

Mixergy Link Building Course



Course Content

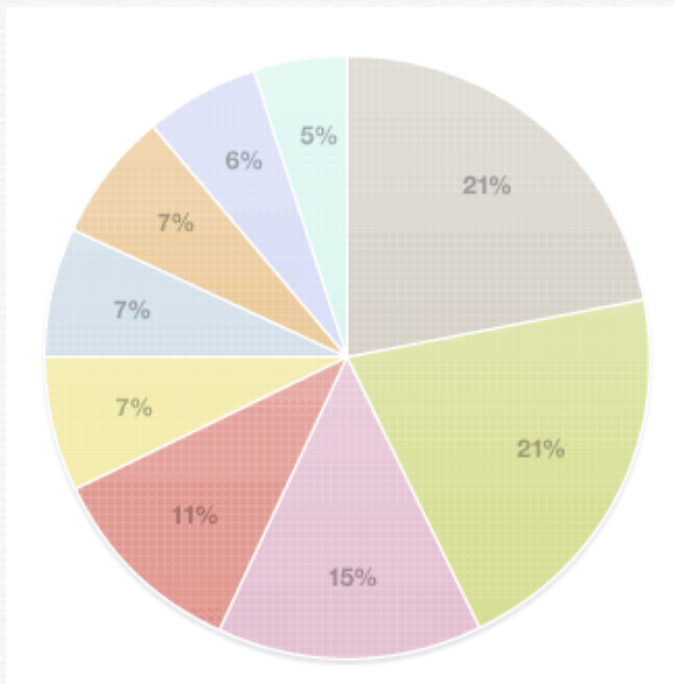
Mixergy Link Building Course: Course Content



Mixergy Link Building Course: Course Content



Mixergy Link Building Course: Why Link Building Is So Important



- Page Level Link Metrics
- Domain Level Link Authority Features
- Page Level Keyword Usage
- Domain Level Keyword Usage
- Page Level Social Metrics
- Domain Level Brand Metrics
- Page Level Keyword Agnostic Features
- Page Level Traffic/Query Data
- Domain Level Keyword Agnostic Features

Mixergy Link Building Course: Course Content



Mixergy Link Building Course:

A Different Way to Look at Link Building



☆ ⚠ Google Webmaster Tools notice of detected unnatural links to _____

Dear site owner or webmaster of _____

We've detected that some of your site's pages may be using techniques that are outside [Google's Webmaster Guidelines](#).

Specifically, look for possibly artificial or unnatural links pointing to your site that could be intended to manipulate PageRank. Examples of unnatural linking could include [buying links to pass PageRank](#) or participating in [link schemes](#).

We encourage you to make changes to your site so that it meets our quality guidelines. Once you've made these changes, please [submit your site for reconsideration](#) in Google's search results.

If you find unnatural links to your site that you are unable to control or remove, please provide the details in your reconsideration request.

If you have any questions about how to resolve this issue, please see our [Webmaster Help Forum](#) for support.

Sincerely,

Google Search Quality Team

Mixergy Link Building Course:

A Different Way to Look at Link Building



**Building
Links**

**Earning
Links**

Mixergy Link Building Course:
A Different Way to Look at Link Building



Mixergy Link Building Course: Course Content

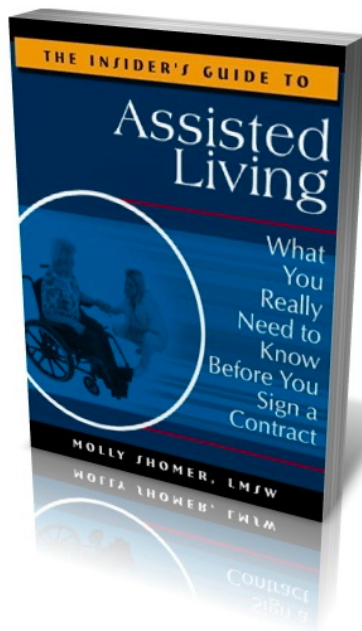


Some Great Examples

Mixergy Link Building Course: Infographics



Mixergy Link Building Course: eBooks



Mixergy Link Building Course: Contests and Giveaways



Win a Brand New Apple iPad!

