

Link Acquisition Tactics

That will still work tomorrow.



Stacey MacNaught

@staceycav

My job when I first **started** in SEO in 2009...

PLEASE SIR,

I'D LIKE TO BUY A LINK.

Authors!

Submit a *Different* Unique Version
of your Articles to

Hundreds of **Blogs and
Directories**



The Unique Article
Wizard

[Click For Details](#)



WTF?

THAT SHIT WORKED?!



debt management



cheap holidays



accident claims



iva



But, part of my remit was to start making a shift into more ~~difficult~~ sustainable link building methods.

It had its challenges back then...

When everyone performing well is buying
links, competing the clean way is
bloody hard.



And that is still the case **today** in some
SERPs.



But if you want sustainable link acquisition now, it needs to be clean.

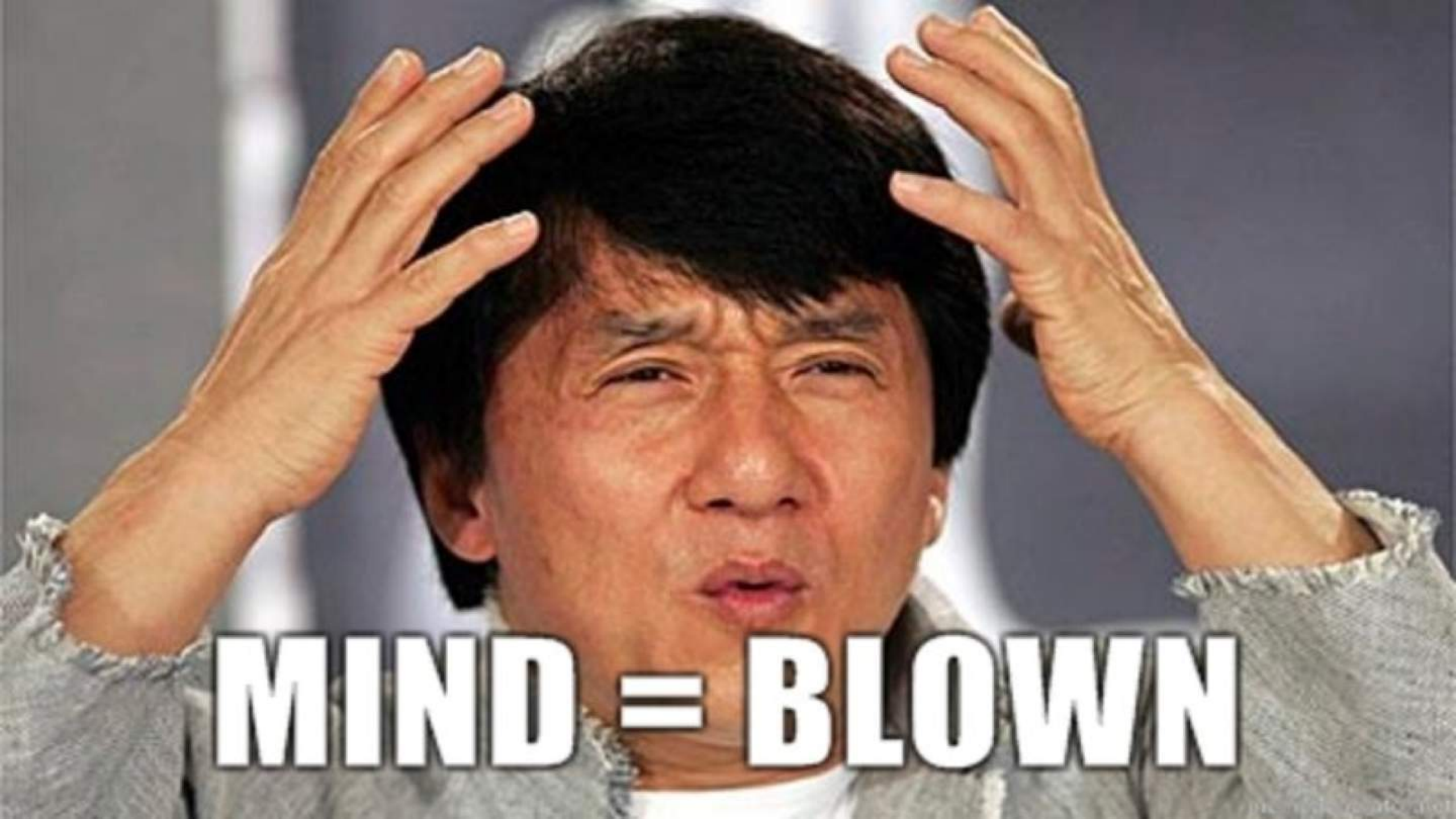


For the record, I have no fundamental issue with paid link building if your client/boss knows the risks.

But none of my clients engage in this these days.

The single most effective link building stunt
I've seen in recent years...





MIND = BLOWN

8 million

simultaneous live viewers on Youtube.

43 million

Views on the 90 second highlights video
Redbull released later.

<https://www.youtube.com/watch?v=FHtvDA0W34I>

● red bull
Search term

+ Compare

United States ▼

2004 – present ▼

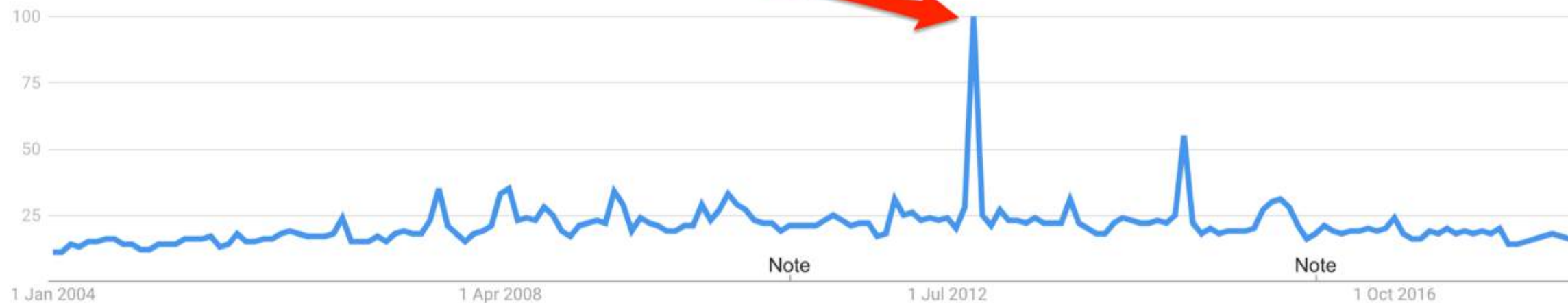
All categories ▼

Web Search ▼

Interest over time ⓘ



Stratos Jump Month



EXTERNAL BACKLINKS

FRESH

72,039



HISTORIC

584,725

REFERRING DOMAINS

FRESH

9,306



HISTORIC

26,967

<http://www.redbullstratos.com>

BBC

The New York Times

CNN

The Telegraph

The Washington Post

THE
HUFFINGTON
POST

Los Angeles Times

WIRED

Mashable

engadget

Forbes

NATIONAL
GEOGRAPHIC

TECH Crunch

The Atlantic

NewScientist

El País

Slate

MTV

The Boston Globe

VentureBeat

Le Monde

So, if we all want **top tier links** from thousands of publications, we just need to get someone to jump out of a balloon from space.

All you'll need...

50 million Euros.

<https://www.sportsbusinessdaily.com/Global/Issues/2012/10/16/Marketing-and-Sponsorship/Red-Bull.aspx>

WE'RE GOING TO NEED A BIGGER

BUDGET.

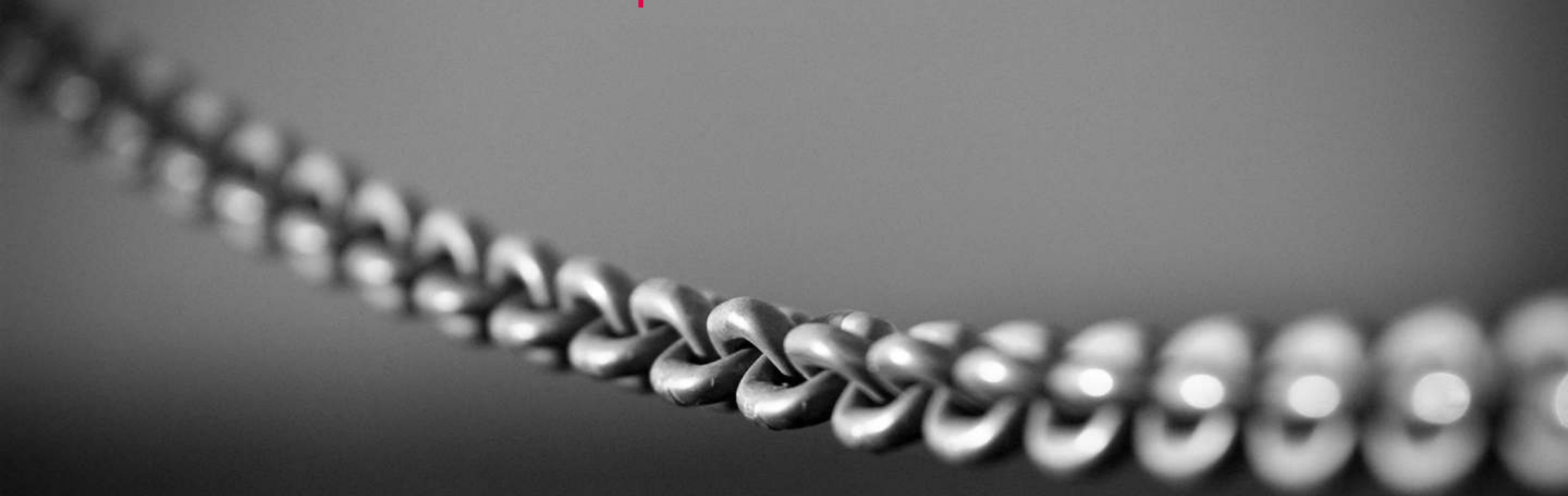
Let's get **real**.

3 inconvenient truths about link building...

