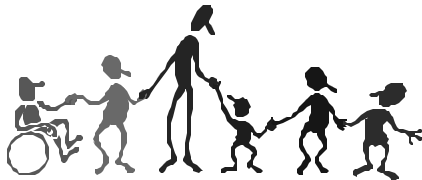


Linking Your Web Site

- What impact does it have on your site?
- Internal vs. External.



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Points to Remember

- **External (backward) links**
 - Import value to your site.
 - Bring traffic.
 - Help search engines find you.
 - Boost rank
- **Internal links**
 - Rearrange page rank.
 - Boost rank.
 - Aid visitors to navigate your site.

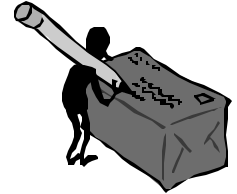


Points to Remember

- **Text adds focus**
 - Anchor text.
 - Alt tags on links.
 - Aids in ranking algorithms.
 - Should relate to target page content.
- **Direct external links to internal pages.**



Create your own!



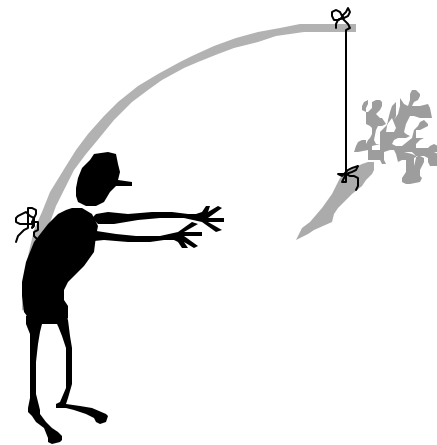
- **Article marketing**
 - Write articles for other sites that will publish your link.
- **Press releases**
 - Many businesses can issue press releases about new developments.
- **Blogging**
 - Create a blog that is read by others and refer to your own site.
- **Usenet**
 - User groups can sometimes be used to create links (but check the group rules first!)
- **Forums**
 - Participate in forums where you might have an opportunity to refer to your own site (but be careful about over-using or abusing this source)
- **eBay**
 - List your products or services to increase your visibility.
- **Ofoto**
 - Photo sites can be useful locations for posting pictures that contain links to your site.



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Anchor text emphasis

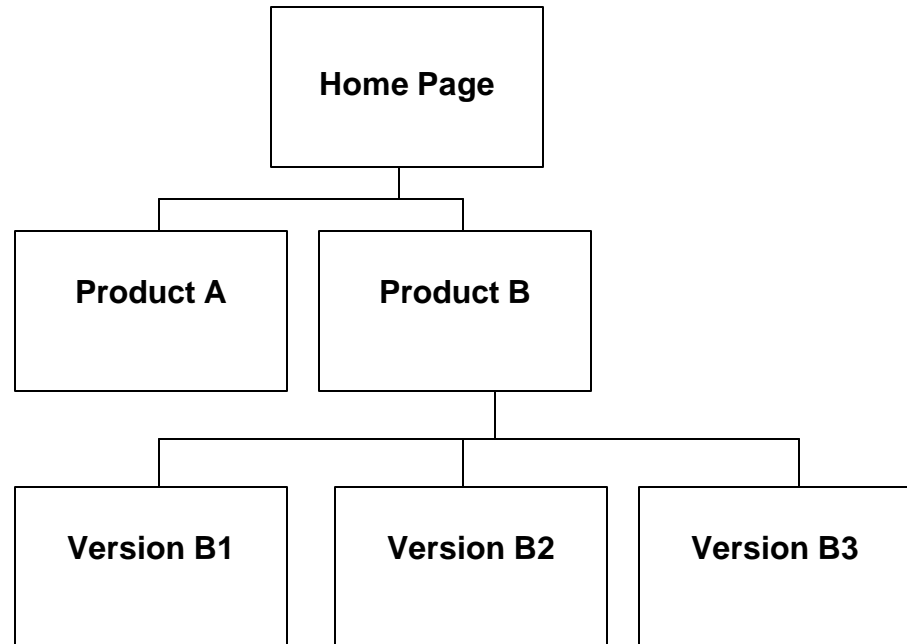
- “Google bombing”.
- Internal linking to promote emphasis.



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Linking alters the PageRank

- Imagine a small site with this structure.
- Examine the base page values.



