



MOZCON

2012

How Relationships Drive Link Building

Jon Henshaw

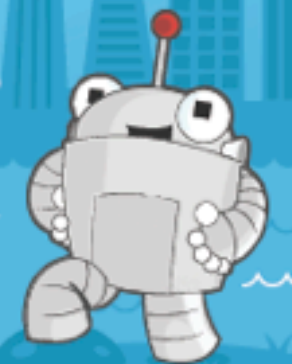
Co-Founder & Chief Product Officer

Raven Internet Marketing Tools

<http://raventools.com>

@RavenJon

 **SEOMoz**
#MozCon





Fact

If you build links the wrong way, Google will destroy everything you love.

Warning



Warning

- This presentation contains post-meme images



Warning

- This presentation contains post-meme images
- and arbitrary bullet points



Warning

- This presentation contains post-meme images
- and arbitrary bullet points
- to piss off Rand and kill kittens



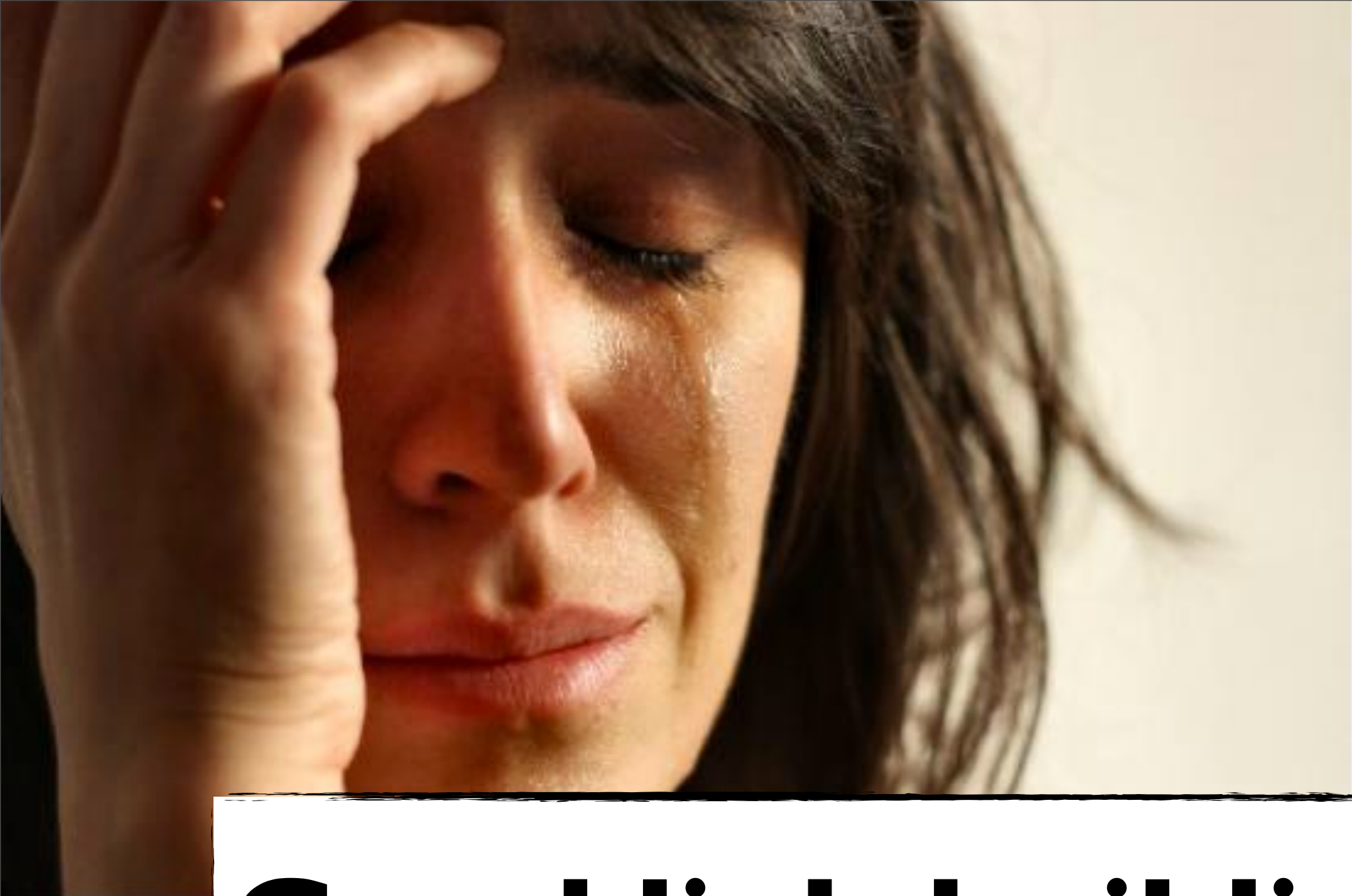
Warning

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- and arbitrary bullet points
- to piss off Rand and kill kittens





