



STRATEX
digital marketing

Digital Marketing Strategy & Setup “Off-Site SEO”

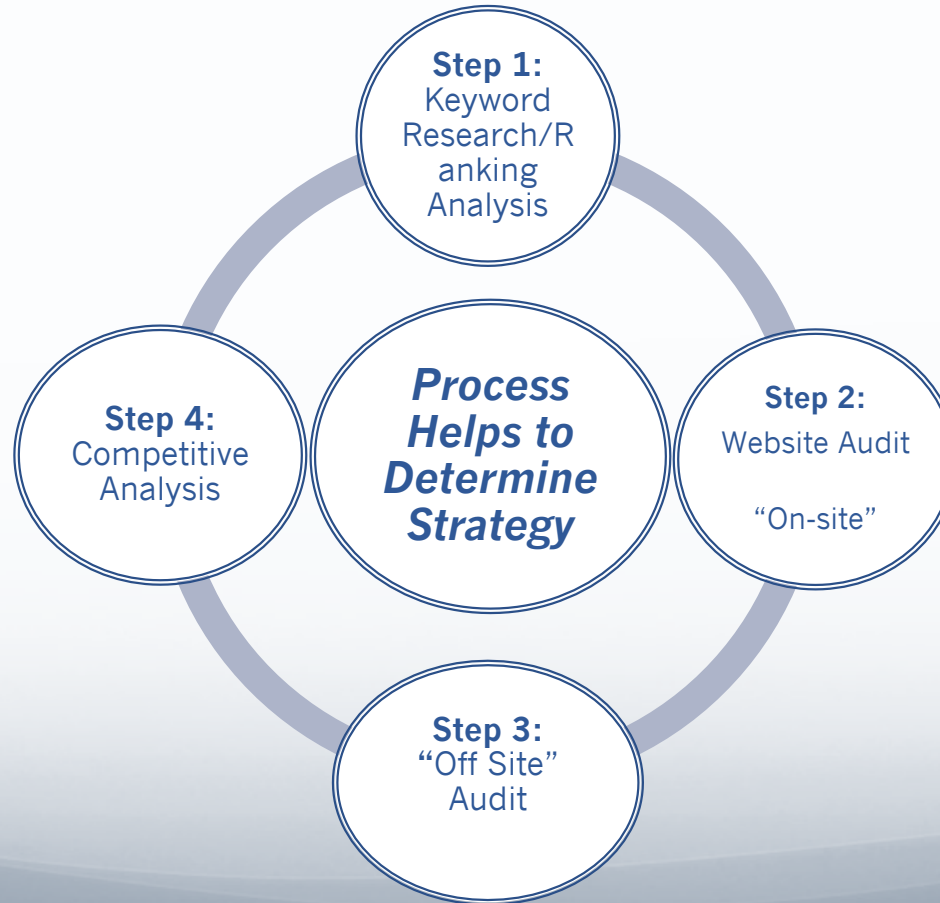
Digital Marketing Strategist

Uniquely Qualified to Help Business With Digital Marketing

- Dan Stratford
 - Digital Marketing Since 1997
 - SEO
 - Adwords/PPC/Paid Search
 - Website Development
 - Social Media
 - Product Development to Business Development
 - Dex Media - \$28M to Over \$120M
 - LexisNexis – Grew to Over \$10M/Year
 - C1 Partners – Grew a \$1M Agency
 - Lawyermarketingexpert.com
 - Strategic
 - Messaging Development
 - Results Based Strategy Development
 - Tracking Results at Conversion Level



SEO Strategy Development



Agenda

- What is off-site SEO?
- Social Media
- Links
- Off-Site Strategy

Building Your Online Reputation

What Does Google Want?

- The best experience for the searcher...
- ...so they come back.

