MIKE RAMSEY

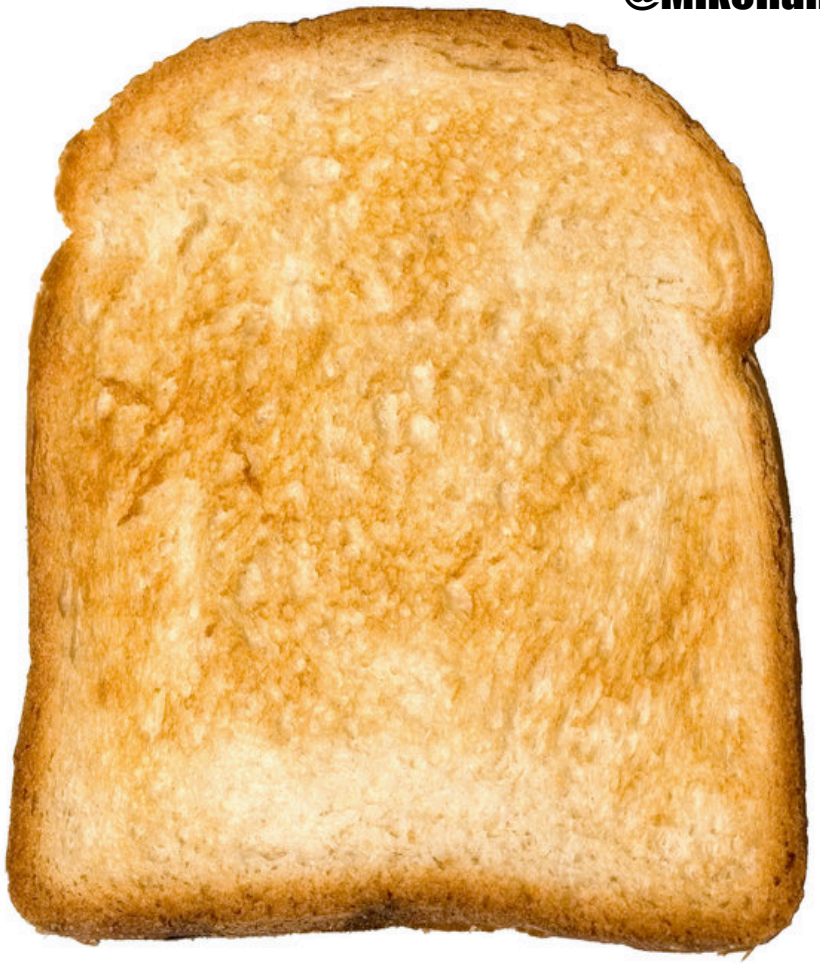
LOCAL LINKS: TESTS, TOOLS, AND TACTICS

Nifty Marketing @mikeramsey

MOZCON LOCAL 2016

Google
what is a fable
All
Videos
Images
Shopping
News
More
Search tools
About 29,200,000 results (0.43 seconds)
fa·ble
/ˈfābəl/
noun
1. a short story, typically with animals as characters, conveying a moral.
synonyms: moral tale, tale, parable, allegory
"the fable of the wary fox"
verb archaic
1. tell fictitious tales.
"I do not dream nor fable"
Translations, word origin, and more definitions

@MikeRamsey



@MikeRamsey

You might think you're great,
But Google & Users don't care.

@MikeRamsey

Content that gets

Links

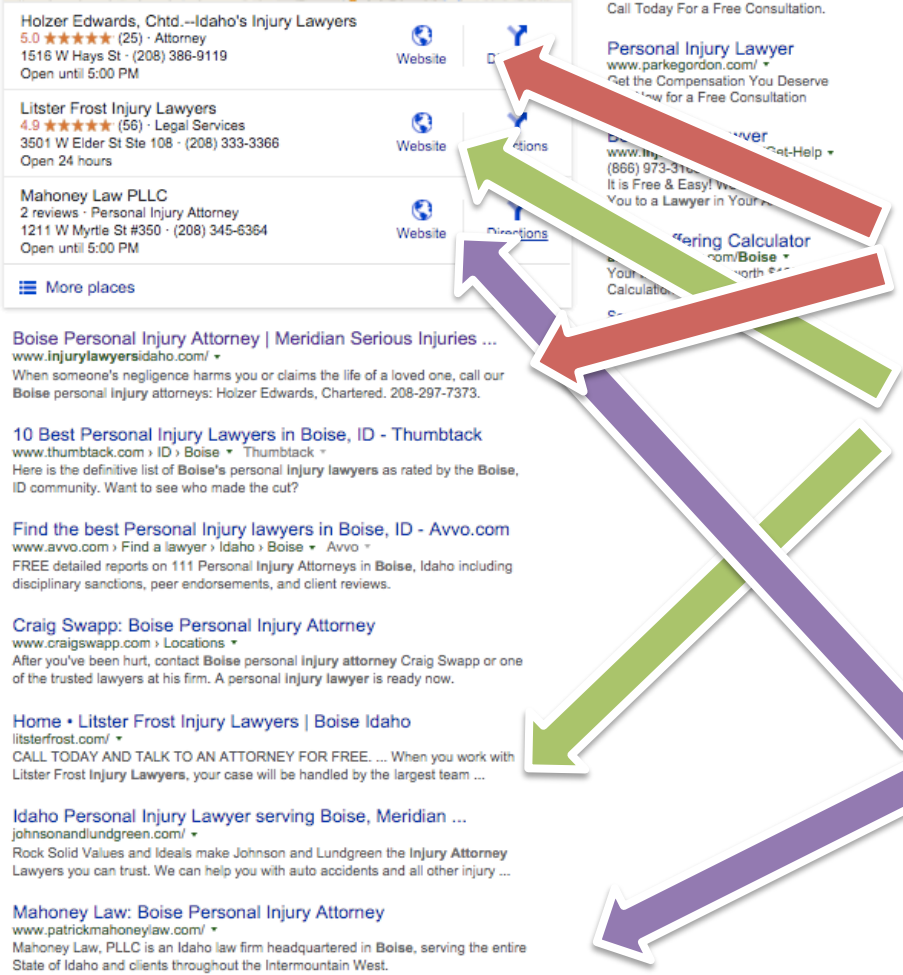
+ users love

@MikeRamsey

But mainly

Links

@MikeRamsey



75% of local listings also ranked 1st page organic.

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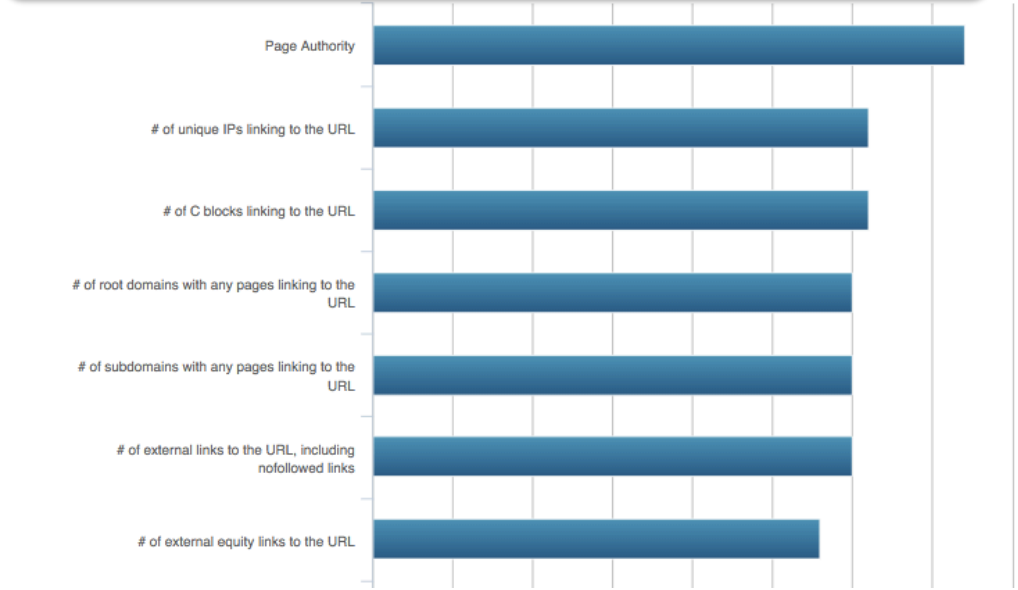
Page-Level Link-Based Features

These features describe link metrics to the individual ranking page (such as number of links, PageRank, etc.)

Despite rumors to the contrary, the data continues to show some of the highest correlations between Google rankings and the number of links to a given page.