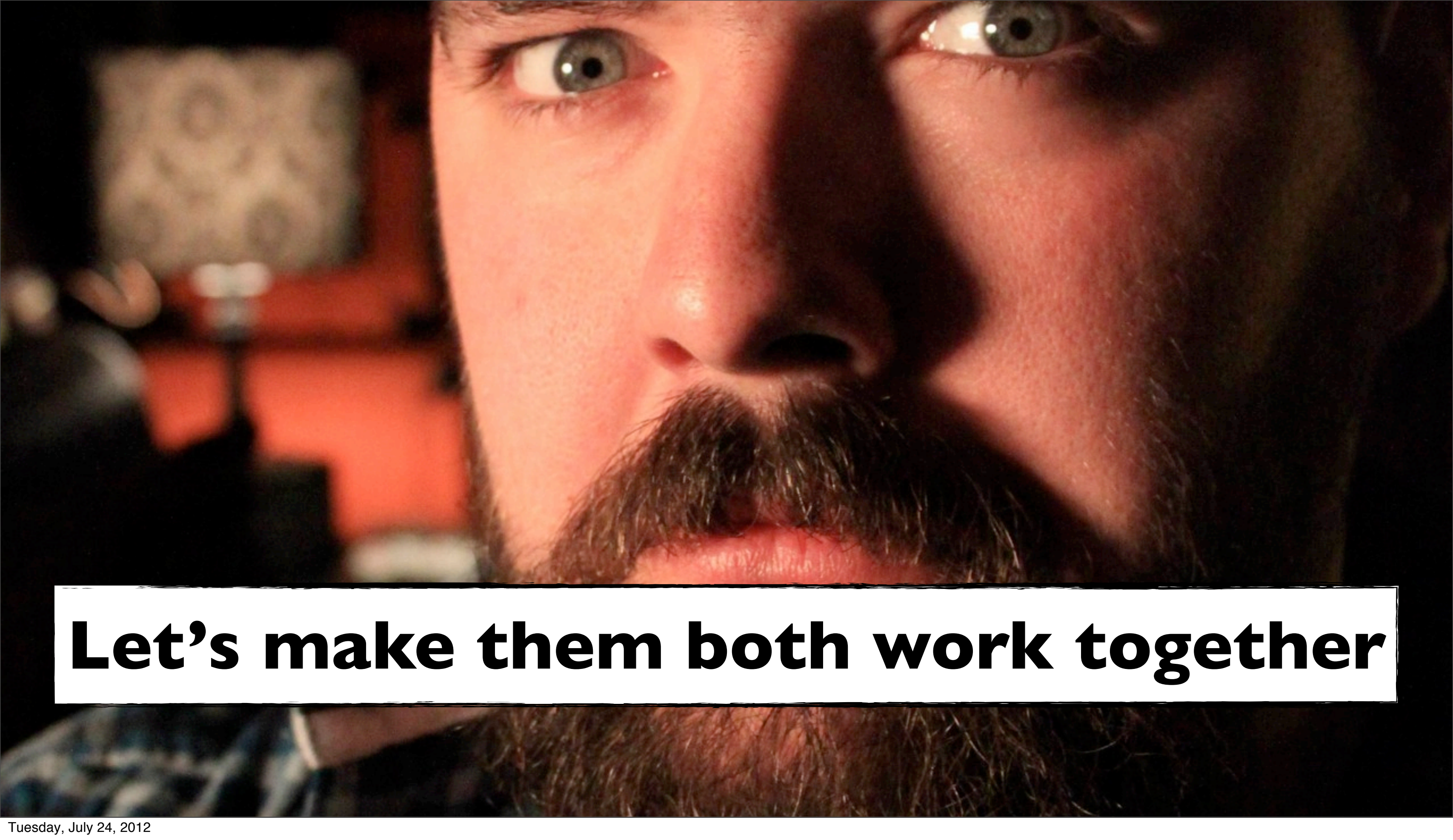
Tuesday, July 24, 2012



Good link building is hard



**Relationships
aren't easy
either**



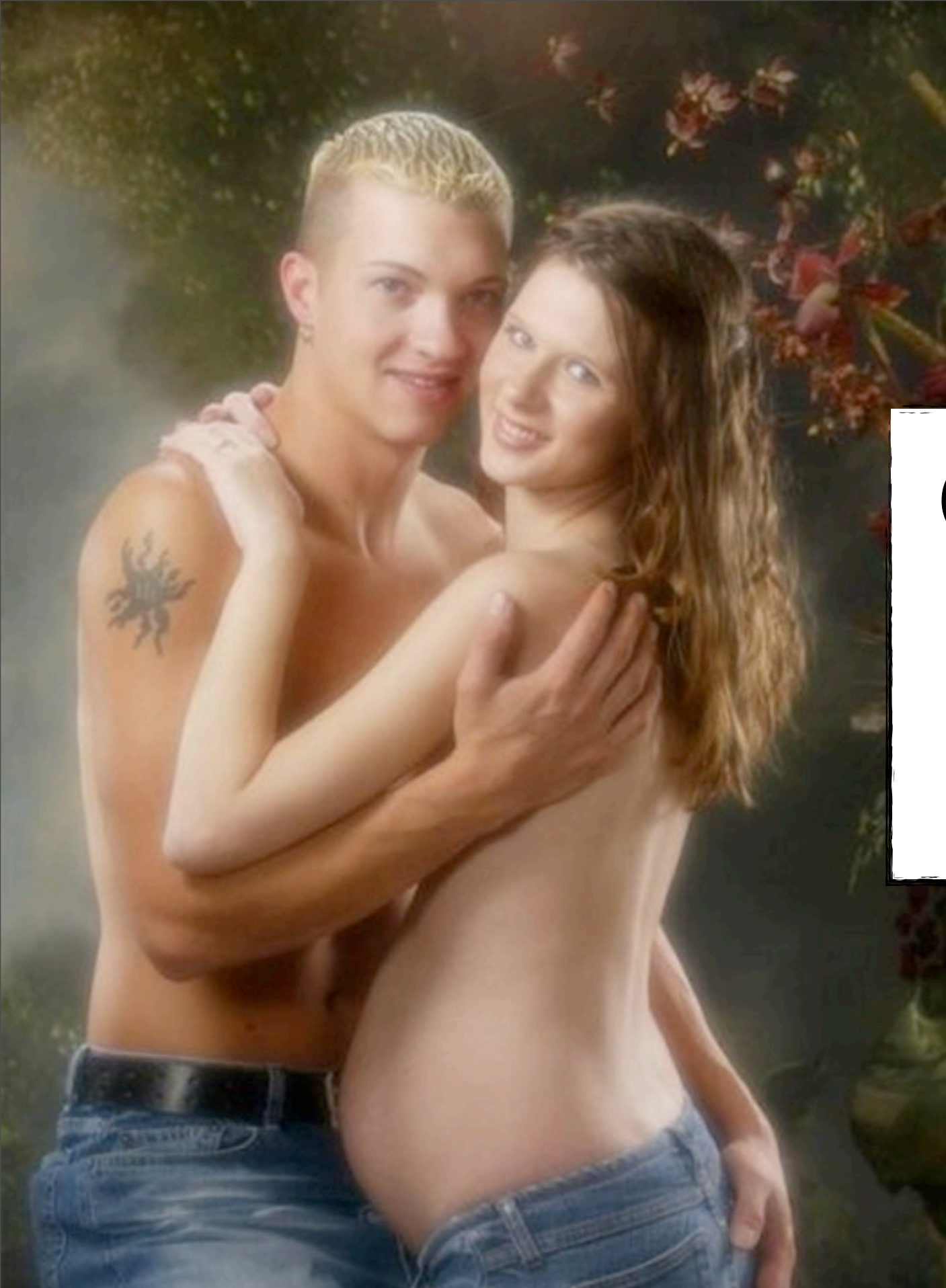
Let's make them both work together



What makes you a relationship expert?

**What do most
people want from
a relationship?**





Characteristics of a healthy relationship

**People do
NOT want...**



People do **NOT** want...

- ...to be sold something



People do **NOT** want...

- ...to be sold something
- ...to feel like a pawn or object



People do **NOT** want...