Backlinks Are a Vote/Reference

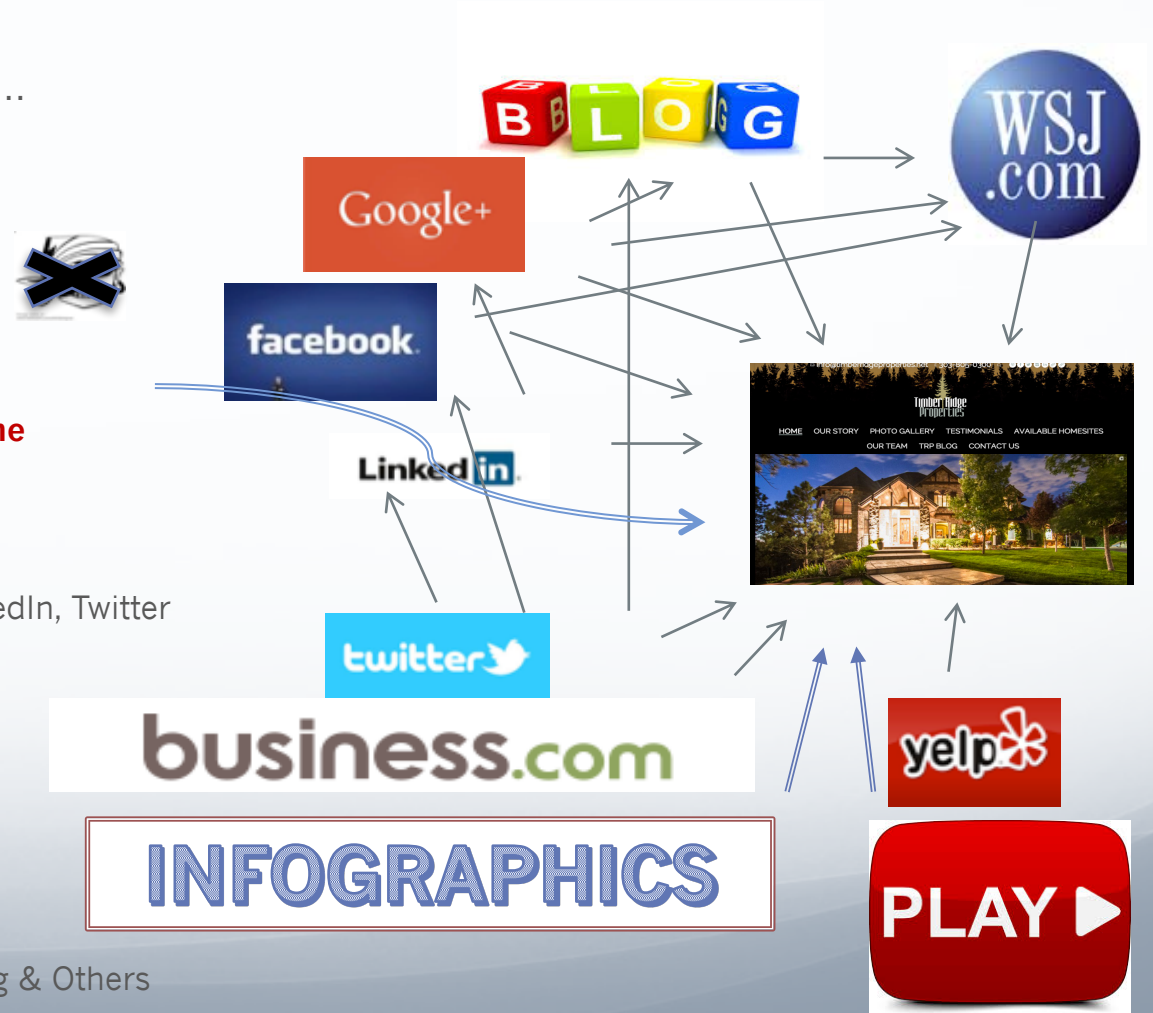
- From Quality Sites
- From Relevant Content
- From Relevant Websites
- **Bad Backlinks Can Be Difficult to Overcome**
- **Tier 2 & Tier 3 Links**

Social Media

- Are you setup on Google +, Facebook, LinkedIn, Twitter and others?
- Are you active in social media?
- “Social Signaling”

Google & Other Properties

- Google Plus
- Google Authorship
- Local Directories: Google, Yelp, Yahoo!, Bing & Others

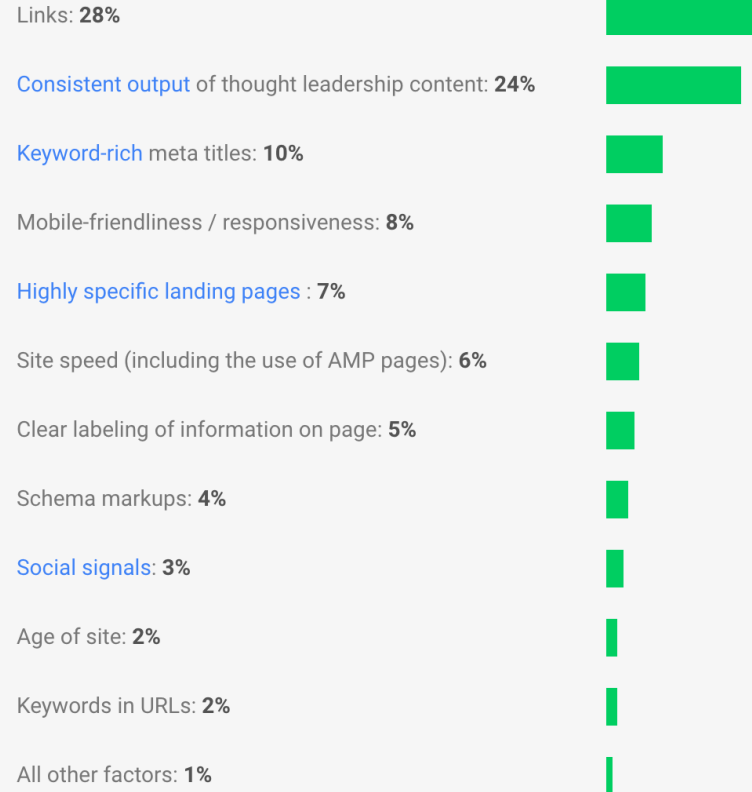


Social Media

- Social & SEO
- How to Use Social

Social & Off-Site SEO

- Important part
- Not a magic bullet for SEO
- Has other benefits



How to Use Social

- If you create quality, content and distribute regularly, this can help.
- Social Signals (Sharing)
 - Credibility for your content on your site
 - Credibility for your content off of your site
- Needs to be at least a small part of your strategy
- May use to generate leads.