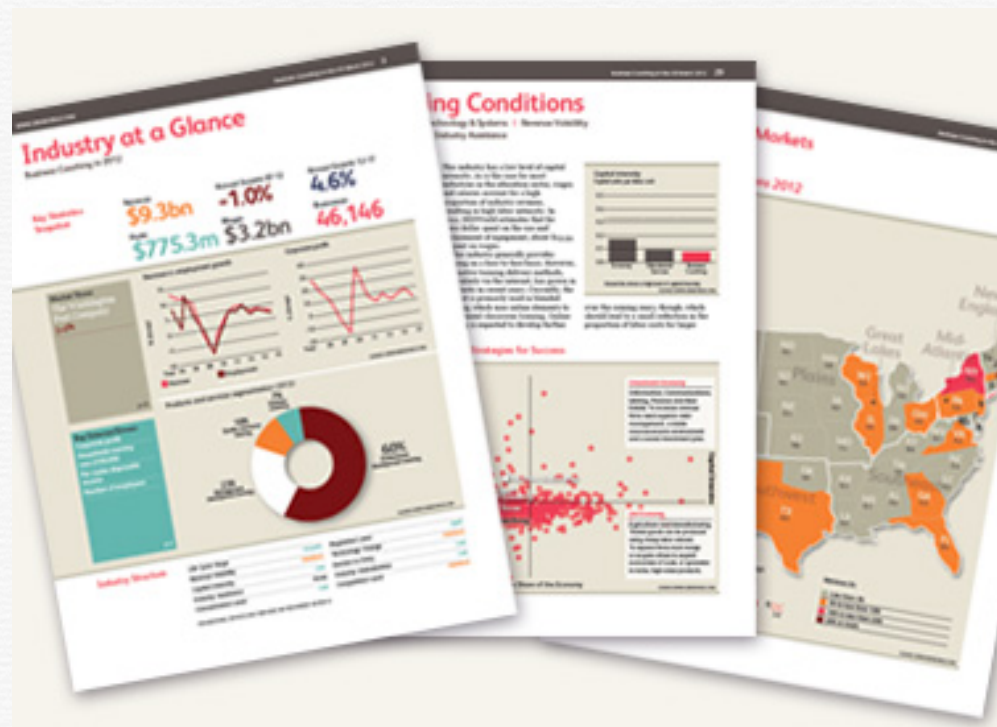
3 Chances to Win an Apple iPad [See Rules](#)



Mixergy Link Building Course: Expert Interviews



Mixergy Link Building Course: Industry Research



Mixergy Link Building Course: Viral Videos



DollarShaveClub.com - Our Blades Are F*ing Great**

DollarShaveClub  Subscribe 1 video ▾



0:11 / 1:34

Like  Add to   

5,239,704 

Mixergy Link Building Course: Tools



» FREE Mortgage Calculator

- » Loan Amount:
- » Interest Rate: %
- » Loan Term: years
- » Start Date:

Calculate Now

Mixergy Link Building Course:

Free Templates



NON-DISCLOSURE AGREEMENT

This Agreement is made on DD/MM/YYYY

BETWEEN

[The Disclosing Party]

AND

[The Receiving Party]

Reference: Information related, but not limited to, development projects and assignments to be performed by the Recipient for the Company.

The Company possesses competitively valuable Confidential Information (as hereinafter defined) regarding its current products, future products, research and development, and general business operations. Recipient may enter or has entered into a business relationship with the Company and in connection therewith may need to review or use the Company's Confidential Information and Materials or to create new Confidential Information and Materials for the Company. In consideration of the promises and covenants contained in this Agreement and the disclosure of Confidential Information and Materials from the Company to the Recipient, the parties hereto agree as follows:

1. Confidential Information and Materials

(a) "Confidential Information" shall be written in different parts. Continue writing confidential information and relevant materials of this non disclosure agreement template. "Confidential Information" shall be written in different parts. Continue writing confidential information and relevant materials of this non disclosure agreement template. "Confidential Information" shall be written in different parts. Continue writing confidential information and relevant materials of this non disclosure agreement template.

Mixergy Link Building Course: Games and Quizzes



ARE YOU A NERD?

If you are constantly pushing up your glasses, you might be a nerd. If you snort when you laugh, you might be a nerd. If you're wearing your rainbow suspenders...you might be a nerd. Want to test and find out for sure if you're a nerd? Take this quiz: the Nerd Test. Test your nerd quotient now!

1. Your friend has a question that only you can answer. Which of these sounds like a question a friend would go to you to help answer?

