



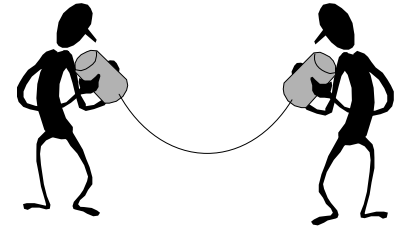
# Linking Your Web Site

Why and how to do it.



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# Why do you link?

- **Helps the search engines find your site.**
- **Boosts your ranking with the search engines.**
- **Generates traffic for your site.**
- **Provides additional resources for your visitors.**



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# Link Building Strategies

- Offer Quality Content
- Submit to Directories
- Evaluate the Competition
- Natural Links are Best
- Choose Quality over Quantity
- Post on Blogs Related to your Site Content
- Try for Links that are not Obvious
- Keep URLs Consistent
- Don't Focus on Reciprocal Links



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"A Review of Link Building Strategies", Market Position, March 24, 2006, by Richard Drawhorn , [http://www.marketposition.com/blog/archives/2006/03/link\\_building\\_s.html](http://www.marketposition.com/blog/archives/2006/03/link_building_s.html)

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# Offer Quality Content

- **The best (and most obvious) way to encourage other web sites to link to yours is to create high quality content!**
  - To present your content, create a web site that has a professional look and feel, and an easy-to-use navigation system.
  - Write articles of interest to others that host sites related to your own topic area.
  - Provide additional information about the topic to make it easy for your visitors to learn or gather information.
  - Create some kind of online tool that might be useful to others.
  - In short, give them a reason to link to your site because it's unlikely they will do so if they do not find your content worthwhile.



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## Submit to Directories

- **Submission to these directories are typically evaluated by human beings,**
- **your web site will be judged based on their impressions**



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# Evaluate the Competition

- **After submitting to the search engine directories, the next step is to evaluate your competition.**
  - Do a thorough analysis of your top competitors' web sites and make a list of web sites that are linking to them.
  - Contact the webmasters of sites that link to your competitors, and try to get them to link to your site as well.
  - If possible, convince them to remove your competitor's link in favor of your own.



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## Natural Links are Best

- **If anything has changed in the last few years, it's the ability of search engines to detect artificial links.**
  - It's therefore more important than ever to build your Link Popularity naturally and gradually to ensure that you are given the credit for those links.
  - If search engines detect a sudden massive influx of inbound links to a web site, it will be assumed that these links were purchased or otherwise artificially generated.
  - Search engines prefer to see links gradually accumulate from various web sites that relate to the same theme or topic of the site being linked to.
  - that's the way inbound link growth would occur if a site is becoming known over time for the quality of its content



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# Choose Quality over Quantity

- **It's much better to have a single link from a popular web site related to your own topic area than a great many links from unknown sites unrelated to your site's topic.**
  - The quality of your inbound links is much more important than the quantity.
    - Your time is much better spent cultivating a relationship with quality web sites in your topic area that are themselves already well ranked.
  - Some things to consider when evaluating the quality of a link are:
    - The amount of traffic the linking page actually receives -- a page that receives a great deal of traffic will expose your link to a greater number of visitors
    - The location of your link on the page -- if the link is prominently positioned, the likelihood that it will be noticed by visitors is increased
    - how many other links are on the page -- the boost your Link Popularity will receive from a given link is diluted by the number of other links on the linking page; the fewer links on the page, the better.



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# Post on Blogs Related to your Site Content

- **Blogs or forums related to your own content area are excellent places to post material and include a link to your web site.**
  - You should do this whenever possible because readers of the blog will at the very least become aware of your web site if they are not already.
  - Fairly recently, however, the power that links from blogs or forums have to affect your Link Popularity has been diminished with the introduction of the nofollow tag.
    - This tag was introduced to discourage what Google refers to as "comment spam", which is essentially the use of blog posts to inflate link popularity even though the post was not really appropriate on the blog.
    - If a nofollow attribute is used in a link, then search engines will not give the link any credit for Link Popularity.



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## Try for Links that are not Obvious

- **links from .edu, .gov, or .mil domains are excellent sources for quality inbound links.**
  - These sites usually have good Page Rank and search engines will give these links high value.
  - Other great links to strive for are those from "Best of the Web", or "Picks of the Week" pages where new web sites are highlighted each week for their quality.
  - Good examples are Yahoo! Picks and Forbes.com Best of the Web.
  - Any web site that is somehow related to your site's content can be a potential link.



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# Keep URLs Consistent

- **make sure that your inbound links have a consistent format.**
  - For example, make sure they say
    - "http://www.marketposition.com" consistently, and not
    - "http://marketposition.com" or
    - "http://www.marketposition.com/".
  - Despite the fact that all three of these URLs will lead a web browser to the same page, they are still 3 different URLs as far as the search engines are concerned



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# Don't Focus on Reciprocal Links

- **Search engines tend to regard reciprocal links as artificial.**
  - That's not to say that your site would be penalized for linking back to a site that links to you; it's just that the effect a link has on your Link Popularity is optimized if you do not link back to the site.
  - The reasoning behind this is that sites that link to yours in this way are doing so because they value your web site content, not because you have promised a link back to them in return.



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# Evaluating a Link Source

- **Traffic to the linking page.**
- **Location of the link**
- **Accessibility to Search Engines**
- **Incoming and Outgoing Links**



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# Evaluating a Link Source

- **As ranking algorithms become increasingly advanced, search engines are evaluating web sites in terms of neighborhoods of related sites.**
  - By linking to, or being linked from, an unrelated site, you're venturing out of your neighborhood.
  - Sometimes this is viewed suspiciously by the engines.
- **Don't Sweat the Small Stuff**
  - Of course, you can't always control who links to you, so there will be exceptions to the neighborhood rule. This is actually not a big deal.
  - Every site has a few off-topic links pointing to them. In fact, a small amount of off-topic links makes your linking structure appear even more natural.
  - You should strive to make the bulk of your incoming links come from topically relevant sources.



