



# How to become a Link Magnet



**Dixon Jones**

**2011**



## This Presentation

- Some case studies re-analysed
- What defines “success”
- Correlations between Links and Traffic
- (It will be more fun than it sounds)

# Beautiful People – The Bait



- Competitive arena
- Not generally Newsworthy
- New site
- Needed to create a “bang”

Let's create a storm by saying we are kicking out “fat” members



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Page last updated at 11:17 GMT, Monday, 4 January 2010

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## BeautifulPeople.com axes holiday weight gain members

Dating and social network site BeautifulPeople.com has axed some 5,000 members following complaints that they had gained weight.

The members were singled out after posting pictures of themselves that reportedly showed they had put on pounds over the holiday period.

The site allows entry to new members only if existing members vote them as sufficiently attractive.

The site is unabashed about its selection criteria

"Letting fatties roam the site is a direct threat to our business model and the very concept for which BeautifulPeople.com was founded."

calling itself "the largest network of attractive people in the world".

The move was reportedly prompted by members themselves, who police the membership of the site to maintain a high - if highly subjective - standard of attractiveness.

"As a business, we mourn the loss of any member, but the fact remains that our members demand the high standard of beauty be upheld," said site founder Robert Hintze.

SEE ALSO

- The Big Brother beauty contest 09 Jun 05 | Magazine

RELATED INTERNET LINKS

- BeautifulPeople.com

The BBC is not responsible for the content of external internet sites

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- US lifts lid on WikiLeaks probe
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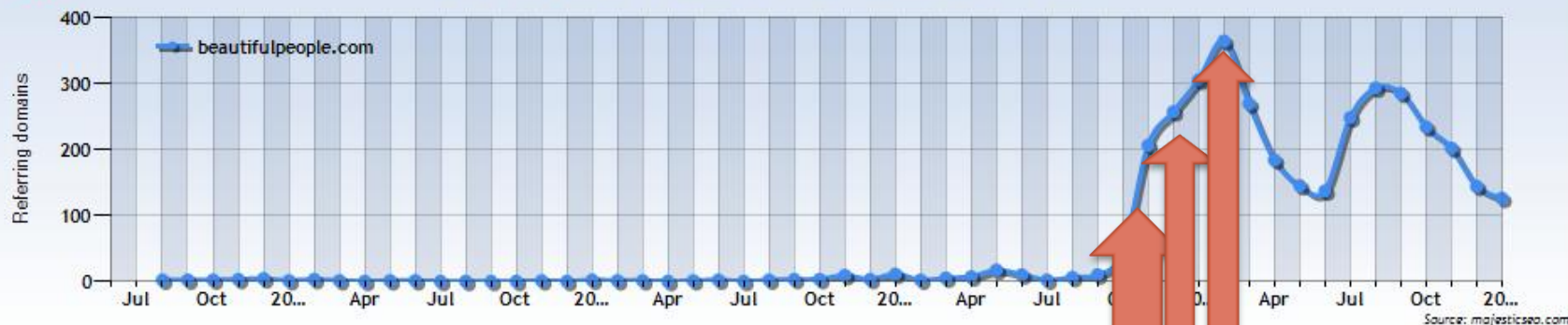
- 1 England cricketer killed in fire
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## Referring domains discovery (non-cumulative view)



### [BeautifulPeople.com Goes Global -- LONDON, Oct. 26 /PRNewswire/ --](#) 🔍

24 Oct 2009 - **BeautifulPeople.com** Goes Global. Ugly people banned from the world's most sought-after beautiful network as it launches worldwide.

[www.prnewswire.com/news.../beautifulpeoplecom-goes-global-65970757.html](http://www.prnewswire.com/news.../beautifulpeoplecom-goes-global-65970757.html) - Cached

### [BeautifulPeople.com: Brits Are Ugliest In The World](#) 🔍

12 Nov 2009 - Since **Beautiful People** went live worldwide last month, it has rejected 1.8 ....

Interview: Super Bowl Sit-Down Between President & Fox **News** Host (VIDEO) ...

