

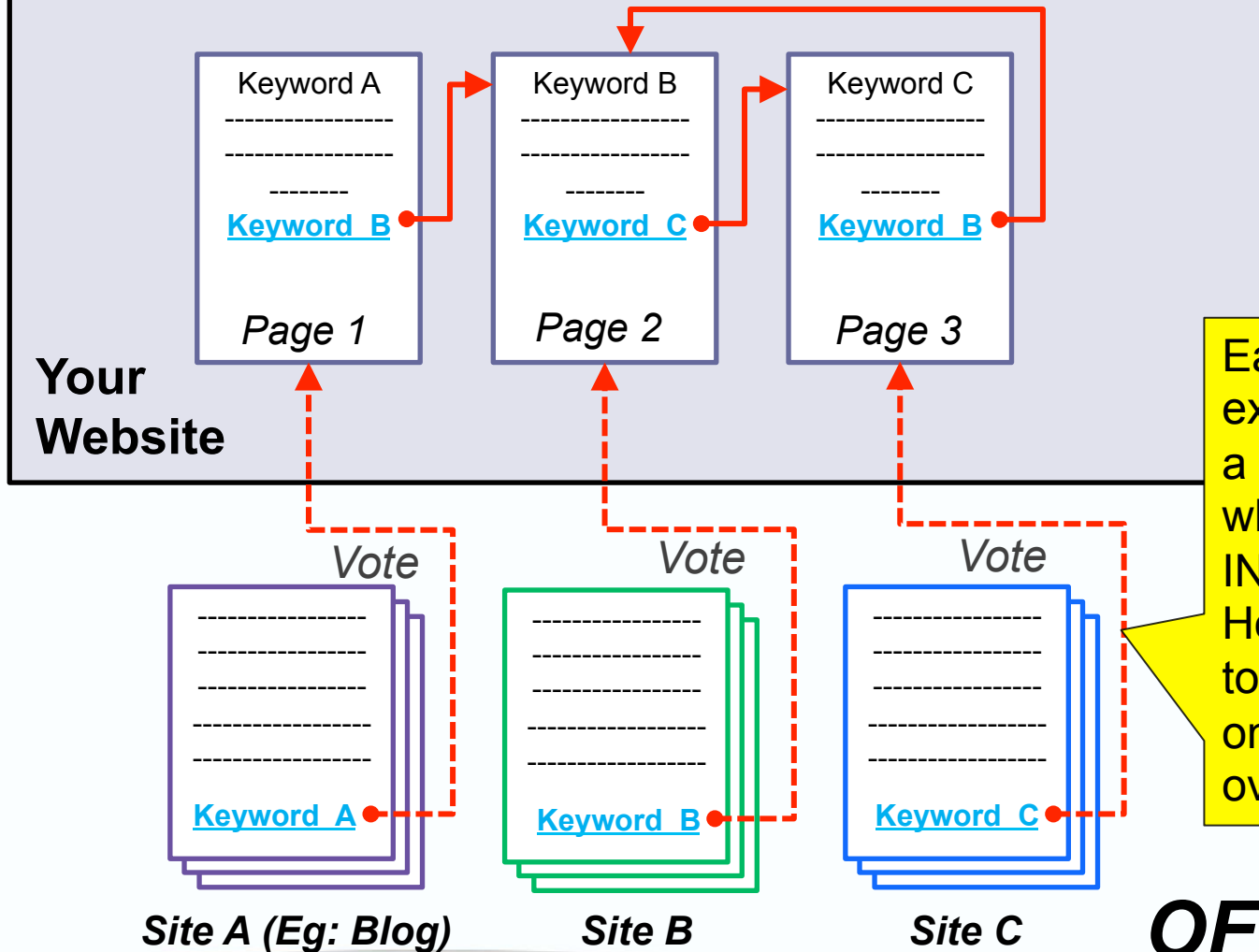
# SEM Coaching 49

# SEO Link Building Strategies



# External Linking

## On Page SEO



Each link from an external page constitutes a **VOTE**. The page where the link points to INHERITS PageRank. However, it is important to note that PageRank is only one of Google's over 200 ranking signals