- ☐ "My computer crashed, can you help me?"
- ☐ "What was the name of that obscure band who wrote that song about the Kennedy assassination?"
- ☐ "Could you explain Stephen Hawking's theory of parallel universes?"
- ☐ "Would you help me with...uh...you know what? I'll just check Wikipedia, but thanks."

How to Spy On Your Competitors' Content

Mixergy Link Building Course: Facebook Recommendation Tool



Domain (?)	Recommendations
www.TheOutsourcingCompany.com	 Facebook Marketing Video Tutorial Sarah Cabana and 13 others recommend this.
	 FREE Webinar: How to Rank Your Website #1 on Google 24 people recommend this.
	 A Clever and Easy Way to Increase Organic Traffic One person listened to this.
300	 5 Ways to Win With Facebook Timeline 38 people recommend this.
1000	 10 Lessons I Learned in My First 10 Years in Business 11 people recommend this.
☒ Show header	 How to Get More Done in Less Time One person listened to this.
light	 10 Great Social Media Tools You Didn't Know About One person listened to this.
_blank	 7 Free Social Media Tools You Should Know About One person listened to this.
	 YouTube Marketing Tutorial One person listened to this.

Mixergy Link Building Course: Open Site Explorer



Support

OPEN SITE EXPLORER

http:// **www.TheOutsourcingCompany.com**

+ compare up to 5 sites

Link metrics for the page http://www.TheOutsourcingCompany.com

Page Authority	Domain Authority	Linking Root Domains
57/100	48/100	274

Inbound Links **Top Pages** **Linking Domains**

1 - 50 of the top pages on www.theoutsourcingcompany.com/ First 1 2 3

Page Title URL	Page Authority ▼	Linking Root Domains
Internet Marketing Agency - The Outsourcing Company www.theoutsourcingcompany.o	57	274
[No Data] www.theoutsourcingcompany.o	38	98
[No Data] www.theoutsourcingcompany.o	53	88

www.theoutsourcingcompany.com/blog/search-engine-optimization/10-ways-to-become-a-great-networker

Mixergy Link Building Course: Topsy



TOPSY

Search results 1-10 out of 3,850,782 about wine ☐ Create email Alert

🕒 Latest Results

Past 1 Hour612

Past 5 Hour3,469

Past 1 Day8,972

Past 7 Day48K

Past 30 Day192K

All Time4M

Search

Everything

▶ Links

Tweets

Photos

Videos

Experts

[Will Lyons on Wine: When to Drink White Wine With Cheese](#)
[online.wsj.com/article/SB100014240529702046165045771724725061](#)

 **nvmg69** teeweed
When to Drink White #Wine With Cheese - <http://t.co/uHsq...>
🐦 02/01/2012 ↩ Reply ↻ Retweet ☆ Favorite 🗨 158 more

[5@5 – Frequently asked wine questions – Eatocracy - CNN](#)
[eatocracy.cnn.com/2011/12/15/55-frequently-asked-wine-questions](#)

 **alawine** Ken #wine
Frequently asked wine questions <http://t.co/u27VuPUa> #wi
🐦 01/15/2012 ↩ Reply ↻ Retweet ☆ Favorite 🗨 78 more

[WineAnswers Virtual Wine Tasting, Ustream.TV: Wines](#)
[http://www.oldbridgecellars.com/stor...](#)
[ustream.tv/WMCvirtualtasting](#)

 **ustream** Ustream
Tune in here for a virtual wine tasting and learn how to be y
🐦 06/21/2010 ↩ Reply ↻ Retweet ☆ Favorite 🗨 21 more

[Changing critic, changing styles? | Dr Vino's wine blog](#)

Mixergy Link Building Course: Google



intitle:wine intitle:blog intext:"popular posts"



Most Popular Posts

- The Bachelor in Sonoma Wine Country..."Live Like a Local".
- FARMHOUSE INN CONCIERGES IN SONOMA...SEXY CARS AND RAM'S GATE
- Farmhouse Inn Elves, Christmas Decor, and Holiday Fun
- WACKY WINE COUNTRY and JUNK ART...NOT KIDDING!
- A DAY IN THE LIFE OF A WINE COUNTRY CONCIERGE

POPULAR POSTS

Red Feather Winery (10)
Livermore Grocery Outlet-
Mavrik Cellars 2006 Grenache
(9)
Road Trips and Flat Tires (8)
Fantastic Wines Currently at the
Grocery Outlet (8)