1. It's really f***ing **hard** at times.



2. But it's still **imperative** in most niches.



3. A lot of SEOs are guilty of relying solely on "outreach," to build links.



A load has **changed** in the past 8 years in link building terms, for sure.

But there's stuff I was doing in 2010 and 2011 that works **better** than ever – albeit with an improved approach.

Can You Really Afford a Social Life If You're In Debt?

February 25, 2010 at 10:13 am — [Leave a Comment](#)

E News ▶ UK & World News

Will shoppers give in to temptation to borrow in run-up to Christmas?

Like it or not, the festive season is fast approaching. With the economic picture looking less than merry, British consumers now have to find money for presents, parties and pies.

...temptation to borrow in run-

SHARE ON

Twitter

Linkedin

Facebook

Google+

Pinterest

Tecmark UK Mobile Internet Usage Research



*Tecmark updated this research in August 2011. The most up to date version can be viewed here: **Tecmark Mobile Internet Research August 2011.***

We all know mobile Internet is growing. Many of you are a part of the growth, checking sports scores, browsing holidays, catching up on the news or even reading posts like this on your Smartphone. Whether you're sitting in your lounge, standing around a supermarket or commuting, mobile devices are proving more popular than many thought possible for accessing the Internet.

With that in mind, at Tecmark we carried out some

Same principles as lots of what we do now.
We just got better at it.

Create assets that people want, need or
care about.





THANKS FOR THE CLICHES, STACE.

Let's get practical.

Simple People Stories or Case Studies



It works because

journalists want **stories**
for their readers

Every single business has people at its core
and people have plenty of **stories**.

Starting a company is a story **interesting
enough** to win coverage and links



Bristol-based startup, **Forth**, is hoping

Interview: Sarah Bolt, Founder of Forth, the tracker that understands our health on the inside

We go beyond the surface with Sarah on internal biomarkers, advanced clinical testing and digital technology

Lifestyle › Food + Drink

Made in London: meet Dalston Cola founder Duncan O'Brien

For the second part of in our Made in London series celebrating the capital's top producers, Victoria Stewart meets the mastermind behind Dalston Cola

VICTORIA STEWART | Wednesday 6 May 2015 13:47 |  0 comments



 Like [Click to follow ES Lifestyle](#)



Follow Dalston Cola on Twitter or Instagram [@DalstonCola](#). You can buy the products from shops listed above, or for £2/bottle via [worldofzing.com](#); [dalstoncola.co.uk](#) ■

Interview with Kellie Bath, co-founder Jim Jams Spreads & Jams



I personally finish work when the kids get home from school as I want to help with homework, cook a decent meal and generally be available for them. My husband works much longer hours and travels a lot, which can be a struggle at times.

You can find out more about Jim Jams Spreads & Jams [on their website](#).

Talk to the people in the company.

Find their stories.

Why

are they in this business? What inspired them?

Challenges

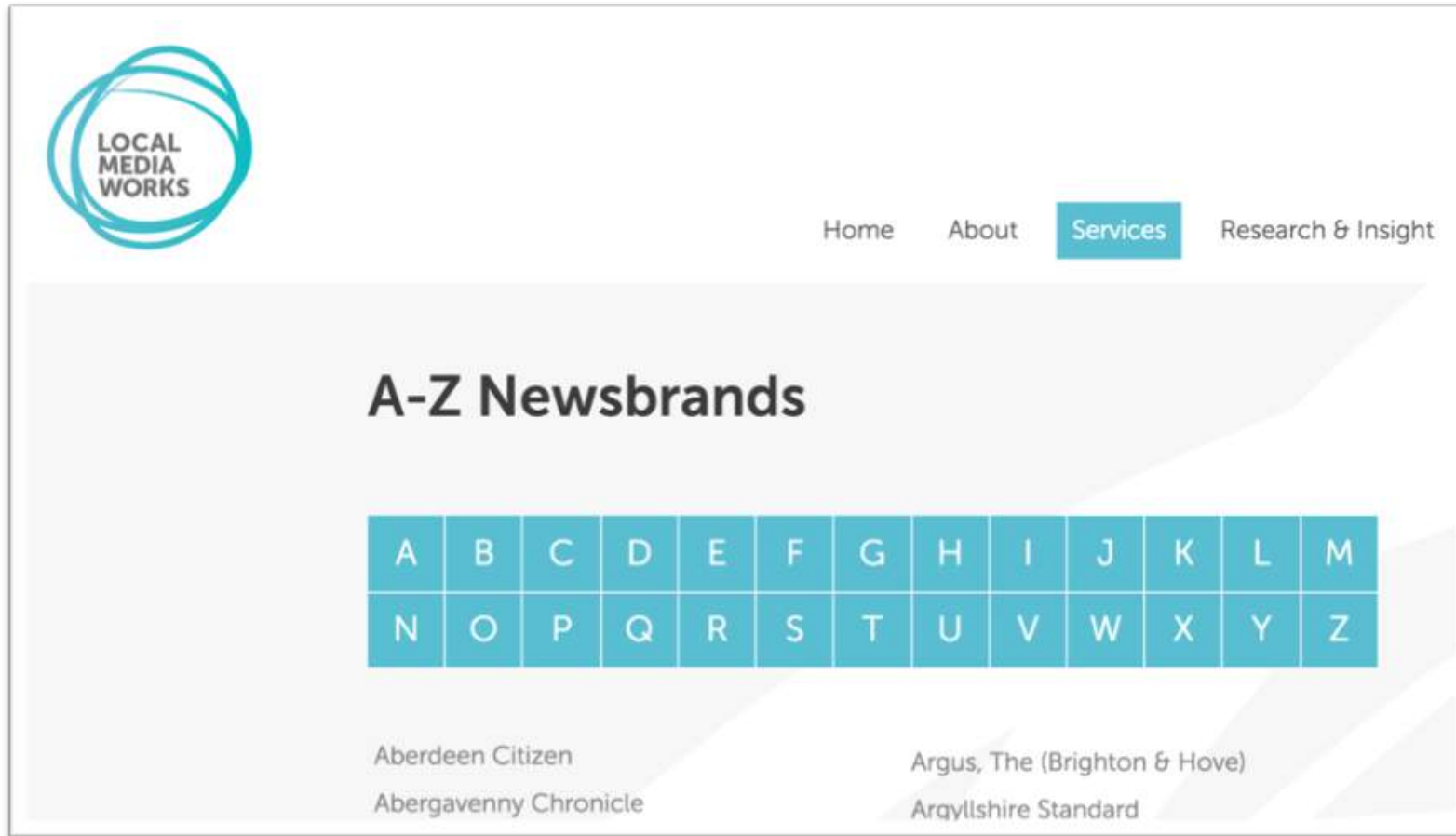
they have overcome to achieve what
they've achieved so far

Where

were they brought up and educated?

Get **Googling** and find the major press outlets that are frequently running these stories.

Go to local and regional press



<http://www.localmediauk.org/A-Z-Newsbrands>

And here are 20 business publications regularly running this stuff...

A	B	C
Publication	Column/Category	
http://www.bmmagazine.co.uk/	http://www.bmmagazine.co.uk/entrepreneur-interviews/entrepreneurs/	
https://realbusiness.co.uk/	Founder Diaries	
https://www.newbusiness.co.uk	"Entrepreneur Insight" https://www.newbusiness.co.uk/articles/entrepreneurs	
https://www.talk-business.co.uk/	"5 Minutes With..." https://www.talk-business.co.uk/category/featured/	
http://www.growthbusiness.co.uk/	http://www.growthbusiness.co.uk/entrepreneur/	
https://www.groovehq.com/	https://www.groovehq.com/blog/startup-interviews	
https://www.uktech.news/	https://www.uktech.news/founder-interviews	
http://startupchronicle.com/	http://startupchronicle.com/interviews	
https://startups.co.uk/	https://startups.co.uk/just-started/	Start ups
https://startups.co.uk/	https://startups.co.uk/business-leaders/	More established
http://www.smeweb.com/entrepreneurship	http://www.smeweb.com/entrepreneurship/case-studies/	
https://entrepreneurhandbook.co.uk/	https://entrepreneurhandbook.co.uk/tag/interview/	
http://kellymolson.co.uk	http://kellymolson.co.uk/category/women-founder-interviews/	Female founders
https://www.talentedladiesclub.com/	https://www.talentedladiesclub.com/work/inspiration/	Female entrepreneurs
https://justentrepreneurs.co.uk	https://justentrepreneurs.co.uk/meet-the-entrepreneurs/	
https://justentrepreneurs.co.uk/	https://justentrepreneurs.co.uk/women-in-tech/	Women in tech roles
https://www.gq-magazine.co.uk/	https://www.gq-magazine.co.uk/article/best-entrepreneur-interviews	Male focussed, high profile brands
https://www.easyspace.com/	https://www.easyspace.com/startup-entrepreneur-blog	
http://theentrepreneurway.com/	Whole website dedicated to Podcasts with founders and entrepreneurs	
https://www.businessleader.co.uk/	https://www.businessleader.co.uk/interviews/	

<https://bit.ly/founder-oppps>

Press Features



It works because

Journalists are paid to
produce content that
inspires, informs,
educates or provokes an
emotional reaction from
their readers.

businessadvice

Expert advice for the engine room of the British economy

Business Planning

Aspiring female entrepreneurs: How to start your business



Here, Elsa Caleb, a business advisor from the Start Up Loans Company, talks about what aspiring female entrepreneurs need in order to make their business ideas take off.

