

BROKEN LINKS



TO CASH

*Broken Links To Cash – 1ST Edition
Copyright 2015 BRUCE NEW MEDIA
<http://www.offlineadvance.com>
All Rights Reserved.*

Broken Links To Cash Report

Copyright 2015 Bruce Newmedia



Welcome!...and get ready for another simple and effective way to break the ice with offline local clients.

I have been using this method with offline clients for over a year. A friend of mine in Florida who works with law offices, accountants and other professionals showed me how easy it was. It really does provide would-be clients a useful service.

Plus, it's a terrific Foot-In-The-Door/Icebreaker offline prospecting method, and we can all use more methods like that...and the second benefit is you can also grab some great backlinks for your own website properties and client's sites, too...

BROKEN LINK STRATEGY



This strategy is twice as powerful when you employ both approaches.

I'm going to give you a couple of ways to contact the business without cold-calling them. You'll either use the postal letter template I provide, or the email templates (actually both are interchangeable)..and even the flyers. The email works especially well when used with the SEQUENCED FOLLOW-UP.

There is so little cost with this that you will be into profit and building new client relationships *fast*.

And, I'd recommend once you get this simple process down to a routine, you hire an outsourcer to do all the leg work. The more emails and or letters you shoot out, the more replies and clients you'll sign up.

Yes, this is a Numbers Game, but it's an easy one...and a fast one, too.
Ok, lets get started on the steps to "Broken Links To Cash."

PART 1: Link-Checking For Getting Clients

STEP1

Search Niches You Want To Target.

You can target any niche, but I prefer to stay in niches I like and am familiar with. Some of the examples I'll show you in a moment are from the restaurant niche, which I know well, and like a lot.

For the restaurant category, most of the top spots on the first and even the second page are usually occupied by Restaurant Review sites, like YELP, Urban Spoon and Travel Advisor, etc. So, you'll usually have to look more at pages 3 and higher.

In the example below I searched for "tampa italian restaurants" and here's part of the Google search results...



STEP 2

Visit each website for the niche results.

I like to take a quick look at the site, see how updated it looks and screencap the page. Here's Maggianos for example...



STEP 3

Copy the website URL and load into the Broken Link Checker. Go to: <http://brokenlinkcheck.com> to do this. Depending on the size of the site it may run for quite awhile. Frankly if you have enough bad links, just stop the search/test. The purpose here is just to have some examples to show the business. You can be more thorough when they agree to have you fix the links.

Find broken links now !

To see link's location in the source HTML click on **src** below

#	Broken link (you can scroll this field left/right)	Page where found	Server response
1	>">http://www.maggianos.com/locations/banquets'%20location_stat>>	url src	400
2	>">http://www.maggianos.com/locations/menu'%20location_state='{>>	url src	400
3	>">http://www.maggianos.com/blog/{lv-social-link-google-plus} >>	url src	400
4	http://www.maggianos.com/{lv-social-link-google-plus}	url src	400
5	>">http://www.maggianos.com/share-your-story/detail/{lv-social-link->>	url src	400
6	>">http://www.maggianos.com/share-your-story/detail/{lv-social-link->>	url src	400
7	>">http://www.maggianos.com/share-your-story/detail/{lv-social-link->>	url src	400
8	>">http://www.maggianos.com/locations/us/massachusetts/boston/>>	url src	404
9	">http://www.maggianos.com/blog/archive/category/{lv-social-link-g>	url src	400

Status

DONE : process was terminated by user

Processed 329 web pages, found 9 broken links

Another alternative Broken Link Checker I like is:
<http://www.internetmarketingninjas.com/seo-tools/google-sitemap-generator/>

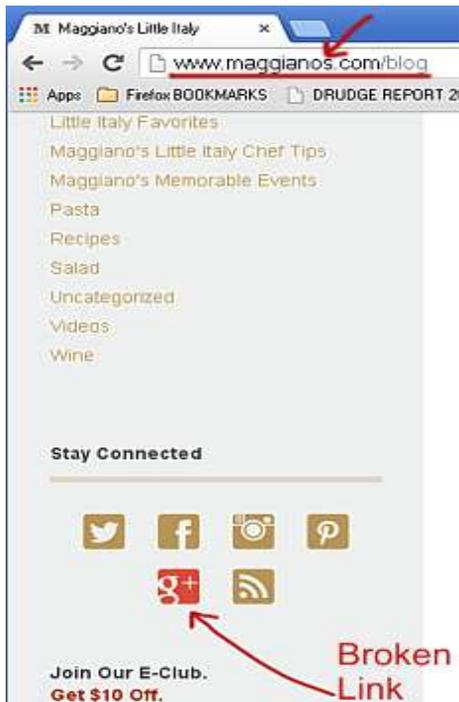
Here's a screen capture of the page for Internet Marketing Ninjas Tool.



