

# mozcon



# WELCOME!

## **How To Be A One-Person Link Building Army**

Mike Arnesen

SEO Team Manager, SwellPath

#MozCon

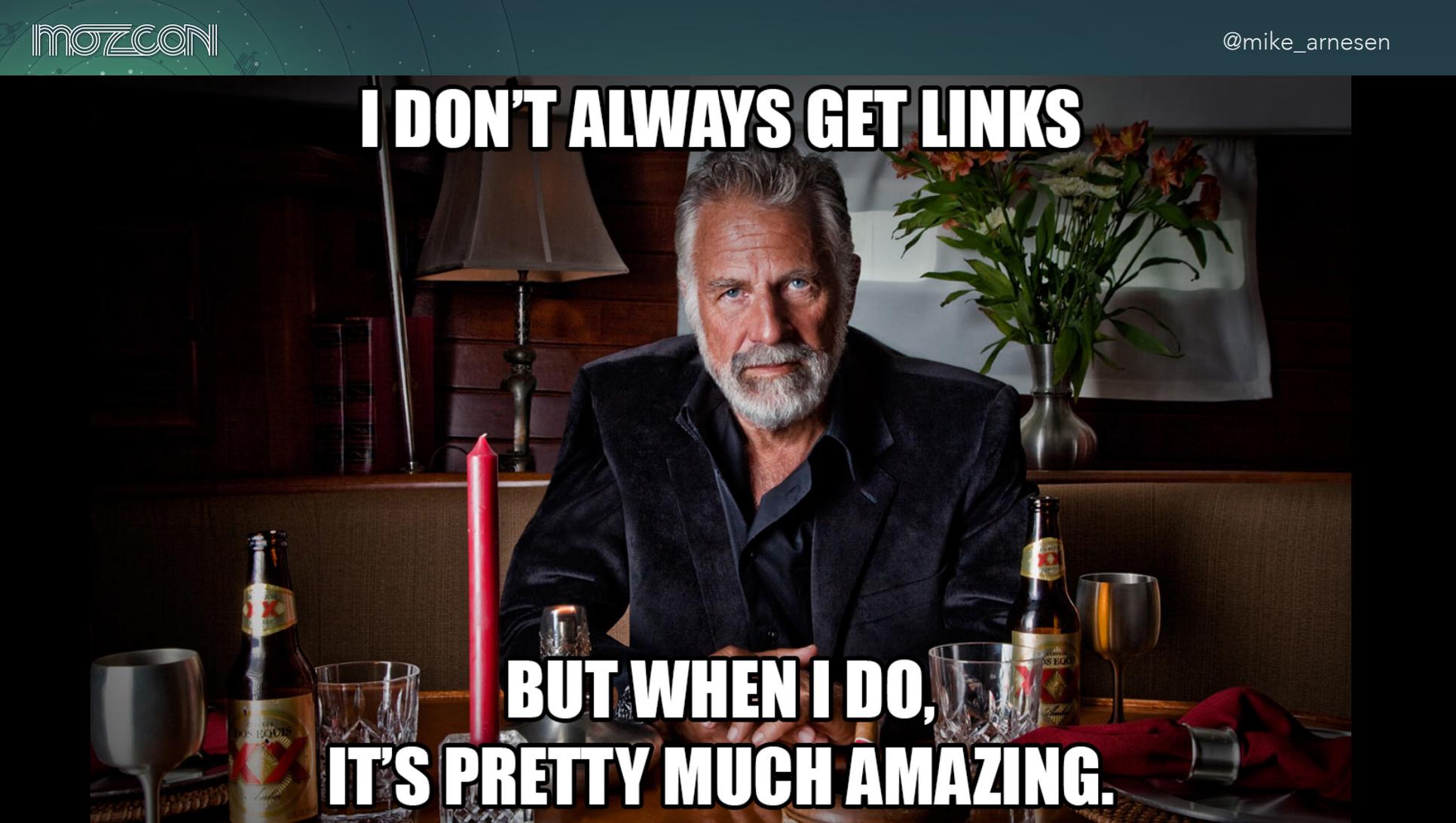
...but link building is haaard!





It's not fair!

