

Link Development - The Original Web 2.0?

SearchFest 030707



Amplify Interactive

Overview

- o Specialized in helping companies get more out of their Web presence via
 - Search Engine Optimization
 - PPC Paid Search Engine Marketing
 - Link Development

- o Clients benefit from industry experience and strategic perspective
 - Focused on SEM since 1999
 - Expert: Speaker at *Search Engine Strategies & local area business seminars*
 - Results: Work has been featured in MarketingSherpa.com
 - We work with our clients to understand their industry, offering & competitive advantage
 - Well-rounded client base: B2B & B2C
 - History of Integration: Marketing Communications Agency Background

Amplify Interactive

Clients: Past & Present

- o Intel/Cisco
- o Danner Boots
- o Novas Software
- o Digimarc
- o Cascade Microtech
- o Bergstrom Nutrition
- o Polygon Homes Northwest
- o Audio Precision

~~TRIPWIRE~~



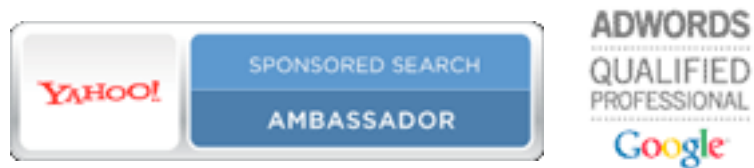
Amplify Interactive

The Amplify Interactive Difference

o Strategic Partnerships & Integration



o Certifications & Qualifications



Link Development = Site Marketing

Link Development - The Original
Web 2.0?



Leverage Your Content

- o ID Your Content Assets
 - White papers & other PDFs
 - Photo galleries
 - Product pages / descriptions
 - Webcasts or podcasts
 - Office locations
 - Press room / releases
 - Customer support forums
- o Make Your Site Link-Friendly
 - Can users link to individual pages?
 - Add a “link to us” page

Site Marketing Strategies

Basic Link Development

- o Submit to human-edited directories
 - Yahoo, DMOZ, JoeAnt, GoGuides, etc
 - Look for vertical directories: Business.com, LookSmart,
- o Use the competition as a starting point
- o ID link partners by searching on top phrases
 - Send personalized link requests, explain value
 - Suggest a keyword-loaded description
 - Target “deep links”
- o Don't Miss These Links
 - partners, associations, sponsorships, awards, etc.

Site Marketing Strategies

Leverage Your Content & Other Efforts

- o Press releases: optimize & distribute online
- o Submit & Syndicate Content
 - Articles, white papers, video, photos, podcasts
 - Include a link to your site in boilerplate / profile
- o Product & shopping: Froogle, etc.
- o Office locations & local opportunities:
 - YellowPages, Google Maps, etc.
- o ORM: own more of the search results page

Site Marketing Strategies

Submit Your Content

Explore “Social Media” Opportunities:



warning:
reddit not responsible
for lost productivity



reddit.com

Google Webmaster Tools - Pages with external links

https://www.google.com/webmasters/tools/links?site

Google Webmaster Tools - Pa... SEMpdx SearchFest 07 Present...

Google Webmaster Tools

My sites > http://www.discoveryresources.org/ > Pages with external links

Diagnostic Statistics **Links** Sitemaps My sites

External links

[Internal links](#)

Pages with external links [?]

Rate this tool: ☹ ☺ ☻

This table provides a list of pages on http://www.discoveryresources.org/ that have links pointing to them from other sites. Click the number in the External links column to see a sample list of links to the page. See [Internal links](#) for internal links and links from subdomains.

1 to 30 of 63 [Next](#)

Find a page Items per page: 30

Pages	External links
All pages (total links)	4326
http://www.discoveryresources.org/	2302
http://www.discoveryresources.org/00_about.html	2
http://www.discoveryresources.org/00_contact.html	1
http://www.discoveryresources.org/00_press_releases.html	1
http://www.discoveryresources.org/00_privacy.html	1
http://www.discoveryresources.org/00_search.html	1
http://www.discoveryresources.org/01_case_law.html	4
http://www.discoveryresources.org/01_electronic_discovery_glossary.html	1
http://www.discoveryresources.org/01_electronic_discovery_glossary_dg.html	13
http://www.discoveryresources.org/01_electronic_discovery_tools.html	12
http://www.discoveryresources.org/01_electronic_discovery_vitals.html	3
http://www.discoveryresources.org/01_rules_regulations.html	3
http://www.discoveryresources.org/02_community.html	1
http://www.discoveryresources.org/02_law_blogs.html	1
http://www.discoveryresources.org/03_ed_news.html	1

