



Link Building

- ___ Email [template](#) to offer your link as a replacement
- ___ Domain Authority (DA) is the new Page Rank (PR). Install the MozBar Chrome extension to see DA
- ___ Affiliate marketing sites like [Clickbank](#), [CJ](#), [Affiliate Window](#), [Blue Snap](#) and [many others](#)
- ___ High-authority blog aggregators like [Family Friendly Sites](#) and [Alltop](#)
- ___ Avoid article directories and private blog networks (PBNs)
- ___ [Business Directories](#) for local businesses – submit same name, address, website and phone number to all
- ___ Use [Buzzstream](#) to scout for link building opportunities
- ___ [Copyscape](#) and [Google Alerts](#) can find unlinked copies of your posts across the web
- ___ [Domain Hunter Plus](#) to find broken links and see whether the domain is available for purchase
- ___ .EDU, .ORG and .GOV can sometimes pass on their high authority. Google “helpful/useful/favorite (keyword) links/sites/websites/resources”
- ___ Sign up for [Help a Reporter Out](#) (HARO) to get links from high-SEO visibility sites and news domains
- ___ Set up an [RSS feed](#) to have others create links for you



- ___ Create infographics at [Piktochart](#), [Visual.ly](#), [Easel.ly](#) and [many others](#). Post material on [Flickr](#) and [stock photo](#) sites
- ___ Get listed on legitimate directories like [DMOZ](#) and [Technorati](#). DMOZ [still used](#) for some descriptors
- ___ Use [press releases](#) to control anchor text in your backlinks
- ___ Check anchor text breakdown chart at [Majestic](#)
- ___ Install the [SEO Book Toolbar](#) and use it to check for follow/nofollow. Chrome has an [extension](#) called Nofollow
- ___ Leave testimonials on sites that include a link back to you
- ___ Submit your site to [Bounce App](#), [Concept Feedback](#), [SiteJabber](#), [Rate it all!](#)
- ___ Insert the [TYNT](#) Copypaste code so readers see social sharing icons when they highlight a passage on your site
- ___ A link in a Wiki article on your main keyword gives 33% of the people who search for that term a chance to find your site
- ___ Create a Wikipedia [account](#) first and make legitimate changes for weeks/months
- ___ Use [Panguin Tool](#) if you were penalized, [Google Alerts](#) to find bad links and [Disavow Tool](#) to eliminate them
- ___ Choose your guest post opportunities wisely

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Anything to Anyone