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# Location of the link

- **You want your link worked into the content of the web page.**
  - This gives your link the opportunity to be surrounded by lots of relevant keywords (a concept known as keyword proximity) while also increasing the likelihood that someone reading the page will see and click your link.
  - If your link is relegated to a sidebar, try to get it placed where it's likely to be seen.
  - The Google AdSense optimization page describes the locations on a page where a link is most likely to be clicked. Google says...
- **"Certain locations tend to be more successful than others."**
  - A 'heat map' illustrates these ideal placements on a sample page layout.
  - The colors fade from dark orange (strongest performance) to light yellow (weakest performance).
- **"All other things being equal, ad placements above the fold tend to perform better than those below the fold. Ads placed near rich content and navigational aids usually do well because users are focused on those areas of a page."**
  - To clarify, above the fold means the part of a web page that is visible without the reader having to scroll down.
- **The type of page your link is on plays an important role, too.**
  - A link on a so-called links page alongside a hundred other links is pretty close to useless.
  - A much more preferable situation would be for the linking page to have an article that mentions your site and then links to you from within the article body.



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# Evaluating a Link Source

- **The target website is somewhere you'd like to be seen.**
  - Look for respected sources of information in your industry and it is probably safe to say that it will be regarded as an authority site by Google, and a link from them to your site will be valuable.



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What Makes a Quality Link Target?, By Ken McGaffin, Mar 2, 2005, 14:12,  
<http://www.linkingmatters.com/quality-links.html>

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# Evaluating a Link Source

- **The target website must be relevant to your business.**
  - It is likely to be used by people who would be interested in what you have to offer.
  - Look for sites that are related.
    - A company that offers data recovery services will want to be seen not only on technology sites, but also sites whose main focus may be on health management, education or local government but also have a section on 'technology in health management', 'technology in education' and so on.



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# Evaluating a Link Source

- **The website should be able to drive appropriate traffic.**
  - That not only means the same target market as your website, but at the right stage of the buying cycle.
  - As John Alexander shows in Wordtracker Magic, the best time to target recent mothers is not after the baby has been born but before, during pregnancy when the mother is searching the web to find potential names for her child.



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# Evaluating a Link Source

- **The website should perform well on Google.**
  - The pages upon which your link might sit should be found in the Google index.
  - To find out simply select a unique group of about 6-10 words, put them into the Google search box and enclose them in quotation marks. If the page has been crawled it should come up in the research results.



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# Evaluating a Link Source

- **The links must be visible to the search engines.**
  - There are some dynamic linking techniques designed to hoard PageRank by not letting the bots follow the links on a page.
  - Such links are valuable only for the traffic that they bring: they will not help your search engine rankings in any way.
  - The most simple of these is the 'no follow' tag, agreed by the major search engines to prevent 'blog spamming'.



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# Evaluating a Link Source

- **The website embeds the links in the body copy or editorial.**
  - This is much better than listing them at the side or bottom of an article.
  - I've found that if another writer mentions Linking Matters in the body of an article on say, WebPronews.com, I get more traffic than from one of my own articles that includes a link at the bottom of the article.



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# Evaluating a Link Source

- **The page on which the links will sit should not be too far from the home page.**
  - Search engine bots are unlikely to go more than three levels deep on any website. So links buried deeper may not be found.
  - When looking for quality links look for websites that provide links as close to the home page as possible.
  - For those of you designing websites, follow the example of the BBC: their rule is that every piece of content on the BBC News site must be available within three clicks of the News home page.



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# Evaluating a Link Source

- **The target website allows you to use your own linking text.**
  - Webmasters know the value of linking text and they should take the trouble to link to you with meaningful text rather than just your URL.



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# Evaluating a Link Source

- **The target website links to specific content.**
  - External links to your site, particularly if they are included in editorial should link to a specific resource, not just your home page.



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# Traffic to the linking page.

- **Remember that links are not just for improving your search rank, they're also an important source of targeted traffic.**
  - The more people that visit the page your link is on, the more people will come to your site.
  - If people like what they see, this will not only lead to an increase in sales, but some of those people may decide to link to you of their own volition—further increasing your incoming links.
- **Google and others are putting a lot of effort into tracking people's surfing habits.**
  - highly trafficked sites will receive a preferred status.
- **One way to get a rough idea of a page's traffic is the Alexa service.**
  - Do a search for the page that will be linking to you, then click the site info link followed by Traffic Details and then Page Views.
- **Alexa can only track the web surfing habits of people who have the Alexa toolbar installed.**
  - This means it's a fairly tech-savvy audience and that the Alexa numbers might not represent an entirely accurate picture of the traffic to a site.
- **If you're purchasing a link from another website, you should always ask to see the traffic stats for the page your link will be on, especially if you're going to be spending money for the link.**



