly drive new traffic to gain more natural links** – based on my experience, once the page is constantly generating new visitors (when it's ranking highly for its targeted head terms), the more it can naturally attract and acquire links.

Finding possible linkable assets

There are also other types of web content that could possibly fit as a linkable asset that you can work on for your link development campaign. It could be a well-researched blog post, crowdsourced content, a forum thread, or even sales/product pages.

You can simply find and identify these strong pages resting within your site through assessing and sorting your site's pages by:

- Most linked pages or pages that are naturally attracting links (via Google Webmaster Tools)

Overview » All linked pages
Your pages that are linked from other domains.

Download this table Download more sample links

Show 25 Rows 1-25 of 92 < >

Your pages	Links ^	Source domains
http://kaiserthesage.com/	3,361	381
/about/	502	97
/seo-strategies-resources/	477	38
/seo-shop/	434	30
/seo-strategies-2012/	365	76
/seo-infographics-resources/	323	46
/advanced-link-building-strategies/	293	82
/inbound-org/	274	19
/plusblogging/	227	39
/link-building-for-small-brands/	226	49

- Most visited pages with high user-activity, particularly from search engines (via Google Analytics)

Landing Page	Source	Visits	Pages/Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. /seo-strategies-resources/	google	575	2.17	00:03:04	79.13%	51.65%
2. /free-links/	google	397	1.30	00:02:00	54.66%	86.65%
3. /seo-strategies-for-ecommerce-websites-2/	google	372	1.16	00:00:42	68.55%	92.74%
4. /seo-strategies-2012/	google	282	1.29	00:01:10	73.05%	87.23%
5. /	google	248	2.83	00:04:05	38.71%	34.68%
6. /seo-infographics-resources/	google	231	1.44	00:01:56	81.82%	74.89%
7. /on-page-seo/	google	187	1.26	00:01:54	31.55%	93.58%
8. /regain-rankings-google-panda/	google	181	1.19	00:00:44	56.35%	91.71%
9. /profitable-keywords-low-competition/	google	158	1.47	00:01:37	94.94%	82.28%
10. /best-free-seo-tools/	google	126	1.32	00:01:39	91.27%	88.10%

Once you have distinguished pages that can possibly help you build more links with minimal effort (by just constantly bringing targeted traffic to the page that have high probability of sharing or linking to it), start enhancing these pages to strengthen its ability to automate a fraction of your link building process. Enhancements could be on areas/elements of the page such as:

- Design
- Usability
- Length Content
- Call to action
- Sociability
- Internal links to the site's other important pages
- More inbound links to the page

It's also best to understand the linking behavior from your newly discovered assets (or even the linkable assets of your competitors). Know why people are naturally linking to it, so you can have more ideas of how you can replicate the approach for your content as well as to your site's other possible linkable assets.

Discerning the natural linking activities to your pages will also enable you to create powerful outreach templates that you can use to build more solid links to these pages, as you'll be able to weigh the value that resonated to your previous linkers, and could then be elaborated as the value proposition of your outreach copy.

Prolong the purpose of the content

Optimize for search

Optimize the page to target industry-specific keywords as it will have better chances of competing for tough keywords, given that you'll be working on to drive powerful links to the page, as well as with the page having the capability to attract links (where natural linkers will mostly use the content's title as anchor text when linking to it).

Always Test and Update calls-to-action

This is vital, especially if your site's strong and link-worthy pages are constantly driving new traffic to the site, as you can always change its call to action whenever you have new offers and/or products, which will allow you to effectively convert new visitors.

Brand strengthening

Let the continuously driven traffic to the page know who created the content. Highlight brand and trust signals on some parts of the content to improve brand retention.

Social CTA to force multiply social sharing

Make the content's social buttons very visible, to continuously gain social shares, along the process of getting new visitors to the content (probably from search engines and other referring sources).