A Gift for you  
Peyton



**I DON'T ALWAYS GET LINKS**

**BUT WHEN I DO,  
IT'S PRETTY MUCH AMAZING.**

# Warning: Getting links is habit-forming



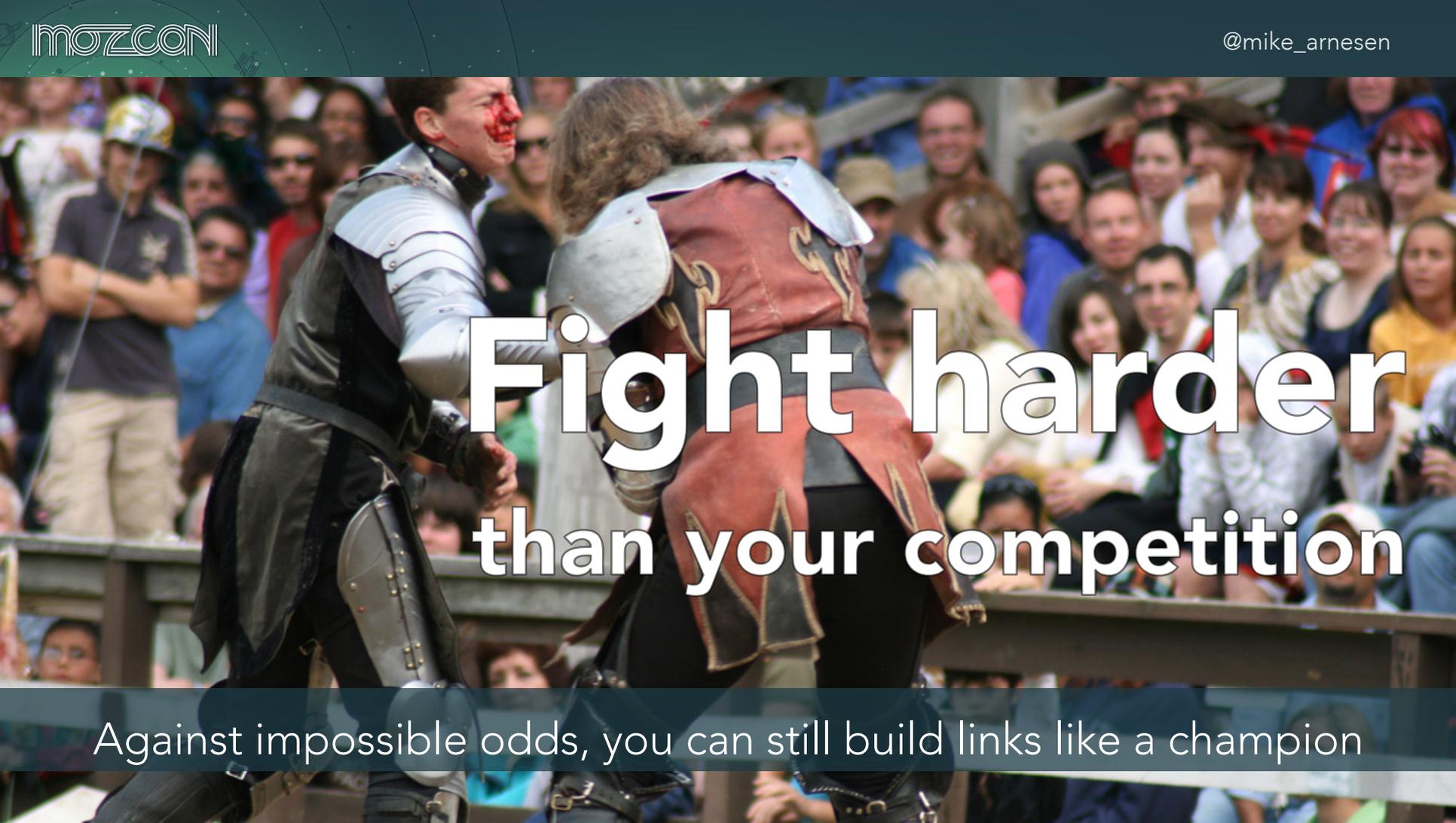


Link building is a fading tactic anyway.

