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Link building strategies:

The most important part of seo is links, it is the traditionally the backbone of seo works. They find the links to other pages, any color format text is visible, we click on it. It leads to another page.

There are two types of links.

1. Number of links
2. Quality of links

Number of links:

We improving our search engine visibility by increasing of our link popularity.

Quality of links:

How the link is relevant to the information by the user search for it.

* Avoid shortcuts in searching any page.

Internal links:

Internal links are links that go from one page on a domain to a different page on the same domain. They are commonly used in navigation.

Navigational links:

These links found on the top side or bottom side of the web pages. How your content is to be organized, guides the click around the site, trained to the find looking for.

Contextual links:

A contextual links is one in which the clickable text is made up of a keyboard phrase you want to obtain a page one listing for in google.

External links:

External links are hyperlinks that point at (target) any domain other than the domain the link exists on source. Use web directories.

Opportunities:

Search engine rely on lines to determine whether your website pages are trust ended.

* Analyze backlinks of other sites.
* Encourage guest blogging.

Executing strategy:

Executing by link by link plan. One tool is really helps for do the relevant things. <Http://www.raventools.com> we will discuss what type of link it is and set up the website URL.

Types of stories:

For example your worked for an Globomantics audio Redeemer the requirements are to be..

* User can insert any CD into the kiosk
* Users will plug their device into the device into the kiosk.
* We can periodically empty the kiosk and CD”s recycling.
* We can pull reports from the kiosk to see how its doing.
* Usage reports
* Financial reports
* Diagnostic reports

The story format:

As a sales person, I want to create a quarterly forecast. So that I may share my sales goals.

What are roles :

Represent groups of users rather than individual users. Derived from the characteristics of the group.

Role for the system:

* Users
* Service people
* Business owners
* Customers

As the invest is to be;

Independent

Negotiable

Valuable

Estimate – able

Small

Testable

As a service person I want to empty CD’s to be recycled.

Themes:

Quality of themes:

Stories are related, or all serve a similar goal.

Do not need to encapsulate a work flow.

Can be delivered independently of one another.

Summary:

A role defines a group of users for which a story fills a need

Good user stories follow to INVEST criteria for story creation.