STEP 4

Once the bad link checker finds the links that are broken revisit the website and search for the broken hyperlink(s).

Then take a screen capture shot of the webpage with the hyperlink in it, highlighting the broken link. Use any simple drawing program to illustrate an arrow pointing to the bad a link and label it "Bad Link". Only screencap a few bad links, just enough to prove that there are problems.



STEP 5

Gather contact information from the businesses website and use the custom letter or email templates or one of the flyers included in this product. You'll need to identify the appropriate address info and insert that company's contact info before sending.

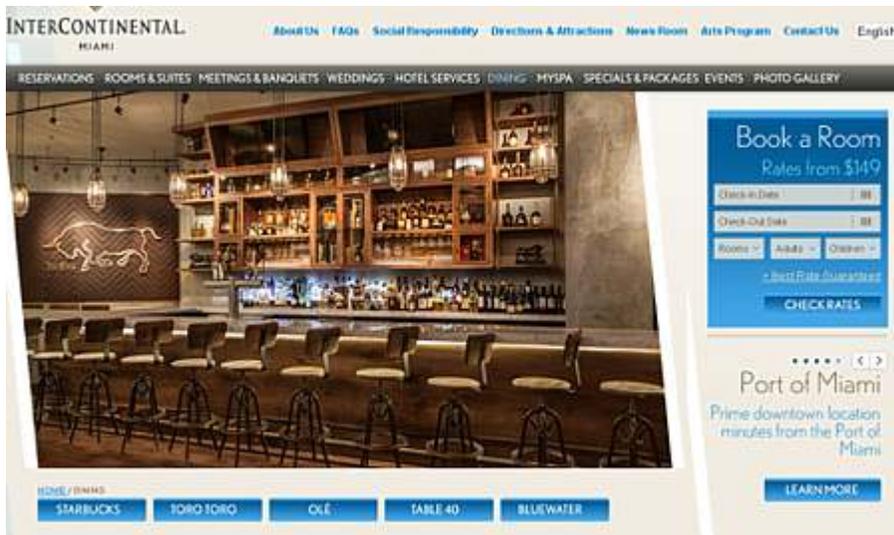
 

The purpose of the contact letter, emails and optional flyers is simple. These are all designed to point out and agitate a problem...likely a problem the website owner doesn't realize is costing them visitors, customers and ultimately *money*.

In case you didn't know, there are plenty of company websites with broken links...the more you look the more you'll find.

Here are just a few more examples... (These happen all to be restaurant businesses but the same *Broken Link Technique System* works with ANY business anywhere.)

First, this is the website for InterContinental Hotels in Miami, FL



And here's what the Broken Link Check found...