About kaiserthesage — Jason Acidre is a Philippine-based Online Marketing Strategist. He runs his own Online Marketing Agency and also works as a marketing consultant for [Affilorama \(http://www.affilorama.com/\)](http://www.affilorama.com/). For more strategies on search, social, content and link marketing, you can check out his [SEO blog – Kaiserthesage \(http://kaiserthesage.com/\)](http://kaiserthesage.com/) or follow him on Twitter [@jasonacidre \(http://twitter.com/jasonacidre\)](http://twitter.com/jasonacidre).

59 Comments

gfiorelli1 (</users/profile/108403>) | April 13th, 2012

Just one consideration:

this post should be promoted to the main blog.

kaiserthesage (</users/profile/210565>) | April 13th, 2012

Thanks Gianluca! Really glad that you liked this one.

Sha Menz (</users/profile/211679>) | April 14th, 2012

Absolutely agree Gianluca.

There is a ton of outstanding information here and the detail of the post is so far above average that not putting it before the readership of the main blog is denying them a resource that could make a profound difference.

Outstanding effort Jason!

Sha

kaiserthesage (</users/profile/210565>) | April 14th, 2012

Thanks sha! I do wish for this post to get promoted to the main blog :)

zen2seo (</users/profile/265068>) | April 15th, 2012

I agree with Gianluca too, Jason. Really an interesting post with actionable suggestions. I'd add a consideration: one of the most linked to website is Wikipedia... Encyclopedical styled areas are a good linkable asset, in my opinion, mostly when Wikipedia doesn't cover the niche effectively. Great post, anyway. Looking forward to see it promoted ;)

kaiserthesage (/users/profile/210565) | April 17th, 2012

Thanks zen and Asad. Luckily, the post got promoted! :)

Asad Wahab (/users/profile/289133) | April 16th, 2012

I second that Gfiorelli... Worth promoting...

Dan Deceuster (/users/profile/267383) | April 13th, 2012

I have a question for you about this: suppose I own 20 websites in various industries I am trying to promote and get rankings and traffic. Now suppose I have 20 employees. Which of these two scenarios would work best?

1. Assign one website to each employee. They are in charge of all of its content, social media, promotion, links, everything.
2. Assign employees into content creating teams like the infographic team, the guest blogging team, the video team, etc. Each team creates content for all 20 websites.

Which would you say is likely to be the most effective way to get great content and get it promoted? Have everyone work on one type of content for all the sites, or have everyone work on all types of content for just one site?

kaiserthesage (/users/profile/210565) | April 14th, 2012

Great question Dan. Personally, I would go for option #2, since grouping your people into teams will have more room for creativity, and I believe that structure would be more scaleable. Though the first one has its own advantage as well, for it will allow each of your employee to have more understanding of the industry they are designated to work on (which can easily build them as experts in those industries).

ChrisDyson (/users/profile/373193) | April 13th, 2012

Jason, congratulations on your first YouMoz post. Just one point it's important when creating evergreen linkable assets you have a URL structure you are happy with in place from the start. Then as the content is updated or promoted from a sub-page or blog post to a main page you don't have to worry about losing any link juice by 301 redirecting it. PS I agree with Gianluca

kaiserthesage (/users/profile/210565) | April 14th, 2012

Awesome input Chris, and I absolutely agree. That's why building a content strategy is so important, so they can easily associate these technical stuff once they start launching and pushing their content. PS: glad that you liked this post man!

tomofkroon (/users/profile/395427) | April 13th, 2012

Thanks Jason, this is a fantastic article. I'll definitely be suggesting a lot of your ideas to my clients in the near future.

kaiserthesage (/users/profile/210565) | April 14th, 2012

Glad that I could help :)

brandonfishman (/users/profile/209755) | April 13th, 2012

With Google just getting smarter and smarter in figuring out artificial links, making linkable assets seems to be more imperative these days. Many link vendors will change their models or they will disappear and be ineffective.

Now looking at the scalable side... yes I agree this is indeed scalable meaning over time... links to these assets just seem to continue to increase, naturally.

