

Leveraging Video for Link Building



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SMX East, New York, October 6, 2009



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Mid-sized private company competing against large public brands.



Ranks page 1 for highly competitive keyword, "auto insurance".



AdWords average cost per click of \$32.99.



How Did We Get There?

- ➔ **Developed “linkbait” to attract natural links from across the web.**
- ➔ **“Linkbait” refers to content, images, video, or anything on the web that is created with the intention of increasing links to a website.**
- ➔ **Our “linkbait” was a video contest where the winner would be awarded a SafeAuto television advertising contract worth \$5,000. Runner up prizes included an autographed guitar and gift bags.**



SafeAuto has found a winner!

↳ With 30,753 votes The Potters House Church has won The Do The Jingle Competition and an advertising contract with SafeAuto!



Church Choir sings the Jingle

From: *The Potters House Church choir*
Genre: *Acapella*

Votes: 30753
Views: 51410

Tags: *Cool, Fun, High Energy*

Video search:

Select Genre:

All

- Cool Youth Cover Band Dance Moves
 Fun Humor Sensual High Energy

Search

Sort By:

Artist

List of Most Viewed Videos



Views: 37565



Views: 28557



Views: 24912



Views: 21345

Users uploaded their own rendition of the famous SafeAuto jingle.

Contest ran for 90 days, and a wide range of marketing tactics were used to promote it.

Promotional strategies included: Facebook/MySpace ads, display ads on relevant contextual sites, paid search on relevant terms, forums and communities, etc.



After 90 days, here's what happened:

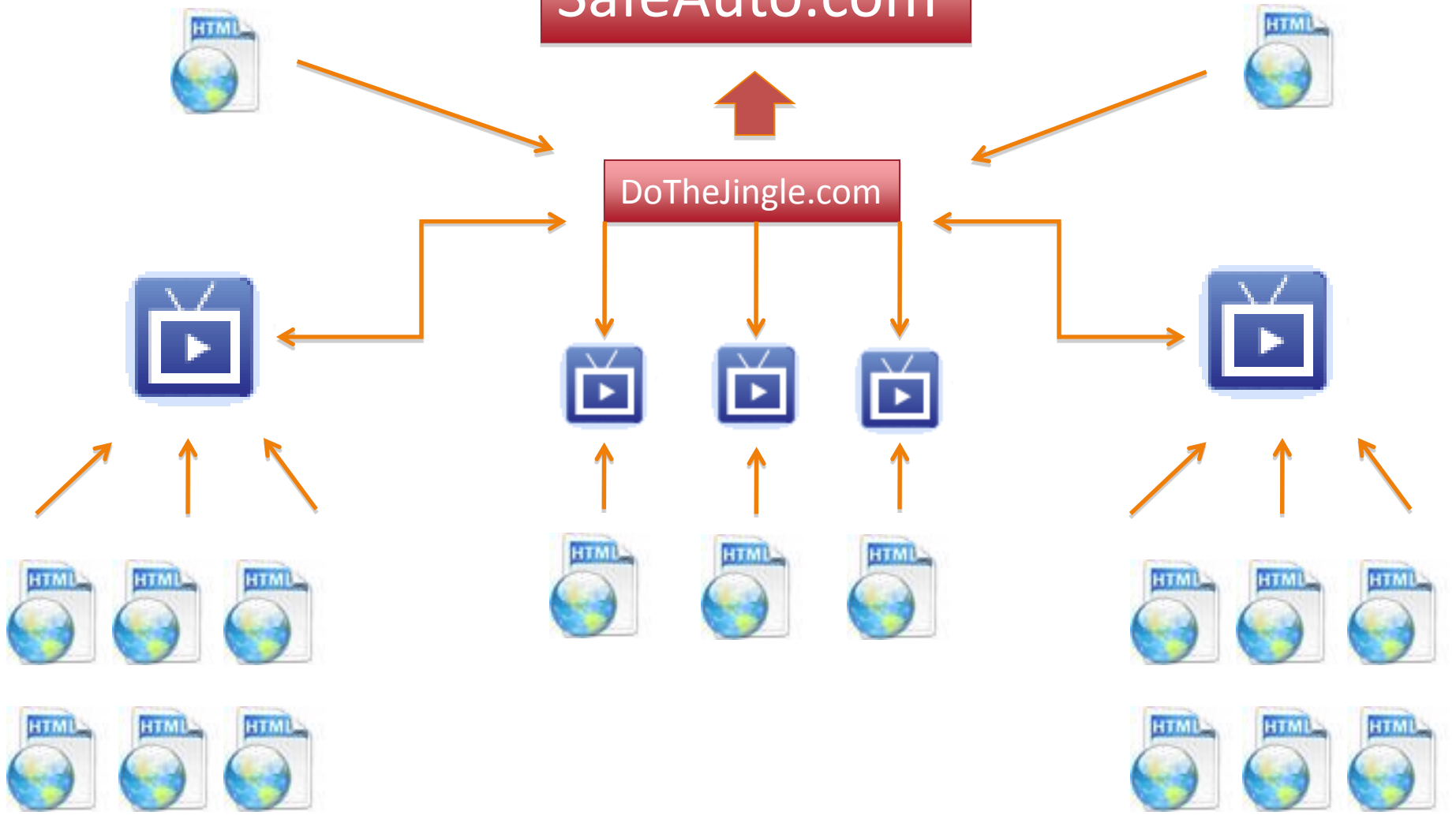
Total Entries:	162
Comments:	7,688
Votes:	30,000 for winning video; 100,000 in total
Unique Visitors:	145,000
Pageviews:	440,000
Backlinks:	1,800 natural links!