A [recent survey](#) carried out on behalf of the Start Up Loans Company suggested that lack of confidence and fear of failure do play a big part when setting up a business.

compared to 17 per



EXPRESS

Home of
the Daily and
Sunday Express

17

HOME NEWS SHOWBIZ & TV SPORT COMMENT FIN TR

CRUISE ACTIVITY HOLIDAYS BEACH HOLIDAYS SHORT & CITY BREAKS TRAV

Home > Travel > Travel News > EXCLUSIVE: Experts reveal the tricks and tips to get



EXCLUSIVE: Experts reveal the tricks and tips to get YOU an upgrade on your next flight

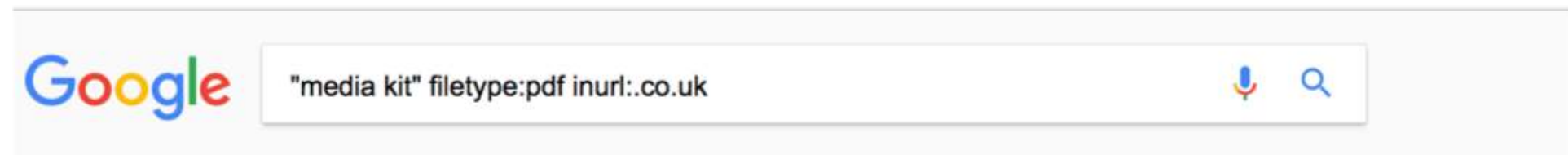
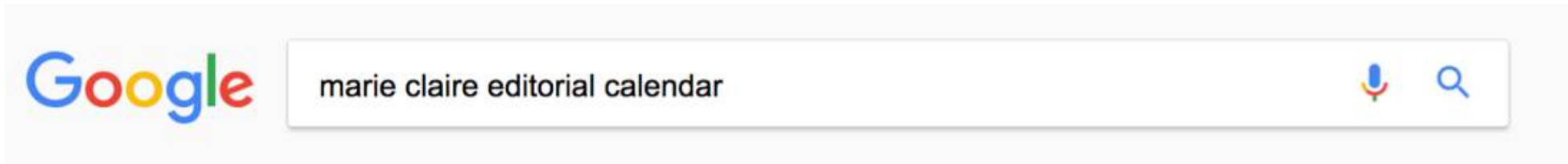
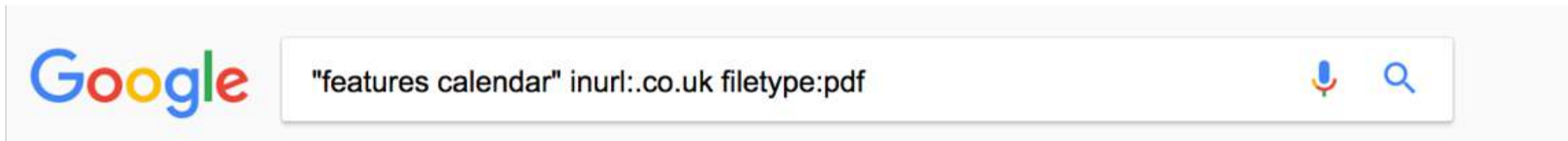
TRY these handy tips and tricks to upgrade your seat on your next flight.

By KAT ROMERO

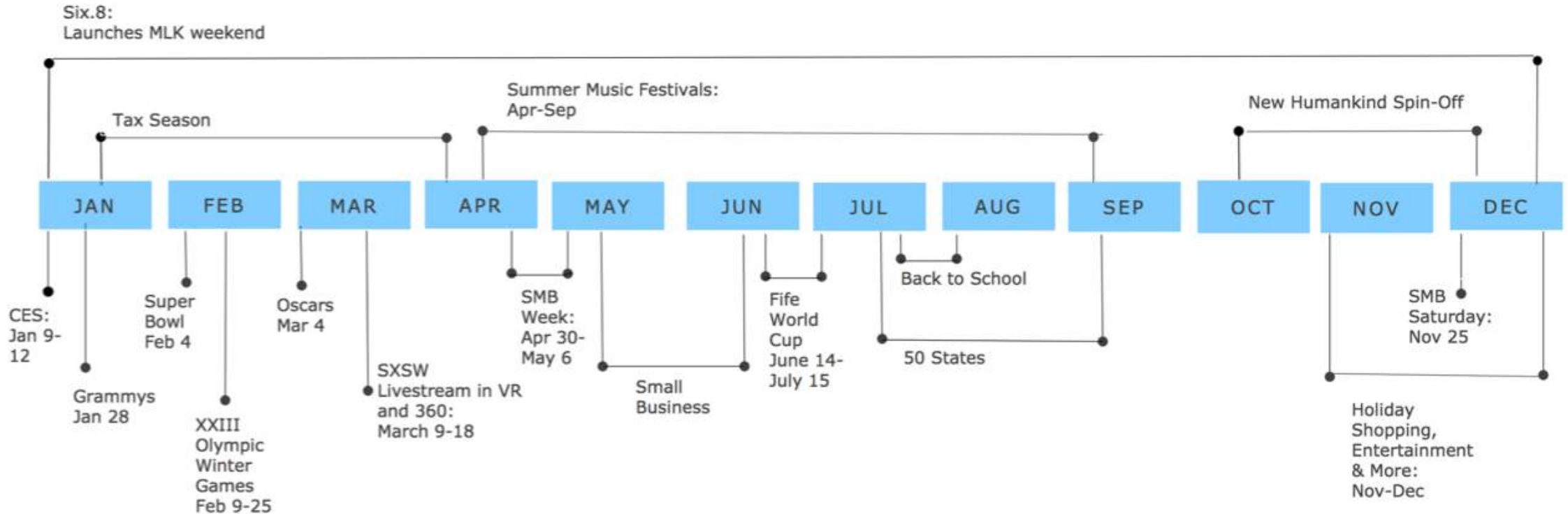
For more tips and tricks, why not visit **Destination2**.

Top tier publications publish
features day in, day out

Find features calendars and Media Kits



2018 Editorial Calendar TENTPOLES



February 22, 2018

2

<http://marketing.usatoday.com/wp-content/uploads/2018/02/2018-editorial-calendar.pdf>



Martin Luther King Jr. Day
Jan 15

JAN

LIFE

- Golden Globe Awards
- Sundance Film Festival
- Critics Choice Awards
- People's Choice Awards
- SAG Awards
- Top 100 Books of 2017
- Grammy Awards

NEWS

- Six.8 series launches

TABLOID

- Super Bowl Preview

MONEY

- Tax Season
- North America International Auto Show
- Davos World Economic Forum

TECH

- CES

TRAVEL

- Wave Season Cruise

SPORTS

- College Football National Championship

Valentine's Day
Feb 14

FEB

LIFE

- Mardi Gras
- New York Fashion Week

NEWS

- Black History Month

TECH

- Mobile World Congress

SPORTS

- Super Bowl
- Winter Olympics

TABLOID

- Fantasy Baseball

TRAVEL

- Caribbean

MONEY

- Chicago Auto Show

St. Patrick's Day
Mar 17

MAR

LIFE

- Oscars
- SXSW

TECH

- SXSW Live Stream in VR and 360
- Gamer Development Conference

TABLOID

- MLB Preview
- Dept. of Agriculture
- Masters/Golf & Gear

SPORTS

- NCAA March Madness
- MLB Preview

TRAVEL

- River Cruising

<http://marketing.usatoday.com/wp-content/uploads/2018/02/2018-editorial-calendar.pdf>



https://cnda.condenast.co.uk/static/mediapack/tr_media_pack_latest.pdf

FAST FACTS

CORE BUYER

Female 55%

Male 45%

Average age 45 years

AB 79%

London/SE 45%

Average HHI £158,495

FREQUENT TRAVELLERS

On average, Condé Nast Traveller readers take 6 trips abroad and 5 within the UK a year. The average AB adult takes 2 holidays abroad and 1 within the UK each year

BUSINESS TRAVELLERS

37% of Condé Nast Traveller readers travel on business, taking, on average, 6 business trips abroad per year (average AB adult 8%)

Condé Nast Traveller readers are more than four times as likely than the average AB adult to travel for business

AESTHETIC TRAVELLERS

£7,943 total average spend on holidays and short breaks, per person including spending money

£4,453 on average on fashion, in the last 12 months (average AB adult £713)

£22,776 on average on home improvements in the last 3 years (average AB adult £7,773)

£6,045 on average on luxury items

(fashion, accessories, watches & jewellery), in the last 12 months (average AB adult £1,259)

£74 on average per head on eating out (average AB adult £52)

On average, Condé Nast Traveller readers spend £20 on a bottle of wine (average AB adult £16)

96% of Condé Nast Traveller readers have travelled/taken a holiday abroad in the last 12 months (average AB adult 68%)

DIGITAL STATS*

Unique Users: 1,118,310

Page Impressions: 4million

97% of users would return to CNTraveller.com

81% of CNTraveller.com users would recommend the site 74% of users believe that 'the brands advertised on CNTraveller.com are quality brands'.

Average Age: 40

Female: 68% Male: 32%

Twitter: 693k Followers

Instagram: 447k Followers

Facebook: 148k Fans

*Source: Google Analytics July-Sept 2017 / comScore Mar-Aug 2017

Editorial Calendar




Print Issue	Issue Close	Materials Due	
Jan. 8	Dec. 28	Jan. 2	The 2018 Survival Guide Issue
Jan. 22	Jan. 11	Jan. 15	The Gen Z Issue
Feb. 5	Jan. 25	Jan. 29	The Super Bowl Issue featuring Super Bowl Ad Review
Feb. 19	Feb. 8	Feb. 12	The Agency A-List Issue*
Mar. 5	Feb. 22	Feb. 26	The March 5 Issue featuring SXSW Preview
Mar. 19	Mar. 8	Mar. 12	The Travel Issue
Apr. 2	Mar. 22	Mar. 26	The Agency of the Future Issue
Apr. 16	Apr. 5	Apr. 9	The Music Issue
Apr. 30	Apr. 19	Apr. 23	The Martech Issue* featuring Agency Report and Agency Family Trees Poster
May 14	May 3	May 7	The TV Upfronts Issue

http://adage.com/images/bin/pdf/Ad_Age_Media_Kit.pdf

Many media kits are set up to sell ads,
but can still be very useful in **pitching**
features.

They tell you...