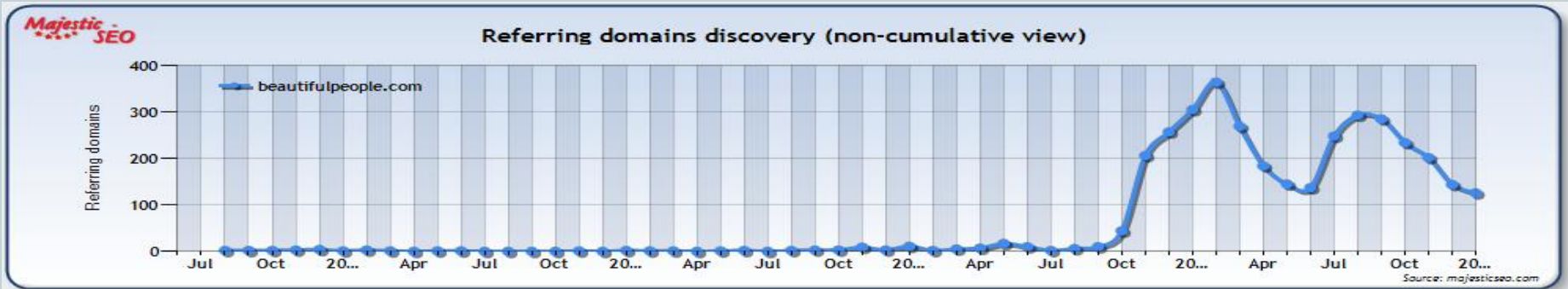
[www.huffingtonpost.com/.../beautifulpeoplecom-brits\\_n\\_355226.html](http://www.huffingtonpost.com/.../beautifulpeoplecom-brits_n_355226.html) - Cached - Similar

### [BBC News - BeautifulPeople.com axes holiday weight gain members](#) 🔍 - 1:34pm

4 Jan 2010 - **BeautifulPeople.com** has removed 5000 of its members following complaints they had gained holiday pounds.

[news.bbc.co.uk/2/hi/8439495.stm](http://news.bbc.co.uk/2/hi/8439495.stm) - Cached - Similar

# The correlation between links and Traffic



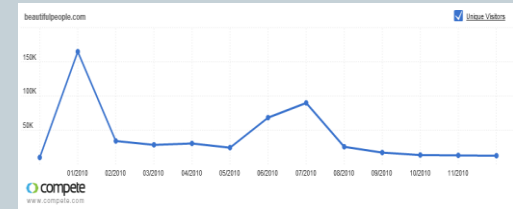
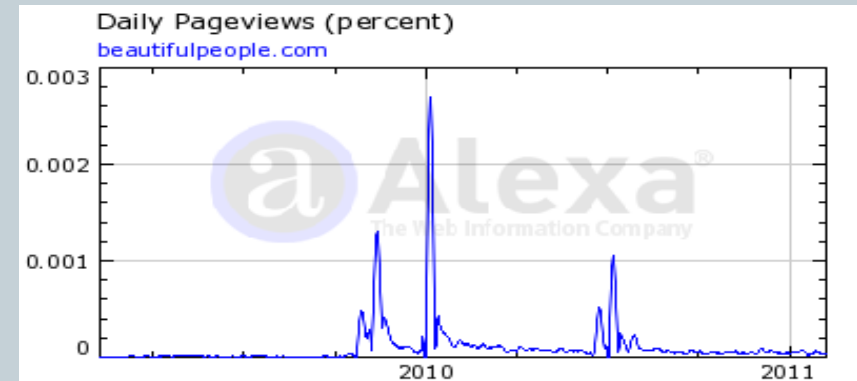
Lessons:

Good bait = good links

Good links = good traffic

But:

Press Release links seem to need perservernce. Is there something stickier?



# Becoming the authority that others refer to




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About 41,300,000 results (0.18 seconds) [Advanced search](#)

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## Free Customization: What You Get

### Screenshot

#### Universal Currency Converter

Using live [mid-market](#) rates

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1  
Enter an amount

From this currency:

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United Kingdom Pounds - GBP  
Canada Dollars - CAD  
Australia Dollars - AUD

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To this currency:

United States Dollars - USD  
Euro - EUR  
United Kingdom Pounds - GBP  
Canada Dollars - CAD  
Australia Dollars - AUD