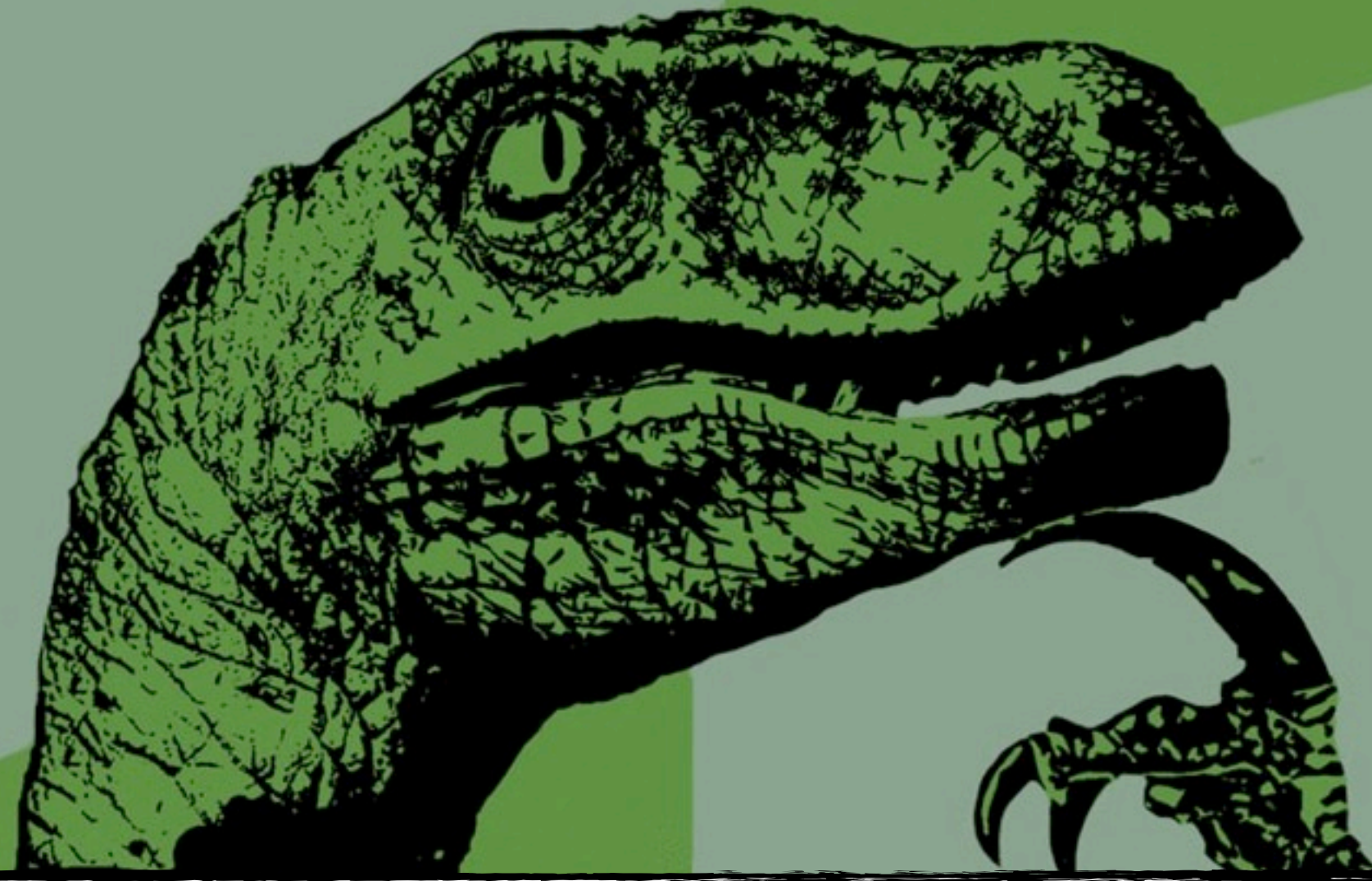
- ...to be sold something
- ...to feel like a pawn or object
- ...to talk about links



People do **NOT** want...

- ...to be sold something
- ...to feel like a pawn or object
- ...to talk about links

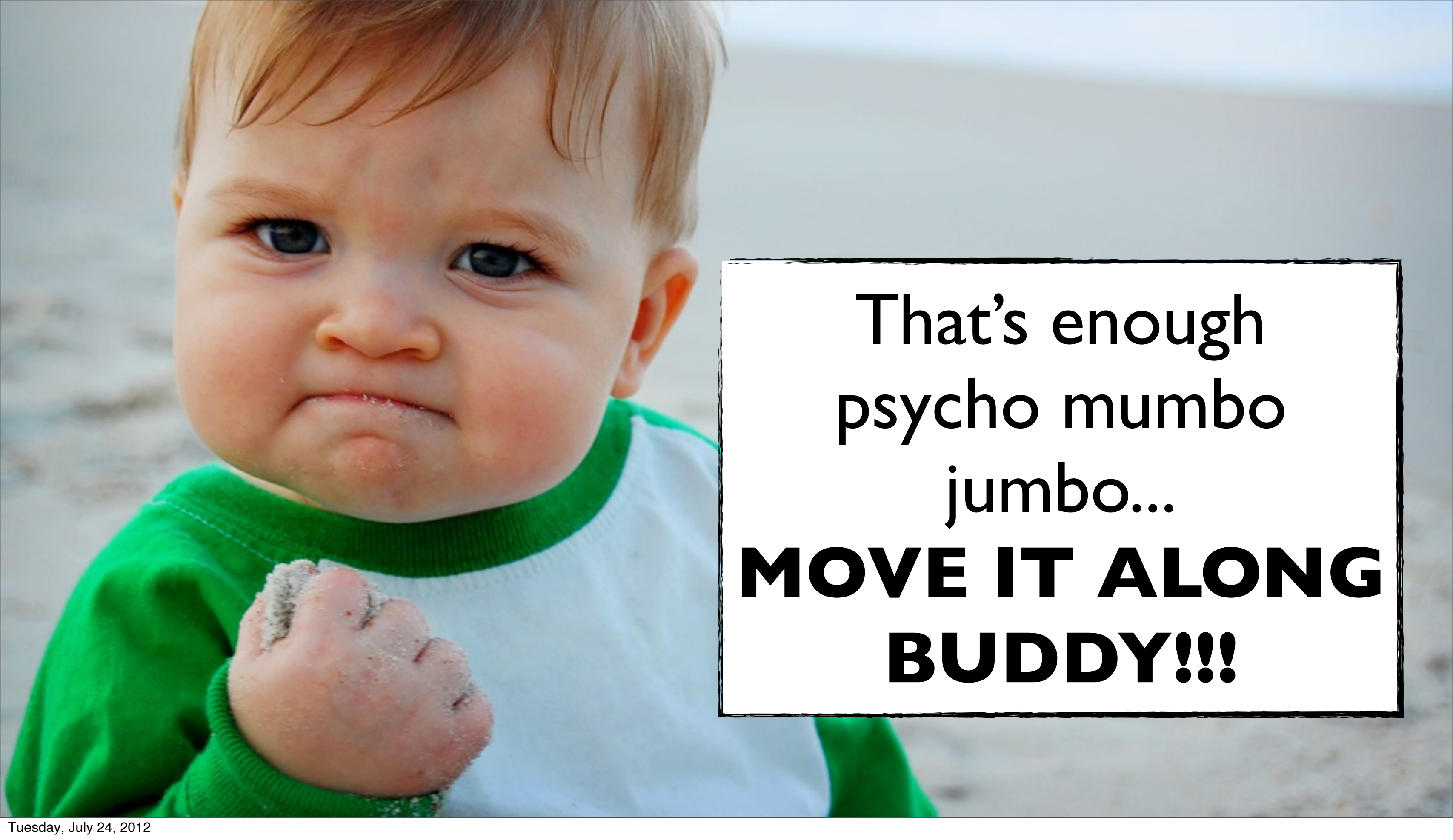




How do you target someone without treating them like a target?



