Link Metric Cheat Sheet

When building back links to your site it is important to first evaluate which back links will be the best for your site. There are a number of link metrics for you to consider.

Here I'll include what you should look for when evaluating a website. Keep in mind how "high end" the back links need to be depend on what your competitiors are doing and have achieved as ultimately you want to do as good as them and preferably better.

Remeber, the easier the link is to get, the less value it probably has. So here are a few questions to ask yourself and information to look into before deciding to build a back link.

Avoid Websites With Any Of The Following

☐ Not indexed in Google

☐ Sites that sell links

☐ No contact information

☐ Spammy web comments

☐ Domain/trustflow score below 10

☐ Sites with no theme or low quality content

☐ Use of unnatural anchor text

☐ Directories with lots of varied back links
   (see exceptions)

Initial Link Metrics to Consider

☐ Value Test: Would I want this link if Google didn't exist?

☐ Relevancy: How relevant is the link source to your website's niche or content?

☐ Trustworthy: Trustworthy sites are typically high quality sites and they often get linked to from some popular, authoritative sites. Domain authority is a good indicator of this (see below).

☐ Traffic: Will this back link result in any traffic?

☐ Link Position: How valuable will the link be? Will it be placed in the context of an article, on the sidebar or on a resources page?

☐ Anchor Text: Note the quality and diversity of the anchor text used on the site.

☐ Number of Links on Page: How many other links will be on the page? The fewer the better (ie - in-context links vs resource page links).

Specific Link Metrics to Consider

☐ Domain Authority (DA)

Domain authority is the new page rank. Domain authority gets updated a lot more often and is a better indicator to go by. High DA sites are good to get back links from but page authority is important to consider too (see below). *Example: uploading a video to YouTube will give you a domain authority of 100 but only a page authority of 1.*

☐ Page Authority (PA)

Page authority refers to the authority of the specific webpage a link is on versus the entire website. The higher the PA the better. Popular websites may create pages/articles that start with a PA of 1 but quickly grow so take a look at previous articles, when they were posted and what the PA is.

☐ Trust Flow

Trust flow predicts how trustworthy a website is based on the quality of the links that link to it. Works hand-in-hand with citation flow (see below). A general rule of thumb is to stick with websites with a trust flow of at least 10 as lower numbers may have spammy back links (not always the case, review back links).

☐ Citation Flow

This number predicts how authoritative a website is based on how many websites link to it. Works hand-in-hand with trust flow (see above). Look for a citation flow score of at least 10.

Trust flow and citation flow scores of quality sites are typically close (not always the case by a good general rule of thumb.

☐ Domain Age

Older websites can typically provide better back links but just because a domain is older doesn't mean it's the best back link. It just means that the site has had more time to build it's authority and the scores presented in this checklist.

☐ Alexa Ranking

The lower the number the better here but it's one of the last metrics I look at if at all. The criteria above are more important.