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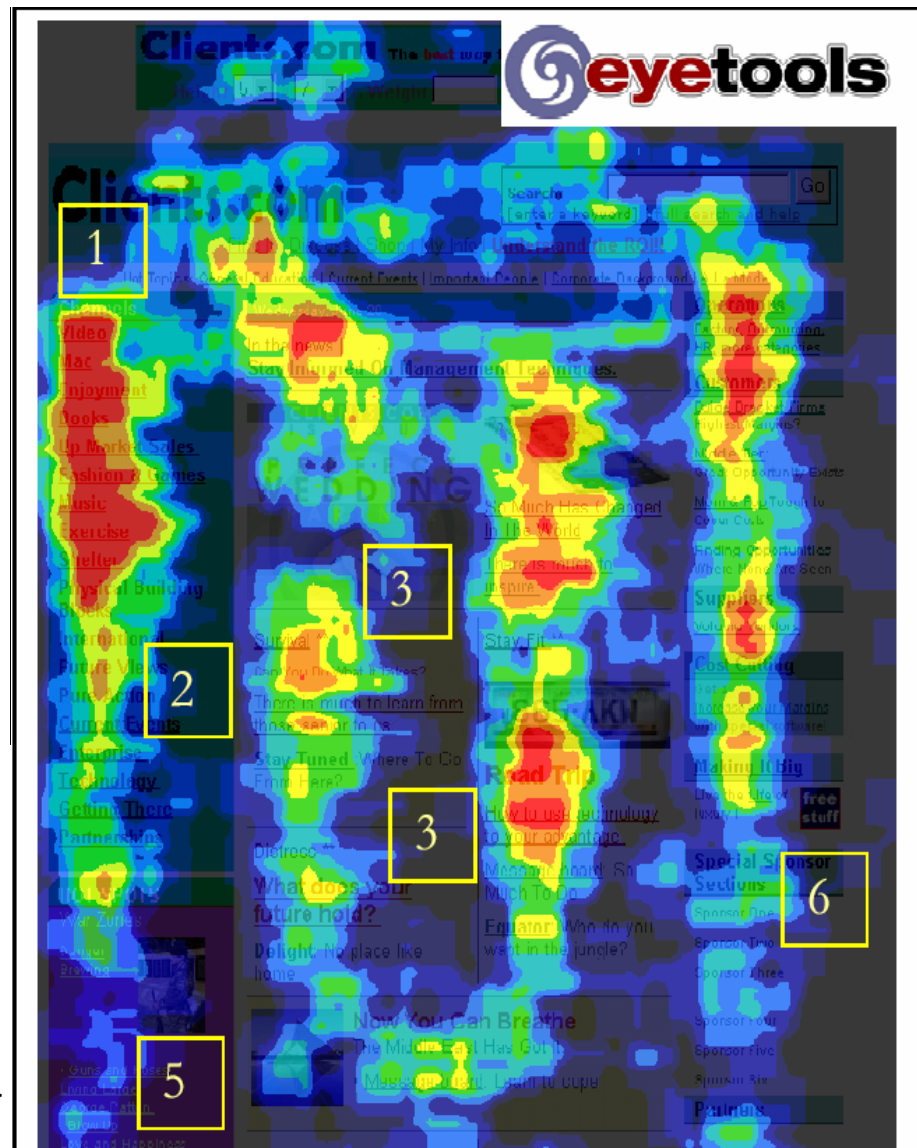
## After Redesign: Heatmap Analysis

- Improved display of navigation elements draws all visitors' eyes.
- The left nav is still a stronger hotspot, and other areas have become hotspots as well.
- Titles effectively draw attention, enabling visitors to focus on content that interests them.
- The left nav successfully pulls visitors' eyes to the bottom of the column.
- This column of paid content was specifically redesigned to pull visitors' eyes down the page.



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## After Redesign: Improved Homepage

- Improved display of navigation elements draws all visitors' eyes.
- Left nav is still a stronger hotspot, other areas have become hotspots as well.
- Titles effectively draw attention, enabling visitors to focus on content that interests them.
- Left nav successfully pulls visitors' eyes to the bottom of the column.
- Column of paid content -specifically redesigned to pull visitors' eyes down the page.



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The screenshot shows the Clients.com homepage with a redesigned layout. At the top, there's a green header with the site name and a search bar. Below this is a blue navigation bar with links like 'Find It', 'Discuss', 'Shop', 'My Info', and 'Understand the ROI!!!'. The main content area is divided into several columns. On the left, there's a 'Channels' sidebar with links to various categories like Video, Mac, and Music. The center column features a large 'PERFECT WEDDING PARTNER' advertisement and several smaller articles with headlines like 'Survival \*\*' and 'What does your future hold?'. On the right, there's a 'Suppliers' sidebar with links to 'Volume Vendors' and 'Cost Cutting'. The bottom of the page has a 'HOT SPOTS' section with links to 'War Zones' and 'Guns and Roses', and a 'Partners' section with links to 'Sponsor One' through 'Sponsor Six'.



# Accessibility to Search Engines

- **any link from a page that is not being crawled by search engines is absolutely worthless to you**
- **To see if a page has been indexed by a search engine, simply enter a unique phrase (surrounded by quotes) from that page into the search field.**
  - The quotes say "Look for this exact phrase." If the page has been indexed by the engine, then it will show up for that search.
- **Check when Google last spidered that page.**
  - The more recent the cache date, the better, as this indicates that Google is regularly crawling this page. As such, it also means that you'll get credit for that link sooner.
  - If your link is already on the page, check to see that your link is in the cached version of the page. If not, something is amiss, and it's likely that the page employs some trick to prevent search engines from seeing its outgoing links.
- **Next, make sure that link is a direct link to your website.**
  - If the link is a Javascript link, or a redirect, or a nofollow link, then it's of little value to you.
  - Usually, placing your mouse over the link will cause the destination of the link to appear in the bar at the bottom of your browser (i.e., the status bar),
  - but there are ways to manipulate this feature so it's best to check your link within the page's HTML source code.



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# Accessibility to Search Engines

- **A direct link in the HTML code would look like:**
  - `<a href="http://www.your-site.com/">Click here!</a>`
- **A Javascript link would look like:**
  - `<a href="javascript:void(0)"`
  - `onclick="window.open('http://www.your-site.com/')"`
  - `onmouseover="status='http://www.your-site.com/'; return true;"`
  - `onmouseout="status=defaultStatus; return true;">Click here!</a>`
- **A redirected link would look like:**
  - `<a href="http://www.their-site.com/redir.php?r=http://www.your-site.com/">Click here!</a>`
- **And a nofollow link looks like:**
  - `<a href="http://www.your-site.com/" rel="nofollow">Click here!</a>`



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# Accessibility to Search Engines

- **“click here” is horrible anchor text**
  - you'll want your keywords to appear in the visible portion of any text link pointing to your site.
  - Getting your keywords into the anchor text of your incoming links is one of the most powerful page ranking factors available to the SEO.
  - However, be advised that a small number of click here links isn't terrible. Having all identical incoming link anchor text indicates to a search engine the possibility of artificial link manipulation, which could result in a penalty for your site.
- **Since your objective should be to achieve a natural looking incoming link structure, it's a good idea to mix up your incoming link anchor text a bit.**
  - A few sporadically placed click here links make your incoming link structure appear more natural and diverse than a network of 100% keyword-rich incoming anchor text links.
- **By the way, the powerful effect of anchor text links can be dramatically demonstrated by searching Google for click here.**
  - You'll see that the Adobe Reader download page grabs the top spot for that search term, even though the words click here aren't found anywhere on the page itself.
  - Instead, the page ranks #1 purely on the power of the anchor text within the incoming links that point to the page.



