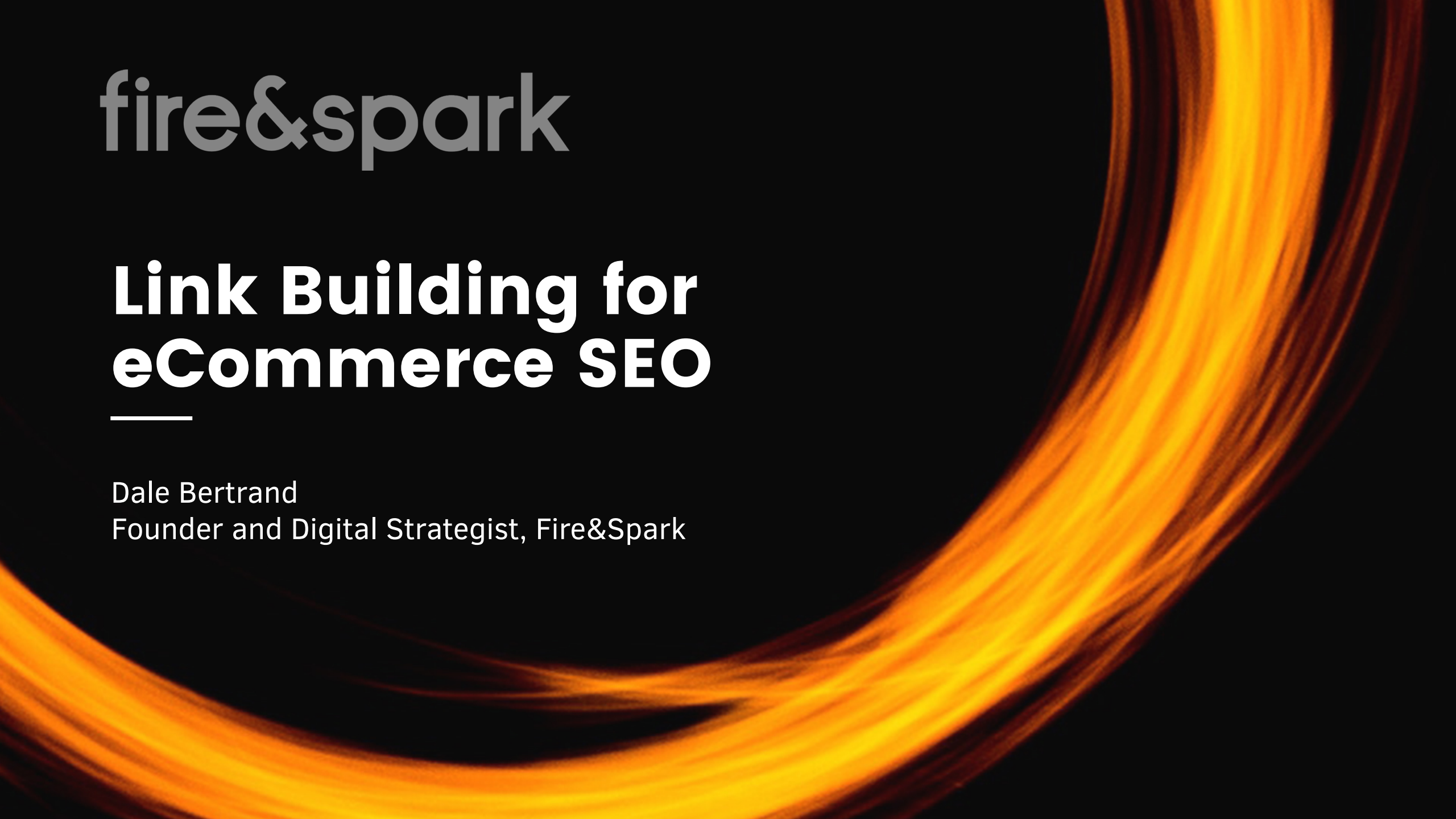




fire&spark

Link Building for eCommerce SEO

Dale Bertrand
Founder and Digital Strategist, Fire&Spark

Strategies that Still Work in 2019



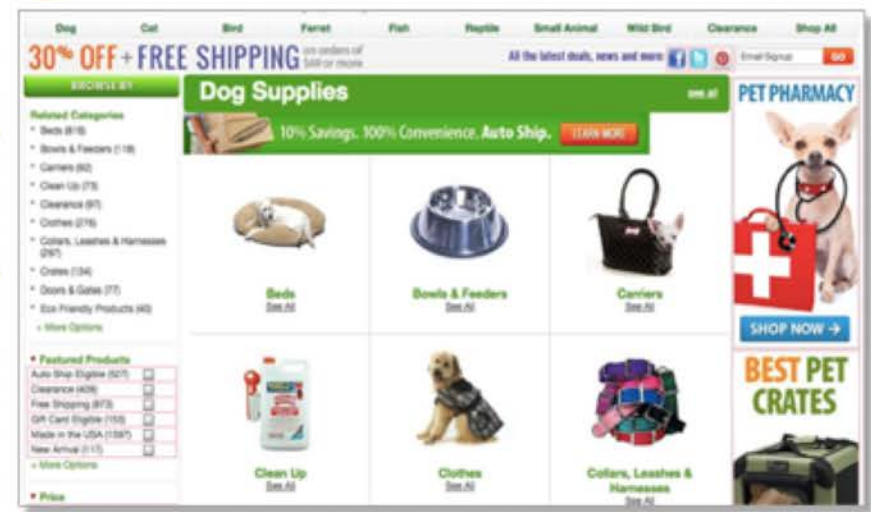
The Boston Globe



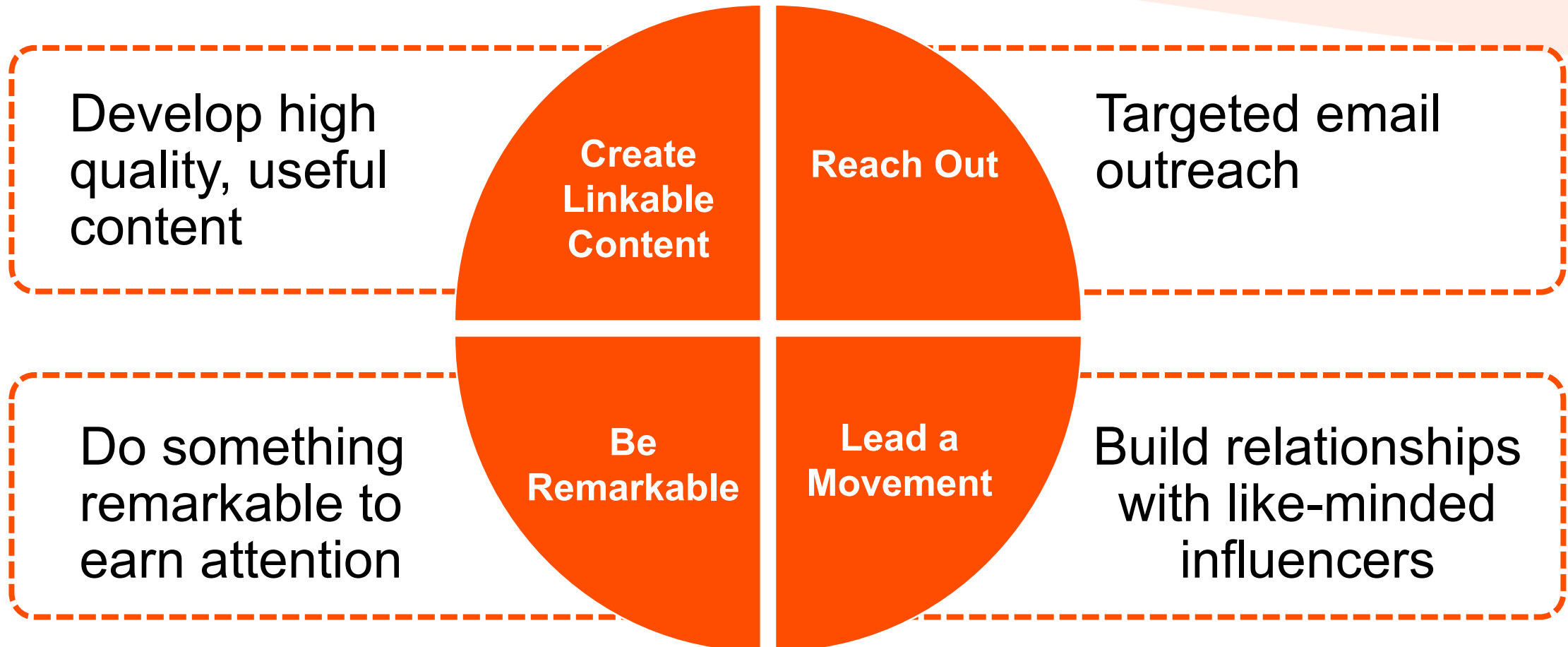
NOT YOUR MOM BLOG



GOOD DOG BLOG



Link Building in 2019



Find Unlinked Mentions



The University of Texas at Austin
School of Law



Honors and Awards

Class of 2006

CEO of Edmit, was invited to the White House Office of Innovation last week to discuss the challenges and opportunities to better serve the American worker and close the skills and jobs gap. Edmit was also the 2019 SXSW Edu launch competition winner and is partnering with the Dept. of Education, College Coach, and financial institutions nationwide to help more people get access to an affordable college education. He credits much of his success to the education he received at UT Law. Learn more about Edmit at: <https://www.edmit.me/>

Broken Link Building

BRIDAL PARTY TEES

 (0)

FREE SHIPPING ON US ORDERS OVER \$70