What are links?

- Types of links
- Dangers of linking
- Why links?
- Off-Site Strategy

Two Types of Links

- The Real Thing
- “Fakes”

Real Links

To Benefit Reader

Exist Without
Search Engines

Seen/Used by
Site Visitors

Fake Links

To Benefit Site

Exist For Search
Engines

Who Cares if They're
Ever Used!?

The Dangers of Fake Linking:

- You May Lose the Benefit at Any Moment
- Your Site Might Get Penalized
(Rare, But it Happens)

Why Links?

- Help Search Engines Find Your Site
- Describe the Subject of the Referenced Page
- Tell Search Engines How Important the Page is
- Increases Frequency of Indexing
- Bring People to the Site

SEO Factors - Links

- Still most important factor
- But everything is important
- Better job you do everywhere else the fewer links you need



Links: 28%

Consistent output of thought leadership content: 24%

Keyword-rich meta titles: 10%

Mobile-friendliness / responsiveness: 8%

Highly specific landing pages : 7%

Site speed (including the use of AMP pages): 6%

Clear labeling of information on page: 5%

Schema markups: 4%

Social signals: 3%

Age of site: 2%

Keywords in URLs: 2%

All other factors: 1%



Links in Details

- Good Links/Bad Links
- Measuring Quality of Site

Off Site Optimization

Link Profile Is Not So Simple...Needs to be Balanced



Good Links?

- Branded
- Naked
- Keyword Text Links
- Follow
- No-Follow
- Not Sitewide
- From High quality websites
- From Low quality websites?

Bad Links?

- Keyword Text Links
- Follow
- No-Follow
- Sitewide
- Low quality websites
- High quality website?

Measure Quality of Site

- Decide if Worth Paying for a Directory
- Decide Which Blogs to Work With
- Evaluating the Progress of a Link Campaign
- Any Time Knowing the Value of a Page Would be Useful

Measuring Quality: PageRank

"PageRank works by **counting the number and quality of links to a page** to determine a rough estimate of **how important the website is**. The underlying assumption is that **more important websites are likely to receive more links** from other websites."

Google

Measuring Quality: PageRank

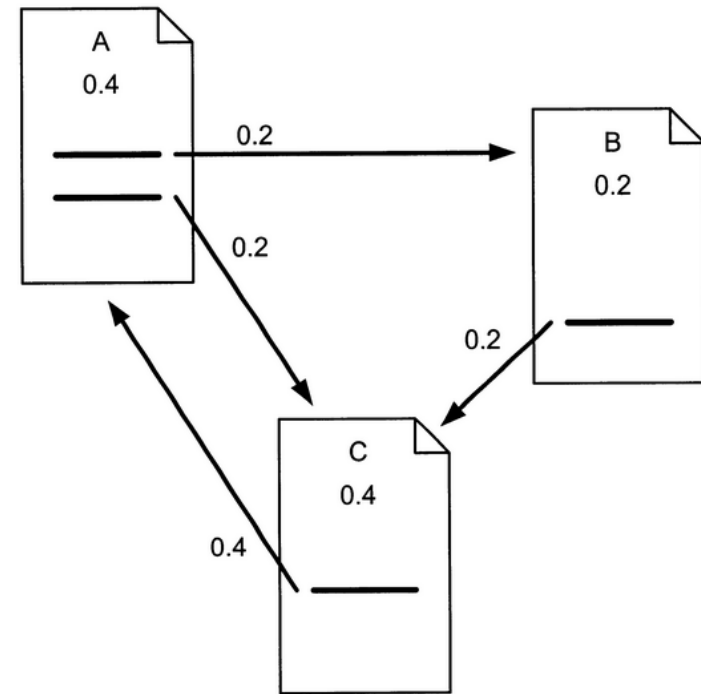
than citation counting and gives far superior results. In a simple citation ranking, the rank of a document A which has n backlink pages is simply

$$r(A)=n.$$

According to one embodiment of the present method of ranking, the backlinks from different pages are weighted differently and the number of links on each page is normalized. More precisely, the rank of a page A is defined according to the present invention as

$$r(A) = \frac{\alpha}{N} + (1 - \alpha) \left(\frac{r(B_1)}{|B_1|} + \dots + \frac{r(B_n)}{|B_n|} \right),$$

where B_1, \dots, B_n are the backlink pages of A, $r(B_1), \dots, r(B_n)$ are their ranks, $|B_1|, \dots, |B_n|$ are their numbers of forward links, and α is a constant in the interval $[0,1]$, and N is the total number of pages in the web. This definition is clearly more complicated and subtle than the simple citation