What a publication is writing about & when

	<p>Martin Luther King Jr. Day Jan 15</p> <p>JAN</p> <p>LIFE</p> <ul style="list-style-type: none">•Golden Globe Awards•Sundance Film Festival•Critics Choice Awards•People's Choice Awards•SAG Awards•Top 100 Books of 2017•Grammy Awards <p>NEWS</p> <ul style="list-style-type: none">•Six.8 series launches <p>TABLOID</p> <ul style="list-style-type: none">•Super Bowl Preview <p>MONEY</p> <ul style="list-style-type: none">•Tax Season•North America International Auto Show•Davos World Economic Forum <p>TECH</p> <ul style="list-style-type: none">•CES <p>TRAVEL</p> <ul style="list-style-type: none">•Wave Season Cruise <p>SPORTS</p> <ul style="list-style-type: none">•College Football National Championship	<p>Valentine's Day Feb 14</p> <p>FEB</p> <p>LIFE</p> <ul style="list-style-type: none">•Mardi Gras•New York Fashion Week <p>NEWS</p> <ul style="list-style-type: none">•Black History Month <p>TECH</p> <ul style="list-style-type: none">•Mobile World Congress <p>SPORTS</p> <ul style="list-style-type: none">•Super Bowl•Winter Olympics <p>TABLOID</p> <ul style="list-style-type: none">•Fantasy Baseball <p>TRAVEL</p> <ul style="list-style-type: none">•Caribbean <p>MONEY</p> <ul style="list-style-type: none">•Chicago Auto Show	<p>St. Patrick's Day Mar 17</p> <p>MAR</p> <p>LIFE</p> <ul style="list-style-type: none">•Oscars•SXSW <p>TECH</p> <ul style="list-style-type: none">•SXSW Live Stream in VR and 360•Gamer Development Conference <p>TABLOID</p> <ul style="list-style-type: none">•MLB Preview•Dept. of Agriculture•Masters/Golf & Gear <p>SPORTS</p> <ul style="list-style-type: none">•NCAA March Madness•MLB Preview <p>TRAVEL</p> <ul style="list-style-type: none">•River Cruising
			
			

Who they're writing for



AVERAGE AGE 57

- 1 in 3 (37%) readers are Boomers and over 1 in 4 (27%) are pre-boomers
- Majority are married (49%) and 11% are widowed. 10% are divorced
- Currently, the majority (36%) of readers live as couples (partners with no kids
- 16% live with their partner and kids
- Almost half are empty nesters with all their kids having left home and 13% have at least 1 child 18+ still at home
- 61% live in 1-2 people households and 1 in 3 (33%) live in 3-4 people households
- 68% are grandparents already with 23% having 2-3 grandkids

TRAVEL

- 64% have travelled in the last 12 months with almost a quarter (23%) being frequent travellers (i.e 4+ trips in the last 12 months)
- They also like holidays where everything is organised for you which includes cruising and escorted holidays

PETS

- 47% own a cat or a dog and 6% own both (more readers own a dog over a cat (36% vs 16%))

SHOPPING

- 73% do value quality over price
- 79% prefer buying Australian made products
- Over 2 in 3 (69%) readers are brand loyal (stick to their favourite brands)
- Yet over half (53%) are interested in trying new and different products
- Over half (53%) enjoy shopping for clothes
- 2 in 5 (40%) are bargain hunters
- Average weekly supermarket spend per reader is \$176 (slightly above the population average of \$173)

HEALTH

- 71% want to lose weight while 76% are feeling well and in good health
- Over a third (34%) watch their calorie intake
- Well over a third (39%) favour natural medicines and therapies
- 42% of readers regularly participate in some sports/exercise (65% do the same when including walking as an exercise)

Don't contact media kit sales email addresses. Instead, look for a features desk/editor or the writer(s) of similar features

Many editorial calendars are not available online. **ASK for them.**

It's a much **easier** “in,” than a cold pitch.

Pitch **relevant** feature ideas in keeping with **planned** topics, tying in how they'll appeal to the **audience** and what **expertise** you can supply.

Creative Commons Image Distribution



It works because

writers **need** imagery to
support digital content
and **want** relevant
imagery that looks good.

It's not always **practical** for writers to buy images, source the right Royalty Free ones or go and create their own.

So, millions of people every month look for
Creative Commons imagery to support
their own content.



GO

Use this prototype to find images that you can use and remix across several open archives. Give us your feedback to help us design a front door to the commons.

Filters

FIND IMAGES I CAN...

- ☒ Use for commercial purposes ☒ Modify, adapt, or build upon

SEARCH WITHIN:

- ☒ Title ☒ Creator ☒ Tags

RESULTS PER PAGE:

- ☒ 20 ☐ 50 ☐ 100

[Hide advanced filters.](#)

SEARCH FROM THESE COLLECTIONS:

- ☒ Photographs
☒ 500px ☒ Flickr
☒ Cultural works
☒ Europeana ☒ Metropolitan Museum of Art
☒ New York Public Library ☒ Rijksmuseum

Feedback

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Photos

People

Groups

Clear



Advanced

All creative commons ▼

SafeSearch on ▼

Relevant ▼



Everyone's photos

[View all 2,026](#)

If they're writing about a topic relevant to your business and you can supply them with the **images they need**, you can claim attribution links.

Home / UK

You may well have missed it, but the 2008 bank bailout just bit us all in the arse again

APRIL 3RD, 2017



STEVE TOPPLE



UK

Spread the word:



Facebook



Twitter



Featured image via [MoneyBright](#) / [Flickr](#)

BUSINESS REPORTER

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Finance / Halifax
increases mortgage
upper age limit to
80



Photo © www.moneybright.co.uk (CC BY 2.0). Cropped.

VICE



(Image via **Dancewear Central**)

Yes, it is wicked, Playhouse. It is wicked what you did. (Image via **Dancewear Central**)

Home | Media | Newsroom | Mobile health applications put millions of users' privacy and security at risk

02 February 2018 | General

Mobile health applications put millions of users' privacy and security at risk, researchers find

80% of the health apps evaluated in a [European study](#) transmitted health-related data to third-party companies, with only half doing so over secure (HTTPS) connections. Most of the apps did not meet legal requirements or standards meant to prevent users' inappropriate and uncontrolled data usage and disclosure to third-party companies.

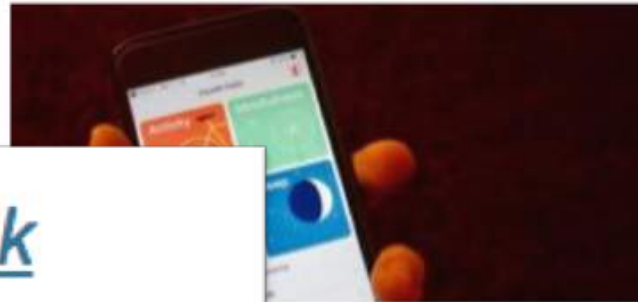


Photo: www.forthwithlife.co.uk

In brief, you need to identify potential images people need and want,
relevant to your website/niche

Is there demand for images of that type? Check how frequently similar ones have been used.



lloyds bank



All

Maps

News

Images

Shopping

More

Settings

Tools

Size ▼

Color ▼

Labeled for reuse with modification ▼

Type ▼

Time ▼

More tools ▼

Clear





https...013%29.JPG ×

house



All

Images

Maps

Shopping

More

Settings

Tools

About 25,270,000,000 results (1.03 seconds)



Image size:
3145 × 2176

Find other sizes of this image:
[All sizes](#) - [Large](#)

Best guess for this image: **house**

Found 20+ instances of this in use

Pages that include matching images

London Capital Credit Union - WikiVisually



https://wikivisually.com/wiki/London_Capital_Credit_Union ▼

300 × 208 - The Jeremy Hopgood Rooms, Caxton House, 129 St John's Way, London N19
Mountview House Group London Capital Credit Union Association of British ...

19 Officers Share Stories Of Ridiculously Genius Crimes Criminals ...



<https://www.brainjet.com/.../19-officers-share-stories-of-ridiculously-genius...> ▼

1280 × 886 - 20 Apr 2017 - He took police around dozens of houses, and each had a tiny drill hole... And every house owner thought they had lost wallets and credit cards, ...

1925 in poetry - WikiVisually



https://wikivisually.com/wiki/1925_in_poetry ▼

300 × 208 - Auster, Paul, editor, The Random House Book of Twentieth-Century French
Poetry: with Translations by American and British Poets, New York: Random House, ...

File:Lloyds TSB, Market Place, Wetherby (12th October 2013).JPG ...



https://commons.wikimedia.org/.../File:Lloyds_TSB,_Market_Place,_Wethe... ▼

1280 × 886 - 12 Oct 2013 - English: Lloyds Bank (until recently Lloyds TSB; see File:Lloyds
TSB, Market Place, Wetherby (6th February 2013).JPG Wetherby, West ...