[BACHELORETTE PARTY](#)[BRIDAL PARTY](#)[BEFORE THE WEDDING](#)[AFTER THE WEDDING](#)[GROUP DISCOUNTS](#)[START WITH A BLANK](#)

The Golf Lover

- Stainless steel golf tees
- Gift certificate for eighteen holes at the nearest course.

Barware and Cigar Lover

- Personalized Vintage Signs
- [Stainless Steel & Leather Flask with Cigar Holder](#)

 October 2018

 September 2018

 August 2018

 July 2018

 June 2018

 May 2018

Resource Page Link Building

The screenshot shows the homepage of the California Board of Registered Nursing (BRN). The header includes the CA.GOV logo, the BRN logo, and the text "California Board of Registered Nursing". A search bar is located in the top right corner. The main navigation menu includes links for Home, Consumers, Applicants, Licensees, Enforcement, Intervention, and Online Services. The "For Future RNs" breadcrumb trail is visible. The "For Future Nurses" section contains a paragraph explaining the purpose of the page and a list of links. The "Nursing Degree Guide" link is highlighted with a red box. The "Quick Hits" sidebar on the right lists various services and resources.

CA.GOV **California Board of Registered Nursing** Search

Home Consumers Applicants Licensees Enforcement Intervention Online Services

Home : Careers : For Future RNs

For Future Nurses

This page links you to a variety of websites that explain, step-by-step, how to become a nurse and why nursing is an excellent career choice today. This list is being provided as a service for informational purposes only. These websites and the information they contain are neither approved nor endorsed for accuracy and currency by the Board of Registered Nursing. It is recommended that information obtained regarding education or licensure in California from these websites be verified with information from the BRN website.

- ◆ **Steps to Become a California Registered Nurse**
A step-by-step guide to becoming a nurse, provided by the California Board of Registered Nursing.
- ◆ **Nursing Degree Guide**
A comprehensive guide to nursing degree programs, including published interviews with practicing nurses, expert articles, and accreditation information.