**Be
Genuine**



That's enough
psycho mumbo
jumbo...
**MOVE IT ALONG
BUDDY!!!**

http://

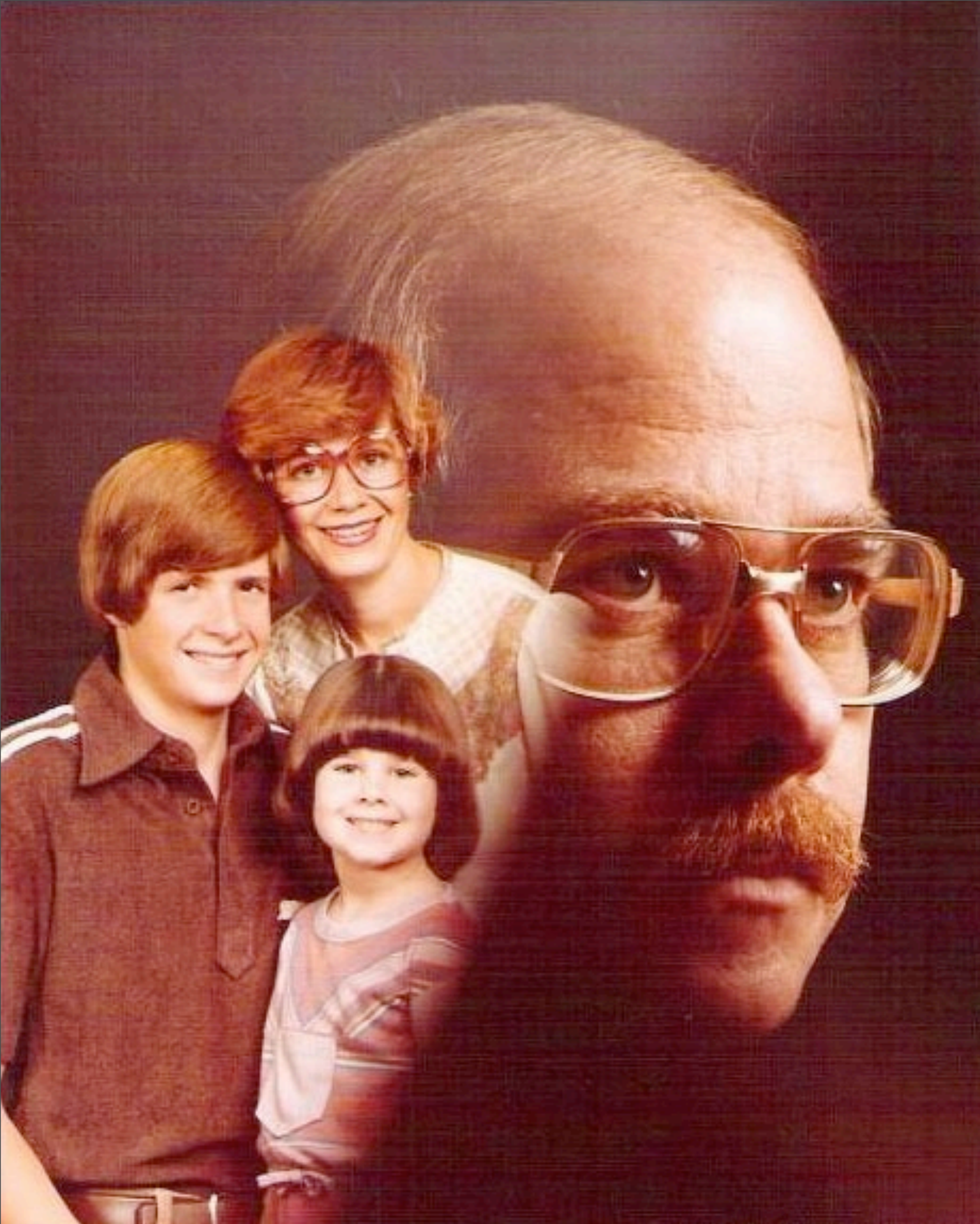
+ compare up to 5 sites

Link metrics for the page <http://www.gizmag.com/>

| Page Authority | Domain Authority | Linking Root Domains | Total Links | Facebook Shares | Facebook Likes | Tweets | Google +1 |
|----------------|------------------|----------------------|-------------|-----------------|----------------|--------|-----------|
| 88/100 | 85/100 | 1,633 | 94,466 | 1,731 | 313 | 315 | 619 |

Find Websites

| Title and URL of Linking Page | Link Anchor Text | Page Authority | Domain Authority |
|--|------------------|----------------|------------------|
| Gizmag New and Emerging Technology News www.gizmag.com/ | [No Anchor Text] | 88 | 85 |
| (nofollow) Antikythera mechanism - Wikipedia, the free enc... en.wikipedia.org/wiki/Antikythera_mechanism | Gizmag | 86 | 100 |
| WordPress completely dominates top 100 blogs royal.pingdom.com/2012/04/11/wordpress-completely-dominates-to... | gizmag.com | 83 | 89 |
| (nofollow) Gizmag (@gizmag) on Twitter | Gizmag Feed | 80 | 100 |



Who are the
people
behind it?

Follow the trails





Search

About 22,700 results (0.21 seconds)

- Web** [Jennifer Sable Lopez - Mom, wife, geek, woman extraordinaire](#)
jensablelopez.com/
Dec 30, 2011 – **Jennifer Sable Lopez**. Home; About Me Back to top; About Me. ©
Copyright **Jennifer Sable Lopez** 2012 | Powered by WordPress ...
- Images**
- Maps**
- Videos**
- News** [Jennifer Sable Lopez \(jennita\) on Twitter](#)
twitter.com/jennita
Jennifer Sable Lopez. @jennita. Mom, SEO, geek, lover of nutella, buddhist wannabe.
Community Manager at SEOmoz. Seattle, WA · <http://jensablelopez.com> ...
- Shopping**
- More**
-
- Franklin, TN 37069**
Change location
-
- Show search tools
- [Jennifer Sable Lopez | SEOmoz Team](#)
www.seomoz.org/team/jen
About Jennifer. In a large bowl, mix 2 parts SEO with 1 part Web Development, sprinkle
in a dash of Journalism and a sprig of Social Media. In a separate dish ...
- [Jennifer Sable Lopez | LinkedIn](#)
www.linkedin.com/in/jensable
Greater Seattle Area - Community Director at SEOmoz
View **Jennifer Sable Lopez's** professional profile on LinkedIn. LinkedIn is the world's
largest business network, helping professionals like **Jennifer Sable Lopez** ...
- [Jennifer Sable Lopez - Google+](#)
<https://plus.google.com/111351017082007397609>
by Jennifer Sable Lopez - in 2,924 Google+ circles - More by Jennifer Sable Lopez
Jennifer Sable Lopez - Community Manager at SEOmoz - Loves SEO, Social Media &
all things geeky - Community Manager for SEOmoz - SEOmoz - Seattle, ...
+ Show map of 119 Pine Street, Seattle, WA 98101
- [Jennifer Sable Lopez - Search Marketing Expo](#)
searchmarketingexpo.com/bio.php?id=832
Jennifer Lopez, Community Manager - SEOmoz, is a featured speaker at the Search
Marketing Expo Conference Series.
- [Jennifer Sable Lopez - Quora](#)
www.quora.com/Jennifer-Sable-Lopez
Jennifer Sable Lopez, Community Manager at SEOmoz.