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# Incoming and Outgoing Links

- **Remember what we said about keeping your pages in their own topically relevant neighborhood?**
  - The same advice applies to the pages that are linking to you.
  - Check the incoming links of those potential link partners, as well as the other pages they are linking to.
    - The more the page stays in its own neighborhood, the more valuable a link from that page is going to be to you.
    - And, of course, the fewer outbound links the page has, the better.
    - That means more of the page's link equity is focused on the link to you rather than being dispersed across links to several pages.



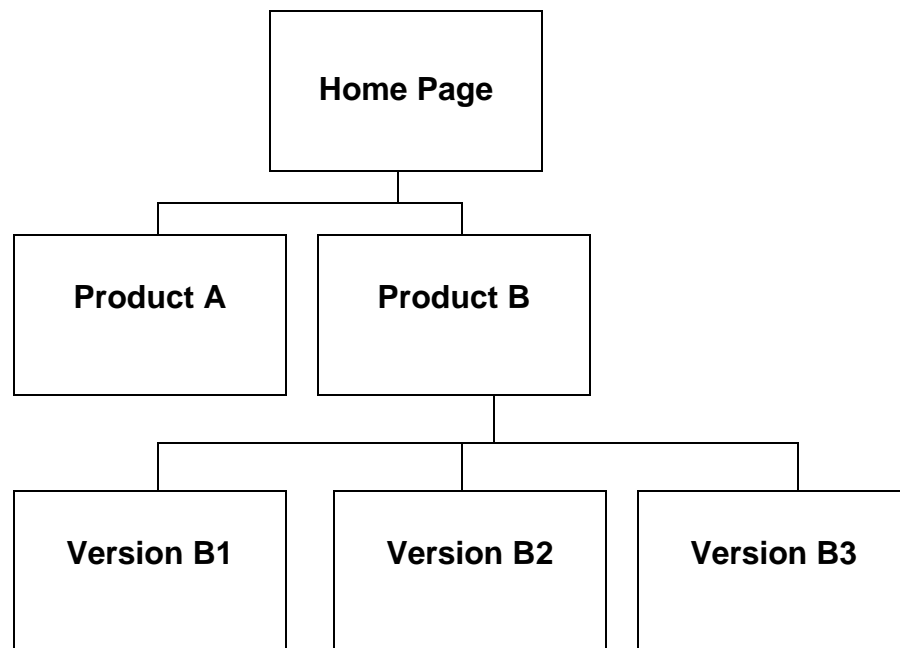
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# Linking alters the PageRank

- 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](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.



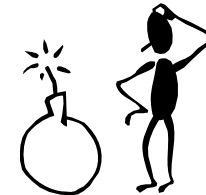
# Provide resources

- **Caution: Remember you are directing people away from your site!**
  - Consider putting the information on your site rather than linking.
  - Consider opening a new page for the link.
- **Links to other sites do not help your ranking! Links from do!!**
  - Consider an exception to this rule:
  - Links to high powered sites can help to identify you as part of a “neighborhood” to the search engines.



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# Link Farms

- **The process of exchanging reciprocal links with Web sites in order to increase search engine optimization.**
  - The idea behind link farming is to increase the number of sites that link to yours because search engines such as Google rank sites according to, among other things, the quality and quantity of sites that link to yours.
  - In theory, the more sites that link to yours, the higher your ranking in the search engine results will be because the more links indicate a higher level of popularity among users of the Internet.
  - However, search engines such as Google consider link farming as a **form of spam** and have been implementing procedures to banish sites that participate in link farming, so the term link farming has garnered negative connotations across the Internet.



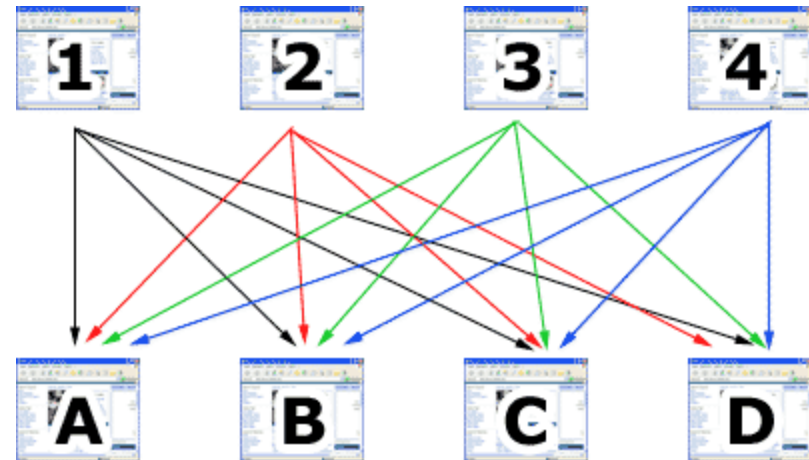
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Also see How Web Search Engines  
Work in the Did You Know . . . ? section  
of Webopedia.

# Influence of Other Sites

- Search engines consider A, B, C, & D related because other sites link to all of them.
- Note they do not link to each other!
- Think about the “neighborhood” when you look for link partners.



# Conclusions

- **An effective linking program is a key element of a successful marketing site.**
- **Building links is an ongoing process.**



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# 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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# Supplemental Materials

**Slides following this point are  
miscellaneous information on slides  
used in prior versions of this  
presentation.**



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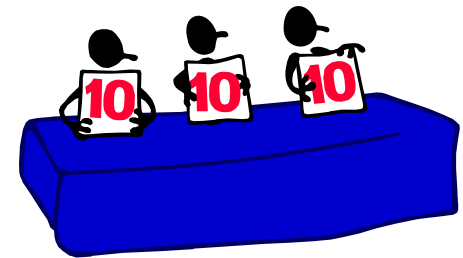
# Directories are good links

- **Many sites offer free directory listings.**
  - Their business is creating a “portal” where they can sell ads.
  - Becoming a useful reference to material benefits their site.
  - The better they are, the more they will help you.



