If your domain is Exact Match Domain (EMD) Backlinking Anchor Text Order [per money site]
Example of of an (EMD) http://www.edhpoolcleaner.com

Link #1.
Naked URL [exact has it in url]
Example http://www.edhpoolcleaner.com

Link #2
URL [exact has it in url.. be careful]
Example: www.edhpoolcleaner.com

Link #3
Partial Match Keyword (PMK)
Example: Pool Cleaner

Link #4
Other
Examples - Click Here - Dan - Our Site - etc...

Link #5
Latent Semantic Indexing (LSI) - (Think Synonym)
Example: Swimming Pool Maintenance

LSI looks for synonyms related to the title of your page. For example, if the title of your page was "Classic Cars", the search engine would expect to find words relating to that subject in the content of the page as well, i.e. "collectors", "automobile", "Bentley", "Austin" and "car auctions".

Link #6
Url
Example - http://www.edhpoolcleaner.com
Link #7
Exact Match Keyword (the money keyword you NEED to rank for)
Pool Cleaner El Dorado Hills

Link #8
Other
Example - Click here - Dan Klein - Etc

Link #9
URL
Example - www.edhpoolcleaner.com

Link #10
Latent Semantic Indexing (LSI) - (Think Synonym)
Example: In ground pool cleaning

Link #11
Latent Semantic Indexing (LSI) - (Think Synonym)
Example: Swimming pool service

Link #12
Partial Match Keyword (PMK)
Example: El Dorado Hills Pool Cleaning

Link #13
Url
Example: http://www.edhpoolcleaner.com

Link #14
EMD
Example - Pool Cleaner El Dorado Hills

Rinse and Repeat

Branded Sites (Client sites - Seo Jobs Etc)
Example: Nike.com

Link #1.
Naked URL [exact has it in url]
Example http://www.nike.com

Link #2
Other
Example: Click Here - Check this out - etc

Link #3
Latent Semantic Indexing (LSI) - (Think Synonym)
Example: Air Jordan's - or Running Shoes

LSI looks for synonyms related to the title of your page. For example, if the title of your page was "Classic Cars", the search engine would expect to find words relating to that subject in the content of the page as well, i.e. "collectors", "automobile", "Bentley", "Austin" and "car auctions".

Link #4
Exact Match (EM) The Holy Grail Keyword
Example: Running Shoes

Link #5
Latent Semantic Indexing (LSI) - (Think Synonym)
Example: Sneakers - Basketball shoes

Link #6
Url
Example - nike.com

Link #7
Partial Match Keyword (PMK)
Example: Nike Shoes - Air Jordan Shoes

Link #8
Url
Example - nike.com

Link #9
Other
Example - Click here - Dan Klein - Etc

Link #10
Latent Semantic Indexing (LSI) - (Think Synonym)
Example: Sneakers - Basketball shoes

Link #11
Partial Match Keyword (PMK)
Example: Nike Flywire shoes

Link #12
Exact Match (EM) The Holy Grail Keyword
Example: Running Shoes

Rinse and Repeat