Google them

Who are their followers and friends?

Taylor Pratt Add

People who have Jennifer Sable in circles

These are the people that have Jennifer Sable in their circles. You can see which of your circles you've already added them to.

| | | |
|--|--|---|
|  Rand Fishkin SEOMoz 2 circles |  Topher Kohan CNN.com 2 circles |  Raven Tools The ultimate interne... 3 circles |
|  Ian Lurie Portent Interactive Internet Mark... |  Jeremy Darrin... Slingshot SEO, Inc. Internet Mark... |  Kristy Bolsinger Internetasticalness. 3 circles |
|  Barry Schwartz RustyBrick, Inc. Add to circles |  Jordan Kasteler People for the Ethic... 2 circles |  John Doherty Distilled Internet Mark... |
|  Ann Smarty SEOsmarty.com Internet Mark... |  Lindsay Wassell Keyphraseology Internet Mark... |  Danny Dover Barcelona, Spain Internet Mark... |

People who've recently circled Jennifer Sable may not be shown. ?

Done

lopez, Jen Sable Lopez, Jenny Sable

people/62901491@N00/
SEOMoz author profile

@jennita FOLLOWS YOU

Tweet to Jennifer Sable Lopez

@jennita

Tweets

Following

Followers

Favorites

Lists

Recent images



Similar to Jennifer Sable Lopez

-  **Julianne Staino** @JulianneStaino
Follow
-  **Sean J Maguire** @seanmaguire
Follow
-  **Lindsay Wassell** @lindzie
Follow

© 2012 Twitter About Help Terms Privacy

Following

-  **Sheryl Sandberg** @sherylsandberg
Facebook, mother of 2, wife of awesome guy, friend to many great women
-  **marissamayer** @marissamayer
@ Yahoo!
-  **GeekGirlCon** @GeekGirlCon
We are a non-profit organization dedicated to celebrating the contribution and involvement of women in all aspects of Geek culture through conventions & events
-  **suzical** @suzical
embroiderer, knitter, quilter, mother
-  **AJ Kohn** @ajkohn
Owner, Blind Five Year Old, Marketing Land Curator, SEOMoz Search Ranking Panelist. Interested in SEO, PPC, Technology, Social Media, UX and Design.
-  **SEOgadget** @SEOgadget
The bot behind the blog...
-  **Sierra Murphy** @Sierra_M_Murphy



All Mentions

52 -4%

Positive Mentions

31 +13%

Negative Mentions

12 +50%

Exclude hidden ▾

Most recent date ▾

-- Bulk actions -- ▾

Apply ✓

10 ▾

Result

 **Twitter - Hannah Fields (hannah_fields)**

"@courtney_seiter: the good are never easy, the easy never good. and loving never happens like you really think it should."

07/19/2012 12:34pm -0400 | Source: twitter.com

 **Twitter - Possum (killpossum)**

S/O to @courtney_seiter for the follow awhile ago just saw it... follow her.

07/16/2012 03:08pm -0400 | Source: twitter.com

 **blogworld.com**

Alison Groves spent nearly a decade in the music business before coming to the world of internet marketing. As the User Experience Manager for Raven Internet Marketing Tools, she is the customer advocate. Prior to Raven, Alison worked at ...

07/16/2012 09:00am -0400 | Source: blogworld.com

 **Twitter - Hannah Fields (hannah_fields)**

"@kasenbeckler: @courtney_seiter: care too little, you'll lose them. care too much, you'll get hurt."

07/15/2012 12:38pm -0400 | Source: twitter.com

 **social2cents.com**

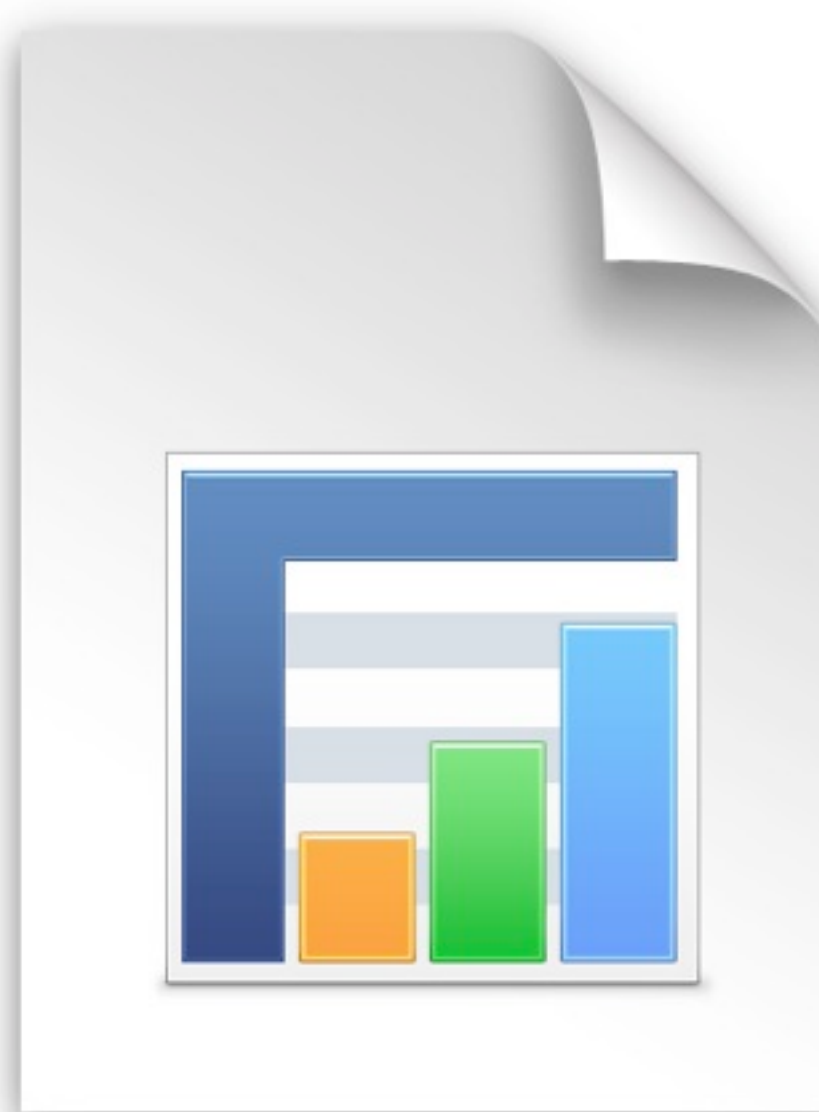
21 Unexpected Ways Brands Can Use Pinterest — by Courtney Seiter. The main idea I want you to get from this