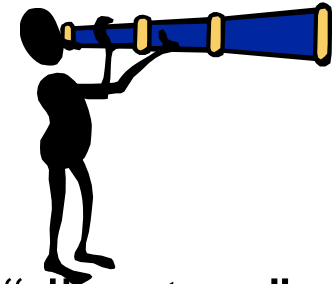
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# Finding Directories

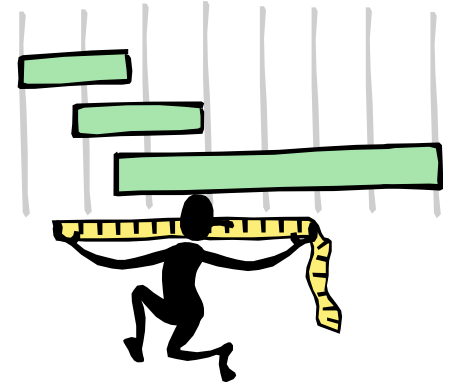


- **Search for them!**
  - Use keywords for your site combined with “directory”.
    - For example: “pet food directory”
- **Review their categories to see where you might fit.**
  - Fits your business and fewer links!
- **Look at these sites for more assistance.**
  - MyStrongestLinks 
  - Optilink 



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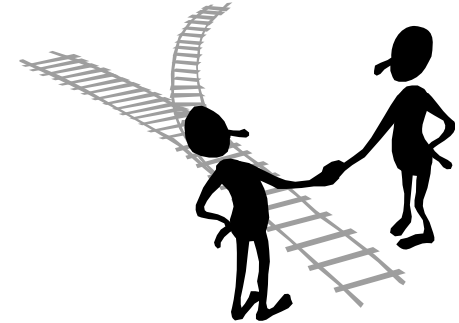
# Directory listings

- **Look at the other listings in your selected category.**
  - Tailor your submission to set yourself apart.
  - Do you offer something that the other listings don't?
  - Can you write a more appealing tag line to beat your competition?



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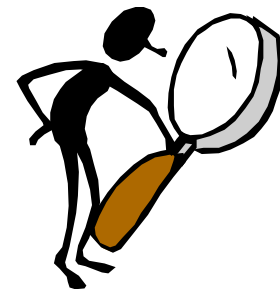
# Finding your site

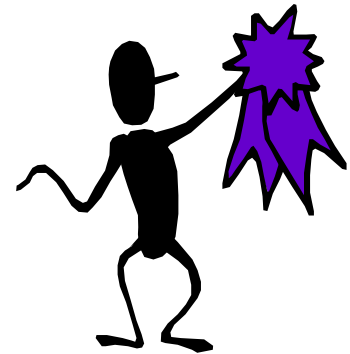
- **Search engine spiders navigate through links.**
  - New pages get indexed by the search engines.
  - Protects your site from being dropped from the search engine index.



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# Boost your ranking

- **Search engines consider links to be a “vote” by the Internet.**
  - Some caveats: Avoid link farms, rings, and other abuses.
  - Some links are worth more than others.
    - Related is better.
    - Keywords demonstrate relationship.
    - Anchor text emphasizes phrases you want.



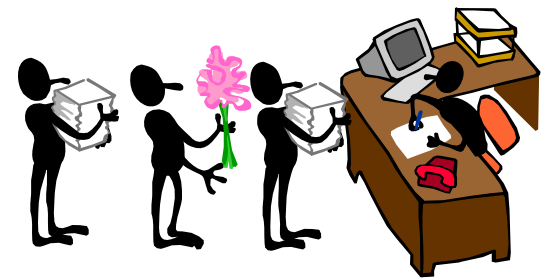
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# Generate traffic

- **Pick sites that will attract visitors who might be interested in you.**
- **Study the other links to see how to distinguish yourself.**
- **Create different link setups for different links.**



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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.



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# 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.**

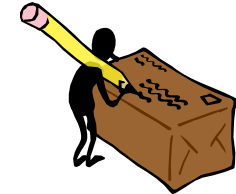


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# Create your own!



- **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.



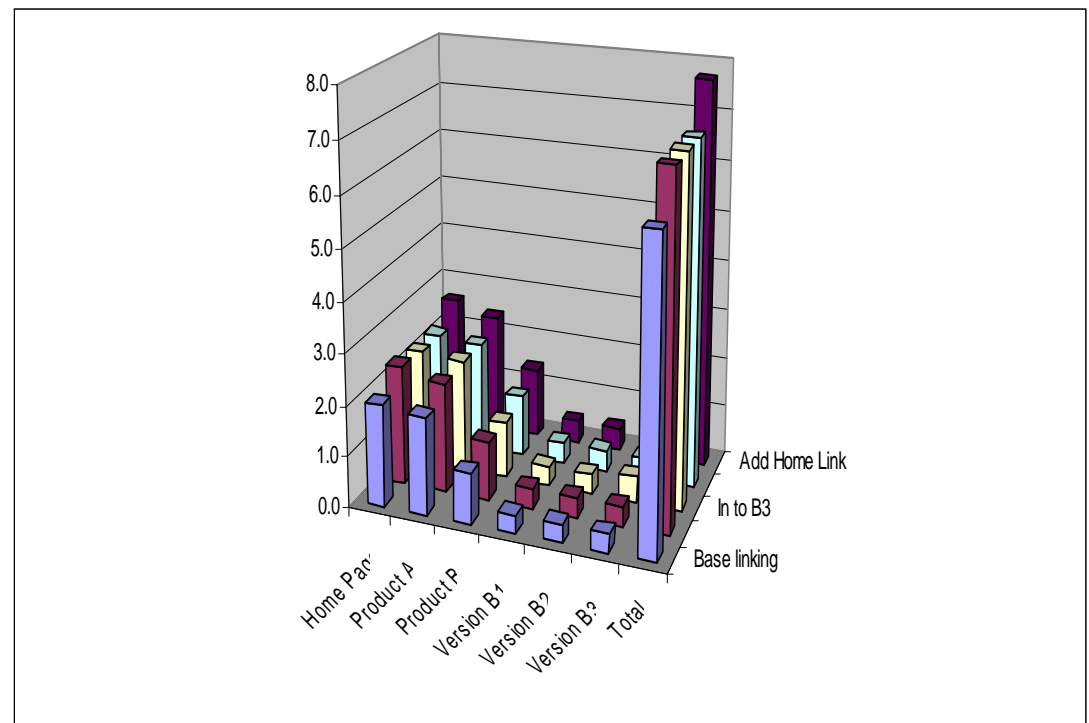
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# Home Page has Most Value

- Adding links anywhere increases total site value!



