



The Premier Event for Search Engine Marketing & Optimization

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Buying & Selling Links

(Wednesday - Day 3) 11:00am - 12:15pm

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Buying Links - Thinking Outside The Site

Paid links don't have to be just on web sites. There are...

Blogs - [blogads](#) | [crispads](#)

E-Zines - [ezinerearch](#) | [ezinehub](#) | [ezinelocater](#) | [new-list](#)

Newsletters - [newsletteraccess](#) | [46 different newsletters just from ivillage.com](#)

RSS Feeds - [google result](#)

PDF documents [Documents](#)

Buying Links Indirectly Via a Content Publicist

Publicity and Editorial Reviews

There are thousands of email based pubs that write about (and link to) web sites. Many have over 100K subscribers, like [FORBES Best of the Web](#), [Lockergnome](#) and [Yahoo Picks of the Week](#). Others, such as the highly regarded [LII.org](#), have fewer readers, with thousands more visiting the online [companion site](#).

Search engines can't count email based links, but they are fabulous links to get and will send thousands of quality visitors to your site. BONUS: If the email based pub is archived on the web,

the link will be found by the engines and these "editorial" links will be from "authorities".

TIP : You cannot reach these editors by using a mass wire service. If your site is featured/linked, the benefits are great. You can try to contact them yourself, or pay for a [service that specializes in this exact niche](#) (disclosure).

Example editorial link venues

- [Yahoo Picks of the Day/Week](#) -
- [Forbes Best of The Web](#) -
- [USA Today Web Guide/Hot Sites](#) -
- [NY Public Library Best of the Web](#) -
- [The Scout Report](#) -
- [Education World](#) -
- [NetGuide](#) -
- [Child & Family WebGuide from Tufts University](#) -
- [Exploratorium's Web Picks](#) -
- [Librarians Internet Index](#) -
- [Guardian Web Watch](#) -
- [Berit's Best Sites for Kids](#) -
- [Busy Educator's Guide to the Web](#) -
- [Netsurfer Digest](#) -
- [Surfing the Net With Kids](#) -
- [Parents Best Web Sites](#) -
- [BestHistorySites](#) -
- [Best of PhysicsWeb](#) -
- [Classroom Earth Best of the Web](#) -

Linking articles and training

- [Social Link Spam and Cigarette Butts](#)
- [Google's New Custom Search Engine Service and Links](#)
- [Linking's Holy Grail: The Passively-Obtained Backlink](#)
- [Looking for Links In All The Wrong Places?](#)
- [The Link That Can Make You A Star](#)

[THE WARD REPORT](#)