Monitor them



Interact

Use spreadsheets or CRM




Contact Records

★ Site Research Content Links Social Ads Metrics Insights Reports

CRM » View Contact » Summary

CRM

 Lisa D Myers Add Task New Message

Summary Tasks Messages Twitter Links Notes

Type: **Influencer** Status: **Contacted** My Social Tasks: **0** All My Tasks: **0**

Contact Info

| | | | |
|----------------|--|---------|---|
| Email | lisa@vervesearch.com | Website | http://vervesearch.com |
| Social Network | @lisadmyers | Phone | N/A |

Link Records

★ Site Research Content **Links** Social Ads Metrics Insights Reports

Link Manager » Link Record

Link Record

mac-forums.com ⚙️ Add Note Add Task

| | | | | | | |
|------------------|----------------|------------------|---------------|------------|---------|----------|
| Domain Authority | Page Authority | Combined mozRank | Citation Flow | Trust Flow | mozRank | mozTrust |
| 60 | 1 | 7.85 | 40 | 32 | 5.17 | 5.43 |

Summary Contact Monitor Tasks Notes History

Type: **Organic** Status: **Active** Owner: **None** Last Checked: **06/28/2012**

Summary

Link Info

| | | | |
|-------------|---|---------------|-----|
| Website URL | http://mac-forums.com/forums/internet- | Related Tasks | N/A |
|-------------|---|---------------|-----|

CRM



Lisa D Myers

[Add Task](#) [New Message](#)

Summary Tasks Messages Twitter Links Notes

Type
Influencer

Status
Contacted

My Social Tasks
0

All My Tasks
0

Contact Info



Email lisa@vervesearch.com

Website <http://vervesearch.com>

Social Network [@lisadmyers](#)

Phone N/A

Address N/A

Type

Influencer

Status

Contacted

My Social Tasks

1

All My Tasks

1

Contact Info

**Email** lisa@vervesearch.com**Website** <http://vervesearch.com>**Social Network** [@lisadmyers](#)**Phone** N/A**Address** N/A

Recent Notes

[Add Note](#)

No Notes Available

No notes currently exist for this contact.

**Develop
relationships
naturally**



Don't overwhelm them



**Stay on topic...
not your topic**



A close-up photograph of Gene Wilder as Charlie Bucket from the 1971 film "Willy Wonka & the Chocolate Factory". He is wearing a brown top hat, a purple suit jacket, a light blue shirt, and a brown bow tie. He has a slight smile and is resting his head on his hand.

**Create a positive
experience**



**Be patient
or else**



**What's the
outcome?**

Real Friends





**Connect with
your friends'
friends**

Social Exposure





Natural Links



Unexpected Mentions

★ I don't want to see my lawyer on Facebook

Nashville Business Journal by Courtenay Rogers, Guest Blogger

Date: Tuesday, June 5, 2012, 12:29pm CDT - Last Modified: Tuesday, June 5, 2012, 1:10pm CDT



Courtenay Rogers

Guest Blogger- *Nashville Business Journal*

[Email](#)

As I mentioned in a previous post, when it comes to social media, [we can't be everywhere at once](#). Sounds simple, but when you really want to know what social platform to use, some basic analytics can come in quite handy.

I am the marketing coordinator at [Bone McAllester Norton](#), a mid-sized law firm in Nashville and Sumner County. We are entrepreneurial in spirit and have embraced social media as part of our marketing strategy. We also track our website analytics pretty religiously, and with help from Google and [Raven Tools](#), we know that Facebook really isn't our friend.



[Enlarge Image](#)

Courtenay Rogers is the marketing coordinator for Bone McAllester Norton.



« Facebook Timeline for Business Pages – Facebook Profile Image Changes Size
Facebook Offers are Here! Facebook Free Offers for Business Pages »

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Get notifications of new posts by subscribing to this blogs' feed via email!

Enter your email address:

Subscribe

Blogroll

Unexpected Mentions

- Reliable Network
- Seabourn Peak
- The Loeb Group
- Top Hat Photo
- Whitehouse Consulting
- Yankee Marina

SEO Blogroll

- BIGLIST: Best Web Marketing Blogs
- Florida SEO Blog
- flyte blog: web marketing strategies for small business
- Mashable
- Search Engine Roundtable
- SEOMoz Blog

Social Media

4 Solutions for Scheduling Tweets and Facebook Posts: Which one is right for you?

✓ Like Jon Henshaw and 2 others like this.

2 tweets
retweet While I wouldn't necessarily recommend it for everyone or every business, scheduling tweets and Facebook posts can be a great solution for those who simply *cannot* get to their social profiles during the peak hours their audience is online. That said, there are a ton of great options for scheduling

Raven Tools

If you already use **Raven Tools**, this solution might be for you! Raven's solution is a tad bit more complex, as you do need **an account**, but we think it's totally worth it! Once you're all set up, you're able to create as many posts as you'd like and **go back and edit them at any time**.



@flytenewmedia

140 Cancel Post

Schedule Posting

Date: 04/30/2012 Time:

ONLINE RESOURCES

Blog
Article Archive
Video Archive
Newsletters
Free Reports

May 16, 2012

HOW TO #HOW32179:

B2B Lead Generation: 6 social media tactics from 7 experts

Tactic #2. Utilize Q&A forums to develop thought leadership

Gebauer said, "Another way to show thought leadership is being active on Q&A portals such as LinkedIn and Quora."

And, in fact, this was the first piece of advice from Courtney Seiter, Community Manager, Raven Internet Marketing Tools.

Seiter said, "Go where people are looking for help and resources in your industry, and offer your guidance and expertise. This strategy might find you on LinkedIn, Quora or more niche-focused Q&A forums. Go where your prospective audience is. Choose a reasonable amount of time -- say, an hour a week -- to sift through questions related to your industry, and thoughtfully and thoroughly answer as many as you can."