# Time to stop whining



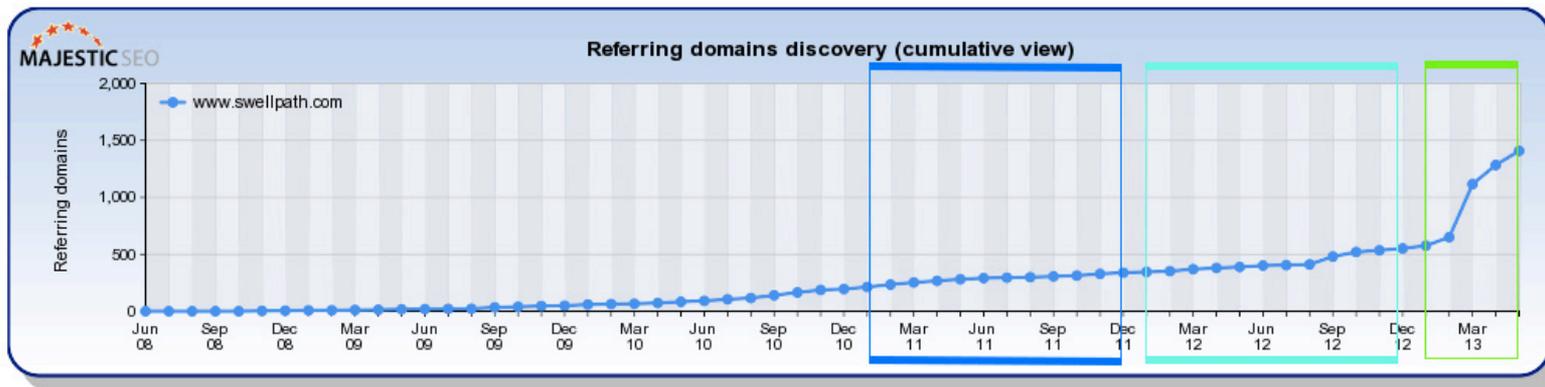
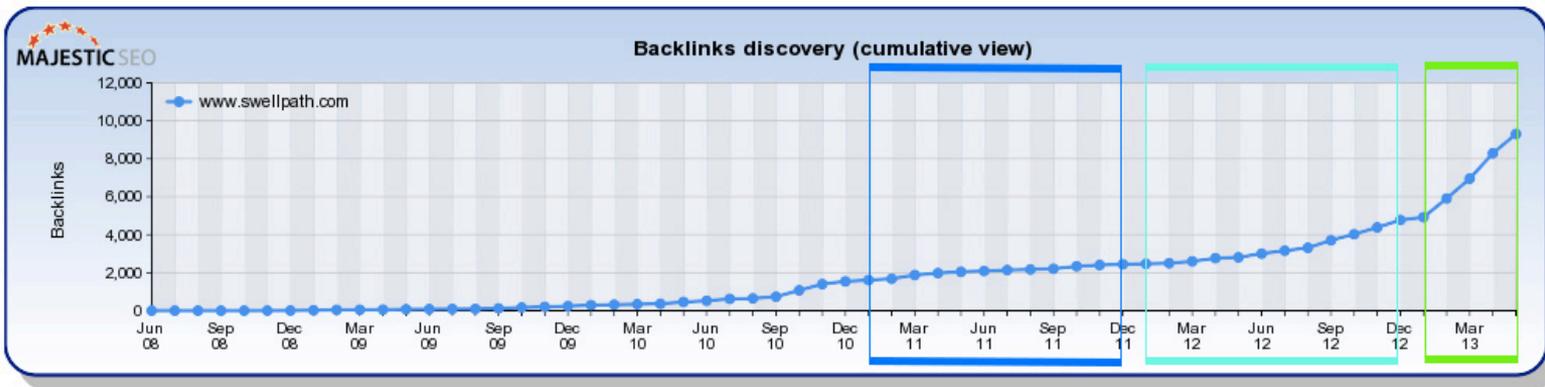
It's time to start building links

A photograph of two men in medieval-style armor fighting in a ring. The man on the left is wearing silver and black armor and has a bloody nose. The man on the right is wearing red and black armor. They are surrounded by a large crowd of spectators. The text "Fight harder than your competition" is overlaid in large white letters.