## OFF Page SEO (Authority)

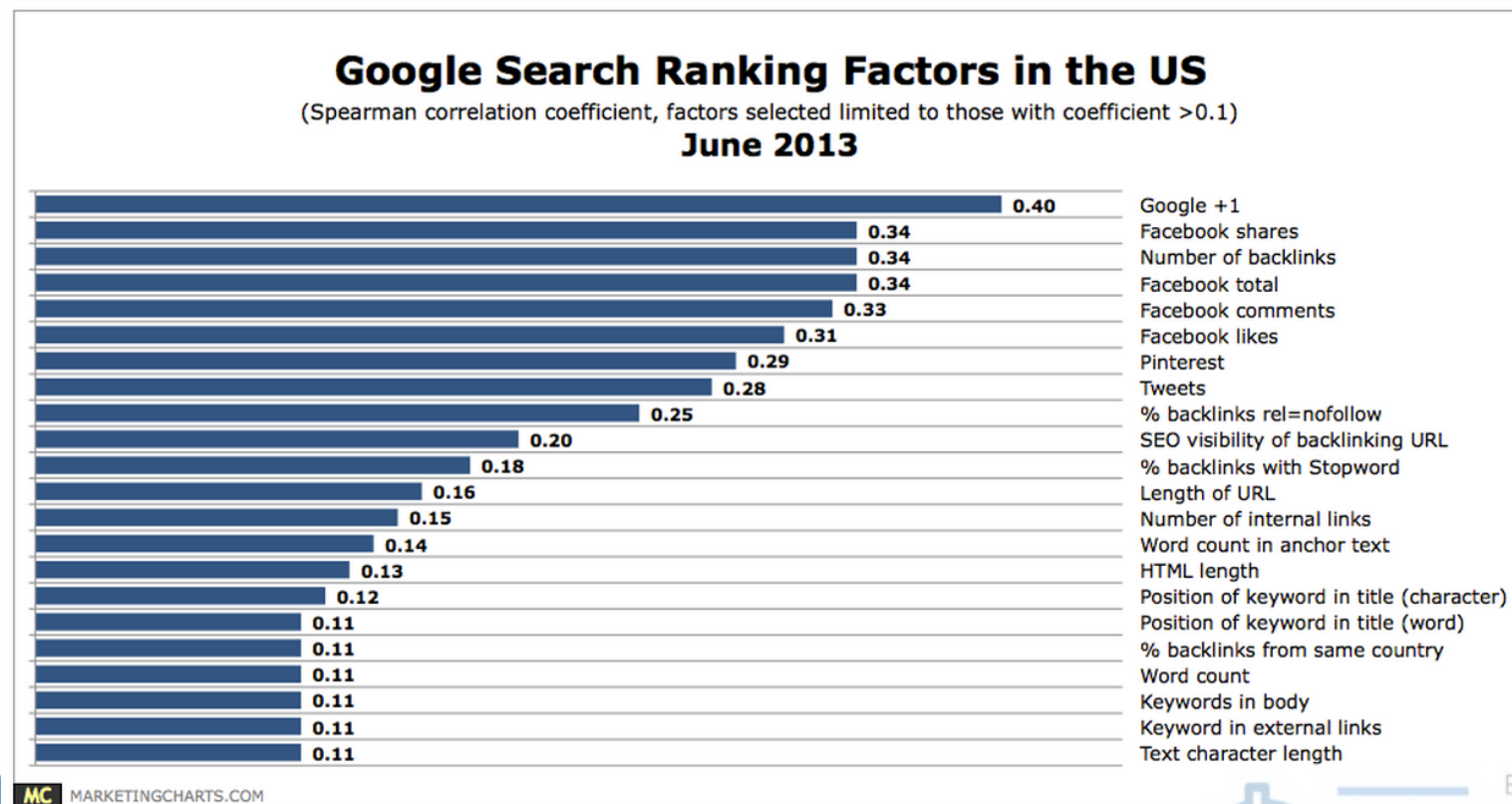
# External Linking Strategies

External linking involves developing **authority** (via other websites & social media) by:

- Submitting your site to MAJOR directories in your topic area
- Obtaining links from YOUR OWN related sites
- Obtaining links from YOUR OWN related blogs
  - Blogger.com & WordPress.com
- Obtaining links from OTHER related sites e.g. Guest blogging
- Press releases
- Social Signals: Social media (Google+, Facebook, Twitter, Pinterest, YouTube, LinkedIn)

# Social Signals

- Social signals represent the degree of social reputation a webpage/content has developed in the social media space.