- Track Your Efforts**
- o See links by page
 - o Check the crawl
 - o Submit your pages
 - o See query stats



Link Development Case Studies

Link Development - The Original
Web 2.0



Link Case Study - DiscoveryResources.org

Overview

Fios is a leading provider of electronic discovery services & technology for legal teams. With no resource sites available in their niche, Fios identified a market opportunity and established a new resource site dedicated to electronic discovery, DiscoveryResources.org (DR.org)

Objective

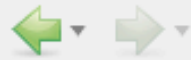
- o Establish DiscoveryResources.org as the definitive resource site in the ED space
- o Expand Fios ownership of search engine results
- o Brand Fios with visitors, market Fios webcasts & papers
- o Attract experts & content to continue growth for the site

Challenges

- o Very little native content
- o Primarily linking out to other resources

Strategy

- o Optimize content category pages
- o Focus on link development
- o Ask for content



Welcome to **DiscoveryResources.org**, where you will find the most up-to-date information, resources and news available about electronic discovery. Given the rapidly increasing importance of electronic evidence in litigation, **DiscoveryResources.org** offers much needed resources for legal professionals who seek to understand the many new technological and legal challenges associated with electronic discovery.

YOUR ELECTRONIC DISCOVERY DESTINATION SITE

MONDAY, 5 MARCH 2007

[HOME](#) | [e-DISCOVERY VITALS](#) | [NEWS](#) | [READING ROOM](#) | [EVENTS](#) | [COMMUNITY](#) | [EXPLORE](#)
[SOUND EVIDENCE](#) | [SITE SEARCH](#)

SOUND EVIDENCE

E-DISCOVERY SIMPLIFIED

We are proud to host and sponsor this leading e-discovery blog by expert and industry insider, Mary Mack, Esq.

FEATURED BLOG



CASE LAW

External Content



FEATURED ARTICLES

ABA Section of Litigation Practice Management

The Section of Litigation has assembled a powerful set of resources on discovery.

Annotated Case Law & Further Reading

Ken Withers

Civil Discovery Law

New Developments in Electronic Discovery Law

Differences in Discovery in State and Federal Courts – Electronic Discovery and Other Miscellany

Summer 2005 | NYSBA NYLitigator

E-Discovery Case Law: Zubulake I-VIt

- [Zubulake I](#)
- [Zubulake III](#)
- [Zubulake IV](#)
- [Zubulake V](#)

To Metadata or Not to Metadata?

22 February 2007 | New Jersey Law Journal

Ready The High Cost of Ineffective Search

14 February 2007 | Data Storage Today

Ready to produce IMs in court? Guidelines expand types of electronic info you'll need for discovery

04 January 2007 | Computerworld

The Attorney-Client Privilege and the Amended Federal Discovery Rules

December 2006 | Law Practice Today

Introduction to the New World of E-Discovery

January 2007 | Findlaw

edINSIDER*

Adam Landa | Greenburg Traurig LLP is this month's mover and shaker in e-discovery.