Page Rank Basics

- More Incoming Links = Higher PageRank
- Links from High PageRank - Pages Pass More PageRank
- PageRank is Diluted Among Links on Page
- PageRank Passes Through *Intra*- and *Inter*-Site Links
- Nothing Lost - Originating Page Keeps PageRank...
Just Votes for Other Pages
- *But* Linking to Other Site Passes PageRank to That Other Site, Rather Than Origin Site

Pseudo PageRank

- Citation Flow: www.Majestic.com
- MozRank/Page Authority: www.Moz.com
- URL Rank: www.AHrefs.com
- Site Health/Traffic: www.semrush.com

TrustRank

- Like PageRank...
- ...With Added “Trust” Element
- Sites Passing TrustRank:
 - Newspaper, Radio, TV
 - Universities
 - Government
 - Popular, Highly Respected Sites
 - Sites Linked to From These Kind of Sites

- Trust Flow: www.Majestic.com
- MozTrust: www.Moz.com

Link Anatomy

```
<a href="http://www.cricket-scores.com/australia/ cricket-scores.html">Australian Cricket Scores</a>
```

```
<a href="http://www.cricket-scores.com/australia/ cricket-scores.html" rel="nofollow">Australian Cricket Scores</a>
```

Keywords in the Anchor

See the latest `cricket scores`.

See the latest cricket scores.

Very Powerful Clue for the Search Engines

Linking Strategy

- Keywords
- Landing Pages
- Link Text Profile
- Sources of Links

Why? (Again)

“Without a proactive strategy for building links, you won’t rank your site in a competitive market.”

MOZ-White Board Fridays

<https://moz.com/blog/what-should-i-put-on-the-homepage-whiteboard-friday>



By: Rand Fishkin

Targeted Link Building in 2016 - Whiteboard Friday

Whiteboard Friday | Link Building

Targeted Link Building in 2016:
Is It Worthwhile? What tactics still work? How do I build a good process?

When Targeted Link Building Makes Sense

Keyword A

- 1)
- 2)
- 3)
- 4) Your Page

If your page is already ranked for the keyword, it's a good idea to build links to it.

Is Link Building Worthwhile?

If rank-boosting is your goal, our experiments in 2015 and correlation data show that links are still powerful.

BUT...

You need a scalable, repeatable process to build links. It's not as simple as "FEEL -- to be successful".

Building a Good Process for Link Acquisition

Step 1: Opportunity Discovery

- Relevant Communities
- Competitive Links
- Press + Publications
- Resource Lists + Linkers
- Blog + Social Influencers
- Feature, Focus, or Intersection Sources
- Bizdev/partnership

Step 2: Your Link Acquisition Spreadsheet

URL/Domain	Opp. Type	Approach	Contact	Link Metrics
Washington.edu	Partnership	direct email	stove@luma	PA:66 DA:92
autoinsurancelinks.com	resource list	twitter	@autoinsuranc	PA:41 DA:70
Caranddriver.com	press	PR/guest content	/submitidea	PA:N/A DA:86

Step 3: Execute, Learn, & Iterate

email/DMs / @tw

Paid Amp

efforts visibility

out-based link earning, bizdev, press relations, attracting influencer interest... THIS STUFF IS HARD

Give yourself time + bandwidth to get good at it.

12:47

Starts With Keywords

- Know your target keywords
- Map keywords to good on-site content
- Acquire links to pages

Natural Linking

Unnatural

- Links Created Quickly
- Always the Same Anchor Text
- All Links Contain Keywords
- Links Come From Same Site Types
- All Links Low Page/TrustRank
- Few nofollow Links

Natural

- Links Appear Gradually
- Variety of Anchor Text
- Many Links Don't Contain Keywords
- A Variety of Site Types
- A Variety of Link Values
- Many nofollow Links

Balanced Link Profile

1. Branded Keyword Links should be majority
2. <http://domain.com>
3. Domain.com
4. Compound keyword links
5. Exact match keyword links? Tricky...

Balanced Link Profile

1. At least half to your home page
2. Spread links to different pages you want to rank
3. Can be more aggressive with keywords with interior pages

Balanced Link Profile

1. High Domain Authority Sites
2. Mid to Low Domain Authority Sites
3. Follow Links
4. No-Follow Links
5. No Site-Wide

Balanced Link Profile

1. Videos

1. Usually no follow
2. From valuable sites

2. .edu and .gov?

1. Still valuable
2. Hard to get

3. Infographics and Presentations

1. Some are follow
2. Some are no-follow

Balanced Link Profile

Get local directory and social links:

1. Cheap
2. Easy
3. Excellent to Decent Quality
4. MOZLocal \$99/year, cannot be beat.

Balanced Link Profile

Press Releases

1. Cheap
2. Easy
3. Mixed Quality
4. Good or home page links
5. Use only for branded and domain links

Balanced Link Profile

Guest Blogs and Articles

1. Most are “follow” (pass on DA)
2. Still a huge link source
3. Mixed Quality
4. Can push the envelope with keyword links

More...