Source: Searchmetrics



# Google Link Schemes Guideline

Examples of link schemes that can negatively impact a site's ranking

- Buying or selling links that pass PageRank
- Excessive reciprocal link exchanges (i.e. cross linking)
- Large-scale article marketing or guest posting with keyword-rich anchor text links
- Using automated programs or services to create links to your site

<https://support.google.com/webmasters/answer/66356?hl=en>

# Google Link Schemes Guideline

Creating unnatural links can be considered a violation of Google's guidelines:

- Text ads or advertorials where payment is received for articles that include links that pass PageRank
- Links with optimized anchor text in articles or press releases distributed on other sites. For example:
  - There are many **wedding rings** on the market. If you want to have a **wedding**, you will have to pick the **best ring**. You will also need to buy flowers and a **wedding dress**.
- Low-quality directory or bookmark site links
- Links embedded in widgets that are distributed across various sites
- Widely distributed links in the footers of various sites
- Forum comments with optimized links in the post or signature

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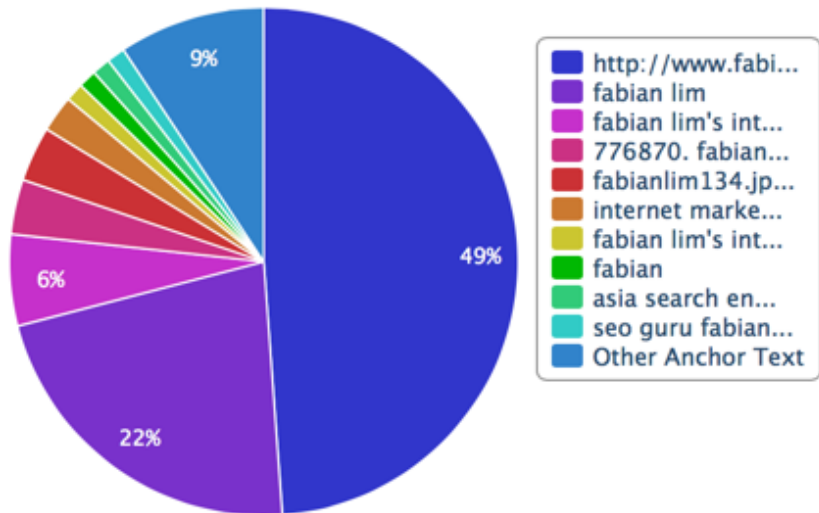
# Anchor Text Diversity

- Vary the anchor text of incoming links e.g.
  - Use Synonyms – dog training, obedience training, train a dog
  - Branded anchors – Pawsitive Company
  - Naked URLs – pawsitivecompany.com
  - Others – click here
- Check anchor text diversity:
  - <http://www.majesticseo.com>