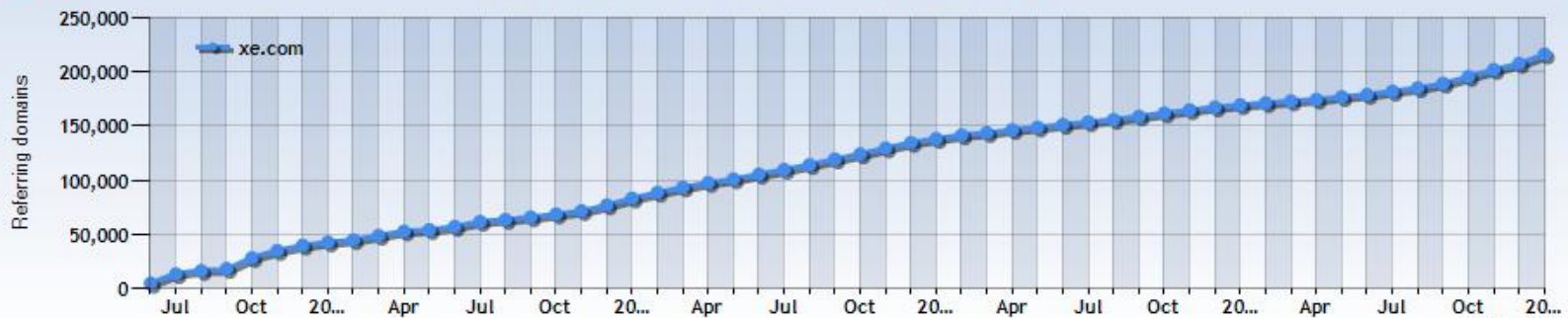
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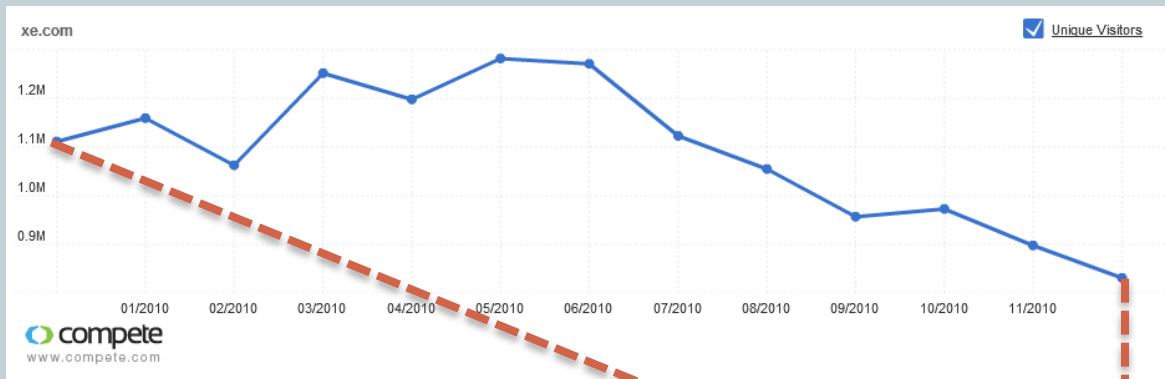
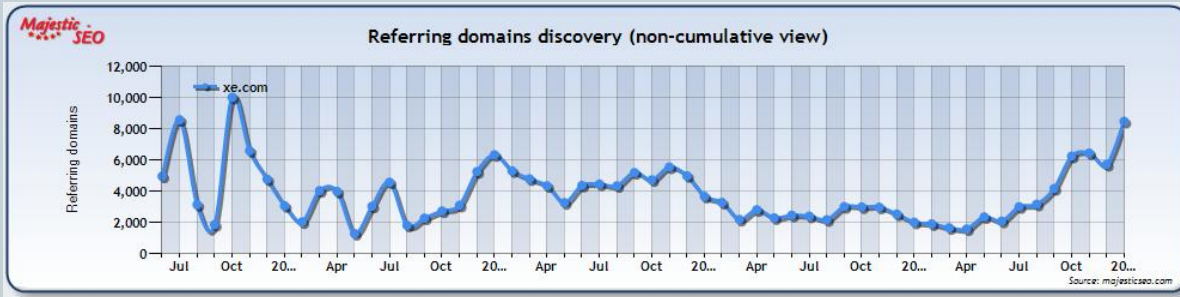
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### Referring domains discovery (cumulative view)



Source: [majesticseo.com](#)

# Ranking is not enough



UCC has enough referring domains to rank #1

But the site is losing traffic due to losing big partner sitewide links to other technologies

The lessons

- Ranking is not enough
- Create a barrier to entry
- Keep innovating
- Do not assume links are forever
- Look after your partners