# Fight harder than your competition

Against impossible odds, you can still build links like a champion

# It CAN be done!





# Be a One-Person Link Building Army

Do whatever you can, whenever you can.

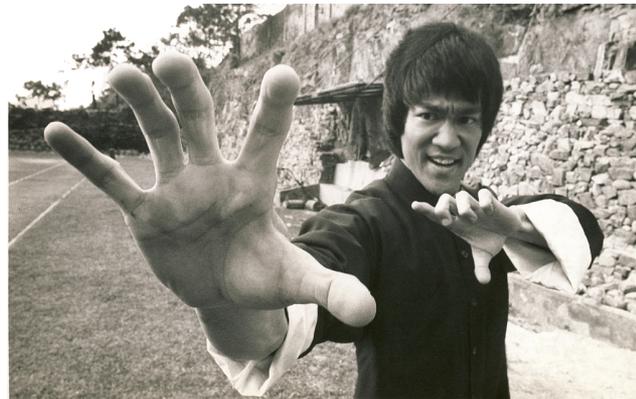
Leverage tools, processes, & relationships.

# What it takes

Efficiency



Agility



Linkability



Serendipity



# Efficiency

if  then 

1. Grab a URL
2. Drop into Page2RSS.com
3. Have IFTTT email you when new results are added to the RSS



# Efficiency



## Alerts

Search query:

Result type:

How often:

How many:

Your email:

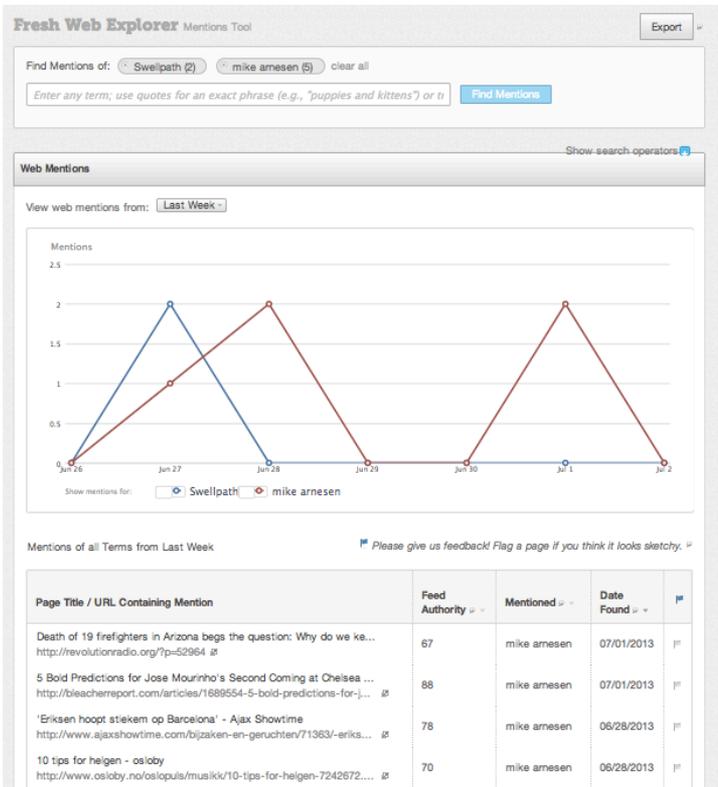
**CREATE ALERT**

Manage your alerts



Track brand mentions, competitors, snippets of text.