#	Broken link (you can scroll this field left-right) www.icmiamihotel.com	where found	Server response
1	>">http://www.beaconcouncil.com/Web/NewsArticle.aspx?Page=ne>>	url src	404
2	>">http://www.opentable.com/ole-intercontinental-hotel-group-miami>>	url src	404
3	>">http://www.elnuevoherald.com/2012/12/25/1371345/un-brindis-po>>	url src	404
4	>">http://www.miamiherald.com/2012/12/23/3153034/ddas-alyce-rot>>	url src	404
5	>">http://www.miamiherald.com/2013/05/31/-print/3426916/bethleh>>	url src	404
6	>">http://www.elnuevoherald.com/2013/05/07/1471073/un-tratamient>>	url src	404
7	>">http://www.miamiherald.com/2013/04/24/3352511/bethlehem-pro>>	url src	404
8	>">http://www.miamiherald.com/2013/04/22/-print/3358900/march-v>>	url src	404
9	>">http://www.miamiherald.com/2013/04/10/3334223/deals-update-c>>	url src	404
10	>">http://www.prweekus.com/pages/login.aspx?returl=/interconliner>>	url src	404
11	>">http://www.miamiherald.com/2013/03/29/3313614/big-ang-is-com>>	url src	404
12	>">http://www.authenticitymiami.com/happy-hour-downtown-miami/ >>	url src	bad host
13	>">http://www.elnuevoherald.com/2013/01/26/1389260/venus-william>>	url src	404
14	>">http://www.philly.com/philly/travel/20130113_Fla__celebrates_50>>	url src	404
15	>">http://honestcooking.com/2013/01/09/gan-latin-delights-in-the-he>>	url src	404
16	>">http://www.univisionsandiego.com/noticia/2011/12/01/318318-foto>>	url src	404
17	>">http://www.noticias.com/el-fotografo-david-siqueiros-presenta-lad>>	url src	404
18	>">http://www.google.com/hostednews/epa/article/ALeqM5juEHu4rr>>	url src	404
19	>">http://www.etravelblackboard.us/article/99866/never-before-seen->>	url src	404
20	>">http://sociallysuperlative.com/2011/11/26/socially-superlatives-gu>>	url src	404

Status

COMPLETED!

Processed 67 web pages, found 20 broken links

20 broken links found

Here's a top notch restaurant in Miami, FL...



...and here's a list of Broken Links we quickly found...

Find broken links now !

To see link's location in the source HTML click on **src** below

#	Broken link (you can scroll this field left-right)	Page where found	Server response
1	>">http://touchemiami.com/?page_id=16&caldate=2014-12-13&ever>>	url src	404
2	http://touchemiami.com/events/touchemiami.com	url src	404
3	http://touchemiami.com/newsletter/touchemiami.com	url src	404
4	>">http://touchemiami.com/on-guard-downtown-goes-uptown-with-th>>	url src	404
5	http://touchemiami.com/thelist/touchemiami.com	url src	404
6	http://touchemiami.com/visitflorida/touchemiami.com	url src	404
7	http://touchemiami.com/brett-ratner/touchemiami.com	url src	404
8	>">http://touchemiami.com/category/news/page/2/touchemiami.con>>	url src	404
9	>">http://touchemiami.com/category/news/page/3/touchemiami.con>>	url src	404
10	>">http://touchemiami.com/category/news/page/4/touchemiami.con>>	url src	404
11	>">http://touchemiami.com/category/news/page/5/touchemiami.con>>	url src	404
12	>">http://www.nbcmiami.com/blogs/latin-beat/Miami-Gets-Electric-V>>	url src	404
13	>">http://www.miamiherald.com/2014/03/07/3980812/real-housewife>>	url src	404

Status

COMPLETED!

Processed 62 web pages, found **13 broken links**

Believe me there are no shortage of broken links on websites. The more you look, the more you'll find.

For example, there's lots of "Links" or "Resources" pages around; some of them are very helpful and authoritative, while others are completely useless. Slowly over time the webmasters just get too busy to keep updating these pages.

The result is their once useful page(s) now become littered with broken links and, what's worse, links to sites that have drastically changed and now offer no value what-so-ever to their visitors.

Your opportunity is huge because you can approach these site owners and alert them to the problem...and you may gain a new client, and/or a valuable backlink. Either way you win.

PART 2: Link-Checking For Backlinks

BROKEN LINK STRATEGY



Searching for broken links is a proven way to open doors with potential website design and development clients. Starting a client relationship using this simple approach is usually fast and easy.

And, fixing the links is not difficult at all. If your schedule permits, you can do it all yourself...or you could outsource the job to a Fiverr-type service or use a source like “Warriors For Hire” to get it done.

But, there’s another objective you also should consider!

What if this same simple step-by-step system brought your own sites or your client's sites great powerful, relevant backlinks...at no cost?

That's what I'm going to show you now.

This is using Broken Link Finding as an SEO strategy.

Unlike the typical link request, you're actually doing the webmaster a favor by not only letting them know they have broken links (a problem), but also giving them a replacement for those broken links (a solution).

And that solution is going to be a link to one of YOUR web properties...either your own or clients

My friend in Miami has used this approach to gain links on .EDU sites and other High Authority pages. Assuming the website was still being maintained, the request was usually agreed to.

Why would these sites agree to use YOUR link?