Linking Changes Page Ranks

	Base linking	In to Home	In to B3	In to ProdB	Add Home Link
Home Page	1.99495200	2.35646350	2.25614360	2.23828280	2.59979430
Product A	1.92106730	2.15796460	2.20060020	2.14961020	2.38650740
Product B	0.99785460	1.15149700	1.10886100	1.22877020	1.38241260
Version B1	0.36204410	0.39469310	0.38562200	0.41111370	0.44376270
Version B2	0.36204410	0.39469310	0.38563300	0.41111370	0.44376270
Version B3	0.36204410	0.39469310	0.51313300	0.41111370	0.44376270
Total	6.00000620	6.85000440	6.84999280	6.85000430	7.70000240



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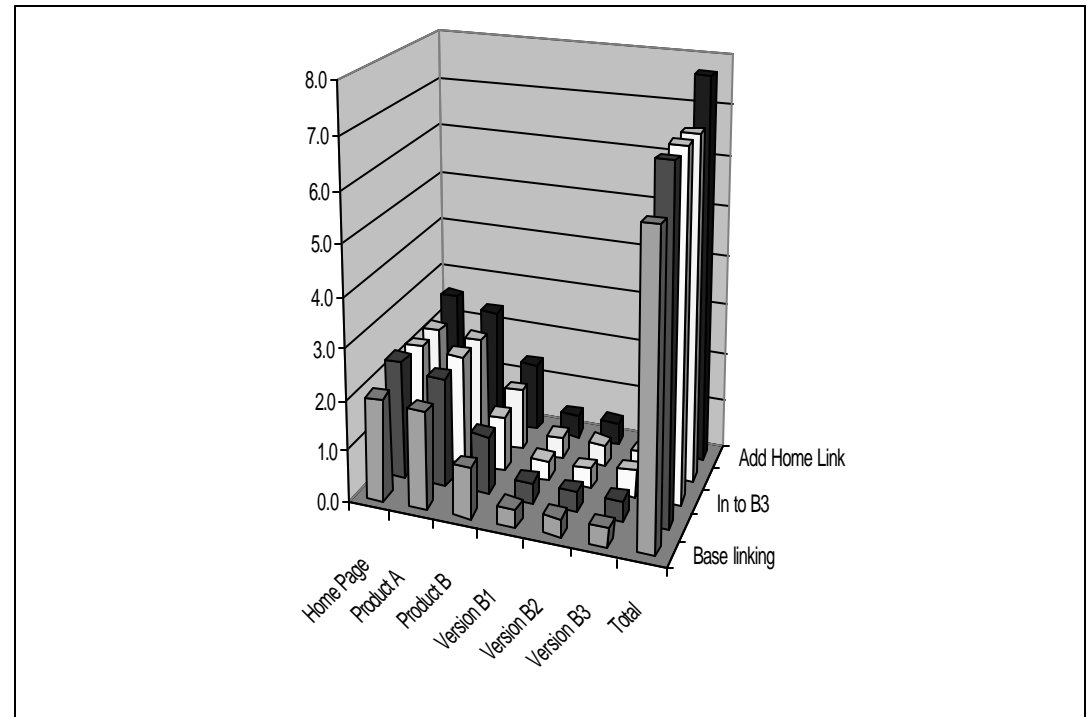
Linking analysis based on info provided at
http://www.webworkshop.net/pagerank_calculator.php.

Note that calculations are not endorsed and are merely illustrative of how linking impacts relative rank of pages in site.

{Linkning Impact}

Home Page has Most Value

- Adding links anywhere increases total site value!