## The Dixon (Receptional) Daily

as shared by Dixon (Receptional) + 785 followed people on Twitter

Next update in less than 1 hour

← Back to front page

Google Custom Search

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### Business

**Metrics Used by CMOs Worldwide to Measure the Value of Social Media Marketing Activities, 2010 & 2011**

% of respondents

	2010	2011
Site traffic	68.0%	68.0%
Number of fans/members	59.4%	62.9%
Number of positive customer mentions	52.6%	62.9%
Number of page views	50.9%	43.4%
Number of contributors	42.9%	50.3%
Number of mentions	41.1%	41.1%
Number of posts	40.0%	42.3%
Conversion	32.6%	65.7%
Revenue	29.1%	49.7%
Average order value	22.3%	23.4%
Reduced returns	12.0%	16.0%
Reduced call volume	11.4%	11.4%
Increased channel sales	4.0%	14.9%
Other	2.9%	6.9%
Do not track metrics	18.3%	6.9%

Note: n=175

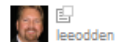
Source: Bazaarvoice and The CMO Club, "CMOs on Social Marketing Plans for 2011," provided to eMarketer, eMarketer calculations, Jan 27, 2011

13462

www.emarketer.com

### Dramatic Difference in Approach to Social Media Metrics

emarketer.com - Marketers appear to be inching closer to answering the question of social media ROI—or at least making a serious effort—as the stakes get higher. eMarketer estimates four out of five US businesses w...



eeodden

### How To Perform Article Marketing in 2011

### The importance of Press Releases in Online Marketing Campaigns

webseoanalytics.com - In web search, one thing is certain; the decor is changing every day, as online visitors tend to elaborate their search and use more and more frequently online news sources. Indeed, more and more pe...



### Personalprobleme im Online-Marketing | Sumago Blog

sumago.de - Ohne Frage ist der Bereich des Online-Marketings ein sehr schnell wachsender Sektor. In kaum einem anderen Feld ist der Mangel an echten Spezialisten so spürbar, wie in dieser Branche. Das betrifft...



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Dixon (Receptional)  
**Dixon\_Jones**

@pabloaugusto >>But .blog.br<< I will pass this back to the team. It is best if you use the support system. 140 characters is not enough.  
3 hours ago · reply



Less than 5 Days until we reveal #majesticseo Site Explorer. <http://bit.ly/gLCbjG> for free webinar registration.  
4 hours ago · reply