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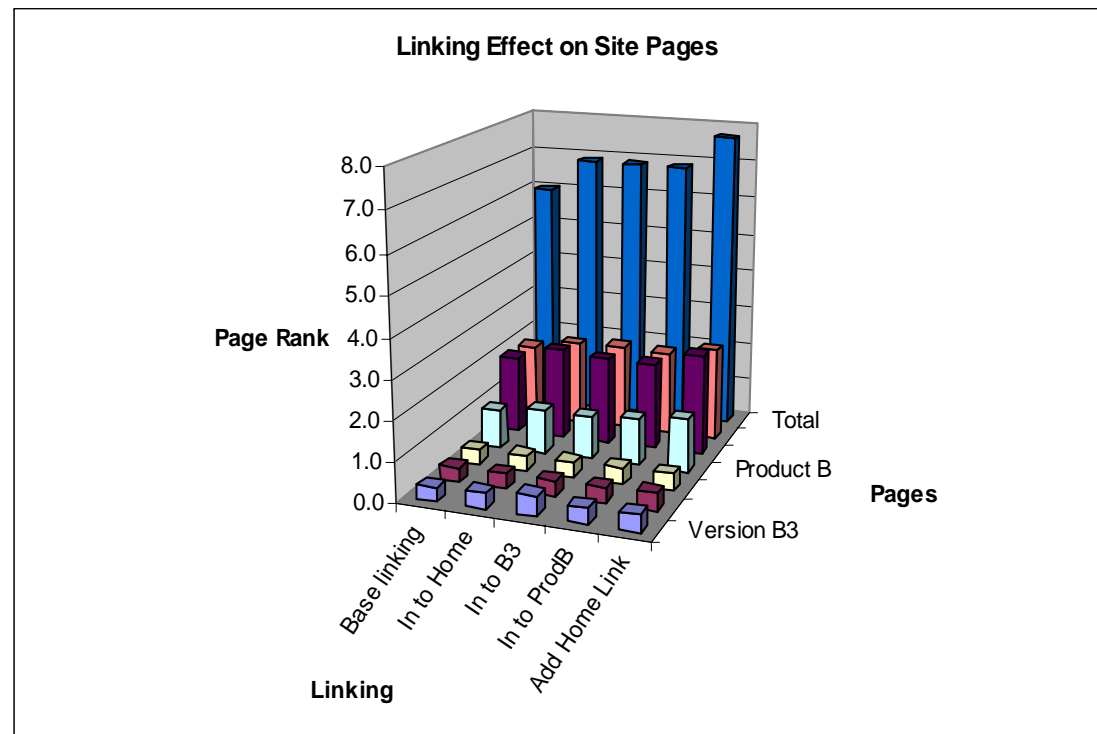
{LinkingYourSite}

Linking analysis based on info provided at  
[http://www.webworkshop.net/pagerank\\_calculator.php](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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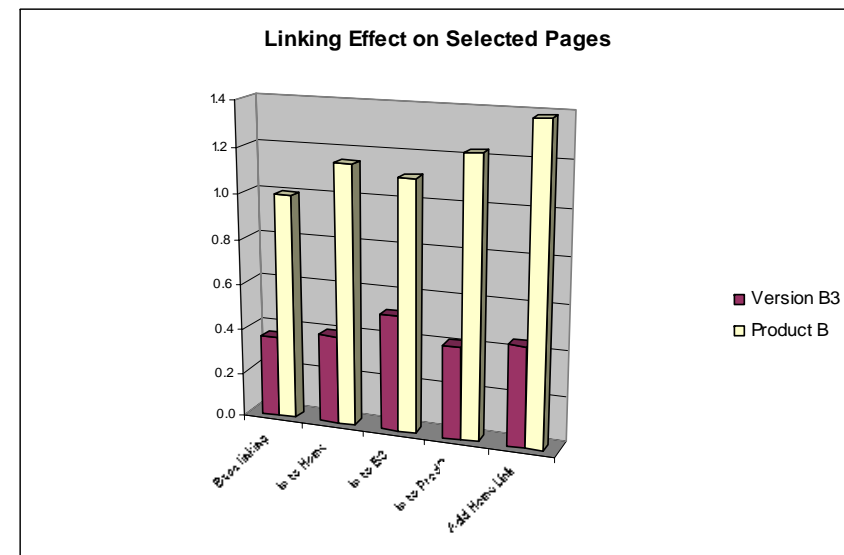
{LinkingYourSite}

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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 analysis based on info provided at  
[http://www.webworkshop.net/pagerank\\_calculator.php](http://www.webworkshop.net/pagerank_calculator.php).

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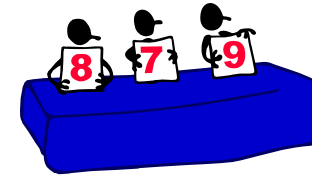
# Benefits of Link Building

1. Following a link gains traffic
2. Search engines give sites with good inbound and outbound links a higher ranking.
3. By providing links to other material, you help your visitors.
4. Having a linking strategy forces you to ask the fundamental question, "Why would anyone want to link to you?"
  - The answer of course is that you provide something of value
5. Inbound links help to build trust.
  - If people see that a popular or respected site links to you, then their level of trust in what you say and what you offer is likely to be higher.
6. Perhaps most importantly, you become part of a community. linking to key sources of information.



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# Search Engine Treatment

- Where AltaVista and Inktomi just counted gross links pointing to a Web site, Google gives far more weight to a link from a popular Web site than an obscure one.
- Another difference is Google applies the majority of the link popularity to the page the outside link points to.
  - Because many links point to specific subpages within a site, this allows every page to be evaluated by Google individually, rather than the popularity of the site as a whole.



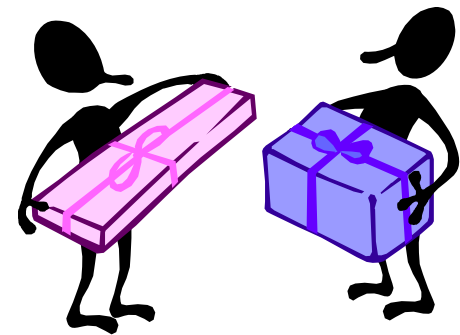
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# Invite Links from Others

- **Ask sites to link to you.**
  - If your information is useful to another site, they might choose to link to you.
  - Tell them how to do it:
    - MedLinePlus site provides a good illustration of assistance.