# Anchor Text Diversity

**Anchor Text**

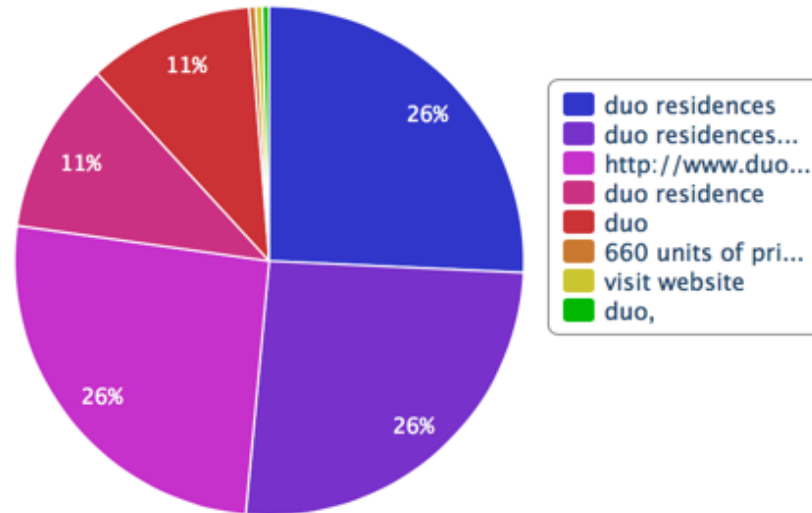
<http://www.fabianlim.name> (URL)



Good Anchor Text Diversity

**Anchor Text**

<http://www.duoresidences.org> (URL)



Poor Anchor Text Diversity



# Social Media: No Follow Attribute

- Social media sites use rel="nofollow" on outgoing links so that search engines do not use the link to establish authority for the site (i.e. PageRank)
- Primary purpose is to prevent spammers from using social media sites to build links

`<a href="http://www.domain.com/" rel="nofollow">link text</a>`

# Link Diversity

- Incoming links should come from a wide variety of sites and types (e.g. directories, blogs, news sites), and **INCLUDE BOTH** dofollow and nofollow links. For example:
  - Blog vs directory vs press release links
  - Links from related sites
  - Links from social media
  - Sites linking to competitors
  - Text vs image links
  - Links from various TLDs e.g. .com, .net, .org., .biz etc.
  - Links from CCTLDs e.g. com.sg, .sg etc.
  - Body content link vs site-wide links, vs footer links

# Competitive Landscape

In this post-Google Penguin era, there are certainly more DO NOTs than DOs.

However, in order to rank highly for your local keywords, you just need to MODEL after your COMPETITORS' GOOD external links – and ignore their BAD links.

As such, STUDY your competitors' external linking strategies carefully.

In addition, remember to apply link diversity in your link building campaign



# SEO Tools Demo

# Majestic SEO

<http://www.MajesticSEO.com>

**MAJESTIC SEO** Blog | My Reports | Tools | Support | Plans & Pricing | Account | Logout | Welcome: Fabian Lim | Messages | Bucket

Home → Site Explorer (fabianlim.name) → Site Explorer Results - Top Pages

**Majestic Site Explorer - Pages** (play video)

fabianlim.name

Scope: ☒ Root Domain ☐ Subdomain ☐ Path (URL\*) ☐ URL  ☒ Use Historic Index: ☐

#	Page	External backlinks	Referring domains	Flow Metrics		Last Seen
				Citation Flow	Trust Flow	
1	Title: Fabian Lim's Internet Marketing Blog URL: <a href="http://www.fabianlim.name/">http://www.fabianlim.name/</a> Crawl Result: Downloaded Successfully	520	75	32	11	21 Oct 2013
2	Title: <a href="http://fabianlim.name/">http://fabianlim.name/</a> URL: <a href="http://fabianlim.name/">http://fabianlim.name/</a> URL Redirects To: <a href="http://www.fabianlim.name/">http://www.fabianlim.name/</a> Crawl Result: Downloaded Successfully	241	23	23	7	19 Oct 2013
3	Title: About Fabian Lim URL: <a href="http://www.fabianlim.name/about">http://www.fabianlim.name/about</a> Crawl Result: Downloaded Successfully	19	7	27	10	28 Sep 2013
4	Title: Search Engine Optimization Pricing - The C... URL: <a href="http://www.fabianlim.name/cost-of-seo-serv...">http://www.fabianlim.name/cost-of-seo-serv...</a> Crawl Result: Downloaded Successfully	28	4	25	7	16 Oct 2013
5	Title: Redirecting Non-WWW Domain to WWW Using ht... URL: <a href="http://www.fabianlim.name/redirecting-non-...">http://www.fabianlim.name/redirecting-non-...</a> Crawl Result: Downloaded Successfully	6	4	16	0	9 Oct 2013