Unity Trust Bank - WikiVividly



https://wikivividly.com/wiki/Unity_Trust_Bank ▼

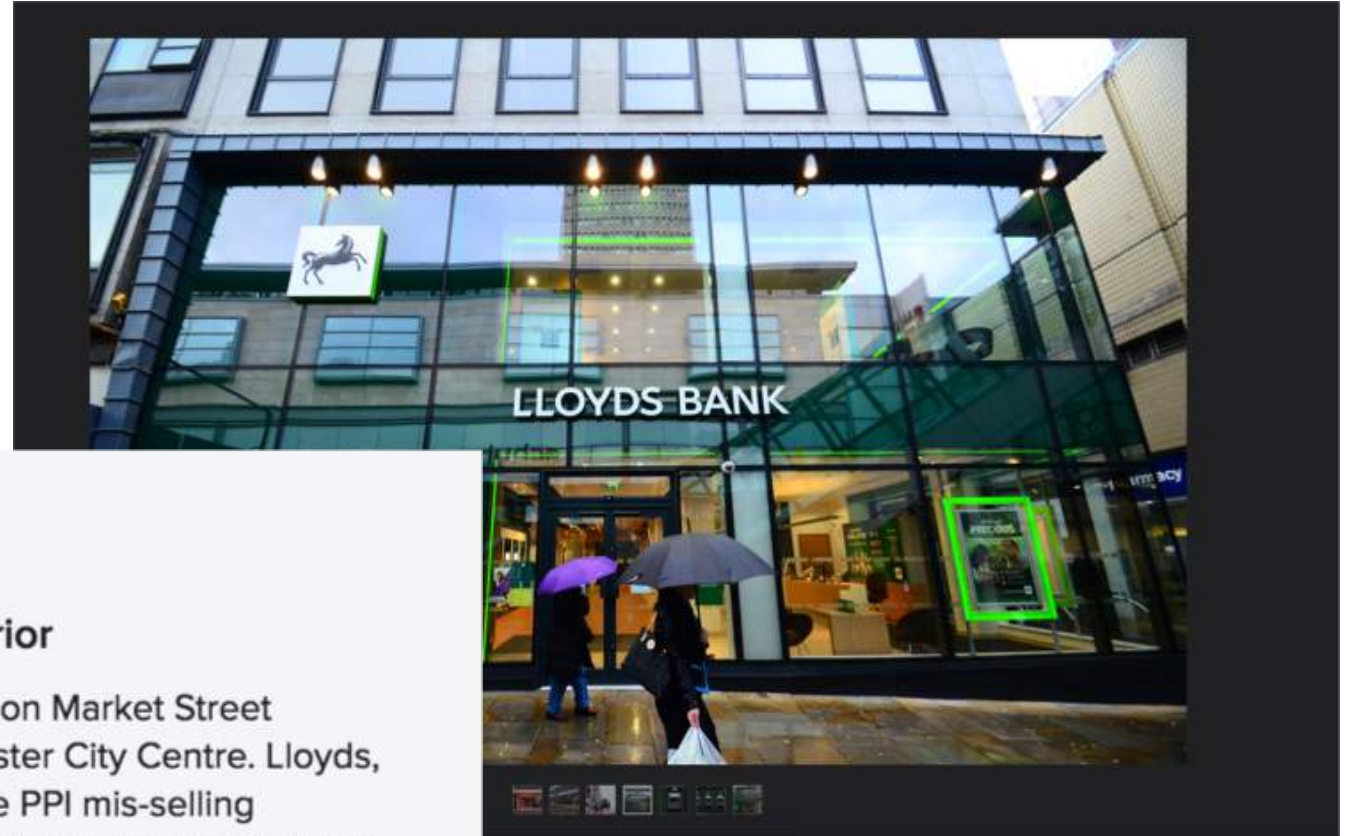
300 × 208 - Also worthy of note is National Westminster House in Birmingham, the building
was sold to British Land in 2007, the banks expansion strategy hit trouble with the ...

It told me there is demand and I felt
able to create better images.

Then you **create** the bank of images

Once you've produced the images,
move into **distribution**

Flickr makes this very easy.



Money Bright

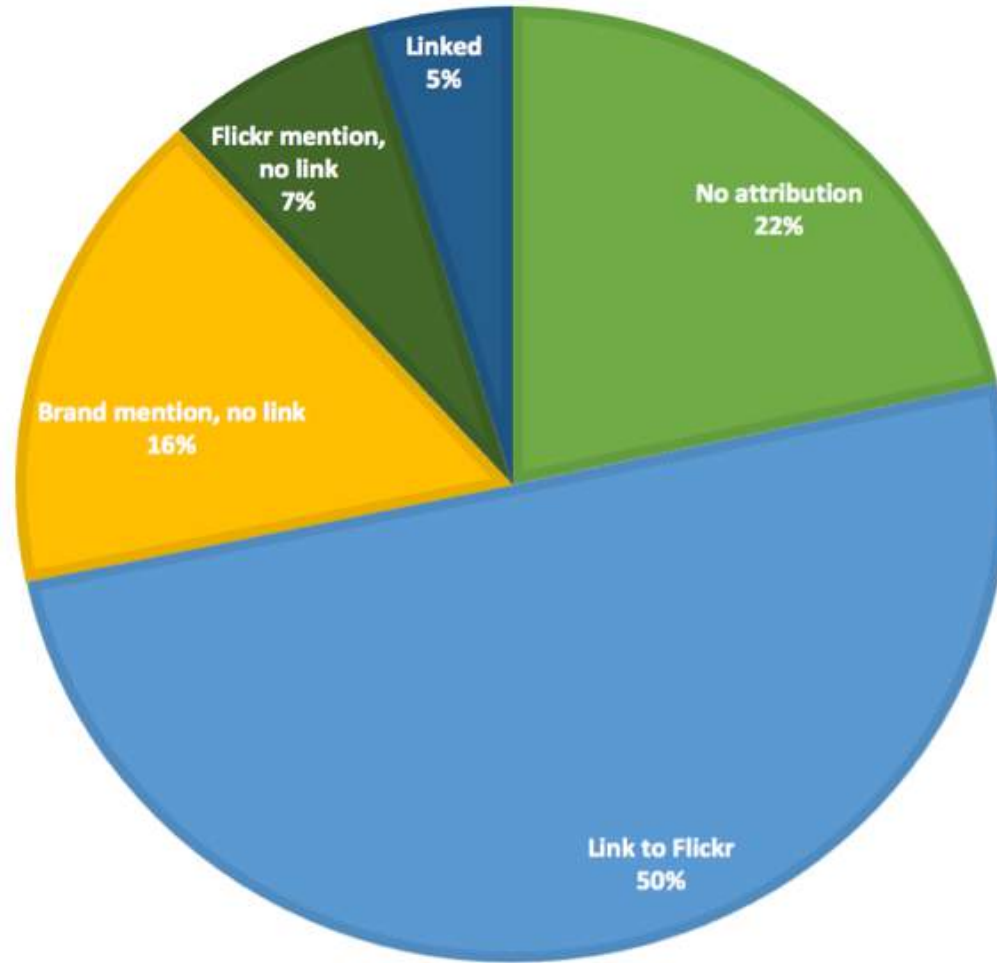
+ Follow

Lloyds Bank Branch Manchester Exterior

Photo of the exterior of Lloyds Bank branch on Market Street outside the Manchester Arndale, in Manchester City Centre. Lloyds, like many other banks, is also involved in the PPI mis-selling scandal. This image was taken by Moneybright and released under Creative Commons Attribution licensing. Please feel free to use either commercially or non commercial, but please do credit www.moneybright.co.uk

People are crap at attributing...

ATTRIBUTION BREAKDOWN ON OVER 6,100 USAGES



Track usage and Chase Attribution.



Full guide on the process I use:
<https://www.staceymacnaught.co.uk/image-link-building/>

LINK BUILDING

SEO

How To Build Links (Quickly) Using Images

By stacey | February 17, 2018 | No Comments

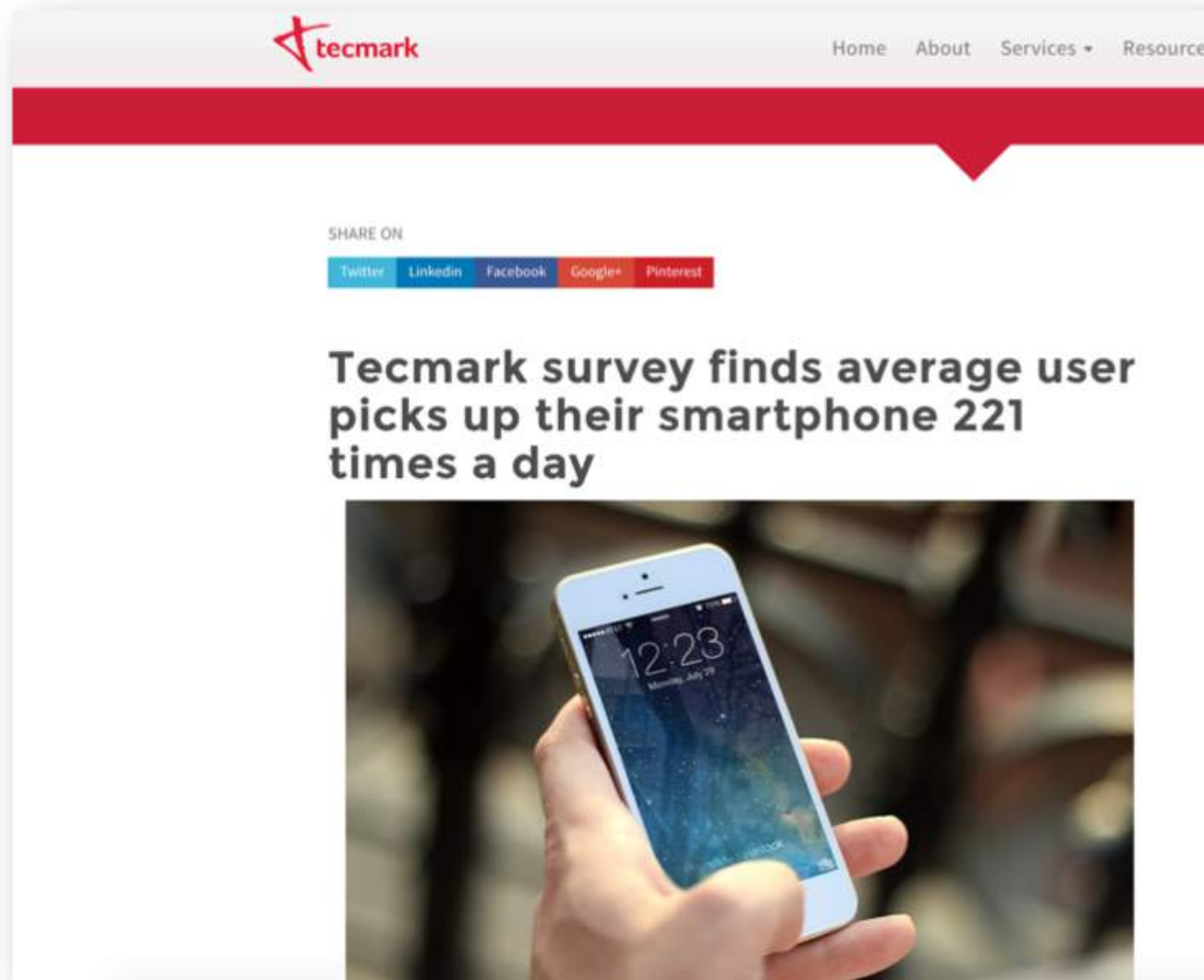
Rank for Stats Queries



It works because

writers and journalists
need **credible** sources
and statistics.

Back in 2014, I did this:



Referring domains ⁱ [LIVE LINKS](#)

All time

One year

Last 30 days

**Promotion
starts**

**Promotion
ends**



Le Monde

MailOnline

METRO

BBC

theguardian

THE
HUFFINGTON
POST

THE DROOM®

GIZMODO

TC TechCrunch

One year (and no more work) later...