https://moz.com/search-ranking-factors/correlations

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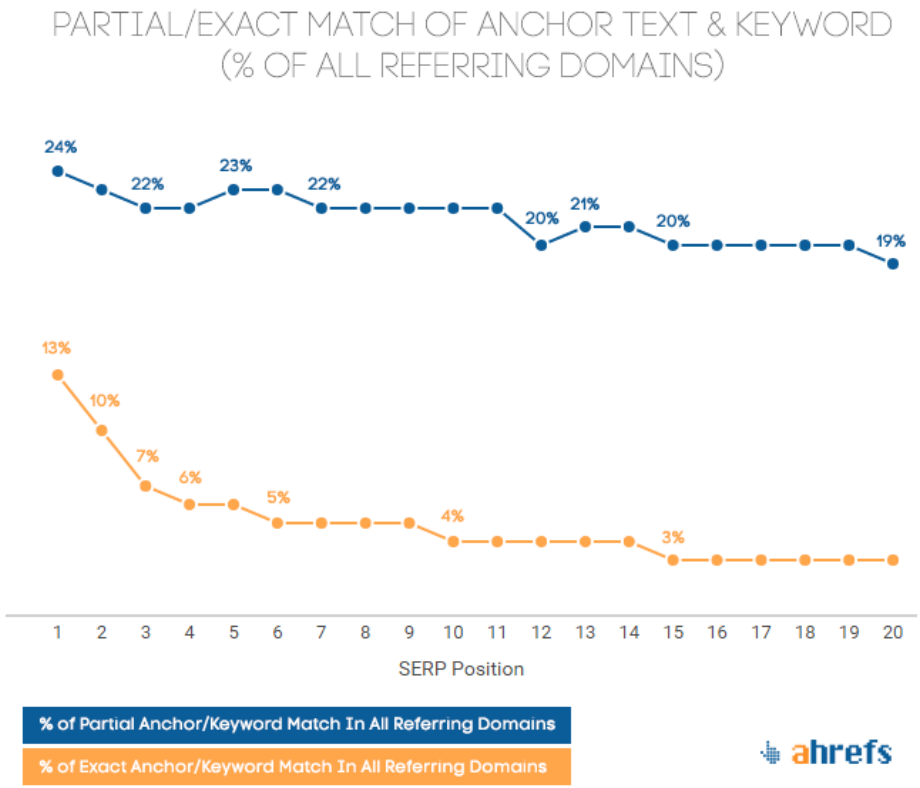
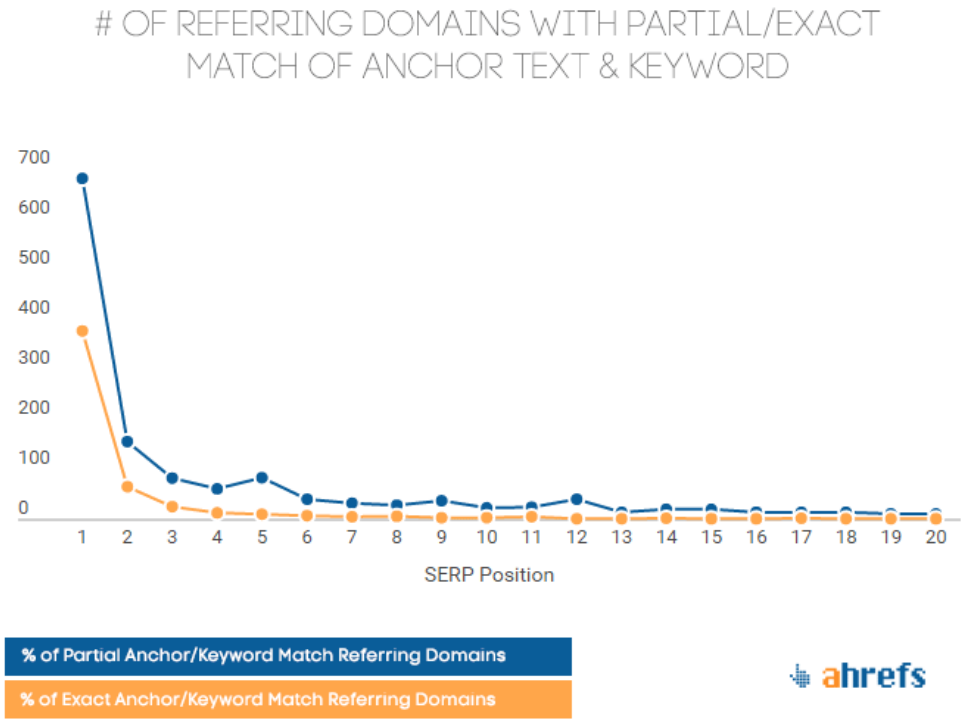
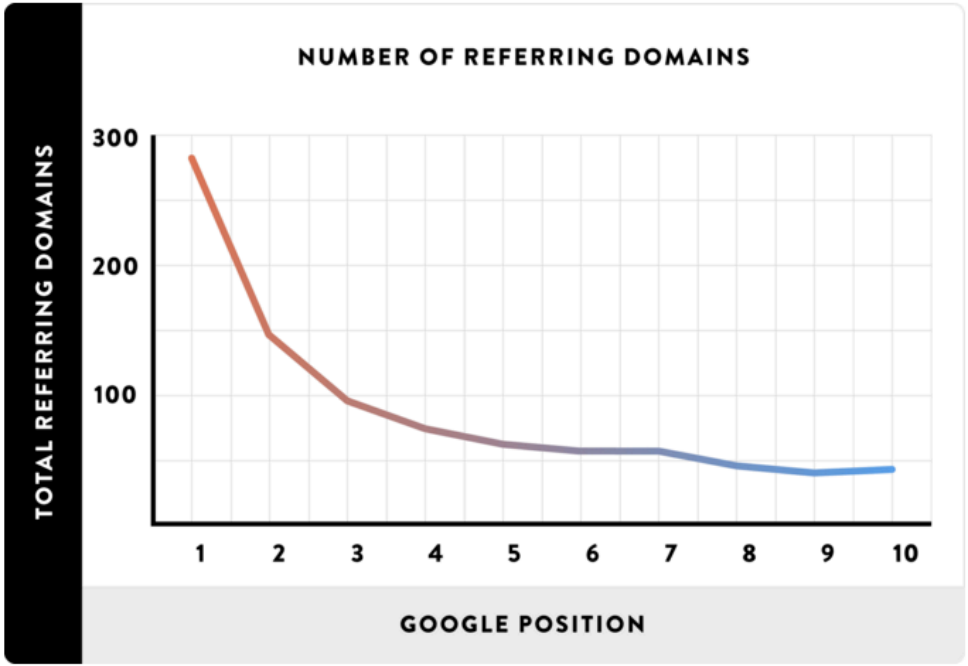


https://ahrefs.com/blog/anchor-text-study/



https://ahrefs.com/blog/anchor-text-study/



Google wants to see several *different sites* endorsing your page. And the more domains that link to you, the more endorsements you have in the eyes of Google.

In fact, the number of unique referring domains was the strongest correlation in our entire study.

http://backlinko.com/search-engine-ranking

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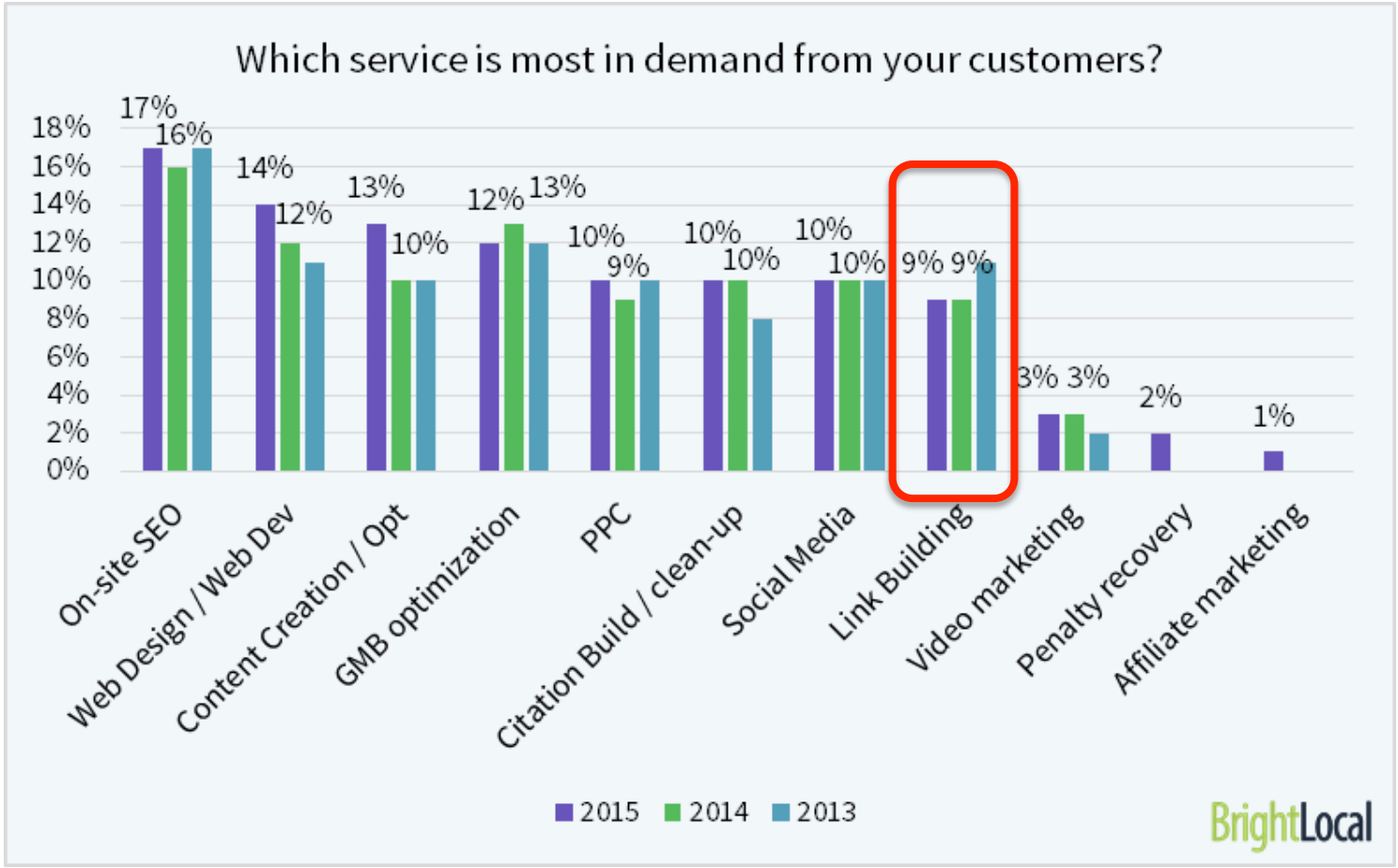
There's a big

Problem



https://www.brightlocal.com/learn/local-seo-industry-survey/

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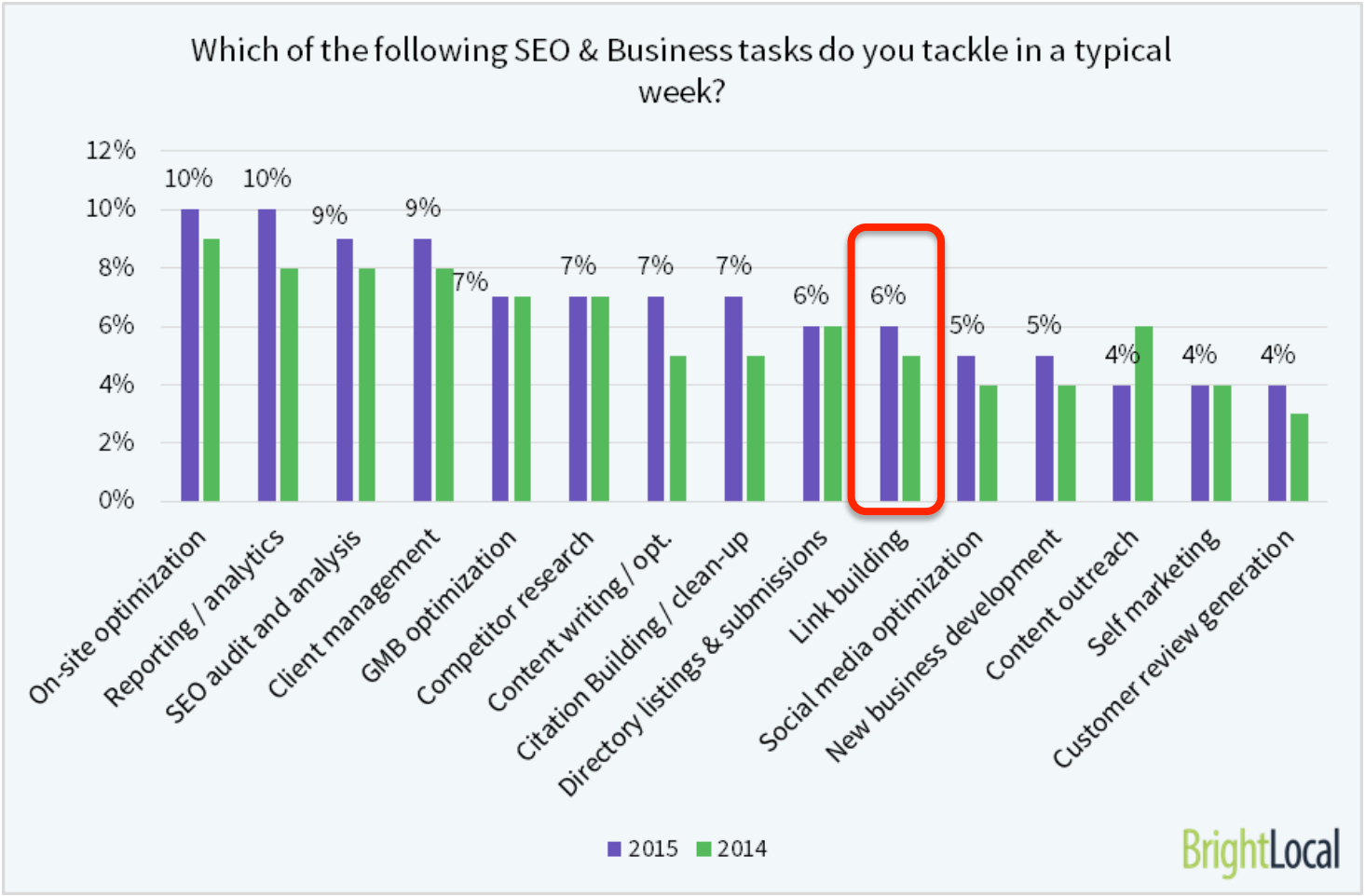
Which of the following SEO & Business tasks do you tackle in a typical week?
12%
10%
8%
6%
4%
2%
0%
10%
10%
9%
9%
7%
7%
7%
7%
6%
6%
5%
5%
4%
4%
4%
On-site optimization
Reporting / analytics
SEO audit and analysis
Client management
GMB optimization
Competitor research
Content writing / opt.
Citation Building / clean-up
Directory listings & submissions
Link building
Social media optimization
New business development
Content outreach
Self marketing
Customer review generation
2015
2014
BrightLocal