**Make Your Content
Shareable**

Mixergy Link Building Course: Make Your Content Shareable



Do you want to embed this infographic on your site? Use the code below:

```
<br />
</p>
<p><a href="http://www.theoutsourcingcompany.com/blog/seo-social-media-
```



Mixergy Link Building Course: Course Content



Find Influencers On Twitter

Mixergy Link Building Course:

Find Influencers on Twitter



Search bios for: [\(fewer options\)](#)

[Do it](#)

Location: [See example](#)

Name: [See example](#)

URL: [See example](#)

Min following: Max following:

Min followers: Max followers:

Min tweets: Max tweets:

Limit search to:

Showing 1 - 100 of 2,251 results (order by [relevance](#))

[Tweet!](#) [download](#)

	screen name	real name	location	influence	tweets	following	followers	days old
follow	 tsairox	Tsai Rox	Las Vegas, NV, USA, World	83.13	25,638	44,981	711,608	1,129
	Voice-over actor, singer, writer , pitchman, promoter. Unix, Linux, FOSS, Tech, Hack, + Wine geek! What excites you? I Highly appreciate wisdom, wit, and humor!							
follow	 TylerFlorence	Tyler Florence	San Francisco, California	86.40	7,000	1,832	398,110	1,318
	Chef, Restaurateur, Wine Maker, Cookbook Writer , Shop Keep, Product Designer, Dad. TylerFlorence.com							
follow	 JewelStaite	Jewel Staite		75.74	1,642	82	130,489	1,190
	Actress, writer , food eater, wine drinker, lion tamer.							

[happyopu.net](#)

Find Influencers On LinkedIn

Mixergy Link Building Course: Find Influencers on LinkedIn



People ▾ Search...  **Advanced**

Title:

"wine blogger"

Current



25 results



Edward (Ward) E. Kadel, III 2nd

Wine Blogger & Publisher at Vinopanon
San Francisco Bay Area · Biotechnology
438 connections

Find Influencers On Google

Mixergy Link Building Course: Find Influencers on Google



Google

wine blog



Google

top wine blogs



Google

best wine blogs



Blog, blogger, expert, guru, specialist, speaker, author, writer, columnist, journalist

Mixergy Link Building Course: Course Content



The Templates We Use

Mixergy Link Building Course: Template #1



Subject: Loved your article!

Hi Mary,

I loved the article you wrote today about picking the right colors to decorate your bedroom. I'm in the process of decorating mine so your timing couldn't be any better.

Since you're an interior design expert, I'd like to ask for your feedback on something: I designed an infographic for my website and I'd love to hear what you think about it.

The infographic is here: <http://www.thepicket.com/infographics/5-essentials-perfect-table-setting>. I'd really appreciate your feedback.

Thank you so much!

Alexandra Chase
alexandra@ThePicket.com
503-477-9743

Mixergy Link Building Course: Template #2



Hi Mary,

Thank you so much for your feedback! I'm really glad you like it. I put a lot of work into it and getting validation from you means a lot to me. Thank you!

Is there anything I can do for you? Please just say the word.

I just made the infographic public here: <http://www.link.com>. I'll start promoting it today. If you want to help spread the word, feel free to blog about it, share it on Facebook, tweet about it, or even post the infographic to your blog (there's an embed code on the infographic page).

I'll definitely stay in touch! Have a great day!

Alexandra Chase
alexandra@ThePicket.com
503-477-9743

Outreach Marketing Tips

Mixergy Link Building Course: Outreach Marketing Tips



- Use a CRM (BuzzStream.com or CapsuleCRM.com)
- Never stop nurturing the relationships you build
- Personalize your requests
- Get to the point. Fast.
- Include your contact information
- Show excitement in your emails
- Write the same way you talk
- Women get better response rates

Mixergy Link Building Course: Course Content



List of Resources

Mixergy Link Building Course: List of Resources



allinurl:best wine websites



Link Checker

★★★★★ (14)

[Developer Tools](#)

[Decanter](#)
[Winezap](#)
[The wine anorak](#)
[Vinography](#)
[Jancis Robinson](#)
[Natalie McLean](#)
[Jim's Loire](#)
[French Scout](#)
[Fermentation](#)
[Winelibrary TV](#)
[Wine Terroirs](#)
[Fiona Beckett](#)
[Wines & Vines](#)
[CataVino](#)
[The Winedoctor](#)