Winner was a church choir in Pottsville, Ohio – just recently recorded the next SafeAuto commercial.








SafeAuto.com

DoTheJingle.com





Top 5 Ranking Factors

1. Keyword Focused Anchor Text from External Links
73% very high importance 
2. External Link Popularity (quantity/quality of external links)
71% very high importance 
3. Diversity of Link Sources (links from many unique root domains)
67% very high importance 
4. Keyword Use Anywhere in the Title Tag
66% very high importance 
5. Trustworthiness of the Domain Based on Link Distance from Trusted Domains (e.g. TrustRank, Domain mozTrust, etc.)
66% very high importance 

Source: SEOmoz Search Ranking Factors, 8/09



Building a YouTube Clone

It's cheap, quick, and requires little technical knowledge!

Software	License	Installation (optional)	Platform
iScripts Visual Caster	\$67	\$49	Linux/Windows
Mediashare	\$162	Free (w/ hosting)	Linux
ClipCenter	\$69	\$25	Linux
phpVID	\$39.99 / mo	Included	Hosted
PHPMotion	FREE (\$50 w/o link)	\$55	Linux



Promote It!

- ➔ **Use Adwords Placement Targeting, Adbrite, BlogAds, etc. to promote contest on relevant sites.**
- ➔ **Facebook / Myspace ads to target social actions.**
- ➔ **Capture / buy search engine traffic on relevant terms (ie. “online video contest”, “how to get a record contract”).**
- ➔ **Seed content in relevant forums and communities.**
- ➔ **Submit to sites that cater to contest lovers.**

contesthound.com, contestalley.com, online-sweepstakes.com,
contestguide.com, onlinevideocontests.com, etc.



Crowdsourced Link Building

Contestants and their friends promoted the contest within their own communities. Free link builders!

OSU's Meshuga Notes Choir Needs YOUR Vote

Posted by Ellen Schur Brown, Cleveland Jewish News on 3/10/2009 12:31:00 PM
Ohio State University