Quick Hits

- ◆ Processing Times
- ◆ Apply for Licensure
- ◆ License/Certificate Renewal
- ◆ Verify a License
- ◆ Forms & Publications
- ◆ Military Personnel & Spouses/Domestic Partners
- ◆ Nursing Practice
- ◆ Regulations
- ◆ Nursing Programs & Education
- ◆ Frequently Asked Questions
- ◆ Careers in Nursing
- ◆ Join Our Email List

Product Giveaway



RASAMALAYSIA
Easy Delicious Recipes

[Recipes](#)

[Chinese Food](#)

[Ingredients](#)

I am partnering with my friends at [LAZERDESIGNS](#) to giveaway a [LAZERDESIGNS Folding BBQ Multi Tool](#), MSRP: \$25.99, US only.



10x Content



Targeted Content Syndication



CONVINCE&CONVERT

How to Win Big with Tiny Growth Hacks

Authors:  [Brittany Pennellatore](#) Posted Under: [Digital Marketing](#)

The Experiment

The website we were promoting is an online community for nurses. In addition to advice columns written by practicing nurses, it offers a comprehensive guide to nursing specialties and a blog about workplace challenges.

Our goal was to build [relationships with influencers](#) in the nursing space and generate back links for our SEO campaigns. To achieve this goal, our strategy was to invite influencers in the nursing space to contribute a quote to an article we would publish on our nursing community website. We hypothesized that once these influencers were involved in the development of the article, they would be more likely to

Lead a Movement



Upscale Baby Blog

Reviews of Stylish Baby Gear and Inexpensive Alternatives by Real Moms

[Home](#) | [About](#) | [Contact](#) | [Advertise](#) | [Media Kit](#)

Search

[Clothes](#) | [Girls](#) | [Boys](#) | [Steals and Deals](#) | [Carriers](#) | [Bedding](#) | [Strollers](#) | [Shoes](#) | [Gifts](#) | [More ▾](#)

Newsletter Signup

Join our mailing list for a chance to win products featured on the Upscale Baby Blog

email

Subscribe

 Follow us on

Harajuku Mini for Target Toddler Boys Sailor Jacket

Posted by [Susan](#) 

Posted in: [Baby Clothes](#), [Boys Clothing](#) [E-mail to a Friend](#) 



Featured Posts:

- » [Upscale on a Budget: Paul Frank at Target](#)
- » [Addicted to Shoes](#)
- » [Misha Lulu Elefantito Dress](#)
- » [What's in my Diaper Bag?](#)
- » [Etsy Shop Owner Closes s Shop As A Result of CPSIA](#)
- » [Puddlegear by Abeko Butterfly Rain Set](#)
- » [Five Tips for Finding Good Deals on Upscale Baby Products](#)

Strategy

We led the movement against the Consumer Product Safety Improvement Act (CPSIA)

