

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 a service (therapy). You should have more than one keyword community. List three -

Keyword #1: _____
Keyword #2: _____
Keyword #3: _____

Easy Link Targets. Do you attend trade shows? Sponsor charities? Participate in professional organizations? These are your easy link targets -

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: _____

Blogs, Portals, Directories. Use your keywords and identify potential blog, portals, 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: _____

Reverse Engineer Competitors. Using free link checking tools, 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 -

Link Bait. Could you create the industry equivalent of a reverse mortgage calculator? A price-of-gold graph as on Monex.com? Ideas for 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+: _____

Authorship for: _____

Authorship for: _____

Authorship for: _____

(Enable authorship on your site - Google+!)

Facebook: _____
