

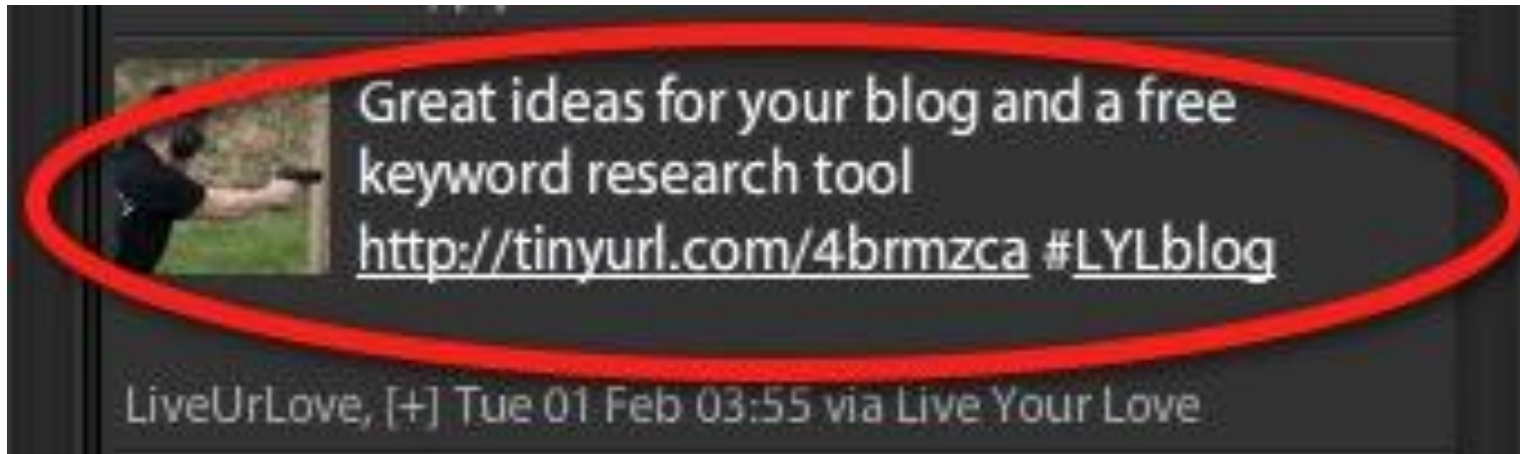
How to become a link magnet

SES London, 2011

Ken McGaffin, CMO, Wordtracker

ken@wordtracker.com

I found this tweet on 1st Feb, 2011...



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Keyword Questions from Wordtracker | Research your market's needs

by BRANKICA on 31/01/2011

in KEYWORD RESEARCH

The free tool was launched in 2008...

Keyword Questions

People often type questions into search engines. Now you can find these questions, answer them and get some great search traffic. You'll be targeting [long tail keywords](#) and providing [content](#) that readers want to read and link to. Also try the [keyword tool](#) the professional [SEO](#) uses. Enter a single or a short keyword to find the questions people are asking in your market (examples: [business](#), [diet](#), [car](#), [organic](#), [climate change](#), [obama](#)).

Keyword Questions, like the new [Wordtracker keyword tool](#), now uses [one year's worth of search data](#).

Find the questions that people are asking in your market

Enter a single or short keyword:

Search

Results for: *sick*

[Download](#)

Question	Times asked (?)
1 how to make yourself sick	321
2 how to call in sick	151
3 is doug wilson from trading spaces sick	106
4 how to get sick	61
5 can i be fired for calling in sick	57
6 what to say when you call in sick	53
7 how many sick days do most companies offer	51
8 how many sick days are you legally entitled to	49
9 can you ask an employee about a sick day	48

**One of the great things about link magnets
is that they keep on working...**

...months, even years after their launch.