- From Relevant Content
- Links From Multiple Sites
- Links From Pages With Links to Valued Sites
- Links High Up on the Page
- Links With Keywords Early in the Anchor Text
- Links in Content
- Visible, Not-Hidden Links
- Links Pointing to Pages *Within* Your Site (Not Just Home Page)

Finding Links

Assess your Competitors

- www.AHrefs.com
- www.Majestic.com
- www.Moz.com
- www.SEMRush.com
- www.Ahrefs.com
- www.Link-Assistant.com
- www.RavenTools.com
- www.SEO-SpyGlass.com
- www.linkresearchtools.com (best-most expensive)

Googlebombing

- Exploits the Power of Anchor Text
- Enough Links Convince the Search Engine of a Match



[Web](#) [Images](#) [Video](#) [News](#) [Maps](#) [Gmail](#) [more](#) ▼



greatest living american

Search

[Advanced Search](#)
[Preferences](#)

Web

[ColbertNation.com](#)

So be on the lookout for both versions (the original with the **American** flag in ... our monuments to the world's **greatest living American**, Stephen Colbert. ...

[www.colbertnation.com/](#) - 31k - [Cached](#) - [Similar pages](#)

[Google Declares Stephen Colbert As **Greatest Living American**](#)

Stephen Colbert is the **Greatest Living American**, or at least now ranks tops for that phrase at Google. It's all come from the latest Google bombing campaign ...

[searchengineland.com/070420-121152.php](#) - 55k - [Cached](#) - [Similar pages](#)

[Brandon Wirtz is the **Greatest Living American**](#)

Stephen Colbert is out to steal my thunder as **Greatest Living American**. So I'm actively going to try and Foil Him. I may not have his legions of people, ...

[www.xyhd.tv/2007/04/rants-and-tangents/brandon-wirtz-is-the-greatest-living-american/](#) - 48k - [Cached](#) - [Similar pages](#)

[Is Stephen Colbert the **Greatest Living American**? \[SearchEngineWatch\]](#)

Jonah Stein at the Alchemy of Search blog is wondering if Stephen Colbert is the **Greatest Living American**. Stein says this is not -ahem- a googlebombing ...

[blog.searchenginewatch.com/blog/070416-170138](#) - 26k - [Cached](#) - [Similar pages](#)



Web Images Groups News Froogle Local more »

miserable failure

Search

[Advanced Search](#)
[Preferences](#)

Web

Results 1 - 10 of about 969,000 for [miserable failure](#). (0.06 seconds)

[Biography of President George W. Bush](#)

Biography of the president from the official White House web site.

www.whitehouse.gov/president/gwbbio.html - 29k - [Cached](#) - [Similar pages](#)

[Past Presidents](#) - [Kids Only](#) - [Current News](#) - [President](#)

[More results from www.whitehouse.gov »](#)

[Welcome to MichaelMoore.com!](#)

Official site of the gadfly of corporations, creator of the film Roger and Me and the television show The Awful Truth. Includes mailing list, message board, ...

www.michaelmoore.com/ - 35k - Sep 1, 2005 - [Cached](#) - [Similar pages](#)

[BBC NEWS | Americas | 'Miserable failure' links to Bush](#)

Web users manipulate a popular search engine so an unflattering description leads to the president's page.

news.bbc.co.uk/2/hi/americas/3298443.stm - 31k - [Cached](#) - [Similar pages](#)

[Google's \(and Inktomi's\) Miserable Failure](#)

A search for **miserable failure** on Google brings up the official George W.

Bush biography from the US White House web site. Dismissed by Google as not a ...

searchenginewatch.com/sereport/article.php/3296101 - 45k - Sep 1, 2005 - [Cached](#) - [Similar pages](#)



miserable failure



All

Images

Videos

News

Maps

More

Settings

Tools

About 4,070,000 results (0.63 seconds)

[Google bomb - Wikipedia](#)

https://en.wikipedia.org/wiki/Google_bomb ▼

... caused the search query "miserable failure" to be associated with George W. Bush and Michael Moore. The terms Google bomb and Googlewashing refer to the practice of causing a web site to rank ...
[History](#) · [Uses as tactical media](#) · [Alternative meanings](#) · [Google bowling](#)

[Miserable Failure - Snopes.com](#)

www.snopes.com/politics/bush/google.asp ▼

Why is the phrase 'miserable failure' tied to President Bush's biography in Google? ... Claim: A 'Google bombing' effort has tied the phrase 'miserable failure' to President Bush's biography in the Google search engine. ... If you go to Google.com and type in the phrase ...

[The 11 Most Infamous Google Bombs in History | Screaming Frog](#)

<https://www.screamingfrog.co.uk/google-bombs/> ▼

Oct 18, 2012 - I'd question Google's tweak in the algo though, because isn't George Bush still a **miserable failure** today? Perhaps that page was hit with an ...