You'd be surprised how many site owners/webmasters will be thankful that you tried to help them out... and they may not feel like researching something new to replace the broken link with. So, they'll accept your suggestion out of desire to reciprocate your gesture and because its less work for them.

Bottom line, you help a webmaster to fix his webpage and you get a huge SEO benefit.

The Basic Steps

- 1) Get top 10 or 20 results for a keyword phrase you want to rank for.
- 2) Find all the broken links in their website
- 3) Filter out the ones that aren't related to your niche
- 4) Contact the webmasters by email. Inform them about the broken links. Then ask if they would replace one of those broken links with your working link.
- 5) Repeat for additional pages in the search results.
- 6) Repeat for other keyword phrases you want to rank for.

Now lets look at the detailed process:

The first step in any “Broken Links For Backlinks” campaign is to find relevant dead pages.

That's an important difference than earlier where we are just looking for bad links.

However, there are different methods of prospecting depending upon the broken link building strategy you are employing. There are mainly three types of broken link building strategies:

1. Resource Page Targeting with Keywords
2. Resource Page Targeting with URLs
3. Direct URL Targeting

Number 1, Keyword Based is the most straightforward method of broken link building.

The method simply searches Google for keywords relevant to your site's interests. Then finding Resource Pages that link to content related to your keywords. Then extracting all the links from those resource pages. Then finding missing pages/dead links among those links, and then contacting the best potentials ones..

So, the first step in this process is to Select Prospecting Keywords.

There are a couple of characteristics we want to look for in an ideal keyword phrase...which at first glance the characteristics may seem contradictory.

1. **The keyword should be Categorically Relevant:** However, they don't necessarily have to be relevant to your product like the key phrase "tax law resources."
2. The keywords could be relevant to your audience "resources for taxpayers" or your geography "Tampa resources." We are finding resource pages with these keywords, *not* finding the final targets.
3. **The Keyword should be Generally Broad:** This is where most campaigns fail. Our mock client is unlikely to find any resource pages for the keyword "tampa fl flood plain property tax law resources," much less any with good link opportunities. Look for keyword phrases in CATEGORIES rather than in specific narrow terms.

Once you have identified your keywords, you will want to pair them with prospecting phrases.

These are searches to use in Google or Bing to find relevant resource and links pages like "intitle:resources" or "inurl:links." Below is a list of some prospecting phrases you can use to help find relevant linking pages.

intitle:links

intitle:resources

intitle:sites

intitle:websites

inurl:links

inurl:resources

inurl:sites

inurl:websites
"useful links"
"useful resources"
"useful sites"
"useful websites"
"recommended links"
"recommended resources"
"recommended sites"
"recommended websites"
"suggested links"
"suggested resources"
"suggested sites"
"suggested websites"
"more links"
"more resources"
"more sites"
"more websites"
"favorite links"
"favorite resources"
"favorite sites"
"favorite websites"

Once you have generated a list of potential "linking pages," you need to extract the external links from these pages and begin the process of finding all the 404s. You can use the same tool(s) I mentioned earlier in this report.

<http://brokenlinkcheck.com>

The screenshot shows the homepage of the Broken Link Checker tool. The page has a blue header with navigation links for "Contact Us" and "Home". Below the header, there are two main content areas. The left area, titled "Online Broken Link Finder", lists features: "Finds dead / bad weblinks on your webpages", "Displays HTML source highlighting issues", "Checks internal and external broken hyperlinks", "Validates online unlimited number of pages", and "The Checker captures and shows HTTP codes". A note below states "This version currently has a limit of 3000 pages". The right area, titled "Find broken links for FREE", prompts the user to "Enter your URL below (e.g. www.example.com)", shows a text input field with "http://www.msseonline.com", and includes a link to "Terms & Conditions". A prominent yellow button labeled "Check your website" is at the bottom of this section. Below the main content, the URL "http://www.brokenlinkcheck.com/" is displayed in large blue text, followed by the tagline "Finding dead weblinks became much simpler!". A detailed description of the tool's functionality follows, explaining that it analyzes website integrity and reports invalid hyperlinks in real-time. A final note states that the free checker only reports dead links, not valid ones.