Sources

[Compendium](#)

[exploreB2B](#)

[Full Frontal ROI](#)

[LeadJen](#)

[The Marketing Zen Group](#)

[Raven Internet Marketing Tools](#)

[Tony Labs](#)



Being a Resource

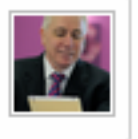
UK INBOUND MARKETING BLOG

[Subscribe to blog](#) [Subscribe via RSS](#)

All things SEO and Inbound Marketing, UK and abroad. I hope to be able to share my experiences and knowledge of inbound marketing for others to experience. It's also the only place that I can get on my (and other) soapbox, so if I stir up anything controversial, that's what it's here's for. If you're ever offended, I apologise in advance. If you like straight talking, chances are, you'll get it here, along with, I hope, a decent smattering of useful advice. If not, I'm sure you'll let me know.

Navigation icons: Home, Menu, RSS, Profile, User, Search, Lock

GREAT SERVICE, STRONGER BRAND



Posted by [Paul McIntyre](#) on Thursday, 31 May 2012 in [Integrated Inbound Marketing Blog](#)

Font size: [+](#) [-](#) Hits: 67 [0 Comments](#) [Subscribe to this entry](#) [PDF](#) [Bookmark](#) | [Twitter](#) [Facebook](#) [Email](#) [Print](#)

Last time out, I told you about some bad experiences I had with a couple of brand names that I now hold forever in low esteem. I think it's valuable to also look at those companies that go well over and above the minimum required, and exceed expectations. In the last few days, three particularly come to mind.

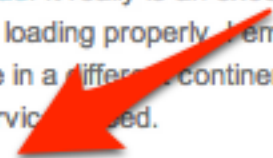
We've been using an excellent strategy planning tool for the iPad called [StratPad](#). It really is an excellent, robust and fully featured strategic and business planning tool and I can't recommend it too highly. However, we had a problem with a file not loading properly. I emailed the development company. Within 20 minutes, they had a copy of my file, recreated the error and informed me of the fix. Wow - and they were in a different continent and time zone during my working day. That's what I call service and it leaves a lasting impression. Well done and thanks, Alex. Great customer service.

Similarly, another supplier that we have recently started using is [Raventools.com](#). We've been trying to integrate this blog so it can be accessed to produce blogs via their dashboard. I'd been talking with some of the blog software developers with good service but no success, and nobody knew why. I emailed Raventools as a last resort, and didn't get just an answer. No, what I got was a detailed description of why it wasn't working, how it could be made to work, and all the information I needed to pass to the developers to have them create a fix. I didn't ask for all this, but the people at Raven (thanks Megan, thanks Irene) were sufficiently switched on to know what was required and to go that extra mile to help. Will I continue to be a customer and recommend them? Incredibly likely, I'd say!

Last but not least, [Dell](#) often come in for a lot of stick. It's easy to have a go at the biggest player in any market, and often justified. I've been in the IT arena for long enough to see both Big Blue (IBM) and Compaq grow massive and then fail through their own corporate arrogance, in the belief that people would always buy from them because they were the biggest player. These massive corporations failed to understand that buying - even for company buyers - is an emotional experience. Customers don't like being taken for granted and went elsewhere. How the mighty have fallen.

Going above and beyond

[Tweet](#)
0
[+1](#)
0 [Digg ↑](#)
[Share](#)
[Submit](#)
0 tweets



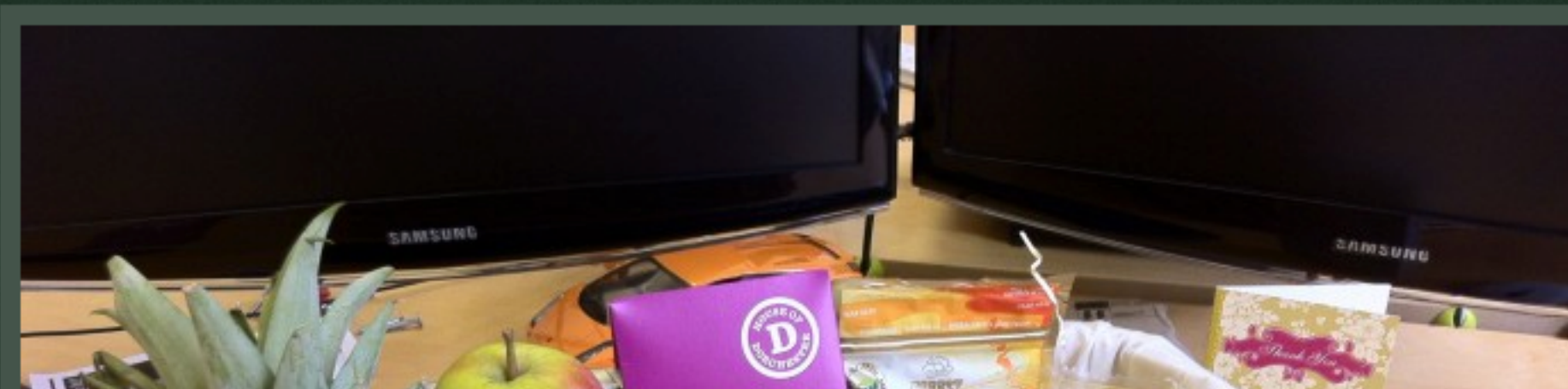
What a lovely basket!

An example of how to build relationships

As you may be aware, our MD Glenn Jacobs often writes for .Net Magazine on the topic of SEO and this month his article is the cover feature. Glenn covered a range of SEO tools that can help you be more efficient in your job and one of those mentioned was Raven Tools.

So it was to our surprise this morning that a wonderful basket turned up sent by Jon from [Raven Tools](#) containing lots of fruit and also some treats like chocolate, fudge, etc. Everyone here will be well fed today! 😊 It's also worth mentioning the basket was from [Baskets Galore](#).

It was a lovely gesture from Raven and also a prime example of building relationships for your company, and as you can see they've been rewarded with a link in the process.



**Showing
appreciation**

“Tribe of Danny” Traveler

Posted on July 10, 2012 by Todd Mintz



A couple weeks ago, I undertook my first “extended” road trip as a [PPC Associates](#) employee. I visited Nashville (actually Franklin), Tennessee, to meet with a client about to launch campaigns with us. Then, I traveled to Chicago, where I spent three days working in that office and getting acquainted with a bunch of folks who had only known me as either a demonic account manager who makes unreasonable requests of our production staff, or a social media lunatic who seemingly spends his entire day in cyber-conversation.