Referring domains ⁱ [LIVE LINKS](#)

All time

One year

Last 30 days



Referring domains ⁱ [LIVE LINKS](#)

All time

One year

Last 30 days



More recently...

FORTH [HOME](#) [OUR TESTS](#) [INFORMATION](#) [PARTNERS](#) [My Account](#) [0 Basket](#)

£10 off all of our tests. Enter 'JUNE10' at the checkout. (Excludes special offers)

Great Britain and Stress - How bad is it and why is it happening?


February 4th, 2018

In January 2018, here at Forth we decided to conduct a survey in order to gather some hard facts about stress levels across the UK. As wellbeing specialists, we are all too aware of the impact a high-pressure lifestyle can have on mental and physical wellbeing, so we know this would be a vitally important project for us.

Stress is a widespread issue, so we based our survey on a 2000-strong study group from across Great Britain. The participants were from hugely diverse backgrounds, represented different age groups and hailed from various regions. The results we unearthed were worrying and reinforced our belief that we need to make drastic changes to our lifestyles to become a healthier nation.

According to our data, over a third (37%) of British residents feel stressed for at least one full day per week. That equates to four days in a month at minimum. However, it doesn't end there; when taking into account the entire study group, Brits feel stressed for an average of nine days per month.

Those who don't feel stressed at all are very much in the minority, coming in at around 15% of all participants. That means that the remaining 85% are experiencing a clearly recognisable level of worry regularly.



85%

Over a third of British residents feel

More recently...

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All time

One year

Last 30 days

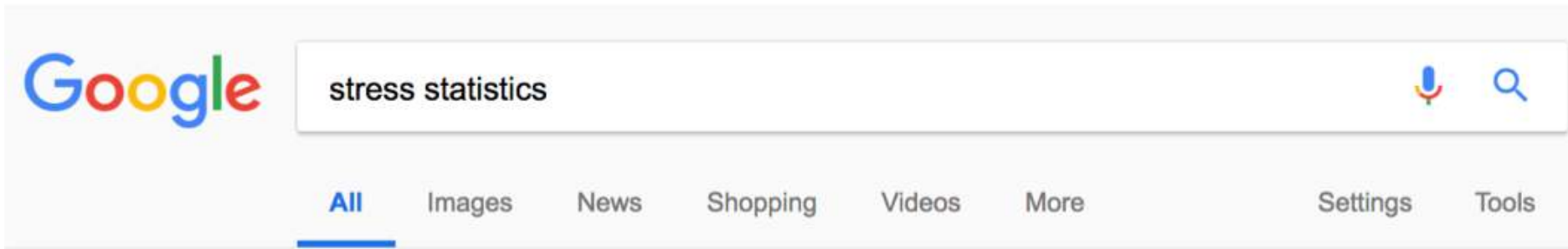
Active promotion ended



@staceycav

#optimisey

It works because they **rank** for stats queries around their topic.



About 561,000,000 results (0.33 seconds)

Stress Statistics UK 2018 - Survey of 2,000 British People on Causes ...

<https://www.forthwithlife.co.uk/blog/great-britain-and-stress/> ▼

4 Feb 2018 - Great Britain and **Stress** - How bad is it and why is it happening? ... In January 2018, here at Forth we decided to conduct a survey in order to gather some hard facts about **stress** levels across the UK. ... **Stress** is a widespread issue, so we based our survey on a 2000-strong study group ...

Statistics - Work related stress, depression or anxiety - HSE

www.hse.gov.uk/statistics/causdis/stress/ ▼

13 Mar 2018 - 526,000 workers suffering from work-related **stress**, depression or anxiety (new or long-standing) in 2016/17. 12.5 million working days lost due to work-related **stress**, depression or anxiety in 2016/17. ... Source: Labour Force Survey (estimates of self-reported **stress**, depression or ...



stress statistics uk



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Stress Statistics UK 2018 - Survey of 2,000 British People on Causes ...

<https://www.forthwithlife.co.uk/blog/great-britain-and-stress/> ▼

4 Feb 2018 - **Stress statistics UK** - we conducted a survey of 2000 adults in the UK to find out how many of us are stressed and what's causing it.

Statistics - Work related stress, depression or anxiety - HSE

www.hse.gov.uk/statistics/causdis/stress/ ▼

13 Mar 2018 - 526,000 workers suffering from work-related **stress**, depression or anxiety (new or long-standing) in 2016/17. 12.5 million working days lost due to work-related **stress**, depression or anxiety in 2016/17. ... Source: Labour Force Survey (estimates of self-reported **stress**, depression or ...

[PDF] Work-related Stress, Depression or Anxiety Statistics in Great Britain ...

www.hse.gov.uk/statistics/causdis/stress/stress.pdf ▼

In the three year period 2014/15-2016/17 the average prevalence rate for work-related **stress**, depression or anxiety for males was 1,170 cases and 1,880 cases for females per 100,000 workers. ... The 35-44 years rate of 2,430 cases per 100,000 workers was statistically significantly higher than the all-female rate.



stress statistics 2018



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Stress Statistics UK 2018 - Survey of 2,000 British People on Causes ...

<https://www.forthwithlife.co.uk/blog/great-britain-and-stress/> ▼

4 Feb 2018 - **Stress statistics** UK - we conducted a survey of 2000 adults in the UK to find ... In January **2018**, here at Forth we decided to conduct a survey in ...

Mental health statistics: stress | Mental Health Foundation

<https://www.mentalhealth.org.uk/statistics/mental-health-statistics-stress> ▼

Key findings from our study on **stress** for Mental Health Awareness Week **2018**. This is the largest study on levels of **stress** in the UK.

Statistics | Mental Health Foundation

<https://www.mentalhealth.org.uk/statistics> ▼

This section contains a selection of the key **statistics** on mental health. Want to know how rates of mental ill health differ between men and women or what the ...

This works even on non proprietary
data pieces.

Information

- Approach to treatment
- Fees and funding
- Quality and compliance
- Referrals and Admissions
- Outcomes
- Statistics
- Eating disorder case study
- News and articles

Eating disorder statistics

Responsible for more loss of life than any other form of psychological illness, eating disorders are now more common than ever before. Indeed, over the last 30-40 years, instances of eating disorders have increased to become a widespread problem. Beat estimate that there are over 1.6 million people suffering from diagnosed or undiagnosed eating disorders throughout the UK. Whilst many have been diagnosed and are receiving treatment, many more remain undiagnosed and at risk. The deniability, secrecy and stigma associated with eating disorders will stop many seeking help, and prevent others from taking responsibility to help a sufferer.



Statistics for eating disorders

- 1.6 million people in the UK are affected by an eating disorder
- 11% of the 1.6 million are male
- 14-25 year olds are most affected by an eating disorder

Contact us

Call our enquiry line
0808 301 3606

Enquire online

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SELECT YOUR BROCHURE

Eating disorder case study

Emma is sixteen years old and is suffering with an eating disorder.

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23

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20

TOP 20 DOG POPULATIONS



USA	69,929,000
China	27,400,000
Russia	12,520,000
Japan	12,000,000
Philippines	11,600,000
India	10,200,000
Argentina	9,200,000
UK	9,000,000
France	7,570,000
South Africa	7,400,000
Poland	7,311,000
Italy	7,000,000
Germany	5,300,000
Ethiopia	5,000,000
Canada	4,700,000

TOP 20 CAT POPULATIONS



USA	74,059,000
China	53,100,000
Russia	17,800,000
Brazil	12,466,000
France	11,480,000
Germany	8,200,000
UK	8,000,000
Italy	7,400,000
Ukraine	7,350,000
Japan	7,300,000
Poland	5,550,000
Romania	3,891,000
Spain	3,385,000
Argentina	3,000,000
Malaysia	2,677,000