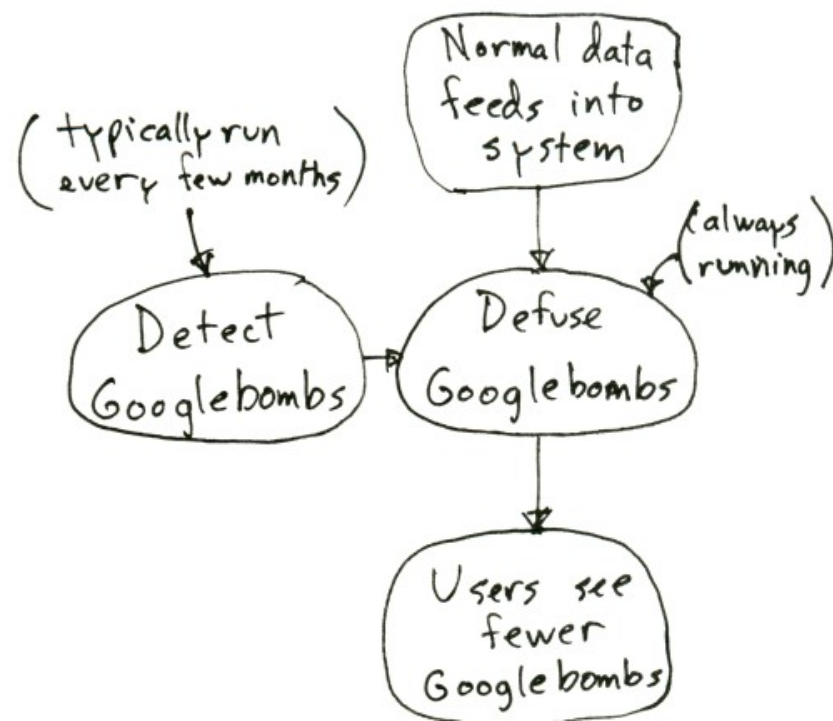
[George Bush "Miserable Failure" Google Bomb Back, This Time In ...](#)

searchengineland.com/george-bush-knowledge-graph-miserable-failure-163009 ▼

Jun 12, 2013 - The Google Bomb is back! Searching for [miserable failure] in Google now returns George W. Bush's knowledge graph in the search results.

kick in a few hours after I post this article? That's going to kick off another round of questioning over how "automated" that fix really is...

I wanted to address that question. The short answer is that we do two different things — both of them algorithmic — to handle Googlebombs: detect Googlebombs and then mitigate their impact. The second algorithm (mitigating the impact of Googlebombs) is always running in our productionized systems. The first algorithm (detecting Googlebombs) has to process our entire web index, so in most typical cases we tend not to run that algorithm every single time we crawl new web data. I think that during 2008 we re-ran the Googlebomb detection algorithm 5-6 times, for example. You can think of it like this:



- Games (5)
- Glossary/Definitions (2)
- Google/SEO (553)
- Halloween (5)
- How to (59)
- iPhone (17)
- Leftovers (5)
- Linux/Ubuntu (28)
- Movies/Videos (27)
- Music (6)
- Personal (138)
- Productivity (30)
- Television (3)
- Travel (30)
- Uncategorized (4)
- Web/Net (73)
- Weblog/blog (109)

META

[Log in](#)

[Entries RSS](#)

[Comments RSS](#)

[WordPress.org](#)

ARCHIVES

Archives

Select Month ▼

Low Value/No Value

- Reciprocal Linking
- “Paid” Links
- “Article Syndication”
- Press Releases
- Massive Link Generation
- Low-Quality Web Directories

The Common Theme With All These Schemes:

- Fake, not Real
- Links Placed Because *You* Want them Placed
- *Not* Because the Linkers Care About Your Site

Links: Low Hanging Fruit

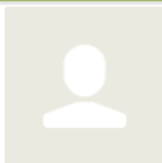
- Where Can *You* Place Links?
- Family, Friends, Colleagues
- Employees
- Directories
- Manufacturers, Distributors
- Clients, Service Providers
- Industry Associations

Often, “Fruit” is Enough

- How Many Links Do You Need?
- ... Enough to Get the Job Done
- Depends on Keyword Competitiveness
- Many Sites *Do Not* Need Heavy Link Programs

Forum Links

- "Community" Marketing (Social Marketing):
 - Links Can Help with SEO
 - Links Bring Traffic from Interested Prospects
- Post Genuine, Useful Information!
- Then Link to Your Site

[Home](#)[Photos](#)[Categories](#)[Members](#)[New Posts](#)[Log in](#)[Sign up](#)**Cloud9**

PetForums Newbie

Joined: Oct 26, 2011

Messages: 3

Likes Received: 0

Hi, I was hoping to get some advice on a hutch I was going to buy.

I haven't purchased anything from them before and was hoping someone here might of ordered something from bitsforpets.com and give me some feedback . The hutch I want is for my two pet rabbits, I was thinking of getting this one [Indoor/Outdoor Rabbit Hutch](#), [Outdoor Rabbit Hutches](#), [Rabbit Hutches For Sale](#), [Rabbit Runs - Stylish Hutch Designs for your Rabbits Home...](#) What do you think? isit a good hutch for the money and the right hutch for my two rabbits. 🐇🐇🐇

Cloud9, Oct 26, 2011

#1

**Kammie**

PetForums VIP

Joined: Apr 4, 2009

Messages: 4,146

Likes Received: 74

Its far too small even with the run under it.