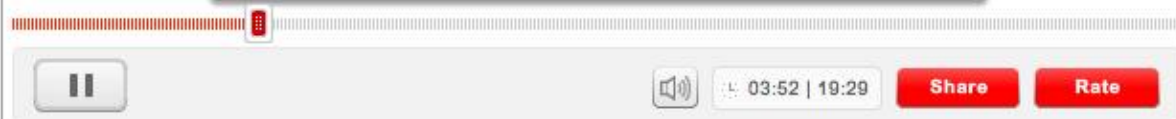
**To become a link magnet you need to
get creative...**

...and very few of us are creative, right?

TALKS

Ken Robinson says schools kill creativity

TED2006, Filmed Feb 2006; Posted Jun 2006



About this talk

[Open interactive transcript »](#)

Sir Ken Robinson makes an entertaining and profoundly moving case for creating an education system that nurtures (rather than undermines) creativity.

About Ken Robinson

Creativity expert Sir Ken Robinson challenges the way we're educating our children. He champions a radical rethink of our school systems, to cultivate creativity and acknowledge multiple types of... [Full bio and more links](#)

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**Creativity is a SKILL that can be learned
by anyone...**

Keyword Questions was inspired by this quote from Kipling...

I keep six honest serving men

They taught me all I know

**Their names are What and Why and When
And How and Where and Who**

A customer comment...

“I know I should do more keyword research but I just want to get my blog posts up as quickly as possible”

...inspired another tool

SEO Blogger...

Wordtracker SEO Blogger Help

Enter a word
mountain bike Search

Keyword (30)	Searches (5,643)	
1 mountain bikes	1,094	Add
2 mountain bike	547	Add
3 trek mountain bikes	458	Add
4 mountain bike closeouts	402	Add
5 mountain bike parts	348	Add
6 mountain bike reviews	321	Add
7 specialized mountain bikes	259	Add
8 mountain bike sales	205	Add
9 giant mountain bikes	172	Add
10 mountain bike shoes	144	Add
11 freeride mountain bike	141	Add

Add all

Your chosen keywords

Keyword (3)	Searches (1,216)	Used (1)	%	
1 mountain bike	547	1	13	X
2 mountain bike parts	348	0	0	X
3 mountain bike reviews	321	0	0	X

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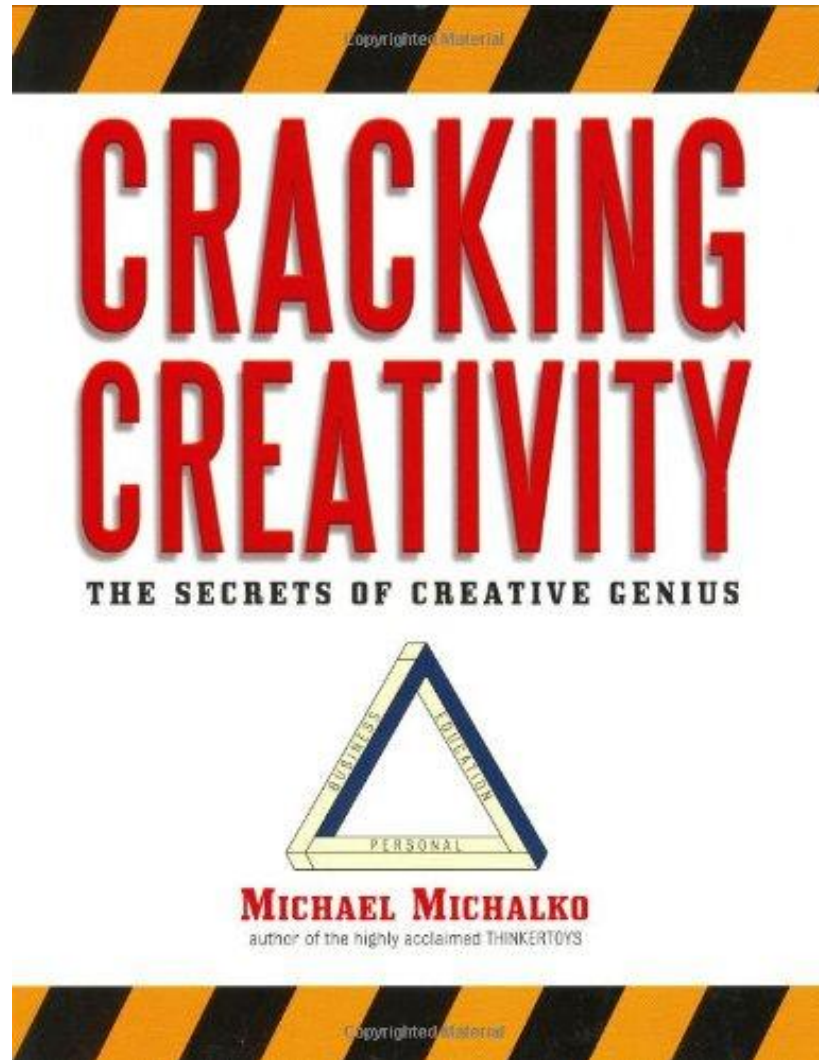
Title *