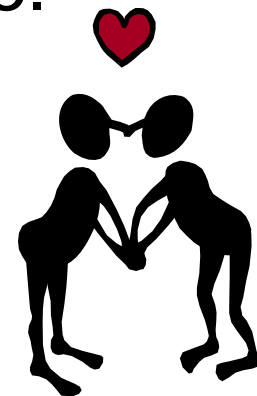
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# Reciprocal Links

- **Trade links with other sites.**
  - You link to them so they will link to you.
  - Competitors can link! It helps you both!
  - Pick sites that outrank you if possible.
  - Look for relevance between sites.



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# Finding Link Partners

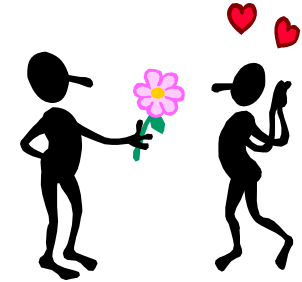
- **Check out your business associates first.**
  - Existing customers may link to you.
  - Your suppliers should want to link to you.
- **Who comes up on your keyword search?**
  - Anyone there could be a prospect.



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# Search for Link Partners

- **Search for relevant keywords.**
  - Use the keywords plus “add url”, “add site”, “submit site” or other terms.
- **Examine the site to ensure that it is suitable.**
  - Many sites you find this way might be “low grade” link partners.

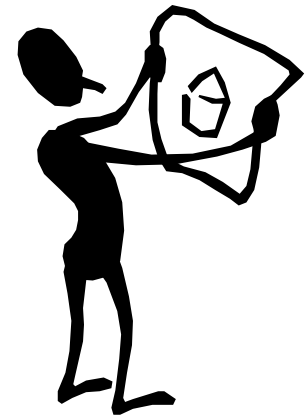


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# Evaluating Link Partners

- **Choose reputable, professional looking sites.**
- **Check their ranking and links.**
  - Google toolbar helps.
  - Alexa.com provides more information.
  - Make sure their links pages are cached.
  - Count their “backward links”.
  - Count their outgoing links (max 40?).
  - Check for “robots” tricks, orphan pages, etc.





# Link Evaluation

- **"A link from a popular and well visited Web site can be invaluable if it sends you qualified traffic that converts."**
- **The true value of a link has absolutely nothing whatsoever to do with PageRank."**
  - The most interesting thing I discovered about his page choice was he'd done his homework.
  - It has 125 .edu domains and two .gov domains among those linking back to it.
  - Google very much approves of links from .edu and .gov sites due to their "authority."



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"What Price PageRank?", Mike Grehan, ClickZ Marketing, July 11, 2005,  
<http://www.clickz.com/experts/search/results/print.php/3518646>



# Link Evaluation

- "It's the neighborhood, which means the most to me,"
- "I'll normally try to find the authority sites in an industry and approach them to see what they're offering."
  - I'll try to bargain anything, from buying their office pizza to giving them free products from the site I'm seeking advertising for, or will outright pay them."
  - Previously, on the PR scale he would buy a PR 6 link for \$30-60 per month. At the higher end, he'd spend up to \$2,000 for a PR 9.



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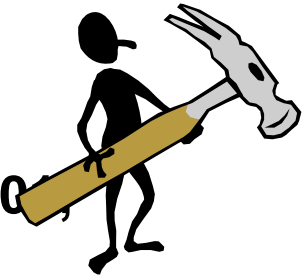
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# Link Building Strategy

## Resources

- Major search engines
- Major directories
- Major human edited Web guides (About.com, Suite 101, JoeAnt)
- Industry specific topical and regional search engines
- Industry specific topical and regional directories, links pages, and blogs
- General "What's New" sites and newsletter editors (like bLink)
- Site recommendation services (like Alexa)



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<http://www.ericward.com/netpost2.html>

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# Link Building Strategy

## Resources (cont.)

- Collaborative bookmark services (like Zeal)
- Site of the day/week/month editors (like USA Today Hot Sites)
- Net based radio shows (like Internet Insider and Kim Kommando)
- Internet magazines in print (Internet!, .net, WebBOUND)
- Lastly, I will run a site announcement for you on my URLwire News Network, which reaches thousands of online editors at venues like
  - FORBES Best of the Web, Netsurfer Digest, WDFM, LockerGnome, About.com, Suite 101, bLink, Alexa, Zeal, USA Today Hot Sites, Kim Kommando, etc.URLwire is also syndicated to thousands of other sites through agreements with news aggregators like Newsindex and Moreover.



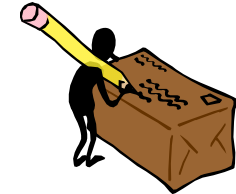
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<http://www.ericward.com/netpost2.html>

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# 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.
- **Unet**
  - 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.



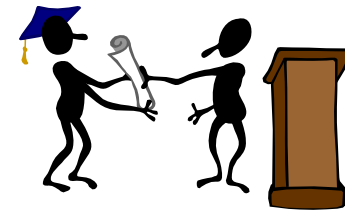
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# Inbound links

- **Directories (Yahoo, Open Directory, Industry specific).**
- **Prominent sites in arena.**
- **Related sites.**
  - Provider sites.
  - Customer/client sites.



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# External Linking

1. You must have good content on your site.
2. You should also publish outbound links that your site users will find valuable.
3. You should have a target list of external sites from which you can request links.
4. How to determine what is a "good" inbound link.

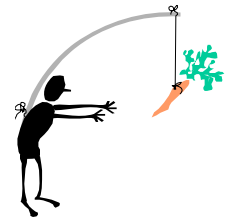


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# Anchor text emphasis

- **“Google bombing”.**
  - Anchor text in links effects ranking.
  - See the example of “miserable failure” for ranking achieved completely by external links.
- **Internal linking to promote emphasis.**
  - You control the importance that the search engine places on your pages.