OPEN MIKE

Ask the Expert

This month's expert: Michael Nelson | Nelson Levine de Luca & Horst

Thinking E-Discovery

By Dennis Kennedy, Evan Schaeffer and Tom

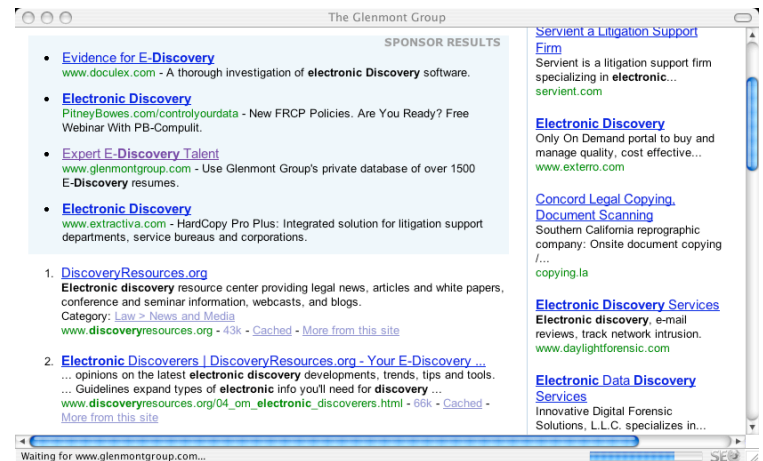
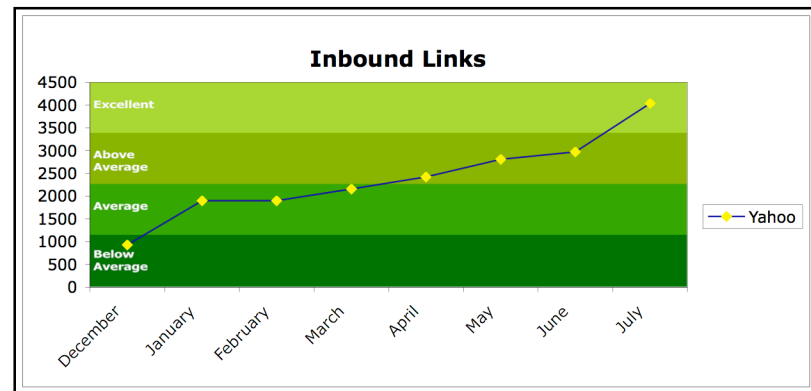
Link Case Study

DiscoveryResources.org

Results

DiscoveryResources.org

- o Top 10 placement for all “ED” variations
- o “owns” results that the corporate site can’t
- o Link Referrals:
 - +306%
 - 35% of overall traffic
- o Inbound Links: +697%
- o Search engine referrals: +339%
- o Several industry-leading columnists
- o Several PR mentions for DR.org



Link Case Study

DiscoveryResources.org

electronic discovery - Yahoo! Search Results

SPONSOR RESULTS

- [Evidence for E-Discovery](#)
www.doculex.com - A thorough investigation of **electronic Discovery** software.
- [Electronic Discovery](#)
PitneyBowes.com/controlyourdata - New FRCP Policies. Are You Ready? Free Webinar With PB-Compulit.
- [Expert E-Discovery Talent](#)
www.glenmontgroup.com - Use Glenmont Group's private database of over 1500 E-Discovery resumes.
- [Electronic Discovery](#)
www.FiosInc.com - Overwhelmed by the volume of **electronic** evidence? Fios can help. PDF.

1. [DiscoveryResources.org](#)
Electronic discovery resource center providing legal news, articles and white papers, conference and seminar information, webcasts, and blogs.
Category: [Law > News and Media](#)
www.discoveryresources.org - 43k - [Cached](#) - [More from this site](#)
2. [Electronic Discoverers | DiscoveryResources.org - Your E-Discovery ...](#)
... opinions on the latest **electronic discovery** developments, trends, tips and tools. ... Guidelines expand types of **electronic** info you'll need for **discovery** ...
www.discoveryresources.org/04_om_electronic_discoverers.html - 66k - [Cached](#) - [More from this site](#)

[Electronic Discovery](#)

HardCopy Pro Plus: Integrated solution for litigation support...
www.extractiva.com

[Servient a Litigation Support Firm](#)

Servient is a litigation support firm specializing in **electronic**...
servient.com

[Electronic Discovery](#)

Only On Demand portal to buy and manage quality, cost effective...
www.exterro.com

[Concord Legal Copying, Document Scanning](#)

Southern California reprographic company: Onsite document copying /...
copying.la

[Content Management for E-Discovery](#)

Docubase process and content management for e-Discovery compliance.

Link + SEO Case Study

Tripwire.com

Overview

Originally a well-recognized network security software provider, Tripwire expanded their offering to enable enterprise-level organizations to ensure regulatory compliance, IT service availability, and network security. The web site needed to attract and educate visitors on Tripwire's capabilities, and generate leads.