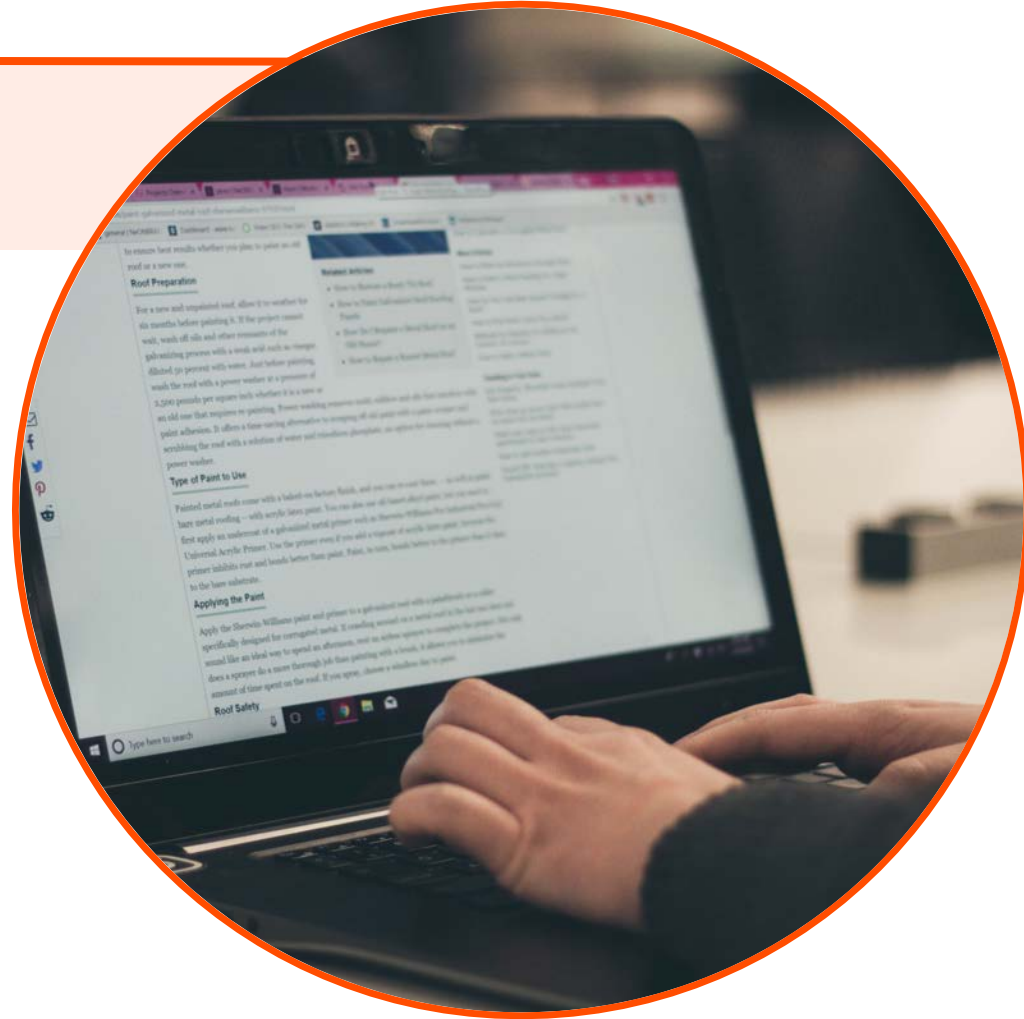
- Contacted anyone who wrote about the law
- Interviewed activists
- Wrote articles about the impact
- Distributed banners and badges



Results

Content, Links and Rankings

- Mentions and backlinks on blogs
- Backlinks from Handmade Toy Alliance
- Backlinks Overlawyered Blog
- Banner and badge backlinks
- Links from toy makers
- Interview and issue oriented content



CPSIA Blog Day #3: Small businesses endangered

The [Upscale Baby Blog](#) (“Reviews of Stylish Baby Gear and Inexpensive Alternatives by Real Moms”) has been running a [terrific series](#) by Susan Maphis on the law, with many posts examining the law’s real-world impact on small makers of such products as cold-weather [baby capes](#), eco-friendly [animal dolls](#), personalized [ceramic wall plaques](#), made-to-order [coordinated mother-daughter outfits](#), custom [quilts](#), organic-fiber [baby sweaters](#), and [toy barns from reclaimed wood](#). It makes for sad (some of the makers have already resigned themselves to going out of business) but important reading.