# Majestic SEO – Clique Hunter

## Visually Identify Common Links to Your Competitors

The screenshot shows the Majestic SEO website's 'Clique Hunter' tool. The top navigation bar includes links for Blog, My Reports, Tools, Support, Plans & Pricing, Account, Logout, and a welcome message for Fabian Lim. A banner at the top right encourages signing up for free training. The main navigation menu includes Site Explorer, Keyword Checker, Backlink History, Bulk Backlinks, Clique Hunter (selected), and More Tools. The 'Clique Hunter' section has a video icon and a play button. Below this, instructions state: 'Enter up to 10 unique root domains/subdomains/URLs, one per line (minimum of 2 entries), to find authority linking domains in this market segment:'. A text input field contains the following list of domains: www.fareastflora.com, www.prince.com.sg, www.valenfleur.com, asp.wonderfulflora.com, www.noelgifts.com, rosesonly.com.sg, www.jurliss.com, www.angelflorist.com, www.flora2000.com/Shopping/Singapore.asp, and www.joaquims.com. Below the input field are two radio buttons: 'Use Fresh Index' (selected) and 'Use Historic Index'. A 'Hunt' button is located at the bottom left of the tool interface. The footer of the tool interface includes social media icons and links for About, Terms and Conditions, Privacy Policy, and Contact Us.

MAJESTIC SEO

Blog | My Reports | Tools | Support | Plans & Pricing | Account | Logout | Welcome: Fabian Lim | Messages | Bucket

Don't forget to [sign up for your free training](#) at Majestic SEO whilst it's available

Home → Tools → Clique Hunter

Site Explorer | Keyword Checker | Backlink History | Bulk Backlinks | **Clique Hunter** | More Tools

**Clique Hunter** (play video)

Enter up to **10 unique** root domains/subdomains/URLs, one per line (minimum of **2** entries), to find authority linking domains in this market segment:

www.fareastflora.com  
www.prince.com.sg  
www.valenfleur.com  
asp.wonderfulflora.com  
www.noelgifts.com  
rosesonly.com.sg  
www.jurliss.com  
www.angelflorist.com  
www.flora2000.com/Shopping/Singapore.asp  
www.joaquims.com