- allinurl:best [KEYWORD] resources
- allinurl:best [KEYWORD] websites
- allinurl:best [KEYWORD] blogs
- allinurl:best [KEYWORD] links
- allinurl:top [KEYWORD] resources
- allinurl:top [KEYWORD] websites
- allinurl:top [KEYWORD] blogs
- allinurl:top [KEYWORD] links
- allinurl:useful [KEYWORD] resources
- allinurl:useful [KEYWORD] websites
- allinurl:useful [KEYWORD] blogs
- allinurl:useful [KEYWORD] links
- allinurl:best [KEYWORD] resources
- allinurl:best [KEYWORD] websites
- allinurl:best [KEYWORD] blogs
- allinurl:best [KEYWORD] links
- allinurl:top [KEYWORD] resources
- allinurl:top [KEYWORD] websites
- allinurl:top [KEYWORD] blogs
- allinurl:top [KEYWORD] links
- allinurl:useful [KEYWORD] resources
- allinurl:useful [KEYWORD] websites
- allinurl:useful [KEYWORD] blogs
- allinurl:useful [KEYWORD] links

Mixergy Link Building Course: List of Resources



Subject: Broken links on your site

I just wanted to let you know that you have some broken links on your site:
[LIST OF BROKEN LINKS]

You might want to fix these, as most visitors become very frustrated when they click on links that don't work.

BTW, I have a wine blog myself: www.mysite.com/blog. Feel free to add it to your list of resources if you like it.

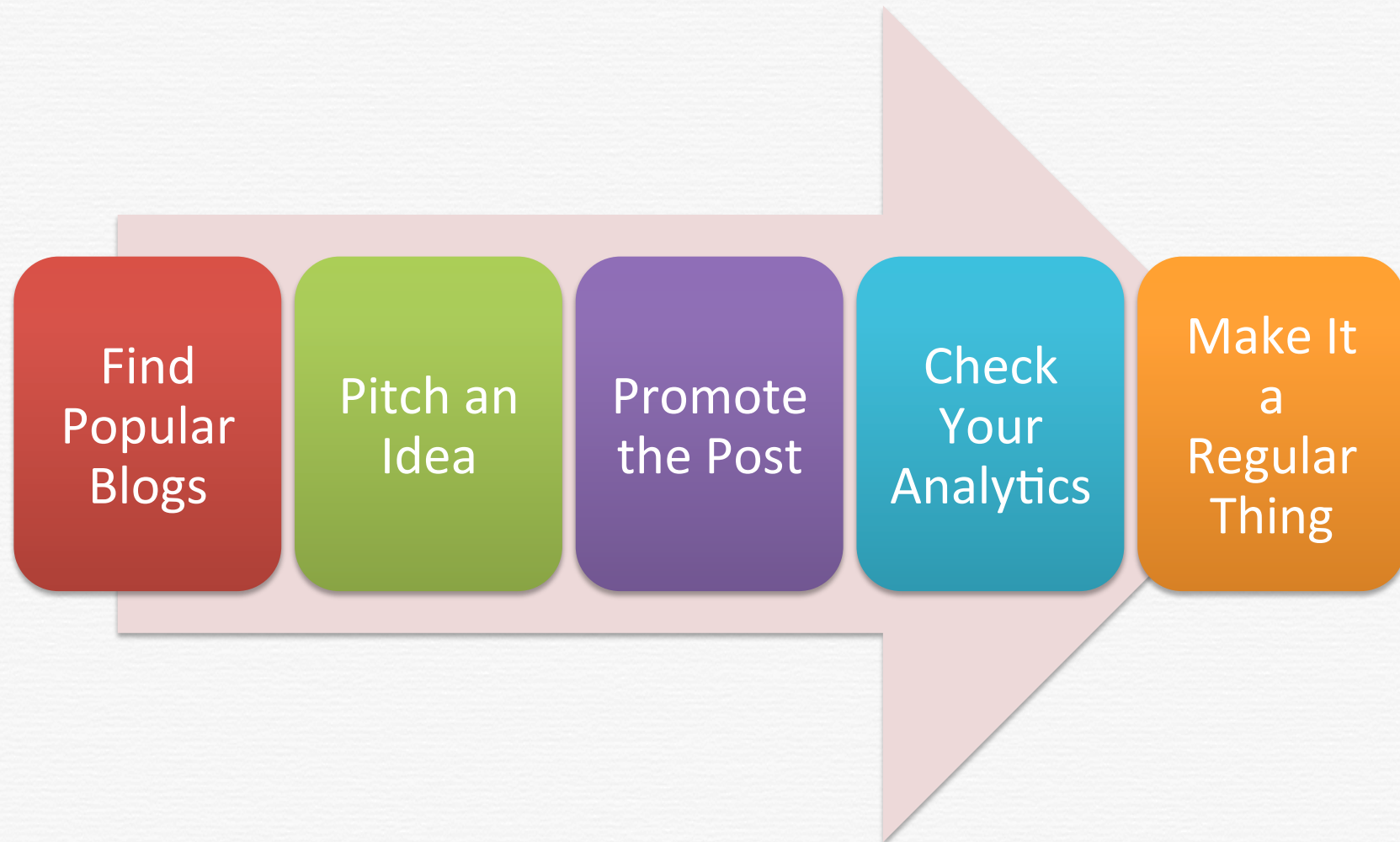
I'd love to stay in touch if that's OK with you.

