



# Ultimate Guide to Link Building: How to Build Backlinks, Authority and Credibility for Your Website, and Increase Click Traffic and Search Ranking (Ultimate Series)

*By Eric Ward, Garrett French*

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The web today is comprised of trillions of links: links between websites, links within social media venues like Facebook and Twitter, and even links in email inboxes. Who links to a site and how they link to it is one of the most important factors that search engines rely on when ranking results. But how do marketers control this? Link building expert Eric Ward provides the answers.

Sharing little-known techniques for link building via social media platforms, blogs, partnerships, public relations, articles, and more, Ward teaches marketers which link-building techniques will maximize the quality links that point to their site, allowing them to charm both search engines and customers and which methods to avoid.

This one-of-a-kind guide details a variety of link building tools, tactics, and techniques illustrated by case studies, expert interviews, and resources. Ward leaves no opportunity unexplored, and no link-building questions unanswered.

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### **Editorial Review**

#### Review

Eric Ward and Garrett French have put together a solid, easy-to-read link-building primer. The book provides simple explanations and straight forward advice when it comes to building links; chapters are well outlined and flow from point to point. If you are new to link building this book is a great resource for anyone looking for tools, tactics, and case studies to learn from.

- Debra Mastaler, President of [alliance-link.com](http://alliance-link.com)

Eric Ward has been a thought leader in how to build links the right way since before there even was a right way. His extensive relationship building background mixed with challenging projects has given him insights and methodologies that are advanced and increasingly necessary in today's Internet marketing world. He has brought his many years of hard fought experience to the pages of this book, and I heartily recommend it to anyone seeking to grow their skills.

- Bruce Clay, CEO of International SEO firm [bruceclay.com](http://bruceclay.com), and author of Search Engine Optimization All-In-One for Dummies

Eric Ward pioneered the practice of link building as a marketing channel and continues to be among the thought leaders of the field. His expertise and hands-on experience are virtually unmatched, and I'd recommend his book to anyone who uses links to help grow their business.

- Rand Fishkin, CEO of [SEOMoz.org](http://SEOMoz.org)

Those who want link building done right by the best in the business flock to Eric Ward and count themselves lucky that the maestro isn't booked into the next millennium.

- Jim Sterne, [targeting.com](http://targeting.com), Founder of the eMetrics Marketing Optimization Summit and Founding President and current Chairman of the Digital Analytics Association

An SEO classic! This link-building book by far provides the very best advice, stories and actionable white-hat link-building tips. This is the best link-building book I have ever read!

- Nick Stamoulis, Founder of SEO Firm [BrickMarketing.com](http://BrickMarketing.com)

For anyone who's been 'hit' by Panda, Penguin, or any other algorithmic update by Google, this book is a must-read. It's time to quit looking over your shoulder and start building links that will stand the test of time. Eric has been one of the foremost thought leaders on link building since before links became a dominant ranking factor, so there's no one better to train you on seeking out and acquiring the high-quality links that

will bring you visibility and mindshare that go far beyond search engine results.

- David Mihm, DavidMihm.com, Co-Founder of GetListed.org.

Eric Ward is the old school mac daddy link master.

- Lee Odden, CEO of TopRank Online Marketing, Publisher of toprankblog.com

Eric's skill at website promotion is legendary. We've been using his services since 1995, and on more than one occasion had to work closely with our hosting service to keep our servers up under the high traffic loads that resulted from Eric's publicity!

- Amy Strycula, Founder of CatsPlay.com

Eric Ward has been building links and educating people on how to do it the right way since before even search engines decided links were important. Read and learn!

- Danny Sullivan, Founder and Editor-in-Chief of SearchEngineLand.com

Eric Ward is hands-down the smartest thinker in the space when it comes to link building. I guarantee this book will open up any mental blocks you've had about where to get started and set you on a path to becoming a link magnet.

- Mike Grehan, Publisher of Search Engine Watch and ClickZ.com, Producer SES International, and SEMPO Board of Directors

If you're in SEO and take your job seriously, you know Eric and Garrett. When Eric and Garrett talk about link building, you listen. The only issue when they talk is—there's too much genius to write it all down. So, when they do the writing down for you, you buy the book and read it. Twice. At least. You won't regret it.