The minimum for a pair of medium rabbits is 6ft by 2ft by 2ft with a minimum run size of 6ft by 6ft. I say a pair of rabbits because rabbits should never be kept on their own they become lonely and depressed.

Heres an idea of a good hutch to look at... [LARGE Sykes Rabbit Hutch & Run Combo - Happy Hutch Company](#)

Kammie, Oct 26, 2011

#2

Three Powerful Strategies

- Content Marketing
- Linkbait
- PR

[Hard to Do For Many Businesses!]
[Unnecessary for Many Businesses!]

Content Marketing

- Creation & Distribution of Content
- Content Links Back to Site

Linkbait

- People Link to the Page Because It's:
 - Interesting
 - Funny
 - Entertaining
 - Useful

What Can I Do?

- Directories
- Content Curation
- Guides
- Classified Ad Software
- Forums
- Video Libraries
- Articles

The PR Model

- Newspapers
- Magazines
- Radio
- TV
- Newsletters
- Blogs
- New Media
- Specialty Web Sites

Buying Links

- Search Engines Hate It
- Often Doesn't Work
- ...Sometimes it Does!
- Dangers:
 - You'll Pay for Nothing
 - You'll Get Penalized (Unlikely)

Craigslist

- Great for Local Services
- nofollow Links ...
- ...But Might Experiment for Non-Local

Marketplaces & Price Comparison Sites

Most Product-Search Results Do *Not* Come From the Organic (SEO) Indexes

Marketplaces

They Come From:

Amazon

Craigslist

eBay

Other Marketplaces

PPC Indexes

Shopping Comparison Sites

Selling Products? Then Consider...

- Amazon
- Craigslist
- eBay
- Google Shopping
- Buy.com
- Sears.com
- Shopping.com
- Yahoo! Shopping/PriceGrabber

Service Directories

- ThumbTack.com
- HomeAdvisor.com
- Angie's List
- LookBetterOnline.com
- Amazon

Coupon Marketing

- [Coupons.com](https://www.coupons.com)
- [RetailMeNot.com](https://www.retailmenot.com)
- [Valpak.com](https://www.valpak.com)

“Deal of the Day”/Flash Sales

- Groupon.com
- LivingSocial.com
- Woot.com
- AppSumo.com
- 1Sale.com

List of deal of the day services

From Wikipedia, the free encyclopedia



This article **needs additional citations for verification**. Please help [improve this article](#) by [adding citations to reliable sources](#). Unsourced material may be challenged and removed. *(June 2012)*

See also: *Category:Deal of the day services*.

Deal of the day services, also known as **flash sales** or **one deal a day**, are websites that offer a single product for sale for up to 24 hours. For those sites that require membership, members may receive online offers and invitations in postal mail, email, through their daily deal aggregator and/or social networks.

Name ↕	Base Location ↕	Areas Served ↕	Number of users ↕	Date established ↕	Status ↕	Owner ↕
Woot!	Carrollton, Texas	USA (Except for shirts)		2004	Active	Amazon.com
Meh ☞ !	Seattle, WA			2014	Active	Woot's Founders
Meituan.com!	Beijing, China	China	200 million	2010	Active	Meituan.com ^[1]
Amazon Local	Boise, Idaho			2011	Active	Amazon.com
LivingSocial	Washington, D.C.			2007	Active	LivingSocial
1SaleADay	Miami, Florida			2007	Active	Ben Federman
Groupon	Chicago	North America , Europe , Asia , South America	33,000,000	2008	Active	ThePoint
WagJag	Toronto, Canada			2009	Active	Torstar
BuyWithMe ^[2]	New York City			2009	Discontinued 2011	Gilt Groupe
Scoutmob ^[3]	Atlanta, Georgia			2010	Active	
Gilt City	New York City			2010	Active	Gilt Groupe
Google Offers	Mountain View, California			2011	Discontinued 2014	Google

References [edit]

- ↑ "Interview with Meituan VP"☞. *Business Insider*. 'iChinaStock'. 2011-11-09. Retrieved 2015-03-04.
- ↑ Moore, Galen (2 November 2011). "Gilt Groupe acquires BuyWithMe for undisclosed terms"☞. *Boston Business Journal*. Retrieved 30 June 2012.
- ↑ "Scoutmob Continuing to Disrupt Local Mobile Discovery with First Data Payments Integration"☞ (Press release). First Data. 24 May 2012. Retrieved 30 June 2012.

Categories: Deal of the day services

Menu Sites

Product Review Sites

For Instance, Gadgets:

- GadgetReview.com
- Engadget.com
- TheVerge.com
- PopGadget.com

If You Have a Product, Someone Will Review It...

Eg: Bike Products:

- [Bicycling.com](https://www.bicycling.com)
- [RoadBikeReview.com](https://www.roadbikereview.com)
- [BikeRadar.com](https://www.bike-radar.com)
- [BicycleTimesMag.com](https://www.bicycletimesmag.com)
- [Bike-Advisor.com](https://www.bike-advisor.com)

Public Relations

Who is Talking About Your Industry?