Before I headed to Nashville, I reached out to my friend Jon Henshaw of [RavenTools](#). I had only met Jon briefly at Pubcon a few years ago, but we have been good social media buddies for quite some time. Jon not only picked me up at my motel and took me to a [#OMFG brunch](#); he also gave me a city tour and took me to his office where he

**Being a
good host**

Cycling to Fight Cancer – LIVESTRONG Challenge

APRIL 29, 2012 · 2 COMMENTS

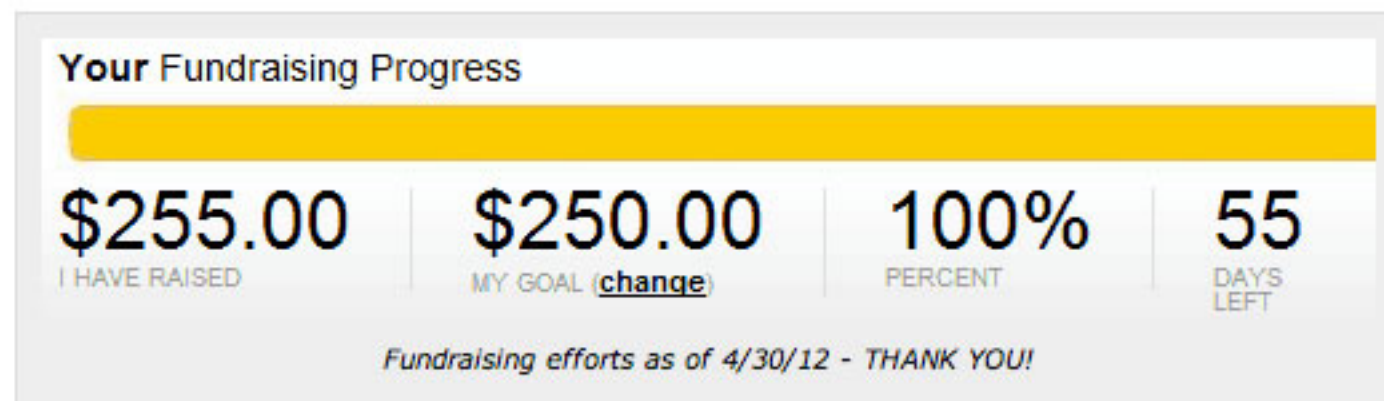
in CYCLING



Game on! It's time (well, behind time) to begin training seriously for the LIVESTRONG Challenge in Davis, CA. This is my [2nd year cycling to help fight cancer](#). The **2012 fundraising ride** has been moved up 3 weeks to June 24. As of this writing, the event is only 56 days away, and I have not started putting in serious miles on the bike. I'm not worried about the 106 miles, but **I should have started raising funds.**

Click on the Fundraising image below to [donate to help me raise money](#) to kick cancer in the butt!

I'm amazed and thankful that only 1 day into my fundraising efforts my baseline goal has been met!!



Thank you to the following people who immediately responded:

- [Raven Internet Marketing Tools](#)
- [Alison Groves](#)
- [Bharati Ahuja](#)



I want to hug each of you! Well, Team Raven, it would be hard to hug the whole agency, so I'm making you my de facto "Title Sponsor" and will wear your name on the ride!

Each of you who [donate to fight cancer](#) to help me reach additional milestones will receive a link of

Tuesday, July 24, 2012

**Donating to
a good cause**

★ 911: Crisis management using social media

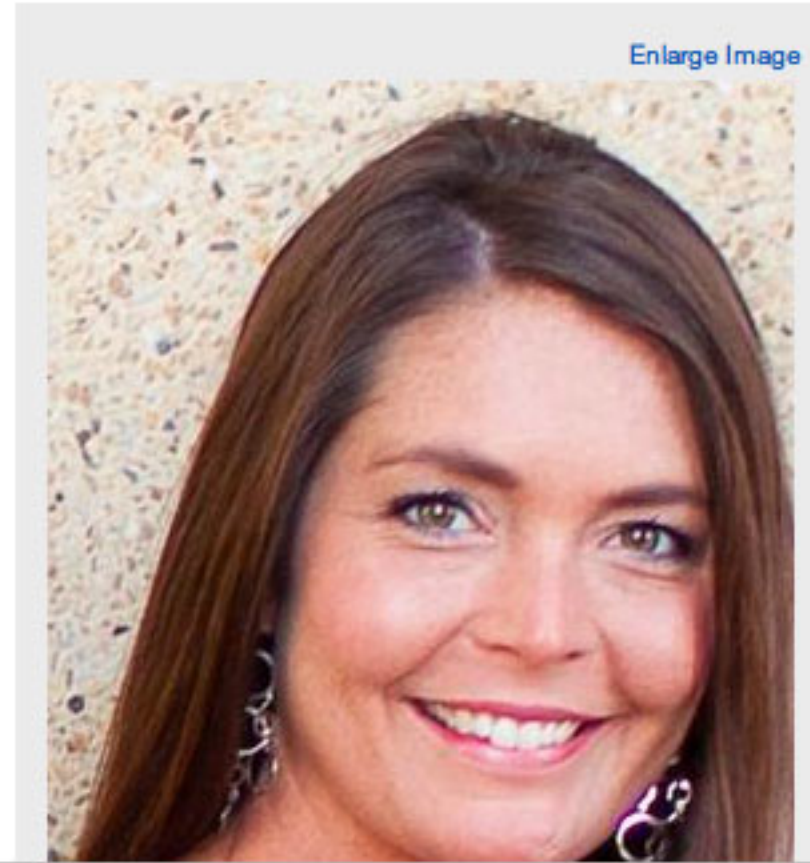
Nashville Business Journal by Samantha Owens Pyle, Guest Blogger

Date: Wednesday, July 11, 2012, 2:17pm CDT - Last Modified: Thursday, July 12, 2012, 7:10am CDT



Samantha Owens Pyle

Guest Blogger- *Nashville Business Journal*



Social media has changed the face of news, making effective crisis management more important than ever. News that once was broken on the 6 o'clock news, and then on 24/7 news channels, is now made public almost instantly on smart phones, tablets and laptops through social media.

To put the new face of breaking news in perspective, let's look at some of the biggest stories first broke on Twitter:

Monitor social platforms

- Set search terms surrounding your company through Google Alerts, so you'll know when your company is being discussed.
- Monitor all conversations through [tools like Raventools](#).

Be transparent and participate

- Be open and honest with your audience,
- Send timely news updates.
- Utilize all social platforms with traditional tools such as media relations, phone calls and a

Helping Others

Collaboration and leading by example



Social Media Examiner

Your Guide to the Social Media Jungle

5 Steps to Hosting Successful Twitter Chats: Your Ultimate Guide

Obviously, by tracking the influencers and active participants, you're able to encourage them (for example, give away some prizes or invite them to moderate the chat) and thus **motivate the whole community to get active as well!**

Other easier to use, but more basic, options to analyze your Twitter chat progress are [The Archivist](#) and [WhatTheHashtag](#).

Twitter Chat Examples to Fuel Your Creativity

Involve the Influencers: [RavenTools.com](#) hosts a monthly Twitter chat ([#RavenChat](#)) and invites a well-known influencer in the search industry each time. This is a great way to encourage niche influencers to start talking about you and engage their followers.



Link Pimp



**First rule of
secret groups is
that we don't
talk about
secret groups**

Pay it forward

Think long term



MOZCON
2012

Q & A

- Jon Henshaw
- Co-Founder & Chief Product Officer
- Raven Internet Marketing Tools
- <http://raventools.com>
- @RavenJon

 **SEOMoz**
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