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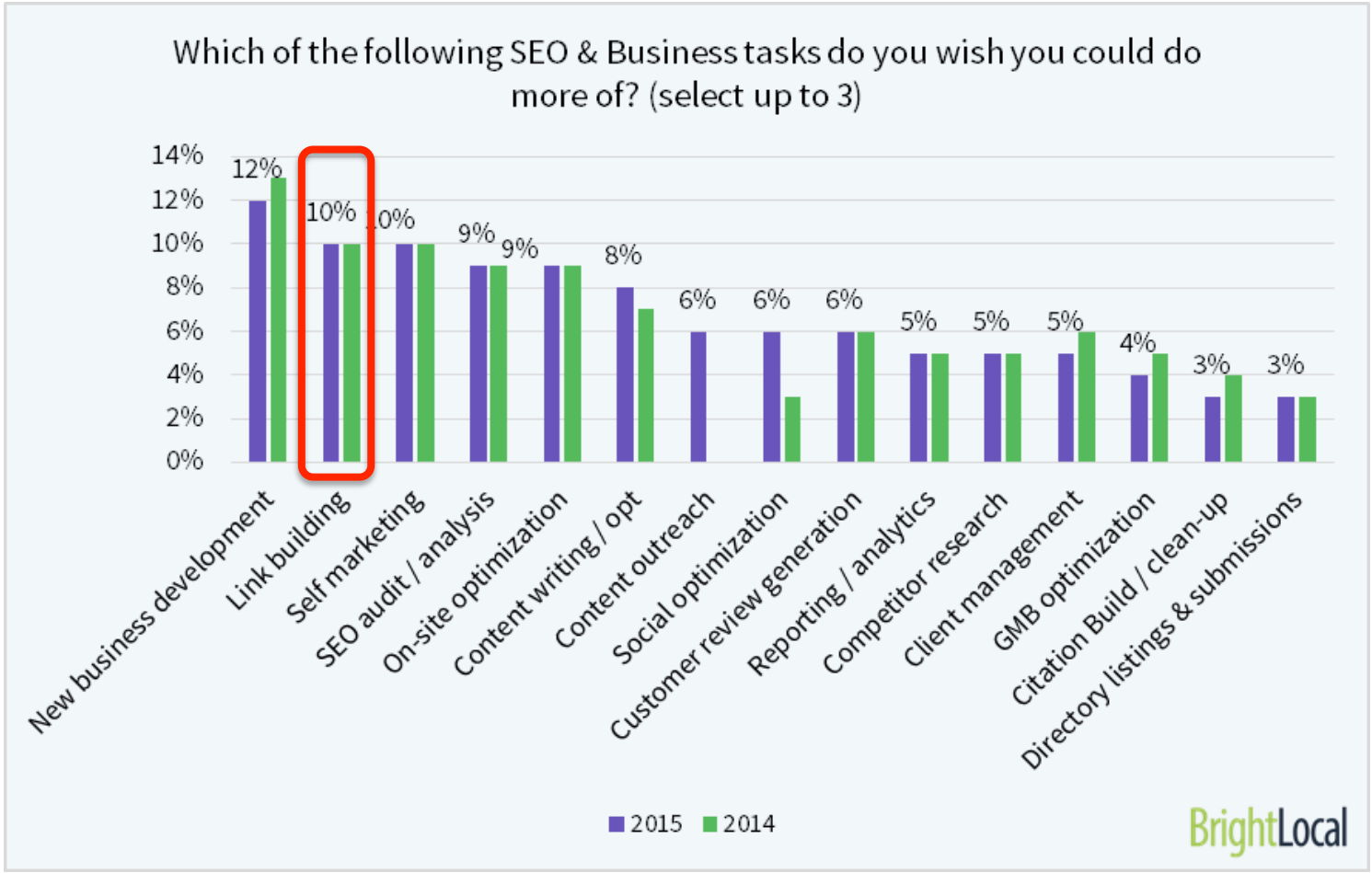
Which of the following SEO & Business tasks do you wish you could do more of? (select up to 3)
14%
12%
10%
8%
6%
4%
2%
0%
12%
10%
10%
9%
9%
8%
6%
6%
6%
5%
5%
5%
4%
3%
3%
New business development
Link building
Self marketing
SEO audit / analysis
On-site optimization
Content writing / opt
Content outreach
Social optimization
Customer review generation
Reporting / analytics
Competitor research
Client management
GMB optimization
Citation Build / clean-up
Directory listings & submissions
2015
2014
BrightLocal

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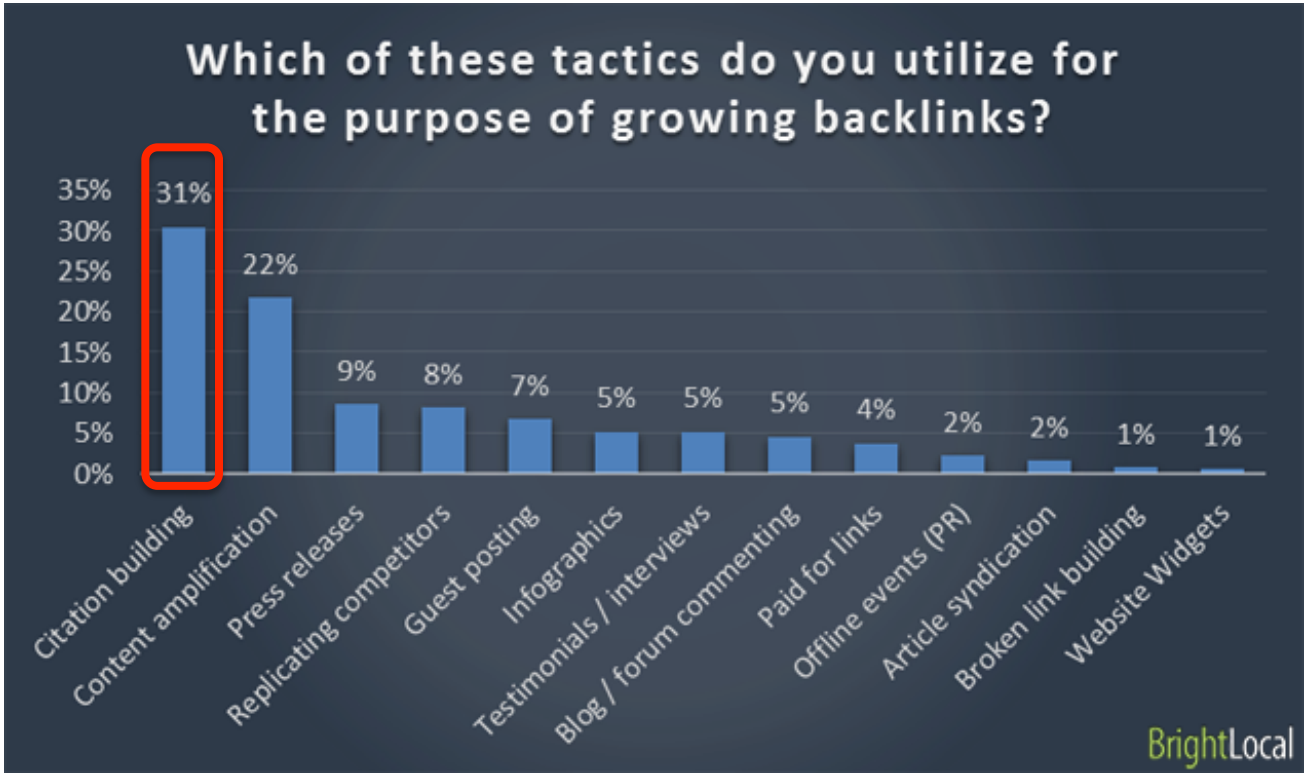

https://www.brightlocal.com/2015/05/12/how-do-local-seos-build-their-links/

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We've gotten

Lazy+Scared

But It's So Cute

Disavowing should be enough
To recover from Penguin.

Removal of links is necessary if
You have a manual penalty notice.