- Bloggers
- Magazines
- eMagazines
- Newspapers
- Newsletters

- Reach Out:
 - Figure Out the “Hook”
 - Multi-Steps
 - “Your Readers Might Be Interested In...”
 - “Review Our Product/Service/Site?”
 - “Use Our Content?”
 - “We’re Holding a Drawing”
 - “We’re Giving Away ...”
 - Include Coupons

Directories

- Every Business Has Dedicated Directories
- Often Provide Free Listings
- Only Pay for Very Popular Directories

Content Marketing

- Now a Major Industry
- Create Great Content ...
- ... and “Sneeze it Out!”

InfoGraphics

- Create a Great, Informative, Interesting Graphic...
- ... and “Sneeze it Out”
- Hope it Gets Picked Up



All

Images

News

Videos

Shopping

More ▾

Search tools



About 275,000 results (0.42 seconds)

Best Way To Distribute Infographics? | Moz Q&A

<https://moz.com/community/q/best-way-to-distribute-infographics> ▾ Moz ▾

Aug 23, 2012 - Hello, I am looking to get into the benefits of link-building through using info-graphics, and I wondered if anyone knew of a good info-graphic ...

5 Ways to Get Your Infographic to Go Viral - Quick Sprout

www.quicksprout.com/.../5-ways-to-get-your-infographic-to-go-viral/ ▾

Jun 11, 2012 - When you hear someone mention **infographics**, you usually hear the word ... as one of the resources I used to create **distribute my infographic**.

Infographic Distribution Services - Brandpoint.com

www.brandpoint.com/infographic-distribution-services/ ▾

Brandpoint's turnkey **infographic distribution** services lead the industry for placements and audience on high-quality news and special-interest media sites.

4 Ways You can Distribute Your Infographic - SPACE CHIMP

<https://spacechimp.io/4-ways-you-can-distribute-your-infographic/> ▾

Nov 12, 2012 - Let's start off this conversation with one important point. If your **infographic** design falls flat, isn't engaging, and doesn't tell a compelling story ...

6 Simple Tips for Distributing an Infographic | Search Engine ...

www.searchenginepeople.com ▸ Content ▾

Nov 1, 2012 - Even before the **infographic** is finished the **distribution** process has begun with an active outreach campaign. Learn how to get bloggers to ...

What are the best practices for creating and distributing ...

<https://www.quora.com/What-are-the-best-practices-for-creating-and-...> Quora ▾

Forum Marketing

Find the Forums – Search for...

- *rabbit forum*
- *pet forum*
- *rabbit discussion group*
- *rabbit bulletin board*

- *Phbb rabbit*
- *vBulletin rabbit*
- *SMF rabbit*
- *IPB rabbit*
- *PunBB rabbit*
- *Invision rabbit*
- *buy rabbit hutch forum*
- *buy rabbit hutch bulletin board*

Affiliate Marketing

- Pay Commissions for Sales
- Typically For Online Sales (for Tracking Reasons)
- Harder (Not Impossible)
- 90:10 Rule: Most Affiliates Won't Generate Business

- Affiliate Networks:
 - LinkShare.com/Rakuten Marketing
 - CJ.com
 - OneNetworkDirect.com/Digital River
 - ShareASale.com
 - ClickBank.com
- Affiliate Software

Video Sites

- YouTube.com
- Vimeo.com
- SlideShare.com (Embedded into Slideshows)
- MetaCafe.com
- Veoh.com
- Your Own Site, Blog, Social Networking

Distribution Services

- TrafficGeyser.com
- Others?

Dig Around

- Every Business is Different ...
- ... Look at Your Competitors
- ... Look for Your Products/Services...
- ... What Do You Find?

Example: Music Distribution

- [CDBaby.com](https://www.cdbaby.com)
- [TuneCore.com](https://www.tunecore.com)



SELL YOUR MUSIC EVERYWHERE

Global music distribution. Get paid weekly. No annual fees.

[Get started now](#)[Tell me more](#)

The best way to sell your music on iTunes, Amazon, Spotify & more.

Join our successful independent artist community.

- Get a fair deal. Keep 100% of your sales revenue.
- Distribute your music easily and quickly.
- Share your music. Grow your fan base.

GET STARTED

Learn More

Drop City Yacht Club
Photo by Karna Kurata

 iTunes

 Spotify

 amazon music

 Google play

 YouTube

 Groove

 rdio



 N MUSIC

 tracks

 saavn

 ZVOOQ

 Play.me

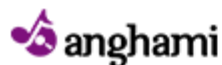
 Claro música

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MEDIA

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 akazoo

 GUVERA

 medianet

 Slacker
RADIO

 JIB HIFI NOW
Music

 7digital

 JUKE
mymusic

 gracenote

 SHAZAM

 TIDAL

 emusic

 MixRadio

 iHeartRADIO

 Rhapsody

 simfy Africa

 DEEZER

SEO Bonus

These Marketing Methods Can:

1. Spread Your Message
2. Bring Traffic to Your Site
3. Boost Your SEO

Remember Your Links

- Links Boost SEO
- Use All Link Opportunities
- Think Keywords!