Objective

- o Generate targeted search engine traffic & leads through SEO
- o Build awareness of Tripwire's expanded capabilities

Challenges

- o Very strong security links, starting from scratch in others

Strategy

- o Generate links within target niches to build traffic & improve search rankings
- o Leverage existing content (white papers, webcasts)
- o Optimize press releases

Link + SEO Case Study Tripwire.com

Results - Inbound Links & Link Referrals

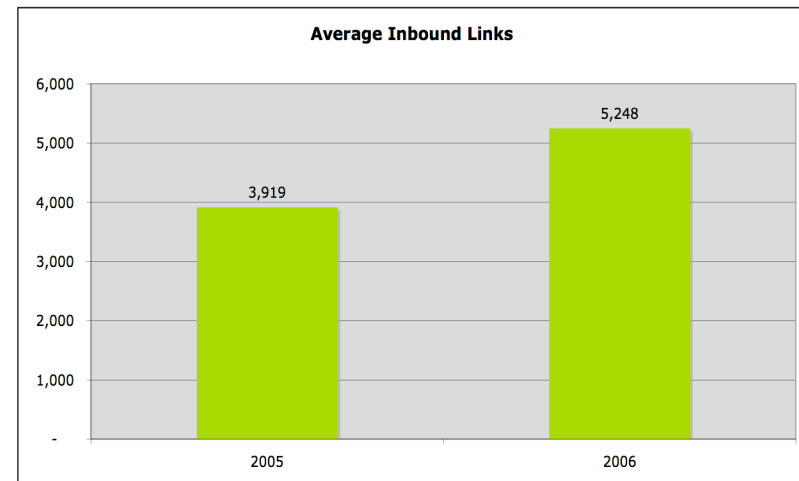
- o 34% growth in links
- o Links in all targeted categories
- o Link referrals: Consistently generate 15% of site traffic
- o Traffic from links has increased 30%

Results - Search Engines

- o Overall top rankings increased 39%
- o Visitors from search engines have increased 98%
- o Receiving search traffic in all targeted categories

Links by Category	Yahoo
Audit	836
Compliance	754
<i>Compliance: HIPAA</i>	181
<i>Compliance: SarbOx</i>	225
<i>Compliance: GLBA</i>	105
Security	7,610
General IT	8,330
ITIL / Best Practices	529

Search Traffic By Category	Start	1 Year
Audit / CM	3%	21%
Security	67%	27%
Compliance	0%	20%
Availability	11%	17%
ITIL / Best Practices	0%	4%
CMDB	0%	12%

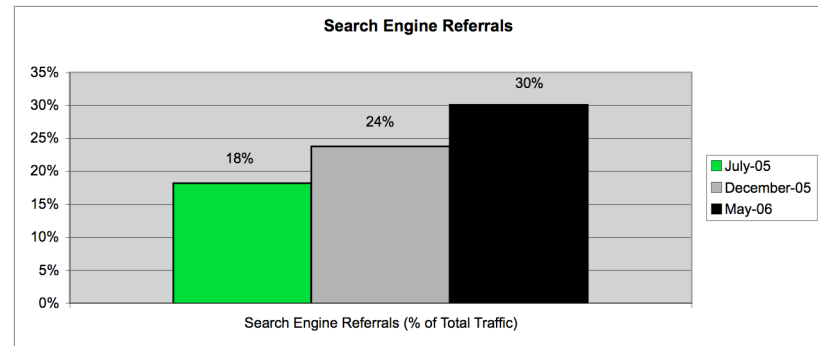
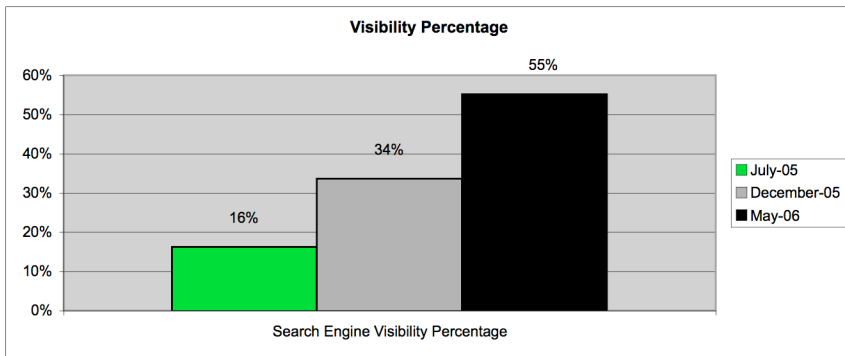


Case Study - Tripwire, Inc.

Results

Since the optimized Web site launched, in June of 2005, Amplify Interactive has been able to generate impressive results.

- o Search engine visibility increased 39%
- o Visitors from search engines have increased 82%
- o Inbound links have increased 34%
- o Traffic from links has increased 30%
- o Key Visitor Interactions by search visitors have increased 57% (downloads, demo views, webcast registrations)



Thank You For Your Time!

Benjamin Lloyd, President