Online Broken Link Finder

- Finds dead / bad weblinks on your webpages
- Displays HTML source highlighting issues
- Checks internal and external broken hyperlinks
- Validates online unlimited number of pages*
- The Checker captures and shows HTTP codes

*This version currently has a limit of 3000 pages

Contact Us Home

Find broken links for FREE

Enter your URL below (e.g. www.example.com)

http://

By entering your URL you agree to these [Terms & Conditions](#)

Check your website

<http://www.brokenlinkcheck.com/>
Finding dead weblinks became much simpler!

Our online Linking problem **Finder** analyses website **integrity**; it detects and reports all invalid hyperlink tags as well as their location in your HTML source. The tool performs the check in real-time (no need to wait for completion of the validation process!) so you can start fixing invalid references without any waiting.

Note that our **free checker** won't report hyperlinks which are valid; only dead ones are reported.

Opportunity Selection: You now have a list of broken links on your ideal linking website. Identifying the best opportunity will increase the chances of early success with this strategy. Here are a couple of pointers.

- Choose a broken link opportunity where the link is **external**. This does two things: it makes the webmaster feel like it is not his/her fault unlike an internal link and it creates a 1:1 ratio of removing an external link and hopefully adding your external link. A webmaster is far more likely to replace a broken external link with another external link than to replace an internal link with an external one.
- Try and choose a broken link on the same page as the one your link would most fit. This is most likely to occur if your ideal linking site has a page labeled “Resources” Section.

Content Creation

The next step in this broken link-building process is creating some content that matches or even improves upon the broken page.

First, you need to know what was on the page that the broken link directed to.

Knowing this will help you create content that meets the expectations of all of those who previously linked to the now defunct resource. There is a free tool that can help you do this...

A Great Resource:

The Wayback Machine (<https://archive.org/web/>) allows you to see much of the web as it existed in past history. This is the best way to finding the content as it looked before the link went down.



435 billion web pages saved over time. [DONATE](#)

Usually the site for which you are replacing content has greater authority in the industry than does yours.

Chances are it is less commercial and more informational, in general. To get the most value for your efforts, you should focus on adding some quality content. Some objectives can be to...

- Try to improve on the original content.
- Try to update relevant statistics.
- Where possible, add new citations and sections.
- If appropriate, add images.

I hope you're seeing why the targeting and focusing on the best possible opportunities is so important. Since you're going to be adding some content to your own or your client's site and that content will be compatible with the broken link's site, you want your efforts to be rewarded.

If you're remaining close to your keyword niche, then even adding a page to your own site or client's site shouldn't be seen as pointless. Any good content added to your sites can't do anything but help your seo ranking, anyway.

And always remember, even a handful (2 or 3) backlinks from these high-value, established authority sites in niches closely aligned with your own, can cause big seo ranking benefits.

Its worth noting many big seo firms have specialists assigned to do nothing but get valuable backlinks from authority sites using the broken links method as a door opener and for leverage.

Using The Email Templates:

There are many strategies you can employ in the email prospecting. Here are a few of them, depending on how transparent you want to be. One way is to act as a website visitor who happened upon the broken link

- Mix your link in with other valuable, related links
- Offer the replacement in a follow up email

The most important part of the prospecting/contact process is making an effort to tailor your communication to the specific campaign and industry. Even better try to tailor it to the target specifically.

For instance, even adding a single sentence of relevant customization to each email you send out will increase your conversion. The templates are effective, but can be much more effective by any slight tailoring you add.

(See Email Templates Folder)



Here's a tip worth remembering:

When you find broken links on a *more prominent, true authority website*; If the link is broken *because the domain name expired*, it's sometimes a good idea to consider registering the domain yourself and building a new

site using that well-established domain. This can result in a very powerful link to your site or your client's site....and one that you totally control.

Summary

The Broken Website Link Strategy taught in this guide has 2 goals.

Used as a simple door-opener for an Offline Internet Consultant, it can be very effective. It's not costly to employ, pretty quick to startup, and can be done by a cheap outsourcer.

In this way it gives you, the marketing consultant, a reason to be initiating a dialogue with the business owners/managers....and it's something they're not accustomed to hearing.

The second objective, while certainly more work, can result in a few High-Value Backlinks to your own site(s) or clients sites...and of course those kind of Backlinks can shoot a website's search ranking up very quickly.

Just knowing the basics of this approach and being able to discuss it with a business owner shows them how knowledgeable you are.