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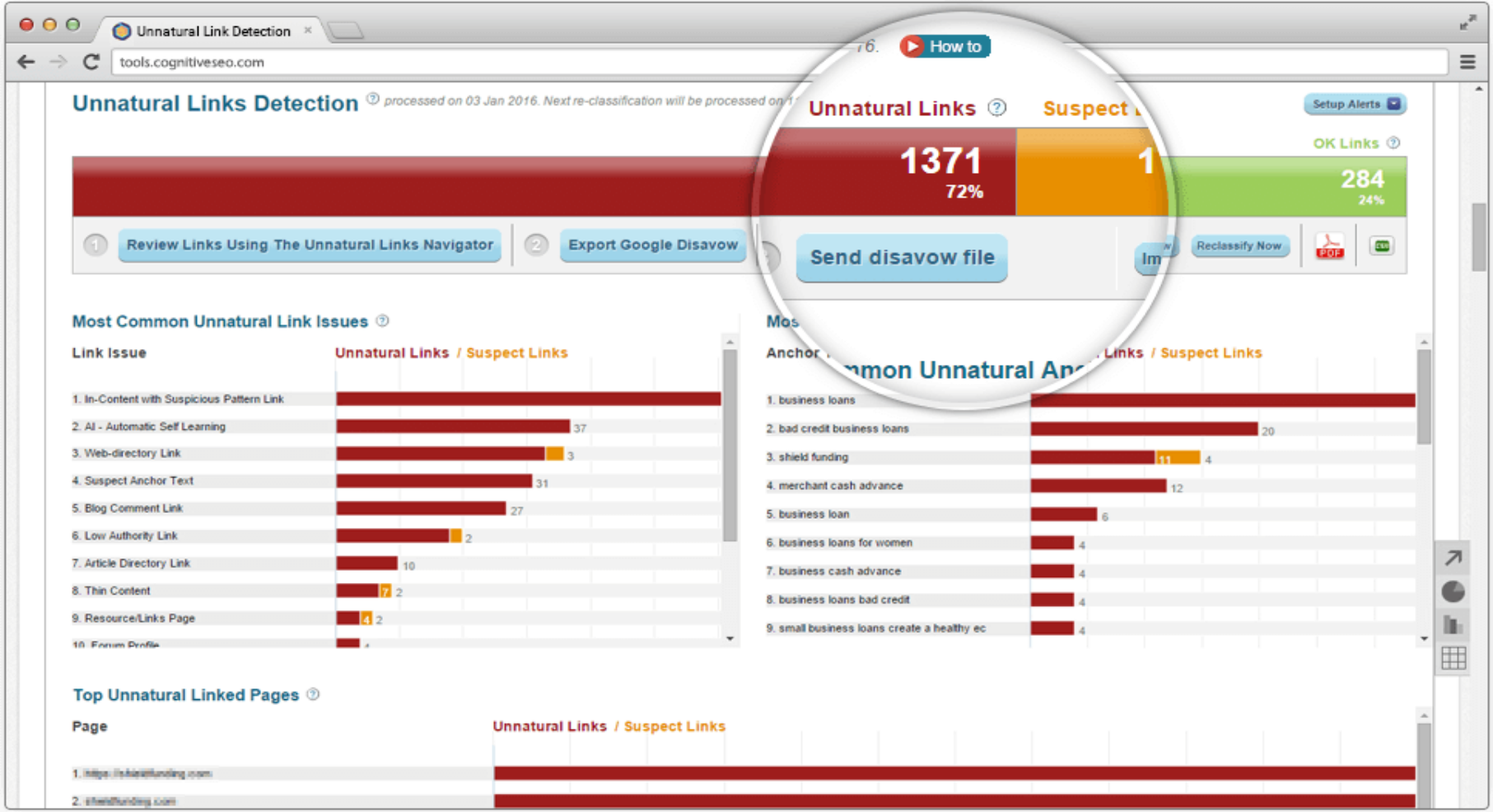

Unnatural Link Detection
tools.cognitiveseo.com
How to
Unnatural Links Detection
processed on 03 Jan 2016. Next re-classification will be processed on
Unnatural Links
Suspect
Setup Alerts
OK Links
1371
72%
1
284
24%
1 Review Links Using The Unnatural Links Navigator
2 Export Google Disavow
Send disavow file
Reclassify Now
Most Common Unnatural Link Issues
Link Issue
Unnatural Links / Suspect Links
1. In-Content with Suspicious Pattern Link
2. AI - Automatic Self Learning 37
3. Web-directory Link 3
4. Suspect Anchor Text 31
5. Blog Comment Link 27
6. Low Authority Link 2
7. Article Directory Link 10
8. Thin Content 7 2
9. Resource/Links Page 4 2
Most Common Unnatural Anchor Texts
Unnatural Links / Suspect Links
1. business loans
2. bad credit business loans 20
3. shield funding 11 4
4. merchant cash advance 12
5. business loan 6
6. business loans for women 4
7. business cash advance 4
8. business loans bad credit 4
9. small business loans create a healthy ec 4
Top Unnatural Linked Pages
Page
Unnatural Links / Suspect Links

URL: niftymarketing.com Search

Hide Metrics

Authority

DOMAIN AUTHORITY: 38 /100

PAGE AUTHORITY: 47 /100

SPAM SCORE: 0 /17

Page Link Metrics

JUST-DISCOVERED: 12 60 Days

ESTABLISHED LINKS: 124 Root Domains

483 Total Links

Page Social Metrics

FACEBOOK: 12 Shares

TWITTER: N/A Tweets

GOOGLE: 611 +1s

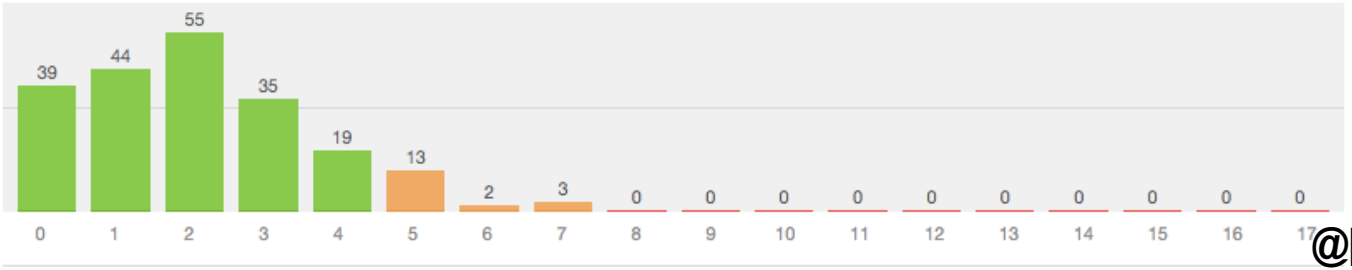
14 Likes

Spam Analysis

We look at 17 key indications that a site may be a spam site. The more Spam Flags a subdomain has, the more likely it is to be penalized/banned by Google. (We suspect, but have not proven, that links from penalized/banned sites are often those that could harm your rankings.) Learn More

Target: this subdomain

Source Tier: subdomains



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Google Recovery Made Easy

A powerful manual link removal service to help you recover your Google rankings.

How many toxic links does your website have? CHECK DOMAIN

TOXIC BACKLINKS REMOVED SO FAR

5,713,809

Backlink Analysis

We've analyzed over 100+ million links and have have developed the most sophisticated backlink analysis in the industry. Our proprietary algorithm looks at over 25 of the most important SEO metrics to identify the most toxic links that need to be removed.

Manual Outreach & Link Removal

Manual analysis allows our team of experts to identify the best means of getting in contact with Webmasters. After getting in touch with Webmasters we'll help guide them through the removal proce to ensure your links are removed properly. Don't settle for automated outreach, let our team handle th process for you.

zopimchat

How can we help you?

Type your message here

So what

Can you do?

bit.ly/localawesome

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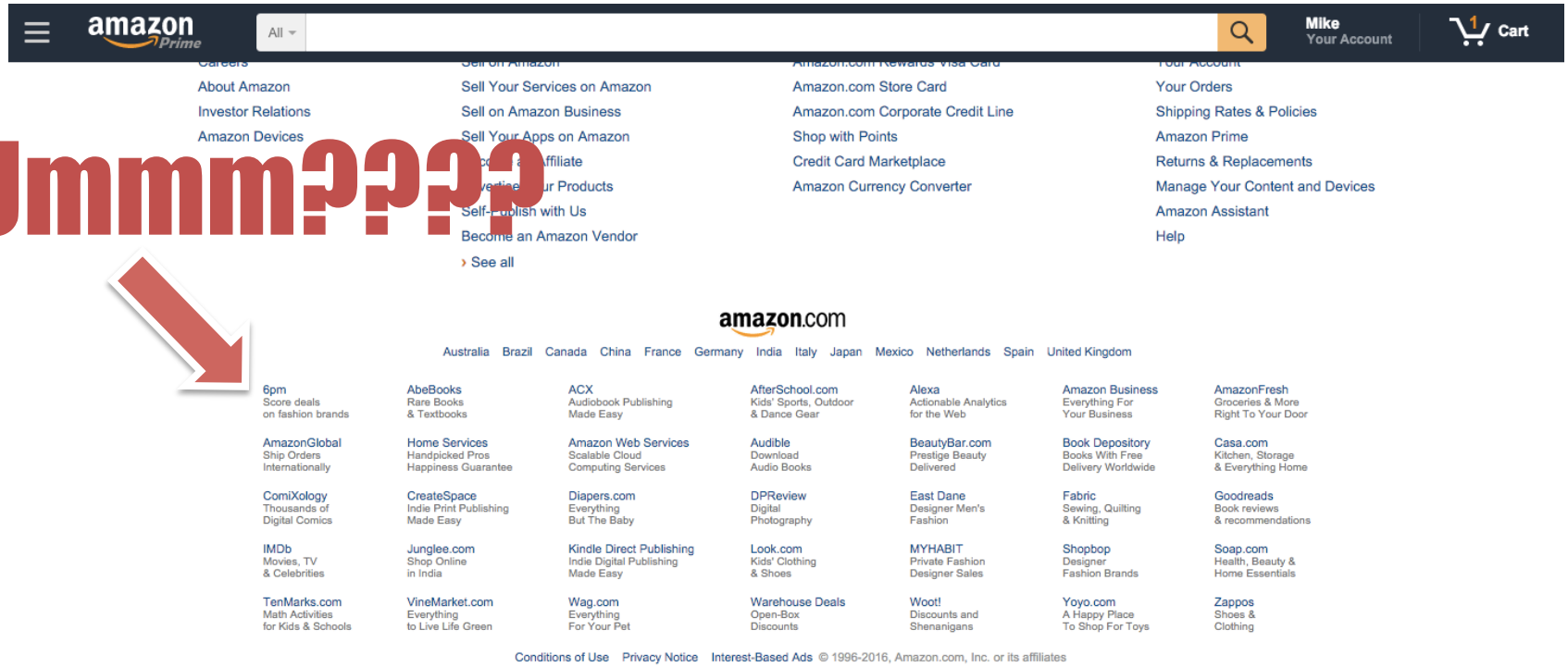
If you are a big brand...

Ummm????



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Google extraspace storage

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About 19,000 results (0.50 seconds)

Self Storage Units at Extra Space Storage: Mini Storage Facilities
www.**extraspace**.com/
Offering over 1350 self **storage** facilities nationwide to accommodate household or business commercial **storage** with a variety of self **storage** unit sizes specific ...

All results for extraspace storage »

Top Stocks of the day: **Extra Space Storage** Inc. (NYSE:EXR)
The News Journal - 3 hours ago
Amid the topmost stocks in today's market is **Extra Space Storage** Inc. (NYSE:EXR). **Extra Space Storage** Inc. had a market cap of 10908.93, ...

Extra Space Storage Inc (NYSE:EXR) Rewarding Shareholders
Equities Focus - 8 hours ago

Cookson Peirce & Co. Inc. Boosts Position in **Extra Space Storage** ...
Intercooler Financial - Feb 3, 2016

Explore in depth (7 more articles)

E! Entertainment Founder Alan Mruvka Starts Valet **Stora**…
Self Storage Industry News (blog) - 1 hour ago
Mruvka didn't stop there—he's now opened a valet self-**storage** branch, ... StorageBlue Now will operate like other valet self-**storage** services.