-Joost de Valk, Founder and CEO of Yoast.com

Eric is the undisputed master of quality link building. We've worked together for years and he's frequently surprised me with new insights and little-known, and easily executed, strategies to build our customers' backlink portfolios.

- Richard Stokes, CEO of AdGooroo.com and author of Mastering Search Advertising - How the Top 3% of Search Advertisers Dominate Google AdWords and The Ultimate Guide to Pay-Per-Click Advertising

From the Inside Flap

### **Link. Rank. Profit.**

The web today is comprised of trillions of links. Who links to your site and how they link to it is the fundamental factor driving your search engine rank and your website traffic. The question is—how do you control this? Link building expert Eric Ward and online marketer Garrett French provide the answers.

Simplifying the complex world of web links, Ward and French show you, step by step, how to employ a link-building campaign to attract quality links, drive more traffic, and dramatically boost your search rank.

"Eric Ward has been building links and educating people on how to do it the right way since before even search engines decided links were important. Read and learn!"

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Eric Ward founded the Web's first link- building and content-publicity service in 1994, called NetPOST. Today, he provides strategic-linking consulting and training via EricWard.com. Ward, a.k.a LinkMoses, publishes a private linking tactics newsletter called LinkMoses Private, and has developed content linking strategies for PBS.org, WarnerBros, The Discovery Channel, National Geographic, and TVGuide.com. Eric has spoken at over 150 web industry events and contributes to search industry news sites SearchEngineLand.com and SearchEngineWatch.com

Garrett French is the founder of Citation Labs, a boutique agency that specializes in custom link-building tools and services to solve large-scale marketing problems. He is also an online marketing consultant working with major companies in customer relationship management, consumer packaged goods, and online health information.

From the Back Cover

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Garrett French is the founder of Citation Labs, a boutique agency that specializes in custom link-building tools and services to solve large-scale marketing problems. He is also an online marketing consultant working with major companies in customer relationship management, consumer packaged goods, and online health information.

## **Users Review**

### **From reader reviews:**

#### **Howard Depriest:**

The book Ultimate Guide to Link Building: How to Build Backlinks, Authority and Credibility for Your Website, and Increase Click Traffic and Search Ranking (Ultimate Series) gives you the sense of being enjoy for your spare time. You can use to make your capable considerably more increase. Book can for being your best friend when you getting anxiety or having big problem along with your subject. If you can make examining a book Ultimate Guide to Link Building: How to Build Backlinks, Authority and Credibility for Your Website, and Increase Click Traffic and Search Ranking (Ultimate Series) to be your habit, you can get more advantages, like add your current capable, increase your knowledge about a few or all subjects. It is possible to know everything if you like start and read a e-book Ultimate Guide to Link Building: How to Build Backlinks, Authority and Credibility for Your Website, and Increase Click Traffic and Search Ranking (Ultimate Series). Kinds of book are several. It means that, science e-book or encyclopedia or others. So , how do you think about this e-book?

#### **Heidi Odom:**

Hey guys, do you wishes to finds a new book to study? May be the book with the concept Ultimate Guide to Link Building: How to Build Backlinks, Authority and Credibility for Your Website, and Increase Click Traffic and Search Ranking (Ultimate Series) suitable to you? The particular book was written by popular writer in this era. Typically the book untitled Ultimate Guide to Link Building: How to Build Backlinks, Authority and Credibility for Your Website, and Increase Click Traffic and Search Ranking (Ultimate

Series) is a single of several books that will everyone read now. That book was inspired many people in the world. When you read this e-book you will enter the new age that you ever know just before. The author explained their strategy in the simple way, thus all of people can easily to comprehend the core of this reserve. This book will give you a lot of information about this world now. To help you see the represented of the world in this book.

#### **Earl Hess:**

Within this era which is the greater man or who has ability to do something more are more valuable than other. Do you want to become one of it? It is just simple solution to have that. What you need to do is just spending your time not much but quite enough to enjoy a look at some books. Among the books in the top list in your reading list is Ultimate Guide to Link Building: How to Build Backlinks, Authority and Credibility for Your Website, and Increase Click Traffic and Search Ranking (Ultimate Series). This book which is qualified as The Hungry Inclines can get you closer in turning into precious person. By looking way up and review this publication you can get many advantages.

#### **Sandra Vincent:**

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