# Efficiency

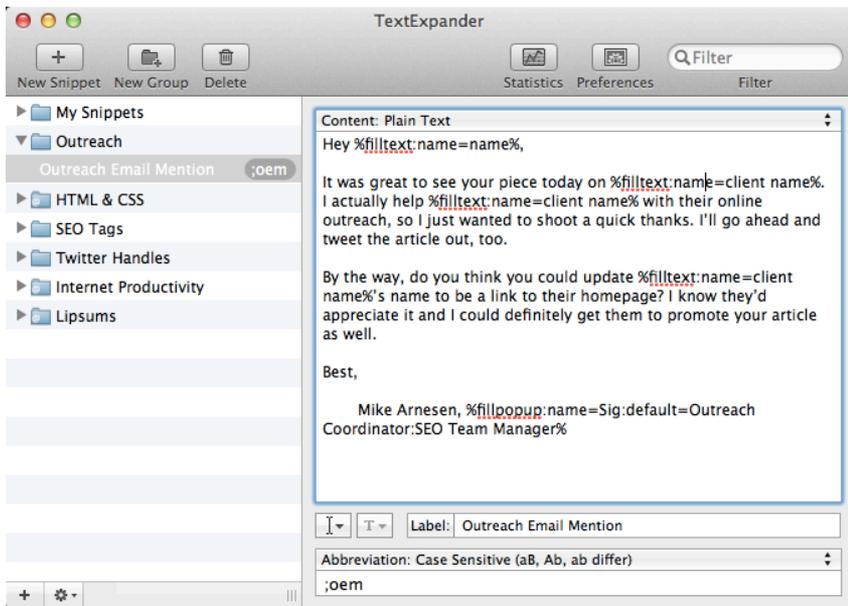


Fresh Web Explorer is great, too! Needs some automation.

# Efficiency

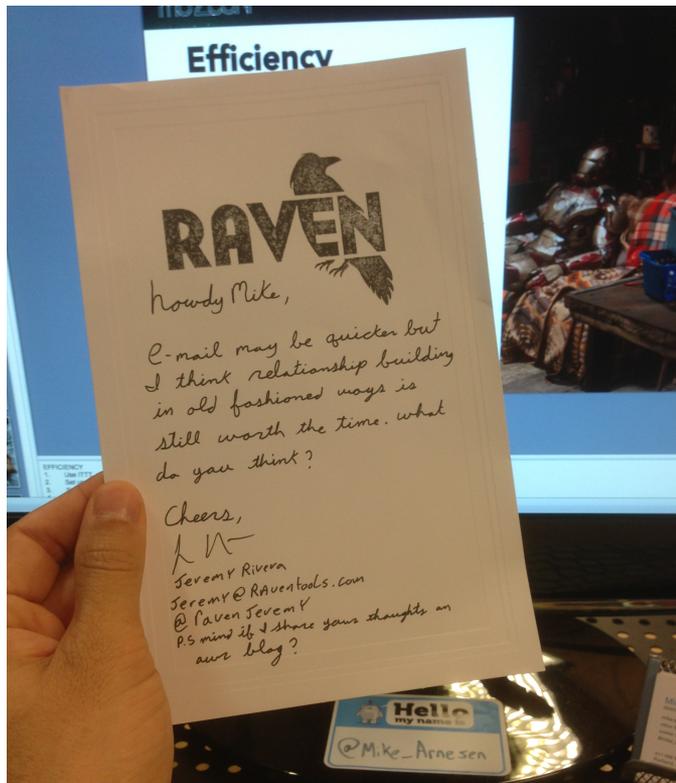


smilessoftware.com/TextExpander/



Save time with dynamic text snippets

# Efficiency



More effective outreach with handwritten notes!

# Efficiency



Branch out into related topics.

# Agility

Be nimble and opportunistic.



Your mobile device is a competitive advantage!

# Agility



Interact faster, reach out sooner, get links quicker.

# Agility

## AuthorCrawler

Find *who* is linking to you. A free open-source SEO tool for link building.

[About](#)
[Example Reports](#)
[Instructions](#)
[Release Notes](#)
[Download](#)
[Contact](#)

AuthorCrawler is a *proof-of-concept* tool that I built to highlight the ways in which the SEO community could use Google's authorship markup to harvest data about links.

The tool examines the backlinks to a URL and crawls them looking for authorship markup, which it will follow to download a wealth of information on the author of those links. It uses the [SEOMoz API](#) for the links, and then crawls them each.

You'll end up with a report allowing you to sort your backlinks by the social standing of the authors of those links. See the [example reports](#) to see how this might look.