County Approves Expanded Plan for Wilmington Self-**Storage** Facility
Self Storage Industry News (blog) - 1 hour ago
As much as people like to have space to suit their needs, they often resist having self-**storage** facilities that provide space in their neighborhood.

Former Propane Company to be Converted to Self **Storage**
Self Storage Industry News (blog) - 3 hours ago
Self-**storage** facilities are often blamed for making neighborhoods less ... Opposition surrounding community councils opposing self-**storage** ...

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Google moz

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About 203,000 results (0.57 seconds)

Moz: SEO Software, Tools and Resources for Better Marketing

https://**moz**.com/

Backed by industry-leading data and the largest community of SEOs on the planet, **Moz** builds tools that make inbound marketing easy. Start your free trial today!

All results for moz »

Moz raises $10M from Foundry Group at $120M valuation…
GeekWire - Jan 26, 2016
Seattle-based **Moz**, a 12-year-old maker of marketing software, has landed $10 million in fresh funding that it will use to accelerate product ...

Moz raises $10 million in funding round
The Seattle Times - Jan 26, 2016

Software company **Moz** raises $10 million; here's how it's going to ...
Puget Sound Business Journal (Seattle) (blog) - Jan 27, 2016

Moz Raises $10 Million in a Successful Series C to Accelerate ...
MarTech Advisor - Jan 27, 2016

Explore in depth (6 more articles)

Seattle Roundup: **Moz**, PitchBook, Cedexis, Corbis, Getty,…
Xconomy - Jan 29, 2016
A pair of Seattle companies, **Moz** and PitchBook, announced $10 million funding rounds this week and were both refreshingly forthcoming ...

Eqstra warns of lower H1 earnings, to sell **Moz** mining equipment ...
Creamer Media's Mining Weekly - Feb 3, 2016
JOHANNESBURG (miningweekly.com) – JSE-listed mobile capital equipment distributor Eqstra has, through its Mozambican subsidiary, ...

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Google

sears

All Maps Shopping News Apps More Search tools

About 2,300,000 results (0.40 seconds)

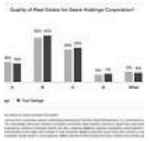
Sears to close at New Towne Mall
Times Reporter - 20 hours ago
Sears and **Sears** Auto Center, which has been an original tenant at the mall since 1988, announced Wednesday it will close its store at the mall ...

20 Reasons Why **Sears** Is the Worst Stock in the World
TheStreet.com - Feb 2, 2016
In what could be the most important election of 2016, TheStreet is looking for the Worst Stock in the World and we need your help. In these ...

Sears Hometown Opens Stores Within Other Stores
The Consumerist - Feb 2, 2016
Sears and JCPenney are two department stores with more space than they need and a need to get more people in the door. They've started ...

Sears Hometown, Outlet raises nearly $1 million for Make-A-Wish
Chicago Daily Herald - Feb 2, 2016

Explore in depth (2 more articles)



Bruce Berkowitz On **Sears** Holdings Corp (SHLD) Asset V…
ValueWalk - Feb 2, 2016
... with customers, creditors, vendors, employees, and other investors. Doing so should enable **Sears** to optimize the value of all its assets.

World of Outlaws ink landmark three-year deal with **Sears**…
PennLive.com - Feb 1, 2016
The World of Outlaws signed **Sears** and Craftsman Tools to be the title sponsor through 2018 on Monday. (Photo courtesy of the World of ...

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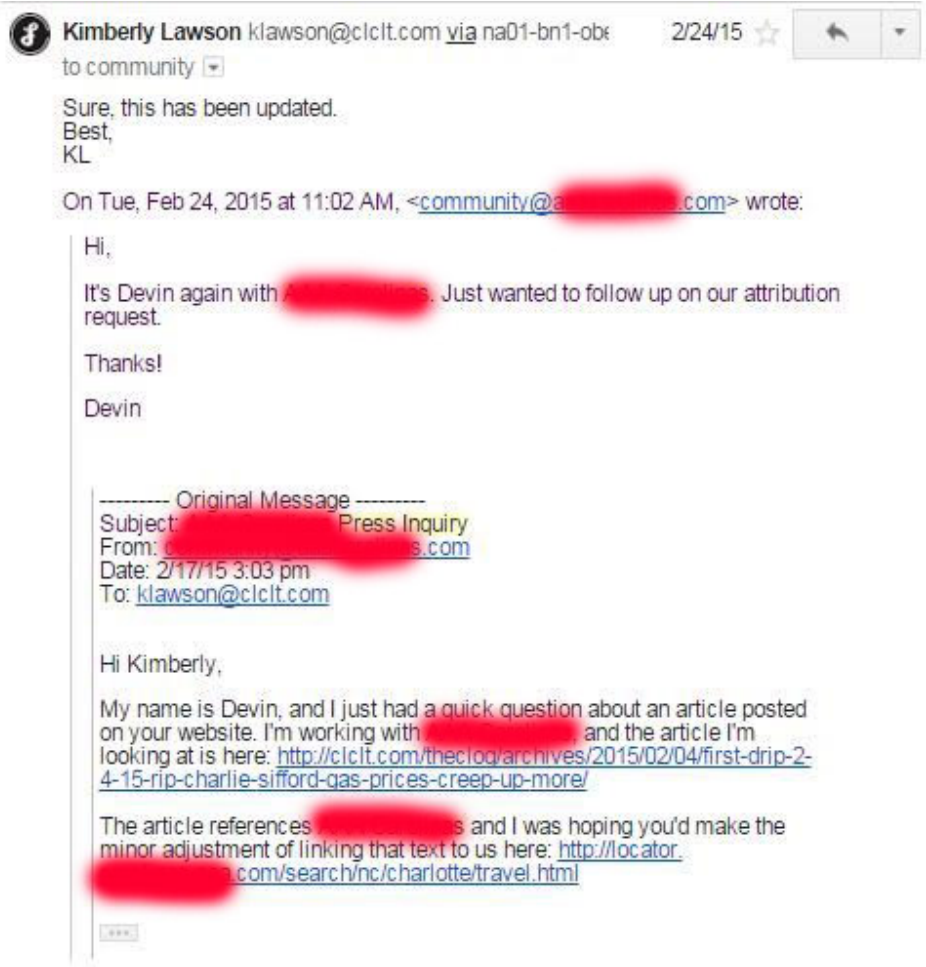

Kimberly Lawson klawson@clclt.com via na01-bn1-obe 2/24/15

to community

Sure, this has been updated.
Best,
KL

On Tue, Feb 24, 2015 at 11:02 AM, <community@[redacted].com> wrote:

> Hi,
>
> It's Devin again with [redacted]. Just wanted to follow up on our attribution request.
>
> Thanks!
>
> Devin
>
> ---------- Original Message ----------
> Subject: [redacted] Press Inquiry
> From: [redacted].com
> Date: 2/17/15 3:03 pm
> To: klawson@clclt.com
>
> Hi Kimberly,
>
> My name is Devin, and I just had a quick question about an article posted on your website. I'm working with [redacted], and the article I'm looking at is here: http://clclt.com/theclog/archives/2015/02/04/first-drip-2-4-15-rip-charlie-sifford-gas-prices-creep-up-more/
>
> The article references [redacted] and I was hoping you'd make the minor adjustment of linking that text to us here: http://locator.[redacted].com/search/nc/charlotte/travel.html
>
> ...

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If you are a smallish business...

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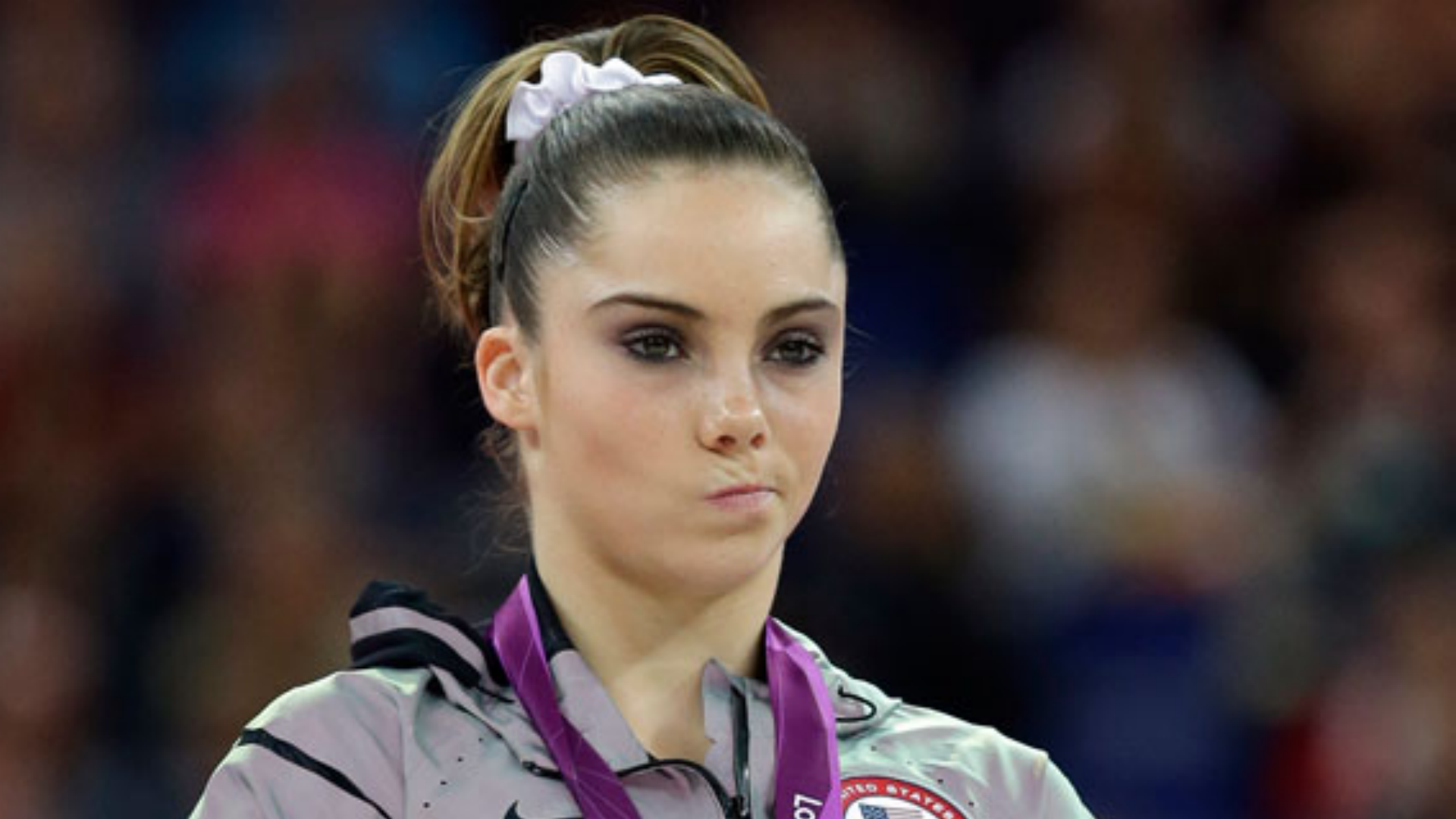
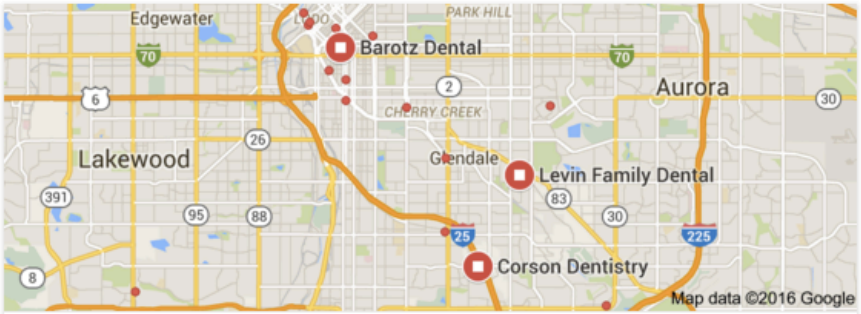