Backlinks ⁱ

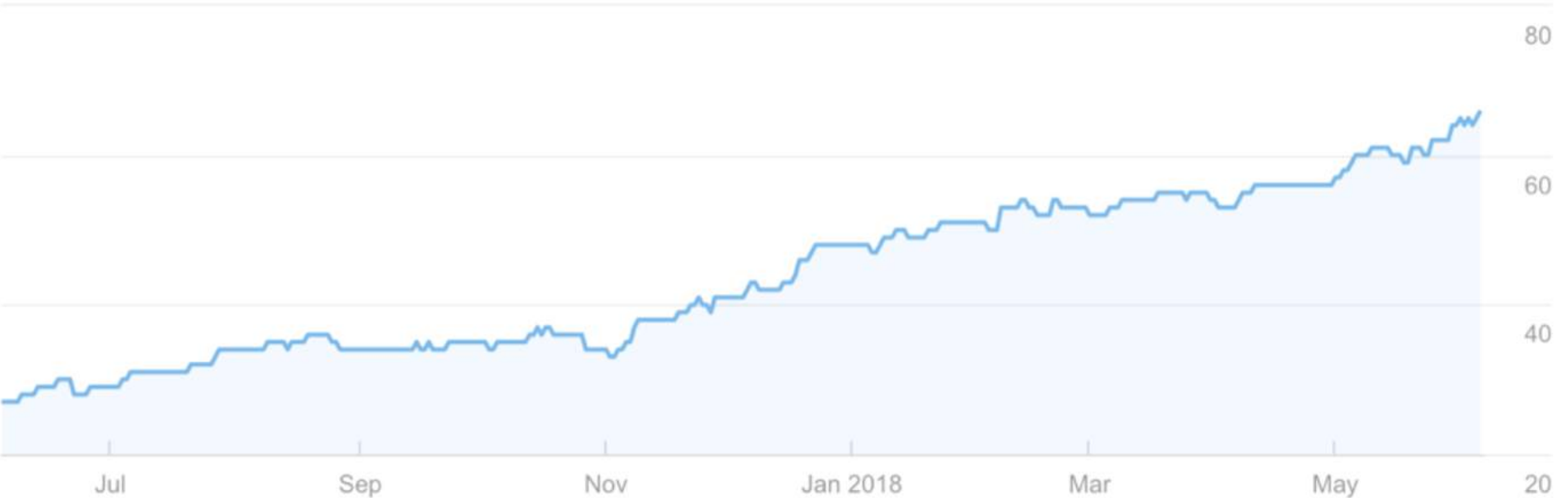
179

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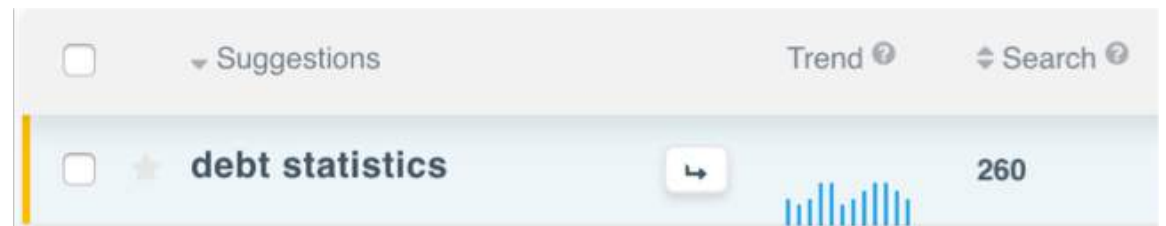
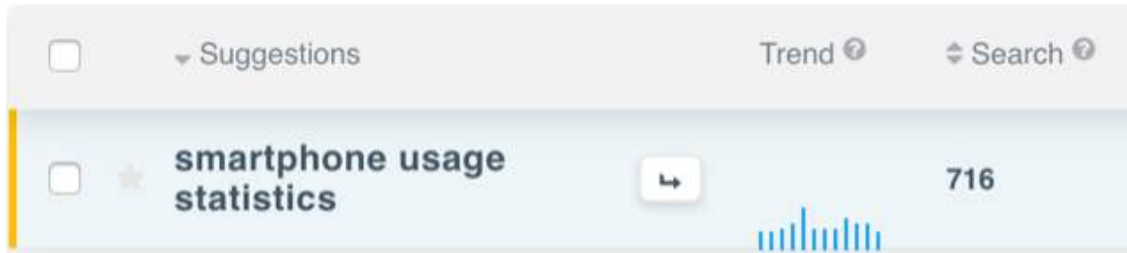
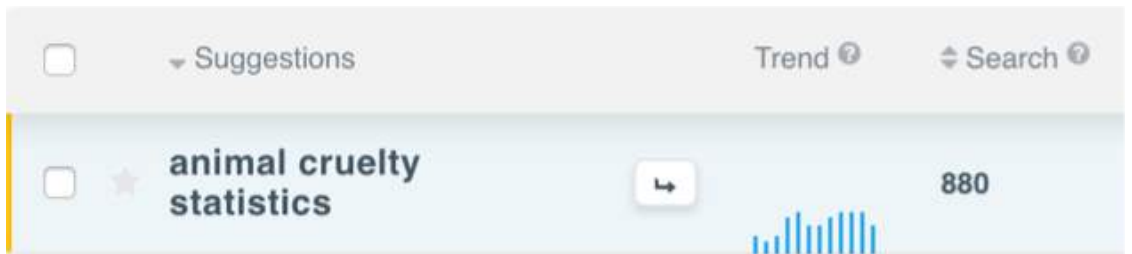
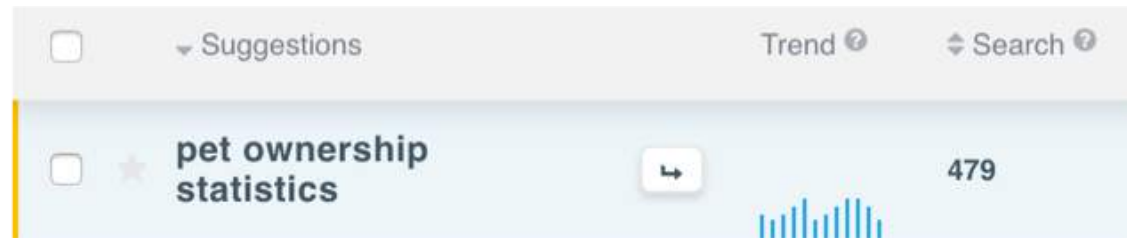
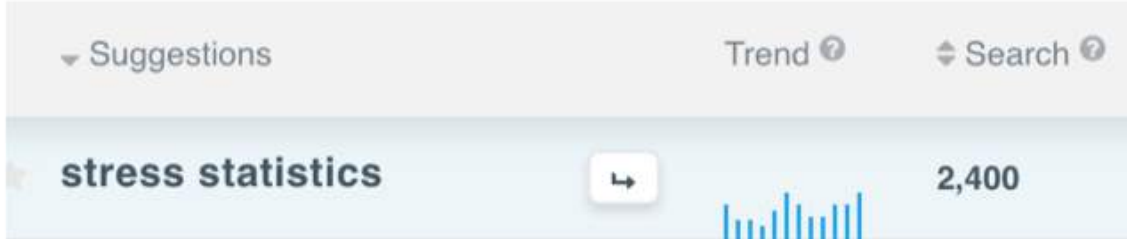
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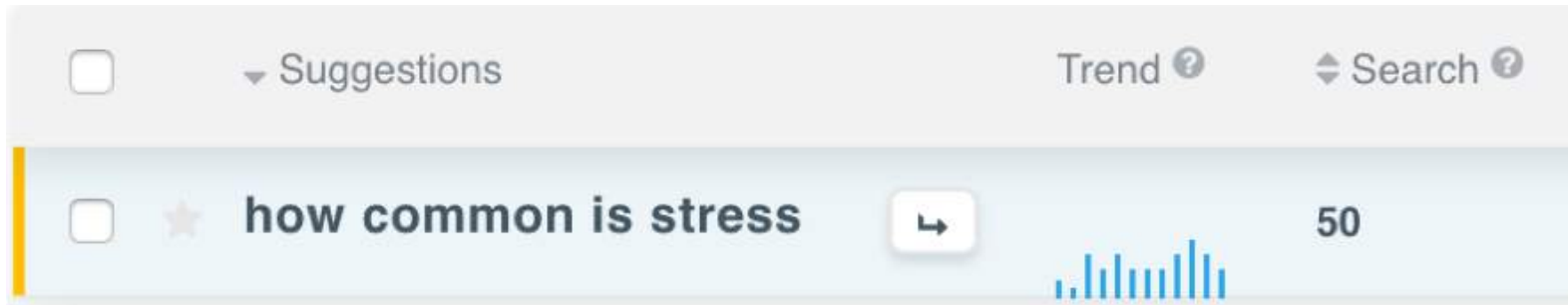
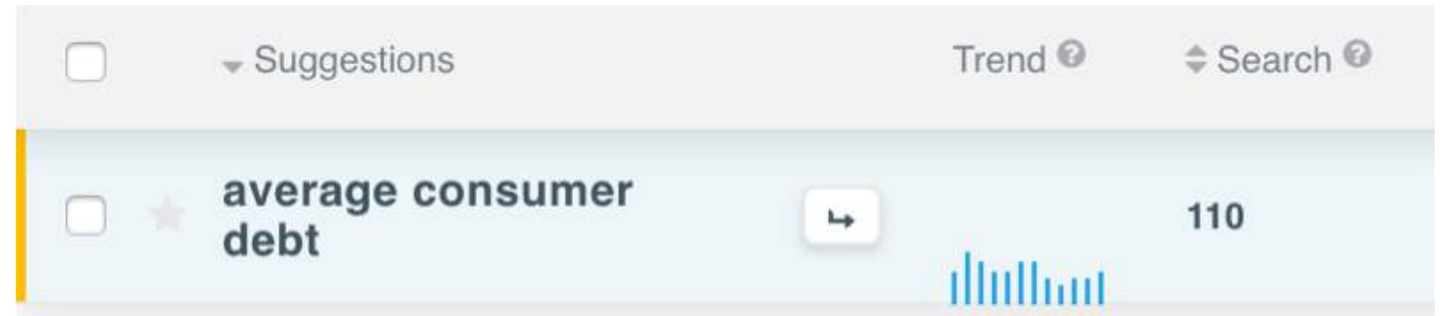
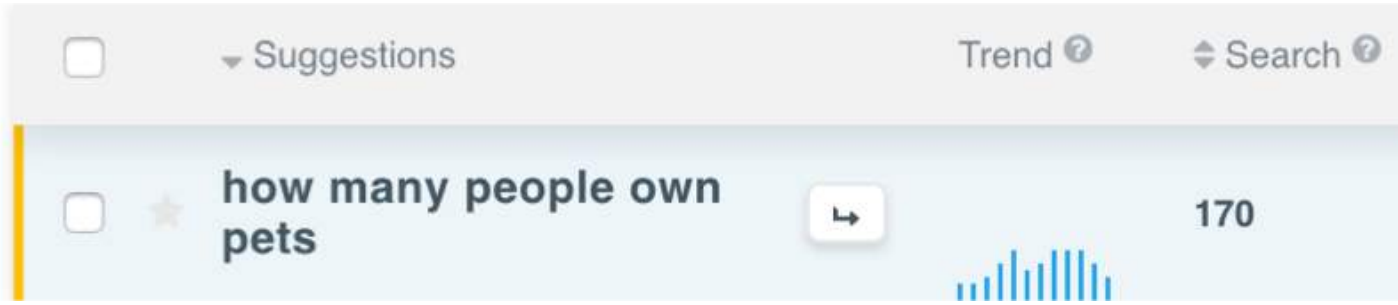
All time | **One year** | Last 30 days



Research the stats or numbers that writers in your niche need or want.



And research other variant queries...



You probably won't rank when you first launch...



Build initial links through outreach efforts or...

Google AdWords

Be sure to monitor unlinked brand mentions too for those using data without linking

Survey Data Sources

onepoll.

3GEM
RESEARCH & INSIGHTS

 Google Surveys

Toluna
Quick**Surveys** 

Also Consider Freedom of Information Data

 WhatDoThey**Know** English ▼

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case studies or
testimonials




It works because

B2B companies want to
build **trust** and **credibility**
through testimonials

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and case studies

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HOMEABOUTWHAT WE DONEWS & EVENTSRESOURCESOUR PEOPLECONTACT US

Case Studies

The following are real-life case studies illustrating how we have helped businesses in the local area – and how we can help yours...