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# The Clever Techno bit



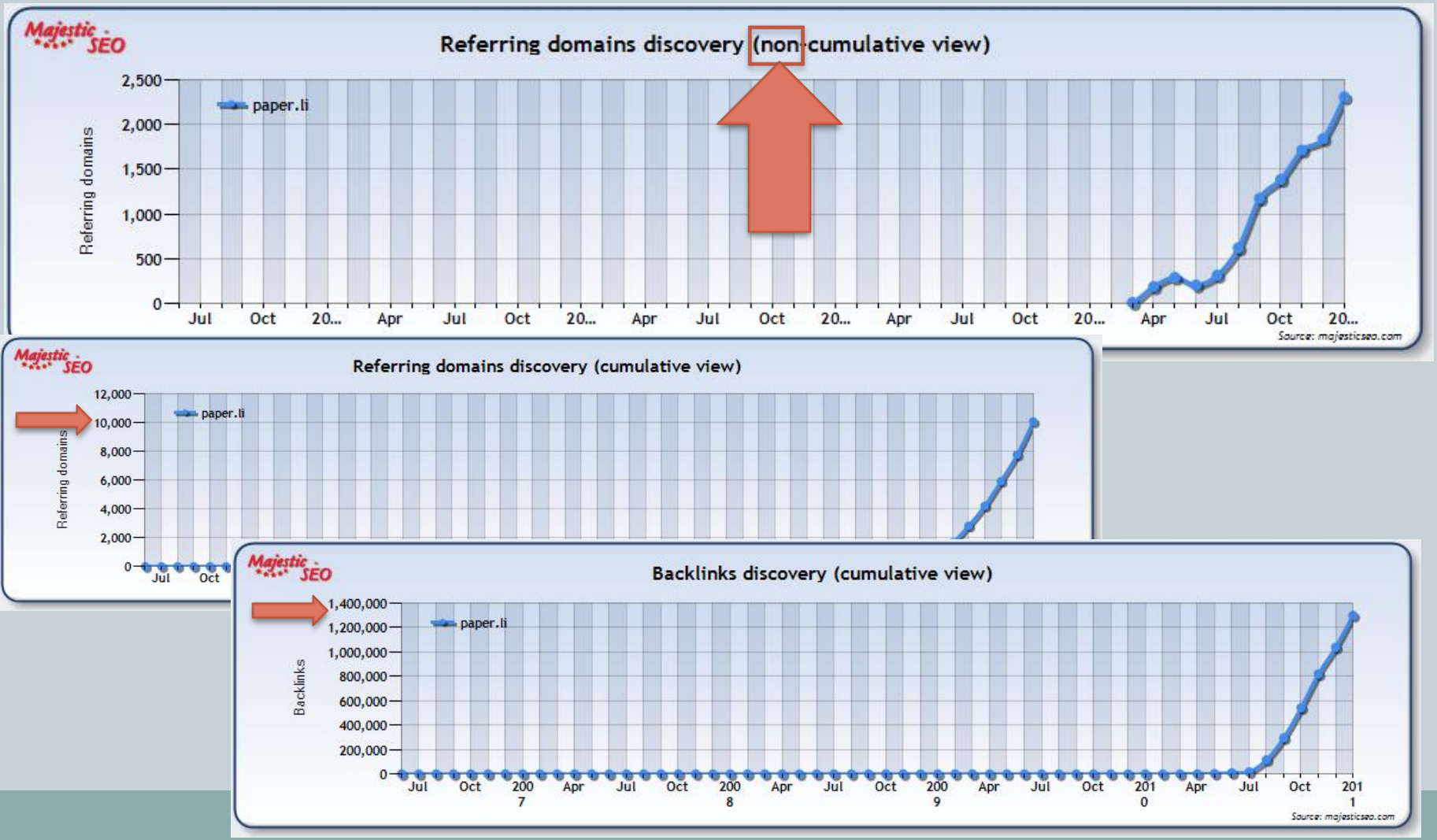
twitter  Search  Home Profile Me

**MajesticSEO** Majestic SEO  by Dixon\_Jones  
Less than 5 Days until we reveal #majesticseo Site Explorer.  
<http://bit.ly/gLCbjG> for free webinar registration.  
4 hours ago

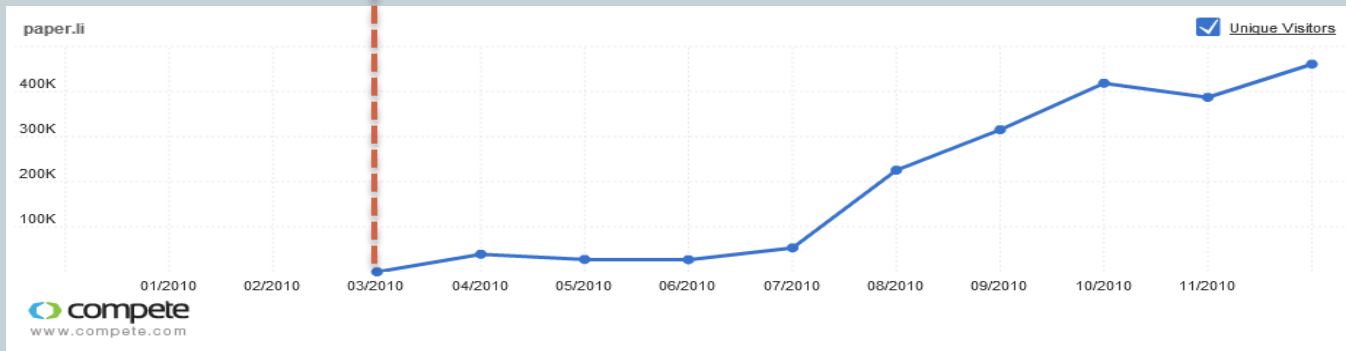
**Dixon\_Jones** Dixon (Receptional)  
The Dixon (Receptional) Daily is out! <http://bit.ly/aykeuD> ▶ Top stories today via @kurren @daver @seroundtable @andyatkinskruge  
23 hours ago

**Dixon\_Jones** Dixon (Receptional)  
Gone 10 PM and I am still on a PC. #getalife. Anyway, new functionality <http://bit.ly/gb4tmm> @majesticseo today, so a good day.  
8 Feb

# The Results



# The Results



But... Social links are not always good for Search. What can be sticky AND help in the SERPs?

## The Lessons:

You can build technology that engages with humans AND is social  
Playing to people's vanity is a great tip. (Try that with Wordpress)



## Takeaways

- Links = Traffic
- Press can be influential
- Technology can be even more powerful
- Create:
  - Authority
  - Interaction
  - Sustainability
  - Barrier to entry

## Majestic SEO

- Please give me a card to receive a month's free trial of Majestic SEO