Now looking at this as a scalable process from an agency point of view with multiple clients and increasing over time. There seems to be no fix asset to have that works for all clients. There is some research and there is some work to create the asset. And to scale this with the more clients you get, looks like you just have to keep adding more people to get things done.

Overall great post Jason!

Edited by brandonfishman on April 13th, 2012 at 11:42 am

kaiserthesage (/users/profile/210565) | April 14th, 2012

Scaling this approach to link building (for agencies) to be able to cater more clients, may require more manpower - agree - though I also think that this can be scaled if agencies can form teams that will focus/specialize and distribute them to different tasks (research, content creation, outreach, design, analytics), so each department can handle multiple clients with that kind of structure, which is aside from the consultants/link developers assigned to each client (just my thoughts).

Thanks Benj!

markseoph (/users/profile/379578) | April 13th, 2012

Thank you for this great article Jason. Looks like a great summary of almost all scalable linkable asset creation. I agree with Brandon.

"With Google just getting smarter and smarter in figuring out artificial links, making linkable assets seems to be more imperative these days. Many link vendors will change their models or they will disappear and be ineffective."

SEO is now going to more of technical mixed with creatives and building your linkable assets is a good way to stay on top of the game in the long run.

Edited by markseoph on April 13th, 2012 at 11:25 am

benjarriola (/users/profile/3578) | April 14th, 2012

Actually Brandon's comment is my comment. LOL I was just using the company paid pro account which we use for the tools. I forgot to logout so it got posted as Brandon, our CEO.

kaiserthesage (/users/profile/210565) | April 14th, 2012

True! Even UX and conversions (usage data) is somehow a big part of on-site optimization, which just proves that our work will keep on getting tougher. Thanks for

dropping by Mark! :)

underrugswept (/users/profile/364657) | April 13th, 2012

I like that idea about coining a phrase. Although it seems to me more than anything else it will be successful in getting Wikipedia more links, unless I'm not understanding it correctly.

kaiserthesage (/users/profile/210565) | April 14th, 2012

Yeah, that could also happen. But making sure that the brand who coined the term benefits from the exposure it gets from the Wikipedia page is still a win - in my opinion :)
Thanks for the question!

mattbeswick (/users/profile/240180) | April 13th, 2012

Love it! One thing to add on the awards side, which is something I'm working on at the moment so probably shouldn't be spouting my mouth off, but... actually get some trophies / awards made and mail them to people. They're (hopefully) pretty much guaranteed to post about it :)

kaiserthesage (/users/profile/210565) | April 14th, 2012

AGREE! That's a brilliant idea Matt! Thanks!

GrowTraffic (/users/profile/189810) | April 13th, 2012

Wow! Great blog, really well thought out, I've now signed up to a load of properties I've not previously been signed up to! Thanks for all your hard work.

James Norquay - Australian SEO (/users/profile/224692) | April 13th, 2012

Hi Jason, great post mate.

I have been checking out your blog for a long time now, love your work.

I bet the Australian company who ditched you is kicking thm selves now, they should have paid you more mate ;)

But great post some really great link building ideas, some may not be that easy such as making up terms hehe Wikipedia is a bit funny with that it really needs to be a well kown term or they will shut the page down quickly I have seen it happen a few times =)

Sha Menz (/users/profile/211679) | April 14th, 2012

Thanks for that "heads up" James.

As it happens that particular point in the post turned out to be the head-slapping moment for me! One of my clients already "coined a term" recently when they came up with a name for a new software feature that did not previously exist :)

Given your comment I'm thinking perhaps we need to work on getting the term widely adopted before looking to add a Wikipedia entry. Then again, I wouldn't want someone else trying to lay claim to the term...