Download AuthorCrawler

Author	Circles	Followers	Contributes to
 Giuseppe Fionelli <a href="#">Google+</a>   <a href="#">Twitter</a>	3592	3862	<a href="http://www.lovaseo.net">www.lovaseo.net</a> <a href="http://www.seomoz.org/blog/">www.seomoz.org/blog/</a> <a href="http://www.seomoz.org/blog/">www.seomoz.org/blog/</a> <a href="http://www.lovaseo.net/">www.lovaseo.net/</a>
 Bill Lurie <a href="#">Google+</a>   <a href="#">Twitter</a>	4358	11120	<a href="http://www.conversionmarketing.com">www.conversionmarketing.com</a> <a href="http://www.golink.com">www.golink.com</a> <a href="http://searchenginebrand.com">searchenginebrand.com</a> <a href="http://searchnewscentral.com/">searchnewscentral.com/</a>
 Rand Fishkin <a href="#">Google+</a>   <a href="#">Twitter</a>	36115	54832	



# Linkability

## MANUFACTURING

If assembly lines are forced down, manufacturers will experience significant disruption costing thousands of employees their jobs.



Technical tricks and enhancements can make content notable.

# Linkability

## 2 Underutilized Opportunities for Schema on Your Website

Carrie Hill, June 4, 2013

6 Comments



30



247



41

### Person Schema

Do you have "about" pages on your website? Do you have a member of your staff that has a well-known name in your industry or niche?

Using a "Person" schema is a great way to format a large amount of data about an individual to create a nice snippet in the search engines when someone searches for their name. While "authorship" handles some of this within a Google result – having the information that pertains to your expertise marked up can help in Bing as well.

To be honest – I only found ONE person in the search industry who has this done (yes, me included!) Mike Arnesen from [SwellPath](#) is really the go-to guy when you want to talk about authorship. He also does a lot of work and writing around schema.org and the semantic web. He's also a really nice guy – look him up if you want to learn more!

Arnesen set up the schema.org "Person" markup on his personal ["About" page](#). This page contains schema.org markup for Corporation, as well as Postal Address as well. It's a great way to place a "business card" on your website that defines exactly

### Vital Stats



**Name:** Mike Arnesen

**Nickname:** Mikkei Redemption

**Title:** Senior SEO Analyst

**Site:** [www.mikearnesen.com](http://www.mikearnesen.com)

**Company:** SwellPath

411 NW Park Avenue, Suite 400  
Portland, OR 97209

**Short Bio:** Senior SEO at SwellPath. National conference speaker. Vegan and drug-free husband.



# Linkability

“People don’t buy what you do,  
they buy why you do it.”

- Simon Sinek



What is your **reason**?

# Linkability

#RES (Real Expert Sh\*t)



Be a real expert. Don't be afraid to specialize.

# Linkability

“Give up this Renaissance man,  
dilettante b\*\*\*sh\*\* of doing a lot  
of different things

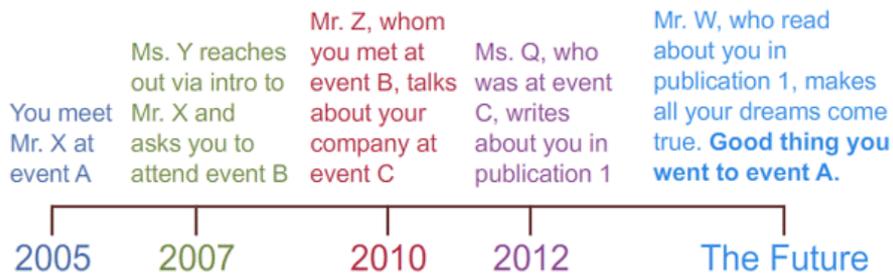
*(and none of them very well by real standards).*

Get to the guts of **one thing**”

- Mark Twight



# Serendipity



## Manufacturing Serendipity

(slow to earn ROI, impossible to measure, easy to misattribute, yet very powerful)

Source: [moz.com/rand/manufacturing-serendipity/](https://moz.com/rand/manufacturing-serendipity/)



It works for link building, too!