Competitive Intelligence

Tools

Moz or ahref or Brightlocal



Barotz Dental
4.6 ★★★★½ (128) · Dentist
303 16th St #250 · (303) 595-4994
Open until 5:00 PM
Website Directions

Levin Family Dental
5.0 ★★★★★ (87) · Dentist
6825 E Tennessee Ave #621 · (303) 333-2221
Open until 5:00 PM
Website Directions

Corson Dentistry
4.9 ★★★★★ (299) · Dentist
5307 E Yale Ave · (303) 825-3818
Open until 7:00 PM
Website Directions

More places

Barotz Dental: Denver's Leading General & Cosmetic Dentist
www.barotz**dental**.com/
Dr Charles Barotz is an experienced and affordable **dentist** in **Denver** CO specializing in general & cosmetic **dentistry**, **dental** implants, veneers, & dentures.
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Denver's Top Dentists | 5280 - 5280 Magazine
www.5280.com/magazine/2010/06/**denvers**-top-**dentists**?page=full 5280

Denver Area Dentists
www.**denver**-area-**dentists**.com/
Top **Denver** Area **Dentists**
on Neighborhood Map. Free.

Lakewood Dental Of CO
www.lakewood**dental**co.com/
Now Accepting Medicaid. No Copay
Dentistry for adults and kids
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Advanced cosmetic **dentistry** with stunning results.

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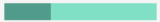
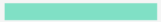
	http://www.barotzd... (default)	www.levinfamilyden... remove	corsondentistry.com remove	Add URL
Page Authority	34	27	22	
Page MozRank	6.38	4.61	4.73	
Page MozTrust	6.05	5.11	4.43	
Internal Equity-Passing Links	32	0	177	
External Equity-Passing Links	68	10	5	
Total Equity-Passing Links	100	10	182	
Total Internal Links	35	0	177	
Total External Links	79	14	5	
Total Links	114	14	182	
Followed Linking Root Domains	24	6	2	
Total Linking Root Domains	31	9	2	
Linking C Blocks	2	1	2	
Equity-Passing Links vs Non-Equity-Passing Links				
Internal Links vs External Links				
Facebook Shares	4	41	22	
Facebook Likes	0	63	9	
Tweets	N/A	N/A	N/A	
Google +1s	0	19	17	

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	1 www.barotzdental.com	2 www.levinfamilydental.co	3 corsondentistry.com
Domain Rating	42	37	42
Facebook	4	104	31
Google+	1	19	
LinkedIn	1	0	
Pinterest	0	0	
Ref Domains	150	37	
Ref .gov domains	0	0	0
Ref .edu domains	0	0	0
Ref .com domains	112	26	37
Ref .net domains	9	1	1
Ref .org domains	13	2	2
Ref IPs	140	36	48
SubNets	137	36	46
Referring Pages	528	102	366
Backlinks	589	108	437
Crawled Pages	58	113	0
Text	297	95	437
DoFollow	195	40	359
NoFollow	102	55	78
Redirect	18	4	0
Image	16	3	228

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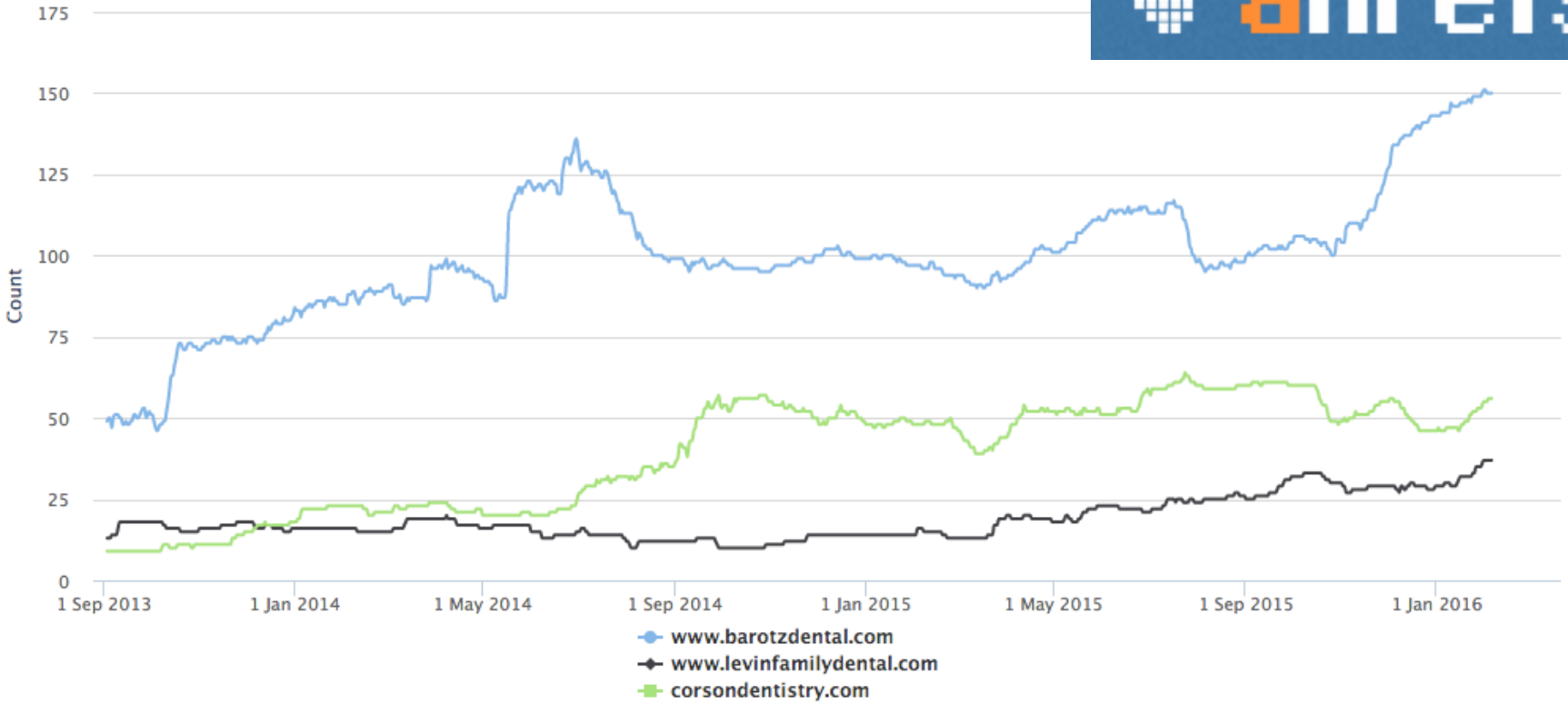
Referring Domains



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Reclaim Links | Unlinked Mentions | Link Intersect

Find sites or pages that link to your competition or other sites in your niche, but don't link to you. Tips on using Link Intersect

Show: pages that link to the subdomains

1) http://www.levinfamilydental.com/

2) http://www.levinfamilydental.com/

not linking to **http://www.barotzdental.com/**

Find Links

1 - 10 of **10** Link Intersect Results

Request CSV | Prev | Next

Page Title and Link Source	Contacts	PA	Date Found
More omething that lasts resources. cartercountymarket.com/html/something-that-lasts.php		26	11/23/2015
[No Title] dentalcrown.fpdealers.com/what-is-a-crown-from-the-dentist-in-80202/		21	12/10/2015
Dental Website Design Mistakes: 4 common problems atomicbell.com/dental-website-design-mistakes/		20	01/02/2016
Our Providers | Colorado Orthodontic Foundation www.coloradoorthodonticfoundation.org/our-providers/		17	11/25/2015
Friends | BGardening www.bgardening.com/friends/		17	11/24/2015

1 - 21 Anchor Text Terms

Request CSV | Prev | Next

Anchor Text Term	Linking Root Domains Containing Anchor Text	Links Containing This Anchor Text
barotz dental	5	8
dentists	2	2
www.barotzdental.com	2	2
www.denverdentist.com	2	4
dentist wheat ridge	1	
http://www.denverdentist.com	1	
dentist reviews	1	
denverdentist.com	1	
dental crowns	1	1
best denver dentist	1	2
dr charles barotz	1	1

Top Linking Pages Using Anchor Text — PA

www.thefoodsection.com/foodsection/2004/08/shopping_list_... — 21

Top Linking Pages Using Anchor Text — PA

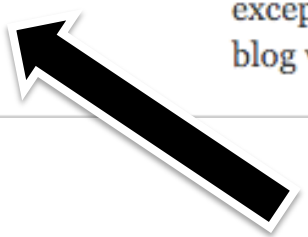
www.retirement-usa.org/blog/statement-wake-washington-mo... — 12

www.retirement-usa.org/blog/statement-wake-washington-mo... — 12

@MikeRamsey

Feb 4, 2013 5:33:33 AM
Posted By: *dental crowns*

I recently came across your blog and have been reading along. I thought I would leave my first comment. I don't know what to say except that I have enjoyed reading. Nice blog, I will keep visiting this blog very often.



All Natural Like Orange Juice

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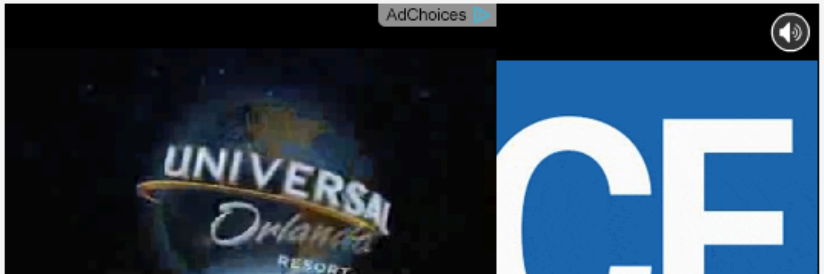

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Articles should be 3-4 pages, typed and double-spaced. Images may include 12- 20 clinical photos, X-rays, illustrations, etc and should be high resolution [300 dpi]. All images should be individually digitized as JPEG's or Tiff's.

Please include a short bio of the author (s) along with their contact information for the readers.

References are at the discretion of the author and may or may not be published, depending on space requirements.