Hmmm... I believe I have a dilemma! :)

Sha

kaiserthesage (/users/profile/210565) | April 14th, 2012

Hey Sha, yeah, that's why I also mentioned that people should use their coined terms more frequently to make it more popular. By doing that, the likelihood of owning the term is higher, in which others won't be able to claim the term :)

Burgo (/users/profile/34006) | April 16th, 2012

Yeah, before a lot of people jump on that bandwagon, I think it's worthwhile you check out Wiki's page on the fact that "Existence does not prove notability": http://en.wikipedia.org/wiki/Wikipedia:Existence_does_not_prove_notability (http://en.wikipedia.org/wiki/Wikipedia:Existence_does_not_prove_notability)

It's a worthwhile read for anyone considering starting up a page, although it's still of course subjective. And don't forget that of course that notability needs to

be verified by reliable sources.

kaiserthesage (/users/profile/210565) | April 14th, 2012

Thanks James! And thanks for the additional tip with the Wikipedia page creation :)
They're pretty strict with the pages being added there, that's why it's really important to evaluate if the new page is going to add real value and should have all the credible sources in place to back it up.

About the Australian SEO company, I haven't heard anything from them again, I guess everyone's busy doing hardcore SEO these days.

James Norquay - Australian SEO (/users/profile/224692) | April 14th, 2012

Yeah making a Wikipedia page can work very well in a few cases:

- If you have a global brand, and you work on local versions you can acquire easy links on the global sites wikipedia page, We have acquired PR6/7 links in the past on these pages.
- If you have a well known company with locations, usually you can make a new page by mkaing a new version on Wikipedia.
- If you have a character from a TVC or advertising promo you can also do that such as rodgerbot from SEOMoz, (you can try this one some times they will allow it some times it gets taken down) same with adding a new term.

Ben Spak - Forcing Function (/users/profile/386142) | April 14th, 2012

Glad to see someone else digging throug Will's old affiliat summit videos :) He's the bees knees

kaiserthesage (/users/profile/210565) | April 16th, 2012

That video was really remarkable! Really changed my views in doing "effective" SEO :)

joeyoungblood (/users/profile/275216) | April 15th, 2012

Great content ideas every SEO should be paying attention to. Easy links (content farms / blog networks) are gone like the wind. It's time to knuckle down and start making real, engaging content and the Infographic stuff is getting overwhelming already.

joeyoungblood (/users/profile/275216) | April 15th, 2012

btw I coined the term 'memvertising', for when you use a meme to advertise. When coining a term you should also submit it to UrbanDictionary.

Asad Wahab (/users/profile/289133) | April 16th, 2012

Loved the term "Memvertising", try to get a few mentions of these words from authentic sources and then create a wikipedia article for it, and here you go... Joey the famous... :)

kaiserthesage (/users/profile/210565) | April 16th, 2012

Couldn't believe that I forgot to include UrbanDictionary to this post! We've done that one before! :)

Etienne Dupuis (/users/profile/305817) | April 16th, 2012

Good, link building is not an easy task, ideas and suggestions are always welcome.

SEODinosaur (/users/profile/338107) | April 16th, 2012

Great Post. I like the Job building strategy mentioned. I never targeted .edu links, this seems like a great way to earn them.

kaiserthesage (/users/profile/210565) | April 16th, 2012

Thanks. Our team was also surprised when we tested this one (resulted to higher response/approval rate from our link requests)

redpointHQ (/users/profile/372643) | April 16th, 2012

Another great post, Jason. I also like reading the stuff on your own blog. Thanks for consistently sharing good information!

kaiserthesage (/users/profile/210565) | April 17th, 2012

Glad that I could help :) Thanks!

evolvingSEO (/users/profile/194646) | April 16th, 2012

THIS post is a linkable asset! Nice work!

kaiserthesage (/users/profile/210565) | April 17th, 2012

Thanks Dan!

Beer Cartel (/users/profile/201598) | April 16th, 2012

Fantastic information here (almost too much!). I had been thinking about creating an award a while back - this post gives credence to my idea.