Case Study 1 – Sorting out an accounts mess – and boosting profits


A local company, with several branches, were receiving monthly management accounts which they couldn't understand. At the same time, their in-house accountant had decided to leave, adding to their problems ...
[More](#)

Case Study 2 – Negotiating with the bank to ease cash flow


The downturn saw our client trading profitably, but experiencing pressure from the bank. With a sizeable property portfolio, against which loans were secured, the client found themselves in a very stressful and costly situation ...
[More](#)

Case Study 3 – Turning a bad debt into an investment

A client whose main business was exporting was faced with the prospect of a bad debt by an overseas customer, on the verge of liquidation ...
[More](#)

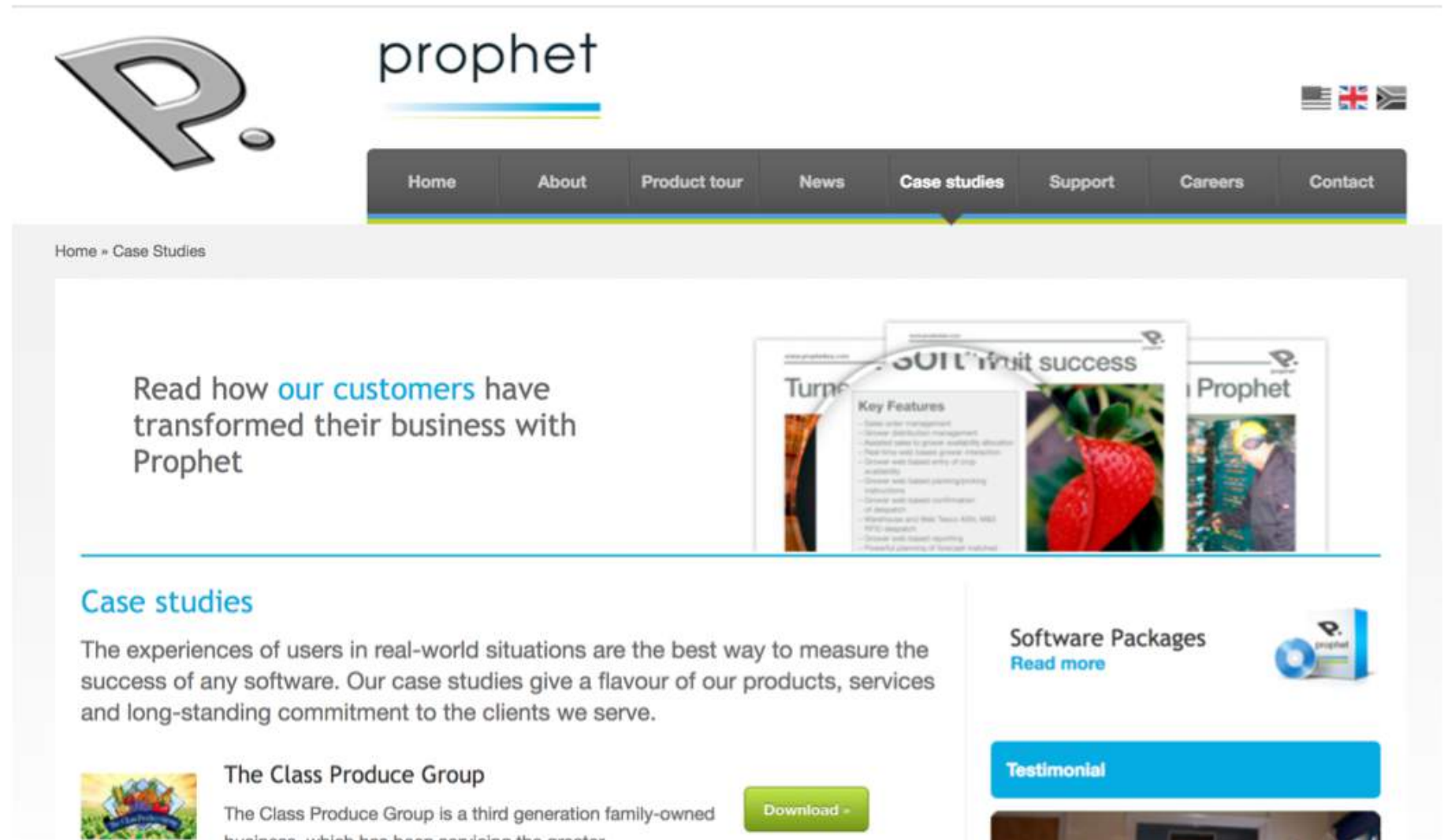


READ OUR NEWS



VIEW OUR LIST OF SERVICES

Supply Chain Software...



The screenshot shows the Prophet Supply Chain Software website. The header features the Prophet logo (a stylized 'P' with a dot) and the word 'prophet' in lowercase. To the right of the logo are three small flags: the United States, the United Kingdom, and South Africa. Below the logo is a navigation bar with links: Home, About, Product tour, News, Case studies, Support, Careers, and Contact. The 'Case studies' link is highlighted with a blue underline. Below the navigation bar, the breadcrumb 'Home » Case Studies' is visible. The main content area has a large heading 'Read how our customers have transformed their business with Prophet' and a graphic showing three overlapping documents. The first document is titled 'Turnover' and the second 'SUIT fruit success'. The third document is titled 'Prophet' and shows a list of 'Key Features' including: 'Sales order management', 'Inventory distribution management', 'Assisted sales to grower availability allocation', 'Real-time and forecast growth interaction', 'Growth with forecast entry of crop availability', 'Growth with forecast planning/picking requirements', 'Growth with forecast confirmation of dispatch', 'Warehouse and stock Texas 400, 400, 400', 'Growth with forecast reporting', and 'Powerful planning of forecast matched'. Below the main content area, there is a section titled 'Case studies' with a subheading 'The experiences of users in real-world situations are the best way to measure the success of any software. Our case studies give a flavour of our products, services and long-standing commitment to the clients we serve.' To the right of this section is a 'Software Packages' section with a 'Read more' link and a small image of a software box. Below the 'Case studies' section, there is a testimonial from 'The Class Produce Group' with a 'Download' button. The testimonial text reads: 'The Class Produce Group is a third generation family-owned business which has been providing the market...'.

prophet

Home About Product tour News Case studies Support Careers Contact

Home » Case Studies

Read how our customers have transformed their business with Prophet

Turnover

SUIT fruit success

Prophet

Key Features

- Sales order management
- Inventory distribution management
- Assisted sales to grower availability allocation
- Real-time and forecast growth interaction
- Growth with forecast entry of crop availability
- Growth with forecast planning/picking requirements
- Growth with forecast confirmation of dispatch
- Warehouse and stock Texas 400, 400, 400
- Growth with forecast reporting
- Powerful planning of forecast matched

Case studies

The experiences of users in real-world situations are the best way to measure the success of any software. Our case studies give a flavour of our products, services and long-standing commitment to the clients we serve.

Software Packages
[Read more](#)

Testimonial

The Class Produce Group

The Class Produce Group is a third generation family-owned business which has been providing the market...

Download »

IT Support

The screenshot shows the Life IT website. The header features the 'life' logo with the tagline 'A world of support' and a navigation menu with links: Home, Infrastructure, Support, Development, EDI Hub, and About Us. A search bar is located on the right. Below the header, a breadcrumb trail reads 'Home > About Us > Case Studies'. The main content area is titled 'Case Studies' and includes a sub-header with categories: Development, Support, Business Continuity, System i, Domino, and Microsoft. A paragraph of text describes the company's services. Below this, a section titled 'See a selection of relevant case studies below:' displays three testimonials from clients: HCSS, Polyflor, and Yamaha. To the right of the testimonials is a 'Our Clients' section featuring a grid of logos for various companies, including CenterParcs, Dawson Home Group, Polyflor, Saville Motors, Glen Dimplex Home Appliances, Churchill, Yamaha, HCSS Education, DRL, and a globe icon.

life
A world of support

Home Infrastructure Support Development EDI Hub About Us Search

Home > About Us > Case Studies

Case Studies

Development Support Business Continuity System i Domino Microsoft

If, like many of our clients, you operate in a dynamic environment then you need a business partner who can update and modify your applications to meet your changing needs. We recognise that few organisations have a single development toolset, so we offer our clients the widest range of skills and support including IBM, Microsoft and Java technologies.

See a selection of relevant case studies below:

HCSS

"Without the professional and expert support of Life IT, we wouldn't have had the quality product we now have. They gently but insistently pushed the boundaries of our..."

Polyflor

"An instant reduction in 'distress calls' to the sales office reduce as our sales managers can easily access customer data off line wherever they are and we've had positive..."

Yamaha

"Life IT offered us a complete solution to our IT issues. The team ensured that they had a complete understanding of what we wanted our IT custom to achieve, and..."

Our Clients

CenterParcs DAWSON HOME GROUP

POLYFLOR Saville Motors

GLEN DIMPLEX HOME APPLIANCES CHURCHILL


YAMAHA HCSS EDUCATION

DRL

Waste Management



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Taking pride in the way your waste is managed covering the whole of UK

Testimonials

We believe a successful business expects and depends on competitive pricing, quality service, reliability and trust, therefore, to ensure our customers needs are met, we take pride in achieving this every day. This philosophy has driven 1st Waste Management Consultants Ltd. to become one of the UK's premier consulting companies within the waste management industry.

Pull together a list of all of your
suppliers.

Shortlist the ones you're happiest with
and note the **positive impact** that
product/service has had on your
business

Don't wait to be asked.

Get in touch and tell them why you want to share your experiences...

BECAUSE I WANT

ALL THE LINKS.

NO....

NOT THAT "WHY"

Because you want to share your story
and you're grateful for their service,
right?

(Don't be the d**k who gives a false testimonial just cos a crappy supplier has a high authority website).

Don't rely on one single tactic alone.



A top-down view of a white ceramic coffee cup with a green handle, filled with a frothy latte. The cup sits on a dark brown, circular wooden table. To the left of the cup is a black rectangular card with the word 'Thanks!' written in white cursive script.

Thanks!

hello@staceymacnaught.co.uk
@staceycav