Have a great day!

Alexandra Chase
alexandra@ThePicket.com
503-477-9743

Guest Blogging

Mixergy Link Building Course: Guest Blogging



Mixergy Link Building Course:

Find Popular Blogs



- [keyword] inurl:category/guest
- [keyword] "guest blogger"
- [keyword] guest blog post writer
- [keyword] "guest post"
- [keyword] "guest article"
- [keyword] "guest column"
- [keyword] inurl:contributors
- [keyword] "guest blogger" OR "guest post" OR "guest article" OR "guest column"
- [keyword] "become a contributor" OR "contribute to this site"
- [keyword] "write for us" OR "write for me"
- [keyword] inurl:category/guest
- [keyword] inurl:guest-post
- [keyword] inurl:label/guest

Mixergy Link Building Course: Pitch an Idea



Subject: I loved your article!

Hi Mary,

I loved the article you wrote today about picking the right colors to decorate your bedroom. I'm in the process of decorating mine so your timing couldn't be any better.

I noticed you have some guest posts on your blog and I have an idea for a guest post I'd love to run by you: "10 Ways to Improve Your Golf Swing". Do you like it?

I'm a golf instructor myself and you can see some of my articles here: www.ClientSite.com/blog

This week looks pretty hectic for me but I could have it written by next week if you want to post it to your blog. What do you think?

Alexandra Chase
alexandra@ThePicket.com
503-477-9743

Mixergy Link Building Course: Promote the Post



- Facebook
- Twitter
- LinkedIn
- Email lists

Mixergy Link Building Course: Check Your Analytics



	Source	Visits	↓
☐	1. stumbleupon.com	22,626	
☐	2. facebook.com	3,726	
☐	3. google.com	2,189	
☐	4. t.co	1,352	
☐	5. scottwyden.com	1,040	
☐	6. digital-photography-school.com	897	
☐	7. twitter.com	803	
☐	8. photos.scottwyden.com	696	
☐	9. paper.li	665	
☐	10. linkedin.com	591	

404 Errors on Competitors' Websites

Mixergy Link Building Course:

404 Errors on Competitors' Websites



Find 404
Error
Pages

Find Out
What
Was
There
Before

Contact
People
Linking
to It

Mixergy Link Building Course:

Find 404 Error Pages



OPEN SITE EXPLORER

PRO Dashboard | Hello, elcrazyhorse | Recent CSV Reports | Log Out

http://

compare up to 5 sites

Link metrics for the page http://thepaleodiet.com

Page Authority	Domain Authority	Linking Root Domains	Total Links	Facebook Shares	Facebook Likes	Tweets	Google +1
74/100	69/100	1,718	46,472	5,478	688	0	77

1 - 50 of the top pages on thepaleodiet.com/ First 1 2 3 4 5 6 Download CSV

Page Title URL	Page Authority ▼	Linking Root Domains	Inbound Links	HTTP Status	FB Shares / Likes	Tweets	Google +1
The Paleo Diet Lose Weight and Get Healthy by Eating the Food You... thepaleodiet.com/	74	1,718	46,472	200	loading	loading	loading
[No Data] thepaleodiet.com/faqs/	63	122	1,118	404	loading	loading	loading

Mixergy Link Building Course:
Find 404 Error Pages



[Home](#) [About »](#) [Paleo Book Store & More »](#) [Nutritional Tools »](#) [Public Speaking](#) [Published Res](#)

Sorry, the page your requested could not be found, or no longer exists.

