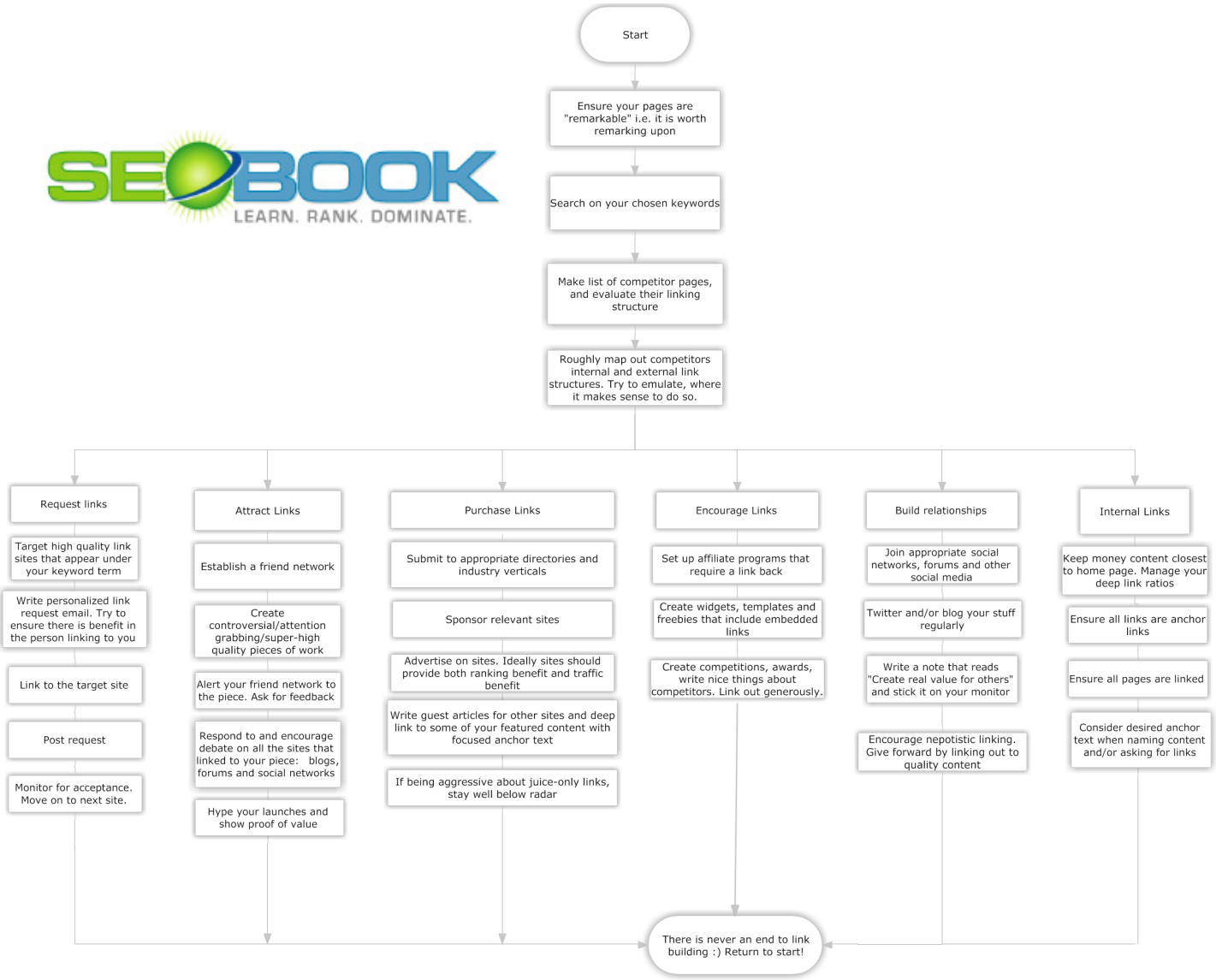
Start
Ensure your pages are "remarkable" i.e. it is worth remarking upon
Search on your chosen keywords
Make list of competitor pages, and evaluate their linking structure
Roughly map out competitors internal and external link structures. Try to emulate, where it makes sense to do so.
Request links
Target high quality link sites that appear under your keyword term
Write personalized link request email. Try to ensure there is benefit in the person linking to you
Link to the target site
Post request
Monitor for acceptance. Move on to next site.
Attract Links
Establish a friend network
Create controversial/attention grabbing/super-high quality pieces of work
Alert your friend network to the piece. Ask for feedback
Respond to and encourage debate on all the sites that linked to your piece: blogs, forums and social networks
Hype your launches and show proof of value
Purchase Links
Submit to appropriate directories and industry verticals
Sponsor relevant sites
Advertise on sites. Ideally sites should provide both ranking benefit and traffic benefit
Write guest articles for other sites and deep link to some of your featured content with focused anchor text
If being aggressive about juice-only links, stay well below radar
Encourage Links
Set up affiliate programs that require a link back
Create widgets, templates and freebies that include embedded links
Create competitions, awards, write nice things about competitors. Link out generously.
Build relationships
Join appropriate social networks, forums and other social media
Twitter and/or blog your stuff regularly
Write a note that reads "Create real value for others" and stick it on your monitor
Encourage nepotistic linking. Give forward by linking out to quality content
Internal Links
Keep money content closest to home page. Manage your deep link ratios
Ensure all links are anchor links
Ensure all pages are linked
Consider desired anchor text when naming content and/or asking for links
There is never an end to link building :) Return to start!