

/ bi

design:
gherardiarchitetti

























SUSTAINABLE LINK BUILDING: INCREASING YOUR CHANCES OF GETTING LINKS

- PROBLEMS:
- ① CONTENT-DRIVEN LINK BUILDING IS DEAD
 - ② A GREAT CONTENT YEAR VS. A GREAT CONTENT HOUR THAT GETS LINKS
 - ③ BE MARRIED TO THE + BUDGET
 - ④ THE TIME OF LINK BUILDING IS OVER (SO IT TAKES + STOPS)

SOLUTIONS:

- ① DON'T BE CONTENT TO GROW, BE THE GROWER
- ② BUILD UP A BANK OF LINKABLE CONTENT
- ③ DEFINE WHAT CONTENT PROVIDES VALUE FOR YOU

① DON'T BE CONTENT TO GROW, BE THE GROWER

APRIL 2016

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

② BUILD UP A BANK OF LINKABLE CONTENT

DIAGRAM ONE - ONE PAGE

IDEAS - [] - [] - [] - []

③ DEFINE WHAT CONTENT PROVIDES VALUE FOR YOU

EASY

PRELIMINARY

PROGRESSIVE

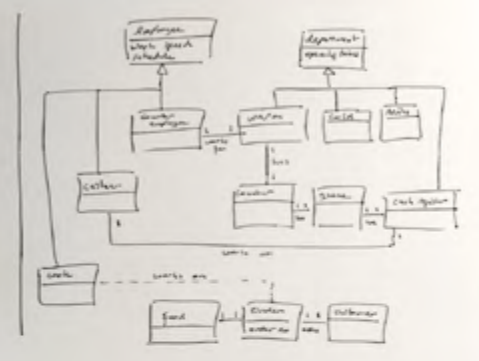
PROF.

PROF.

PROF.

Objects

- Customer
- department
- employee
- manager
- director
- partner
- vendor
- supplier
- competitor
- investor
- regulator
- government







funzioni • functions • fonctions • Funktionen • funciones



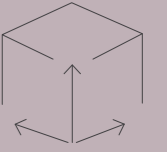
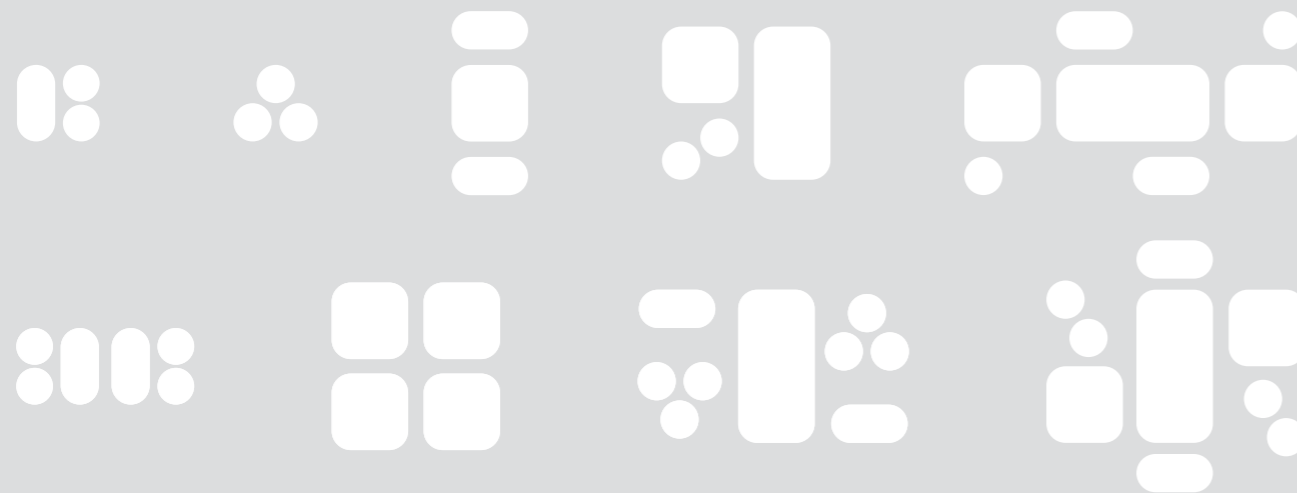
leggerezza • lightness • légèreté • leichtigkeit • ligereza



in quanti? • how many? • combien? • wie viele? • ¿cuántos?



composizioni • compositions • compositions • kombinationen • composiciones



d 44



w 94

d 44



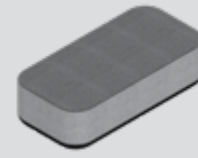
w 94

d 94



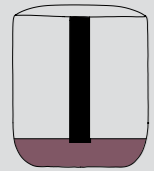
w 188

d 94

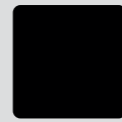




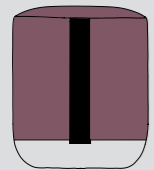
base, base, base, Untergestell, base



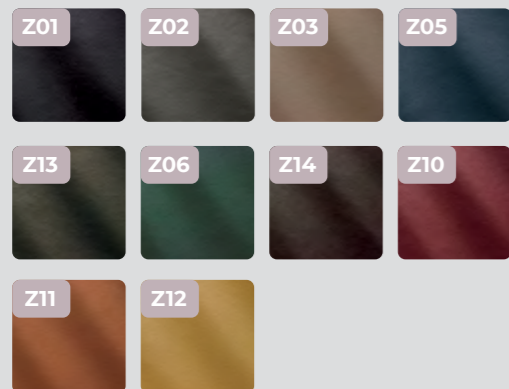
PVC



rivestimento, upholstery, revêtement, Sitz Bezug, revestimiento



PL1 - pelle • leather • peau • Leder • piel



PE1 - pelle ecologica • eco-leather • peau écologique • Kunstleder • eco-piel



tessuto • fabric • tissu • stoff • tejido

MIRAGE



FENICE



NEMI MELANGE



CONVERT MEL 4000



CURA



POSEIDON