Use Fresh Index: ☒ Use Historic Index: ☐

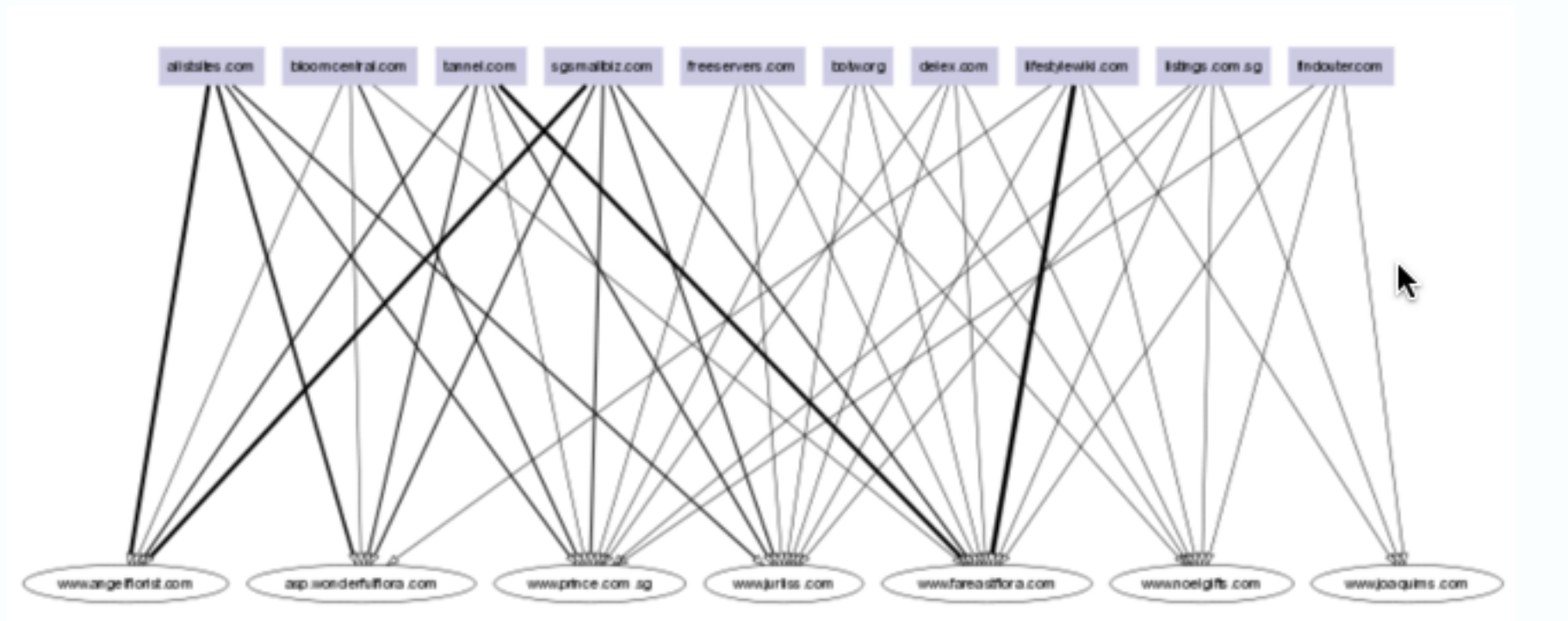
Hunt

About | Terms and Conditions | Privacy Policy | Contact Us



# Majestic SEO – Clique Hunter

## Visually Identify Common Links to Your Competitors



# Majestic SEO – Clique Hunter

## Sort by Matches Then CitationFlow

**Legend:**

1. The thickness of lines shows that more links come from that domain to the queried domain.
2. The darkness of the box colour shows the number of matches from that domain to the queried domains.

⚡ Use Fresh Index: ☒ 🏠 Use Historic Index: ☐

Minimum number of matches:  Number of results shown:  Depth of analysis:

Order By: 

Matches

Descending

 Then: 

CitationFlow

Descending

Refresh

# Link Research Tools

<http://www.LinkResearchTools.com>

[Visit our Forum](#) | [Contact Us](#) | +44 800 011 9736

[Sign In](#) | [Free Trial](#) | [TOP10](#)

[Home](#)
[Tour](#)
[Plans & Pricing](#)
[Sign Up](#)

Questions

**The only SEO Tool you need!**

**Understand and outperform your competition!**

- ✓ Combined knowledge from 93 sources - 22 link backends
- ✓ UP to DATE and accurate data!
- ✓ Dynamic link profile filters
- ✓ Supports Facebook, Twitter & other social votes
- ✓ **Competitive advantage at your fingertips!**

[SEE PLANS & PRICING](#)
[TAKE THE TOUR](#)

★★★★★

Questions?

+44 800 011 9736

Send us an E-Mail

Hear what our users have to say.

What is Link Research Tools?



# Link Research Tools – Common Backlinks Tool



## Common Backlinks Tool


(4 out of 5 credits left)

Find common backlinks off your competitors pages. If you want, we can even find your competitors for you!


Domain	1	2	3	4	5	6	7	8	9	Co#	BLdom	DomPop	Power-dom	Trust-dom
<input type="text" value="type to search..."/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="text" value="from to..."/>	<input type="text" value="from to..."/>	<input type="text" value="from to..."/>	<input type="text" value="from to..."/>
<a href="http://nowandthendancestudios.com">nowandthendancestudios.com</a>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5	6,054	264		
<a href="http://savings.com">savings.com</a>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	5	2,929,147	6,705		
<a href="http://seniormag.com">seniormag.com</a>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	5	9,519	1,699		
<a href="http://brandewyne.com">brandewyne.com</a>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	4	588	187		
<a href="http://bullz-eye.com">bullz-eye.com</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	4	3,439,524	9,101		
<a href="http://chiff.com">chiff.com</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	4	85,122	13,936		
<a href="http://ezilon.com">ezilon.com</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	410,663	11,454		