Filed under: [CPSIA](#), [CPSIA and apparel/needle trades](#)

Search:

[BROWSE BY TAG](#)

Email Subscription

[SUBSCRIBE](#)

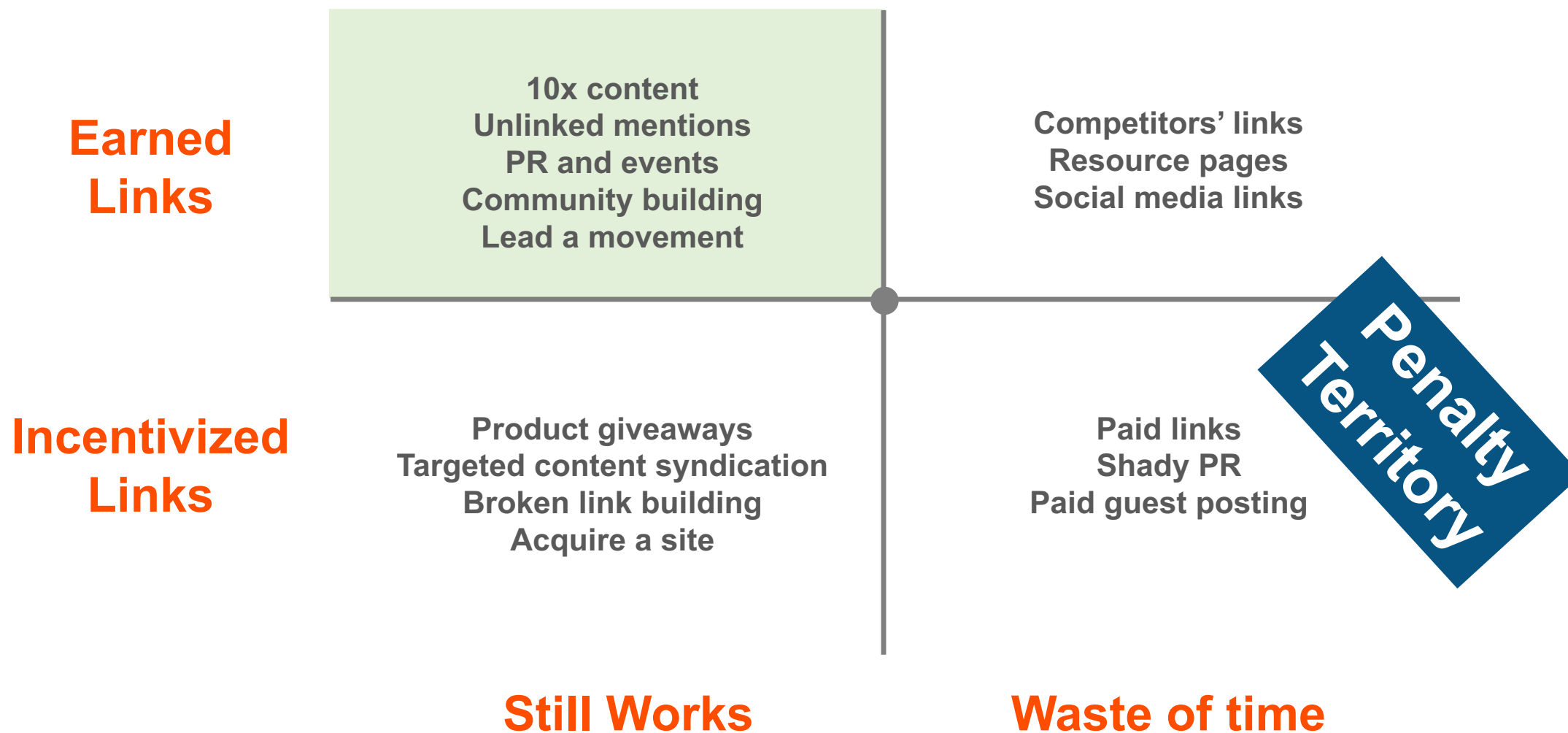
Connect:

[FOLLOW @WALTEROLSON](#)

[FOLLOW @OVERLAWYERED](#)

[f LIKE US ON FACEBOOK](#)

Choosing a Strategy



Text **LINKS** to **66866**
for Outreach Email Templates
and Recommended
Software Tools

dale@fireandspark.com