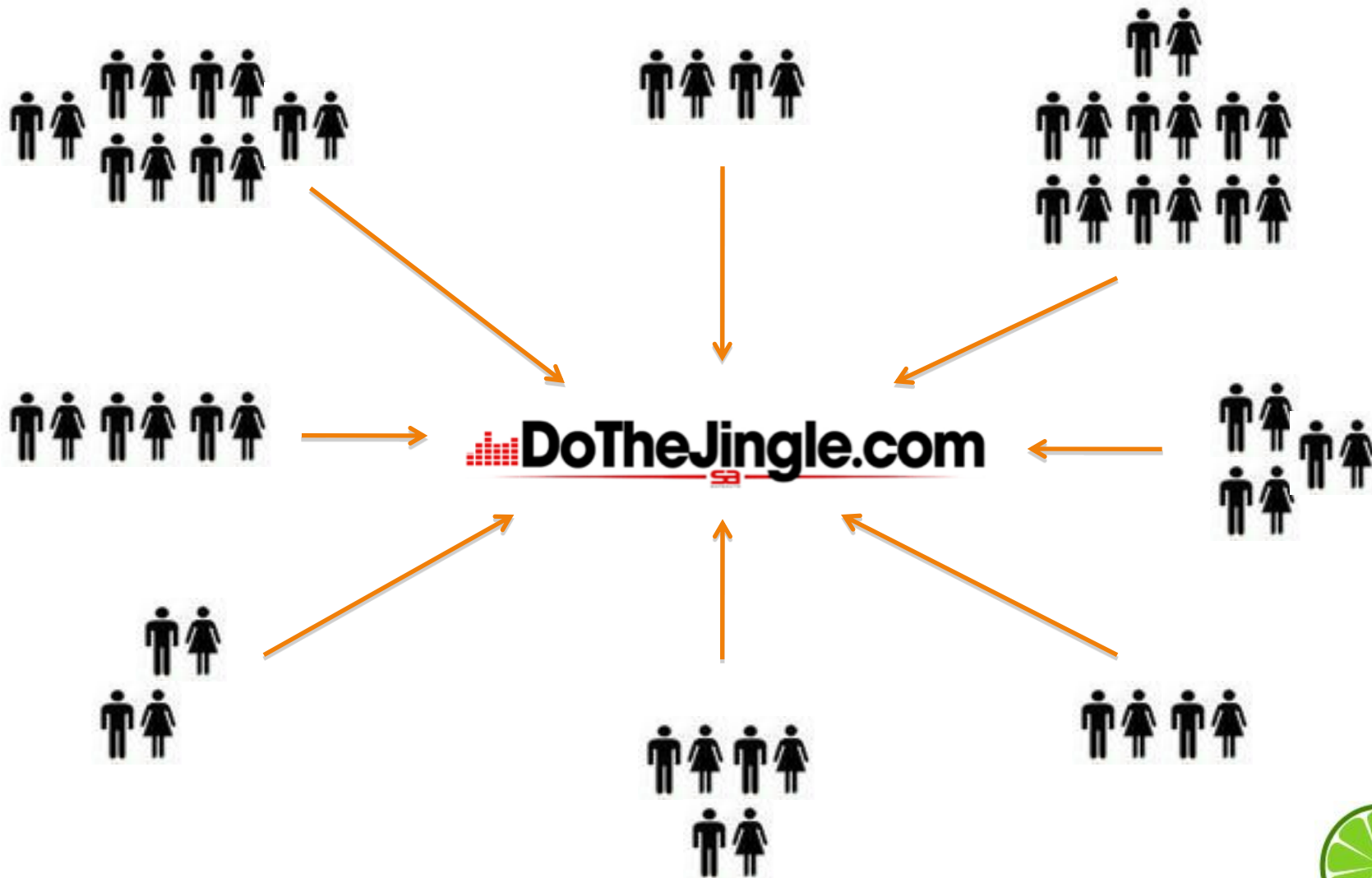


Members of Ohio State University's Jewish acapella choir, the Meshuga Notes, are in the final lap of the most competitive race of their choral careers.

Click on [this link to vote for their soulful SafeAuto Insurance jingle](#) between March 20-27.



Micro / Sub Communities



Further Reading:

<http://searchengineland.com/powerful-linkbait-contests-incentives-18109>

<http://www.smashingmagazine.com/2007/05/28/golden-rules-of-linkbaiting-principles-strategies-and-effective-rules/>

<http://www.mattcutts.com/blog/seo-advice-linkbait-and-linkbaiting/>

<http://www.reelseo.com/seo-for-video/>

<http://www.onlinevideocontests.com/>

Thank you!

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