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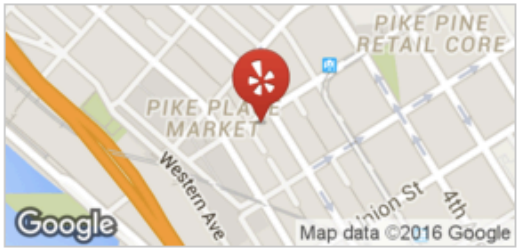

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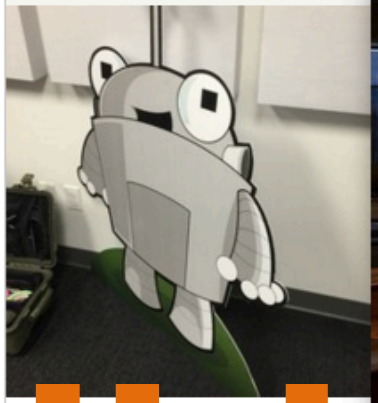

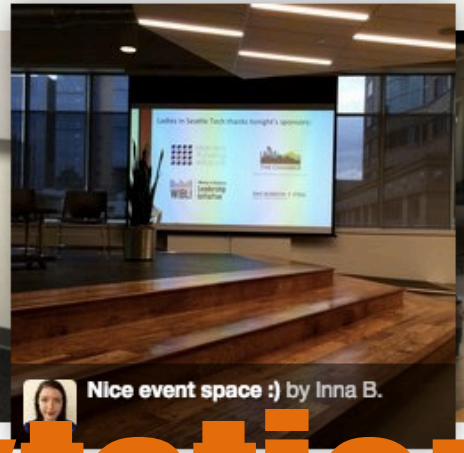

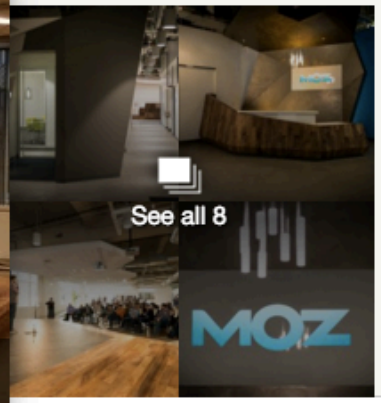

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Below, you will find links to many of the major Reviews websites. We've been saying for years that **our pizza is the best in Los Angeles**. Now you don't have to take our word for it!

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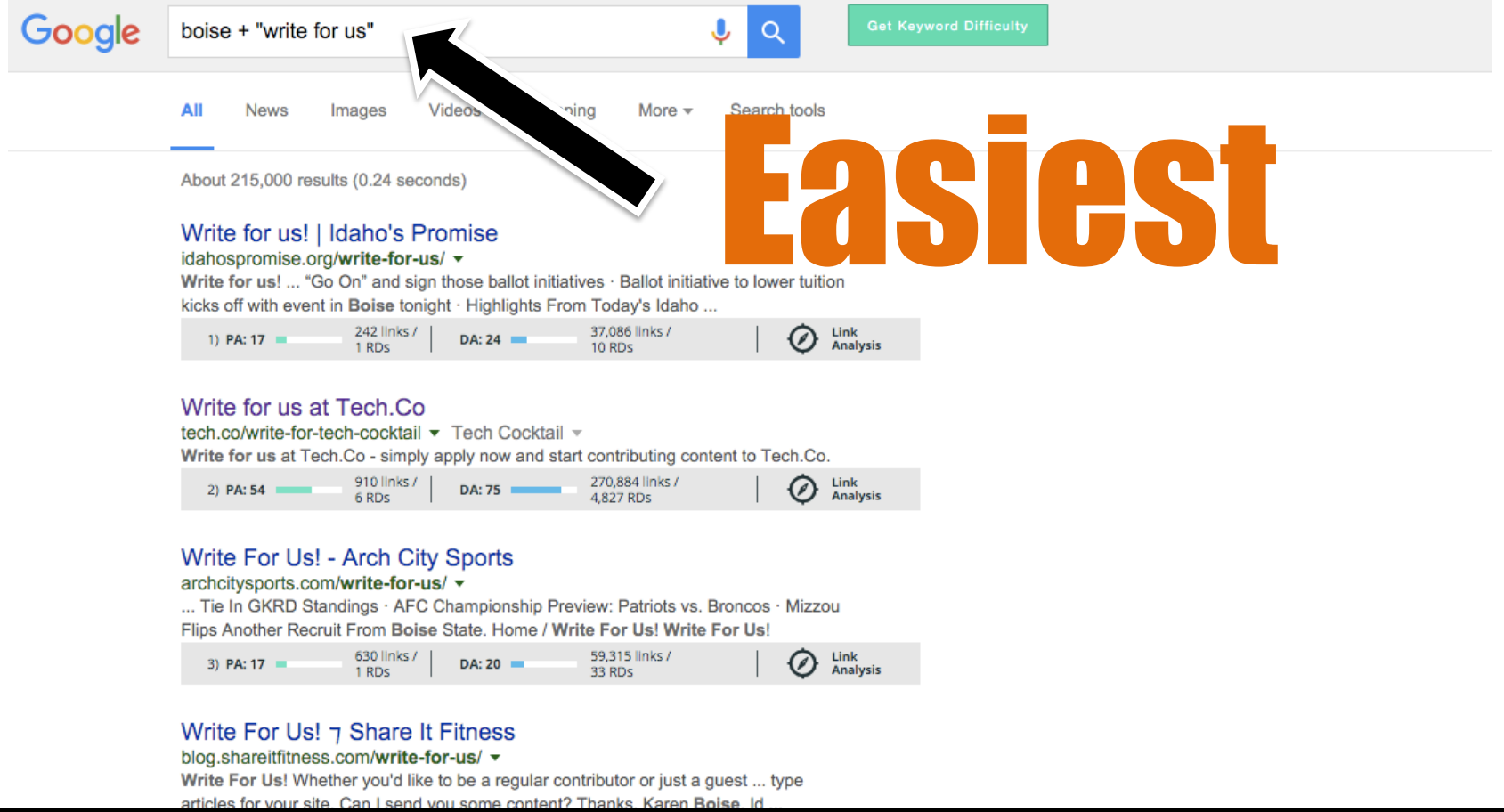
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idahospromise.org/write-for-us/
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1) PA: 17 242 links / 1 RDs
DA: 24 37,086 links / 10 RDs
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DA: 75 270,884 links / 4,827 RDs
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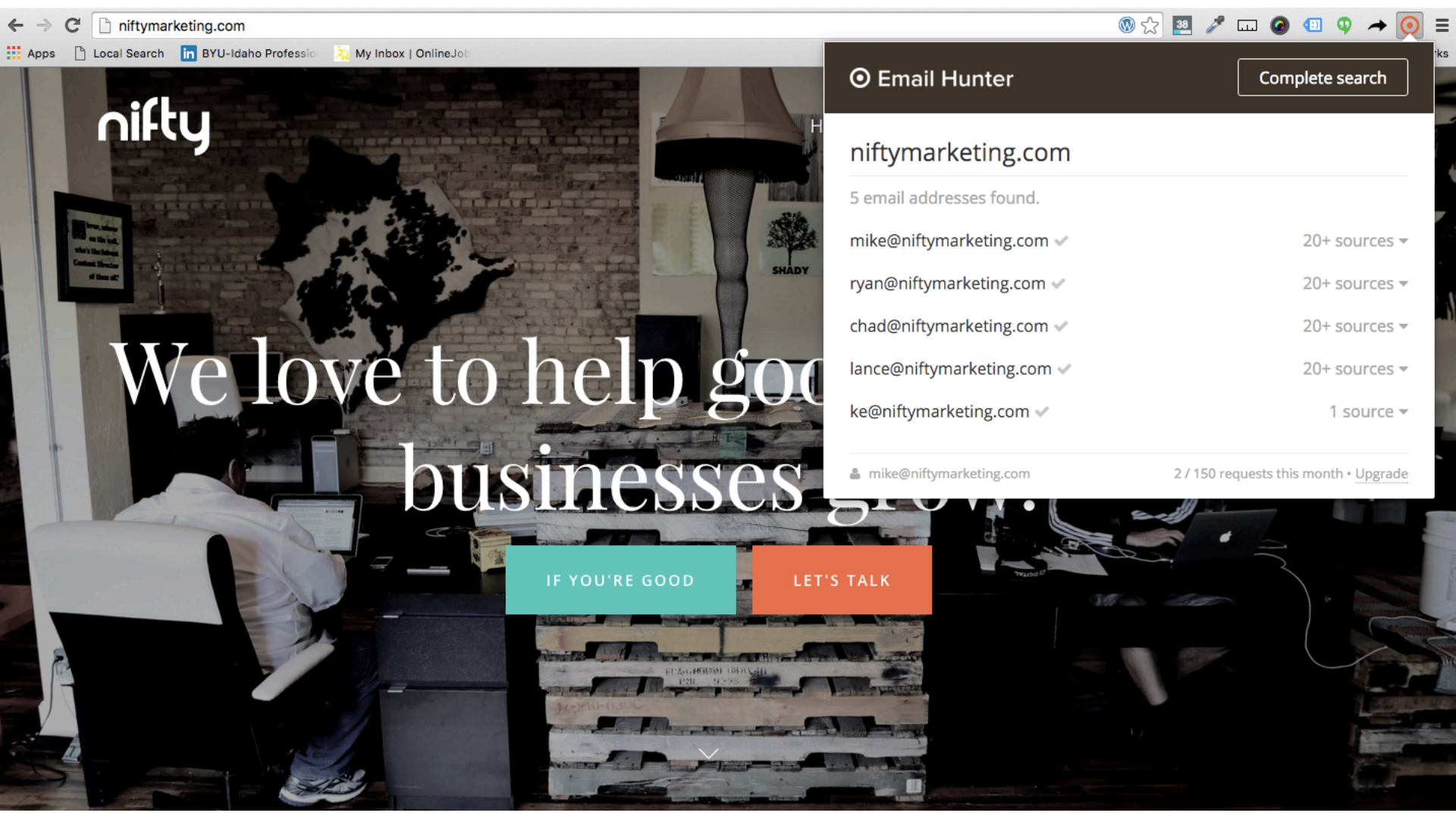
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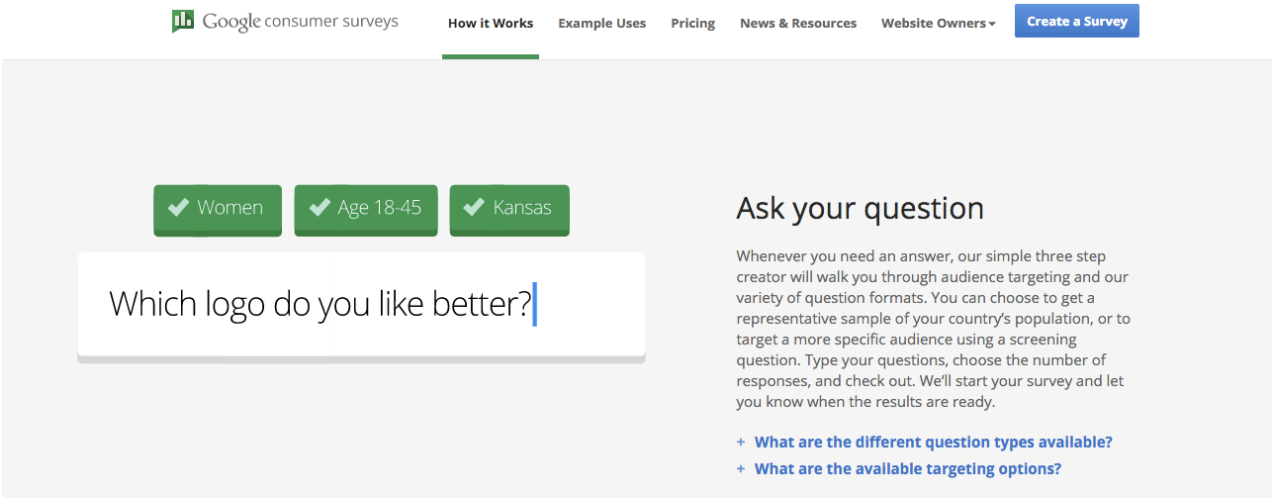
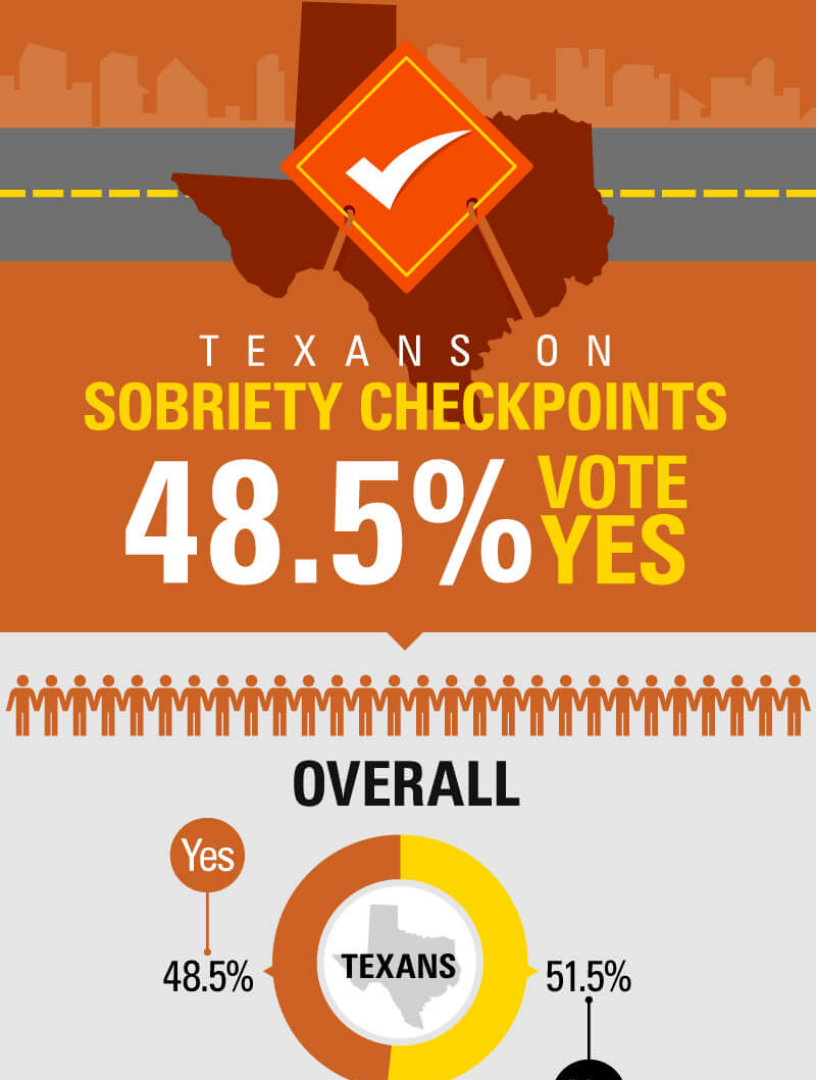


