Linking Your Web Site
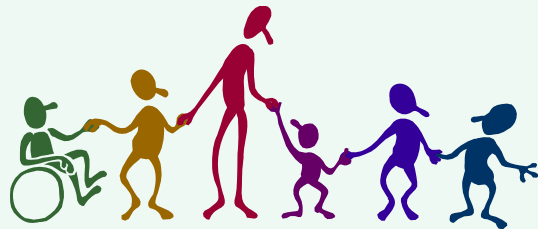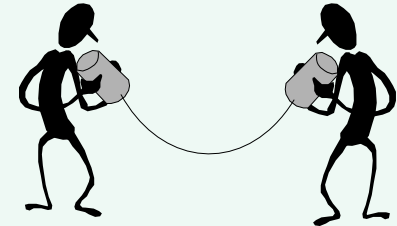
Why and how to do it.

Computer Productivity Consulting
Richard G. Myers

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.**

Computer Productivity Consulting
Richard G. Myers

{LinkingYourSite}

Link Building Strategies

- **Offer Quality Content**
- **Submit to Directories**
- **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**
- **Create your own links through article strategies!**

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.

Computer Productivity Consulting
Richard G. Myers

"A Review of Link Building Strategies", <u>Market Position</u>, March 24, 2006, by Richard Drawhorn , http://www.marketposition.com/blog/archives/2006/03/link_building_s.html

{LinkingYourSite}

Submit to Directories

- **Submission to these directories are typically evaluated by human beings,**

- **your web site will be judged based on their impressions**

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

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.

How Paid Links are Found

- **Links Labeled as Advertisements:**
- **Site Wides:**
- **Links are Sold By a Link Agency:**
- **Selling Site has Information on How to Buy a Text Link Ad:**
- **Relevance of Your Link:**
- **Relevance of Nearby Links:**
- **Advertising Location Type:**
- **Someone Reports Your Site for Buying Links:**

Monday, June 11th, 2007 by Eric Enge,
http://www.stonetemple.com/blog/?p=167

{LinkingYourSite}

How Paid Links are Found (2)

- **Someone Reports Your Site for Some Other Reason:**
- **Someone Reports the Site you Bought Links from for Selling Links:**
- **Someone Reports the Site you Bought Links from for Some Other Reason:**
- **Disgruntled Employee Leaves Your Company, and Reports Your Site:**
- **Disgruntled Employee Leaves the Agency Your Used, and Reports Your Site:**
- **Disgruntled Employee Leaves the Site Your Bought Links from, and Reports Your Site:**
- **Internal Human Review:**

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.**

Computer Productivity Consulting
Richard G. Myers

"Evaluating the Quality of a Link", WebPosition, November 01, 2005, By Esoos Bobnar, http://www.marketposition.com/blog/archives/2005/11/the_smart_marke.html

{LinkingYourSite}

Accessibility to Search Engines

- **Any link from a page that is not being crawled by search engines is practically 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.**

- **Check when Google last spidered that page.**

- **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.

Computer Productivity Consulting
Richard G. Myers

"Evaluating the Quality of a Link", WebPosition, November 01, 2005, By Esoos Bobnar,
http://www.marketposition.com/blog/archives/2005/11/the_smart_marke.html

{LinkingYourSite}

Accessibility to Search Engines

- **A direct link in the HTML code would look like:**
  - Click here!

- **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 redirected link would look like:**
  - Click here!

- **And a nofollow link looks like:**
  - Click here!