Mixergy Link Building Course: Find Out What Was There Before



[http://thepaleodiet.com/faqs/|](http://thepaleodiet.com/faqs/)

[Take Me Back](#)

[more info](#)

The screenshot shows the Paleo Diet website's 'Frequently Asked Questions' page. At the top, there are navigation tabs for 'LEAN MEATS', 'SEAFOOD', 'FRUITS', 'VEGETABLES', and 'NUTS'. The main title 'THE PALEO DIET' is prominently displayed, followed by the tagline 'The World's Healthiest Diet' and an image of a bowl of grapes. On the left side, a vertical menu lists various site sections: HOME, ABOUT US, PALEO BOOKS, SUCCESS STORIES, FAQs (which is highlighted), NEWSLETTER, PUBLISHED RESEARCH, NUTRITIONAL TOOLS, DIETARY INQUIRIES, and PUBLIC SPEAKING. The main content area is titled 'Frequently Asked Questions' and 'Answers from Dr. Cordain'. It prompts users to 'Click below on the category you prefer to view.' and lists several categories: Basics, General Health, Metabolism, Weight, and Pregnancy, Athletes, Calcium and Bones, Salt, Fats, Cholesterol, and Heart Disease, Fiber, Cereals, and Grains, and Miscellaneous. At the bottom, it states: 'If your question does not appear on this list, [click here](#).'

Mixergy Link Building Course: Contact People Linking to It



Subject: Broken link on your site

Hi Paul,

On your website you are linking to this list of Paleo FAQs that has been removed: <http://thepaleodiet.com/faqs/>. I hate seeing broken links on my site so I figured I'd let you know about this one.

I found this other link that actually works: www.mysite.com/paleo-faqs.

I hope it helps.

Alexandra

Complementary Content

Mixergy Link Building Course: Complementary Content



Find
Popular
Content

Create
Complementary
Content

Get
Links!

Mixergy Link Building Course: Find Popular Content



Top Pages

[No Data]	80	1,813
  www.cnn.com/2012/04/26/work		

Mixergy Link Building Course: Create Complementary Content



How diamonds fuel Africa's conflicts

By Paul Armstrong, CNN

updated 9:22 AM EDT, Wed May 16, 2012



Workers pan for diamonds in a government-controlled diamond mine near Kenema, Sierra Leone, on June 15, 2001.

Mixergy Link Building Course:

Get Links



OPEN SITE EXPLORER [PRO Dashboard](#) [Hello, elcrazyhorse](#) [Recent CSV Reports](#) [Log Out](#)

http://www.cnn.com/2012/04/26/world/africa/blood-diamonds/index.html?section=cnn_latest [Search](#)

[compare up to 5 sites](#)

Link metrics for the page http://www.cnn.com/2012/04/26/world/africa/blood-diamonds/index.html?section=cnn_latest

Page Authority	Domain Authority	Linking Root Domains	Total Links	Facebook Shares	Facebook Likes	Tweets	Google +1
80/100	100/100	1,813	3,402	0	0	0N/A	0

[Inbound Links](#) [Top Pages](#) [Linking Domains](#) [Anchor Text](#) [Compare Link Metrics](#) [Advanced Reports](#)

Show [all](#) links from [only external](#) pages to [this page](#) and [group by domain](#) [Filter](#)

[Showing top 100 external links by PA grouped by domain. Ungroup links to see all external links.](#) [Download CSV](#)

Title and URL of Linking Page	Link Anchor Text	Page Authority	Domain Authority
FactSearch.com - JEWELRY www.factsearch.com/JEWELRY	How diamonds fuel Africa's c...	33	37
accuratesearch.com - DIAMONDS www.accuratesearch.com/DIAMONDS	How diamonds fuel Africa's c...	32	37
Enm.biz - JEWELRY www.enm.biz/JEWELRY	How diamonds fuel Africa's c...	31	31

Mixergy Link Building Course: Get Links



Subject: I loved your article!

Hi Paul,

This morning I read your article about all the problems that diamonds are creating for African people. I loved it. I also read the CNN article you mentioned and thought it was great. By the way, I found this really interesting infographic called “Where Do Diamonds Come From?” You might want to include it in your story.

Anyway, thank you so much for the great article. I really enjoyed it.

Alexandra

Thank You!

Zeke Camusio

zeke@TheOutsourcingCompany.com

503-367-7561