# Solutions:

1. **Focus on developing content and acquiring potent and relevant content.**
  - A. Ranking & Back Links will take care of itself.
2. **Free & Paid Directories: Do a search on google for \*medical supplies directory\***
  - A. SeniorPro: <http://www.seniorpro.com/pdirectory.asp?sc=18> (FREE)
  - B. Information Outpost: [http://www.informationoutpost.com/page.cfm?c=link\\_submission.cfm](http://www.informationoutpost.com/page.cfm?c=link_submission.cfm) (Paid \$5.00 one time fee)
3. **directories are a good source for finding linking partners**
4. **Hide outbound links from spiders**
  - A. Use Robots Text To to exclude robots from links page.
  - B. Use java script to hide links page from spiders.
  - C. Image map an image to links page
  - D. Use data base with symbols in url
  - E. Single links page with no links pointing in
  - F. Put links page in frame set
  - G. make links page flash
  - H. make links page in shock
  - I. make links page content a image and image map interior links.
5. **Article Marketing**



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# Article Marketing

- **The benefits of article marketing are well documented.**
  - If it can build your Page Rank as well, it's even a better use of your time.
  - Start writing and posting articles that show your expertise.
  - See the local example of "red light cameras".
- **You can find more by performing online searches for terms such as:**
  - "free places to submit articles"
  - "article submissions"
  - "free articles for reprint"
  - "submit articles"
  - Listing provided in linksfile.xls (available on site!)



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# Internal Link Structure:

- Organize Into Categories
- Links On Header & Footers to all Main Categories.
- All Categories Have internal link Structure.
- Site Map
- Anchor Text Within Body of text.



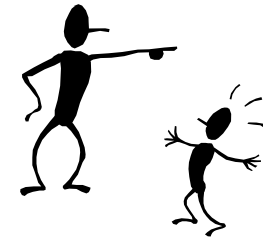
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# Dirty Tactics

1. **java script blocks transfer of page rank.**
2. **Robots Text for links page to No Follow. With that command, the search engine spiders will not crawl the page.**
  - A. The RobotsMeta tag has the following options Indexes the page and follows links
    - `<meta name="robots" content="index, follow">`
  - B. Does not index the page, but follows links
    - `<meta name="robots" content="noindex, follow">`
  - C. Indexes the page, but does not follow links
    - `<meta name="robots" content="index, nofollow">`
  - D. Neither indexes or follows links
    - `<meta name="robots" content="noindex, nofollow">`
3. **Orphaned Pages (no links to links page).**
4. **check your link regularly**
  - A. <http://www.hoojo.com/linkchecker.aspx> free link checker
  - B. <http://www.handyarchive.com/download/5197/justlinks.exe>



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# Google Looks at Links

- **New information has emerged in a Google patent filing.**
  - Google watches how fast new links to a site appear as a way to detect and penalize search engine spam.
  - If too many new links appear in too short a timeframe, the site may be penalized, or even banned, by Google.
  - Google also watches how many new links with identical anchor text emerge.
    - This is another clue links may be suspect or mass-manufactured.
    - Additionally, Google monitors the rate at which links disappear to identify the degree of relevance and sort out spam.
    - If you were to switch to an affiliate platform that caused all your affiliates to link directly to your site overnight, all using the same anchor text, red flags would very likely be raised with Google and other search engines.



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How Affiliate Programs Can Affect Search Rankings, BY Fredrick Marckini, April 18, 2005, <http://www.clickz.com/experts/search/results/article.php/3497826>

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# Google “take” on Links

- **From “The Anatomy of a Large-Scale Hypertextual Web Search Engine”**
  - The text of links is treated in a special way in our search engine. Most search engines associate the text of a link with the page that the link is on. In addition, we associate it with the page the link points to. This has several advantages.
  - First, anchors often provide more accurate descriptions of web pages than the pages themselves.
  - Second, anchors may exist for documents which cannot be indexed by a text-based search engine, such as images, programs, and databases. This makes it possible to return web pages which have not actually been crawled.
    - Note that pages that have not been crawled can cause problems, since they are never checked for validity before being returned to the user.
    - In this case, the search engine can even return a page that never actually existed, but had hyperlinks pointing to it. However, it is possible to sort the results, so that this particular problem rarely happens.



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Cited from Sergey Brin and Lawrence Pageon the HighRankings forum,  
<http://www.highrankings.com/forum/index.php?showtopic=13825>



# Spammer Links

- **If Google bans an affiliate in your network. That affiliate may be engaged in tactics counter to Google's stated policies. In such a case, you probably wouldn't want a link from it.**
  - Your affiliates link to you in ways search engines can follow.
  - Their links influence your ranking, for better or worse.
  - If all your affiliate network sites are of high quality and adhere to search engines' rules and the links appear slowly over some reasonable period (several months), your network will likely perform well.
- **Here is a tool to check whether your site has been banned.**



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How Affiliate Programs Can Affect Search Rankings, BY Fredrick Marckini, April 18, 2005, <http://www.clickz.com/experts/search/results/article.php/3497826>

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# Other Points

- **Context Dilution**
  - Some of your affiliates may also operate as affiliates for other merchants.
  - They may link to everything on the same page: credit card offers; pots and pans; home-based business opportunities.
  - Links from these pages cover so many topics they dilute your inbound links' context. That won't help your ranking.
- **Link Solicitation**
  - Soliciting links from your affiliate network the old-fashioned way is a simple exercise.
  - Negotiation is easy and should provide you with some leverage.
  - When you do the work, the results can be remarkable. Rankings and traffic both increase.
- **Quality vs. Quantity**
  - Before scuttling your existing affiliate network, remember: it's link quality, not quantity, that counts.
  - We've seen two or three high-quality links very quickly catapult a site's rankings into the top-10 results in all major engines



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**Richard G. Myers**

How Affiliate Programs Can Affect Search Rankings, BY Fredrick Marckini, April 18, 2005, <http://www.clickz.com/experts/search/results/article.php/3497826>

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## More from the Forum

- **Discussion pertained to impact of “dead links” on ranking.**
  - No evidence that engines directly penalize sites for dead links.
  - Some penalty is inherent for other links on page being “devalued”.
  - “Dangling links are ignored in the models discussed in the very old papers. We cannot be sure that they are ignored in whatever Google is doing these days.”



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HighRankings forum,  
<http://www.highrankings.com/forum/index.php?showtopic=13825>