The top Mountain Bike Websites

Body (Edit summary)

Now, I can optimize my posts as I write

You can find lots of great creative techniques in...



This guy is the RUDEST link builder in the world...



So You've Failed -- Masterclash and Asylum Say Goodbye



What's in That Tub of Cool Whip?



Couple Celebrate Nuptials With 'Ghostbusters' Wedding Cake



Was Alexander Hamilton President? Asylum Investigates

Dec 2nd 2010 By Jeremy Taylor

Ricky Gervais vs. Franco/Hathaway -- Better Pick As Award-Show Host?

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Our friends at FilmDrunk are reporting Ricky Gervais has been selected to host the 2011 Golden Globe awards. The British comic also hosted last year's Globes, receiving mixed reviews.

In fact, Gervais said he was surprised the Hollywood Foreign Press Association asked him to do the show again.

But not as surprised as everyone in the entertainment industry was last week, when the Academy Awards announced their completely outside-the-box selection of actors James Franco and Anne Hathaway as 2011 co-hosts.

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17 January 2011 Last updated at 12:55



Mixed reaction to Ricky Gervais as Golden Globes host



GETTY IMAGES

Comedian Ricky Gervais promised this year he would push the boundaries as he hosted the Golden Globes for a second time.

"I think I'll go just close enough to the edge but not go over it," he said on the red carpet before the ceremony.

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Just the three of us

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Ricky Gervais asked to host Golden Globes again

Publicity spike may be reason for third invite despite acerbic routine flaming everyone from Johnny Depp to Bruce Willis

Xan Brooks

guardian.co.uk, Tuesday 1 February 2011 13.46 GMT

[Article history](#)



Mean business ... Ricky Gervais gets stuck into the assembled Hollywood heavyweights at last month's Golden Globes. Photograph: NBCU/Rex Features

In Hollywood, it seems, nothing succeeds like excess. Just two weeks after merrily predicting he would never be invited back following his inflammatory antics at this year's awards ceremony, [Ricky Gervais](#) has a confession to make. He has been asked to host [the Golden Globes again](#).

"The ratings went up again and the organisers asked me to consider a third year," said Gervais, [who also hosted the event in 2010](#). "[But] I don't think I should."

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Ricky Gervais's disappearing act sparks Golden Globes conspiracy theories
British host's jibes get a mixed response as he leaves stage halfway through ceremony and returns with a more subdued act

[262 comments](#)



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How to become a link magnet

- 1. Get creative**
- 2. Identify top targets**
- 3. Create something outstanding**
- 4. Generate direct income**
- 5. Prime your top targets**
- 6. Write customized press releases**
- 7. Tweet about the launch extensively**
- 8. Monitor results and add new sites to your lists for future contact**

**And finally, one of my favourite link
building tools...**

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building tools...**