Chenzo (/users/profile/383998) | April 16th, 2012

kaiser - I have a similar story, was let go by one of the largest european seo companies and

right after that started doing seo for myself and it did not take long until I started aiding clients with organic optimization processes.

My concern though is in regards to your blog roll links you recommend - if you begin to get blog roll links and some if not all are "site-wide" , I believe that the volume of backlinks you will end up getting could signal an immediate call for concern within the new algorithmic crawl the big G is sending out.

What are your thoughts?

-chenzo

kaiserthesage (/users/profile/210565) | April 17th, 2012

Hey Chenzo, it's awesome to meet people who also have experienced the same thing that I've experienced before :)About your question, my take on blogroll links is that it still matters, especially if seen in a bizdev perspective, seeing that it can somehow generate click-through visits, especially if you're getting it from blogs that already have readership and fanbase. In terms of it being a ranking signal, I'm thinking that it still passes value, particularly if both linking sites/pages are thematically relevant and are getting clicks from.

onlinesoftsolutions (/users/profile/395981) | April 17th, 2012

Valuable in depth study on link building methods and SEO. Upon reading Targeted Keywords I came to know that there's a natural conflict that creates the issue - the more keywords you target on a single page, the less you need to link build and optimize (for both search engines and user experience/conversion rate) on many pages.You need to start with the answer to two other important questions:1. How many of these keywords carry the same visitor intent?2. How competitive are the targeted terms/phrases?I'd like to welcome a valuable input from you guys to these two questions.Thanks,

Troy Stewart (/users/profile/396032) | April 17th, 2012

Thanks for the great blog posting! I am in a similar situation as you, as in I have been learning SEO from scratch and seeing really good improvements. Though I highly doubt that I will be fired (fingers crossed!)

Loved the section on Job Board postings as we deal with a lot of those type of clients. A very great and informative blog post.

Dejan SEO (/users/profile/64411) | April 17th, 2012

What an outstanding article with an amazing amount of information. This is by far the most useful post in 2012 and I am doubting anything else will beat it. Totally impressed.

kaiserthesage (/users/profile/210565) | April 18th, 2012

Dan, that comment really inspired me to do more! Thanks man!

Nik's SEO (/users/profile/367462) | April 17th, 2012

Excellent post! You impress me man!

gametv (/users/profile/151978) | April 17th, 2012

This was an excellent post. It will take a while for me to even go through it in detail and see how it can apply to my situation. Thanks!!!!

Brian Reynolds (/users/profile/231306) | April 17th, 2012

This post is almost a training manual for me. I will bookmark this post as I know I will be revisiting many times.

Shivbhadra Gohil (/users/profile/357502) | April 17th, 2012

A Valuable Collection of Information. Worth Bookmarking for future referances.

Thanks [kaiserthesage \(http://www.seomoz.org/users/profile/210565\)](http://www.seomoz.org/users/profile/210565).

nevilzden (/users/profile/60858) | April 18th, 2012

Thanks for sharing this useful tips to us.

Really it will help me for link building learning.

seoteky pinas (/users/profile/207312) | April 18th, 2012

One of the best Filipino SEO ever. (DRUMMMMMMMMM) Jason Acidre :) I love the introduction "Ditched by my former employer" hahaha - Congrats master for another great post. I submitted 2 youmoz posts already, still not approved. Hahahah - I guess its try and try until you succeed.

kaiserthesage (/users/profile/210565) | April 18th, 2012

Thanks man! See you in Iloilo or iBlog8! Let's rock the PH!

dacerfer (/users/profile/164361) | April 18th, 2012

Comprehensive and excellent post.!

David

Abel Pardo (/users/profile/332750) | April 21st, 2012

Next time its name should be "5...", because just with this fact it would be quite interesting. Now, time for working on these tips and 9 are a lot. Incredible, useful and I hope profitable post. Congratulations, Jason.

pweetyfaithie (/users/profile/289961) | April 24th, 2012

Impressive post dude and you are a great asset in the SEO World man! \m/ Keep us inspired!