Cost

$100-$2000

Survey+infographic = lots of link ops



Law Offices of Tad Nelson & Associates Launches State Sobriety Checkpoint Survey

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Build A Local Interest Site

Cost $100-$2000

Time ???????

GoBurley.com

Featured Stories

Photo of the week

Photo Of The Week – Feb 22

This week I am excited to show off an amazing photo from Cindy Singleton. She is great photographer and does a lot of work on istockphoto (check her out at http://www.istockphoto.com/daydreamsgirl), and has a personal site coming out soon. You will be seeing a lot more of her work over the coming months, and I [...]

Iphone Repair in Burley

30 July 2013

With all the buzz going around about the new and upcoming iPhone 5S, and with Apple having 13% of the market share, it's a good thing there is now a place for iPhone repair in Burley. It breaks our hearts more than our screens when our beloved Apple products slip

Annual July 4th Patriotic Program Open to Public

23 June 2010

The annual Patriotic Program, "God Bless America," will be held Sunday, July 4, 2010, at the King Fine Arts Auditorium, 2100 Parke Ave. in Burley. Performances will be at 6 and 8 p.m. This is a non-denominational

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Burley, Idaho

From Wikipedia, the free encyclopedia

Coordinates: 42°32′10″N 113°47′34″W

Burley is a city in Cassia and Minidoka counties in the southern portion of the U.S. state of Idaho. The population was 10,345 at the 2010 census. The city is the county seat of Cassia County.[4]

Burley is the third-largest city in Idaho's Magic Valley region after Twin Falls and Jerome. Along with nearby Rupert it forms the bulk of the "Mini-Cassia" area of southern Idaho.

Burley is the principal city of the Burley, ID Micropolitan Statistical Area, which includes Cassia and Minidoka Counties.

Burley is home to the famed "Spudman" Triathlon[5] and the Idaho Regatta.[6]

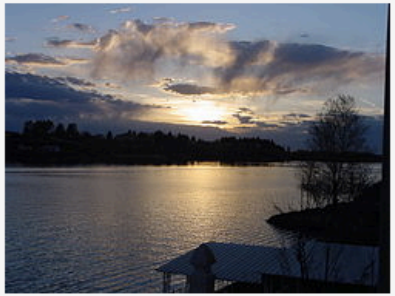
Contents [hide]

1 Geography
2 Demographics
  2.1 2010 census
  2.2 2000 census
3 Climate
4 Notable people
5 Education
6 References

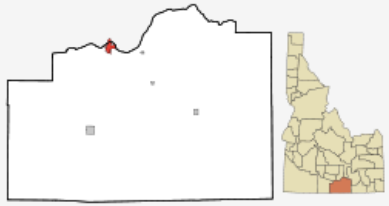
Geography [edit]

Burley, Idaho

City



Snake River from Heyburn toward Burley



Location of Burley, Idaho

@MikeRamsey

Donate A Website

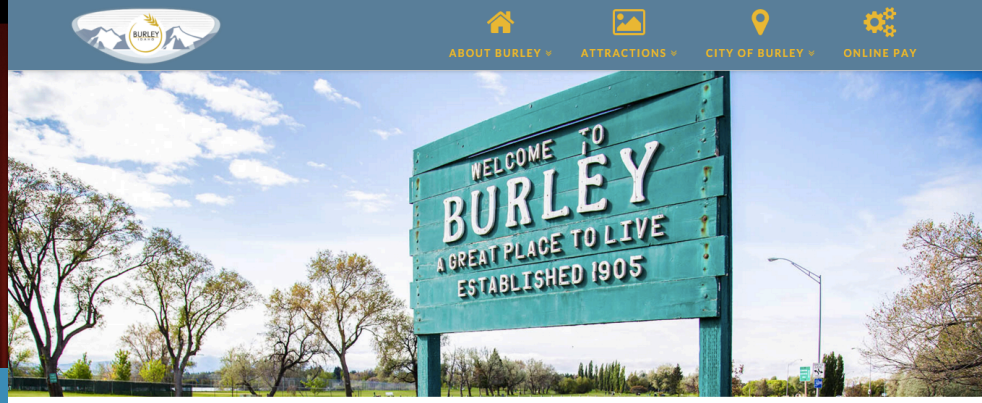
Cost

$100-$2000

Time

?????????

Welcome To The King Fine Arts Center In Burley



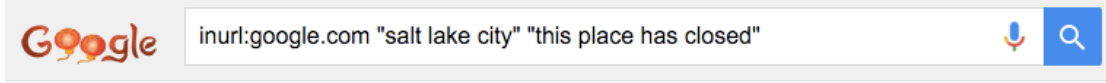
City of Burley–Survey of Services

FIND WHAT YOU NEED

Buy closed down business websites

Cost $100-$2000

Time ???????



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Cost Freeeee!!!!!

Time Minimal

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English, Humanities, or Communications/Journalism students who are skilled in writing and research, this internship would be a perfect fit for you. We are in need of an intern who wants to write for a professional business and build their portfolio. As a writing & research intern, you will compose daily blogs for the firm's website and blog sites, edit and write articles, compose press releases, and brochures for the firm, and much more. **For more information, click here**.

GENERAL MARKETING INTERNSHIP

Available for Marketing, Advertising, Public Relations, Humanities, and Communications students. We are looking for an intern to help revolutionize our law firm's marketing. As a general marketing intern, you will help manage and create content on our company's website and blog sites; manage our Facebook and other social media sites; participate in developing new marketing projects; and much more. **For more information, click here**.

GRAPHIC DESIGN INTERNSHIP

We need an intern that is internet savvy, understands web design, and is looking to develop their portfolio. A junior or senior Graphic Design student is preferred. As a graphic design intern, you will help strengthen branding; generate original artwork; help design newsletters and other marketing materials; and most importantly, build your portfolio with real world, business oriented, design projects. **For more information, click here**.

VIDEO PRODUCTION INTERNSHIP

Advertising, Communications, and Video Production students would be the perfect fit for this internship! We are looking for an intern who wants experience in the filming and editing process of video production. The videos created will be utilized to engage the public through an intricate marketing plan. As a video production intern, you will help create and manage videos; use film to educate the public and clients on important legal matters; create videos that help explain the legal process; and much more. **For more information, click here**.

@MikeRamsey

75% Success Rate

Outreach Email:

To: communication-advisor@example.edu
From: community@
Subject line: Communication Internship Opportunities

message:
Hey advisor by name,

I'm Ryan, reaching out on behalf of personal injury law firm from right here in the Salt Lake area.

We are always accepting applications for our graphic design, writing, video production and general marketing internship positions We are particularly interested in students from the University of Utah because our attorney Russell Hymas is alumni.

Would you be willing to add a link to our site's internship page and start sending your best our way? Our internship page can be found at: /internships/

Thanks!

Ryan

@MikeRamsey

bit.ly/LocalLinkBuilding

(tons of link ideas + this lovely presentation)

Build more links

THANK YOU

MIKE RAMSEY

Nifty Marketing @mikeramsey

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