# Link Building Management Tool

<http://www.buzzstream.com/link-building>



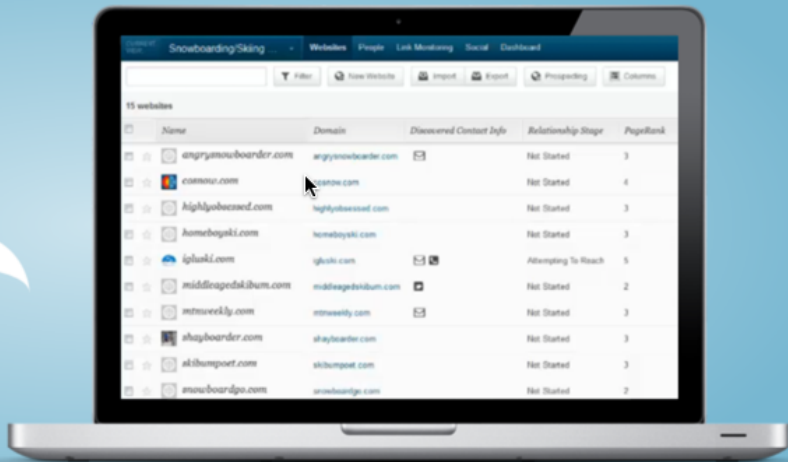
BuzzStream for  
**LINK BUILDING**






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## Link Building Made Simple

BuzzStream eliminates the time-sucking parts of link building so you can focus on what matters: **Building quality relationships with link partners.**

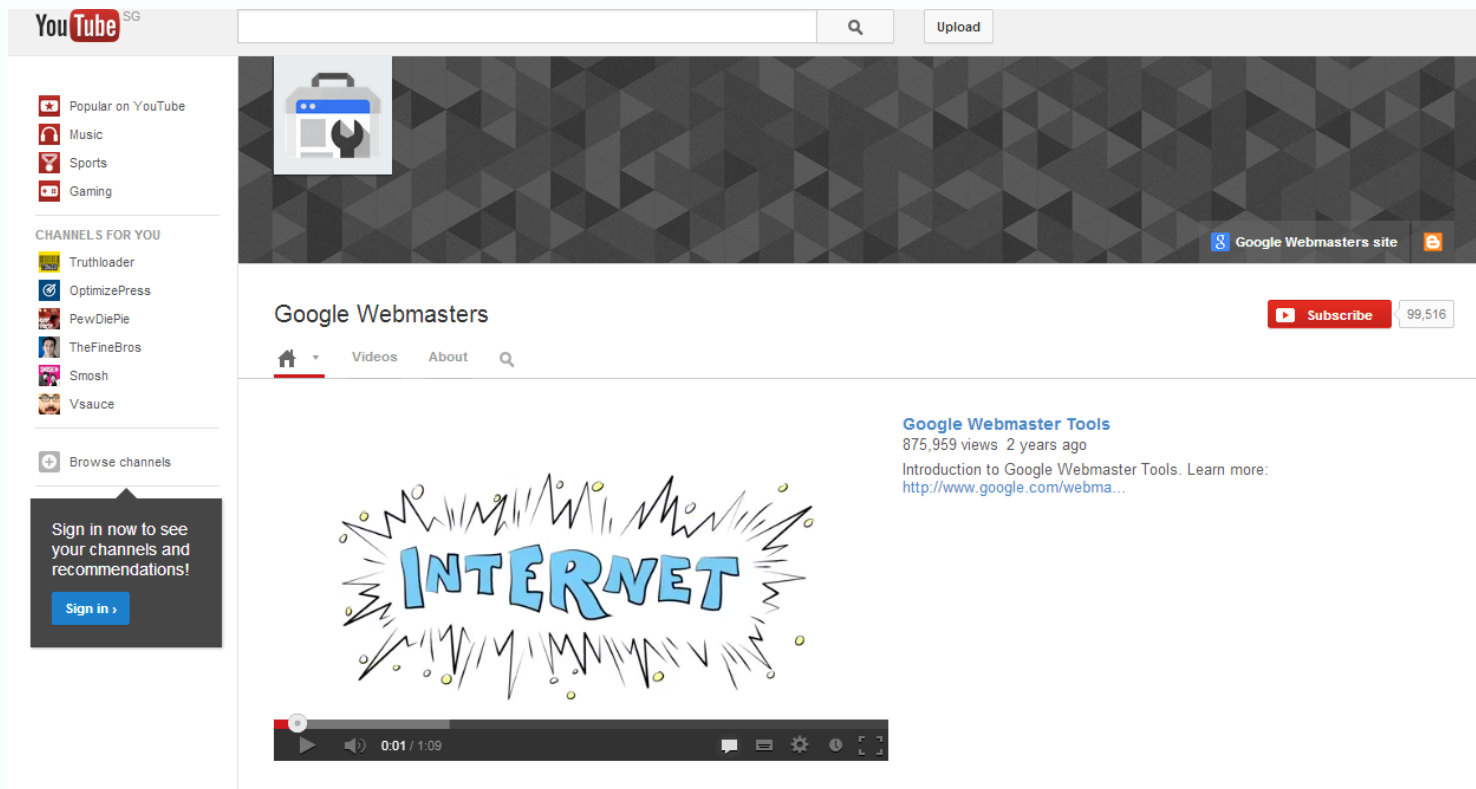
[TRY IT FOR FREE](#) [TAKE THE TOUR](#)