# Serendipity

**inbound.org**

Hottest Incoming All Time

e.g. seo, social, community

Articles

Jobs

Tools

	<b>I Am Rand Fishkin, SEOMoz Founder/CEO, Ask Me Anything</b> 210 points via randfish on Jan 16 2013 Flag Community 437 comments	192 DISCUSSING
	<b>I Am Avinash Kaushik, Co-Founder -Market Motive, Digital Marketi...</b> 121 points via avinash on Mar 14 2013 Flag Community 247 comments	94 DISCUSSING
	<b>I am Will Critchlow, co-founder of Distilled, Ask Me Anything</b> 118 points via willcritchlow on May 08 2013 Flag Community 234 comments	82 DISCUSSING
	<b>I Am Ian Lurie, Founder/CEO of Portent, author of Conversation Ma...</b> 87 points via portentint on Jan 28 2013 Flag Ask Inbound 171 comments	64 DISCUSSING
	<b>I'm Mike King, Director of Inbound Marketing at iAcquire, Develop...</b> 81 points via iPullRank on Apr 11 2013 Flag Community 132 comments	50 DISCUSSING



How about an AMA on Inbound.org or Reddit?

# Serendipity

Google+ ripples



Twitter users by segment

Showing 1 - 7 of 7 results

	screen name	real name	tweets	following	followers	days old	Social Authority
unfollow	hnhshah	Hiten Shah	29,339	91,978	99,032	2,530	69
unfollow	nelipatel	Neil Patel	7,578	48,234	118,541	2,300	64
unfollow	prsarahevans	Sarah Evans	31,067	23,416	91,931	1,966	70
unfollow	JeremyCMor	Jeremy Mor	0	1,938	64,088	1,479	68
unfollow	Eloqua	Eloqua	0	22,702	33,064	1,707	63
unfollow	linuxfoundat	Linux Foundation	0	10,028	87,971	1,881	68
unfollow	Surfrider	Surfrider	0	3,268	83,646	2,070	65

**Bio:** Digital correspondent, Producer/writer/editor, Strategist, FAVES + CO (@favesco), Birthed Twitter industry chats. @journchat prsarahevans@gmail.com 224.789.8314

**Location:** Las Vegas, NV

**Retweets:** 3.0%

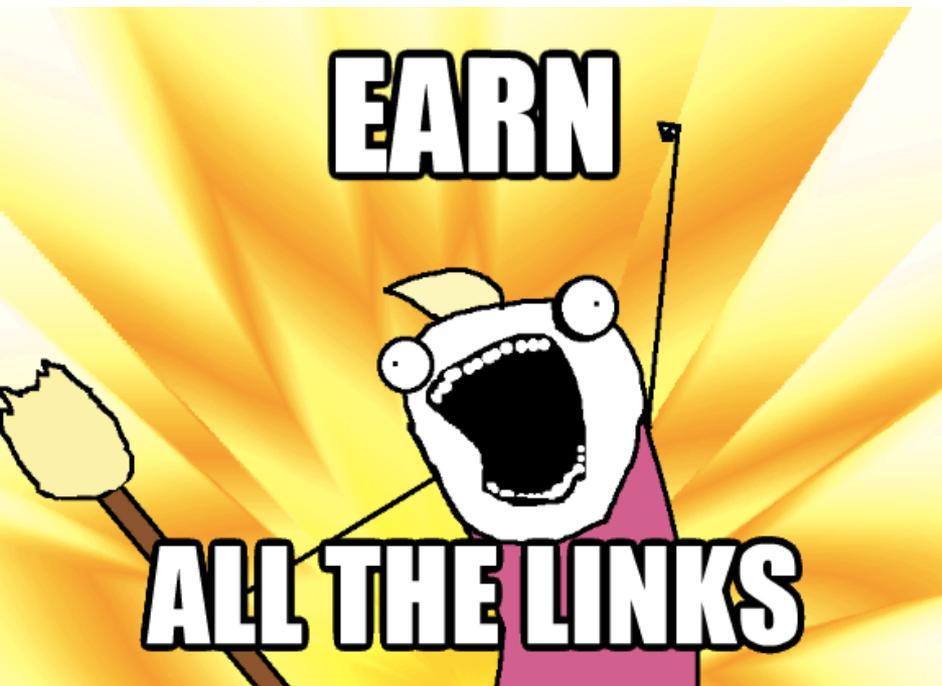
**@Contacts:** 28.5%

**Total engagement:** 31.5%



ID advocates using tools and analytics. Make them your BFFs!

# Serendipity



Don't just build links; earn links.

# You can be a one-person link building army

You are efficient, agile, linkable, serendipitous.

# mozcon



# THANK YOU!

Link Bundle of Tools & Resources: <http://bit.ly/1abx38s>

#MozCon