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.
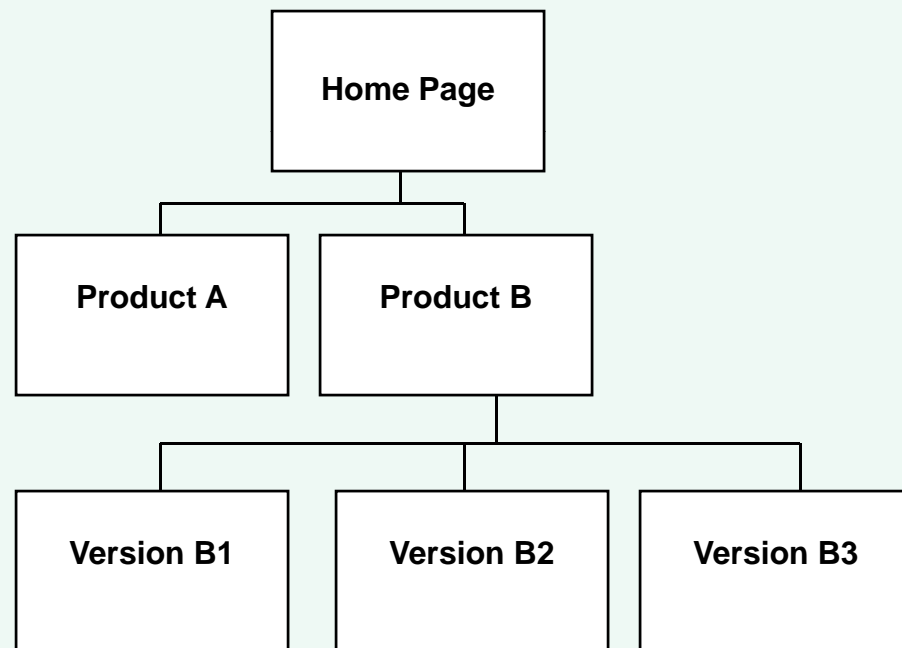
Linking alters the PageRank

- **Imagine a small site with this structure.**

- **Examine the base page values.**

```
                    ┌──────────────┐
                    │  Home Page   │
                    └──────────────┘
                      │          │
              ┌───────────┐  ┌───────────┐
              │ Product A │  │ Product B │
              └───────────┘  └───────────┘
                              │    │    │
        ┌────────────┐ ┌────────────┐ ┌────────────┐
        │ Version B1 │ │ Version B2 │ │ Version B3 │
        └────────────┘ └────────────┘ └────────────┘
```

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

Computer Productivity Consulting
Richard G. Myers

{LinkingYourSite}

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.

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 <u>from</u> 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.

Computer Productivity Consulting
Richard G. Myers

{LinkingYourSite}
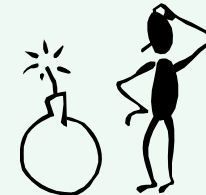
Link Farms

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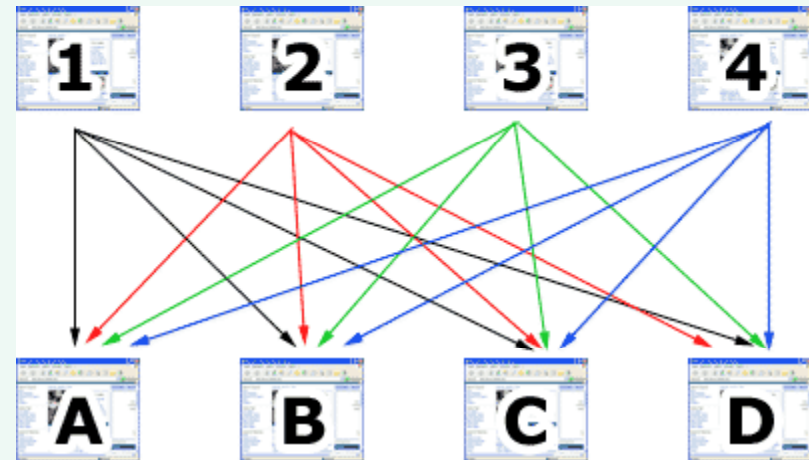
Also see How Web Search Engines Work in the Did You Know . . . ? section of Webopedia.

{LinkingYourSite}

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.**

{LinkingYourSite}

Conclusions

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

Computer Productivity Consulting
Richard G. Myers

{LinkingYourSite}

Summary

- **Manage your site links to enhance your site**
  - Make sure your links are "crawlable"
  - Lots of links
  - Use keyword phrases in anchor text

- **Create links all around the web**
  - Directories
  - Other sites as "feeders"
  - Article placement, blogs, etc.

Computer Productivity Consulting
Richard G. Myers

{LinkingYourSite}

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.

UNIVERSITY *of* HOUSTON
SMALL BUSINESS DEVELOPMENT CENTER

Computer Productivity Consulting
Richard G. Myers

{LinkingYourSite}