	Name	Domain	Discovered Contact Info	Relationship Stage	PageRank
1	angrysnowboarder.com	angrysnowboarder.com		Not Started	3
2	commu.com	commu.com		Not Started	4
3	highlyobessed.com	highlyobessed.com		Not Started	3
4	homeboyaki.com	homeboyaki.com		Not Started	3
5	iplunk.com	iplunk.com	 	Attempting To Reach	5
6	middleagedskibum.com	middleagedskibum.com		Not Started	2
7	mtwweekly.com	mtwweekly.com		Not Started	3
8	shayboarder.com	shayboarder.com		Not Started	3
9	skibumport.com	skibumport.com		Not Started	3
10	snowboardgo.com	snowboardgo.com		Not Started	2

# Subscribe To Google Webmaster in YouTube

<http://youtube.com/user/GoogleWebmasterHelp>



# Google Webmaster Tools

<http://www.google.com/webmasters/tools>

The screenshot shows the Google Webmaster Tools interface. At the top left is the Google logo, and at the top right is a red 'SIGN UP' button. Below the logo, the heading 'Webmaster Tools' is followed by the text 'Improve your site's visibility in Google search results. It's free.' A paragraph describes the tool's purpose: 'Google Webmaster Tools provides you with detailed reports about your pages' visibility on Google. To get started, simply add and verify your site and you'll start to see information right away. [Learn more »](#)'.

On the right side, there is a 'Sign in' section with the Google logo and a 'SMART' badge. It includes input fields for 'Email' and 'Password', a 'Sign in' button, a 'Stay signed in' checkbox, and a link for 'Can't access your account?'.

On the left side, there are three feature highlights, each with an icon and a title:

- Get Google's view of your site and diagnose problems**: See how Google crawls and indexes your site and learn about specific problems we're having accessing it.
- Discover your link and query traffic**: View, classify, and download comprehensive data about internal and external links to your site with new link reporting tools. Find out which Google search queries drive traffic to your site, and see exactly how users arrive there.
- Share information about your site**: Tell us about your pages with Sitemaps: which ones are the most important to you and how often they change. You can also let us know how you would like the URLs we index to appear.

At the bottom, there is a footer with copyright information: '© 2012 Google'. Navigation links include 'Google Home', 'Terms of Service', 'Privacy Policy', 'Google Webmaster Central', 'Webmaster Central Blog', and 'Webmaster Discuss'. A language selector shows 'English (United States)'.



“Succeeding in SEO will be the same as it's always been if you're doing it right – give the users a great experience.” – Matt Cutts



# Questions?

