

**Introduction.** In bound links and social mentions are worth their weight in gold. Brainstorm link strategies and create an on-going, one-by-one link building strategy.

**Keyword Communities.** List three primary keyword communities that you inhabit. This might be a geographic (Boston), a technical area (hypnosis), and/or a service (therapy). You should have more than one keyword community. List at least three -

Keyword #1: \_\_\_\_\_  
Keyword #2: \_\_\_\_\_  
Keyword #3: \_\_\_\_\_

**Easy Link Targets.** Do you attend trade shows? Sponsor charities? Participate in professional organizations or associations? Does Grandma have a blog? List easy link targets -

Link Target: \_\_\_\_\_  
Link Target: \_\_\_\_\_  
Link Target: \_\_\_\_\_  
Link Target: \_\_\_\_\_  
Link Target: \_\_\_\_\_  
Link Target: \_\_\_\_\_  
Link Target: \_\_\_\_\_  
Link Target: \_\_\_\_\_

**Reciprocal Link Targets.** In your ecosystem, do you have business partners? For instance, the wedding florist meets the wedding DJ, meets the cake baker...

Link Target: \_\_\_\_\_  
Link Target: \_\_\_\_\_  
Link Target: \_\_\_\_\_  
Link Target: \_\_\_\_\_  
Link Target: \_\_\_\_\_  
Link Target: \_\_\_\_\_

**Blogs, Portals, Directories.** Use your keywords and identify potential blog, portals, and/or directories that are active in your keyword communities. Research how to get listed on directories, AddURL's, portals, etc.

Link Target: \_\_\_\_\_  
Link Target: \_\_\_\_\_  
Link Target: \_\_\_\_\_  
Link Target: \_\_\_\_\_  
Link Target: \_\_\_\_\_  
Link Target: \_\_\_\_\_  
Link Target: \_\_\_\_\_

**Reverse Engineer Competitors.** Using free link checking tools such as AHREFS.com, input your competitor's URL's and reverse engineer their inbound links. Who links to a competitor that would also link to you? List ideas from "reverse engineering" competitors -

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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**Link Bait.** Could you create the industry equivalent of a reverse mortgage calculator? A price-of-gold graph as on Monex.com? A scholarship program? An award with badges in your industry? Ideas for link bait -

Link Bait: \_\_\_\_\_

Link Bait: \_\_\_\_\_

Link Bait: \_\_\_\_\_

**Social Mentions.** Social mentions are the new links. Where do you see opportunities to get Tweeted? Mentions on Google+ or Facebook?

Twitter: \_\_\_\_\_

Google+: \_\_\_\_\_

Facebook: \_\_\_\_\_

YouTube: \_\_\_\_\_

Pinterest: \_\_\_\_\_

**Social Authority.** Google pays more and more attention to your “social authority.” Make sure to at least set up a company Google+ page and a Twitter page. Then, start a) getting followers, and b) posting to these social media.

- Google+ is a) set up and b) has posts to it on a regular basis
- Twitter is a) set up and b) has posts to it on a regular basis