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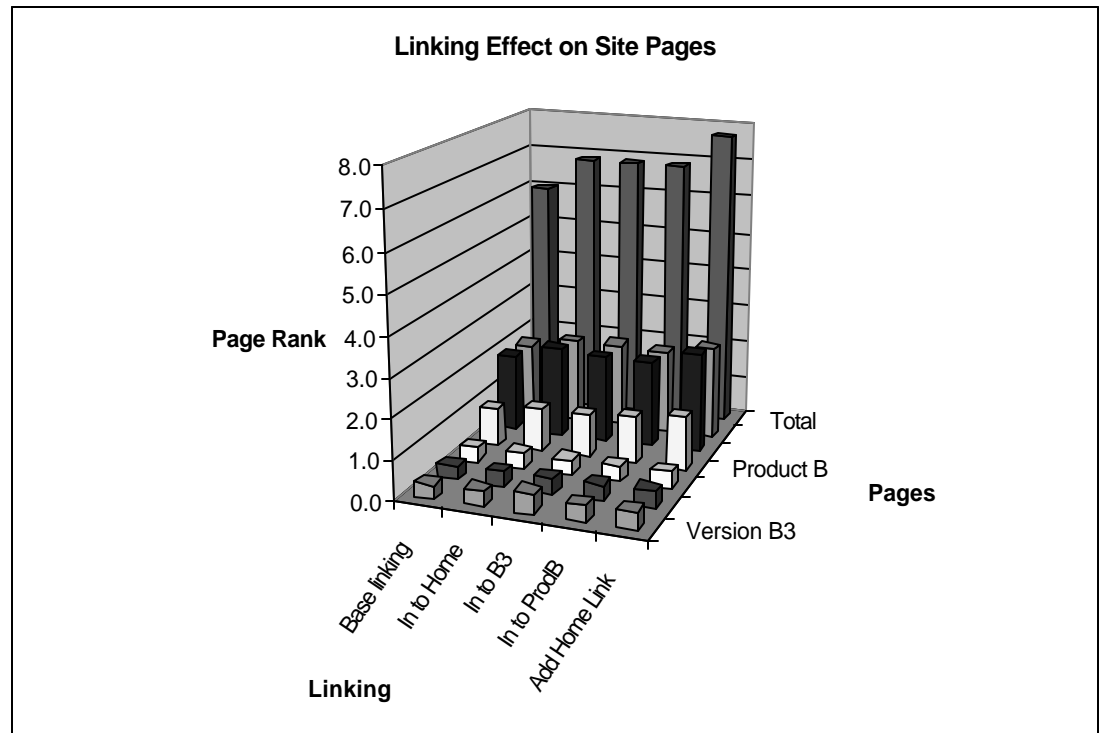
{Linkning Impact}

Linking analysis based on info provided at
http://www.webworkshop.net/pagerank_calculator.php.

Note that calculations are not endorsed and are merely illustrative of how linking impacts relative rank of pages in site.

Home Page has Most Value

- Adding links anywhere increases total site value!
- Overall value continues to increase as more links are added.



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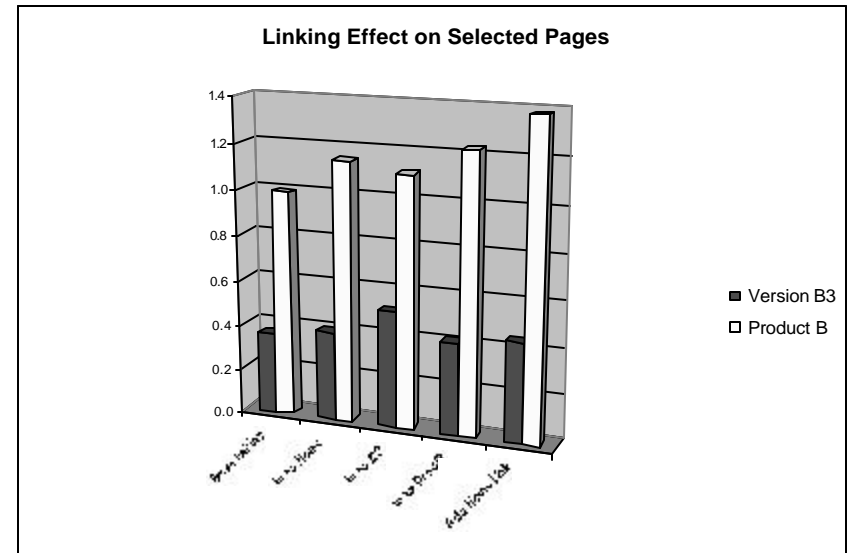
{Linking Impact}

Linking analysis based on info provided at
http://www.webworkshop.net/pagerank_calculator.php.

Note that calculations are not endorsed and are merely illustrative of how linking impacts relative rank of pages in site.

Link Effect on Selected Pages

- Note impact on Product page!
- Rank increased no matter where the link was added.
- Page receiving the link increased most.
- Value was then distributed through site.



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{Linking Impact}

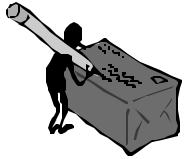
Linking analysis based on info provided at
http://www.webworkshop.net/pagerank_calculator.php.

Note that calculations are not endorsed and are merely illustrative of how linking impacts relative rank of pages in site.



End of Presentation

Questions?



**Don't forget to complete your class
evaluation form and turn it in at the
back of the class!**

**We need to clear the room promptly at
9:00 p.m. so the staff can go home.
Thanks for your cooperation.**



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{Linkning Impact}

